

2009

**[DOWN TOWN
PLATTEVILLE
REVITALIZATION PROJECT]**

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INTRODUCTION

The City of Platteville has set a goal to achieve business growth in downtown Platteville. They have formed a board to aid and provide assistance to downtown business owners called the Redevelopment Authority (RDA). The RDA is now taking steps to reach their goal by responding to student interests. Since the student population is a rather large part of Platteville yet student spending interests lie in other areas, the RDA wishes to identify what students purchase downtown as well as what they would be interested in purchasing in the downtown area.

The tastes of this population are very dynamic because the entire population is completely changed every 5-6 years. The ebb and flow of these tastes make it difficult to predict what consumers will want in five years. This is where MSA Professional Services, Inc. comes in to play. MSA is a Madison-based city planning service with expertise in urban design, parking studies and land use.

Jason Valerius, AICP, LEED AP, Planning & Design Team Leader, MSA Professional Services, Inc. and his team provided our group with the proposal they were using to present to the Platteville RDA. It was filled with information about the project, and the qualifications of MSA. Our group, from the Engineering Management class, would assist MSA in conducting and analyzing a survey to the students about their interests in the downtown area and businesses.

PROCEDURE

On the surface, conducting, analyzing, and reporting about a survey seems to be a relatively easy task. In reality, there were far more issues than originally anticipated which led to some headaches and frustration.

During the meeting with Jason and his associates, we discussed how we would be distributing the survey. In our conversation, we discussed the value of having a paper survey versus an electronic survey. Also, we discussed whether funding was available and what we should be requesting for funding. It was believed that funding would be needed to offer incentives in order to get a sufficiently large sample size of the student population to provide reliable results. Other aspects of the project discussed would be population statistics for current UW-Platteville students, what software to use to distribute the survey, who would be coming up with the survey questions and what was expected in return from our group to give to MSA.

After the kickoff meeting, our group held a meeting with all members to discuss what was said in the meeting and brief those who were unable to attend. During the meeting, we determined what aspects to focus on first and the means by which we would be completing these tasks. It was decided that the most important goal was to complete the Pioneer Academic Center for Community Engagement (PAACE) form and hand it in for evaluation so funding might be available. Also, certain group members were given the task of finding student population numbers, finding a usable medium to distribute and gather results, and come up with a program to randomly pick winners for participation prizes. Other group members were given the task of searching campus for an available copy of *Survey Monkey* in case the funding from PAACE did not pull through. A final task was given to another one of the group members to determine if Institutional Review Board (IRB) approval would be needed for this survey or if the group could just get some sort of approval from the Student Senate. The IRB is a group of faculty who reviews surveys, studies, and other experiments to assure there is nothing contained within that may be harmful to participants.

The group used regularly scheduled conference calls with Jason to give him status reports and to get his input on how we could accomplish our goals. We also kept in contact with Jason for urgent messages via e-mail.

PACCE is a new organization on campus that grants money to student groups to help with the completion of their projects. There was paper work that needed to be submitted in order to receive funds from PACCE. The paperwork was filled out and submitted on time but the project was rejected for funding. This was a shock to the group because all of the others doing these projects received money to help complete the project. Due to time constraints, the group opted not to spend additional time to revise and resubmit the proposal.

For finding student population statistics, it was decided upon to go directly to the registrar's office to see if they could give us the information we wanted. These numbers were much harder to come by than originally anticipated. The registrar's office directed us to the student affairs office. At the student affairs office, we were informed that the information we were looking for would need to be given to us by Mark Mailloux, head of institutional research at UW-Platteville. Our conversation with Mark revealed that he was, indeed, the person that could give us this information but he told us he could not release it without the permission of his boss, Duane Ford, active Provost at UW-Platteville. So we then looked to Duane Ford for permission to divulge the information we needed. He told us that he needed to see what our project was about and what information we were looking to obtain since giving out of personal student information is a serious matter. After learning that we only wanted totals of certain counts like class, gender, college affiliation, and degree sought he gave us permission. Even after this long battle to obtain the information, we then waited about a week for Mark to compile the statistics since he typically has a lot of work on his agenda. Once, these statistics were obtained, the data was sent out to all pertinent persons to use in our report and results.

When MSA sent us the questions they wished to see on the survey, we evaluated the ease of understanding. Each group member was given the task of evaluating the original survey. We also issued the survey to our Engineering Management class and asked the students to comment on any issues they encountered while filling out the survey. This provided us insight on which questions people thought were difficult to understand and somewhat answered the question of the time required for completion. Our recommendations were sent back to MSA so they could come up with a final copy of the survey.

All along the way, as we accomplished our tasks, we were also trying to write up a draft of our report. We determined that we could not give much attention to it until our survey was completed. Therefore, we waited for the some initial results from survey.

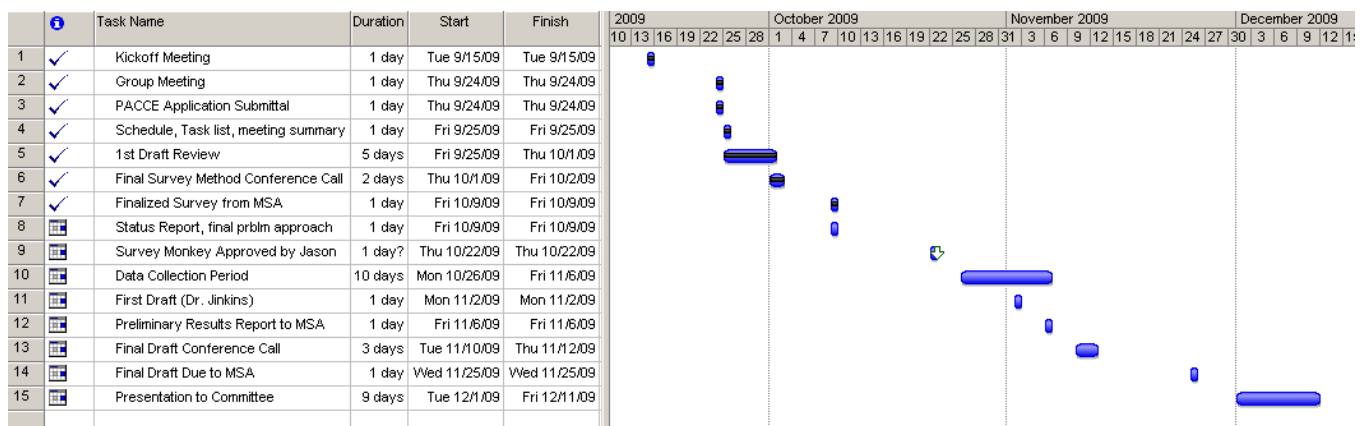
When the final survey was received from MSA, we worked together with Anna Mroch, Resident Director of Wilgus Hall, to upload the survey into *Survey Monkey* and clear up any questions before

finalizing the survey. We were directed to Anna by Student Senate. After the completion of this task, all that remained for survey distribution would be approval, both from IRB and Jason's team. The survey was opened and sent to all students attending UW-Platteville, with exception to graduate students, via email on November 10, 2009 and closed ten days later on November 20, 2009. A total of 746 responses, more than ten percent of the student population, were gathered with a majority response in the first day. After the needed number of respondents was obtained, the survey could then be stopped and final results taken. With these results the group then drafted a rough results report to give to MSA and to use in our final project report.

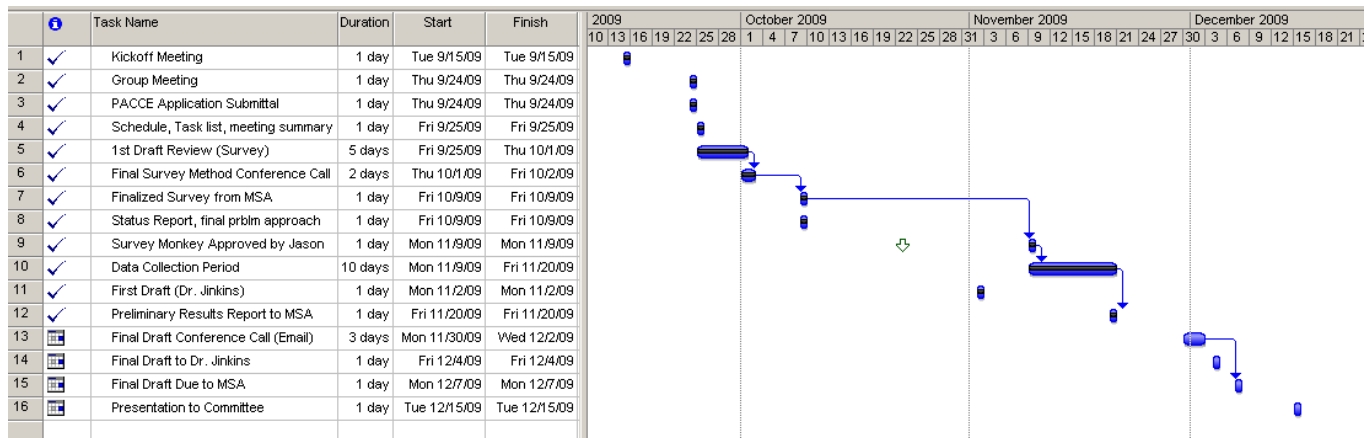
With all the information gathered, we would then be able to proceed with the completion of the report. Also, in accordance with class guidelines a PACCE poster would be constructed giving a brief overview of the project. The final step that the group will be taking is a presentation to the Platteville Redevelopment Authority Board (RDA) on December 15th divulging the results of our survey.

TIME COMMITMENT

Below is a Gantt chart displaying the tentative time frame for the project. We created this Gantt chart from deadlines given to us by our MSA contact Jason Valerius and professor Dr. Jinkins. Due to bottlenecks in the project, some of the times have been pushed back. There was really no formal assignment of work in the group. We simply delegated short task lists from the project Gantt chart during team meetings and through emails and we then worked together to complete our responsibilities.



The Gantt chart below shows the actual schedule for the project. This chart shows that the data collection period was pushed back due to unforeseen delays with IRB approval as well as miscommunication with the uploading process.



RESULTS

Question 1: Please indicate your gender.

Answer Options	Response Percent	Response Count
Male	53.5%	399
Female	46.2%	345
Transgender	0.1%	1
Other	0.1%	1
<i>answered question</i>		746
<i>skipped question</i>		0

Table: Enrollment By Gender, Fall 2009

Gender	N	%
Female	2,558	36.7%
Male	4,407	63.3%
Total	6,965	100%

At the point when we closed our survey on Thursday November 20th we had received 746 responses. This compiled to an 11.34% response rate from the UW-Platteville student body. This compares favorably with the 5% desired since it was believed that incentives would be necessary to obtain the desired response. Note: Graduate students were not included in the e-mail because it could not be determined which physically attend the campus. Therefore, the total enrollment used for this calculation was 6,579.

Question 2: Select your class standing at UWP.

Answer Options	Response Percent	Response Count
Freshman	24.1%	180
Sophomore	18.2%	136
Junior	22.1%	165
Senior	35.3%	263
Master's	0.3%	2
<i>answered question</i>		746
<i>skipped question</i>		0

Table: Enrollment by Class, Fall 2009

Class	N	%
Freshman	2,355	35.8%
Sophomore	1,313	19.9%
Junior	1,259	19.1%
Senior	1,658	25.2%
Graduate	386	5.9%

There was a significant representation of the senior class throughout this survey, while the sophomore class had the least participation. Though this data is not symmetric across the board, we believe that the large participation has aided in presenting a representative sample.

Question 3: Are you enrolled as a full time or part time student?

Answer Options	Response Percent	Response Count
Full time	98.3%	733
Part time	1.7%	12
<i>answered question</i>		746
<i>skipped question</i>		0

Table: Enrollment by FT/PT Status, Fall 2009

FT/PT Indicator	N	%
Full Time	6,305	90.4%
Part Time	666	9.6%

The majority of participants were full-time students.

Question 4: What college are you currently enrolled? (Check all that apply)

Answer Options	Response Percent	Response Count
College of Business, Industry, Life Science and Agriculture	36.5%	272
College of Engineering, Mathematics and Science	39.5%	295
College of Liberal Arts and Education	23.2%	173
None/Undecided	4.3%	32
<i>answered question</i>		746
<i>skipped question</i>		0

Table: Enrollment by College and Degree Program, Fall 2009

College	N	%
BILSA	2261	31%
EMS	2348	32%
LAE	2260	31%

Though the proportion of students is nearly identical between the three colleges, response rates varied from 23% from LAE to almost 40% in EMS. This distribution was believed to be an acceptable representation of the student population for the purpose of this study.

Question 5: Where do you currently live?

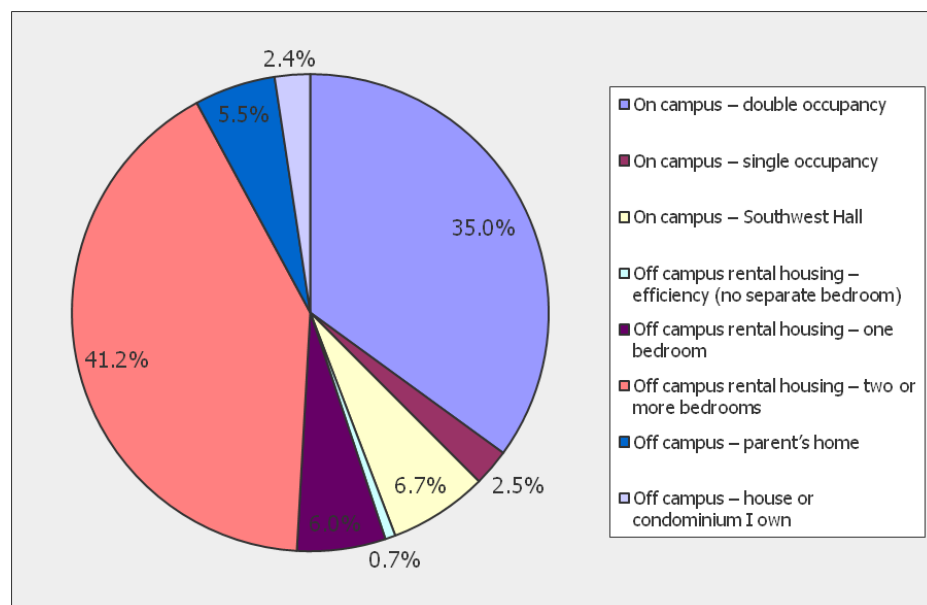
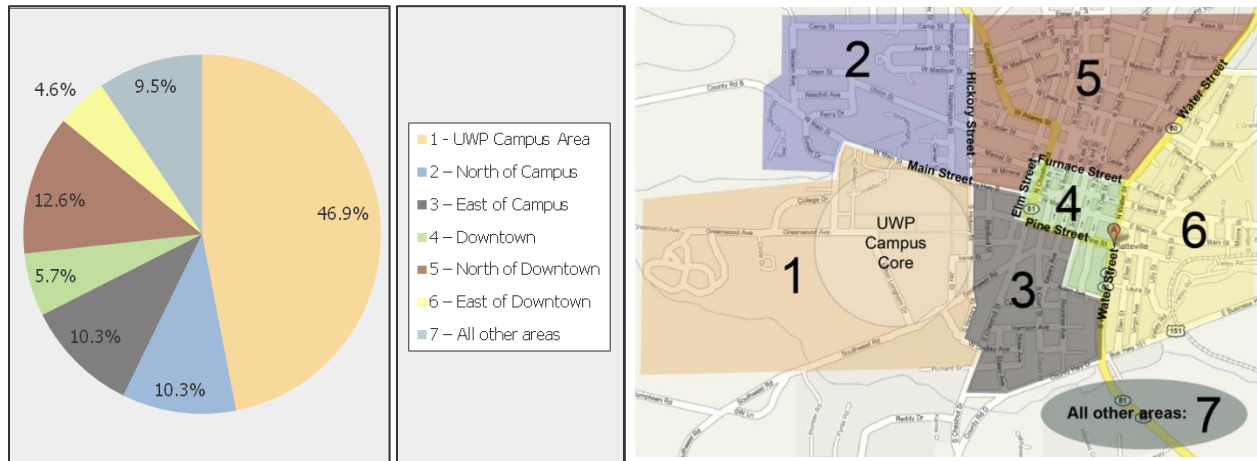


Table: Enrollment by On-Campus vs. Off-Campus, Fall 2009

Housing Indicator	N	%
Living Off-Campus	4,239	60.9%
Living On-Campus	2,726	39.1%

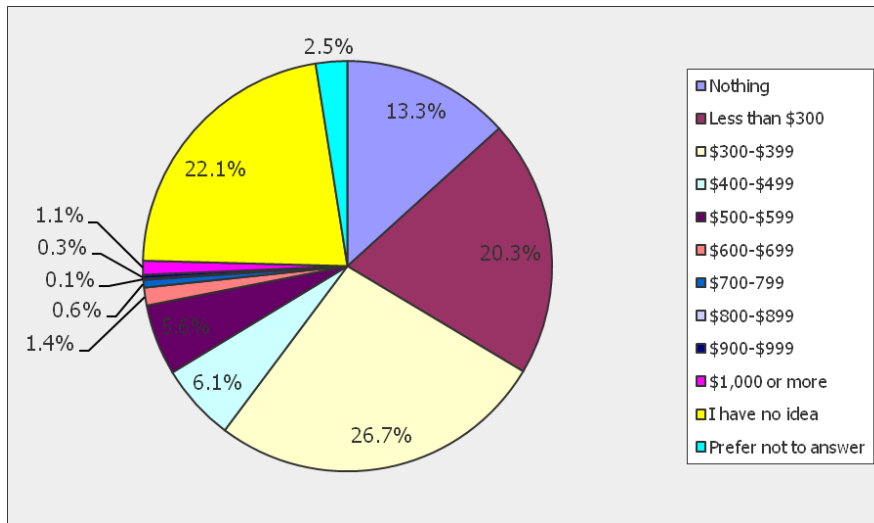
Overall, the survey shows a geographically representative sample of students. Traditionally the two largest populations are those living in traditional residence halls which is “On campus-double occupancy”, and off campus in a house or apartment with roommates, which is “Off campus rental housing-two or more bedrooms”.

Question 6: Identify the location of your current housing using the map to the right.



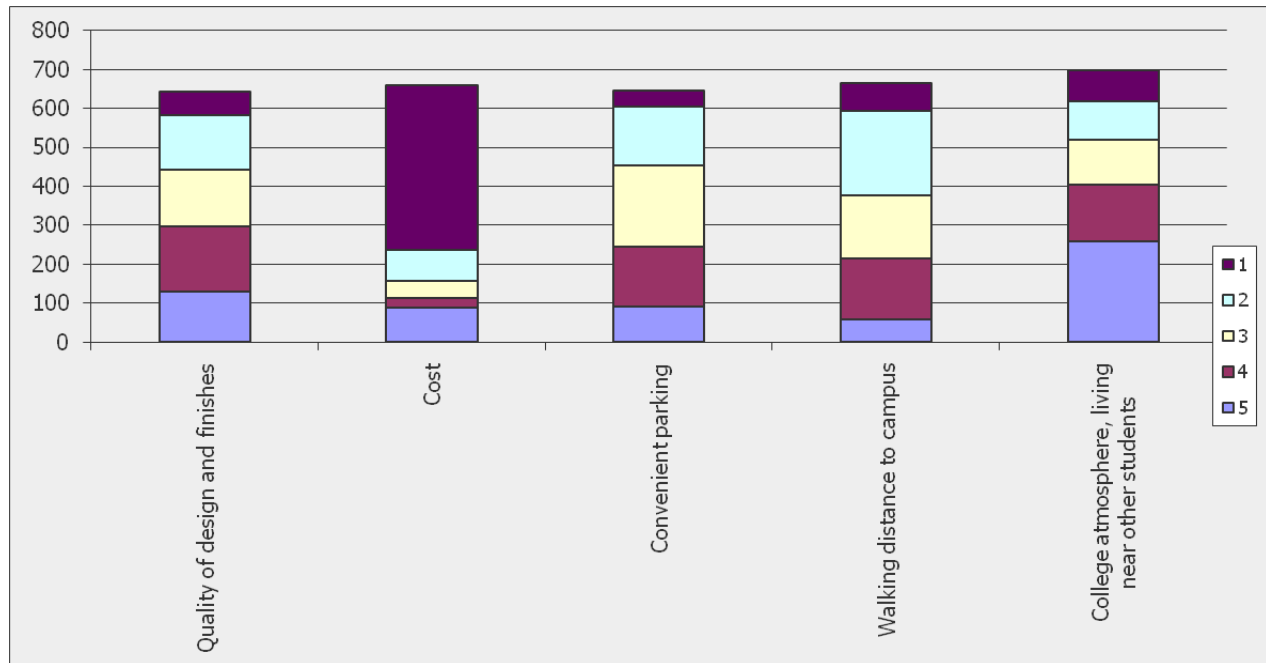
Most of the student population of Platteville lives on or very close to campus. This group makes up almost half of the students surveyed. The area second in population is the region north of the downtown area, which may be because the region covers a large area made up of mostly residential houses. The rest of the population was spread among those areas that were closest to campus. Students considered commuters live in area 7 and comprise 9.5% of respondents.

Question 7: Approximately how much do you pay, per month, including utilities (heat, electricity), for your share of your current housing?



The largest percentage of the population said that they paid \$300-399. The second largest group paid less than \$300 for their housing which is very common for people living with roommates to lower their housing costs. An unexpected result was that a large portion of the people surveyed said that they didn't know how much they paid for housing or answered nothing. This could be explained because many students that live on campus are clueless of what their housing costs on a per month basis.

Question 8: Rank the importance of the following characteristics when choosing housing; with 1 being the most important and 5 being the least important.



Cost was by far the determining factor for most students. The factor that was the next in importance was proximity to campus. The ranking order from most important to least was Cost, Distance, Parking, Quality, and Atmosphere. Many people that commented said that one big problem for them was that there was no available spaces for parking near where they live. Another factor that was commented on frequently is that people chose their housing based on whether or not the owner allowed pets on the property.

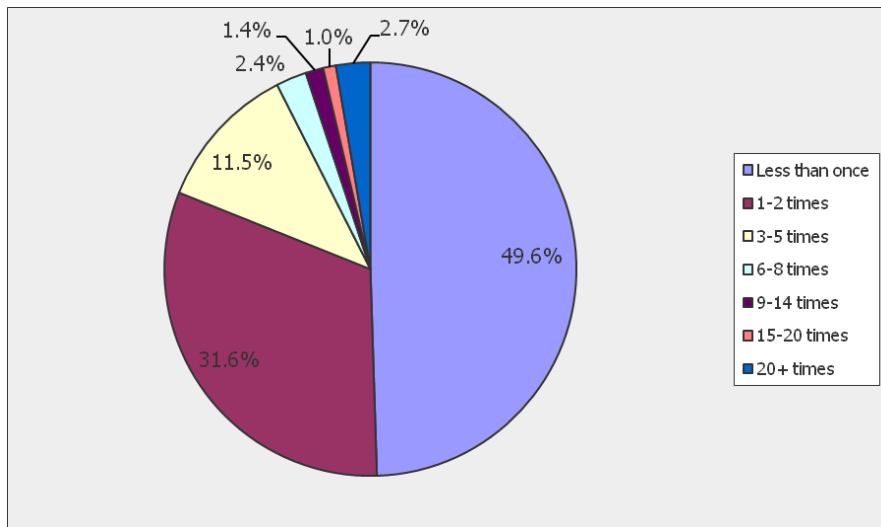
Question 9: Would you live downtown (area 4 in image to right)?

Answer Options	Response Percent	Response Count
Yes	65.5%	469
No	34.5%	247
Comments:		67
<i>answered question</i>		716
<i>skipped question</i>		30

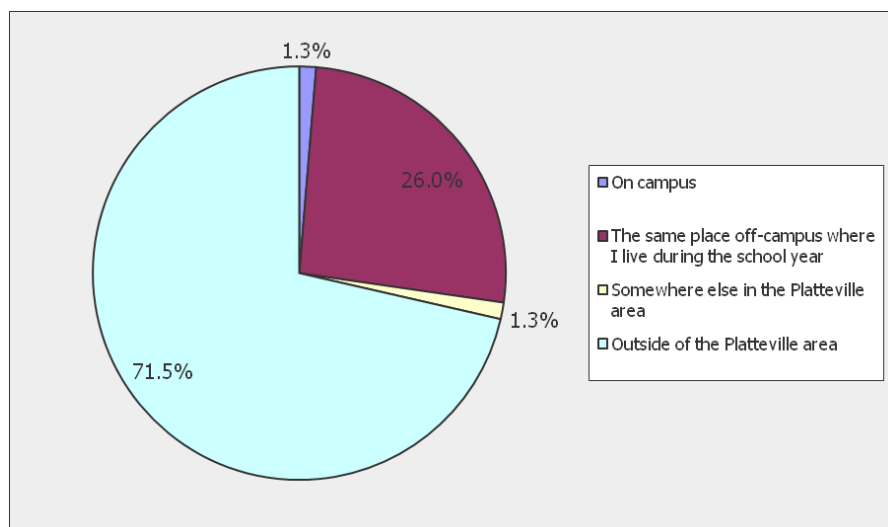


Overall, from the statistics gained it can be seen that a majority (65.5%) of UW-Platteville students would live downtown if the opportunity existed. One of the major concerns seen in the comments was that living downtown might be too loud for some individuals. Other concerns highlighted in the comments included inadequate parking, no yards for pets, housing conditions, and cost concerns versus living on campus.

Question 10: On average, how often do you walk through downtown Platteville each week?

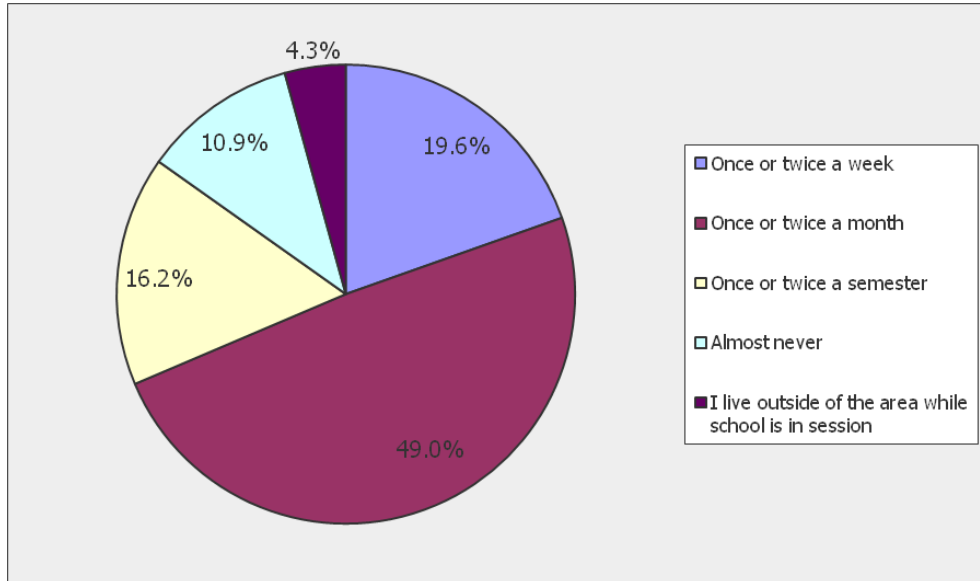


As seen from the data collected, most students do not walk through downtown Platteville in a given week. A rate of 81.2% of the student population would walk through downtown only 2 or fewer times per week. This fact may be somewhat concerning for downtown businesses which would not get much student foot traffic in a given week.

Question 11: Where do you live during the summer?

Based on the data obtained it can be seen that roughly a quarter of the student population lives in Platteville year round. That amounts to approximately 1700 students. The others leave the area when school is not in session.

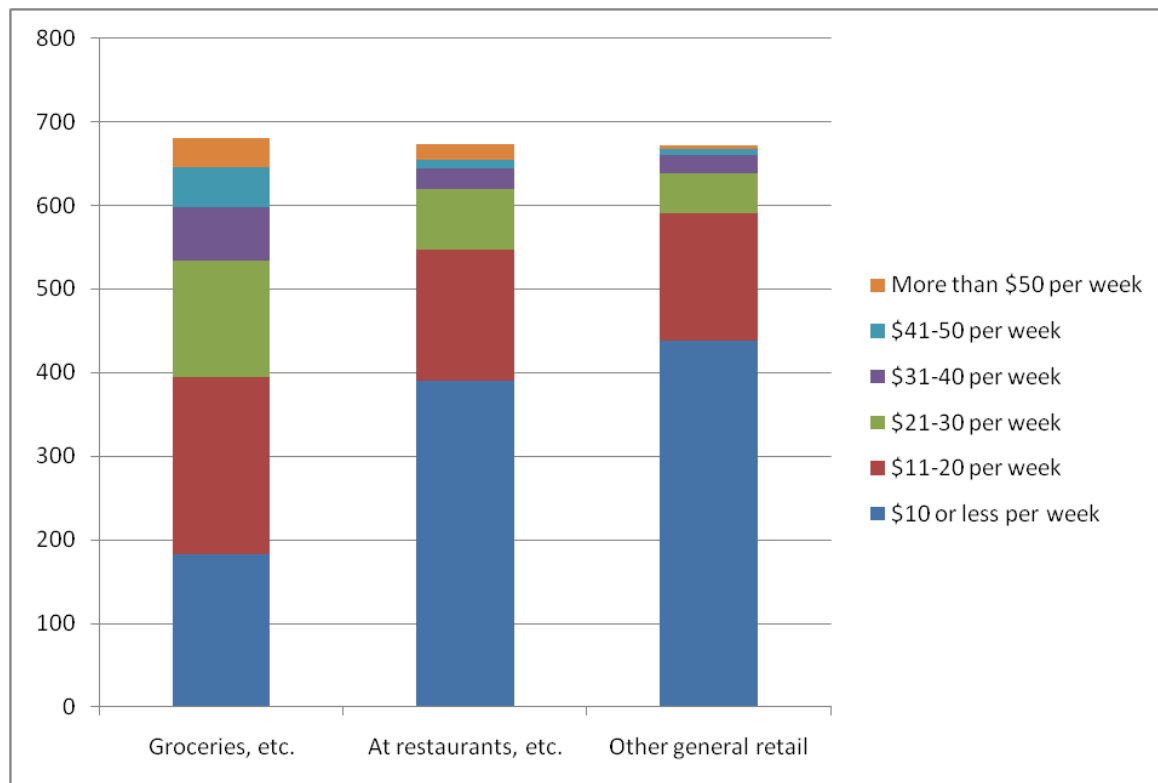
Question 12: When school is in session, on average, how often do you leave Platteville on weekends (excluding breaks or holidays)?



Survey results show that half of the students at UW-Platteville leave once or twice a month. Another one-fourth can be identified as individuals who will travel home on the weekends and will not spend as much time checking out the Platteville area. The final one-fourth of students spent most of their weekends in Platteville and would therefore be more interested in the Platteville area.

Question 13: During the school year how much do you spend per week...

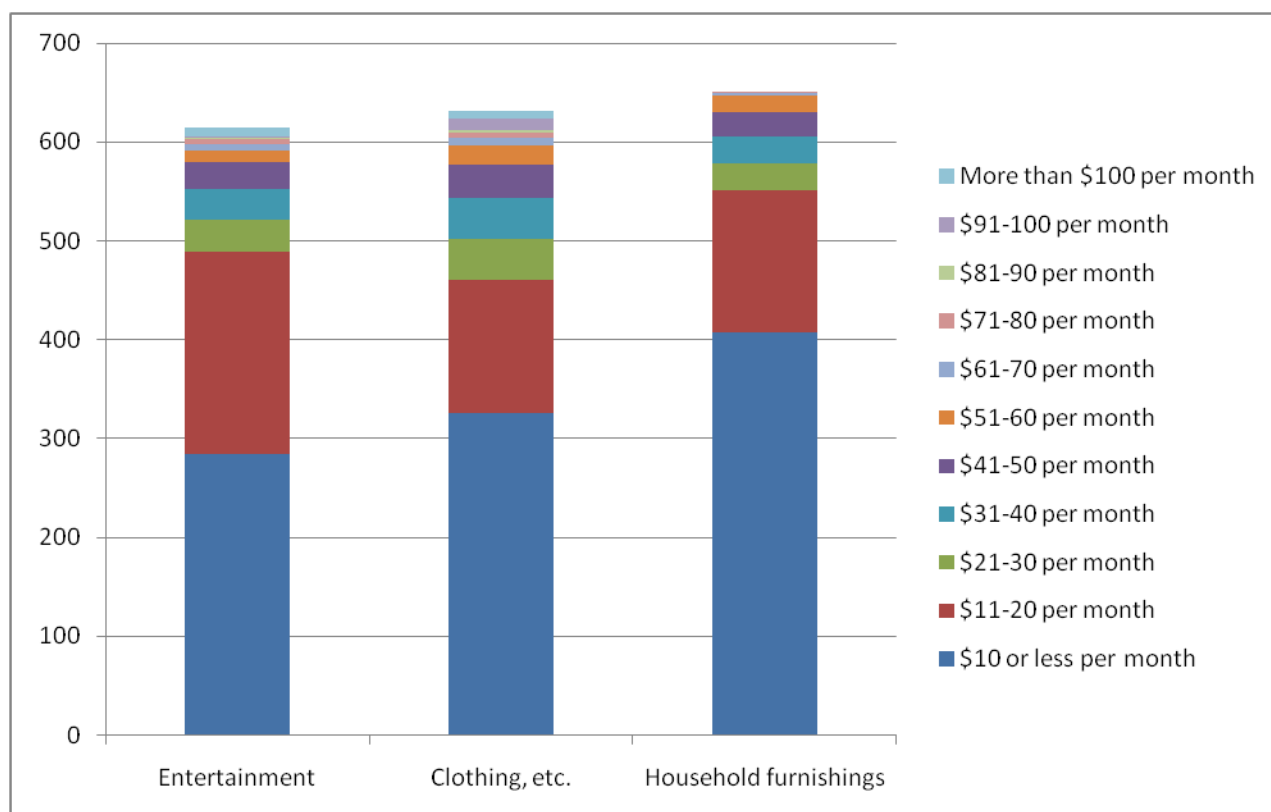
- 1. Groceries (food and beverage), excluding spending for meal plans?**
- 2. At restaurants and bars (excluding spending for meal plans)?**
- 3. Other general retail and personal services purchases, not otherwise covered above (haircuts, tanning etc.)?**



The data shows that most students at UW-Platteville don't spend much money in the Platteville area. The data shows that more money is spent related to food than any other category, specifically on groceries. Again, the second highest category, restaurants and bars, relates to food and beverage purchases. The third category is only slightly edged out by the second. The two categories, restaurants and general retail, might be explained somewhat by the fact that nearly 75% of students said they leave the area at least once per month on the weekends and activities might be more likely to happen on the weekends while groceries are required all week.

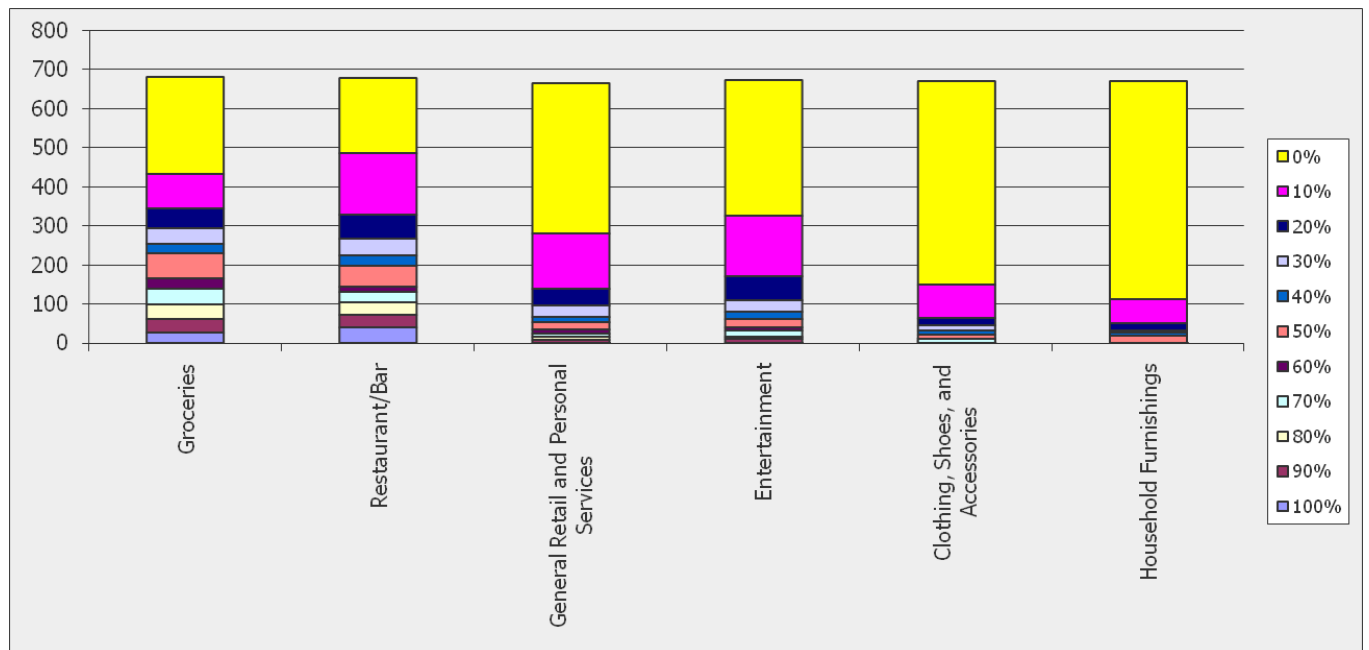
Question 14: During the school year how much do you spend per week...

- 1. Entertainment (not including bars), which could include cinema admission, concerts, movie rentals, and related items?**
- 2. Clothing, shoes, and related accessories?**
- 3. Household furnishings and electronics?**



According to the data the majority of students do not spend much money on these categories. The slight lead in the entertainment category may confirm an assumption that students are interested in cheap entertainment. The second category shows small interest in clothing and accessories during the school year as a larger group of students are willing to spend over 20 dollars per month. Over 30 percent of students surveyed spent more than 20 dollars per month for clothing. The weakest category was household furnishing and electronics where no one spent over 80 dollars per month in this category. This is not a surprise as students are not known for their expensive home décor.

Question 15: Looking back at your answers to questions 13 and 14, please estimate what portion of that spending occurs in Downtown Platteville. (Note – Downtown is area 4 in the image above, including the Piggly Wiggly)



According to the data, most students do not shop in the downtown area. The exceptions are the categories of groceries, restaurants, and bars. According to the comments left by students, the primary source of retail is Walmart. Students also commented that stores on the other side of town (ones close to Walmart) were cheaper and they were more willing to spend their money at those businesses. Multiple people complained about the fact that there is nothing to do in the downtown area for entertainment besides recreational drinking. Students also complained about the quality of the stores in the downtown area, commenting that they wanted more chain restaurants and stores.

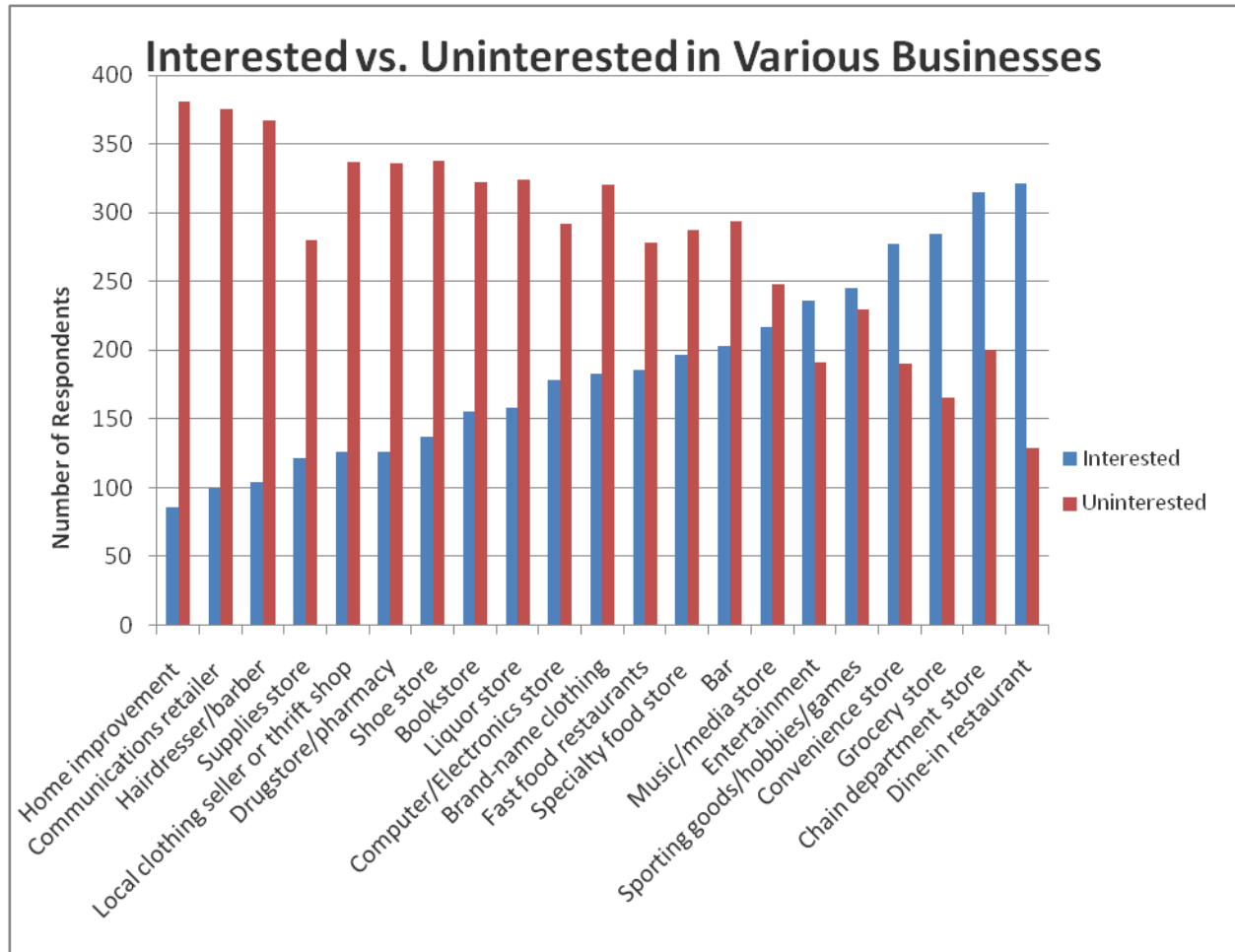
Question 16: Please identify any specific businesses that you frequent in Downtown Platteville.

Bars	Restaurants	Ace
Badger Brothers	Crafts	Asian Café
Liquor Stores	Driftless Market	Snap Fitness
Cutting Up	Cinema	Momentum Bikes
Piggly Wiggly	Downtown Discs	Library
Banks	Los Amigos	Subway
Post Office	Kwik Trip	Tan World
Steve's Pizza	Aldi's	
Milios	Walgreens	

The majority of people taking this survey skipped this question. However, for those that did answer this question the majority of people said they frequent Piggly Wiggly most, followed closely by the bars. These were indicated as the two places in the downtown area that are the primary places where students are willing to spend their money. Once again this goes back to food and beverage sales; the students are buying a lot of food in the downtown area. Steve's Pizza is a close third and the most popular restaurant/bar. Here is a list of the top ten businesses frequented by students.

1. Piggly Wiggly
2. Bars
3. Steve's Pizza
4. Los Amigos
5. Badger Brothers
6. Craft Stores
7. Milio's
8. Driftless Market
9. Avalon Cinema
10. Liquor Store

Question 17: Rate your interest in the availability of the following businesses in Downtown Platteville?



Of the 21 establishment types, a few stood out as places people viewed and did not view as interesting in the downtown Platteville area. After tabulating the data and summing the “extremely interested” and “interested,” four areas rose above the rest. The greatest number of responses in the interested range was for a dine-in restaurant, with over 51% of the respondents saying that they would like to see a dine-in restaurant downtown. A close second to the dining establishment was the chain department store. With just over 50% this could also be a value-added business in the area. Grocery store is in the third most interesting position with 45.5% of respondents finding this interesting, and this is the first business that is currently in the downtown area. The proximity of the Piggly Wiggly to the downtown area makes it a viable place to shop for a large number of people. This is especially true if their main mode of transportation is human powered, which makes

Wal-mart unrealistic. At just over 44%, the convenience store was rated fourth highest. It was surprising that the top four does not include an entertainment venue.

The same method of tabulating data was used to identify establishments that were not wanted in the downtown scene. Hardware/Home improvement store ranked as least desirable when over 60% of respondents labeled this uninteresting. The combination of Ace currently downtown, Menard's in the Platteville area, and the large number of renters could make these places unimportant to most. With just under 60%, the communications store was the next least desirable establishment. This could be attributed to the large number of people who already have a communication device when they come to Platteville so they would most likely go back to their home town to deal with problems or changes in devices. Hair dressers and barbers took the third lowest spot on the undesirable list, with over 58% reporting negatively. Drugstores, shoe store, book store, brand name clothing, and liqueur stores all had over 50% of respondents report them as uninteresting.

Question 18: Please indicate any other businesses you would like to see in Downtown Platteville.

Answer Options	Response Count
	117
<i>answered question</i>	117
<i>skipped question</i>	629

This question was one that allowed respondents to input their own answers into the survey. This turned off a lot of people and those people simply did not give any answer. Out of the people who did input some answer, the overwhelming feedback was some sort of dining place. The split was about 60/40 of those responders for fast food and a dine-in environment. Common answers for fast food restaurants were Burger King, Arby's, Wendy's, Chipotle and A&W. Answers for the dine-in restaurant were Olive Garden, Perkin's, Applebee's, Buffalo Wild Wings, TGI Friday's, a steak house and ethnic food. People also expressed the need for an under 21 or no alcohol hang-out place that is open late. This would give younger people something to do downtown that does not have to deal with the bar scene. Some ideas for this is are a pool hall, juice bar/juice club, arcade/recreation center type place. There was a small portion of people that said a coffee shop (Starbucks like) that was open late would be a welcomed addition to the area.

RECOMMENDATIONS

The timeline of this project was the most difficult issue to deal with. An important learning factor gained from this experience was to stay focused and on top of the “game”. To do this we learned that it’s best to follow up meetings with a list of action items for each group member. Also, a key element learned is to keep in contact with outside partners helping with the process. Good communication with all involved will greatly help in reducing a project timeline.

The short timeline issue was compounded by the delay from relying on other groups and their processes. In regards to IRB, the group spent significant time dealing with all the issues that surfaced on the survey. There were clarifications, rewording, spelling and formatting issues that all required time to process.

The other group that required more time than expected was Student Senate. We believed they would be able to give out the survey and tabulate the data for us. On the surface this seemed like it would relieve some burden from our group but, in reality, it added more. Like IRB, Student Senate had things they needed to know, document, and wanted to change on the survey. This caused more issues with deadlines and timelines. Both of these unforeseen issues caused the group to have to change deadlines. As it happened, the senate forwarded our issue to yet another new process. Anna Mroch, who is Resident Director Wilgus Hall, worked with us and the details of distributing the survey from that point forward.

In the future, it should be known that the Student Senate is a wasted step in the process. We found that we could have taken our project directly to Anna through student affairs instead of wasting three weeks to a month with Student Senate deliberations. Delivering the survey ourselves might have shortened the timeline and would have given us experience in this area as well. However, we would’ve still needed some help in getting all of the campus email addresses.

Another email consideration; at this campus, mass email can be seen as spam and sent directly to spam filters and trash cans. This did happen in some cases we found; however, since our response rate was well above our goal, this was put by the wayside.

Graduate students were omitted from this study for the sake of time. The small demographic was determined unimportant to the study due to the time it would take to include only the grad students who physically attend the college on the email list.

Originally, the group decided to give some incentive to increase the amount of respondents on the survey. The ideas the group came up with were to give out gift certificates from downtown businesses to random winners in a lottery type selection, and give a grand prize of an iPod to one lucky respondent. However, the best laid plans of mice and man often go awry, this happened because we did not receive funding from PACCE. In reality we did not really need to entice respondents because we got more than our goal of 4-5% of the population, we actually received more than an 11% response rate. The group also suggested handing out the surveys in person in an effort to increase respondent rates. Again, this was not an issue due to the high rate of return.

The goal of this project was to gauge and quantify the reaction of the student population of UWP to various new developments in the downtown area. The group feels that this was accomplished through the method used.

ACKNOWLEDGEMENTS

Thank you to Jason Valerius for the work, dedication and patience displayed while working on the project. Thank you IRB for the work put in to better and expedite our project. Also, thanks to Mark Mailloux for compiling the student population data. Thank you to the Student Senate for representing the survey and directing us down the right path. A special thanks to Anna Mroch for her expertise and help with uploading and conducting the survey collection. Also, thank you Dr. Jenkins for guidance throughout this project.

APPENDIX

1. IRB Form
2. Consent Form
3. IRB Approval
4. Survey including all comments
5. Headcount Tables

IRB FORM

**University of Wisconsin-Platteville
IRB HUMAN PARTICIPANTS RESEARCH REVIEW PROTOCOL: STANDARD FORM**

This protocol is to be submitted to and approved in writing by the IRB prior to the initiation of any investigation involving human participants, data, or material. **Approval is valid for one year unless otherwise noted.**

Indicate Status of Protocol: Original Submission Protocol Modification Continuation

Indicate Requested Review Level: Expedited Full Board

Submit original and two copies if Expedited review is requested; original and 10 copies for Full Board review. Only the original is needed for a Continuation.

See Section III, pages 9-11, of the IRB Manual for instructions to determine the appropriate review level. Be aware that the IRB may require a level of review different from your request.

Principal Investigator(s)

Name(s): Bill Walchak, Dan Rutten, Wade Jackson, Aaron Miller, Ryan Stueck **Rank/Title(s):** Students
Department/Program(s): Mechanical and Industrial Engineering **Email:** ruttend@uwplatt.edu

Sponsor(s) (if PI is a student)

Name(s): Dr. Patricia Jenkins **Rank/Title(s):** Assistant Professor
Department/Program: Mechanical and Industrial Engineering **Email:** jenkins@uwplatt.edu

Project Title: Service Project- Survey for Downtown Revilization Plan

Start Date for Data Collection: 11-09-2009 **End Date for Data Collection:** 11-23-2009

Is federal or other extramural funding being sought? Yes No

Name of potential supporting agency: N/A

Assurance of Departmental/Program Review:

If a departmental/program HSR exists, the signature of the HSR Chair assures the IRB that the protocol has been approved and a copy is on file in the department. If no HSR exists, the signature of the Department Chair assures the IRB that s/he has been informed of the project and a copy is on file in the department.

Signature/Date: _____ / _____

Indicate Title: HSR Chair Department Chair

Assurance to IRB: I/we have read the UW-Platteville IRB Manual of Policies and Procedures for Research Involving Human Participants and will comply with the informed consent requirement and conditions. Further, I/we will inform the IRB if significant changes are made in the proposed study.

Signature of PI(s)/Date: _____ / _____

Signature of Sponsor(s)/Date: _____ / _____

IRB USE ONLY

Date Received _____ Approval Date _____ Protocol# _____

Signed _____ Reapproval Date _____

Review Level: Full Board Expedited (Subcommittee): _____

PART I: DESCRIPTION OF STUDY

Note: For detailed instructions on completing Parts I and II, refer to pages 20-22 of the IRB Manual.

A. RESEARCH QUESTION: (Include appropriate citations)

What would the students like to see happen to downtown, when construction begins for the downtown revitalization project. Specifically, what kinds of housing are students looking for, how do students spend their money downtown currently, and what kinds of businesses would they like to see added to the downtown district.

B. HYPOTHESIS(ES):

All students on campus will be seen as equal in their opinions about what should happen in the downtown area of Platteville and data presented will affect the planning of the revitalization of downtown Platteville.

C. PARTICIPANT SELECTION:

1. Number of participants:

Sent out to all UW-Platteville Students, but voluntary to answer questionnaire.

2. Human participant pool:

a. Relevant features of the participants you will be using:

College Students

b. Relevant affiliations of your participants:

Attend University of Wisconsin Platteville

3. If participants are from a legally restricted group:

a. Explain the necessity of using these particular groups:

N/A

b. Describe any special arrangements to protect their safety, rights and well-being:

N/A

D. PROCEDURES:

1. Recruitment procedures and material inducements for participation:

No incentive to fill out the survey, strictly voluntary.

2. Location of study (data collection):

University of Wisconsin Platteville

3. Personnel and relevant affiliations:

University of Wisconsin Platteville Students

4. Information to be gathered and means for collecting and recording data (include citations, if applicable; attach all materials):

The data that will be gathered from this study includes: student interest in the downtown area, current student spending habits in the downtown area, current residence (type/distance from campus) (ie. house, apartment, dorm), year in school, desired businesses to come to Platteville, and how often students go home. This information will be gathered by a survey distributed in the email from Survey Monkey.

5. Step-by-step description of procedure(s):

1. Email survey to student body

2. Students complete survey

3. Analyze the data gather from the survey.

4. Present report to MSA services, the city consultant firm.

6. Proposed design and statistical analysis:

Using Survey Monkey's statistical analysis along with our own custom analysis of what is not covered by the Survey Monkey's statistics.

E. REFERENCES: (for above citations)

█

PART II: HUMAN PARTICIPANT PROTECTION

A. POTENTIAL RISKS YOU CAN ANTICIPATE FOR PARTICIPANTS:

1. Describe immediate risks, long-term risks, and rationale for the necessity of such risks, alternatives that were or will be considered, and why alternatives may not be feasible.
2. Describe any potential legal, financial, social, or personal effects on participants of unintentional data disclosure.

None Known

Names are not recorded, it is a voluntary undisclosed survey.

B. SAFEGUARDING PARTICIPANT S' IDENTITY:

1. Where might you present or publish your findings? Will any formal papers or reports result from your project and with whom will they be shared?
2. What precautions will be taken to safeguard identifiable records of individuals and/or groups? How will confidentiality of data be protected?

The findings of this survey may be presented to the city council and MSA the planning company in charge of planning the revitalization of downtown.

The results of the surveys will only be seen by our student survey team and results will only be displayed based on the entire student population not on an individual basis.

C. EXPECTED BENEFITS FOR PARTICIPANT S (IF ANY) AND/OR SOCIETY:

1. Clarify the potential for new knowledge resulting from this study as well as any benefits directly to the participants.

A better understanding of what the students desire from the city of Platteville for living and consumer purposes. The students would directly benefit from this study because their wishes for what should happen to downtown Platteville will be an integral part of the construction planning process.

2. Summarize the content of your debriefing.

We are distributing a survey for the Downtown Revitalization project which will give the planning committee insight on what the students want in a new downtown section of Platteville. The answers provided by the student completing this survey will ensure that the students needs and wants are heard during the planning process.

D. DECEPTION USED IN GATHERING DATA:

Justify the use of any deception in the project. If participants are provided with any untruthful or misleading information, provide a detailed written description of the debriefing.

No deception is used in this project.

E. INFORMED CONSENT:

Submit a copy of all materials used in the recruitment and selection of participants.

Either submit a copy of the (signed or unsigned) consent form or, if you believe informed consent should be waived for your project, write a justification for your recommendation based on the criteria detailed in Section VI, page 16, of the IRB Manual.

CONSENT FORM

CONSENT FORM FOR PARTICIPATION OF HUMAN PARTICIPANTS IN RESEARCH UNIVERSITY OF WISCONSIN - PLATTEVILLE

You are being asked to complete this survey to help researchers better understand some of the behaviors and attitudes of college students towards the downtown district of Platteville. Many of the questions ask about your activities and views with respect to the downtown area. Please be as honest with us as possible and answer all questions to the best of your knowledge. You should be able to complete the questionnaire in approximately twenty minutes.

Once the study is completed, a summary of the results will be use to help the city with their downtown revitalization project.

Your participation in this survey will not involve any risk to you as an individual besides the time needed to fill it out.

The benefits to this survey will help the Platteville Downtown Revitalization Project with their future endeavors to make downtown more student friendly.

Your participation in this survey is entirely VOLUNTARY. By completing this survey you are giving your consent to be involved in the research. If at any point you decide that you do not want to complete the questionnaire, please exit out of the survey. Your answers to this survey will also be confidential and your privacy will be protected.

Thank you for your cooperation and the time that you have put into this research project.

If you should have concerns about your treatment as a participant of this research, please call or write:

Kathryn Lomax, Director
Office of Sponsored Programs
(608) 342-1456; lomax@uwplatt.edu

Thank You,
Engineering Management Students:
Dan Rutten
Wade Jackson
Bill Walchak
Ryan Steuck
Aaron Miller

Dr. Patricia Jinkins, Faculty Sponsor
(608) 342-1714

IRB APPROVAL



IWP ... What College Should Be!

www.uwplatt.edu

11/5/09

Bill Walchak, Dan Rutten, Wade Jackson, Aaron Miller, Ryan Stueck
 Sponsor: Dr. Patricia Jinkins
 Dept. of Industrial Engineering
 UW-Platteville

RE: IRB Protocol #2009-10-12

Project Title: Service Project - Survey for Downtown Revitalization Project

Approval Date: 11/5/2009

Expiration Date: 11/4/2010

Your project has been approved by the University of Wisconsin-Platteville IRB via an Expedited Review. This approval is subject to the following conditions, otherwise approval may be suspended:

1. No participants may be involved in the study prior to the IRB approval date listed above or after the expiration date.
2. All unanticipated or serious adverse events must be reported to the IRB.
3. All modifications to procedures, participant selection, and instruments used (surveys, consent forms, etc) must be reported to the IRB chair prior to their use.
4. If the project will continue beyond the expiration date, then the researcher must file for a continuation with the IRB at least 14 days prior to the expiration date. If the IRB approval for this project expires before approval for continuation is given, then a new protocol must be filled out and submitted. Federal guidelines allow for no exceptions to this rule.

If you have any questions, please contact the IRB chair at the address below. Include your protocol # on all correspondence.

Sincerely,

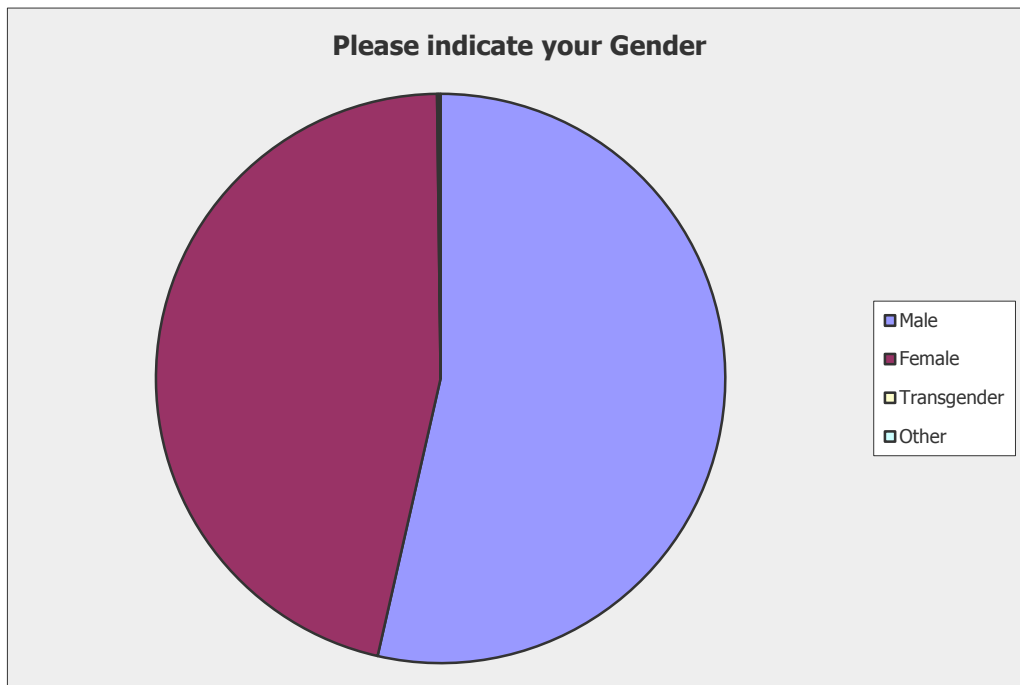
Dr. Barb Barnet
 Institutional Review Board Chair
 Professor, Mathematics Department
 Gardner 451
 University of Wisconsin-Platteville
 (608) 342-1942
barnetb@uwplatt.edu

SURVEY MONKEY SUMMARY WITH COMMENTS

Downtown Market Survey

1. Please indicate your Gender

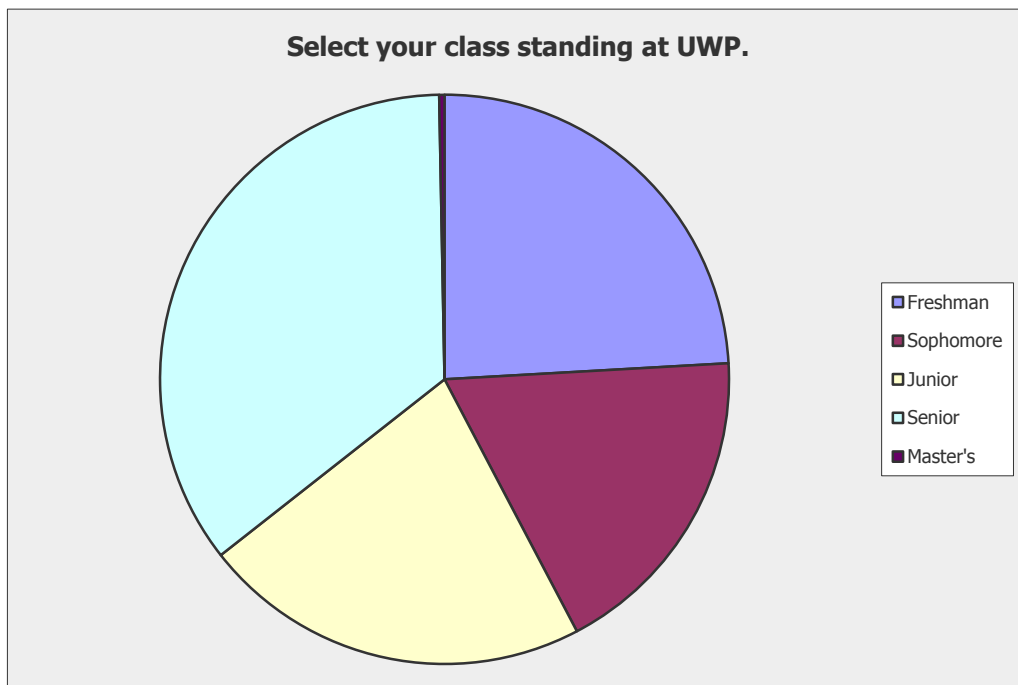
Answer Options	Response Percent	Response Count
Male	53.5%	399
Female	46.2%	345
Transgender	0.1%	1
Other	0.1%	1
answered question		746
skipped question		0



Downtown Market Survey

2. Select your class standing at UWP.

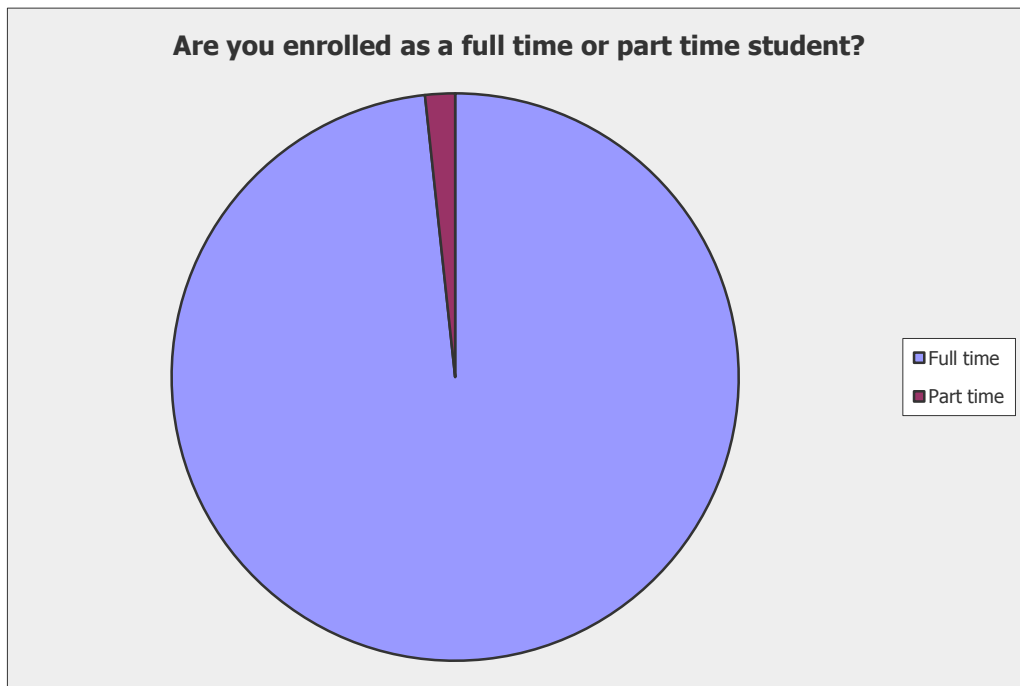
Answer Options	Response Percent	Response Count
Freshman	24.1%	180
Sophomore	18.2%	136
Junior	22.1%	165
Senior	35.3%	263
Master's	0.3%	2
answered question		746
skipped question		0



Downtown Market Survey

3. Are you enrolled as a full time or part time student?

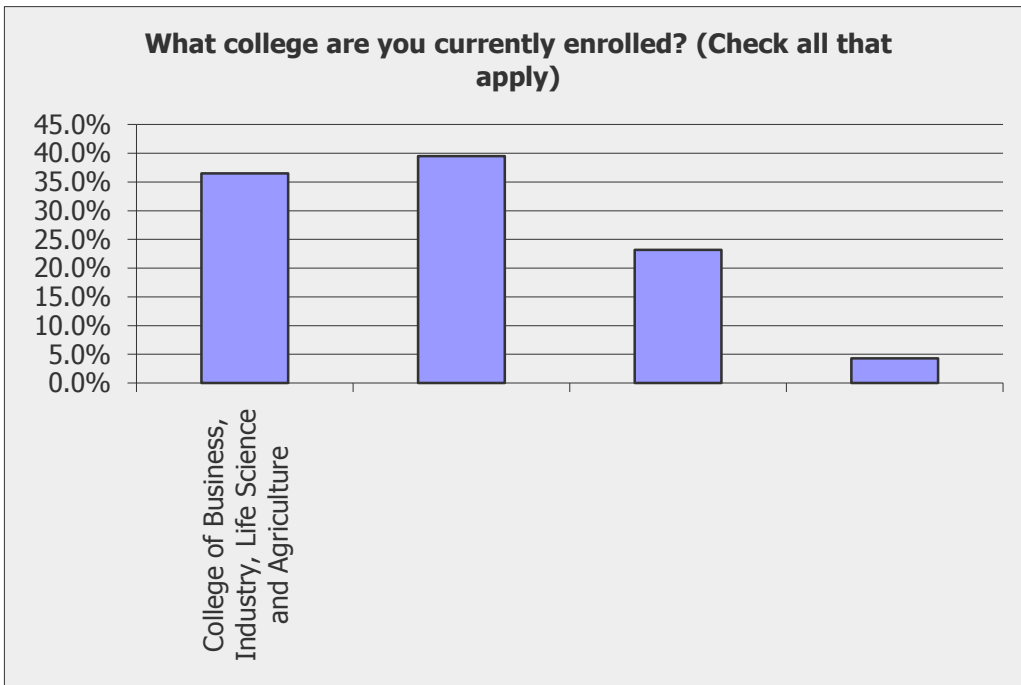
Answer Options	Response Percent	Response Count
Full time	98.3%	733
Part time	1.7%	13
<i>answered question</i>		746
<i>skipped question</i>		0



Downtown Market Survey

4. What college are you currently enrolled? (Check all that apply)

Answer Options	Response Percent	Response Count
College of Business, Industry, Life Science and Agriculture	36.5%	272
College of Engineering, Mathematics and Science	39.5%	295
College of Liberal Arts and Education	23.2%	173
None/Undecided	4.3%	32
answered question		746
skipped question		0

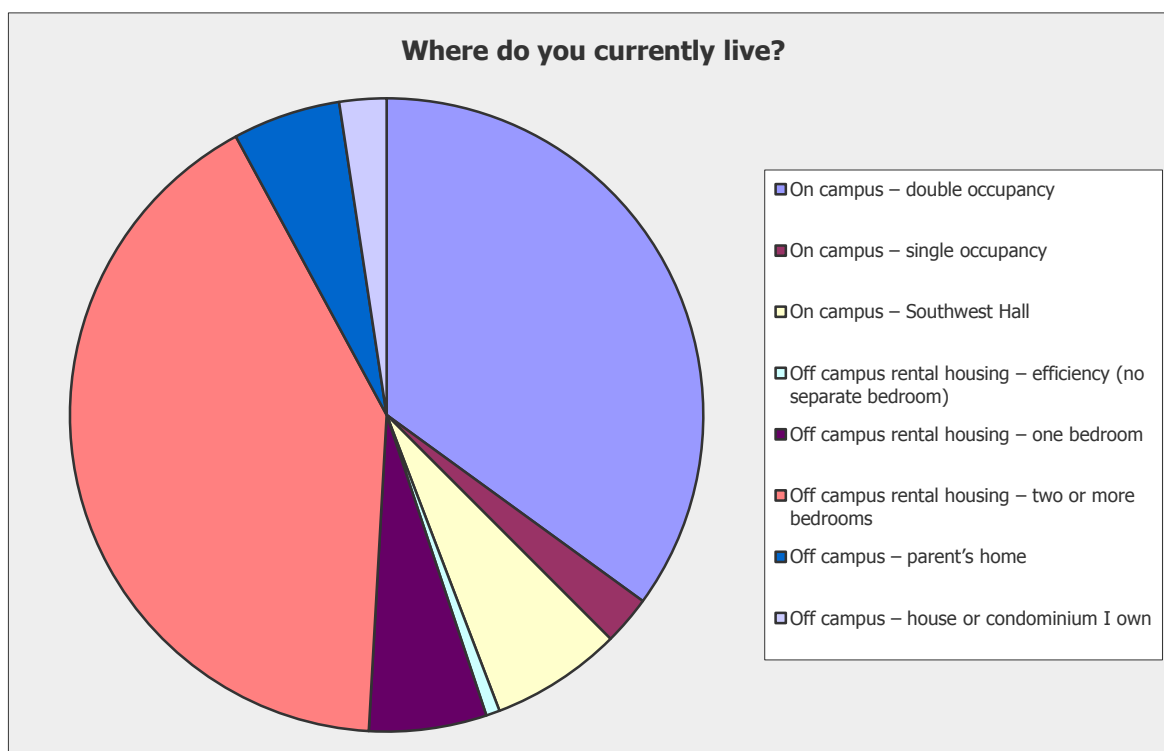


Downtown Market Survey

5. Where do you currently live?

Answer Options	Response Percent	Response Count
On campus – double occupancy	35.0%	261
On campus – single occupancy	2.5%	19
On campus – Southwest Hall	6.7%	50
Off campus rental housing – efficiency (no separate bedroom)	0.7%	5
Off campus rental housing – one bedroom	6.0%	45
Off campus rental housing – two or more bedrooms	41.2%	307
Off campus – parent's home	5.5%	41
Off campus – house or condominium I own	2.4%	18
Other (please specify)		5
answered question		746
skipped question		0

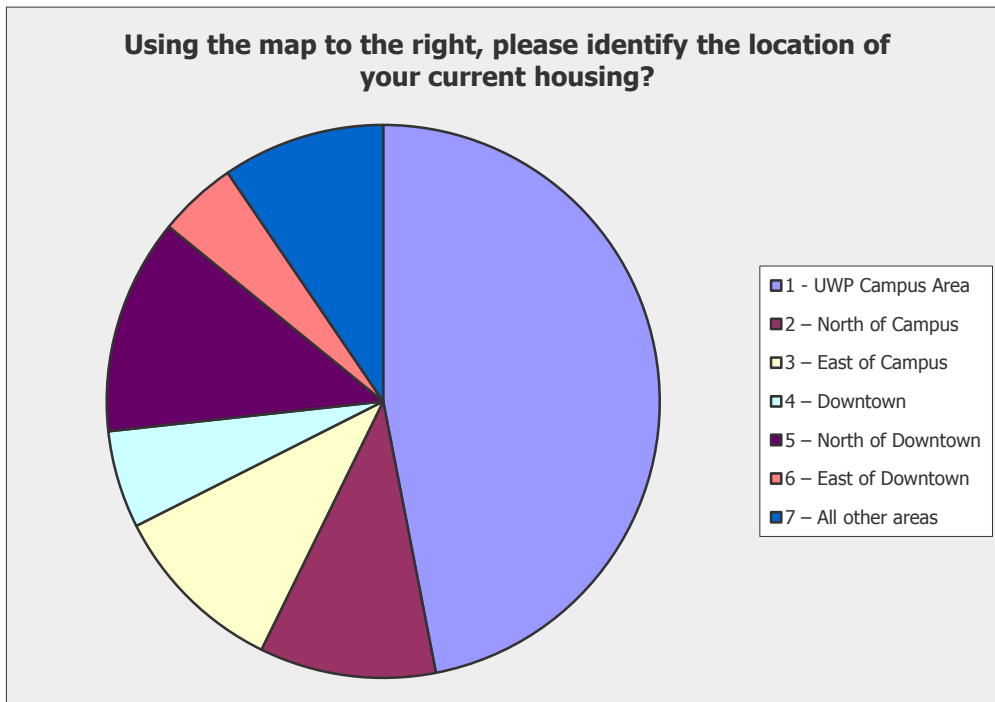
Number	Response Date	Other (please specify)
1	Nov 10, 2009 7:10 PM	driving from resident in another state
2	Nov 10, 2009 7:28 PM	off campus in house with husband and child
3	Nov 10, 2009 10:22 PM	off campus- uncle's home
4	Nov 11, 2009 6:17 PM	frat house
5	Nov 12, 2009 4:19 AM	Off campus single home w/ child



Downtown Market Survey

6. Using the map to the right, please identify the location of your current housing?

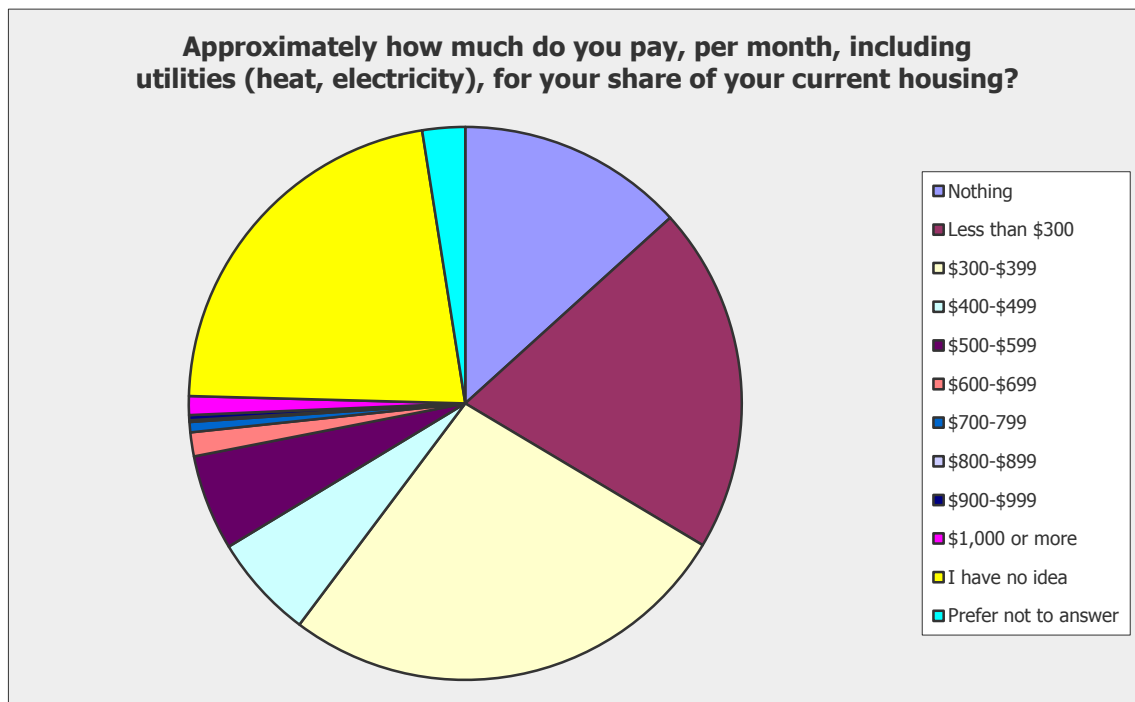
Answer Options	Response Percent	Response Count
1 - UWP Campus Area	46.9%	336
2 – North of Campus	10.3%	74
3 – East of Campus	10.3%	74
4 – Downtown	5.7%	41
5 – North of Downtown	12.6%	90
6 – East of Downtown	4.6%	33
7 – All other areas	9.5%	68
answered question		716
skipped question		30



Downtown Market Survey

7. Approximately how much do you pay, per month, including utilities (heat, electricity), for your share of your current housing?

Answer Options	Response Percent	Response Count
Nothing	13.3%	95
Less than \$300	20.3%	145
\$300-\$399	26.7%	191
\$400-\$499	6.1%	44
\$500-\$599	5.6%	40
\$600-\$699	1.4%	10
\$700-799	0.6%	4
\$800-\$899	0.1%	1
\$900-\$999	0.3%	2
\$1,000 or more	1.1%	8
I have no idea	22.1%	158
Prefer not to answer	2.5%	18
answered question		716
skipped question		30



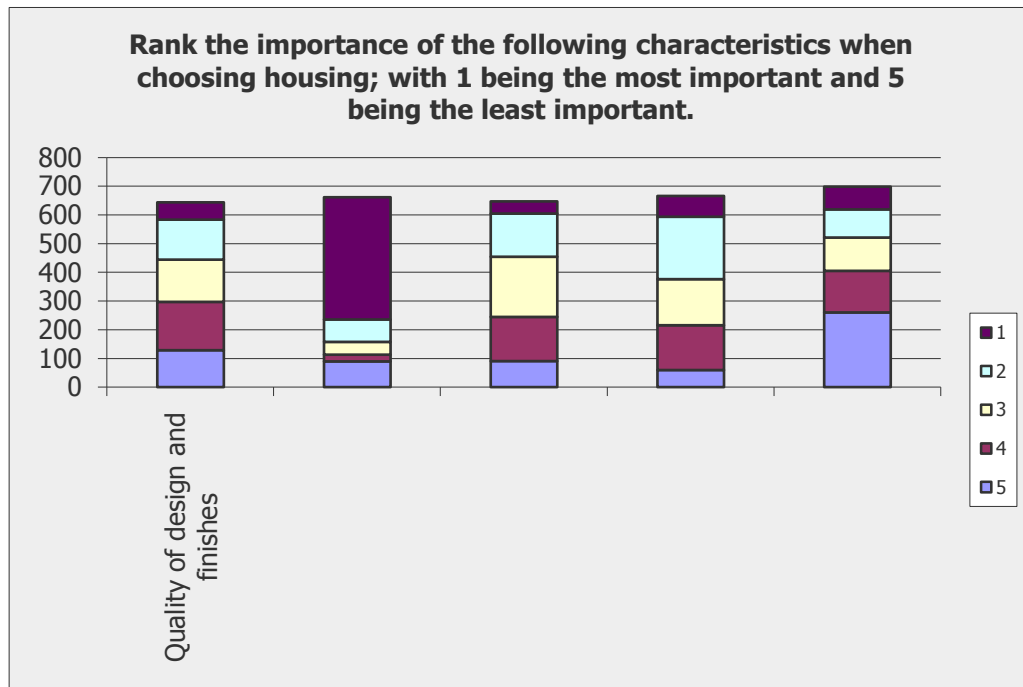
Downtown Market Survey

8. Rank the importance of the following characteristics when choosing housing; with 1 being the most important and 5 being the least important.

Answer Options	1	2	3	4	5	Response Count
Quality of design and finishes	61	139	147	168	129	644
Cost	425	79	44	23	90	661
Convenient parking	42	151	209	154	91	647
Walking distance to campus	73	217	161	156	59	666
College atmosphere, living near other students	79	98	116	145	260	698
Comments:						25
answered question						716
skipped question						30

Number	Response Date	Comments:
1	Nov 10, 2009 5:24 PM	Balls
2	Nov 10, 2009 5:25 PM	the first 3 are most important
3	Nov 10, 2009 5:38 PM	When you live downtown, it is great to have an apartment with parking because you cannot park anywhere on the street at night.
4	Nov 10, 2009 5:44 PM	i think they are all important aspects that students look for when choosing where to live.
5	Nov 10, 2009 5:46 PM	You can end up sacrificing quite a bit if the availability is low.
6	Nov 10, 2009 5:53 PM	No mold is a plus...
7	Nov 10, 2009 5:59 PM	That was far to difficult....many of those characteristics should be rated equally for me.
8	Nov 10, 2009 6:03 PM	I marked quality of design and finish as a 3, but it disappeared.
9	Nov 10, 2009 6:03 PM	It would be nice to have a better long term parking option downtown. I never use my car because I am walking distance to everything I need. I still need a car to drive the 3 hours to get home though. It is very annoying to have to move my car daily/every other day.
10	Nov 10, 2009 6:34 PM	Allow pets
11	Nov 10, 2009 7:41 PM	GARAGE and yard space
12	Nov 10, 2009 7:50 PM	not extremely accurate because some of these things are important to me but i could only pick on per rating spot.
13	Nov 10, 2009 8:21 PM	having roommates is more important than friends living nearby
14	Nov 10, 2009 8:34 PM	The quality of the house vs. the price
15	Nov 10, 2009 8:38 PM	I LOVE my house. It was hard for me to pick the top 4 on this survey for question #8. Cost was a factor but I decided that I didn't mind paying a little more because I live so close to campus and due to the AMAZING woodwork in this house. I love having a driveway that I can park in on a cement slab. (Use of the garage would have been nice... would have considered paying a little more)

16	Nov 10, 2009 9:03 PM	This Question really isnt relevant for students who live in dorms, most of the time they are radomly assigned for freshman.
17	Nov 10, 2009 10:25 PM	I also would have a hard time cost is obviously the most important but everything else is of equal importance.
18	Nov 10, 2009 10:38 PM	i also need a place that allows dogs :) It would be nice to have more apartments available to rent. As it is there are so many students that landlords can charge a fortune for a DUMP and people will still pay for it because they don't have a choice-- there's no room anywhere else.
19	Nov 11, 2009 12:44 AM	When looking for a place to rent on of the biggest things beside cost and parking would be if the place is a dump or not
20	Nov 11, 2009 1:45 AM	There should be more parking.
21	Nov 11, 2009 4:56 AM	The total cost is always the biggest issue and if there is not decent parking then there is no deal
22	Nov 11, 2009 2:46 PM	I'm a non-trad with a family.
23	Nov 11, 2009 3:04 PM	Also, I have a dog, so it's important that I have an apartment that allows pets and that has a grassy area nearby to take him to go to the bathroom.
24	Nov 11, 2009 5:03 PM	Handicap accessibility
25	Nov 16, 2009 3:20 PM	I do not live in Platteville...the questions aren't really relevant to my situation.



Downtown Market Survey

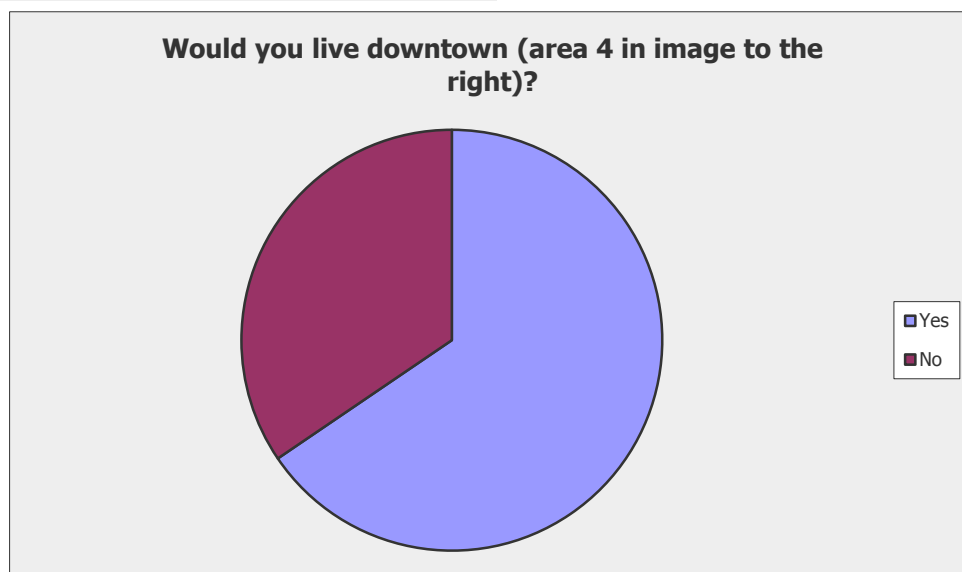
9. Would you live downtown (area 4 in image to the right)?

Answer Options	Response Percent	Response Count
Yes	65.5%	469
No	34.5%	247
Comments:		67
answered question		716
skipped question		30

Number	Response Date	Comments:
1	Nov 10, 2009 5:16 PM	no yards space available.
2	Nov 10, 2009 5:22 PM	i am going to live in area 4 next year
3	Nov 10, 2009 5:24 PM	Close, nice atmosphere.
4	Nov 10, 2009 5:25 PM	depending on how close to bars due to noise
5	Nov 10, 2009 5:27 PM	Adequate parking would be necessary though
6	Nov 10, 2009 5:31 PM	too loud at night it'd be to bright. i'm used to living in the country with no outside lights.
7	Nov 10, 2009 5:33 PM	
8	Nov 10, 2009 5:34 PM	I already live downtown and I like it. Traffic - vehicle and pedestrian - noise at night, especially in warm weather when windows are open, is too loud
9	Nov 10, 2009 5:35 PM	I previously lived at the corner of 4th St. and Main St. and enjoyed being close to local businesses and still not far from campus.
10	Nov 10, 2009 5:36 PM	I do live downtown. I don't mind it. The only thing I dislike is the 2nd street crowd on the weekend. Thur.-Sun there is a lot of noise, fights, etc.
11	Nov 10, 2009 5:38 PM	
12	Nov 10, 2009 5:41 PM	I lived above Red N Debs Bar for 2 years. i am more in the maybe stage. dont know for sure if i want to live off campus or not
13	Nov 10, 2009 5:44 PM	not enough to do downtown
14	Nov 10, 2009 5:46 PM	
15	Nov 10, 2009 5:47 PM	I already do.
16	Nov 10, 2009 6:01 PM	I might live in downtown if the price is low.
17	Nov 10, 2009 6:01 PM	During College maybe, but not after. The general mentality of the the crowd leaving around bar time is too unstable. I wouldn't trust leaving my vehicle/personal possessions in view of the street on a regular occasion.
18	Nov 10, 2009 6:02 PM	
19	Nov 10, 2009 6:22 PM	maybe in a few years I live across the street from section 4, so i am virtually downtown already. But I prefer a house over an apartment.
20	Nov 10, 2009 6:29 PM	
21	Nov 10, 2009 6:31 PM	I don't think there would be enough room.
22	Nov 10, 2009 6:35 PM	perhaps if the rent was more affordable

23	Nov 10, 2009 6:49 PM	I currently am.
24	Nov 10, 2009 6:52 PM	Doesn't matter to me.
25	Nov 10, 2009 6:59 PM	I did live on Bonson Street at one time.
26	Nov 10, 2009 7:03 PM	Too tempting when I turn 21. Downtown is close to the essential store and has the only apartments that are clean, of the great quality and space, efficient utilities, and reasonably priced.
27	Nov 10, 2009 7:16 PM	I would get zero sleep....
28	Nov 10, 2009 7:20 PM	If they had nice places to rent.
29	Nov 10, 2009 7:20 PM	Already do
30	Nov 10, 2009 7:36 PM	If I wasn't in the Halls I would probably like to live there.
31	Nov 10, 2009 7:43 PM	I have children. I would not live near the bar areas.
32	Nov 10, 2009 7:53 PM	depending on where and the type of house (ie above a store or an individual building
33	Nov 10, 2009 7:54 PM	Provided the residence meets the criteria I am looking for (see previous question).
34	Nov 10, 2009 7:57 PM	Too Loud
35	Nov 10, 2009 7:57 PM	no parking
36	Nov 10, 2009 8:02 PM	only if the cost was cheaper than other living arrangements
37	Nov 10, 2009 8:09 PM	I have previously lived there, good location.
38	Nov 10, 2009 8:12 PM	I do not like to live in the city or downtown, I am a country girl!
39	Nov 10, 2009 8:24 PM	I would not live in an apartment downtown... I have a dog
40	Nov 10, 2009 8:51 PM	I am very happy livngin the dorms.
41	Nov 10, 2009 9:03 PM	I already do
42	Nov 10, 2009 9:29 PM	Possibly..
43	Nov 10, 2009 9:31 PM	I currently live there, but it's really hard to find parking. There are 5 spots provided by my landlord but it's not enough for everyone so it's first come first served.
44	Nov 10, 2009 9:53 PM	I already own my own building that I am currently living in, but if I did not own it, I would be glad to live at that designated area.
45	Nov 10, 2009 9:58 PM	Not how it currently is.
46	Nov 10, 2009 10:17 PM	I already live as close as I need to be to campus... about 1.7 miles
47	Nov 10, 2009 10:29 PM	too noisy
48	Nov 10, 2009 10:42 PM	I am married with children and living in another town.
49	Nov 10, 2009 10:54 PM	I would if there was adequate parking and the cost was reasonable for the living conditions. i.e. I'm not going to pay \$300/month to live above a noisy bar, even though I enjoy having a drink now and then.
50	Nov 10, 2009 11:10 PM	

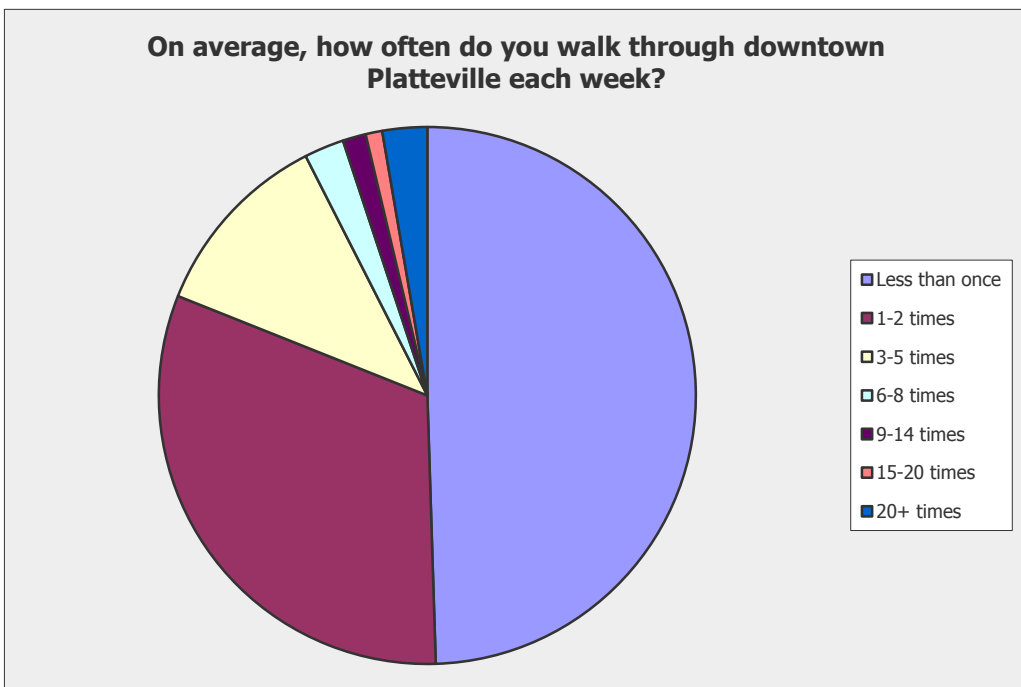
51	Nov 11, 2009 12:00 AM	Maybe if the apartments were cheaper and all newly remodeled
52	Nov 11, 2009 12:05 AM	a little too far from campus for my liking.
53	Nov 11, 2009 12:26 AM	I don't like all the traffic and loudness when I need to sleep
54	Nov 11, 2009 12:44 AM	parking and distance from campus are to very big factor.
55	Nov 11, 2009 1:21 AM	I already do.
56	Nov 11, 2009 1:23 AM	if it were significantly cheaper than living the res halls, including meals.
57	Nov 11, 2009 1:45 AM	As long as there was a decent amount of parking spaces. The parking areas need to be expanded way more. Cops shouldn't be as strict.
58	Nov 11, 2009 1:46 AM	Only if the house was not only in very good condition but relatively cheap.
59	Nov 11, 2009 4:05 AM	It just seems a little too far from campus
60	Nov 11, 2009 4:56 AM	I would consider it, but I got a much better deal much closer to campus. I mostly ride my bicycle to / through downtown Platteville instead of just walking.
61	Nov 11, 2009 3:04 PM	I wouldn't mind living downtown if the apartment allowed pets and if there was an area for my dog to go to the bathroom conveniently.
62	Nov 11, 2009 3:55 PM	It is dirty, loud and, I think, less safe
63	Nov 11, 2009 4:21 PM	If the housing was in better shape and the prices were comparable I would definitely consider it.
64	Nov 11, 2009 5:03 PM	Handicap
65	Nov 11, 2009 5:08 PM	If there was a better parking situation. I used to live on S. Bonson St. and I hated the parking situation-I always had to move my car every two hours of park many blocks away.
66	Nov 11, 2009 8:09 PM	If i could afford it
67	Nov 12, 2009 4:12 PM	Would depend on cost, house condition



Downtown Market Survey

10. On average, how often do you walk through downtown Platteville each week?

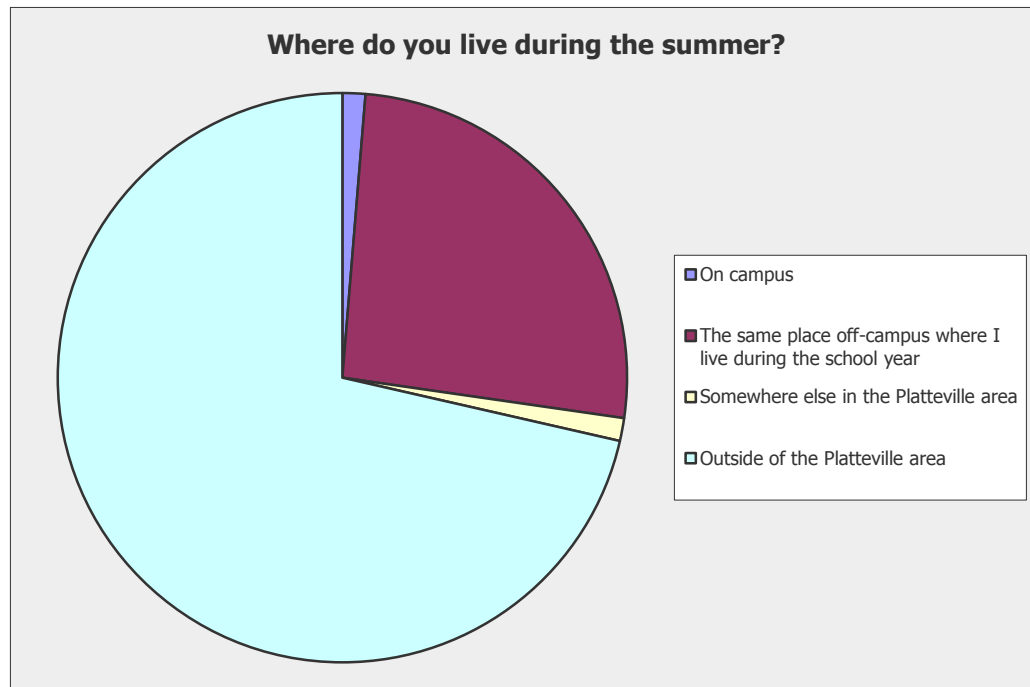
Answer Options	Response Percent	Response Count
Less than once	49.6%	355
1-2 times	31.6%	226
3-5 times	11.5%	82
6-8 times	2.4%	17
9-14 times	1.4%	10
15-20 times	1.0%	7
20+ times	2.7%	19
answered question		716
skipped question		30



Downtown Market Survey

11. Where do you live during the summer?

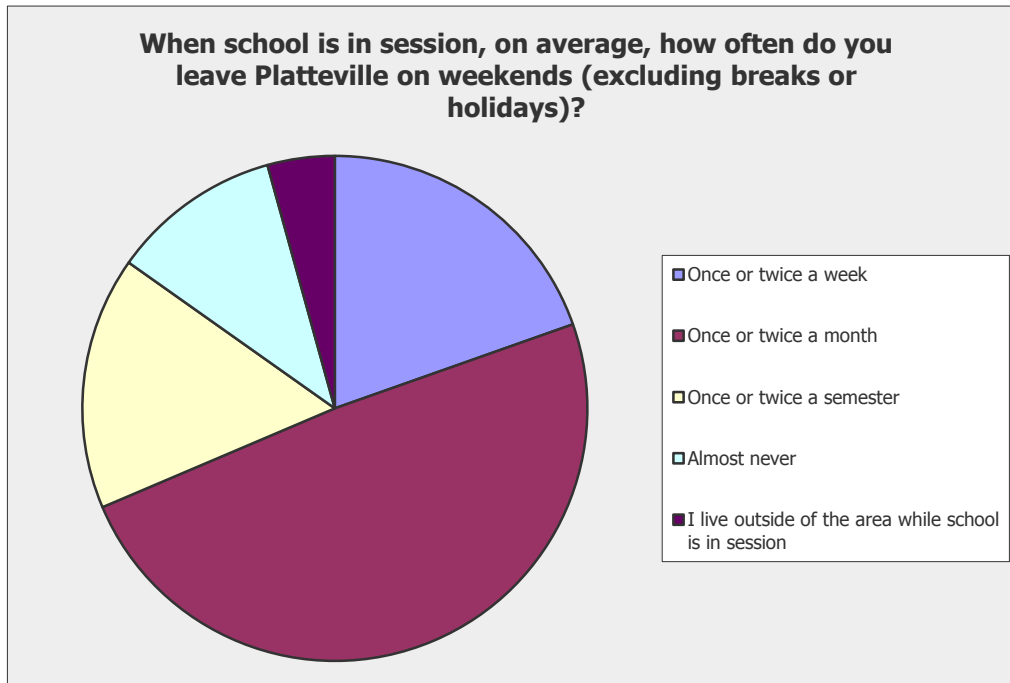
Answer Options	Response Percent	Response Count
On campus	1.3%	9
The same place off-campus where I live during the school year	26.0%	186
Somewhere else in the Platteville area	1.3%	9
Outside of the Platteville area	71.5%	512
answered question		716
skipped question		30



Downtown Market Survey

12. When school is in session, on average, how often do you leave Platteville on weekends (excluding breaks or holidays)?

Answer Options	Response Percent	Response Count
Once or twice a week	19.6%	140
Once or twice a month	49.0%	351
Once or twice a semester	16.2%	116
Almost never	10.9%	78
I live outside of the area while school is in session	4.3%	31
answered question		716
skipped question		30



Downtown Market Survey

13. During the school year, about how much do you spend per week

Answer Options	\$10 or less per week	\$11-20 per week	\$21-30 per week	\$31-40 per week	\$41-50 per week	More than \$50 per week	Response Count	
on groceries (food and beverage), excluding spending for meal plans?	183	212	139	63	48	35	680	
at restaurants and bars (excluding spending for meal plans)?	390	157	72	25	11	18	673	
on other general retail and personal services purchases, not otherwise covered above (haircuts, tanning etc.)?	438	152	48	22	7	4	671	
							Question Totals	
							<i>answered question</i>	683
							<i>skipped question</i>	63

Downtown Market Survey

14. During the school year, about how much do you spend per month on:

Answer Options	\$10 or less per month	\$11-20 per month	\$21-30 per month	\$31-40 per month	\$41-50 per month	\$51-60 per month	\$61-70 per month	\$71-80 per month	\$81-90 per month	\$91-100 per month	More than \$100 per month	Response Count
entertainment (not including bars), which could include cinema admission, concerts, movie rentals, and related items?	284	205	100	32	27	11	7	5	1	2	8	682
clothing, shoes, and related accessories?	326	135	85	41	34	20	7	5	3	12	7	675
household furnishings and electronics?	407	144	45	27	25	17	3	1	0	0	0	669
												Question Totals
												<i>answered question</i> 683
												<i>skipped question</i> 63

Downtown Market Survey

15. Looking back at your answers to questions 13 and 14, please estimate what portion of that spending occurs in Downtown Platteville. (Note – Downtown is area 4 in the image above, including the Piggly Wiggly)

Answer Options	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	Response Count
Groceries	247	89	52	38	25	63	27	42	37	34	26	680
Restaurant/Bar	191	157	63	41	29	52	14	26	32	33	39	677
General Retail and Personal Services	386	141	43	29	14	19	9	8	8	3	5	665
Entertainment	347	153	63	28	18	23	8	16	6	4	5	671
Clothing, Shoes, and Accessories	518	87	19	12	12	9	2	3	1	3	2	668
Household Furnishings	557	63	17	7	8	11	0	2	1	2	1	669
Comments:												28
											answered question	683
											skipped question	63

Number	Response Date	Comments:
1	Nov 10, 2009 5:13 PM	I'm not 21 so i wouldn't be in the bars
2	Nov 10, 2009 5:13 PM	If Asian Cafe is downtown. It should definitely be included.
3	Nov 10, 2009 5:17 PM	I don't usually leave campus, unless it's to do a the occational necessary "Walmart run" or get something for a res hall activity.
4	Nov 10, 2009 5:24 PM	downtown platteville sucks
5	Nov 10, 2009 5:34 PM	I don't stay in Platteville on the weekends, ever anymore.
6	Nov 10, 2009 5:34 PM	walmart or ebay
7	Nov 10, 2009 5:40 PM	I spend most of my money on bills and food. i don't drink so I never go to the bars. The money i do not spend I try to save.
8	Nov 10, 2009 5:45 PM	There is no other entertainment other than drinking and even the bar scene is absolutely terrible. I remember When going to the bar used to be fun. The kind of students and people that are frequenting 2nd St. are delinquents. This is a good example of the effects of lowering admission standards.
9	Nov 10, 2009 5:52 PM	Shop at Walmart
10	Nov 10, 2009 6:08 PM	I would spend a lot more money downtown if there where something to actually do... there is only one movie theater, a hand full of OK restaurants, and then there are the bars... Pretty lame!

11	Nov 10, 2009 6:20 PM	Mainly go to town for groceries and art supplies.
12	Nov 10, 2009 6:23 PM	Do shopping on Campus or Walmart
13	Nov 10, 2009 6:35 PM	Mostly use walmart
14	Nov 10, 2009 6:37 PM	As a sophomore, I can get a lot of the things that I need on campus via meal points, but go off campus most weekends and make purchases there.
15	Nov 10, 2009 6:56 PM	Generally in Dubuque for these types of services.
16	Nov 10, 2009 7:06 PM	I do most of my shopping at Walmart, but if there was someplace cheap in the downtown area (which is more convenient), than I would seriously consider shopping there.
17	Nov 10, 2009 9:06 PM	Other than Steves Pizza I go to Walmart.
18	Nov 10, 2009 10:12 PM	There is not anything that interests me in Downtown Platteville for the 0%
19	Nov 10, 2009 10:33 PM	Predominantly... I shop in the area of the Wal-mart complex and the mini strip mall.
20	Nov 11, 2009 12:26 AM	everything is cheeper on the other side of town.
21	Nov 11, 2009 12:47 AM	put a wendy's in town or a buffalo wild wings.
22	Nov 11, 2009 1:26 AM	we need more entertainment that is not drinking
23	Nov 11, 2009 5:10 AM	Pretty much all my spending in the downtown zone is at the Piggly Wiggly though I have shopped at the Driftless Market & eaten at Los Amigos ... also there should be a question: (If you do live off-campus) Do you have a meal plan? ... I spend more on groceries because I do not have a meal plan ... I cook for myself.
24	Nov 11, 2009 5:12 AM	There are no stores to go to downtown. this is why i dont walk on main st. or buy anything from there.
25	Nov 11, 2009 3:07 PM	A few of the small businesses currently downtown have poor customer service. I worked at one of the clothing stores and wasn't impressed with the way some customers were treated, and even some workers.
26	Nov 11, 2009 3:58 PM	I wish there were more independent shopping places in Platteville because I hate being required to leave town to purchase something basic like fabric.

Downtown Market Survey

16. Please identify any specific businesses that you frequent in Downtown Platteville.

Answer Options	Response Count
	254
<i>answered question</i>	254
<i>skipped question</i>	492

Number	Response Date	Response Text
1	Nov 10, 2009 5:11 PM	all 2nd street bars
2	Nov 10, 2009 5:15 PM	Main Street Liquor, Los Amigos, Downtown Discs
3	Nov 10, 2009 5:15 PM	Coffee Shop
4	Nov 10, 2009 5:15 PM	Driftless Market. Cuttin' Up
5	Nov 10, 2009 5:16 PM	Piggly Wiggly
6	Nov 10, 2009 5:18 PM	Anchor Bank, Post Office
7	Nov 10, 2009 5:19 PM	Steve's Pizzia, bars
8	Nov 10, 2009 5:20 PM	I occasionally visit Ben Franklin's during the summer Piggly Wiggly, Los Amigos, Downtown Discs, Mound City
9	Nov 10, 2009 5:21 PM	Bank, Badger Bros, Steve's Pizza, 2nd Street Bars piggly wiggly
10	Nov 10, 2009 5:22 PM	milio's
11	Nov 10, 2009 5:22 PM	Barss
12	Nov 10, 2009 5:22 PM	Wine Down
13	Nov 10, 2009 5:23 PM	Bonndocks Piggly Wiggly, area restaurants, Tan World - if that's
14	Nov 10, 2009 5:24 PM	within the downtown area
15	Nov 10, 2009 5:25 PM	Ben Franklin Crafts, Change of Seasons
16	Nov 10, 2009 5:25 PM	Wine Down On Main Los Amigos, Subway (if that counts as downtown), Jane's
17	Nov 10, 2009 5:25 PM	Family Hair Care
18	Nov 10, 2009 5:25 PM	Driftless Market
19	Nov 10, 2009 5:25 PM	Restaurants, walmart,
20	Nov 10, 2009 5:25 PM	Piggly Wiggly occasionally
21	Nov 10, 2009 5:26 PM	Boondocks, Chicago's Best, Milio's, VFW
22	Nov 10, 2009 5:27 PM	Badger Brothers, Cuttin Up, downtown design
23	Nov 10, 2009 5:27 PM	Steves pizza, red and debs
24	Nov 10, 2009 5:27 PM	bars
25	Nov 10, 2009 5:27 PM	Piggly Wiggly
26	Nov 10, 2009 5:28 PM	Boondocks, Los Amigos, Chicago's Best
27	Nov 10, 2009 5:28 PM	bars and steve's Wine Down on Main, Driftless Market, Downtown Designs,
28	Nov 10, 2009 5:29 PM	Badger Brothers
29	Nov 10, 2009 5:31 PM	Bullseye Sports, Steve's Pizza, Piggly Wiggly
30	Nov 10, 2009 5:31 PM	WineDown on Main
31	Nov 10, 2009 5:32 PM	Steve's Pizza
32	Nov 10, 2009 5:34 PM	Downtown Discs, Milo's, Avalon Cinema, Empire Tattoos
33	Nov 10, 2009 5:35 PM	none.
34	Nov 10, 2009 5:36 PM	Piggly Wiggly
35	Nov 10, 2009 5:37 PM	piggly wiggly

		Netux Solutions
36	Nov 10, 2009 5:38 PM	Steves Pizza
37	Nov 10, 2009 5:40 PM	none Los Amigos sometimes Badger Brothers
38	Nov 10, 2009 5:42 PM	Steve's Pizza
39	Nov 10, 2009 5:42 PM	Steves, Cuttin Up
40	Nov 10, 2009 5:42 PM	Perfect Pint
41	Nov 10, 2009 5:42 PM	bars Chicago's Best, Milio's, Los Amigos, Steve's Pizza, Badger
42	Nov 10, 2009 5:43 PM	Brothers Coffee, Driftless Market
43	Nov 10, 2009 5:45 PM	Bars
44	Nov 10, 2009 5:49 PM	I love going to the change of season store downtown! Los Amigos
45	Nov 10, 2009 5:49 PM	Driftless Market Los Amigos, Badger Bros., Steves Pizza, Red N Debs Bar.
46	Nov 10, 2009 5:50 PM	Comeradery
47	Nov 10, 2009 5:52 PM	Piggly Wiggly
48	Nov 10, 2009 5:52 PM	Piggly Wiggly, Steve's Pizza, Los Amigos
49	Nov 10, 2009 5:54 PM	Piggly Wiggly
50	Nov 10, 2009 5:54 PM	n/a
51	Nov 10, 2009 5:55 PM	Chicago's Best
52	Nov 10, 2009 5:56 PM	da Pig empire tattoo steves pizza
53	Nov 10, 2009 5:57 PM	milios
54	Nov 10, 2009 5:57 PM	Viewpoint, All the bars, restaurants,
55	Nov 10, 2009 5:58 PM	kwik trip
56	Nov 10, 2009 6:00 PM	Subway, Los Amigos, VFW,
57	Nov 10, 2009 6:00 PM	Blue Note Music
58	Nov 10, 2009 6:02 PM	Bars.
59	Nov 10, 2009 6:03 PM	Badger Brothers, Steve's Pizza
60	Nov 10, 2009 6:05 PM	Milios Driftless Market Los Amigos
61	Nov 10, 2009 6:05 PM	The Ticket
62	Nov 10, 2009 6:05 PM	None
63	Nov 10, 2009 6:06 PM	Aldis food store
64	Nov 10, 2009 6:06 PM	Piggly Wiggly
65	Nov 10, 2009 6:07 PM	Nothing.
66	Nov 10, 2009 6:11 PM	Kwik Trip
67	Nov 10, 2009 6:11 PM	Steve's Pizza Palace
68	Nov 10, 2009 6:11 PM	Steve's Pizza
69	Nov 10, 2009 6:13 PM	Chicago's Best and Orville T's I go the the Driftless Market a lot. I do most of my shopping there. Wine down is nice. Wish I could get there more often. That is about it. I go to the bars maybe once a week.
70	Nov 10, 2009 6:14 PM	Avalon Theater, Piggly Wiggly, Kwick Trip, and Ace
71	Nov 10, 2009 6:14 PM	Hardware

72	Nov 10, 2009 6:15 PM	Walgreens, Piggly Wiggly
73	Nov 10, 2009 6:16 PM	Steves Pizza
74	Nov 10, 2009 6:16 PM	Piggly Wiggly
75	Nov 10, 2009 6:18 PM	None
76	Nov 10, 2009 6:32 PM	I guess Steve's Pizza
77	Nov 10, 2009 6:33 PM	Heiser Ace Hardware, Benjamin Franklin Crafts/Antiques
78	Nov 10, 2009 6:33 PM	Piggly-Wiggly
79	Nov 10, 2009 6:34 PM	Dick's Piggly Wiggly, Asian Cafe', Steve's Pizza
80	Nov 10, 2009 6:36 PM	Bars
81	Nov 10, 2009 6:37 PM	Piggly Wiggly, Cuttin up, Snap fitness, wine down
82	Nov 10, 2009 6:38 PM	avalon cinema
83	Nov 10, 2009 6:38 PM	Badger Brothers
84	Nov 10, 2009 6:40 PM	Piggly Wiggly
85	Nov 10, 2009 6:43 PM	Pig wig
86	Nov 10, 2009 6:45 PM	none Dicks Brothers Players
87	Nov 10, 2009 6:45 PM	OT's
88	Nov 10, 2009 6:46 PM	milio
89	Nov 10, 2009 6:53 PM	CHICAGOS BEST
90	Nov 10, 2009 6:54 PM	Piggly Wiggly
91	Nov 10, 2009 7:00 PM	Bargain Nook, Piggly Wiggly
92	Nov 10, 2009 7:04 PM	Piggly Wiggly
93	Nov 10, 2009 7:05 PM	Piggly Wiggly
94	Nov 10, 2009 7:07 PM	been to Steves Pizza twice
95	Nov 10, 2009 7:08 PM	Cuttin' Up
96	Nov 10, 2009 7:10 PM	Momentum Bikes, Boondocks, Bullseye Sports, VFW
97	Nov 10, 2009 7:10 PM	Boondocks, OT's, School Girls, Red & Debs, Piggly Wiggly Piggly Wiggly, Change in Seasons, Ben Franklin, VFW,
98	Nov 10, 2009 7:11 PM	Boondocks
99	Nov 10, 2009 7:13 PM	ace hardware Boondocks, Red & Debs, Brothers, Commraderie, Bullseye
100	Nov 10, 2009 7:14 PM	Sports
101	Nov 10, 2009 7:16 PM	Bars
102	Nov 10, 2009 7:17 PM	Steve's Pizza, Local Bars
103	Nov 10, 2009 7:17 PM	library
104	Nov 10, 2009 7:17 PM	Cuttin' Up The hair place across from the baseball store, piggy wiggly and the cinema
105	Nov 10, 2009 7:23 PM	Red n Debs, Players, Brothers, Boondocks, OT's
106	Nov 10, 2009 7:23 PM	Red n Debs, Players, Brothers, Boondocks, OT's
107	Nov 10, 2009 7:25 PM	Los Amigos. Piggly Wiggly
108	Nov 10, 2009 7:27 PM	Change of Season Piggly Wiggly Asian Cafe
109	Nov 10, 2009 7:39 PM	bars on 2nd Street
110	Nov 10, 2009 7:42 PM	Piggly Wiggly
111	Nov 10, 2009 7:42 PM	los amigos, change of seasons
112	Nov 10, 2009 7:47 PM	Momentum Bike store
113	Nov 10, 2009 7:47 PM	Piggly Wiggly

114	Nov 10, 2009 7:49 PM	Bars
115	Nov 10, 2009 7:50 PM	Piggly Wiggly
116	Nov 10, 2009 7:51 PM	subway
117	Nov 10, 2009 7:54 PM	I rarely go to Downtown Platteville but if I do it's normally to the Avalon
118	Nov 10, 2009 7:54 PM	Badger Bros. Coffee
119	Nov 10, 2009 7:56 PM	Piggly Wiggly
120	Nov 10, 2009 7:56 PM	ff menards
121	Nov 10, 2009 7:57 PM	none
122	Nov 10, 2009 7:58 PM	Piggly Wiggly
123	Nov 10, 2009 7:58 PM	Bars
124	Nov 10, 2009 8:00 PM	Piggly Wiggly, Downtown Bars
125	Nov 10, 2009 8:00 PM	library
126	Nov 10, 2009 8:01 PM	Los Amigos
127	Nov 10, 2009 8:03 PM	Dick's, Avalon, Driftless Market, WineDown, Bob's Baseball Dugout, Ben Franklin, Milio's, Badger Brothers, Steve's Pizza.
128	Nov 10, 2009 8:04 PM	Anchor Bank, Claire Bank Wal-Mart
129	Nov 10, 2009 8:04 PM	Aldi
130	Nov 10, 2009 8:06 PM	VFW, Dicks
131	Nov 10, 2009 8:10 PM	Asian Cafe, Piggly Wiggly Mound City Bank
132	Nov 10, 2009 8:10 PM	Los Amigos
133	Nov 10, 2009 8:11 PM	None Piggly Wiggly
134	Nov 10, 2009 8:13 PM	Milios
135	Nov 10, 2009 8:17 PM	Los Amigos-food
136	Nov 10, 2009 8:19 PM	Driftless Market, Piggly Wiggly, library, Steves Pizza
137	Nov 10, 2009 8:22 PM	the movie theatre
138	Nov 10, 2009 8:25 PM	Steve's Pizza Change of Seasons
139	Nov 10, 2009 8:27 PM	Bars
140	Nov 10, 2009 8:27 PM	MILO'S... best place ever to eat a sandwich! This is an incomplete sentence. You forgot the verb (visit) and add "ly" to frequently.
141	Nov 10, 2009 8:29 PM	Tan World
142	Nov 10, 2009 8:30 PM	Steve's Pizza
143	Nov 10, 2009 8:32 PM	anchor bank and post office
144	Nov 10, 2009 8:33 PM	subway
145	Nov 10, 2009 8:34 PM	Piggly Wiggly, Walmart
146	Nov 10, 2009 8:38 PM	Milio's, Steve's Pizza, Chicago's Best Piggly Wiggly, Boondocks, Brothers, Downtown Designs,
147	Nov 10, 2009 8:40 PM	Asian Cafe, OT's
148	Nov 10, 2009 8:51 PM	public concerts
149	Nov 10, 2009 8:54 PM	2 nd street... I work downtown
150	Nov 10, 2009 8:58 PM	Brothers, Orville T's
151	Nov 10, 2009 9:00 PM	Steve's Pizza
152	Nov 10, 2009 9:09 PM	Steve's Pizza and Perfect Pint
153	Nov 10, 2009 9:14 PM	Piggly Wiggly
154	Nov 10, 2009 9:22 PM	Piggly Wiggly

155	Nov 10, 2009 9:30 PM	bars
156	Nov 10, 2009 9:35 PM	Change of Seasons, Badger Brothers, and Driftless Market
157	Nov 10, 2009 9:42 PM	Camaraderie, red n debs.
158	Nov 10, 2009 9:49 PM	None. I don't go downtown for anything.
159	Nov 10, 2009 9:50 PM	Walmart
160	Nov 10, 2009 9:54 PM	Piggly Wiggly Downtown Design, Snap Fitness, Piggly Wiggly, Milios,
161	Nov 10, 2009 9:57 PM	Bars...
162	Nov 10, 2009 10:01 PM	Piggly Wiggly
163	Nov 10, 2009 10:02 PM	piggly wiggly Badger Brothers Coffee, Garverys Service, Dicks' Piggly Wiggly, Platteville Cleaners, Steve's Pizza, Los Amigos,
164	Nov 10, 2009 10:05 PM	Driftless Market, Boondox, Orville T's.
165	Nov 10, 2009 10:06 PM	Los Amigos
166	Nov 10, 2009 10:22 PM	Change of Seasons Momentum Bikes Downtown Discs Harvey's Auto Steve's Pizza
167	Nov 10, 2009 10:24 PM	Driftless Market
168	Nov 10, 2009 10:29 PM	Subway Steve's, Los Amigos, Chicago's Best, Red N Debs, Eclipse
169	Nov 10, 2009 10:34 PM	Salons
170	Nov 10, 2009 10:37 PM	None on a regular basis right now
171	Nov 10, 2009 10:37 PM	Downtown Designs Piggly Wiggly, The Asian Cafe and Kwik Trip. Wal-Mart
172	Nov 10, 2009 10:42 PM	too, but that's not technically down town.
173	Nov 10, 2009 10:51 PM	Piggly Wiggly
174	Nov 10, 2009 10:51 PM	Piggly Wiggly Driftless Market
175	Nov 10, 2009 10:57 PM	Piggly Wiggly the ticket, cutting up, piggly wiggly, brothers,
176	Nov 10, 2009 11:05 PM	camaraderie, boondocks
177	Nov 10, 2009 11:10 PM	Badger Brothers Coffee momentum bikes, wine down on main, walgreens, pizza
178	Nov 10, 2009 11:13 PM	hut, fiesta cancun, shell
179	Nov 10, 2009 11:14 PM	piggly wiggly, bars, and the sporting goods store.
180	Nov 10, 2009 11:17 PM	bars
181	Nov 10, 2009 11:19 PM	Steve's Pizza Steve's Pizza Avalon Cinema
182	Nov 10, 2009 11:21 PM	Los Amigos
183	Nov 10, 2009 11:28 PM	Piggly Wiggly, Kwik Trip
184	Nov 10, 2009 11:30 PM	Momentum Bike Shop the Bars.... i hate the parking on main street.. i always feel like i am going to hit another car.... and there is no parking for those who live on main street.... and there is no good shopping. we need a female retail store like
185	Nov 10, 2009 11:56 PM	kohls or Forever 21.
186	Nov 11, 2009 12:04 AM	The cinema, Badger Brothers Coffee

187	Nov 11, 2009 12:06 AM	N/A Chicago's Best
188	Nov 11, 2009 12:10 AM	Also recently been to the jewlery store.
189	Nov 11, 2009 12:18 AM	Piggly Wiggly, Chicago's Best, Milios Piggly Wiggly, Al's Auto, driftless market, ace hardware, kwik trip
190	Nov 11, 2009 12:30 AM	Downtown Hair and salon
191	Nov 11, 2009 12:30 AM	boondocks, the camradare, school girls other bars
192	Nov 11, 2009 1:17 AM	schmitzs barbershop rocks my socks.
193	Nov 11, 2009 1:28 AM	Piggly Wiggly
194	Nov 11, 2009 1:40 AM	Downtown Designs
195	Nov 11, 2009 1:47 AM	Avalon Cinema
196	Nov 11, 2009 1:49 AM	Tan World and Piggly Wiggly.
197	Nov 11, 2009 1:52 AM	Comraderies, Boondocks, Milio's, Piggly Wiggly Downtown Discs
198	Nov 11, 2009 2:04 AM	The Sporting Goods Store? not sure of name
199	Nov 11, 2009 2:58 AM	None
200	Nov 11, 2009 2:58 AM	Los Amigos, Bullseye Sports
201	Nov 11, 2009 3:26 AM	Piggly Wiggly and the Avalon Theatre
202	Nov 11, 2009 5:17 AM	Piggly Wiggly, Ace Tru-Value
203	Nov 11, 2009 5:17 AM	The Holiday
204	Nov 11, 2009 5:55 AM	Maurices, walmart, dicks (piggly wiggly)
205	Nov 11, 2009 6:13 AM	Bars
206	Nov 11, 2009 7:07 AM	badger coffee shop
207	Nov 11, 2009 7:37 AM	Piggly Wiggly
208	Nov 11, 2009 1:31 PM	Piggly Wiggly, Boondocks, Ace Hardwear
209	Nov 11, 2009 2:05 PM	None yet.
210	Nov 11, 2009 3:10 PM	Chicago's Best, Steve's Pizza
211	Nov 11, 2009 3:11 PM	walmart Badger Brothers Coffee; Change of Seasons; Downtown Designs
212	Nov 11, 2009 3:11 PM	nothing specific
213	Nov 11, 2009 3:16 PM	Badger Brothers
214	Nov 11, 2009 3:22 PM	Piggly Wiggly, and the bars
215	Nov 11, 2009 3:59 PM	Main street stores, Piggly Wiggly
216	Nov 11, 2009 4:00 PM	Bars
217	Nov 11, 2009 4:15 PM	Piggly Wiggly Post Office Change of Seasons
218	Nov 11, 2009 4:23 PM	Today's Trends
219	Nov 11, 2009 4:48 PM	Walgreens and Piggly-Wiggly
220	Nov 11, 2009 5:11 PM	Milios and the bars.
221	Nov 11, 2009 5:29 PM	WineDown on Main, Bars, Big Jim's
222	Nov 11, 2009 5:33 PM	OT's
223	Nov 11, 2009 5:52 PM	The bars, Piggly Wiggly
224	Nov 11, 2009 6:14 PM	Downtown Designs, Driftless Market
225	Nov 11, 2009 6:25 PM	none that i frequent (i'm under 21)
226	Nov 11, 2009 7:07 PM	Chicago's Best, 2nd St.
227	Nov 11, 2009 8:11 PM	Second Street Bars and Chicago's Best
228	Nov 11, 2009 8:33 PM	The Bars

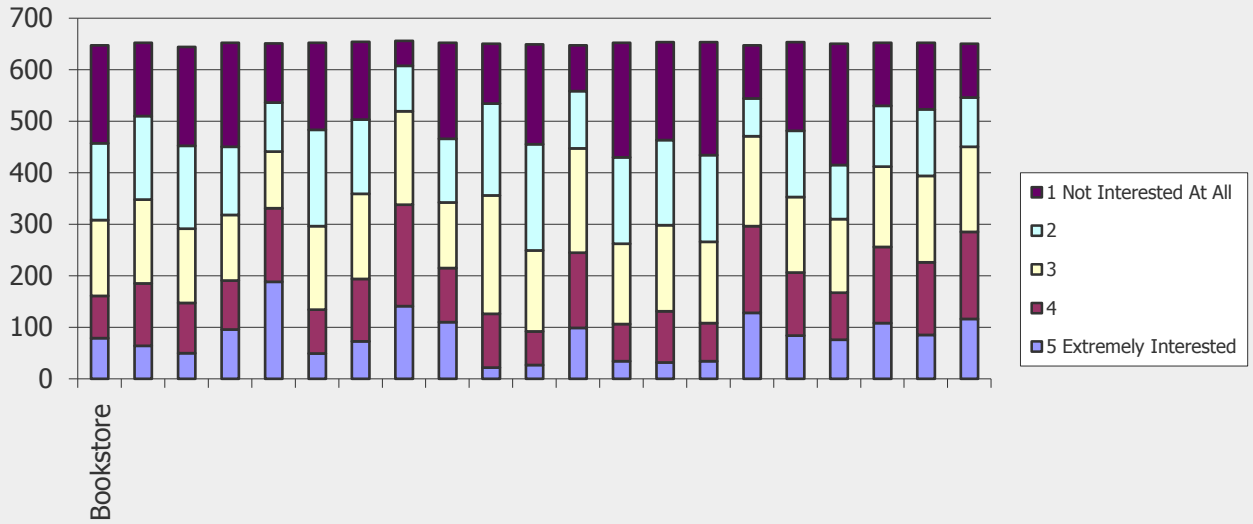
229	Nov 11, 2009 9:39 PM	Badger Brothers Coffee, Driftless Market, Boondocks,
230	Nov 11, 2009 10:13 PM	Chicago's Best
231	Nov 11, 2009 11:23 PM	Steves Pizza Boodocks Milios Brothers is about the only place I spend money downtown.
232	Nov 11, 2009 11:46 PM	
233	Nov 12, 2009 1:04 AM	Bullseye Sports, Steve's Pizza, Piggly Wiggly kwik trip piggly wiggly pappa murphy's
234	Nov 12, 2009 1:16 AM	subway
235	Nov 12, 2009 1:42 AM	Players The Piggly Wiggly. They have the best prices on groceries and I enjoy there store atmosphere.
236	Nov 12, 2009 2:02 AM	
237	Nov 12, 2009 3:41 AM	Bullseye Sports, VFW Club Piggly Wiggly, Badger Bros. Coffee, Mound City Bank, Driftless Market, Milio's, Centurtyel, USPS
238	Nov 12, 2009 4:30 AM	
239	Nov 12, 2009 5:06 AM	Piggly Wiggly
240	Nov 12, 2009 2:22 PM	None
241	Nov 12, 2009 3:09 PM	Snap Fitness Piggly Wiggly Steve's Pizza Dairy Queen Culver's
242	Nov 12, 2009 4:18 PM	Fiesta Cancun
243	Nov 12, 2009 5:03 PM	Dicks, steves pizza, some bars Steve's Pizza Avalon Cinema
244	Nov 12, 2009 5:09 PM	Milio's
245	Nov 12, 2009 9:22 PM	Momentum, the bars Milio's
246	Nov 13, 2009 12:10 AM	Los Amigos brothers, players, school girls, boondocks, olivern T's, los amigos, milios
247	Nov 13, 2009 12:16 AM	
248	Nov 13, 2009 2:02 PM	Piggly Wiggly and the Bars
249	Nov 13, 2009 9:57 PM	I used to go to wildside, Milios is amazing
250	Nov 14, 2009 9:58 PM	Restaurants like Chicagos Best and Steves and Brothers Schmitz Barber shop
251	Nov 18, 2009 3:00 PM	Piggley Wiggley
252	Nov 18, 2009 4:26 PM	Change of Seasons Change of Seasons
253	Nov 18, 2009 5:30 PM	Movie theatre
254	Nov 19, 2009 5:15 PM	none

Downtown Market Survey

17. Rate your interest in the availability of the following businesses in Downtown Platteville? (Note – some of these businesses are currently available downtown, others are not)

Answer Options	1 Not Interested At All	2	3	4	5 Extremely Interested	Response Count
Bookstore	190	149	147	82	79	647
Computer/Electronics store	142	162	163	121	64	652
Shoe store	192	161	144	97	50	644
Brand-name clothing (e.g. Gap, Eddie Bauer, J. Crew, Chico's)	202	132	127	95	96	652
Chain department store (e.g. Marshalls, Kohl's, Target)	115	95	110	143	188	651
Local clothing seller, reseller, or thrift shop	169	187	162	85	49	652
Fast food restaurants	151	144	165	121	73	654
Dine-in restaurant	49	88	181	197	141	656
Bar	186	124	127	105	110	652
Supplies store	116	178	230	104	22	650
Home improvement or hardware store	194	206	157	65	27	649
Entertainment (cinema, theatre, etc)	89	111	202	146	99	647
Communications retailer (e.g. Sprint, AT&T)	222	168	156	72	34	652
Drugstore/pharmacy	190	165	167	99	32	653
Hairdresser/barber	219	168	158	74	34	653
Grocery store	103	73	175	168	128	647
Specialty food store (e.g. bakery or organic foods)	172	128	147	122	84	653
Liquor store	235	105	143	91	76	650
Sporting goods/hobbies/games	122	118	156	148	108	652
Music/media store	129	129	168	141	85	652
Convenience store (e.g. Open Pantry, Kwik Trip)	104	96	165	169	116	650
answered question						658
skipped question						88

Rate your interest in the availability of the following businesses in Downtown Platteville? (Note – some of these businesses are currently available downtown, others are not)



Downtown Market Survey

18. Please indicate any other businesses you would like to see in Downtown Platteville.

Answer Options		Response Count
		117
<i>answered question</i>		117
<i>skipped question</i>		629
Number	Response Date	Response Text
1	Nov 10, 2009 5:15 PM	Radio Shack
2	Nov 10, 2009 5:15 PM	We need a bakery.
3	Nov 10, 2009 5:18 PM	Ice cream shop, bar type place without alcohol for the under 21 crowd
4	Nov 10, 2009 5:19 PM	Quizno's subs
5	Nov 10, 2009 5:20 PM	a bakery
6	Nov 10, 2009 5:21 PM	A Communications retailer is something that the downtown area needs.
7	Nov 10, 2009 5:25 PM	Late night (all night?) coffee/tea shop. Manga, graphic novels, and comic books store.
8	Nov 10, 2009 5:25 PM	Applebee's, a communications retailer, a bookstore such as Borders or Barnes & Noble which also sell CD's and other medi
9	Nov 10, 2009 5:25 PM	something that sells tobacco
10	Nov 10, 2009 5:25 PM	Kohls, Extra Curricular Activities (mini-golf/laser tag)
11	Nov 10, 2009 5:26 PM	a steak house or other restaurant with steaks and other American
12	Nov 10, 2009 5:27 PM	More clothing shops (brand name) and more dine-in restaurants. All Platteville has is Pizza or Mexican dine-in. Add a panda express..places that are popular to students and the community.
13	Nov 10, 2009 5:27 PM	Target!!!!
14	Nov 10, 2009 5:27 PM	stores like target would be nice to have something closer to campus, same with fast food.
15	Nov 10, 2009 5:28 PM	A DECENT Resturaunt, something new.
16	Nov 10, 2009 5:29 PM	EB games/Gamestop
17	Nov 10, 2009 5:30 PM	pool hall/darts besides bars b/c they are too busy wendys burgerking
18	Nov 10, 2009 5:39 PM	More coffee shops that stay open late for students to study.
19	Nov 10, 2009 5:44 PM	Burger King, Arbies
20	Nov 10, 2009 5:45 PM	Best Buy
21	Nov 10, 2009 5:50 PM	A non smoking establishment that is geared towards socialization. Kind of like a mix between a coffee shop and a bar.
22	Nov 10, 2009 5:52 PM	Night Club
23	Nov 10, 2009 5:54 PM	n/a
24	Nov 10, 2009 5:55 PM	Noodles and Company
25	Nov 10, 2009 5:55 PM	Bowling alley

26	Nov 10, 2009 5:55 PM	dinner and alcohol movie theater that plays non-mainstream movies, older and classic movies
27	Nov 10, 2009 5:55 PM	More dine in restaurants.
28	Nov 10, 2009 5:58 PM	best buy
29	Nov 10, 2009 6:00 PM	TGI Fridays, Applebees, some sort of go-cart/ batting cages fun park
30	Nov 10, 2009 6:02 PM	arby's
31	Nov 10, 2009 6:03 PM	none.
32	Nov 10, 2009 6:05 PM	Strip Club :)
33	Nov 10, 2009 6:05 PM	None
34	Nov 10, 2009 6:07 PM	Everything's good for me..
	Nov 10, 2009 6:08 PM	
35		Being a college town, there are many people that like to get together in social situation. Platteville's venues for that most often are narrowed down to just bars and other establishments where copious alcohol is consumed. I enjoyed that myself when I was 21, but I'd like to see a place where my friends and I can get together where drinking isn't the main theme.
36	Nov 10, 2009 6:13 PM	GameStop
	Nov 10, 2009 6:14 PM	
37		I would really love to have better, unique restaurants. Maybe some ethnic food. I AM SO SICK OF NASTY FAST FOOD!!!
38	Nov 10, 2009 6:15 PM	Finishline
39	Nov 10, 2009 6:16 PM	Target
40	Nov 10, 2009 6:17 PM	Hy-Vee
41	Nov 10, 2009 6:22 PM	Art supplies and craft stores. Antique and thrift shops
42	Nov 10, 2009 6:25 PM	TARGET!
43	Nov 10, 2009 6:33 PM	Applebees!!!!!!
44	Nov 10, 2009 6:37 PM	More activities besides bars
45	Nov 10, 2009 6:37 PM	A dance club or somewhere students under 21 can go during the evening and have fun
46	Nov 10, 2009 6:53 PM	BUFFALO WILD WINGS
47	Nov 10, 2009 7:04 PM	Applebees
48	Nov 10, 2009 7:08 PM	New Management at the bowling alley
49	Nov 10, 2009 7:10 PM	Target
	Nov 10, 2009 7:14 PM	
50		Homemade candle store, Lawn and Garden store, Pest Control, A third tattoo parlor on main street, Sexy men's lingerie store, Starbucks on every corner, Buffalo Wild Wings
51	Nov 10, 2009 7:22 PM	A small pet or fish store. A good sit down restaurant, i.e. olive garden. Fabric store.
	Nov 10, 2009 7:23 PM	
52		Something fun to do more than bars. Not necessarily an arcade... but something in that sense. Go hang out, do an activity together.
53	Nov 10, 2009 7:42 PM	no
54	Nov 10, 2009 7:44 PM	Anything With live music
	Nov 10, 2009 8:00 PM	
55		Something like a pool hall would be nice to see. An establishment that has pool tables, darts, and maybe a few arcade games that would be family friendly, but also a place for college students to hang out without having to deal with the crowds the bars have.

56	Nov 10, 2009 8:03 PM	Hobby Shops/Comic Book Stores. Bakery. Office Supplies.
57	Nov 10, 2009 8:04 PM	Local game shop (sells comic books, boardgames, figurines, trading cards etc)
58	Nov 10, 2009 8:06 PM	drive in resturant
59	Nov 10, 2009 8:13 PM	Store specializing in video games (such as GameStop)
60	Nov 10, 2009 8:17 PM	Heartland Credit Union
61	Nov 10, 2009 8:19 PM	more sit down restaurants, bakery,
62	Nov 10, 2009 8:29 PM	starbucks
63	Nov 10, 2009 8:32 PM	Chipotle
64	Nov 10, 2009 8:32 PM	game stop
65	Nov 10, 2009 8:32 PM	super target
66	Nov 10, 2009 8:40 PM	Batting Cages, Wendy's
67	Nov 10, 2009 8:44 PM	Best Buy, Applebees
68	Nov 10, 2009 8:44 PM	maybe more shopping, like mall stuff...
69	Nov 10, 2009 9:44 PM	Perkins!
70	Nov 10, 2009 9:49 PM	Hooters and Popeyes
71	Nov 10, 2009 9:49 PM	none
72	Nov 10, 2009 10:05 PM	Apple Bee's, an italian restaurant
73	Nov 10, 2009 10:06 PM	Local Businessess. If the media store was there, it would be local. Same with a convenience store.
	Nov 10, 2009 10:14 PM	
74		Chipotle, or a wendy's. The food we have now isn't that big of a selection. Or a restuarant like chili's where there is another place to go on weekends like family weekend where the restaurants over flow.
	Nov 10, 2009 10:15 PM	
75		Anything that will be open after 9pm for person(s) under the age of 21. Maybe an underage dance club.
	Nov 10, 2009 10:21 PM	
76		We already have 2 movie theatres, 2 hardware stores, and a grocery store. Go for something fun!
	Nov 10, 2009 10:42 PM	
77		Housing!
	Nov 10, 2009 10:51 PM	
78		target, Burger King,Macy's
	Nov 10, 2009 11:10 PM	
79		a coffee shop that stays open late. A hang out area - whatever that would be.
	Nov 10, 2009 11:19 PM	
80		A restaurant.
	Nov 10, 2009 11:30 PM	
81		Covered above.
	Nov 11, 2009 12:10 AM	
82		I would like to see a place where broadway type plays are held during Friday and Satureday nights. Since that is not too popular, maybe mix it up with comedy, and things for the kids.
	Nov 11, 2009 12:11 AM	
83		barnes & noble
	Nov 11, 2009 12:30 AM	
84		a good mexican resturant, or resturant that has a gluten free menu.
	Nov 11, 2009 12:42 AM	
85		more food places
	Nov 11, 2009 12:50 AM	
86		Buffalo wild wings, Wendy's, also in question 17 there is no at&t retailer in this town, should have used US cellular or Alltel
	Nov 11, 2009 1:17 AM	
87		Hobby Lobby
	Nov 11, 2009 1:37 AM	
88		Something other than wal-mart
	Nov 11, 2009 1:49 AM	
89		18 and older dance clubs!
	Nov 11, 2009 2:51 AM	
90		Discotheque, Dance Club.
	Nov 11, 2009 4:04 AM	
91		A&W

92	Nov 11, 2009 5:17 AM	Laundra-Mat, (Junk-Yard = just joking), Hy Vee grocery store, Fareway grocery store, TGI Friday's, Texas Roadhouse, Batteries Plus,
93	Nov 11, 2009 7:07 AM	Really all I want is a lake. So, if you can make that happen, I would be super pleased.
94	Nov 11, 2009 1:31 PM	Big Apple Bagles
95	Nov 11, 2009 2:51 PM	Do-it-yourself ceramics craft store. Art galleries. Comics shop.
96	Nov 11, 2009 3:10 PM	Home Interiors store/boutique
97	Nov 11, 2009 3:11 PM	burger king!
98	Nov 11, 2009 3:11 PM	A bakery next to Badger Brothers would be amazing, but it would have to be a family operated mom-and-pop operation. Anything less would not suffice for the atmosphere of the downtown area in Platteville.
99	Nov 11, 2009 3:16 PM	nothing more
100	Nov 11, 2009 3:22 PM	Wisconsin/Platteville gift shop or Things Remembered type place. Somewhere to get "platteville" gifts that's not university related.
101	Nov 11, 2009 4:00 PM	More specialty stores; fabric, cooking supplies or something more high end like L'Occitane
102	Nov 11, 2009 6:12 PM	Applebees
103	Nov 11, 2009 6:25 PM	arcade?
104	Nov 11, 2009 7:40 PM	a NICE restaraunt...it can be a chain like Applebee's or whatever but we can't all eat 7 different brands of pizza every day!
105	Nov 11, 2009 8:11 PM	Wendys,
106	Nov 11, 2009 8:33 PM	Arby's
107	Nov 11, 2009 9:39 PM	Cafe that serves lunch/coffee and such, Plato's Closet,
108	Nov 12, 2009 1:16 AM	best buy
109	Nov 12, 2009 2:02 AM	A & W
110	Nov 12, 2009 3:16 AM	More clothing stores. recreation center-- bowling, ice skating, rollerskating, pool tables, darts.. a place to play games and have good fun with friends and family!
111	Nov 12, 2009 4:30 AM	Head/Smoke Shop
112	Nov 12, 2009 5:06 AM	Noodles and Company or Fazolis
113	Nov 12, 2009 3:09 PM	A larger Snap Fitness
114	Nov 12, 2009 8:18 PM	starbucks, mini golf, nice dining
115	Nov 13, 2009 12:16 AM	burger king
116	Nov 13, 2009 9:57 PM	A used bookstore would be great!
117	Nov 18, 2009 6:27 AM	Kohl's would be nice.

HEADCOUNT TABLES

Table: Total UWP Enrollment, Fall 2009

Total Enrollment	6,965
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Table: Enrollment By Gender, Fall 2009

Gender	N	%
Female	2,558	36.7%
Male	4,407	63.3%

Table: Enrollment by Class, Fall 2009

Class	N	%
Freshman	2,355	35.8%
Sophomore	1,313	19.9%
Junior	1,259	19.1%
Senior	1,658	25.2%
Graduate	386	5.9%

Table: Enrollment by FT/PT Status, Fall 2009

FT/PT Indicator	N	%
Full Time	6,305	90.4%
Part Time	666	9.6%

Table: Enrollment by On-Campus vs. Off-Campus, Fall 2009

Housing Indicator	N	%
Living Off-Campus	4,239	60.9%
Living On-Campus	2,726	39.1%

Table Notes:

- 1) Data were extracted from DataMart tables Dm_H_Student_Career_Hist and Dm_H_Student_Records_Hist using a Brio query.
- 2) The population used were all students enrolled at UWP for the Fall 2009 Semester less abroad and distance or online students.
- 3) The Brio file is called Walchak_extracts and is found in the file path S:\WGroups\Institutional_Research\Ad Hoc\Industrial_Engineering_Walchak.

Table: Enrollment by College and Degree Program, Fall 2009

College	Degree Program	N	%
Business, Industry, Life Sciences, and Agriculture	Accounting	131	1.8%
	Agricultural Business	167	2.3%
	Agricultural Education	55	0.8%
	Animal Science	260	3.6%
	Biology	360	5.0%
	Business Administration	524	7.2%
	Communication Technologies	173	2.4%
	Computer Science	2	0.0%
	Industrial Technology Management	383	5.3%
	Ornamental Horticulture	40	0.6%
	Reclamation, Environment and Conservation	49	0.7%
	Soil and Crop Science	53	0.7%
	Technology Education	53	0.7%
	Undecided Agricultural/Life Science	3	0.0%
Undecided BILSA	8	0.1%	
<i>Business, Industry, Life Sciences, and Agriculture Total</i>		<i>2261</i>	<i>31.1%</i>
Engineering, Math and Science	Broad Field Science	11	0.2%
	Chemistry	134	1.8%
	Civil Engineering	422	5.8%
	Computer Science	150	2.1%
	Electrical Engineering	251	3.5%
	Engineering Physics	80	1.1%
	Environmental Engineering	86	1.2%
	General Engineering	182	2.5%
	Industrial Engineering	72	1.0%
	Mathematics	75	1.0%
	Mechanical Engineering	721	9.9%
	Software Engineering	149	2.1%

	Undecided Math/Science	15	0.2%
<i>Engineering, Math and Science Total</i>		2348	32.3%
Graduate	Extension - Graduate	1	0.0%
	Project Management (MS)	2	0.0%
<i>Graduate Total</i>		3	0.0%
Graduate Computer Science	Computer Science	6	0.1%
Graduate Education	Counselor Education (MSE)	59	0.8%
	Education (MSE)	180	2.5%
<i>Graduate Education Total</i>		239	3.3%
Graduate Special	Graduate Special	143	2.0%

Table: Enrollment by College and Degree Program, Fall 2009 (Continued)

College	Degree Program	N	%
Liberal Arts and Education	Art	95	1.3%
	Comprehensive Business and Economics	9	0.1%
	Criminal Justice	548	7.5%
	Economics	3	0.0%
	Elementary Education	393	5.4%
	English	88	1.2%
	Geography	21	0.3%
	German	3	0.0%
	History	69	1.0%
	International Studies	15	0.2%
	Music	71	1.0%
	Philosophy	1	0.0%
	Physical Education	192	2.6%
	Political Science	33	0.5%
	Psychology	168	2.3%
	Social Science Comprehensive	33	0.5%
	Spanish	23	0.3%
	Theater	12	0.2%
	Undecided LAE	277	3.8%
	Undecided Secondary Education	34	0.5%
<i>Liberal Arts and Education Total</i>		2088	28.8%
Special	High School Special	2	0.0%
	Undergraduate Special	90	1.2%
	Youth Option Special - High School	7	0.1%
<i>Special Total</i>		99	1.4%

Undergraduate	Business Administration (Print-based)	13	0.2%
	Criminal Justice	1	0.0%
	Extension - Undergraduate	41	0.6%
	Undergraduate Special - EDP	18	0.2%
<i>Undergraduate Total</i>		73	1.0%

Table Notes:

- 1) Data were extracted from DataMart tables Dm_H_Student_Career_Hist and Dm_H_Student_Records_Hist using a Brio query.
- 2) The population used were all students enrolled at UWP for the Fall 2009 Semester less abroad and distance or online students.
- 3) The Brio file is called Walchak_extracts and is found in the file path S:\WGroups\Institutional_Research\Ad Hoc\Industrial_Engineering_Walchak.