

Paynesville Municipal Liquor Store

Purchase and Consumption Patterns

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Executive Summary

The key findings resulting from this study would indicate that the location of the current Paynesville Municipal Liquor (PML) store is preferred by survey respondents over other alternatives. Expanded shopping opportunities within the PML venue would be an enhancement desired by a majority of survey respondents. Other findings seem to not support the acceptance of moving PML to a location in the vicinity of downtown. Shoppers feel it would be less convenient in comparison to the current location on Highway 23. By moving PML, research supports the concept that the move should be accompanied by a convenient location that has accessible parking, signage, and an attractive location for a wine club. By keeping the store in its current location, there would be a need for convenient signage. Creating this awareness along with expanding the store at or near its present location is perceived to be convenient for Paynesville residents, summer lake residents, and other out-of-town shoppers by accommodating their shopping needs. The addition of expanded parking will also facilitate frequent visits by regular clientele. The change in location to downtown is perceived to lessen the likelihood of increased patronage by those who purchase at PML as it will adversely affect the purchase patterns of those who primarily shop and travel in the vicinity of its current location.

Recommendations

- Provide a convenient location, a larger parking area, wider aisles, better displays, and excellent signage at a new location near the present venue
- Offer and advertise sales promotions to increase customer loyalty
- Supply additional services to cater to customers, such as carry-out for older customers
- Develop a building appearance that is attractive to encourage people to attend the wine club
- Develop staff's product knowledge of wines to better answer questions from customers.

Conclusions

- Findings indicated that a location downtown is less favorable than a location in PML's current vicinity.
- The more often PML customers shop on Highway 23, the more likely they are to agree that it would be more convenient to shop at a liquor store near that location.
- The majority of respondents shop one to two times per week on Highway 23 within the proximity of the current liquor store compared to less frequently in downtown Paynesville.
- PML customers who feel that the store needs more parking lot space also feel that it would be less convenient to have a liquor store downtown.
- Lake residents feel that parking accessibility downtown is less convenient.
- The more often lake residents shop on Highway 23, the more likely they are to purchase the same alcoholic beverage when they shop.
- Of those responding to the survey, 37 percent purchase at least 61 percent of their alcohol from PML.
- Non-PML Patronage tend to shop for their alcohol purchases at Cashwise and Sam's Club based on perceived lower prices.
- Even though 86 percent of respondents generally determine before shopping what liquor will be purchased and continue to purchase the same brands and products each time, 42 percent like to browse in the liquor store to see what is new.
- Beer is the most frequently sold beverage as it corresponds to at least 71 percent of alcoholic beverage purchase items for 30 percent of respondents.
- Individuals 65 or older are more likely to agree that it would be ethical to have a drug store in combination with a liquor store.
- Comments indicated the need for a carry-out service for individuals 65 or older.

Detail of Findings

Purpose

It was determined that the Paynesville Municipal Liquor Store (PML) needed a greater understanding of the attitudes and perceptions of local residents toward a relocation of their store. This could be accomplished if PML had a clearer understanding of the purchasing patterns and consumption characteristics of alcohol drinkers. The most important question is whether it would be more convenient for their customer's normal shopping patterns if there

was a liquor store near downtown Paynesville in the vicinity of the former Joel's Family Foods building in comparison to its current location where a bypass is being constructed on Highway 23. It is important to understand the perceptions of the respondents in order to build effective marketing strategies once the decision is made concerning future location alternatives. It is also essential to identify what are the respondents' perceptions concerning the current store, as well as their expectations of a new store if it were to be constructed. As a result, Paynesville retained the Southwest Marketing Advisory Center (SMAC) to secure answers to these questions.

Methodology

Secondary research was completed in order to better understand both the alcoholic beverage industry and municipal liquor stores. Secondary research is critical to the overall understanding of the entire research process and is essential to develop a knowledge base in which to begin probing respondents. As a result of the secondary research, a report was developed to show Client the preliminary findings to make sure that the research process was on track with Client goals.

A moderator's guide was then prepared and used as a point of reference for the focus groups. The moderator's guide assures that basic subject issues are covered within the general direction of the discussions, with the specifics being dictated by the nature of the ensuing focus group participants and their perceptions of the subject matter. Two focus groups were conducted, and each group was made up of individuals from similar age groups. The first focus group consisted of middle-aged (40-60 year-old) consumers, while the second group consisted of traditional college-aged students. All participants were of legal age and have consumed alcoholic beverages.

As a result of the focus groups, it was clear that the major issues expressed in the focus groups concerned the price of alcohol and the potential new location of PML. The focus groups appeared to be satisfied with the customer service at PML; however, they were dissatisfied with the price of products in the store. From the information gathered in these discussions, it

was clear that the survey questions should revolve around purchase patterns, selection of products, perceptions of PML, and specifics involving a new location of the store.

After creation of the survey instrument, the survey was sent to Client for approval. A total of 3,100 surveys were sent to residents who lived in the Paynesville area, residents of Lake Koronis, and surrounding towns including Roscoe and Foley. Approximately 2,000 copies of the final survey instrument were mailed along with a SMAC cover letter explaining the purpose of the study to the respondents. An additional 1,100 surveys were printed by Client and inserted in a newsletter to residents who had property on Lake Koronis. An article was printed in the local paper, the Paynesville Press, which gave more information to respondents concerning participation in the survey. From the mailing, 562 surveys were initially returned for coding and analysis. Of the returned surveys, 456 were from the community mailing, while the remaining 106 were completed by Lake Koronis residents. All returned surveys were entered into SPSS (Statistical Package for Social Sciences) a statistical program that enables analysis of large amounts of data. The 562 returned surveys from the Paynesville community and lake residents represents a return rate of 18.1 percent, basically eliminating the possibility of non-response error. Once the data was tabulated, both frequencies and cross-tabs were completed. Only those cross-tabs which were shown to be statistically significant are discussed in this report.

A preliminary report was sent to the City of Paynesville in preparation for the presentation by Advisor to Client during a City Council meeting in July. That preliminary report represented the surveys returned as described above.

City Council Presentation Comments

After the presentation concluded, a question was asked regarding the mailing list of those receiving the survey. Of those receiving the survey, 1,813 were sent to local residents of Paynesville along with 42 surveys to Roscoe and 145 to the town of Foley. During the presentation, it was indicated that Foley should not have been included in the survey. In order to determine the total effect of Foley returns, the surveys returned subsequent to the analysis were analyzed. A total of 64 surveys were included in that subsequent total. This allowed for a

subsample to be analyzed, determining the respondents from Foley. From those 64 surveys, two surveys were from Foley. Assuming the subsample represents the mailing list of 3,100, it would appear that approximately three percent or 20 surveys were received from Foley representing an insignificant influence on the results.

The additional 64 surveys were incorporated into the results less the two from Foley for a new total return of 624 or a return rate of 20.1 percent based on 3,100 surveys distributed. All calculated percentages were then reevaluated to reflect the new base of 624 returns and those totals are included in this report. As a result, this should be considered the final report and the initial report distributed prior to the meeting is not as inclusive based on the new totals.

Demographics of Respondents

In order to determine the validity of the sample results, it is important to understand the demographics of the respondents. Of the 562 respondents, 79 percent of surveys were taken by residents of the Paynesville community (Exhibit A). All respondents were at least 21 years old and 81 percent consume alcoholic beverages (Exhibit B). Concerning gender, 62 percent of the respondents were male (Exhibit C). The majority of respondents (28 percent) were 65 or older (Exhibit D), however the 46 to 55, and 56 to 64 age groups were 24 percent and 20 percent, respectively. Sixty percent of the respondents indicated that their households consisted of two or three individuals (Exhibit E). Concerning level of education possessed by respondents, 18 percent possess a bachelor's degree, 18 percent have a one or two year degree (Exhibit F). It is important to note that 29 percent of respondents have a high school diploma as their highest level of education. The annual household income of the majority of respondents is \$50,001 to \$75,000 (Exhibit G). Typical of this area, 97 percent of respondents were Caucasian (Exhibit H).

A limiting factor with the mail surveys is the lack of control over which individuals return the survey and under what conditions the survey was completed. Although the surveys were randomly distributed, specific types of people typically are more prone to return them. For instance, generally those with stronger views on the material covered by the survey are more

prone to complete and return the instrument. As a result, some skewing could be present in the results.

Purchase Patterns

The survey included questions about the respondents purchasing patterns regarding alcoholic beverages. Of those responding, 51 percent purchase from an off-sale store (Exhibit I), which was understood to be a liquor store, and 27 percent purchase alcoholic beverages from a store or warehouse once a month (Exhibit J).

The respondents were asked to breakdown their off-sale liquor store purchases by type of product. Beer was the preferred beverage purchased as thirty percent of the respondents indicated that 71 percent of their alcoholic purchases were beer (Exhibit K). When considering hard liquor, the majority responded this purchase for 10 percent of their total purchases (Exhibit L). Sixty-one percent of respondents purchase liqueurs for ten percent of their purchases with many not purchasing it at all (Exhibit M). Wine is a beverage with relatively low consumption, as it represents no more than 18 percent of the total alcoholic purchases for 30 percent of the respondents (Exhibit N).

The respondents were also asked to breakdown their off-sale liquor store locations from the choice of locations provided. PML was the most common location of respondents as 37 percent shop this location at least 61 percent of the time (Exhibit O). When considering Sam's Club, thirty-one percent of the respondents indicated that 10 percent of their alcohol purchases come from this location (Exhibit P). Nineteen-percent of respondents purchase from Cashwise Liquor , 41 to 50 percent of the time (Exhibit Q). Westside Liquor had a relatively low reported patronage with 33 percent of respondents shopping this location ten percent of the time (Exhibit R). Cub Liquor also had a low percentage with 38 percent of respondents shopping for their alcohol at this location ten percent of the time (Exhibit S).

When asked to describe alcoholic beverage consumption patterns, 42 percent indicated that they consume on a weekly basis with their family or for a special event (Exhibit T). When consuming alcohol, 55 percent indicated that they consume two to three drinks (Exhibit U).

These numbers show that the respondents do not drink large quantities per event, but they drink on a regular basis.

On the survey we constructed statements whose forced choice responses had the following likert scale values: strongly disagree, disagree, neither agree nor disagree, agree, and strongly agree. 40 percent either disagree or strongly disagree when asked if they buy a large quantity to have a variety on hand at home (Exhibit V). 54 percent also either disagree or strongly disagree that they buy only for a specific event rarely having a stock at home (Exhibit W). This means that the respondents may have a stock, but not necessarily a variety. 86 percent generally determine before shopping what liquor will be purchased (Exhibit X). Even though the majority knows what they will purchase beforehand, 42 percent of the respondents still like to browse to see what is new (Exhibit Y).

Consumption Patterns

The majority (71 percent) generally purchases the same product and brand when shopping (Exhibit Z). This statement correlates with the high percentage of respondents that determine before shopping what liquor will be purchased, indicating a propensity to purchase familiar products. Forty percent either disagreed or strongly disagreed when asked if they like to pick up something new just to try it (Exhibit AA). Eighty-nine percent disagree or strongly disagree that they only buy alcoholic beverages from bars and restaurants (Exhibit BB). Responses to questions during the focus groups indicated the importance of pricing as a factor in making purchasing decisions and needed to be determined. Forty-one percent either agreed or strongly agreed that alcohol is purchased based on lowest price (Exhibit CC).

The respondents were asked to rank their top three reasons for choosing their alcohol purchase location. Convenience of location was the most important reason with 32 percent, followed by low prices with 31 percent, and sale items with 12 percent (Exhibit DD). When only considering their first choice, convenient location had 45 percent, low price with 38 percent, and sale items with 6 percent (Exhibit EE).

Perceptions of PML

To get better insight into the respondent's attitudes and perceptions towards PML, they must have previously purchased from the store in order to answer the following questions. Of those completing the survey, 90 percent of respondents qualified (Exhibit FF). As shown in Exhibit GG and HH, respondents feel that PML has a good selection of liquor (64 percent) and beer (74 percent) when combining strongly agree and agree. A relatively high number of respondents answered neither agree nor disagree when asked if PML had a good selection of wine (Exhibit II). Even though research shows that respondents answering in a neutral manner tend to have slightly negative feelings toward the statement, to find the general result of the responses, this group was disregarded and the two categories of agree were combined and the two levels of disagree were combined to better judge the responses. As seen on Exhibit JJ, 75 percent agree that PML has a good selection of wine. Forty-three percent agree that PML has adequate space in the store (Exhibit KK). When disregarding neither agree nor disagree, 51 percent disagreed that PML needs more parking lot space (Exhibit LL). Sixty-one percent either strongly agreed or agreed that PML has excellent customer service (Exhibit MM).

Having a variety of specials available weekly is vital to any liquor store. Sixty-four percent of respondents answered that they neither agree nor disagree that PML has a weekly variety of specials (Exhibit NN). The amount of space in a store is highly important to the comfort level of a customer. The majority of the Paynesville community and lake residents agreed (62 percent) that PML has adequate space by the checkout (Exhibit OO). 45 percent neither agree nor disagree that social events would increase their purchases at PML (Exhibit PP). Sixty-two percent of respondents agree that the profits made at PML benefit the community (Exhibit QQ). Newspapers (35 percent) and friends (30 percent) are the most common methods of hearing about PML events and specials in the Paynesville community and for lake residents (Exhibit RR).

Location

Most respondents combine their alcohol purchases with other shopping locations, as 58 percent stop in conjunction with other shopping destinations, whereas the remainder are destination shoppers only going to purchase the alcohol (Exhibit SS). While 70 percent of respondents shop on Highway 23 less than once a week to one or two times a week (exhibit TT), this number increases to 81 percent of respondents that shop just as often in the general area of downtown Paynesville (Exhibit UU).

The set of questions concerning location had a high number of respondents that answered neither agree nor disagree. Therefore, the responses were disregarded and the two categories of agree and the two categories of disagree were calculated. The majority of respondents (75 percent) disagree that it would be more convenient for their normal shopping patterns if there were a liquor store downtown (Exhibit VV). As mentioned in the focus groups and through additional comments, Teal's Market is an important factor for all respondents as part of their weekly shopping patterns as 63 percent agree that it would be more convenient for their normal shopping patterns if there was a liquor store closer to Teals Market (Exhibit WW). Respondents felt that PML would not generate more traffic to the city if there were a liquor store downtown as 58 percent disagreed with this statement (Exhibit XX). Respondents disagree that neither moving the location of PML to downtown Paynesville would assist lake residents nor provide accessible parking space at 70 percent and 54 percent, respectively (Exhibits YY and ZZ). Having a liquor store near an exit ramp of the Highway 23 bypass was highly important to respondents as 68 percent agree that it should be located near an exit of the bypass (Exhibit AAA).

As mentioned from the focus groups and the additional comments, it's unethical to combine drug stores and liquor stores as sixty-three percent disagree that it would be ethical to combine a liquor store and drug store in Paynesville (Exhibit BBB). Seventy percent strongly felt that having a liquor store downtown would not bring more business to the community (Exhibit

CCC), while 60 percent of respondents agree that a liquor store located near an exit ramp off Highway-23 would be easier to locate for visitors and incoming traffic (Exhibit DDD).

Comparison: PML and Non PML Shoppers

To get a better understanding of those who shop based on lowest price, a chart was made to compare those who shop at PML compared to those of non-PML patronage. Sixty-two percent of non-PML patronage tends to purchase for alcoholic beverages based on lowest price compared to 39 percent of PML shoppers buying their alcohol on lowest price (Exhibit EEE).

Comparison: Paynesville and Lake Residents

In order to find out who responded to specific questions about the location of a liquor store, comparison charts were made to differentiate those who answered a Paynesville or lake resident survey. 55 percent of lake residents disagree that it would be convenient to have a liquor store located downtown compared to 46 percent of Paynesville residents disagreeing that it would be convenient (Exhibit FFF). Fifty-two percent of lake residents either strongly disagree or disagree that a liquor store would assist them in their shopping patterns (Exhibit GGG). The majority of Paynesville and lake residents feel neutral as they neither agree nor disagree that an expanded liquor should be located near an exit ramp of the Highway 23 bypass with 48 percent and 47 percent, respectively (Exhibit HHH). Sixty-one percent of Paynesville residents and fifty-seven percent of lake residents agree that a liquor store near the exit ramp of the Highway 23 bypass would be easier to locate for visitors and incoming traffic (Exhibit III).

Exhibit A

Paynesville or Lake Resident

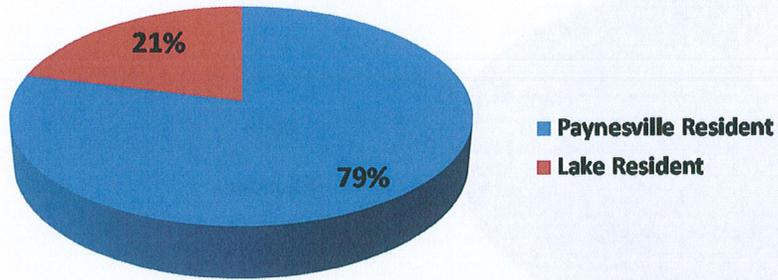


Exhibit B

Do you consume alcoholic beverages?

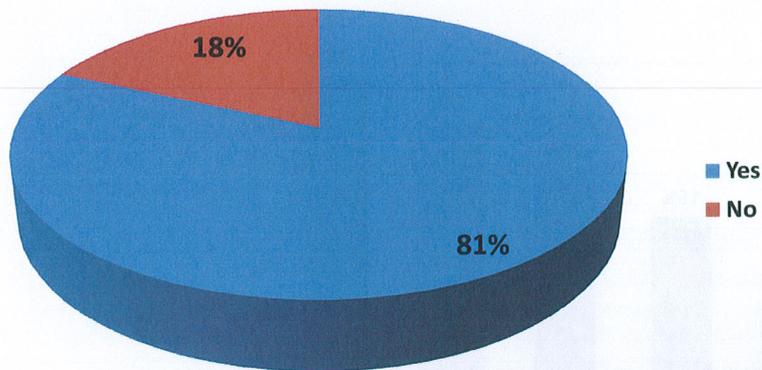


Exhibit C

Gender

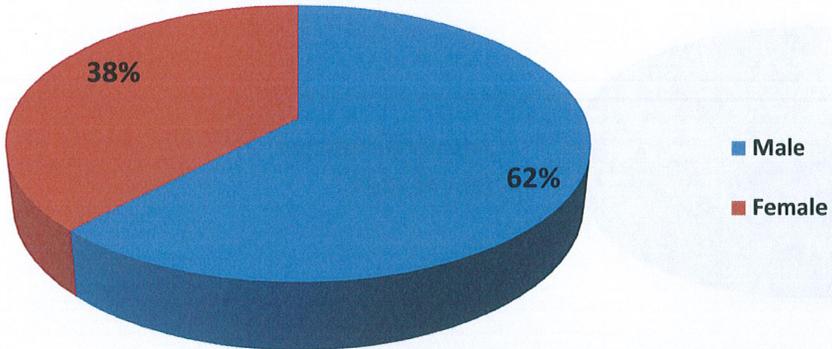


Exhibit D

Age

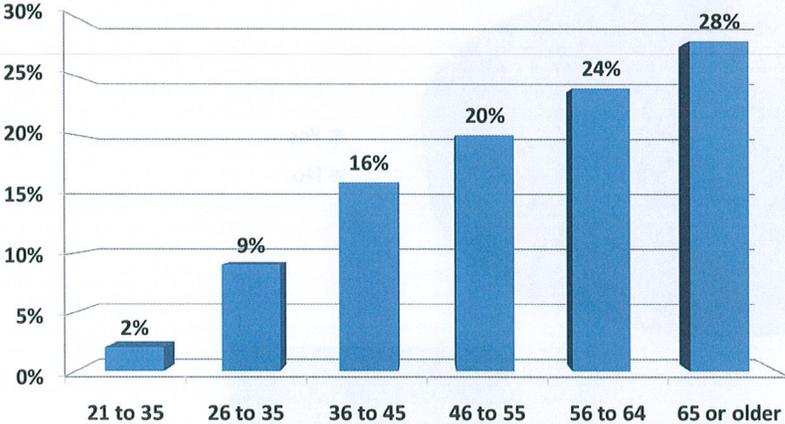


Exhibit E

Immediate family (including me) living at home

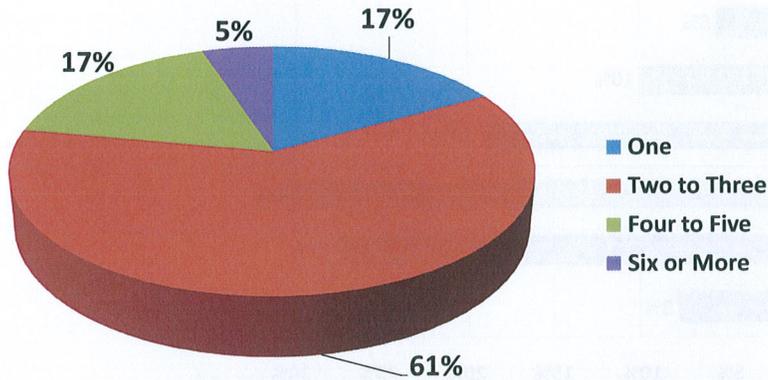


Exhibit F

Highest Level Of Education

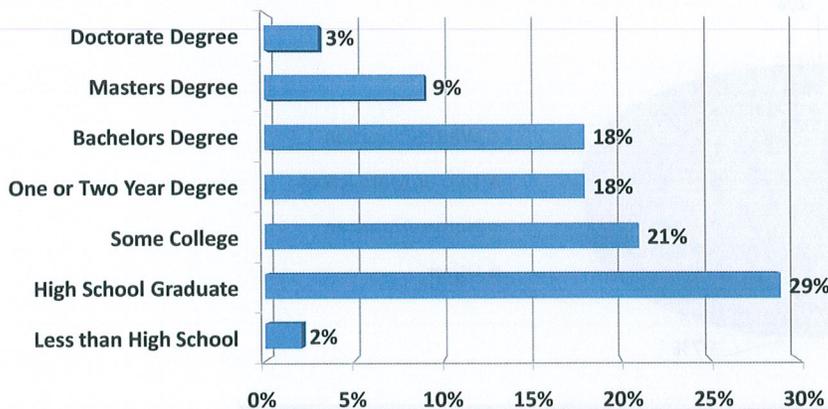


Exhibit G

Annual Household Income

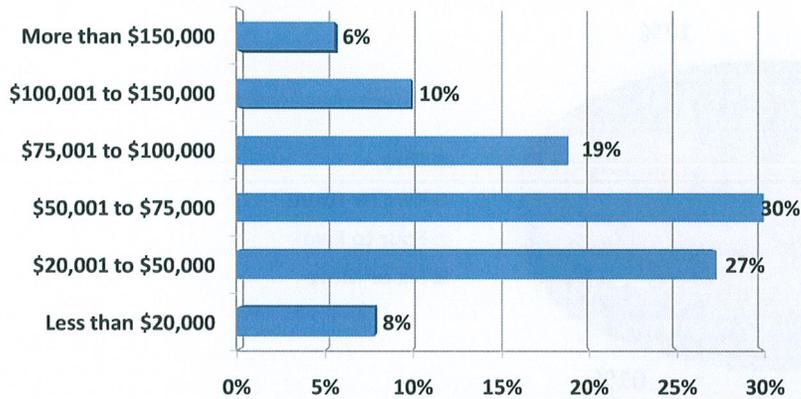


Exhibit H

Ethnicity

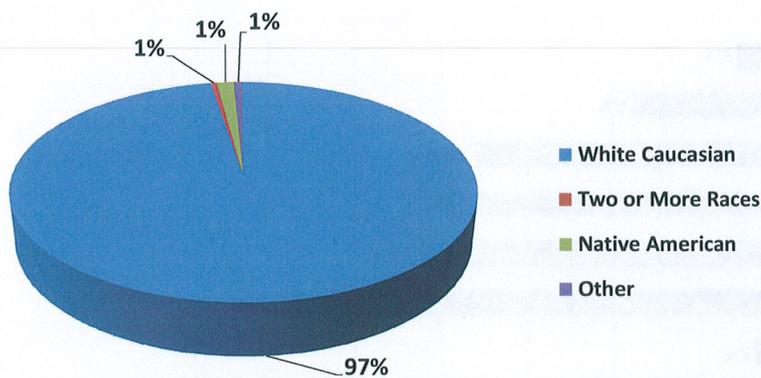


Exhibit I

Where do you generally purchase your alcoholic beverages?

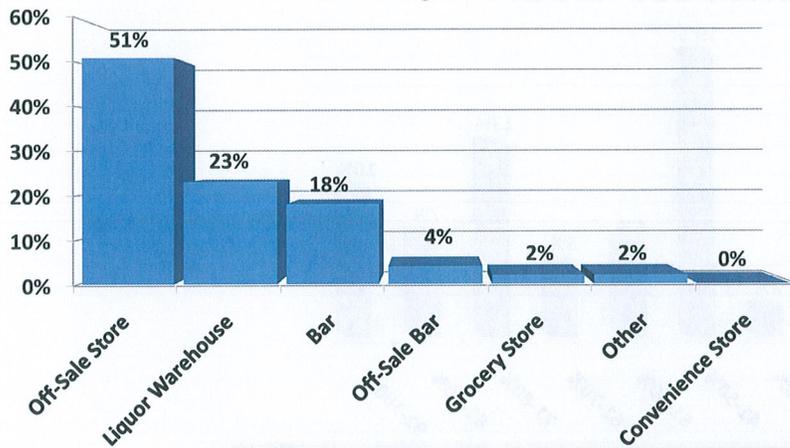


Exhibit J

How often do you purchase alcoholic beverages from a store or warehouse?

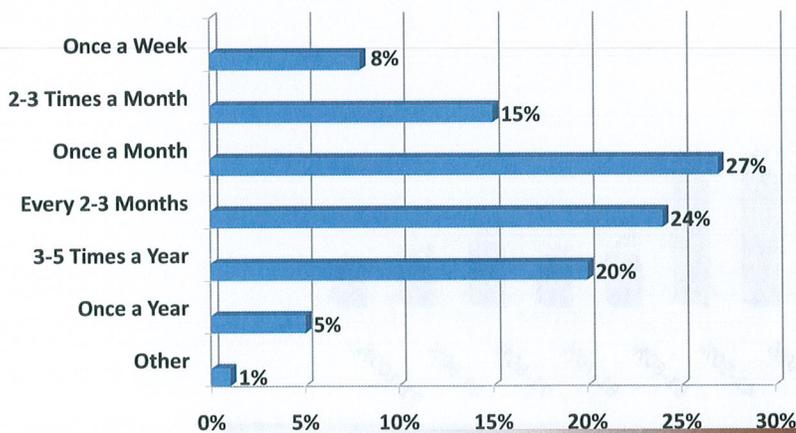


Exhibit K

Breakdown of Off-Sale Liquor Purchases: Beer

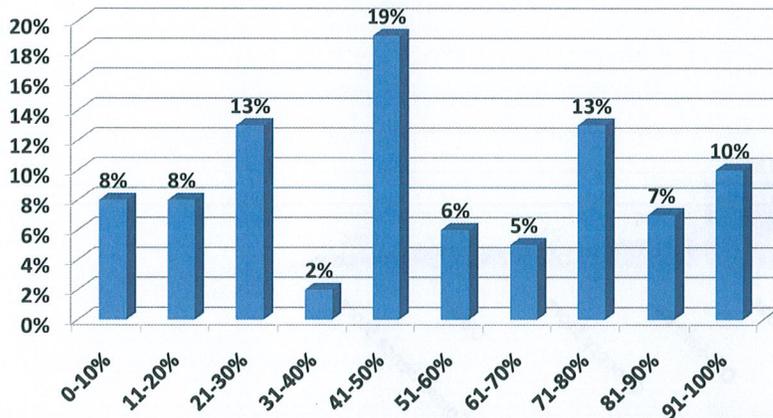


Exhibit L

Breakdown of Off-Sale Liquor Purchases: Hard Liquor

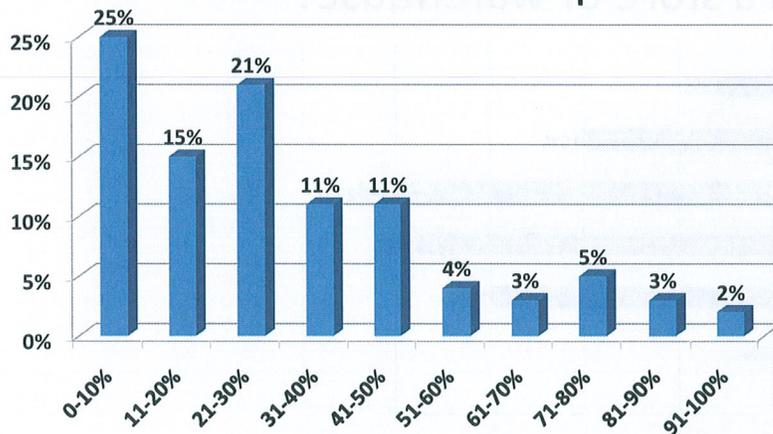


Exhibit M

Breakdown of Off-Sale Liquor Purchases: Liqueurs

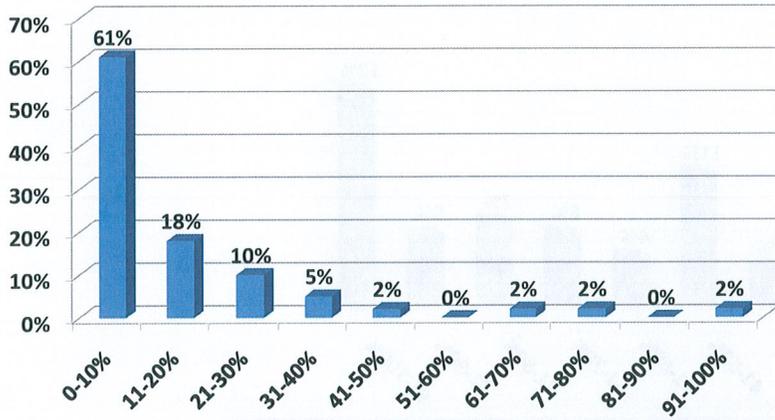


Exhibit N

Breakdown of Off-Sale Liquor Purchases: Wine

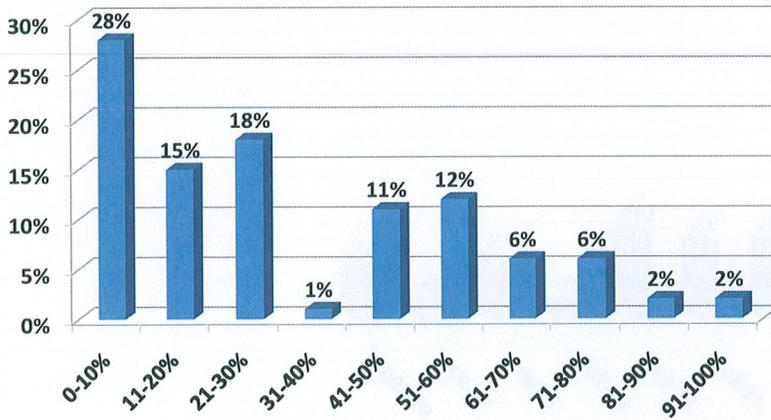


Exhibit O

Breakdown of Off-Sale Liquor Stores: PML

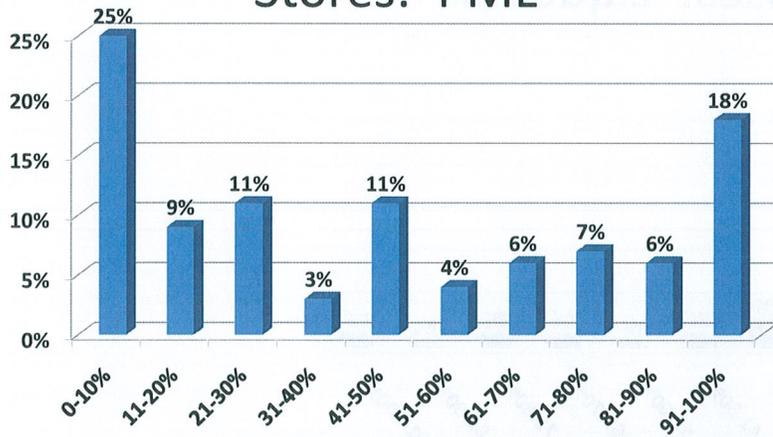


Exhibit P

Breakdown of Off-Sale Liquor Stores: Sam's Club

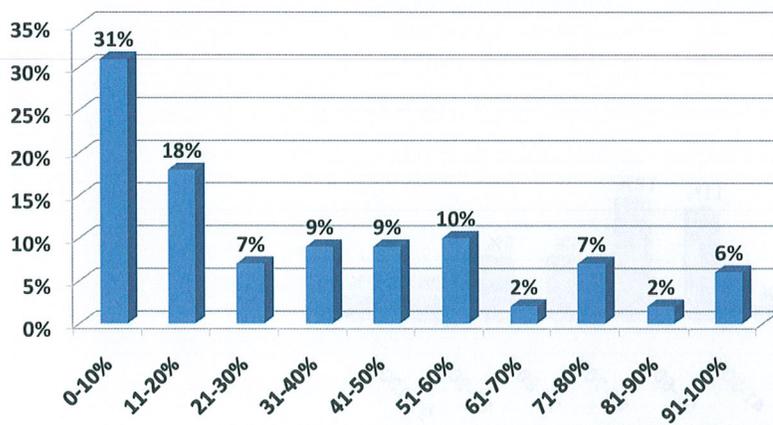


Exhibit Q

Breakdown of Off-Sale Liquor Stores: Cashwise Liquor

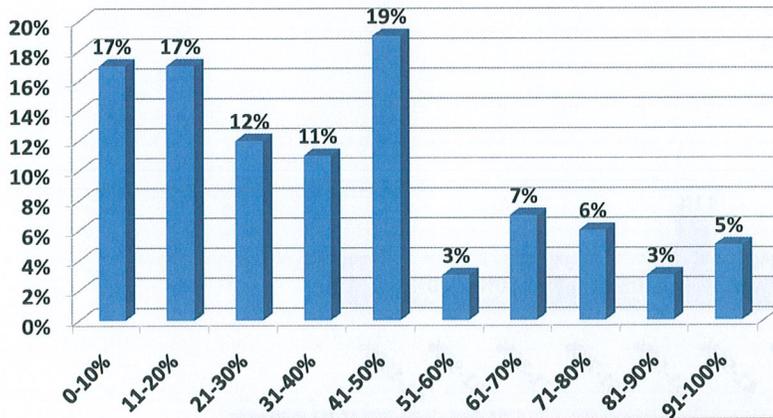


Exhibit R

Breakdown of Off-Sale Liquor Stores: Westside Liquor

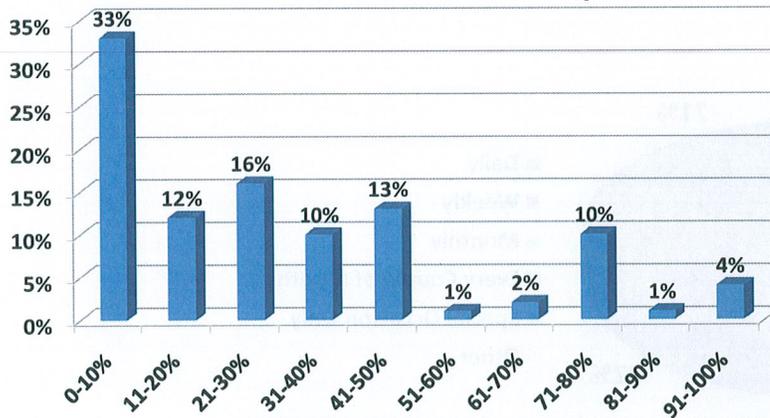


Exhibit S

Breakdown of Off-Sale Liquor Stores: Cub Liquor

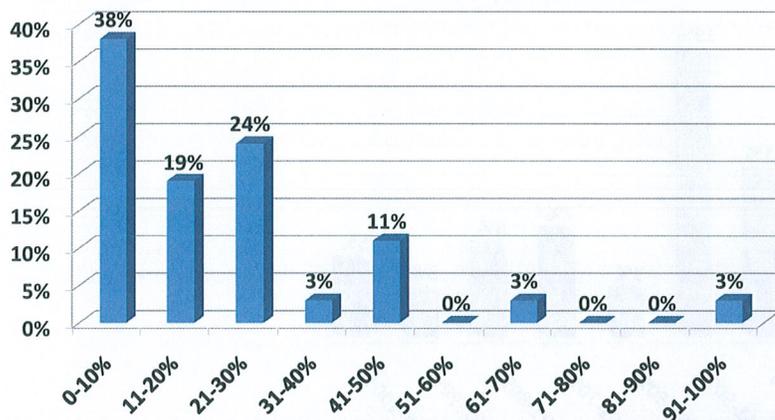


Exhibit T

Which of the following best describes your alcoholic beverage consumption patterns?

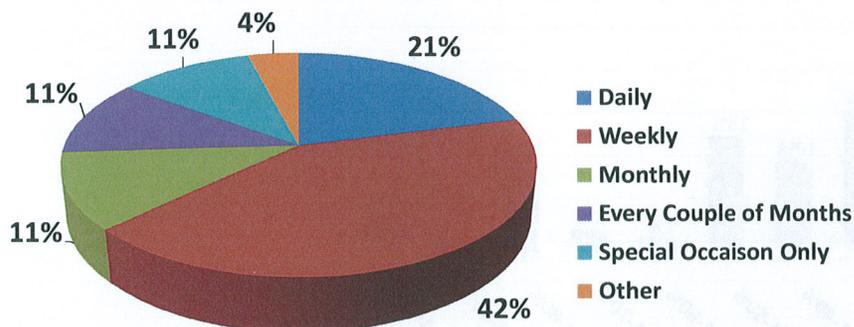


Exhibit U

When you consume alcohol, how much do you usually consume at one time?

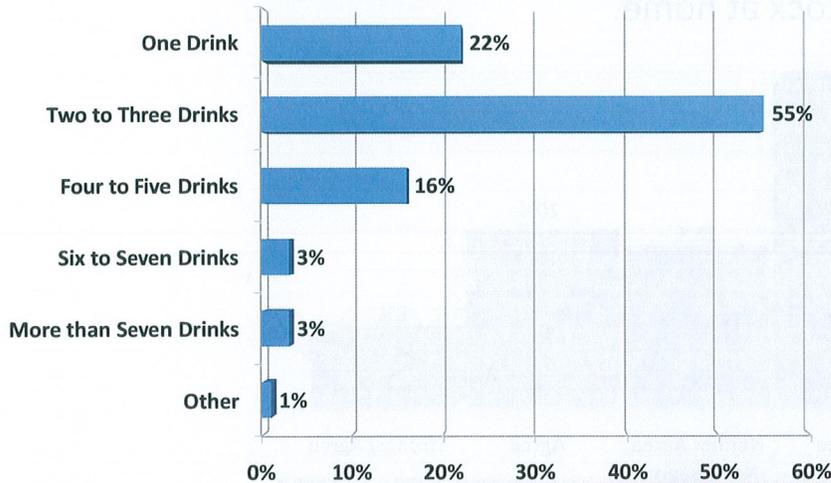


Exhibit V

I buy a large quantity so I have a variety on hand at home.

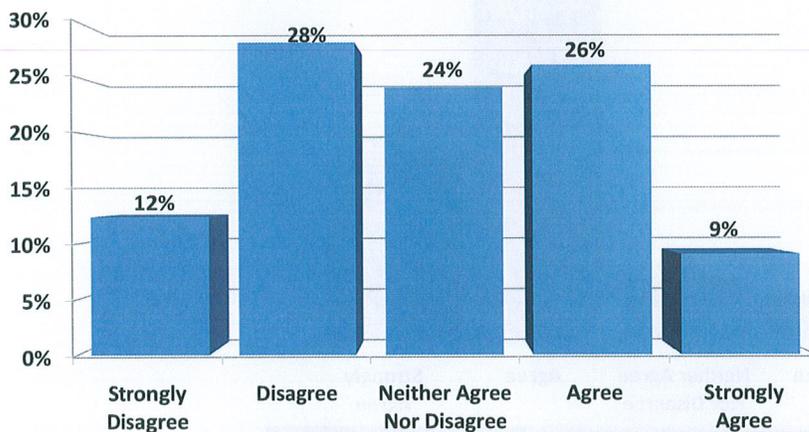


Exhibit W

I buy only for a specific event rarely having a stock at home.

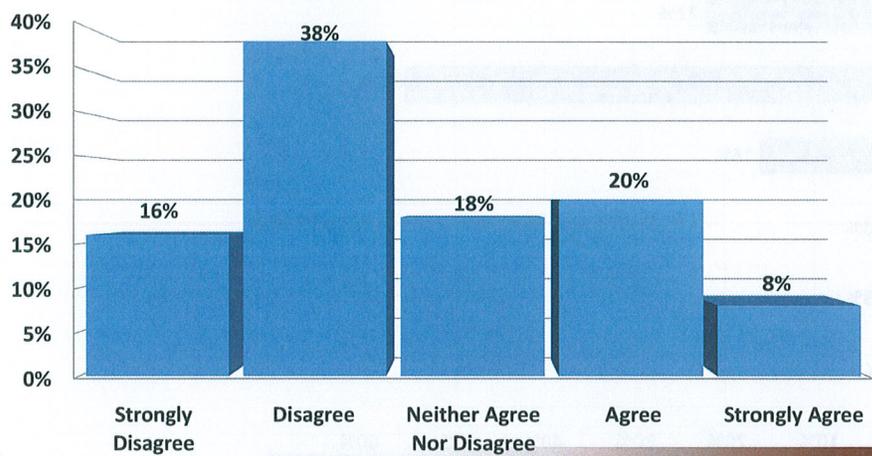


Exhibit X

I generally determine before shopping what alcohol I will purchase.

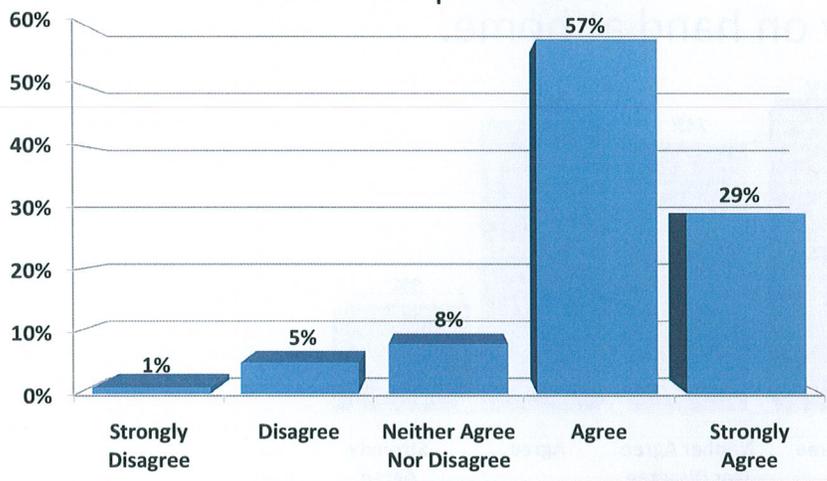
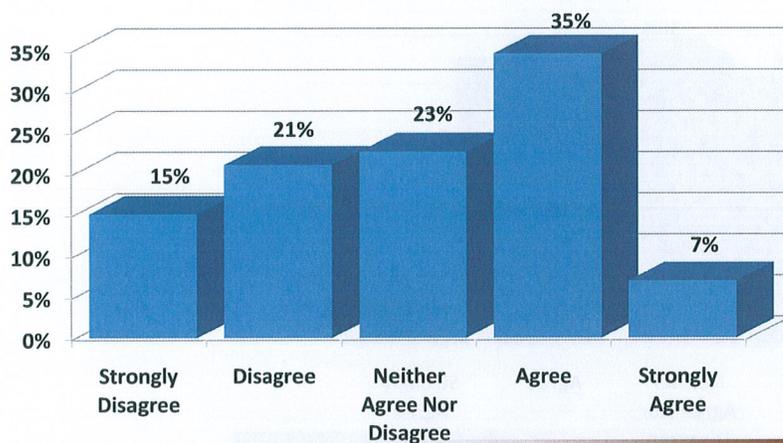


Exhibit Y

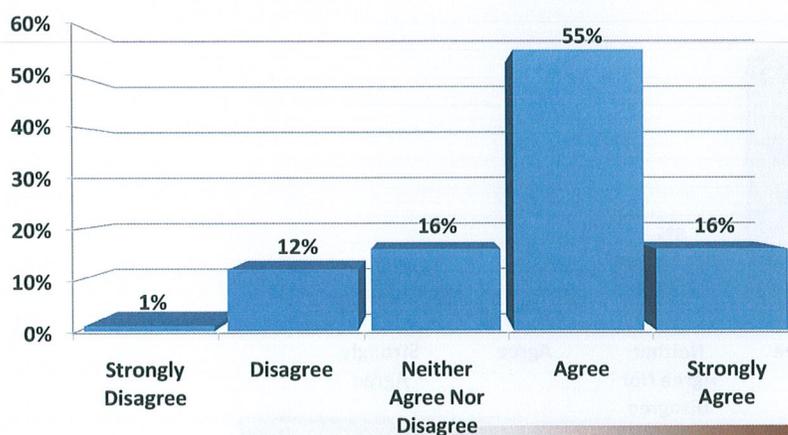
I like to browse in the liquor store to see what's new.



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Exhibit Z

I generally always purchase the same thing when I shop.



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Exhibit AA

I like to pick up something new just to try it.

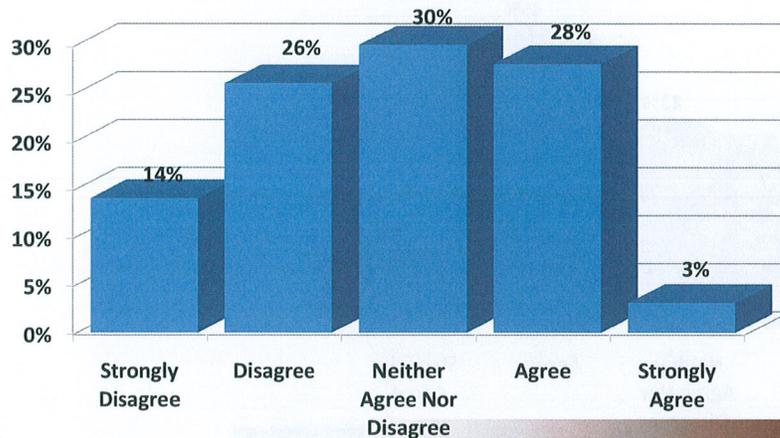


Exhibit BB

I only buy alcoholic beverages from bars or restaurants.

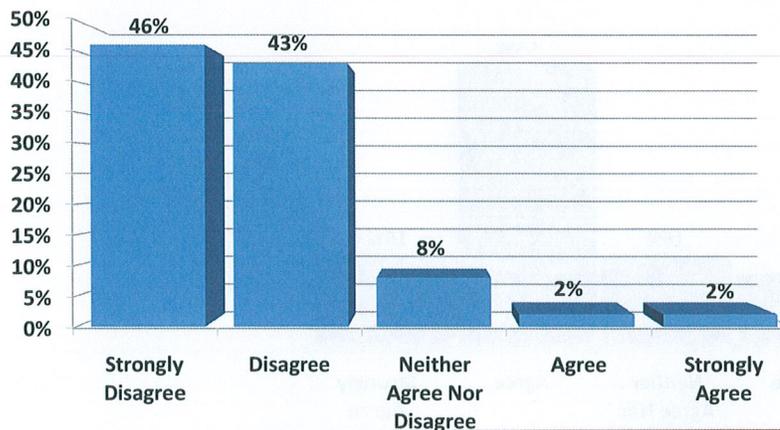


Exhibit CC

I buy alcoholic beverage based on lowest price.

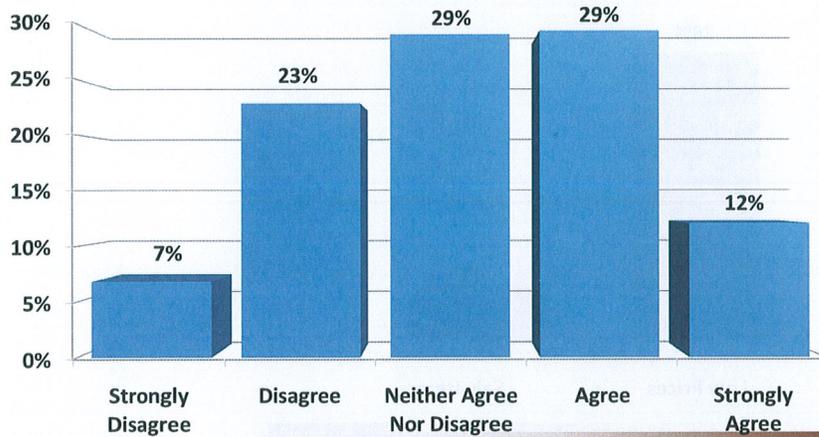


Exhibit DD

Top Three Reasons For Alcohol Purchase Location

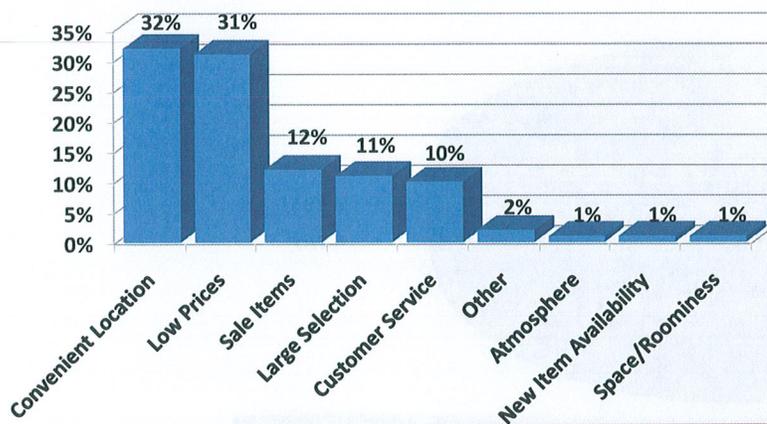


Exhibit EE

Top 3 Reasons for Alcohol Purchase Location

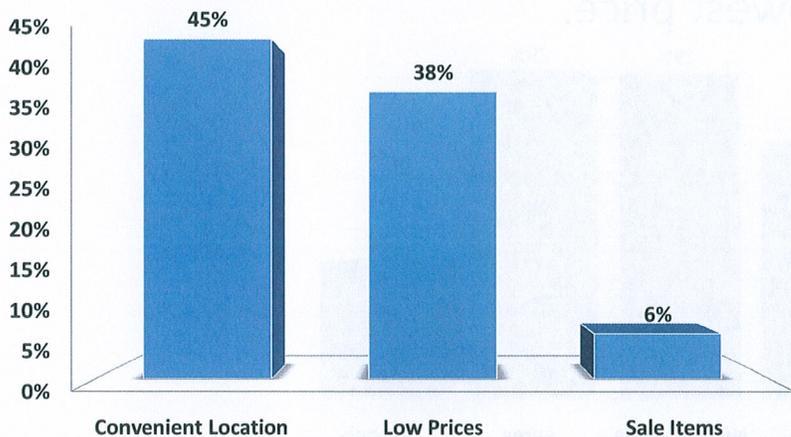


Exhibit FF

I have purchased from the Paynesville Municipal Liquor Store.

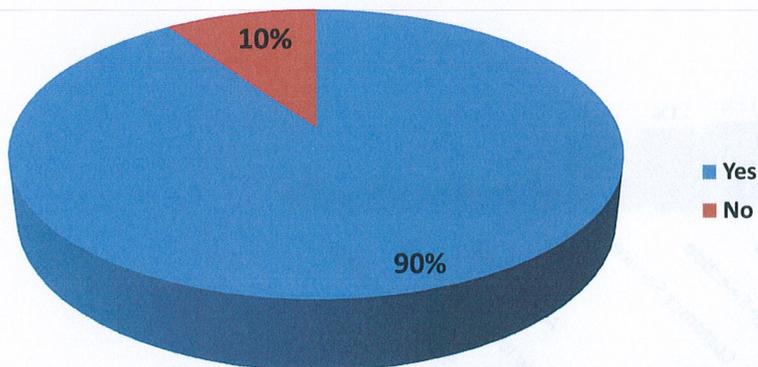


Exhibit GG

I feel there is a good selection of liquor.

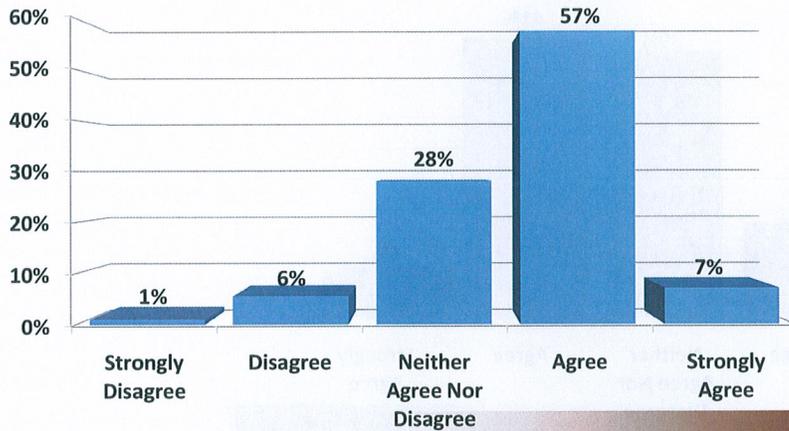


Exhibit HH

I feel there is a good selection of beer.

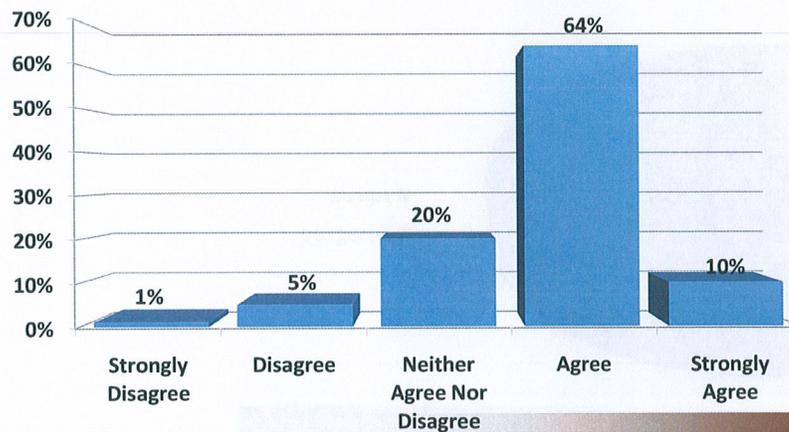
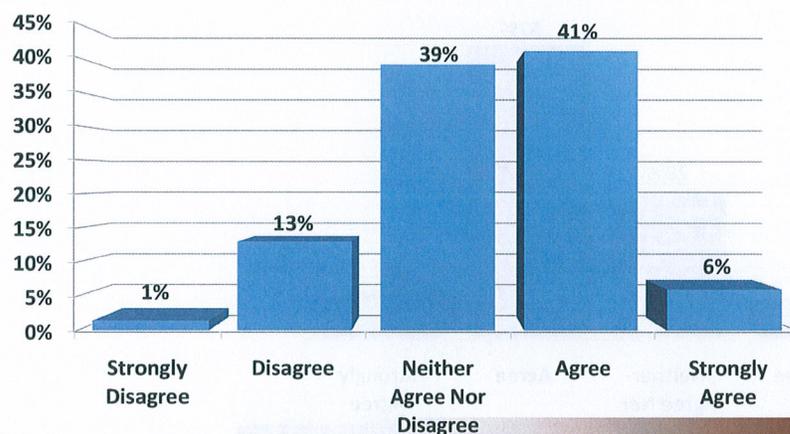


Exhibit II

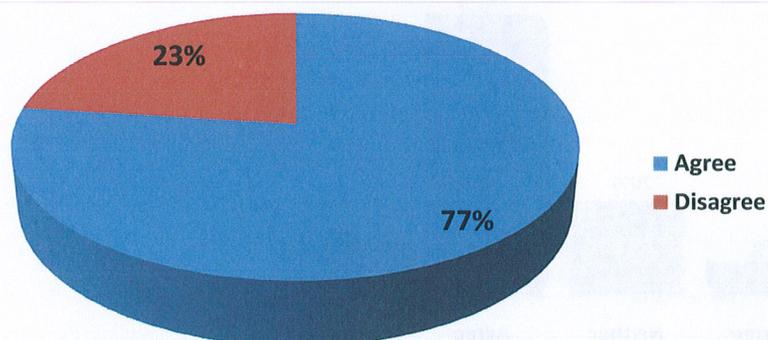
I feel there is a good selection of wine.



SOUTHWEST
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Exhibit JJ

I feel there is a good selection of wine.



SOUTHWEST
MINNESOTA STATE UNIVERSITY
MARKETING ADVISORY CENTER

Exhibit KK

I feel that PML has adequate space in the store.

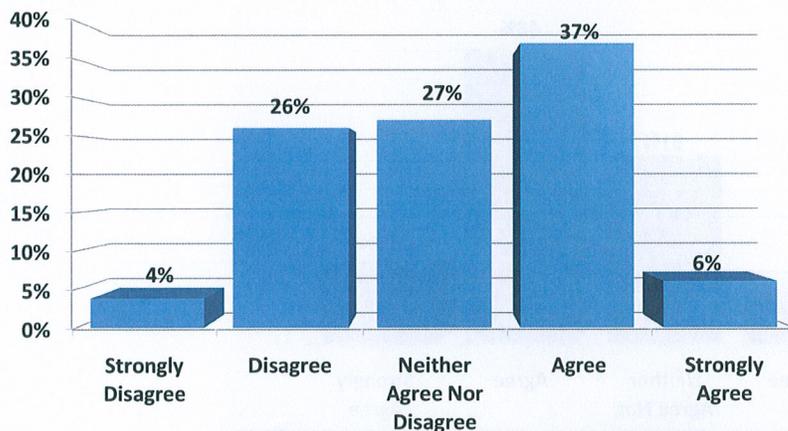


Exhibit LL

I feel that PML needs more parking lot space.

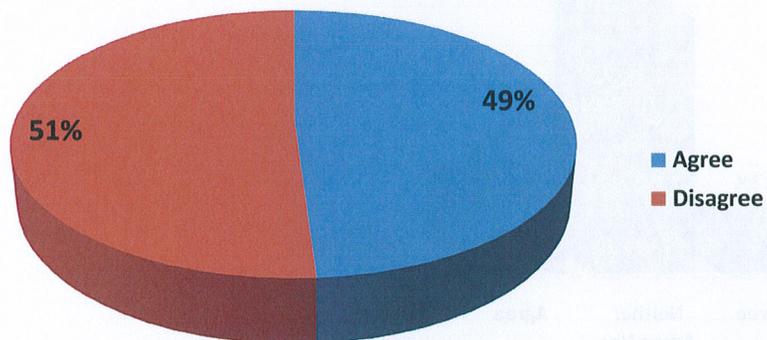


Exhibit MM

I feel that PML has excellent customer service.

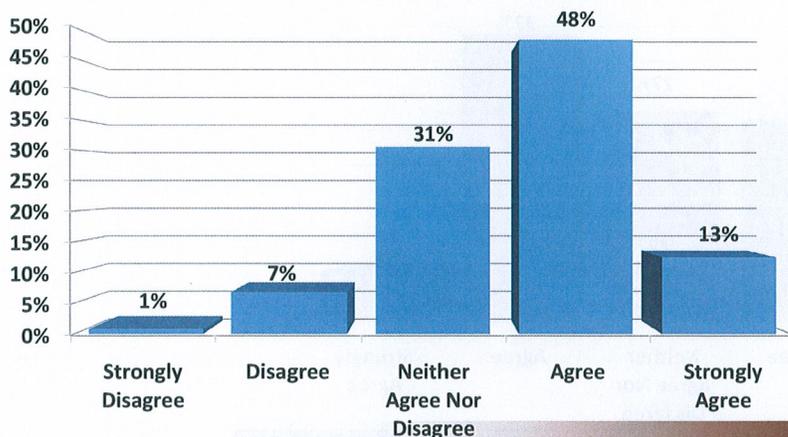


Exhibit NN

There are a variety of specials available weekly.

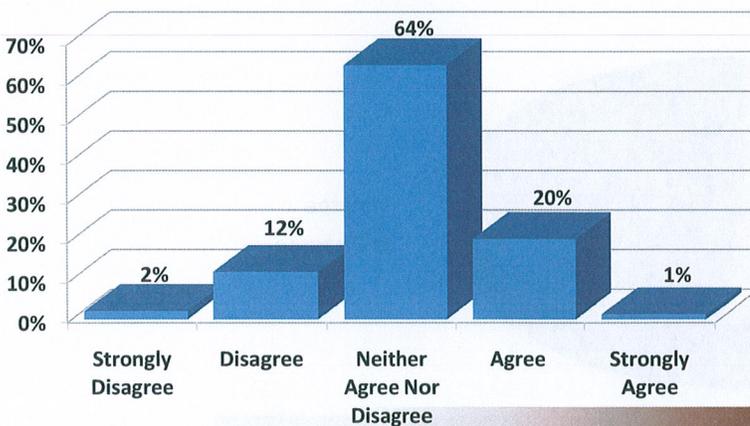


Exhibit OO

I feel that PML has adequate space by the checkout.

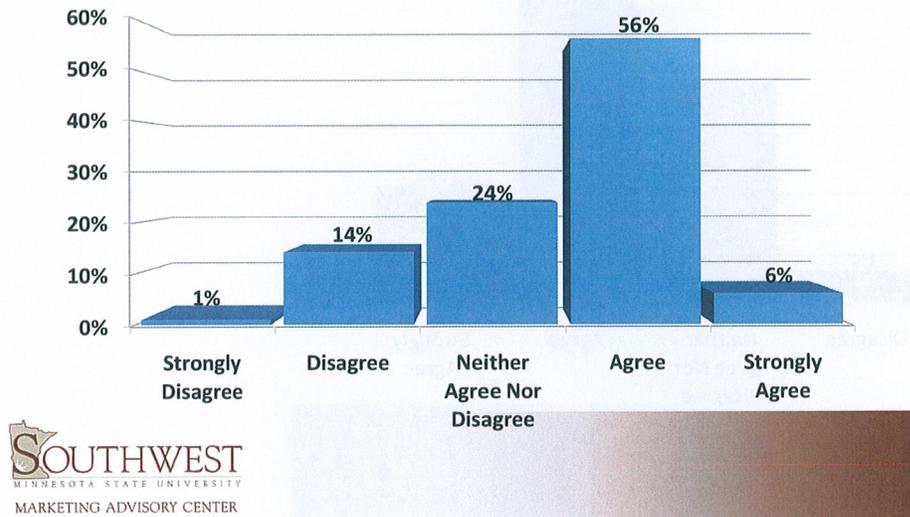


Exhibit PP

The addition of social events would increase my purchases at PML.

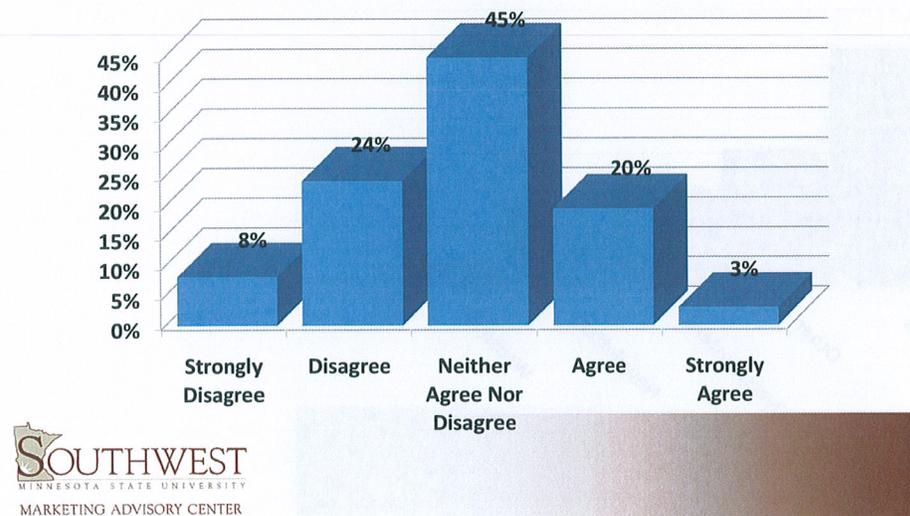
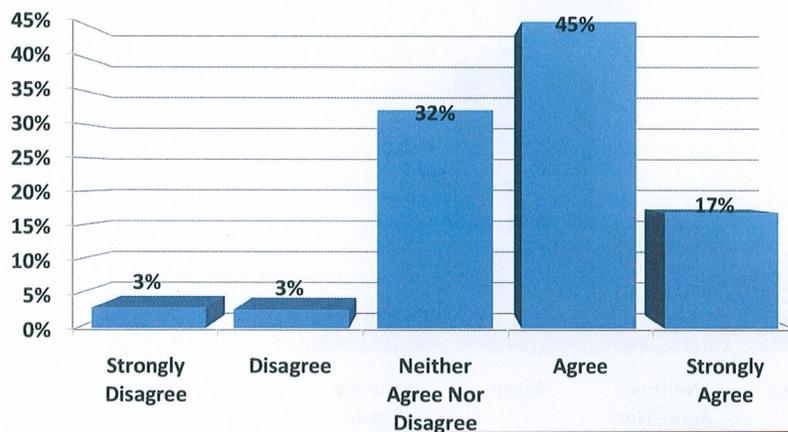


Exhibit QQ

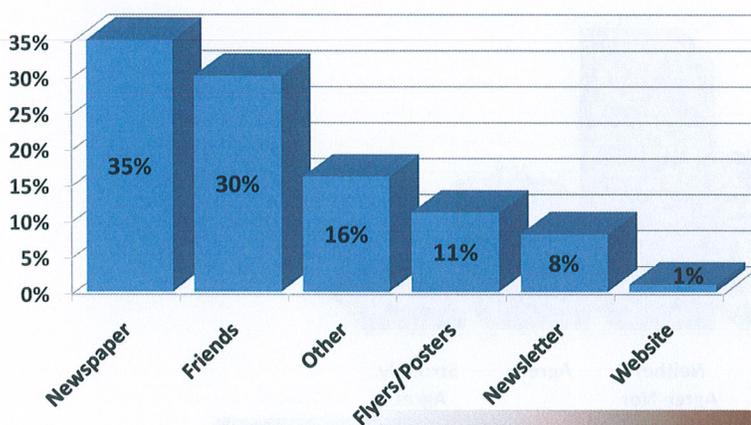
I feel that the profits made at PML benefit the community.



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Exhibit RR

How do you hear about PML events/specials?



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Exhibit SS

When purchasing alcohol, I generally_____.

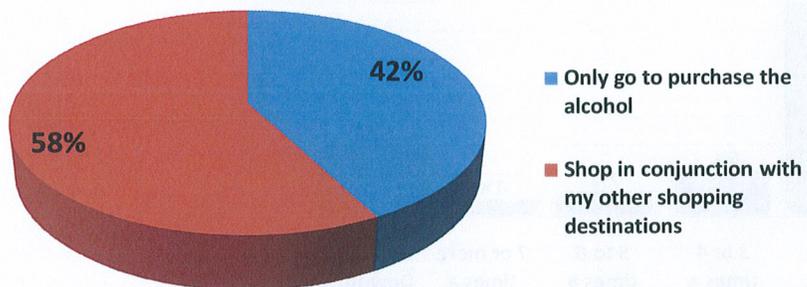


Exhibit TT

How often do you shop on Highway 23?

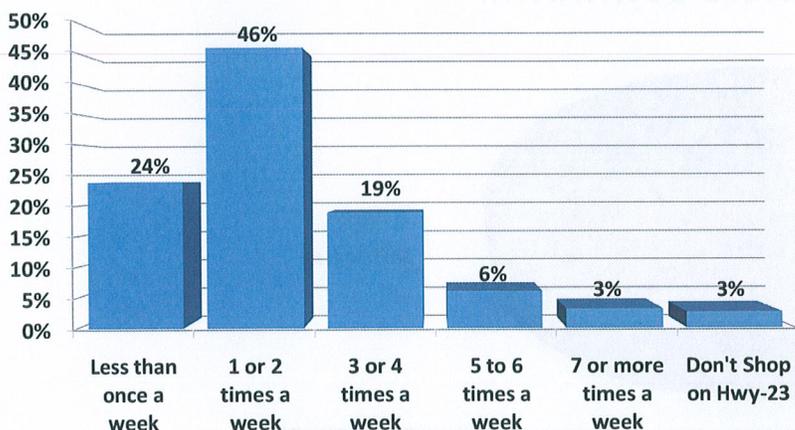
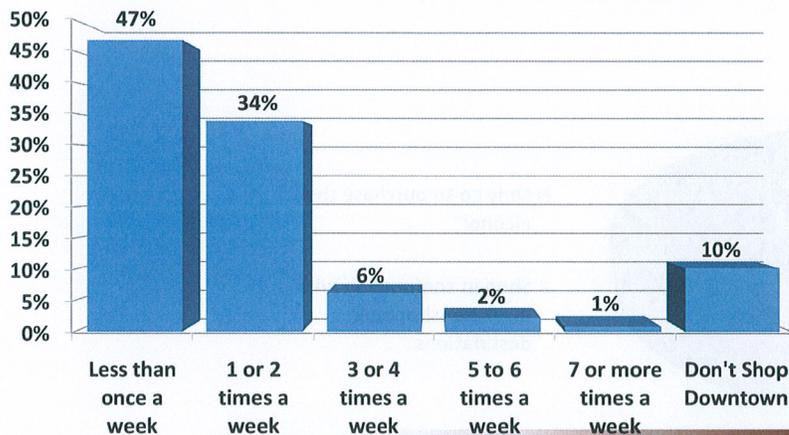


Exhibit UU

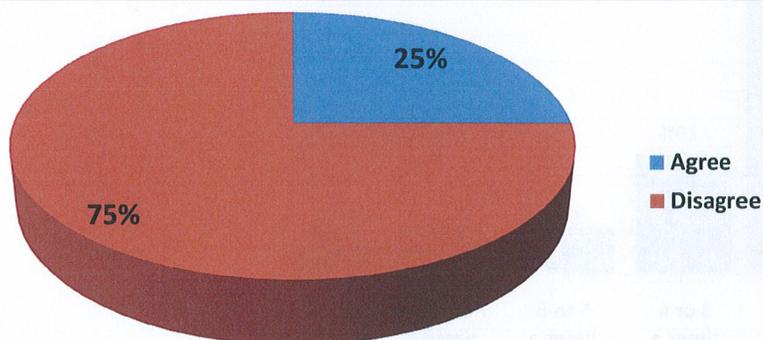
How often do you shop in downtown Paynesville?



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Exhibit VV

It would be more convenient for my normal shopping patterns if there was a liquor store downtown.



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Exhibit WW

It would be more convenient for my normal shopping patterns if there was a liquor store closer to Teal's Market located in Paynesville

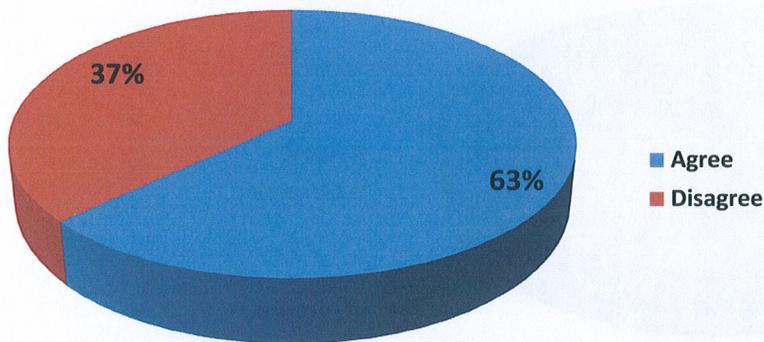


Exhibit XX

I feel that a liquor store in downtown Paynesville would generate more traffic to the city.

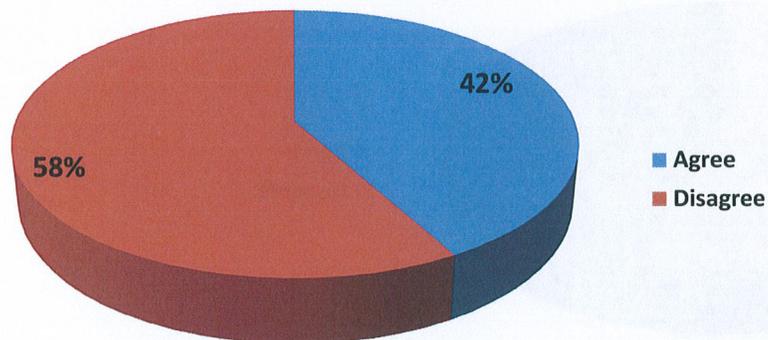


Exhibit YY

I feel that a liquor store in downtown Paynesville would assist lake residents in their shopping patterns.

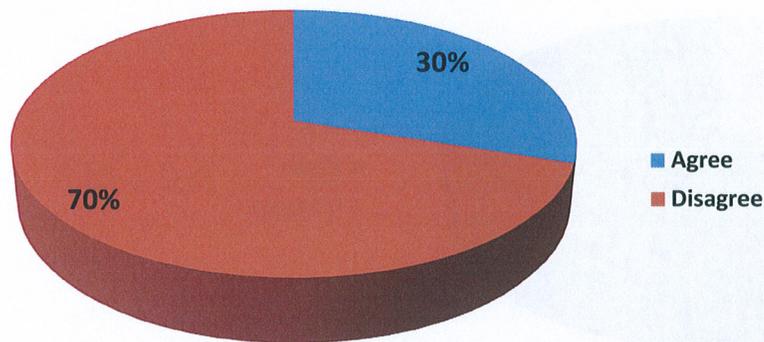


Exhibit ZZ

I feel that downtown Paynesville would provide accessible parking space for a liquor store.

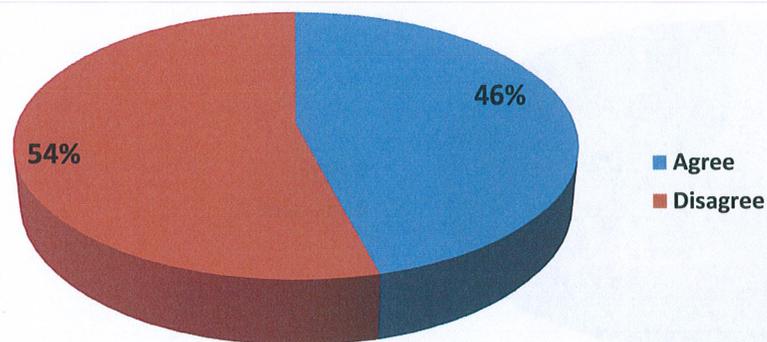


Exhibit AAA

I feel that a liquor store should be located near an exit ramp of the Hwy-23 bypass.

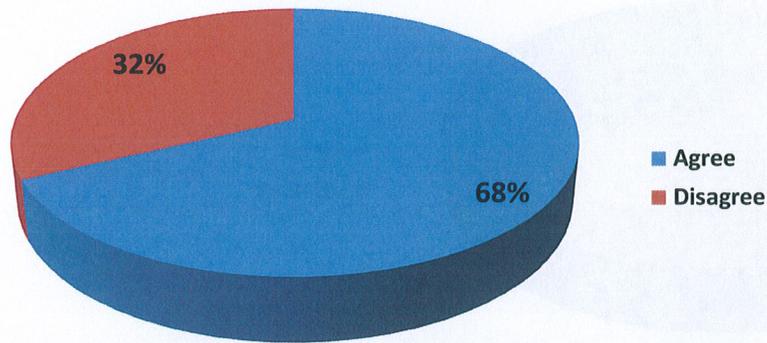


Exhibit BBB

I think it would be ethical to have a building with the combination of a drug store and a liquor store in downtown Paynesville.

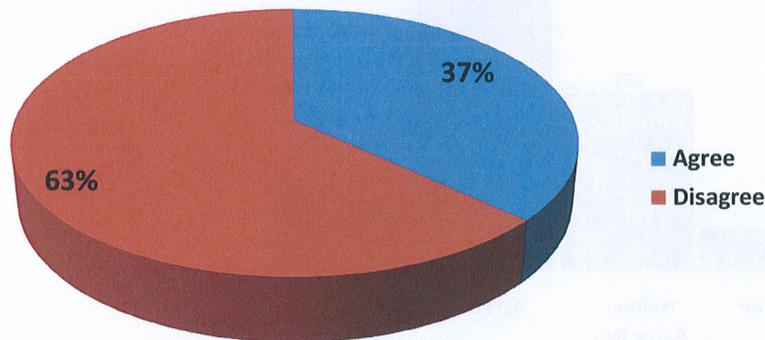


Exhibit CCC

I feel that a liquor store in downtown Paynesville would bring more local businesses to the community

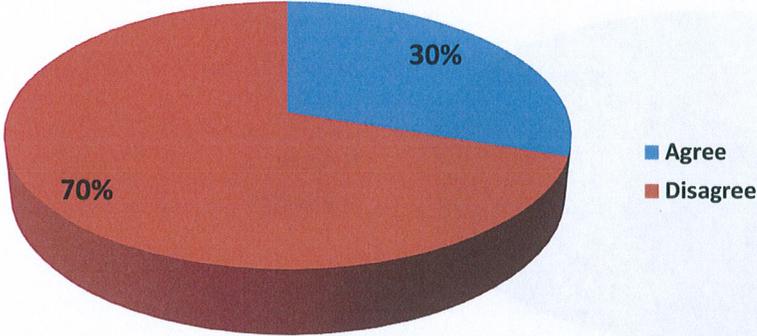


Exhibit DDD

I feel that a liquor store located near an exit ramp off Hwy-23 would be easier to locate for visitors and incoming traffic.

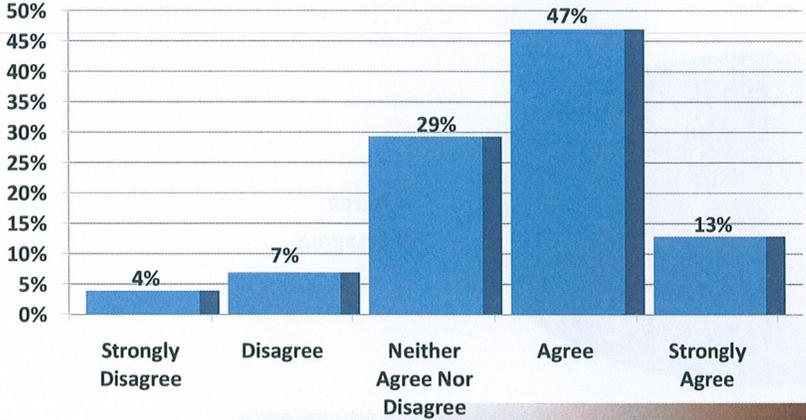


Exhibit EEE

I buy alcoholic beverages based on lowest price.

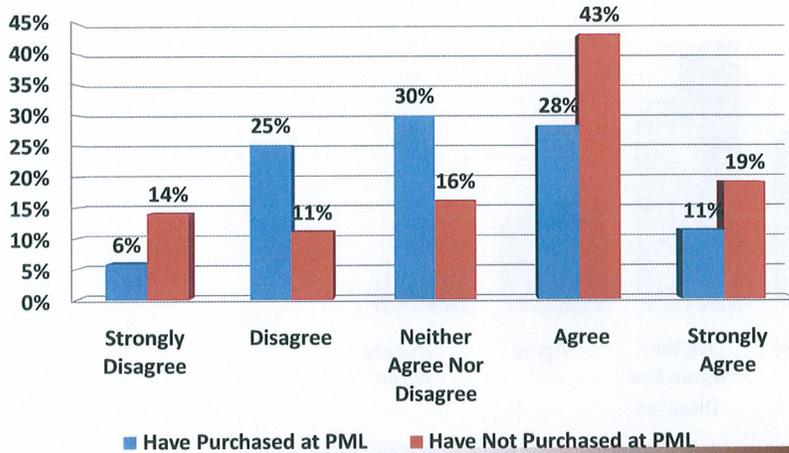


Exhibit FFF

It would be more convenient for my normal shopping patterns if there was a liquor store in downtown Paynesville.

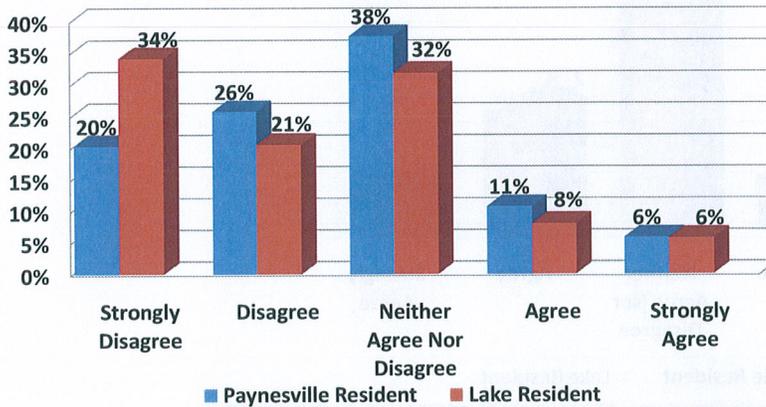


Exhibit GGG

I feel that a liquor store in downtown Paynesville would assist lake residents in their shopping patterns.

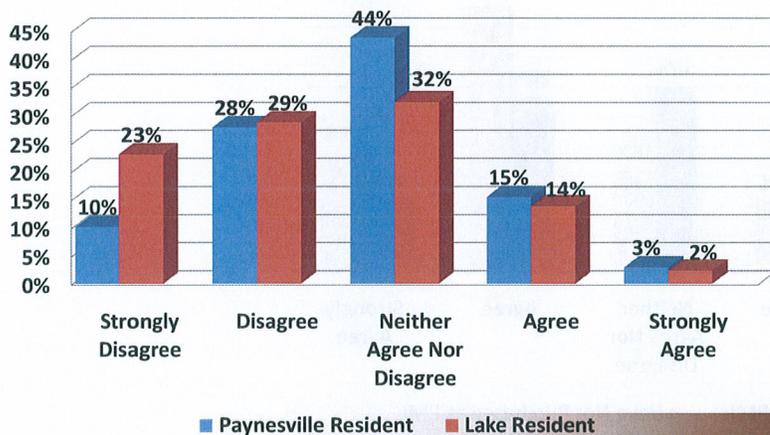


Exhibit HHH

I feel that an expanded liquor store should be located near an exit ramp of the Hwy-23 bypass.

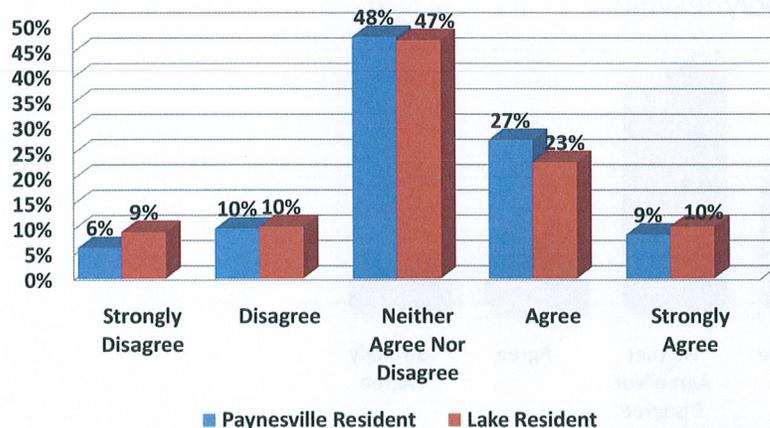
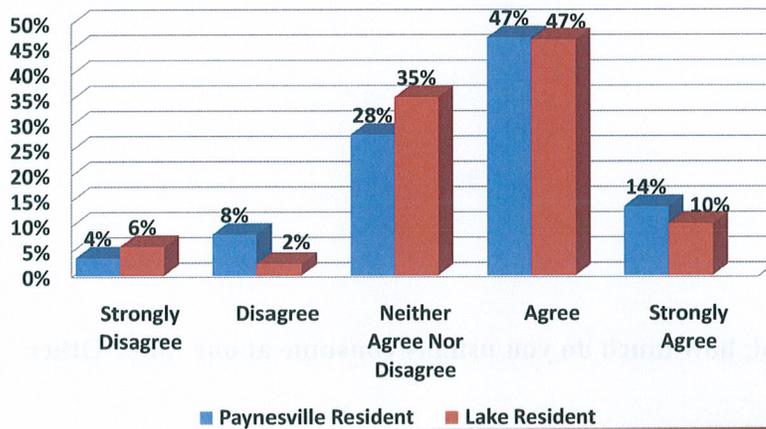


Exhibit III

I feel that a liquor store located near an exit ramp off Hwy-23 would be easier to locate for visitors and incoming traffic.



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All additional comments are typed as written by the respondent.

3. Where do you generally purchase your alcoholic beverages? Other

- PML
- Mail Order
- Sam's Club
- 3-4 Days/Wk
- Cashwise Liquor Store, Trailer Joes
- Wal-Mart Liquor Stores

4. How often do you purchase alcoholic beverages from a store or warehouse? Other

- Varies
- 1-2 Drinks
- Only occasionally
- Couple Times a year

8. Which of the following best describes your alcoholic beverage consumption patterns?

Other

- After mowing the lawn!!
- every couple weeks.
- Twice a week or so (Wine)
- 3-4 weeks
- 2-3 times a week
- 1 drink a week
- Friday and Saturday
- 4-5 times/week
- 2-3 times a week
- 2 x mo

9. When you consume alcohol, how much do you usually consume at one time? Other

- Varies
- None of your business
- 2 to 3 Daily
- 1 or 2

18. I base my alcohol purchase location on: Other

- Local Store
- PML always smells of cigarette smoke-so we shop there the least

19. Please rank only your top 3 reason for your alcohol purchase location: Other

- I buy locally!

31. How do you hear about Paynesville Municipal Liquor Store events/special? Other

- Don't hear of any (20)
- Drive By (7)
- Sign outside store (14)
- Stopping in (7)

What are some improvements you feel could be made to the Paynesville Municipal Liquor Store?

- Bigger Selection (34)
- Shelf Space (10)
- Lower Prices (40)
- Better wine (25)
- Location (7)
- More specials (12)
- More imported beer (2)
- 13: Looking good to me.

- 14: Little easier access to and from Road. Some More Room at the store. Leave the store WHERE IT IS!!!
- 24: Really don't care
- 42: The workers are very unfriendly. We've never had a friendly experience there. A drive thru window would be nice in the winter. The wine is expensive & poor selection is offered. The facility is too small.
- 48: Am happy where it is.
- 50: It was already done "The Beer Cave"
- 82: Use more room for more variety
- 145: Have a bigger variety on malt liquors
- 153: Never heard of any
- 158: The counter area always seems to be cluttered
- 166: I enjoy stopping & shopping at PMS
- owned monopoly liquor store
- 179: Friendlier Clerks
- 180: Word of mouth
- 181: More space
- 183: Larger selection, larger liquor store with comparable prices to St. Cloud.
- 193: Bigger building-more selection. More attractive shelf space for wine/beer club to meet.
- 197: None-I think it is fine.
- Sam's Club
- 204: I am a strong advocate of private enterprise
- 211: Current entrance/exit is in sad shape
- 212: Worker smoking habits sometimes taint the air quality
- 216: Right at this time, none.
- 217: Leave it alone. It is just fine as it is and where it is
- 220: I would like to purchase chips and other stuff while I am buying liquor
- 222: Posters—We pass PMLS when we go to grocery stores and other businesses.
- 226: They need to promote more. Run ads in paper (specials). If they do run ads it isn't catchy ads...
- 251: Make bigger for more selections
- 253: I have never been in the liquor store. Don't object to it but never use it. Don't know anything about it. My husband is no longer living.
- 256: More room at check-out
- 310: City council keeps wanting to get their hands on any surplus money instead of improving the managers request for changes.
- 316: Don't cater to tastes of the frugal, upgrade the selections with higher-end products of wine, spirits, and beer.

- 318: Improve wine selection-Have wine tasting events more often. Maybe at Ron and Judys or legion are good possibilities.
- 322: Keep friendly staff.
- 325: don't shop there all that often
- 340: Better wine selection
- 348: Don't think there is any! It's okay for the ad. Of people using it.
- 351: Lived here 32 years
- 353: Getting a bigger cooler for beer
- 356: They need a better selection of beer and liquor in my opinion.
- 357: Have older experienced merchandisers that know something.
- 368: Really like new management and tobacco smoke or smell free
- 388: Never hear any
- 390: A call in and drive by window!
- 395: None
- 409: Sell It
- 410: When I travel, I enjoy the atmosphere of a winery. Paynesville isn't wine country, but we could have a nicer, bigger liquor store. I stop for wine in Willmar or St. Cloud where they have more choices.
- 425: Other than the wine tasting events, rarely see anything in the press about specials
- 485: Definitely not to move downtown
- 491: ? Don't shop there often enough to know. Sorry.
- 493: A second location more centralized in Paynesville. Original location at present isn't that far from the exit ramps. Put advertisement signs for location of liquor store.
- 498: It is fine for me
- 499: Open on Sunday
- 517: Move away from the school atmosphere- School is to close
- 518: Sell to a private business
- 527: Get 'Effen' brand vodka in :). Jk
- 528: Let the manager manage the store and not the city council. Too much mirco-management on the city council's part. They should stay out of it.
- 530: Good changes have been made
- 533: None
- 537: Lighting
- 544: Drive By
- 545: None-Great Location, easy access
- 546: Be competitive
- 552: Didn't know there were events. I am a seasonal shopper.

Additional Comments:

- 1: I will stop using Corner Drug store if it is in combination with a liquor store. Thank You!
- 5: An on sale/off sale liquor store needs to be considered.
- 9: To me and my wife the whole thing is a moot point.
- 10: Paynesville is a good business town. I live 18 miles by road travel, so my visit to buy liquor is closer to go to St. Martin. Thanks.
- 25: Keep it out by the grocery store!!!
- 28: This is all Private information. Thank you. FUCHS Household
- 34: Eden Valley has a clinic & liquor store--- I would shop more @ municipal if I knew what was on sale. I shop to save \$.
- 36: My wife and I have lived in Paynesville for over 60 yrs. We very seldom drink alcohol, once in awhile we'll drink a glass of beer at the legion on special. But not too often! Maybe once in a month. When they have glass of beer a hamburger and French fries for \$3.50!
- 41: I don't believe the city government should be in the liquor store business.
- 50: Paynesville is not going to benefit by going downtown. If it were relocated at Joels the majority of people that would come would be for liquor needs no additional shopping generated. There is no shopping. Get going on filling the vacant stores with stores to shop at. It used to be a choice of stores to shop at in Paynesville no longer. Fill Joel's with a better choice than drugs and liquor and people of wide range needs will come.
- 55: Use current store and location to lower prices. Keep overhead down.
- 56: What the community wants is okay with me.
- 60: I generally do my shopping in St. Cloud. Mostly for better selection and prices. I do however do some grocery shopping at Teals in Paynesville. Mostly for items I need that day or next. I rarely shop at the liquor store in town. Mainly due to prices (higher) and selection. Specifically their wine selection. I occasionally will shop at Alco- but half the time, they do not have the items I need.
- 64: I feel Bill has done a great job turning the store around (for the better). Hope he keeps up the good job.
- 70: We do not drink & we do not do research on questions like this.
- 74: Having offsale near a police station is stupid & I feel it will make people not buy there.
- 78: The current liquor store is approx. ¼ mile from Teal's Market. Can't get too much closer unless it was moved into one of the small business sites on the east of Teal's buildings. Your engineering firm should update its map of Paynesville → Joel's Family Foods merged with Teal's Market ~1 year ago or so. Joel's downtown building, specifically designated on the map, is vacant.
- 79: If our city planners were concerned about bringing business to the downtown area, perhaps a different highway 23 plan should have been chosen.
- 80: If you think people are going to exit the hwy bypass to purchase alcohol you are not correct. Traffic at 65 miles an hour is interested in getting down the highway faster from one point to another. Your best bet is customer traffic. As I see it you have two choices. Move to Teal's Market lease space or combine with corner drug. Both businesses have high customer counts Teal's being 5000 plus customers a week, corner drug being 2000+ customers. Being a former business person that's the only two options. Where would you want to be located by a business that has 5000 customers or on that has 2000 customers? It all about customer count.
- 86: I would probably buy more if it was available when shopping for groceries

88: You have a liquor store, do not need a new one

89: I would like to see more use of Paynesville downtown businesses. I think a convenience store/liquor store combo would be a good addition. Would love to see a bit of competition as far as essentials like milk, dairy products, canned, and packaged foods etc. if they are reasonably priced. A wine tasting might go well during harvest season.

100: If PML relocates to old food store, must use back parking lot to accommodate parking. Don't think anything will revive downtown market; it has been gone for years!

103: Do not split liquor store with other enterprise. Keep it off sale only with more room.

106: Close the city owned liquor. Go Private

110: Only when a friend stops in once a week we have a glass of wine. Mine is usually gifted to me.

111: I think the combination drug store-municipal in the former Joel's food location would work.

133: Teal's and Alco are outskirts already. Why drive in town to a liquor store?

137: Need larger liquor store but that wouldn't always mean that I would drink more often!

138: I feel that anyone looking to purchase spirits will find a place to buy it and a place to park. And also if buying large amounts would it be better to drive any distant to price shop.

150: Improvements of last year should continue: have selection, friendly staff, good prices

158: I do not want to see the city get into a renting or leasing situation – knowing that the Joel's Family Foods building has been sold. A downtown location would absolutely kill business.

Visibility and access by the highway is the only way to go to attract travelers, visitors, and others passing by.

165: Thank You

173: I don't think the city should be in the liquor store business, if they would open opportunities for private owned or corporate stores there would be better prices because of competition. The city could make money off the licenses and taxes on those businesses which I'd be surprised if the municipal liquor store pays.

174: Change laws and sell liquor in grocery stores or drug stores (as done in some states)

193: Feel a larger selection would bring in more people. Depends on where downtown. We buy liquor in grocery stores. I think a new building-larger more attractive-would be nice. The ideal location would be by Teals. Current location is hard to get to but that could change when road is not Highway 23. Downtown might be fine, depends on where; would need good signage.

196: I feel the current location is convenient and adequate for Paynesville.

198: Price-convenience. Location-Location-Location. Good Luck

216: I feel like it would be a huge mistake pulling the liquor store downtown. We have all the convenient stores in one spot. Teal's, Alco, Legion, Paynesville Suites, and Liquor Store. There is going to be nothing downtown that the lake people would want except corner drug.

217: Downtown will die when the bypass is complete, as will the rest of the town. Do not waste your money relocating. You will need every cent you have. You have no idea how the bypass will affect the town and businesses. The PML is in the best location now.

226: Why can't Paynesville have 2 offsale sites: Have a big variety of sizes and an easier access to the liquor store, its very hard for RVs to get in and out; the roads and parking lots go "No-where". You want it to be easy to get in and out with a "big rig"

231: In reference to Q#40: I don't know what ethical (right or wrong) has to do with the question. Many big stores have both pharmacies with groceries and liquor all in one. Bad choice

of words. Of course, many small towns have many small mentalities. Now you have given people a good reason to object to that idea.

249: Prices are way too high.

271: No need to change anything for me.

275: I don't know why I received this survey. I live north of Foley and maybe travel through Paynesville once every 3-4 years on my way to Willmar. I've never even stopped in Paynesville!!

283: I think a grocery store liquor store is better!

288: I think keeping the liquor store out on HWY 23 near Teal's is much better. We really don't need much of anything else downtown. Maybe just a small convenient store (grocery). Would be nice!!

304: What good is this survey? Bertram will do what he wants anyway.

308: need to be competitively priced with St. Cloud and Willmar prices

310: The city administration treated the women manager awful. Then she had enough of the men who run the city as all the time I spent talking to her she was running a good business and was very very helpful, a treat to visit as you bought what you did. I'd personally like the city manager. He must have been a democrat liberal.

313: I think that the liquor should be a private business and not owned by the city.

316: Private business owners don't need surveys to better manage their business only government trying to compete in a business they don't understand. Let the liquor business become privatized and profit from the license and sales tax as the business grows.

318: I think it would be nice to expand the Paynesville Liquor Store. I will shop at it no matter where you have it to help my community. I think out by Teals would provide the most traffic thus bringing money into Paynesville.

320: Lower the prices

322: Thank you for improving the friendliness of the staff. Reminder we can go many other places if we are treated poorly. Your previous staffs were rude and nobody did anything about it for far too long.

335: The liquor store needs to lower the prices on liquor. There is a 5 to 6 dollar difference in prices between St. Cloud and Willmar. Too many people drive to St. Cloud or Willmar everyday so they buy their liquor there because it's a lot cheaper. Even the sale prices at the Paynesville Liquor Store are higher than the regular prices in Willmar and St. Cloud.

336: I feel one council member will decide where it will be.

338: They do not need a new or another liquor store!!

340: If you move from current location we would like to see a RV dump location somewhere in the city and not lose that.

342: I do think that a larger building would allow for a larger selection of all beverages. That said I don't think a larger selection would draw more people to PML.

348: There is not many places to shop in downtown Pay. So why would a visitor go there for liquor when it is now convenient to the Inn, where they would stay as the grocery store where they would shop for food. Think!

351: I want a Super Walmart here, bring them in.

357: No need to spend money on people to tell us what is right. Put two advertisements one on each side of the 23 bypass and this is all you need. Everything else will work out.

- 361: The liquor store does not belong downtown. More people traveling will see it along the highway. Lower prices. Bill Ludwig is doing a great job.
- 365: I think the main purpose of the Hwy 23 project should be to keep traffic moving. A couple of well placed exits would be better than a twisty low speed and/or stoplight ridden road. A location near Teal's would be ideal for a liquor store.
- 368: I am very comfortable with a municipal liquor store. Where I grew up all were private.
- 370: I would question the profitability of "just" a municipal liquor store by itself in the future --- Could the "concession" be bid out to a private entity?
- 374: Parking for campers in town would be a problem. When they have boats, etc, you can't park on main street. Not enough room.
- 376: I like the liquor store where it is. It could be expanded or updated right where it is.
- 382: I feel the best location would be close to Teal's market. Because it would be convenient when getting groceries to grab a beverage to go with your meals you just purchased.
- 385: Its too bad we only have one grocery store. They could stand a little competition. Maybe the liquor store or drug store could sell few more groceries.
- 386: Alcohol is nothing but a heart ache. Believe me I know!
- 390: Alcohol is a discretionary product purchase
- 395: I feel it would not be good to have a liquor store and drug store beside each other. The best location would be by Teal's or in that area.
- 401: The city already owns a fine liquor store, I personally don't think we the citizens need to finance a new facility. It is not like you can't get into the place. It's not that busy. Anytime I come from the store or golf course there is always room for customers. Be happy with what you have-we are making money now, expand and you will probably go backwards, no profit!
- 402: Offer delivery service to community and surrounding lakes area.
- 406: Good Survey
- 410: I think that a large liquor store in downtown Paynesville would help revitalize our city. It's the spark that the city needs to keep a strong main street intact. Is the majority of the liquor sold in Paynesville purchased by local residents?
- 424: Lake Koronis needs a bar/restaurant on the lake like Rice Lake
- 428: In or next to the grocery store would generate the most business.
- 432: I feel if there is to be a change of location of our liquor store it would be an advantage to have it closer to the Teal's Market rather than in the downtown area.
- 436: I don't think the liquor store needs to move. The liquor store will not draw people in when the prices are 8 to 10 dollars per case of beer.
- 438: I enjoy the Wine Club and hope it continues
- 439: As a resident of the Paynesville proper, the new location would provide quicker and more convenient access to purchase alcohol only. But the only grocer's location sort of would diminish the convenience aspect (for most customers). For me-great. For most folks probably a wash.
- 441: Seasonal only
- 444: I don't believe a certain location is going to dramatically increase or decrease business but a larger facility with larger selection and lower prices will. For myself, lowest price is not a big factor in my decision but I believe for most it is very important.
- 447: There would be no special reason for a liquor store to lie downtown, as there is little there to stay for. This town has little selection of stores and high prices. Liquor store prices seem comparable to St. Cloud prices but general shopping disappointing.

448: For Paynesville size, I don't believe another liquor store would benefit anything. On the other hand, I am originally from Marshall and think its ridiculous to only have one liquor store for that size of town with a university!

457: N/A

460: Larger selection, location

463: Can't remember when I see an ad for PML store last better or more ad

465: Keep the city council out of trying to manage the store

466: Don't any

468: Privately owned

470: None

471: It is fine where it is!! They just built walk in coolers and now they want to move. Makes no sense.

476: Paynesville residents would benefit from competition in the off-sale market in Paynesville. Pricing tends to be high compared to St. Cloud stores. PML has a relative monopoly in Paynesville, and prices its products likewise. On the other hand, new management seems to be doing a very nice job, and good selection for the space available.

478: Having a liquor store run by the city for profit, and then saying that alcohol consumption is unhealthy and causes accidents and deaths is hypocritical. Stop the hypocrisy, get rid of the liquor store!

482: I don't know what bearing #48 has on this issue. In regard to #40, I was under the impression as an employee of the drug store that it would have a separate entrance and we would not be a combination store.

485: Stay where you are-no changes.

486: Stay where you are-no changes.

492: Moving the liquor store to a downtown location will keep people that are just passing through from stopping. Being convenient is going to be best for everyone.

493: I believe if you have two locations this one in its original location and a second in centralized Paynesville, it would be more convenient for visitors (lake residents) and incoming traffic. It would cover all directions; PML, would cover west side/second location would cover east and downtown. Just my idea of convenience and assistability.

496: Moving downtown wouldn't make sense. What communities have increased downtown business after a bypass or similar? Business grows based on traffic flow; convenience and prices.

498: Thank you for including the lake residents once-we appreciate it!

499: Do not build a new liquor store if it means my property tax will go up

502: Why would you want a liquor store downtown by a police station, the current location works well

512: More space may allow for better selection and weekly specials

517: I don't see the ethical reasoning with putting a drug store with a liquor store combo when they tell you don't combine the two on your prescription bottle.

527: The liquor store has new coolers- all they need now is maybe a remodel. If they know they have it in their minds that they can't live without changing something- then just add on a little.

All these past 30 years I have never seen a parking lot needing more spaces to park. Some people want more specials, why not save the \$ to build new and lower their prices as a thank you to customers.

528: I think city council should focus on macro-management of the city proper and quit micro management of the liquor store. No one on the city council has experience in liquor store

management/retail business per se. You hire a manager not a puppet. Let them manage or fire them and get someone that can manage.

530: Strongly opposed to a downtown liquor store location. Mainly because of accessibility issues with campers (RVs) and boats, which you often see at the store. No reason to give up a good location, which the store currently has.

534: I shop @ PML when I need liquor and am not going to St. Cloud or Willmar. In today's economy, I can't afford to pay \$2-3 more per case of beer. The current location is better than a downtown location. It will be visible from the new highway and is easy to get to. I am also worried about the new dump station located at the current site. I think this is a great service to the many camper/RV owners in the community. I would not want to try to get my camper in a downtown location to dump, but do not think a private buyer of the current building would allow the dump station where it currently is.

537: I am a seasonal lake resident.

540: I think more lake traffic goes to Teal's market/Alco than downtown- at least our side of the lake (NW)

545: I feel you should leave the PML in the location that it is now!

549: Near exit ramp and near grocery store is going to be more appealing for people that are passing by.

552: I am a seasonal resident. I bring wine from home and buy liquor in Paynesville.

559: Keep the off sale where it is. The store is large enough, parking is adequate. The store looks okay inside and out. Why add more expense by changing things? Bigger is not always better. The downtown area needs a boost for sure. But what about parking with boats, snowmobile trailers, and such. Paynesville Main Street and the downtown area has gone backwards for sure and will get worse if antiques, insurance, and hairdressers are the only thing in town. The one thing we have as a community is beautiful Lake Koronis. Koronis is an asset that other towns just do not have. Promote it.

Focus Group Moderator's Guide Paynesville Municipal Liquor Store

Focus: To determine the perceptions of the Paynesville Liquor Store of those residing within 10 miles of Paynesville. This focus group will also aid in determining the feasibility of possibly relocating the liquor store.

Focus Group Introduction

We appreciate your attending this focus group today. We are attempting to develop a better understanding of the alcohol purchasing patterns of local residents. We want you to think about how you generally purchase alcoholic beverages, the type of planning you do prior to purchasing for subsequent events being hosted by you and your family and your normal consumption patterns during the various seasons of the year. Based on your responses, we will be able to design a comprehensive questionnaire that will be distributed randomly in Paynesville and the surrounding area.

Buying/Consumption Patterns

1. Let's begin by discussing the role of alcoholic beverages in your lifestyle

2. Where do you generally consume most of your alcoholic beverages?
 - a. Home with spouse or self
 - b. Home with social events
 - c. At a favorite bar
 - d. At a restaurant w/ a meal
3. What is the approximate breakdown of the purchasing pattern for alcoholic beverages?
(example: 60% from a package store, 40% from an establishment selling drinks)
4. What is the frequency of your consumption
 - a. Daily (example: with my evening meal)
 - b. Weekly (a “special” meal or family event)
 - c. Monthly (nothing specifically planned)
5. What situations prompt you to drink various types of alcoholic beverages? (Ex. Beer and football or wine and dinner).
6. What is the approximate break down of the various types of alcohol you consume?
 - a. (ex. 20% wine, 70% beer and 10% scotch)
 - b. What criteria do you use when selecting a package store for purchasing alcoholic beverages (selection, convenience, customer service, price)?
7. What are your buying patterns when making purchases at a liquor store?
 - a. Buy in quantity so I have a variety on hand at home.
 - b. Buy only for a specific event rarely having a stock at home.
 - c. I generally determine before shopping what liquor I will buy.
 - d. I like to browse in the liquor store to see what’s new.
 - e. I generally always buy the same thing when I shop.

- f. I like to pick up something new just to try it.
 - g. I only buy single drinks when “out on the town.”
 - h. Other: _____
8. What makes you want to try a new beverage?
- a. Store layout
 - b. Advertising
 - c. Recommendation of store employee
 - d. Product is on Sale
 - e. A new version of a favorite type of liquor?
 - f. Taste sampling

Relocation of Store

9. How do you feel about the city of Paynesville being involved in the municipal liquor business?
10. Where do you buy your alcoholic beverages?
 - a. What causes you to buy at that particular store?
 - b. What do you like about that store?
 - c. What would you like changed about that store?
 - d. What would cause you to purchase at the Paynesville Liquor Store?
 - e. Do you work outside of Paynesville? Does that influence your decision of where to purchase liquor?
11. What do you like/dislike about current PLS location?
12. What would you suggest to improve PLS?
 - a. Greater variety, more space in store, different location
 - b. What new features would you like to see in a new store?
13. Would it be more or less convenient to your normal shopping patterns if there was a liquor store downtown (Old grocery store building)?
 - a. How many times do you go downtown in a week?
 - b. How many times a week do you go near the current store?
 - c. What would make the downtown location more attractive to you for purchases?
14. Do you agree that support for your community is one of the reasons you shop at PLS?
 - a. Would you be more interested in supporting the community if you knew where the funds went?
15. What keeps you coming back to your liquor store of choice? Why are you loyal to that particular business?

16. If the liquor store were to be a shared space liquor store, would this have an effect on your purchase patterns?
- a. Shared space with the drugstore?
 - b. Other operation?

Events

17. Would recreational events like wine tasting appeal to you? Beer sampling?
18. What do you look for in wines? Beer?
- a. Price, taste, region (vineyard), brand, etc.



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MARSHALL, MN 56258

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WWW.SMSU.EDU/SMAC

April 29, 2010

To: Alcoholic Beverage Consumers in Paynesville, Minnesota
From: Southwest Marketing Advisory Center

Subject: Research on the purchase patterns of alcoholic beverages.

The Southwest Marketing Advisory Center (SMAC), located on the campus of Southwest Minnesota State University, is currently conducting research on the purchase patterns of consumers of alcoholic beverage in the greater Paynesville, MN area. The City of Paynesville has retained SMAC for this study designed to determine enhancements to current offerings from the Municipal Liquor Store. The City of Paynesville desires to better accommodate their consumer base by soliciting the thoughts and perceptions of their current and potential customer base. The results of this study will be used to develop future plans for improving the offerings of Paynesville Municipal Liquor.

Your completion of this short survey will greatly assist in determining the purchase patterns in this market. You have been randomly selected as a survey participant from all of the households that comprise the greater Paynesville area. The results of this research will be made available to area communities once the study is completed.

Please take the four minutes required to complete this survey and return it in the postage-paid envelope enclosed. This will permit your views being included in the overall results. Thank you for your assistance with this study.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael K. Rich".

Michael K. Rich, Ph.D.
Executive Director

1. Are you at least 21 years old? (Check One)

- Yes No (Thank you for your participation)

2. Do you consume alcoholic beverages? (Check One)

- Yes No (Thank you for your participation)

3. Where do you generally purchase your alcoholic beverages? (Check all that apply)

- Bar Off-sale bar Off-sale store Other _____
 Convenience Store Grocery Store Liquor Warehouse

4. How often do you purchase alcoholic beverages from a store or warehouse? (Check one)

- Once a week Once a month 3-5 times a year Other _____
 2-3 times a month Every 2-3 months Once a year

5. When purchasing alcohol, I generally _____? (Check one)

- only go to purchase the alcohol (destination). stop in conjunction with my other shopping

6. Breakdown of Off-Sale Liquor Store Purchases: Based on your overall purchase patterns, please write in the percentage breakdown. If you don't purchase a specific type of alcohol from an off-sale liquor store, leave it blank.

____ Beer
____ Hard Liquor
____ Liqueurs
____ Wine
____ Other

7. Breakdown of Off-Sale Liquor Stores: Based on your overall shopping locations, please write in the percentage breakdown. If you don't shop at a specific store for alcohol, leave it blank.

____ Paynesville Municipal Liquor (PML)
____ Sam's Club
____ Cash Wise Liquor
____ Westside Liquor
____ Cub Liquor
____ Other

8. Which of the following best describes your alcoholic beverage consumption patterns? (Check one)

- Daily (with a meal) Monthly Special Occasion ONLY
 Weekly (family, special event) Every Couple of Months Other: _____

9. When you consume alcohol, how much do you usually consume at one time? (one shot=one drink) (Check one)

- One Drink Four to Five Drinks More than Seven Drinks
 Two to Three Drinks Six to Seven Drinks Other: _____

Please indicate your level of agreement with the following statements regarding your purchase patterns at a liquor store.	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
11. I buy only for a specific event rarely having a stock at home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. I like to browse in the liquor store to see what's new.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. I like to pick up something new just to try it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. I buy alcoholic beverages based on lowest price.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. I base my alcohol purchase location on: (Check all that apply)

- Atmosphere
 Convenient Location
 Low Prices
 Sale Items
 Other
 Customer Service
 Large Selection
 New Item Availability
 Space/Roominess

19. Please rank ONLY your top 3 reasons for your alcohol purchase location. (1 being your first choice)

- ___ Atmosphere ___ Convenient Location ___ Low Prices ___ Sale Items ___ Other
___ Customer Service ___ Large Selection ___ New Item Availability ___ Space/Roominess



20. I have purchased alcohol from the Paynesville Municipal Liquor Store (PML) located on Hwy-23. (Check One)

- Yes
 No (Skip to Question 32)

Please indicate your level of agreement with the following statements about the Paynesville Municipal Liquor Store (PML).	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
22. I feel there is a good selection of wine.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. I feel that PML has adequate space in the store.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. I feel that PML has excellent customer service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. I feel that PML has adequate space by the checkout.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. I feel that the profits made at PML benefit the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

31. How do you hear about Paynesville Municipal Liquor Store events/specials? (Check all that apply)

- Newspaper Flyers/Posters Newsletter
 Website Friends Other: _____

What are some improvements you feel could be made to the Paynesville Municipal Liquor Store?



The Hwy-23 project that is under construction is scheduled to build a bypass that will run north of the current Hwy-23 location. The Hwy-23 project also includes an exit ramp between the Paynesville Inn & Suites and The Wash House, which is close to the vicinity of the present Paynesville Municipal Liquor Store location. Please use the map on the back of the cover letter to answer the following questions.

32. How often do you shop on Hwy-23 in Paynesville, MN (in the vicinity of the Paynesville Municipal Liquor)? (Check One)

- Less than once a week 1 or 2 times a week 3 or 4 times a week
 5 to 6 times a week 7 or more times a week I don't shop on MN-23

33. How often do you shop in downtown Paynesville, MN? (Check One)

- Less than once a week 1 or 2 times a week 3 or 4 times a week
 5 to 6 times a week 7 or more times a week I don't shop in downtown Paynesville

Please indicate your level of agreement with the following statements regarding your preference of location for a liquor store.	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
	<input type="checkbox"/>	<input type="checkbox"/>			
35. It would be more convenient for my normal shopping patterns if there was a liquor store closer to Teal's Market located in Paynesville.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37. I feel that a liquor store in downtown Paynesville would assist lake side residents in their shopping patterns.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39. I feel that an expanded liquor store should be located near an exit ramp of the Hwy-23 bypass.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41. I feel that a liquor store in downtown Paynesville would bring more local businesses to the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

43. I am _____. (Check One)

- Male Female

44. I am ____ years old. (Check One)

- 21 to 25 36 to 45 56 to 64
 26 to 35 46 to 55 65 or
 older

45. I have ____ people in my immediate family (including me) currently living at home.

(Check One)

- 1 2 to 3 4 to 5 6 or more

46. My highest level of education is _____. (Check One)

- Less than High School Some College Bachelor's Degree Doctorate Degree
 High School Graduate One or Two Year Degree Master's Degree Other: _____

47. Our annual household income is _____. (Check One)

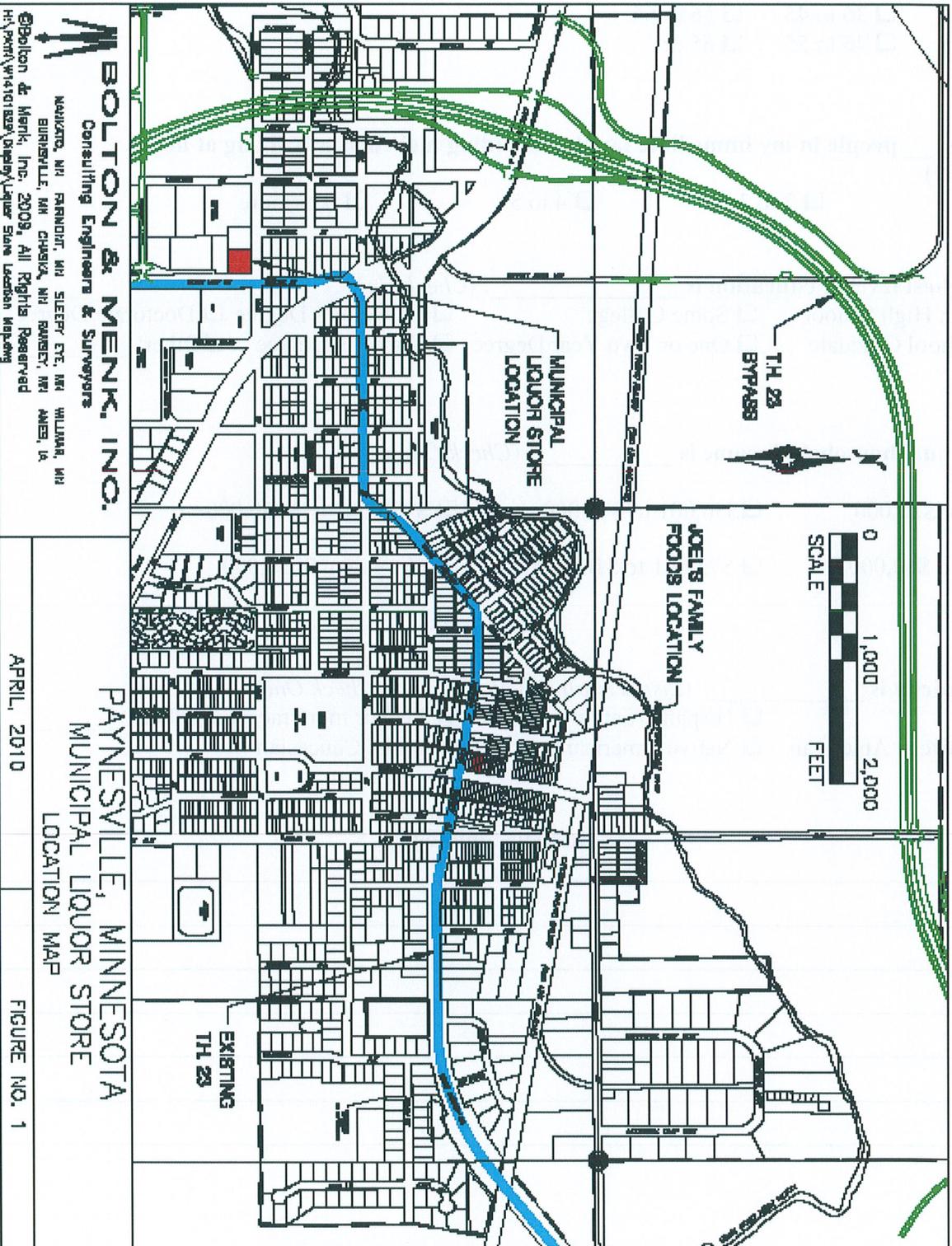
- Less than \$20,000 \$50,001 to \$75,000 \$100,001 to \$150,000
 \$20,001 to \$50,000 \$75,001 to \$100,000 More than \$150,000

48. My ethnicity is _____. (Listed in alphabetical order) (Check One)

- Asian Hispanic/Latino Two or more races Other: _____
 Black/African American Native American White Caucasian

Additional Comments:

**Thank you for participating in this survey.
 Please be sure to return it in the enclosed postage-paid envelope.**



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PAYNESVILLE, MINNESOTA
 MUNICIPAL LIQUOR STORE
 LOCATION MAP
 APRIL, 2010
 FIGURE NO. 1