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Village of Sherwood Community Survey

James Janke
David Trechter

Survey Research Center Report 2015/5
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Executive Summary

The purpose of this study was to give Village of Sherwood officials a greater understanding of the shopping, eating, and leisure time habits and desires of Sherwood residents. The Village chose to work with the Survey Research Center (SRC) at the University of Wisconsin-River Falls to gather this information.

In January 2015, the SRC mailed surveys to 974 residential addresses on the property tax roll provided by the Village of Sherwood. The response rate was a robust 62% (601 responses).

Respondents said they believe in supporting locally-owned businesses, that it is important to buy products and services locally, that they like the direction that Sherwood is headed, and that customer service in Sherwood businesses is generally better than other places they patronize. On the other hand, half of respondents disagreed that they like the look and feel of downtown Sherwood.

By far, grocery shopping was the single most utilized retail, recreational facility or service in Sherwood, followed by visits to parks/marina and fuel purchases.

The wish list for new businesses in Sherwood is topped by a hardware store, coffee shop, fast food restaurant with drive through, and drug store.

The most frequent sources of information for decisions about shopping and entertainment are word of mouth and newspapers. The Appleton Post-Crescent and the Times Villager are the most frequently used newspapers. Three-fourths of respondents said they would use a Sherwood business website or social media link for coupons and information about promotions in Sherwood.

Respondents are more likely to go out for their evening meal than for breakfast or lunch. The most frequented restaurant types are fast food outside of Sherwood and full service casual outside of Sherwood.

With respect to recreation and leisure activities, respondents most frequently utilized High Cliff trails and made visits to neighborhood yard sales. Half said they attended the Wanick Park opening.

A farmers' market and amphitheater concert series are the most-desired additional activities in Sherwood.

Trail use is by far the most frequent activity in which respondents engaged or desire at Wanick Park, followed by a sledding hill, playground, splash pad and ice rink.

The largest percentage of employed Sherwood residents listed Appleton as their workplace, with Neenah a distant second place.

Survey Purpose

The purpose of this study was to help Village of Sherwood officials to gain a greater understanding of the shopping, eating, and leisure time habits and desires of Sherwood residents. The Village chose to work with the Survey Research Center (SRC) at the University of Wisconsin-River Falls to gather this information.

Survey Methods

In January 2015, the SRC mailed surveys to 974 residential addresses on the property tax roll provided by the Village of Sherwood. The mailing list excluded residential property owners with non-Sherwood addresses. The initial mailing was followed by a second mailing to non-respondents.

The SRC received 601 useable responses, which represents a robust response rate of 62% percent. Based on the number of adults in Sherwood in the 2013 Census Bureau American Community Survey (ACS) 5-Year Estimate (1,889), the confidence interval (“margin of error”) for these data is plus/minus 3.3%.

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. Based upon a standard statistical analysis that is described in **Appendix A**, the Survey Research Center concludes that non-response bias is not a significant concern for this survey.

In addition to numeric data, respondents provided additional written answers and comments. **Appendix B** contains the written responses.

Appendix C contains a copy of the survey questionnaire with a complete quantitative summary of responses by question.

Profile of Respondents

Table 1 summarizes the demographic profile of the survey respondents. Where comparable data were available from the 2013 US Census Bureau ACS 5-Year estimates, the profiles of the survey respondents were compared to the ACS profile of Sherwood adults. For most factors, the sample aligns well with the data from the ACS survey.

The percentages of men and women in the sample match the gender distribution in the overall adult population of Sherwood.

The percentage of single-adult households and households with children under age 18 aligns with the ACS population estimates. Respondents were asked to indicate the age group of children in the household (under 5 years old and 5 to 17 years old). Most households in the sample have no more than two children, and more children are in the in the age 5 to 17 group.

The distribution of annual household income in the sample generally follows the overall pattern of income distribution in the Village. According to the ACS, median household income in

Sherwood is double the overall median of the Appleton Metropolitan Statistical Area (\$104,886 vs. \$52,413).

Respondents were asked to indicate the age range of each adult in the household. Table 1 indicates that there are relatively few households with more than two adults. Young adults age 18 to 24 are typically the third or fourth adult in the household. Adults age 25 to 34 are underrepresented in the sample of households with one or two adults, and there are more adults age 55 and above than would have been expected in households with one or two adults. The SRC’s experience is that younger residents are less likely to participate in surveys.

The sample has a higher level of educational attainment than the overall Village profile.

Survey respondents tend to be long-term residents of Sherwood. No comparable data exists for the overall Village population.

The SRC performed statistical tests to see if there were significant differences in the responses of the survey questions based on demographic characteristics. In statistics, a result is called **statistically significant** if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the difference is *not* true. A commonly used probability standard is .05 (5%). Statistical significance at the .05 level indicates a 5 in 100 probability that the observed difference across demographic groups for a given variable is not real. It does *not* mean the difference is necessarily large, important, or significant in the common meaning of the word. Given a sufficiently large sample, even small differences of opinion across demographic groups will be statistically significant.

Thus, not all differences among Sherwood demographic groups that are “statistically significant” are meaningful. For example, 6% of men said radio advertising was their primary medium for making entertainment and shopping decisions compared to 2% of women respondents. While this difference is statistically significant, it is not meaningful because relatively few of either gender said they rely on radio advertising as their primary source for decision-making about shopping and entertainment. The report will identify those instances where there were differences in the response pattern within a particular group that would have affected the interpretation of the results.

Table 1. Profile of Respondents – Village of Sherwood Survey							
Gender (18+)	Count	Male	Female				
Sample	524	50%	50%				
Census Bureau – ACS	1,889	50%	50%				
Age Group Adults (18+)	Count	18-24	25-34	35-44	45-54	55-64	65+
Adult 1 Sample	537	3%	8%	19%	26%	24%	21%
Adult 2 Sample	513	1%	8%	19%	27%	26%	19%
Adult 3 Sample	67	54%	12%	4%	15%	7%	7%
Adult 4 Sample	15	53%	0%	0%	33%	7%	7%
Census Bureau ACS	1,889	6%	14%	23%	27%	19%	11%
Adults in Household	Count	1	2	3	4	5	6+
Sample	566	9%	80%	9%	2%	0%	0%
Census Bureau ACS	963	15%	85%				

Table 1 continued										
Children (<18 yrs.) in Household		Count	0	1	2	3	4	5+		
Sample		577	64%	11%	18%	6%	2%	<1%		
Census Bureau ACS		963	57%	43%						
Age Group Children		Count	<5 Yrs	5-17 Yrs						
Child 1 Sample		205	21%	79%						
Child 2 Sample		145	24%	76%						
Child 3 Sample		48	40%	60%						
Child 4 Sample		10	60%	40%						
Child 5 Sample		3	67%	33%						
Child 6 Sample		2	50%	50%						
Census Bureau ACS ¹		NA								
Highest Level of Education (Age 25+)		Count	Less than High Sch.	High Sch. Diploma	Some College/ Tech	Tech/ College Grad.	Bachelor Degree	Graduate/ Profess. Degree		
Sample		560	0%	10%	15%	15%	39%	21%		
Census Bureau ACS		1,772	1%	23%	16%	13%	32%	16%		
Length of Residence in Sherwood²		Count	Less than 2 yrs	2 –5 yrs	5.1 – 10 yrs	10.1 – 20 yrs	Over 20 yrs			
Sample		567	9%	11%	19%	43%	17%			
Primary Commute Route²		Count	Work in Sherwood	East on Hwy 114	West on Hwy 114	North on Hwy 55	South on Hwy 55	North on County Rd. M		
Sample		415	6%	15%	59%	15%	2%	4%		
Household income range	Count	<\$15K	\$15K - 24.9K	\$25K - 34.9K	35K – 49.9K	\$50K - 74.9K	\$75K - 99.9K	\$100K - 149.9K	\$150K - 199.9K	\$200K+
Sample	491	1%	1%	2%	10%	18%	18%	32%	12%	7%
Census Bureau ACS	963	3%	3%	2%	4%	18%	16%	36%	8%	10%

¹ Census Bureau data is not directly comparable

² Not included in ACS

Consumer Purchases

The initial question asked respondents their level of agreement with four statements about local shopping issues. Answer choices on the scale were strongly agree, agree, neutral, disagree, and strongly disagree. The results are shown in Table 2 in descending order of agreement. There is near unanimity among respondents that they believe in supporting locally owned businesses; 94% either strongly agreed or agreed. Similarly, nine in ten respondents strongly agreed or agreed that it is important to buy products or services locally.

Respondents were also positive in their views about the future direction of the Village. Nearly two-thirds of respondents said they strongly agree or agree with the Village’s future direction, and 26% had a neutral opinion. Only 5% disagreed or strongly disagreed.

When asked about customer service, over half of respondents strongly agreed or agreed that Sherwood businesses’ customer service is generally better than other places. However, respondents were more likely to agree (42%) than to strongly agree (13%), and four in ten had a neutral opinion.

The look and feel of downtown Sherwood did not fare very well in the survey. Only 15% of respondents strongly agreed or agreed that they like the look and feel of downtown, and six in ten said they disagree or strongly disagree. This result indicates that efforts to make Sherwood’s downtown area more appealing and welcoming could be important if the Village is to lure more of their residents there for shopping.

Table 2. Opinions About Local Shopping					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I believe in supporting businesses owned by local people	44%	50%	5%	0%	1%
It is important to buy products and services locally	41%	49%	8%	1%	1%
I like the future direction Sherwood is taking	13%	51%	26%	5%	4%
Compared to other places I patronize, customer service in Sherwood is, on average, better	13%	42%	39%	4%	1%
I like the look and feel of downtown Sherwood	3%	12%	26%	40%	19%

Demographic analysis. Respondents from households with annual household incomes below \$50,000 were more likely to say they like the look and feel of downtown Sherwood.

Table 3 shows the frequency with which respondents reported shopping in Sherwood and other locations. Two locations stand out on the list. Sherwood topped the list with 69% of respondents saying that they shop once per week in Sherwood, and an additional 18% shop in Sherwood biweekly. Respondents shop nearly as frequently in Darboy, with 60% indicating they shop there weekly, and 21% shopping in Darboy every two weeks. There is a large gap to the third-ranking location, Kaukauna, where only a quarter of respondents shop weekly and 18 percent shop biweekly.

Online and mail order shopping has gained more than a foothold among Sherwood respondents. A quarter of respondents shop online or mail order at least every two weeks and another third do so once a month.

Respondents are more likely to shop in Appleton or the Fox River Mall once a month (42%) compared to weekly (8%) or biweekly (14%). Sherwood respondents are fairly unlikely to shop in Neenah/Menasha, Chilton/Hilbert/Brillion, or Green Bay.

Table 3. Shopping Frequency by Community					
	Once per Week	Every 2 Weeks	Once a Month	Every 6 Months	Rarely/ Never
Sherwood	69%	18%	8%	1%	3%
Darboy	60%	21%	13%	2%	4%
Kaukauna	24%	18%	27%	14%	18%
Online or mail order	10%	16%	30%	25%	19%
Appleton downtown or Fox River Mall	8%	14%	42%	24%	13%
Neenah/Menasha	3%	7%	16%	21%	53%
Chilton/Hilbert/Brillion	2%	3%	7%	17%	71%
Green Bay	1%	1%	7%	23%	67%

Demographic analysis. Respondents from households with 2 adults said they shop more frequently in Darboy, Appleton/Fox River Mall and online/mail order than those from single adult households.

Respondents from households with children, respondents under 45 years of age, and respondents who have completed a post-secondary educational program are more likely to shop online/mail order.

Respondents with household income greater than \$50,000 shopped more frequently in Darboy, Neenah/Menasha, and more frequently used online/mail order.

Respondents were presented with a list of retail business types, recreational opportunities, and services and asked how frequently they used each in Sherwood. The results are shown in Table 4. Grocery shopping easily topped the list. Six in ten respondents said they grocery shop in Sherwood at least weekly and an additional quarter of respondents said they do so every two weeks. However, respondents make less frequent purchases of non-grocery items in Sherwood; 44% said they rarely or never make non-grocery purchases in Sherwood.

Park visits and marina usage ranked second. About a third of respondents visit a park or marina at least once per week and nearly one in five do so every two weeks. Respondents also commonly purchase fuel in Sherwood, with 60% making fuel purchases at least every two weeks.

Respondents are more likely to eat out at Sherwood restaurants once a month (25%) or every few months (26%).

Majorities of respondents ranging from 59% to 97% said they rarely/never use the remaining retail, recreation, and services listed in the survey. Some of this low frequency of use among services is not surprising since they are not services that are typically needed on a frequent basis, e.g. dentist, pet care, auto repair.

Table 4. Retail, Recreation, and Services Utilized in Sherwood					
	1 or More Times/Week	Every 2 weeks	Once a month	Every Few Months	Rarely/Never
Shop for groceries	60%	23%	11%	3%	3%
Utilize parks or marina	31%	18%	19%	19%	13%
Purchase fuel	28%	32%	19%	14%	7%
Eat out	17%	20%	25%	26%	12%
Go out for drinks	15%	13%	13%	17%	42%
Shop for non-grocery items	14%	13%	14%	15%	44%
Visit a bank or credit union	11%	12%	11%	7%	60%
Golf	10%	5%	10%	15%	59%
Go bowling	2%	1%	0%	7%	90%
Obtain automotive service	1%	0%	2%	15%	82%
Obtain pet care services	1%	0%	4%	25%	71%
Visit a dentist	1%	2%	15%	12%	72%
Get hair cut/styled	0%	0%	1%	23%	76%
Utilize professional services	0%	0%	1%	9%	89%
Visit a Chiropractor	0%	1%	0%	2%	97%

Demographic analysis. Utilization of parks or a marina was more frequent among households with children.

Respondents who have lived in Sherwood for at least 10 years more frequently use a bank/credit union in Sherwood.

The frequency of visits to a bank/credit union and parks/marina in Sherwood is greater among households with at least \$50,000 income.

In a follow-up question, respondents were presented a list of 42 types of businesses and asked to select the top five that they would patronize at least monthly if opened in Sherwood. Chart 1 (next page) shows that four business types stood out from the rest. A hardware store was among the top five preferences for about half of the respondents. A coffee shop, a fast food restaurant, and a drug store were in a statistical tie for second place with about 40% of respondents including them among their top five priorities.

There was a large gap between these four types of businesses and the remaining businesses on the list. A fitness center, meats/butcher shop, bakery, and brew pub were statistically tied for fifth place, with 21% to 23% of respondents including them among their top-five choices.

Garnering between 18% and 12% of the top-five choices were lawn and garden, deli/specialty foods, fine dining, liquor/wine, health foods, video rental, sporting goods, and books.

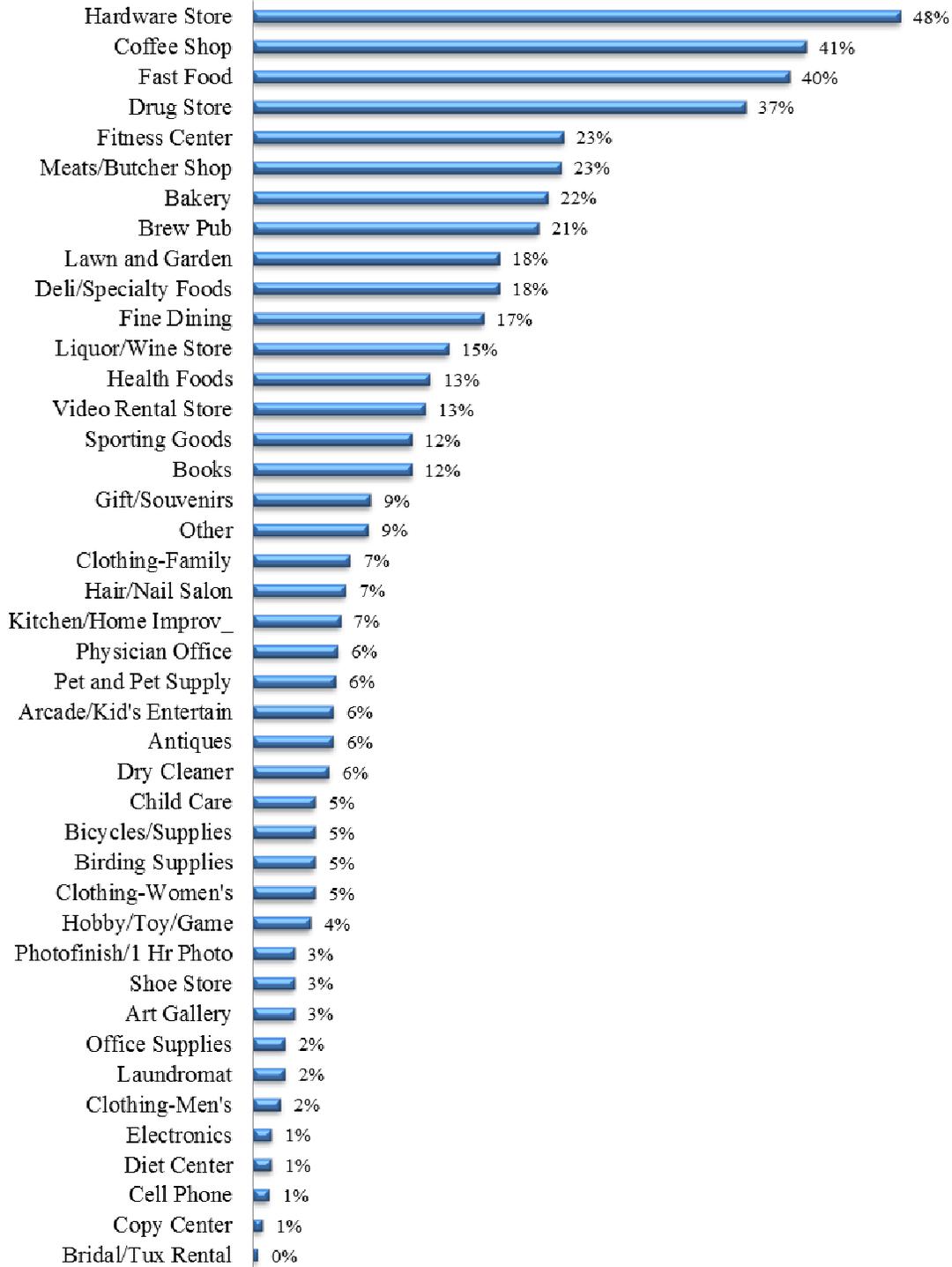
All of the remaining business types on the list were below 10%.

Demographic analysis. Respondents who are older than 45 years and respondents who have lived in Sherwood for at least 10 years were more likely to include a hardware store in their top five.

The top priority for respondents under age 45 was a coffee shop, while older respondents said a hardware store is their most-wanted business. Single adult households rated a fast food restaurant as their top choice.

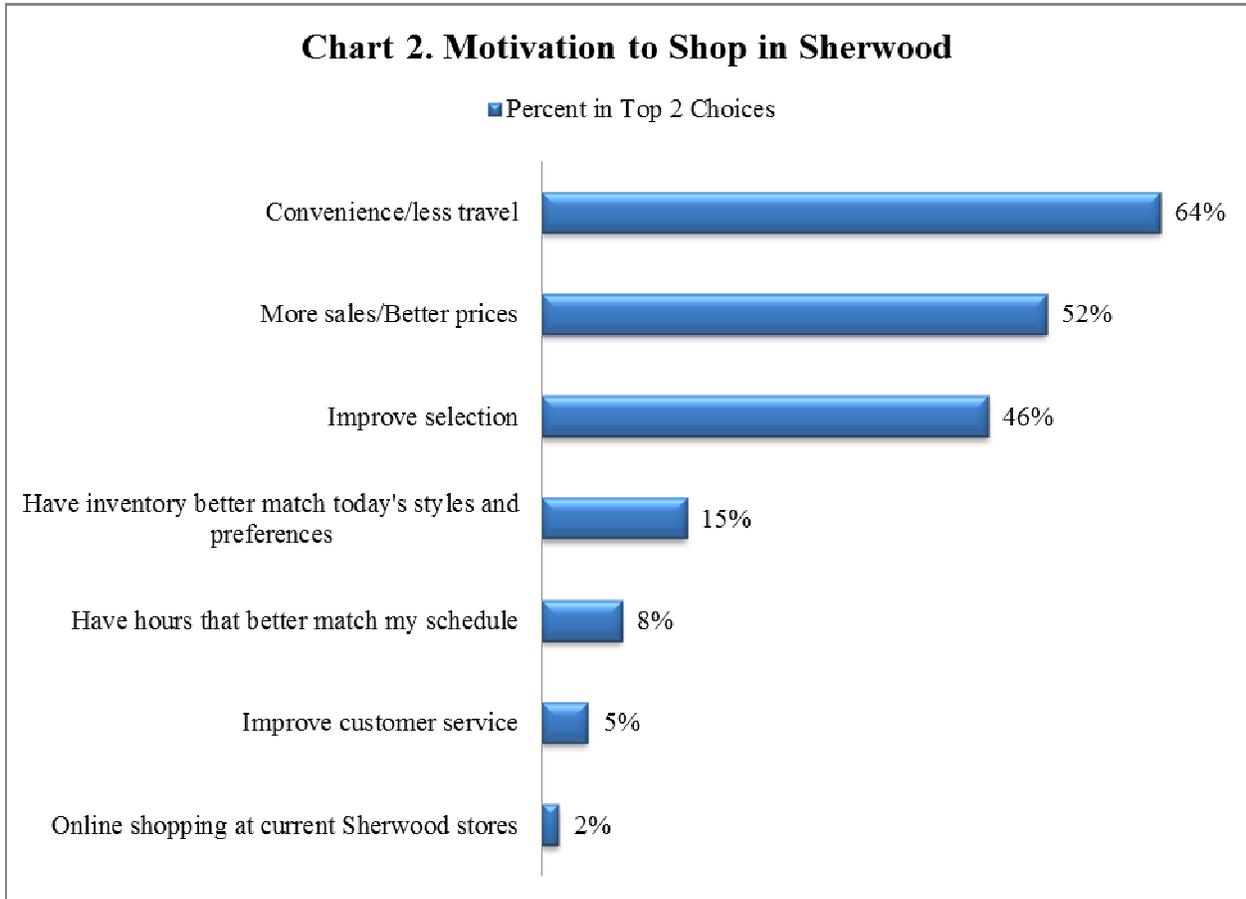
**Chart 1. Would Utilize in Sherwood
At Least Once a Month**

■ Percent in Top 5 Choices



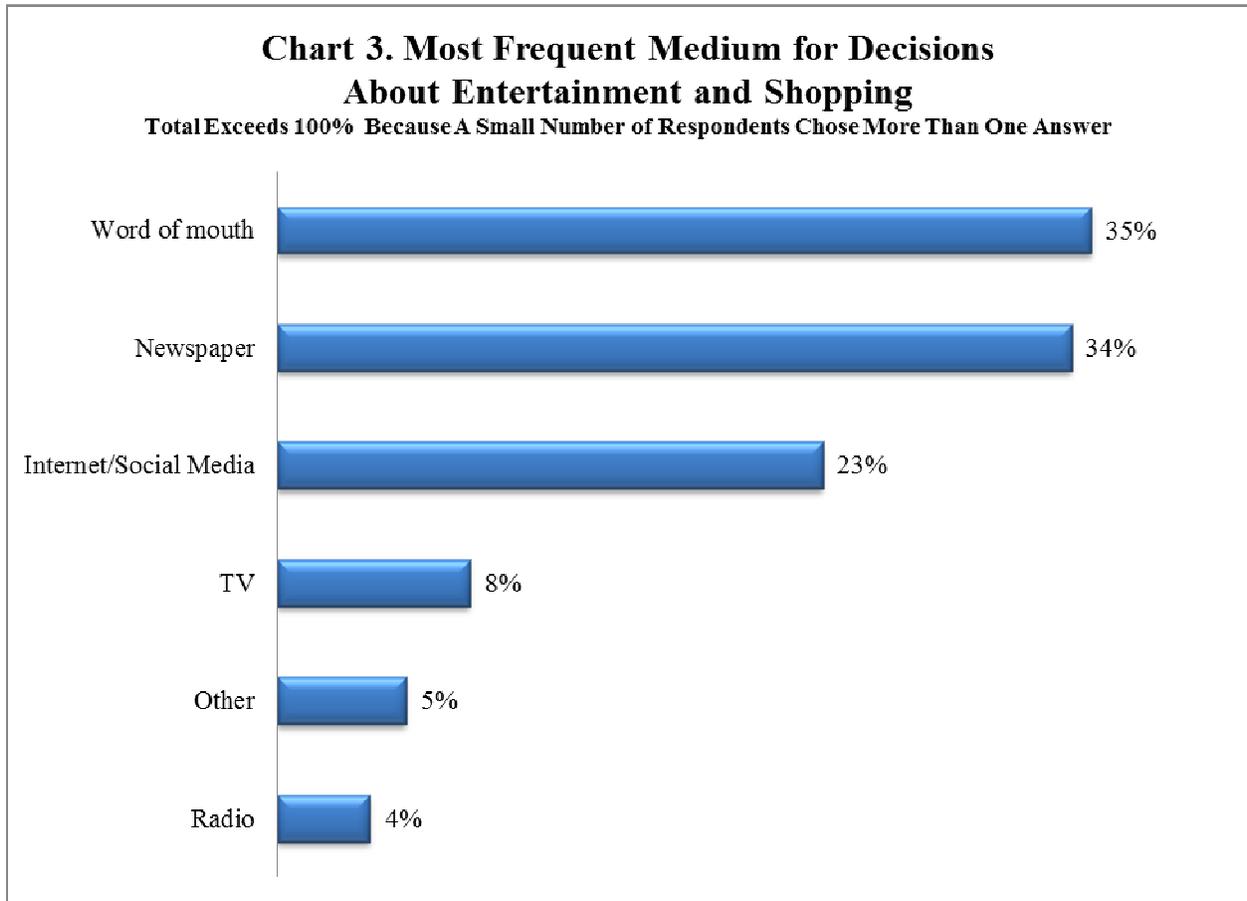
When asked to identify their top two factors from a list of seven factors that would influence them to shop more in Sherwood, Chart 2 indicated that three factors stood out: convenience/less travel (64%), more sales/better prices (52%), and better selection (46%). Convenience/less travel is a built-in potential advantage for all Sherwood businesses. However, in order to profit from the convenience factor, these results suggest that prices and selection are strong factors with which Sherwood businesses must grapple in order to attract customers.

Improvements to inventory, hours of operation, customer service, and online shopping for local stores were not substantial factors.



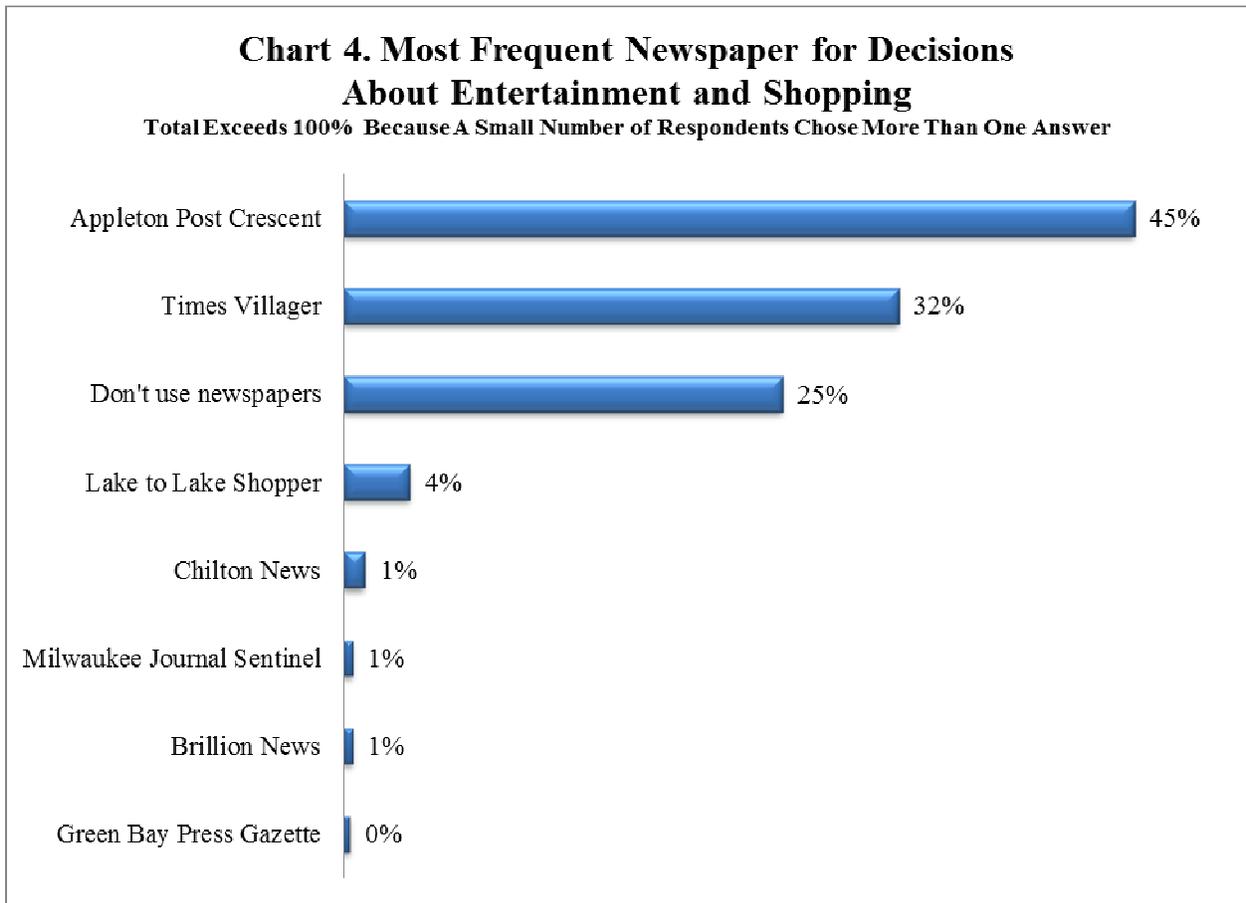
Demographic analysis. Motivations did not vary substantially across demographic groups.

Respondents were asked to indicate the most frequent medium they rely on to make entertainment and shopping decisions from a list of six media choices. A small number of respondents chose more than one answer. The SRC tested the results with and without the multiple answers, and the results indicated the multiple choices had no impact in the rankings. As shown in Chart 3, word of mouth and newspapers were in a statistical dead heat for the top choice, each with about a third of the choices. Internet and social media have made significant inroads, finishing in third place, with about a quarter of the Sherwood respondents indicating this was their top choice for decision-making information.



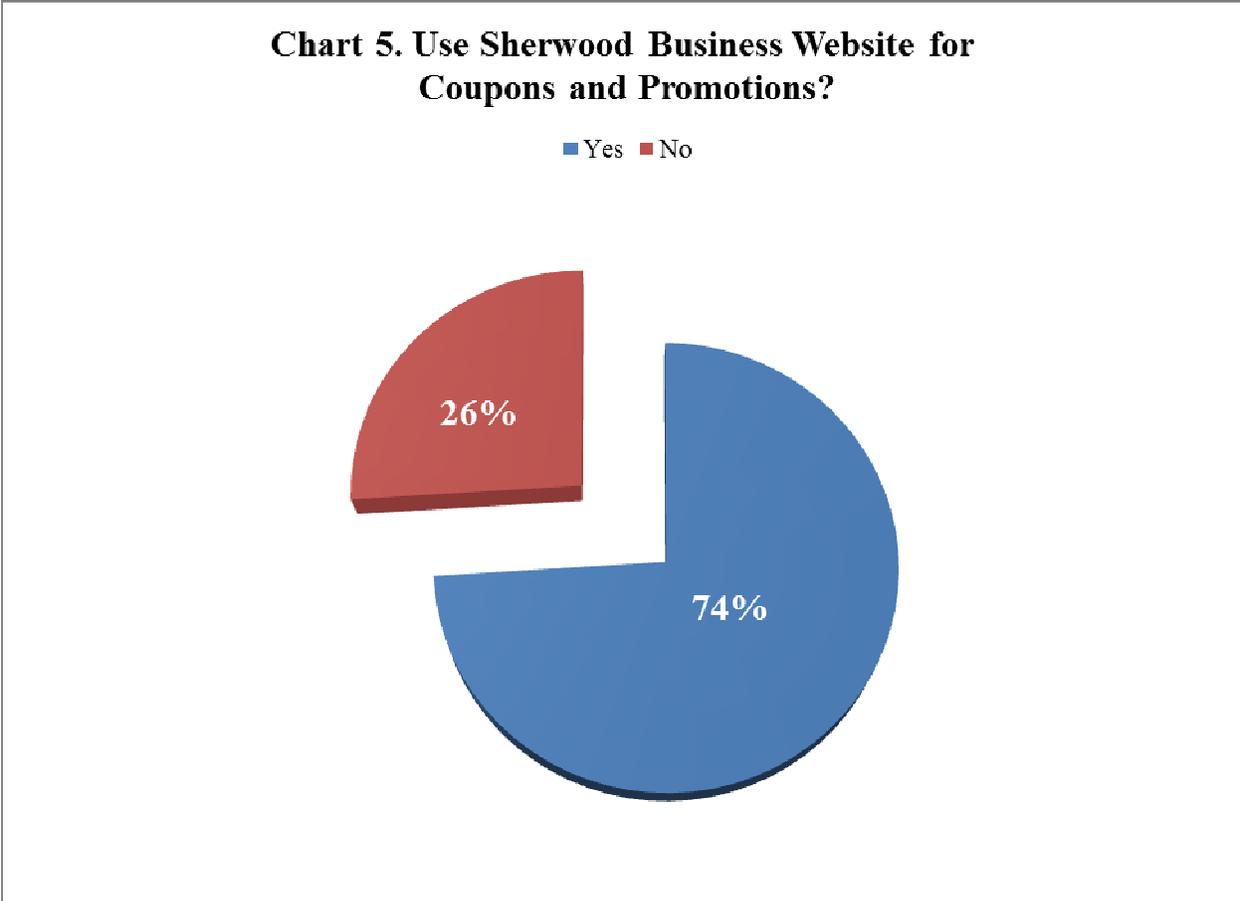
Demographic analysis. Word of mouth is a more important source to respondents with children and respondents with household incomes under \$50,000. A larger percentage of respondents who have lived in Sherwood 10 years or less and respondents under age 45 said Internet/social media is their most frequent source. Newspapers were the top source among respondents age 45 and older.

Chart 4 shows that respondents said the Appleton Post-Crescent is the most frequently used newspaper (45%) for information to guide them in making decisions about entertainment and shopping. Again, a small number of respondents chose more than one newspaper, which did not impact the overall results. In second place, the Times-Villager was the top choice of a third of respondents. It is noteworthy that a quarter of the respondents said they do not use newspapers for information about entertainment and shopping.



Demographic analysis. Respondents from single adult households were more likely they say they don't use newspapers.

Further showing the increasing role of the Internet among consumers, Chart 5 indicates a large majority of respondents would use a Sherwood business website or social media link for coupons or information about sales and promotions from local businesses. The importance of electronic marketing presents both a challenge and an opportunity for businesses in Sherwood. The challenge is for each small business to keep its web presence and social media up-to-date and active. The opportunity is that this form of marketing to consumers may have fewer explicit, cash costs than traditional advertising outlets and is a more direct link with their consumers. The Village might explore means of collaboration across businesses to secure electronic marketing expertise.



Demographic analysis. Respondents from households with two adults and respondents from households with children were more likely to have an interest in a Sherwood business website or social media link for coupons and information about promotions. On the other hand, households with incomes under \$50,000 were less likely to have answered yes to this question.

Dining

Respondents were asked two questions about dining frequency, location, and restaurant type patronized.

Table 5 shows the frequency of dining by meal type. Overall, respondents were most likely to go out for their evening meal compared to lunch or breakfast. The largest percentage of respondents said they go out for dinner once a week (45%) or once a month (26%).

With respect to lunch, respondents said they go out for their noon meal less frequently; still more than half said they go out for lunch once a week (27%) or once a month (26%). Compared to dinner, a much higher proportion of respondents said they rarely or never go out for lunch (20%) or only every few months (17%).

Sherwood respondents were even less likely to go out for breakfast. About 40% said they rarely or never go out for breakfast, and 21% said they do so only every few months.

As noted in Chart 1, four in ten respondents included food-related establishments (fast food restaurant and coffee shop) among the types of businesses in Sherwood they would patronize at least monthly.

	5 or more times/week	2-4 times/week	Once a week	Once a month	Every few months	Rarely/ Never
Dinner	1%	16%	45%	26%	8%	4%
Lunch	1%	9%	27%	26%	17%	20%
Breakfast	1%	3%	11%	22%	22%	41%

Demographic analysis. Respondents from households without children more frequently go out for breakfast. The frequency of going out for dinner increases with household income.

The second question in this group asked about the frequency of dining at specific types of restaurants, both in Sherwood and outside of Sherwood. The results are shown in Table 6. Respondents said they most frequently patronize fast food restaurants outside of Sherwood (31% at least once per week) and full service casual restaurants outside of Sherwood (29% at least once per week). A bar and grill type restaurant in Sherwood was the most frequently patronized among the Sherwood restaurants, with 21% of respondents patronizing that restaurant type at least once per week.

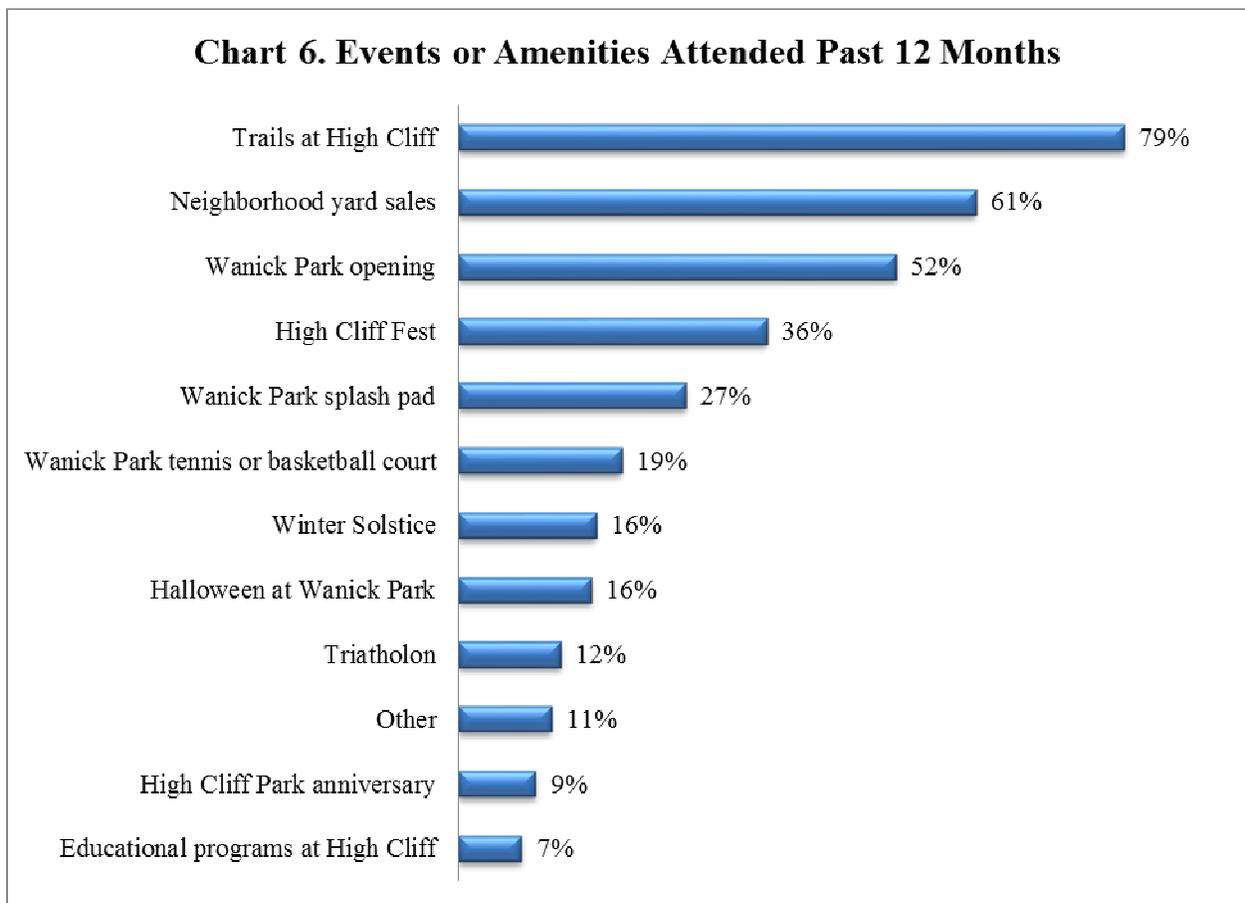
Table 6. Dining Frequency by Establishment Type and Location						
	5 or more times/week	2-4 times/week	Once a week	Once a month	Every few months	Rarely/ Never
Fast Food Drive Thru outside Sherwood	1%	9%	21%	25%	16%	29%
Full Service-Casual outside Sherwood	0%	6%	23%	34%	26%	10%
Bar & Grill in Sherwood	0%	2%	19%	25%	27%	26%
Deli/Carry Out in Sherwood	0%	4%	13%	24%	21%	37%
Full Service-Fine Dining outside Sherwood	0%	3%	13%	33%	29%	21%
Bar & Grill outside Sherwood	0%	2%	12%	31%	25%	31%
Deli/Carry Out outside Sherwood	0%	2%	13%	23%	21%	42%
Full Service-Fine dining in Sherwood	0%	1%	8%	19%	32%	40%
Full Service-Casual in Sherwood	0%	1%	14%	26%	33%	25%
Fast Food Drive Thru in Sherwood	0%	0%	2%	5%	9%	84%

Demographic analysis. Respondents with children in their households were more likely to go out for fast food outside of Sherwood and deli/carry-out outside of Sherwood. Full-service dining outside of Sherwood and deli/carry-out outside of Sherwood increased among households with higher incomes.

Recreation and Leisure

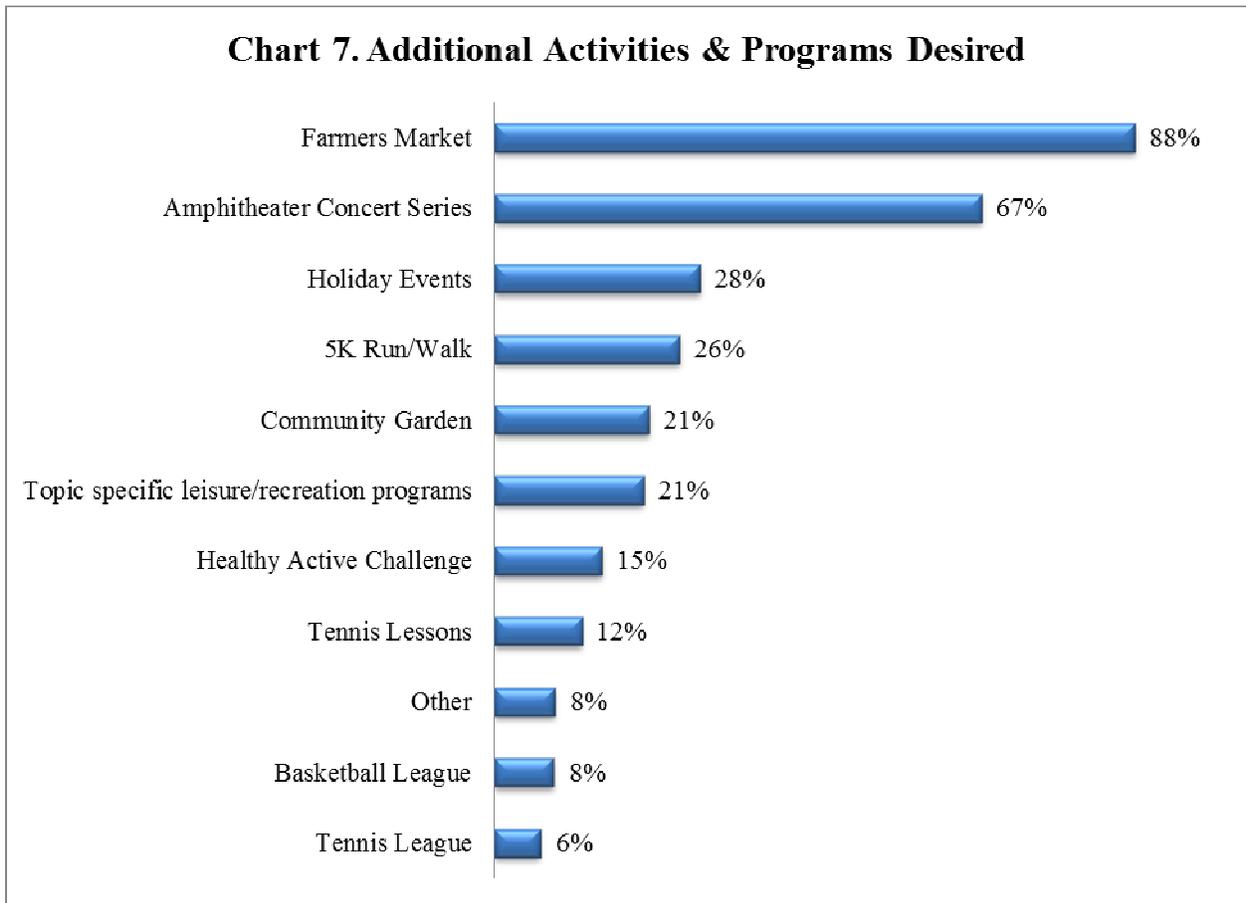
Respondents were presented a list of 11 local events and amenities and asked to mark those that they had attended or had used in the past 12 months. The results are shown in Chart 6. The most popular item on the list was the trail system at High Cliff Park (79%). Six in ten respondents said they visited neighborhood yard sales, and half said they attended the Wanick Park opening.

A little more than a third of respondents reported attending High Cliff Fest, and about one in four said they visited the splash pad in Wanick Park. Between 10% and 20% said they had used the Wanick Park tennis or basketball court, attended the Winter Solstice event, Halloween at Wanick Park, or triathlon. Relatively few (under 10%) said they attended the High Cliff anniversary or educational programs at High Cliff.



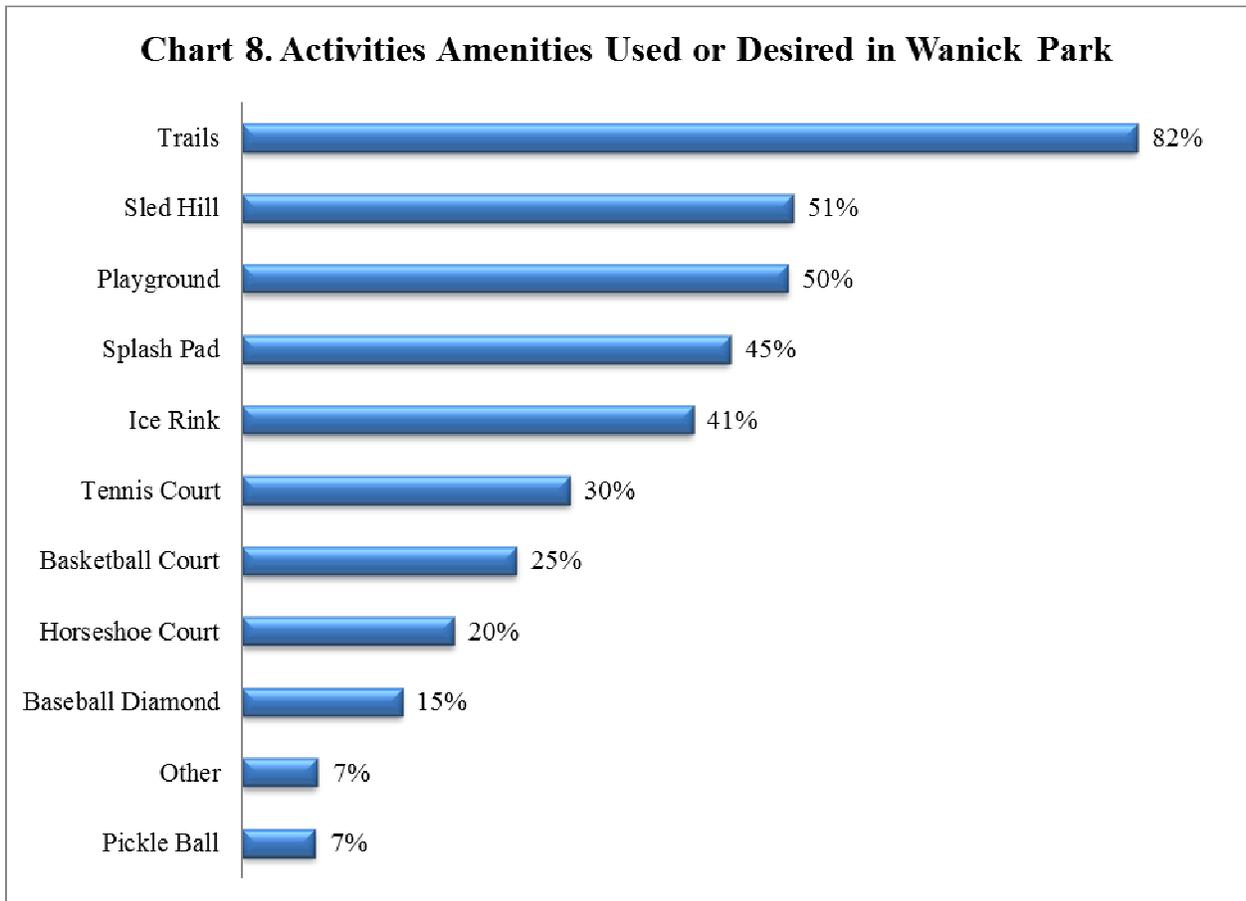
Demographic analysis. Households with children were more likely to have attended or used tennis or basketball courts at Wanick Park, the splash pad at Wanick Park, neighborhood yard sales, and Halloween at Wanick Park. A larger percentage of younger respondents (under age 35) visited neighborhood yard sales and attended the following Wanick Park facilities or activities: Halloween, splash pad, and tennis or basketball courts.

When asked to indicate which additional activities and programs they would like to see offered in Sherwood, two stood out from the list. As shown in Chart 7, nearly nine in ten respondents would like a farmers market, and two-thirds said they favor an amphitheater concert series. Holiday events and a 5K run/walk were in a distant statistical tie for third place (28% and 26% respectively). A community garden and topic-specific programs were favored by about one in five respondents. Healthy active challenge was chosen by 15% and tennis lessons by 12%. A baseball league and a tennis league were favored by few respondents.



Demographic analysis. Respondents from households with children were more likely to include tennis lessons and holiday events among their choices.

Respondents were asked to indicate the types of activities or amenities they use or desire in Wanick Park. Chart 8 indicates that trails easily topped the list at 82%. The sled hill and the playground were tied for second place with half of respondents. The splash pad and ice rink were chosen by 41% to 45%. About one in three said the tennis court, one in four chose the basketball court, and one in five chose the horseshoe court. The baseball diamond (15%) and pickle ball court (7%) were at the bottom of the respondents' choices.



Demographic analysis. The splash pad was a more popular choice among respondents from households with two adults. Not surprisingly, higher percentages of respondents from households with children and younger respondents said they use or desired the following Wanick Park activities or amenities: basketball court, baseball diamond, sled hill, ice rink, playground, and splash pad. A sled hill was the top choice among respondents under age 35, while trails was the top choice of respondents age 35 and older.

Respondents from households with over \$50,000 income were more likely to include an ice rink, playground and splash pad among their choices.

Place of Employment

Respondents were asked to write the name of city/village where they are employed. Among respondents in the workforce, Appleton was by far the most frequent workplace (34%). Neenah was a distant second at 15%, followed by Kaukauna (9%), Menasha (5%) and Sherwood (5%). Table 7 shows the complete distribution of workplaces reported by employed respondents.

Table 7. Place of Employment						
Place	Count	Percent		Place	Count	Percent
Appleton	156	34%		Chicago	2	0.4%
Neenah	67	15%		Combined Locks	2	0.4%
Kaukauna	43	9%		Fox Valley	2	0.4%
Menasha	23	5%		Harrison	2	0.4%
Sherwood	23	5%		Kiel	2	0.4%
Green Bay	16	4%		Milwaukee	2	0.4%
Brillion	12	3%		Wrightstown	2	0.4%
Kimberly	12	3%		All of NE WI	1	0.2%
Oshkosh	12	3%		Columbus	1	0.2%
Chilton	9	2%		Denmark	1	0.2%
Hilbert	8	2%		Fox Lake IL	1	0.2%
Darboy	6	1%		Freedom	1	0.2%
Fond du Lac	6	1%		Holland	1	0.2%
Grand Chute	6	1%		New Holstein	1	0.2%
Greenville	6	1%		New London	1	0.2%
Little Chute	6	1%		Oconto Falls	1	0.2%
De Pere	5	1%		Outagamie	1	0.2%
Home/Office	5	1%		Seymour	1	0.2%
Entire state	4	1%		St. John	1	0.2%
Manitowoc	4	1%		Two Rivers	1	0.2%
Sheboygan	3	1%		Valders	1	0.2%

Written Comments – Comments to Improve Shopping, Dining, and Recreation

The survey contained an open-ended question in which respondents could list additional comments to help improve shopping, dining, and recreation in Sherwood.

A total of 192 respondents provided written comments. The SRC grouped the comments into six topical categories plus a miscellaneous group. Individual comments including more than one topic were split, resulting in 247 overall comments. Table 8 summarizes the distribution of comments by topic. See Appendix B for the total list of compiled comments.

A third of the comments were related to retail and services, followed by recreation and dining/restaurants, with 22% and 19% respectively. Comments about downtown and roads/streets comprised about 6% each. About 4% of the comments mentioned the small town atmosphere in Sherwood, and 10% fell into the group of miscellaneous comments.

Within the 81 comments about retail/services, ten comments mentioned Dick’s Grocery Store and another six comments suggested a hardware store would be a desirable addition in Sherwood.

The following quotes are a sample of the comments about the grocery store and the desire for a hardware store.

“Dick’s is great for community.”

“Great move bringing Dick’s Grocery into town.”

“A hardware store would be huge.”

“It would be wonderful to have a hardware store here.”

Among the comments about recreation, six specifically suggested a swimming pool and several made positive comments about Wanick Park.

Within the comments about dining/restaurants were eight suggestions for a coffee shop (often requesting a shop like Mud Creek in Stockbridge) and five suggestions for a fast-food establishment.

Table 8. Additional Comments to Improve Shopping, Dining, and Recreation in Sherwood		
Topic	Count	Percent
Retail/Services	81	33%
Recreation	55	22%
Dining/Restaurants	46	19%
Downtown	16	6%
Roads/Streets	14	6%
Small Town Atmosphere	11	4%
Miscellaneous	24	10%
Total	247	100%

Conclusions

The survey data contain positive findings. Sherwood residents believe in supporting local businesses, that it is important to buy products and services locally, and that customer service in Sherwood is generally better than other places. Relatively high household income means there is substantial purchasing power within Sherwood. Respondents said Sherwood is headed in the right direction. The grocery store has been a welcome addition to the community. The most-desired new businesses among respondents included a hardware store, coffee shop, fast food restaurant with drive-through, and pharmacy. Respondents also desire the addition of a farmers' market.

Like many small communities close to larger regional centers with an extensive array of shopping and dining opportunities, economic "leakage" presents a challenge as residents choose to patronize shops and restaurants in other nearby locations. While respondents said the convenience of shopping in Sherwood is a motivating factor to do business locally, at the same time they weigh competitive pricing and product selection in their decision-making. In addition, the respondents expressed concerns about the current look and feel of downtown Sherwood.

With respect to recreational activities, facilities and activities at High Cliff State Park and Wanick Park are popular among Sherwood residents. A concert series at the Wanick Park Amphitheater is a favored additional offering.

Appendix A – Non-response Bias Tests

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose most non-respondents said they did not like the future direction Sherwood is taking, whereas most of those who responded said they like the future direction of the Village. In this case, non-response bias would exist, and the raw results would overestimate the percentage of respondents who like the future direction of the Village.

The standard way to test for non-response bias is to compare the responses of those who respond to the first mailing or online invitation to those who respond to the second mailing or online invitation. Those who respond to the second mailing or second online invitation message are, in effect, a sample of non-respondents (to the first mailing or invitation message), and we assume that they are representative of that group.

There were 467 responses to the first survey mailing and 134 responses to the second mailing. The SRC found only seven of 140 variables with statistically significant differences. As shown in Table A1, these differences were very small.

Table A1 – Statistically Significant Differences Between Responses of First and Second Mailings to a Random Sample of the Public			
Variable	Statistical Significance	Mean First mailing	Mean Second Mailing
1a. I like the look and feel of downtown Sherwood	.008	3.68	3.41
3j. Dentist	.038	4.48	3.65
4. Clothing – women’s	.018	.03	.08
4. Laundromat	.012	.01	.05
7. Times Villager	.015	.33	.22
9a. Breakfast	.012	4.79	5.08
13. Trails	.048	.74	.65

The SRC concludes that there is little evidence that non-response bias is a concern for this sample.

Appendix B – Open-Ended Comments and “Other” Written Responses:

4. Please identify up to five businesses or services you and your family would utilize at least once a month if opened in Sherwood - “Other.” (81 Responses)

Stores (28 Responses)

- Floral Shop (3x)
- Automotive Supply (2x)
- Craft and antique shop (2x)
- Dollar Tree (2x)
- Quilt shop/ fabric (2x)
- Shopko express (2x)
- Thrift/Vintage (2x)
- Bait and Tackle store
- High end consignment/ estate items
- Kwik Trip
- Menards/ Home Depot type store
- Shopping Center
- Trader Joes

Services (25 Responses)

- Library (5x)
- Better car wash
- Bicycle, boat rental to complement our best asset High Cliff park
- Drive in movie
- Elementary School
- Eye doctor
- Farm repair
- Hotel
- Large tire repair
- Martial arts school
- Massage Therapy
- Men's barber shop
- Movie theater
- Pet groomer
- Pool
- Red Box
- Small engine (lawnmower service).
- Tree services
- YMCA
- Yoga studio

Food (17 Responses)

- Chinese Restaurant (2x)
- Food delivery (3x)
- A place to eat similar to the new "Little Chicago" restaurant by Kaukauna.
- Breakfast- think Mud Creek Stockbridge
- Casual Dining-Mexican, pizza, wraps
- Dunkin Donuts
- Family Dining (no liquor or bar) open evenings and weekends
- Mexican restaurant

- Organic foods
- Papa Murphy's Pizza
- Pizza with delivery
- Taco Bell

Miscellaneous (11 Responses)

- Must be a competitive (2x)
- Be careful with that word fast food you can lose that community feeling with those 2 words
- Birding
- Dog Park
- I'd rather it stay without commercialism.
- Local and national rock bands
- Ridiculous Idea
- Small garden
- There is a pet, bird, lawn and garden in the village already but not used very much by everyone.

6. What advertising medium do you most rely on to make entertainment and shopping decisions?

“Other” (19 Responses)

- Mail/Flyers (8x)
- Personal research (2x)
- Shoppers (2x)
- Drive by
- Internet
- Newsletter
- None
- Price match
- Times Village
- Visual appearance

11. Which of these local events or amenities did you attend or use in the last 12 months? “Other”

(72 responses)

- Sherwood trails (15x)
- Halloween at High Cliff (7x)
- Marina/Boat landing (6x)
- Wanick Park in general (6x)
- Church picnic (4x)
- High Cliff Marina (3x)
- Ice skating (3x)
- Swim/Kayak Winnebago (3x)
- Cliff Hanger Half Marathon (2x)
- Sledding at Wanick Park (2x)
- 5K cancer walk
- All walking trails
- Bicycle paths
- Candlelight hike
- Family reunion Wanick Park
- Golf courses
- Hunting parks
- Junior golf lessons
- Just recently moved to Sherwood.
- Kids sporting

- Memorial day parade
- More solstice events
- Need sidewalks
- Normally use for Lake to Lake soccer, but not this past year
- Photography and birding in and around Sherwood
- Sherwood picnic
- Subdivision trails to Winona and trail off of Peyton Road
- SJSH Church Picnic
- Trails in lower High Cliff area
- Trails not at High Cliff
- Went to splash park with grandkids -Not good

12. What kind of activities and programs would you like to see offered in Sherwood? “Other” (69 Responses)

Events (25 Responses)

- Art/Crafts fair (4x)
- Movies in the park (2x)
- Annual music festival
- Beer festival
- Beer Garden at Wanick park similar to Milwaukee's Estabrook Park
- Community picnic
- Concert legion park
- Educational/informational programs for 10 years and under
- Events in warmer months for smaller children (3-6 years)
- Farmers Market again
- Fourth of July fireworks and carnival event
- Ice cream social
- Join Fox Cities Book Festival
- Kite flying festival
- Mom events
- Neighborhood block parties
- Non-rock or country music events (folk, classical)
- Senior events
- Story times
- Summer Recreational Department programs at Wanick Park
- Youth activities at Wanick Park

Fitness Activities (34 Responses)

- Health programs available after work hours (7x)
- Kids programs that are offered in evening hours (Karate, tumbling...) (3x)
- Swimming pool (3x)
- Yoga (3x)
- Batting cages
- Biking Group Rides
- Bocce ball great for young and old-leagues
- Broom ball tournament
- Driving range
- Flag football
- Frisbee golf
- Hikes in High Cliff, nature studies, biking groups

- Indoor badminton league
- Mini golf
- More kids sports leagues
- Neighborhood kid activities
- Open gyms
- Pickle ball league
- Sail boat races
- Soccer
- Softball
- Trap shooting, archery range like Kaukauna

Miscellaneous (10 Responses)

- Dog park (3x)
- Improvements to marina
- KASD Public School
- Library
- More than anything I'd like to see cul-de-sacs get plowed at the same time and frequency as the rest of the road. Much higher priority
- More trails connecting Sherwood forest to trail system
- Nature! Health, organic gardening, rain barrel community service for Sherwood!
- Spend less, not more!

13. What kind of activities and amenities do/would you use at Wanick Park? (46 Responses)

- Soccer field (7x)
- Swimming pool (4x)
- Bocce ball court (3x)
- Dog park (3x)
- Family events (3x)
- Pavilion rental (3x)
- Sand volleyball (3x)
- Archery range (2x)
- Kite flying festival (2x)
- Picnic areas (2x)
- Bike paths
- Community band/choir concerts
- Community get together - Art fairs
- Concerts/music festivals
- Football grade school
- Grandkids
- Hockey
- Music amphitheater
- Nothing for the elderly
- Pray at Standing Stone
- Shuffleboard
- Spend less
- Winter solstice
- Yoga/Kids yoga

14. Do you have any additional comments to help us improve shopping, dining and recreation in Sherwood? (247 Responses)

Retail/Services (81 Responses)

- A hardware store would be great.
- A hardware store would be huge.
- A hardware/drug store might be nice.
- A small hardware store would be good to have. Say a small extension of Ace Hardware out of Kaukauna.
- Better marketing/advertising around what is offered via magazine/paper or ideally digitally.
- Desperately need a Red Box or some other video rental.
- Dick's family food has been great. Let's support them more.
- Dick's Foods was an excellent choice for a grocery store. Prices a little more than in the valley, but if you're shopping sale items they can't be beat.
- Dick's is great for community.
- Do not bring services that compete with Dick's. They are trying to survive.
- Drug store would be great
- Dry Cleaner.
- Existing establishments need to improve their curb appeal.
- Farmers market is a great idea but should be during an evening during the week not try and compete with College Avenue.
- Find ways to promote business to come to Sherwood.
- Fun decor/landscaping places and easy access-114 are too busy with young kids.
- Garden center.
- Get more business in town like franchises.
- Great move bringing Dick's Grocery into town.
- Grocery store has been a huge plus to our community.
- Have grandchildren over a lot. Nice to have shops for them. Pre-school and grade school.
- Hoping downtown Sherwood can get a nice coffee shop with healthy food options, some nice stores and maybe have a mini Door County look to it.
- I am not aware of many places to shop in Sherwood except gas, groceries, ice cream during the summer. The downtown area seems small, old, and in some cases in disrepair, generally not very inviting. Because we are retired I would love to be able to shop more in Sherwood.
- I do not want Sherwood to become a Darboy. It is a very nice village and subdivisions, High Cliff Park and Wanick Park, small grocery store, credit Union, gas station; it does not need more shops. That is why we built here small but large cities close by.
- I feel that we have enough services in Sherwood. The addition of the grocery store is great but feel other services are so close by that they are not necessary right here in Sherwood.
- I feel this is a health conscious area. Organic, gluten-free, health food stores would be nice.
- I like the direction Sherwood is going, we already have dry cleaning available at Dick's.
- I love getting coupons in the mail to use. Side note. We love Dick's Family Foods it's above and beyond what we expected we'd get for a store.
- I think a pharmacy would be wonderful in the community. I think Sherwood does a nice job; Too small of an area to get much more. Dick's was a great addition to Sherwood as well as the beautiful park. I have told many friends about the park.
- I think we should keep a healthy living reputation instead of creating a business center like our surrounding areas.
- I work outside Sherwood. Price must be competitive. Otherwise I purchase goods and services outside Sherwood. It is easier for me to do my activities while I am not of Sherwood. Businesses in Sherwood are not competitive.

- I would just like to see continued growth in the village with more shopping and dining options to choose from.
- I would like to see more stores in and around Dicks.
- I'd love to see some reasonably priced specialty shops open in the downtown area. Open a smaller version of a "Target." Perhaps a reasonably priced convenience store to purchase hygiene/diapers/medicine/etc.
- If prices and quality were similar to Appleton I would prefer to shop and eat out in Sherwood. Dick's grocery is lovely, but very expensive. I would love to see a coffee shop/book store and a "healthy food" restaurant.
- I'm going outside of Sherwood every day for kid activities so it's easy for me to shop there. It's actually more of an effort to shop locally because it's a second stop since I have to go to Darboy regardless (kid trips happen every day).
- It would be nice if they would build a home care center for the elder folks. It is needed bad.
- It would be wonderful to have a hardware store here.
- It's obvious what will work for this area. Has many recreation and resort type possibilities which should be used in its future. Condo retirement.
- Keep the hometown/ small town feel of Sherwood. We don't need chain stores or fast food restaurants. Let us be the destination for parks/trails/recreation with maybe high end boutiques, shops to draw people to our already established dining and bar businesses in the area
- Like the look and feel of Sherwood, would hate to see that change by adding big box/large chain's to area. Would like to keep "small town" feel and add smaller, more local businesses. We are close enough to large/chain retailers that it is still convenient, but don't need to have right here.
- Like to see a retailer similar to a Shopko express.
- Love Dick's foods, probably one of the best additions since we have lived here.
- Maybe a day spa!
- Menards, Lowes, Fleet Farm, or Home Depot. Fast Food. Kwik Trip or BP. Car Dealership, Library with coffee.
- Men's and women's apparel.
- Miss a nice floral shop like we had.
- More stores and dining with competitive pricing and a larger inventory of items used daily. A few of the more popular casual dining establishments would be nice. It would also be great to have something like supplies plus where you could purchase pet food.
- Need gluten free options for food.
- Need local hardware store. Look at Barrington, IL and Evanston, IL for models of downtown appeal.
- Needs to be more trendy, to attract and draw interest to people.
- Outside of Dick's there are no places or options for shopping. Other businesses are tavern's, banks, gas station typical for a village of 3,000 people.
- Prefer to shop locally but pricing is a factor.
- Seasonal craft/art fairs, Boutours, children's resale clothing shop
- Senior meetings-conversation, coffee, book readings, cards, sewing, knitting, beading, etc.
- Sherwood cannot compete with normal retail. They need to have specialty shops and dining to draw people here.
- Sherwood must retain Dick's Food.
- Sherwood needs to become a destination and all new businesses need to reach out to surrounding communities.
- Shopko minus the food would be good.
- Shopping is extremely limited at best.
- Shopping is limited to Dick's Foods. Some form dollar store/department store mini needed.
- Small hardware store would be great but pretty hard to compete with the valley stores. Would be difficult to have selection of most of the stores like Home Depot or Menards. But it would be great to have something to get a quick.

- Small hotel/motel, niche stores, restaurants. Develop old bldgs, tourist stop/ destination/ Small upscale shops downtown would work well as a coffee shop too.
- Specialty furniture store would be nice. Something with unique furniture.
- Specialty stores.
- The current gas station is an overpriced joke. They have a monopoly on the prices show it.
- The survey was hard because a lot of the suggestions are already fulfilled by Sherwood businesses. Examples: Dicks Family Foods fulfills bakery, deli... There are already 3 hair salons. Birding supplies can be found at the Sherwood elevator, there are 3 bars, 3 sit down dining restaurants, and 2 ice cream shops. I think if there was something that would offer classes recreation and things to do it would service why people drive into town weekly for.
- There currently is not any shopping in Sherwood besides Dicks grocery.
- There is no shopping in Cliff/Sherwood and I prefer that. If shopping/stores/dining are added I don't want to see fast food or chains. Prefer specialty restaurants and shopping only.
- To help local business better advertising.
- Walgreens.
- Was very excited about new grocery store but prices are way too expensive. Only go if it's an emergency. Last time we ate out in Sherwood, we were given small glass of soda with no refills. Never went back.
- We are interested in organic/whole foods.
- We like the "Village of Sherwood News" and hope you continue to do that. Very happy with the new park and grocery store. People at the grocery store are wonderful. Some of the items are too high priced though. They need to stay within reason.
- We love Dicks.
- We moved to Sherwood for the peace and quiet not to shop and dine out. We are not in favor of more development.
- We think it would be nice to see a store that sold/rented equipment/books that catered to the areas outdoor recreational activities. Birding/nature books, cycling, hiking, camping, skiing. Kayak rental, fishing, snowshoeing, geocaching, boating, accessories. The site may also serve as a meeting place for groups/educational opportunities on above mentioned activities. Perhaps could sell their used equipment or buy a membership and receive discounts. Also, it could sell coffee, hot cocoa, soups in winter, and food/snacks for camper, hikers' and sports drinks/smoothies.
- We would frequent anything in Sherwood if the quality and or service was good. High Cliff means vacationers who want to buy. Provide all the outlets you can. We would like to see the downtown area of Sherwood improved with small, family owned businesses and avoid franchise-type business.
- Whatever stores or businesses we bring to Sherwood, we should make sure that Sherwood keeps it's clarity as an outdoor community. We need to be unique. Let's face it, people come to Sherwood for its beauty and green spaces. Otherwise, let's just move to Darboy. We are not just another suburb. Make all the stores have a code for building to a certain look. We don't want to look like a strip mall or like College Ave in Appleton or KK in Darboy.
- When people drive into Appleton to work and drive past a grocery store on their way, it is difficult to get them to shop in Sherwood. For those of us on the west side of Sherwood, it is much more convenient to shop at a grocery store we drive past every day than to go out of our way to get to Dick's.
- Would love a Farmer's Market.

Recreation (55 Responses)

- Swimming pool (6x)
- Dog park (5x)
- A themed miniature golf course and or groomed cross country ski trails.
- Add a dog park; I see as many dogs in Sherwood as I do children.

- Allow electric golf carts on Sherwood roads and trails. Allow snowmobiles to ride on the edge of the road to access the lake or trails
- An annual Wanick park event every summer similar to 2014 grand opening. With exception of public events, no drinking in parks.
- Better snowmobile trail access to our neighborhoods.
- Bicycle repair and rental for High Cliff visitors.
- Connect to more trails to get greater distance.
- Create an art community in village.
- Do focus on children events -we don't have little kids. Improve the walking trails-sidewalks are very cracked and a trip hazard. Plow in the winter. Build a small bridge over the large pond on Lake Breeze Drive. Have no outsiders fish on the ponds-they destroy the property, leave garbage behind, and ruin people's lawns by parking on them.
- Having a horseshoe league just for the community of Sherwood members. We are new to the neighborhood and it would be a great way to meet people. Also, a walking club for moms, I am a new mom and would love to meet other moms near the park where we live.
- High Cliff. Sherwood needs a disc golfing course.
- I am looking forward to using Wanick Park more this summer. Learning how the park works. When are the restrooms open who opens them along with lighting and splash pad. Who is in charge of maintenance at the park? I am afraid of the saying build and they will come in terms of vandalism. Praying it will not be a problem. Thank you for all the long tedious hard work being done. We moved here for simplicity hope it stays that way
- I highly recommend that the trails are kept open in the winter; you do not give up healthy walking/running because the weather changes and it's one of the big draw for the area. We have to use the streets or slippery snow covered trails once it snows. I see Sherwood as a recreation and nature destination. It's awesome for that. Farmers Market at Wanick Park would be great on Saturdays. Possibly 1 or 2 Art and Craft Fairs in the summer. Outdoor Folk Music concerts done by 8 pm also would be nice
- I think the Wanick Park was a great thing for the Village. For the future plan for putting walking trails through the whole village if that is not in the plans.
- I would like to see the trails around the ponds open and cleared year round for running/walking dogs.
- I would love to see indoor healthy recreation chores for kids + family like a pool. I travel to other communities a few times a week to use their pool a therapy. We are also lacking a public school which provides strong community.
- If our kids were younger we would love to use all the things at Wanick park.
- It would be great to have a library.
- It would be nice to have teen activity nights planned in the summer.
- Keep adding walking/biking trails throughout new neighborhoods.
- Love the walking trails connecting the new subdivisions. Hope you will continue adding more to the west side. Good job to everyone working on the new direction Sherwood is taking!
- Love Wanick Park, The trail system is awesome
- Loved Angels Restaurant. Great addition-Dick's Family Foods! Would like to see a dog park in Sherwood.
- Make the gym less expensive to use. We don't want more shopping, dining, or recreation in Sherwood!
- Many of the streets in Sherwood are normal after golf or Robin Hood themes. We should continue this by naming our events, banner area, trails... In the same manner. Village could sponsor a golf event or archery training or renaissance fair.
- Marina requires major improvements.
- Now I run to the south east side of Appleton surroundings, how well trails, ponds, parks are kept up. We use them almost daily. We would like to see improvements yet maintain the quiet, peaceful, natural surroundings for residents not become just a playground for out of town

campers who don't seem to contribute much to our economy, just possibly crowd our facilities. Living across the trail from the park. We worry about large, noisy gatherings too often during the year near the homes.

- Park activities for kids during summer
- Please put a backboard in the tennis courts so one can play practice by themselves. Most of time courts are vacant. I would use a backboard once/week.
- Replace Wanick with a senior citizens high rise complex with a swimming pool and activity center. The Sherwood population is at or near senior citizen age but nothing here for us. A lot of us go to Lake Park Swim and Fitness.
- Resurface walking trails around ponds. Very dangerous! Cracks and heaving.
- The rocks by the playground and splash pad are dangerous and have jagged edges. I think you should address that concern with running children.
- The village leaders have always said that recreation is our number one industry. Every year the local snowmobile club has to reroute the trail through the village because of some new development. The club has approached the village about establishing some kind of a permanent route, but it never happens. The club supports the business that has advertising in the trail map, but if there is no trail through the village the club will have to by-pass the village.
- To improve recreation I recommend keeping the walking trails clear in the winter. Travel for work-so some comments reflect.
- Wanick Park was well done with many options for fun for all. Love the Chubby Seagull special events at High Cliff Restaurant are fun family time.
- We don't use the park because we hate it. Ever since they built the ski hill in our backyard, we haven't been able to sell our home. Not even well below appraised value. Thanks for the screwing Sherwood.
- We need/ want more biking trails. Love living here but it's not a destination yet.
- What happened to the walking path along Spring Hill Drive? For safety reasons, they should be replaced.
- Wish there was easier access to Sled Hill-when you have small children, walking to the hill is exhausting don't understand why parking lot is so far away also why are there no benches in warming house??? Nice building, but don't understand the no seats. Why not have a monthly newsletter regarding on goings in Sherwood. It's never communicated as to events going on. Quarterly or annually is not enough. Let us know what's happening in black and white.
- Would also like events for teenagers.
- Would like to see an archery park.
- Would like to see ice skating rink cleared off so it can be used. Heated area has been locked every time we have been to the sled hill
- Would like to see the Halloween event back at High Cliff State Park. It would be nice if they had a canoe/kayak launching site at High Cliff
- You could start with a coffee, book, magazine exchange for seniors. Just someone to schmooze with. Paper products, for a nominal fee.

Dining/Restaurants (46 Responses)

- Fast food restaurant (5x)
- A bakery with a coffee shop, fresh pizza to take, Arby's
- A better way to identify eating/shopping/recreational options in Sherwood. List of Fine Dining, Casual Dining
- A fast food drive -through restaurant.
- A small coffee shop will be successful. A little microbrew pub with food would also be successful.
- Aldi's, McDonalds, Combination Bakery/Deli.
- An exceptional high quality restaurant/dining experience. Price, quality and service what two do you want? There are plenty of average, okay places to eat in Sherwood and surrounding area.

Very few top quality ones. Consistency is truly lacking. People will drive for a top restaurant. However you will never date again someone who has bad breath.

- Bring in restaurants serving quality food
- Coffee Shop
- Coffee shop for local teens and adults is really needed.
- Dining; Most of time we go to restaurant in Hilbert. Nothing in Sherwood matches it.
- Food delivery may improve ordering out from restaurants.
- Good Food that doesn't cost an arm and a leg. Won't shop local just because it's local. I shop for value.
- Got to get drive-thru.
- I work in Appleton, so I dine there more often. However some businesses I really like in Sherwood; Dick's; Sherwood Elevator; gas station; Angels Restaurant; and Zahringer's Barber Shop
- Just moved to Sherwood. I like the direction you are in. I believe a good dine-in/take out Chinese place would be good.
- Many of us want the coffee shop
- More "family friendly" restaurants for families with children.
- More drive-thru options for traffic travelling thru town.
- Mud Creek Cafe in Stockbridge- Love it. Similar Breakfast/Lunch place would be great!
- Pizza delivery is non-existent in Sherwood. Someone who delivers pizza would be nice.
- Pizza place would be nice.
- Put a Taco Bell in.
- Quality of local restaurants is less than surrounding restaurants.
- Sit down and carryout Pizza/casual that is not a bar atmosphere.
- The fine dining in Sherwood is terrible. Very high priced with very poor quality food. There is no fast food here. Subway at gas station only. The Outpost Bar and Grill is the best in Sherwood and I would have to say it is the only mediocre.
- Tom's or Culver's! We like that Sherwood is a bedroom community. We like the peacefulness, nature, and proximity to parks/trails/golf. We would make use of restaurants-fine dining like Village Hearthstone, coffee shop like Mud Creek, and fast food especially. Wouldn't want to see large stores like Walgreen's or Menards.
- Upgrade in restaurant quality is key.
- We desperately need local food delivery service i.e. pizza delivery. Busy families getting home late would rather order in than drive over to a local fast food.
- We don't need big retail or fast food in Sherwood.
- We have fast food restaurants in Sherwood? If we did and they were open till at least 2 am I would be interested.
- We have plenty of good dining and a wonderful grocery store.
- We love the Grainery and Outpost. Grainery and Outpost is good food but great people.
- We love the new owners/staff at the Outpost.
- We travel to Stockbridge for Mud Creek. Mud Creek is an amazing quality place.
- We would love modern/hip restaurants and architecture in Sherwood. Wine bar/coffee shop.
- We would love to have restaurants that do home delivery.
- Would like a coffee shop/lunch date place like Mud Creek Stockbridge.
- Would like to see a coffee/lunch/deli offering in Sherwood.
- Would love a coffee shop.
- Would love additional dining that didn't involve bringing our child a bag.
- Would really love a drive thru coffee shop

Downtown (16 Responses)

- Buy out some of the current downtown businesses if they aren't going to update or clean things up. Most of the downtown businesses are dumpy and unkempt.

- Define downtown...One central location for commerce.
- Downtown has potential for antiques and shops and for state park visitors. Why try to get more dining in town while businesses are empty? Poorly designed survey. Think outside the box.
- Downtown buildings need to be cleaned up, or tore down.
- Downtown Sherwood buildings are rundown. How about some more pots of flowers to spruce it up and holiday Christmas lights/decorations downtown are disappointing especially when compared to nearby towns. Maybe a tree with lights on empty round-about would be helpful in downtown Sherwood-intersection is dangerous with unusual angles and traffic traveling at high speed. Dick's is a great addition to Sherwood.
- Improve downtown.
- Improve pedestrian traffic in downtown.
- Is downtown Sherwood by Wanick Park or by the church? The church area business district is shabby and rundown looking. It needs lots of updating especially since it is visited often by people visiting Froggs Ice Cream store. You got the foot traffic now you need to take advantage of it. Farmer's Market should be there since it is easily seen by traffic that goes through the village and not hidden from view at Wanick Park. Coffee shops, craft/antique, meal market, etc. would do well there.
- Make downtown attractive and appealing. Make it a destination. Something people would want to come to. Have a safe crosswalk with flashing lights. Roundabout or square. Get the project moving.
- New face lift uptown to match the newer Wanick park area. Outdoor gas fire pits/gathering areas. Contract with artist to do sculptors around gathering areas.
- Please continue to focus on our downtown-anything would be an improvement. Even if at first we can't draw business into the downtown area at least improve the look of it to start. Ex: Lamp post lighting, benches, flower pots/baskets... Wanick Park and Dick's Family Foods are wonderful. Thank you! Thank you!
- Ref. Section 1a- I like the "look + feel" of downtown Sherwood- except for the extremely intersection next to the post office. Travel on WI 114/US 55's hidden from view for the person driving east wishing to pass through that intersection safely. Something must be done before someone is seriously injured or killed there.
- Renovate the downtown area. It's kind of Norman Rockwell's which is nice, but it's also a little unwelcoming with some of the buildings being older and the traffic is awful in that area. A roundabout would be nice. It's dangerous trying to get out on the highway.
- Tear down old buildings in downtown Sherwood. A real eye sore and can be utilized as new business to this area.
- There really is not an area I would call Downtown Sherwood. Any new business will find it hard to compete with similar businesses within 10-15 miles. New business needs to officiate itself with our great state park. Old general, junk, hardware store on 114 should be fixed or tore down. They are an eyesore. Heavily visited areas like Door County cannot support all small businesses. People here need to stop trying to make Sherwood something it cannot be. Our new grocery store has deli, meats, and bakery. We cannot support more of the same.
- We need more draw downtown we need downtown to receive a face lift and for the older historic buildings to be the cornerstone. These buildings need remodeling with shopping that gets the community that has grown up here. Stockbridge has power that a coffee shop brings community together.

Roads/Streets (14 Responses)

- A street light on the intersection of 114/Pigeon Rd for easier visibility turning to High Cliff State Park after dusk.
- A traffic roundabout is needed at the intersection of county M and Highway 114 in downtown Sherwood. The construction of a roundabout would beautify downtown Sherwood and slow down vehicles passing through the village.
- Address the dangerous intersection at M and 114. Make downtown Sherwood more aesthetically pleasing. Emphasize the unique topography. All surrounding communities are flat.
- Stop gravel/sand/mud that is a public nuisance on Clifton Road (a secondary/alternate road is NOT the solution).
- Don't forget about parking- Hwy 114 is too busy to allow/ encourage street parking
- Eliminate 114 through town and run it around (further east on 10, then south to re-connect).
- Fix before having to drive to Appleton. Village needs to figure out what is going on with DOT and the STH 114 expansion plans.
- Fix the streets first. No one wants to drive around a town with broken down, pothole filled, bumpy streets. Bring in the four lane highway so the main drag will be smooth at least.
- Get through traffic out of Sherwood downtown. Highway, 114 and 55 I use the term downtown loosely.
- Improve 114 Military Road intersection for access and safety to businesses for walkers and all.
- More signs. Ones that you can see from the highway. Businesses are hard to find. Speed Limit needs to be lowered through town.
- Need sidewalk thru village/bike path yard site more hours.
- Stop wasting money on parks not needed. Traffic is a major problem. This is a village, not meant to become a big city.
- The crazy intersection by the post office either round about or construction.

Small Town Atmosphere (11 Responses)

- Being so close to Appleton and being a bedroom community it is difficult for most businesses to thrive here. People move here for what it is!
- Do a good job of what Sherwood does have. Roads, paths, green space, parks, keep Sherwood as a rural setting. We don't need another Darboy.
- I like Sherwood as it is. Small and quaint.
- I'm in no hurry to see Sherwood grow too fast. We moved here because of it's quiet, peaceful, slow pace
- Less of everything is better living in a natural area.
- Let's not try to make Sherwood into one of the typical boring suburbs that offers the same businesses and franchises available throughout the Fox Cities. This area is unique in its abundance of nature and places of solitude-a true rarity in today's world. We can still see the stars at night without the interfering glare of lights, so we don't need or want more businesses or conveniences that we can get close by in the city. Sherwood=solace and recreation.
- Moved to Sherwood because we love the small town feeling.
- Preserve Sherwood as it is. Use Nature, Froggs, Angels Restaurant-what happened! Keep the big city things out. That's why we moved here. No fast food. It will ruin what we have. Then crime...will follow.
- Quaint and small town. That's what we love.
- Sherwood is a quiet, beautiful village.
- We like to small town feel of Sherwood.

Miscellaneous (24 Responses)

- Clean up unsightly properties-stop horsing around.
- Get out the word about the "goodness" of Sherwood. Newspaper articles, TV, etc. highlighting life in Sherwood as wholesome outdoor choices, beautiful scenery and very friendly folks.
- I like the proposal future plans for Sherwood but am apprehensive in regard to the time element of this implantation we would hope these proposals keep moving on a timely basis.
- I like to see the proactive effort in guiding the growth of the village. Keep up the good work.
- I love Sherwood!
- If Kaukauna build a 4k -6th grade school in Sherwood that would attract more families to use our local resources.
- If must be more than just here. It must be competitive, attractive and safe
- Just moved here 6 months ago
- Keep grounds groomed throughout the village. Get rid of residence on South End of Village w/ all the junk.
- Keep up great work on Vision for Sherwood. Like the effort.
- Newly constructed businesses should consider using local contractors. (Our Dick's grocery store was built by a contractor from Green Bay, who does not patronize the store). We feel like downtown (by the church) should not be developed. New business should build by Wanick Park area.
- No you are doing a fine job
- No young children so some activities do not apply.
- Not a local government function way off track
- Not related to shopping. Village needs to be more consistent on trailers in driveways. For some it is ok and not others. Very poorly run and open for lawsuits.
- Quality of Lake in summer time. Stop pumping marina into lake. Smell is unbearable
- Sherwood is a small community-cost and participation needs to be kept in mind. Yes it would be nice to have more options, but what is no cost and how many would participate?
- Sherwood is not a destination location; Door County and Minocqua are examples of such locations. Spending tax dollars to develop or invest in this vision is not being fiscally responsible. Buying distressed properties is also a poor investment. Suing the Village of Harrison is also a waste of tax payer's money. Sherwood's attraction is its bedroom community atmosphere past, present, and future. It is not what you spend but what you save.
- Sustain a high level of quality,
- That old building has to go. The corner needs to be remodeled so bad.
- This is an age specific questionnaire please remember that when you compile the answers we are also a bedroom community. That's different from a suburban community.
- Though not related to your question, is there anything the village can do to attract another carrier besides TDS
- Very happy living here.
- Would love to see a second survey for second adult in house. I don't feel like these answers fully represent our total household. I would like to be able to offer more info.

Appendix C – Quantitative Summary of Responses by Question

Section 1: Consumer Purchases

1. How strongly do you agree/disagree with the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a. I like the look and feel of downtown Sherwood	3%	12%	26%	40%	19%
b. I like the future direction Sherwood is taking	13%	51%	26%	5%	4%
c. It is important to buy products and services locally	41%	49%	8%	1%	1%
d. I believe in supporting businesses owned by local people	44%	50%	5%	0%	1%
e. Compared to other places I patronize, customer service in Sherwood is, on average, better	13%	42%	39%	4%	1%

2. Indicate how often you shop in the following locations:

	Once per Week	Every 2 Weeks	Once a Month	Every 6 Months	Rarely/Never
a. Sherwood	69%	18%	8%	1%	3%
b. Kaukauna	24%	18%	27%	14%	18%
c. Darboy (Calumet Street area)	60%	21%	13%	2%	4%
d. Appleton downtown or Fox River Mall	8%	14%	42%	24%	13%
e. Neenah/Menasha	3%	7%	16%	21%	53%
f. Chilton/Hilbert/Brillion	2%	3%	7%	17%	71%
g. Green Bay	1%	1%	7%	23%	67%
h. Online or mail order	10%	16%	30%	25%	19%

3. How often do you do the following *in Sherwood*?

	1 or More Times/Wk	Every 2 weeks	Once a month	Every Few Months	Rarely/Never
a. Shop for groceries	60%	23%	11%	3%	3%
b. Shop for non-grocery items	14%	13%	14%	15%	44%
c. Eat out	17%	20%	25%	26%	12%
d. Go out for drinks	15%	13%	13%	17%	42%
e. Golf	10%	5%	10%	15%	59%
f. Go bowling	2%	1%	0%	7%	90%
g. Visit a bank or credit union	11%	12%	11%	7%	60%
h. Visit a Chiropractor	0%	1%	0%	2%	97%
i. Visit a Dentist	0%	0%	1%	23%	76%
j. Get hair cut/styled	1%	2%	15%	12%	72%
k. Utilize professional services (e.g. insurance, lawyer)	0%	0%	1%	9%	89%

l. Obtain pet care services	1%	0%	4%	25%	71%
m. Utilize parks or marina	31%	18%	19%	19%	13%
n. Obtain automotive service	1%	0%	2%	15%	82%
o. Purchase fuel	28%	32%	19%	14%	7%

4. Please identify up to FIVE businesses or services you and your family would utilize at least once a month if opened in Sherwood. (● Mark five)

6% Antiques	18% Deli/Specialty Foods	0% Bridal/Tux Rental	3% Photofinish/1Hr Photo
12% Books	23% Meats/Butcher Shop	6% Dry Cleaner	13% Video Rental Store
3% Art Gallery	13% Health Foods	2% Laundromat	1% Electronics
9% Gift/Souvenirs	22% Bakery	7% Hair/Nail Salon	1% Cell Phone
7% Clothing-Family	41% Coffee Shop	5% Child Care	2% Office Supplies
2% Clothing-Men's	15% Liquor/Wine Store	6% Arcade/Kid's Entert.	1% Copy Center
5% Clothing-Women's	21% Brew Pub	23% Fitness Center	6% Pet and Pet Supply
3% Shoe Store	17% Fine Dining	12% Sporting Goods	37% Drug Store
40% Fast Food	5% Birding Supplies	4% Hobby/Toy/Game	6% Physician Office
1% Diet Center	5% Bicycles/Supplies	18% Lawn and Garden	48% Hardware store
7% Kitchen/Home Improve.	9% Other <u>See Appendix B</u>		

5. Please choose the two items that would MOST motivate you to make more purchases in Sherwood. (● Mark two)

52% More sales/Better prices	46% Improve selection
2% Online shopping at current Sherwood stores	15% Have inventory better match today's styles and preferences
64% Convenience/less travel	8% Have hours that better match my schedule
5% Improve customer service	

6. What advertising medium do you most rely on to make entertainment and shopping decisions? (● Mark one)

Radio	TV	Newspaper	Internet/social media	Word of mouth	Other	<u>See Appendix B</u>
4%	8%	34%	23%	35%		5%

7. What newspaper do you most often use to make entertainment and shopping decisions? (● Mark one)

45% Appleton Post Crescent	32% Times Villager	1% Milwaukee Journal Sentinel
1% Brillion News	1% Chilton News	0% Green Bay Press Gazette
4% Lake to Lake Shopper	25% Don't use newspapers	

8. If offered, would you use a Sherwood business website or social media link that would deliver print or electronic coupons and make you aware of sales and promotions from local businesses?

74% Yes	26% No
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Section 2: Dining

9. Please indicate how often you eat out or pick up food for the following meals and locations.

	5 or more times/week	2-4 times per week	Once a Week	Once a Month	Every few months	Rarely/Never
a. Breakfast	1%	3%	11%	22%	22%	41%
b. Lunch	1%	9%	27%	26%	17%	20%
c. Dinner	1%	16%	45%	26%	8%	4%

10. How often do you eat at or pick up food from the following types of restaurants?

	5 or more times/week	2-4 times per week	Once a Week	Once a Month	Every few months	Rarely/ Never
a. Full Service-Fine Dining in Sherwood	0%	1%	8%	19%	32%	40%
b. Full Service-Fine Dining outside Sherwood	0%	3%	13%	33%	29%	21%
c. Full Service-Casual in Sherwood	0%	1%	14%	26%	33%	25%
d. Full Service-Casual outside Sherwood	0%	6%	23%	34%	26%	10%
e. Bar & Grill in Sherwood	0%	2%	19%	25%	27%	26%
f. Bar & Grill outside Sherwood	0%	2%	12%	31%	25%	31%
g. Fast Food Drive Thru in Sherwood	0%	0%	2%	5%	9%	84%
h. Fast Food Drive Thru outside Sherwood	1%	9%	21%	25%	16%	29%
i. Deli/Carry Out in Sherwood	0%	4%	13%	24%	21%	37%
j. Deli/Carry Out outside Sherwood	0%	2%	13%	23%	21%	42%

Section 3: Recreation and Leisure

11. Which of these local events or amenities did you attend or use in the last 12 months? (● Mark all that apply)

36% High Cliff Fest	12% Triathlon	16% Winter Solstice
52% Wanick Park Opening	27% Wanick Park Splash Pad	19% Wanick Pk tennis or basketball court
61% Neighborhood yard sales	9% High Cliff Park anniversary	79% Trails at High Cliff
16% Halloween at Wanick Pk	7% Educ. programs at High Cliff	11% Other <u>See Appendix B</u>

12. What kind of activities and programs would you like to see offered in Sherwood? (● Mark all that apply)

88% Farmers Market	6% Tennis League	8% Basketball League
26% 5K Run/Walk	12% Tennis Lessons	28% Holiday Events (e.g. Easter Egg Hunt)
21% Community Garden	15% Healthy Active Challenge	67% Amphitheater Concert Series
21% Topic specific leisure/recreation programs (e.g. birdwatching, watercolor, photography)		
8% Other <u>See Appendix B</u>		

13. What kind of activities and amenities do/would you use at Wanick Park? (● Mark all that apply)

82% Trails	20% Horseshoe Court	41% Ice Rink
25% Basketball Court	7% Pickle Ball	50% Playground
30% Tennis Court	51% Sled Hill	45% Splash Pad
15% Baseball Diamond	7% Other <u>See Appendix B</u>	

14. Do you have any additional comments to help us improve shopping, dining and recreation in Sherwood?

See Appendix B

Demographics: Please tell us a bit about yourself.

15. How many adults age 18+ live in your household?	1	2	3	4	5	6+		
	9%	80%	9%	2%	0%	0%		
16. How many children (under 18) live in your household	0	1	2	3	4	5+		
	64%	11%	18%	6%	2%	<1%		
17. What are the ages of the people living in your house?		18-24	25-34	35-44	45-54	55-64	65+	
Adult 1		3%	8%	19%	26%	24%	21%	
Adult 2		1%	8%	19%	27%	26%	19%	
Adult 3		54%	12%	4%	15%	7%	7%	
Adult 4		53%	0%	0%	33%	7%	7%	
		Under 5	5-17		Under 5	5-17		
Child 1		21%	79%	Child 4	60%	40%		
Child 2		24%	76%	Child 5	67%	33%		
Child 3		40%	60%	Child 6	50%	50%		
18. How long have you lived in Sherwood?	Less than 2 yrs	2-5 yrs	5.1-10 yrs	10.1-20 yrs	Over 20 yrs			
	9%	11%	19%	43%	17%			
19. In what city/village do you work (or nearest city if working in a rural area)? If not applicable, go to Q21.	See Appendix B							
20. Indicate your primary commuting route when you begin your daily commute								
Work in Sherwood	East on Hwy 114	West on Hwy 114	North on Hwy 55	South on Hwy 55	North on County Rd. M			
6%	15%	59%	15%	2%	4%			
21. What is the highest level of formal education you have completed?								
0%	Less than High School	15%	Some college/tech/trade school	39%	Bachelor's degree			
10%	High School Diploma	15%	2-year college/tech/trade school degree	21%	Graduate or Professional degree			
22. Sex:	Male	Female	23. What is your household's annual income?					
	50%	50%	1%	under \$15,000	10%	\$35,000 - \$49,999	32%	\$100,000 - \$149,999
			1%	\$15,000 - \$24,999	18%	\$50,000 - \$74,999	12%	\$150,000 - \$199,999
			2%	\$25,000 - \$34,999	18%	\$75,000 - \$99,999	7%	\$200,000 or more

Thanks for completing the survey!