Brewer

Retail

Consumer

Survey

May 15, 2008

Acknowledgments

The Economic Development Office of the City of Brewer, Maine, commissioned this first of its kind consumer and retail business study for the city of Brewer. The Economic Development Office engaged businesses and city officials to assist with the design and formulation of the survey.

Special thanks to the merchants who provided gift certificate and coupon incentives to respondents for taking the survey. These merchants are Balance Hair & Body, Between Friends, Boomer Fitness, The Muddy Rudder, My Gym, Stonington Furniture, TD Banknorth, Wal-Mart Super Store and Winterport Boots.

In addition, we extend appreciation to the many business professionals who reviewed the survey drafts and made important design and content suggestions.

Lastly, thank you to the citizens and shoppers of Brewer who completed the survey and provided the necessary information to guide the ongoing economic development initiative in Brewer.

PURPOSE

General Purpose

The City of Brewer' Economic Development Department commissioned the survey to learn more about the shopping patterns, expectations and opinions of Brewer's retail consumers. The survey is part of Brewer's Business retention, development and attraction initiative. The study characterizes Brewer's retail sector, provides valuable details for Brewer's decision-makers and businesses interested in growing their business or locating in Brewer. Business attraction requires up-to-date market analysis, proof of attractiveness and estimations of potential, and this study provides a starting point.

Information Sought

The survey determines the preferences of shoppers who frequent Brewer. It details the percentages and dollar amounts spent in Brewer for selected merchandise categories. It identifies some of the changes that must take place to make Brewer's Main Street and waterfront an attractive destination for shopping, dining and entertainment. The survey contrasts Brewer with other locations and examines where shoppers go when they do not shop in Brewer. It explores perceptions about the current image of the Brewer waterfront and asks for suggestions for image improvement. An additional goal is to establish a baseline for future studies and possibly longitudinal market research. The survey does not measure the impact or preferences of visitors or tourists coming to Brewer.

Target Audience
The survey targets anyone who spends part of their daily life in Brewer, which includes people who live, shop regularly work or commute to/from Brewer. Because of the inescapable impact of the internet, the survey also targets internet-connected consumers. This population segment represents the competitive influence of the internet and its influence on shopping in a rural region of Maine. Lastly, this is a growing demographic that is worthy of analysis, particularly in longitudinal studies.

Coverage
The survey's primary focus is on the retail merchandising along *Penobscot Landing,* a historic waterfront corridor that parallels the Penobscot River and extends from North Main Street to the Brewer city limit at the end of South Main Street. Penobscot Landing includes businesses, residences, historic sites, parks and trails. Currently, the area has mixed uses and zoning. The condition of the buildings and properties also vary greatly in age, condition and maintenance. Regardless of the current conditions, this corridor has significant potential for retail, office and residential development. This potential is especially dramatic given the recent addition of businesses that employ hundreds of highly paid employees.

Executive Summary & Highlights

From the online analysis of 534 completed surveys of Brewer residents, commuters and shoppers, the study finds that there is a significant potential for business development along Brewer's Main Street corridor. Conversely, the responses confirm the need for dramatic action, business/government partnerships and a community-wide initiative to improve the current infrastructure and make the area appealing to business development.

To summarize the results it is helpful to imagine interviewing the "typical" online respondent in person. This person would more likely be female than male due to the 2:1 female to male gender ratio in the survey. The following narrative would likely characterize the general results found in the survey.

The respondent would likely be a 45-year-old Brewer resident (67%) commuting to work in Bangor (48%). The occupation could be one of the three most commonly stated as, business professional (12%), self-employed (11%) or a healthcare professional (11%). Delving into the demographics further, we would learn that the respondent is highly educated with a high probability (47%) of having earned either a bachelors of graduate education. The income is also above that found in the US 2000 Census, earning $60,000 on average with over 30% making $80,000 or more per year.

Asking questions about their shopping behavior reveals that they shop frequently in Brewer (80%), at least several times per week, but only do a little more than half of their shopping there. To satisfy their unmet shopping needs, they use several alternatives to shopping in Brewer. They are most likely go to Bangor malls (99%) or use the Internet (52%). When asked where they prefer to shop for various retail products they again prefer the Bangor Malls. The alternative to the Bangor malls is limited to Brewer's Wilson Street and the Internet, which together are 35% of their shopping. Brewer's strongest retail category is for home décor and house wares, garnering a third of the shopping in this category.

The information gathering relies mostly on the newspaper and word-of-mouth advice. They readily share information about their shopping experience, using personal advice 35% of the time. At least half of their group considers shopping an experience, an "enjoyment". They consider their shopping enjoyable if it offers competitive prices (66%), convenient location (63%), variety or selection (52%) and quality (45%). Price is a driver. The average annual amount spent per retail category is $300.

In addition to shopping, they (88%) would like Brewer to have more restaurants, particularly locally owned, family style restaurants. Currently, they go outside of Brewer for nearly 80% of their dining, regardless of restaurant type. The most popular alternative to dining in Brewer is Bangor (98%). Dining out takes place nearly once a week, spending an average of $75 per month.

High quality professional entertainment, particularly live music (66%), movies (64%), and cultural events (50%) are also sought. The response to "what it would take to make the Main Street corridor a destination" the most typical response would be as follows. "Add more non-fast food restaurants (68%), outlet stores (53%), a public market (52%), book stores (45%) and live entertainment (40%) if you want to get me to shop more in Brewer."

"So what is preventing you from shopping in Brewer's waterfront Main Street district?" Their paraphrased answer would be "make it more accessible by car (37%), invest in the development of new and existing businesses (36%) and make it attractive and well maintained (25%)."

Asked about their impression of the Main Street and waterfront district and they would convey a list of attributes. Which essentially say that it lacks nearly all of the desired attributes and has many of the most undesirable ones. Essentially, it is difficult to drive through, lacks variety, quantity and quality of retail offerings. Many would acknowledge it has untapped potential, a hometown appeal and a heritage worth capturing.

METHODOLOGY

General Methods

Between February 1, 2008 and April 15, 2008, Brewer's Economic Development Office conducted an Online Consumer Survey of Brewer residents, commuters and shoppers. The survey, conducted after the holiday shopping season, took advantage of consumers' fresh memory of purchasing patterns and avoided the distractions associated with the end-of-the-year holidays. The survey was officially launched with a newspaper article at the beginning of Brewer's Winter Fest, one of Brewer's seasonal events.

When the Economic Development department publicized the survey in the local newspaper and directed people to a link on the *Brewerme.org* website. The link connected respondents to the online survey. As part of the survey, respondents provided their emails for coupon and gift redemption. Respondents were assured that all information would remain confidential and used only for survey-related communication. The goal was to get at least 400 (approximately 5% of Brewer population) responses to the survey.

Local business professionals pre-tested and commented on a paper form of the questionnaire. The survey pre-testers were then interviewed to provide a more detailed analysis of the questions. This was followed by an online pretest to review the survey from the online perspective. The final online version met the requirement of taking about 10 minutes to complete.

The Survey Instrument – Online Delivery & Collection

This exploratory market research targeted people who have access to the internet and live in or frequent Brewer daily. The shopping characteristics and capabilities of the target audience also influenced the design of the questionnaire. Questions were tailored to the internet-connected audience for three reasons. First, the internet is a dominant alternative for shoppers, particularly in this rural region of Maine. Next, the delivery method targeted people with computer access, not only because of their capability with the internet for shopping but also because they are more likely to be representative of a target demographic likely to have higher incomes than the general population. Lastly, it simplified the collection, analysis and design of the survey, reducing time to complete a survey and increasing availability of the survey to respondents.

All purchase-pattern questions covered a year, asking questions with the phrase "for the last 12 months" to remove seasonal and holiday influences. The multiple-choice answers simplified questions providing frequency, volume or amount selections. The intention was to understand levels or trends more than actual dollar amounts. This also provided uniform responses for interpretation and analysis. The survey was available in paper form to anyone who requested a printed copy; however, the primary intention was to transact all surveys online. Some questions were open-ended to enable expression of general attributes and explore respondent's perspectives and perceptions. This type of question was limited to very interpretive topics such as image, preference and attitude. These explored ideas and opinions that vary with individuals

and experience. Lastly, some respondents did not provide responses to every question. Therefore, the total number of surveys and the number of responses for each question may vary according to whether each respondent completed every question. Each question was analyzed for its distribution of responses even though some questions received fewer responses than the total number of surveys taken on line. Surveys were included even when the respondent failed to complete every question in the survey but eliminating those who did not answer the required questions or did not complete the majority of each of the three sections.
Lastly, not all percentages add up to 100% due to rounding errors.

Survey Sample and Response Summary
A PDF for of the survey is found in Appendix E
The total number of surveys started: 561
Total number of fully completed surveys: 534 (95.2%)

Section I - DEMOGRAPHIC QUESTIONS
The wording from the questionnaire will appear in italic print in the analysis section of the report.

Q1. WHERE YOU LIVE: Using your zip code, identify the community you live in.

Local Zip Code & City	Live City
04412 Brewer	**67.3%**
04402 & 04401 Bangor*	12.9%
04429 Holden & Dedham	7.2%
04428 Eddington & Clifton	4.1%
04474 Orrington	3.9%
04444 Hampden	2.4%
All other zip codes**	4.3%

(Total responses 536)

With this question, we wanted to determine where Brewer shoppers lived. The results are in line with the expectations of a survey focusing on people who are in Brewer routinely or daily. Slightly over 67% of the respondents report that they reside in Brewer. Brewer shoppers residing at Bangor Zip Codes accounted for nearly 13% of the responses.

(*)Includes: Glenburn, Veazie and Hermon)

(**) Includes: Brownville Junction, Bucksport, Corinna, Ellsworth, Levant, Millinocket, Newport, Old Town, Orland, Orono, Pittsfield, Seal Cove, Stillwater, Stockton Springs and Winterport)

Q2. WHERE YOU WORK: Using your zip code, identify the community you work in.

Local Zip Code & City	Work City
04401 & 04402 Bangor *	**47.9%**
04412 Brewer	39.5%
04473 Orono	3.8%
04444 Hampden	2.8%
04429 Holden Dedham	2.0%
04468 Old Town	1.4%
04416 Bucksport	0.6%
04605 Ellsworth	0.4%
All other zip codes **	1.2%

(Total responses 488)

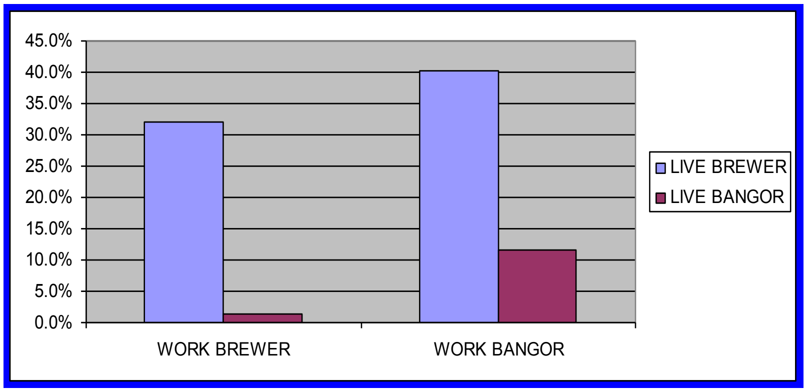

Fig. *1*
Cross tabulation of Brewer and Bangor commuters.

With this question, we determined that more Brewer residents work outside of Brewer than live and work in Brewer. Of the 361 Brewer residents, more work in Bangor, 40%, than work in Brewer, 32%. Only 1.3% of the Bangor residents work in Brewer, whereas, 12% live and work in Bangor.

It is reasonable to suggest that commuters make purchases near where they work or along their commuting route due to the convenience and easy access to retail merchants. The daily travel between Brewer and Bangor presents opportunities for businesses along the route to attract these commuters. The commuting routes to and from Bangor require residents to travel over one of the three bridges. Two of these bridges connect to North Main Street and the adjacent business district.

(*) Includes: Glenburn, Veazie & Hermon, total working in Bangor, 240

(**) Includes: Brownville Junction, Bucksport, Corinna, Ellsworth, Levant, Millinocket, Newport, Old Town, Orland, Orono, Pittsfield, Seal Cove, Stillwater, Stockton Springs and Winterport.

Q3. What is your email address?

Provides a way to follow up communications and offers the possibility of a longitudinal study of shopping patterns as the retail shopping evolves with the development of the different retail districts, historic waterfront areas and the impact of the addition of large employers.

Q4. The total number of people who lived full-time in your household during the past year?

Household of	% Response
1	11.6%
2	**40.4%**
3	20.7%
4	19.0%
5 or more	8.3%

(Total responses 552)

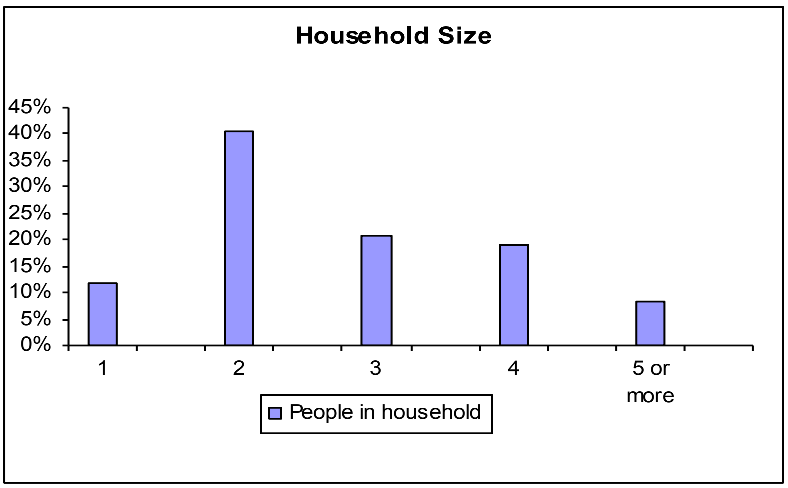

Fig. 2
Household size distribution for Brewer residents and commuters.

Over 40% of the households that shopped in Brewer reported having no children in the household. There is an average is 2.7 people per household, only slightly higher than the national average of 2.3 people per household as identified in the 2000 US Census for Brewer. This is not a significant departure from the census and suggests that the surveyed population is only slightly different from the general population in Brewer. (See Appendix A, 2000 US Census)

Q5. What is your highest level of education?

Education Level Attained	% Response	US Census
High school diploma or less	10.7%	
Some college, no degree	23.4%	
Associate or technical degree	18.9%	9.3%,
Bachelor's degree	**31.0%**	16.5%
Graduate or professional degree	16.0%	9.0%

(Total responses 551)

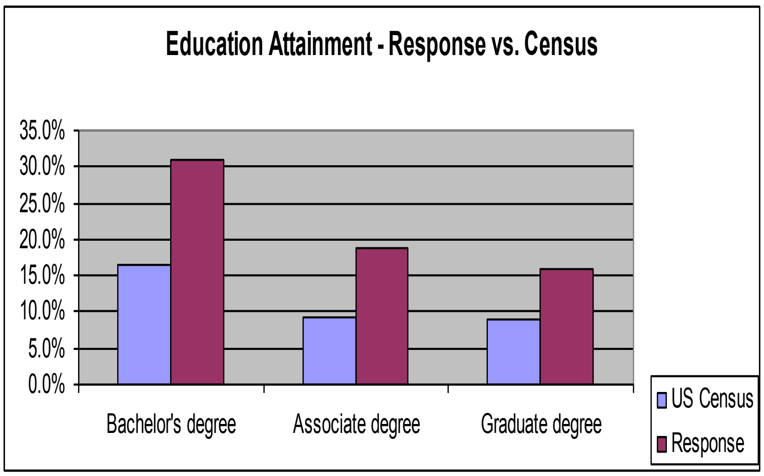

Fig. 3
Education attainment for Associate, Bachelor and graduate degrees comparing respondents and 2000 US Census for Brewer.

A higher percent of the respondents are college-educated than the general Brewer population. The level of education is often a strong predictor of income, disposable income, consumer behavior and products and services sought. The results correlate positively with the use of internet as an alternative to shopping locally. Likewise, this population correlates positively with higher incomes and smaller household sizes. Further research into specific demographic profiles is recommended for future business development and attraction initiatives.

Q6. What is your gender?

Gender	% Response
Female	**61.6%**
Male	38.4%

Females accounted for more than 61% of those surveyed. The distribution of respondents differed from the census, with females exceeding the census average by 12 percent. The 2000

US Census gender composition for Brewer was nearly even, with females representing 52% and males 48% of the population. Additional research into the distribution of responses by gender should be considered to determine any gender factors influencing the response rate.

Q7. To what age group do you belong?

Age Group	% Response
21-30	13.5%
31-40	24.5%
41-50	**27.3%**
51-60	23.3%
61-70	6.7%
71 and over	4.7%

(Total responses 550)

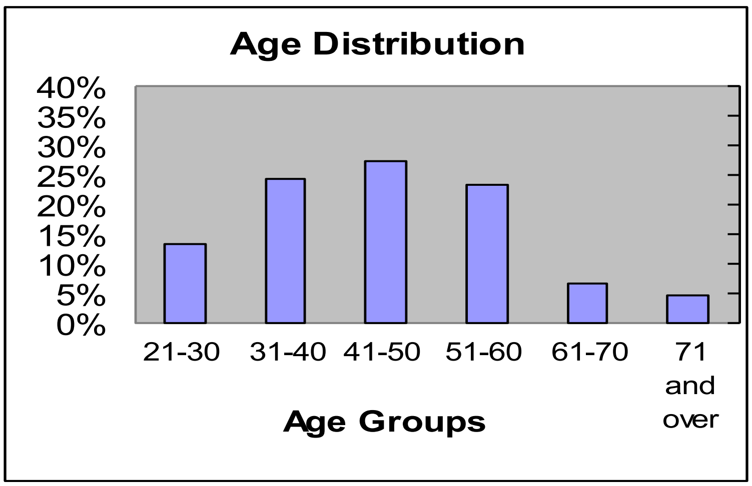

Fig. 4
Survey respondent age distributions.

The respondents median age is 44.7 years old, older than the census median age of 39.2 years for Brewer residents. The survey is driven by accessibility to the internet, and not a random sampling of the population. Age distribution has marketing implications for products and services sought, attitude toward shopping and characteristics (quality vs. fashion) of the products. When age and household size are considered together, we would expect that there would be slightly less disposable income.

Q8. What is your occupation?

Occupation	% Response
Business Professional	**12.1%**
Business Owner / Self-Employed	**10.8%**
Medical / Healthcare Professional	**10.7%**
Government / Civil Services	**10.1%**
Clerical / Secretary Support	**9.8%**
Retired	**9.8%**
Educator	7.2%
Manager / Supervisor	5.4%
Customer Service	3.8%
Homemaker	4.0%
Sales	3.6%
Full-Time Student	2.7%
Laborer	2.7%
Technology / Engineering *	2.4%
Social Service	1.8%
Other **	1.6%
Transportation	1.1%
Hospitality	0.4%

(Total responses 553)
The Clerical Support profession and retired respondents tie for 5th place, each representing nearly 10% of the occupation category of the survey. The relatively high number of retired respondents is consistent with demographic trends found across the State of Maine, which has the highest median age of any state in the country. Those reporting that they are retired in the survey accounted for 9.8% of the respondents. This is actually below the US Census, which estimates the retired population to be 13.5% of the population in Penobscot County. Of the retired, 16.7% belong to a two-person household.

A category titled "Technology & Engineering" (*) was added to the results after an analysis of the responses found in the "Other" catregory revealed many responses identifying themselves as Information Technology or Engineering professionals. (See Appendix B)

(**) Other includes the unemployed, disabled and several atypical occupation classifications.

Q9. What is your total household income for the last year?

Household Income	% Response
Below $30,000	11.1%
$30,000 to $40,000	10.6%
$40,000 to $50,000	11.1%
$50,000 to $60,000	13.5%
$60,000 to $70,000	12.6%
$70,000 to $80,000	10.4%
Above $80,000	**30.6%**

(Total responses 539)

The average annual income per household is just a few dollars short of the $60,000 income level. Over 53% report incomes over $60,000, which is 37% higher than the $43,900 income reported in the US Census in 2005. Looking at income from another perspective, over 67% of the responding households make over $50,000/year, which is higher than the census average. Of the retired, over 67% of the retirees make up to $50,000 per year. The over-$80,000 per year makes up nearly a third of the responses for this question. A closer look at the over-$80,000 respondents reveals occupations as self-employed (16%), business professionals (16%) or healthcare (15%).

SECTION II - CONSUMER QUESTIONS

Q10. How often do you shop in Brewer?

Brewer Shopping Frequency	% Response
Daily	22.3%
Several times per week but not daily	**58.3%**
1 per week	8.6%
Several times per month but not every week	7.1%
1 per month	3.2%
Only on special events (birthdays or anniversaries, etc.)	0.6%

(Total responses 537)

A closer look at the shopping frequency in Brewer shows that nearly 81% shop in Brewer daily or at least several times per week. By coupling the tendency to shop where you live with the growing number of large businesses in Brewer creates a potential for Brewer retailers.

Q11. How much of your retail shopping did you and your household do in Brewer during the last 12 months?

Brewer Specific Retail Shopping	% Response
All my shopping (100%)	1.1%
Nearly all (about 75%)	34.1%
Some but not all (about 50%)	**47.3%**
Very limited shopping (25% or less)	17.6%
None	0.0%

(Total responses 534)

Of the respondents, 65% did 50% or less of their shopping in Brewer. This is consistent with the University of Maine study on retail expenditures and leakage/surplus, (See Appendix C). Of the most frequent shoppers in Brewer, 34% state they do greater than 75% of their shopping in Brewer. Nearly half (47%), of the respondents spend only 50% of their retail expenditures in Brewer. Only little more than 1% do all of their shopping in Brewer despite being in Brewer daily. Of the respondents, 68% do more than half of their shopping outside of Brewer. This can serve as a proxy for the sales potential in Brewer.

Q12. If you did some or all of your retail shopping outside of Brewer, where else did you and your household do their retail shopping? Check every box for the locations in which you shopped during the last 12 months.

Non-Brewer Retail Shopping	% Response
Bangor	**99.4%**
Internet	51.5%
Ellsworth	33.0%
Portland	30.0%
Freeport	23.0%
Bar Harbor	9.7%
Bucksport	3.9%
Camden	3.3%
Other *	18.2%

(Total responses 533)

Nearly all of the respondents shop in Bangor when they do not shop in Brewer. The use of the internet as the second most used shopping alternative to Brewer is noteworthy. The mention of the internet by 51% provides some insight into the responses to some of the merchandise-specific questions 16, 18 and 20 that follow. Question 15 correlates positively with the attributes commonly associated with internet shopping.

(*) Other includes Augusta, Belfast, Boston, Hampden, Kittery, Lincoln, Newport, Old Town, Orono, Waterville or catalogs)

Q13. Your preferred place (city or shopping district) for retail shopping is?

Preferred Shopping Location	% Response
Bangor	**67.6%**
Brewer	13.9%
Freeport	2.7%
Internet	7.0%
Portland	5.5%
Other *	3.4%

(Total responses 526)

Only 14% of residents and commuters prefer Brewer as a shopping destination when 67.3% of the respondents live in Brewer. Later questions in this survey explain some of the preferences. Future studies may reveal the underlying causes of shopper preference for Bangor over Brewer. A further dissection of related responses offers the following observations about those who prefer Brewer and the preferences they exhibit.

Observations from survey responses:

- The 14% for Brewer does not include another 10% who live on the Brewer side of the Penobscot river (Q.1)
- 40% work in Brewer (Q2)
- 90% shop in Brewer at least once per week (Q.10)
- 35% shop in Brewer 75% of the time (Q.11)

(*) Other includes Augusta, Bar Harbor, Belfast, Camden, Kittery and New Hampshire)

Q14. If you shopped in Bangor in the last 12 months how much of your retail shopping did you and your household do in Bangor during the last 12 months?

Bangor's Retail Draw	% Response
All my shopping (100%)	0.7%
Nearly all (about 75%)	18.1%
Some but not all (about 50%)	**54.4%**
Very limited shopping (25% or less)	27.0%
None	0.0%

(Total responses 537)

Q15. Place a check the top 5 factors that influenced your decision about where to do your retail shopping. CHECK TOP 5

Top 5 Retail Decision Drivers	% Response
Competitive prices	**66.4%**
Convenient location	**63.0%**
Variety of products or services	**51.6%**
Quality of stores	**45.0%**
Many retail stores nearby	**44.9%**
Convenient hours	43.9%
Parking	32.9%
Customer service	30.7%
Restaurants and dining nearby	29.2%
Support local merchants	27.3%
Boutique or specialty stores available	19.4%
Attractiveness of shopping district	16.1%
Other	5.8%

(Total responses 535)

Of the top 5 factors stated, the "competitive prices" is the only choice that is not a tangible characteristic. The convenient location, variety, quality of stores and proximity of other retailers are factors that are or can be influenced by a merchant, associations and/or city government. The Merchants are in a position to address all of the top five consumer expectations. To make the shopping district more accessible for cars and pedestrians requires municipal assistance. In the "Other" option, 5.8% of the people similarly phrase their selection process in terms of variety, convenience or proximity.

Q16. Where did you do the majority of shopping for clothing and footwear in the last 12 months?

Actual shopping location	% Response
Bangor Malls, Hogan Road, other local malls	**64.8%**
Brewer: Wilson Street (national chains)	17.9%
Internet (e)	9.0%
Outside the Brewer and Bangor area	4.5%
Other *	3.2%
Brewer: Downtown - Main Street	0.4%
Bangor: Downtown	0.4%

(Total responses 531)

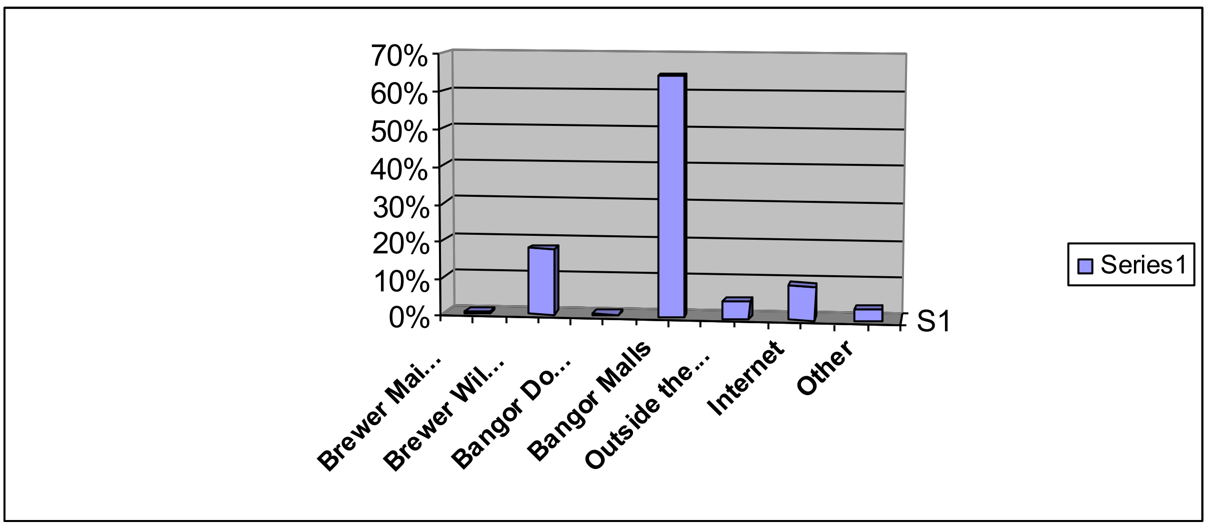

Fig. 5
Shopping distribution for Clothing and Footwear merchandise category.

Brewer's Wilson Street and the Bangor malls account for nearly 83% of this merchandise category. More respondents shop at the malls for clothing-related products than for any merchandise category in the survey. Of everyone surveyed, very few people shopped for clothing in either the Brewer or the Bangor downtowns. Downtown Bangor's proximity to Brewer and the available clothing retailers did not account for any appreciable clothing shopping by the Brewer residents in the survey.

(*) Other includes Freeport, Kittery, Mardens and New Hampshire

Q17. How much did you and your household spend, in the last 12 months, on clothing and footwear, regardless of location?

Clothing & Footwear Expenditures	% Response
Less than $300	20.8%
$301to $500	24.7%
$501 to $750	22.3%
$750 to $1,000	12.9%
$1,000 or more	19.5%

(Total responses 534)

The majority (68%) spend less than $750 per year on clothing and footwear.

Q18. Where did you do the majority of your shopping for special occasion gifts?

Location of Special Occasion Gifts Shopping	% Response
Bangor, malls	**46.3%**
Brewer - Wilson Street national chains	22.3%
Internet	15.8%
Bangor, Downtown	8.1%
Outside the Brewer and Bangor area	4.5%
Other	2.6%
Brewer Downtown	0.6%

(Total responses 533)

The mall locations continue to dominate the retail shopping experience. Internet shopping for special occasion gifts garnered nearly 16% of the responses, the highest reported internet usage of any of the merchandise categories in the survey. Internet shopping for this category is 77% higher than for internet clothes shopping, the next highest reported internet usage.

Q19. How much did you spend in the last 12 months on special occasion gifts, regardless of location?

Amount - Special Occasion Gifts Shopping	% Response
Less than $300	29.7%
$301to $500	26.9%
$501 to $750	14.8%
$750 to $1,000	11.2%
$1,000 or more	17.6%

(Total responses 528)

Q20. Where did you do the majority of shopping for sports, outdoor and fitness products?

Location - Sports, Outdoor and Fitness	% Response
Bangor, malls	**46.5%**
Brewer - Wilson Street national chains	23.5%
Internet	11.7%
Other	8.2%
Outside the Brewer and Bangor area	6.1%
Bangor, Downtown	2.9%
Brewer Downtown	1.3%

(Total responses 523)

Again, the two mall locations, Brewer and Bangor account for over two-thirds of the sales. Internet is again double digits and higher than outside areas and the two downtown districts in Bangor or Brewer. In the "other" category, many retired people stated they did not shop in this category at all or any more.

Q21. How much did you spend in the last 12 months on sports, outdoor and fitness products, regardless of location?

Amount - Sports, Outdoor & Fitness	% Response
Less than $300	54.7%
$301to $500	23.1%
$501 to $750	9.5%
$750 to $1,000	6.4%
$1,000 or more	6.6%

(Total responses 516)

The respondents spent the smallest dollar amount on sports, outdoor and fitness products. Many of the people who skipped this question reported being retired when asked, in Question 8, about their occupation.

Q22. Where did you do the majority of shopping for home decorating and house wares (excluding furniture and appliances)?

Location – Home Decorating & House Wares	% Response
Bangor, malls	51.3%
Brewer - Wilson Street national chains	31.7%
Outside the Brewer and Bangor area	4.9%
Internet	4.5%
Other	3.6%
Bangor, Downtown	2.6%
Brewer Downtown	1.5%

(Total responses 530)

The internet does not play as significant a role in the shopping in this retail category as it is reported in for other merchandise categories. Over 80% report that they do their house wares and décor shopping in a traditional mall setting.

Q23. How much did you spend in the last 12 months on home decorating and house wares (excluding furniture and appliances)?

Amount - home decorating & house wares	% Response
Less than $300	39.6%
$301to $500	24.3%
$501 to $750	15.8%
$750 to $1,000	8.3%
$1,000 or more	12.1%

(Total responses 530)

Table 1
Merchandise shopping preferences.

Location or Internet	CLOTING & FOOTWEAR	SPECIAL OCCASION GIFTS	FITNESS PRODUCTS	HOME DECORATING &HOUSE WARES	AVERAGE
Brewer Downtown	0.4%	0.6%	1.3%	1.5%	1.0%
Brewer - Wilson Street	17.9%	22.3%	23.5%	31.7%	23.9%
Bangor, Downtown	0.4%	8.1%	2.9%	2.6%	3.5%
Bangor - Malls	64.8%	46.3%	46.5%	51.3%	52.2%
Outside Brewer and Bangor area	4.5%	4.5%	6.1%	4.9%	5.0%
Internet	9.0%	15.8%	11.7%	4.5%	10.3%
Other	3.2%	2.6%	8.2%	3.6%	4.4%

A depiction of the retail categories contrasted with shopping preferences, expressed as a percentage.

Averaging the four merchandise categories places the Bangor Malls at the top, followed by Brewer's Wilson Street, with its national and regional chains. Malls get the highest traffic for clothing and footwear. The Wilson Street retailers do best with house wares and home décor, but still second to the malls in Bangor. The internet usage is highest Special Occasion Gifts. The two downtowns lag far behind the malls and internet in all merchandise categories. Bangor downtown is selected for Special Occasion Gifts but only to about an 8% level.

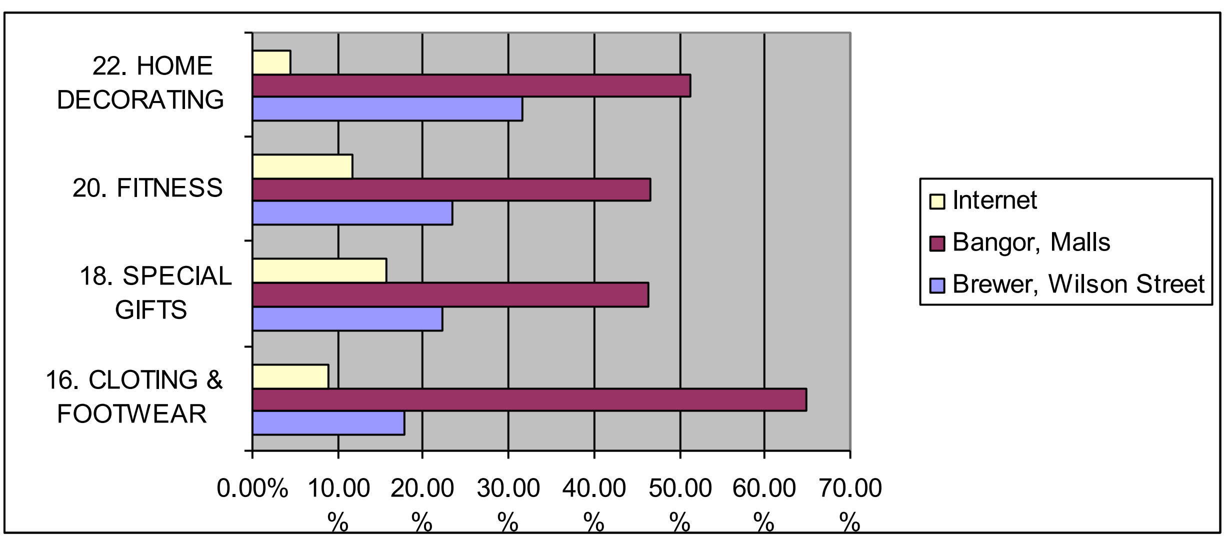

Fig. 6
Merchandise shopping, contrasting the three preferred shopping methods.

The importance of the internet

Table 1 demonstrates the growing importance of the internet, which continues to grow at double-digit rates and is a factor in the retail shopping experience. Clothing is one merchandise category that has been successful over the internet. Responses later in the survey state that variety, price and quality are the primary factors driving shopping decisions. Excluding house wares and décor, the internet apparently meets the driving factors well enough, on average, to account for double-digit share of the retail shopping.

> *"Online shopping continues to be a clear bright spot, online retail watcher comScore reporting that consumers have spent more than $18 billion online this holiday season – a 28% increase over last year."* Wall Street Journal

> *"The company (Wal-Mart) is pleased with online sales and customers are responding well to integration of the online and in-store shopping experience through our site-to-store shipping option."* Wall Street Journal

Brewer is in a predominantly rural setting with its inherent limits in variety, price and quality. These important decision drivers are worthy of more detailed analysis in the future. The importance of price and availability are likely to become more influential over the short-term due to energy and environment costs.

Q24. The characteristic which most closely identifies how you view shopping.

How You View Shopping	% Response
Always enjoy shopping	22.5%
Somewhat enjoy shopping	**33.0%**
So-so, neither like nor hate shopping	23.4%
Shopping is a necessity not a pleasure	19.6%
Strongly dislike shopping	1.7%

(Total responses 530)

The experiential part of shopping seems important to many shoppers. Over 50% of the survey answers characterize shopping as enjoyment. Retailers must consider how to include the "experience" in their strategy and offerings.

Q25. Select the TOP 2 media you relied on in the past 12 months to help you choose a local retail merchant?

TOP 2 Media	% Response
Newspaper advertising	**57.8%**
Recommendations from a friend or relative	**34.7%**
TV commercials	20.6%
Cable TV	16.9%
Direct mail	15.0%
Radio	12.0%
Internet website advertising	11.8%
None of the above	9.6%
Free print media	8.4%
Other *	3.4%

(Total responses 533)

The importance of recommendations from a friend or relative confirms the influence of Word of Mouth recommendations as a strategy for business growth and new customer attraction. More than ever, businesses need to make it possible for their customers to help market to prospective customers.

(*) Other includes consumer reports, store appearance / signage, website or phone book.

Q26. How much of your restaurant dining did you and your household do in Brewer during the last 12 months?

Restaurant	% Response
All my dining (100%)	0.9%
Nearly all (about 75%)	15.1%
Some but not all (about 50%)	37.4%
Very limited dining (25% or less)	42.6%
None	4.2%

(Total responses 530)

Q27. If you did some or all of your dining Outside of Brewer where else did you and your household dine during the last 12 months? Check every location you dined in over the last 12 months. Check every box that applies.

Dining Outside of Brewer	% Response
Bangor	97.5%
Portland	39.8%
Ellsworth	33.6%
Bar Harbor	31.3%
Brewer**	28.5%
Other*	23.6%
Boston	18.5%
Freeport	17.2%
Bucksport	10.8%
Camden	9.8%

(Total responses 530)

(*) Other includes Belfast, Hampden, Hermon, Old Town and Orono. Adjustments to the "Other" category include moving the Brewer write-ins to a row in this report for Brewer.

(**) Even though the question excluded Brewer, slightly over 28% of the respondents included Brewer in the "Other" category, a fill in option. A category for Brewer was created after the survey was completed to accommodate the large number of people took the initiative to type in Brewer in the "Other"

Q28. If you dined in Bangor, how much of your dining did you and your household do in Bangor during the last 12 months?

Dining in Bangor	% Response
All my dining (100%)	1.3%
Nearly all (about 75%)	28.1%
Some but not all (about 50%)	42.2%
Very limited dining shopping (25% or less)	27.9%
None	0.8%

(Total responses 530)

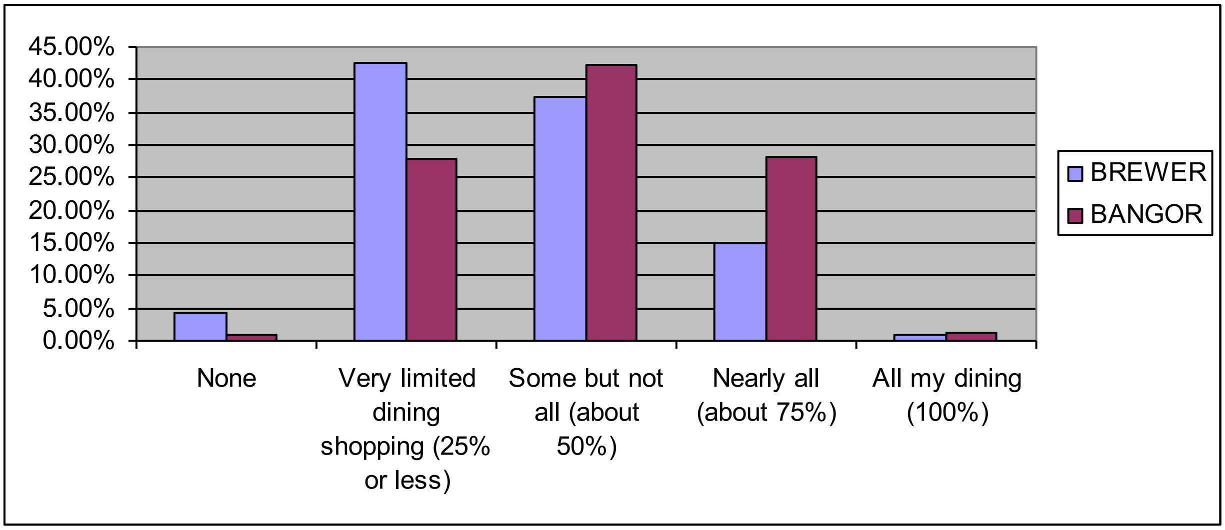

Fig. 7
Comparison of Brewer and Bangor dining responses to questions 26 and 28 in the survey

Q29. How often did you or your entire household dine at a restaurant?

Dining Frequency	% Response
Daily	0.4%
Several times per week but not daily	13.4%
1 per week	25.0%
Several times per month but not every week	32.8%
1 per month	17.3%
Only on special events (birthdays or anniversaries, etc.)	11.3%

(Total responses 530)

Q30. What is the amount you typically spend at Restaurants for yourself and your household per month?

Spend at Restaurants	% Response
Less than $40	20.8%
$40 to $60	26.8%
$60 to 100	21.9%
$100 to $250	22.6%
Over $250	8.1%

(Total responses 530)

Q31. Does Brewer need more restaurants?

More Restaurants	% Response
Yes	**88.1%**
No	12.1%

(Total responses 530)

Q32. If yes, what kind of restaurants would you suggest? Select both type (independent, local, regional or national) and/or style (fast food, family casual, formal).

Restaurants Wanted	% Response
Type	
Locally owned	63.7%
Regional chain	28.5%
National chain	52.2%
Style	
Formal sit-down	34.2%
Family	63.5%
Fast food	4.0%
Ethnic	30.4%

(Total responses 477)

Respondents answering this question had the option to choose both the restaurant type (i.e. family) and the type of ownership or management (i.e. national chain). The dominant suggestion is for locally owned family restaurant. The least suggested is for more fast-food restaurants.

Q33. In the last 12 months, what did you look for in an entertainment destination that offers live entertainment such as sports, music or theatre? Check every box that applies.

Entertainment Destination	% Response
Quality of entertainment	69.7%
Professional-level entertainment	39.8%
Wide variety	37.9%
Special, one-time or seasonal events	35.5%
Attractiveness of location	31.8%
Other *	10.9%

(Total responses 512)

Consumers prefer quality entertainment by nearly a 2:1 ratio to the second alternative, the professionalism of the entertainment. Apart from quality, the categories were all nearly equal in preference.

(*) Other includes No interest in entertainment, 4.5%, affordable, 2.3%, or miscellaneous responses.

Q34. What types of entertainment do you prefer? Check every box that applies.

Preferred Entertainment	% Response
Attending live music events	66.1%
Movies	64.2%
Attending cultural events (i.e. theatre, art, museums)	49.7%
Viewing sporting events	44.2%
Shopping	34.5%
Participating in a sporting events for physical activity	18.3%
Other *	7.4%

(Total responses 525)

Consumers in this survey are looking for musical entertainment. The form of music was not qualified. However, comments included a rage of musical entertainment, from pub singers to concerts.

(*) Other includes family, live non-music, craft / street fairs, sporting and nature activities.

Q35. How much did you and your household spend on entertainment in the last 12 months, excluding travel costs?

Amount Spent on Entertainment	% Response
Less than $300	36.7%
$301to $500	26.2%
$501 to $750	14.5%
$750 to $1,000	10.4%
$1,000 or more	12.4%

This question asks about expenditures and does not indicate what is wanted or what people would pay. It only is a reflection of the annual dollar amount spent per household.

(Total responses 530)

SECTION III - SHOPPING LOCATION QUESTIONS

Q36. I would definitely visit and shop in the Brewer Downtown (Along the Waterfront and North Main and South Main Street) if Brewer added or improved the following businesses or services. Place a check in the box near your choices for the TOP 5 Recommendations. CHECK TOP 5.

Added or Improved	% Response
Restaurants (not fast food)	**67.8%**
Outlet stores	**53.4%**
Public market	**52.6%**
Book stores	**45.3%**
Live entertainment	**39.9%**
Cultural or seasonal events	35.9%
Women's clothing	30.9%
Home decorating	29.4%
Specialty groceries	27.3%
Toy, craft, or hobby	24.6%
Bed and bath	22.5%
House wares	22.5%
Special occasion gifts	22.3%
Footwear store	21.1%
Children's clothing	16.1%
Men's clothing	15.7%
Sports and fitness	13.8%
Furniture store	13.6%
Other *	13.4%
Restaurants (fast food)	10.7%
Fitness products	7.7%

(Total responses 521)

The top suggestion for increasing the appeal of the Main Street corridor is to add restaurants. Over two-thirds of the respondents recommended adding non-fast food restaurants. Coupling this question with question 32, the need for locally owned family restaurant provides some direction for restaurant owners in or planning to locate in Brewer. The second ranked recommendation, at 53%, is the addition of outlet stores. Outlet stores, with their variety and price competitiveness are consistent with the frequently mention preferences for price and variety mentioned in earlier questions. The interest in a public market and live music fit well with the concept of the waterfront as a community-gathering place. Improvements to the riverfront present an opportunity to bring more traffic that is pedestrian to the Main Street corridor. Other popular suggestion is to add a bookstore to the area.

(*) Other includes an interest in evening entertainment, health food, movie theaters, office supply and seasonal (Christmas) shops.

Q37. What additional changes are necessary in Downtown Brewer (Along the Waterfront and North Main and South Main Street) or by the merchants in Downtown Brewer to make it certain that you would shop there?

The most important changes are	% Response	
Parking	21.0%	
Traffic	7.8%	
Accessibility (Overall)	6.2%	
Pedestrian	2.1%	
ACCESSIBILITY		**37.1%**
Variety	23.1%	
Waterfront	5.3%	
Restaurants	5.0%	
Advertise	1.6%	
Hotel	0.9%	
DEVELOPMENT		**35.9%**
Attractiveness	19.4%	
Low Prices	2.1%	
Entertainment	1.8%	
Family Oriented	1.4%	
ATTRACTIVENESS		**24.7%**

(Total responses 530) The responses represent a categorization of 97.5% of the recommendations.

During the analysis of the responses, it became evident that the responses fell naturally into three categories. They represented accessibility, development and attractiveness. People characterized accessibility as the capability to physically get to the Main Street corridor and its shops. Accessibility is largely a function of auto and truck traffic management. These fit well within the jurisdiction of the municipal, state and federal governments. Corrections to the traffic volume, patterns, parking and pedestrian safety are the top priority for the shoppers thinking about the Main Street corridor.
Development, however, seems to require the cooperation of government entities and the merchants in the affected area. Governments can facilitate the addition of specific types of businesses and the merchants need to promote their offerings to prospective shoppers.
The merchants and property owners and to a much lesser extent by the municipal government through zoning and maintenance influence attractiveness of the shopping district. The upshot of the information in the table is that no one entity can change the business district's character.

Not surprisingly, the successful development of a business district requires partnerships from business, government, citizens and interest groups.

Q37. 2&3 Second and third most important changes

The next most important changes are	% Response	
Parking	19.1%	
Traffic	8.6%	
Pedestrian	4.0%	
Accessibility (overall)	3.7%	
ACCESSIBILITY		**35.4%**
Variety	16.0%	
Restaurants	7.7%	
Waterfront	3.4%	
Advertise	1.5%	
DEVELOPMENT		**28.6%**
Attractiveness	21.6%	
Family oriented	3.4%	
Low prices	2.5%	
ATTRACTIVENESS		**27.5%**

The proposed improvements for making Brewer's Main Street corridor more appealing to shoppers all fall into the same response categories of accessibility, development and attractiveness. In each successive level, the proposals stayed close to the first tier recommendations. Thus, the second and third tiers are grouped for ease of interpretation.

Q38. What type of SPECIAL EVENTS would you like to add to Brewer's downtown retail and business district?

The special events	% response
Food festival	63.1%
Music festivals	62.5%
Seasonal theme events	51.5%
Maine crafts exhibits	46.6%
Cultural or historic events	40.4%
Children's events	38.4%
Art exhibits	33.0%
Sporting events	27.0%
Other *	5.0%

(Total responses 515)

(*) Other includes

- Cultural / ethnic festivals (like BDN's immigrant series)
- Live entertainment (comedy, plays, parades)
- Farmers' market, street fairs, flea markets, food, and art
- Health or educational events
- Utilize the waterfront and the river

Again, food seems to be a recurring theme that is lacking in Brewer.

Q39. How would you describe the shopping experience in Brewer's Downtown shopping district? (Along the Waterfront and North Main and South Main Street) see appendix for summary)

Conclusion

Appendix A

Table A-1

Trade Area Analysis of Retail Sales, Brewer, Maine.

State of Maine Average Per Capita Expenditure Rates

Merchandise Category	2000	2004	2005
Auto/Trans	$2.168	$2,440	$2,394
Building Supply	$1.199	$1.616	$1,697
Food	$1.036	$968	$1,016
General Merchandise	$1,943	$2.173	$2.182
Other Retail	$998	$1,140	$1,211
Restaurant/Lodging	$1,530	$1,695	$1,752
Business Operating	$961	$1,019	$1,055
Consumer Sales	$8,874	$10,031	$10,252
Total Sales	$9,835	$11,050	$11,307

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Appendix A

Table A-2

Trade Area Analysis of Retail Sales, Brewer, Maine.

Trade Area Analysis of Retail Sales for Brewer, Maine, 2005

Merchandise Category	Potential Sales	Actual Sales	Surplus or (Leakage)	Surplus or (leakage) as a percent of Potential Sales	Equiv Population Gain or (Loss)
Auto/Trans	$18.606.858	$70,093,000	$51,486,142	276.7%	25,093
Building Supply	$12.984.925	$8,780,200	($4.204,725)	-32.4%	-2,892
Food	$9,788,833	$16.424.800	$6,635,967	67.8%	7,625
General Merchandise	$22,430,134	$71,693.900	$49.263,766	219.6%	26,349
Other Retail	$18,516,996	$11.790.300	($6,726,696)	-36.3%	-6,481
Restaurant/Lodging	$15,790,108	$23,568,600	$7,778,492	49.3%	5,180
Business Operating	$10,476,468	$39,118.000	$28,641,532	273.4%	31,692
Consumer Sales	$98,117,854	$202,350,800	$104.232,946	106.2%	11,865
Total Sales	$108.594,322	$241,468.800	$132,874,478	122.4%	13,714

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Appendix A

Table A-3

Trade Area Analysis of Retail Sales, Brewer, Maine.

Surplus or (Leakage) Comparison

Merchandise Category	2000	2004	2005
Auto/Trans	$33,879,105	$44,176,272	$51,486,142
Building Supply	($1,046,808)	($5,614,423)	($4,204,725)
Food	$6,086,095	$5,774,587	$6,635,967
General Merchandise	$10,639,925	$44,872,844	$49,263,766
Other Retail	($8,042,548)	($7,154,230)	($6,726,696)
Restaurant/Lodging	$2,165,153	$4,542,007	$7,778,492
Business Operating	$22,719,380	$29,265,312	$28,641,532
Consumer Sales	$43,680,922	$86,597,058	$104,232,946
Total Sales	$66,400,302	$115,862,370	$132,874,478

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Appendix A

Table A-4

Trade Area Analysis of Retail Sales, Brewer, Maine.

	Brewer Population	9100
	Pull Factor (PF)	1.07
Brewer Retail Sales	Other Retail Category	$11,700,000
Per Capita Sales (PCS)	PCS for Other Retail	$1,286
PCS Other Retail	Maine, state average sales for Other Retail	$1,200
Index Income (II)	(II)	1.6
Calculation population x PCS (state) x PF (avg. PF for same size towns) x Index Income (II) potential sales$18,720,000		
	potential sales	**$18,720,000**

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Appendix B, 2000 US Census

** http://censtats.census.gov/data/ME/390230730.pdf
(1) http://www.city-data.com/city/Brewer-Maine.html
(2)http://www.city-data.com/city/Bangor-Maine.html

Table B-1
US Census Data
Population, Brewer, Maine
Population (year 2000): 8,987. Estimated population in July 2006: 9,079 (+1.0% change)

Q.4 Household size, US Census 2000
Brewer2.30
United States2.59
Average family size** 2.86 (X) 3.14
(A household includes all the people who occupy a housing unit as their usual place of residence.)

Q.5
High school graduate or higher 5,713 90.8 80.4%

Bachelor's degree or higher 1,602 25.5 24.4%

EDUCATIONAL ATTAINMENT (*)

Population 25 years and over	6,289	
Less than 9th grade	202	3.2%
9th to 12th grade, no diploma	374	5.9%
High school graduate (includes equivalency)	2,057	32.7%
Some college, no degree	1,467	23.3%
Associate degree	587	9.3%
Bachelor’s degree	1,035	16.5%
Graduate or professional degree	567	9.0%
Percent high school graduate or higher		90.8%
Percent bachelor’s degree or higher		25.5%

(*) Table DP-2. Profile of Selected Social Characteristics: 2000. Geographic area: Brewer city, Maine.

Q.6 Gender Distribution, Brewer, Maine**

Male	4,286	47.7%
Female.	4,701	52.3%

Q.7 Brewer Age Distribution, 2000 US Census

Age Group	Population	% Population
Under 5 years	493	5.5%
5 to 9 years	584	6.5%
10 to 14 years	616	6.9%
15 to 19 years	504	5.6%
20 to 24 years	500	5.6%
25 to 34 years	1,196	13.3%
35 to 44 years	1,533	17.1%
45 to 54 years	1,209	13.5%
55 to 59 years	463	5.2%
60 to 64 years	391	4.4%
65 to 74 years	774	8.6%
75 to 84 years	514	5.7%
85 years and over	210	2.3%

Census data

Maine Median Age
Maine median age: 38.6 years

"Maine, like the rest of the United States is getting older. In fact, in 2004 Maine was the "oldest"state in the union, with the highest median age. In 2000, about 14% of Maine's population was 65 or over. But over the next two and a half decades, the population 65 and older will grow to comprise 22% of Maine's. In absolute numbers, between 2000 and 2030, Maine's population of 65 or over will more than double from 181,000 to 397,000." (1)

(1) Colgan, Charles, S. Blaine House Conference on Aging. University of Southern Maine, Portland, Maine. Center for Business and Economic Research, Muskie School of Public Service. September 2006

Penobscot County Median resident age: 39.2 years

Q.9 Estimated median household income in 2005: $35,400 (it was $29,740 in 2000)
Bangor $35,400(2)
Maine: $42,801

Average income based on using the midpoint in each category to estimate the average. ($59,981.45)
Estimated median household income in (it was $36,949 in 2000) (1)
Brewer $43,900
Maine: $42,801
Median household income in 1999 (dollars)
36,949 (X) 41,994 map
Median family income in 1999 (dollars) 46,632 (X) 50,046 map

Per capita income in 1999 (dollars) $20,158

INCOME IN 1999
Households. 3,879 100.0
Less than $10,000. . . . . 462 11.9
$10,000 to $14,999. . . . . 323 8.3
$15,000 to $24,999. . . . . 440 11.3
$25,000 to $34,999. . . . . 596 15.4
$35,000 to $49,999. . . . . 745 19.2
$50,000 to $74,999. . . . . 722 18.6
$75,000 to $99,999. . . . . 354 9.1
$100,000 to $149,999. . . . . 172 4.4
$150,000 to $199,999. . . . . 30 0.8
$200,000 or more 35 0.9
Median household income (dollars) . . . . 36,949 (X)

Median Household Income*
Estimated median household income in 2005: $43,900 (it was $36,949 in 2000)
Brewer $43,900
Maine: $42,801

Appendix D, Questions 39 excerpts

Comment Text

1. more "necessary" stores, like a department or "general" store
2. (I like Marden's), there is no point in going to Brewer to shop
3. Somewhat depressing, unattractive and uninviting.
4. Accessibility to the river front would also help attract people to the Non-Existent, there is a need to offer a better class of shopping other than tattoo shops, hair I NEVER shop there!
5. There is no main attraction. Not easy to get from one area to another. Making a left from Muddy Rudder is an adventure and a danger at times.
6. Not much variety. I would love to see some clothing stores, or craft stores, or a Borders-type
7. frightening, nice to have the n main shopping center - great to be able to get in/out…
8. Not enough stores…Not the right stores, Parking problems
9. It could be more "pedestrian-attractive". I'm not specifically sure what to recommend…
10. Not alot of parking, that is why I don't tend to shop in that area. Sidewalks are in need of repair. It seems a little scattered. I'd love a reason to linger and be able to walk from one store to another…..
11. Also, try to get a few more stores that Bangor has so that we don't need to go all the way to the BGR mall blvd to get to them.
12. Not very stroller or parking friendly.
13. The shops are mostly trashy "mini-marts."…..Stores seem old and poorly kept from the outside, not much curb appeal to welcome customers.
14. The distance between stops are inconvenience and very limited shopping opportunities
15. feels like a low-income neighborhood. Some buildings need repairs and painting.
16. generally dismal, unless you want to buy a used guitar or redeem your bottles. Muddy Rudder Brewer is expanding very well and I am excited to see it keep growing.
17. None exsistant, there is no current shopping to experience….
18. offer better selection of stores to complete w/ malls in Bangor
19. We need to have a coordinated effort to bring more to our downtown…an event …
20. Noisy, dirty, not particularly good at this point...definitely not walker friendly
21. the parking and traffic flow usually have me "buzzing through" rather than checking out what is there. The clusters of businesses are scattered…. Must drive from oe to the other one….(miss) specialty gifts at Boysenberry's…..
22. I don't find it inviting and lacks in diversity. Not enough variety.
23. I don't find that there is anything…that is worth fighting traffic to visit…..need better presentation… centralization and a focal point…."get in and get the job done then get out" feel
24. farmers market to the waterfront once the pathway and gardens are complete…..
25. lacking in a well balanced variety of products,…
26. As a newcomer, I was disappointed that there really isn't all that much there. I think Brewer could make better use of the beautiful scenery….If the farmers' market were

down there, outdoor concerts, flower market, etc artisans in the spring and summer then would have a reason to go. Currently it is pretty unappealing.

27. Not very exciting. The fourth of July is the only time I look forward to Downtown Brewer
28. Since I live and pay taxes in Brewer, I would MUCH rather be able to spend most of my shopping dollars here and support the local economy.
29. Not enough parking spaces. Not enough major chains to attract people. Many empty areas that could be used by other businesses……
30. Waterfront, very difficult to negotiate… little parking, and the shops are too spread
31. Not as convenient as malls
32. Poor. Not advertised. No real draw.
33. Big chip, fuel, and trash trucks rule the road making it tough to drive, park or walk. I stay away
34. Much easier than having to head to Bangor!
35. Brewer downtown is not important because we have big-box stores. Downtown is only important to people who profit from it and people who profit by talking about it. Bangor had a mighty downtown and it died. Brewer had a downtown and it died. There is no ressurrection for downtowns.
36. horrible, it's congested and limited in the options we have. I think making the No Main St area from Meineke area down through police station location into an outlet mall would be a very bold but competitive move
37. There is much opportunty to develope this overlooked end of town into more of a I love Between Friends and think it adds a tremendous option to Brewer residents…..
38. Potential, is, however, exceptional!
39. lack of variety of stores and parking / accessibility - particularly along S Main between State and Wilson.
40. poor road quality, and extremely poor traffic flow, especially at peak times,
41. Brewer's downtown looks like a slum. It does not seem safe or clean.
42. How about some well designed condos along the river for professionals that could encouage, in Brewer needs some GOOD hotels
43. Buildings look run-down, out-dated, and dirty. Investment in facade renovation and urban beautification….more restaurants and a need at least one MAJOR business…
44. Cluttered, crazy-quilt and a parking nightmare. But I love Brewer.
45. Again, parking, parking & parking.
46. apart from locals, who would choose the downtown shopping district as a main destination. Cleaning up the waterfront near Muddy Rudder, adding a dock, another pub/bar/restaurant, and a variety store would be wonderful during boating season.
47. I dont consider Brewer to have a 'downtown'. There is nothing that connects one end of Main Street to the other - it is a series of scattered shops with no unifying visual theme
48. Brewer needs to take the pulse of the people. We can hardly pay the heating bill and you are talking about further development. Who will pay these bills or go out?
49. There's a downtown? There's a shopping experience?
50. Terrible--I go thru Brewer, in order to do things I want...elsewhere.