

Illuminating Brands





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Village of Shorewood
Community Online Survey Results
September 15, 2016

Background

The Village of Shorewood is in the process of identifying potential ways to reposition the Village with current and prospective residents and business owners. In order to move forward with this initiative, the Marketing Committee conducted qualitative and quantitative research to validate their potential future direction.

Research included two phases:

- 1) Focus groups with residents, businesses and neighbors.
- 2) Online research with residents, businesses and neighbors.

This analysis presents the findings from the online research. Phase 1 results were published under separate cover on April 6, 2016.



Research Objectives

Objectives for this two-phased research process included the following:

- Uncover perceptions of the Village of Shorewood relative to other communities and assess which attributes are most important to each constituency.
- Obtain reactions to current communications tactics.
- Determine how to best reposition the Village of Shorewood.



Survey Sample

A 10-minute online survey was conducted with the following constituencies:

- Village of Shorewood residents
- Village of Shorewood businesses
- Neighboring residents from Bayside, Fox Point, Glendale, Mequon, Milwaukee's East side, Wauwatosa and Whitefish Bay



Survey Distribution

A custom link was created using the Qualtrics survey tool. This link was shared with Village of Shorewood residents and businesses via numerous methods, in order to minimize survey bias and provide ample opportunity for each resident and business to participate.

- Email
- Shorewood social media
- Shorewood website
- Fliers
- Postcards to every single home and business

Qualtrics sent emails to neighboring communities using a hand-picked database of email survey participants distributed across 10 zip codes: 53097, 53202, 53209, 53210, 53211, 53212, 53213, 53217, 53222, 53226.



Ending Sample Sizes

Ending sample sizes for the survey are:

Shorewood Businesses:	18
Shorewood Residents:	352
Neighboring Residents:	<u>154</u>
Bayside	5
Fox Point	5
Glendale	23
Mequon	5
Milwaukee's East Side	55
Wauwatosa	46
Whitefish Bay	15
TOTAL	524



Report Flow

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DETAILED FINDINGS

A horizontal banner image featuring a sunset or sunrise over a range of dark, silhouetted hills. The sun is a bright, glowing orb positioned centrally above the horizon, with rays of light extending downwards. The sky is a gradient of light to dark grey. The text "SHOREWOOD BUSINESSES" is centered in the image in a bold, dark, sans-serif font.

SHOREWOOD BUSINESSES

Business Sample Size

Only 18 businesses participated in this online research. This is a very small sample size; however, on the positive side, it does represent 5% of the business community.

# of Shorewood Businesses:	330
Total Sample Size:	18
% of Businesses:	5%



Cautionary Note

Since this research only reflects the opinions of 18 Shorewood businesses, percentages are not shared within this report. Rather, data is viewed directionally, similar to feedback being gathered through focus groups or interviews.





KEY FINDINGS
SHOREWOOD BUSINESS OWNERS/MANAGERS



Shorewood Business Findings

Important Factors When Selecting Where to Locate a Business

Owners are most likely to locate their businesses in communities that have quality restaurants and shops. Other factors that are of importance include:

- Is easily walkable
- Has a neighborly feel to it
- Is close to a big city
- Has a variety of quality events
- Has an active downtown or community center
- Has an excellent school system



Shorewood Business Findings

Perceptions of Shorewood Compared to Neighbors

Business owners rated Shorewood the highest of all communities on every attribute, except affordable place to live.

- All communities, except Fox Point and Whitefish Bay, are seen as more affordable places to live than Shorewood.

Two communities scored similarly to Shorewood on a single attribute.

- Whitefish Bay received similarly high ratings on having an excellent school system.
- The East side received similar scores on being home to a variety of arts and culture.

Q. Now, thinking of Shorewood and its neighbors, please pick the community(ies) that are best described by each of these statements. You may select as many communities as you would like for each statement or check "none of them" if no communities fit the description. The community...



Shorewood Business Findings

Perceptions of Shorewood

Businesses rated Shorewood highest on being a great place to raise a family. They also rated the Village well on:

- Has a neighborly feel
- Is easily walkable
- Has an excellent school system
- Provides convenient access to Lake Michigan
- Has quality restaurants and shops
- Is close to a big city

16 Q. Now thinking specifically of Shorewood, how well would you say each of the following traits applies to the community? Please rate on a 5-point scale, where 5=extremely well and 1=not at all well. You may check "unsure" if you do not have enough knowledge of Shorewood on that specific attribute to answer the question. The community...



Shorewood Business Findings

Reasons That Would Cause a Business To Relocate

Businesses would consider relocating their businesses due to high taxes, not enough parking and not being affordable. Other high ranking factors include:

- Too much crime
- Too much development



Shorewood Business Findings

Shorewood Personality

Shorewood is most readily associated with being family-oriented, followed by diverse and safe. The Village is also highly linked with being:

- Community-oriented
- Liberal
- Active
- Environmentally conscious
- Friendly

The Village is least likely to be associated with being exciting and close-knit.



Shorewood Business Findings

Shorewood Communications

The Shorewood Today Magazine is read most frequently by businesses. Approximately one-in-two businesses also frequently read:

- Mailed postcards/letters
- E-newsletters
- The Milwaukee Journal Sentinel
- Shorewood Village Manager's Memo
- Posters at local businesses

Q. How often do you read or visit each of the following Shorewood communications vehicles?
Please answer on a 5-point scale where 5=all the time and 1=never. If you have never heard of the communications vehicle, please select "never heard of."



Shorewood Business Findings

Shorewood Events

The Shorewood Farmer's Market and Criterium Bike Races are the most frequently attended events by businesses. At least half of business owners and managers also frequently or occasionally attend:

- July 4 Parade/Fireworks
- Plein Air Shorewood
- SHS Drama Productions
- Shorewood Summer Concert Series



Shorewood Business Findings

Shorewood Tagline

Business owners/managers are split on how meaningful the Shorewood tagline is, as well as how good of a fit it is with the Village.

- An equal number of businesses are positive and neutral/negative towards the tagline on both of these key measures.

Q. How meaningful do you find the current Shorewood tagline of, “At the edge of the city and the heart of everything?” Please answer on a 5-point scale where 5=extremely meaningful and 1=not at all meaningful.

Q. How well do you think the tagline, “At the edge of the city and the heart of everything” fits the Village of Shorewood? Please answer on a 5-point scale where 5=extremely well and 1=not at all well.

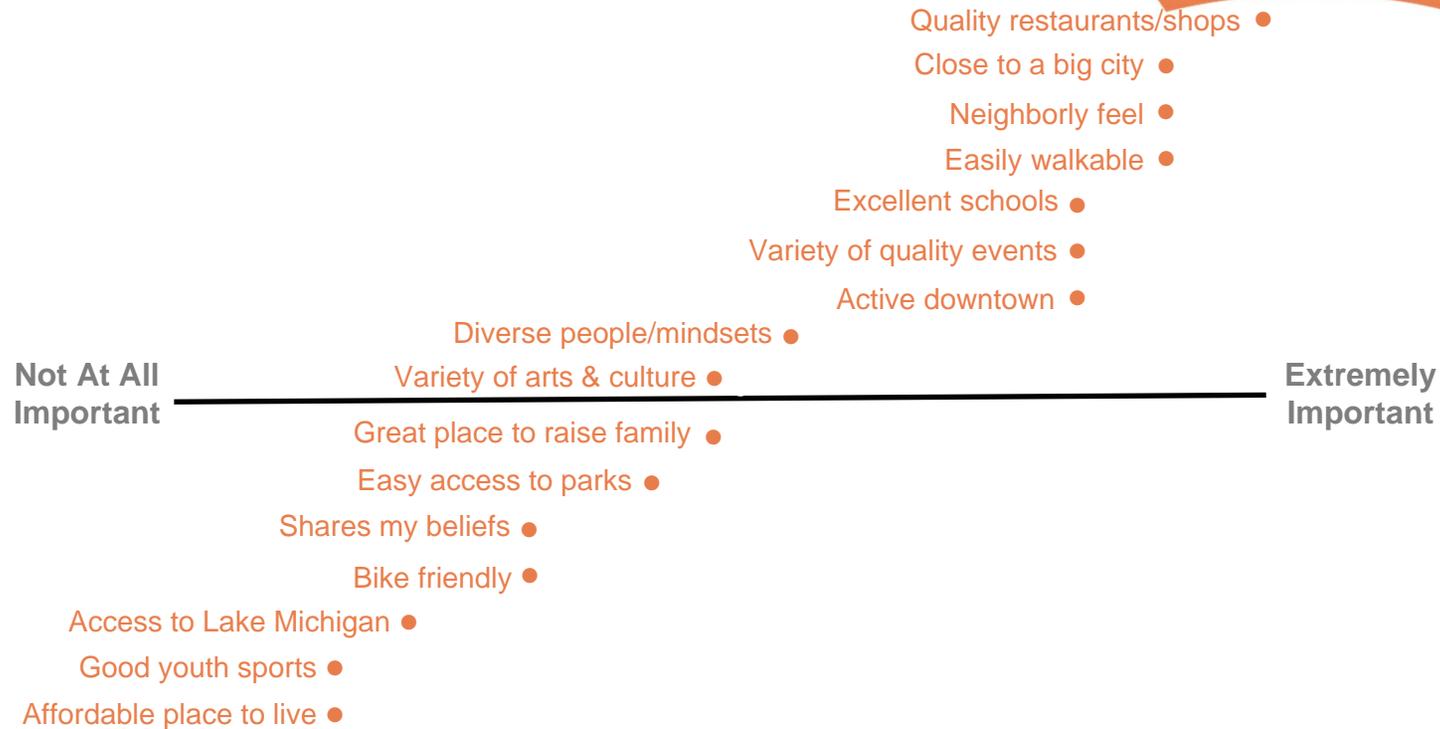




DETAILED TABLES
SHOREWOOD BUSINESS OWNERS/MANAGERS



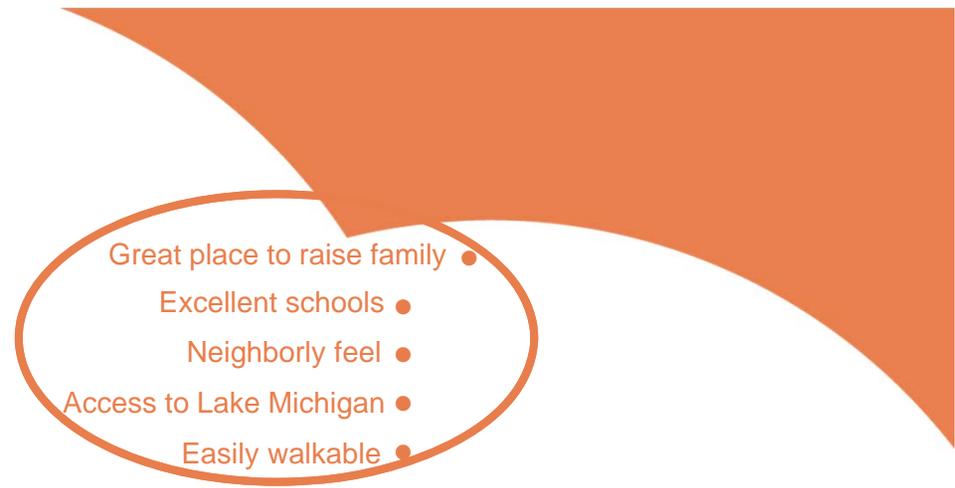
Important When Locating a Business Business Owners/Managers



Q. How important are each of the following factors when selecting where to locate your business? Please rate each statement on a 5-point scale, where 5-extremely important and 1-not at all important.



Perceptions of Shorewood Business Owners/Managers



Shorewood Performs Not At All Well

Shorewood Performs Extremely Well



Q. Now thinking specifically of Shorewood, how well would you say each of the following traits applies to the community? Please rate on a 5-point scale, where 5=extremely well and 1=not at all well. You may check "unsure" if you do not have enough knowledge of Shorewood on that specific attribute to answer the question. The community...



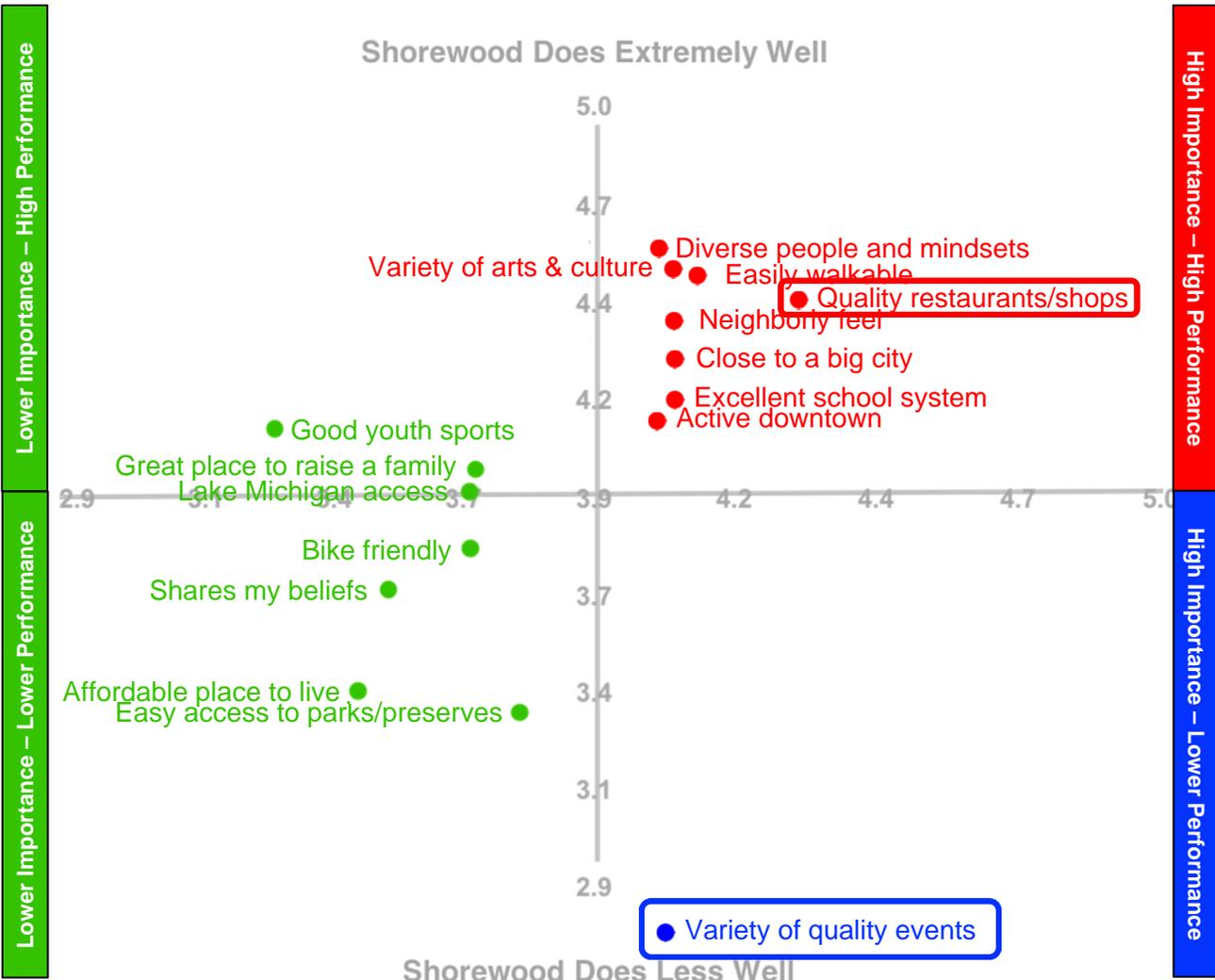
Shorewood Business Gap Analysis

Hold

Do not further invest in communications

Hold

Secondary Messages



Cultivate

Elevate in communications

Invest

Build perceptions in communications

Less Important

Extremely Important

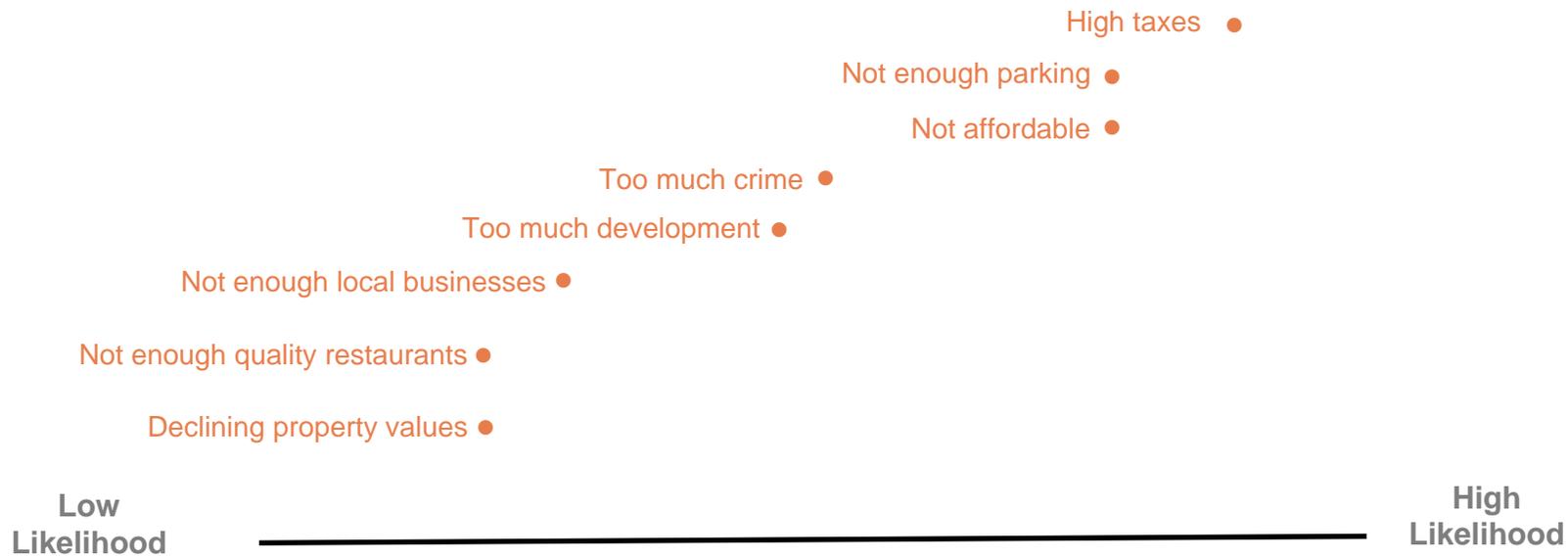
Lower Importance – High Performance

High Importance – High Performance

Lower Importance – Lower Performance

High Importance – Lower Performance

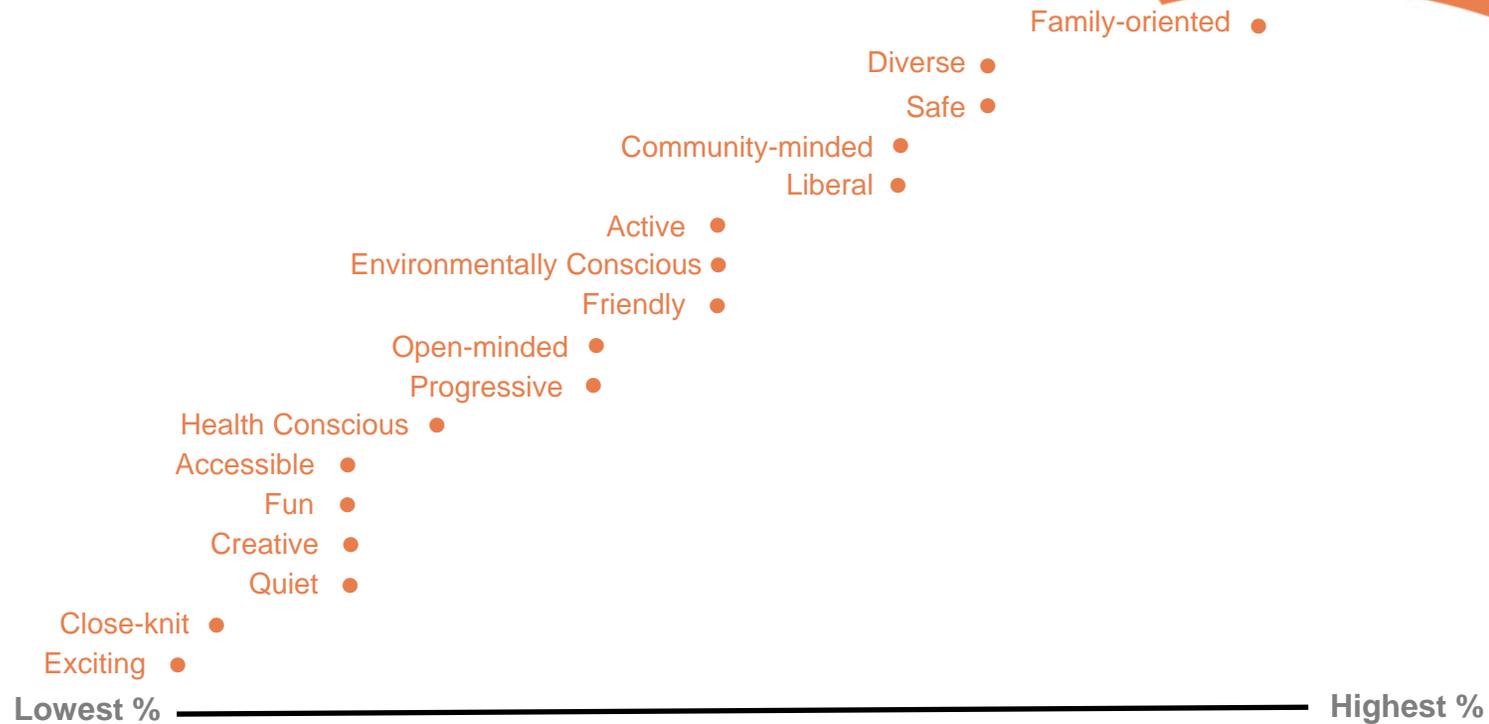
May Cause a Business To Leave Shorewood Business Owners/Managers



26 Q. Which of the following would cause you to move your business out of Shorewood? (Please check all that apply.)



Adjectives That Best Describe Shorewood Business Owners/Managers



Q. Please check up to five adjectives from the list below that best describe Shorewood. If none of the words describes Shorewood, please select 'none of the above.' (Please check 1, 2, 3, 4 or 5 words.)



Frequency of Reading or Visiting Communications Vehicles

Business Owners/Managers



Q. How often do you read or visit each of the following Shorewood communications vehicles? Please answer on a 5-point scale where 5=all the time and 1=never. If you have never heard of the communications vehicle, please select "never heard of."



Frequency of Attending Events

Business Owners/Managers



29 Q. How often do you attend each of the following Shorewood events? Please answer on a 3-point scale where 3=frequently, 2=occasionally and 1=never.



Shorewood Tagline: Meaningfulness and Fit (Top Two Box Ratings)

Business Owners/Managers Fits Shorewood
Extremely Well

Not At All
Meaningful

Extremely
Meaningful

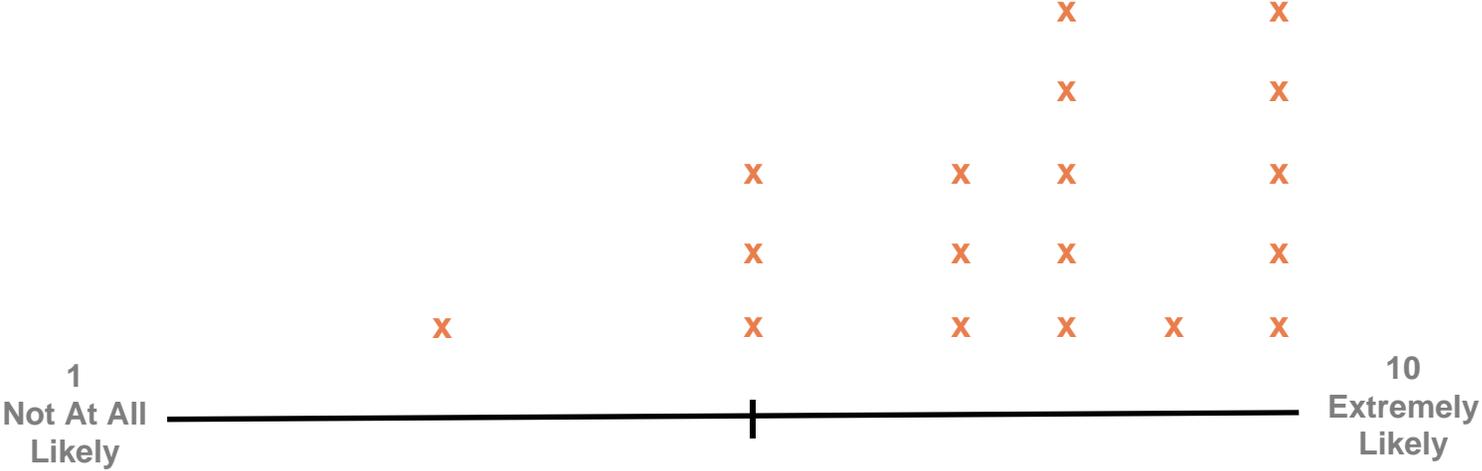
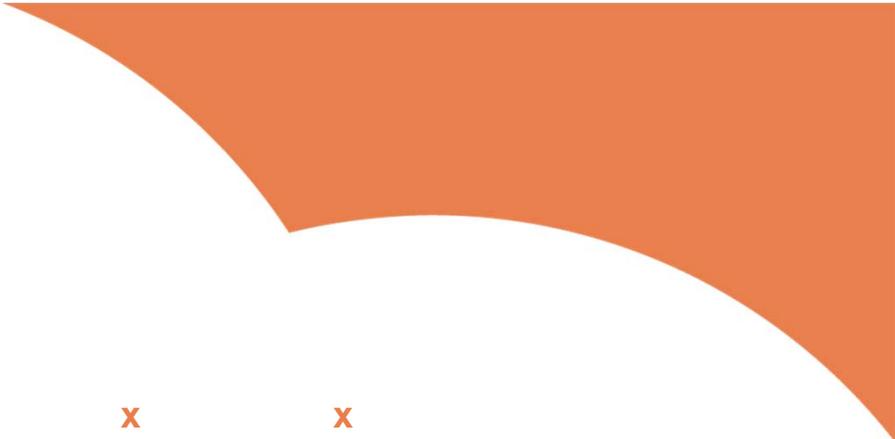
Meaningfulness and fit
of Shorewood Tagline ●

Fits Shorewood
At All Well

- Q. How meaningful do you find the current Shorewood tagline of, "At the edge of the city and the heart of everything?" Please answer on a 5-point scale where 5=extremely meaningful and 1=not at all meaningful.
- Q. How well do you think the tagline, "At the edge of the city and the heart of everything" fits the Village of Shorewood? Please answer on a 5-point scale where 5=extremely well and 1=not at all well.



Likelihood of Recommending Shorewood Business Owners/Managers



31 Q. How likely would you be to recommend Shorewood to a colleague, friend or family member as a place to start a business?





SHOREWOOD RESIDENTS

Shorewood Resident Sample Size

Shorewood sample was collected by the Village of Shorewood, as well as through sample purchased by our research supplier, Qualtrics.

Shorewood Sample	332
Purchased Sample	20
Total Shorewood Sample	352
Total Shorewood Residents	13,000
% of Shorewood Residents	2.7%





KEY FINDINGS
SHOREWOOD RESIDENTS



Shorewood Resident Findings

Important Factors When Selecting a Place to Live

Shorewood residents believe the most important factors to consider when selecting a place to live are a community with a neighborly feel (91%) and one that is easily walkable (90%). Other important factors include having access to a variety of parks and natural preserves (83%), an excellent school system (82%), an affordable place to live (81%), quality restaurants and shops (80%), being a great place to raise a family (80%) and being close to a big city (78%).

- For those residents who have children, four factors emerged as more important than seen with the general population:
 - Is a great place to raise a family (98% vs. 80%)
 - Has an excellent school system (95% vs. 82%)
 - Is bike friendly (73% vs. 64%)
 - Has good youth sports programs (61% vs. 42%)



Shorewood Resident Findings

Perceptions of Shorewood Compared to Neighbors

Compared to neighboring communities, residents rated Shorewood the highest of all communities on nearly every attribute. Noted exceptions include the following:

- Glendale is seen as slightly more affordable (47% vs. 41%).
- The East side is rated similarly on affordability (38% vs. 41%).
- Wauwatosa is rated similarly on affordability (39% vs. 41%).
- The East side is rated similarly on having quality restaurants and shops (74% vs. 75%), being home to diverse people and mindsets (71% vs. 75%) and offering a variety of quality events (60% vs. 69%).
- Residents with children are slightly more likely to rate Shorewood higher on two attributes:
 - Has an active downtown or community center (67% vs. 61%).
 - Has good youth sports programs (61% vs. 56%).

Q. Now, thinking of Shorewood and its neighbors, please pick the community(ies) that are best described by each of these statements. You may select as many communities as you would like for each statement or check "none of them" if no communities fit the description. The community...



Shorewood Resident Findings

Shorewood Ratings – Positives

Residents rated Shorewood highest on being close to a big city (96%), followed by being easily walkable (93%) and close to Lake Michigan (90%). Other high ratings were given to having a neighborly feel (89%), having an excellent school system (89%) and being a great place to raise a family (87%).

- Residents with children rated Shorewood slightly higher on two attributes:
 - Has an active downtown or community center (67% vs. 61%)
 - Has good youth sports programs (61% vs. 56%)

37 Q. Now thinking specifically of Shorewood, how well would you say each of the following traits applies to the community? Please rate on a 5-point scale, where 5=extremely well and 1=not at all well. You may check "unsure" if you do not have enough knowledge of Shorewood on that specific attribute to answer the question. The community...



Shorewood Resident Findings

Shorewood Ratings – Negatives

By far, residents rated Shorewood the lowest on being an **affordable place to live**. Approximately one-in-three residents (34%) selected “not very well” or “not at all well” when asked to rate Shorewood on being an affordable place to live. The only other statements to receive *not very well/not all well* ratings that were 10% or higher included:

- Is home to a variety of arts and culture (12%)
- Has an active downtown or community center (11%)
- Is home to diverse people and mindsets (10%)
- Shares my beliefs and values (10%)

38 Q. Now thinking specifically of Shorewood, how well would you say each of the following traits applies to the community? Please rate on a 5-point scale, where 5=extremely well and 1=not at all well. You may check "unsure" if you do not have enough knowledge of Shorewood on that specific attribute to answer the question. The community...



Shorewood Resident Gap Analysis

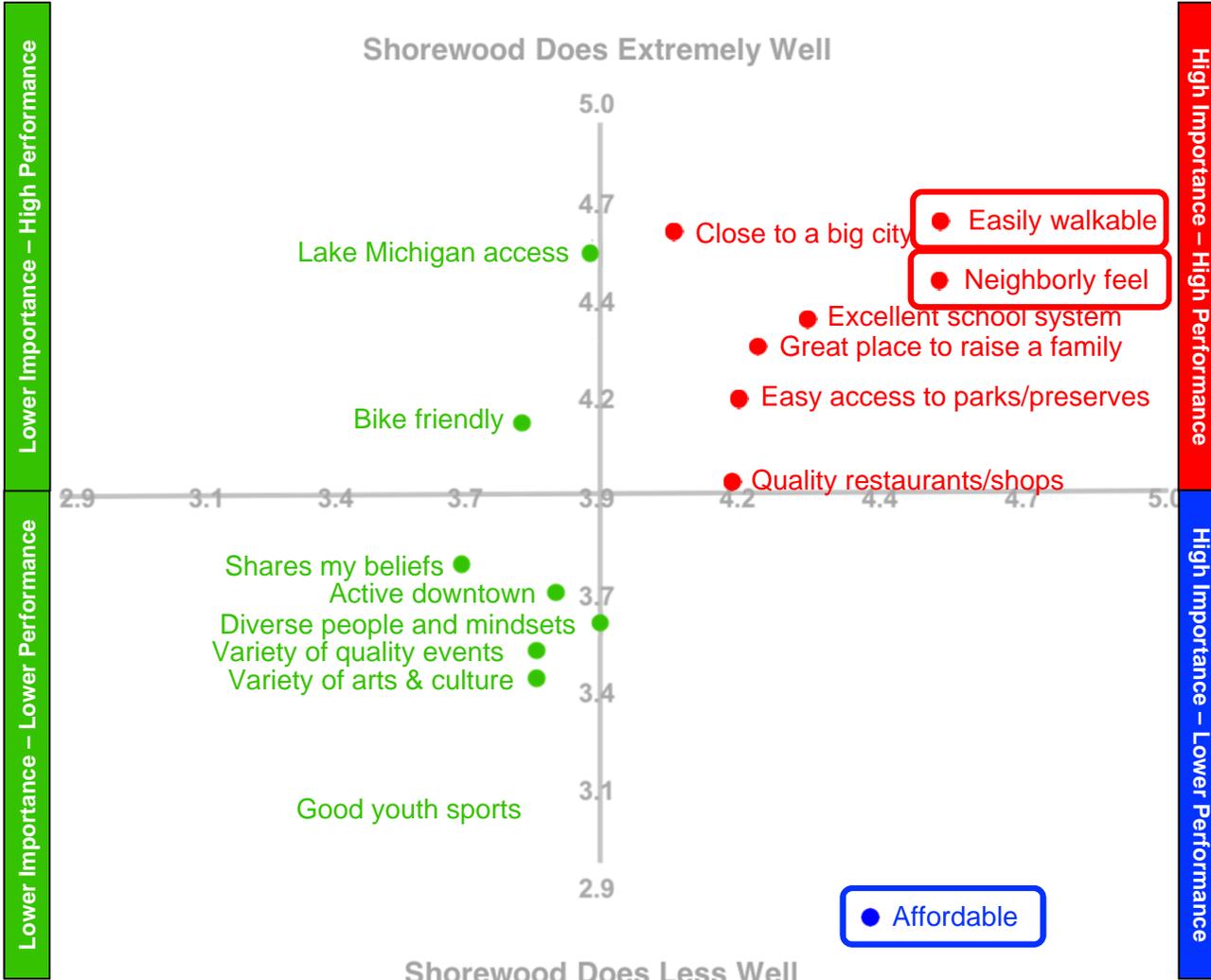
Hold

Do not further invest in communications

Less Important

Hold

Secondary Messages



Cultivate

Elevate in communications

Extremely Important

Invest

Build perceptions in communications

Shorewood Resident Findings

Reasons To Consider Moving Out Of Shorewood

Residents would consider moving out of Shorewood if taxes became too high (56%) or if living in the community was no longer affordable (55%). If too much development occurs (34%), property values decline (23%) or the school system no longer meets their needs (23%), residents would also consider leaving Shorewood.

- Shorewood residents with children are more likely to claim they would considering leaving Shorewood if the following occurred:
 - Too much crime (58% vs. 12%)
 - School system does not meet my needs (50% vs. 23%)
 - Declining property values (31% vs. 23%)
- Conversely, Shorewood residents without children are more likely to leave the Village because of insufficient parking (17% vs. 8%).



Shorewood Resident Findings

Shorewood Personality

Shorewood residents associate the Village with being family-oriented (56%), followed by safe (47%), community-minded (44%), friendly (43%) and liberal (40%). Approximately one-in-three linked Shorewood to being accessible (32%), quiet (31%) and progressive (30%). The Village is least likely to be associated with being exciting (1%), close-knit (6%), health conscious (7%), creative (8%) and fun (9%).

- Shorewood residents with children are significantly more inclined to view Shorewood as family-oriented and quiet, but less inclined to view Shorewood as friendly:
 - Family-oriented (75% vs. 56%)
 - Quiet (23% vs. 31%)
 - Friendly (34% vs. 43%)

Q. Please check up to five adjectives from the list below that best describe Shorewood. If none of the words describes Shorewood, please select 'none of the above.' (Please check 1, 2, 3, 4 or 5 words.)



Shorewood Resident Findings

Shorewood Communications

Residents most frequently read the postcards and letters mailed to their homes (70%), followed by the Shorewood Today Magazine (61%) and garbage cart fliers (53%). The Milwaukee Journal Sentinel (40%), e-newsletters (34%) and the Village Manager's Memo (32%) are the next most frequently read communications vehicles.

- Shorewood residents with children read the following communications more frequently:
 - Mailed Shorewood postcards or letters (76% vs. 70%)
 - Shorewood Today magazine (68% vs. 61%)
 - Shorewood garbage cart fliers (68% vs. 53%)
 - Village of Shorewood social media (22% vs. 16%)
- Those without children read the Milwaukee Journal Sentinel (40% vs. 33%), North Shore Now (29% vs. 21%) and Shepherd Express (23% vs. 16%) more frequently.



Shorewood Resident Findings

Shorewood Events

The most frequently attended events include the July 4 Parade/Fireworks (84%) and the Shorewood Farmer's Market (81%). The Shorewood Criterium Bike Races (65%), Summer Concert Series (58%), Library Events (57%), Plein Air Shorewood (55%) and SHS Drama Productions (55%) are also large draws.

- Shorewood residents with children attend most events more frequently than those without children.
- Conversely, those without children attend events at the Shorewood Senior Resource Center (24% vs. 7%) more frequently.

Q. How often do you attend each of the following Shorewood events? Please answer on a 3-point scale where 3=frequently, 2=occasionally and 1=never.



Shorewood Resident Findings

Shorewood Tagline

Residents are equally divided in their perceptions of the meaningfulness of the Shorewood tagline.

Extremely/very meaningful	34%
Somewhat meaningful	35%
Not very/not at all meaningful	31%

Over half are neutral or negative regarding how well the tagline fits the Village of Shorewood.

Extremely/very well	42%
Somewhat well	36%
Not very/not at all well	22%

>58%

- Q. How meaningful do you find the current Shorewood tagline of, “At the edge of the city and the heart of everything?” Please answer on a 5-point scale where 5=extremely meaningful and 1=not at all meaningful.
- Q. How well do you think the tagline, “At the edge of the city and the heart of everything” fits the Village of Shorewood? Please answer on a 5-point scale where 5=extremely well and 1=not at all well.



Shorewood Resident Findings

Likelihood of Recommending Shorewood

Over half of residents (57%) are passionate about recommending Shorewood to a friend or colleague.

- Only 15% are detractors, scoring one of the bottom six responses on the ten-point scale.





DETAILED TABLES
SHOREWOOD RESIDENTS



Important Factors When Picking a Place To Live

5-point scale where 5=extremely important and 1=not at all important Base: 352 Shorewood Residents	Extremely/Very Important %	Slightly/Not At All Important %
Has a neighborly feel to it	91	1
Is easily walkable	90	3
Provides easy access to a variety of parks & natural preserves	83	4
Has an excellent school system	82	7
Is an affordable place to live	81	4
Has quality restaurants and shops	80	4
Is a great place to raise a family	80	10
Is close to a big city	78	5
Is home to diverse people and mindsets	70	8
Provides convenient access to Lake Michigan	69	10
Is home to a variety of arts and culture	68	7
Has a variety of quality events	66	8
Has an active downtown or community center	66	9
Is bike friendly	64	15
Shares my beliefs and values	60	11
Has good youth sports programs	42	31

47

Q. How important are each of the following factors when selecting where to live? Please rate each statement on a 5-point scale, where 5-extremely important and 1-not at all important.

Importance: All Residents Versus Families With Children

Extremely/Very Important on 5-point scale	Residents (352) %	Residents With Children (126) %
Has a neighborly feel to it	91	91
Is easily walkable	90	90
Provides easy access to a variety of parks & natural preserves	83	88
Has an excellent school system	82	95
Is an affordable place to live	81	80
Has quality restaurants and shops	80	82
Is a great place to raise a family	80	98
Is close to a big city	78	74
Is home to diverse people and mindsets	70	72
Provides convenient access to Lake Michigan	69	69
Is home to a variety of arts and culture	68	65
Has a variety of quality events	66	66
Has an active downtown or community center	66	67
Is bike friendly	64	73
Shares my beliefs and values	60	63
Has good youth sports programs	42	61

Q. How important are each of the following factors when selecting where to live? Please rate each statement on a 5-point scale, where 5-extremely important and 1-not at all important.

Communities Best Described By Statements

Base: 352 Shorewood Residents	Shore- Wood %	Fox Point %	Whitefish Bay %	East Side %	Wau- watosa %	Mequon %	Glendale %	Bayside %	None %
Is close to a big city	96	33	57	76	51	21	42	28	1
Is easily walkable	95	7	57	66	32	3	7	5	1
Is a great place to raise a family	94	46	65	24	55	46	32	34	2
Provides convenient access to Lake Michigan	93	47	71	68	3	9	7	28	0
Has an excellent school system	93	34	71	5	31	46	23	24	2
Has a neighborly feel to it	93	21	62	41	50	9	15	15	2
Provides easy access to parks & preserves	89	48	60	57	39	29	33	33	2
Is bike friendly	86	25	49	44	27	13	16	16	8
Shares my beliefs and values	77	12	21	47	24	13	9	7	9
Has quality restaurants and shops	75	10	43	74	61	32	32	9	2
Has good youth sports programs	75	25	62	11	39	38	25	17	11
Is home to diverse people and mindsets	75	7	14	71	34	5	4	6	5
Has a variety of quality events	69	5	37	60	38	8	8	4	6
Has an active downtown/community center	68	3	46	57	51	11	11	3	5
Is home to a variety of arts and culture	59	7	20	72	24	7	6	5	9
Is an affordable place to live	41	13	18	38	39	13	47	15	16

Q. Now, thinking of Shorewood and its neighbors, please pick the community(ies) that are best described by each of these statements. You may select as many communities as you would like for each statement or check "none of them" if no communities fit the description.

Perceptions of Shorewood

5-point scale where 5=extremely well and 1=not at all well Base: 352 Shorewood Residents	Extremely/ Very well %	Not Very/ Not at all well %	Unsure %
Is close to a big city	96	0	0
Is easily walkable	93	1	0
Provides convenient access to Lake Michigan	90	2	0
Has an excellent school system	89	1	4
Has a neighborly feel to it	89	2	0
Is a great place to raise a family	87	2	4
Provides easy access to a variety of parks & natural preserves	80	5	0
Is bike friendly	78	6	1
Has quality restaurants and shops	68	6	0
Shares my beliefs and values	66	10	5
Is home to diverse people and mindsets	65	10	2
Has an active downtown or community center	61	11	3
Has a variety of quality events	59	9	3
Has good youth sports programs	56	4	22
Is home to a variety of arts and culture	53	12	2
Is an affordable place to live	31	34	0

Q. Now thinking specifically of Shorewood, how well would you say each of the following traits applies to the community? Please rate on a 5-point scale, where 5=extremely well and 1=not at all well. You may check "unsure" if you do not have enough knowledge of Shorewood on that specific attribute to answer the question. The community...

Shorewood Perceptions: All Residents Versus Families With Children

Extremely/Very Well on 5-point scale	Residents (352) %	Residents With Children (126) %
Is close to a big city	96	96
Is easily walkable	93	93
Provides convenient access to Lake Michigan	90	91
Has an excellent school system	89	91
Has a neighborly feel to it	89	93
Is a great place to raise a family	87	91
Provides easy access to a variety of parks & natural preserves	80	82
Is bike friendly	78	78
Has quality restaurants and shops	68	68
Shares my beliefs and values	66	65
Is home to diverse people and mindsets	65	65
Has an active downtown or community center	61	67
Has a variety of quality events	59	62
Has good youth sports programs	56	61
Is home to a variety of arts and culture	53	57
Is an affordable place to live	31	31

Q. Now thinking specifically of Shorewood, how well would you say each of the following traits applies to the community? Please rate on a 5-point scale, where 5=extremely well and 1=not at all well. You may check "unsure" if you do not have enough knowledge of Shorewood on that specific attribute to answer the question.

Gap Analysis: Importance Versus Shorewood Ratings

Base: 352 Shorewood Residents Sorted in order of importance	Extremely/Very Important %	Shorewood Top 2 Box Ratings %	GAP (Points)
Has a neighborly feel to it	91	89	(2)
Is easily walkable	90	93	+3
Provides easy access to parks & natural preserves	83	80	(3)
Has an excellent school system	82	89	+7
Is an affordable place to live	81	31	(50)
Has quality restaurants and shops	80	66	(14)
Is a great place to raise a family	80	87	+7
Is close to a big city	78	96	+18
Is home to diverse people and mindsets	70	65	(5)
Provides convenient access to Lake Michigan	69	90	+21
Is home to a variety of arts and culture	68	53	(15)
Has a variety of quality events	66	59	(7)
Has an active downtown or community center	66	61	(5)
Is bike friendly	64	78	+14
Shares my beliefs and values	60	66	+6
Has good youth sports programs	42	56	+14

Gap Analysis: All Residents Versus Families With Children

GAP Analysis Importance Versus Shorewood Ratings Sorted in order of importance among total residents	Residents (352) %	Residents With Children (126) %
Has a neighborly feel to it	(2)	+2
Is easily walkable	+3	+4
Provides easy access to parks & natural preserves	(3)	(6)
Has an excellent school system	+7	(4)
Is an affordable place to live	(50)	(56)
Has quality restaurants and shops	(14)	(14)
Is a great place to raise a family	+7	(7)
Is close to a big city	+18	+23
Is home to diverse people and mindsets	(5)	(7)
Provides convenient access to Lake Michigan	+21	+22
Is home to a variety of arts and culture	(15)	(8)
Has a variety of quality events	(7)	(4)
Has an active downtown or community center	(5)	0
Is bike friendly	+14	+5
Shares my beliefs and values	+6	+2
Has good youth sports programs	+14	0

Reasons To Consider Moving Out of Shorewood

Base: Total Shorewood Residents versus Shorewood Residents with Children	Residents (352) %	Residents With Children (126) %
High taxes	56	59
Not affordable	55	49
Too much development	34	30
Declining property values	23	31
School system does not meet my needs	23	50
Not enough parking	17	8
Not enough local businesses	14	14
Not enough quality restaurants	14	10
Too much crime	12	58
Not enough inventory of homes to purchase	10	11
Other*	18	16

Q. Which of the following would cause you to leave Shorewood? (Please check all that apply.)

Adjectives That Best Describe Shorewood (Up to 5)

Select up to 5 adjectives	Residents (352) %	Residents With Children (126) %
Family-oriented	56	75
Safe	47	44
Community-minded	44	44
Friendly	43	34
Liberal	40	41
Accessible	32	29
Quiet	31	23
Progressive	30	34
Environmentally Conscious	29	27
Diverse	24	28
Active	21	20
Open-minded	18	20
Fun	9	9
Creative	8	12
Health conscious	7	5
Close-knit	6	9
Exciting	1	2

Q. Please check up to five adjectives from the list below that best describe Shorewood. If none of the words describes Shorewood, please select 'none of the above.' (Please check 1, 2, 3, 4 or 5 words.)

Frequency of Reading or Visiting Shorewood Communications

5-point scale where all of the time and 1=none of the time Base: 352 Shorewood Residents	All/Most of the Time %	Rarely/ None %	Never Heard Of %
Mailed Shorewood postcards of letters	70	11	3
Shorewood Today Magazine	61	14	5
Shorewood Garbage Cart Fliers	53	22	17
Milwaukee Journal Sentinel	40	36	1
Village of Shorewood e-newsletters	34	27	14
Shorewood Village Manager's Memo	32	34	20
North Shore Now	29	35	17
Village of Shorewood Websites	27	29	2
Posters at Local Shorewood Businesses	27	28	3
Shepherd Express	23	51	5
Brochures at Shorewood Library and Businesses	17	48	5
Village of Shorewood Social Media	16	59	7

Q. How often do you read or visit each of the following Shorewood communications vehicles? Please answer on a 5-point scale where 5=all the time and 1=never. If you have never heard of the communications vehicle, please select "never heard of."

Shorewood Communications: With and Without Children

Read communications all or most of the time	Residents (352) %	Residents With Children (126) %
Mailed Shorewood postcards or letters	70	76
Shorewood Today Magazine	61	68
Shorewood Garbage Cart Fliers	53	68
Milwaukee Journal Sentinel	40	33
Village of Shorewood e-newsletters	34	37
Shorewood Village Manager's Memo	32	36
North Shore Now	29	21
Village of Shorewood Websites	27	28
Posters at Local Shorewood Businesses	27	27
Shepherd Express	23	16
Brochures at Shorewood Library and Businesses	17	19
Village of Shorewood Social Media	16	22

Q. How often do you read or visit each of the following Shorewood communications vehicles? Please answer on a 5-point scale where 5=all the time and 1=never. If you have never heard of the communications vehicle, please select "never heard of."

Shorewood Events: With and Without Children

Base: 352 Shorewood Residents	Frequently/ Occasionally %	Frequently %	Occasionally %	Never %
July 4 Parade/Fireworks	84	85	38	16
Shorewood Farmer's Market	81	39	43	19
Shorewood Criterium Bike Races	65	32	33	35
Shorewood Summer Concert Series	58	13	45	42
Shorewood Library Events	57	10	47	43
Plein Air Shorewood	55	18	37	45
Shorewood High School Drama Productions	55	16	39	45
Shorewood Tree Lighting	36	5	20	64
Shorewood High School Athletic Events	31	7	24	69
National Night Out	31	4	27	69
Shorewood Gardens Tour	30	8	22	70
Shorewood Small Plates Week	29	3	16	81
Fish and Feather Festival	26	5	11	84
Shorewood Senior Resource Center Events	24	4	10	86

Q. How often do you attend each of the following Shorewood events? Please answer on a 3-point scale where 3=frequently, 2=occasionally and 1=never.

Frequency of Attending Shorewood Events

Frequently/occasionally attend event	Residents (352) %	Residents With Children (126) %
July 4 Parade/Fireworks	84	90
Shorewood Farmer's Market	81	88
Shorewood Criterium Bike Races	65	78
Shorewood Summer Concert Series	58	72
Shorewood Library Events	57	75
Plein Air Shorewood	55	63
Shorewood High School Drama Productions	55	67
Shorewood Tree Lighting	36	37
Shorewood High School Athletic Events	31	48
National Night Out	31	38
Shorewood Gardens Tour	30	27
Shorewood Small Plates Week	29	25
Fish and Feather Festival	26	29
Shorewood Senior Resource Center Events	24	7

59

Q. How often do you attend each of the following Shorewood events? Please answer on a 3-point scale where 3=frequently, 2=occasionally and 1=never.

Shorewood Tagline: Meaningfulness and Fit

Meaningfulness of Shorewood Tagline

5-point scale where 5=extremely meaningful and 1=not at all meaningful Base: Shorewood Residents	Residents (352) %
<u>Extremely/Very Meaningful (Net)</u>	<u>34</u>
Extremely Meaningful	9
Very Meaningful	25
Somewhat Meaningful	35
Not Very Meaningful	22
Not At All Meaningful	9
<u>Not Very/Not At All Meaningful (Net)</u>	<u>31</u>

Fit of Tagline with Shorewood

5-point scale where 5=extremely well and 1=not at all well Base: Shorewood Residents	Residents (352) %
<u>Extremely/Very Well (Net)</u>	<u>42</u>
Extremely Well	14
Very Well	28
Somewhat Well	36
Not Very Well	15
Not At All Well	7
<u>Not Very/Not At All Well (Net)</u>	<u>22</u>

- Q. How meaningful do you find the current Shorewood tagline of, “At the edge of the city and the heart of everything?” Please answer on a 5-point scale where 5=extremely meaningful and 1=not at all meaningful.
- Q. How well do you think the tagline, “At the edge of the city and the heart of everything” fits the Village of Shorewood? Please answer on a 5-point scale where 5=extremely well and 1=not at all well.

Likelihood of Recommending Shorewood

Select a number from 1-10 where 10=extremely likely and 1=not at all likely	Residents (352) %	Residents With Children (126) %
10 – Extremely likely	44	46
9	12	11
8	18	19
7	10	10
6	5	5
5	4	3
4	2	1
3	3	4
2	0	0
1 – Not at all likely	2	2

Q. How likely would you be to recommend Shorewood to a friend or family member as a place to live?

Open-ended Positive Mentions About Shorewood

Base: Shorewood Residents That Made a Comment	Residents (161) %
<u>Positive Mentions</u>	
Development	8
Small town/community feel	7
Local businesses/shops	6
Walkability	6
Great schools	6
Location/Access to Milwaukee	5
Nature/green spaces	4
Caring community	3
Safe	3

Open-ended Negative Mentions About Shorewood

Base: Shorewood Residents That Made a Comment	Residents (161) %
<u>Negative Mentions</u>	
Overdevelopment	26
High taxes	20
Wilson Drive development	15
Metro Market	12
Parking issues	12
Safety/security	12
Losing green space	9
Government/politics	8
Too much traffic	7

Base: Shorewood Residents That Made a Comment	Residents (161) %
Losing neighborhood feel	7
Too many condos/apartments	6
Too much money given to businesses	6
Need more businesses	6
Poor roads/infrastructure	6
Too many empty stores	5
Pedestrian crossings	4
Need more restaurants	4
Don't listen to residents	4



DEMOGRAPHICS
SHOREWOOD RESIDENTS



Gender

Base: Shorewood Residents	Residents (352) %
Male	44
Female	55
Other	1

Marital Status

Base: Shorewood Residents	Residents (352) %
Married	50
Single	26
Divorced	16
Domestic Partnership	4
Other	4

Rent or Own Home

Base: Shorewood Residents	Residents (352) %
Rent	36
Own	64

Length of Time in Shorewood

Base: Shorewood Residents	Residents (352) %
<u>5 or Fewer Years (Net)</u>	<u>35</u>
Less than 2 Years	13
2-5 Years	22
6-10 Years	14
11-20 Years	20
21 or More Years	30
<u>More Than 10 Years (Net)</u>	<u>50</u>

Age

Base: Shorewood Residents	Residents (352) %
<u>Under 35 Years (Net)</u>	<u>18</u>
Under 25	2
25-34	16
35-44	20
45-54	20
55-64	19
65-74	16
75 and older	6
<u>55 or Older (Net)</u>	<u>41</u>

Presence of Children

Base: Shorewood Residents	Residents (352) %
Yes	36
No	64

Number of Children

Base: Residents with Children	Residents w/ Kids (126) %
1	42
2	44
3	11
4 or more	3

Grades of Children

Base: Residents with Children	Residents w/ Kids (126) %
Pre-K	8
K-6th Grade	40
7 th -8 th Grade	22
High School	26
None Attend School	4

Type of School

Base: Residents with School-aged Children	Residents w/ Kids (121) %
Public School	86
Private School – Religious	11
Private School – Non-Religious	3
Home School	0



SHOREWOOD NEIGHBORS

Shorewood Neighbor Sample Size

Neighbor sample was collected by the Village of Shorewood, as well as via sample purchased through our research supplier, Qualtrics. Sample was distributed across the communities as follows:

Milwaukee's East Side	55
Wauwatosa	46
Glendale	23
Whitefish Bay	15
Bayside	5
Fox Point	5
Mequon	5
TOTAL	154



Cautionary Note

Neighbor data will only be reported as an aggregate, rather than by individual communities. This is driven by the sample sizes of individual cities being too small to report.





KEY FINDINGS
SHOREWOOD NEIGHBORS



Shorewood Neighbor Findings

Important Factors When Selecting a Place to Live

Affordability (91%) is the most important factor when neighbors look for a place to live, followed by a neighborly feel (86%). Other factors that are of importance include:

- Is easily walkable (81%)
- Has quality restaurants and shops (78%)
- Is close to a big city (74%)
- Provides easy access to a variety of parks and nature preserves (71%)
- Has a variety of quality events (71%)

Q. How important are each of the following factors when selecting where to live? Please rate each statement on a 5-point scale, where 5-extremely important and 1-not at all important.



Shorewood Neighbor Findings

Neighbors rated Shorewood, the East Side, Wauwatosa and Whitefish Bay the highest, with the following strengths for each community.

	Shorewood	East Side	Wauwatosa	Whitefish Bay
Location Lake Michigan, parks and reserves, close to big city	✓✓	✓✓		✓
Family Good place to raise a family, school system, youth sports	✓✓		✓✓	✓✓
Community Downtown, events, arts and culture, restaurants and shops, walkability, bike friendly	✓✓	✓✓	✓✓	
Affordability		✓	✓	

Q. Now, thinking of Shorewood and its neighbors, please pick the community(ies) that are best described by each of these statements. You may select as many communities as you would like for each statement or check "none of them" if no communities fit the description.



Shorewood Neighbor Findings

Perceptions of Shorewood

Neighbors rated Shorewood highest on being close to a big city (82%). They also rated the Village well on:

- Provides convenient access to Lake Michigan (76%)
- Has a neighborly feel to it (71%)
- Provides easy access to a variety of parks and nature preserves (65%)
- Has an excellent school system (64%)
- Has quality restaurants and shops (64%)
- Is easily walkable (62%)

Neighbors rated Shorewood lowest on being an affordable place to live (22%). Other factors that were rated lower included being home to diverse people and mindsets (36%) and being home to a variety of arts and culture (38%).

Q. Now, thinking of Shorewood and its neighbors, please pick the community(ies) that are best described by each of these statements. You may select as many communities as you would like for each statement or check "none of them" if no communities fit the description. The community...



Shorewood Neighbor Findings

Reasons To Discourage Moving To Shorewood

Factors that are most likely to discourage neighbors from moving to Shorewood include high taxes (64%) and not being affordable (62%). One other important factor that emerged that could be a deterrent to moving to Shorewood was insufficient parking (30%).

Q. Which of the following would discourage you from moving to Shorewood? (Please check all that apply.)



Shorewood Neighbor Gap Analysis

Hold

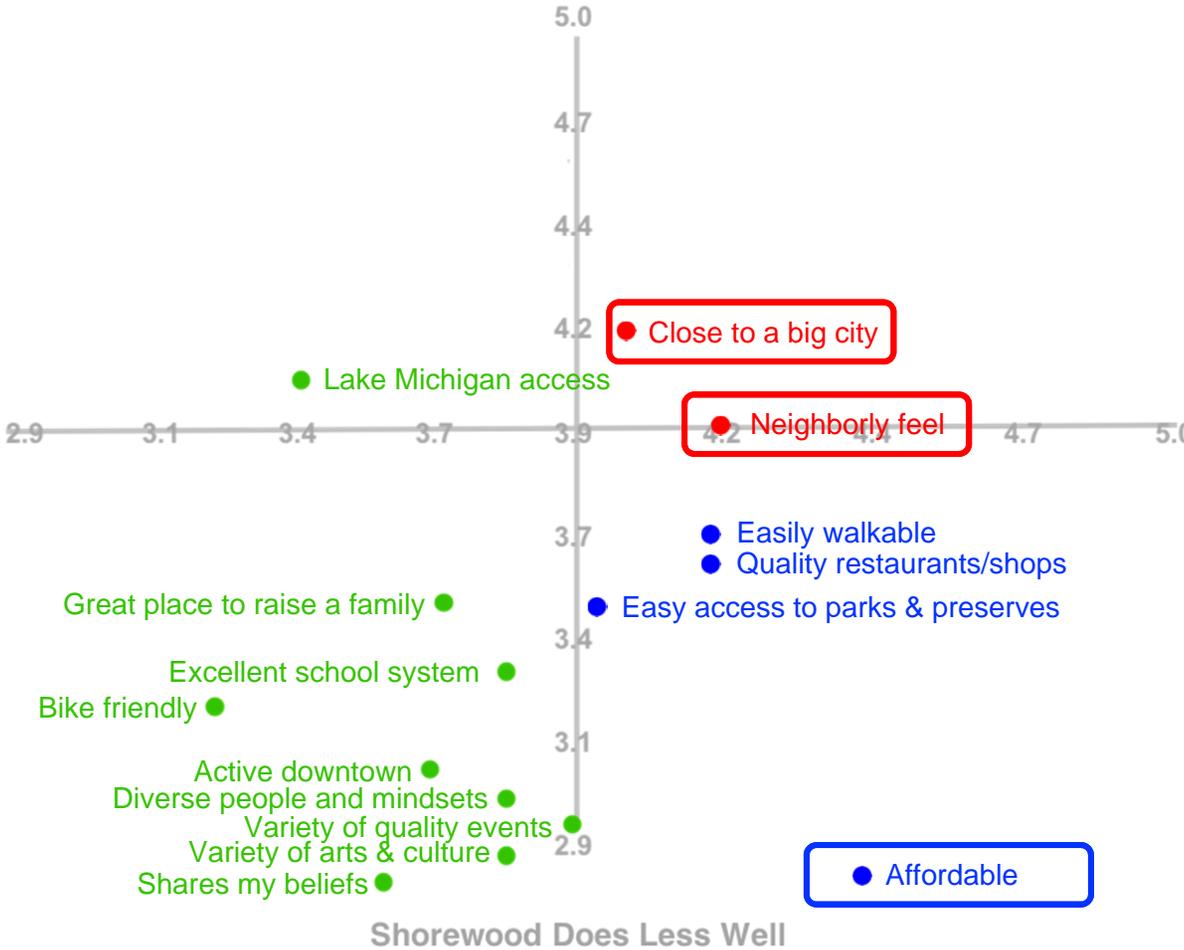
Do not further invest in communications

Hold

Secondary Messages

Lower Importance – High Performance
Lower Importance – Lower Performance

Shorewood Does Extremely Well



Shorewood Does Less Well

High Importance – High Performance
High Importance – Lower Performance

Cultivate

Elevate in communications

Extremely Important

Invest

Build perceptions in communications

Good youth sports

Shorewood Neighbor Findings

Shorewood Personality

Shorewood is most readily associated with being **family-oriented (51%)** and **community-minded (46%)**. Approximately one-in-three neighbors also linked Shorewood with being:

- Safe (38%)
- Accessible (33%)
- Friendly (33%)
- Quiet (31%).

The Village is least likely to be associated with being **exciting (2%)**, **creative (4%)**, **open-minded (9%)** and **health conscious (9%)**.

Q. Please check up to five adjectives from the list below that best describe Shorewood. If none of the words describes Shorewood, please select 'none of the above.' (Please check 1, 2, 3, 4 or 5 words.)



Shorewood Neighbor Findings

Shorewood Events

The Shorewood Farmer's Market is the most frequently attended event by neighbors (37%). The following events are also attended frequently or occasionally by a fair number of Shorewood neighbors.

- Shorewood Concert Series (24%)
- July 4 Parade/Fireworks (21%)
- Shorewood Criterium Bike Races (21%)



Shorewood Neighbor Findings

Shorewood Tagline

Neighbors are divided in their perceptions of the meaningfulness of the Shorewood tagline.

Extremely/very meaningful	33%
Somewhat meaningful	41%
Not very/not at all meaningful	26%

Slightly more than three-quarters of neighbors are positive or neutral towards how well the tagline fits Shorewood.

Extremely/very well	40%
Somewhat well	39%
Not very/not at all well	21%

>79%

- Q. How meaningful do you find the current Shorewood tagline of, "At the edge of the city and the heart of everything?" Please answer on a 5-point scale where 5=extremely meaningful and 1=not at all meaningful.
- Q. How well do you think the tagline, "At the edge of the city and the heart of everything" fits the Village of Shorewood? Please answer on a 5-point scale where 5=extremely well and 1=not at all well.



Shorewood Neighbor Findings

Likelihood of Recommending Shorewood

One-in-five neighbors (20%) are passionate about recommending Shorewood to a friend or colleague. Nearly one-in-four (38%) are negative towards the Village (scoring 1-6 on a 10-point scale), suggesting little to no possibility of recommending Shorewood.





DETAILED TABLES
SHOREWOOD NEIGHBORS



Community Live In

Base: Shorewood Neighbors	Neighbors (154) %
Milwaukee's East Side	36
Wauwatosa	30
Glendale	15
Whitefish Bay	10
Bayside	3
Fox Point	3
Mequon	3

Important Factors When Picking a Place To Live

5-point scale where 5=extremely important and 1=not at all important Base: 154 Shorewood Neighbors	Extremely/Very Important %	Slightly/Not At All Important %
Is an affordable place to live	91	2
Has a neighborly feel to it	86	3
Is easily walkable	81	6
Has quality restaurants and shops	78	3
Is close to a big city	74	6
Provides easy access to a variety of parks and natural preserves	71	7
Has a variety of quality events	71	8
Has an excellent school system	68	19
Is a great place to raise a family	68	16
Is home to diverse people and mindsets	64	10
Is home to a variety of arts and culture	67	9
Has an active downtown or community center	58	13
Shares my beliefs and values	57	11
Is bike friendly	49	30
Provides convenient access to Lake Michigan	44	19
Has good youth sports programs	33	39

Q. How important are each of the following factors when selecting where to live? Please rate each statement on a 5-point scale, where 5-extremely important and 1-not at all important.

Communities Best Described By Statements

Base: 154 Shorewood Neighbors	Shore- Wood %	Fox Point %	Whitefish Bay %	East Side %	Wau- watosa %	Mequon %	Glendale %	Bayside %	None %
Provides convenient access to Lake Michigan	76	51	69	73	10	16	19	45	3
Is close to a big city	75	50	62	80	62	38	52	43	3
Has a neighborly feel to it	71	23	58	45	58	19	30	19	5
Is a great place to raise a family	68	50	64	21	67	51	47	44	4
Has an excellent school system	68	45	63	12	51	49	39	36	8
Provides easy access to parks & preserves	64	47	55	62	54	40	44	38	6
Has quality restaurants and shops	64	16	38	69	66	37	32	16	4
Is easily walkable	62	12	3	70	44	6	10	9	5
Is bike friendly	55	28	41	1	38	18	25	22	12
Has an active downtown/community center	51	6	39	53	53	12	16	5	10
Shares my beliefs and values	46	20	28	48	42	17	21	14	11
Has good youth sports programs	44	24	45	16	53	34	34	23	18
Has a variety of quality events	38	14	30	64	53	18	21	11	7
Is home to diverse people and mindsets	36	10	15	71	36	8	26	10	8
Is home to a variety of arts and culture	35	12	21	71	36	14	13	9	8
Is an affordable place to live	24	11	12	38	49	15	43	6	13

85 Q. Now, thinking of Shorewood and its neighbors, please pick the community(ies) that are best described by each of these statements. You may select as many communities as you would like for each statement or check "none of them" if no communities fit the description. The community...

Perceptions of Shorewood

5-point scale where 5=extremely well and 1=not at all well Base: 154 Shorewood Neighbors	Extremely/ Very well %	Not Very/ Not at all well %	Unsure %
Is close to a big city	82	1	3
Provides convenient access to Lake Michigan	76	2	5
Has a neighborly feel to it	71	5	4
Provides easy access to parks and natural preserves	65	5	8
Is a great place to raise a family	65	4	11
Has quality restaurants and shops	64	7	5
Has an excellent school system	64	4	18
Is easily walkable	62	5	7
Is bike friendly	53	6	10
Has a variety of quality events	42	12	16
Shares my beliefs and values	41	12	16
Has good youth sports programs	41	5	32
Has an active downtown or community center	41	13	13
Is home to a variety of arts and culture	38	18	12
Is home to diverse people and mindsets	36	17	10
Is an affordable place to live	22	33	12

Q. Now thinking specifically of Shorewood, how well would you say each of the following traits applies to the community? Please rate on a 5-point scale, where 5=extremely well and 1=not at all well. You may check "unsure" if you do not have enough knowledge of Shorewood on that specific attribute to answer the question. The community...

Gap Analysis: Importance Versus Shorewood Ratings

Base: 154 Shorewood Neighbors	Extremely/Very Important %	Shorewood Top 2 Box Ratings %	GAP (Points)
Is an affordable place to live	91	22	(69)
Is home to a variety of arts and culture	67	38	(29)
Has a variety of quality events	71	42	(29)
Is home to diverse people and mindsets	64	36	(28)
Is easily walkable	81	62	(19)
Has an active downtown or community center	58	41	(17)
Shares my beliefs and values	57	41	(16)
Has a neighborly feel to it	86	71	(15)
Has quality restaurants and shops	78	64	(14)
Provides easy access to parks & natural preserves	71	65	(6)
Has an excellent school system	68	64	(4)
Is a great place to raise a family	68	65	(3)
Is bike friendly	49	53	+4
Has good youth sports programs	33	41	+8
Is close to a big city	74	82	+8
Provides convenient access to Lake Michigan	44	76	+32

Reasons To Discourage Moving To Shorewood

Base: Shorewood Neighbors	Neighbors (154) %
High taxes	64
Not affordable	62
Not enough parking	30
Not enough inventory of homes to purchase	19
Too much crime	16
Not enough quality restaurants	12
Too much development	12
Not enough local businesses	8
Declining property values	8
School system does not meet my needs	6
Not enough diversity	3
Prefer Wauwatosa	2
Other	14

Q. Which of the following would discourage you from moving to Shorewood?
(Please check all that apply.)

Adjectives That Best Describe Shorewood

(Check up to 5)

Base: Shorewood Neighbors	Neighbors (154) %
Family-oriented	51
Community-minded	46
Safe	38
Accessible	33
Friendly	33
Quiet	31
Active	23
Liberal	23
Diverse	21

Base: Shorewood Neighbors	Neighbors (154) %
Progressive	21
Environmentally Conscious	18
Close-knit	14
Fun	11
Health Conscious	9
Open-minded	9
Creative	4
Exciting	2

Q. Please check up to five adjectives from the list below that best describe Shorewood. If none of the words describes Shorewood, please select 'none of the above.' (Please check 1, 2, 3, 4 or 5 words.)

Frequency of Attending Shorewood Events

Base: 154 Shorewood Neighbors	Frequently/ Occasionally %	Frequently %	Occasionally %	Never %
Shorewood Farmer's Market	37	5	32	63
Shorewood Summer Concert Series	24	3	21	76
Shorewood Criterium Bike Races	21	8	13	79
July 4 Parade/Fireworks	21	4	18	79
Shorewood High School Drama Productions	19	3	16	81
Shorewood Library Events	14	4	10	86
Shorewood High School Athletic Events	14	3	10	86
Shorewood Tree Lighting	14	1	12	86
Plein Air Shorewood	11	4	7	89
Fish and Feather Festival	11	3	8	89
National Night Out	11	3	8	89
Shorewood Gardens Tour	10	2	8	90
Shorewood Small Plates Week	8	1	7	92
Shorewood Senior Resource Center Events	6	2	4	94

Q. How often do you attend each of the following Shorewood events? Please answer on a 3-point scale where 3=frequently, 2=occasionally and 1=never.

Shorewood Tagline: Meaningfulness and Fit

Meaningfulness of Shorewood Tagline

5-point scale where 5=extremely meaningful and 1=not at all meaningful Base: Shorewood Neighbors	Neighbors (154) %
Extremely/Very Meaningful (Net)	33
Extremely Meaningful	8
Very Meaningful	25
Somewhat Meaningful	41
Not Very Meaningful	16
Not At All Meaningful	10
Not Very/Not At All Meaningful (Net)	26

Fit of Tagline with Shorewood

5-point scale where 5=extremely well and 1=not at all well Base: Shorewood Neighbors	Neighbors (154) %
Extremely/Very Well (Net)	40
Extremely Well	9
Very Well	31
Somewhat Well	39
Not Very Well	14
Not At All Well	7
Not Very/Not At All Well (Net)	21

- Q. How meaningful do you find the current Shorewood tagline of, “At the edge of the city and the heart of everything?” Please answer on a 5-point scale where 5=extremely meaningful and 1=not at all meaningful.
- Q. How well do you think the tagline, “At the edge of the city and the heart of everything” fits the Village of Shorewood? Please answer on a 5-point scale where 5=extremely well and 1=not at all well.

Likelihood of Recommending Shorewood

Select a number from 1-10 where 10=extremely likely and 1=not at all likely	Neighbors (154) %
10 – Extremely Likely	10
9	10
8	17
7	25
6	15
5	10
4	3
3	3
2	1
1 – Not At All Likely	16

Q. How likely would you be to recommend Shorewood to a friend or family member as a place to live?

Open-ended Mentions About Shorewood

Base: Shorewood Neighbors That Made a Comment	Neighbors (154) %	Base: Shorewood Neighbors That Made a Comment	Neighbors (154) %
<u>Positive Mentions</u>		<u>Negative Mentions</u>	
Nice community/friendly	6	Not affordable	6
Would like to live there	4	Need more restaurants	3
Restaurants	3	Need more businesses	2
Appealing location	1	Safety issues	1
Good schools	1	Too liberal-minded	1
Activities and events	1	Not enough diversity	1
Nice neighborhoods and homes	1	Traffic	1
Good development	1	Other	8
Other	6		



DEMOGRAPHICS
SHOREWOOD NEIGHBORS



Gender

Base: Shorewood Neighbors	Neighbors (154) %
Male	44
Female	55
Other	1

Marital Status

Base: Shorewood Neighbors	Neighbors (154) %
Married	38
Single	40
Divorced	14
Domestic Partnership	4
Other	5

Rent or Own Home

Base: Shorewood Neighbors	Neighbors (154) %
Rent	37
Own	63

Length of Time in Shorewood

Base: Shorewood Neighbors	Neighbors (154) %
<u>5 or Fewer Years (Net)</u>	<u>34</u>
Less than 2 Years	15
2-5 Years	19
6-10 Years	19
11-20 Years	14
21 or More Years	32
<u>More Than 10 Years (Net)</u>	<u>46</u>

Age

Base: Shorewood Neighbors	Neighbors (154) %
<u>Under 35 Years (Net)</u>	<u>29</u>
Under 25	4
25-34	25
35-44	19
45-54	18
55-64	14
65-74	17
75 and older	4
<u>55 or Older (Net)</u>	<u>35</u>

Presence of Children

Base: Shorewood Neighbors	Neighbors (154) %
Yes	21
No	79

Number of Children

Base: Neighbors With Children	Neighbors w/ Children (32) %
1	48
2	33
3	19
4 or more	0

Grades of Children

Base: Neighbors With Children	Neighbors With Children (32) %
Pre-K	32
K-6th Grade	28
7 th -8 th Grade	10
High School	17
None Attend School	14

Type of School

Base: Neighbors With School-Aged Children	Neighbors With Children (31) %
Public School	16
Private School – Religious	26
Private School – Non-Religious	53
Home School	5



KEY FINDINGS

Important Factors

Walkability and a neighborly feel are among the top three most important factors when locating a business or residence.

Shorewood neighbors also seek affordability, while businesses look for quality restaurants and shops and residents place great importance on parks and natural preserves.

	Residents	Neighbors	Businesses
Neighborly feel	#1	#2	#3
Easily walkable	#2	#3	#2
Affordable place to live		#1	
Quality restaurants/shops			#1
Parks and preserves	#3		



Shorewood's Strengths

Shorewood's most recognized strengths across constituencies are its proximity to a big city and to Lake Michigan. Businesses perceive that Shorewood's greatest strength is that it is a great place to raise a family.

	Residents	Neighbors	Businesses
Close to a big city	#1	#1	
Great place to raise family			#1
Easily walkable	#2		#2
Close to Lake Michigan	#3	#2	#2
Neighborly feel		#3	#2
Excellent school system			#2



Shorewood's Weaknesses

Residents, neighbors and businesses all agree that Shorewood's greatest weakness is its lack of affordability as a place to live. Its variety in arts and culture and youth sports programs were also selected as top weaknesses. Neighbors cite Shorewood's lack of diverse people and mindsets as a negative for the community as well.

	Residents	Neighbors	Businesses
Affordable place to live	#1	#1	#1
Variety arts and culture	#2	#3	#2
Good youth sports	#3		#3
Diverse people & mindsets		#2	



Shorewood's Differentiators

Shorewood's most recognized benefits, when compared to neighboring cities, are its proximity to a big city and Lake Michigan, as well as its walkability.

	Residents	Neighbors	Businesses
Close to a big city	#1	#1	
Great place to raise family			#1
Easily walkable	#2		#2
Close to Lake Michigan	#3	#2	#2
Neighborly feel		#3	#2
Excellent school system			#2



Shorewood's Personality

Residents, neighbors and businesses associate Shorewood, first and foremost, with being a family-oriented community.

Other personality traits linked with Shorewood include being safe and community-minded.

	Residents	Neighbors	Businesses
Family-oriented	#1	#1	#1
Safe	#2	#3	#3
Community-minded	#3	#2	
Diverse people/mindset			#2



Shorewood's Communications

Residents and businesses most frequently read postcards/letters sent to their homes and businesses, the Shorewood Today, garbage cart fliers and e-newsletters.

	Residents	Businesses
Postcards/letters	70%	50%
Shorewood Today	61%	72%
Garbage cart fliers	53%	33%
E-newsletters	34%	50%
Village Manager's Memo	32%	44%
Posters at businesses	27%	44%



Shorewood's Events

The Shorewood Farmer's Market and July 4th Parade/Fireworks are the most frequently attended events. The Criterium Bike Race and Concert Series are also attended fairly frequently by neighbors and businesses.

	Residents	Neighbors	Businesses
Farmer's Market	#2	#1	#1
July 4 th Parade/Fireworks	#1	#3	#2
Criterium Bike Race	#3		#1
Concert Series		#2	
Plein Air			#2
SHS Drama Productions			#3



Shorewood's Tagline

Residents, neighbors and businesses are more likely to be neutral or negative towards the tagline than positive. Businesses are more likely to believe the tagline fits Shorewood better than the other two constituencies.

	Residents	Neighbors	Businesses
<u>Meaningful</u>	%	%	%
Positive	34	33	44
Neutral/Negative	66	67	56
<u>Fit With Shorewood</u>	%	%	%
Positive	42	40	56
Neutral/Negative	58	60	44



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Likelihood to Recommend Shorewood

Residents are fairly positive towards Shorewood with 56% actively recommending the community to their friends and family members. Not surprisingly, neighbors are less passionate about Shorewood than residents and businesses.

	<u>Residents</u>	<u>Businesses</u>	<u>Neighbors</u>
Passionate (10+9)	56%	33%	20%
Passive (8+7)	26%	44%	42%
Negative (6+5+4+3+2+1)	16%	22%	38%





IMPLICATIONS

Implications: Brand Essence

There is room to more clearly define Shorewood's points of difference relative to neighboring communities. The Village should focus on strengths that are important to residents, businesses and neighbors and that Shorewood effectively delivers against.

Easily walkable
Neighborly feel



Implications: Brand Voice

Shorewood's brand voice should align with perceptions of the Village and help pay off the essence of the brand.



Family friendly
Community-minded
Safe

Implications: Tagline

Consideration should be given to developing a more **meaningful and compelling tagline**. The current tagline does not engender passion among residents, businesses or neighbors. The new tagline should pay off Shorewood's revised brand essence and voice.

Current



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Implications: Affordability

The perception of Shorewood not being an affordable place to live should be addressed in communications. Affordability emerged as a key perceptual issue with both Shorewood residents and neighbors. This perception can be softened by illustrating the intrinsic value the Shorewood community offers to its residents and neighbors, such as; its parks and natural preserves, proximity to Lake Michigan and Milwaukee, excellent school system, etc.



Implications: Relocation

In order to lessen the potential for residents to relocate outside of Shorewood, potential issues should be monitored and addressed promptly, if necessary, over time. Most notably, residents indicated they would consider moving out of Shorewood if taxes become too high or living in the Village is no longer affordable. These factors could further exasperate perceptions of Shorewood not being an affordable community to live in.





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