

## **SUMMARY OF SURVEYS**

*(conducted in the fall of 2004 by the City Design Center for DevCorp North)*

### **Shopper Survey**

*(117 respondents)*

- As income increases there is a decreased likelihood of shopping in Rogers Park, indicating a “missing market”
- Most visited retail in Rogers Park was grocery stores, drug stores and restaurants
- 84% of those making over \$60,000 visited Rogers Park restaurants, versus 45% of those making under \$60,000. No major difference in likelihood of shopping based on income for other types of retail
- Most desired types of businesses: Bookstores (27%), Restaurants (25%), Grocers and Specialty foods (23%), Apparel (23%) and Coffeeshops and Bakeries (18%)
- Top competitors: Downtown Evanston, Howard/McCormick and Old Orchard
- The most critical issue for “Rogers Park shopping districts” was safety, followed by types of businesses in the districts and appearance of the districts
- Improved landscaping, street maintenance, public transit stops and facades were the highest priority design recommendations
- Greater store variety was important to the majority of respondents for business development

### **Business Survey**

*(41 respondents)*

- Average square footage 1,970; 85% renters; 83% locally owned
- Average years in business 12, median years was 5
- Friday and Saturday busiest shopping days, Tuesday and Wednesday least busy
- Average number of full time employees was 5.5, median was 3; Average number of part-time employees 4.7 and the median was 2
- The greatest business challenges were: Crime (54%), Appearance (40.5%) and Increasing Costs (32.4%)
- 20% of businesses had plans to expand in the district, 4% planned to expand outside the district and no one had plans to reduce their size
- 69% of businesses were satisfied with the shopping districts
- The majority of stores had between 100 and 500 customers per week, and expected that most of their customers were between 25 and 44 years old, making less than \$60,000 in household income
- 75% of businesses indicated that their customers primarily live in Rogers park
- The majority of businesses were happy with the street cleaning program (63.4%), while 55% did not feel safe at night and 72.5% said the age or condition of their building has hurt their business
- The most critical issue was public safety on both streets (57% overall). On Howard the types of stores was the second most important issue (42%) and on Morse the appearance of stores was second most important (27.3%) issue
- The most important design improvements overall included façade or sign improvements (52.8%), improved street maintenance (50%) and improved landscaping (44.4%)
- Improved or additional parking was cited as the most important business development activity on Morse (76.9%) and more advertising for the district was seen as the most important activity for Howard (61.5%)