



# COMMUNITY SURVEY RESULTS

## WHAT PEOPLE SAY ABOUT SHOPPING AND THE COMMUNITY

EDC completed a retail preferences survey in May 2004. We randomly surveyed 385 Edgewater residents about their shopping habits and their desires for new businesses in Edgewater. This sample size provides a statistically relevant measure of residents' opinions. We thank all Edgewater residents who took time to complete a survey and contribute to building a better Edgewater.

Most questions allowed multiple responses. Therefore, we measure the responses in terms of percentage of respondents selecting each option.

### COMMUNITY PERCEPTION

**Location, Location, Location:** When we asked what people like most about Edgewater, location was #1. The top 5 responses were:

Answer	% Responses
Location	60%
Ethnic/racial diversity	42%
Quality of public transportation	39%
Charm/attractiveness	34%
Walk-ability	32%

**Edgewater is a Better Place to Live:** Most residents (69%) feel Edgewater is now a better place to live than 5 years ago, demonstrating the success of the community improvement efforts. Only 2% feel it is now a worse place to live.

**People Feel Safe:** The majority of respondents (92%) feel safe in Edgewater.

### RETAIL PREFERENCES:

We also asked about residents' shopping habits, in order to better gauge the types of businesses to attract to Edgewater. According to City of Chicago/Retail Chicago data, Edgewater has leakage in numerous retail categories. In order to gauge the leakage, we asked people what products and services they seek outside of Edgewater. We also asked why they seek these products/services outside of the community and what products/services they want more in Edgewater.

### OVER 50% OF RESIDENTS TYPICALLY PURCHASE

THE FOLLOWING PRODUCTS/SERVICES OUTSIDE OF EDGEWATER:

Product/Service	% Purchasing Outside Edgewater
Apparel	83%
Cinema/movie theater	82%
Electronics (i.e. TV, computer)	78%
Doctor/medical care	78%
Shoes	77%
Books	74%
Home furnishings	74%
Live theaters	74%
Fine Dining	72%
Gifts/Jewelry/Accessories	71%
Dentist	68%
Night life (dance clubs, bars, etc)	63%
Music CDs and Videos/DVD	62%
Financial services, banks, etc.	57%
Family Restaurant	56%
Specialty/Gourmet Foods	55%
Hardware/building supplies	52%

TOP REASONS THEY BUY GOODS OUTSIDE EDGEWATER:

Response	% Respondents
Not available locally	48%
Larger selection	48%
More stores in one place	42%

Finally, PEOPLE WANT MORE OF THE FOLLOWING PRODUCTS AND SERVICES IN EDGEWATER:

Product/Service	% Wanting More
Cinema/movie theater	67%
Apparel	65%
Books	62%
Fine Dining	62%
Live theaters	57%
Shoes	56%
Family Restaurant	54%
Home furnishings	48%
Gifts/Jewelry/accessories	47%
Specialty/Gourmet Foods	47%