Survey

In an effort to determine what businesses, events, promotional materials, and policies would attract new tenants and a larger share of resident's time and dollars to Western Springs's downtown, BDI developed a survey instrument to poll Western Springs residents and shoppers. The web-based survey was pretested, and question-clarifying adjustments were made between October 20, 2009 and November 1, 2009. On November 5, 2009 the survey link was placed on the Village website and it was announced in a Village press release, sent to the Western Springs Business Association and Village Theater email list and XX. Responses were accepted through January 1, 2010. This report documents the 619 responses to the web-based survey.

Methodology

To determine whether the response sample is representative, the table below compares the age of survey respondents to the population of Western Springs as a whole.

Age	Adult Population	Survey Response
Under 25	5%	1.3%
Age 25 - 34	10%	6.4%
Age 35 - 44	23%	20.2%
Age 45 - 54	24%	27.1%
Age 55 - 64	18%	27.6%
Age 65 - 74	11%	11.8%
Age 75 +	7%	5.7%

Demographic data © 2008 by Experian/Applied Geographic Solutions

This sample of 619 is 99% accurate within a range of + or – 5%. Although the respondents slightly overrepresented the 55 to 64 age group, that is a high-spending cohort that is critical to the success of Western Springs's commercial areas. With 619 responses, it will be possible to isolate the underrepresented cohorts if a potential tenant is interested in learning more about respondents' answers to specific questions. Consequently, this sample can be used to understand the community's impressions and aspirations for Western Springs's Central Business District.

The information that follows documents the full response and the response variation in these six subgroups. (Note that N = the number of respondents in each group.)

1. Never Dine in Downtown Western Springs (N=170)
2. Shop in Downtown Western Springs a few times per week or daily (N=161)
3. Spend $100 to $199 or over $200 weekly dining out(N=153)
4. Bicycle access is excellent or above average (N=221)
5. Special events are excellent or above average (N=200)
6. Work from home over 20% of the week or have a home based business(N=196)
7. Utilizes Metra at least a few times per month(N=206)
8. Empty nesters (N=185)
9. Families with preschool or school age children (N=209)

Each subgroup has at least 150 respondents but is not so large that it replicates the full sample. Each subgroup with at least 150 members has a confidence interval of around + or – 8% and consequently a true difference from the total sample or other subgroups will be identified by an 8% variance. For the samples over 200, a 7% difference will be relevant.

As the results that follow show, there were many similarities and only a few differences in the groups' responses to the survey questions. Differences that are significant because they exceed the 8% variation that shows them to be beyond a chance variation are noted by green shading.

In calculating percentages of respondent's satisfaction or inclination to spend, "I don't know" responses were removed from the totals before rankings were created. Making this adjustment removed potential misinterpretation that results when an unusually high "I don't know" response reduces the favorable response percentage compared to other items with a lower "I don't know response."

Based on the survey analysis, there are observations about the results and, where appropriate, recommendations suggesting ways to improve the sales and profitability of downtown businesses. The appendix details the responses to open ended questions and provides comparison to surveys completed in other communities.

Question 1: In an average month, how many times do you dine in these commercial areas?

This question details the respondents dining frequency for Downtown Western Springs and alternative commercial districts. The responses were used to create the subgroup, “Never Dines Downtown” to see how responses from that group differ from the survey as a whole. The subgroup response analysis compares the percent of respondents who reported visiting each area at least once per week.

Answer Options	Never	3 or fewer times	Weekly	A few times per week	Daily
Downtown Western Springs	28%	59%	9%	4%	0%
Downtown Hinsdale	60%	36%	4%	1%	0%
Downtown LaGrange	14%	67%	15%	3%	0%
Oakbrook Center	31%	63%	5%	1%	0%
Burr Ridge Village Center	63%	35%	1%	1%	0%
Yorktown/Butterfield Road	54%	43%	3%	0%	0%
				answered question	**614**
				skipped question	**5**

Downtown Western Springs dining frequency

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Kids
Never	28%	100%	9%	20%	27%	25%	25%	20%	26%	25%
3 or fewer times	59%	0%	68%	59%	57%	58%	60%	63%	66%	58%
Weekly	9%	0%	13%	15%	11%	10%	11%	11%	5%	12%
A few times per week	4%	0%	9%	6%	5%	7%	4%	5%	3%	4%

Downtown LaGrange dining frequency

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with kids
Never	14%	29%	17%	9%	10%	13%	11%	11%	14%	12%
3 or fewer times	67%	55%	69%	63%	75%	73%	70%	68%	69%	68%
Weekly	15%	13%	13%	24%	12%	11%	14%	16%	14%	16%
A few times per week	3%	3%	1%	5%	3%	2%	5%	5%	3%	4%

Observations

- Because no one dines daily in any location, that row was removed from the subgroup analysis
- The restaurants of downtown Western Springs are attracting less frequent visits than restaurants in Downtown LaGrange;
- With 18% of respondents dining weekly in LaGrange, it seems reasonable to set a 20% weekly usage as a goal for Downtown Western Springs;
- Meeting that challenging goal requires existing businesses to focus marketing on increased visit frequency;
- Only frequent shoppers and empty nesters dine more often than the other subgroups;
- The high restaurant spending subgroup behaves like other subgroups in its Western Springs dining frequency but is significantly more likely to dine in LaGrange

Question 2: In an average month, how many times do you make a purchase in these commercial areas?

This question details the respondents shopping frequency for Downtown Western Springs and alternative commercial districts. The responses were used to create the subgroup "Shops Frequently."

Answer Options	**Never**	**3 or fewer times**	**Weekly**	**A few times per week**	**Daily**
Downtown Western Springs	6%	38%	29%	22%	4%
Downtown Hinsdale	49%	45%	5%	1%	0%
Downtown LaGrange	25%	60%	12%	3%	0%
Oakbrook Center	16%	71%	11%	2%	0%
Quarry Shopping Center (LaGrange & Joliet Rd.)	19%	50%	27%	5%	0%
Garden Market Shopping Center (47th St. & Gilbert)	9%	28%	41%	21%	1%
Burr Ridge Village Center	57%	39%	4%	0%	0%
Yorktown/Butterfield Road	44%	52%	3%	1%	0%
The Internet	18%	59%	17%	5%	0%
				answered question	**614**
				skipped question	**5**

Downtown Western Springs purchasing frequency

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Kids
Never	6%	16%	0%	5%	2%	3%	6%	6%	1%	8%
3 or fewer times	38%	45%	0%	34%	33%	32%	33%	35%	37%	34%
Weekly	29%	30%	0%	29%	36%	33%	30%	28%	28%	32%
A few times per week	22%	7%	84%	27%	23%	28%	27%	26%	30%	20%
Daily	4%	2%	16%	6%	6%	4%	5%	5%	4%	6%

Observations

- Clearly, with 55% making a purchase at least weekly, Western Springs residents have embraced the shops of Downtown Western Springs;

- LaGrange's Downtown is only a minor attraction for respondents with only 15% reporting at least weekly visits.
- Except for those who never dine as also being less likely to make a purchase in Downtown Western Springs, there is little subgroup variation.
- Grocery shopping is the most common form of weekly shopping so locations with grocery stores like Garden Market Center have higher weekly utilization rates (63%);
- The high "never" frequency associated with Downtown Hinsdale, Burr Ridge Village Center, and Downtown Hinsdale mean that successful businesses in those locations would not cannibalize an existing location by opening a second store or restaurant in Western Springs.

Question 3: When shopping in Downtown Western Springs, how often do you:

This question seeks to understand how respondent current utilize the businesses in Downtown Western Springs. The results help policy makers determine parking policies and recognize the need to promote multi-stop visits as a way to improve store and restaurant sales and profitability.

Answer Options	Never	A few times each year	Monthly	Weekly	A few times each week	Daily
Quickly enter a store, make a purchase, and end your shopping trip	5%	18%	24%	33%	19%	2%
Visit multiple businesses with a plan to purchase specific items as quickly as possible	19%	26%	22%	22%	10%	1%
Leisurely shop and dine for less than 2 hours	57%	31%	10%	2%	1%	0%
Leisurely shop and dine for more than 2 hours	79%	17%	3%	1%	0%	0%
Visit with guests from another community	58%	33%	7%	1%	1%	0%
					answered question	**605**
					skipped question	**14**

At Least weekly

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Kids
Quickly enter a store, make a purchase, and end your shopping trip	33%	30%	26%	37%	40%	35%	36%	36%	36%	34%
Visit multiple businesses with a plan to purchase specific items as quickly as possible	22%	16%	35%	31%	26%	26%	24%	28%	25%	25%
Leisurely shop and dine for less than 2 hours	2%	0%	3%	2%	2%	3%	4%	3%	2%	1%
Leisurely shop and dine for more than 2 hours	1%	0%	2%	1%	0%	1%	0%	1%	0%	1%
Visit with guests from another community	1%	0%	1%	1%	1%	1%	1%	2%	1%	0%

Observations

- The current shopping behavior emphasizes quick trips rather than leisurely enjoyment of a special environment;

- A two hour limit on most parking spaces seems reasonable.
- Other than frequent shoppers being more likely to make multiple purchase per trip, there is little subgroup variation

Question 4: How would the addition of these stores and services affect the amount that you spend in Downtown Western Springs?

This question provides information on the most desirable additional merchandise and new tenants. The subgroup analysis examines the categories where respondents indicated that they would spend a little more or a lot more if that business category were added to Downtown Western Springs. Although the graph below sorts the response from the most to least likely to attract a lot more spending, during the survey responses were randomized so the order would not impact the results.

Answer Options	I would spend a lot more	I would spend a little more	No change	I do not know
Organic Green Grocer	20%	34%	45%	7%
Books	17%	50%	33%	4%
Greeting Cards/Gifts	16%	50%	34%	3%
Health Food	14%	29%	57%	6%
Specialty Prepared foods	14%	50%	36%	6%
Pharmacy	13%	38%	49%	5%
Shoes	12%	44%	45%	8%
Gardening Supplies	11%	42%	47%	5%
Women's Apparel	10%	43%	47%	6%
Home Accessories	10%	46%	45%	5%
Fine Wine & Spirits	8%	25%	68%	6%
Sporting Goods	7%	38%	55%	6%
Children's Apparel	7%	27%	67%	7%
Men's Apparel	6%	39%	55%	7%
Craft Supplies	6%	31%	63%	7%
Make-up/Cosmetics	5%	26%	68%	5%
Hardware	5%	26%	69%	4%
Pet Supplies	5%	22%	73%	6%
Furniture	5%	23%	73%	9%
Art Gallery	2%	20%	78%	8%
Florist	2%	24%	74%	6%

Fine Jewelry	1%	10%	89%	6%
			answered question	**607**
			skipped question	**12**

Would spend a lot or a little more

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Kids
Books	67%	56%	68%	65%	71%	60%	65%	71%	63%	69%
Greeting Cards/Gifts	66%	57%	69%	67%	63%	62%	68%	68%	64%	64%
Specialty Prepared foods	64%	52%	62%	75%	64%	58%	65%	69%	58%	69%
Shoes	55%	49%	59%	61%	59%	49%	57%	66%	47%	63%
Home Accessories	55%	45%	57%	51%	55%	51%	58%	61%	48%	58%
Organic Green Grocer	55%	43%	51%	62%	62%	54%	60%	60%	51%	64%
Gardening Supplies	53%	48%	56%	51%	56%	54%	51%	55%	60%	50%
Women's Apparel	53%	45%	61%	46%	48%	50%	52%	51%	47%	56%
Pharmacy	51%	44%	54%	51%	55%	53%	51%	57%	44%	60%
Sporting Goods	45%	34%	43%	54%	52%	42%	47%	52%	32%	64%
Men's Apparel	45%	39%	46%	55%	50%	42%	44%	51%	46%	51%
Health Food	43%	35%	37%	47%	47%	46%	48%	44%	40%	49%
Craft Supplies	37%	32%	38%	31%	44%	39%	44%	35%	30%	48%
Children's Apparel	33%	25%	36%	38%	31%	35%	36%	39%	26%	53%
Fine Wine & Spirits	32%	26%	26%	39%	37%	28%	34%	40%	25%	40%
Make-up/Cosmetics	32%	26%	29%	27%	32%	28%	36%	31%	26%	37%
Hardware	31%	26%	27%	23%	30%	28%	33%	28%	32%	30%
Pet Supplies	27%	28%	29%	34%	30%	24%	20%	29%	21%	30%
Furniture	27%	24%	28%	31%	28%	22%	27%	30%	22%	28%
Florist	26%	17%	21%	27%	26%	24%	22%	26%	27%	22%
Art Gallery	22%	14%	20%	24%	23%	23%	22%	24%	20%	22%
Fine Jewelry	11%	9%	12%	13%	10%	10%	10%	9%	11%	11%

Observations

- The best immediate response to this information is for existing stores to improve sales by stocking the requested items or if already in stock, advertising the item's availability;
- Those who never dine are less likely to spend more if new categories are added;
- With all subgroups consistent except for expected lifestyle matches like families with children and children's apparel, no business is key to attracting specific subgroups;
- Although this question did not consider prices the follow-up questions seeking information on current shopping behavior show an emphasis on price points that often are not possible for the businesses operating at the lower volumes common to the smaller spaces available in Downtown Western Springs; however other Western Springs commercial areas could find tenants able to offer a better match of desired price and desired product.

Question 5: In the last month, what have you purchased that you wish you could have bought in Downtown Western Springs?

This question provides information that will be useful in encouraging existing and potential businesses to tailor their offering to the items most desired by survey respondents. There were 658 responses that are categorized and detailed in the appendix.

#	item
82	Groceries
79	Clothing
45	Greeting Cards
44	Shoes
42	Books
29	Drug Store
16	Sporting Goods
14	Crafts

Observations

- These answers confirm the previous question results and prepared respondents to answer question six.

Question 6: Please provide the name and location of the store where you made that purchase.

This question provides a list of recruitment targets and identifies challenges in providing the sites favored by the residents' current selections. This table lists those stores noted most often by survey respondents. The appendix contains a complete list of the other stores listed by respondents.

#	Store
51	Walgreens
46	Borders
34	Whole Foods
28	Dominicks
28	Traders Joe
25	Nordstrom's
22	Jewel/Osco
22	Target
19	Hallmark store
16	gap

Observations

- Both Walgreens and Dominicks are Western Springs stores so adding a competing business downtown would cannibalize existing sales tax not add new Village revenue;
- Target's price points are hard to meet in a lower volume small store illustrating the challenge inherent in competing for the purchases respondents indicated that they would like to make in Downtown Western Springs;
- The less frequently mentioned, unique, independents stores are more viable recruitment targets.

Question 7: In an average week, how much would you estimate that your household spends on meals away from home (full-service restaurants, take-out, drive-through, etc.)?

This question quantifies the amount that could be spent by respondents on various dining options in Downtown Western Springs.

In an average week, how much would you estimate that your household spends on meals away from home (full-service restaurants, take-out, drive-thru, etc.)?		
Answer Options	**Response Percent**	**Response Count**
Less than $25	11.1%	66
$25 to $49.99	24.0%	143
$50 to $74.99	21.4%	128
$75 to $99.99	17.9%	107
$100 to $199.99	19.1%	114
Over $200	6.5%	39
	answered question	**597**
	skipped question	**22**

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Children
Less than $25	11.1%	20.0%	7.7%	0.0%	9.1%	12.2%	8.4%	8.9%	12.1%	6.8%
$25 to $49.99	24.0%	27.3%	19.2%	0.0%	25.1%	31.0%	25.1%	21.2%	26.9%	22.4%
$50 to $74.99	21.4%	18.2%	24.4%	0.0%	19.2%	15.2%	27.2%	18.7%	19.8%	25.9%
$75 to $99.99	17.9%	15.8%	16.7%	0.0%	21.5%	15.2%	13.1%	16.3%	19.8%	16.6%
$100 to $199.99	19.1%	15.2%	21.8%	74.5%	19.2%	19.8%	19.9%	24.1%	17.0%	18.5%
Over $200	6.5%	3.6%	10.3%	25.5%	5.9%	6.6%	6.3%	10.8%	4.4%	9.8%

Observations

- The national economy has impacted the respondents' answer to this question;
- Subgroups are consistent with the exception of those determined by this question and the question specific to Western Springs dining.

Question 8: How would the addition of these restaurants affect the amount you spend in Downtown Western Springs?

This question provides information on the most desirable new restaurant categories.

Answer Options	I would spend a lot more	I would spend a little more	No change	I do not know
White table cloth restaurant	9%	42%	49%	4%
Casual dining	38%	46%	16%	3%
Bar or Club	21%	32%	48%	4%
Counter service restaurant	21%	47%	32%	5%
Quick service restaurant	17%	35%	48%	6%
			answered question	**596**
			skipped question	**23**

Would spend a lot or a little more

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Children
White table cloth restaurant	51%	37%	53%	66%	54%	47%	51%	57%	50%	51%
Casual dining	84%	77%	81%	86%	87%	80%	83%	88%	80%	93%
Bar or Club	52%	44%	48%	63%	58%	52%	53%	59%	41%	68%
Counter service restaurant	68%	64%	65%	68%	72%	64%	68%	69%	62%	79%
Quick service restaurant	52%	50%	48%	52%	54%	45%	50%	53%	43%	62%

Observations

- Current restaurants can benefit from promoting casual dining.
- A bar or club appeals to the high restaurant spending and families with children;
- The relatively high inclination to spend more across all categories shows a desire to add more restaurants in general that should be noted not only by owners of Downtown buildings but also the owners of other Western Springs commercial areas.

Question 9: In the past month, what non-Downtown Western Springs restaurants did you patronize that you believe would be good additions to Downtown Western Springs?

This question provides tenant suggestions for multiple dining formats. The restaurants listed most often by respondents are in the table below. The appendix contains list of all restaurants patronized and listed by survey respondents.

#	Restaurant
61	Palmers
50	Panera
32	Corner Bakery
24	The Grapevine
21	Chipotle
19	Mia Francesca Chain
19	Mexican
19	Portillo's
17	Egg Harbor
17	Potbelly's

Observations

- Existing restaurants seeking to make changes can use these businesses as models for altering their restaurant in ways that could be more successful;
- Again, frequency of mention is not as important as match to available space so the full list better provides recruitment targets.

Question 10: Rate your overall satisfaction with these factors as they apply to the Downtown Western Springs:

This question provides general guidance on elements of the Downtown Western Springs experience. The subgroup summary table compares the ratings of “Excellent” and “Very Good” for each factor except parking and traffic flow. Those factors are compared including average because excellent parking and traffic flow are usually a signs of low utilization.

Answer Options	Excellent	Above Average	Average	Below Average	Awful	I Don't Know	Response Count
Government Controlled Factors							
General safety	35%	46%	17%	2%	0%	1%	588
Cleanliness of streets and sidewalks	30%	51%	17%	2%	1%	1%	591
Attractiveness	20%	40%	31%	7%	3%	1%	590
Pedestrian safety	19%	38%	35%	6%	2%	1%	588
Bicycle access	17%	32%	38%	12%	1%	24%	586
Special events	10%	30%	43%	14%	3%	15%	583
Store Controlled Factors							
Knowledge of employees	27%	47%	24%	1%	0%	8%	588
Merchandise displays	15%	36%	42%	6%	1%	3%	588
Quality of goods available	15%	43%	32%	9%	1%	2%	592
Store hours	8%	20%	51%	16%	4%	2%	587
Variety of goods available	5%	10%	39%	38%	7%	2%	582
Non-Competitive Factors							
Parking convenience	13%	35%	36%	11%	5%	1%	590
Traffic flow	6%	22%	52%	16%	4%	2%	583
						answered question	**594**
						skipped question	**25**

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Children
Government Controlled Factors										
Cleanliness of streets and sidewalks	81%	78%	81%	78%	95%	92%	81%	83%	80%	80%
General safety	80%	76%	80%	79%	93%	87%	81%	80%	77%	82%
Attractiveness	59%	57%	65%	59%	79%	78%	63%	61%	60%	52%
Pedestrian safety	57%	49%	58%	59%	75%	67%	50%	58%	58%	57%
Bicycle access	49%	52%	50%	47%	100%	65%	49%	54%	42%	53%
Special events	40%	39%	48%	42%	54%	100%	41%	37%	41%	40%
Store Controlled Factors										
Friendliness of employees	76%	71%	86%	74%	88%	90%	80%	74%	81%	72%
Knowledge of employees	74%	64%	86%	69%	84%	86%	76%	74%	79%	70%
Quality of goods available	58%	49%	67%	59%	69%	82%	57%	55%	61%	55%
Merchandise displays	51%	47%	58%	51%	65%	68%	53%	52%	46%	49%
Store hours	28%	27%	35%	26%	43%	56%	30%	27%	33%	26%
Variety of goods available	16%	14%	25%	18%	26%	31%	15%	14%	15%	14%
Non-Competitive Factors										
Parking convenience	48%	37%	57%	49%	63%	63%	46%	49%	45%	52%
Traffic flow	28%	22%	35%	28%	42%	51%	26%	23%	32%	29%

Observations

- The high ratings associated with cleanliness and safety are very important because those factors are extremely difficult to repair if low rated;
- The comparatively lower rating of “Attractiveness” should be further investigated to determine specific elements of concern;
- The relatively low store ratings of store hours and variety of goods available present a challenge to existing stores and property owners;
- The overall comparatively high ratings by “Bicycle Positive” and “Event Positive” subgroup suggests that this segmentation merely identified people generally positive about Downtown and not specifically positive about bicycle access and events;
- Using the e-mail addresses provided in response to question 18, it would be possible to create a focus group of people who rated elements below average or awful and learn more about their specific concerns.

Question 11: When is it most convenient for you to shop?

This question seeks to clarify the optimal operating hours for Downtown Western Springs Businesses

Answer Options	Response Percent	Response Count
Daytime (10AM - 5PM)	62.6%	373
Evening (after 5PM)	64.3%	383
Saturday	80.5%	480
Sunday	65.3%	389
	answered question	**596**
	skipped question	**23**

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Kids
Daytime (10AM - 5PM)	62.6%	60.5%	72.7%	55.0%	63.2%	67.8%	77.9%	55.2%	72.7%	58.5%
Evening (after 5PM)	64.3%	60.5%	60.4%	67.5%	67.3%	60.8%	64.1%	70.9%	60.1%	66.2%
Saturday	80.5%	74.3%	86.4%	87.4%	81.8%	79.9%	83.6%	86.2%	77.0%	86.5%
Sunday	65.3%	61.7%	68.2%	72.2%	66.8%	61.3%	66.2%	76.4%	56.3%	76.8%

Observations

- Additional question specific analysis determined that Downtown stores that are open weekdays and Saturdays have accesses to 87% of the market;
- Because few stores have significant evening hours it would be worthwhile to conduct a focus group of the evening shoppers to learn whether extending store hours to 7 would be sufficient to reach additional shoppers;
- Stores focused on families with kids should consider Sunday hours;
- Although not directly queried with this question, interviews conducted for this project confirmed that it is most important to be open posted hours.

Question 12: Evaluate your experience at these Downtown Western Springs events:

This question seeks a preliminary assessment of the events held in Downtown Western Springs. It is important to note that it reveals what respondents think not why they think that way.

Answer Options	Excellent	Above Average	Average	Below Average	Awful	Never Attended
Gathering on the Green	25%	45%	26%	2%	2%	30%
Christmas Walk	17%	37%	37%	7%	1%	38%
Fall Festival	14%	28%	48%	6%	3%	58%
French Market	11%	28%	42%	14%	5%	23%
Easter Egg Hunt	9%	30%	47%	12%	2%	65%
Craft Show	6%	18%	59%	14%	4%	35%
Sidewalk Sale	4%	17%	59%	15%	5%	33%
					answered question	**596**
					skipped question	**23**

Excellent or Above Average

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Kids
Gathering on the Green	70%	56%	77%	66%	78%	85%	73%	69%	68%	78%
Christmas Walk	54%	39%	63%	55%	69%	73%	59%	57%	54%	61%
Fall Festival	43%	32%	50%	38%	56%	61%	45%	41%	36%	47%
Easter Egg Hunt	39%	37%	51%	46%	48%	57%	37%	39%	37%	43%
French Market	38%	33%	37%	38%	48%	51%	35%	42%	37%	39%
Craft Show	24%	24%	22%	19%	32%	36%	17%	24%	25%	20%
Sidewalk Sale	22%	15%	22%	22%	36%	36%	23%	26%	14%	28%

Never Attended

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Kids
French Market	23%	35%	19%	19%	26%	20%	21%	17%	17%	20%
Gathering on the Green	30%	39%	26%	28%	29%	18%	26%	26%	33%	16%
Sidewalk Sale	33%	42%	22%	33%	34%	27%	29%	32%	27%	37%
Craft Show	35%	38%	31%	38%	40%	29%	34%	34%	28%	38%
Christmas Walk	38%	47%	31%	36%	34%	25%	34%	35%	32%	36%
Fall Festival	58%	65%	54%	56%	55%	46%	52%	55%	69%	41%
Easter Egg Hunt	65%	70%	62%	62%	58%	54%	57%	60%	77%	42%

Observations

- Where there is a combination of both low attendance and a relatively low rating, it is worthwhile to engage in additional research on whether investing in the event continues to make sense;
- The email addresses provided by respondents provide a source of focus group participants who could explain the reasons for various evaluations.

Sample Characteristics

Questions 13 through 19 were used to create the subgroups and provide information of may assist in business recruitment.

Q. 13 How long have you lived in Western Springs?		
Answer Options	**Response Percent**	**Response Count**
I do not live in Western Springs	14.3%	85
Less than 1 year	2.3%	14
1 to 5 years	10.6%	63
5 to 10 years	9.1%	54
10 or more years	63.8%	380
	answered question	**596**
	skipped question	**23**

Q 14 What is your zip code?	
Answer Options	**Response Count**
60558	499
60525	26
60527	6
60521	6
60515	4
answered question	**581**
skipped question	**38**

Q15 How frequently do you work from home rather than your office?		
Answer Options	**Response Percent**	**Response Count**
Never	42.2%	240
Less than 20% of my work week	23.4%	133
Between 20% and 50% of my work week	9.0%	51
Over 50% of my work week	9.5%	54
I have a home based business	16.0%	91
	answered question	**569**

skipped question	**50**

Q16 How often do you utilize Metra Rail Service?		
Answer Options	**Response Percent**	**Response Count**
Never	12.1%	72
A few times per year	53.1%	315
A few times per month	14.3%	85
A few times per week	5.6%	33
Weekdays	14.8%	88
	answered question	**593**
	skipped question	**26**

Q 17 Choose the answer that best describes your household.		
Answer Options	**Response Percent**	**Response Count**
I live alone	8.4%	50
We are the type of two person family commonly called "empty nester"	31.0%	185
We are the type of two person family commonly called "DINKS" (Double Income No KidS)	5.2%	31
We are a household composed of two or more adults	16.6%	99
We are a family with pre-school or school aged children living in the home	35.0%	209
Other	3.9%	23
	answered question	**597**
	skipped question	**22**

Q 18 Please choose the category that best describes how you usually travel to Downtown Western Springs to shop and dine.		
Answer Options	**Response Percent**	**Response Count**
I walk	20.8%	124
I bicycle	1.8%	11
I drive in 5 minutes or less	64.7%	386
I drive but it takes more than 5-minutes	12.7%	76
	answered question	**597**

	skipped question	**22**

Q 19 Please choose the category that matches your age.		
Answer Options	**Response Percent**	**Response Count**
Under 20	0.0%	0
20 to 24	1.3%	8
25 to 34	6.4%	38
35 to 44	20.2%	120
45 to 54	27.1%	161
55 to 64	27.6%	164
65 to 74	11.8%	70
75 or older	5.7%	34
	answered question	**595**
	skipped question	**24**

Respondent Observations

- With over half of the respondents working from home some of the week, there is a greater opportunity for daytime business than traditional employment counts suggests;
- Although the predominate mode of access is a 5-minute drive time implying a need to accommodate cars there is significant pedestrian access that should be encouraged and accommodated.