

Clarendon Hills - Downtown Visitor Survey

1 Typically, how often do you go to Downtown Clarendon Hills?

1 – 2 times per week	30.99%
3 – 4 times per week	23.98%
5 or more times per week	42.11%
Do not go Downtown	1.75%

2 How often do you use the Downtown Clarendon Hills Metra station?

0 times per week	42.11%
1 - 2 times per week	16.37%
3-4 times per week	12.28%
5 or more times per week	25.73%

3 Which day(s) of the week do you visit Downtown Clarendon Hills?(Check all that apply)

<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>	<u>Sunday</u>
59.06%	58.48%	70.18%	63.74%	69.01%	62.57%	30.99%

4 What hours of the day do you usually go Downtown? (Check all that apply)

8:00am - 10:00am	56.73%
10:00am - Noon	26.90%
Noon - 3:00pm	21.64%
3:00pm-5:00pm	25.15%
After 5:00pm	33.92%

5 How do you typically travel to Downtown Clarendon Hills? (Check all that apply)

<u>Car</u>	<u>Bike</u>	<u>Walk</u>	<u>Metra</u>
66.08%	11.11%	56.73%	7.02%

6 If you do go Downtown, for which of the following purposes/uses do you go? (Check all that apply)

City Hall	12.87%	Restaurants	61.99%
Library	32.75%	Festivals	39.18%
Entertainment	25.15%	Shopping	50.88%
Services	40.35%	Professional	9.36%
Metra	44.44%	Other	8.19%

7 Please rank your perceptions of Downtown Clarendon Hills on the following categories: (Please complete this section even if you do not regularly visit the Downtown area. We are most interested in your perceptions of Downtown.)

	<u>Excellent</u>	<u>Average</u>	<u>Poor</u>	<u>Don't Know</u>
Overall Appearance	47.37%	46.78%	2.34%	-
Cleanliness	72.51%	21.05%	1.75%	-
Safety	66.67%	25.15%	3.51%	-
Parking Availability	28.07%	48.54%	17.54%	-
Traffic Conditions	22.81%	60.82%	10.53%	-
Mix of Stores/ Services	12.28%	50.88%	32.75%	-
Hours of Operation	18.71%	63.16%	9.36%	-

8 What do you like the most about Downtown Clarendon Hills? (Please list one)

Specific Businesses	25.73%
Convenient Location	11.70%
Small Town Feel/ Ambience	8.77%
Friendly People	7.6%
Quaint	6.43%
Appearance	4.09%

9 What do you feel needs the most improvement Downtown? (Please list one)

Businesses	40.35%
Parking	11.11%
Appearance/ Façade	7.02%
Access to CBD	4.09%
Traffic Congestion/ Enforcement	3.51%
Cleanliness	2.34%

10 Please tell us where you most frequently go for the following: (List both store/ establishment and location.)

GROCERIES

	<u>Store</u>		<u>Location</u>	
Jewel	54.97%	Clarendon Hills	34.50%	
Kramer's	8.77%	Hinsdale	8.77%	
Dominick's	7.02%	Westmont	8.77%	
Whole Foods	4.09%	Willowbrook	7.60%	
		Darien	3.51%	

DRUG STORE/ PHARMACY

	<u>Store</u>		<u>Location</u>	
Jewel	25.15%	Clarendon Hills	26.90%	
Walgreens	16.96%	Hinsdale	8.77%	
CH Pharmacy	11.11%	Westmont	5.26%	
		Willowbrook	5.26%	

DINING OUT

	<u>Store</u>		<u>Location</u>	
M30 South	8.77%	Clarendon Hills	13.45%	
Amber	4.09%	OakBrook	12.87%	
Bailey's	3.51%	Westmont	12.28%	
		Hinsdale	5.26%	
		Chicago	2.92%	
		Downers Grove	2.92%	

APPLIANCES/ ELECTRONICS

<u>Store</u>		<u>Location</u>	
Best Buy	12.87%	Downers Grove	7.02%
Ace Hardware	4.09%	Clarendon Hills	4.68%
Sears	3.51%	OakBrook	2.92%
ABT	2.92%		
Home Depot	2.34%		

CLOTHING

<u>Store</u>		<u>Location</u>	
OakBrook Mall	19.30%	OakBrook	36.84%
Yorktown Mall	6.43%	Lombard	8.19%
Nordstrom's	3.51%	Hinsdale	3.51%
Kohl's	2.92%		

ENTERTAINMENT/ RECREATION

<u>Store</u>		<u>Location</u>	
Movie Theater	8.77%	Chicago	11.11%
CH Events	2.92%	OakBrook	7.02%
		Clarendon Hills	3.51%
		Lombard	3.51%
		Downers Grove	2.92%

CONVENIENCE ITEMS

<u>Store</u>		<u>Location</u>	
Jewel	29.82%	Clarendon Hills	19.30%
Gas Station	15.20%	Westmont	16.96%
White Hen	5.26%	Hinsdale	4.68%
Costco	4.68%	Willowbrook	3.51%

11 What type of stores or services would you most like to see introduced to Downtown Clarendon Hills? (Please list your top three choices.)

<u>First Choice</u>		<u>Second Choice</u>		<u>Third Choice</u>	
Grocery	22.81%	Restaurant	12.28%	Restaurant	7.02%
Restaurant	20.47%	Grocery	7.02%	Apparel	7.02%
Apparel	4.09%	Apparel	7.02%	Convenience	4.09%

12 Where do you live?

<u>CITY</u>		<u>COUNTY</u>	
Clarendon Hills	71.93%	DuPage County	91.23%
Willowbrook	9.36%	Cook County	2.34%
Hinsdale	2.34%	Kendall County	0.58%
Westmont	2.34%	Out of State	0.58%
Burr Ridge	2.34%		

13 Where do you work?

CITY		COUNTY	
Chicago	29.82%	Cook County	34.50%
Retired	17.54%	DuPage County	23.39%
Clarendon Hills	14.04%	Kane County	0.58%
OakBrook	4.09%		
Burr Ridge	2.34%		

14 What is your age?

<u>Under 21</u>	<u>21 - 44</u>	<u>45 - 64</u>	<u>Over 65</u>
3.51%	32.16%	36.26%	21.15%

15 How many people, including yourself, live in your household? (adults + children)

<u>One</u>	<u>Two</u>	<u>Three</u>	<u>Four or Five</u>	<u>Six or More</u>
14.04%	30.41%	18.13%	26.32%	5.85%

16 If you live in Clarendon Hills, please indicate in which area you live.

North of Burlington Northern Line/ South of Chicago Avenue	21.64%
South of Burlington Northern Line/ North of 55th Street	36.26%
North of Chicago Avenue	5.26%
South of 55th Street	6.43%