

Village of Richton Park

Customer Survey Summer 2008

Summary Report

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The Village of Richton Park conducted a shopper's survey in the summer of 2008 surveying individuals at the farmer's market, public library, train station, local churches, apartment complexes, and other venues. There were 241 responses collected from all participants. The results include comparisons of responses from residents and non-residents, frequent shoppers and infrequent shoppers, and household incomes. There were 144 survey responses from residents who live in Richton Park and 95 responses from those who are non-residents. The results of those who shop in Richton Park 98 answered "almost all the time" or "most of the time" and were considered frequent shoppers, 136 participants responded they shop "sometimes" or "rarely or never" and were considered infrequent shoppers. The results from the household income show that 91 respondents have an income under \$50,000 and 104 participants with an income over \$50,000.

The overall results show that Buy & Save, Dollar General, and Save A Lot are three businesses visited the most in Richton Park. 61% of those who shop at Buy & Save are residents compared to 21% who are non-residents. 43% of those who shop most often at Dollar General are frequent shoppers and according to the results, infrequent shoppers prefer Walgreens as a second business to shop. Dunkin Donuts is listed as the third most visited business in the non-residents and infrequent shopper's category instead of Save A Lot. These shopping patterns show that non-residents and infrequent shoppers choose to visit the national chain stores in Richton Park instead of the small or locally run businesses.

In comparing results for what new restaurants respondents would like to see in Richton Park, infrequent shoppers listed Chili's, T.G.I. Friday's, a family restaurant, and Outback Steakhouse whereas frequent shoppers listed Chili's, Steak 'n Shake, T.G.I. Friday's, and White Castle. The demand for more sit-down restaurants was greater for infrequent shoppers than the frequent shoppers. For instance, there were 61 infrequent shopper responses for more sit-down restaurants compared to 38 frequent shopper responses. The responses show an income under \$50,000 listed more fast food restaurants and an income over \$50,000 listed more sit-down restaurants. The results show that answers from residents and non-residents are similar in what new restaurants they would like to see in Richton Park. Chili's was the overall highest response for a new restaurant with 26 responses followed by T.G.I. Friday's with 22 responses.

In terms of new stores, the survey shows Kohl's, Ultra Foods, and Wal-Mart as three new stores people would like to see in Richton Park. All three stores have locations in close proximity to Richton Park but the demand for these stores show that shoppers desire a full line grocery store and a big box store Richton Park that is convenient. 42% of the respondents do most of their grocery shopping at Ultra Foods and 65 are residents of

Richton Park. Wal-Mart is a favorite place to shop for non-resident shoppers, frequent shoppers, and shoppers with an income under \$50,000.

Orland Park was listed as a favorite place to shop for residents, infrequent shoppers, and shoppers with an income over \$50,000. We can conclude that these shoppers prefer to shop in Orland Park because of the variety of stores they have to offer. Also, when shoppers go out to eat, 61% chose Matteson and 94 are residents of Richton Park. Matteson is close to Richton Park and has more full service restaurants, which is why shoppers may choose Matteson as a destination for dining. However, when shoppers do eat at local places in Richton Park, Beggars is the highest overall response of all participants.

The results show that the types of stores in Richton Park keep people from shopping more often in the village. The majority were infrequent shoppers who rarely or never shop in the village. 79% of infrequent shoppers cited the lack of stores and small variety of stores as a chief problem. When asked what changes would help the business mix in Richton Park, overall 45% answered a greater store variety and 43% answered more sit-down restaurants.

In conclusion, those with an income under \$50,000 were usually frequent shoppers and respondents with an income over \$50,000 were usually considered infrequent shoppers. Individuals with a higher level of income shopped more often at national chain stores and sit-down restaurants compared to those with an income under \$50,000. The results for the level of income under \$50,000 were 39% and over \$50,000 were 40% for residents living in Richton Park. The majority of the residents preferred to shop locally compared to infrequent shoppers who preferred to shop at stores in Matteson or other parts of the Chicago area.

Village of Richton Park
Customer Survey Summer 2008

These are the results of the shopper survey conducted in the summer of 2008 in Richton Park. 241 surveys were collected over four months.

These results present the overall responses of all participants.

1. Do you live in Richton Park?

60% Yes (144)
39% No (95)
1% Blank (2)

If yes, for how long? Average = 12.5 years

2. How often do you shop in Richton Park?

- Almost all the time 18% (43 responses)
- Most of the time 23% (55 responses)
- Sometimes 46% (110 responses)
- Rarely or never 11% (26 responses)

3. What three businesses **in Richton Park** do you visit the most? Please name them.

1. Buy & Save 45% (109 responses)
2. Dollar General 27% (64 responses)
3. Save A Lot 20% (47 responses)
4. Walgreens 16% (39 responses)
5. McDonald's 12% (28 responses)
6. Dunkin Donuts 12% (28 responses)
7. Post Office 11% (26 responses)
8. Popeye's 10% (23 responses)
9. Beggars 10% (23 responses)
10. Chicago Dough 9% (21 responses)

4. What **new restaurants** would you like to see in Richton Park?

1. Chili's 10% (26 responses)
2. T.G.I. Friday's 9% (22 responses)
3. A Family Restaurant 6% (15 responses)
4. Portillo's 5% (13 responses)
5. Steak 'n Shake 5% (13 responses)
6. White Castle 5% (13 responses)

5. What **new stores** would you like to see in Richton Park?

1. Kohl's 9% (23 responses)
2. Ultra Foods 6% (15 responses)
3. Wal-Mart 6% (14 responses)
4. K-Mart 6% (14 responses)
5. Macy's 5% (10 responses)
6. Lowe's 5% (10 responses)

6. Where do you do most of your **grocery shopping**? (Check One)

Local stores in Richton Park (please list)

1. Buy & Save
2. Save A Lot

- Dominick's at Lincoln Highway and Governor's 29% (71 responses)
- Jewel at Lincoln Highway and Western 27% (65 responses)
- Ultra at Lincoln Highway and Western 42% (102 responses)
- Sam's Club at Cicero and Lincoln Highway 31% (75 responses)
- Other (please list): Aldi

7. Where do you usually go to shop for gifts, clothes, shoes, CDs, tools and things like that? (Check all that apply)

Local stores in Richton Park (please list)

1. 2% (6 responses)

- Target and other stores on Cicero in Matteson 65% (156 responses)
- Lincoln Mall in Matteson 51% (123 responses)
- Orland Park Mall 34% (83 responses)
- River Oaks Mall in Calumet City 10% (25 responses)
- Others (please list):

1. Wal-Mart
2. Menards

8. When you want to **go out to eat**, where do you usually go? (Check all that apply)

- Local places in Richton Park (please list)
1. Beggars
 2. Chicago Dough

- Orland Park 32 % (76 responses)
 Matteson 61 % (147 responses)
 Homewood-Flossmoor 46 % (19 responses)
 Others (please list):

1. Downtown Chicago
2. Tinley Park

9. What is your **favorite** place to go shopping in the Chicagoland area?

Wal-Mart 9% (23 responses)

10. What problem keeps you from shopping **more often** in Richton Park? (Check One)

- General appearance of the shopping district
17% (40 responses)
 Number or types of stores where I can shop
in Richton Park
74% (179 responses)
 Parking availability
4% (10 responses)
 Other:
12% (29 responses)

11. Which recommended improvement do you think would do the **most** to make Sauk Trail **look better**? (Check one)

- Add more landscaping 32% (77 responses)
 Promote a historic look for the street
21% (50 responses)
 Repair/improve building facades
39% (95 responses)
 Have a coordinated sign and awning style
for the businesses 11% (28 responses)
 Install new street banners or other community
Identifiers 25% (60 responses)
 Install new vintage-looking streetlights
5% (11 responses)
 Other (please list): 8% (20 responses)

12. What of these changes do you think would help the **business mix** on Sauk Trail the **most**? (Check one)

- More small or locally run businesses
17% (42 responses)

- More national or regional chain stores
38% (91 responses)
 Greater store variety
45% (109 responses)
 More sit-down restaurants
43% (103 responses)
 Additional or improved parking areas
4% (9 responses)
 Other (please list):
3% (8 responses)

13. Which of the following types of events, arts shops or entertainment venues would you visit on a regular basis if it were offered in Richton Park? (Check all that apply)

- Outdoor music festivals 56% (136 responses)
 Art galleries 22% (52 responses)
 Athletic competitions 23% (56 responses)
 Theaters for performing arts 46% (111 responses)
 Museums, what type? Art, Children's, Historical
21% (50 responses)
 Others (please list):
4% (12 responses)

The following questions are about you. This information allows us to compare answers from different people. We will keep your answers confidential. These questions are **optional**; you do not need to answer all of these questions if you choose not to.

1. What is your zip code? 60471 54% (130 responses)
60466 9% (24 responses); 60443 4% (9 responses);
60417 2% (5 responses); 60449 2% (5 responses);
60475 2% (5 responses); 60411 2% (4 responses)

2. How old are you? Are you

- Under 18? 2% (4 responses)
 Between 18 and 24 years old? 3% (8 responses)
 25 to 39? 20% (48 responses)
 40 to 54? 29% (69 responses)
 55 to 64? 20% (49 responses)
 Over 64? 17% (42 responses)

3. What is the total income for your household?

- Less than \$25,000 15% (36 responses)
 Between \$25,000 and \$50,000 23% (55 responses)
 Between \$50,000 and \$75,000 18% (43 responses)
 Between \$75,000 and \$100,000
14% (33 responses)
 More than \$100,000 12% (28 responses)

4. Does your family own or rent your home?

- Own 67% (162 responses)
 Rent 20% (50 responses)

5. Please indicate your gender

- Female 70% (169 responses)
 Male 20% (49 responses)

Village of Richton Park
Residents vs. Non Residents

These are the results of the shopper survey conducted in the summer of 2008 in Richton Park. 241 surveys were collected over four months.

These results compare responses from residents and non-residents. There were 144 number of respondents who live in Richton Park, and 95 respondents who do not live in Richton Park.

1. Do you live in Richton Park?

Residents	Non Residents
100% (144)	100% (95)

2. How often do you shop in Richton Park?

- Almost all the time 22% (31 residents)
13% (12 nonresidents)
- Most of the time 29% (42 residents)
14% (13 non residents)
- Sometimes 38% (55 residents)
6% (54 nonresident)
- Rarely or never 8% (11 residents)
16% (15 nonresidents)

3. What three businesses **in Richton Park** do you visit the most? Please name them.

1. Buy & Save 61% (88 residents)
Buy & Save 21% (20 nonresidents)
2. Dollar General 33% (48 residents)
Dollar General 16% (15 nonresidents)
3. Save A Lot 24% (35 residents)
Dunkin Donuts 15% (14 nonresidents)
4. Walgreens 19% (27 residents)
Chicago Dough 14% (13 nonresidents)

4. What **new restaurants** would you like to see in Richton Park?

1. Chili's 12% (17 residents)
Chili's 9% (9 nonresidents)
2. T.G.I. Friday's 12% (17 residents)
Steak 'n Shake 6% (6 nonresidents)
3. A Family Restaurant 8 % (11 residents)
White Castle 6% (6 nonresidents)
4. Portillo's 7% (10 residents)
T.G.I. Friday's 5% (5 nonresidents)

5. What **new stores** would you like to see in Richton Park?

1. Kohl's 10% (14 residents)
Kohl's 9% (9 nonresidents)
2. K-Mart 8% (12 residents)
Wal-Mart 7% (7 nonresidents)
3. Ultra Foods 7% (10 residents)
Ultra Foods 5% (5 nonresidents)
4. Lowe's 5% (8 residents)
Macy's 4% (4 nonresidents)
5. Jewel Osco 6% (8 residents)
Target 3% (3 nonresidents)
5. Wal-Mart 5% (7 residents)
Movie Theater 3% (3 nonresidents)

6. Where do you do most of your **grocery shopping**? (Check One)

- Local stores in Richton Park (please list)
 1. Buy & Save 61% (88 residents)
Buy & Save 21% (20 nonresidents)
 2. Save A Lot 24% (35 residents)
Save A Lot 13% (12 nonresidents)
- Dominick's at Lincoln Highway and Governor's
35% (50 residents) 21% (20 nonresidents)
- Jewel at Lincoln Highway and Western
31% (45 residents) 20% (19 nonresidents)
- Ultra at Lincoln Highway and Western
45% (65 residents) 37% (35 nonresidents)
- Sam's Club at Cicero and Lincoln Highway
34% (49 residents) 26% (25 nonresidents)
- Other (please list):

7. Where do you usually go to shop for gifts, clothes, shoes, CDs, tools and things like that? (Check all that apply)

- Local stores in Richton Park (please list)
 1. 3% (5 residents) 1% (1 nonresident)

- Target and other stores on Cicero in Matteson
65% (94 residents) 63% (60 nonresidents)
- Lincoln Mall in Matteson
58% (84 residents) 41% (39 nonresidents)
- Orland Park Mall
34% (49 residents) 35% (33 nonresidents)
- River Oaks Mall in Calumet City
11% (16 residents) 10% (9 nonresidents)
- Others (please list):

1. Wal-Mart (residents)
Wal-Mart (nonresidents)
2. JC Penney (residents)
Southlake Mall – Merrillville (nonresidents)
3. Menards (residents)
Lighthouse Place Outlets – Michigan City (nonresidents)

8. When you want to **go out to eat**, where do you usually go? (Check all that apply)

- Local places in Richton Park (please list)

 1. Beggars (residents)
Beggars (nonresidents)
 2. Chicago Dough (residents)
Chicago Dough (nonresidents)

- Orland Park 30% (43 residents)
34% (32 nonresidents)
- Matteson 65% (94 residents) 55% (52 nonresidents)
- Homewood-Flossmoor 17% (24 residents)
22% (21 nonresidents)
- Others (please list):

1. Downtown Chicago (residents)
Tinley Park (nonresidents)
2. Bixby's – Park Forest (residents)
Merrillville (nonresidents)
3. Tinley Park (residents)
Downtown Chicago (nonresidents)

9. What is your **favorite** place to go shopping in the Chicagoland area?

Orland Park (residents)
Wal-Mart (nonresidents)

10. What problem keeps you from shopping **more often** in Richton Park? (Check One)

- General appearance of the shopping district
17% (25 residents) 16% (15 nonresidents)
- Number or types of stores where I can shop in Richton Park 77% (112 residents)
69% (66 nonresidents)
- Parking availability 4% (6 residents)
4% (4 nonresidents)
- Other:
11% (16 residents) 14% (13 nonresidents)

11. Which recommended improvement do you think would do the **most** to make Sauk Trail **look better**? (Check one)

- Add more landscaping 34% (49 residents)
28% (27 nonresidents)
- Promote a historic look for the street
22% (31 residents) 19% (18 nonresidents)
- Repair/improve building facades
36% (52 residents) 44% (42 nonresidents)
- Have a coordinated sign and awning style for the businesses 13% (19 residents)
8% (8 nonresidents)
- Install new street banners or other community identifiers 26% (37 residents)
22% (21 nonresidents)
- Install new vintage-looking streetlights
6% (9 residents) 1% (1 nonresidents)
- Other (please list): 10% (14 residents)
6% (6 nonresidents)

12. What of these changes do you think would help the **business mix** on Sauk Trail the **most**? (Check one)

- More small or locally run businesses
16% (23 residents) 19% (18 nonresidents)
- More national or regional chain stores
44% (63 residents) 28% (27 nonresidents)
- Greater store variety 46% (66 residents)
44% (42 nonresidents)
- More sit-down restaurants 46% (66 residents)
37% (35 nonresidents)
- Additional or improved parking areas
3% (5 residents) 3% (3 nonresidents)
- Other (please list): 3% (5 residents)
3% (3 nonresidents)

13. Which of the following types of events, arts shops or entertainment venues would you visit on a regular basis if it were offered in Richton Park? (Check all that apply)

- Outdoor music festivals 57% (82 residents)
55% (52 nonresidents)
- Art galleries 24% (35 residents)
17% (16 nonresidents)
- Athletic competitions 27% (39 residents)
18% (17 nonresidents)
- Theaters for performing arts 49% (71 residents)
41% (39 nonresidents)

- Museums, what type? 24% (34 residents)
17% (16 nonresidents)
- Others (please list): 4% (6 residents)
6% (6 nonresidents)

The following questions are about you. This information allows us to compare answers from different people. We will keep your answers confidential. These questions are **optional**; you do not need to answer all of these questions if you choose not to.

1. What is your zip code?

100% (144 residents)

100% (95 nonresidents)

2. How old are you? Are you

- Under 18? 1% (2 residents) 2% (2 nonresidents)
- Between 18 and 24 years old? 2% (3 residents)
5% (5 nonresidents)
- 25 to 39? 21% (30 residents)
18% (17 nonresidents)
- 40 to 54? 21% (30 residents)
41% (39 nonresidents)
- 55 to 64? 24% (34 residents)
15% (14 nonresidents)

- Over 64? 24% (34 residents) 8% (8 nonresidents)

3. What is the total income for your household?

- Less than \$25,000 20% (29 residents)
7% (7 nonresidents)
- Between \$25,000 and \$50,000 19% (28 residents)
28% (27 nonresidents)
- Between \$50,000 and \$75,000 13% (19 residents)
24% (23 nonresidents)
- Between \$75,000 and \$100,000 13% (18 residents)
16% (15 nonresidents)
- More than \$100,000 14% (20 residents)
7% (7 nonresidents)

4. Does your family own or rent your home?

- Own 59% (85 residents) 79% (75 nonresidents)
- Rent 28% (40 residents) 11% (10 nonresidents)

5. Please indicate your gender

- Female 72% (103 residents) 67% (64 nonresidents)
- Male 19% (28 residents) 22% (21 nonresidents)

Village of Richton Park
Frequent vs. infrequent shoppers

These are the results of the shopper survey conducted in the summer of 2008 in Richton Park. 241 surveys were collected over four months.

These results compare those who shop in Richton Park "almost all the time" or "Most of the time" (i.e. Frequent Shoppers) with those who responded that they shop in Richton Park "Sometimes" or "Rarely or never" (i.e. infrequent shoppers). There were 98 frequent shoppers and 136 infrequent shoppers.

1. Do you live in Richton Park?

Frequent Shoppers	Infrequent Shoppers
74% Yes (73)	49% Yes (66)
26% No (25)	51% (70)

2. How often do you shop in Richton Park?

- Almost all the time 44% (43 frequent)
- Most of the time 56% (55 frequent)
- Sometimes 81% (110 infrequent)
- Rarely or never 19% (26 infrequent)

3. What three businesses in Richton Park do you visit the most? Please name them.

- 1. Buy & Save 62% (61 frequent)
Buy & Save 32% (44 infrequent)
- 2. Dollar General 43% (42 frequent)
Walgreens 19% (26 infrequent)
- 3. Save A Lot 26% (25 frequent)
Dunkin Donuts 15% (21 infrequent)
- 4. Walgreens 12% (12 frequent)
Save A Lot 15% (20 infrequent)

4. What new restaurants would you like to see in Richton Park?

- 1. Chili's 8% (8 frequent)
Chili's 13% (17 infrequent)
- 2. Steak 'n Shake 7% (7 frequent)
T.G.I. Friday's 12% (16 infrequent)
- 3. T.G.I. Friday's 6% (6 frequent)
A Family Restaurant 9% (12 infrequent)
- 4. White Castle 5% (5 frequent)
Outback Steakhouse 7% (10 infrequent)

5. What new stores would you like to see in Richton Park?

- 1. Kohl's 7% (7 frequent)
Kohl's 12% (16 infrequent)
- 2. K-Mart 7% (7 frequent)
Ultra Foods 7% (10 infrequent)
- 3. Shoe Store 5% (5 frequent)
Wal-Mart 7% (9 infrequent)
- 4. Macy's 5% (5 frequent)
Lowe's 5% (7 infrequent)

6. Where do you do most of your grocery shopping? (Check One)

- Local stores in Richton Park (please list)
 - 1. Buy & Save (frequent)
Buy & Save (infrequent)
 - 2. Save A Lot (frequent)
Save A Lot (infrequent)

- Dominick's at Lincoln Highway and Governor's
42% (41 frequent) 21% (28 infrequent)
- Jewel at Lincoln Highway and Western
30% (29 frequent) 24% (33 infrequent)
- Ultra at Lincoln Highway and Western
38% (37 frequent) 45% (61 infrequent)
- Sam's Club at Cicero and Lincoln Highway
39% (38 frequent) 23% (31 infrequent)
- Other (please list):

7. Where do you usually go to shop for gifts, clothes, shoes, CDs, tools and things like that? (Check all that apply)

- Local stores in Richton Park (please list)
 - 1. 3% (3 frequent) 2% (3 infrequent)

- Target and other stores on Cicero in Matteson
58% (57 frequent) 70% (95 infrequent)
- Lincoln Mall in Matteson
60% (59 frequent) 44% (60 infrequent)
- Orland Park Mall
22% (22 frequent) 44% (60 infrequent)
- River Oaks Mall in Calumet City
10% (10 frequent) 11% (15 infrequent)
- Others (please list):

1. Wal-Mart (frequent)
Wal-Mart (infrequent)
2. JC Penney (frequent)
Southlake Mall - Merrillville (infrequent)
3. Burlington Coat Factory (frequent)
Tinley Park (infrequent)

8. When you want to **go out to eat**, where do you usually go? (Check all that apply)

- Local places in Richton Park (please list)
- 1. Chicago Dough (frequent)
Beggars (infrequent)
- 2. Beggars (frequent)
Chicago Dough (infrequent)
- Orland Park 22% (22 frequent) 39% (53 infrequent)
- Matteson 64% (63 frequent) 58% (79 infrequent)
- Homewood-Flossmoor 15% (15 frequent)
22% (30 infrequent)
- Others (please list):

1. Downtown Chicago (frequent)
Downtown Chicago (infrequent)
2. Tinley Park (frequent)
Tinley Park (infrequent)

9. What is your **favorite** place to go shopping in the Chicagoland area?

- Wal-Mart (frequent)
- Orland Park (infrequent)

10. What problem keeps you from shopping **more often** in Richton Park? (Check One)

- General appearance of the shopping district
15% (15 frequent) 18% (24 infrequent)
- Number or types of stores where I can shop in Richton Park 67% (66 frequent)
79% (108 infrequent)
- Parking availability 6% (6 frequent)

- 3% (4 infrequent)
- Other: 11% (11 frequent) 13% (17 infrequent)

11. Which recommended improvement do you think would do the **most** to make Sauk Trail **look better**? (Check one)

- Add more landscaping 37% (36 frequent)
28% (38 infrequent)
- Promote a historic look for the street
21% (21 frequent) 18% (24 infrequent)
- Repair/improve building facades 33% (32 frequent)
44% (60 infrequent)
- Have a coordinated sign and awning style for the businesses 10% (10 frequent)
13% (18 infrequent)
- Install new street banners or other community identifiers 27% (26 frequent)
22% (30 infrequent)
- Install new vintage-looking streetlights
5% (5 frequent) 3% (4 infrequent)
- Other (please list): 8% (8 frequent)
8% (11 infrequent)

12. What of these changes do you think would help the **business mix** on Sauk Trail the **most**? (Check one)

- More small or locally run businesses
20% (20 frequent) 15% (21 infrequent)
- More national or regional chain stores
35% (34 frequent) 40% (55 infrequent)
- Greater store variety 40% (39 frequent)
48% (65 infrequent)
- More sit-down restaurants 39% (38 frequent)
45% (61 infrequent)
- Additional or improved parking areas
4% (4 frequent) 2% (3 infrequent)
- Other (please list): 3% (3 frequent)
3% (5 infrequent)

13. Which of the following types of events, arts shops or entertainment venues would you visit on a regular basis if it were offered in Richton Park? (Check all that apply)

- Outdoor music festivals 51% (50 frequent)
61% (83 infrequent)
- Art galleries 22% (22 frequent)
20% (27 infrequent)
- Athletic competitions 21% (21 frequent)
24% (33 infrequent)
- Theaters for performing arts 39% (38 frequent)
51% (70 infrequent)
- Museums, what type? 20% (20 frequent)
22% (30 infrequent)
- Others (please list): 3% (3 frequent)
7% (9 infrequent)

The following questions are about you. This information allows us to compare answers from different people. We will keep your answers confidential. These questions are **optional**; you do not need to answer all of these questions if you choose not to.

1. What is your zip code?

60471 64% (63 frequent)

60471 46% (63 infrequent)

60466 11% (11 frequent)

60466 8% (12 infrequent)

60411 2% (2 frequent)

60443 6% (8 infrequent)

60417 2% (2 frequent)

60449 3% (4 infrequent)

2. How old are you? Are you

Under 18? 1% (1 frequent)
1% (2 infrequent)

Between 18 and 24 years old? (no frequent)
6% (8 infrequent)

25 to 39? 14% (14 frequent) 25% (34 infrequent)

40 to 54? 26% (25 frequent) 32% (44 infrequent)

55 to 64? 22% (22 frequent) 15% (21 infrequent)

Over 64? 24% (24 frequent) 13% (18 infrequent)

3. What is the total income for your household?

Less than \$25,000 19% (19 frequent)
12% (16 infrequent)

Between \$25,000 and \$50,000 26% (25 frequent)
21% (28 infrequent)

Between \$50,000 and \$75,000 11% (11 frequent)
24% (32 infrequent)

Between \$75,000 and \$100,000 12% (12 frequent)
15% (20 infrequent)

More than \$100,000 7% (7 frequent)
13% (18 infrequent)

4. Does your family own or rent your home?

Own 54% (53 frequent) 76% (103 infrequent)

Rent 28% (27 frequent) 16% (22 infrequent)

5. Please indicate your gender

Female 71% (70 frequent) 69% (94 infrequent)

Male 15% (15 frequent) 24% (32 infrequent)

Village of Richton Park

Households earning over \$50,000 vs. households earning less than \$50,000

These are the results of the shopper survey conducted in the summer of 2008 in Richton Park. 241 surveys were collected over four months.

These results compare respondents who indicated that their household income is greater than \$50,000 with those who reported a household income less than \$50,000. There were 91 respondents with under \$50,000 and 104 respondents with over \$50,000

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|--|--|----------------------|--------------|--------------|-------------|-------------|---|
| <p>1. Do you live in Richton Park?</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"><u>Under \$50,000</u></td> <td style="width: 50%;"><u>Over \$50,000</u></td> </tr> <tr> <td>63% Yes (57)</td> <td>55% Yes (57)</td> </tr> <tr> <td>37% No (34)</td> <td>43% No (45)</td> </tr> </table> | <u>Under \$50,000</u> | <u>Over \$50,000</u> | 63% Yes (57) | 55% Yes (57) | 37% No (34) | 43% No (45) | <p><u>Outback Steakhouse 8% (8 over \$50,000)</u></p> |
| <u>Under \$50,000</u> | <u>Over \$50,000</u> | | | | | | |
| 63% Yes (57) | 55% Yes (57) | | | | | | |
| 37% No (34) | 43% No (45) | | | | | | |
| <p>2. How often do you shop in Richton Park?</p> <p><input type="checkbox"/> Almost all the time 15% (14 under \$50,000)
13% (14 over \$50,000)</p> <p><input type="checkbox"/> Most of the time 33% (30 under \$50,000)
15% (16 over \$50,000)</p> <p><input type="checkbox"/> Sometimes 42% (38 under \$50,000)
53% (55 over \$50,000)</p> <p><input type="checkbox"/> Rarely or never 7% (6 under \$50,000)
14% (15 over \$50,000)</p> | <p>4. <u>IHOP 4% (4 under \$50,000)</u></p> <p><u>Steak 'n Shake 8% (8 over \$50,000)</u></p> | | | | | | |
| <p>3. What three businesses in Richton Park do you visit the most? Please name them.</p> <p>1. <u>Buy & Save 46% (42 under \$50,000)</u></p> <p><u>Buy & Save 44% (46 over \$50,000)</u></p> <p>2. <u>Dollar General 33% (30 under \$50,000)</u></p> <p><u>Dollar General 20% (21 over \$50,000)</u></p> <p>3. <u>Save A Lot 24% (22 under \$50,000)</u></p> <p><u>Save A Lot 18% (19 over \$50,000)</u></p> <p>4. <u>Walgreens 18% (16 under \$50,000)</u></p> <p><u>McDonalds 17% (18 over \$50,000)</u></p> | <p>5. <u>KFC 4% (4 under \$50,000)</u></p> <p><u>Portillo's 4% (7 over \$50,000)</u></p> <p>5. What new stores would you like to see in Richton Park?</p> <p>1. <u>Kohl's 13% (12 under \$50,000)</u></p> <p><u>Ultra Foods 9% (9 over \$50,000)</u></p> <p>2. <u>Wal-Mart 7% (6 under \$50,000)</u></p> <p><u>Kohl's 9% (9 over \$50,000)</u></p> <p>3. <u>Ultra Foods 7% (6 under \$50,000)</u></p> <p><u>K-Mart 6% (6 over \$50,000)</u></p> <p>4. <u>Macy's 7% (6 under \$50,000)</u></p> <p><u>Lowe's 8% (8 over \$50,000)</u></p> <p>5. <u>K-Mart 5% (5 under \$50,000)</u></p> <p><u>Wal-Mart 7% (7 over \$50,000)</u></p> <p>6. <u>IKEA 5% (5 under \$50,000)</u></p> <p><u>Aldi 5% (5 over \$50,000)</u></p> <p>7. <u>Big Lots 5% (5 under \$50,000)</u></p> <p><u>Target 5% (5 over \$50,000)</u></p> | | | | | | |
| <p>4. What new restaurants would you like to see in Richton Park?</p> <p>1. <u>A Family Restaurant 7% (6 under \$50,000)</u></p> <p><u>Chili's 18% (19 over \$50,000)</u></p> <p>2. <u>White Castle 7% (6 under \$50,000)</u></p> <p><u>T.G.I. Friday's 13% (14 over \$50,000)</u></p> <p>3. <u>T.G.I. Friday's 5% (5 under \$50,000)</u></p> | <p>6. Where do you do most of your grocery shopping? (Check One)</p> <p><input type="checkbox"/> Local stores in Richton Park (please list)</p> <p>1. <u>Buy & Save (under \$50,000) (over \$50,000)</u></p> | | | | | | |

2. Save A Lot (under \$50,000) (over \$50,000)

- Dominick's at Lincoln Highway and Governor's
33% (30 under \$50,000) 27% (28 over \$50,000)
- Jewel at Lincoln Highway and Western
27% (25 under \$50,000) 23% (24 over \$50,000)
- Ultra at Lincoln Highway and Western
37% (34 under \$50,000) 43% (45 over \$50,000)
- Sam's Club at Cicero and Lincoln Highway
22% (20 under \$50,000) 36% (37 over \$50,000)
- Other (please list):

7. Where do you usually go to shop for gifts, clothes, shoes, CDs, tools and things like that? (Check all that apply)

- Local stores in Richton Park (please list)
1. 2% (2 under \$50,000) 3% (3 over \$50,000)

- Target and other stores on Cicero in Matteson
70% (60 under \$50,000) 69% (72 over \$50,000)
- Lincoln Mall in Matteson 54% (49 under \$50,000)
48% (50 over \$50,000)
- Orland Park Mall 27% (25 under \$50,000)
42% (44 over \$50,000)
- River Oaks Mall in Calumet City
12% (11 under \$50,000) 11% (11 over \$50,000)
- Others (please list):

- 1. Wal-Mart 12% (11 under \$50,000)
Wal-Mart 11% (11 over \$50,000)
- 2. JC Penney 3% (3 under \$50,000)
Menards 3% (3 over \$50,000)

8. When you want to go out to eat, where do you usually go? (Check all that apply)

- Local places in Richton Park (please list)
1. Chicago Dough (under \$50,000)
Beggars (over \$50,000)
- 2. Beggars (under \$50,000)
Chicago Dough (over \$50,000)
- Orland Park 24% (22 under \$50,000)
62% (64 over \$50,000)
- Matteson 66% (60 under \$50,000)
61% (63 over \$50,000)
- Homewood-Flossmoor 16% (15 under \$50,000)
20% (21 over \$50,000)
- Others (please list):
- 1. Downtown Chicago (under \$50,000)
Downtown Chicago (over \$50,000)

2. Tinley Park (under \$50,000)

Tinley Park (over \$50,000)

9. What is your favorite place to go shopping in the Chicagoland area?

- Wal-Mart (under \$50,000)
- Orland Park (over \$50,000)

10. What problem keeps you from shopping more often in Richton Park? (Check One)

- General appearance of the shopping district
19% (17 under \$50,000) 15% (16 over \$50,000)
- Number or types of stores where I can shop in Richton Park 71% (65 under \$50,000)
83% (86 over \$50,000)
- Parking availability 3% (3 under \$50,000)
4% (4 over \$50,000)
- Other: 14% (13 under \$50,000)
10% (10 over \$50,000)

11. Which recommended improvement do you think would do the most to make Sauk Trail look better? (Check one)

- Add more landscaping 27% (25 under \$50,000)
40% (42 over \$50,000)
- Promote a historic look for the street
20% (18 under \$50,000) 25% (26 over \$50,000)
- Repair/improve building facades
41% (37 under \$50,000) 46% (48 over \$50,000)
- Have a coordinated sign and awning style for the businesses 14% (13 under \$50,000)
13% (13 over \$50,000)
- Install new street banners or other community identifiers 25% (23 under \$50,000)
33% (34 over \$50,000)
- Install new vintage-looking streetlights
4% (4 under \$50,000) 6% (6 over \$50,000)
- Other (please list): 13% (12 under \$50,000)
7% (7 over \$50,000)

12. What of these changes do you think would help the business mix on Sauk Trail the most? (Check one)

- More small or locally run businesses
16% (15 under \$50,000) 18% (19 over \$50,000)
- More national or regional chain stores
37% (34 under \$50,000) 46% (48 over \$50,000)
- Greater store variety 54% (49 under \$50,000)
49% (51 over \$50,000)
- More sit-down restaurants 47% (43 under \$50,000)
44% (46 over \$50,000)
- Additional or improved parking areas
3% (3 under \$50,000) 3% (3 over \$50,000)
- Other (please list): 4% (4 under \$50,000)
3% (3 over \$50,000)

13. Which of the following types of events, arts shops or entertainment venues would you visit on a regular basis if it were offered in Richton Park? (Check all that apply)

- Outdoor music festivals 49% (45 under \$50,000)
83% (86 over \$50,000)
- Art galleries 21% (19 under \$50,000)
28% (29 over \$50,000)
- Athletic competitions 22% (20 under \$50,000)
29% (30 over \$50,000)
- Theaters for performing arts
41% (40 under \$50,000) 57% (59 over \$50,000)
- Museums, what type? 25% (23 under \$50,000)
20% (21 over \$50,000)
- Others (please list): 7% (6 under \$50,000)
6% (6 over \$50,000)

The following questions are about you. This information allows us to compare answers from different people. We will keep your answers confidential. These questions are **optional**; you do not need to answer all of these questions if you choose not to.

1. What is your zip code?

60471 56% (55 under \$50,000)

60471 56% (58 over \$50,000)

60466 11% (11 under \$50,000)

60466 12% (12 over \$50,000)

60417 5% (5 under \$50,000)

60443 5% (5 over \$50,000)

2. How old are you? Are you

- Under 18? 1% (1 over \$50,000)
- Between 18 and 24 years old?
7% (6 under \$50,000) 2% (2 over \$50,000)
- 25 to 39? 20% (18 under \$50,000)
28% (29 over \$50,000)
- 40 to 54? 24% (22 under \$50,000)
39% (41 over \$50,000)
- 55 to 64? 14% (13 under \$50,000)
26% (27 over \$50,000)
- Over 64? 34% (31 under \$50,000)
4% (4 over \$50,000)

3. What is the total income for your household?

- Less than \$25,000 37% (36)
- Between \$25,000 and \$50,000 56% (55)
- Between \$50,000 and \$75,000 41% (43)
- Between \$75,000 and \$100,000 32% (33)
- More than \$100,000 27% (28)

4. Does your family own or rent your home?

- Own 49% (48 under \$50,000)
94% (98 over \$50,000)
- Rent 39% (38 under \$50,000)
6% (6 over \$50,000)

5. Please indicate your gender

- Female 73% (72 under \$50,000)
73% (76 over \$50,000)
- Male 17% (17 under \$50,000)
26% (27 over \$50,000)