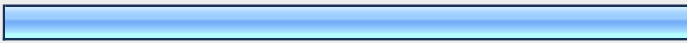



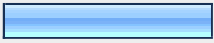

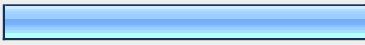


# North Avenue Neighborhood Alliance

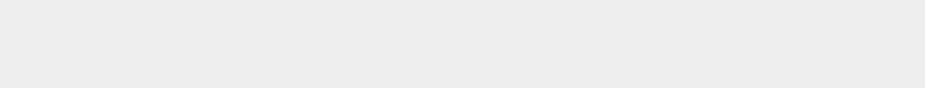
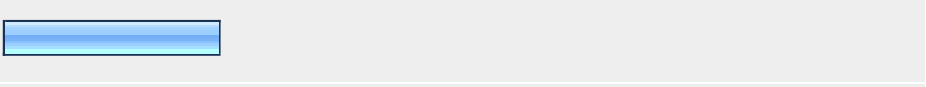

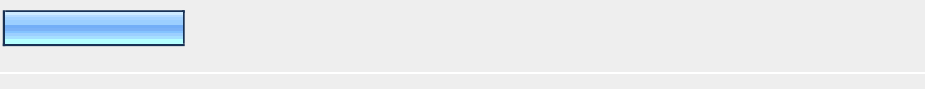
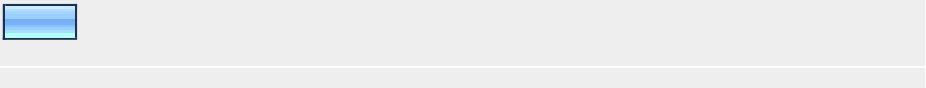
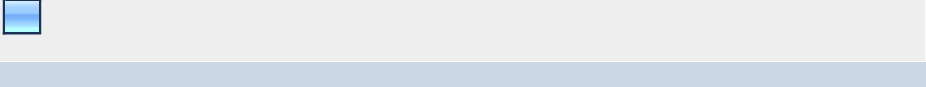
1. Please check the neighborhood in which you live or if you are a business owner on North Avenue in East Town. • East Town is located between 60th Street and Wauwatosa Avenue and between North Avenue and Center Street.. • The Pabst Park neighborhood is bounded by North Avenue and Lloyd Street between 60th and 68th Streets.

		Response Percent	Response Count
Tosa East Town Neighborhood		75.6%	254
Pabst Park Neighborhood		24.4%	82
		<i>answered question</i>	<b>336</b>
		<i>skipped question</i>	<b>23</b>

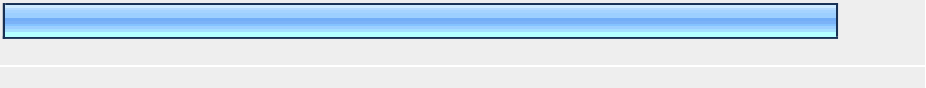
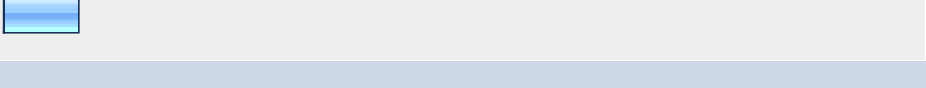
2. Please check your household income.

		Response Percent	Response Count
Less than \$20,000		2.9%	10
\$20,001-\$39,999		5.8%	20
\$40,000-\$69,000		22.7%	78
\$70,000-\$99,000		28.9%	99
<b>\$100,000+</b>		<b>39.7%</b>	<b>136</b>
		<i>answered question</i>	<b>343</b>
		<i>skipped question</i>	<b>16</b>

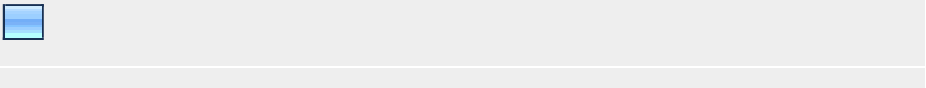
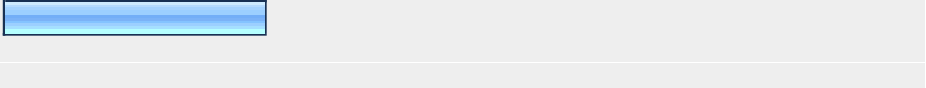

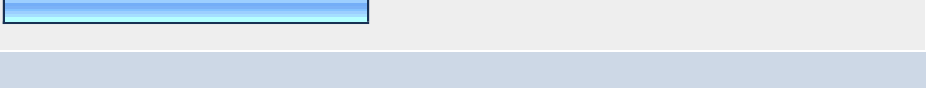
**3. Please check your age range.**

		Response Percent	Response Count
18-24		0.0%	0
25-34		23.4%	83
<b>35-44</b>		<b>45.8%</b>	162
45-54		19.5%	69
55-64		7.6%	27
65 or older		3.7%	13
		<b>answered question</b>	<b>354</b>
		<b>skipped question</b>	<b>5</b>




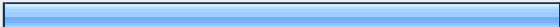

**4. Do you rent or own?**

		Response Percent	Response Count
<b>Own</b>		<b>92.1%</b>	326
Rent		7.9%	28
		<b>answered question</b>	<b>354</b>
		<b>skipped question</b>	<b>5</b>

**5. How long have you lived in this area (the Pabst Park or East Town neighborhoods)?**

		Response Percent	Response Count
Less than 1 year		4.1%	14
1-5 years		28.8%	99
5-10 years		27.0%	93
<b>10+ years</b>		<b>40.1%</b>	138
		<b>answered question</b>	<b>344</b>
		<b>skipped question</b>	<b>15</b>

**6. How much do you feel business on North Avenue in East Town impacts your property values?**

		Response Percent	Response Count
Of little to no impact		0.9%	3
Somewhat impacts		4.6%	16
Impacts		29.5%	102
<b>Greatly impacts</b>		<b>61.3%</b>	212
Don't know		3.8%	13
		<b>answered question</b>	<b>346</b>
		<b>skipped question</b>	<b>13</b>

**7. Please rate the importance of the following to the success/ sustainability of North Avenue in East Town.**

	Of little to no importance	Somewhat important	Important	Very Important	Don't Know	Rating Average	Response Count
Shopping options	1.2% (4)	10.4% (36)	40.2% (139)	<b>48.0% (166)</b>	0.3% (1)	3.36	346
Dining options	0.9% (3)	5.5% (19)	30.2% (104)	<b>63.4% (218)</b>	0.0% (0)	3.56	344
Appearance (Storefronts, signage, etc.)	0.3% (1)	0.9% (3)	13.0% (45)	<b>85.8% (297)</b>	0.0% (0)	3.84	346
Walk-ability	0.9% (3)	7.6% (26)	30.2% (104)	<b>61.3% (211)</b>	0.0% (0)	3.52	344
Overall safety	0.3% (1)	0.0% (0)	7.6% (26)	<b>91.5% (314)</b>	0.6% (2)	3.92	343
Parking	1.4% (5)	20.0% (69)	<b>45.8% (158)</b>	32.8% (113)	0.0% (0)	3.10	345
Coordinated promotion & marketing of current businesses	5.2% (18)	22.2% (76)	<b>44.0% (151)</b>	26.8% (92)	1.7% (6)	2.98	343
<b>answered question</b>							<b>346</b>
<b>skipped question</b>							<b>13</b>

**8. Please rate the current status of the following with regard to North Avenue in East Town.**

	Poor	Fair	Average	Good	Excellent	Rating Average	Response Count
Shopping options	22.8% (79)	<b>44.8% (155)</b>	29.2% (101)	3.2% (11)	0.0% (0)	2.13	346
Dining options	12.5% (43)	31.7% (109)	<b>36.6% (126)</b>	18.6% (64)	0.6% (2)	2.63	344
Appearance (Storefronts, signage, etc.)	15.9% (55)	<b>37.6% (130)</b>	34.7% (120)	11.3% (39)	0.6% (2)	2.43	346
Walk-ability	2.6% (9)	13.6% (47)	30.7% (106)	<b>45.2% (156)</b>	7.8% (27)	3.42	345
Overall safety	4.6% (16)	25.2% (87)	<b>37.4% (129)</b>	31.6% (109)	1.2% (4)	2.99	345
Parking	9.1% (31)	29.2% (100)	<b>44.2% (151)</b>	16.7% (57)	0.9% (3)	2.71	342
Coordinated promotion & marketing of current businesses	24.2% (81)	<b>36.1% (121)</b>	33.1% (111)	3.9% (13)	2.7% (9)	2.25	335
	<b>answered question</b>						<b>346</b>
	<b>skipped question</b>						<b>13</b>

**9. Comments. Please provide additional comments regarding sustainability of North Avenue.**

	Response Count
	115
	<b>answered question</b>
	<b>115</b>
	<b>skipped question</b>
	<b>244</b>

**10. Please check the time frame that BEST REFLECTS when you last frequented this type of business/ service on North Avenue in East Town.**

	Never	Past 1+ year	Past 9-12 months	Past 3-9 months	Past 3 months	Rating Average	Response Count
Accounting/ Tax Services	<b>92.3% (301)</b>	5.2% (17)	1.5% (5)	0.0% (0)	0.9% (3)	1.12	326
Adjustable/ Therapeutic beds	<b>98.5% (319)</b>	1.2% (4)	0.0% (0)	0.3% (1)	0.0% (0)	1.02	324
African Arts	<b>84.0% (274)</b>	12.6% (41)	2.8% (9)	0.3% (1)	0.3% (1)	1.20	326
Appliance Parts & Services	<b>55.7% (176)</b>	29.4% (93)	6.3% (20)	2.8% (9)	5.7% (18)	1.73	316
Bakery/ Café / Coffee Shop	4.3% (14)	4.9% (16)	5.8% (19)	9.8% (32)	<b>75.2% (246)</b>	4.47	327
Banking / Mortgage Services	<b>52.1% (170)</b>	4.9% (16)	3.1% (10)	4.0% (13)	35.9% (117)	2.67	326
Bar	28.7% (93)	20.7% (67)	8.3% (27)	11.4% (37)	<b>30.9% (100)</b>	2.95	324
Bicycle / Fitness Shop	<b>25.9% (83)</b>	22.4% (72)	16.8% (54)	22.1% (71)	12.8% (41)	2.74	321
Bridal / Evening Gowns Boutique	<b>80.5% (260)</b>	15.8% (51)	0.6% (2)	0.9% (3)	2.2% (7)	1.28	323
Car Repair Shop	<b>36.0% (116)</b>	26.4% (85)	9.9% (32)	8.4% (27)	19.3% (62)	2.48	322
Car Wash	22.9% (73)	16.6% (53)	11.0% (35)	17.6% (56)	<b>32.0% (102)</b>	3.19	319
Cigar Shop	<b>72.4% (233)</b>	11.8% (38)	3.7% (12)	6.5% (21)	5.6% (18)	1.61	322
Clothing Alterations	<b>82.9% (266)</b>	10.3% (33)	1.9% (6)	2.5% (8)	2.5% (8)	1.31	321
Communications / Marketing/ Promotions Company	<b>96.9% (312)</b>	1.2% (4)	0.6% (2)	0.3% (1)	0.9% (3)	1.07	322
Deli & Market	11.0% (36)	13.8% (45)	11.9% (39)	13.8% (45)	<b>49.5% (162)</b>	3.77	327
Dental Services	<b>75.4% (242)</b>	7.2% (23)	1.9% (6)	2.5% (8)	13.1% (42)	1.71	321

Diner / Ice Cream Parlor	21.7% (70)	16.7% (54)	9.3% (30)	12.7% (41)	<b>39.6%</b> <b>(128)</b>	3.32	323
Dry cleaning	<b>30.9%</b> <b>(100)</b>	16.7% (54)	11.7% (38)	10.2% (33)	30.6% (99)	2.93	324
Electronics Store	<b>36.1%</b> <b>(117)</b>	15.1% (49)	13.6% (44)	14.8% (48)	20.4% (66)	2.68	324
Eye / Vision Care	<b>81.0%</b> <b>(264)</b>	6.4% (21)	2.8% (9)	2.8% (9)	7.1% (23)	1.48	326
Fast Food Restaurants	7.7% (25)	8.0% (26)	4.6% (15)	12.0% (39)	<b>67.8%</b> <b>(221)</b>	4.24	326
Fish/ Aquatics Center	<b>46.8%</b> <b>(152)</b>	22.2% (72)	8.9% (29)	8.9% (29)	13.2% (43)	2.20	325
Fitness Studio (Yoga, Martial Arts, Cardio, etc.)	<b>78.5%</b> <b>(256)</b>	8.9% (29)	2.8% (9)	1.2% (4)	8.6% (28)	1.52	326
Florist/ Flower Shop	<b>31.6%</b> <b>(103)</b>	24.8% (81)	13.8% (45)	14.4% (47)	15.3% (50)	2.57	326
Gas Station	4.6% (15)	3.7% (12)	2.8% (9)	5.5% (18)	<b>83.4%</b> <b>(271)</b>	4.59	325
Health services (acupuncture, chiropractics, healing arts, massage therapy, holistic counseling, podiatry, psychology)	<b>83.0%</b> <b>(269)</b>	6.8% (22)	1.9% (6)	1.9% (6)	6.5% (21)	1.42	324
Insurance Services	<b>93.5%</b> <b>(304)</b>	2.2% (7)	0.6% (2)	0.9% (3)	2.8% (9)	1.17	325
Jewelry Shop	<b>87.0%</b> <b>(282)</b>	8.0% (26)	2.2% (7)	1.9% (6)	0.9% (3)	1.22	324
Laundromat	<b>68.5%</b> <b>(222)</b>	16.7% (54)	5.2% (17)	4.6% (15)	4.9% (16)	1.61	324
Legal Services	<b>95.0%</b> <b>(304)</b>	2.8% (9)	0.9% (3)	0.3% (1)	0.9% (3)	1.09	320
Lighting Fixtures Store	<b>55.2%</b> <b>(179)</b>	32.7% (106)	5.6% (18)	4.3% (14)	2.2% (7)	1.65	324
Liquor Store	23.4% (76)	16.9% (55)	8.3% (27)	12.9% (42)	<b>38.5%</b> <b>(125)</b>	3.26	325
Movie Theater	13.2% (43)	26.7% (87)	10.1% (33)	17.2% (56)	<b>32.8%</b> <b>(107)</b>	3.30	326
Music Shop	<b>57.7%</b> <b>(184)</b>	21.6% (69)	5.6% (18)	6.0% (19)	9.1% (29)	1.87	319

Occupational Therapy	<b>97.8%</b> <b>(315)</b>	0.6% (2)	0.9% (3)	0.0% (0)	0.6% (2)	1.05	322
Paint Store	21.0% (68)	<b>32.4%</b> <b>(105)</b>	12.3% (40)	17.3% (56)	17.0% (55)	2.77	324
Party Supply Store	7.1% (23)	14.8% (48)	13.6% (44)	22.5% (73)	<b>42.0%</b> <b>(136)</b>	3.77	324
Photography Services	<b>95.0%</b> <b>(305)</b>	3.1% (10)	0.9% (3)	0.6% (2)	0.3% (1)	1.08	321
Snack Shop (Candy, Nuts etc)	<b>31.9%</b> <b>(104)</b>	21.8% (71)	12.9% (42)	14.4% (47)	19.0% (62)	2.67	326
Popcorn/ Fundraising	<b>61.8%</b> <b>(199)</b>	8.4% (27)	7.5% (24)	7.8% (25)	14.6% (47)	2.05	322
Pottery Studio and Gallery	<b>76.5%</b> <b>(247)</b>	13.6% (44)	3.4% (11)	4.6% (15)	1.9% (6)	1.42	323
Property Rentals / Real Estate services	<b>98.8%</b> <b>(320)</b>	0.6% (2)	0.3% (1)	0.0% (0)	0.3% (1)	1.02	324
Remodeling Services	<b>92.6%</b> <b>(300)</b>	5.9% (19)	0.0% (0)	0.3% (1)	1.2% (4)	1.12	324
Restaurant (sit down)	12.9% (42)	12.3% (40)	11.3% (37)	15.6% (51)	<b>47.9%</b> <b>(156)</b>	3.73	326
Salon – (Hair, Nails, Tanning, Braiding, etc.)	<b>70.4%</b> <b>(228)</b>	8.6% (28)	4.9% (16)	5.9% (19)	10.2% (33)	1.77	324
Video Store	26.5% (86)	13.2% (43)	7.4% (24)	11.1% (36)	<b>41.8%</b> <b>(136)</b>	3.29	325
Vitamins/ Health Supplies	<b>82.3%</b> <b>(265)</b>	5.9% (19)	3.1% (10)	1.9% (6)	6.8% (22)	1.45	322
	<b>answered question</b>						<b>330</b>
	<b>skipped question</b>						<b>29</b>

**11. Comment. Please comment about existing North Avenue East Town products and services. If relevant, be sure to include why you do or do not use specific products and services..**

		Response Count
		92
<i>answered question</i>		<b>92</b>
<i>skipped question</i>		<b>267</b>

**12. 1. Please check the PRODUCTS & SERVICES for which you would likely spend money if located in East Town. (Please note: restaurants will be addressed in the next section).**

	Highly Unlikely	Unlikely	Likely	Highly Likely	Rating Average	Response Count
Bookstore	2.2% (7)	3.4% (11)	38.2% (123)	<b>56.2% (181)</b>	3.48	322
Kids Hair Salon	<b>36.8% (117)</b>	14.8% (47)	28.3% (90)	20.1% (64)	2.32	318
Gift / Novelty Shop	6.9% (22)	12.9% (41)	<b>59.6% (190)</b>	20.7% (66)	2.94	319
Natural Foods / Neighborhood Grocery Store	5.6% (18)	9.6% (31)	33.2% (107)	<b>51.6% (166)</b>	3.31	322
Pet Shop	20.4% (66)	20.1% (65)	<b>35.9% (116)</b>	23.5% (76)	2.63	323
Small Animal Vet Services	<b>33.3% (106)</b>	23.9% (76)	29.9% (95)	12.9% (41)	2.22	318
Arts and Crafts Shop	8.2% (26)	15.1% (48)	<b>49.4% (157)</b>	27.4% (87)	2.96	318
Gallery, Arts and Entertainment	10.2% (32)	18.7% (59)	<b>46.0% (145)</b>	25.1% (79)	2.86	315
Travel Agency	<b>45.2% (145)</b>	38.3% (123)	15.9% (51)	0.6% (2)	1.72	321
Antiques	25.8% (82)	27.7% (88)	<b>30.8% (98)</b>	15.7% (50)	2.36	318
Fine furniture and accessories	23.4% (75)	<b>35.5% (114)</b>	32.4% (104)	8.7% (28)	2.26	321
Interior design studio	39.9% (127)	<b>43.7% (139)</b>	14.8% (47)	1.6% (5)	1.78	318
Apparel and Shoes boutique (Adults)	14.7% (47)	21.9% (70)	<b>42.3% (135)</b>	21.0% (67)	2.70	319
Apparel and Shoes boutique (Children)	<b>30.0% (93)</b>	23.2% (72)	29.4% (91)	17.4% (54)	2.34	310
Garden Center	4.7% (15)	5.7% (18)	<b>47.5% (150)</b>	42.1% (133)	3.27	316
Live Theater	6.9% (22)	15.4% (49)	<b>46.7% (149)</b>	31.0% (99)	3.02	319

Natural Dry-cleaner	25.4% (81)	<b>29.2% (93)</b>	28.5% (91)	16.9% (54)	2.37	319
Senior citizens center & services	<b>70.7% (224)</b>	19.9% (63)	5.4% (17)	4.1% (13)	1.43	317
	<i>answered question</i>					<b>324</b>
	<i>skipped question</i>					<b>35</b>

<b>13. Please comment on businesses you would like to see on North Avenue.</b>						
						<b>Response Count</b>
						86
	<i>answered question</i>					<b>86</b>
	<i>skipped question</i>					<b>273</b>


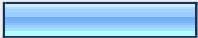
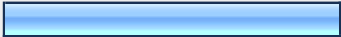


<b>14. Please check the RESTAURANTS for which you would likely spend money if located in East Town. (Some restaurant types are already represented in East Town This section will help us to address quality and quantity, so please provide comments regarding either in the comments section below).</b>						
	Highly unlikely	Unlikely	Likely	Highly Likely	Rating Average	Response Count
Chinese	4.6% (15)	8.0% (26)	42.7% (138)	<b>44.6% (144)</b>	3.27	323
Coffee Shop/ Café/ Bakery	1.2% (4)	2.5% (8)	26.7% (86)	<b>69.6% (224)</b>	3.65	322
Continental	5.4% (17)	18.5% (58)	<b>44.9% (141)</b>	31.2% (98)	3.02	314
Creole	16.6% (53)	23.8% (76)	<b>35.9% (115)</b>	23.8% (76)	2.67	320
Ethiopian	31.1% (99)	<b>38.4% (122)</b>	19.8% (63)	10.7% (34)	2.10	318
European Cuisine	9.9% (31)	20.5% (64)	<b>47.8% (149)</b>	21.8% (68)	2.81	312
Family-friendly bar and grille	3.7% (12)	5.0% (16)	33.9% (109)	<b>57.5% (185)</b>	3.45	322
French	13.1% (42)	28.4% (91)	<b>39.4% (126)</b>	19.1% (61)	2.64	320
Gourmet pizzas and sandwiches	1.9% (6)	4.7% (15)	39.1% (126)	<b>54.3% (175)</b>	3.46	322
Indian	17.1% (55)	<b>31.4% (101)</b>	25.2% (81)	26.4% (85)	2.61	322
Italian	1.6% (5)	3.7% (12)	43.0% (138)	<b>51.7% (166)</b>	3.45	321
Irish	10.4% (33)	28.7% (91)	<b>38.2% (121)</b>	22.7% (72)	2.73	317
Japanese	13.1% (42)	19.0% (61)	<b>37.1% (119)</b>	30.8% (99)	2.86	321
Mexican	1.9% (6)	3.4% (11)	29.8% (95)	<b>64.9% (207)</b>	3.58	319

Middle Eastern	17.8% (57)	<b>31.9% (102)</b>	30.0% (96)	20.3% (65)	2.53	320
Old-fashioned soda fountain/diner	1.9% (6)	9.1% (29)	37.2% (119)	<b>51.9% (166)</b>	3.39	320
Southwestern Grille	4.4% (14)	12.1% (39)	<b>48.0% (154)</b>	35.5% (114)	3.15	321
Steak & Seafood	4.1% (13)	14.5% (46)	38.1% (121)	<b>43.4% (138)</b>	3.21	318
Thai	10.0% (32)	18.4% (59)	31.5% (101)	<b>40.2% (129)</b>	3.02	321
Wine Bar	13.1% (42)	22.1% (71)	25.5% (82)	<b>39.3% (126)</b>	2.91	321
Wine Cellar/ European Bistro	12.9% (41)	15.4% (49)	29.9% (95)	<b>41.8% (133)</b>	3.01	318
	<b>answered question</b>					<b>323</b>
	<b>skipped question</b>					<b>36</b>

15. If restaurants were to host live music on a regular basis, which genre would be a likely draw for you?						
	Highly unlikely	Unlikely	Likely	Highly Likely	Rating Average	Response Count
Jazz	8.4% (27)	12.8% (41)	<b>48.4% (155)</b>	30.3% (97)	3.01	320
Folk	18.6% (59)	28.6% (91)	<b>38.1% (121)</b>	14.8% (47)	2.49	318
Bluegrass/ Blues	9.9% (32)	18.9% (61)	<b>43.5% (140)</b>	27.6% (89)	2.89	322
Contemporary	9.8% (31)	22.2% (70)	<b>46.5% (147)</b>	21.5% (68)	2.80	316
Hip Hop	<b>60.3% (190)</b>	29.5% (93)	7.9% (25)	2.2% (7)	1.52	315
Children's	28.9% (92)	24.5% (78)	<b>34.0% (108)</b>	12.6% (40)	2.30	318
	<b>answered question</b>					<b>322</b>
	<b>skipped question</b>					<b>37</b>

16. Please provide any additional comments about the types of restaurants you would like to see on North Avenue in East Town. Be sure to comment on quality or quantity you would like to see.		Response Count
		80
	<b>answered question</b>	<b>80</b>
	<b>skipped question</b>	<b>279</b>

**17. How frequently do you walk to businesses on North Avenue in East Town?**

		Response Percent	Response Count
Never		5.0%	16
1-2 x per year		21.1%	68
<b>1-2 x per month</b>		<b>36.8%</b>	119
1-2 x per week		9.9%	32
As often as possible		27.2%	88
<b>answered question</b>			<b>323</b>
<b>skipped question</b>			<b>36</b>


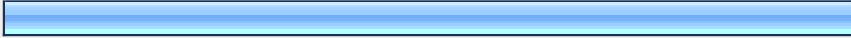


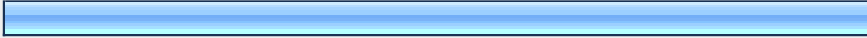

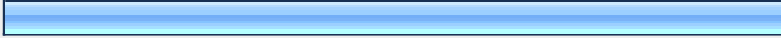
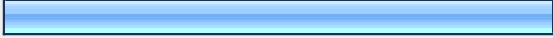
**18. What, if anything, negatively impacts your interest and/or ability in walking on North Avenue in East Town. Check all that apply.**

	Of little to no impact	Somewhat impacts	Impacts	Greatly impacts	N/A	Rating Average	Response Count
Traffic speed	29.3% (94)	<b>31.5% (101)</b>	18.4% (59)	20.6% (66)	0.3% (1)	2.30	321
Traffic doesn't yield to pedestrians in crosswalks.	17.1% (55)	21.8% (70)	25.5% (82)	<b>34.6% (111)</b>	0.9% (3)	2.78	321
Traffic lights flip too quickly to safely cross on foot.	<b>42.5% (136)</b>	23.8% (76)	18.4% (59)	11.3% (36)	4.1% (13)	1.98	320
Sidewalks and/or sidewalk ramps are not always cleared to allow foot traffic, strollers or wheelchairs through.	<b>28.0% (89)</b>	25.8% (82)	18.6% (59)	25.2% (80)	2.5% (8)	2.42	318
<b>answered question</b>							<b>322</b>
<b>skipped question</b>							<b>37</b>

**19. Please comment about walk-ability of North Avenue in East Town.**

		Response Count
		96
	<i>answered question</i>	<b>96</b>
	<i>skipped question</i>	<b>263</b>

**20. Please complete the contact information below to be active in this group.**

		Response Percent	Response Count
<b>Name:</b>		<b>98.2%</b>	112
Address:		93.9%	107
Address 2:		4.4%	5
City/Town:		93.9%	107
State:		95.6%	109
ZIP/Postal Code:		93.0%	106
Email Address:		86.0%	98
Phone Number:		60.5%	69
		<i>answered question</i>	<b>114</b>
		<i>skipped question</i>	<b>245</b>