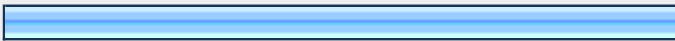
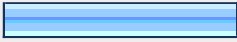



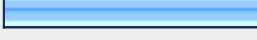
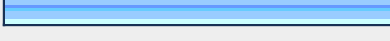


North Avenue Neighborhood Alliance

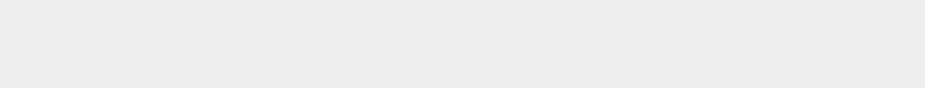
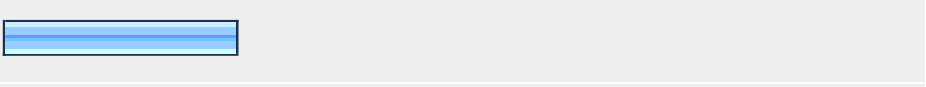

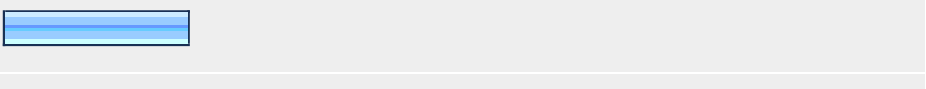
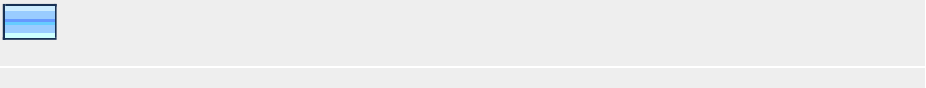
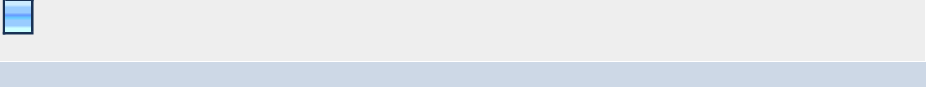
1. Please check the neighborhood in which you live or if you are a business owner on North Avenue in East Town. • East Town is located between 60th Street and Wauwatosa Avenue and between North Avenue and Center Street.. • The Pabst Park neighborhood is bounded by North Avenue and Lloyd Street between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

		Response Percent	Response Count
Tosa East Town Neighborhood		74.6%	173
Pabst Park Neighborhood		25.4%	59
		<i>answered question</i>	232
		<i>skipped question</i>	9

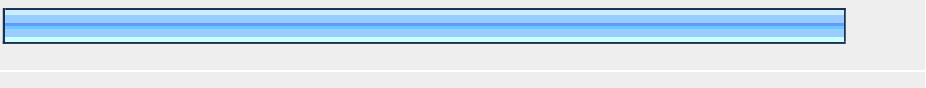
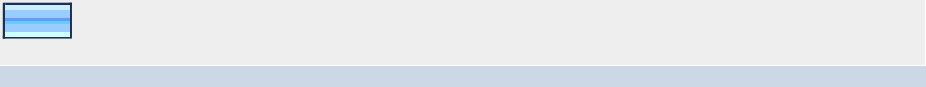
2. Please check your household income.

		Response Percent	Response Count
Less than \$20,000		2.6%	6
\$20,001-\$39,999		3.9%	9
\$40,000-\$69,000		23.2%	54
\$70,000-\$99,000		27.9%	65
\$100,000+		42.5%	99
		<i>answered question</i>	233
		<i>skipped question</i>	8

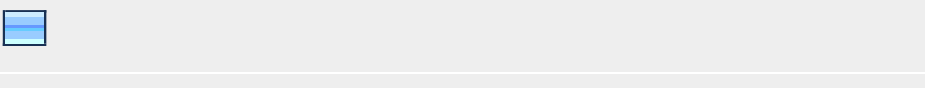
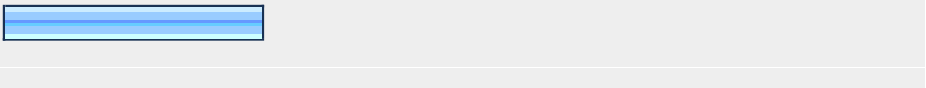
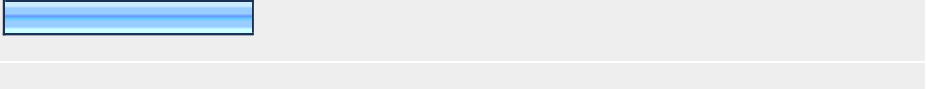
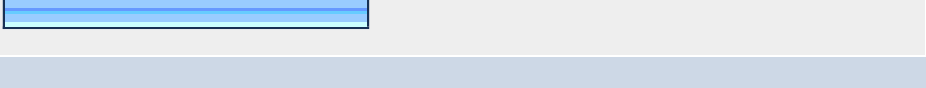
3. Please check your age range.

		Response Percent	Response Count
18-24		0.0%	0
25-34		25.6%	61
35-44		45.8%	109
45-54		20.2%	48
55-64		5.5%	13
65 or older		2.9%	7
		answered question	238
		skipped question	3


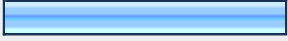
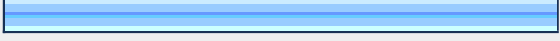

4. Do you rent or own?

		Response Percent	Response Count
Own		92.9%	221
Rent		7.1%	17
		answered question	238
		skipped question	3

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

		Response Percent	Response Count
Less than 1 year		4.3%	10
1-5 years		28.5%	67
5-10 years		27.2%	64
10+ years		40.0%	94
		answered question	235
		skipped question	6

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		0.0%	0
Somewhat impacts		3.4%	8
Impacts		30.9%	72
Greatly impacts		60.9%	142
Don't know		4.7%	11
answered question			233
skipped question			8

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	1.3% (3)	11.2% (26)	37.3% (87)	49.8% (116)	0.4% (1)	3.37	233
Dining options	0.4% (1)	6.0% (14)	30.6% (71)	62.9% (146)	0.0% (0)	3.56	232
Appearance (Storefronts, signage, etc.)	0.0% (0)	0.4% (1)	12.4% (29)	87.1% (203)	0.0% (0)	3.87	233
Walk-ability	0.4% (1)	7.8% (18)	31.2% (72)	60.6% (140)	0.0% (0)	3.52	231
Overall safety	0.0% (0)	0.0% (0)	6.5% (15)	92.7% (215)	0.9% (2)	3.94	232
Parking	1.3% (3)	19.7% (46)	47.6% (111)	31.3% (73)	0.0% (0)	3.09	233
Coordinated promotion & marketing of current businesses	6.1% (14)	23.4% (54)	42.4% (98)	25.5% (59)	2.6% (6)	2.95	231
answered question							233
skipped question							8

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	22.7% (53)	45.1% (105)	29.2% (68)	3.0% (7)	0.0% (0)	2.12	233
Dining options	11.6% (27)	33.2% (77)	35.8% (83)	18.5% (43)	0.9% (2)	2.64	232
Appearance (Storefronts, signage, etc.)	15.9% (37)	38.6% (90)	32.6% (76)	12.4% (29)	0.4% (1)	2.43	233
Walk-ability	2.6% (6)	13.7% (32)	29.6% (69)	45.1% (105)	9.0% (21)	3.44	233
Overall safety	3.4% (8)	24.0% (56)	38.2% (89)	33.9% (79)	0.4% (1)	3.04	233
Parking	6.6% (15)	29.7% (68)	47.2% (108)	16.2% (37)	0.4% (1)	2.74	229
Coordinated promotion & marketing of current businesses	21.7% (49)	36.3% (82)	34.5% (78)	4.9% (11)	2.7% (6)	2.31	226
	answered question						233
	skipped question						8

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

	Response Count
	76
	answered question
	76
	skipped question
	165

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	90.9% (199)	5.9% (13)	1.8% (4)	0.0% (0)	1.4% (3)	1.15	219
Adjustable/ Therapeutic beds	99.1% (217)	0.9% (2)	0.0% (0)	0.0% (0)	0.0% (0)	1.01	219
African Arts	84.9% (186)	12.8% (28)	1.8% (4)	0.5% (1)	0.0% (0)	1.18	219
Appliance Parts & Services	58.2% (124)	28.2% (60)	5.6% (12)	1.9% (4)	6.1% (13)	1.69	213
Bakery/ Café / Coffee Shop	2.7% (6)	3.2% (7)	5.5% (12)	7.8% (17)	80.8% (177)	4.61	219
Banking / Mortgage Services	50.7% (111)	3.7% (8)	2.7% (6)	2.3% (5)	40.6% (89)	2.79	219
Bar	29.2% (64)	23.7% (52)	9.6% (21)	10.0% (22)	27.4% (60)	2.83	219
Bicycle / Fitness Shop	22.7% (49)	22.7% (49)	17.1% (37)	23.6% (51)	13.9% (30)	2.83	216
Bridal / Evening Gowns Boutique	77.4% (168)	19.4% (42)	0.9% (2)	0.0% (0)	2.3% (5)	1.30	217
Car Repair Shop	37.5% (81)	28.2% (61)	8.3% (18)	8.3% (18)	17.6% (38)	2.40	216
Car Wash	22.9% (49)	15.4% (33)	10.3% (22)	18.2% (39)	33.2% (71)	3.23	214
Cigar Shop	72.0% (157)	12.8% (28)	3.2% (7)	5.5% (12)	6.4% (14)	1.61	218
Clothing Alterations	81.5% (176)	11.6% (25)	2.3% (5)	2.3% (5)	2.3% (5)	1.32	216
Communications / Marketing/ Promotions Company	96.8% (210)	0.9% (2)	0.5% (1)	0.5% (1)	1.4% (3)	1.09	217
Deli & Market	9.5% (21)	13.1% (29)	12.7% (28)	14.0% (31)	50.7% (112)	3.83	221
Dental Services	76.0% (165)	7.4% (16)	1.8% (4)	2.3% (5)	12.4% (27)	1.68	217

Diner / Ice Cream Parlor	19.9% (43)	15.7% (34)	8.8% (19)	12.0% (26)	43.5% (94)	3.44	216
Dry cleaning	27.3% (60)	18.6% (41)	12.3% (27)	10.0% (22)	31.8% (70)	3.00	220
Electronics Store	33.9% (74)	16.1% (35)	14.2% (31)	14.7% (32)	21.1% (46)	2.73	218
Eye / Vision Care	80.0% (176)	8.2% (18)	2.7% (6)	2.7% (6)	6.4% (14)	1.47	220
Fast Food Restaurants	5.0% (11)	7.2% (16)	4.5% (10)	12.2% (27)	71.0% (157)	4.37	221
Fish/ Aquatics Center	45.0% (98)	23.4% (51)	8.7% (19)	10.6% (23)	12.4% (27)	2.22	218
Fitness Studio (Yoga, Martial Arts, Cardio, etc.)	77.7% (171)	10.0% (22)	2.3% (5)	0.5% (1)	9.5% (21)	1.54	220
Florist/ Flower Shop	26.4% (58)	26.8% (59)	14.5% (32)	16.4% (36)	15.9% (35)	2.69	220
Gas Station	4.6% (10)	3.7% (8)	1.8% (4)	5.0% (11)	84.9% (186)	4.62	219
Health services (acupuncture, chiropractics, healing arts, massage therapy, holistic counseling, podiatry, psychology)	83.6% (183)	7.3% (16)	2.3% (5)	1.8% (4)	5.0% (11)	1.37	219
Insurance Services	95.0% (208)	2.3% (5)	0.0% (0)	0.9% (2)	1.8% (4)	1.12	219
Jewelry Shop	87.2% (190)	8.7% (19)	0.9% (2)	1.8% (4)	1.4% (3)	1.22	218
Laundromat	67.9% (148)	15.1% (33)	6.0% (13)	6.0% (13)	5.0% (11)	1.65	218
Legal Services	95.8% (206)	1.9% (4)	1.4% (3)	0.5% (1)	0.5% (1)	1.08	215
Lighting Fixtures Store	54.3% (119)	33.3% (73)	6.4% (14)	3.7% (8)	2.3% (5)	1.66	219
Liquor Store	23.3% (51)	16.4% (36)	8.7% (19)	11.4% (25)	40.2% (88)	3.29	219
Movie Theater	12.2% (27)	27.1% (60)	10.4% (23)	16.7% (37)	33.5% (74)	3.32	221
Music Shop	60.3% (129)	22.0% (47)	5.6% (12)	4.7% (10)	7.5% (16)	1.77	214

Occupational Therapy	98.6% (213)	0.9% (2)	0.5% (1)	0.0% (0)	0.0% (0)	1.02	216
Paint Store	18.7% (41)	34.7% (76)	10.0% (22)	17.8% (39)	18.7% (41)	2.83	219
Party Supply Store	5.5% (12)	14.2% (31)	13.7% (30)	23.7% (52)	42.9% (94)	3.84	219
Photography Services	94.9% (206)	3.7% (8)	0.5% (1)	0.9% (2)	0.0% (0)	1.07	217
Snack Shop (Candy, Nuts etc)	28.5% (63)	23.1% (51)	13.1% (29)	15.4% (34)	19.9% (44)	2.75	221
Popcorn/ Fundraising	63.0% (136)	8.3% (18)	6.5% (14)	8.8% (19)	13.4% (29)	2.01	216
Pottery Studio and Gallery	74.3% (162)	14.7% (32)	3.7% (8)	5.0% (11)	2.3% (5)	1.46	218
Property Rentals / Real Estate services	98.6% (215)	0.5% (1)	0.5% (1)	0.0% (0)	0.5% (1)	1.03	218
Remodeling Services	92.7% (202)	6.0% (13)	0.0% (0)	0.5% (1)	0.9% (2)	1.11	218
Restaurant (sit down)	13.2% (29)	13.2% (29)	11.8% (26)	15.0% (33)	46.8% (103)	3.69	220
Salon – (Hair, Nails, Tanning, Braiding, etc.)	68.5% (150)	9.6% (21)	4.6% (10)	7.3% (16)	10.0% (22)	1.81	219
Video Store	25.5% (56)	12.7% (28)	7.3% (16)	10.0% (22)	44.5% (98)	3.35	220
Vitamins/ Health Supplies	83.8% (181)	6.0% (13)	2.3% (5)	2.3% (5)	5.6% (12)	1.40	216
	answered question						222
	skipped question						19

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
	61
<i>answered question</i>	61
<i>skipped question</i>	180

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	1.8% (4)	2.3% (5)	40.1% (87)	55.8% (121)	3.50	217
Kids Hair Salon	31.6% (68)	17.7% (38)	28.8% (62)	21.9% (47)	2.41	215
Gift / Novelty Shop	6.5% (14)	14.4% (31)	56.9% (123)	22.2% (48)	2.95	216
Natural Foods / Neighborhood Grocery Store	5.5% (12)	7.3% (16)	32.1% (70)	55.0% (120)	3.37	218
Pet Shop	21.6% (47)	21.1% (46)	35.3% (77)	22.0% (48)	2.58	218
Small Animal Vet Services	32.6% (70)	25.6% (55)	30.7% (66)	11.2% (24)	2.20	215
Arts and Crafts Shop	6.1% (13)	15.4% (33)	50.5% (108)	28.0% (60)	3.00	214
Gallery, Arts and Entertainment	10.7% (23)	17.8% (38)	46.3% (99)	25.2% (54)	2.86	214
Travel Agency	47.0% (102)	37.3% (81)	15.2% (33)	0.5% (1)	1.69	217
Antiques	27.8% (60)	28.2% (61)	28.7% (62)	15.3% (33)	2.31	216
Fine furniture and accessories	22.6% (49)	35.5% (77)	32.3% (70)	9.7% (21)	2.29	217
Interior design studio	40.0% (86)	44.7% (96)	14.0% (30)	1.4% (3)	1.77	215
Apparel and Shoes boutique (Adults)	14.0% (30)	22.3% (48)	42.3% (91)	21.4% (46)	2.71	215
Apparel and Shoes boutique (Children)	25.4% (54)	24.9% (53)	32.4% (69)	17.4% (37)	2.42	213
Garden Center	4.2% (9)	6.0% (13)	48.1% (104)	41.7% (90)	3.27	216
Live Theater	4.2% (9)	16.7% (36)	47.0% (101)	32.1% (69)	3.07	215

Natural Dry-cleaner	24.4% (53)	29.0% (63)	26.7% (58)	19.8% (43)	2.42	217
Senior citizens center & services	70.1% (150)	22.4% (48)	3.7% (8)	3.7% (8)	1.41	214
	<i>answered question</i>					219
	<i>skipped question</i>					22

13. Please comment on businesses you would like to see on North Avenue.						
						Response Count
						54
	<i>answered question</i>					54
	<i>skipped question</i>					187


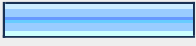
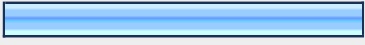
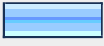

14. Please check the RESTAURANTS for which you would likely spend money if located in East Town. (Some restaurant types are already represented in East Town This section will help us to address quality and quantity, so please provide comments regarding either in the comments section below).						
	Highly unlikely	Unlikely	Likely	Highly Likely	Rating Average	Response Count
Chinese	4.6% (10)	7.8% (17)	43.3% (94)	44.2% (96)	3.27	217
Coffee Shop/ Café/ Bakery	0.5% (1)	1.4% (3)	25.0% (54)	73.1% (158)	3.71	216
Continental	4.3% (9)	19.4% (41)	41.7% (88)	34.6% (73)	3.07	211
Creole	19.2% (41)	26.6% (57)	32.2% (69)	22.0% (47)	2.57	214
Ethiopian	30.7% (65)	38.2% (81)	20.3% (43)	10.8% (23)	2.11	212
European Cuisine	9.7% (20)	20.3% (42)	46.4% (96)	23.7% (49)	2.84	207
Family-friendly bar and grille	2.3% (5)	4.2% (9)	32.4% (70)	61.1% (132)	3.52	216
French	13.1% (28)	29.4% (63)	36.9% (79)	20.6% (44)	2.65	214
Gourmet pizzas and sandwiches	1.4% (3)	1.8% (4)	39.2% (85)	57.6% (125)	3.53	217
Indian	16.7% (36)	32.9% (71)	24.5% (53)	25.9% (56)	2.60	216
Italian	1.4% (3)	1.4% (3)	41.9% (90)	55.3% (119)	3.51	215
Irish	10.3% (22)	32.2% (69)	33.2% (71)	24.3% (52)	2.71	214
Japanese	14.4% (31)	20.5% (44)	33.5% (72)	31.6% (68)	2.82	215
Mexican	0.9% (2)	3.7% (8)	28.8% (62)	66.5% (143)	3.61	215

Middle Eastern	19.1% (41)	32.1% (69)	27.0% (58)	21.9% (47)	2.52	215
Old-fashioned soda fountain/diner	1.4% (3)	10.2% (22)	36.7% (79)	51.6% (111)	3.39	215
Southwestern Grille	4.2% (9)	11.2% (24)	47.4% (102)	37.2% (80)	3.18	215
Steak & Seafood	3.3% (7)	13.1% (28)	39.0% (83)	44.6% (95)	3.25	213
Thai	9.7% (21)	19.4% (42)	31.9% (69)	38.9% (84)	3.00	216
Wine Bar	12.1% (26)	22.8% (49)	24.2% (52)	40.9% (88)	2.94	215
Wine Cellar/ European Bistro	11.6% (25)	15.8% (34)	28.4% (61)	44.2% (95)	3.05	215
	<i>answered question</i>					218
	<i>skipped question</i>					23

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	6.5% (14)	11.2% (24)	52.6% (113)	29.8% (64)	3.06	215
Folk	14.9% (32)	32.6% (70)	40.0% (86)	12.6% (27)	2.50	215
Bluegrass/ Blues	8.8% (19)	21.7% (47)	44.2% (96)	25.3% (55)	2.86	217
Contemporary	6.6% (14)	21.6% (46)	52.6% (112)	19.2% (41)	2.85	213
Hip Hop	56.8% (121)	33.3% (71)	7.5% (16)	2.3% (5)	1.55	213
Children's	25.5% (55)	25.0% (54)	37.5% (81)	12.0% (26)	2.36	216
	<i>answered question</i>					217
	<i>skipped question</i>					24

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
	56
	<i>answered question</i>
	56
	<i>skipped question</i>
	185

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

		Response Percent	Response Count
Never		4.1%	9
1-2 x per year		20.6%	45
1-2 x per month		39.4%	86
1-2 x per week		10.6%	23
As often as possible		25.2%	55
answered question			218
skipped question			23


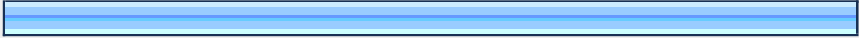


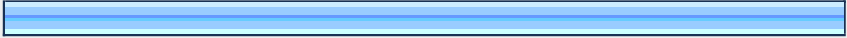
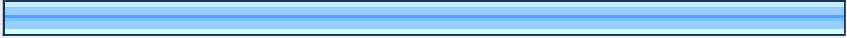
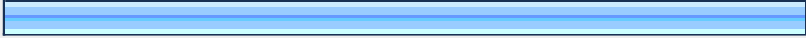
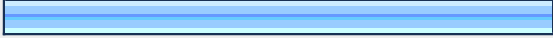
18. What, if anything, negatively impacts your interest and/or ability in walking on North Avenue in East Town. Check all that apply.

	Of little to no impact	Somewhat impacts	Impacts	Greatly impacts	N/A	Rating Average	Response Count
Traffic speed	30.1% (65)	27.3% (59)	21.8% (47)	20.4% (44)	0.5% (1)	2.33	216
Traffic doesn't yield to pedestrians in crosswalks.	18.5% (40)	20.4% (44)	25.9% (56)	34.7% (75)	0.5% (1)	2.77	216
Traffic lights flip too quickly to safely cross on foot.	44.2% (95)	24.7% (53)	17.7% (38)	8.8% (19)	4.7% (10)	1.91	215
Sidewalks and/or sidewalk ramps are not always cleared to allow foot traffic, strollers or wheelchairs through.	27.9% (60)	27.4% (59)	19.1% (41)	23.3% (50)	2.3% (5)	2.39	215
answered question							217
skipped question							24

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

		Response Count
		65
	<i>answered question</i>	65
	<i>skipped question</i>	176

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

		Response Percent	Response Count
Name:		100.0%	71
Address:		94.4%	67
Address 2:		5.6%	4
City/Town:		91.5%	65
State:		93.0%	66
ZIP/Postal Code:		93.0%	66
Email Address:		88.7%	63
Phone Number:		60.6%	43
		<i>answered question</i>	71
		<i>skipped question</i>	170