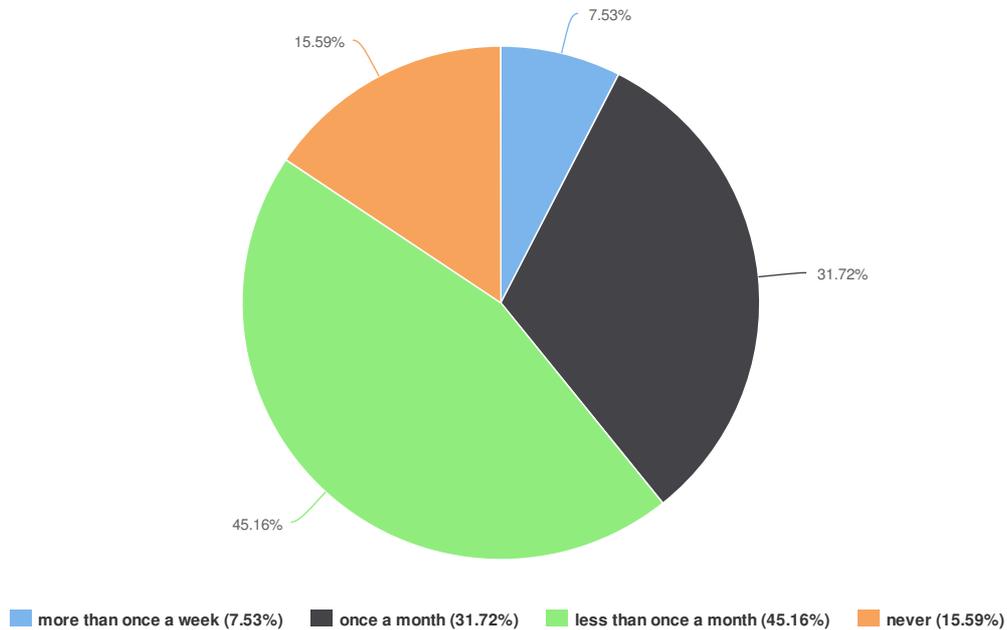


Avenue of Fashion Survey Results

How often do you shop with the businesses on the "Avenue of Fashion" (Livernois between Margarita and Pembroke)?



What prevents you from shopping at the businesses along the "Avenue of Fashion"? Select the top 5 that apply.

	Responses	Percentage
Lack of shopping choices	111	18.72%
Safety concerns	45	7.59%
Poor quality or service	18	3.04%
Unaware of business, products and services	84	14.17%
Lack of restaurant choices	77	12.98%
High prices	13	2.19%
Area is not walkable - too spread out	18	3.04%
Not enough free parking	85	14.33%
Lack of cleanliness in the area	29	4.89%
Lack of places to stop and recharge (restaurants, cafes, benches, etc.)	70	11.8%
Other (Please Specify)	43	7.25%

Which of the following would you participate in? Select the top 3 that apply.

	Responses	Percentage
Buy a Discount Membership Card to save at participating businesses	56	13.53%
Sign up to get emails about deals and events	135	32.61%
Use a mobile app that displays info about businesses, events and deals on your phone	98	23.67%
Sign up for Txt message alerts about events and deals	75	18.12%
Buy a Coupon Book with coupons for participating businesses	50	12.08%

How do you currently find out about the businesses, their products or services, deals being offered and events happening on the "Avenue of Fashion"? Select all that apply.

	Responses	Percentage
Word of mouth	118	25.76%
Community newsletters	95	20.74%
Community email blasts	86	18.78%
Flyers/postcards handed out by businesses	58	12.66%
Newspaper ads	15	3.28%
Magazine ads	8	1.75%
Social media sites (Facebook, Twitter, etc)	34	7.42%
Individual Business Websites	7	1.53%
Association Websites	37	8.08%

What additional businesses, products or services would you like to have on the "Avenue of Fashion"? Select top 4 that apply.

	Responses	Percentage
Coffee Shop/Cafe 	126	21.14%
Wine Shop 	58	9.73%
Restaurants offering delivery 	75	12.58%
Upscale Bar 	73	12.25%
Sports Bar 	39	6.54%
Ice Cream Parlor 	127	21.31%
Antique Store 	51	8.56%
Toy Store/Hobby Shop 	47	7.89%