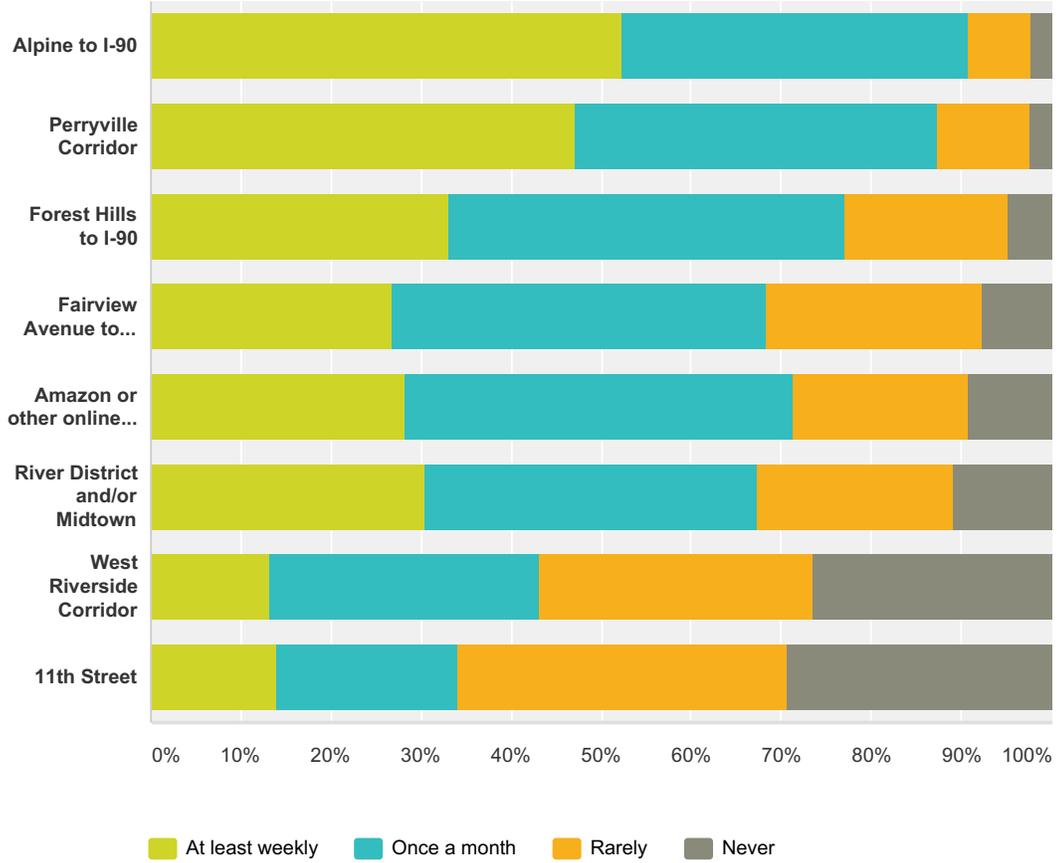


Downtown Rockford Final

Q1 In an average month, how often do you visit these commercial areas?

Answered: 1,581 Skipped: 6

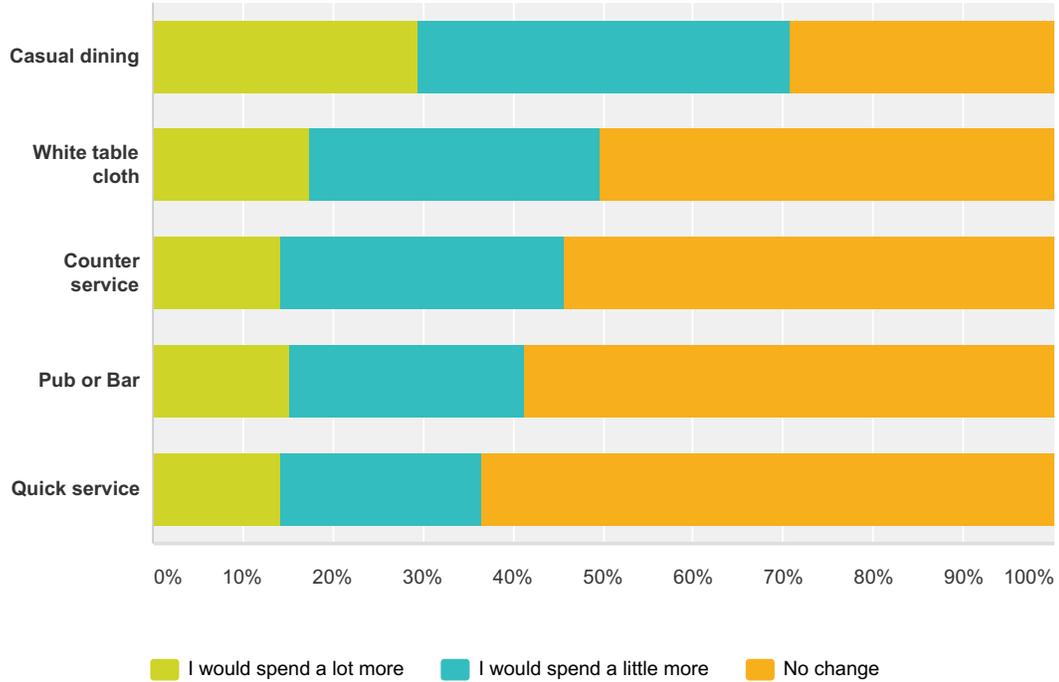


	At least weekly	Once a month	Rarely	Never	Total
Alpine to I-90	52.33% 820	38.42% 602	7.02% 110	2.23% 35	1,567
Perryville Corridor	47.00% 736	40.36% 632	10.15% 159	2.49% 39	1,566
Forest Hills to I-90	33.08% 517	44.02% 688	18.17% 284	4.73% 74	1,563
Fairview Avenue to Alpine Road	26.95% 421	41.42% 647	24.07% 376	7.55% 118	1,562
Amazon or other online store	28.24% 440	43.13% 672	19.45% 303	9.18% 143	1,558
River District and/or Midtown	30.50% 478	36.82% 577	21.76% 341	10.91% 171	1,567
West Riverside Corridor	13.13% 201	30.05% 460	30.31% 464	26.52% 406	1,531
11th Street	13.93% 218	20.13% 315	36.74% 575	29.20% 457	1,565

Downtown Rockford Final

Q2 How would the addition of these restaurants affect the amount you spend in Downtown Rockford?

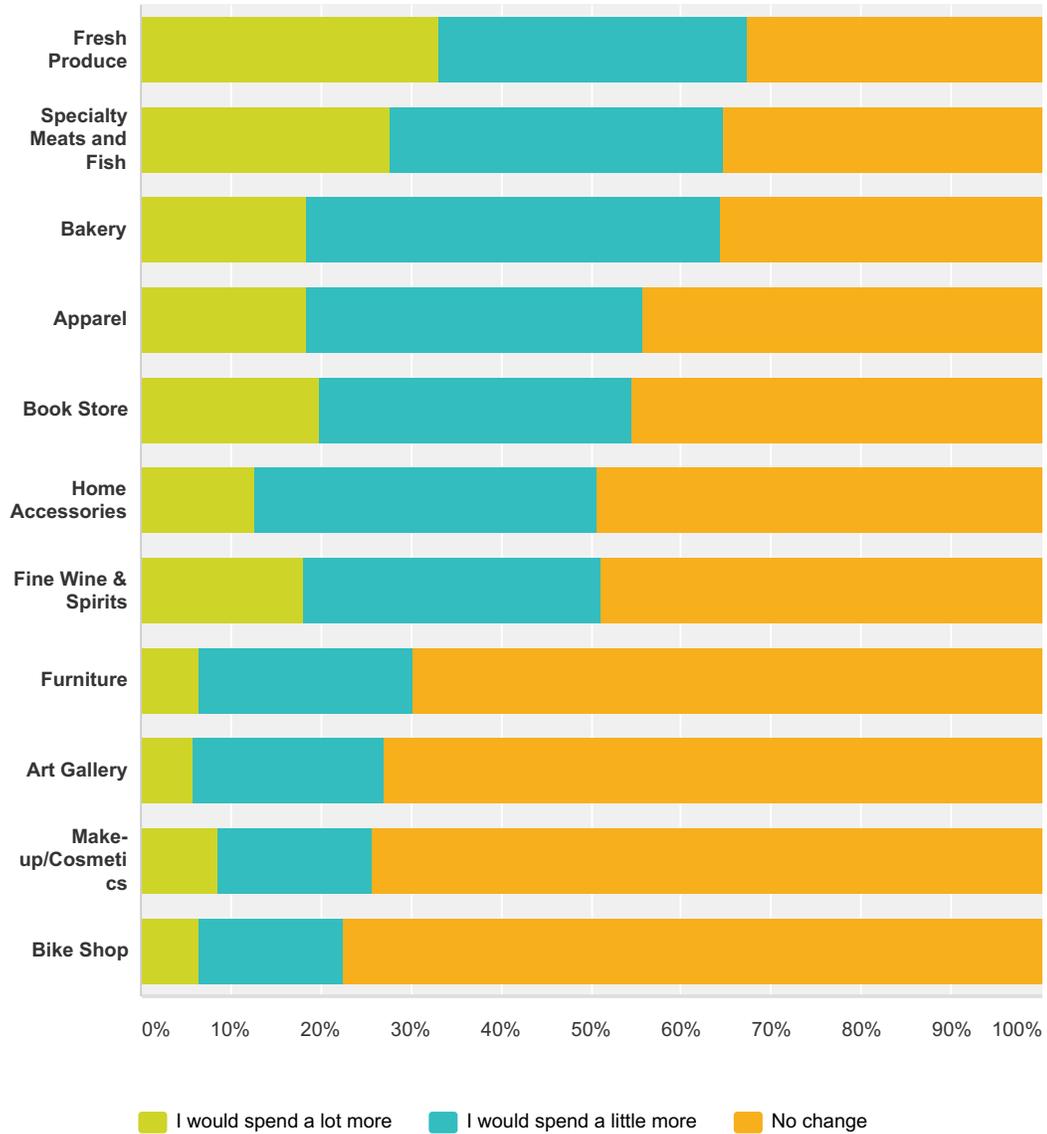
Answered: 1,575 Skipped: 12



	I would spend a lot more	I would spend a little more	No change	Total
Casual dining	29.48% 446	41.24% 624	29.28% 443	1,513
White table cloth	17.51% 255	32.21% 469	50.27% 732	1,456
Counter service	14.31% 211	31.46% 464	54.24% 800	1,475
Pub or Bar	15.17% 227	26.20% 392	58.62% 877	1,496
Quick service	14.27% 210	22.15% 326	63.59% 936	1,472

Q3 How would the addition of these stores affect the amount of money that you spend in Downtown Rockford?

Answered: 1,568 Skipped: 19



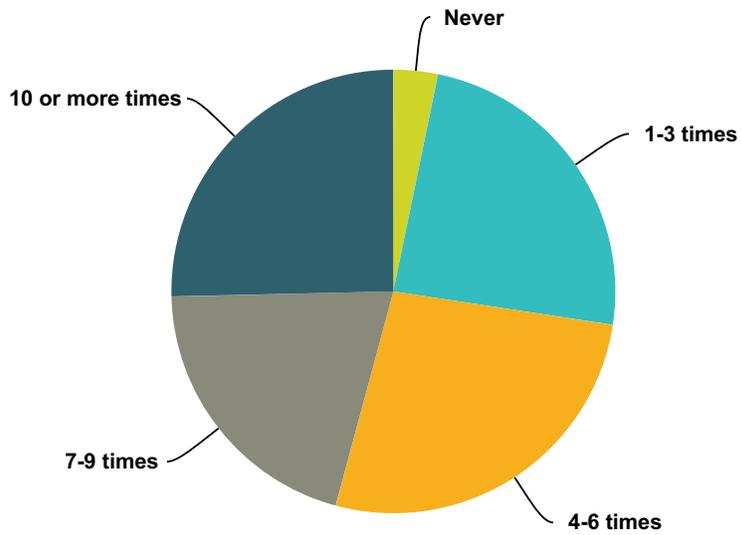
	I would spend a lot more	I would spend a little more	No change	Total
Fresh Produce	32.98% 497	34.37% 518	32.65% 492	1,507
Specialty Meats and Fish	27.60% 404	37.09% 543	35.31% 517	1,464
Bakery	18.45% 276	45.92% 687	35.63% 533	1,496
Apparel	18.46% 273	37.32% 552	44.22% 654	1,479

Downtown Rockford Final

Book Store	19.75% 295	34.67% 518	45.58% 681	1,494
Home Accessories	12.68% 185	37.97% 554	49.35% 720	1,459
Fine Wine & Spirits	18.04% 269	33.13% 494	48.83% 728	1,491
Furniture	6.44% 93	23.84% 344	69.72% 1,006	1,443
Art Gallery	5.73% 83	21.41% 310	72.86% 1,055	1,448
Make-up/Cosmetics	8.62% 123	16.96% 242	74.42% 1,062	1,427
Bike Shop	6.46% 93	15.97% 230	77.57% 1,117	1,440

Q5 In the past 30 days, how many times did you eat out at restaurants?

Answered: 1,550 Skipped: 37

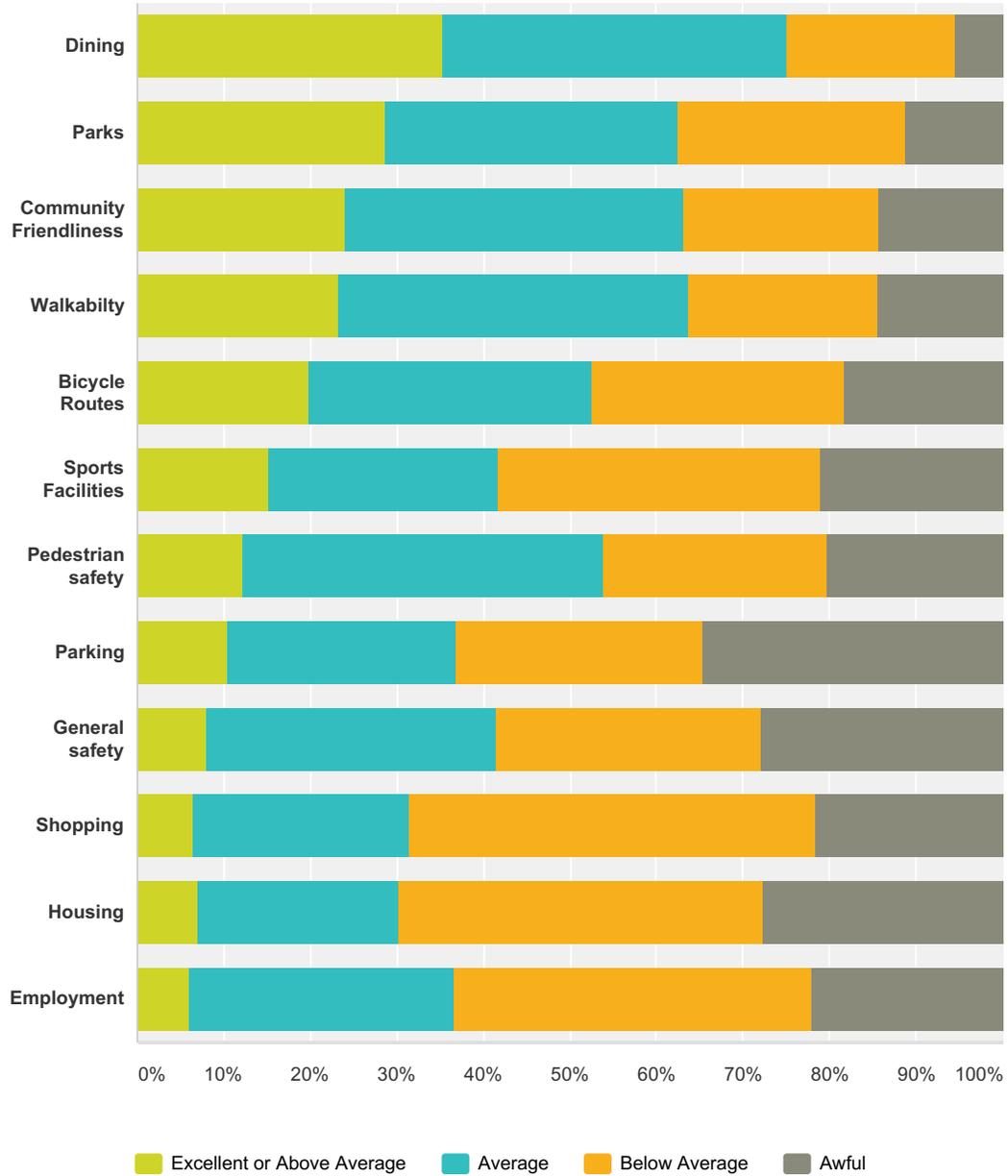


Answer Choices	Responses
Never	3.23% 50
1-3 times	24.19% 375
4-6 times	26.77% 415
7-9 times	20.45% 317
10 or more times	25.35% 393
Total	1,550

Downtown Rockford Final

Q6 How would you describe the quality of these Downtown Rockford resources?

Answered: 1,535 Skipped: 52



	Excellent or Above Average	Average	Below Average	Awful	Total
Dining	35.22% 503	39.92% 570	19.47% 278	5.39% 77	1,428
Parks	28.73% 408	33.87% 481	26.27% 373	11.13% 158	1,420
Community Friendliness	24.02% 344	39.18% 561	22.63% 324	14.18% 203	1,432
Walkability	23.32% 340	40.47% 590	21.81% 318	14.40% 210	1,458

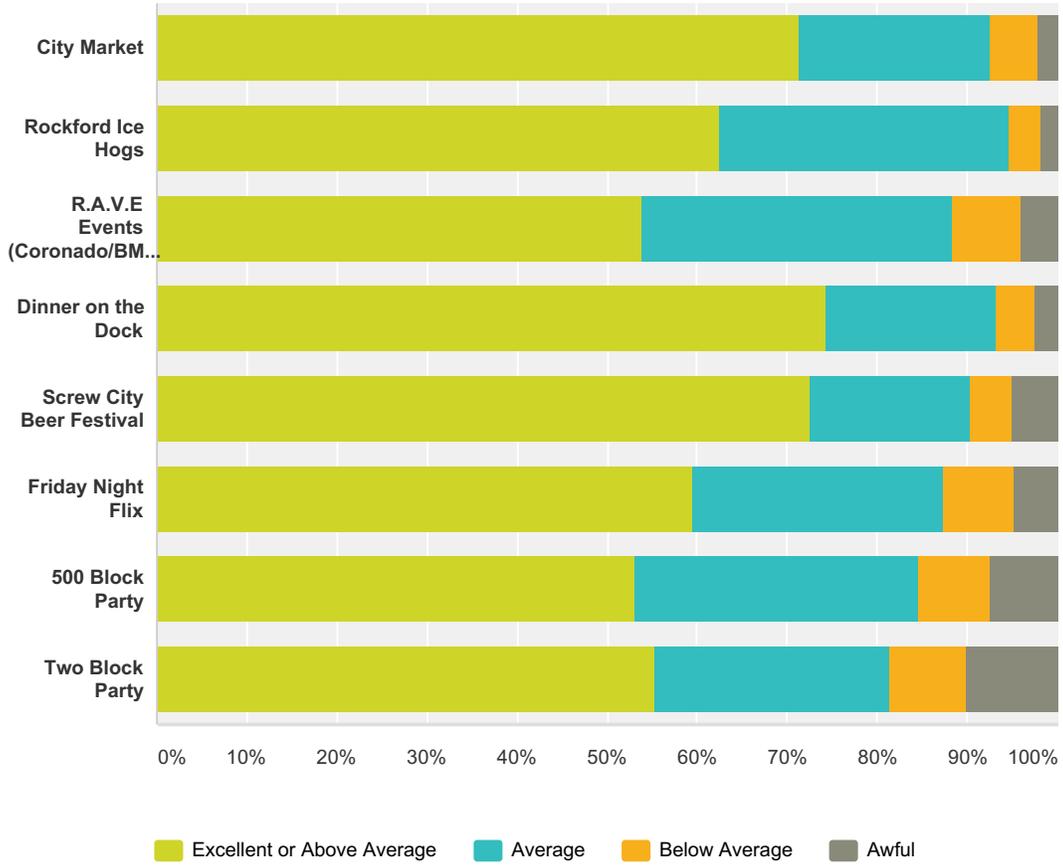
Downtown Rockford Final

Bicycle Routes	19.85% 219	32.73% 361	29.19% 322	18.22% 201	1,103
Sports Facilities	15.27% 191	26.46% 331	37.17% 465	21.10% 264	1,251
Pedestrian safety	12.17% 178	41.83% 612	25.84% 378	20.16% 295	1,463
Parking	10.48% 158	26.48% 399	28.40% 428	34.64% 522	1,507
General safety	7.94% 119	33.62% 504	30.62% 459	27.82% 417	1,499
Shopping	6.47% 94	24.93% 362	46.97% 682	21.63% 314	1,452
Housing	6.99% 90	23.29% 300	42.16% 543	27.56% 355	1,288
Employment	6.08% 76	30.62% 383	41.33% 517	21.98% 275	1,251

Downtown Rockford Final

Q7 Evaluate your experience at these Downtown Rockford events:

Answered: 1,520 Skipped: 67



	Excellent or Above Average	Average	Below Average	Awful	Total
City Market	71.33% 841	21.29% 251	5.26% 62	2.12% 25	1,179
Rockford Ice Hogs	62.58% 694	31.92% 354	3.70% 41	1.80% 20	1,109
R.A.V.E Events (Coronado/BMO/Davis Park)	53.83% 520	34.58% 334	7.56% 73	4.04% 39	966
Dinner on the Dock	74.35% 516	18.88% 131	4.47% 31	2.31% 16	694
Screw City Beer Festival	72.62% 366	17.86% 90	4.56% 23	4.96% 25	504
Friday Night Flix	59.48% 342	27.83% 160	7.83% 45	4.87% 28	575
500 Block Party	53.05% 252	31.58% 150	8.00% 38	7.37% 35	475
Two Block Party	55.30% 214	26.10% 101	8.53% 33	10.08% 39	387

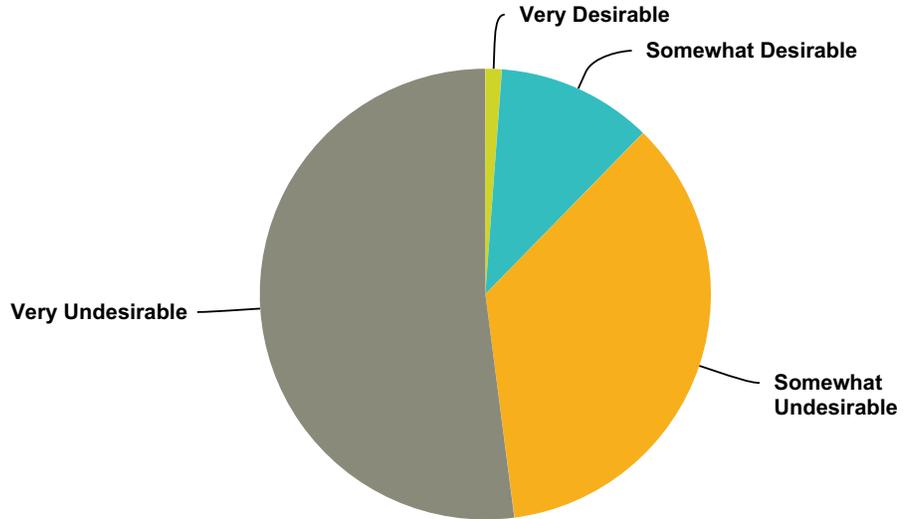
Q8 What event have you attended in another community that would be a good event for Downtown Rockford to consider holding?

Answered: 585 Skipped: 1,002



Q9 How do outside audiences perceive Downtown Rockford as a neighborhood overall?

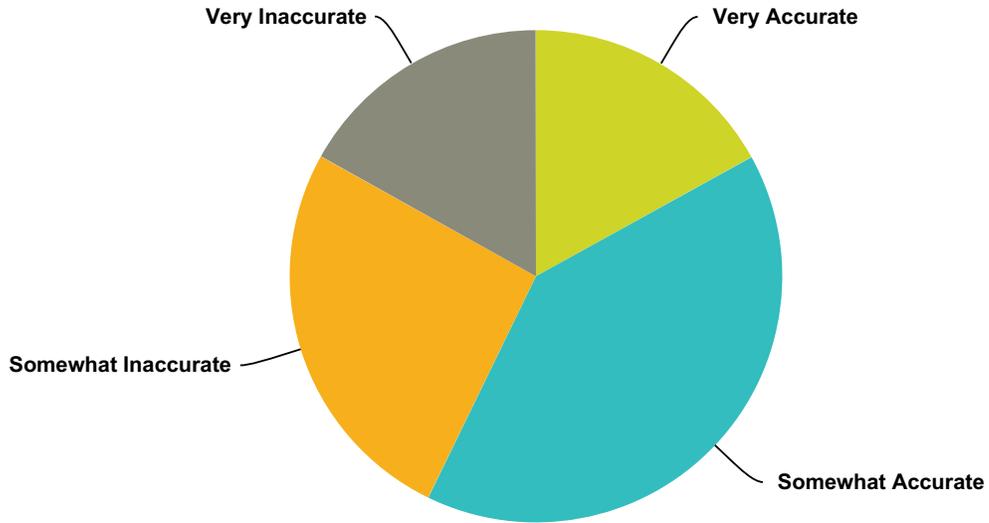
Answered: 1,509 Skipped: 78



Answer Choices	Responses	
Very Desirable	1.17%	16
Somewhat Desirable	11.17%	153
Somewhat Undesirable	35.62%	488
Very Undesirable	52.04%	713
Total		1,370

Q10 Are outside audiences' perceptions of Downtown Rockford's existing image accurate?

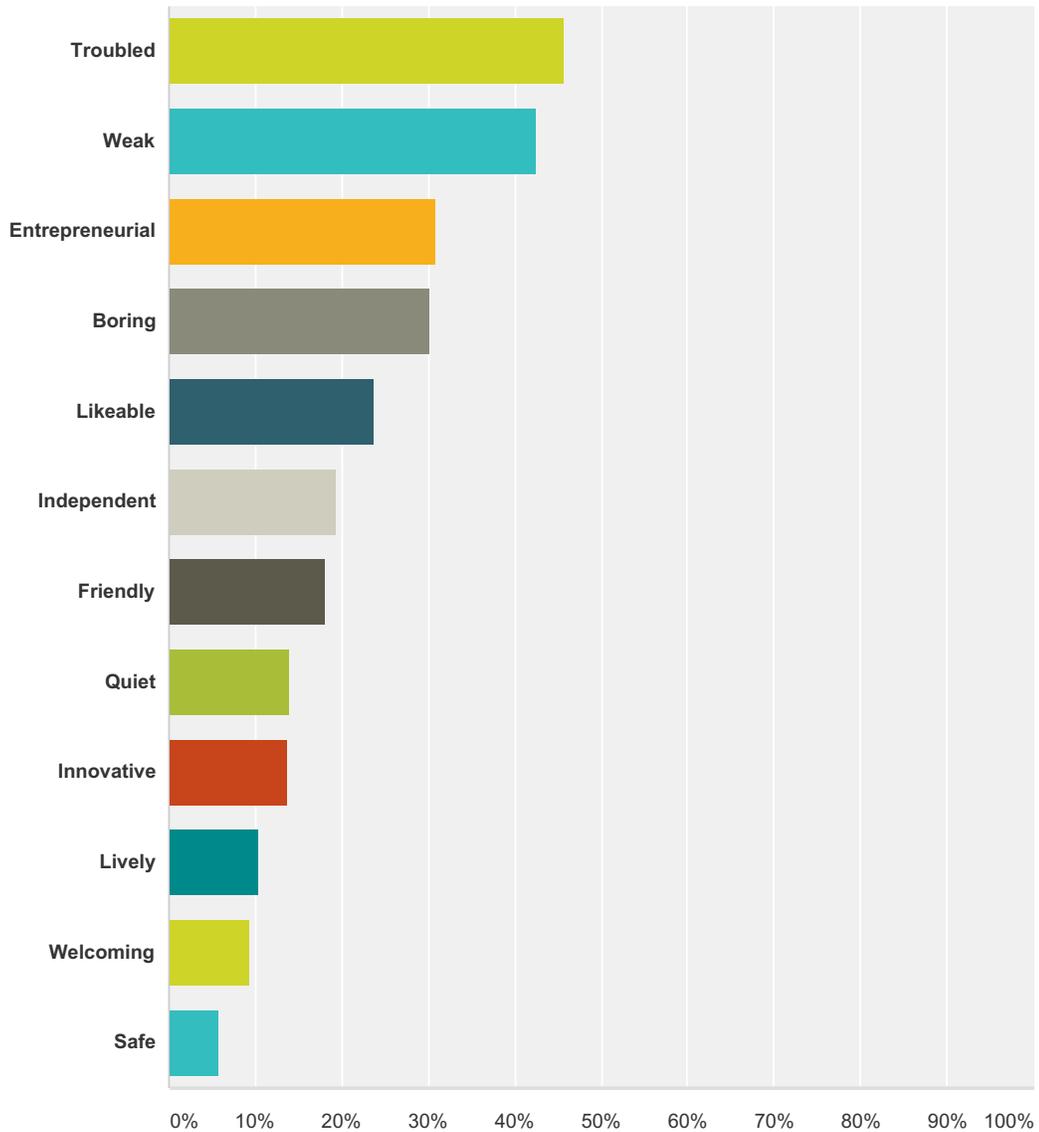
Answered: 1,506 Skipped: 81



Answer Choices	Responses	
Very Accurate	16.97%	226
Somewhat Accurate	40.24%	536
Somewhat Inaccurate	25.90%	345
Very Inaccurate	16.89%	225
Total		1,332

Q11 How would you describe Downtown Rockford: (Choose as many as 3 answers)

Answered: 1,478 Skipped: 109



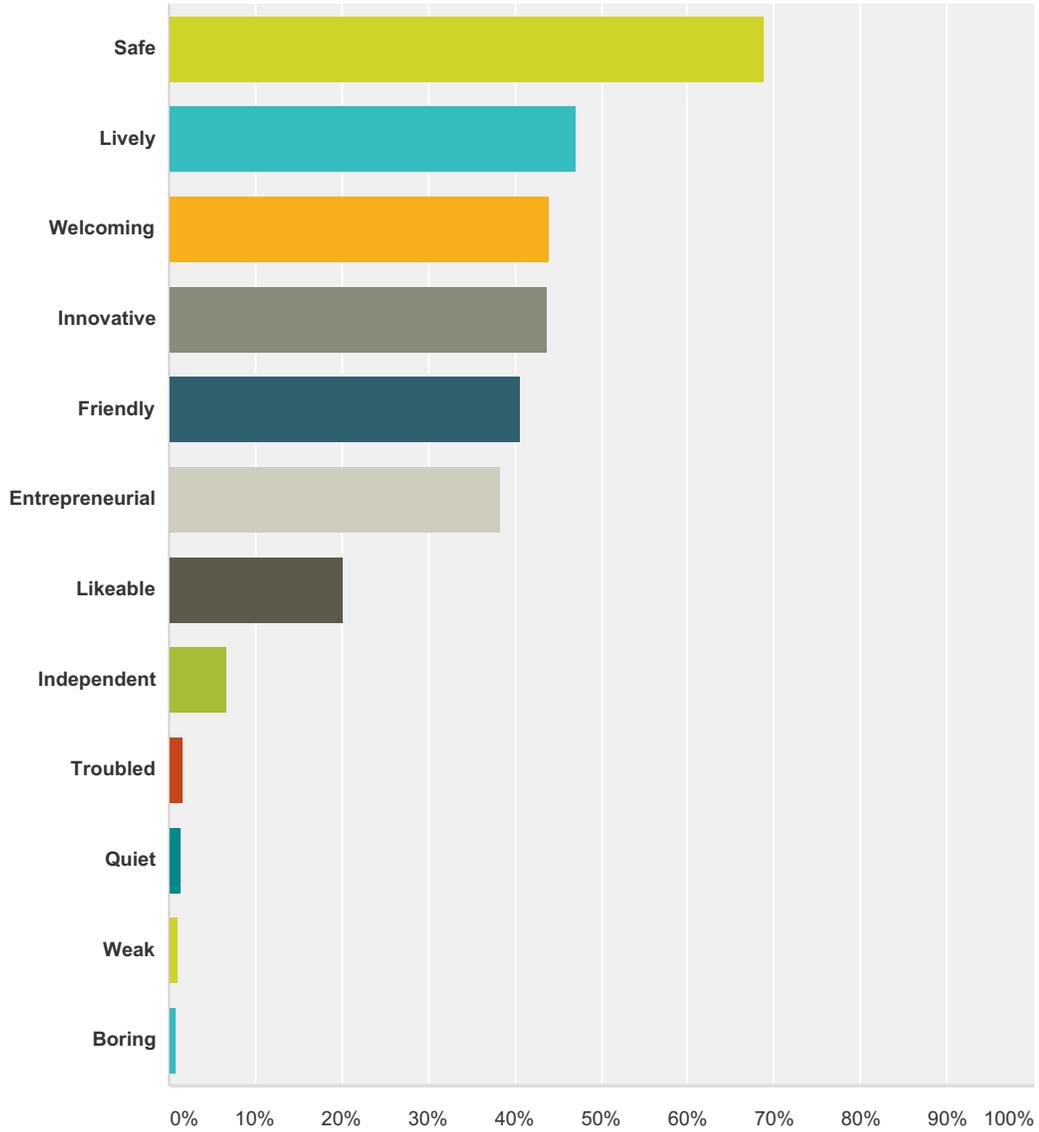
Answer Choices	Responses	Count
Troubled	45.74%	676
Weak	42.56%	629
Entrepreneurial	30.92%	457
Boring	30.18%	446
Likeable	23.75%	351
Independent	19.35%	286

Downtown Rockford Final

Friendly	18.20%	269
Quiet	14.01%	207
Innovative	13.73%	203
Lively	10.35%	153
Welcoming	9.34%	138
Safe	5.82%	86
Total Respondents: 1,478		

Q12 How should Downtown Rockford be perceived to make it more appealing to business seeking a new location: (Choose as many as 3 answers)

Answered: 1,498 Skipped: 89



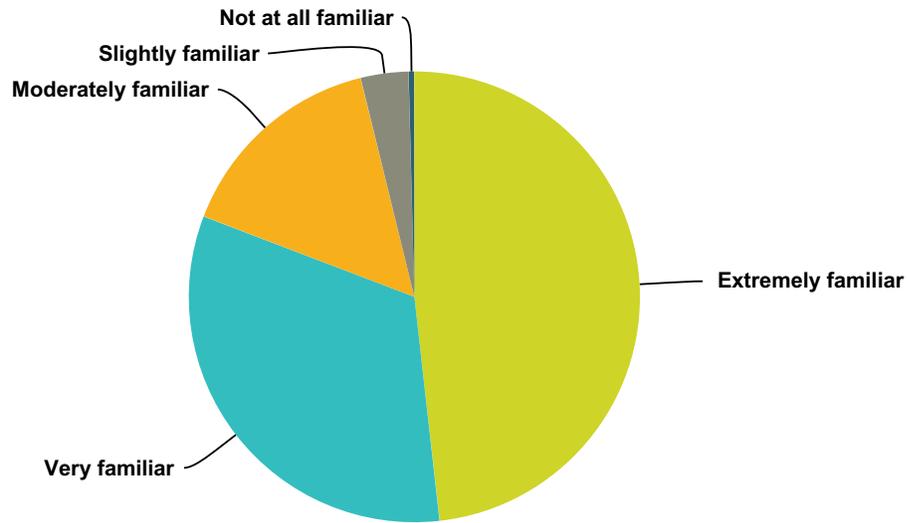
Answer Choices	Responses
Safe	68.83% 1,031
Lively	47.13% 706
Welcoming	44.06% 660
Innovative	43.79% 656
Friendly	40.65% 609

Downtown Rockford Final

Entrepreneurial	38.32%	574
Likeable	20.23%	303
Independent	6.74%	101
Troubled	1.60%	24
Quiet	1.54%	23
Weak	1.07%	16
Boring	0.80%	12
Total Respondents: 1,498		

Q13 How familiar are you with Downtown Rockford?

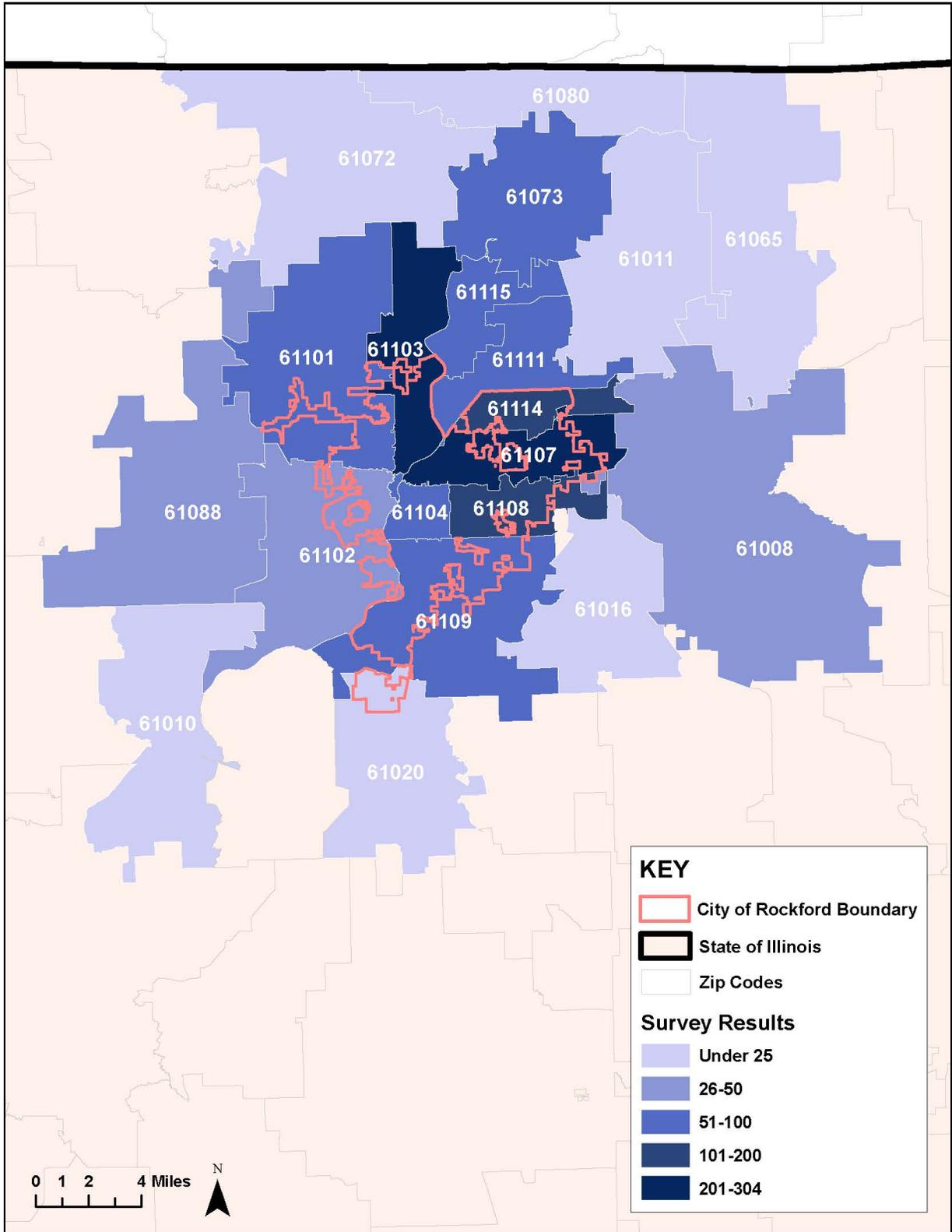
Answered: 1,491 Skipped: 96



Answer Choices	Responses	
Extremely familiar	48.22%	719
Very familiar	32.60%	486
Moderately familiar	15.36%	229
Slightly familiar	3.42%	51
Not at all familiar	0.40%	6
Total		1,491

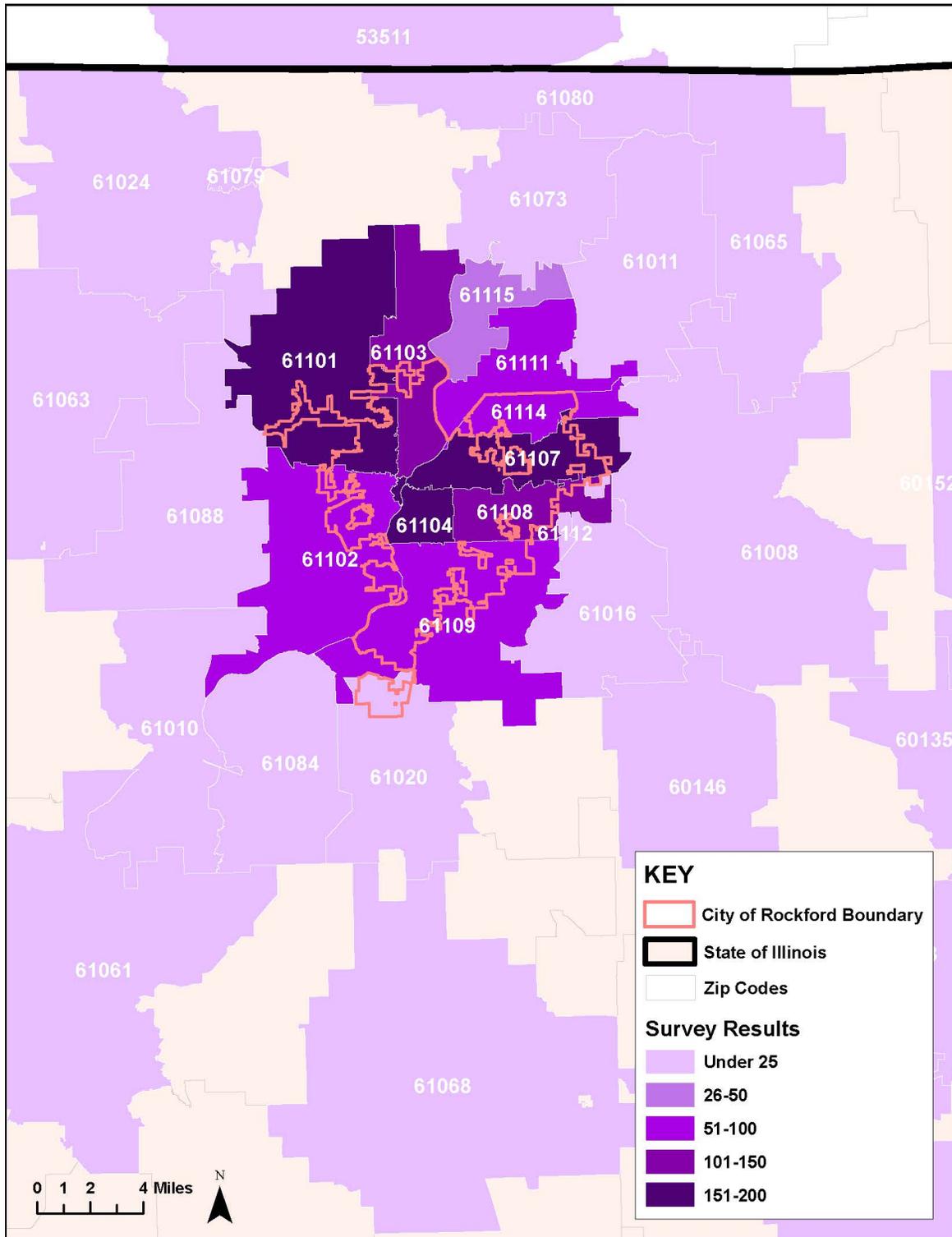
**Q14 In what ZIP code is your home located?
(enter 5-digit ZIP code; for example, 00544
or 94305)**

Answered: 1,483 Skipped: 104



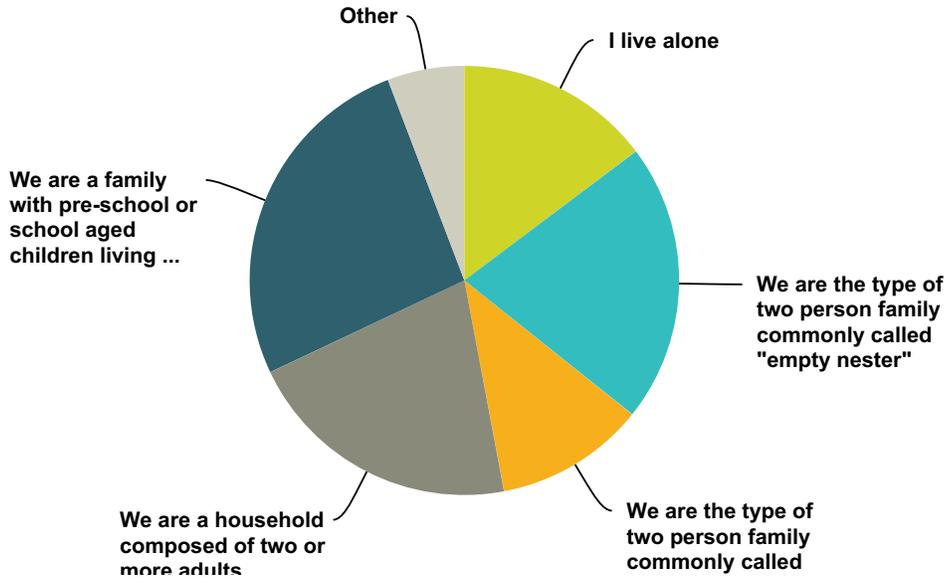
Q15 In what ZIP code is your place of employment located? (enter 5-digit ZIP code; for example, 00544 or 94305)

Answered: 1,374 Skipped: 213



Q16 Choose the answer that best describes your household.

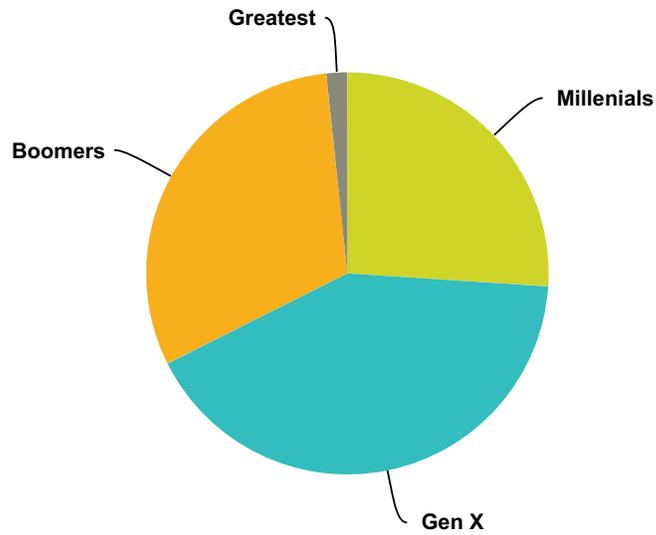
Answered: 1,486 Skipped: 101



Answer Choices	Responses	
I live alone	14.74%	219
We are the type of two person family commonly called "empty nester"	21.00%	312
We are the type of two person family commonly called "D.I.N.K.S." (Double Income No KidS)	11.31%	168
We are a household composed of two or more adults	20.93%	311
We are a family with pre-school or school aged children living in the home	26.24%	390
Other	5.79%	86
Total		1,486

Q17 Please choose the category that matches your age.

Answered: 1,494 Skipped: 93



Answer Choices	Responses	
Millenials	26.04%	389
Gen X	41.57%	621
Boomers	30.72%	459
Greatest	1.67%	25
Total		1,494