

# 2018

## Bradley University Marketing Research Downtown Peoria Development



Lexy Franco  
Pat Winkler  
Reese Weber  
Brandon Vonachen  
D'Angelo McBride

5/9/2018

## Table of Contents:

Executive Summary	
2	
Methodology	
3	
Research Objectives	
4	
Secondary Data	
5	
Qualitative Data	
14	
Sampling Plan	
19	
Questionnaire	
20	
Respondents Profiles	
26	
Quantitative Data	
29	
Suggestions	
46	

## Executive Summary

The Chairman of the City of Peoria Downtown Advisory Commission, Mark Misselhorn, and the Project Manager for the Downtown Development Corporation, Angie Walker approached Bradley University for market research services for the development of Downtown Peoria. The main objective was to find out more about those who live and work in Downtown Peoria and their needs and wants for the area. This research paper will focus on the needs and wants of those living in Downtown Peoria.

After administering a survey to Angie's contact list of property owners and posting the survey to several social media pages, we received 101 responses. After sorting through all the responses and removing incomplete surveys, we found we could use 67 of the 101.

Based on our research, we suggest the following to the Downtown Advisory Commission and Downtown Development Corporation:

- Look into opening a grocery store.
- Start to build a sense of community.
- Bring more restaurants and shopping so people aren't going to other areas in East Peoria and Peoria Heights
- Work on retaining younger residents.
- Start to turn the night life into something more than the bars and nightclubs.

Thank you for the opportunity to work with both the Downtown Advisory Commission and the Downtown Development Corporation. We have thoroughly enjoyed learning more about Downtown Peoria residents and their views of the area. If you have any further questions, feel free to contact us.

<b>Name</b>	<b>Phone Number</b>	<b>Email</b>
Lexy Franco	(872)223-6540	afranco@mail.bradley.edu
Pat Winkler	(309)634-1362	pwinkler@mail.bradley.edu
Reece Weber	(847)867-8312	rdweber@mail.bradley.edu
Brandon Vonachen	(309)573-6260	bvonachen@mail.bradley.edu
D'Angelo McBride	(847)778-7579	dmcbride@mail.bradley.edu

## Methodology

The Chairman of the City of Peoria Downtown Advisory Commission, Mark Misselhorn, and the Project Manager for the Downtown Development Corporation, Angie Walker approached Bradley University for market research services for the development of Downtown Peoria. The project was split into residents of Downtown Peoria and employees who work in Downtown Peoria. Our group was assigned the residents of Downtown Peoria.

After our initial meeting with Mr. Misselhorn and Mrs. Walker, we created our research objectives which our professor, Dr. Griffin, and Mr. Misselhorn revised. We then began to collect secondary data to discover what had been found about the Downtown Peoria residents and what other cities have done to develop their downtown areas. Then we interviewed for our qualitative data. We chose to interview a Bradley professor who lives Downtown, a Bradley alumnus who considered moving Downtown after graduation and a CAT employee who lives Downtown.

After we collected all this data, we began to work on our questionnaire. Our questionnaire was based off secondary data of similar cases and our objectives. Mr. Misselhorn, Mrs. Walker and Dr. Griffin revised and approved our questionnaire. The survey was sent out on March 29th, and was open for about 3 weeks. We sent the survey to Mrs. Walker's list of contacts of property owners in Downtown Peoria and posted the survey on several social media pages.

Over the time, we collected 101 responses and 67 completed responses. The survey results were analyzed by our group and used in developing suggestions for the Downtown Advisory Commission and the Downtown Development Corporation.

## Research Objectives

Our goal for this research project is to find out information on the current residents of downtown Peoria. We would like to get information that we feel would be useful for DDC and DAC to help with downtown improvements.

*What are the demographics of residents in downtown Peoria?*

- What are the ages of residents in downtown?
- What percentage of downtown residents are male? Female?
- What is the average income of residents in downtown?
- What are the different areas of work of residents?
- Where are residents of downtown originally from?
- How long have they lived downtown?

*What brought residents to downtown Peoria?*

- What attracted people to live in downtown Peoria?
- Did that current resident go to a surrounding school? If so, what made them stay?
- Why wouldn't someone want to live downtown?
- How did they find out about downtown living options?

*What are resident's perception of downtown Peoria?*

- Do residents view the downtown Peoria area as safe? If no- examples?
- Do residents view the downtown Peoria area as clean? If no- examples?
- Are there enough food/beverage options?
- Is parking downtown satisfactory?
- Is there enough entertainment in the city?
- Is the price of living in the city affordable? Is it worth it?
- Is there a sense of community?

*What do residents of downtown Peoria prefer?*

- What do residents like about living downtown?
- What do residents dislike about living downtown?
- Do residents prefer renovated old buildings or modern new buildings in downtown?
- Do residents prefer to rent or own homes in downtown?
- What would residents like more of in downtown?
- What would residents like to see new in downtown?

*Are the residents of downtown satisfied?*

- How do the residents of downtown rate their overall lifestyle?
- Are residents satisfied with their choice to live downtown?
- Do residents plan on staying in their current residence downtown? Moving to another residence downtown? Moving out of the downtown area?

## Secondary Data

### Census Quick facts

Peoria City, IL

#### Population

- Population: 114,265
- Female pop: 52.4%
- Under 65 pops: 86.9%

#### Housing

- Housing Units: 52,621
- Median gross rent: \$740

#### Households

- Persons per household: 2.38

#### Education

- Bachelor's Degree or more: 33.9%
- HS or higher: 88.8%

#### Transportation

- Mean travel time to work: 7.5 min

#### Income

- Median household income: \$46,547

The Peoria City population consists of about equal parts male and female but is significantly under the age of 65. The number of housing falls around 50,000 and the average rent is \$740. The average people per household is around 2 people. A third of the population has a Bachelor Degree or more and about 4/5 of the population has a high school degree or more. The average transportation time to work is 7.5 minutes. The average income of those living in Peoria City is \$47,000. These facts came from the Census Quick facts from data in 2017.

### **Claritas Information**

Zip Code: 61602

When looking up the Peoria downtown zip code, 4 out of the 5 clusters are in the “younger years” category. Family Thrifts and New Beginnings are in the striving singles life stage group and are the most downscale of the younger years class.

**Striving Selfies:** This category is described as low income middle aged adults without kids. They are the most tech savvy and have some college education. They are often renters who have not been able to buy their first home. Some of the lifestyle traits are owns a Chrysler, eats at Taco Bell, shops at Express, plays tennis and listens to urban contemporary. The age range is below 55 with a median household income of \$21,567.

**Generation Web:** This category is described as low income middle aged adults with a family mix. They grew up during the rise of the internet and have above average tech skills. They are often renters, living in second cities. They have a high school level education. Some of the lifestyle traits are owns a Nissan, eats at Burger King, shops at GameStop, plays basketball and listens to adult contemporary. The age range is under 55 with a median household income of \$20,812.

**Family Thrifts:** This category is described as low income middle ages adults mostly without kids. These people are ethnically diverse and rely on public transportation and rarely have a chance to go on vacations. The age range is under 55 with a median household income of \$9,999. They have a high school level education. Some of the lifestyle traits are owns a Mercury, eats at Long John Silvers, shops at Burlington, follows motocross and listens to urban contemporary.

New Beginnings: This category is described as low income middle aged adults without kids. Many people in this category are singles and couples starting their career paths or starting over after divorces or career change. The category is mainly adults in transition. The age range is under 55 with a median household income of \$19,890. They have a high school level education. Some of the lifestyle traits are owns a Volkswagen, eats at Dunkin Donuts, shops at Burlington, follows Mexican soccer leagues and listens to urban contemporary.

Park Bench Seniors: This category is described as low income older adults without kids. They are typically retired singles in racially diverse neighborhoods. The age range is 55 and above with a median household income of \$16,684. They are mostly retired with a high school level education. Some of the lifestyle traits are owns a Buick, eats at Long John Silvers, shops at Stein Mart, follows figure skating and listens to Gospel.

These residents focus on outdoor sports, movies and music, fast food and inexpensive cars. Striving Selfies and Generation Web are in the young achiever's life stage group and are the lower midscale segment. They often focus researching their upcoming purchases online. The last cluster; Park Bench Seniors is in the sustaining senior's life stage group. They are mostly economically challenged with a fixed income. They focus on TV, sewing, gardening and woodworking.

## **Similar Cases**

### Owensboro, Kentucky

#### Demographics

- Male - 27,329
- Female - 31,035
- Median Resident Age - 37.6
- Median Household Income - \$41,832
- Median House or Condo Value - \$123,777
- Races
  - White - 84.4%
  - African American - 7.2%
  - Hispanic - 3.7%
- Unemployment Rate - 4.1%

#### Riverfront "Master Plan"

- Build a riverfront that will be enjoyed by Owensboro residents as well as surrounding area residents for now and the future. They wanted to encourage private development and business. Create a riverfront that accommodates boaters, fishermen, pedestrians, and



nature lovers, as well as to accommodate “our many festivals, which attract tourism. Seek a partnership with a team who will listen to the Owensboro Community to gain insight and understanding about what we want our riverfront to become.

- Used focus groups to look at the communities needs and concerns
  - Top 4 Issues from focus groups
    1. Providing a pedestrian connection from English Park to the River Park Center along the riverbank and 1st Street
    2. Revitalize the downtown area
    3. Re-introduce marine facilities to Owensboro
    4. Enhance English Park
- Consultant Team
  - PDR/ A Tetra-Tech Company – Civil Engineering and local liaison, located in Owensboro, Kentucky
  - Applied Technology and Management (ATM) – Marina Consultants, located in Charleston, South Carolina
  - Economics Research Associates (ERA) – Economic Consultants, located in Chicago, Illinois
  - The Waterfront Center – Public Consensus Building Consultant, located in Washington, DC
  - Thomas L. Tapp – Recreation Consultant, located in Fort Lauderdale, Florida
- \$270 million project
- Includes
  - Owensboro Convention Center - Full service meeting facility overlooking the Ohio River.
  - Two hotels
  - Smothers Park - Playground, fountains, memorials, concessions, picnic areas
  - International Bluegrass Music Center (scheduled to open in 2018)
  - Museum of Science and History and Museum of Fine Art



#### Festivals

- International BBQ Festival - Called the “BBQ capital of the world”. Holds festival with food, music and dancing. Has recently been named one of the “Top Ten Summer Festivals” in Kentucky
- Friday After Five - Weekly, summer long free outdoor music concerts.



#### Loveland, Colorado

##### Their Mission:

“To create a vibrant Downtown that provides a safe, dynamic environment to gather, live, educate, shop, work and play.”

### Development Projects:

The Loveland City Council approved a revised version of the “Heart Improvement Program.”

They have plans to develop maintenance for streetscape amenities, walkways and roadways.

The Foundry Development has plans to soon transform three city blocks into a movie theatre, apartments, a hotel, retailers, a community plaza, and provide better parking in downtown

Loveland. The Foundry is a \$75 million project that includes 155 residential units, 14,000 square feet of retail space, a 625-seat theatre and public plaza, a hotel with at least 90 rooms and a parking garage.

Loveland’s Downtown Development Authority (DDA) is essentially responsible for the physical improvements of the downtown. The DDA passed issue 5C, which allows them to take up to \$61 million in debt with a repayment of up to \$135 million. They would use tax-increment financing to fund authorized projects, which means a portion of city sales and county property taxes go to funding the DDA.

The Loveland Downtown Partnership has half a million-dollar funding commitment from the Loveland City Council. They oversee creating a connection among the business community, residents and customers to help with the economic revitalization of downtown Loveland.

### Issues:

Loveland voters want to see entities prove themselves before they start handing out their money to fund these projects. They may also see delays because of potential legal challenges that could become expensive if they occur.

### Demographics

- Population 2016: 76,906
- Male 39,208
- Female 37,698
- Median Resident Age 41.4
- Median Household income \$67,812
- Median House or Condo value \$290,600

## The Foundry Plan



## Nashville, TN

A similar city we went ahead and looked at was Nashville, Tennessee. Nashville has been a booming city and they continue to grow in population and as well as entertainment. Just like Peoria, Nashville has a riverfront where they have been trying to make more appealing to current residents and tourists. Nashville added 36,337 people during a one-year stretch that ended July 1, 2016, meaning they grew by an average of 100 people a day over 12 months. Last year they have confirmed a riverfront project called, “River North” and are hoping to add more dining, entertainment, shopping, living, hotels, and offices. Nashville is going to be working on making parking a lot more available by adding more parking lots, which will help current residents and tourists who are coming to “The Music City”

### River North Project





- Plans of building a subdivision of up to 24 homes along the river north of downtown
- River North district will include commercial, office, residential and entertainment
  - River north will include a marina on more than 100 acres on the east side of the River
  - Next to The Landings there will be \$20 million Topgolf facility

Issues:

- Public transit is a major want to connect several major neighborhoods
- Sidewalks
- Parking

Demographic

- Population in 2016: 660,393
- Males: 317,555
- Females: 342,838
- Median Resident Age: 34

- Median Household Income: \$54,310
- Median House or Condo value: \$210,600

### Fort Lauderdale

Population: 178,764

#### Demographics

- Males: 52.5%
- Females: 47.5%
- Median Resident Age: 40.1 years
- Estimated Median Household Income: \$52,813
- Estimated Median Condo Value: \$41,098
- Races
  - White: \$47.6
  - Black: \$31.6
  - Hispanic: \$17.3
  -

Mission- “To stimulate and sustain economic development and livability in Downtown Fort Lauderdale by facilitating public and private investment.”

Vision- “A vibrant, sustainable and inclusive world-class downtown.”

#### Projects

- Purchased land to build the Broward Center for the Performing Arts and the Museum of Art.
- More than 17,000 residential units, 4.3 million sq. ft. of office, 2.8 million sq. ft. of commercial and 1,200 hotel rooms either exist, are under construction or approved to be built in Downtown FTL.
- Recently began a new joint City/County government campus, and the redevelopment of a new Federal Courthouse.
- Initiated the Wave Streetcar project, a modern transit service that will follow a 2.8-mile route through Downtown FTL, paving the way for a County-wide rail network. Anticipated to start service in 2021.
- Riverwalk Connection, which provided the missing link from the shops on Las Olas Boulevard to the rest of the Riverwalk linear park.
- Street lighting, trees, and public art within Downtown
- Wrapping unsightly utility boxes with photos and murals and hanging a magical curtain of lights over SW 2 Street are other ways the DDA has improved the fabric of Downtown FTL.

### Detroit

Population: 672,829

## Demographics

- Males: 49%
- Females: 51%
- Median Resident Age: 34.0 years
- Estimated Median Household Income: \$28,099
- Estimated Median Condo Value: \$43,500
- Races
  - Black: 78.7%
  - White: 10.8%
  - Hispanic: 7.0%

Mission- “The mission of the Detroit Metro Convention & Visitors Bureau is to market and sell the Detroit metropolitan region to business and leisure visitors in order to maximize economic impact.”

## Projects

- Seven-story building, mixed-use development proposed in Brush Park
- The Detroit Zoo is considering building a large aquarium near Hart Plaza
- Olympia announces more new construction, rehabs in arena district
- The Grand Circus Park building will be redeveloped with apartments and retail
- \$65 million performance complex coming to Wayne State
- The Motown Museum is about to undergo a \$50 million, 50,000-square-foot expansion. Expect a new theatre, recording studios, interactive exhibits, and meeting spaces. It should be an even bigger attraction for tourists, music lovers, and residents once completed.

## Qualitative Research

### **Ben Mazor - Bradley Alumni**

Ben Mazor is a Bradley Alumni who graduated in 2016. While he does not live downtown he seriously considered it and looked at many apartments. He currently works downtown and utilizes the nightlife.

What experience do you have downtown?

- Work
- Bars
- Walking round
  - Riverfront
  - Museum
  - Nightlife, restaurants

Nightlife rating?

- 6.5
- Why?
  - Needs a bigger variety of things to do
  - Clubs and bars are too similar. Would be cool if they would have new things. "It all seems tired"

New things?

- Nothing specific
- Things to attract a younger audience and bring in college students like Farmington
- Could be more attractions. There is currently no reason to go downtown. Only at 11pm to Saddle Up bar
- There aren't any attractions for daytime
- Grocery store and more shopping essentials that there wouldn't be a need to drive
- Shopping center or mall

What stopped you from living downtown?

- There are two tall apartment buildings where he was looking. The issue was space in the apartment was fine. Matter of he didn't want drunk people yelling and loud and being noisy because the bars were right there.
- Looked at some others in warehouse district too small and too expensive
- Nowhere to get groceries and everyday products. Still had to drive to Walmart and target. Still need a car even though live downtown.
- Not much of a shopping thing
- Downtown is lacking a place to really go shopping.

What would the perks have been?

- Walk to work. The commute would have been short
- Walk to bars and events. Minimize need to drive
- Downtown has food carts and trucks line up on main street so lunch is easier

How is the personality/culture to the city?

- No personality
- Everyone works and then leaves

Why did you decide to live where you are living now?

- Being able to have an animal was important
- Space, good price, midway between Northwoods mall and grand prairie.
- Drive five minute to Walmart and two minutes to target

Where do people do their shopping?

- The malls Northwoods and grand prairie, target, Walmart

**James Muncy - Bradley Professor**



Mr. Muncy is a professor at Bradley University who also lives in downtown Peoria in the Twin Towers with his wife. He recently moved to Peoria, IL from Georgia this past summer. We were only able to send Mr. Muncy a few questions via email.

How long have you lived downtown?

- Since June 15, 2017

What attracted you to live in downtown Peoria?

- The Twin Towers, that I could buy a full-floor unit, and that it was close to Bradley where I work.

How did you find out about downtown living options?

- Zillow

Do you view downtown Peoria as safe? If not, provide an example.

- The Twin Towers are. We have a 24-hr. doorman to keep anyone but residents and their guests out. And, living on the 21st floor, I am not concerned about anyone breaking in through my window.
- When we go outside of the towers, we often get approached by people asking us for money. That doesn't make me feel unsafe. I am 6'5" tall and weigh almost 300 lbs. On the other hand, it does make my wife who is 5'2" tall feel unsafe. I wish they would leave us alone, not for my sake but for my wife's sake.

Do you view downtown Peoria as clean? If not, provide an example.

- Yes, I guess. I don't see it as being dirty.

Are there enough food/beverage options?

- Yes

Is parking downtown satisfactory?

- It is for us and our guests. We have two reserved spots but they do cost \$65 per month each. Our guests can part in the guest parking at the Towers.

Is there enough entertainment in the city?

- Yes, we enjoy being across the street from the Civic Center.

Is the price of living in the city affordable? Is it worth it?

- Our unit is affordable to us now at this stage in our life. It probably would not have been affordable to us earlier in our life. It is worth it to us at this stage in life. It probably would not have been worth it earlier in our life.

Is there a sense of community?

- To a certain extent. We have met many of our neighbors in the elevator and parking garage. Also, I am a Member of First Methodist Church which is downtown. That helps me get a feeling of community.

What do you like about living downtown?

- The Towers where I have a fantastic view, no lawn to keep, 24-hour security, and a full-floor unit where I don't have to worry about my neighbors disturbing me. I also love being close to Bradley where I work.

What do you dislike about living downtown?

- I absolutely despise the noisy motorcycles. Perhaps it is the way they reverberate off the other buildings. I don't know. But they are much louder than the sirens of the police and ambulances going down the street. We are across the street from the emergency warning sirens and the motorcycles are even louder than them. Not all motorcycles are bad. The ones that are street legal are fine. But so many of them have tail-pipes that have been modified to make more noise and I am sure that they are way above the noise level allowed by law. However, obviously the police don't care and so we are stuck hearing these noisy, obnoxious, illegal motorcycles roar down the roads all the time. If I were trying to improve real estate as an investment downtown, I would do my best to get the police to enforce the laws that are on the books against motorcycles that are modified to make a bunch of noise. I am sure that other residents are as annoyed as I am.

Do you prefer renovated old buildings or modern new buildings in downtown?

- I prefer the towers because of the view.

Do you prefer to rent or own a home in downtown?

- We own our unit.

What would you like to see more of in downtown?

- I don't care one way or the other. I do hope that other building won't go up which would block our view.

What would you like to see new in downtown?

- New police officers who would enforce the noise ordinances against illegally modified motorcycles.

How would you rate your overall lifestyle?

- Wonderful.

Are you satisfied with your choice to live downtown?

- Absolutely.

How long do you plan on living in the downtown area for?

- For as long as I live in Peoria and teach at Bradley.

### **Julie Hohulin - CAT Employee**

- in Murray Building, her husband works downtown at cat

How long have you lived downtown?

- Been there for 15 months, moved from Morton because they are in early 50s and travel a lot. So, they wanted to simplify their living arrangement (No taking care of a lawn and things like that). Spent a lot of recreational time in Peoria so they wanted to be closer.

What do you like about downtown?

- Summertime riverfront activities so they can walk there. Close to the trail by the river. Restaurants they can walk to. Walking to work for her husband, they have gone down to one car.

Nightlife rating?

- Summertime 8/9 because always something happening
- Winter 5 just because not much going on like the outdoor activities
- They go to the heights a lot

What are some new things you would like to see?

- Indoor farmers market was fun for them so a space like that would be great
- JK Williams (whiskey distillery) is closing in East Peoria so bringing something like that over here
- Things like the escape room
- More live music options

Do you think there is a specific culture/personality of downtown?

- People who don't live downtown would be surprised to see there are a lot of people loving this lifestyle
- People think it is dangerous but she says she always feels safe
- Perception that there aren't middle class families
- Not college

Where do you do your shopping?

- Grocery bulk has been in schnucks because close by work
- East Peoria Kroger
- InstaCart grocery delivery
- Target in East Peoria
- Like the coffee shops downtown
- No retail downtown, spends more money in the heights
- Would love to have a grocery store or something like a Walgreens

## Sampling Plan

Our group used a snowball sampling, also called referral sampling plan for the survey. Mrs. Walker provided a contact list of property owners in the Downtown Peoria area. We emailed them a link to our survey and requested they send the survey along to their residents. Along with sending the survey, we posted the survey on to social media pages and specifically requested only those who live Downtown complete the survey. At a Downtown Advisory Commission meeting, we shared the survey with the members and again requested they send the survey along to others that live Downtown. The survey was send out on March 29th and closed April 18th. The survey was open for about 3 weeks.

## **Downtown Peoria Research Questionnaire**

We are a group of Bradley University students conducting a survey for our Marketing Research class. We are working with a nonprofit development group and a public forum to enhance downtown Peoria. Your answers will have an impact on the future of downtown Peoria. Your answers will be kept confidential and anonymous. Please take your time to answer as thoroughly as possible.

Where did you live before moving to downtown Peoria?

---

How important were each of the following in your decision to move to downtown Peoria?  
 Please respond to these on a scale of “1” indicating *Not Important* to “10” indicating *Extremely Important* by marking the appropriate response.

	Not Important							Extremely Important		
Safety	1	2	3	4	5	6	7	8	9	10
Availability of	1	2	3	4	5	6	7	8	9	10
Parking										
Sense of	1	2	3	4	5	6	7	8	9	10
Community										
Affordability	1	2	3	4	5	6	7	8	9	10
Being Near My	1	2	3	4	5	6	7	8	9	10
Place of Work										
Easy Access to	1	2	3	4	5	6	7	8	9	10
Entertainment/Recreational Activities										
Being Near	1	2	3	4	5	6	7	8	9	10
Family/Friends										

The following statements are regarding your perceptions and experiences living in Downtown Peoria. Please respond to these statements on a scale from “1” indicating *Strongly Disagree* to “10” indicating *Strongly Agree* by marking the appropriate response.

	Strongly Disagree	Strongly Agree
Downtown Peoria is safe during the day.		Downtown parking is affordable.
Downtown Peoria is safe at night.		The public transportation system in Peoria is convenient.
The downtown area is an acceptable level of cleanliness.		The public transportation system in Peoria is easy to use.
Downtown Peoria offers convenient places to recycle.		Being a member of this community is part of my identity.
On-street parking is safe.		
Downtown parking structures are safe.		
It is easy to find parking downtown.		

There is a strong sense of community in Downtown Peoria.	1	2	3	4	5	6	7	8	9	10
Downtown Peoria is an affordable place to live.	1	2	3	4	5	6	7	8	9	10
Downtown Peoria has affordable dining options.	1	2	3	4	5	6	7	8	9	10
Downtown Peoria has affordable shopping options.	1	2	3	4	5	6	7	8	9	10
	1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10	
1	2	3	4	5	6	7	8	9	10	
1	2	3	4	5	6	7	8	9	10	
1	2	3	4	5	6	7	8	9	10	
1	2	3	4	5	6	7	8	9	10	
1	2	3	4	5	6	7	8	9	10	

In the past year, how many times have you engaged in the following Downtown Peoria activities?

Peoria Riverfront Museum's giant screen theater	1-2	3-4	5-6	7-8	9+
Dining/Coffee	1-2	3-4	5-6	7-8	9+
Bars/Clubs	1-2	3-4	5-6	7-8	9+
Theater performance	1-2	3-4	5-6	7-8	9+
Shopping	1-2	3-4	5-6	7-8	9+
Indoor/outdoor live music	1-2	3-4	5-6	7-8	9+

Rank in order which food related/restaurants you would be interested to see come to the Downtown Peoria area with "1" indicating *most interested*, "2" the *second most interested* and so

on to “5” indicating *least interested*. You can just click and drag the different items into the order that captures your desires.

- \_\_\_\_\_ Asian Restaurant
- \_\_\_\_\_ Mexican Restaurant
- \_\_\_\_\_ Fast Food
- \_\_\_\_\_ Sandwich Shop
- \_\_\_\_\_ Seafood Restaurant
- \_\_\_\_\_ Other

Where do you primarily shop for the following categories of items?

Groceries \_Downtown Peoria \_Other area in Peoria \_Peoria Heights \_East Peoria \_Other City

Clothing \_Downtown Peoria \_Other area in Peoria \_Peoria Heights \_East Peoria \_Other City

Home Appliances \_Downtown Peoria \_Other area in Peoria \_Peoria Heights \_East Peoria \_Other City

Pharmacy \_Downtown Peoria \_Other area in Peoria \_Peoria Heights \_East Peoria \_Other City



Footwear \_Downtown Peoria \_Other area in Peoria \_Peoria Heights \_East Peoria \_Other City  
 Electronics \_Downtown Peoria \_Other area in Peoria \_Peoria Heights \_East Peoria \_Other City  
 Entertainment \_Downtown Peoria \_Other area in Peoria \_Peoria Heights \_East Peoria \_Other City  
 Sports \_Downtown Peoria \_Other area in Peoria \_Peoria Heights \_East Peoria \_Other City  
 Beauty \_Downtown Peoria \_Other area in Peoria \_Peoria Heights \_East Peoria \_Other City  
 Holiday \_Downtown Peoria \_Other area in Peoria \_Peoria Heights \_East Peoria \_Other City

Rank in order which retail shops you would be interested to see come to the Downtown Peoria area with “1” indicating *most interested*, “2” the *second most interested* and so on to “5” indicating *least interested*. You can just click and drag the different items into the order that captures your desires.

- \_\_\_\_\_ Salon/Barber Services
- \_\_\_\_\_ Drugstore
- \_\_\_\_\_ Department Store
- \_\_\_\_\_ Grocery Store
- \_\_\_\_\_ Discount Store
- \_\_\_\_\_ Clothing Store
- \_\_\_\_\_ Outdoor/Recreational Opportunities
- \_\_\_\_\_ Dog Park
- \_\_\_\_\_ Other

If you could choose one new business to come to downtown Peoria, what would it be?

---

Overall:	Strongly Disagree	Strongly Agree
I feel safe living in Downtown Peoria		I intend to continue living downtown for the foreseeable future.
I think the downtown area is clean		
Parking is not a problem in Downtown Peoria		I would consider buying a condo or townhouse
Overall, I am satisfied with my experience living downtown.		I would recommend living downtown to others.

I wish there were more affordable rental options downtown 1 2 3 4 5 6 7 8 9 10

I wish there were more places to dine downtown 1 2 3 4 5 6 7 8 9 10

I wish there were more places to shop downtown 1 2 3 4 5 6 7 8 9 10

I would like to see more public art downtown 1 2 3 4 5 6 7 8 9 10

1 2 3 4 5 6 7 8 9 10 1 2 3 4 5 6 7 8 9 10

1 2 3 4 5 6 7 8 9 10 1 2 3 4 5 6 7 8 9 10

1 2 3 4 5 6 7 8 9 10

**The final section is for categorical purposes only. Your information will not be considered individually or shared with anyone. Please indicate the following:**

What is your gender?  Male  Female

What is the highest level of education you have completed?

Less Than High School  High School Degree  Some College  College Degree

Which category best describes your age?

<18  18-25  26-35  36-45  46-55  56-65  66+

Which category best describes your ethnicity?

Caucasian  Islander  African American  Native American  Asian  Other

What is your annual household income?

\$20,000  
 \$20,000-\$39,000  
 \$40,000-\$59,000  
 \$60,000-\$79,000  
 \$80,000-\$99,000  
 \$100,000-\$150,000  
 \$150,000

How long have you lived in downtown Peoria?

Less than 1 year

1-5 Years

6-10 Years

11 or more years

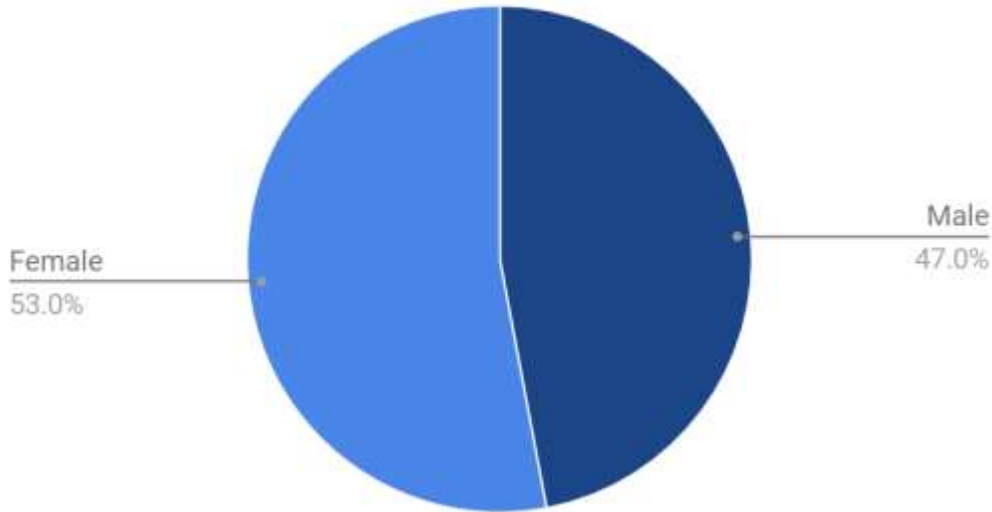
What is the number of residents in your household?

\_\_\_\_\_

## Downtown Peoria Respondents

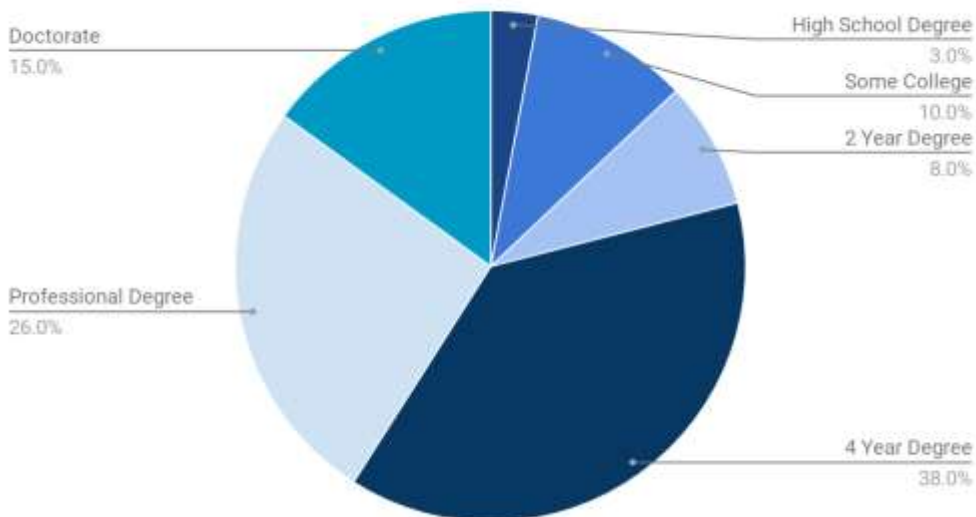
In this section we will be showing the demographics of the residents of downtown Peoria who filled out our survey. These numbers are how we compared the data to what we found in the results mentioned later.

## Profile of Respondents - Gender



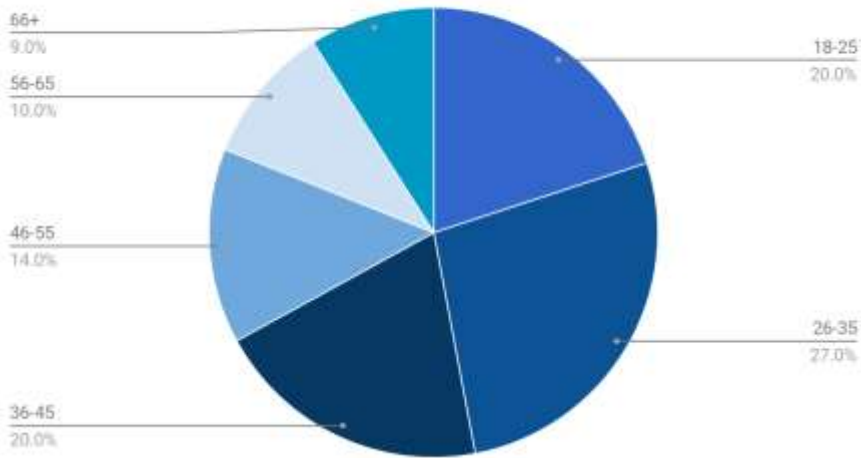
This pie chart shows that close of half of the respondents were male and the other half was female.

## Profile of Respondents - Education



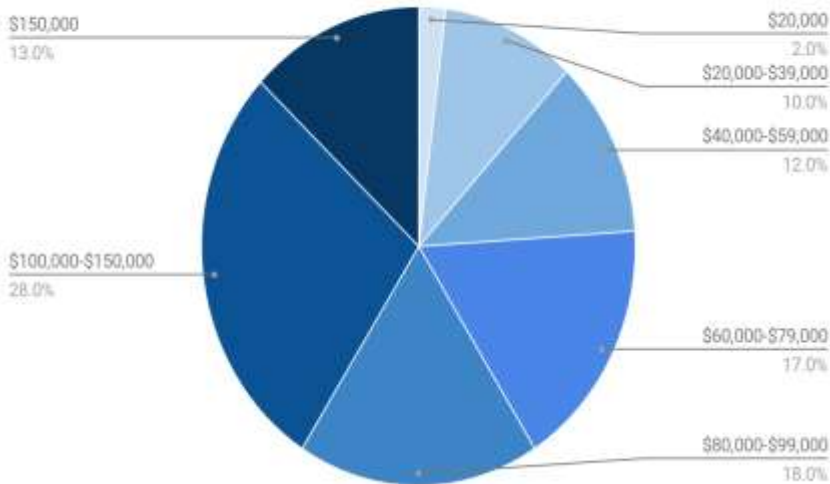
Here we see that most of the respondents are well educated. We see that 79% of the respondents have a four-year education or more. The other 21% have less than a four-year degree. We were surprised to see that 15% had a doctorate and another 26% had a professional degree.

### Profile of Respondents - Age



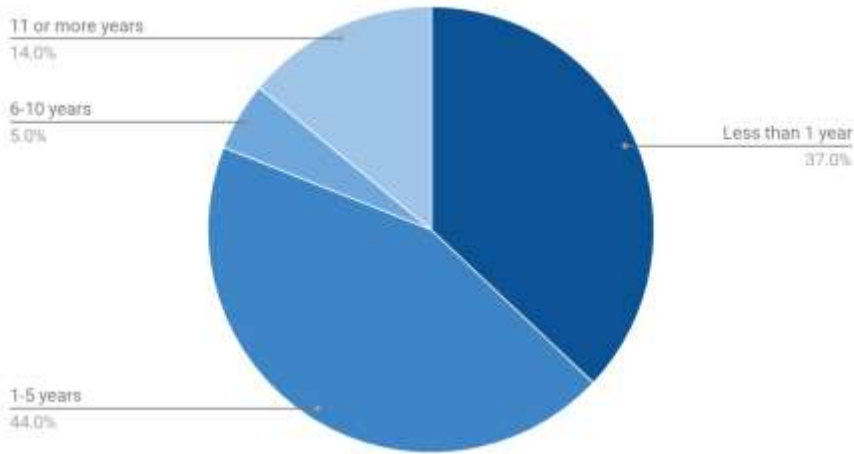
Age is well rounded with a majority of the respondents being 18-45 with a total of 67%. There were no responses for the age group under 18. 45+ is at 33% which is still a good amount so there is quite a bit of variance in the age category.

### Profile of Respondents - Income



We found that most of the respondents who live downtown make a good amount of money. More than half of them make more than \$80,000 at 56% of the total which is more than half. This means that people living downtown have money to spend with a steady income. They just need more places to spend that money which are closer to them which we will talk about later in the survey.

### Profile of Respondents - Time Lived

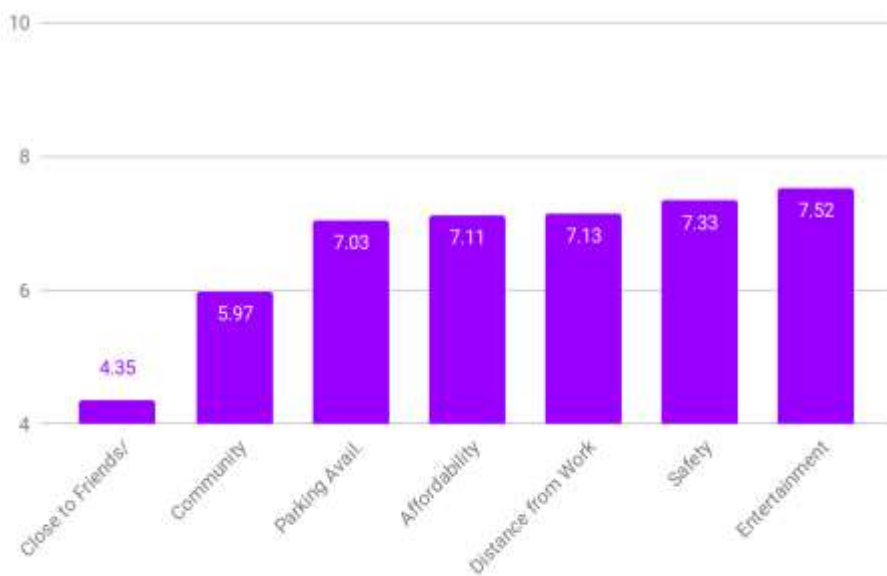


And the last demographic covered in our survey was time lived downtown. We see that 81% have lived there for less than five years. A lot of people have not lived there very long but as we will mention later, a lot of these respondents intend to live downtown for the foreseeable future. So, we believe the number of people who have lived downtown over five years will grow in the next few years.

### Quantitative Data

#### Importance

#### Importance Questions Mean Responses Bar Graph



This graph is made up of the means of all the answers of all our respondents. The importance questions are asking what were the most important considerations when deciding to move downtown? We see that entertainment, safety, distance from work, affordability and availability of parking are all the most important. Sense of community was rated low on importance and how close people are to friends and family is the lowest scored. Nothing stood out as a singular factor for why people decide to move downtown.

## Perceptions

Sense of Community

Sense of Community by education

Downtown Peoria has affordable shopping options by gender

Downtown Peoria has affordable shopping options by income

Public Transportation

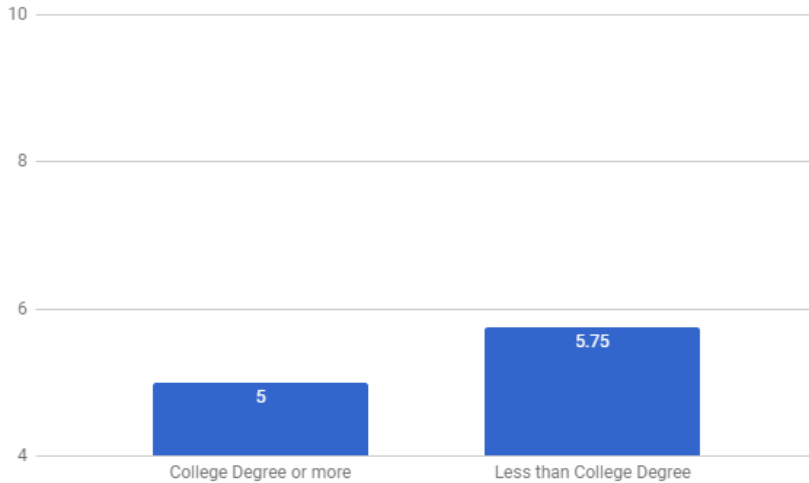
The public transportation system is easy to use

### Sense of Community



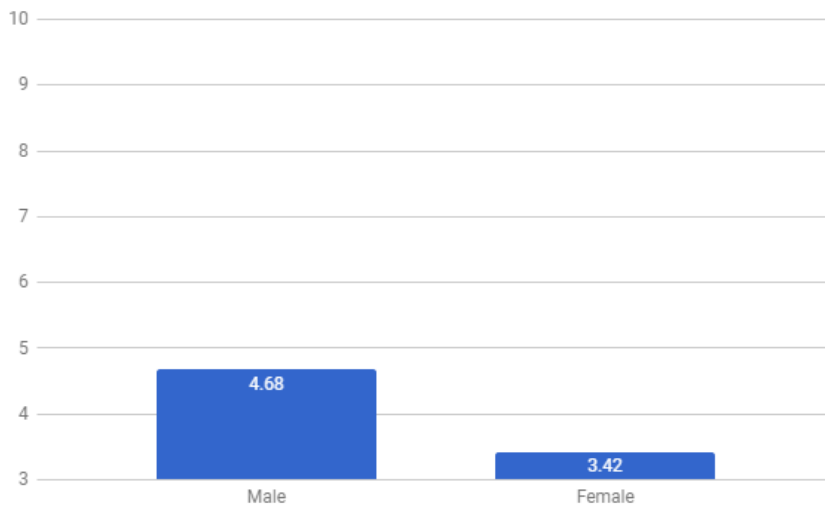
Here we see that respondents were in the moderate range when responding to: being a member of this community is part of my identity and there is a strong sense of community in downtown Peoria. Both were averaged out to be about the same with the first one being 5.13 and the second one being 5.21.

### Sense of Community by Education



People with lower educational degrees believe that there is a stronger sense of community within downtown Peoria compared to people with College Degrees or more who feel as if there is not as strong of a sense of community within downtown Peoria. Even though both are still in the moderate range, the lower education group averaged out closer to the 6 range and the other group averaged exactly at the 5 range.

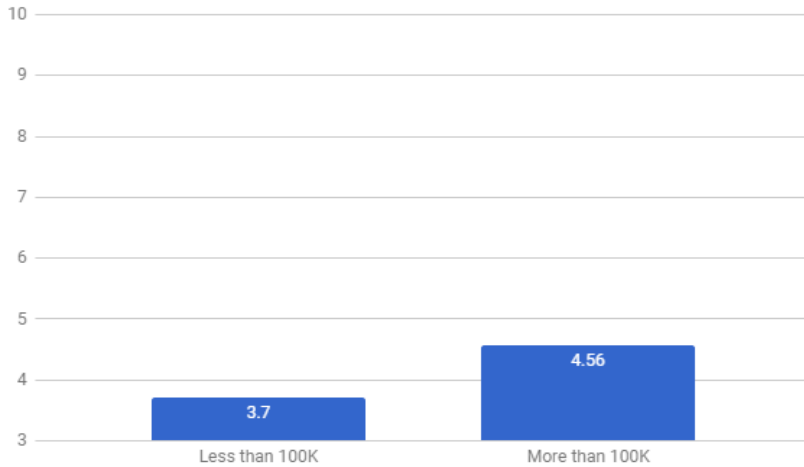
#### Downtown Peoria has Affordable Shopping Options by Gender



Here we see that gender does play a role when asked if Downtown Peoria has affordable shopping options. Males averaged out to 4.68 which is higher than the 3.42 average for the females. This shows that more affordable shopping options for females should be a major focus even if both groups were in the lower end, there is still a significant point drop between the two.

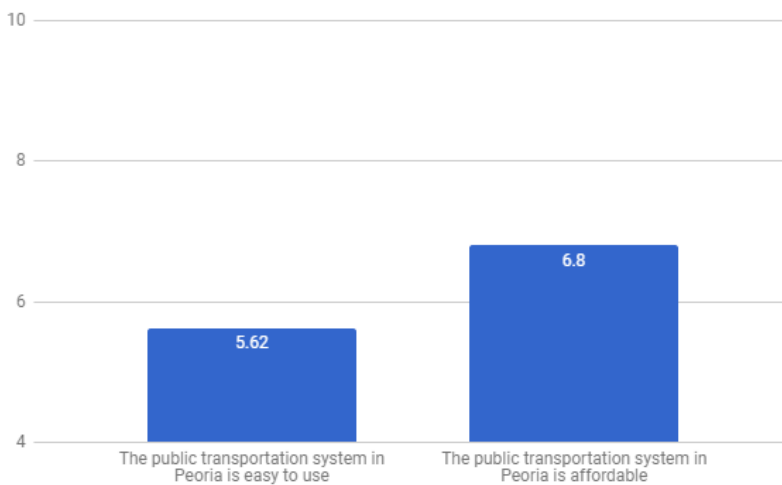
#### Downtown Peoria has Affordable Shopping Options by Income





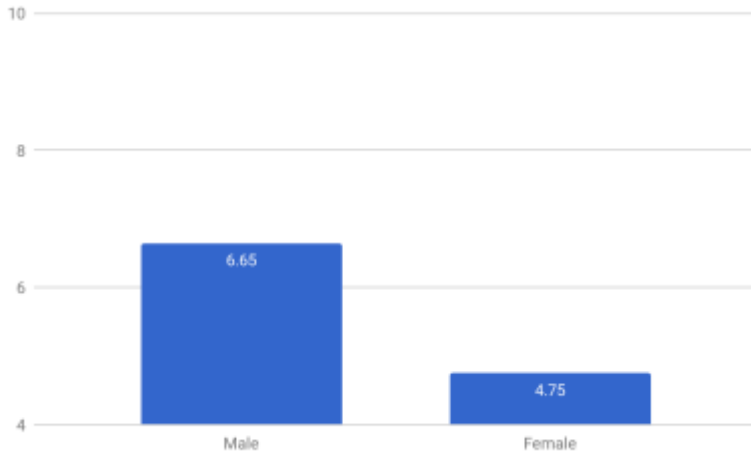
Now looking at responses to affordable shopping options Downtown Peoria by income. We see that the two groups we focused on were those with an income less than \$100,000 and those more than \$100,000. Both ranged low with their responses but we see that those that have an income of more than \$100,000 were higher than those less than \$100,000 with an average response of 4.56 for the more than group and 3.7 for less than.

### Public Transportation



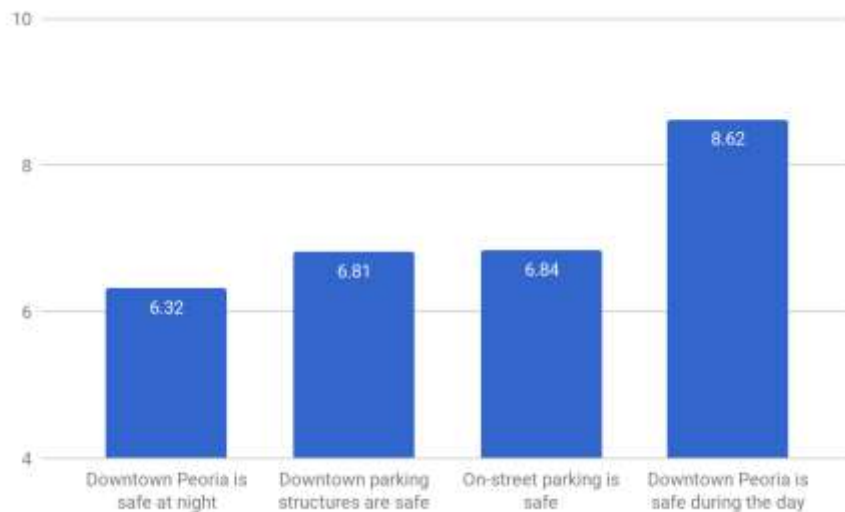
This graph shows the respondents perception on public transportation where we mainly got moderate responses to: “The public transportation system in Peoria is easy to use” and a higher rating for “The public transportation system in Peoria is affordable”. We see that respondents feel that the public transportation system in Peoria is affordable with an above average response of 6.8 and the public transportation system in Peoria had an average response of 5.62.

### The Public Transportation System is Easy to Use



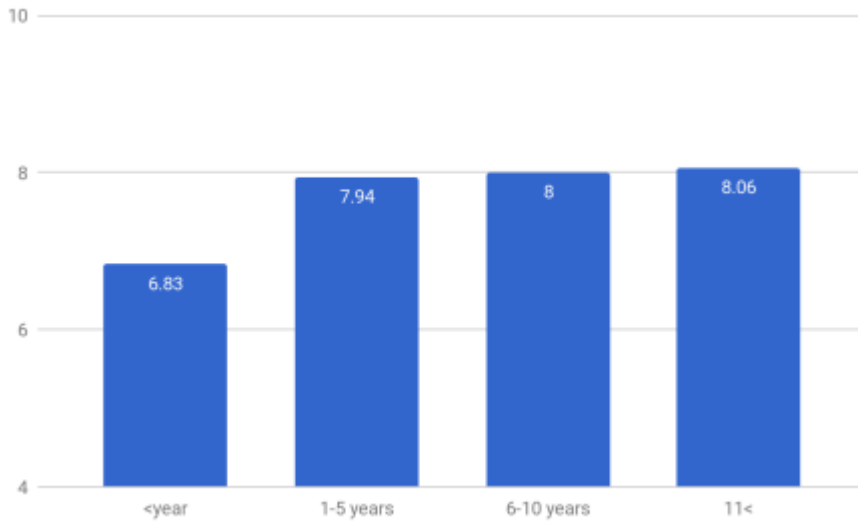
These bar graphs are the averages of what the survey takers put from a 1-10 scale for “The public transportation system in Peoria is easy to use”. Here we see that the male average is 6.65 and the female average is 4.75 which is showing that females feel as if the public transportation is not easy to use downtown. Which we can also go ahead and relate that to the perception of safety in which we talk about next.

### Safety



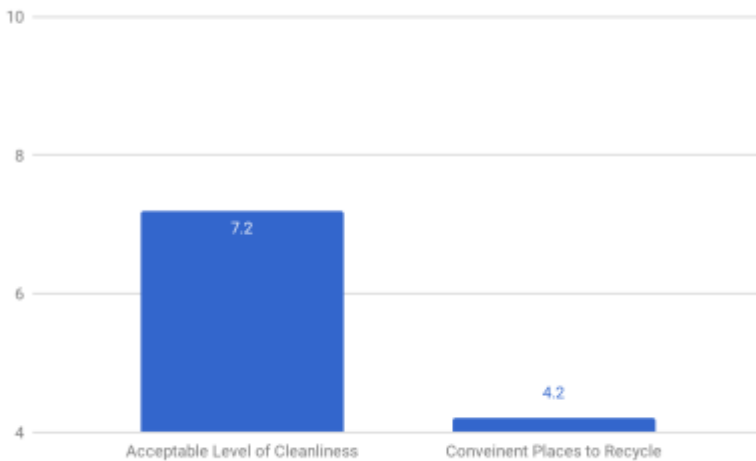
This chart is showing how safe our respondents feel being downtown. There is a substantial difference between people's perception of safety during the day and at night. People tend to view the night life as unsafe compared to how respondents feel during the day.

### Safety by time lived downtown



This chart is showing how safe our respondents feel being downtown based on how long they have lived here. This chart shows that respondents who lived in Downtown Peoria longer tend to feel safer. This is because their original perception will most likely change throughout their time living in downtown.

### Cleanliness



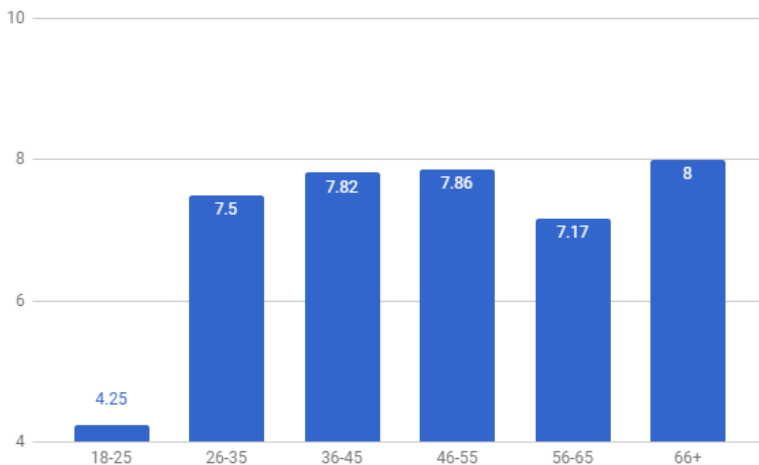
We found this chart to be interesting because our respondents mainly said that Downtown Peoria is relatively clean. The same respondents also said that there really aren't a lot of convenient places to recycle downtown.

### Parking



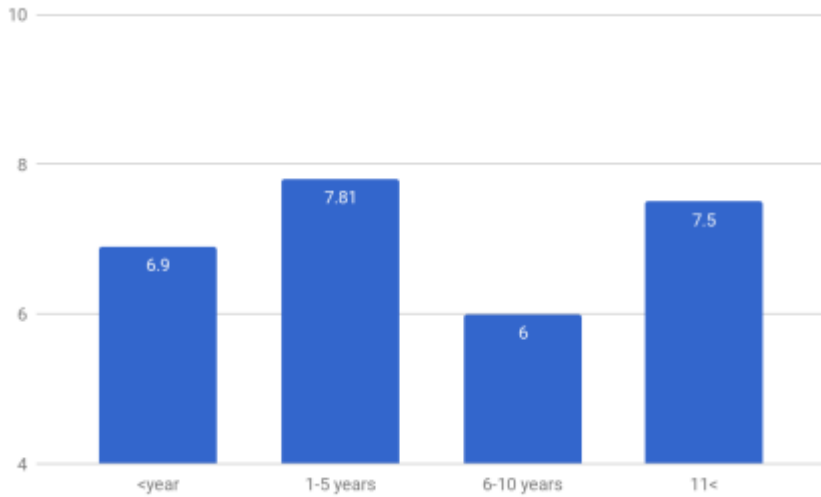
This chart is showing the different perception questions and where our respondents rated how strongly they agree with these statements. Overall these four parking perceptions are around the same. They weren't low, but they weren't substantially high either.

#### Availability of parking by age



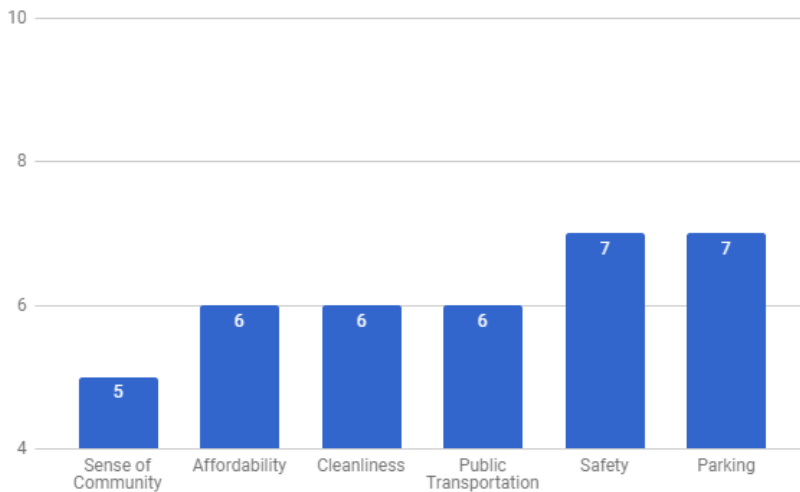
This chart is showing the respondents perception of the availability of parking by different age groups. For the most part from the ages of 26 and up, the respondents felt that there are a lot of available parking places. What was a major difference was the 18-25 range who do not feel as if there is a lot of availability of parking. We believe this is because they may not be familiar with the area, or are not comfortable backing into parking spots.

#### Availability of parking by time lived downtown



This chart is showing how respondents viewed parking downtown by how long they have lived there. What we found to be interesting is that it doesn't necessarily increase by how long they have lived there. Overall most people who live downtown are familiar with the area and believe there is a lot of available parking.

### Perceptions

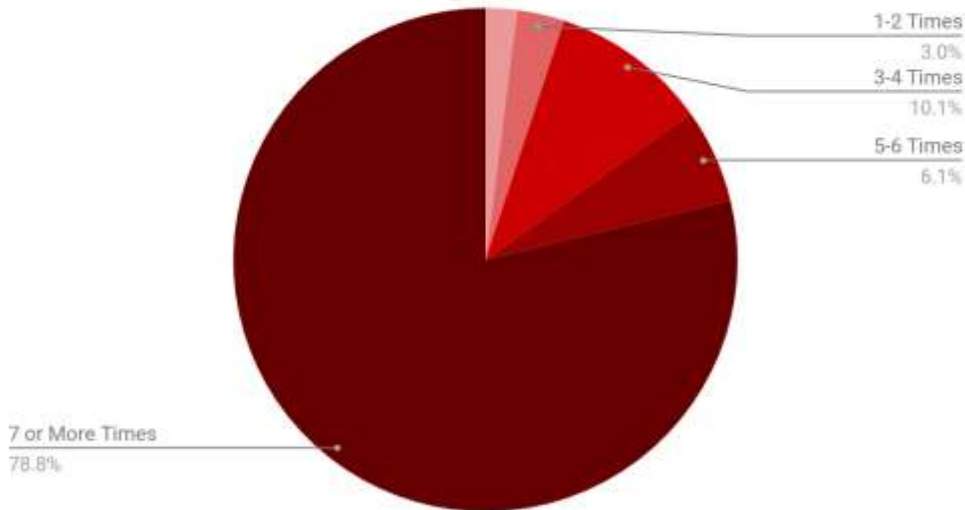


Overall the respondent's perception of sense of community, affordability, cleanliness, public transportation, safety, and parking are around the same. This chart shows that these respondents don't strongly disagree with any of these perceptions, but they also don't strongly agree with any either. They seem to be in the middle for all of these categories. These scores are definitely not bad, and it shows that parking and safety were rated as the two highest.

### Engaged Data

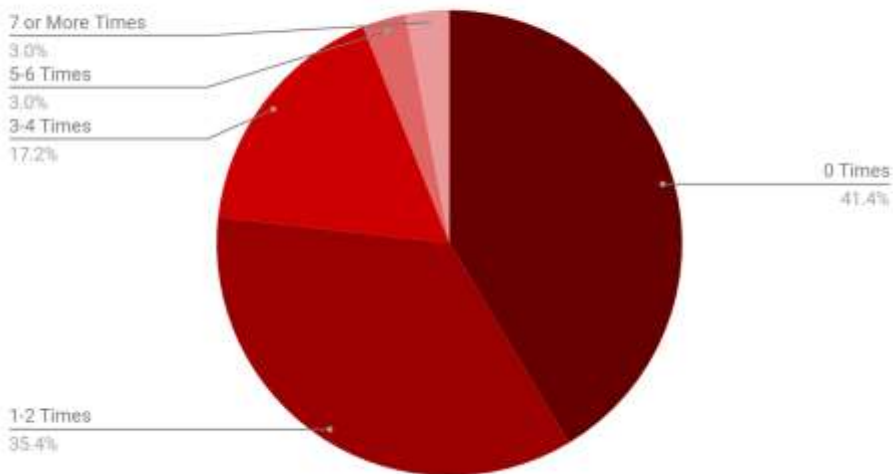
Here we asked the question in the past year, how many times have you engaged in the following Downtown Peoria activities? The respondents could choose from 1-2, 3-4, 5-6, 7+.

### Dining/Coffee



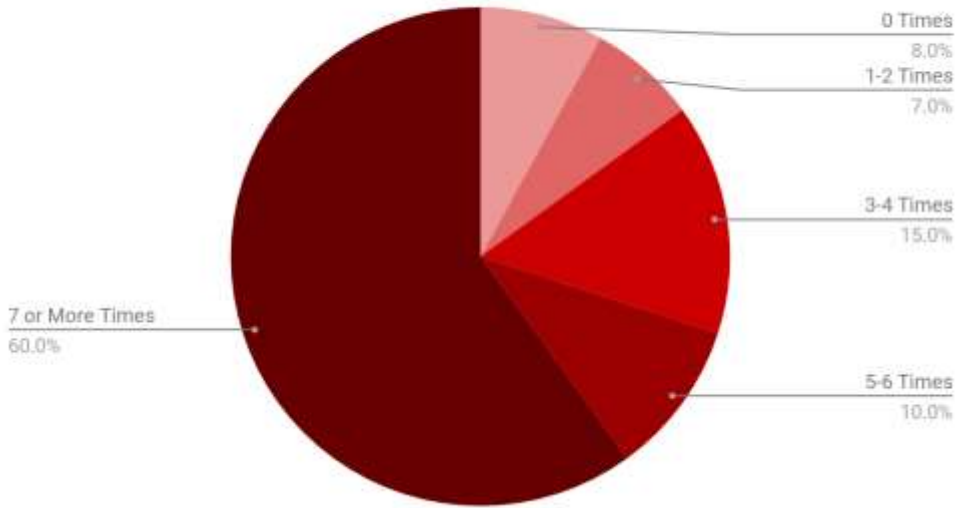
Our first one was dining and coffee which got a very good score of almost 80% who have been to places like Zion Coffee and 30/30. Coffee shops are something that people love and we can see that from the respondents.

### Peoria Riverfront Museum's giant screen theater



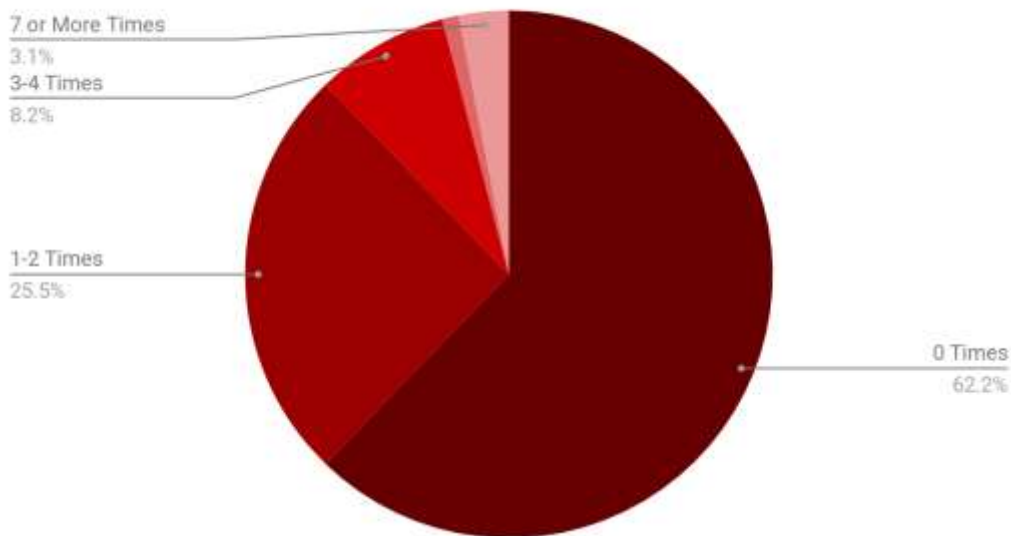
Next is the Peoria Riverfront Museum giant movie theatre. This would did not get good feedback as we can see. 35% have been 1-2 times and 40% have never been. The movie theatre definitely needs to think about how to get those visits to a higher percentage.

### Bars/Clubs



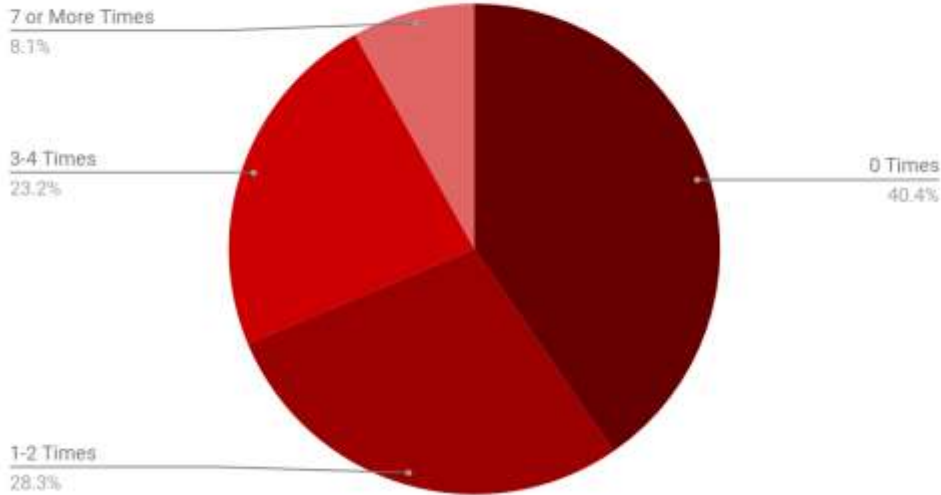
Bars/Clubs got another good response with 60% going more than 7 times. This is something that downtown Peoria does very well. They have many different options that cater to different age groups.

### Theater performance



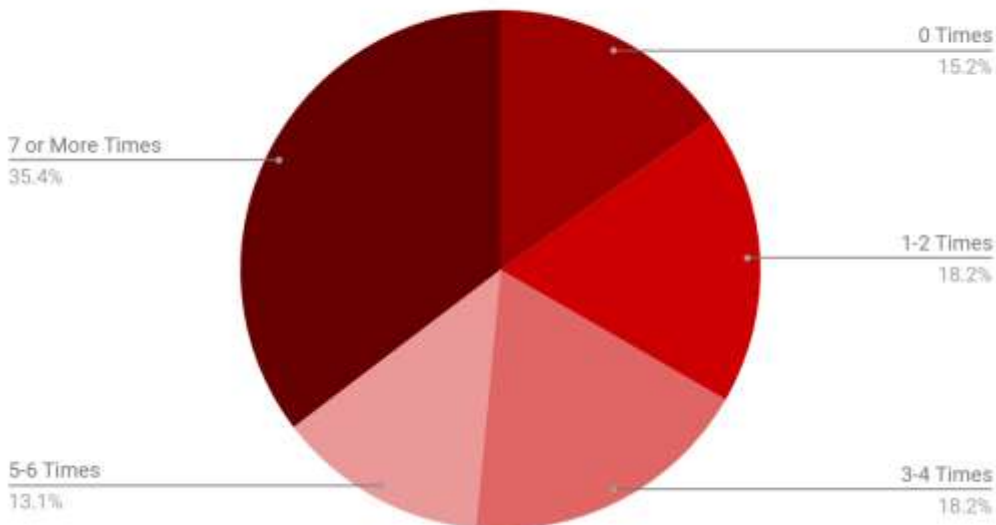
The theatre performance got a shocking zero, 60% of the time. Places like the Civic Center are not catering to those who live downtown for theatre performances.

### Shopping



As we will see throughout our data, shopping has received numerous very low scores. From grocery stores to clothing, there are not very many options for people to go out and shop in the downtown area.

### Indoor/Outdoor live music

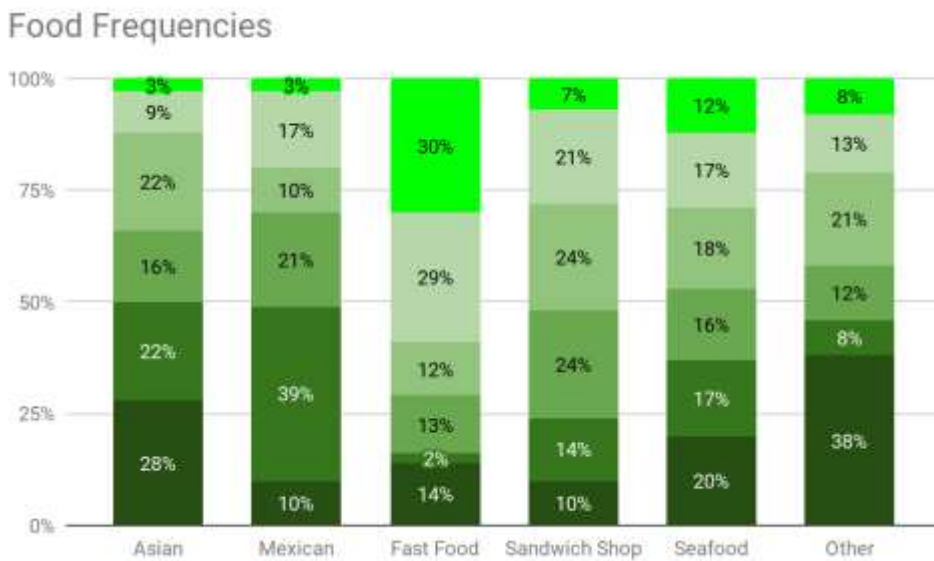




And last we have indoor/outdoor live music which did pretty well. Almost half have been to some kind of live music more than 5 times. Whether this be at bars or events that the riverfront has put on, this is something that the residents are very engaged in.

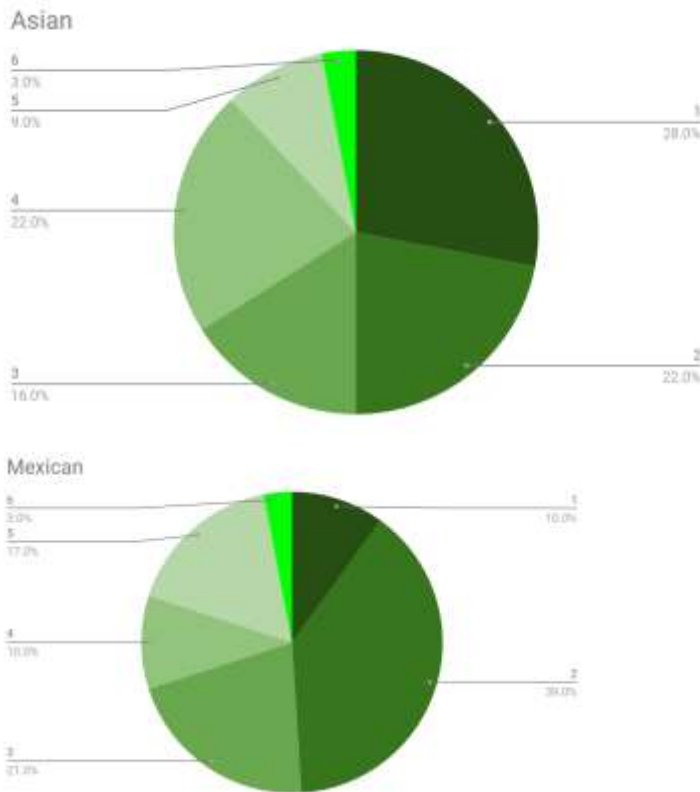
## Food Data

### Food Frequencies



This graph is made up of the frequencies of how people rated each restaurant from most desired to least desired. The darkest is the most desired to the lightest which is the least desired. We see that Asian restaurants are the most desired. 50% of people rated Asian restaurants 1st or 2nd. Next was Mexican and seafood are the next most popular options. 49% of people put Mexican as their top 2 and 53% of people put seafood as their top 3. What was interesting is how low fast food was rated. In addition, 38% of people put the other category as their top choice.

Here is a closer look at the Mexican and Asian restaurant graphs:



Restaurants respondents are interested in

We then asked what other restaurants our respondents would like to see come downtown. They said that they would like to see healthy/ vegetarian options, breakfast, Italian, deli, simple diner, and sushi.

## Shopping Data

For this section we asked, “Where do you primarily shop for the following categories of items?” The options were:

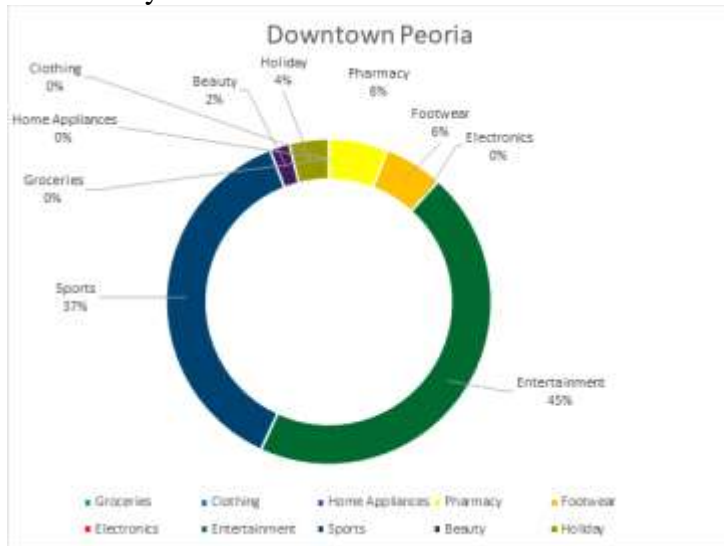
1. Downtown Peoria
2. Other area in Peoria
3. Peoria Heights
4. East Peoria
5. Other City

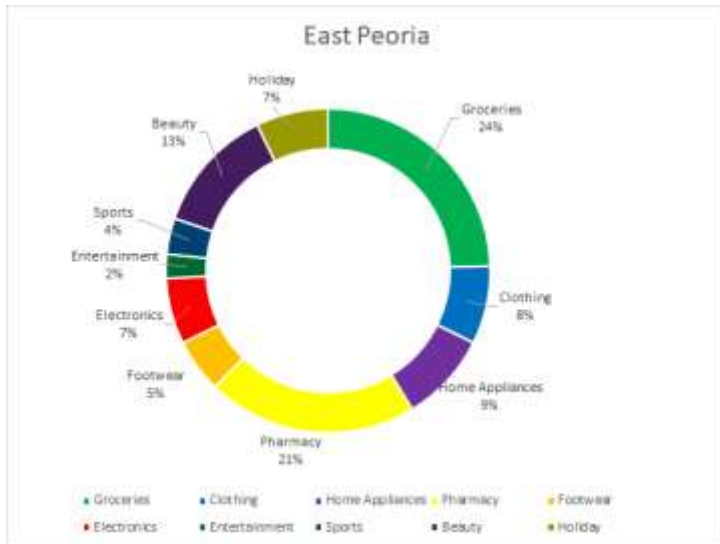
Where people shop

	1st	2nd
- Groceries	East Peoria 66%	Other area in Peoria 31%
- Pharmacy	East Peoria 58%	Other area in Peoria 31%
- Beauty	East Peoria 36%	Other area in Peoria 34%
- Clothing	Other area in Peoria 45%	Other City 30%
- Home Appliances	Other area in Peoria 53%	East Peoria 26%
- Footwear	Other area in Peoria 42%	Other City 34%
- Electronics	Other area in Peoria 56%	Other City 25%
- Entertainment	Downtown Peoria 40%	Other area in Peoria 34%
- Sports	Downtown Peoria 35%	Other area in Peoria 29%
- Holiday Shopping	Other City 41%	Other area in Peoria 35%

This data is showing how frequently people rated areas in Peoria by where they shop for certain items. We see that people chose Downtown Peoria 1st 40% and 35% of the time for entertainment and sports. This shows that people go downtown for entertainment. East Peoria is where people go to shop for everyday items. Also, people go to other cities to shop for clothing, footwear, and electronics.

Here are the graphs of when people shop downtown the percentages of what they spend their money on.

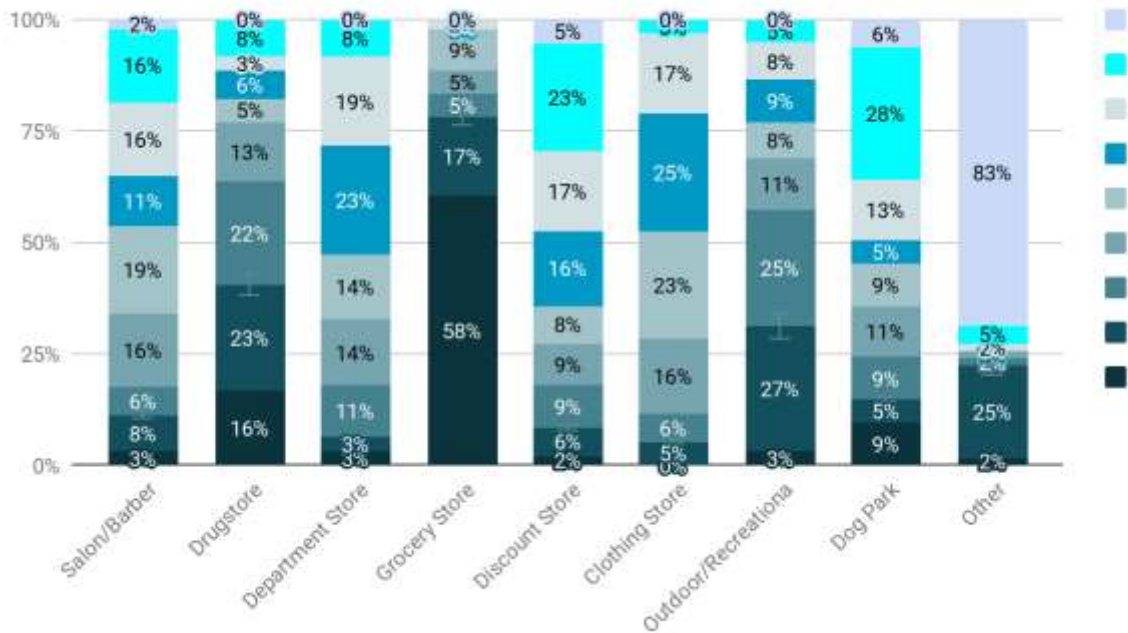




## Retail Data

The question we asked here was the same as the food question which was rank in order in which retail shops you would be interested to see come to the Downtown Peoria area. Our options to choose from we're Drugstore, Department Store, Grocery Store, Discount Store, Clothing Store, Outdoor/Recreational Opportunities, Dog Park, and Other

## Retail Frequencies



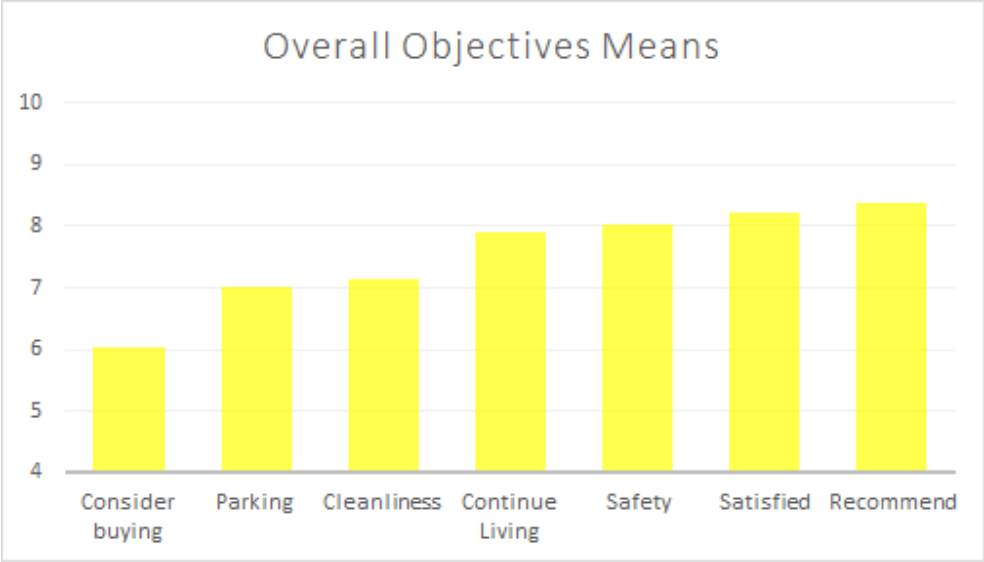
This chart ranks the percentages of the respondents from 1st to last. The darkest blue at the bottom was the percentage that the respondents chose the option 1st and the lightest blue at the top are the percentages that they chose the option last.

We can see that the front runners for 1st were grocery store, drugstore, and dog park. Grocery store and Drugstore have more than 50% of the votes in their categories for 1st-3rd. Dog park has the third highest 1st place ranking at 9% so it is obviously something wanted by the residents of downtown. Another that we highlighted was outdoor/recreational activities This also has more than 50% of the respondents picking outdoor/recreation 1st-3rd.

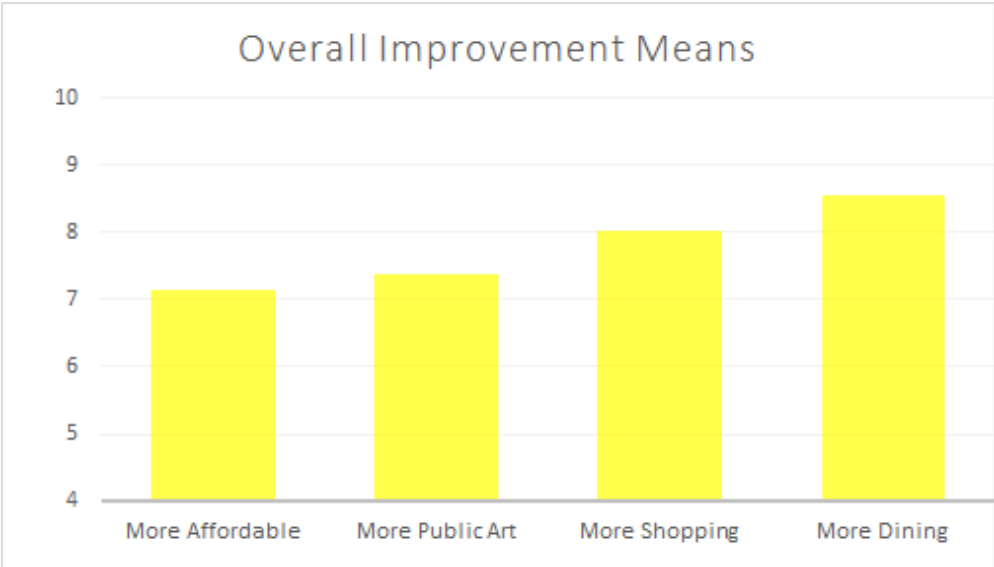
Last, we see there was a good amount of people who picked other as their last option. We gave them the option in the survey to name something that they would like to see come to the downtown area. The most popular of those responses were. Whole Foods, Fresh Market, Specialty Food Store, ALDI, Walgreens, Diner, Bookstore/Newsstand, Gas Station. Once again, we see different types of grocery and convenience stores that the residents are primarily focused on.

## Overall Data

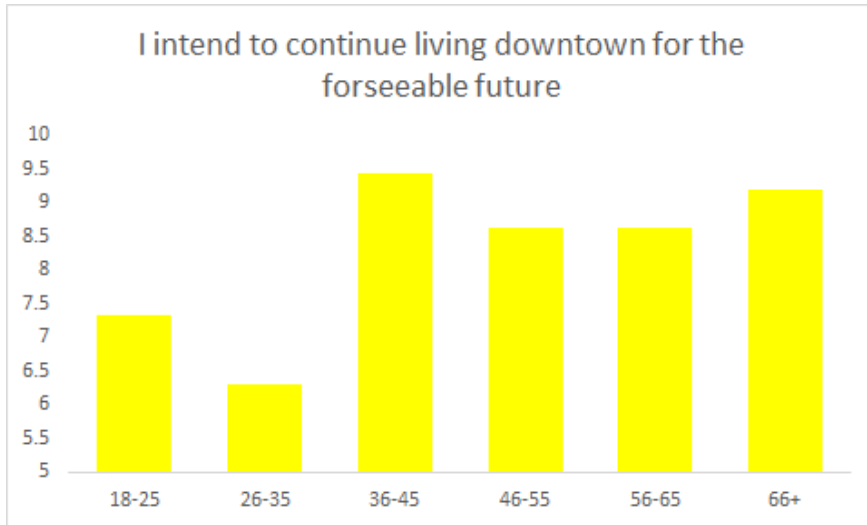
In this section, we asked a total of 11 questions on the respondent's overall thoughts on Downtown Peoria. We separated the overall questions into two categories, objectives and improvements. The objective questions are focused on our survey topics and overall views. The improvement questions are focused on overall what respondents wish there was more of.



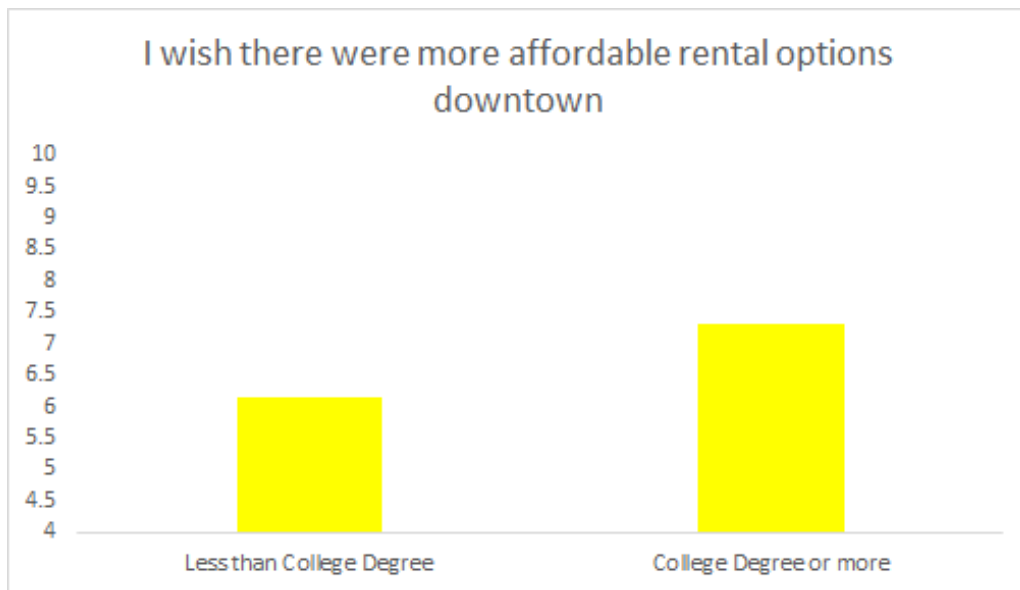
This graph is the average score of all respondents on the specific objective questions. “I would consider buying a condo or townhouse” is rated the lowest. Overall satisfaction, recommendation and loyalty to Downtown Peoria are the highest rated questions at around 9.



This graph is the average score of the improvement scores. All questions have a mean score above 7 which means that would like to see more improvements in Downtown Peoria. Specifically, more dining and more shopping. Respondents think Downtown Peoria can be more affordable but think the area needs more public art more.



This graph shows a comparison of the “I intend it continue living Downtown for the foreseeable future” question and age. We consider this a loyalty question. From the graph, we can see ages 36 and up have a high loyalty to living Downtown, whereas younger ages don’t have a high commitment to living Downtown.



This graph shows a comparison of the questions “I wish there were most affordable rental options Downtown” to the respondent’s education level. We created two categories for the education level, less than a college degree and a college degree or more. From the graph, we can see that surprisingly those with a college degree or more wish rental options were more affordable Downtown with an average score around 7.

### Suggestions

From all the data we collected, we have developed suggestions for the Downtown Advisory Commission and Downtown Development Corporation. Our suggestions are the following:

- Look into opening a grocery store.
- Start to build a sense of community.
- Bring more restaurants and shopping so people aren't going to other areas in East Peoria and Peoria Heights
- Work on retaining younger residents.
- Start to turn the night life into something more than the bars and nightclubs.

Throughout our entire data, we found an overwhelming request for a grocery store Downtown. From our data, you can see there is a high demand for it, which can be used to attract grocery store owners.

Sense of community was the lowest rated category throughout the whole survey. If Downtown Peoria can work on creating a community with those living there, we think retaining younger residents will be easier.

As you saw in our shopping data, East Peoria is the biggest place for residents to shop. If Downtown Peoria brought more restaurants and shopping, residents wouldn't have to go over the river to get everything they want.

As we saw in the overall data, younger residents don't plan on staying for long which can create a high turnover. Work on retaining younger residents. Along with this suggestion, we think if Downtown Peoria was more than bars and clubs, younger residents would be more inclined to stay. For example, creating daytime activities to do on the weekend.

We hope we've provided suggestions that you will implement in the future! We look forward to seeing Downtown Peoria grow into an even better city!