

# The Elmwood Survey Results

# Survey Distribution

- ❖ Distributed through the District 8 newsletter and posted on several websites
- ❖ Reached about 1,000 residents and students living in Districts 7 and 8

# Respondent Profile

- ❖ 330 people responded to the survey
- ❖ Majority of respondents are:
  - ❖ Female
  - ❖ Over the age of 55
  - ❖ Live nearby in zip code 94705

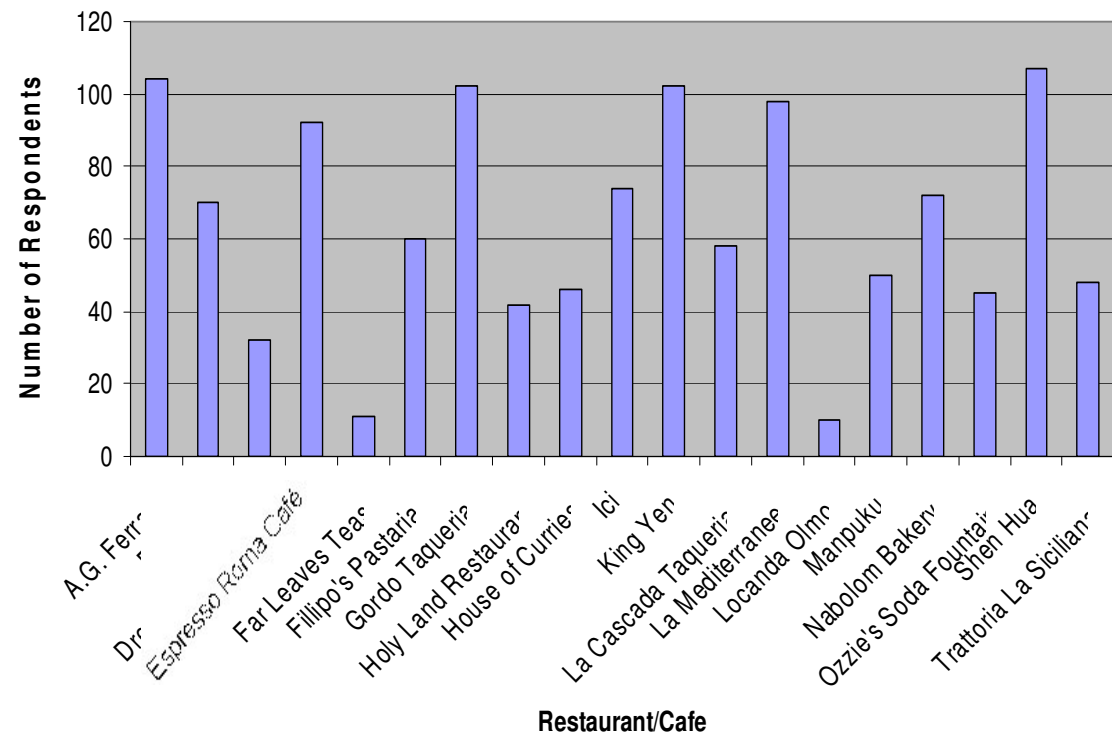
# Keep In Mind...

- ❖ The respondents are not a statistically representative sample of all the people who patronize the business district.
- ❖ In particular, we feel that younger patrons and regional shoppers are underrepresented in the survey data.

# Restaurants

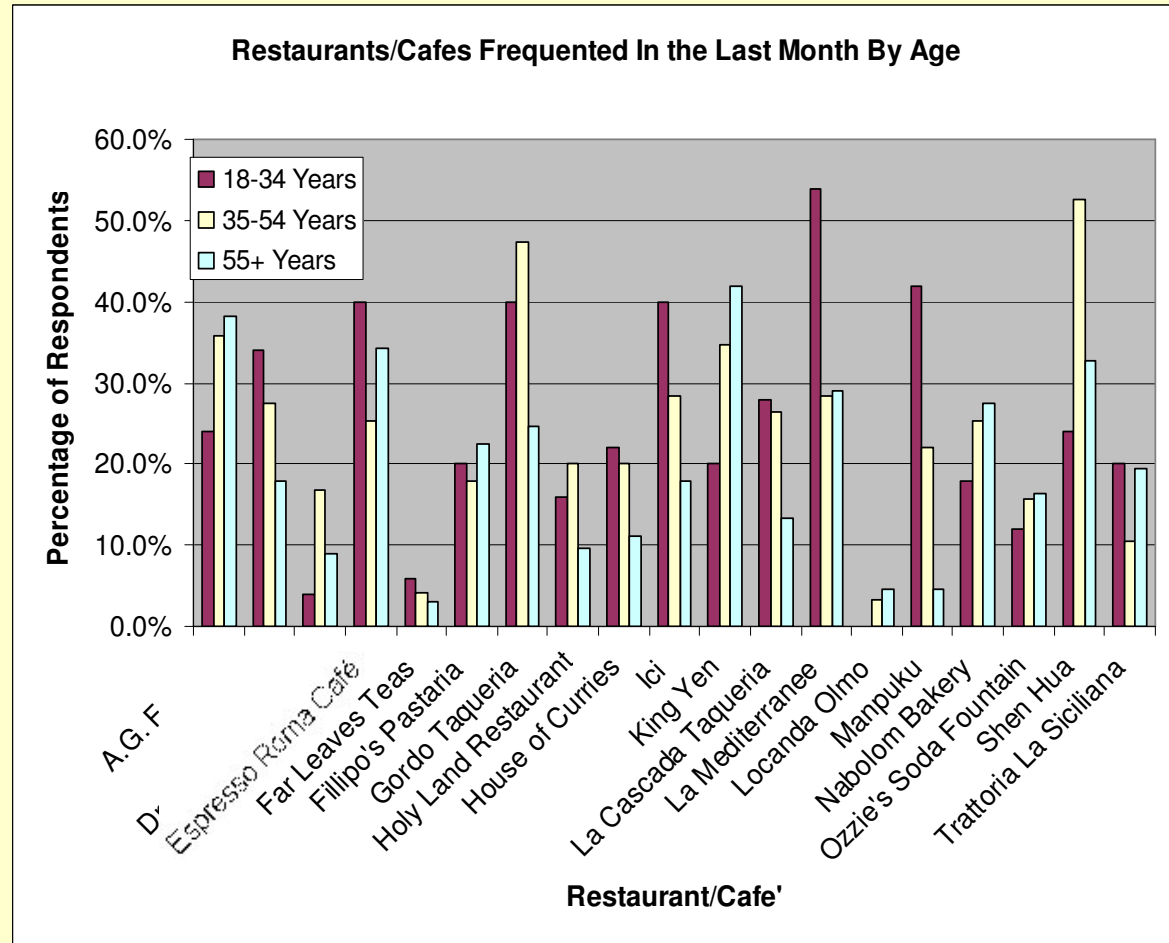
- ❖ No single restaurant was preferred by the majority of respondents
- ❖ It appears that the mix of dining establishments is well rounded and caters to people's differing tastes

Question 17: Restaurants & Cafes that All Respondents Dined At In the Last Month



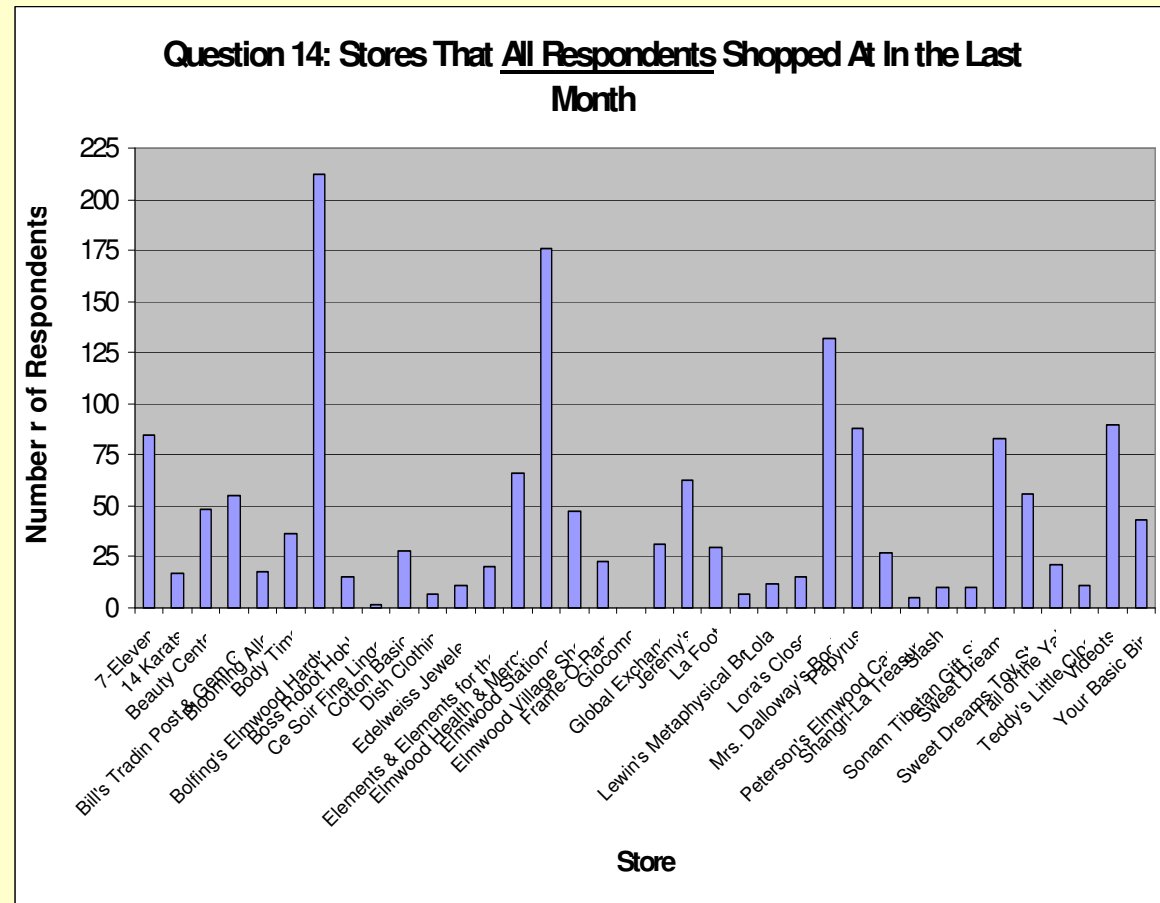
# Restaurants

- ❖ La Mediterranee and ManPuku most frequented by respondents ages 18 to 34
- ❖ Gordo Taqueria and Shen Hua most popular respondents ages 35 to 54
- ❖ King Yen and A.G. Ferrari most frequently visited by respondents ages 55 and older



# Shopping

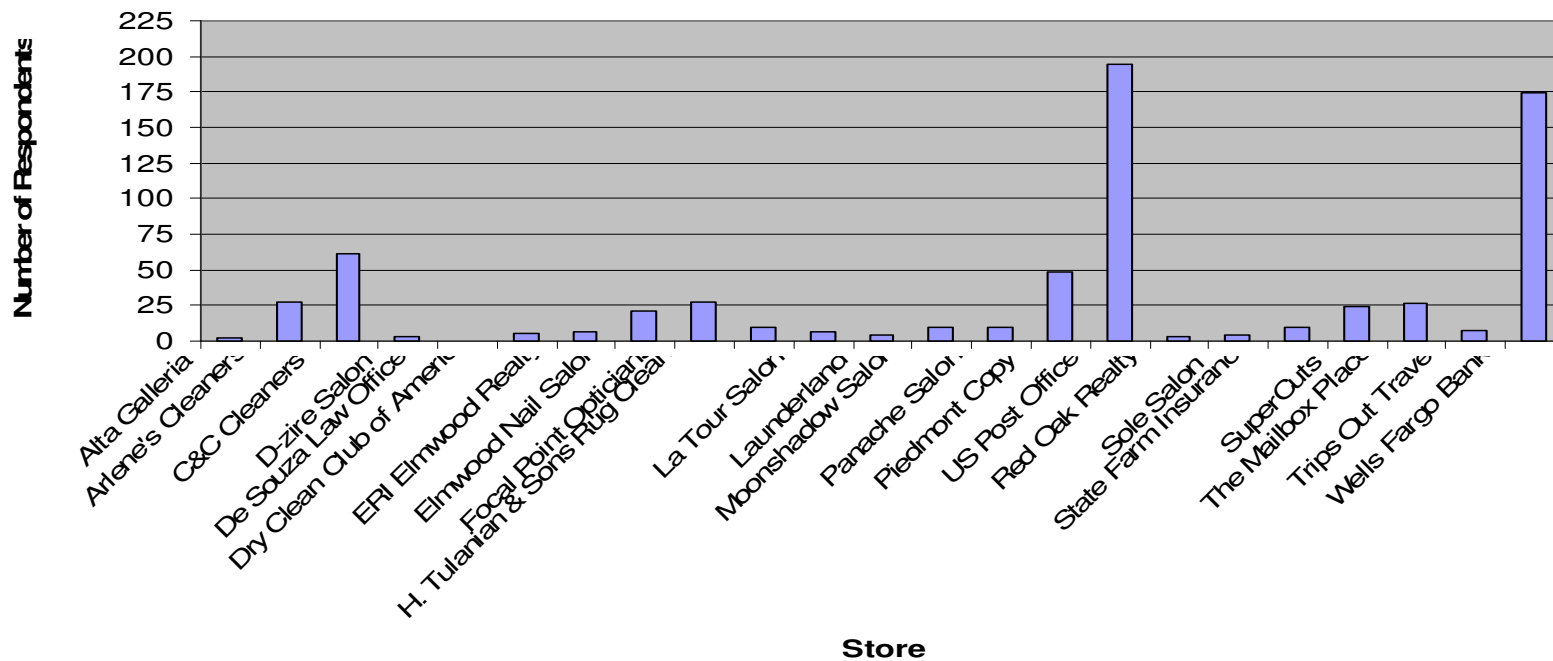
❖ During a one-month period Elmwood Hardware, The Elmwood Stationers, and Mrs. Dalloway's were the most patronized stores.



# Service Stores

- ❖ In a one-month period Wells Fargo Bank and the U.S. Post Office were the most patronized service stores by survey respondents

Question 21: Service Stores That All Respondents Shopped At In the Last Month



# Preferences

- ❖ Overwhelmingly prefer locally owned stores over chains
- ❖ A large fraction of the respondents would like to see a grocery store, evening entertainment, and additional restaurants added to the district
- ❖ Majority walk or drive to the Elmwood and a small number bike or take public transportation



# Where Are People Eating?

Top Dining Destinations:  
**Rockridge & Elmwood**  
Followed by Downtown Berkeley  
& San Francisco quite further  
behind



# Where Are People Shopping?

- ❖ Respondents prefer shopping for discretionary items in Elmwood and San Francisco.
- ❖ Fourth Street, Walnut Creek, Emeryville, and Rockridge are close behind.

