





















1. When was the last time you visited the Elmwood shopping district?

	Response Percent	Response Total
Yesterday or today 	43.6%	144
In the past week 	41.2%	136
In the past month 	11.5%	38
In the past year 	3%	10
More than a year ago 	0.6%	2
Total Respondents	330	
(skipped this question)	0	

2. What was the purpose of your last visit to the Elmwood shopping district? (Check all that apply)

	Response Percent	Response Total
Restaurant/Café 	54.8%	181
Home furnishings/Hardware 	23%	76
Clothing/Apparel/Shoes 	13.3%	44
Bakery/Grocery 	15.2%	50
Book 	17.6%	58
Bank/Office 	34.2%	113
Jewelry/Gift 	8.5%	28
Health & Beauty 	8.8%	29
Service (Travel, Salon, Legal, Dry Cleaning, etc.) 	17%	56
Movie Theater 	6.7%	22
Other (please specify) 	25.5%	84
Total Respondents	330	
(skipped this question)	0	

3. How frequently do you shop at stores in the Elmwood shopping district?

	Response Percent	Response Total
Three times a week or more 	25.5%	84
One to two times a week 	33.3%	110
Two or three times a month 	26.7%	88
Once a month or less 	13.3%	44

Never | 1.2% 4

Total Respondents 330
(skipped this question) 0

4. What kind of stores or restaurants do you want to see more of in the Elmwood shopping district? (Check all that apply)

	Response Percent	Response Total
Books	17.2%	52
Clothing	24.2%	73
Electronic/Computer	19.2%	58
Evening entertainment	35.1%	106
Food/Grocery	55%	166
Health & Beauty	7.6%	23
Home	12.3%	37
Music	23.2%	70
Pharmacy	26.5%	80
Restaurants	42.1%	127
Services	19.9%	60
Other (please specify)	28.8%	87
Total Respondents	302	302
(skipped this question)		28

5. Do you prefer to shop at stores that are (Check all that apply)

	Response Percent	Response Total
Locally owned	83.8%	275
Chains	4.6%	15
Socially responsible (e.g., fair trade, organic, free-range, non-sweatshop)	47.6%	156
No preference	13.4%	44
Other (please specify)	8.8%	29
Total Respondents	328	328
(skipped this question)		2

6. When you visit the Elmwood shopping district, how do you get there? (Check all that apply)

		Response Percent	Response Total
Walk		79.4%	258
Bicycle		12.6%	41
Public Transit		8.6%	28
Car alone		45.2%	147
Car with others		30.8%	100
Car share vehicle (City CarShare, Flexcar, Zipcar, etc.)		0%	0
Other (please specify)		1.8%	6
	Total Respondents		325
	(skipped this question)		5

7. If you drive to the Elmwood shopping district, where do you most often park? (Check all that apply)



		Response Percent	Response Total
The Elmwood Parking Lot (on Russell Street)		47.3%	116
Metered street parking		55.5%	136
Un-metered street parking		45.7%	112
Un-metered off-street parking lots (e.g., 7-Eleven, US Post Office, or Wells Fargo)		22.4%	55
Other (please specify)		6.1%	15
	Total Respondents		245
	(skipped this question)		85

8. If the Elmwood Parking Lot (located on Russell Street) were converted into attended parking, in order to accommodate more vehicles, what is the maximum amount you would pay?

		Response Percent	Response Total
\$1.50/hour		15.4%	45
\$2/hour		16.4%	48
\$2.50/hour		2.4%	7
\$3/hour		5.1%	15
I would no longer park there if fees increased		35.6%	104

Not applicable		25%	73
		Total Respondents	292
		(skipped this question)	38



9. Would you be more likely to park in the Elmwood Parking Lot if local merchants provided parking validation for the attended lot?

		Response Percent	Response Total
Yes		71.2%	195
No		28.8%	79
		Total Respondents	274
		(skipped this question)	56

10. Do you have access to permit parking near the Elmwood shopping district?


		Response Percent	Response Total
Yes		44%	136
No		56%	173
		Total Respondents	309
		(skipped this question)	21

11. Does traffic congestion during peak traffic hours deter you from shopping in the Elmwood district?












		Response Percent	Response Total
Yes		48.1%	151
No		51.9%	163
		Total Respondents	314
		(skipped this question)	16

12. There is adequate parking in the Elmwood shopping district.











		Response Percent	Response Total
Strongly agree		3.5%	11
Agree		21.8%	69
Not sure		25.6%	81
Disagree		36.3%	115

Strongly disagree		12.9%	41
		Total Respondents	317
		(skipped this question)	13

13. When you shop for discretionary items, such as clothing, shoes, and jewelry, which of the following districts do you most often patronize? (Check all that apply)

		Response Percent	Response Total
4th Street		37.6%	118
Downtown Berkeley		14%	44
Downtown Walnut Creek		36.3%	114
The Elmwood		49%	154
Emeryville		40.8%	128
North Shattuck		14.3%	45
Rockridge		35.4%	111
San Francisco		48.1%	151
Solano Avenue		10.5%	33
Telegraph		15.6%	49
Other (please specify)		14.6%	46
		Total Respondents	314
		(skipped this question)	16






14. In the last month, which of these Elmwood stores have you shopped at? (Check all that apply)

		Response Percent	Response Total
7-Eleven		28.4%	86
14 Karats		5.6%	17
Beauty Center		15.8%	48
Bill's Trading Post & Gem Gallery		18.2%	55
Blooming Alley		5.9%	18
Body Time		12.2%	37
Bolfing's Elmwood Hardware		70%	212
Boss Robot Hobby		5%	15
Ce Soir Fine Lingerie		0.7%	2
Cotton Basics		9.6%	29












Dish Clothing	2.3%	7
Edelweiss Jewelers	3.6%	11
Elements & Elements for the Sole	6.6%	20
Elmwood Health & Mercantile	21.8%	66
Elmwood Stationers	58.1%	176
Elmwood Village Shoes	15.5%	47
Frame-O-Rama	7.6%	23
Giocomo	0%	0
Global Exchange	10.2%	31
Jeremy's	21.1%	64
La Foot	9.9%	30
Lewin's Metaphysical Books	2.3%	7
Lola	4%	12
Lora's Closet	5%	15
Mrs. Dalloway's Books	43.6%	132
Papyrus	29%	88
Peterson's Elmwood Camera	8.9%	27
Shangri-La Treasures	1.7%	5
Slash	3.3%	10
Sonam Tibetan Gift Shop	3.3%	10
Sweet Dreams	27.4%	83
Sweet Dreams Toy Store	18.5%	56
Tail of the Yak	6.9%	21
Teddy's Little Closet	3.6%	11
Videots	29.7%	90
Your Basic Bird	14.2%	43
Other (please specify)	23.8%	72
Total Respondents	303	
(skipped this question)	27	

15. Would special promotions entice you to shop in the Elmwood shopping district? (Check all that apply)




	Response Percent	Response Total
Annual street fair	36.6%	112
















A monthly, "Night Out in the Elmwood" (extended business hours)		29.4%	90
Discount coupons for local stores		35.6%	109
Frequent shopper programs		19.3%	59
No		37.9%	116
Other (please specify)		9.5%	29
		Total Respondents	306
		(skipped this question)	24

16. Where do you most often eat-out? (Check all that apply)

		Response Percent	Response Total
4th Street		13.7%	43
Downtown Berkeley		30.3%	95
Downtown Walnut Creek		4.8%	15
The Elmwood		63.7%	200
Emeryville		11.1%	35
North Shattuck		18.2%	57
Rockridge		62.1%	195
San Francisco		30.9%	97
Solano Avenue		17.5%	55
Telegraph		23.2%	73
Other (please specify)		12.1%	38
		Total Respondents	314
		(skipped this question)	16

17. In the last month, which of these Elmwood restaurants/cafes have you eaten at? (Check all that apply)

		Response Percent	Response Total
A.G. Ferrari		35.5%	104
Beanery		24.2%	71
Dream Fluff Donuts		10.9%	32
Espresso Roma Cafe		31.7%	93
Far Leaves Tea		3.8%	11

Filippo's Pastaria		20.5%	60
Gordo Taqueria		34.8%	102
Holy Land Restaurant		14.3%	42
House of Curries		15.7%	46
Ici		25.6%	75
King Yen		34.8%	102
La Cascada Taqueria		19.8%	58
La Mediterranee		33.4%	98
Locanda Olmo		3.4%	10
Manpuku		17.1%	50
Nabolom Bakery		24.6%	72
Ozzie's Soda Fountain		15.4%	45
Shen Hua		36.9%	108
Trattoria La Siciliana		16.4%	48
Other (please specify)		5.1%	15
		Total Respondents	293
		(skipped this question)	37

18. How important are the following in a dinnertime dining experience for you?

	Very Important	Somewhat Important	No Opinion	Not Important	Response Average
Price	28% (84)	56% (171)	4% (11)	12% (38)	2.01
Proximity to where you live or work	44% (130)	45% (135)	2% (5)	9% (28)	1.77
Access to public transportation	7% (19)	16% (44)	18% (47)	59% (158)	3.28
Atmosphere	47% (144)	48% (147)	3% (9)	2% (5)	1.59
Neighborhood safety	42% (125)	44% (131)	8% (24)	6% (18)	1.78
Parking	30% (88)	45% (133)	12% (36)	13% (38)	2.08
Late hours	16% (45)	36% (102)	13% (36)	36% (103)	2.69
Service	59% (180)	39% (118)	2% (5)	1% (2)	1.44
Food Quality	90% (283)	9% (29)	0% (1)	0% (0)	1.10
				Total Respondents	314
				(skipped this question)	16

19. How often do you see a movie at the Elmwood Theatre?

	Response Percent	Response Total
Once a week or more	0%	0
Two or three times a month	3.2%	10
Once a month	18.3%	58
Once every six months	34.4%	109
Once a year or less	24.6%	78
Never	17.4%	55
Other (please specify)	2.2%	7
Total Respondents		317
(skipped this question)		13

20. If you attend a movie at the Elmwood Theatre, are you more likely to eat dinner in the Elmwood?

	Response Percent	Response Total
Yes	57.8%	171
No	42.2%	125
Total Respondents		296
(skipped this question)		34

21. In the last month, which of these Elmwood service stores have you patronized? (Check all that apply)

	Response Percent	Response Total
Alta Galleria	0.7%	2
Arlene's Cleaners	9.9%	27
C & C Cleaners	22.3%	61
D-zire Salon	1.1%	3
De Souza Law Offices	0%	0
Dry Clean Club of America	1.8%	5
ERI Elmwood Reality	2.2%	6
Elmwood Nail Salon	8%	22
Focal Point Opticians	9.9%	27
H. Tulanian & Sons Rug Cleaners	3.3%	9
La Tour Salon	2.2%	6

Launderland	1.5%	4
Moonshadow Salon	3.6%	10
Panache Salon	3.3%	9
Piedmont Copy	17.9%	49
US Post Office	71.2%	195
Red Oak Realty	1.1%	3
Sole Salon	1.5%	4
State Farm Insurance	3.3%	9
SuperCuts	16.8%	46
The Mailbox Place	9.5%	26
Trips Out Travel	2.6%	7
Wells Fargo Bank	63.9%	175
Other (please specify)	8.4%	23
Total Respondents		274
(skipped this question)		56

22. List your three favorite businesses (businesses may be outside of the Elmwood district).

	Response Percent	Response Total
1.	100%	197
2.	97%	191
3.	87.3%	172
Total Respondents		197
(skipped this question)		133

23. Please list any specific stores or restaurants that you would like to see located in the Elmwood.

Total Respondents	148
(skipped this question)	182

24. Please indicate your gender.







	Response Percent	Response Total
Female	54.8%	166
Male	43.6%	132
Other (please specify)	1.7%	5
Total Respondents		303

(skipped this question) 27

25. What is your zip code?

Total Respondents 295
(skipped this question) 35

26. Please indicate your age.

	Response Percent	Response Total
Younger than 18 years	0.3%	1
18 – 24 years 	14.6%	44
25 – 34 years 	4%	12
35 – 44 years 	15.3%	46
45 – 54 years 	17.3%	52
55 – 64 years 	26.9%	81
Over 65 years 	21.6%	65
	Total Respondents	301
	(skipped this question)	29

27. Thank you for your time. The results from the survey will be posted on Councilmember Wozniak's city website (<http://www.cityofberkeley.info/council8/>). If you want to discuss these issues further please contact the District 8 Office (918-7180 or email Kelly Kirkpatrick at KKirkpatrick@ci.berkeley.ca.us) or Please feel free to give additional feedback regarding the Elmwood shopping district or this survey in the space provided below.

Total Respondents 87
(skipped this question) 243