

## Residential Survey

136 people responded to the City of St. Bernard’s online survey of perceptions about the proposed business district at Vine and Mitchell. The majority of respondents were from North Avondale. About 15% of them were from St. Bernard and another 9% was from outside the area. Female respondents outnumbered men almost 3 to 1.

Ages were broken down as follows:

- 25-: 3
- 26-34: 5
- 35-44: 18
- 45-54: 38
- 55-64: 45
- 65+: 26

### Willingness to Shop in New District

106 respondents said they would shop in the new business district, whereas 44 said they would not (17 respondents answered both affirmatively and negatively and 6 respondents did not answer). Table 11 shows responses to some of the survey questions.

Overall, 55% of all respondents travel through the proposed business district daily, and only 7% reported travel through the Vine/Mitchell intersection on a monthly basis. The percentage of daily travelers was higher for respondents from St. Bernard and outside of the area (66% travel Vine/Mitchell daily).

**Table 11: Resident Consumer Patterns and Preferences**

Category	North Avondale	St. Bernard	Other	Total
Daily Visit	51%	66%	66%	55%
Top St. Bernard Visited	IGA (57)	Chili Restaurant (18)	Chili Restaurant (8)	IGA (76)
Top Area Store Visited	Kroger	IGA	Kroger	Kroger (50)
Preferred Business	Restaurant	Restaurant	Restaurant	Restaurant
Top Time of Day	Weekend Afternoon	Weekend Afternoon	Weekday Morning	Weekend Afternoon
2nd Time of Day	Weekday Afternoon	Weekday Evening	Weekday Afternoon	Weekday Afternoon
Top Concern	Auto-unfriendly	Safety – Criminal element	Traffic congestion	Overall safety

Source: St. Bernard and North Avondale Survey, 2008

### Most Visited Stores in St. Bernard:

- 76 IGA
- 74 Chili Restaurant
- 43 Bargain Store (Family Dollar/Dollar General)
- 35 La Rosa’s
- 33 Post Office (almost all responses from North Avondale)
- 33 Wendy’s
- 15 Library (almost all responses from North Avondale)
- 15 Walgreens
- 14 Shcerpie’s
- 14 Subway

- 11 UDF (no longer in existence)
- 11 Shoe Repair
- 8 Dry Cleaner (all responses from North Avondale)
- 7 Hair/Barber
- 7 Meiner's

Most Visits in Immediate Market Area:

- 50 Kroger
- 35 Walgreen's
- 34 IGA (split between Clifton and St. Bernard IGA)
- 23 Esquire Theatre
- 22 Rookwood Commons
- 19 Chili restaurant
- 19 Post Office
- 16 Graeter's
- 12 LaRosa's
- 12 Library
- 11 Ambar
- 10 Dollar Store
- 9 Dewey's Pizza
- 6 Hardware Store
- 5 Scherpie's
- 4 Full Spectrum Health Center

Preferred Neighborhoods

When asked which business district the proposed area should most resemble, 36 people mentioned Clifton, 27 favored Hyde Park, 14 referenced Oakley and 11 said Mt. Lookout. Other favorites included Northside, O'Bryonville, Mariemont and Asheville, North Carolina.

In making these choices, most of the respondents from St. Bernard linked their preferred business districts to the need for all aspects of a safe and clean environment: lighting, traffic, landscaping, pedestrian access and especially maintenance of these were mentioned several times. Some went further to mention variety of stores, but when specific brands were offered there was a split regarding type. Some highlighted value/convenience retailers like Payless and Walgreen's or basic restaurant chains such as Applebee's or Fridays while others mentioned the locally owned, specialty clothing, accessories and grocery stores.

For North Avondale respondents, the main quality of their most desirable business district was variety. Several respondents illustrated a strong dislike toward chain restaurants and a preference for independent and specialty shops such as yoga, Whole Foods. At the same time, many respondents did not want an "uppity" ambience (Hyde Park was mentioned as the epitome of uppity). Coffee shop/bakeries were mentioned a few times and some type of restaurant in the preferred district was mentioned many times.

These respondents clearly mentioned convenience and parking as attraction factors. Concern over viability of such a district was discussed, because of traffic. Many respondents felt that the neighborhood feel they desire is not possible at the proposed location because of the noise, air pollution and danger that heavy traffic brings.

Respondents from outside of both neighborhoods discussed cleanliness and specialized storefronts. Most referenced Hyde Park as their preferred neighborhood.

## Business Survey

Twenty proprietors responded to a business survey conducted by the St. Bernard CIC in the Spring of 2008. A majority of respondents were sole proprietors of businesses in St. Bernard who had been in the City for an average of 24 years. Notable exceptions were three businesses who started less than four years ago and four establishments whose beginnings went back for more than 40 years. Respondents were asked about their business growth, plans for expansion, employees, customers, perceptions of the business district where they are located, perceptions about how certain factors help or hurt their businesses and their opinions about what types of businesses would best fit in the proposed business district.

As to the nature of their customers, most responded that the significant portion of customers come from St. Bernard. However, a few trends were noticeable. Baxter Burial Vault, Chili Time and Dairy Queen reported that significant numbers of visitors came from within Cincinnati but outside of the immediate market area. The Dairy Queen and Chili Time also see significantly higher African American percentages and a variety of age groups than other businesses in St. Bernard. Meanwhile, two businesses responded that 100% of their clientele were white (the hair salon and the auto repair shop) and all of the banking and insurance respondents noted that 70% of their clientele was white. Although the number of respondents is too small to offer quantitative reliability, further surveys could be used to substantiate what appears to be a need for minority-owned businesses specializing in personal and financial services.

Business owners were split on what they felt the biggest challenges for the business district would be. Of those who responded to the open ended question, about half noted issues with the cleanliness and attractiveness and the other half took issue with vacancies. Crime and/or the perception of safety were mentioned by two owners. These corresponded closely to the challenges mentioned in their own locations. However, when asked from drop down menus about the impact of certain characteristics on the business district; the item that drew the most concern was safety.

However, safety did not appear to conversely help business. Instead, when asked what helps their businesses, owners were apt to choose accessibility and over other factors including businesses nearby, parking, safety, attractiveness, upkeep of area and variety or quality of goods and services in the district. Attractiveness and upkeep were the second highest scoring factors.