Downtown San Mateo Retail Survey -- April 2011 Summary Results

SurveyMonkey

1. Please indicate whether you typically buy the following retail goods in stores or online (check one or both)

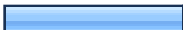|	In stores	Online	Response Count
Clothing	**93.7% (164)**	36.6% (64)	175
Groceries	**98.9% (172)**	3.4% (6)	174
Home accessories	**92.4% (159)**	26.7% (46)	172
Books/music	50.9% (85)	**80.2% (134)**	167
Electronics	**71.4% (120)**	50.6% (85)	168
Personal care	**94.3% (164)**	19.0% (33)	174
Gifts	**85.6% (149)**	58.0% (101)	174
		answered question	176
		skipped question	1

2. Please rate the importance of each of the following factors in determining your choice of retail shopping destinations.

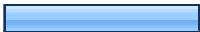|	Very Important	Somewhat Important	Important	Not Important	Response Count
Accessible parking and public transportation	**64.9% (113)**	24.7% (43)	9.2% (16)	1.1% (2)	174
Safety of the surrounding area	**60.9% (106)**	25.3% (44)	12.1% (21)	2.3% (4)	174
Convenience	**60.3% (105)**	29.9% (52)	9.8% (17)	0.0% (0)	174
Variety/quality of stores	**71.9% (123)**	21.6% (37)	5.8% (10)	0.6% (1)	171
Price	**41.9% (72)**	**41.9% (72)**	15.7% (27)	0.6% (1)	172
Overall atmosphere	**44.0% (77)**	41.7% (73)	12.6% (22)	2.3% (4)	175
			answered question		175
			skipped question		2

3. Please rate the quality of downtown San Mateo as a retail shopping destination based on the same factors in the above question.

	Excellent	Good	Fair	Poor	Response Count
Accessible parking and transportation	17.1% (30)	**54.3% (95)**	24.6% (43)	4.0% (7)	175
Safety of the surrounding area	44.6% (78)	**48.6% (85)**	5.7% (10)	1.1% (2)	175
Convenience	32.0% (56)	**45.7% (80)**	21.7% (38)	0.6% (1)	175
Variety/quality of stores	4.6% (8)	24.6% (43)	**48.6% (85)**	22.9% (40)	175
Price	4.7% (8)	**54.7% (93)**	36.5% (62)	4.1% (7)	170
Overall atmosphere	9.8% (17)	**60.7% (105)**	24.3% (42)	5.2% (9)	173
				answered question	175
				skipped question	2

4. Over the past six months, how many times have you come to downtown San Mateo for the primary purpose of shopping?

		Response Percent	Response Count
0 times		12.2%	21
1-5 times		**45.3%**	**78**
5-10 times		15.7%	27
more than 10 times		26.7%	46
		answered question	172
		skipped question	5

5. Generally speaking, if there were more retail businesses in downtown San Mateo, how likely are you to more frequently come downtown for the primary purpose of shopping?

	Response Percent	Response Count
Very likely	**65.7%**	**113**
Somewhat likely	29.1%	50
Somewhat unlikely	2.3%	4
Very unlikely	2.9%	5
answered question		172
skipped question		5

6. Please indicate the types of retail businesses that you would frequent if they were present in downtown San Mateo (check as many as apply).

	Response Percent	Response Count
Clothing	**88.8%**	**150**
Groceries	33.1%	56
Home accessories	67.5%	114
Books/music	52.7%	89
Electronics	32.5%	55
Personal care	41.4%	70
Gifts	69.8%	118
Other (please specify)		27
answered question		169
skipped question		8

7. Which store(s) and type(s) of retail business(es) would you most like to see in downtown San Mateo? (open - ended)

	Response Count
	115
answered question	**115**
skipped question	**62**

8. What is the biggest reason to shop in downtown San Mateo? (open -ended)

	Response Count
	150
answered question	**150**
skipped question	**27**

9. What is the biggest obstacle to shop in downtown San Mateo? (open -ended)

	Response Count
	151
answered question	**151**
skipped question	**26**

10. What one way could downtown San Mateo improve as a retail shopping destination? (open -ended)

	Response Count
	133
answered question	**133**
skipped question	**44**

11. Please list any additional comments or ideas you would like to share about retail shopping in downtown San Mateo. (open-ended)

	Response Count
	62
answered question	62
skipped question	115
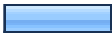
12. What is your age category?

		Response Percent	Response Count
18-24		0.6%	1
25-34		15.0%	25
35-44		**37.1%**	**62**
45-54		24.6%	41
55-64		17.4%	29
65 or older		5.4%	9
	answered question		167
	skipped question		10

13. What is your gender?

		Response Percent	Response Count
Female		**76.2%**	**128**
Male		23.8%	40
	answered question		168
	skipped question		9

14. What category best describes your annual household income?

		Response Percent	Response Count
Below $40,000		2.5%	4
$40,000-$80,000		12.5%	20
$81,000-$120,000		25.0%	40
$121,000-$160,000		15.6%	25
More than $160,000		**44.4%**	**71**
	answered question		160
	skipped question		17

15. What city do you live in?

		Response Percent	Response Count
San Mateo		**78.0%**	**117**
Burlingame		4.0%	6
Foster City		5.3%	8
Belmont		6.0%	9
Hillsborough		0.0%	0
Millbrae		2.0%	3
San Carlos		2.0%	3
Redwood City		2.7%	4
	Other (please specify)		15
	answered question		150
	skipped question		27