



WELCOME TO THE  
**MONTGOMERY** ECONOMIC  
DEVELOPMENT CORPORATION

## Consumer Survey Results

12/1/2007

The results are in and the Montgomery Economic Development Corporation (MEDC) cannot thank the residents of Montgomery, Boulder Hill and Montgomery businesses enough!

On October 17, 2007, the MEDC mailed out surveys to our residents and business community asking for your input as to what you would like to see come into Montgomery. Of the 8,000+ survey's mailed, we received back over 1,200 completed surveys.

It has been made perfectly clear that you would like restaurants, bakery/coffee/ice cream shops, grocers, entertainment and music/bookstores in Montgomery. We now have a basis as to what type of restaurants, clothing, grocery and show stores you would like to see. Your survey results are a powerful tool to aid us in attracting those types of businesses.

Thank you to JC Penney's and Wal\*Mart for their donations of four \$100.00 gift cards for our drawing held in December and mailed to these four lucky winners:

**Robert Bendorf, Lisa Carpenter, Judy Danielak & Mary Jane Tupper**

Again, thank you to everyone who completed this survey. Your input has generated a tremendous amount of information that we will use for business attraction. Stay tuned to see the power in your voice within your community.

**1 What type of commercial store would you like to see in Montgomery? (Top 3 Choices)**

Appliance	55	<b>ENTERTAINMENT</b>	
Bakery/Coffee/Ice Cream	416	Family Fun Center	4
Car Dealership	24	Chuck E Cheese	10
Childrens Store	158	Camera Store	1
Clothing Store	219	Gun/Fishing Shop	2
Craft Store	212	Mini Golf	1
Department Store	276	Convention Ctr	1
Dry Cleaner	48	Hobby Town	1
Electronic	91	Play House	1
<b>Entertainment</b>	250	Music/Bookstore	127
Fast Food	123	Live Music/Bar	20
Floral/Gifts	57	Theater	42
Furniture	75	Fitness	2
Gas Station	131	Movie Rental	7
General Merchandise	87	Bowling	10
Grocery	208	Comedy Club	6
Home Furnishings	133	Paint Ball	2
Jewelry	31	Fabric Store	11
Locally Owned	107	Dave & Busters	7
Maternity	8	Childrens Museum	1
Resale/Thrift	51	Art Gallery	1
Salon/Spa	72	Drive In	2
Shoe Store	86	Dance Club	1
Sit-Down Restaurant	589	Pool	1
Sports Store	63		

**2 Do you do most of your grocery shopping in Montgomery?**

Unsure	21
No	721
Yes	391

**3 If NO, is there a specific reason?**

Store not in Montgomery	367	<b>OTHER</b>	
convenient to work	10	More Selection	4
convenient to home	77	Run Down	6
Montgomery Stores do not have product I need	91	Prices	11
<b>Other</b>	29	location	1

**4 What types of products would you like a grocery store to sell?**

		<b>OTHER</b>	
Ethnic	230	Deli	2
Whole Health/Organic	599	Ready to Serve	1
<b>Other</b>	83	Fresh Veggies/Fruit	11
		Gourmet	3
		Bulk	1
		Liquor/RX	9
		Meat Market	15
		Diabetic	2
		Seafood	7
		Low Sodium	1
		Broader Product line	7
		Vegetarian	2
		Gluten Free	1
		Garbage Stickers	1
		Gas	2

**5 If a new grocery store came to Montgomery, which would you prefer?**

<u>OTHER</u>					
Dominick's	236	Caputo's	14	Ultra Foods	8
Food Co-op	141	Cermak	4	Fruitful Yield	3
Hy-Vee	102	Mejier	39	Aldi	6
Jewel	329	Michaels	6	Caseys	4
Kroger	244	Super Target	11	Food 4 Less	3
Trader Joe's	748	Fresh Market	9	Moo & Oink	2
Whole Foods/Wild Oats Market	479	Woodmans	101	Priscos	2
<b>Other</b>	<b>275</b>	Sams/Costco	<b>37</b>	Hispanic	<b>3</b>

**6 If a new department store came to Montgomery, which would you prefer?**

<u>OTHER</u>					
AJ Wright	27	Nordstroms	5	TJMaxx	6
American Apparel	41	Von Maur	11	Value City	9
Burlington Coat Factory	241	Kohls	40	Finlenes Basement	2
Marshalls	223	Target	14	IKEA	3
Sears	319	Macy's	28	Old Navy	2
ShopKo	42	Gap	4	Stein Mart	5
<b>Other</b>	<b>185</b>	Carsons	<b>35</b>		

**7 If a new women's clothing store came to Montgomery, which would you prefer?**

<u>OTHER</u>					
Chico's	97	Layne Bryant	11	Gap	39
CJ Banks	44	Ann Taylor	44	Forever 21	6
Coldwater Creek	231	Old Navy	7	Discovery	10
Dress Barn	195	Dots	4	Avenue	19
Talbots	154	Carsons	5	White House Black Market	4
<b>Other</b>	<b>291</b>	Limited	7	Express	19
		Banana Republic	12	Macys	3
		J.Jill	6	Debs	3
		H&M	8	Eddie Bauer	2
		Catherines	5	TJMaxx	3
		Kohls	4	Fashion Bug	12
		NY & Co	20	Victoria Secret	4
		Aeropostale	3		

**8 If a new men's clothing store came to Montgomery, which would you prefer?**

<u>OTHER</u>					
Casual Male	229	Kohls	2	Eddie Bauer	12
Jos. A. Banks	60	Macys	6	Express Men	10
The Men's Warehouse	542	Big & Tall	9	American Eagle	3
Talbots for Men	76	Carsons	2	H&M	5
<b>Other</b>	<b>135</b>	Old Navy	6	Steve & Barrys	3
		Gap	27	Bachrach	4
		Banana Republic	12	Geoffrey Beane	3
		J Crew	4	LL Bean	2

**9 If a new children's clothing store came to Montgomery, which would you prefer?**

<u>OTHER</u>			
Babies 'R' Us	255	Toys R Us	4
Carter's	144	Gymboree	3
Gap Kids	274	Old Navy	4
The Children's Place	253	Once Upon a Child	3
<b>Other</b>	<b>24</b>		

**10 If a new shoe store came to Montgomery, which would you prefer?**

<u>OTHER</u>					
DSW	543	Aldo	4	Duy's	2
Famous Footwear	161	Independent	2	Specialty Sizes	3
Foot Locker	82	New Balance	4		
Payless	180	Shoe Carnival	17		
Underground Station	30	SAS	9		
<b>Other</b>	<b>60</b>	Naturalizer	4		

**11 If a new sit-down restaurant came to Montgomery, which would you prefer?**

Bistro/Café	124			<u>Specific Steakhouse</u>	
Burgers	64			Outback	109
Ethnic	203			Texas Roadhouse	45
Seafood	258			Sullivans	3
Steakhouse	399			Lone Star	50
Other	104			Mortons	3
				Wildfire	1
<u>Specific Bistro</u>		<u>Specific Burger</u>		Ponderosa	6
TGIF	11	Ruby Tuesdays	3	Hugo's Frog Bar	2
Panera	11	Fuddruckers	4	J Alexanders	5
Sweet Tomatoes	12	Portillos	2		
Egg Harbor Café	2	Bennigans	9	<u>Specific Other</u>	
Camilles Sidewalkl Café	2	Red Robin	5	Old Country Buffet	14
Cosi	1	Cheeseburger in Paradise	2	Cali Pizza Kitchen	5
Rock Bottom	4	Max & Ermas	2	Smokey Bones	2
Corner Bakery	3	Houlihans	2	Lettuce Ent. You	2
Colonial Café	1			IHOP	5
24 hr diner	1	<u>Specific Ethnic</u>		BBQ	2
Heartland Café	1	Olive Garden	62	Macaroni Grill	7
		Carrabbas	3	Chilis	7
<u>Specific Seafood</u>		On the Border	13	Noodles	2
Red Lobster	115	Lou Malnatis	4	Pot Bellys	4
Pappadeaux	7	PF Changs	4	Hooters	5
Joes Crabshack	13	El Pollo Loco	2	Cracker Barrel	4
Long John Silvers	9	Maggianos	6	Cheesecake Factory	3
McCormicks & Schmick	2	Domo 77	6	Mongolian BBQ	5
Sushi	7	Chevys	5	Dennys	3
Key Wester	2	Chipotle	12	Golden Coral	5
		East China Inn	3		

**12 If a new sit-down restaurant came to Montgomery, would you expect to pay per entrée?**

		<b>OTHER</b>	
Under \$10	151	\$10-\$20	3
\$10-\$15	562	\$15-\$25	3
\$15-\$20	270		
\$20-\$25	73		
Over \$25	16		
<b>Other</b>	11		

**13 What type of recreational facilities would you like to see in Montgomery?**

		<b>OTHER</b>			
Fitness Club	235	Comedy Club	1	Park Dist Sport Center	5
Laser Tag	50	Pool	13	Indoor Go Carts	2
Miniature Golf	219	Childrens Center	11	Chuck E Cheese	6
Movie Theater	326	Hobby Shop	1	Dog Park	3
Sports Bar	152	Art Theater	5	Park	3
<b>Other</b>	92	Bowling	11	Night Club	3
		YMCA	2	Shooting Range	2
		Bike Trails	3	Seniors Facility	3
		Drive In	2		

**14 What types of stores would you like to see in downtown Montgomery? (Top 3 Choices)**

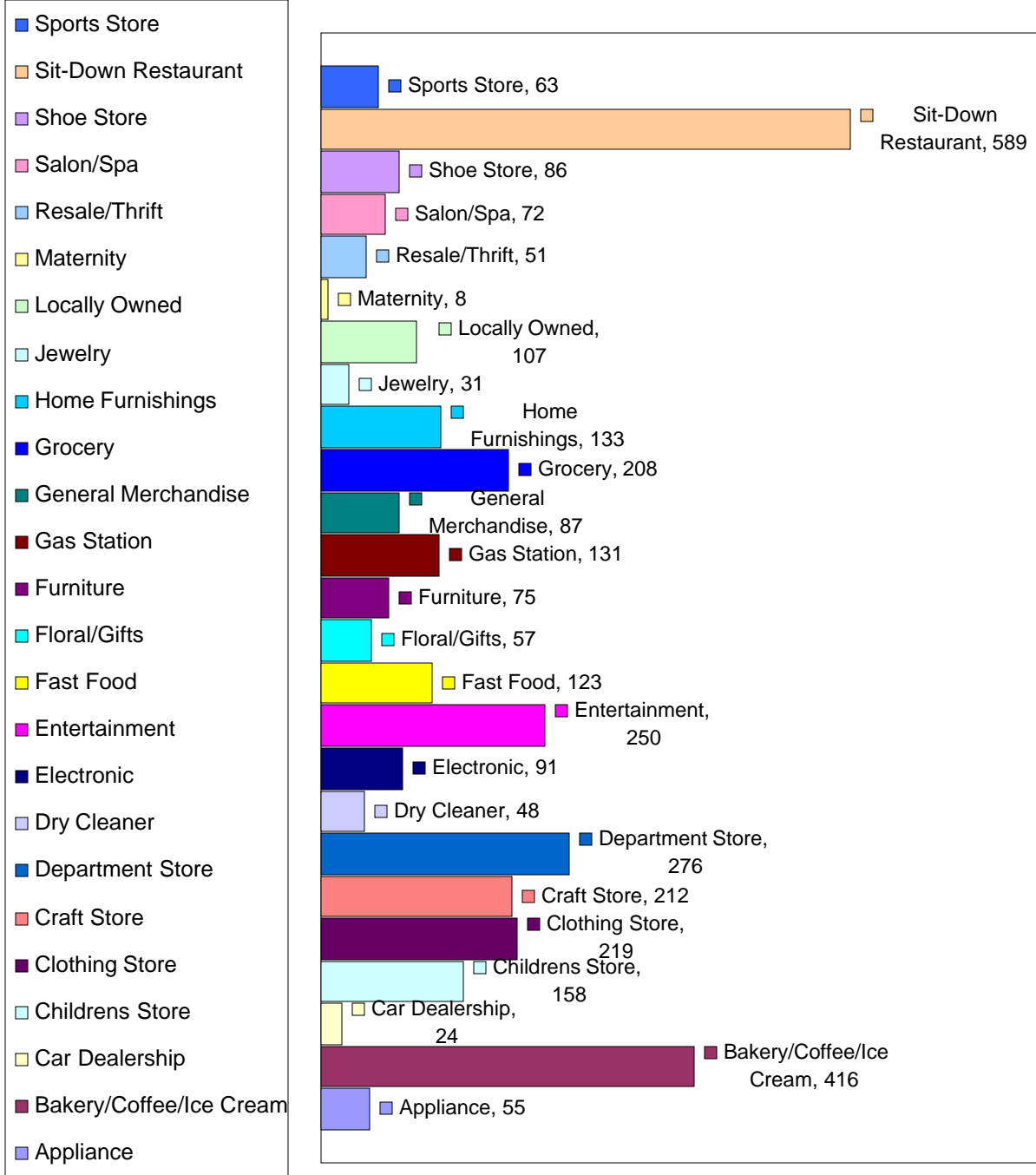
		<b>OTHER</b>	
Bakery/Café/Deli	870	Ice Cream	5
Childcare Center	66	Cigar	2
Coffee Shop	730	Hobby Shop	3
Dentist/Doctor	109	Music/Bookstore	78
Dry Cleaner	69	Card Party	2
Fast Food	157	Local Specialty	6
Floral/Gifts	278	Pub	5
Jewelry	74		
Insurance Agent	21		
Lawyer	43		
Salon	118		
Sit-Down Restaurant	642		
Video Rental	75		
Quick Stop	78		
<b>Other</b>	129		

**15 Do you want a farmer's market in downtown Montgomery?**

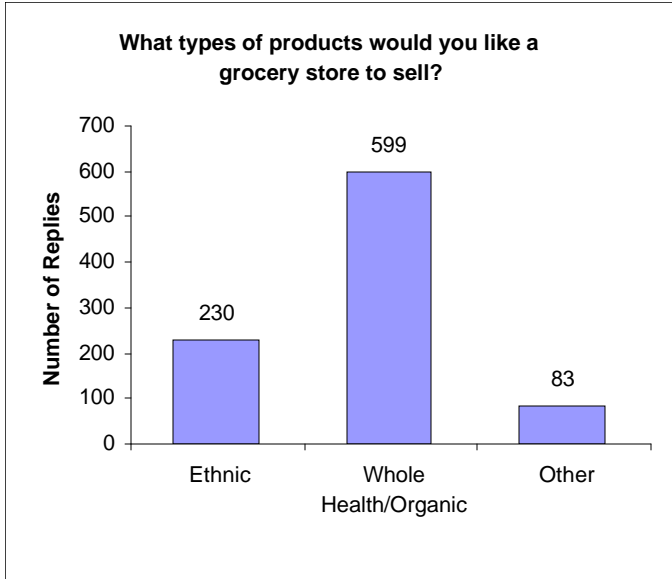
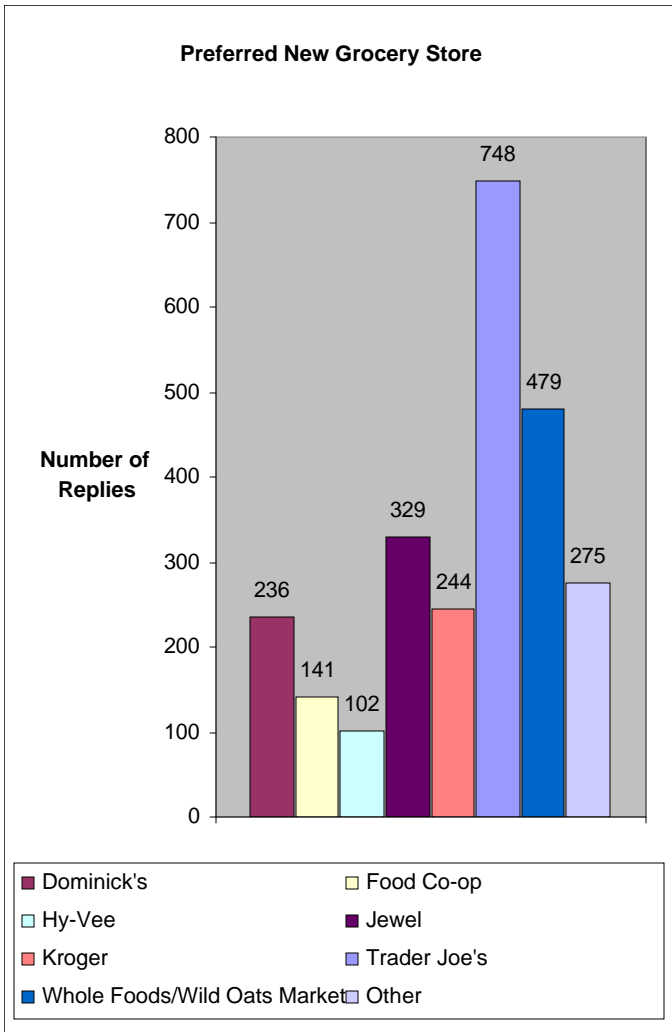
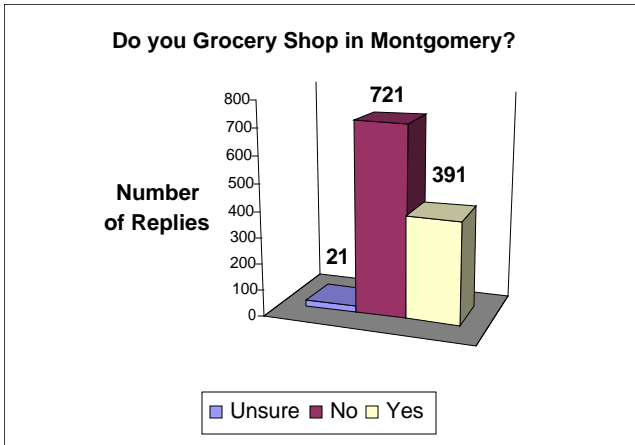
YES	849
NO	128
UNSURE	181

# COMMERCIAL WANTED IN MONTGOMERY

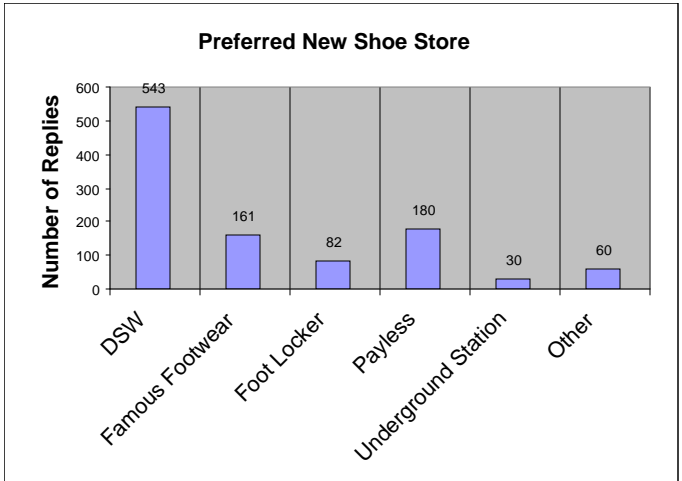
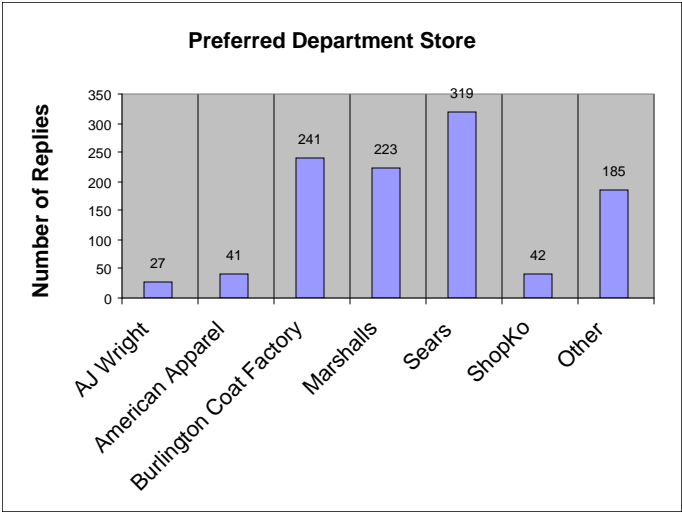
## Types of Commercial Stores wanted in Montgomery



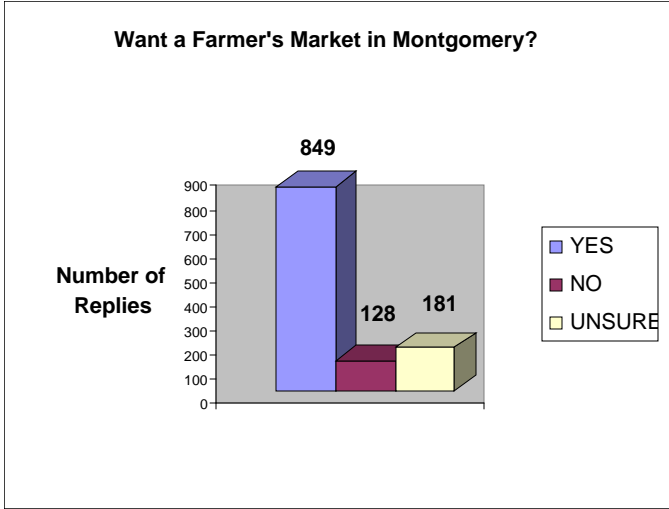
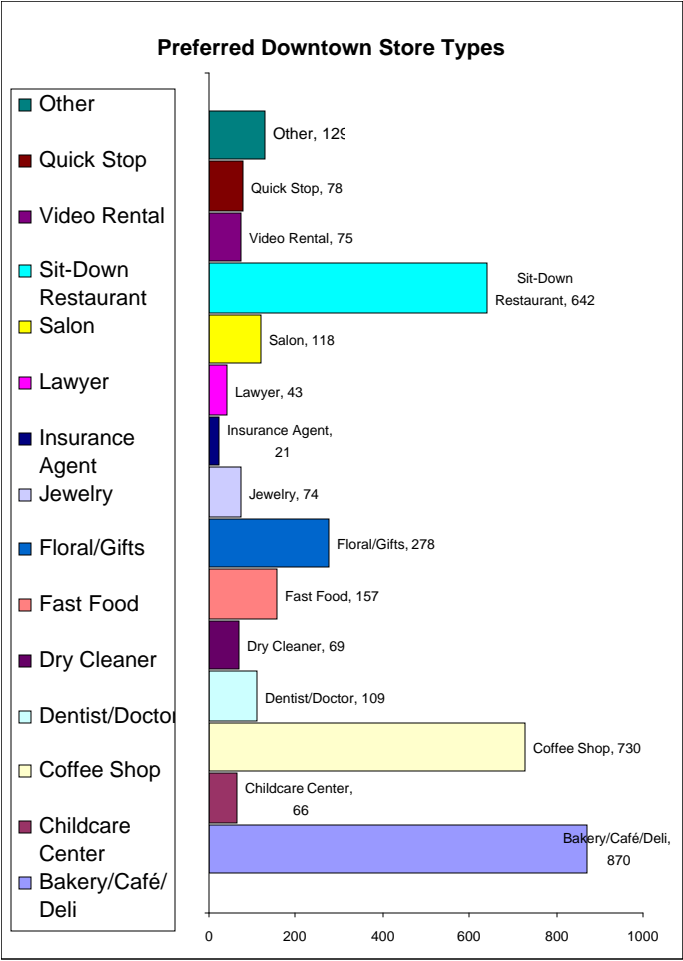
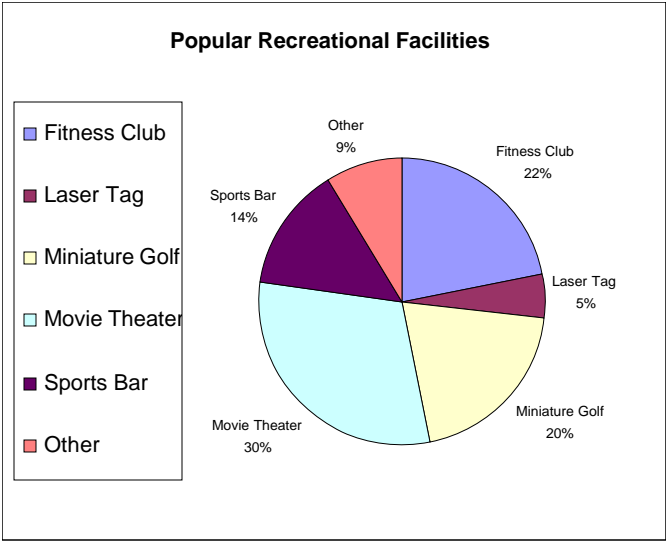
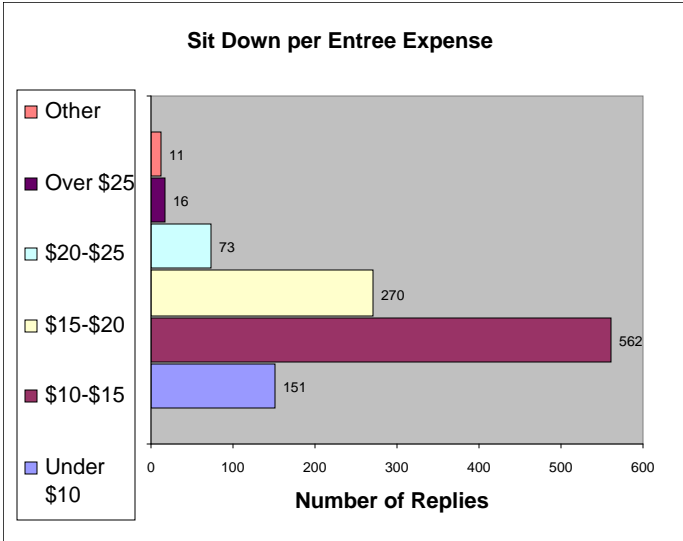
# GROCERY



# NEW STORE PREFERENCES



# PREFERENCES CONTINUED



# PREFERENCES CONTINUED

