

FOOD-MARKET/GROCERY STORES

	Live nearby	Live and work nearby	Work nearby	Don't live or work nearby	Total
ALL respondents – Total survey	321	25	161	75	582
Markets – any category	213	12	76	35	336

(groups below referred to=# of respondents requesting each group)

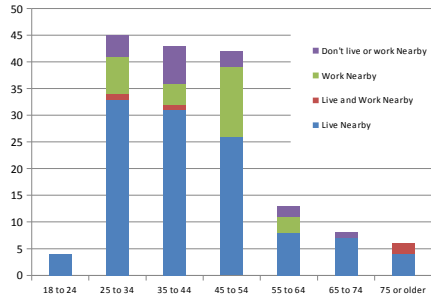
SPECIFIC Market-named					
Trader Joes	114	4	27	18	163
Whole Foods	32	3	28	4	67
Wegmans	14	1	8	1	24
Yes!	12		3	3	18
Harris Teeter	8	1	4	1	14
My Organic Market (MOM's)	8		2	1	11

TYPE of food market (coded specific markets and/or as listed)

Grocery	136	7	42	24	209
Organic	63	5	34	8	110
Specialty	23	1	4	5	33
Small market w/prepared meals	25		6	1	32
Ethnic	4		2	2	8
Butcher	7		1	1	9

Breakdown of respondents requesting Trader Joe's:

Trader Joe's requests by live/work



Each respondent may have responded with many requests or suggestions. Individual suggestions were counted, as well as relevant groupings.
 If a respondent suggested "Indian, Thai, and Mexican" it would be counted as one respondent for EACH grouping and ONCE for "ethnic" as the category.
 Categories include specific mention of this term AND businesses within these categories.

FOOD-RESTAURANT

	Live nearby	Live and work nearby	Work nearby	Don't live or work nearby	Total
ALL respondents – Total Survey	321	25	161	75	582
Restaurants – any category	258	18	146	52	474

(groups below referred to=# of respondents requesting each group)

	Casual	180	13	113	26	332
Coffee/Bakery	74	3	28	18	123	
Evening	68	10	21	9	108	
Ethnic	52	6	21	10	89	

Significant # of suggestion/requests (establishment or type)

Casual Dining - # of respondents requesting each group/type					
Chipotle	8	1	29	3	41
Sweet Green	10	2	14	1	27
Cosi	3	1	13		17
Cava	5	1	11		17
Comet	4	1			5
Five Guys			4		4
Family/kid-friendly	49		1	5	55
Deli	21	3	8	2	34
Lunch	3	2	17	2	24
Pizza	10	1	6	3	20

Coffee/Bakery - # of respondents requesting each group/type

Coffee	38	1	6	6	51
Bakery	27		5	8	40
Bagel	12				12
Panera	4	2	18	4	28

Evening Venues - # of respondents requesting each group/type

Movie theater	10		1	1	12
Bar/pub/tavern	40	7	13	5	65
Busboys & Poets	10		1	1	12
Fine dining/upscale	16	4	7	4	31

Ethnic Restaurants- # of respondents requesting each group/type

Indian	20	4	5	1	30
Thai	13	2	7	1	23
Chinese	14	2	2	1	19
Mexican	6	3	11		20

RETAIL

	Live nearby	Live and work nearby	Work nearby	Don't live or work nearby	Total
ALL respondents – Total Survey	321	25	161	75	582
Retail – any category	189	14	57	36	296

(groups below referred to=# of respondents requesting each group)

Unique/browsing shops	75	3	19	9	106
Clothing-any/all	63	5	22	9	99
Office supply	53	5	10	11	79
Active lifestyle (retail/service)	45	1	5	6	57
Home goods	36	6	8	6	56
Hardware	37	3	4	7	51
General/Discount	14	4	14	3	35

Significant # of suggestion/requests (establishment or type)

Browsing Shops					
Gifts	21		5	3	29
Book shop	11	1	4	5	21
Consignment/2nd hand	14		2	1	17

Clothing

Women's clothing	11	1	5	2	19
Kids' clothing	18				18
Men's clothing	5	2	3	2	12
Ann Taylor	6		4		10
Gap	7	1	3		11

Office Supply Retail

Staples	8	1	3	1	13
Office Depot	23	3	2	6	34

Active Life Style

Sport/outdoor store	13	1		4	18
Bike shop	12	1		2	15
Yoga studio	12	1	2		15
Kids' gym	13				13
Gym	3		2	1	6

Home Goods Retail

Pier 1	16	5	6	3	30
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General/Discount

Target	7	2	6	1	16
Marshalls	3	1	6	2	12
TJMaxx	4	1	6		11

Miscellaneous (not included in other groups/subtotals, but counted as retail)

Spa/salon	20	3	3	2	28
Shoe repair	9		8		17
Pet store	14		2	1	17
Bank	8	1	3	2	14
Florist	9		1		10

	Live Nearby	Live and Work Nearby	Work Nearby	Don't live or work Nearby	Total
ALL respondents-Total Survey	321	25	161	75	582
Food-Market – any category	213	12	76	35	336
Restaurants – any category	258	18	146	52	474
Retail – any category	189	14	57	36	296

Total responses and by general category

