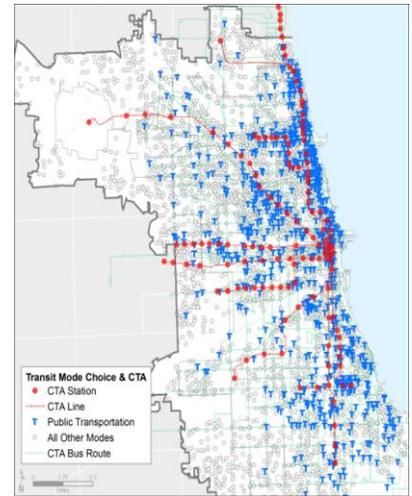# CHICAGO **TREND** RETAIL SURVEY

CHICAGO TRANSFORMING RETAIL ECONOMICS INTO NEIGHBORHOOD DEVELOPMENT (TREND)

Econsult Solutions, Inc. (ESI) is working with RW Ventures on a project funded by the MacArthur Foundation looking at retail development and opportunity in Chicago. In addition, we examine neighborhood change produced by the ongoing retail development. TREND's analytics are designed to support the creation of an urban retail investment vehicle. The goal is to provide specific guidance for retail investments that will both (a) be economically sustainable and (b) support neighbor goals.

To determine what types of retail will be viable in difference Chicago neighborhoods, we conducted a web-based survey to understand the various factors that shape retail success: How do shoppers choose their shopping destinations? What types of shoppers are attracted to specific retail corridor? Relative to other commercial corridors, what is the competitive potential of a retail development? To what extent do commercial corridors help shape neighborhoods and residential choice?

Through our use of NETS data, a comprehensive retail survey (web-based), US Census data, and DNT typology, retail corridors and their surrounding neighborhoods are being described from multiple perspectives.

Our retail survey tells us which corridors Chicago consumers are choosing to shop at, what items they are purchasing, how far they are travelling to shop, and how much they are spending. We have collected 9,000 responses and are currently in the process of taking this data to describe major trends/patterns among Chicago consumers and also idiosyncratic behaviors that will be useful in planning strategic development. The retail survey is designed to capture other factors that influence retail choice so as to explain such behaviors. By mapping trips, we will be able to determine origin, "stops along the way", shopping nodes, and destination. The shopper survey results are being used to construct quantitative models that allow us to examine the relative desirability of shopping corridors for various demographic markets. These modes will provide insight into things such as store mix and density, access and distance, and other corridors in explaining shopper destinations

Transit Mode Choice & CTA
- CTA Station
- CTA Line
- Public Transportation
- All Other Modes
- CTA Bus Route

TREND.SurveyAnalytics.com
A MacArthur Foundation Funded Survey to Identify Chicago's Food Deserts.
This survey is conducted by Econsult Solutions, Inc.

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