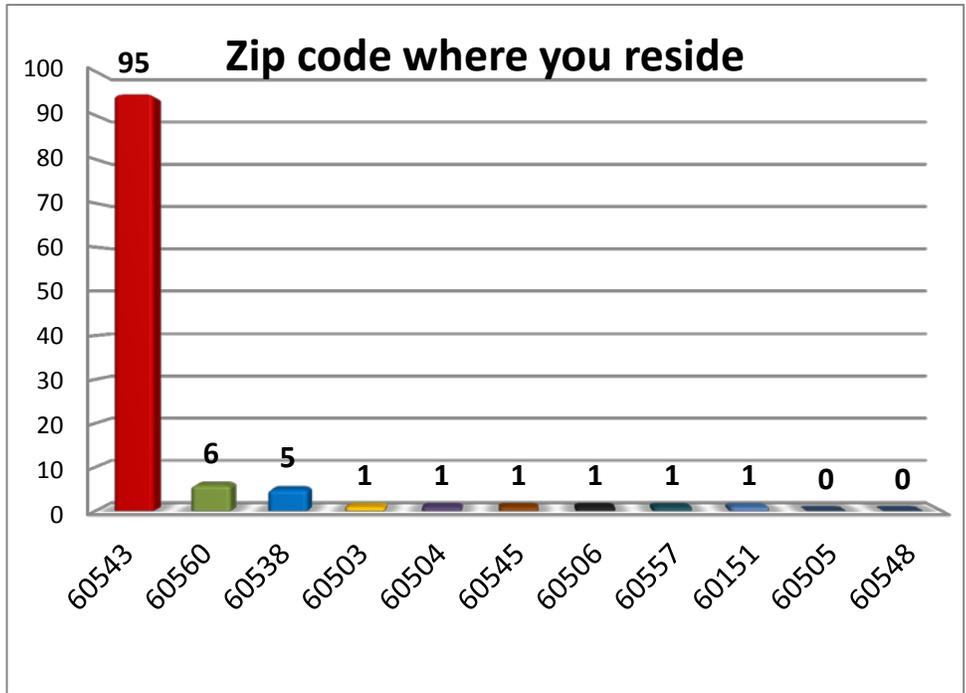


# ***ECONOMIC DEVELOPMENT REPORT***

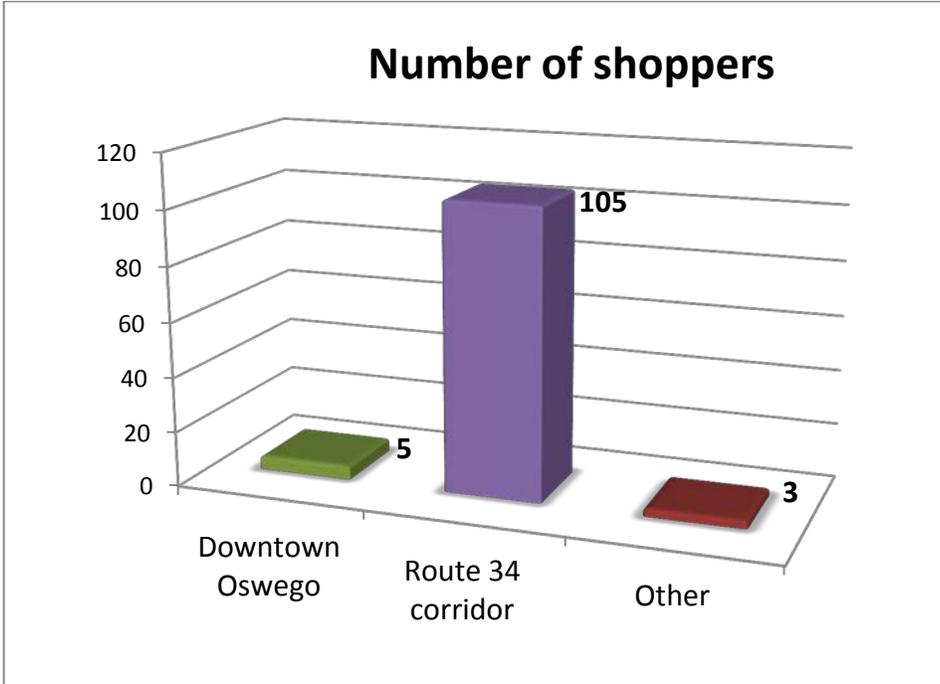
## **Oswego Shopper Survey Findings**

The Village of Oswego conducted a Shopper Survey at the Business and Consumer Expo on April 12, 2014. Subsequently, shoppers were given the option for an online survey. The Village received 113 responses. While, a majority of the shoppers were residents of Oswego, some of them were from Montgomery, Yorkville and other nearby communities. Here are the responses and some key insights.

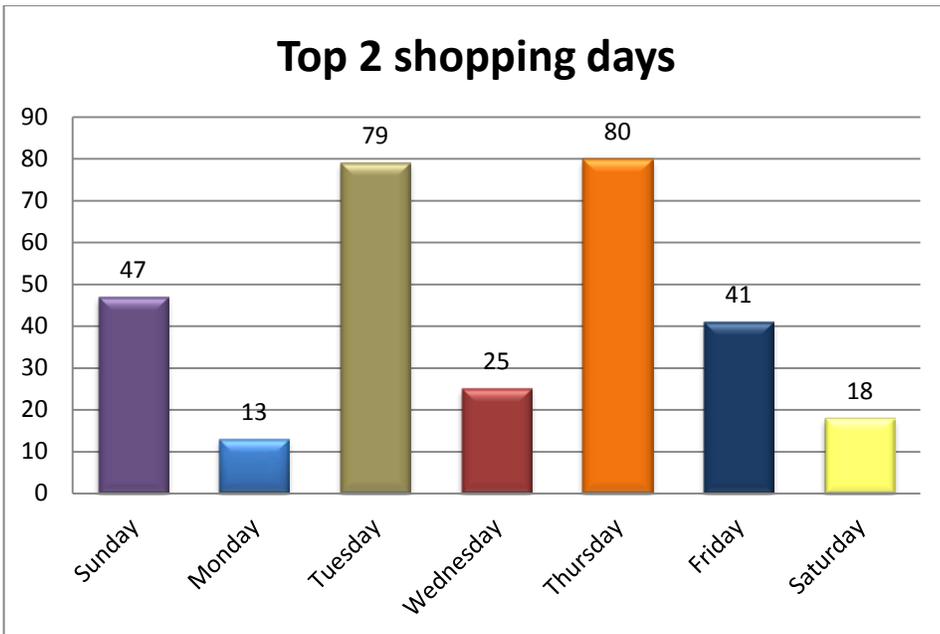
### **1. In which zip code do you live?**



**2. Which of the following best describes where you shop most often?**



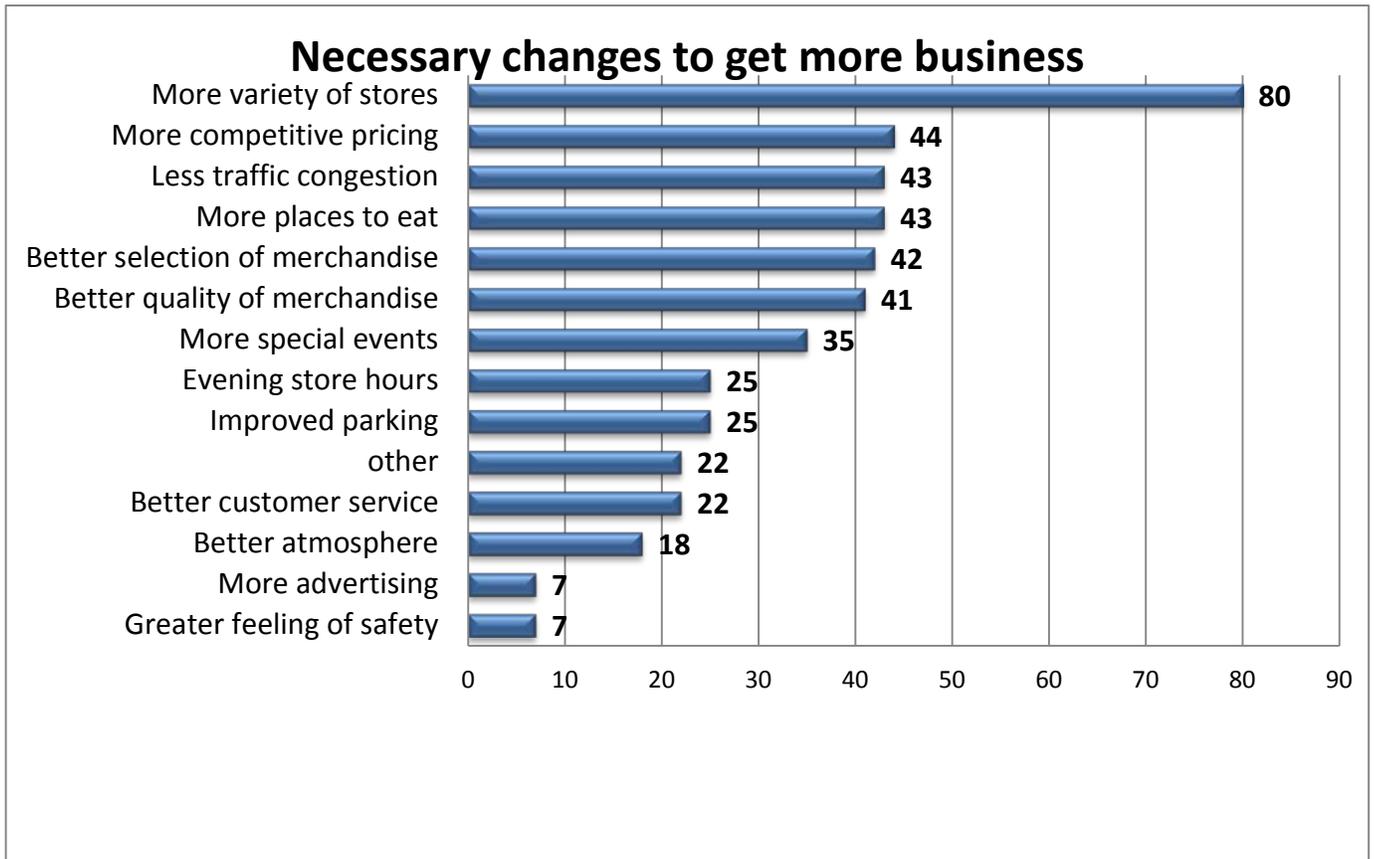
**3. What are the top two (2) days you typically go shopping in the business district you shop most often?**



**KEY INSIGHTS:**

- Tuesdays and Thursdays are heavy shopping days (stronger than end of the week) which is primarily done in the Route 34 corridor. This may be important to keep in mind when making sales decisions.

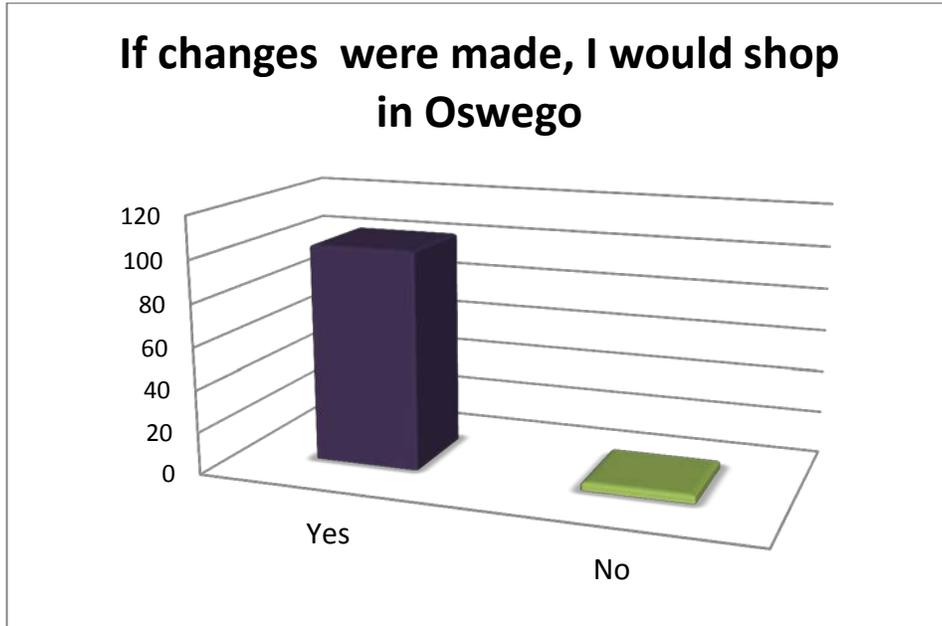
4. Considering only the business district where you shop the most often, check five (5) changes that are necessary for merchants to get even more of your business.



**KEY INSIGHTS:**

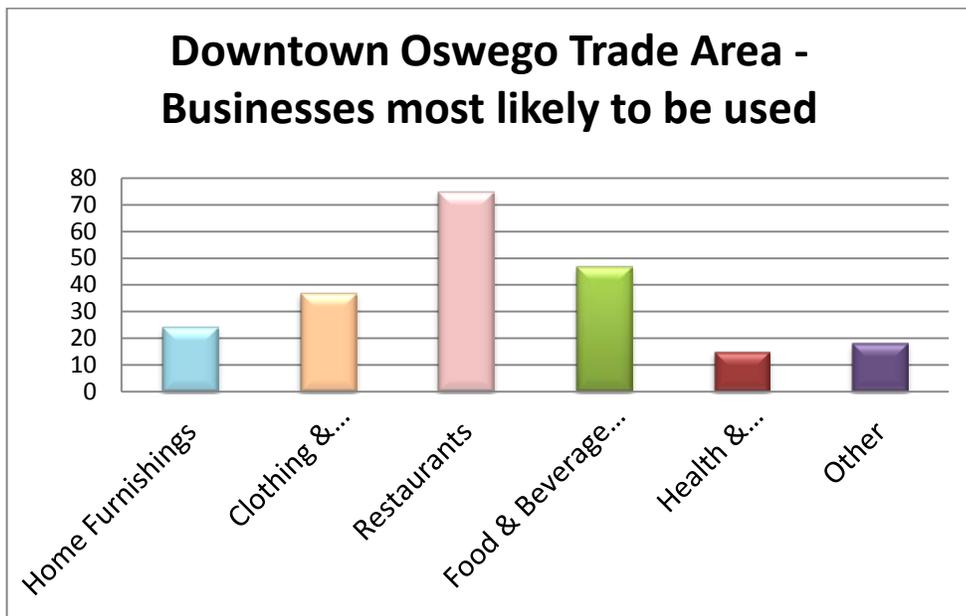
- Shoppers, mostly from the Route 34 corridor, are primarily looking for more variety of stores confirming our market research which indicated over one-half billion dollars per year in unmet demand.

5. Please indicate if you would shop more in Oswego if all the changes you indicated in the above question were made.



#### DOWNTOWN OSWEGO TRADE AREA

6. Our data indicates there is strong “unmet demand” for the following businesses. Please indicate which businesses would you most likely use if they were to open in Downtown Oswego?

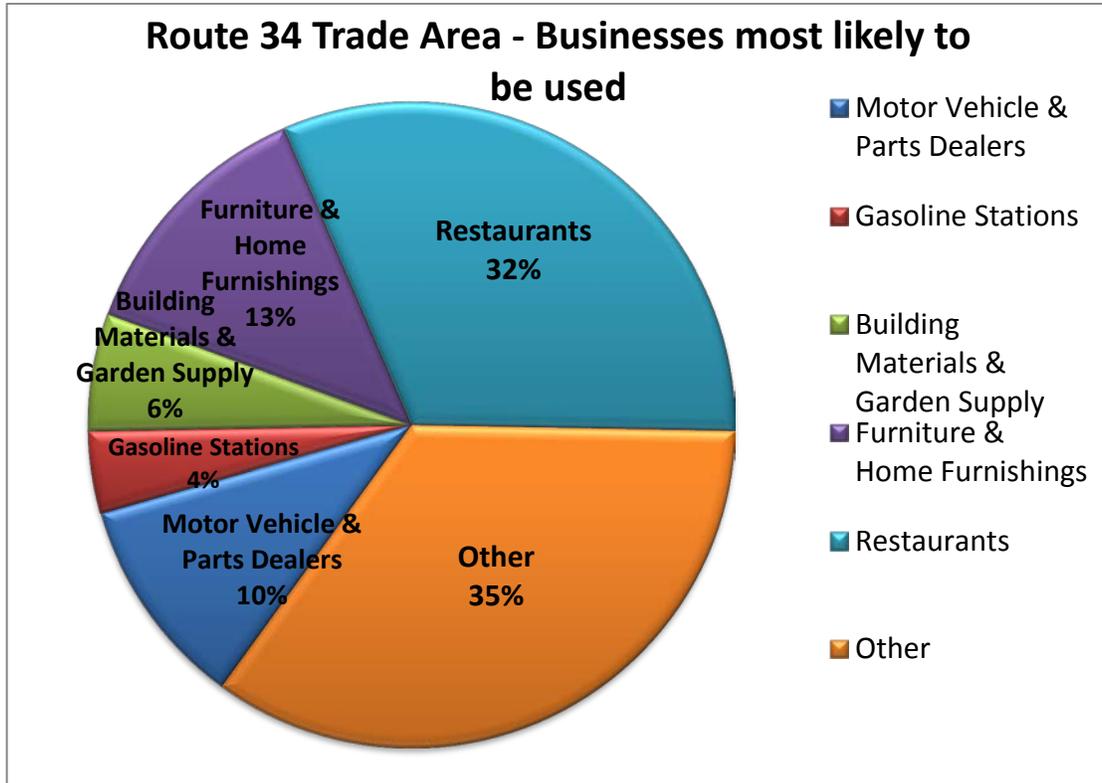


#### KEY INSIGHTS:

- New restaurants, food and beverage places, and clothing and accessories are most likely to be patronized by the shoppers in Downtown Oswego.
- New gasoline stations, and building materials and garden supplies are least likely to be patronized.

### ROUTE 34 TRADE AREA

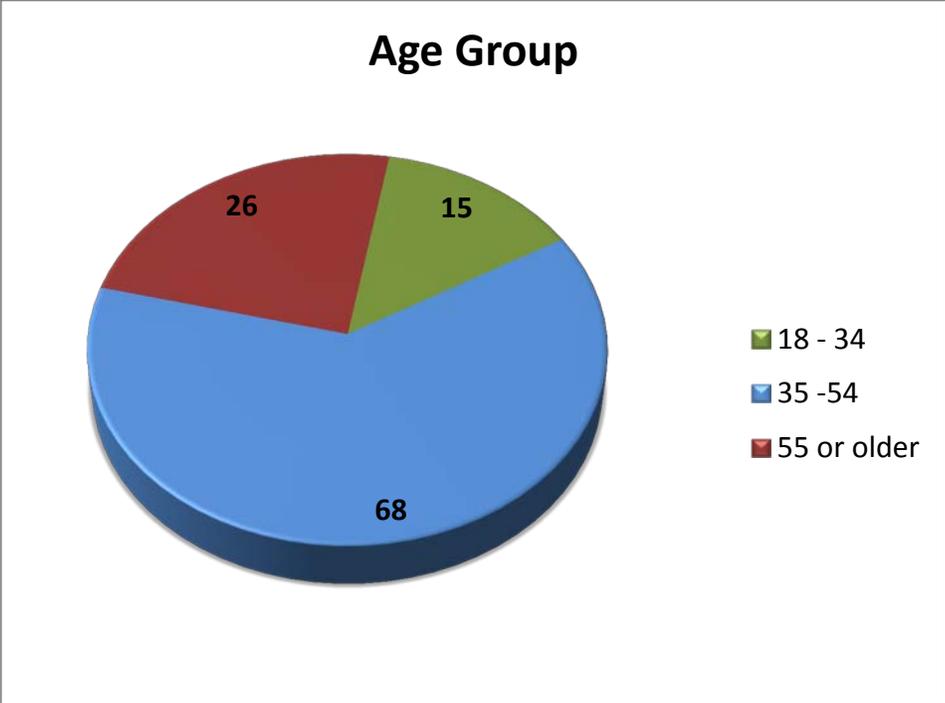
7. Our data indicates there is strong “unmet demand” for the following businesses. Please indicate which businesses would you most likely use if they were to open in the Route 34 Corridor?



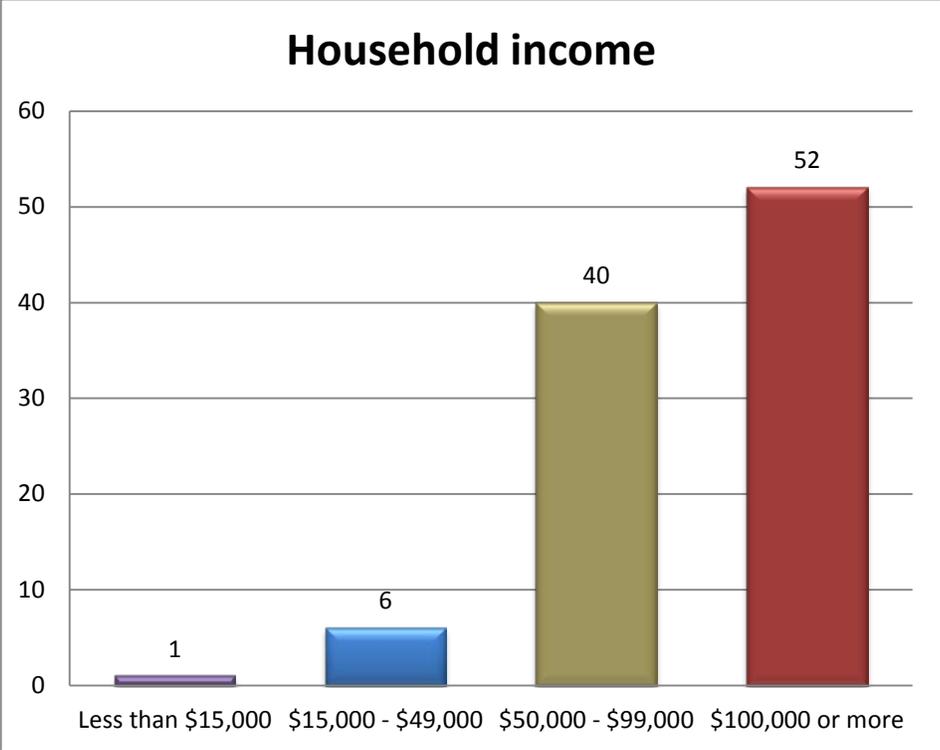
#### KEY INSIGHTS:

- New restaurants, along with furniture and home furnishings, and motor vehicle parts and dealers are most likely to be patronized by the shoppers in the Route 34 corridor.

8. Which of the following describes your age group?



9. Which of the following describes your total annual household income?



**KEY INSIGHTS:**

➤ This is in line with the average household income of \$98,061 within a 3-mile radius for Oswego.

Village of Oswego – July 2014

■ CONTACT US

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