

Community Poll #3 Summary

COMMUNITY POLL #3 • HOUSING & BUSINESS

PLEASE TAKE 5-10 MINUTES TO SHARE YOUR INSIGHTS!



Poll Topics: Housing and Business and Commerce

Poll #3 of Ready Set Wilmette is closed and had a record setting response. Thank you very much to the 581 people who shared their ideas, insights, and perspectives. Overall, responses to the survey questions confirm the consultant team's existing conditions analysis, information garnered from community stakeholders and industry experts, and feedback from previous community input tasks. While it might be interesting to have a blockbuster result in a survey like this, having it reinforce previous findings and interpretations is very satisfying. A summary of survey findings and the detailed results are provided here.

Note: This poll was not designed to be statistically significant, and findings are not necessarily representative of the entire Village. This summary simply reports back on what poll respondents said. The project team uses poll findings as one aspect of a broader engagement program that collectively helps get a pulse of a variety of community perspectives and informs follow-up questions, discussion, and analysis. Poll findings are not the answers to any of the questions the plan asks – simply one piece of the larger puzzle.

Key Takeaways from Housing Poll Responses

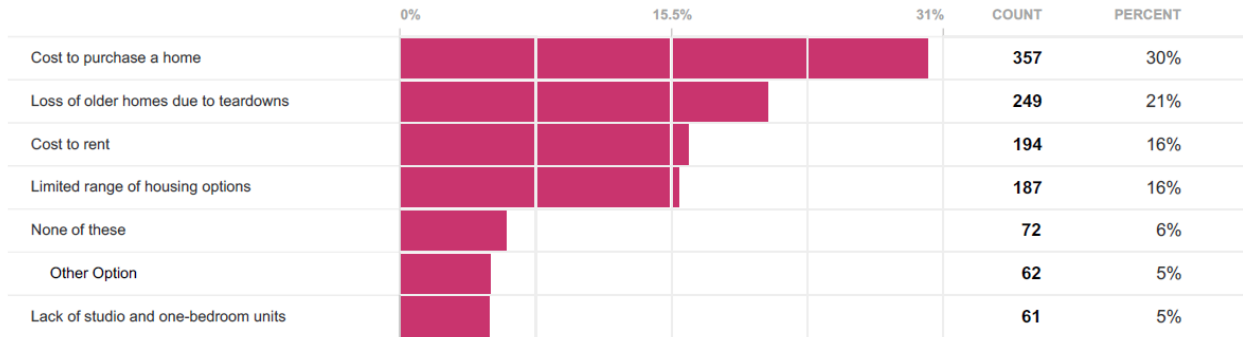
Noteworthy from the survey is the awareness and acknowledgement of housing issues facing Wilmette by respondents. Most of those answering the survey note that the cost of housing and need for housing other than more detached homes are important points. Also, nearly half of those responding to the survey know of someone who was looking to move to the Village but could not find housing that met their needs. Those people were most likely to be young families looking to purchase a home, but were not able to find one they could afford. Other key survey findings are:

- Nearly one third (31 percent) of respondents see the cost to purchase a home as the greatest housing challenge facing Wilmette. Twenty-one percent see the greatest challenge as the loss of older homes due to teardowns.
- One-fourth of respondents indicated that the group having the greatest difficulty finding housing in Wilmette, is seniors who want to remain in the Village. An additional 19 percent and 18 percent, respectively, indicated that people who work in Wilmette and young families have the greatest difficulty finding housing in the Village.
- The cost of renting is perceived as a challenge for the Village by only 16 percent of respondents, 19 percent of all respondents indicated that more rental units are needed.
- When asked to identify the additional types of housing needed in Wilmette, 24 percent selected townhomes and 15 percent indicated condominiums.
- Most respondents (54 percent) were not aware of anyone who has recently considered moving to Wilmette and was unable to find housing that met their needs. Of the 46 percent who were aware of persons who were unsuccessful in their housing search, 55 percent indicated that the type of housing sought was single family homes, which they found to be too expensive.
- Over half of respondents indicated that housing in Wilmette should be affordable to more people and 56 percent responded that the Village should look for ways to facilitate creation of housing for people who work in the community.

Detailed results from Housing Poll Responses

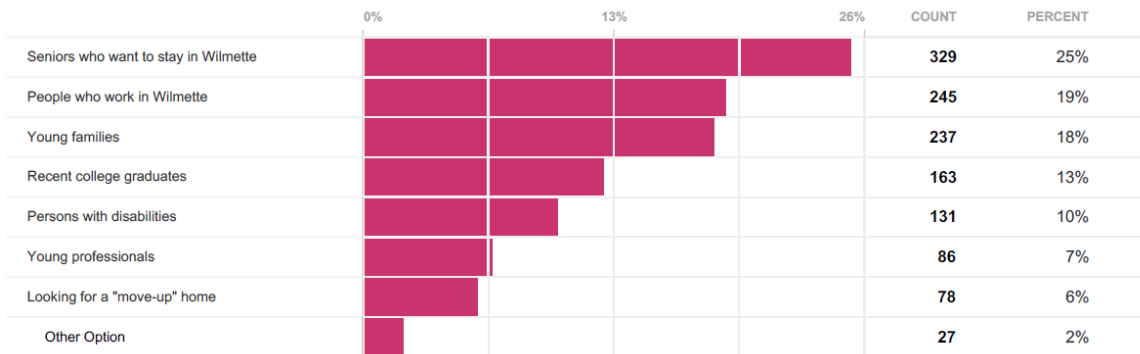
02 What housing related challenges do you see facing Wilmette? (Select up to 3 that you feel apply)

Answers **577**
99%
Skips **4**
1%



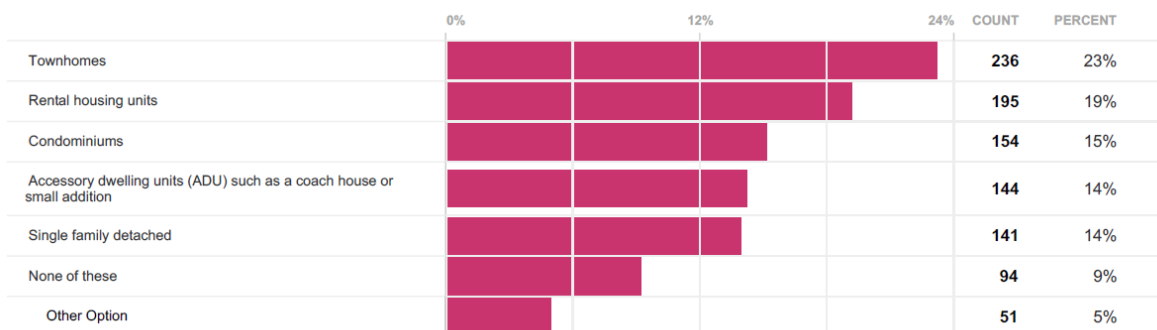
03 Which group(s) do you think has the greatest challenge finding housing in Wilmette? (Select up to 3)

Answers **565**
97%
Skips **16**
3%



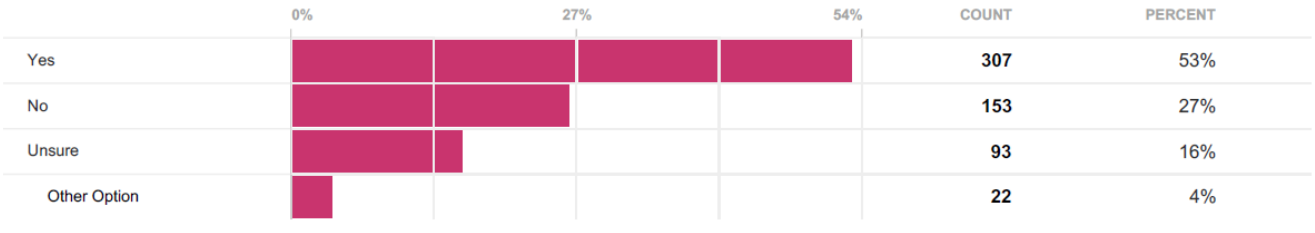
04 What types of additional new housing do you feel are most needed in Wilmette? (Select up to 3 that you feel apply)

Answers **557**
96%
Skips **24**
4%



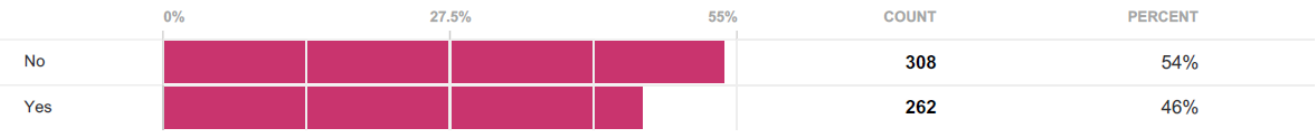
05 Do you feel housing that would be affordable to more people is needed in Wilmette?

Answers **575** 99%
 Skips **6** 1%



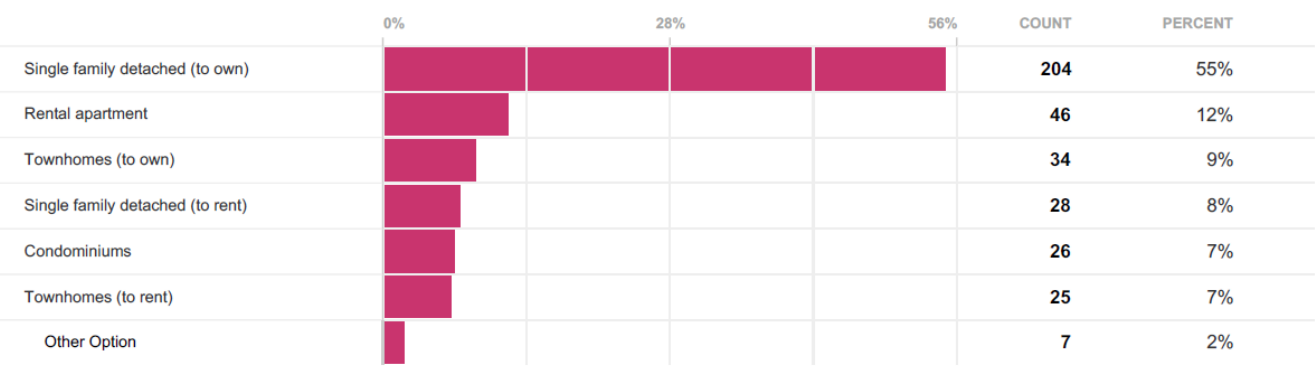
06 Do you know of anyone who has recently looked to move to Wilmette but could not find housing that met their needs?

Answers **570** 98%
 Skips **11** 2%



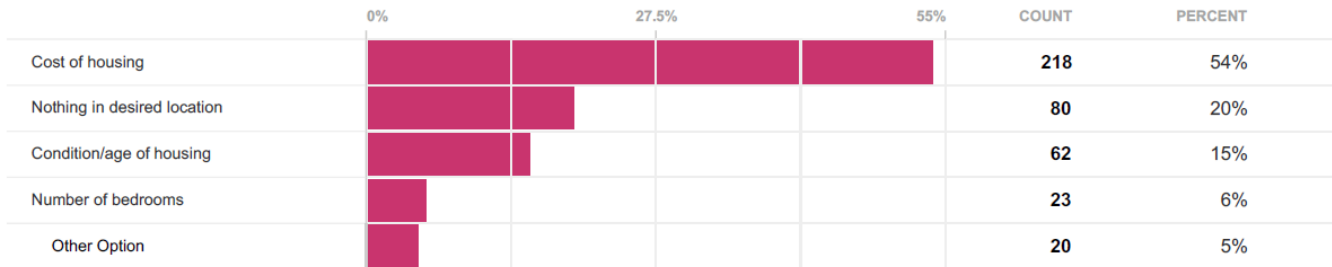
07 What type of housing were they looking for?

Answers **262** 45%
 Skips **319** 55%



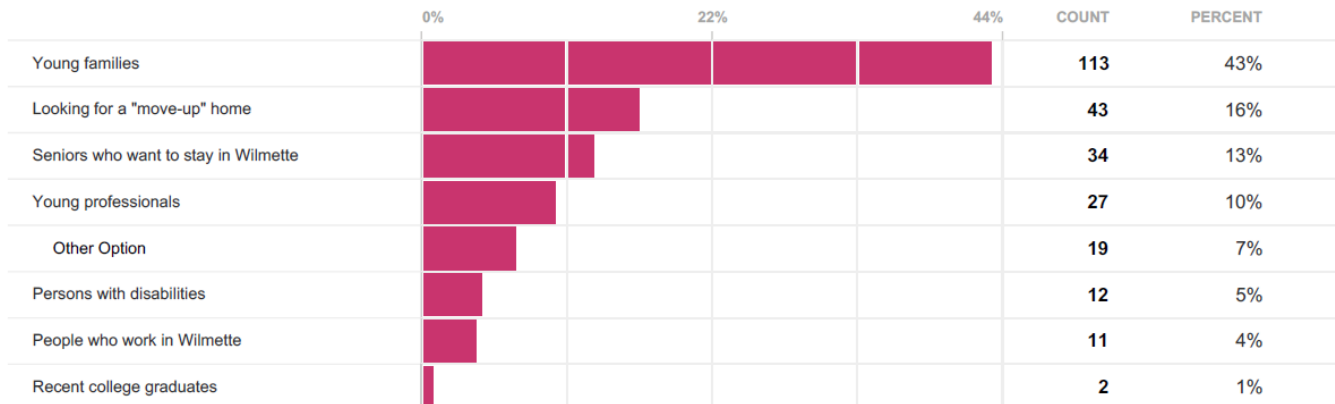
08

Why couldn't they find a home? (Check all that apply)

Answers
260
45%Skips
321
55%

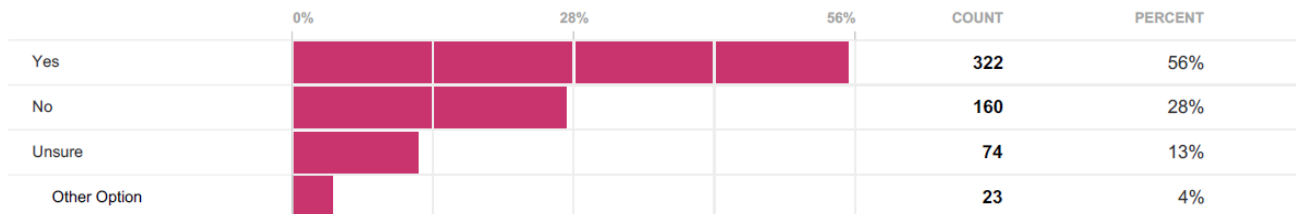
09

Which of the following best describes their situation?

Answers
261
45%Skips
320
55%

10

88% percent of people working in Wilmette commute from other communities. Is it appropriate for Wilmette to look for ways to facilitate creation of housing for people that work here (such as teachers, public employees, service workers, etc.)

Answers
579
100%Skips
2
<1%

Key Takeaways from Business and Commerce Responses

Survey feedback related to business and commerce show that respondents mostly purchase convenience and personal goods in the Village. The responses also highlight that the quality of the goods or restaurant meals purchased are primary to spending decisions, as well as the quality of the shopping or dining experience. Other key survey findings are:

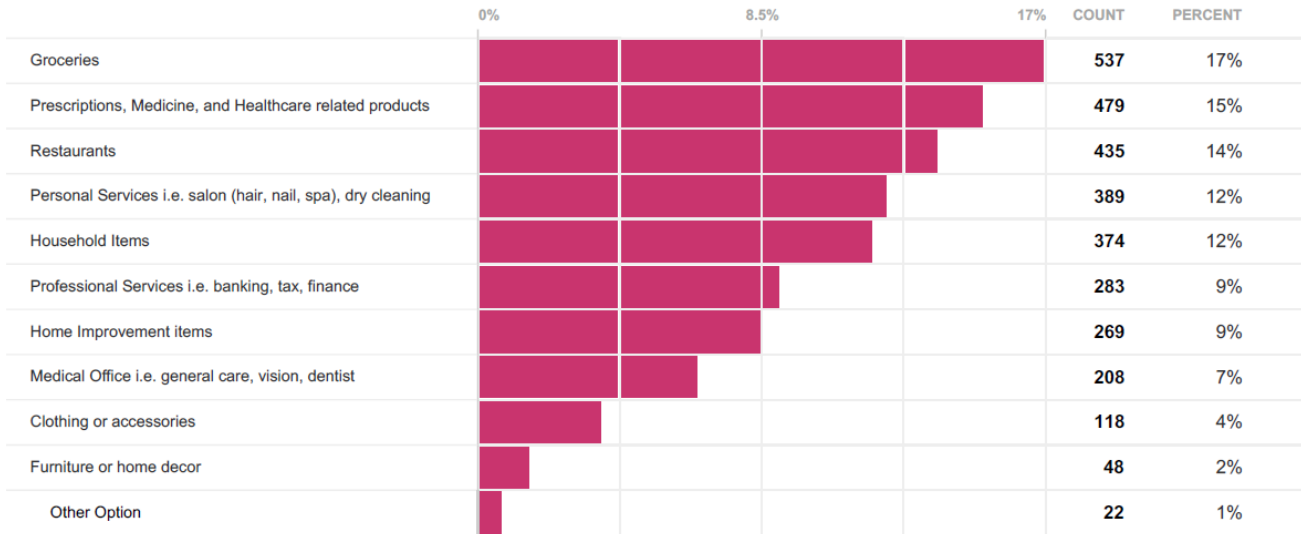
- Only 17% of the respondents purchased groceries in Wilmette during the past month. The Jewel-Osco on Green Bay Road was the most frequently cited primary grocery store in Wilmette.
- Many comments included the wish for more grocery/food options, including a releasing/redevelopment of the Treasure Island site and food stores at Linden Square.
- About of 75% order carryout from Wilmette restaurants at least once a month and nearly the same percentage dine in. The quality of the food and the dining experience were the leading factors in the choice of restaurants.
- Respondents are happy with the growth in restaurants in Village Center. Some concern was expressed about empty storefronts, and many hope for more retail stores in Village Center as well as in Linden Square.
- Some comments were made about the difficulty driving around the shopping districts and finding parking spots, although more comments indicated the desire for more shopping and dining options.

Detailed results from Business and Commerce Poll Responses

11 What type of goods/services have you purchased in Wilmette in the last month?
(Check all that apply)

Answers
575
99%

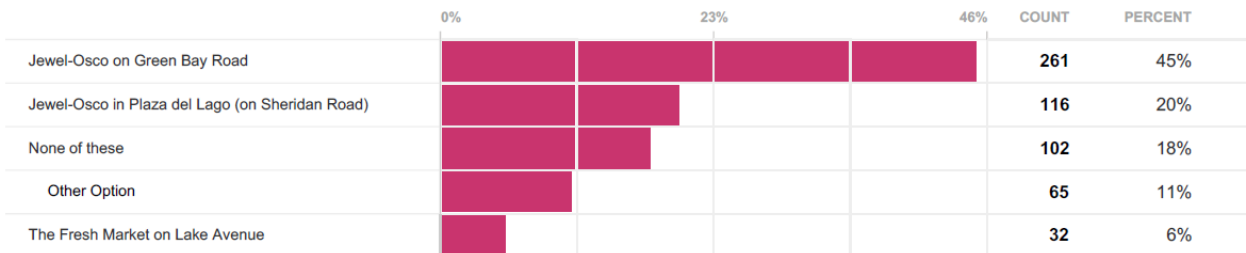
Skips
6
1%



12 Which of these options is your primary store for regular grocery trips?

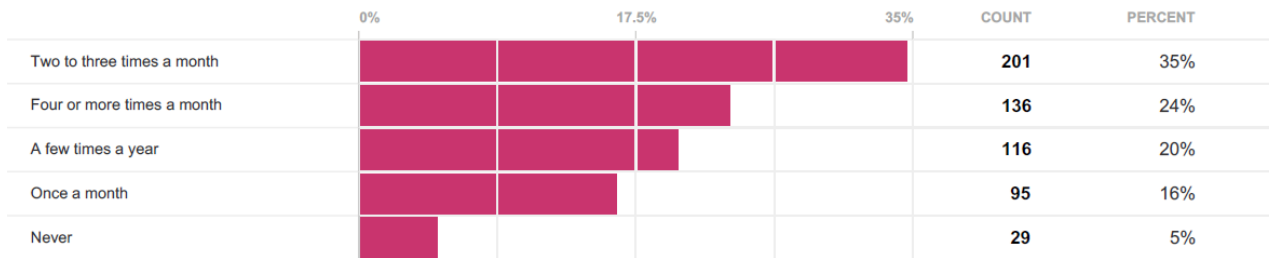
Answers
576
99%

Skips
5
1%



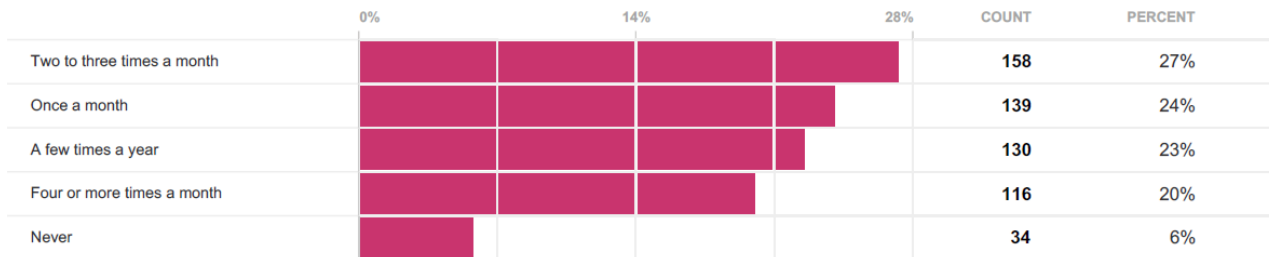
13

How often do you order carry-out from a Wilmette restaurant?

Answers
577
99%Skips
4
1%

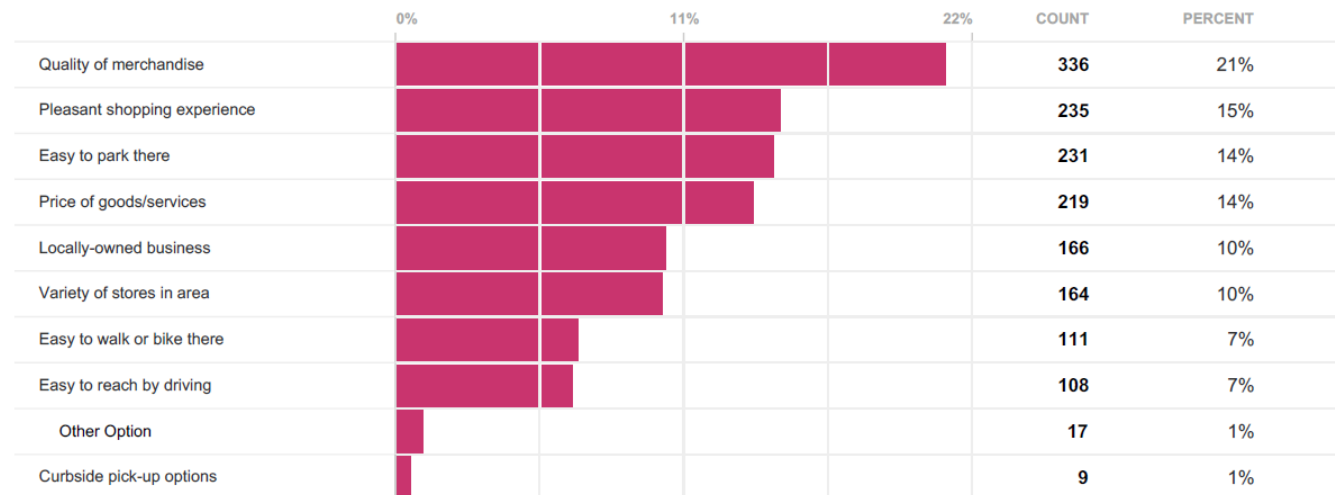
14

How often do you dine at a Wilmette restaurant?

Answers
577
99%Skips
4
1%

15

Which of these are most important in your decision of where to SHOP? Select up to 3.

Answers
576
99%Skips
5
1%

16

Which of these are most important in your decision of where to DINE OUT? Select up to 3.

Answers
574
 99%

Skips
7
 1%

