



Over the Rhine - Household Shopping Survey

“Please tell us what type of retail you want to see in your neighborhood. “

OTR Retail Survey Results

I wanted to share with you results from a survey taken by residents of OTR in August 2016.

After listening to members of the community express dissatisfaction with available retail options in the neighborhood I took it upon myself to write the survey and with OTRCC's blessing invited neighbors to participate. 95 people completed the survey. I reached out through social media and at two August community events paper copies were made available.

I wanted to know what percentage of shopping was done within the neighborhood and what residents felt they needed. I asked 10 questions regarding income, ages, family size, gender, years in the neighborhood and questions about shopping. the last question provided a space for comments.

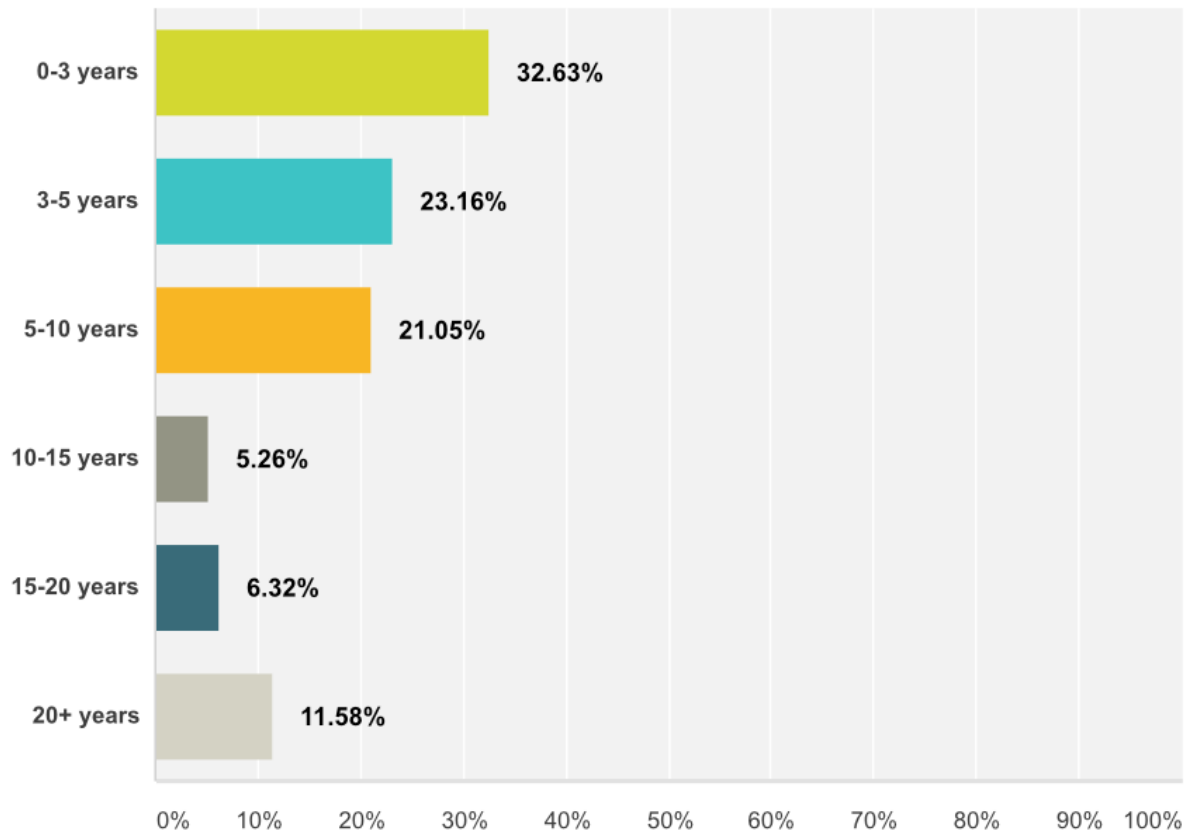
We were able to get a good demographic mix of respondents. In general most people were satisfied with dining out options and entertainment. Also fitness and activities scored relatively high. Many said they wanted a better grocery store, a pharmacy, general store with household items, more affordable take-out, family friendly restaurants, dry cleaners and laundromats.

There were not too many surprises. As a resident of the neighborhood I am well aware of the retail deficiencies.

I have included the full survey results. My hope is this information will help bring in businesses that make our neighborhood more livable.

Patricia Bittner, Architect.

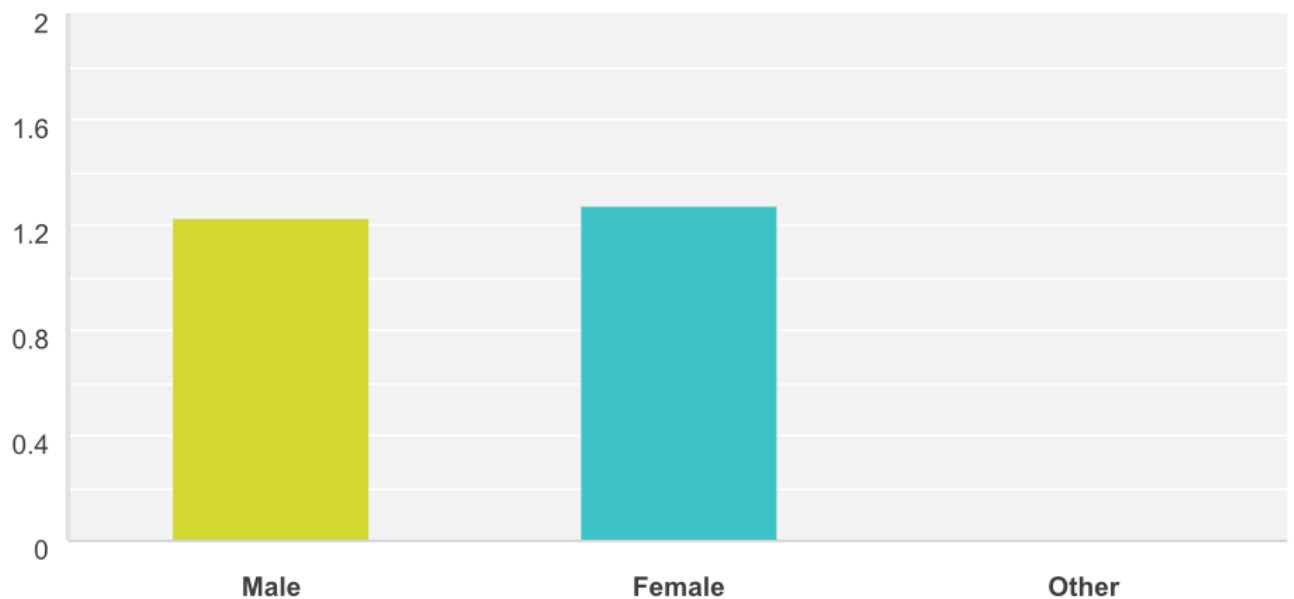
1. How long have you lived in OTR?



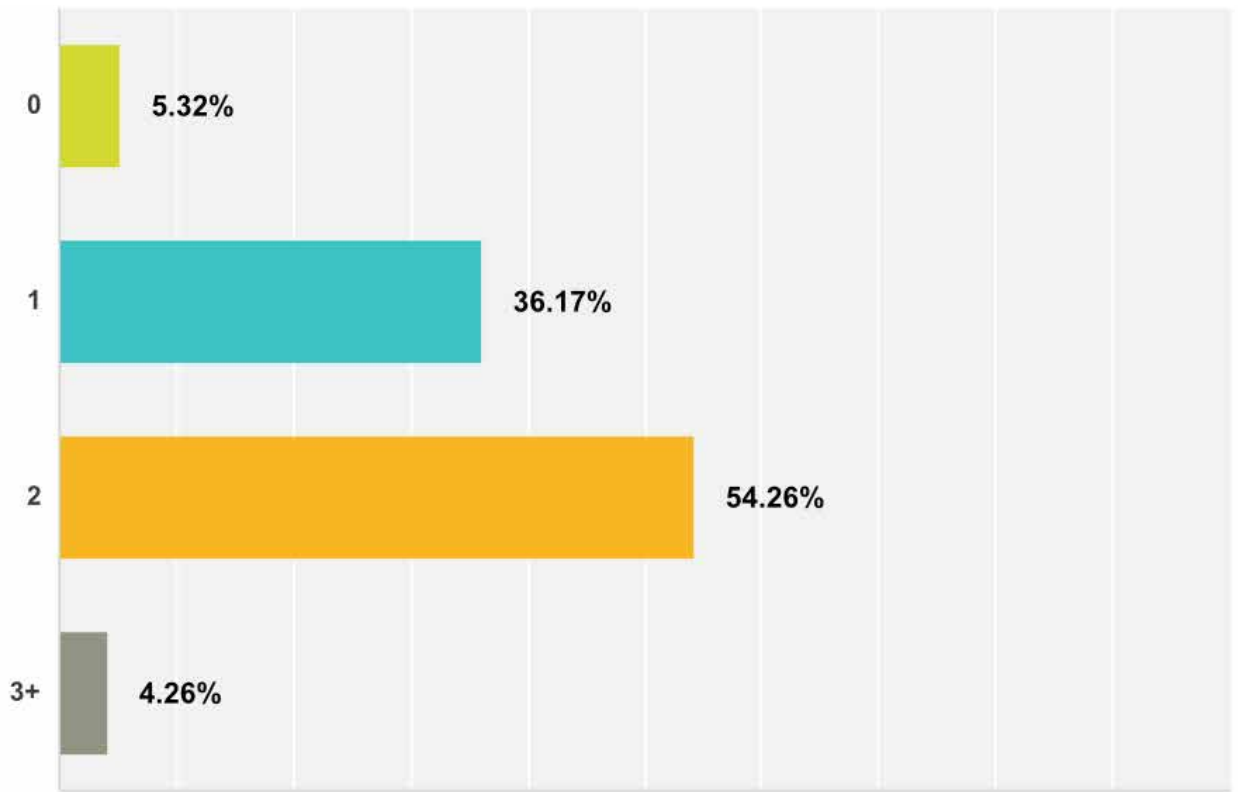
2. What are the ages of the people living in your household, including yourself?

	age 0-18	age 18-40	age 41-65	age 65+	Total	Weighted Average
1	8.05% 7	43.68% 38	37.93% 33	10.34% 9	87	2.40
2	8.62% 5	46.55% 27	36.21% 21	8.62% 5	58	2.36
3	36.84% 7	42.11% 8	21.05% 4	0.00% 0	19	1.84
4	55.56% 5	0.00% 0	44.44% 4	0.00% 0	9	1.89
5	66.67% 2	0.00% 0	33.33% 1	0.00% 0	3	1.67
6	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.00
7	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.00
8	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.00

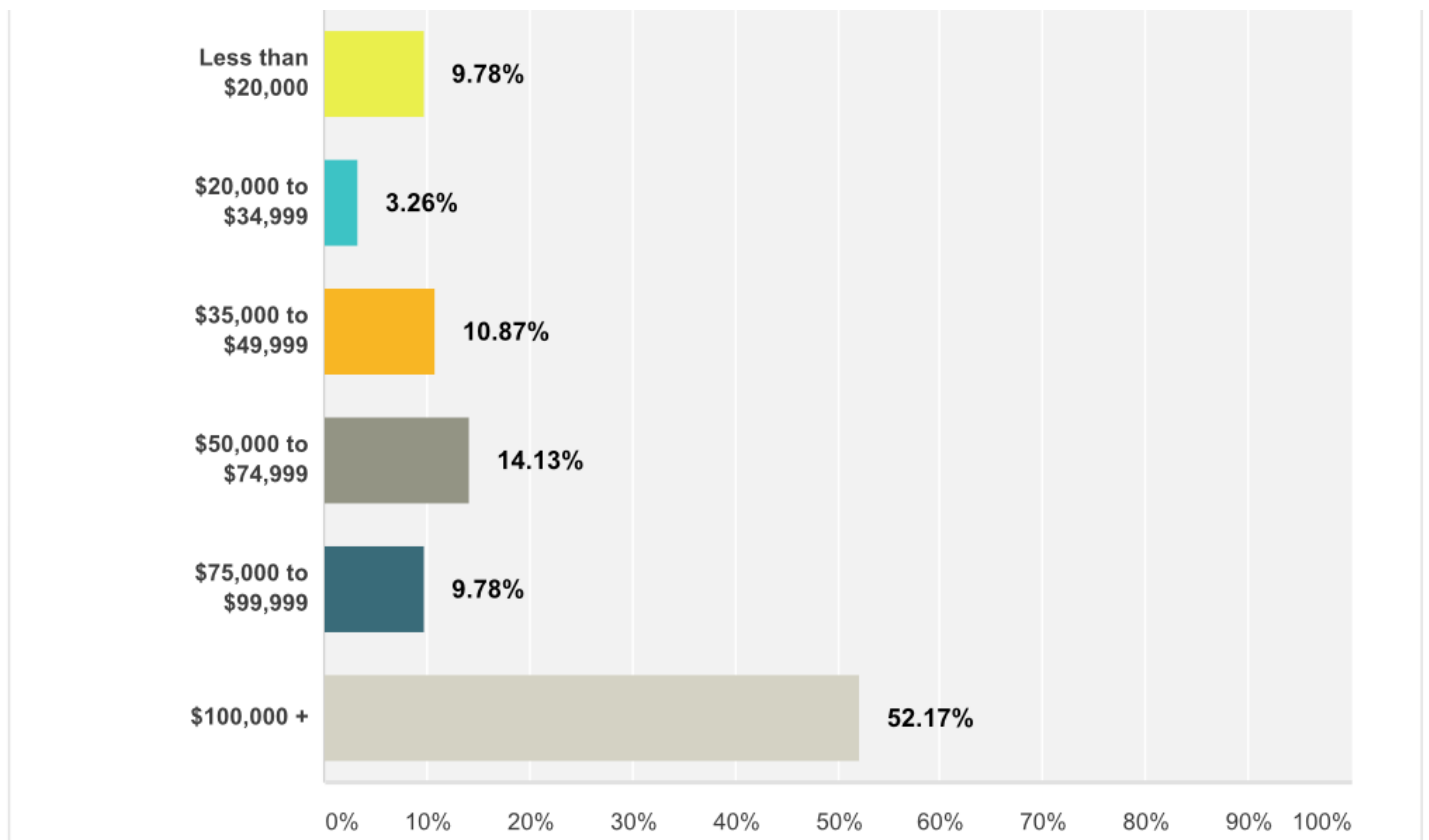
3. How many of each gender?



4. How many people in your household are employed?



5. What is your yearly household income?



6. What type of transportation do you use to do your shopping?

	Always	Most of the time	Sometimes	Occasionally	Never	Total	Weighted Average
Car	9.41% 8	45.88% 39	35.29% 30	8.24% 7	1.18% 1	85	2.46
Walking	12.94% 11	27.06% 23	48.24% 41	11.76% 10	0.00% 0	85	2.59
Bicycle	1.59% 1	3.17% 2	31.75% 20	19.05% 12	44.44% 28	63	4.02
Bus	8.33% 5	8.33% 5	6.67% 4	10.00% 6	66.67% 40	60	4.18
Taxi, Uber	1.85% 1	1.85% 1	22.22% 12	14.81% 8	59.26% 32	54	4.28
wheel chair	0.00% 0	0.00% 0	0.00% 0	2.17% 1	97.83% 45	46	4.98

[Comments \(2\)](#)

Survey question 6 comments:

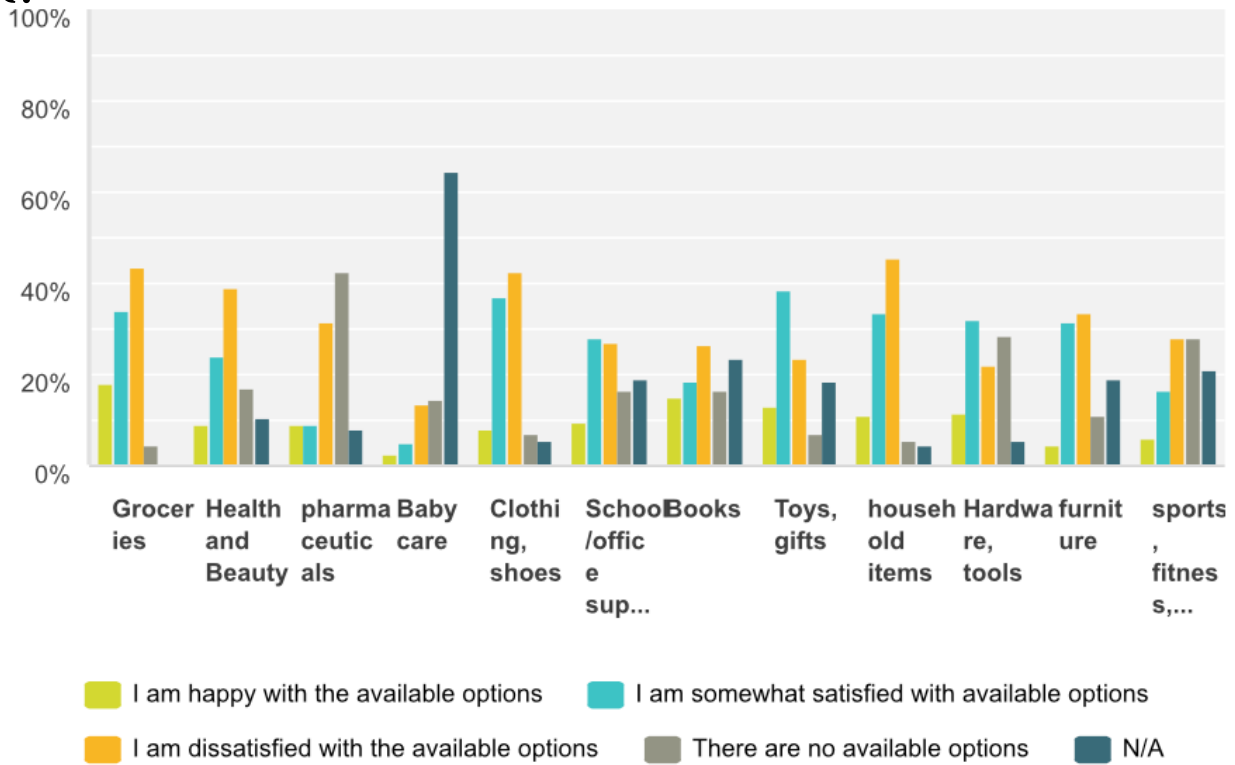
Streetcar...soon

Streetcar after September 9th, 2016!!!!

7. What percentage of your household shopping is done in OTR?

	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	0%
Shopping in the neighborhood	4.21% 4	5.26% 5	3.16% 3	8.42% 8	6.32% 6	9.47% 9	11.58% 11	15.79% 15	15.79% 15	17.89% 17	2.11% 2

8. What items do you typically buy from businesses in OTR?



Survey question 8 comments:
Acme hardware

Hardware Store

a thriftstore would be cool. more affordable childcare? toys? Bike lanes

Affordable clothing.

Many of these things I am happy with even though they are not directly in OTR. They are right on the fringes and easy to get to -- for example Family Dollar for household goods, Staples for office supplies, and Acme for hardware. They are all right on the border of OTR.

Grocery store. Convenient store. Laundromat. Vet. Something like a target
Organic produce high quality meats upscale grocer drug store

Shoe repair

Living in OTR is not just about "fun," it's about the functionality of living. Kroger is a joke, there are no pharmacies and hardware stores. What OTR needs is the daily essentials for residents.

monies!

Better grocery store Laundry/Dry Cleaning Neighborhood quick food (not bars)- more like Gomez, NOT chains
Bargain clothes (like old downtown TJMaxx)

more accessible restaurants - more reasonable price point.

Kroger w/ more options. more affordable/quality restaurants.

Decent Grocery

8. What items do you typically buy from businesses in OTR? (continued)

	I am happy with the available options	I am somewhat satisfied with available options	I am dissatisfied with the available options	There are no available options	N/A	Total
Groceries	18.09% 17	34.04% 32	43.62% 41	4.26% 4	0.00% 0	94
Health and Beauty	9.20% 8	24.14% 21	39.08% 34	17.24% 15	10.34% 9	87
pharmaceuticals	8.99% 8	8.99% 8	31.46% 28	42.70% 38	7.87% 7	89
Baby care	2.44% 2	4.88% 4	13.41% 11	14.63% 12	64.63% 53	82
Clothing, shoes	8.05% 7	36.78% 32	42.53% 37	6.90% 6	5.75% 5	87
School/office supplies	9.41% 8	28.24% 24	27.06% 23	16.47% 14	18.82% 16	85
Books	15.12% 13	18.60% 16	26.74% 23	16.28% 14	23.26% 20	86
Toys, gifts	12.79% 11	38.37% 33	23.26% 20	6.98% 6	18.60% 16	86
household items	11.11% 10	33.33% 30	45.56% 41	5.56% 5	4.44% 4	90
Hardware, tools	11.49% 10	32.18% 28	21.84% 19	28.74% 25	5.75% 5	87
furniture	4.49% 4	31.46% 28	33.71% 30	11.24% 10	19.10% 17	89
sports, fitness, outdoor	5.88% 5	16.47% 14	28.24% 24	28.24% 24	21.18% 18	85

quality groceries/variety

Inexpensive/carryout restaurants

Grocery store. We need an Amazon pick up location @Amazon. Dry Cleaners. Coffee Shop. Clothing stores are extremely expensive.

Laundromat and less high end restaurants; more places like the old Stengers and/or Tucker's. Some of the options checked above are in downtown and within walking distance, so I consider them as if in OTR. I buy groceries in Over-the-Rhine, most everything else I have to go outside the neighborhood for. We need a hardware store, a drug store, a clothing store that is not so expensive,

Dry Cleaner Drop Off with off street access. Cigar Store in Over the Rhine near Findlay Market

A real dollar store would be a great addition to Over-the-Rhine-like a Dollar tree

A real, well provided grocery store. Kroger should be ashamed of what they are doing on Vine Street, in the shadow of their HQ. Especially since they do run inner city grocery stores in other cities

A place that sells normal levi's jeans and regular shirts/shoes that aren't outrageously expensive.

Dry cleaner, pharmacy, post office, better grocery store, less scary walk to findlay market I would love to have a nice grocery store and more options for affordable or resale clothing.

8. What items do you typically buy from businesses in OTR? (continued)

I consider downtown as part of OTR shopping. Books. Hardware. Pharmacy.

Hair Salon, dry cleaners, bank

Dry cleaning-fresh produce

Pharmacy is my number 1 followed by affordable restaurants and affordable clothing.

A Trader Joe's or Jungle Jim's..! dry cleaner nice grocery store

A drug store type of location

Full size grocery ala Kroger... More "healthy" vegetarian/vegan restaurants

We need a drugstore with a pharmacy. The CVS and Walgreens downtown are too far. I can walk there but they aren't convenient. I know OTR isn't big on chain stores, but I'd love to see a West Elm or CB2 nearby. We need a real shopping district with familiar stores. I'm talking about clothing stores you see in Kenwood...they aren't necessarily one of a kind or mom and pop stores...but I think it's essential for there to be a strong shopping district. Maybe this is more for the downtown area and not OTR, but I think the city needs to be a place where people come to eat and shop. As a resident of OTR, I don't want to have to get in my car for anything. I think it all should be within walking distance, which is why I'm in an urban setting.

doctors, dentists, eye doctors, vet, scooter repairs,

Survey question 9 comments:

I would like a movie theatre. I would like cheaper restaurants but NOT FAST FOOD CHAINS. Pho Lang just started staying open until 9:30 so thats nice. But clifton has lots of lower priced restaurants.

Movie theater. Family friendly establishments.

Need vet, dentist, doctors office, cycling studio, gym would love to see it grow into skmetbjbg like Lincoln Park jn Chicago

As stated, higher-order services and entertainment options are excellent. The essentials are lacking.

swimming pool - no longer available

Some of the items I checked above are in downtown but in the same zip code as OTR, for example, my barber and accountant and auto service. They are all within walking distance and I consider them as OTR.

We need a laundromat in the neighborhood, we need a hardware store, we need a movie theatre, we need food establishments that have price points that our families with low incomes can afford, another ice cream store that's cheaper than Graeter's; inexpensive entertainment places for our youth;

No Fast Food Please.

There is no public laundromat in Over-the-Rhine and it is a HUGE need. All of the new developments are built with personal washers and dryers per unit but that is not the reality for the majority of long time and low income residents. We need a laundromat badly. It would also be great to have more family/affordable places to eat that aren't primarily there to meet needs of the entertainment crowd. It would be great if our Kroger could get renovated BUT not removed from the neighborhood-it is a vital part of our community especially for those of us that walk.

Most restaurants in OTR are not kid-friendly. Even restaurant owners with small kids offer poor service to families eating out

8. What items do you typically buy from businesses in OTR? (continued)

Would be nice to have a movie theatre in OTR and/or Downtown

There's nothing wrong with otr having a chain store or two if its something useful like a pharmacy or maybe a target....

Plenty of restaurants in OTR but not on MAIN ST !

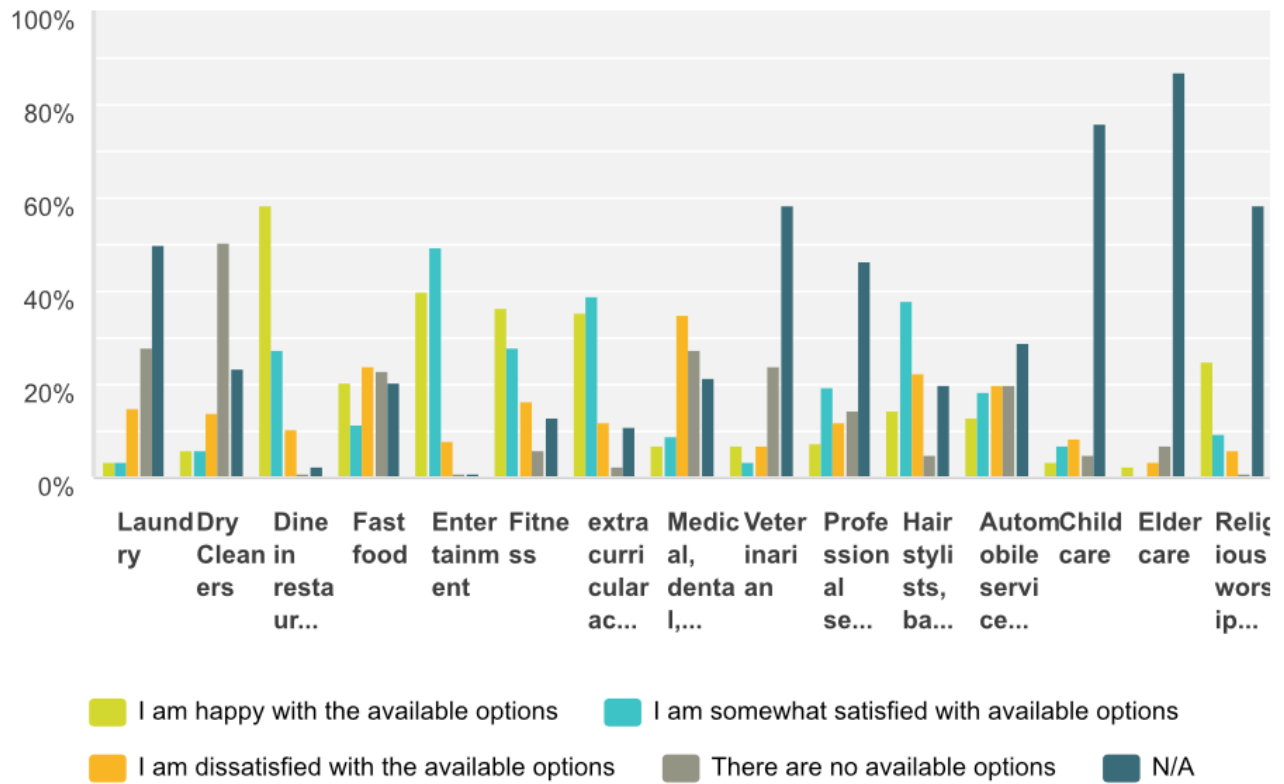
Our Episcopal Church is at 4th & Sycamore

More quick in and out eateries would be nice

We need more than sit down restaurants. We need faster options...delis, bagel shops, bakeries, etc. Options for breakfast, lunch, and dinner. I would love to have a Starbucks in OTR. I'm sure that's a long shot, but I don't always like the specialty coffee shops. I would love to see a movie theatre nearby. Again, maybe that's for downtown more than OTR...but that would be nice. :)

affordable take out, family friendly restaurants

9. What services do you use?



9. What services do you use? (continued)

	I am happy with the available options	I am somewhat satisfied with available options	I am dissatisfied with the available options	There are no available options	N/A	Total
Laundry	3.49% 3	3.49% 3	15.12% 13	27.91% 24	50.00% 43	86
Dry Cleaners	5.88% 5	5.88% 5	14.12% 12	50.59% 43	23.53% 20	85
Dine in restaurants	58.62% 51	27.59% 24	10.34% 9	1.15% 1	2.30% 2	87
Fast food	20.69% 18	11.49% 10	24.14% 21	22.99% 20	20.69% 18	87
Entertainment	40.23% 35	49.43% 43	8.05% 7	1.15% 1	1.15% 1	87
Fitness	36.47% 31	28.24% 24	16.47% 14	5.88% 5	12.94% 11	85
extracurricular activities	35.37% 29	39.02% 32	12.20% 10	2.44% 2	10.98% 9	82
Medical, dental, mental health	6.82% 6	9.09% 8	35.23% 31	27.27% 24	21.59% 19	88
Veterinarian	7.14% 6	3.57% 3	7.14% 6	23.81% 20	58.33% 49	84
Professional services, i.e., tax preparation, legal	7.32% 6	19.51% 16	12.20% 10	14.63% 12	46.34% 38	82
Hair stylists, barbers, manicurists	14.29% 12	38.10% 32	22.62% 19	4.76% 4	20.24% 17	84
Automobile service and supplies	12.79% 11	18.60% 16	19.77% 17	19.77% 17	29.07% 25	86
Childcare	3.57% 3	7.14% 6	8.33% 7	4.76% 4	76.19% 64	84
Eldercare	2.38% 2	0.00% 0	3.57% 3	7.14% 6	86.90% 73	84
Religious worship and services	25.00% 21	9.52% 8	5.95% 5	1.19% 1	58.33% 49	84

10. Please add anything we forgot.

Showing 21 responses

I think you totally forgot to add anything about safety and crime. One of the major issues that people have with the area is the amount of crime that occurs in broad daylight and on the street corners. The police do not come quickly enough, nor do they take swift action.

Survey question 10 comments:

Bicycle repair, Antiques?

We need moderately priced retail - new retail on Vine street is all upscale and pricey. Need somewhere to buy household items - like a Target.

OTR needs more QSR! (quick-service restaurants). Residents don't want to eat at a sit-down restaurant for every meal. We need more places like Chipotle, Currito, Jimmy Johns, etc. for quick meals and it would increase foot traffic considerably.

Liberty, as a street that has lost much of its historic fabric, should be designated the "essentials shopping street" where we allow bigger national retailers to trade [within urban design considerations], if there are no local retailers that can fill the gap. I agree that Vine, Race, Main and Walnut should preserve a local, historic and unique character, but we MUST have the daily essentials if we are to make this neighborhood self-contained and self-sufficient for all resident needs.

Focus on Pendleton - we are a residential district and need neighborhood amenities. We need a self-sustaining neighborhood (not entertainment district) to keep families here in the long-term.

We need an Amazon pick up location @Amazon

Thanks for asking

Business and services need to address the fact that if we want to have a diverse neighborhood, racially and economically, we've got to bring in businesses that serve all residents with varying incomes.

Better lighting in ALL parks.

We need affordable options for everything needed to have an inclusive neighborhood!

A better grocery store is a must for OTR.

All in all a convenience store set would be nice

community gardens, bee hives, walking groups, a really good pizza place, more public trash cans,

There needs to be a much better grocery. The one that is available has a terrible selection with pretty much all generics and no health food or organic. The area would benefit from a great walkable grocery.

Better grocery, household items & hardware shopping options would be great in the neighborhood.

Shoe repair

I'd love to see a comedy club open.

Missing a "day to day" restaurant, affordable with a wide range of options (think Ruby Tuesday or Applebee's). A place you can go with a group and enjoy a wide range of selections. Current restaurants are all niche players and it's not "every day" food.

I can usually find services in downtown central business district, but often would prefer things a little closer encouraging a quick walk.

10. Please add anything we forgot. (continued)

Gift shopping...Cards/stationary....Acai bowls..definitely hardware and sportswear.

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shoe repair