



# **CORKTOWN**

**Residents & Business  
Association**

# Corktown Retail Preference Survey

- On April 22, 2015, the CRBA asked residents of Corktown to state their preferences for the kind of retail they would like to see in the neighbourhood, specifically at 510 King East and 549 King East (we have since learned that the location at 549 will remain with Infiniti for now)
- Both locations are at the heart of the “new” Corktown, and have the potential to help form the neighbourhood’s character for years to come. As such, the CRBA views these locations as vitally important
- This survey might be helpful to the landlord of these locations in the search for a new tenant, as they are an indicator of the reception a tenant might receive from residents

# Methodology

- On April 22, 2015, a two question survey was distributed online:
  - The survey also allowed respondents to suggest retailers in an open ended question
- The survey was hosted on Survey Monkey. Respondents were blocked from responding twice based on IP address
- Survey was online for 24 hours only
- The survey was promoted on Facebook using \$60 in paid advertising. This allowed us to target the poll to Corktowners and those who live close by

An aerial photograph of the Corktown neighborhood in Toronto, showing a dense grid of streets, buildings, and a large park area with a winding path. The image is semi-transparent, allowing the text to be overlaid.

**306** People Voted in  
Our Poll

**96% live in or near Corktown. And they told us they would love to see retail that brings utility and street life to our neighbourhood. We heard over 25 different ideas, but there was one clear winner.**





**84%** Voted for a Grocer  
or Food Store

**Corktown is without a grocer. So it comes as no surprise that Corktowners would love to see a grocer or food store at these locations**



**48%** Voted for a  
restaurant

**Respondents also voiced a desire for a pub in the spaces. (We recognize that there are logistical issues with the space that may prevent either from being an option)**



**20%** Voted for a Health Club or Gym

**Currently the closest health club to Corktown is located in the St. Lawrence Market Area. However, in 2016 the Cooper Koo YMCA will open, and will offer a full range of fitness facilities**