



Results of the Downtown Penn Yan Business Survey

Through two rounds of surveys (December of 2008 and September 2009), we distributed 1,225 surveys and received 595 responses for a return rate of 48.6%. Among the results, a few highlights were:

Additional businesses people would like to see in downtown Penn Yan:

--6 most requested businesses--

- Casual Clothing and Footwear: 43% of respondents
- Restaurants: 39% of respondents
- Café: 29% of respondents
- Grocery: 28% of respondents
- Sporting goods: 25% of respondents
- Health Resort/ Spa: 21% of respondents

(Percentages based on 595 total survey responses)

Time of day respondents are most likely to shop:

Weekday:

- 8:00am-10:00am: 15.1%
- **10:00am-2:00pm: 35.8%**
- 2:00pm-5:00pm: 30.1%
- 5:00pm-8:00pm: 30.3 %

Weekend:

- 8:00am-10:00am: 17.5%
- **10:00am-2:00pm: 42.7%**
- 2:00pm-5:00pm: 27.7%
- 5:00pm-8:00pm: 17.5 %

For additional information or a PDF copy of the survey results contact the Finger Lakes Economic Development center at (315) 536-7328 or visit our website www.fingerlakesedc.com