

SURVEY ANALYSIS

# SHOPPING & DINING

IN LOS ALAMOS



LOS ALAMOS  
COMMERCE AND DEVELOPMENT  
CORPORATION

What are the people of Los Alamos interested in having as retail and dining options?

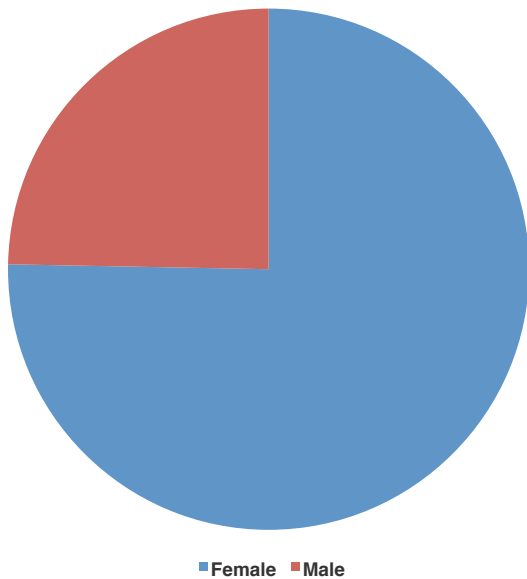
Los Alamos Commerce and Development Corporation developed and conducted a survey to help provide retail owners and restaurateurs the answers to some of these questions. This was an online survey through the Los Alamos MainStreet website that was conducted

during the month of April, 2013. There were business cards and signs to promote the survey at different retail locations and restaurants around town. We also promoted the survey through press releases and social media.

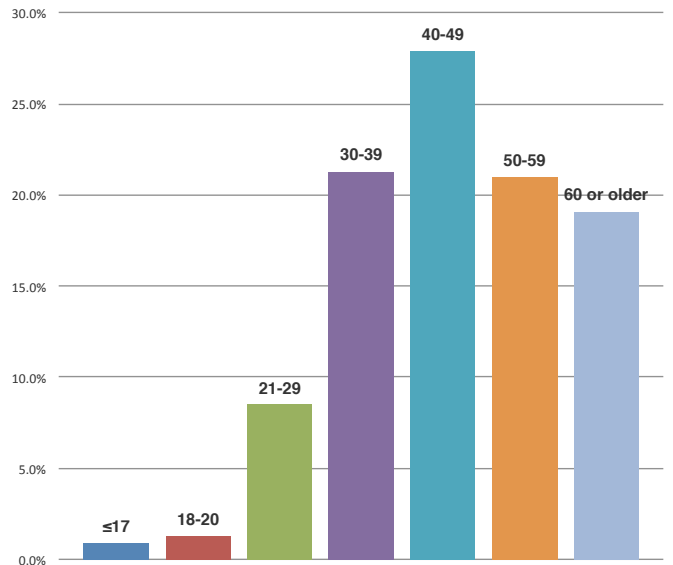
We received 381 responses which is approximately two percent of our population. We asked a variety of questions pertaining to Los Alamos shopping and

dining habits of residents and commuters. As you will see, this booklet will just touch the surface of all the different results from this survey. There is more specific information and comments for each question asked in the survey. For additional survey information, contact Katie Stavert, Business Advisor with Los Alamos Business Assistance Services. [business@losalamos.com](mailto:business@losalamos.com)

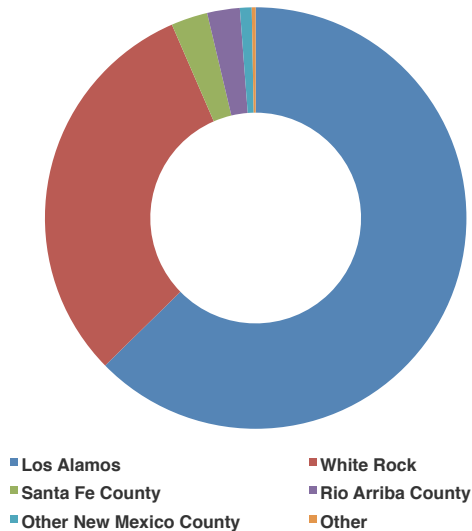
What is your gender?



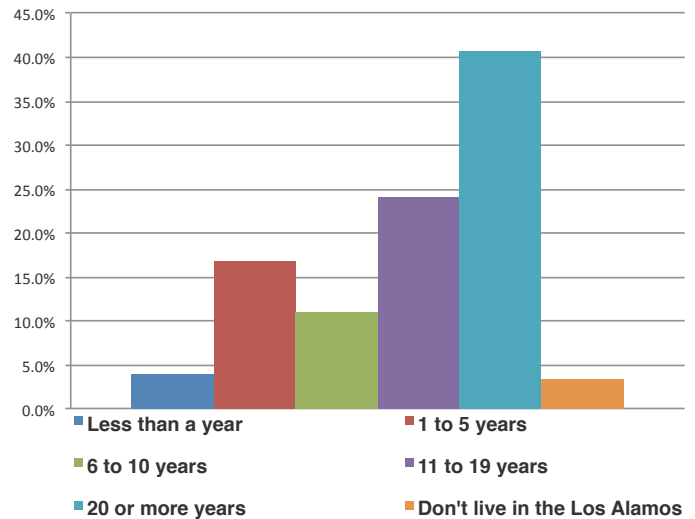
What is your age?



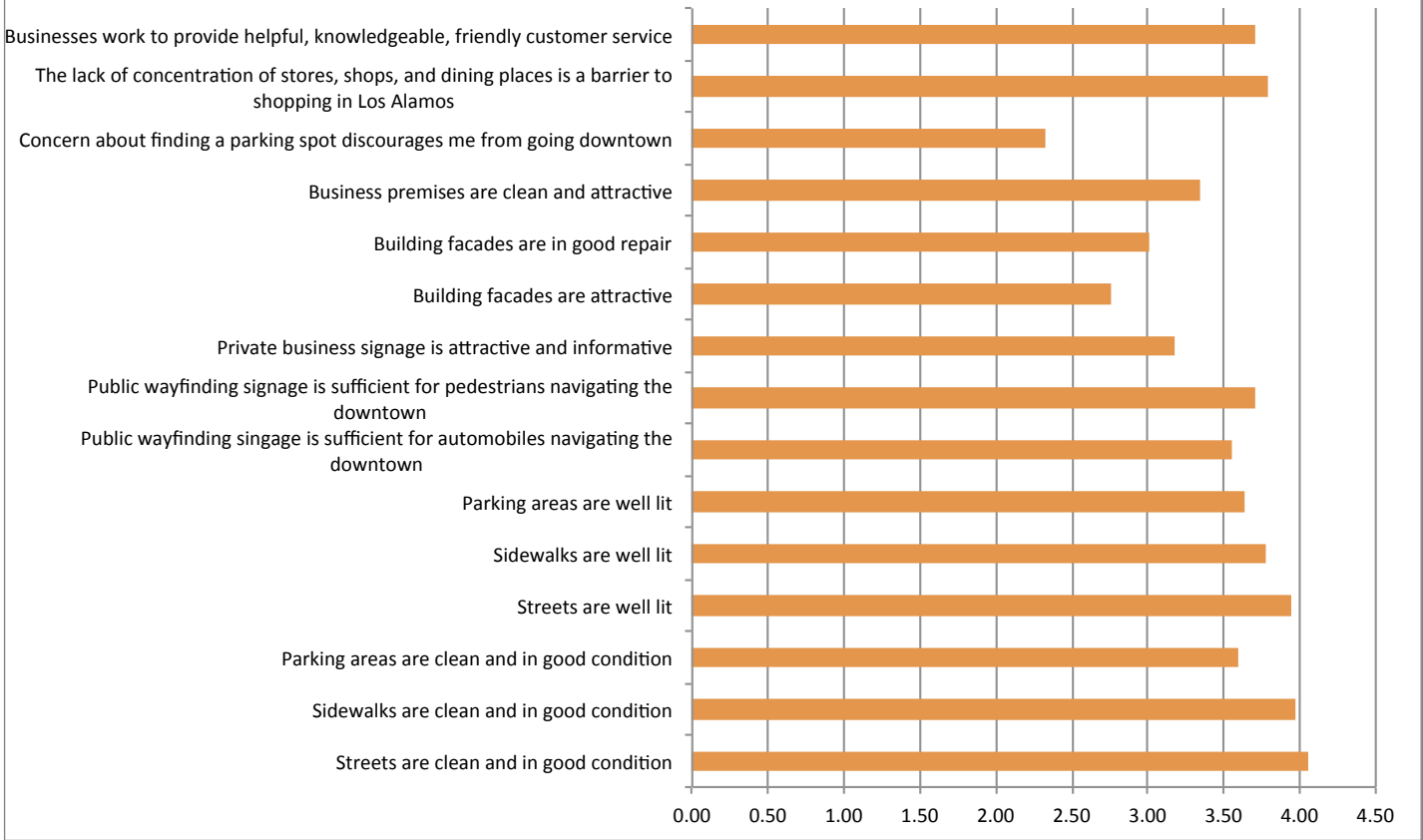
Which of the following best describes where you live?



How long have you lived in the Los Alamos area?



### Rate your level of agreement with the following statements about downtown Los Alamos



The majority of participants of the survey agree that Los Alamos businesses provide helpful, knowledgeable, and friendly customer service. It seems that businesses could improve building facades to make them more

attractive and in good repair. Another good thing is that the majority of survey takers agree that Downtown Los Alamos parking, sidewalks and streets are well lit as well as in good condition. Businesses could

work on improving private business signage to make it more attractive and informative. If you are interested in improving your building façade or business signage, contact Katie Stavert for available grants.

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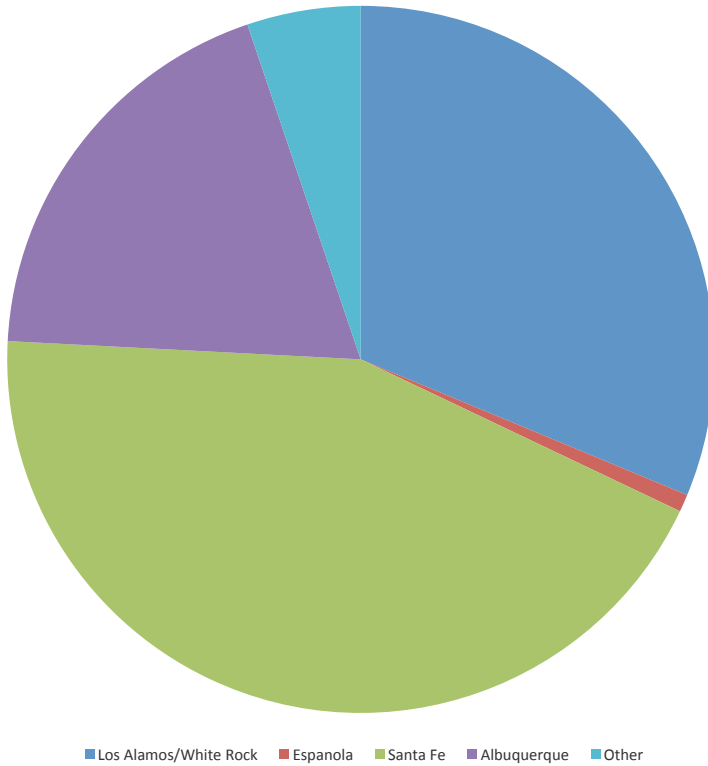


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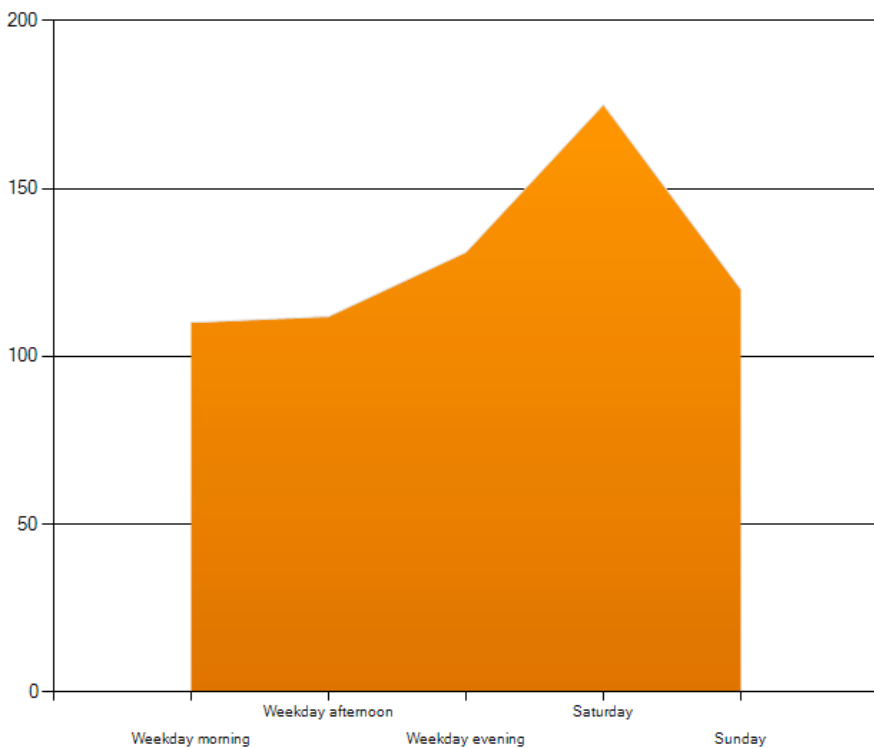
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Which of the following is your favorite community to shop in?



This should not come as a shock that the majority of survey of participants' favorite community to shop in is Santa Fe. This is mainly due to better selection and choices in terms of retail and dining options. Many people make one shopping trip and then go out to eat and possibly the movies. The second favorite community to shop in is Los Alamos and White Rock. This is due to convenience and to support local businesses. Other factors are customer service and driving time is why people stay local. What can your business do to help people shop local? Can you partner with other businesses to provide specials or rewards for people that shop local?

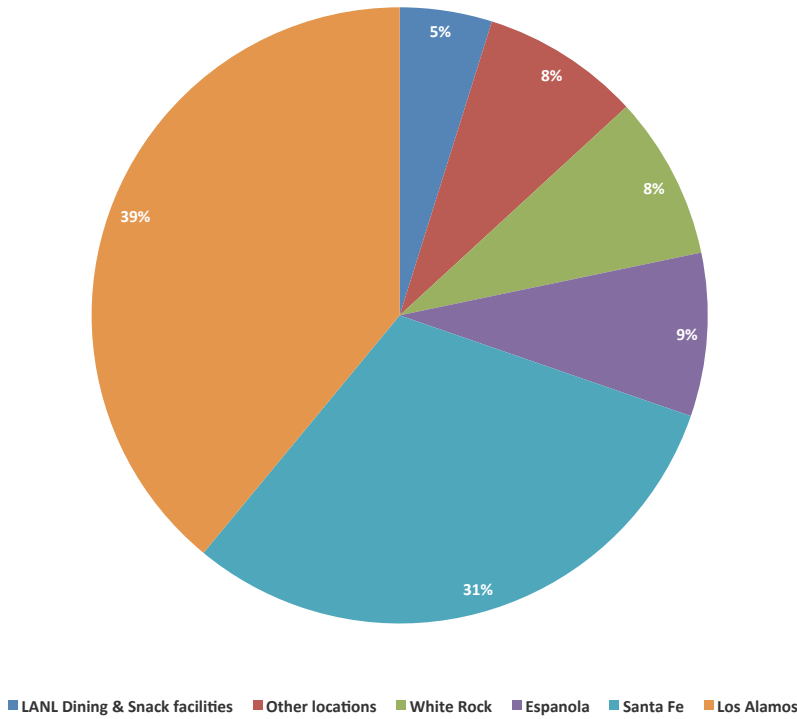
When is your preferred time to shop at stores in Los Alamos?



It seems that the majority of participants prefer to shop in Los Alamos on Saturday. The second best time is the weekday evenings. This is typical with most shopping patterns that people prefer to shop after work and on the weekends. Many participants would like to see business stay open later on the weekdays as well as be open on Saturdays. Is your business open when people prefer to shop and dine?

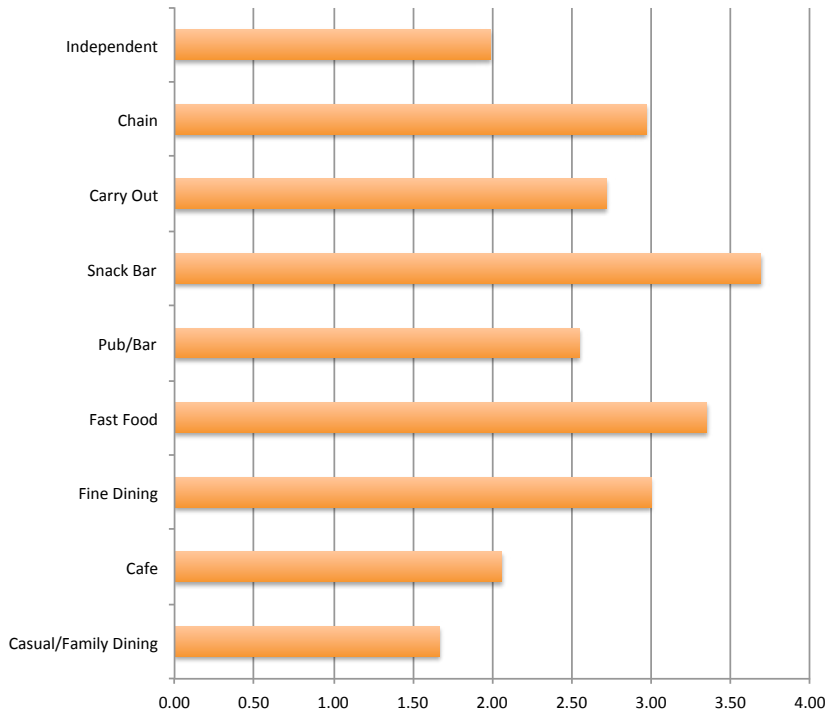


Where do you often eat out? Check all that apply.

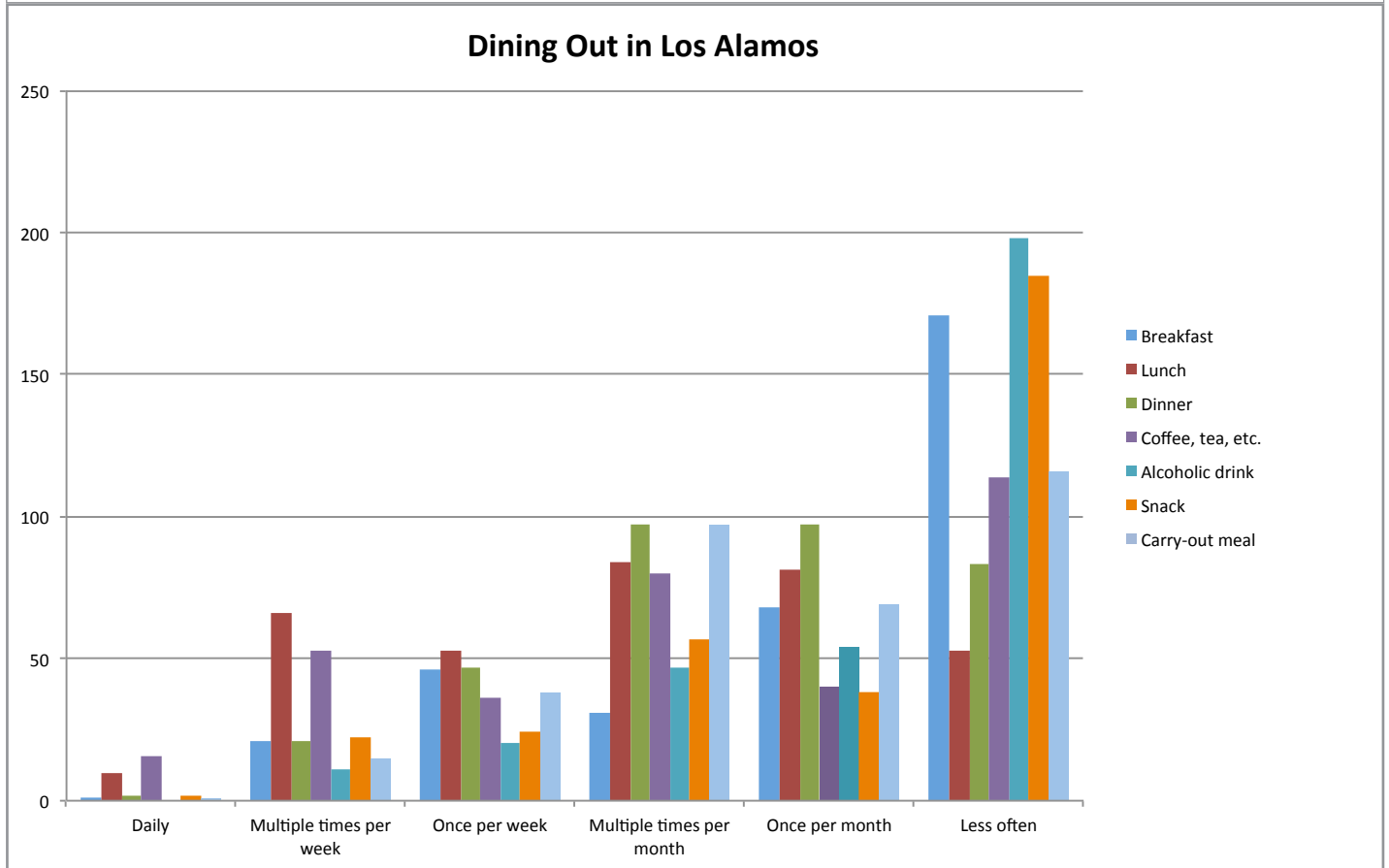
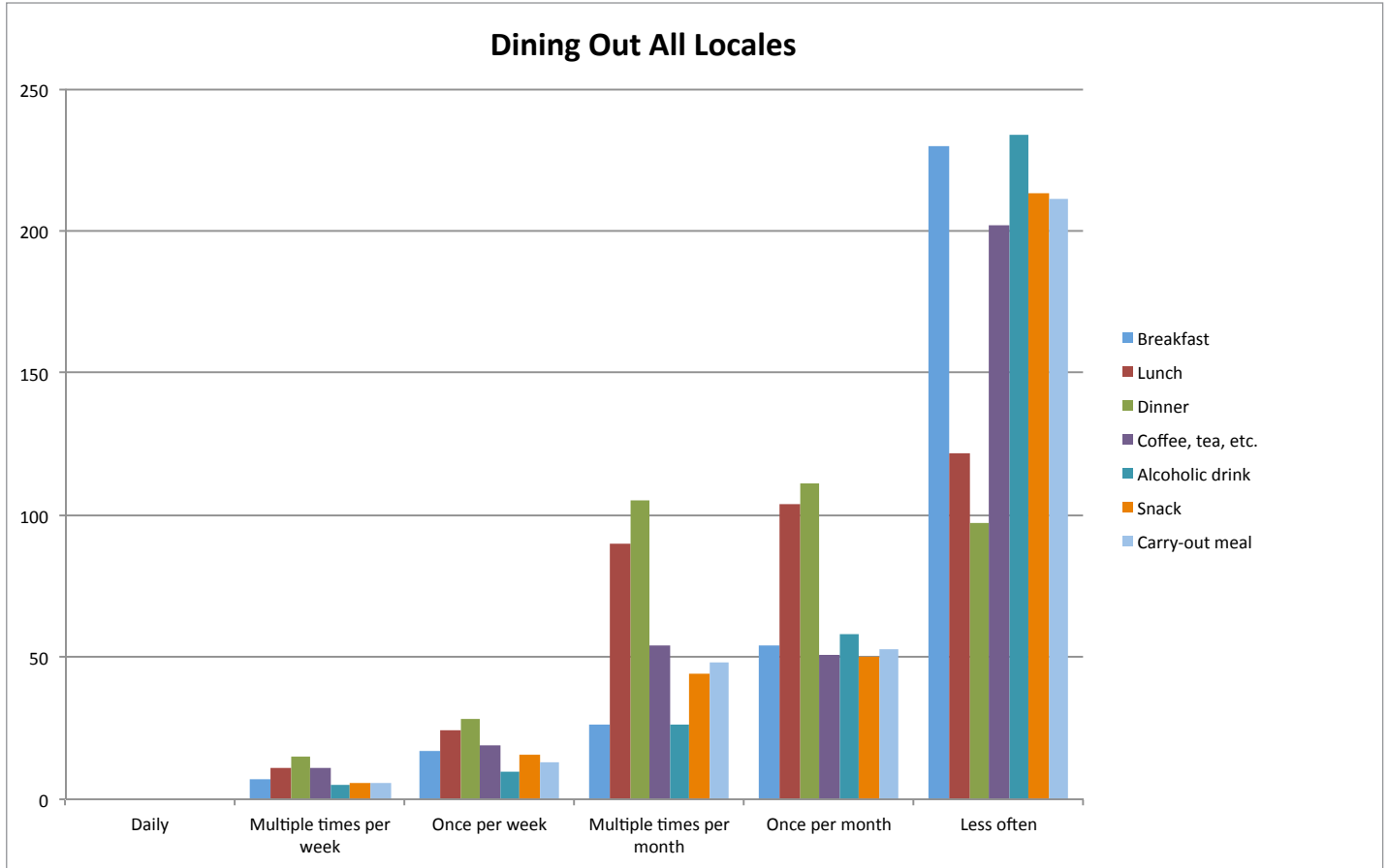


Many people eat at home due to lack of variety of restaurants and the cost to eat out. Many respondents eat out when they are shopping in a different community. There were also quite a few requests for more dining options in White Rock so that they don't have to travel up to Los Alamos after getting off work. Is your restaurant open late?

Interest in the Following Dining & Treat Options



People are looking for more variety in restaurants locally. Respondents would like restaurants such as Applebee's and the Olive Garden. People are also looking for more casual dining options like Panera, Chipotle, and Qdoba. People are also looking for carry out options. People are would like to see ethnic options like Indian, Thai or Vietnamese. One problem mentioned is the quality and consistency of good food. Another problem area is poor service. Another request is for more fast food options. Are you providing the type of food that the community wants?



We asked respondents the approximate percentage of purchases in the following categories that they purchase in Los Alamos and on the internet. These are the top purchase in Los Alamos and on the internet. There is also a list of the top not purchased in Los Alamos. Can your business position itself to capture some of the market share for purchases currently not being made in Los Alamos?

### LIST OF ALL CATEGORIES

- Appliances - Major (washer/dryer/refrigerator)
- Auto Parts/Maintenance
- Arts/Crafts/Hobbies
- Beauty and Hair Care Services (incl. haircuts)
- Beer, Wine, Liquor (package)
- Books/Music
- Building Material/Hardware
- Clothing
- Clothing Cleaning, Repair, and Alterations
- Cosmetic/Toiletries (shampoo/soap/makeup)
- Dental Services
- Dining Out (food and eating out away from home)
- Electronics/Computer/Camera
- Fitness Services (incl. fitness center memberships)
- Furniture
- Garden Center
- Gifts (incl. florist/jeweler)
- Grocery
- Home Store (carpet/lighting/window furnishings)
- Housewares (small appliances/cookware/dinnerware)
- Insurance
- Medical Services
- Pet and Pet Care (e.g. food/toys/vet)
- Pharmacy/Health Product (OTC medications/vitamins)
- Shoe
- Specialty Food (health, natural, etc.)
- Sporting Goods
- Toys and Games

### TOP PURCHASED IN LOS ALAMOS

1. Dental Services
2. Medical Services
3. Pharmacy/Health Product
4. Insurance
5. Beauty and Hair Care Services
6. Fitness Services
7. Grocery
8. Pet and Pet Care
9. Beer, Wine, Liquor
10. Clothing Cleaning, Repair, and Alterations

### TOP NOT PURCHASED IN LOS ALAMOS

1. Appliances - Major
2. Electronics/Computer/Camera
3. Books/Music
4. Sporting Goods
5. Housewares
6. Furniture
7. Home Store
8. Shoe
9. Toys and Games
10. Clothing

### TOP PURCHASED ON INTERNET

1. Books/Music
2. Electronics/Computer/Camera
3. Insurance
4. Shoe
5. Toys and Games
6. Gifts (incl. florist/jeweler/etc)
7. Arts/Crafts/Hobbies
8. Housewares
9. Sporting Goods
10. Appliances - Major





For more information about the shopping and dining survey  
contact Katie Stavert | 505.661.4805 | [katie@losalamos.org](mailto:katie@losalamos.org)



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