Chicago’s **People Spots**

In 2014, the Metropolitan Planning Council and Sam Schwartz Engineering observed 450 visitors at Chicago’s nine People Spots. We interviewed 100 visitors and almost 40 adjacent business owners.

- **80%** of businesses found People Spots brought more foot traffic and customers

- Some businesses found a People Spot caused a **10 to 20% increase in sales**

- **34%** of visitors made unplanned food or beverage purchases

- **33%** of visitors would be at home if not for the People Spot

- **43%** of visitors traveled 1/4 mile or less

- **57%** walked

- **11%** biked


Watch a video and read the study at [metroplanning.org/peoplespots](http://metroplanning.org/peoplespots)