

Harlem Shopping Study Research Report



Jan 2006

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Collaborative

Harlem Shopping Study Research Report



*Intercept and
Telephone Surveys:
Socio-economic
Profile*

Sample Size

- ▶ Intercept respondents – all considered visitors:
 - 303 visitors
- ▶ Telephone respondents – considered visitors if they had visited any part of the 125th Street (from Riverside Drive to 2nd Ave.) in the past three months:
 - 209 visitors (69.7%)
 - 91 non-visitors (30.3%)

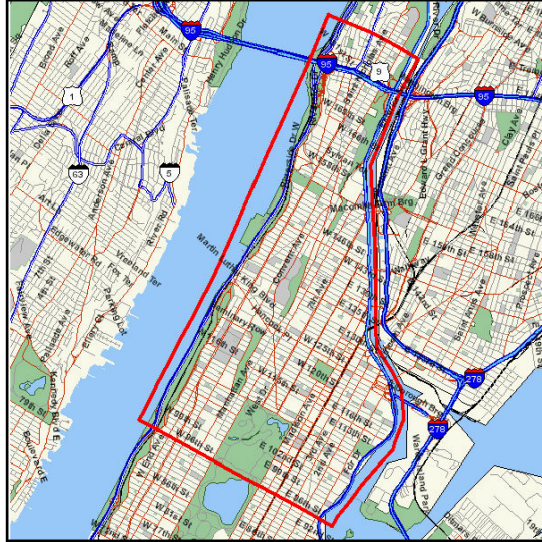
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Reference for Surveys

- ▶ Survey findings relate to:
 - Intercept respondents – those visitors on 125th Street during the period Mon. Nov. 14th, 2005 to Sun. Nov. 20th, 2005
 - Telephone visitors – local residents who live between 95th St. and 187th St. on Manhattan who have visited 125th St. in the last three months
 - Telephone non visitors – local residents who live between 95th St. and 187th St. who have not visited 125th Sts. in the last three months
 - Upper Manhattan and the Bronx – current U.S. Census estimates of the area from 95th St. and northwards (part of Manhattan) and the Bronx. This is used for benchmarking purposes

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Telephone Trade Area



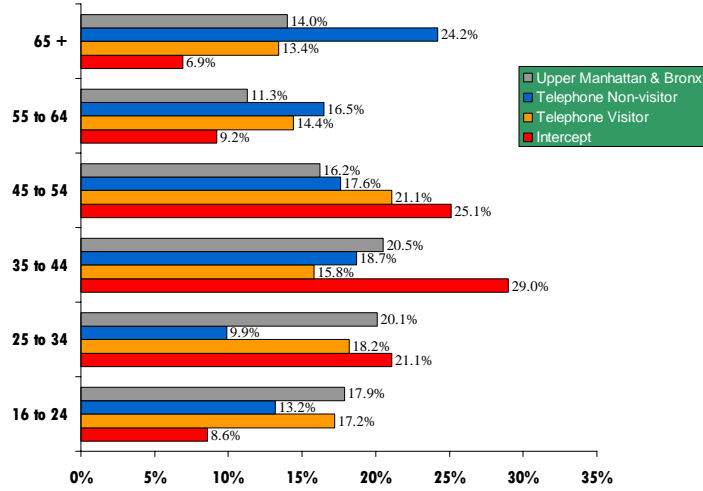
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Demographic Profile

Demographic	Intercept	Visitor	Non-visitor	Upper Manhattan & Bronx
Age				
16 to 24	8.6%	17.2%	13.2%	17.9%
25 to 34	21.1%	18.2%	9.9%	20.1%
35 to 44	29.0%	15.8%	18.7%	20.5%
45 to 54	25.1%	21.1%	17.6%	16.2%
55 to 64	9.2%	14.4%	16.5%	11.3%
65+	6.9%	13.4%	24.2%	14.0%
Avg. HH Inc.	\$41,280	\$45,730	\$35,960	\$46,850
Gender				
Male	40.6%	32.5%	41.8%	47%
Female	59.4%	67.5%	58.2%	53%

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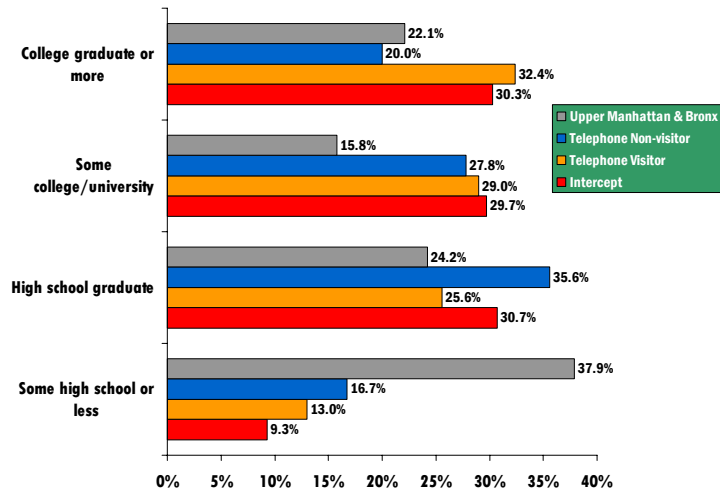
Age



Base: Intercept 303 respondents,
Telephone Visitor 209 respondents,
Telephone Non-visitors 91 respondents

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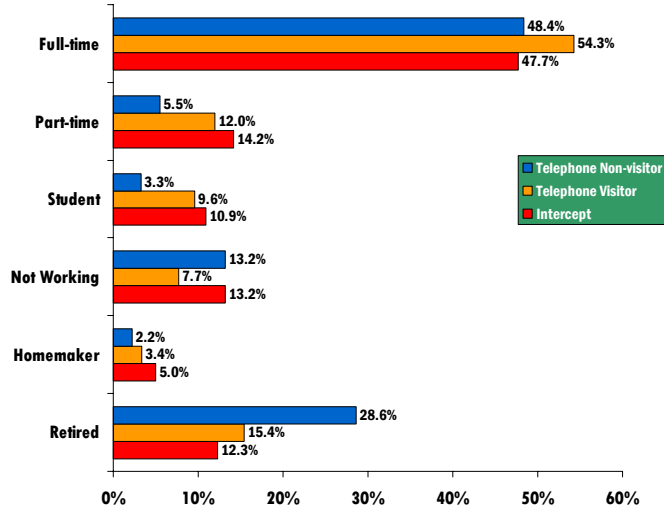
Education



Base: Intercept 300 respondents,
Telephone Visitor 207 respondents,
Telephone Non-visitors 90 respondents

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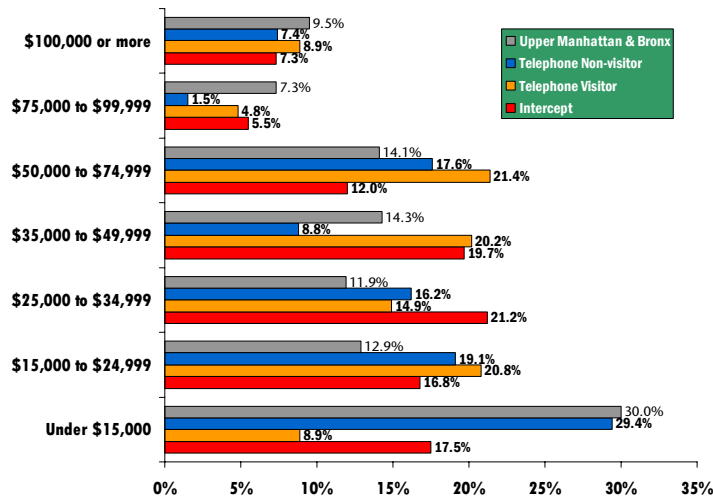
Employment



Base: Intercept 302 respondents,
Telephone Visitors 208 respondents,
Telephone Non-visitors 91 respondents

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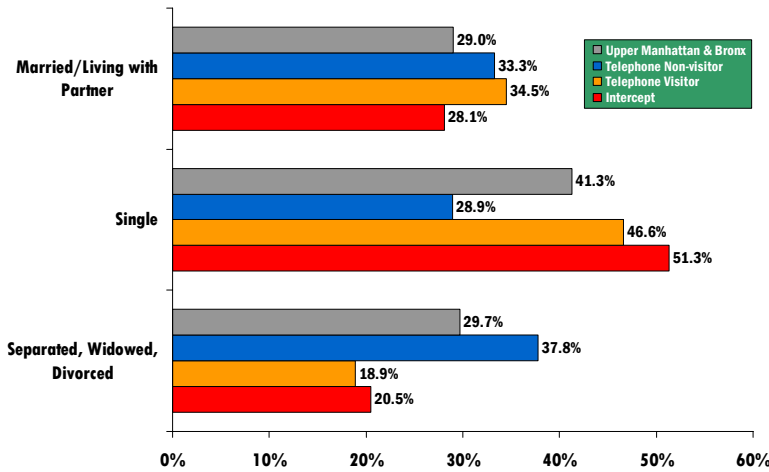
Annual Household Income



Base: Intercept 274 respondents,
Telephone Visitors 168 respondents,
Telephone Non-visitors 68 respondents

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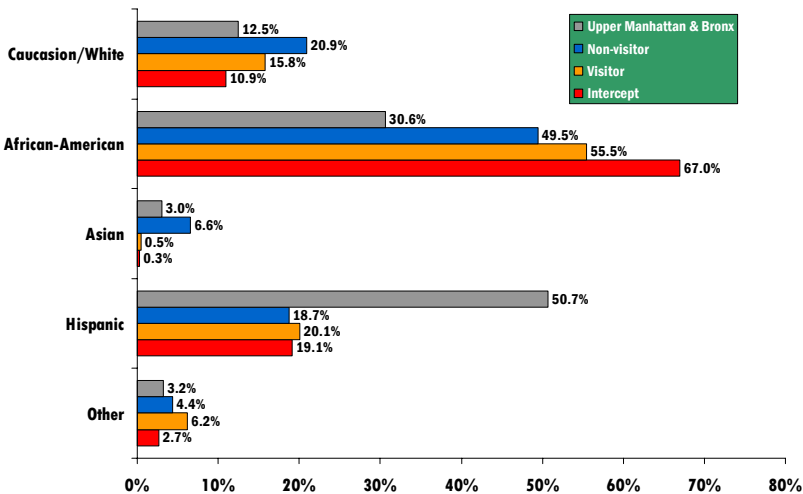
Marital Status



Base: Intercept 263 respondents,
Telephone Visitors 206 respondents,
Telephone Non-visitors 90 respondents

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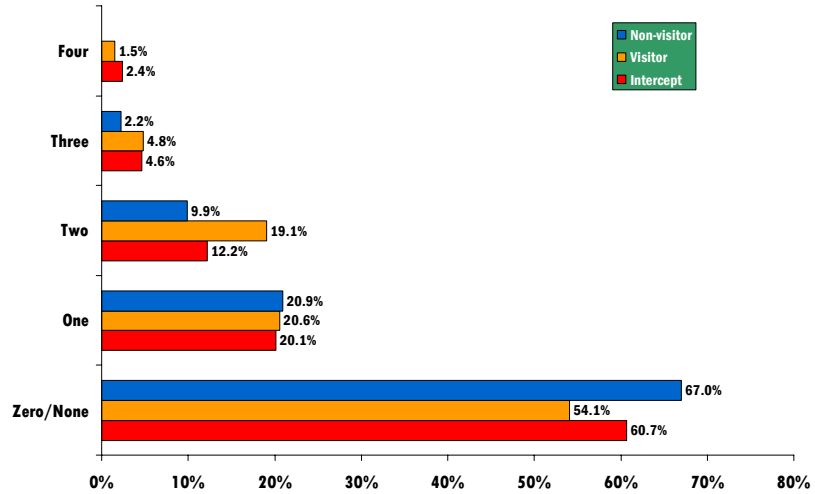
Ethnicity



Base: Intercept 303 respondents,
Telephone Visitors 209 respondents,
Telephone Non-visitors 91 respondents

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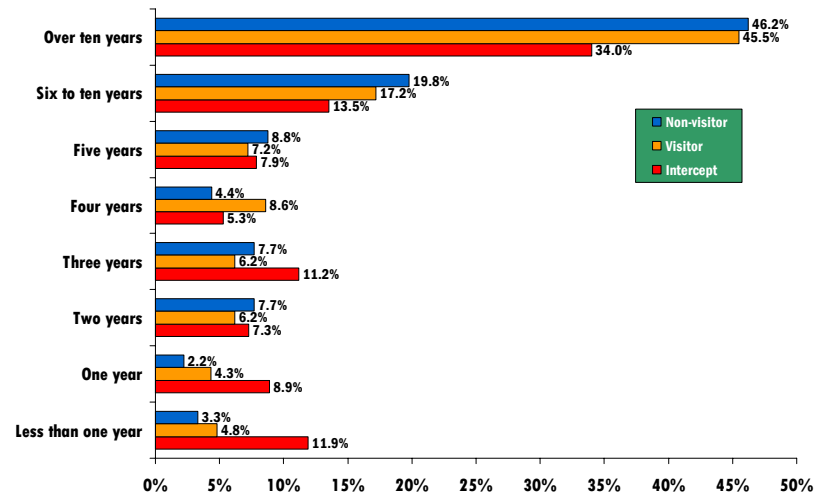
of Children under 19 Living at Home



Base: Intercept 303 respondents,
Telephone Visitors 209 respondents,
Telephone Non-visitors 91 respondents

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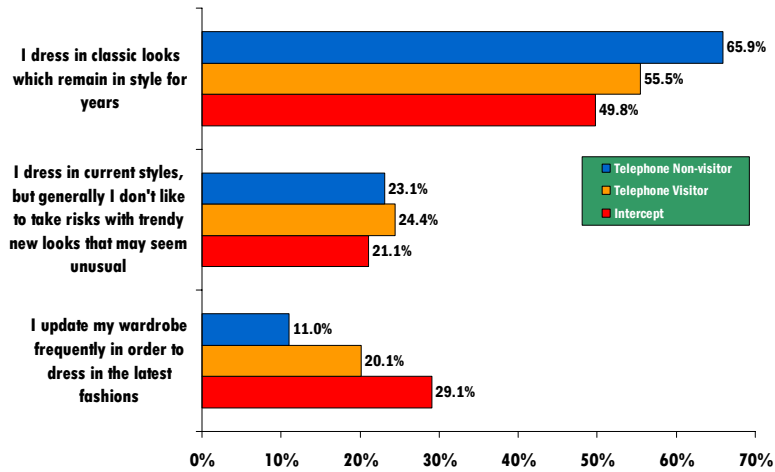
of Years Lived at Present Address



Base: Intercept 303 respondents,
Telephone Visitors 209 respondents,
Telephone Non-visitors 91 respondents

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Statement Best Describing Self



Base: Intercept 299 respondents,
Telephone Visitors 209 respondents,
Telephone Non-visitors 91 respondents

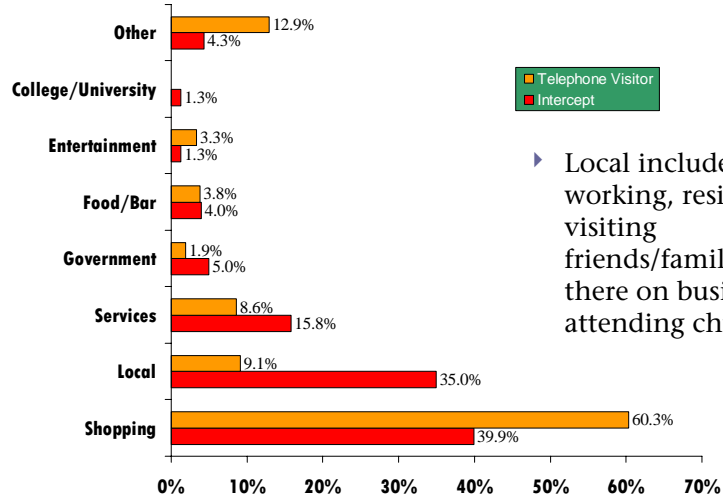
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Harlem Shopping Study Research Report



*Intercept and
Telephone Surveys:
Shopping Behavior*

Primary Reason for coming to 125th St

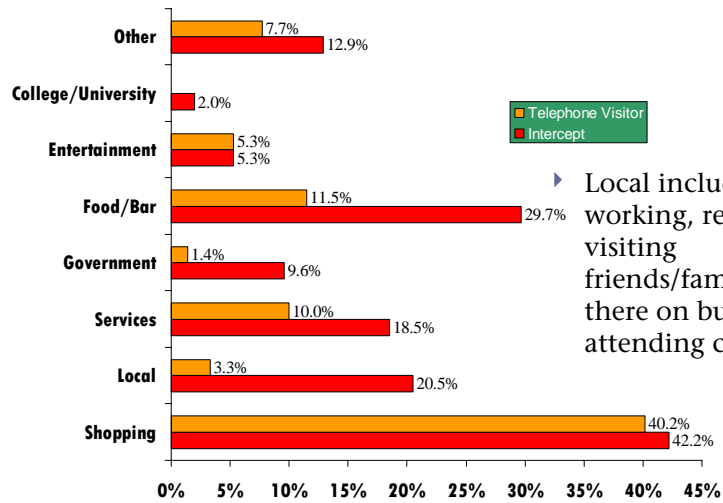


▶ Local includes working, resident, visiting friends/family, there on business, attending church

Base: Intercept 303 respondents, Telephone Visitors 209 respondents

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Other Things Done/Plan to do Today

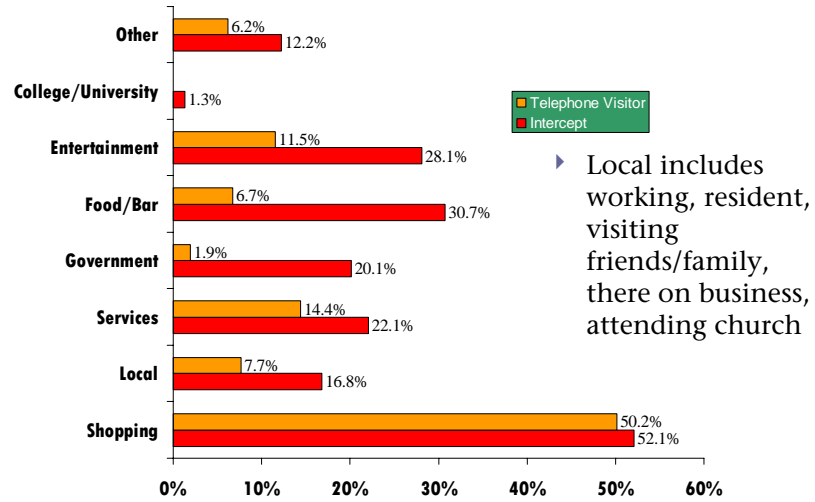


▶ Local includes working, resident, visiting friends/family, there on business, attending church

Base: Intercept 303 respondents, Telephone Visitors 209 respondents

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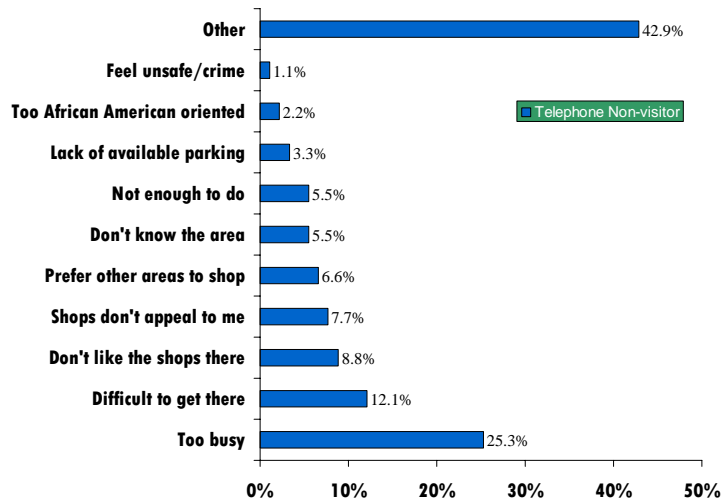
Other Things Normally do on 125th St.



Base: Intercept 303 respondents,
Telephone Visitors 209 respondents

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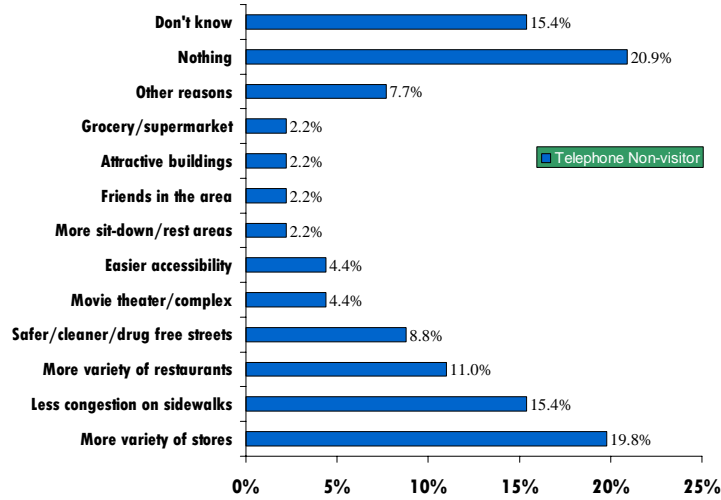
Reasons for not Visiting in the Last Three Months



Base: Telephone Non-visitors 91 respondents

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Changes to 125th St. to Encourage People to Visit More Often



Base: Telephone Non-visitors 91 respondents

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Other Areas of 125th St. Visited/Plan to Visit Today

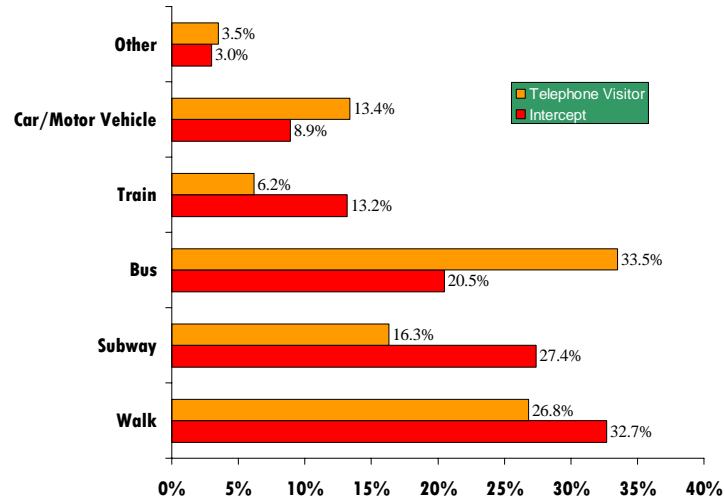
Other Areas Respondents Have/Plan to Visit

	Riverside Dr. / Columbia Univ.	Central – W. of Malcolm X	Central – E. of Malcolm X	Lexington Area
Riverside Dr./ Columbia Univ.	—	65.8%	26.2%	21.0%
Central	20.7%	—	—	31.0%
Lexington Area	9.9%	35.1%	36.0%	—

Base: Intercept 303 respondents

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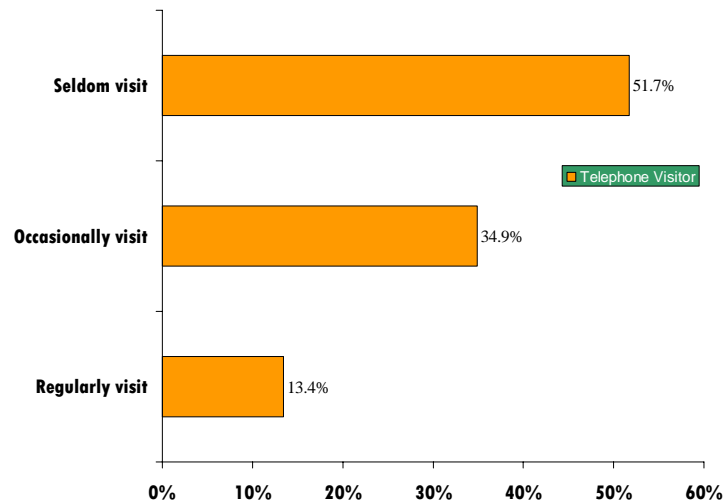
How Traveled to 125th St Today



Base: Intercept 303 respondents,
Telephone Visitors 209 respondents

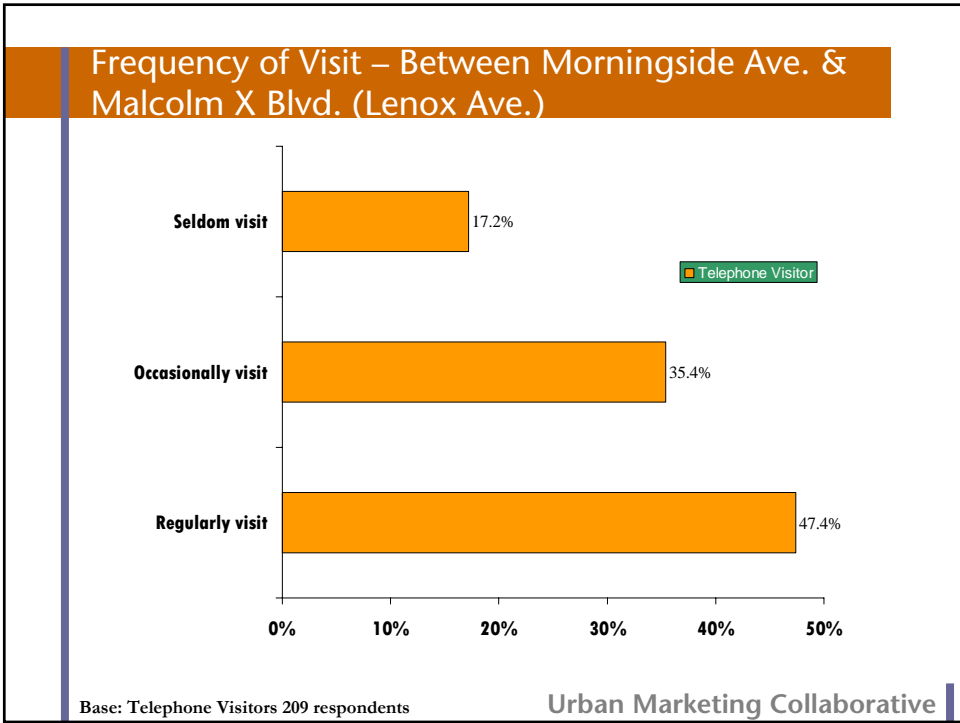
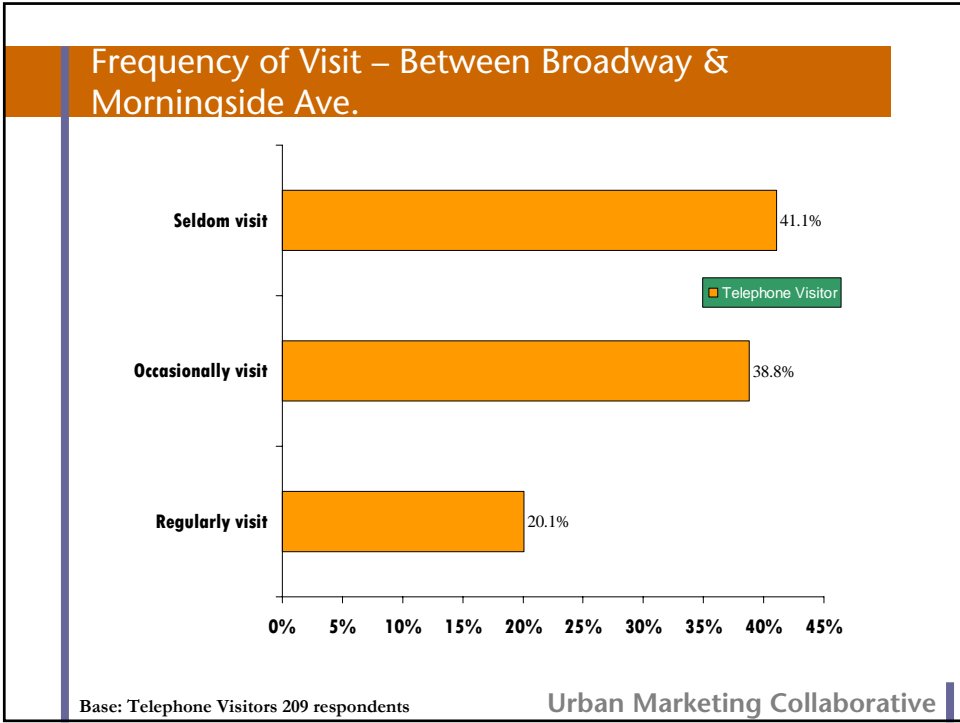
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Frequency of Visit – 125th St. at Riverside Drive (Manhattanville Area)

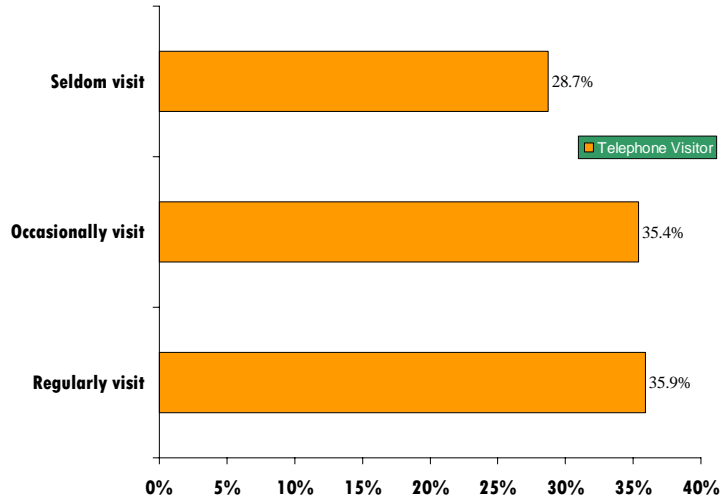


Base: Telephone Visitors 209 respondents

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Frequency of Visit – East of Park Ave. Including Lexington Ave., 3rd & 2nd Ave.

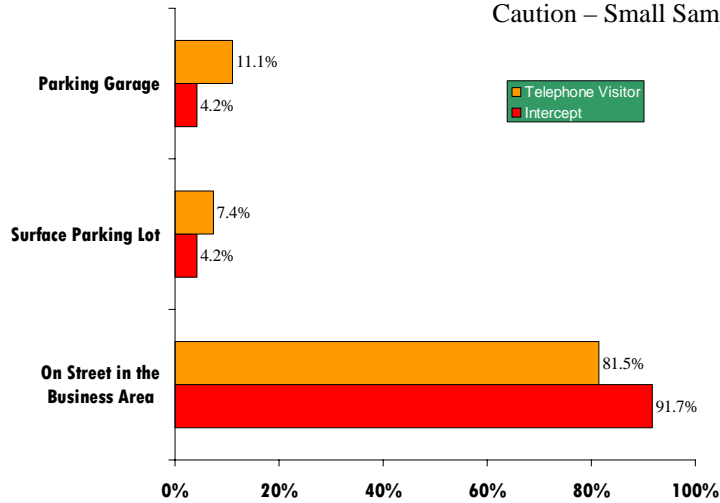


Base: Telephone Visitors 209 respondents

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Where Parked

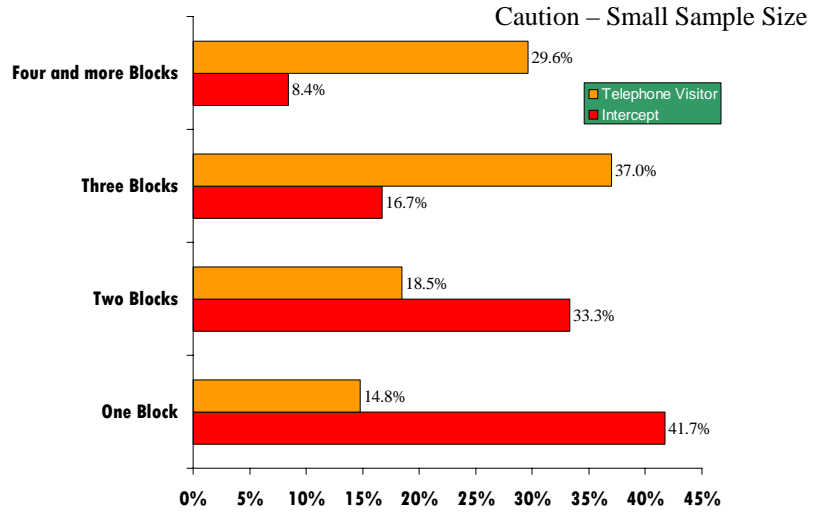
Caution – Small Sample Size



Base: Intercept 24 respondents,
Telephone Visitors 27 respondents

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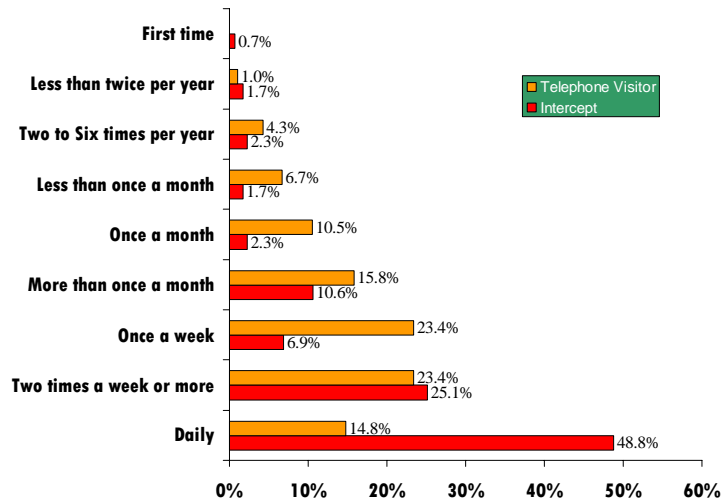
of Blocks Walked from Parking Spot to 125th St



Base: Intercept 24 respondents,
Telephone Visitors 27 respondents

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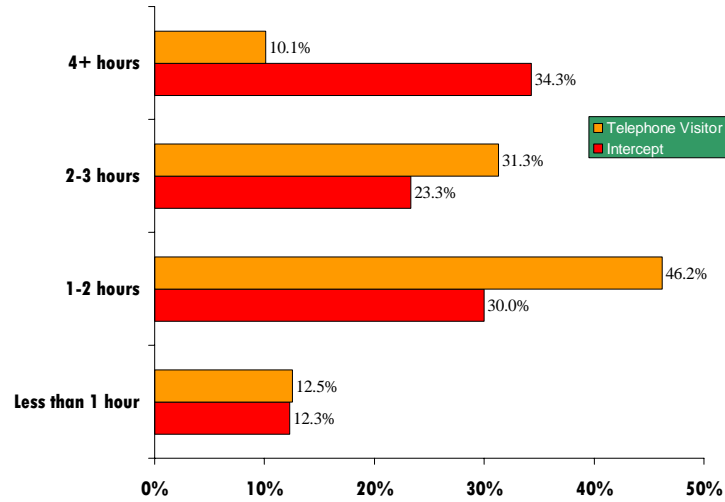
How Often Come to 125th St



Base: Intercept 303 respondents,
Telephone Visitors 209 respondents

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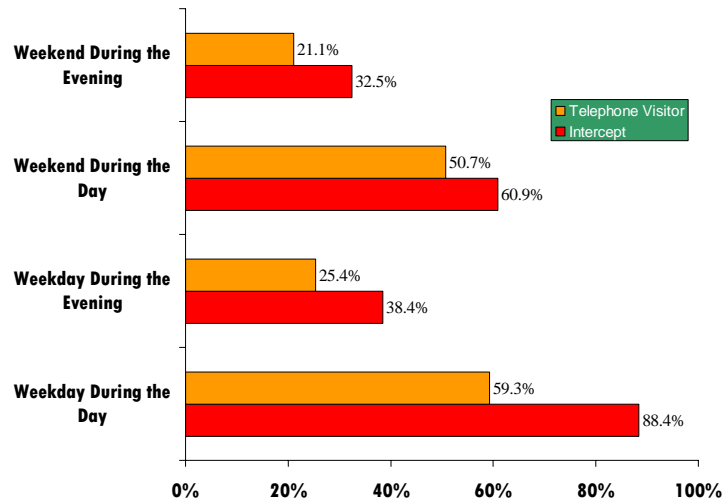
How Long Stay in 125th St on Average



Base: Intercept 300 respondents,
Telephone Visitors 208 respondents

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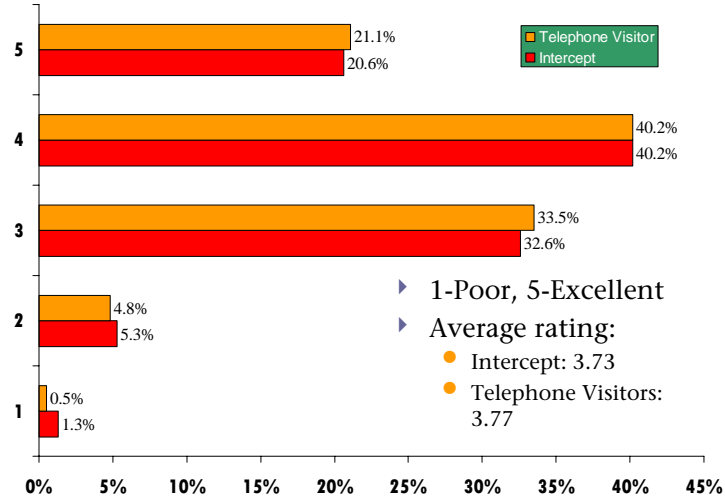
When Usually Visit 125th Street



Base: Intercept 302 respondents,
Telephone Visitors 209 respondents

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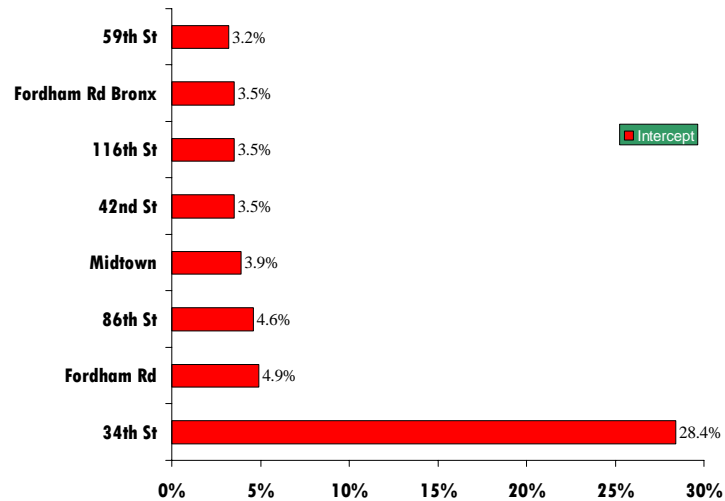
Overall Rating of 125th Street



Base: Intercept 301 respondents,
Telephone Visitors 209 respondents

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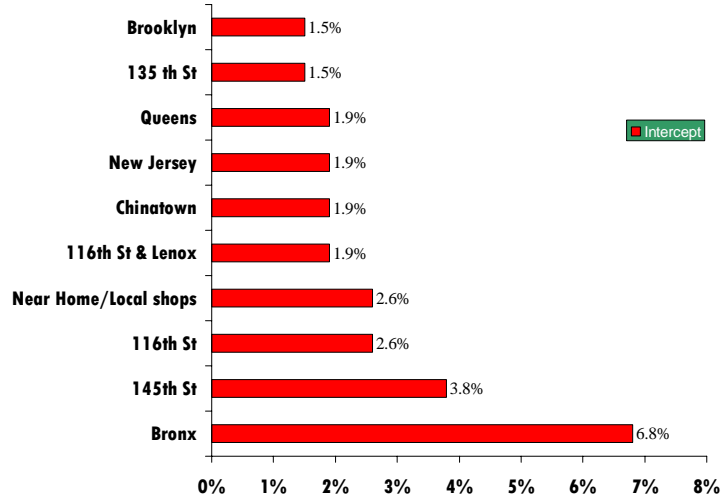
Other Shopping Areas Visit on Regular Basis: Clothing & Accessories



Base: Intercept 285 respondents

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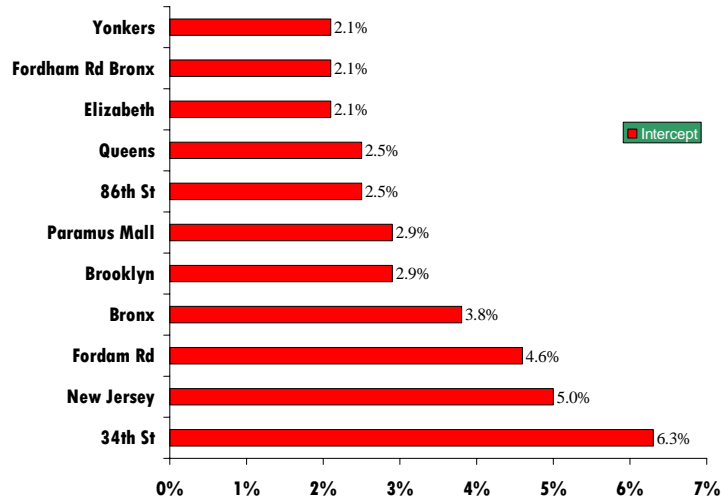
Other Shopping Areas Visit on Regular Basis: Food/Grocery Shopping



Base: Intercept 265 respondents

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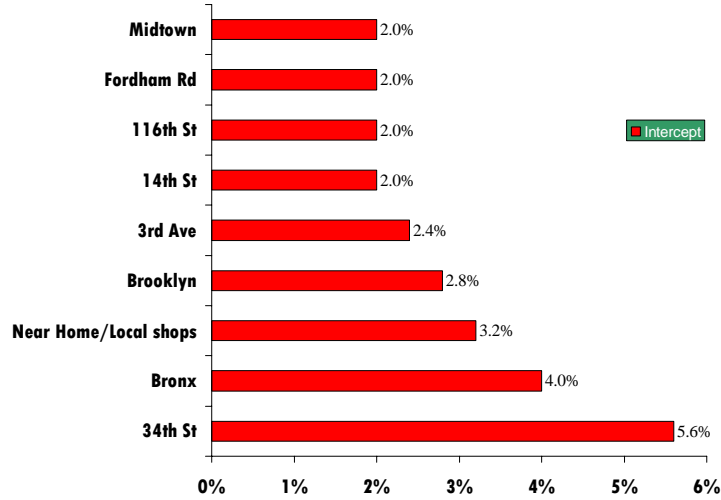
Other Shopping Areas Visit on Regular Basis: Home Furnishings



Base: Intercept 239 respondents

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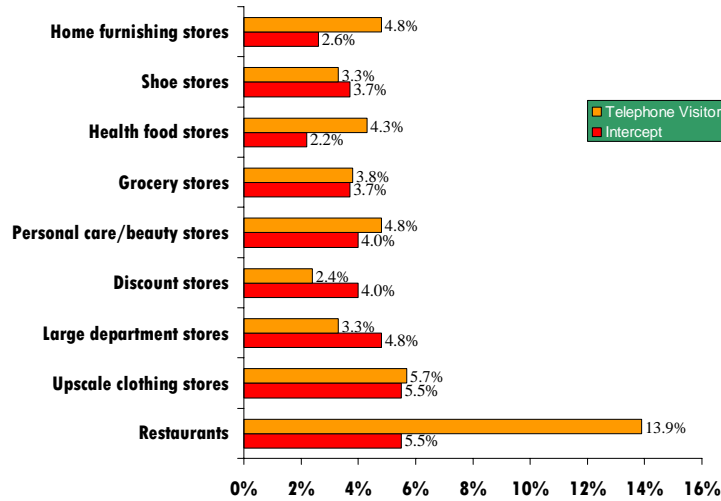
Other Shopping Areas Visit on Regular Basis: Health & Beauty



Base: Intercept 251 respondents

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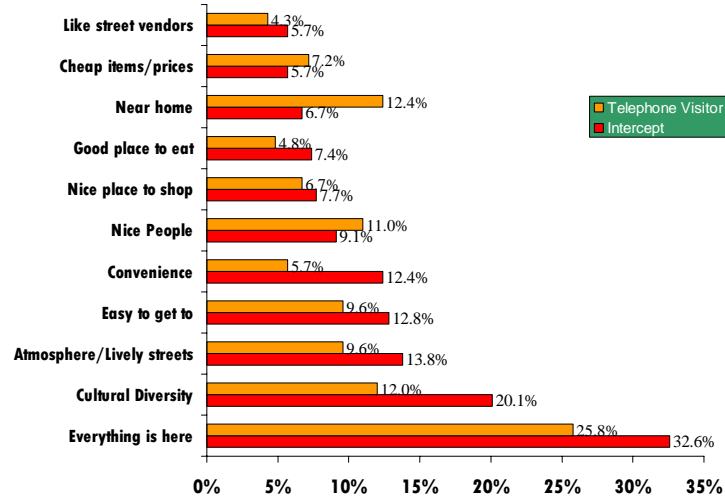
Products They need but are Under Served/Not Available on 125th Street



Base: Intercept 272 respondents,
Telephone Visitors 209 respondents

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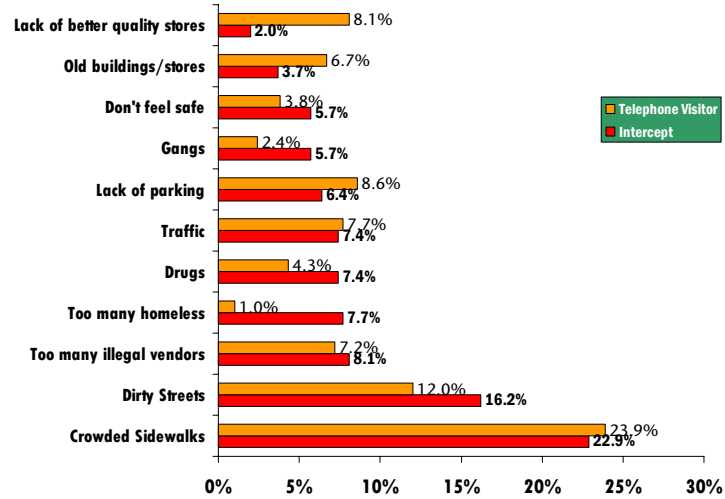
Likes About 125th Street



Base: Intercept 298 respondents,
Telephone Visitors 209 respondents

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Dislikes About 125th Street



Base: Intercept 297 respondents,
Telephone Visitors 209 respondents

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Specific stores, restaurants, entertainment places would like to have on 125th Street

% of Respondents	Stores/Restaurants
Over 10%	Red Lobster (14.1%), Macy's (11.8%), Wal-Mart (11.1%)
5%-10%	Other restaurants (9.4%), The Gap (6.7%), Movie Theatre (6.1%), Target (5.7%), Ethnic restaurants (5.4%), Other department stores (5.4%)
2%-5%	Oliver Garden (4.7%), Clothing stores (4.0%), Home Depot (3.7%), Toys R Us (3.7%), Other fast food restaurants (3.4%), Grocery stores (3.4%), Costco (3.4%), Shoe stores (3.4%), Electronic stores (3.4%), Night clubs (3.4%), Record stores-HMV/Virgin Records/Tower Records (3.4%), Live Plays/Cultural events (3.4%), BJ's (3.0%), Other upscale restaurants (3.0%), Bargain stores (3.0%), Kmart (3.0%), Specialty stores (3.0%), Applebees (2.7%), Wendy's (2.7%), Children stores (2.7%), Coffee/Donut shops (2.4%), Banana Republic (2.4%), Barnes and Noble (2.4%), Designer stores (2.4%), BBQ restaurants (2.0%), Sushi restaurants (2.0%), Daffy's (2.0%), After school centers (2.0%), Art/History museums (2.0%)

Base: Intercept 297 respondents

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Specific stores, restaurants, entertainment places would like to have on 125th Street

% of Respondents	Stores/Restaurants
Over 10%	None
5%-10%	Other upscale restaurants (9.1%), The Gap (5.7%), Ethnic restaurants (5.3%), Live plays/cultural events (5.3%)
2%-5%	Toys R Us (4.8%), Women's stores (4.3%), Macy's (4.3%), Red Lobster (3.8%), Target (3.8%), Record stores-HMV/Virgin Records/Tower Records (3.8%), Clothing stores (3.8%), Best Buy (3.3%), Movie Theater (3.3), Home Depot (2.9%), Night clubs (2.9%), Grocery stores (2.9%), Electronics stores (2.4%), Coffee/Donut shops (2.4%), Spanish/Mexican restaurants (2.4%), Wal-Mart (2.4%)

Base: Telephone Visitors 209 respondents

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The Ranking of Factors – Intercept

- On a scale of 1 to 5, with 5 being the most important, how important are each of these factors which may influence your experience?

Factors	Importance	Rating	Gap (Rating – Importance)
Safe and secure feeling	4.52	3.58	-0.94
Easy to get to	4.48	4.35	-0.13
Quality of stores	4.47	3.70	-0.77
Wide selection of stores	4.44	3.77	-0.67
Clean, up-to-date business	4.44	3.55	-0.89
Quality of restaurants	4.42	3.58	-0.84
Helpful staff	4.39	3.53	-0.86
Appearance of the area around the business	4.35	3.43	-0.92
Wide selection of restaurants	4.22	3.50	-0.72
Easy to walk along sidewalks, not congested	4.20	3.34	-0.86

Base: Intercept 303 respondents

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The Ranking of Factors – Intercept

- On a scale of 1 to 5, with 5 being the most important, how important are each of these factors which may influence your experience?

Factors	Importance	Rating	Gap (Rating – Importance)
Open in the evenings	4.19	3.81	-0.38
Quality of cultural venues nearby	4.00	3.68	-0.32
Ability to meet up with people I know	3.99	4.01	0.02
Open Sundays	3.98	3.91	-0.07
Unique, culturally specific stores	3.95	3.64	-0.31
Activities and special events	3.85	3.59	-0.26
Chain stores that I know	3.83	3.64	-0.19
Convenient parking	3.34	2.54	-0.80
Cost of parking	3.29	2.46	-0.83

Base: Intercept 303 respondents

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The Ranking of Factors – Telephone Visitors

- On a scale of 1 to 5, with 5 being the most important, how important are each of these factors which may influence your experience?

Factors	Importance	Rating	Gap (Rating – Importance)
Safe and secure feeling	4.48	3.69	-0.79
Clean, up-to-date business	4.21	3.57	-0.64
Easy to get to	4.27	4.25	-0.02
Wide selection of stores	4.27	3.69	-0.58
Quality of stores	4.23	3.67	-0.56
Appearance of the area around the business	4.14	3.46	-0.68
Helpful staff	4.13	3.51	-0.62
Easy to walk along sidewalks, not congested	4.07	3.05	-1.02
Quality of restaurants	4.04	3.36	-0.68
Wide selection of restaurants	3.88	3.37	-0.51

Base: Telephone Visitors 209 respondents

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The Ranking of Factors – Telephone Visitors

- On a scale of 1 to 5, with 5 being the most important, how important are each of these factors which may influence your experience?

Factors	Importance	Rating	Gap (Rating – Importance)
Unique, culturally specific stores	3.76	3.69	-0.07
Open in the evenings	3.75	3.65	-0.10
Quality cultural venues nearby	3.65	3.58	-0.07
Ability to meet up with people I know	3.65	3.81	0.16
Open Sundays	3.63	3.79	0.16
Chain stores I know	3.63	3.58	-0.05
Activities & special events	3.54	3.36	-0.18
Convenient parking	2.97	2.25	-0.72
Cost of parking	2.95	2.21	-0.74

Base: Telephone Visitors 209 respondents

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The Ranking of Factors – Telephone Non-Visitors

- On a scale of 1 to 5, with 5 being the most important, how important are each of these factors which may influence your experience?

Factors	Importance
Safe and secure feeling	4.49
Clean, up-to-date business	4.40
Easy to walk along sidewalks, not congested	4.32
Appearance of the area around the business	4.28
Helpful staff	4.28
Quality of stores	4.22
Easy to get to	4.21
Wide selection of stores	4.08
Quality of restaurants	3.92
Wide selection of restaurants	3.87

Base: Telephone Visitors 91 respondents

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The Ranking of Factors – Telephone Non-Visitors

- On a scale of 1 to 5, with 5 being the most important, how important are each of these factors which may influence your experience?

Factors	Importance
Open in the evenings	3.73
Unique, culturally specific stores	3.54
Quality cultural venues	3.64
Ability to meet up with people I know	3.61
Open Sundays	3.46
Chain stores I know	3.40
Activities & special events	3.37
Convenient parking	3.08
Cost of parking	2.89

Base: Telephone Visitors 91 respondents

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High vs. Low Household Income

- ▶ Households with income over \$50,000 per year are considered as high income
 - Intercept: high (24.8%), low (75.2%)
 - Telephone: high (32.6%), low (67.3%)
 - Average household income: intercept (\$41,280), telephone visitors (\$45,730), telephone non-visitors (\$35,960)
- ▶ Higher percentage of high income visitors visited 125th Street in the past 3 months compared with low income visitors; however, high income non-visitors indicated that they prefer to shop somewhere else and that there is not enough things to do on 125th St. as major reasons for not visiting 125th St.
- ▶ High income visitors are more likely to visit 125th Street for services, food/bar and entertainment
- ▶ High income visitors are likely to be married with full-time jobs and higher education

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High vs. Low Household Income

- ▶ High income visitors are more likely to visit Riverside Dr. and Columbia, and West of Malcolm X
- ▶ High income visitors are more likely to drive to 125th Street and park on street in the business area
- ▶ There is no significant difference between high income and low income households in the frequencies of visits
- ▶ High income visitors are more likely to visit during the evening
- ▶ “Ability to meet up with people I know,” “Wide selection of stores,” and “quality of stores” are some of the more important factors for low income visitors; whereas, “Safe and secure feeling,” is one of the more important factors for high income visitors
- ▶ Low income visitors gave higher overall rating to 125th Street

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Length of Residency

- ▶ Visitors who lived in the area for 4 years or more are considered as long time residents.
 - Intercept: long time (60.7%), short time (39.3%)
 - Telephone: long time (78.7%), short time (21.3%)
 - Average years of residence: intercept (7.42), telephone visitors (8.06), telephone non-visitors (8.29)
- ▶ Recent residents who are non-visitors have more reasons not to visit 125th Street, because they prefer to shop in the other areas and generally do not know the area well
- ▶ Long-term residents are more likely to live in the Harlem area
- ▶ Short-term residents are more likely to be working and have higher education
- ▶ Long-term residents are more likely to visit 125th Street for shopping, and they tend to visit different areas, such as West and East of Malcolm X, and Lexington/Spanish Harlem

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Length of Residency

- ▶ Short-term residents tend to be married or living with a partner, but they do not necessarily have more children living at home
- ▶ Long-term residents are more likely to travel by bus and car; whereas short time residents are likely to walk and come by train when they visit 125th Street
- ▶ Short-term residents are more likely to visit during the day

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Visitors by Zip Codes

- ▶ Visitors are divided into four different areas based on zip codes: Harlem, Upper Manhattan, Bronx, and Brooklyn
- ▶ Visitors from Brooklyn are more likely to be married or living with a partner; whereas, visitors from Bronx are more likely to be single
- ▶ Visitors from Brooklyn have higher employment rates compared to the other areas
- ▶ Visitors from Upper Manhattan and Bronx go to 125th Street for shopping; visitors from Harlem and Bronx go there for local activities; visitors from Harlem/Upper Manhattan go there for services
- ▶ Visitors from Harlem/Upper Manhattan tend to visit West of Malcolm X, and Riverside Dr. and Columbia; Visitors from Bronx tend to visit Lexington/Spanish Harlem; Visitors from Brooklyn tend to visit East of Malcolm X

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Visitors by Zip Codes

- ▶ Methods of traveling to 125th Street: Harlem (walk), Upper Manhattan (bus and subway), Bronx (car)
- ▶ On average, visitors from Harlem tend to visit 125th Street more often, while visitors from Bronx tend to visit least often
- ▶ On average, visitors from Brooklyn tend to stay longer when they visit 125th Street
- ▶ Visitors from Bronx gave 125th Street the best overall rating

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Visitors by Ethnicity

- ▶ Visitors are divided into different ethnic groups, including African American, Hispanic, and Non-African American
 - Intercept: African American (67%), White (10.9%), Hispanic (19.1%), Other (2.9%)
 - Telephone: African American (53.7%), White (17.3), Hispanic (19.7%), Other (9.3%)
- ▶ African American visitors tend to come from throughout the trade area; White visitors are more likely to come from Brooklyn; Hispanic visitors are more likely to come from Upper Manhattan
- ▶ On average, African American visitors have higher household incomes compared to other ethnic groups
- ▶ Majority of African American visitors lived in the area for 4 years or longer; White visitors tend to live in the area for less than 4 years
- ▶ Majority of African American visitors are currently working, compared to the majority of Hispanic visitors who are not working

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Visitors by Ethnicity

- ▶ African American visitors tend to visit 125th Street for shopping, local activities, food and bar; Hispanic visitors tend to visit for shopping, services, and government
- ▶ African American visitors tend to walk to 125th Street; Hispanic visitors prefer to travel by subway
- ▶ On average, African American visitors tend to stay in 125th Street longer when visiting compared to the other ethnic groups
- ▶ Majority of African American visitors go to 125th Street during the day
- ▶ Some of the most important factors for African American visitors are "Safe and secure feeling," "Easy to get to," "Quality of stores/restaurants," "Clean, up-to-date businesses," etc.
- ▶ African American visitors gave higher overall rating of 125th Street than visitors from other ethnic groups

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