

<b>Survey Title: Retail Survey - South End Ave</b>
<b>Report Type: Conditional</b>
Start Date: 16-Dec-15
End Date: 18-Jan-16
Invitations Sent: 0
Delivered: 0
Bounced: 0
Completed Responses: 3
Filtered Responses: 2
Unique Access Response Rate: 0.00%
Incomplete Responses: 0
Incomplete responses included in this report: 0

**Conditions Applied**

Q3. Name of store/business owner: does not contain Priscilla

**Q2. What type of business do you operate?**

Responses	Count	% Percentage of total respondents
Restaurant	0	0%
Fast Food/Fast casual dining	0	0%
Grocery	0	0%
Bar	0	0%
Personal Service (incl. daycare, dry cleaning, salon)	1	50.00%
Professional Service (real estate, accountant, attorney, etc.)	0	0%
Healthcare	0	0%
Pet Care/Services	0	0%
Other (Please specify)	1	50.00%
(Did not answer)	0	0%
<b>Total Responses</b>	<b>2</b>	<b>20% 40% 60% 80% 100%</b>

**Q4. Are you (the individual completing the survey) the business owner?**

Responses	Count	% Percentage of total respondents
Yes	1	50.00%
No	1	50.00%
(Did not answer)	0	0%
<b>Total Responses</b>	<b>2</b>	<b>20% 40% 60% 80% 100%</b>

**Q7. May we contact you via email?**

Responses	Count	% Percentage of total respondents
Yes	2	100.00%
No	0	0%
(Did not answer)	0	0%
<b>Total Responses</b>	<b>2</b>	<b>20% 40% 60% 80% 100%</b>

Q10. How many locations does your store/business have?					
Responses	Count	% Percentage of total respondents			
1 (only at this location)	1	50.00%			
2-5	0	0%			
5-10	0	0%			
10+	1	50.00%			
(Did not answer)	0	0%			
<b>Total Responses</b>	<b>2</b>		<b>20%</b>	<b>40%</b>	<b>60%</b>
			<b>80%</b>	<b>100%</b>	

Q11. Where else do you have store/business locations? (check all that apply)					
Responses	Count	% Percentage of total respondents			
Elsewhere in Battery Park City	0	0%			
Elsewhere in Lower Manhattan	1	50.00%			
Midtown	1	50.00%			
Uptown	1	50.00%			
Brooklyn, Queens, the Bronx , or Staten Island	1	50.00%			
Outside of NYC	1	50.00%			
(Did not answer)	1	50.00%			
<b>Total Responses</b>	<b>6</b>		<b>20%</b>	<b>40%</b>	<b>60%</b>
			<b>80%</b>	<b>100%</b>	

**Note:** Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

Q12. Where else, if at all, have you/this owner previously operated store/business locations? (check all that apply)					
Responses	Count	% Percentage of total respondents			
Elsewhere in Battery Park City	0	0%			
Elsewhere in Lower Manhattan	1	50.00%			
Midtown	1	50.00%			
Uptown	1	50.00%			
Brooklyn, Queens, the Bronx , or Staten Island	1	50.00%			
Outside of NYC	1	50.00%			
Not applicable	1	50.00%			
Do not know	0	0%			
(Did not answer)	0	0%			
<b>Total Responses</b>	<b>6</b>		<b>20%</b>	<b>40%</b>	<b>60%</b>
			<b>80%</b>	<b>100%</b>	

**Note:** Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

Q13. What percentage of your customer base, would you estimate, belongs to the following categories? (total must equal 100)	
Responses	Average
Local residents	94.00
Local workers	1.00
Visitors	5.00
Other/unknown	0

(Did not answer)	0
<b>Total Responses</b>	<b>2</b>

<b>Q14. What percentage of your customer base, would you estimate, lives and/or works in the following areas? (total must equal 100)</b>	
<b>Responses</b>	<b>Average</b>
Within the area (South Battery Park City)	65.00
North/Brookfield Place	12.50
East/Across the West Side Hwy	11.50
South/Battery Park	5.00
More than 1/2 mile away	2.50
Other/Unknown	3.50
(Did not answer)	0
<b>Total Responses</b>	<b>2</b>

<b>Q15. On weekdays, what are your busiest and slowest times of day? Please rank in order from busy to slow, where 1 = busiest and 7 = slowest.</b>								
<b>Responses</b>	<b>Rank 1</b>	<b>Rank 2</b>	<b>Rank 3</b>	<b>Rank 4</b>	<b>Rank 5</b>	<b>Rank 6</b>	<b>Rank 7</b>	<b>Weighted Rank (Score)</b>
11:30am–2pm	0	1	1	0	0	0	0	1 (11)
9–11:30am	1	0	0	0	1	0	0	2 (10)
Before 7am	1	0	0	0	0	0	1	3 (8)
After 7pm	0	1	0	0	0	1	0	3 (8)
5–7pm	0	0	0	1	1	0	0	4 (7)
7–9am	0	0	1	0	0	0	1	5 (6)
2–5pm	0	0	0	1	0	1	0	5 (6)
(Did not answer)								0
<b>Total Responses</b>								<b>2</b>

<b>Q16. On weekends, what are your busiest and slowest times of day? Please rank in order from busy to slow, where 1 = busiest and 6 = slowest.</b>							
<b>Responses</b>	<b>Rank 1</b>	<b>Rank 2</b>	<b>Rank 3</b>	<b>Rank 4</b>	<b>Rank 5</b>	<b>Rank 6</b>	<b>Weighted Rank (Score)</b>
Before 9am	1	1	0	0	0	0	1 (11)
After 8pm	1	0	0	0	0	1	2 (7)
9am–12pm	0	1	0	0	0	1	3 (6)
12–2pm	0	0	1	0	1	0	3 (6)
2–5pm	0	0	0	2	0	0	3 (6)
5–8pm	0	0	1	0	1	0	3 (6)
(Did not answer)							0
<b>Total Responses</b>							<b>2</b>

<b>Q17. Have you noticed any change in the number of customers due to the renovation/re-opening of Brookfield Place and the WTC over the past 12 – 15 months?</b>			
<b>Responses</b>	<b>Count</b>	<b>Assigned Weight</b>	<b>% Percentage of total respondents</b>

Much quieter	0	NULL	0%						
Quieter	0	NULL	0%						
No change	0	NULL	0%						
Busier	2	NULL	100.00%						
Much busier	0	NULL	0%						
(Did not answer)	0	NULL	0%						
<b>Weighted Score:0</b>									
<b>Total Responses</b>	<b>2</b>			<table border="1" style="display: inline-table;"> <tr> <td><b>20%</b></td> <td><b>40%</b></td> <td><b>60%</b></td> <td><b>80%</b></td> <td><b>100%</b></td> </tr> </table>	<b>20%</b>	<b>40%</b>	<b>60%</b>	<b>80%</b>	<b>100%</b>
<b>20%</b>	<b>40%</b>	<b>60%</b>	<b>80%</b>	<b>100%</b>					

<b>Q18. Are you considering any improvements and renovations to your space within the next 18 months?</b>								
Responses	Count	% Percentage of total respondents						
Yes	0	0%						
No	2	100.00%						
(Did not answer)	0	0%						
<b>Total Responses</b>	<b>2</b>		<table border="1" style="display: inline-table;"> <tr> <td><b>20%</b></td> <td><b>40%</b></td> <td><b>60%</b></td> <td><b>80%</b></td> <td><b>100%</b></td> </tr> </table>	<b>20%</b>	<b>40%</b>	<b>60%</b>	<b>80%</b>	<b>100%</b>
<b>20%</b>	<b>40%</b>	<b>60%</b>	<b>80%</b>	<b>100%</b>				

<b>Q19. Many business storefronts along South End Avenue and West Thames Street are covered and framed by covered passageways commonly known as arcades (pictured below). Is your business enclosed by an arcade?</b>								
Responses	Count	% Percentage of total respondents						
Yes	1	50.00%						
No	1	50.00%						
(Did not answer)	0	0%						
<b>Total Responses</b>	<b>2</b>		<table border="1" style="display: inline-table;"> <tr> <td><b>20%</b></td> <td><b>40%</b></td> <td><b>60%</b></td> <td><b>80%</b></td> <td><b>100%</b></td> </tr> </table>	<b>20%</b>	<b>40%</b>	<b>60%</b>	<b>80%</b>	<b>100%</b>
<b>20%</b>	<b>40%</b>	<b>60%</b>	<b>80%</b>	<b>100%</b>				

<b>Q20. Do you find that these arcades have a positive or negative impact on your business?</b>								
Responses	Count	% Percentage of total respondents						
Strong negative impact	0	0%						
Somewhat negative impact	0	0%						
Neutral	0	0%						
Somewhat positive impact	0	0%						
Strong positive impact	1	50.00%						
(Did not answer)	1	50.00%						
<b>Total Responses</b>	<b>2</b>		<table border="1" style="display: inline-table;"> <tr> <td><b>20%</b></td> <td><b>40%</b></td> <td><b>60%</b></td> <td><b>80%</b></td> <td><b>100%</b></td> </tr> </table>	<b>20%</b>	<b>40%</b>	<b>60%</b>	<b>80%</b>	<b>100%</b>
<b>20%</b>	<b>40%</b>	<b>60%</b>	<b>80%</b>	<b>100%</b>				

<b>Q22. Please describe how your business or customers utilize the arcades. (select all applicable)</b>								
Responses	Count	% Percentage of total respondents						
Weather protection	1	50.00%						
Outdoor seating	0	0%						
Outdoor sales/events	1	50.00%						
Bicycle/stroller parking	1	50.00%						
Not utilized	0	0%						
Other (Please specify)	1	50.00%						
(Did not answer)	1	50.00%						
<b>Total Responses</b>	<b>5</b>		<table border="1" style="display: inline-table;"> <tr> <td><b>20%</b></td> <td><b>40%</b></td> <td><b>60%</b></td> <td><b>80%</b></td> <td><b>100%</b></td> </tr> </table>	<b>20%</b>	<b>40%</b>	<b>60%</b>	<b>80%</b>	<b>100%</b>
<b>20%</b>	<b>40%</b>	<b>60%</b>	<b>80%</b>	<b>100%</b>				

**Note:** Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.

Q23. How would you rate your level of satisfaction with your business' signage and visibility?				
Responses	Count	% Percentage of total respondents		
Very satisfied	0	0%		
Satisfied	2	100.00%		
Neutral	0	0%		
Dissatisfied	0	0%		
Very dissatisfied	0	0%		
(Did not answer)	0	0%		
<b>Total Responses</b>	<b>2</b>	<b>20%</b>	<b>40%</b>	<b>60%</b> <b>80%</b> <b>100%</b>

Q24. Retail spending may originate from planned customers and impulse customers. For example, pedestrians who are traveling along South End Avenue/West Thames Street for unrelated purposes are considered potential impulse customers. To the extent that you know or can speculate, what percentage of your business is from impulse customers?				
Responses	Count	Assigned Weight	% Percentage of total respondents	
0 - 0% (no impulse customers)	1	0	50.00%	
1 - 10%	1	1	50.00%	
2 - 20%	0	2	0%	
3 - 30%	0	3	0%	
4 - 40%	0	4	0%	
5 - 50%	0	5	0%	
6 - 60%	0	6	0%	
7 - 70%	0	7	0%	
8 - 80%	0	8	0%	
9 - 90%	0	9	0%	
10 - 100% (all impulse customers)	0	10	0%	
(Did not answer)	0	NULL	0%	
<b>Weighted Score:0.50</b>				
<b>Total Responses</b>	<b>2</b>		<b>20%</b>	<b>40%</b> <b>60%</b> <b>80%</b> <b>100%</b>

Q25. When does your lease expire?				
Responses	Count	% Percentage of total respondents		
0-2 years	0	0%		
2-5 years	0	0%		
More than 5 years	1	50.00%		
Prefer not to specify	1	50.00%		
Other (Please specify)	0	0%		
(Did not answer)	0	0%		
<b>Total Responses</b>	<b>2</b>	<b>20%</b>	<b>40%</b>	<b>60%</b> <b>80%</b> <b>100%</b>

Q26. Are you planning to stay in the neighborhood when your lease expires?				
Responses	Count	% Percentage of total respondents		
Yes	2	100.00%		

No	0	0%					
Undecided	0	0%					
Prefer not to answer (Did not answer)	0	0%					
<b>Total Responses</b>	<b>2</b>		<b>20%</b>	<b>40%</b>	<b>60%</b>	<b>80%</b>	<b>100%</b>

**Q27. If you were to move elsewhere, where would you be interested in going?**

<b>Responses</b>	<b>Count</b>	<b>% Percentage of total respondents</b>					
Elsewhere in Battery Park City	0	0%					
Lower Manhattan	0	0%					
Midtown	0	0%					
Uptown	0	0%					
Brooklyn, Queens, the Bronx , or Staten Island	0	0%					
Undecided	0	0%					
Outside of NYC	0	0%					
(Did not answer)	2	100.00%					
<b>Total Responses</b>	<b>2</b>		<b>20%</b>	<b>40%</b>	<b>60%</b>	<b>80%</b>	<b>100%</b>

**Note:** Multiple answers per participant possible. Percentages added may exceed 100 since a participant may select more than one answer for this question.