



SOUTHERN BOULEVARD Consumer Preference Report 2016



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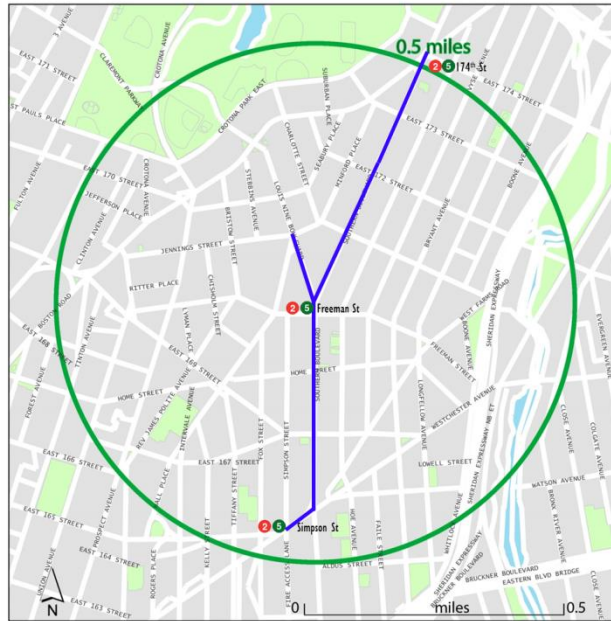
Southern Boulevard Consumer Preference Report

The Women's Housing and Economic Development Corporation (WHEDco) with funding from the New York City Department of Small Business Services (NYC SBS), prepared the Southern Boulevard Consumer Preference report, which presents the results of WHEDco's findings from the Southern Boulevard Consumer Preferences Survey. The survey was done to understand retail and service needs and perspectives on Southern Boulevard. The resulting report can be utilized as an instrument to attract desirable and necessary businesses to the area, and to develop and prioritize business and neighborhood development projects. It may also help established businesses grow by providing consumer-based information on how to better serve their customers' needs.

Through the Southern Boulevard Consumer Preferences report, WHEDco plans to help support businesses and to complement the current retail mix by sharing the information gathered with community members, area community-based organizations, local merchants, prospective retailers, property owners, and other external stakeholders.



Southern Boulevard Shopping District



Southern Boulevard is located in the heart of the Bronx, New York. This report focuses on the stretch of Southern Boulevard that is within the 10459 and 10460 zip codes. Southern Boulevard neighbors largely populated communities, such as Hunts Point, Claremont Village, and Crotona Park. The primary public transportation for this area are the 2 and 5 trains, which run above Southern Boulevard, the 6 train which runs on the eastern part of this catchment area, and the BX11, BX19, BX21, and BX35 buses. The focus area of this report aligns most closely with the stretch of Southern Boulevard next to the Freeman Street and 174th Street stations on the 2/5 lines.

According to the American Community Survey's 5-year Estimate (2010-2014), the neighborhood around Southern Boulevard is home to 48,269 diverse residents. The ACS 2014 census shows the neighborhood is composed of 53% females and 47% males.¹ Roughly 70% of the residents identify as Hispanic or Latino, hailing from various Latin-American countries, with nearly 50% of foreign born residents from the Dominican Republic². Others who identify as Hispanic or Latino mainly come from Mexico, Honduras, and Ecuador. About 26% of the community also identifies

¹ U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

² US Census 2000, SF 3, PCT 19

as Black or African American. A language proficiency survey among the area's Hispanic majority shows that 78% of the community who speak Spanish are bilingual Spanish-English speakers, while 22% know limited to no English.³

Table 1.

Foreign-Born Residents		
Country	Total	Percentage
Dominican Republic	2,500	48.4%
Honduras	460	8.9%
All Other Countries	398	7.7%
Other Caribbean ⁴	386	7.5%
Jamaica	324	6.3%
Mexico	214	4.1%
Ecuador	163	3.2%
Guatemala	145	2.8%
Cuba	131	2.5%
Guyana	97	1.9%
El Salvador	94	1.8%
Ghana	78	1.5%
Colombia	64	1.2%
China	59	1.1%
Other Central America ⁵	51	1.0%
Total	5,164	100.0%

Approximately 70% of the Southern Boulevard area is composed of family households⁶, while the Bronx is composed of about 67% family households. Southern Boulevard has a slightly lower percentage of two-parent households compared to the Bronx (approximately 31% to 42%

³ U.S. Census Bureau, Census 2000, SF3 - PCT 11

⁴ Including Trinidad & Tobago, Barbados, and Haiti.

⁵ Including Panama, Costa Rica, and Nicaragua

⁶ A family or family household is defined by the United States Census Bureau for statistical purposes as "a householder and one or more other people related to the householder by birth, marriage, or adoption."

respectively). Conversely, Southern Boulevard has a slightly higher percentage of female-headed households (54%) compared to the Bronx (47%). Southern Boulevard has an almost even ratio of males and females living alone in a single-family household. The Bronx as a whole has a higher percentage of females (60%) living alone compared to males (40%).

Table 2.

Household Information - 10459 Zip Code		
Households by Type	Count	Percent
Family Households	10,905	70.8%
With own children under 18 years	6,293	57.7%
Husband-wife Family	3,724	34.1%
Husband-wife Family with Children	2,029	18.6%
Male householder, no wife present	1,270	11.6%
Male Householder as Single-Parent	552	5.1%
Female householder, no husband present	5,911	54.2%
Female householder as Single-Parent	3,712	34.0%
Non-family Households	4,493	29.2%
Householder living alone	3,810	84.8%
Male	1,807	47.4%
Female	2,003	52.6%
Average household size	2.99	(x)
Total Households	15,398	100.0%

Table 3.

Household Information - Bronx		
Households by Type	Count	Percent
Family Households	322,604	66.7%
With own children under 18 years	193,400	59.9%
Husband-wife Family	136,853	42.4%
Husband-wife Family with Children	73,837	22.9%
Male householder, no wife present	35,382	11.0%
Male Householder as Single-Parent	17,964	5.6%
Female householder, no husband present	150,369	46.6%
Female householder as Single-Parent	101,599	31.5%
Non-family Households	160,845	33.3%
Householder living alone	147,432	91.7%
Male	59,400	40.3%
Female	88,032	59.7%
Average household size	2.77	(x)
Total Households	483,449	100.0%

In the Southern Boulevard area, 40% of the households are below poverty level. Furthermore, half of the residents in the area have a yearly household income of \$19,999 or lower.⁷ The median income in the Southern Boulevard area is \$23,400, substantially lower than the low median income of the Bronx as a whole at \$34,284.⁸

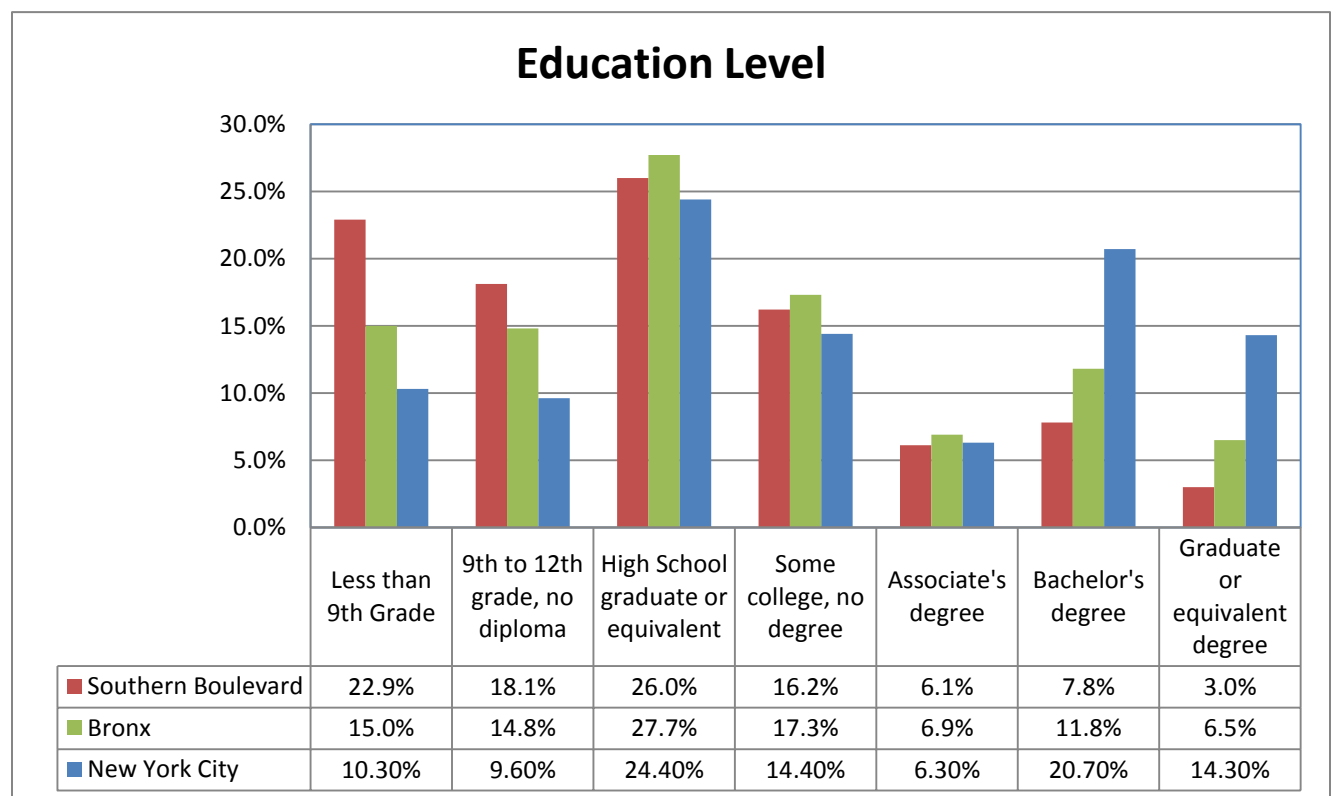
The highest level of education that residents of the Southern Boulevard area have obtained is fairly similar to that of the Bronx as a whole; though overall there are lower levels of educational attainment in the Southern Boulevard area. A little over 40% of people in the Southern Boulevard area do not have a high school diploma or equivalent; in comparison almost 30% of people in the Bronx do not have a high school diploma or equivalent. On the

⁷ U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

⁸ U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

other hand, there are marginally higher percentages of people who have completed high school, attended some college, and obtained an Associate's degree, bachelor's degree, or graduate/professional degree in the Bronx compared to Southern Boulevard. Compared to New York City as a whole, Southern Boulevard has higher percentages of people who have completed high school or attended high school with no diploma. However, New York City as a whole has higher percentages of people who have obtained a bachelor's degree or a graduate/professional degree.⁹

Figure 1.



⁹ U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

Methodology

The Southern Boulevard Consumer Preference survey was conducted from January to March 2016. During this time, 317 neighborhood residents, shoppers, and visitors were surveyed as a representative sample of 1% of the survey area (as depicted in the map on page 3). Participants were



asked questions about their demographic backgrounds, their opinions on the community, shopping habits and preferences, and how they would like to see the community improve.

WHEDco administered the surveys via street intercepts in the catchment area, email, social media, and community forums. Respondents needed to be at least 18 years old to participate. Participants were able to skip questions if they chose to; missing or nonresponses were not considered as part of the analysis. The number of responses for each question is provided in the appendix.

Two different consumer preference surveys were distributed – one that asked if respondents lived within ten blocks of the train station at Freeman Street and Southern Boulevard, and the other if respondents lived within ten blocks of the train station at 174th Street and Southern Boulevard. Of the 317 total surveys, 144 survey responses were from Freeman Street and Southern Boulevard, while 173 survey responses were from 174th street and Southern Boulevard.

Survey responses were analyzed using basic quantitative analysis. Basic frequencies and percentages were provided for all applicable questions. In addition, cross-tabular analysis was

utilized to provide an in-depth view at how preferences vary amongst different groups of people based on age, gender, and proximity to Southern Boulevard. For open-ended responses qualitative analysis, specifically a grounded theory development of clustered categories was utilized to discern prominent themes in responses. In addition, common discussions or refrains related to specific questions were included to illuminate some of the quantitative analysis.

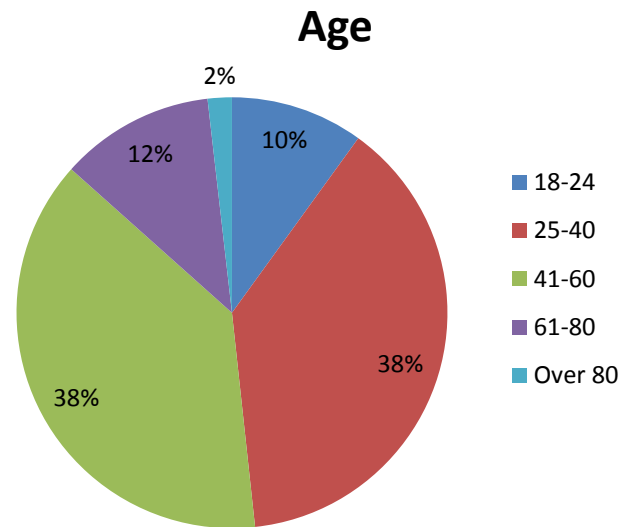
Survey Findings

Respondents' Profile



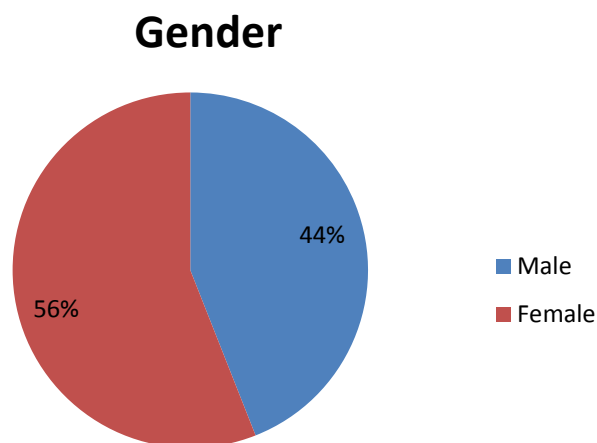
The respondents of the Southern Boulevard Consumer Survey were predominantly in the 25-40 and 41-60 age range, which comprised 76% of the respondents. Around 12% of the respondents were 61-80 years old, while 10% of the respondents were 18-24 years old, and just 2% were over 80 years old.

Figure 2.



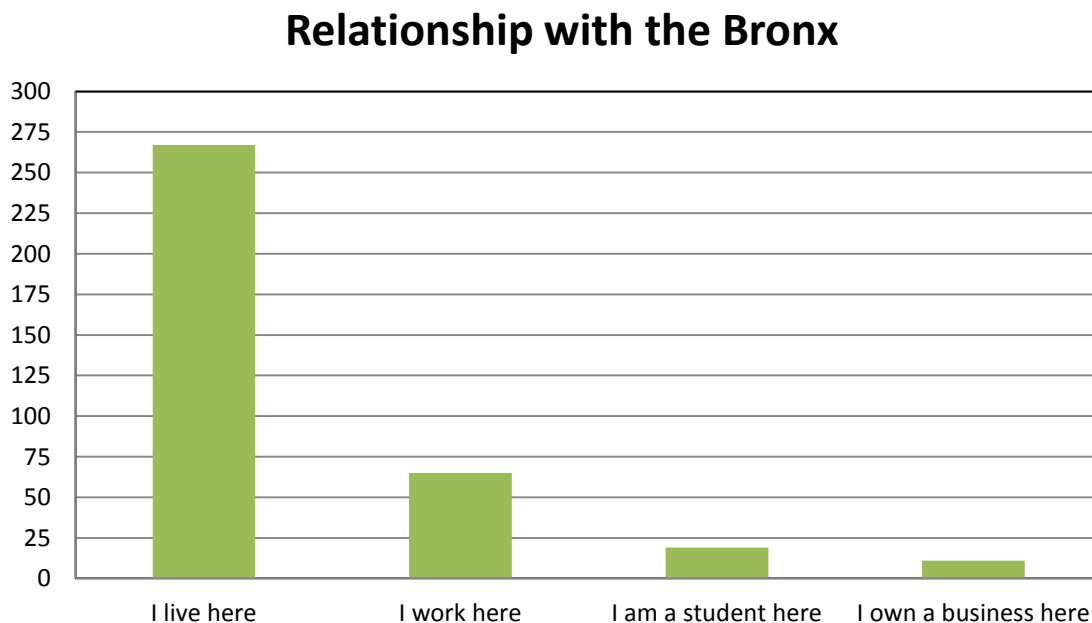
Females comprised 56% of the participants of this survey, while 44% of the participants were male. These results are very similar to the 2014 census of the survey area which found the area is comprised of 53% females and 47% males.

Figure 3.



The majority of respondents (267) stated their primary relationship with the Bronx is that they live in the Bronx. The next most frequent response was that people work in the Bronx (65).

Figure 4.



Around 72% out participants stated that they lived within ten blocks of the train station at Freeman Street and Southern Boulevard. Of those respondents, 34% said they have been living in the neighborhood 6-10 years, and 33% said they have been living in the neighborhood for 1-5 years.



Figure 5.

Living Within Ten Blocks of Freeman Street and Southern Boulevard

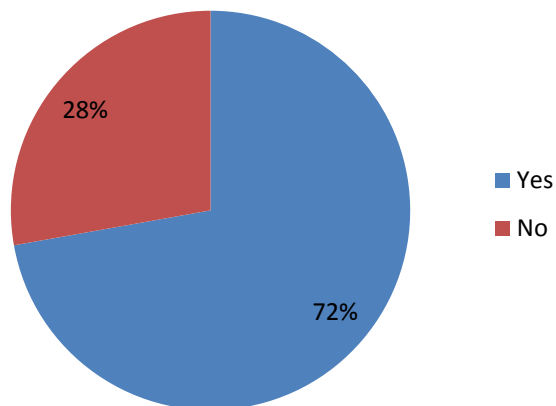
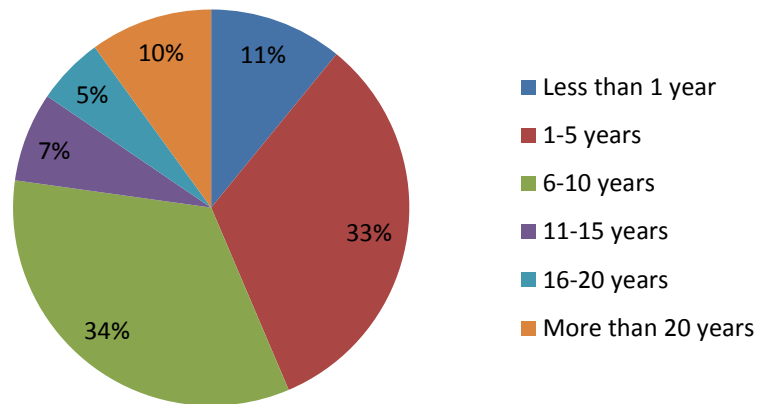


Figure 6.

If yes, how long have they lived in this neighborhood?



Approximately 61% of participants stated that they lived within ten blocks of the train station at 174th Street and Southern Boulevard. Of those people, 32% said they have been living in the neighborhood for 1-5 years, and 21% said they have been living in the neighborhood for 6-10 years.

Figure 7.

Living Within Ten Blocks of 174th Street and Southern Boulevard

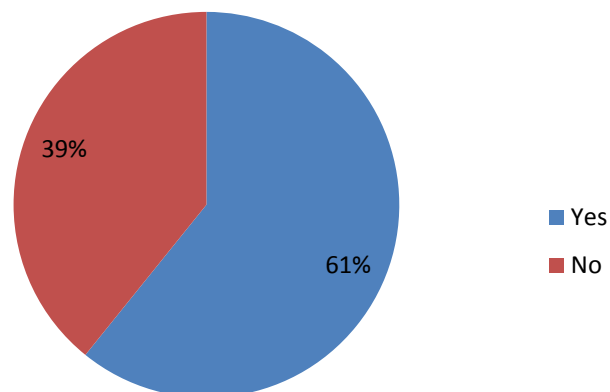
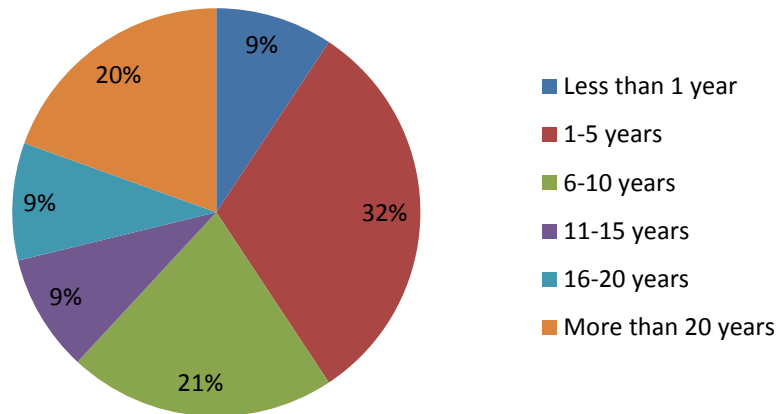


Figure 8.

If yes, how long have they lived in this neighborhood?



The most common ways that people indicated they commute to Southern Boulevard were riding the train, walking, and riding the bus. More than half of the participants who live within ten blocks of Southern Boulevard stated they primarily walk when commuting to the area, while participants who do not live close by primarily take the train, a car, or the bus.

Table 4.

Methods of Transportation	
Train	143
Walk	139
Bus	132
Car	94
Bike	9

Community Needs

Respondents indicated that their primary concerns are jobs, safety, housing, youth issues, and health. Participants who chose jobs as a community issue that most concerns them tended to comment that jobs in the area are scarce and do not pay well. Participants who chose safety as a community issue that most concerns them remarked that crime increases periodically, and a



higher police presence is needed in the area.

Participants who chose housing as a community issue that most concerns them stated that affordable housing is needed, and interactions with landlords can be challenging.

People who indicated they live close to Southern Boulevard had housing as their top concern. Whereas participants who live more

than ten blocks away from Southern Boulevard see health as one of the top issues.

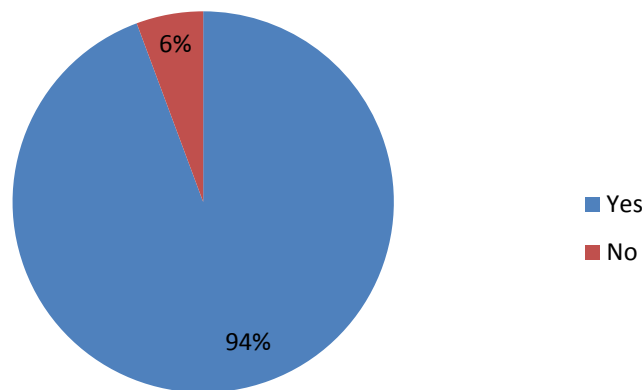
Table 5.

Important Community Issues	
Jobs	155
Safety	151
Housing	144
Youth	118
Health	112
Small Business Opportunities	82
Environmental Effects	65
Transportation	60

Almost everybody (94% of respondents) believed that all members of a community can make difference in the changes they want to see. One participant said, “I believe that community members must understand the power they have to effect changes in their community. They don't necessarily have to accept a particular condition especially if it is harmful or not beneficial.” Many people echoed the sentiment that more unity is needed in the community in order for changes to happen, as “we all live, work, raise children, and survive together.”

Figure 9.

The Community Can Make A Difference in the Change They Want to See



Southern Boulevard Retail and Service

Almost 30% of respondents visit stores or businesses on Southern Boulevard daily. One-quarter of respondents stated that they visit stores or businesses in the area a few times a week.



Male participants were most likely to shop daily on Southern Boulevard, while half of female participants shop daily or a few times a week. Participants who do not live within ten blocks of Southern Boulevard shop there less frequently compared to those who do live within ten blocks. Participants who shop infrequently on Southern Boulevard use their cars more than those who shop daily or a few times a week in the area. Conversely, participants who shop daily walk or ride the bus considerably more than those who shop infrequently.

Figure 10.

Frequency of Shopping Visits

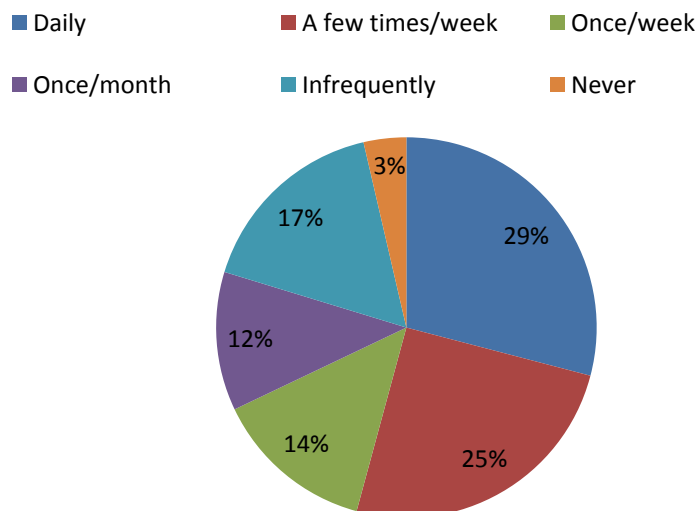
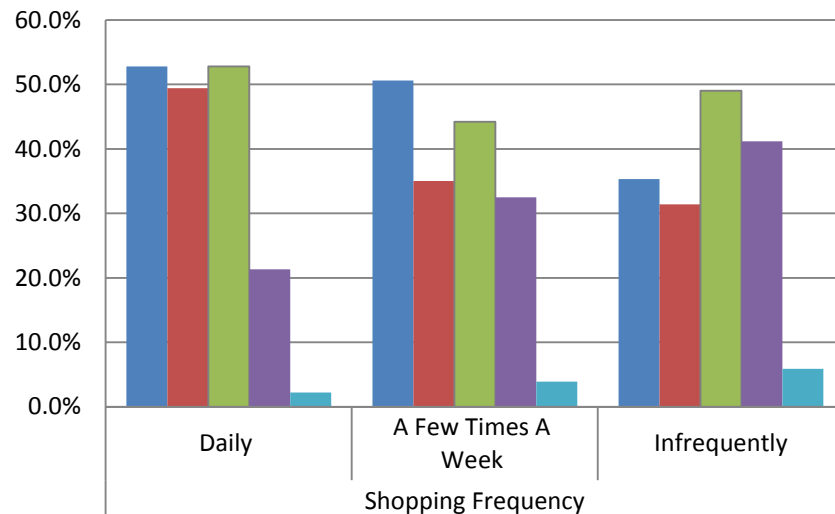


Figure 11.

Shopping Frequency and Method of Transportation



	Daily	A Few Times A Week	Infrequently
Ways to Commute Walk	52.8%	50.6%	35.30%
Ways to Commute Bus	49.4%	35.0%	31.40%
Ways to Commute Train	52.8%	44.2%	49%
Ways to Commute Car	21.3%	32.5%	41.20%
Ways to Commute Bike	2.2%	3.9%	5.90%

The top three items participants purchase are food and beverage, clothing and accessories, and household items. More men (33%) said they purchased household items than women (11%). Participants who are 60 and over do not purchase as many electronics, school supplies, or furniture as the younger age groups, but they do buy the most health and personal care items.

Table 6.

Items Purchased on Southern Boulevard	
Food and Beverage	229
Clothing and accessories	150
Household Items	144
Shoes	104
Health and personal care items	93
School Supplies	71
Electronics and appliances	65
Furniture	40
Other	10

The most common service utilized on Southern Boulevard is dining and entertainment services. The second most used service is laundromats with clinics and preventive medicine facilities being the third most common, and hair salons/barbershops the fourth most common.

Participants in the 41-60 age group utilize hair salon or barbershop services slightly more than other age groups.

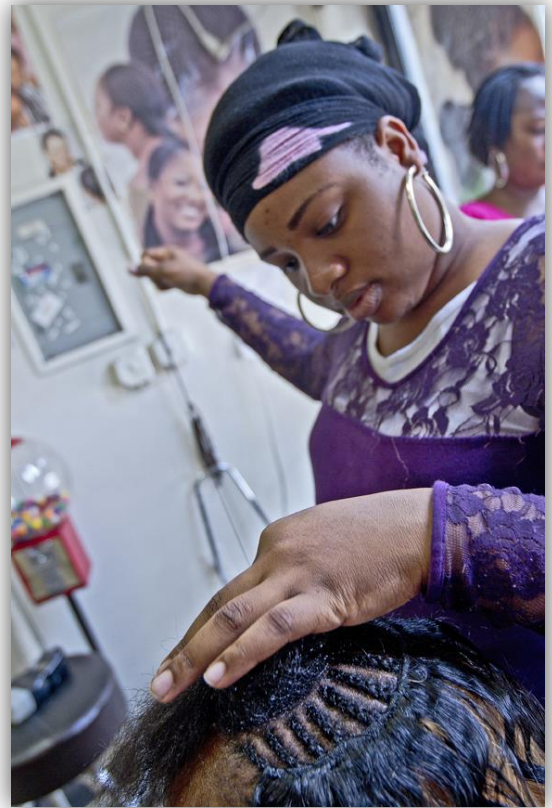


Table 7.

Services Used on Southern Boulevard	
Dining and Entertainment	150
Laundromats	105
Clinics & preventative medicine facilities	91
Hair Salon/Barbershop	85
Gym	54
Childcare facilities	40
Other	29
Adult Education (GED, trade school, etc.)	28

Location, price, quality, customer service, and variety are the primary factors that people consider when determining where to shop.

Table 8.

Important Shopping Factors	
Location	157
Price	134
Quality	134
Customer Service	131
Variety	127
Window Display	75
Store Layout	75
Organic & Local Products	67
Other	9

The most common amount of money respondents spend on Southern Boulevard is \$50-\$99. Almost a half of respondents spend less than \$50. Participants in the 18-24 age group most commonly spend less than \$25 weekly, participants in the 25-40 age group most commonly spend \$25-\$49, and participants in the 41-60 and 61-80 age groups most commonly spend \$50-\$99.

Figure 12.

Weekly Spending Habits

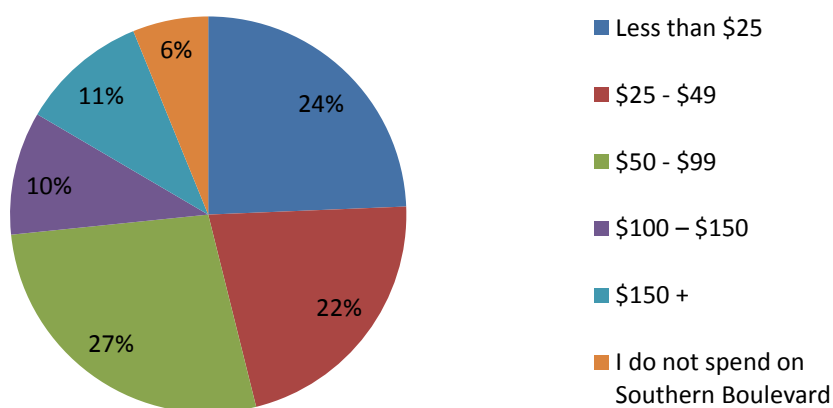
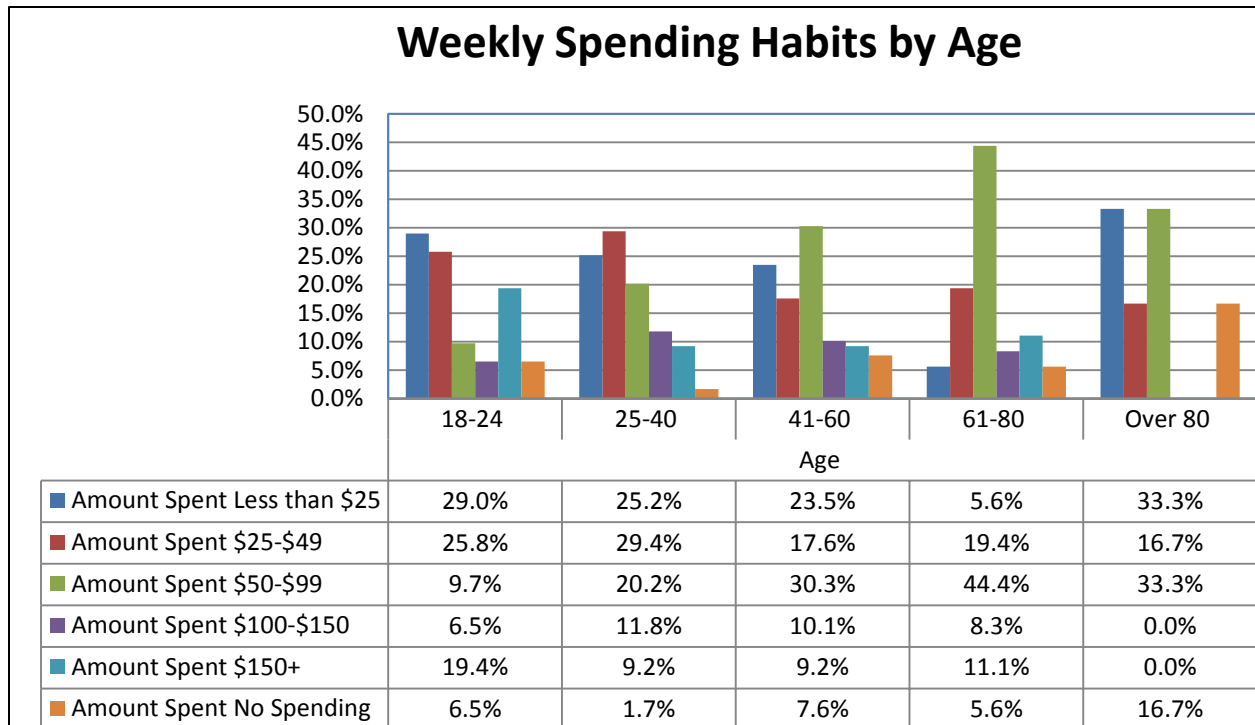


Figure 13.



Shopping Outside of Southern Boulevard

A large number of participants shop in other areas of the Bronx, as 141 participants indicated they shop at Fordham Road and 120 participants indicated they shop at 149th Street – The Hub. Participants of the survey who make purchases outside the Bronx mostly shop in Manhattan. Participants who chose “other” prefer to shop online or through malls in neighboring states. Clothing, shoes, and electronics are the most common purchases made outside of Southern Boulevard. A higher percentage of females (56%) shop at the 149th Street Hub compared to males (36%). Both Fordham Road and 149th Street – The Hub attracts a mature crowd of people, as people 40 and above stated they shop at both Fordham Road and 149th Street – The Hub. A higher percentage of people who live within ten blocks of Southern Boulevard (45%) visit 149th Street – The Hub compared to the people who do not live within ten blocks of the area (25%).

Figure 14.

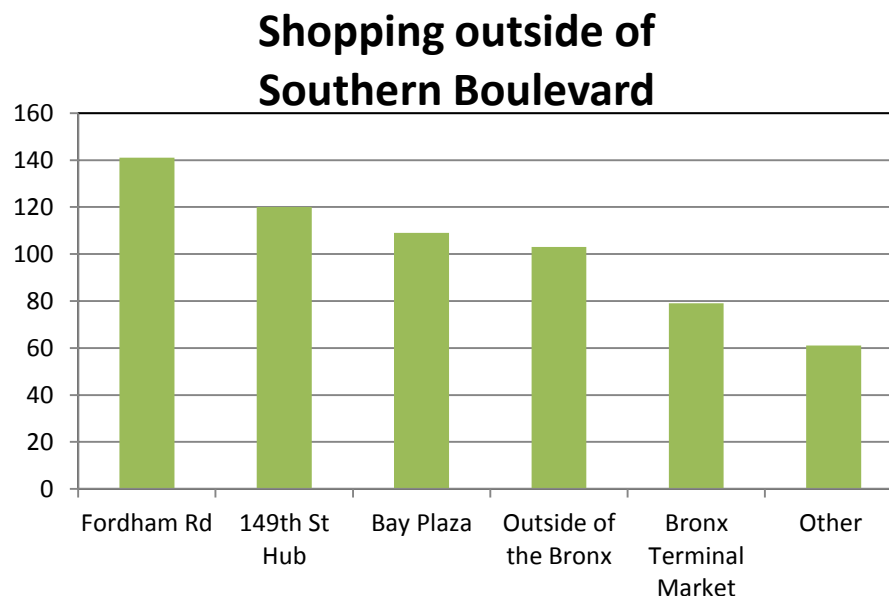
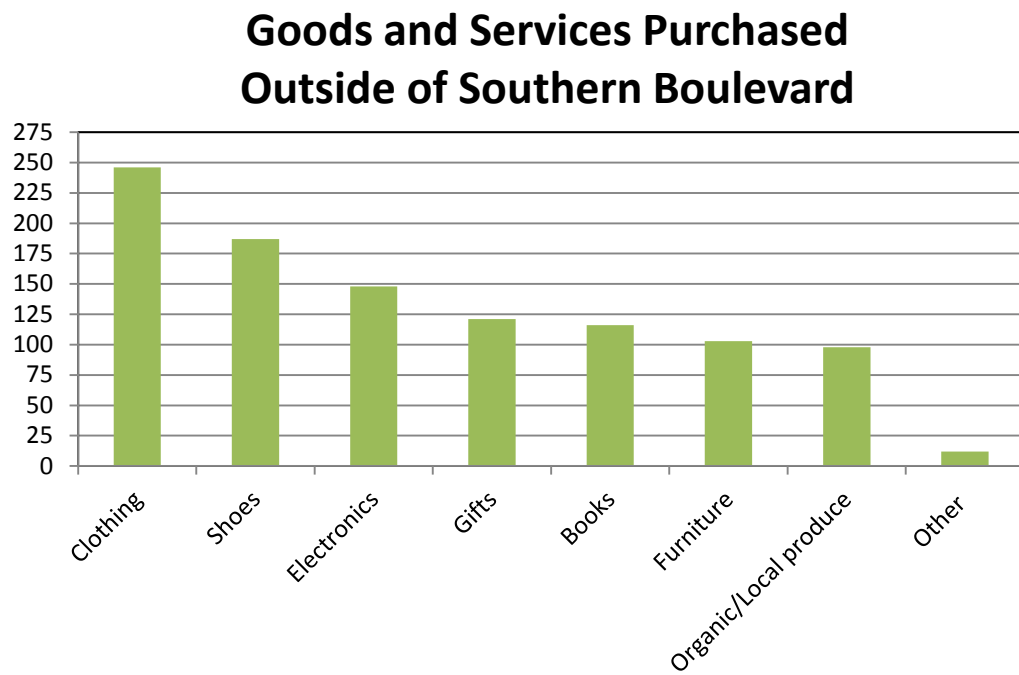


Figure 15.



Future Businesses

When asked what types of businesses they want to see on Southern Boulevard, the most common response was more restaurants. Participants would also like to see a fitness/health business in the district, and fashion/retail venues.

Male participants would most like to see more restaurants, fashion retail stores, footwear and shoe stores, and fitness and health facilities. Fairly similarly, female participants stated they would like to see more restaurants, fitness and health facilities, and fashion retail stores. While most types of businesses share the same level of interest across the age groups, more participants in the 41-60 age group said they would like to see more furniture stores than any other age group. Meanwhile, the 41-60 age group did not want to see more fitness and health facilities as much as the other age groups.



Table 9.

Recommended Types of Businesses for Southern Boulevard	
Restaurant	188
Fitness/Health	116
Fashion/Retail	113
Footwear/Shoes	100
Green Grocer	91
Children's Store	78
Butcher	74
Furniture	63
Other	5

When asked, “What two words would you use to describe Southern Boulevard?” respondents offered a variety of answers, but most responses referenced the shopping aspect of Southern Boulevard and aspects of the community that can be improved. The word cloud below illustrates the responses to this question. The larger the word in the word cloud, the more frequently that word appeared in the responses.

The word cloud features the following words, arranged from largest to smallest:

- Great
- Lacking
- Shopping
- Diverse
- Safe
- Nice
- Dirty
- Beautiful
- Growing
- Trains
- Buses
- Cloud
- Isolated
- Friendly
- Busy
- Pride
- Views
- Urban
- coming
- Fun
- discounts
- Alive
- poop
- pace
- Regular
- Fast
- Perfect
- Life
- Big
- Desire
- Old
- Unity
- Noisy
- Dog
- People
- Updated
- Rebuild
- Supply
- Empty
- Vibrant
- Long
- Boulevard
- Transformed
- Living
- Loitering
- Close
- Jobs
- opportunities
- Born
- Spanish
- Variety
- Businesses
- location
- Growing
- Entertaining
- Minority
- Expanding
- poverty
- better
- Memorable
- Expensive
- Underdeveloped
- Incomplete
- Evolution
- Access
- Underemployment
- Trouble
- Positive
- Bright
- Resourceful
- around
- people
- Antiquated
- Culture
- Music
- Lazy
- Demon
- Crazy
- Parking
- Alert
- Improve
- Fair
- Desolate
- Questionable
- Developing
- Colorful
- Southern
- Chet
- Complicated
- Friendship
- neighborhood
- place
- Common
- Destructed
- Productive
- Slumlord
- Black
- Dismal
- Housing
- Bronx
- Projects
- Overpriced
- Opportunity
- Street
- Dark
- Clean
- Love
- Ugly
- Gritty
- Stores
- Min
- Katish
- True
- Violence
- Black
- Shopping
- Development
- Public
- Strange
- Work
- Cool
- Social
- Kids
- Train
- Hope
- Promotion
- Affordable

Table 10 displays a categorization of some common responses used to describe Southern Boulevard. The common responses could be categorized as words that connote diversity, sense of community, business presence, community issues, and future outlooks.

Some notable words used to describe Southern Boulevard that appear often are “busy,” which can be related to another common descriptor of “crowded.” Many participants see Southern Boulevard as “home,” and state that the area is “vibrant” with diverse people from different backgrounds and businesses. Participants also have a positive outlook on Southern Boulevard’s future, stating that the area has “potential” and that it is “up-and-coming.” They also believe the area is “expanding” and “developing.”

Table 10.

Category	Sample Responses
Diversity	Spanish, Diverse, Hispanics, Dominicans, Variety of Food, Different Shopping Choices
Sense of Community	Home, Spanish, Busy, Family, Shopping, Vibrant, Beautiful, Easy Transportation, Popular, Fun, Friendly, Familiar, Old School
Business	Opportunities, Shopping, Crowded, Commercial, Convenient, Clothing, Opportunities, Overpriced, Resourceful,
Community Issues	Dirty, Crowded, Bad Parking, Unsafe, No Lights, Gritty, Dark, Lacking, No Jobs, Overpriced, Traffic, Poverty
Future Outlook	Up-and-coming, Potential, Changing, Improving, Housing, New Jobs, Developing, Growing, Hope, Expanding, More Businesses

Summary

The majority of people who completed the survey were Bronx residents, with 66% living within ten blocks of Southern Boulevard. The majority of participants' ages ranged from 25 to 40 (38%) and from 41 to 60 (38%). Residents who do not live within ten blocks of the community utilize the train, the bus, or a car to get to Southern Boulevard.

The community issues that most concern participants relate to jobs, safety, and housing. Participants in the 18-24 and 41-60 age ranges are most concerned with jobs as a community issue, while participants in the 25-40 and 60 plus age ranges are most concerned with housing.

Most participants stated that they visit Southern Boulevard either daily or at least a few times a week. Food and beverages, clothing and accessories, and household items were the top three items purchased in the area. Dining and entertainment, laundromats, and clinics and preventive medicine facilities are the top three services used on Southern Boulevard.

Participants consider the business' location, and the price and quality of the items they are looking to buy or the services they want to use when determining whether to shop at a



particular store. Analysis of the participants' spending habits shows that people typically spend more as they get older.







Participants across every age group and gender stated they would like to see more restaurants, fitness and health facilities, and fashion retail stores open up in

Southern Boulevard. People in the 41-60 age range are interested in furniture stores.

Lastly, participants of the survey perceive the neighborhood as a busy and diverse commercial community. While they acknowledge that the area can improve in terms of cleanliness, safety, and congestion, nearly all the participants believe that all members of a community can make a difference in the changes they want to see. They realize that the area has a lot of potential, as it has been developing and improving throughout the years.

Acknowledgments

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-  Luz Lopez, Junior Abdoul Minougou, and Luzchel Moreira of WHEDco for assisting in the collection of surveys at various sites in the catchment area.
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-  Neighborhood SHOPP Casa Boricua, for hosting a survey day at the senior center and distributing surveys at their site.
-  The Children's Aid Society, Crosstown Furnitue, Lechonera Borinqueña & El Pollo Sabroso Restaurant, and Luke's Pizza, for distributing and collecting surveys at their sites.

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Survey Questions

SOUTHERN BOULEVARD CONSUMER PREFERENCE SURVEY

1. Zip code: _____

2. How old are you?

☐ 18-24 ☐ 25-40 ☐ 41-60 ☐ 61-80 ☐ 80+

3. What is your gender?

☐ M ☐ F ☐ Other

4. What is your relationship to the Bronx? *(Check all that apply)*

☐ I live here ☐ I am a student here ☐ I work here ☐ I own a business here

☐ Other _____

6. Do you live within ten blocks of the train station at Freeman St and Southern Boulevard? ☐ Yes ☐ No

6. If yes, how long have you lived in this neighborhood?

☐ Less than 1 Year ☐ 1-5 Years ☐ 6-10 Years ☐ 11-15 Years ☐ 16-20 Years ☐ 21 Years +

7. How do you commute to Southern Boulevard?

☐ Walk ☐ Bus ☐ Train ☐ Car ☐ Bike

RESIDENT PERCEPTION OF THE COMMUNITY

8. What community issues most concern you? *(Check top 3 choices)*

☐ Small Business Opportunities ☐ Health ☐ Youth ☐ Jobs
☐ Environmental Effects ☐ Transportation ☐ Housing ☐ Safety

Briefly Explain (Optional) _____

9. All members of a community can make a difference in the changes they want to see. ☐ Yes ☐ No

Briefly Explain (Optional) _____

RESIDENT PERCEPTION OF THE SOUTHERN BOULEVARD COMMERCIAL CORRIDOR

10. What two words describe Southern Boulevard?

a. _____ b. _____

11. How often do you visit stores or businesses on Southern Boulevard? *(Check all that apply)*

☐ Daily ☐ A few times /week ☐ Once /week
☐ Once /month ☐ Infrequently ☐ Never

12. What items do you purchase on Southern Boulevard or nearby? *(Check all that apply)*

- | | | |
|--|--|--|
| <input type="checkbox"/> Food and beverage | <input type="checkbox"/> Clothing and accessories | <input type="checkbox"/> Shoes |
| <input type="checkbox"/> Electronics and appliances | <input type="checkbox"/> School supplies | <input type="checkbox"/> Health and personal care items |
| <input type="checkbox"/> Household items | <input type="checkbox"/> Furniture | <input type="checkbox"/> Other _____ |

13. What services do you use on Southern Boulevard or nearby? *(Check all that apply)*

- | | | |
|--|--|---|
| <input type="checkbox"/> Dining and entertainment (restaurants, sports bar, etc.) | <input type="checkbox"/> Childcare facilities | <input type="checkbox"/> Gym |
| <input type="checkbox"/> Adult education (GED, trade school, etc.) | <input type="checkbox"/> Laundromats | <input type="checkbox"/> Hair salon/Barbershop |
| <input type="checkbox"/> Clinics & preventative medicine facilities | <input type="checkbox"/> Other _____ | |

14. What are the most important factors that determine where you shop? *(Check all that apply)*

- | | | | | |
|--|--|--|---|---|
| <input type="checkbox"/> Location | <input type="checkbox"/> Window display | <input type="checkbox"/> Store Layout | <input type="checkbox"/> Price | <input type="checkbox"/> Quality |
| <input type="checkbox"/> Variety | <input type="checkbox"/> Organic & local products | <input type="checkbox"/> Customer Service | <input type="checkbox"/> Other _____ | |

15. On average, how much do you spend weekly on shopping on Southern Boulevard?

- | | | |
|--|---|--|
| <input type="checkbox"/> Less than \$25 | <input type="checkbox"/> \$25 - \$49 | <input type="checkbox"/> \$50 - \$99 |
| <input type="checkbox"/> \$100 - \$150 | <input type="checkbox"/> \$150 + | <input type="checkbox"/> I do not spend on Southern Boulevard |

16. What goods and services do you purchase in other areas of New York City? *(Check all that apply)*

- | | | | |
|---|---|---------------------------------------|---|
| <input type="checkbox"/> Books | <input type="checkbox"/> Clothing | <input type="checkbox"/> Shoes | <input type="checkbox"/> Furniture |
| <input type="checkbox"/> Electronics | <input type="checkbox"/> Organic/Local produce | <input type="checkbox"/> Gifts | <input type="checkbox"/> Other _____ |

17. Where do you make those purchases? *(Check all that apply)*

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> 149th St Hub | <input type="checkbox"/> Fordham Rd | <input type="checkbox"/> Bay Plaza | <input type="checkbox"/> Bronx Terminal Market |
| <input type="checkbox"/> Outside of the Bronx _____ | | <input type="checkbox"/> Other _____ | |

18. What type of businesses do you want to see on Southern Boulevard? *(Check top 3 choices)*

- | | | | | |
|--|--|---|---|--|
| <input type="checkbox"/> Restaurant | <input type="checkbox"/> Fashion/Retail | <input type="checkbox"/> Footwear/Shoes | <input type="checkbox"/> Furniture | <input type="checkbox"/> Fitness/Health |
| <input type="checkbox"/> Green Grocer | <input type="checkbox"/> Butcher | <input type="checkbox"/> Children's store (clothing, toys) | <input type="checkbox"/> Other _____ | |

ASPIRATIONS FOR ENTREPRENEURSHIP

19. Would you be interested in starting a business in the area? ☐ **Yes** ☐ **No**

If yes, what type of business would you start? _____

☐ I am interested in receiving information about small business services from WHEDco

Name _____

Email _____

Number of Responses per Question

Question	Number of Responses
1	313
2	310
3	312
4	310
5	315
6	228
7	317
8	309
9	311
10	238
11	306
12	305
13	285
14	306
15	308
16	306
17	303
18	293
19	307