

Retail Survey 2019 Key Findings

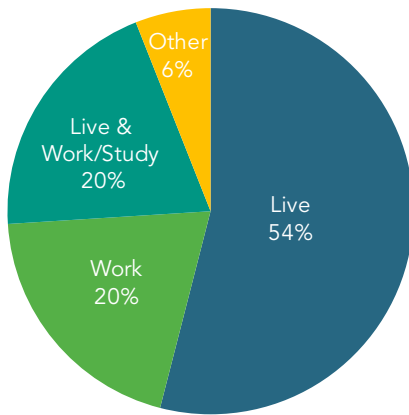
Conducted May-July 2019

Since 2017, the year of LICP's first Retail Survey, **more than seventy new Food & Drink, Shopping, Health & Fitness, and Service-based businesses opened in the neighborhood.** In the third year of this survey, residents, visitors, and workers praised the existing array of available amenities and reiterated the desire for more. See some survey insights below. Explore LIC retail listings as well as neighborhood maps, data, and analyses at licqns.com/economicdevelopment.



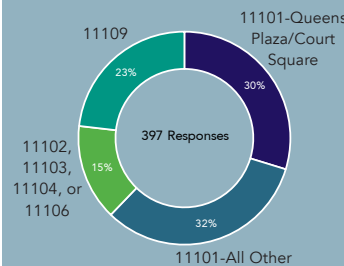
Survey Respondents

n=692



Residents Snapshot: Growing Households & Longer Tenure n=469

Q: Which zip code do you live in? Q: How many years have you lived here?



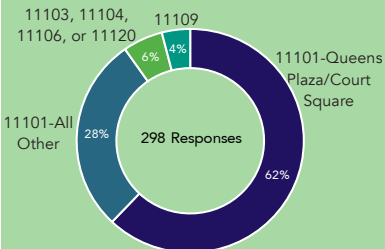
In 2017, 87% of respondents were new residents (<5 years), in 2018, 67% were new, and in 2019 51% were new.

In 2019, 46% live in households with more than 3 people, a 27% increase from 2017.
42.6% live in households with children.

40% live in 2 person households (more than double the percentage of people living alone, 14%).

Workers Snapshot: Work, Live & Raise a Family n=298

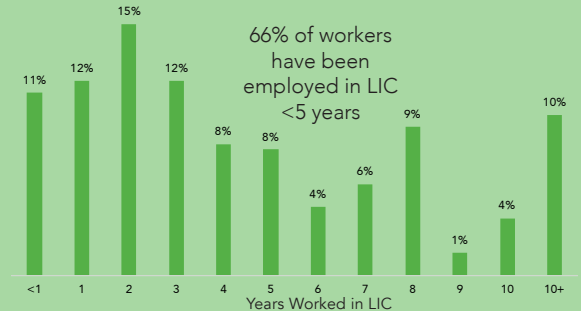
Q: Which zip code do you work in?



48% live in households of 3 or more people, 32% live in 2 person households, and 20% live alone.

68% of respondents who both work and live in LIC do so in households with children.

Q: How many years have you worked here?

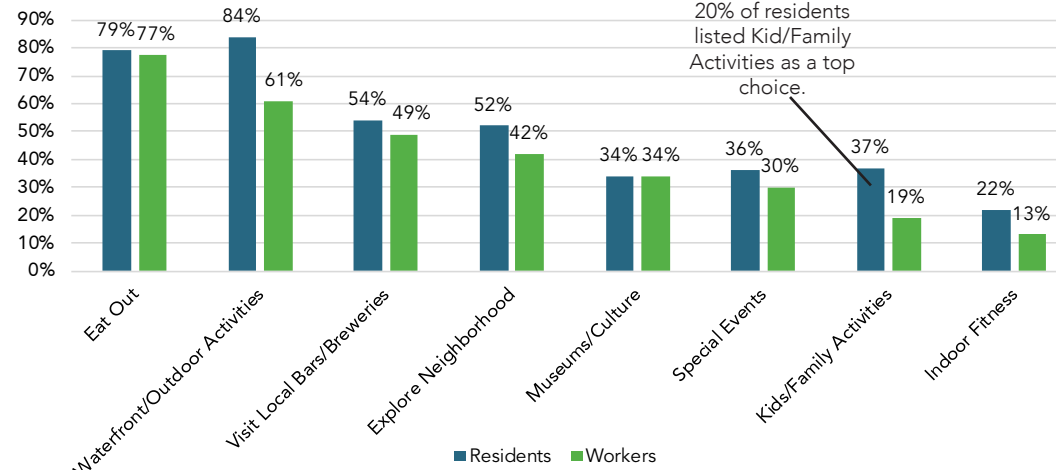


66% of workers have been employed in LIC <5 years



LIC's Many Activities Appeal to Both Residents & Workers

Q: What are your favorite things to do in LIC?

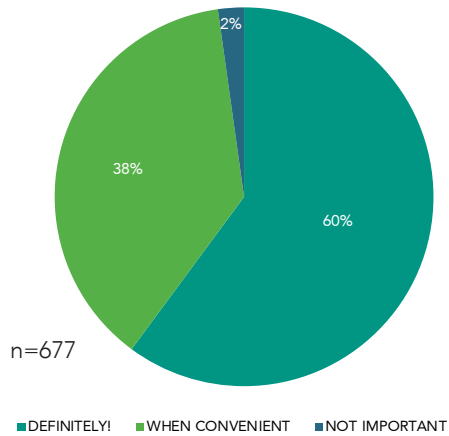


In 2018, only 20% of residents listed Kid/Family Activities as a top choice.

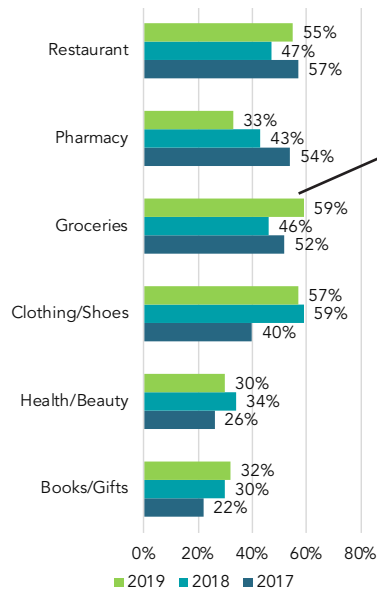
Key Takeaway: Members of the LIC community want more opportunities to shop local.

Q: Is it important to you to patronize LIC businesses and shop locally?

85% of survey respondents visited at least one newly opened retail destination in LIC and 60% indicated that shopping locally is "definitely" important to them.



Q: Which additional goods, shops, and/or services do you wish were in the neighborhood?



Grocery Stores are the top requested business in the 2019 survey, and have been one of the top three requested businesses each year.

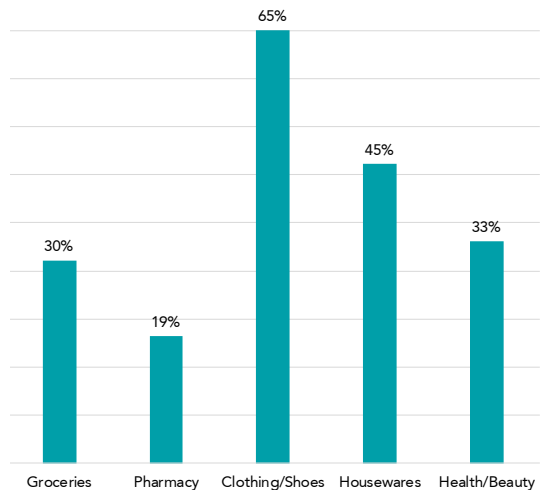
- 2019:
#1 Groceries
#2 Clothing/Shoes
#3 Restaurant

- 2018:
#1 Clothing/Shoes
#2 Restaurant
#3 Groceries

- 2017:
#1 Restaurant
#2 Pharmacy
#3 Groceries

Q: Which goods do you frequently purchase online for home delivery because you cannot get them in LIC?

84% of respondents supplement shopping locally with online purchases.



Q: Do you have any other thoughts you'd like to share with us?

Based on 350 responses, these were the most commonly mentioned items.

More Retail	31%
More Grocery Stores	29%
More Food/Drink	22%
Open a Trader Joe's	19%
More Pharmacies	13%
More Affordable Retail	12%

"Keep in mind what keeps Queens great: diversity."

"Employees, especially in the Fall/Spring/Summer are desperate for places to eat outside."

"We love so many restaurants here and breweries but with kids it's hard to go as much as we'd like."