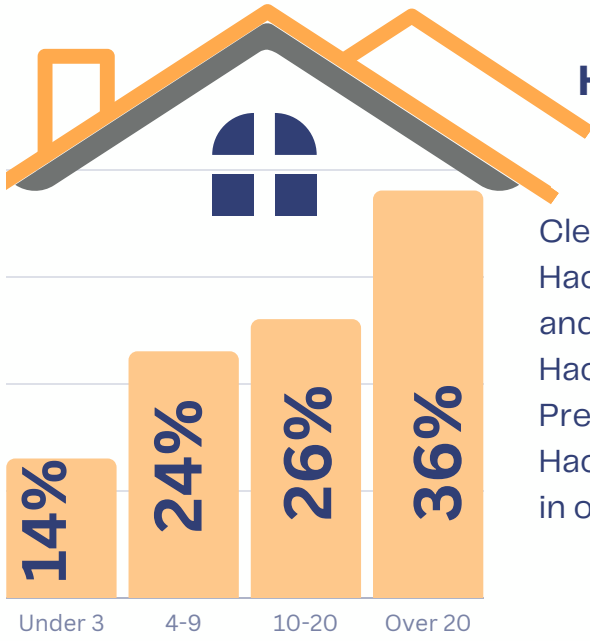


1st Half 2023 Trend Report & Survey Results

Understanding Hackensack's Main Street and the People who Live, Work, and Play there.

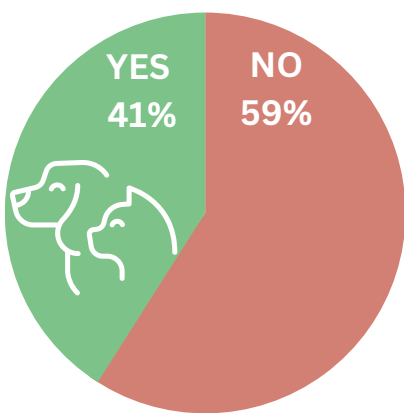
1400+ Respondents. 20 Questions.



How many years have you lived in Hackensack?

Clearly, most respondents have lived in Hackensack for many years (over 20), and nearly half have lived in Hackensack between 4 and 20 years. Presumably, those who have lived in Hackensack for three years or less, live in one of the new residential buildings.

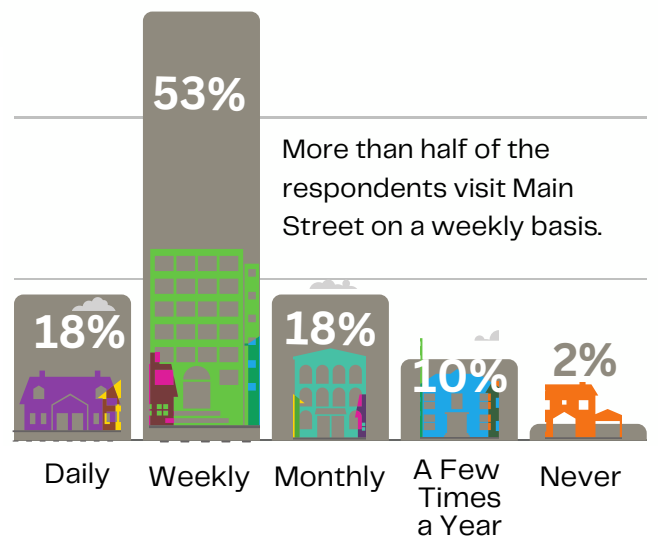
Do you have a pet ?



Specifically, the question defines "pet" as dog or cat (but not fish). Interesting data points:

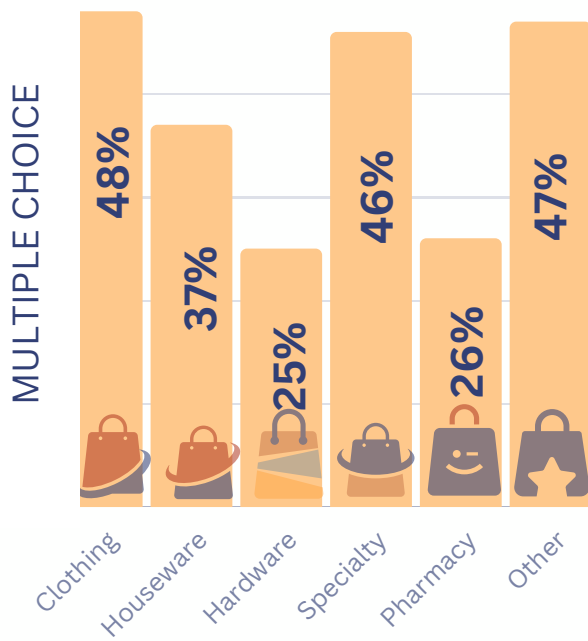
- 39.8% of residents who have lived in Hackensack for 20 years+, own a pet.
- 61% of 19-29 year olds and 48% of 30-39 year olds own a pet.

How Often Do You Visit Main Street?



More than half of the respondents visit Main Street on a weekly basis.

What type of businesses would you like to see on Main Street?

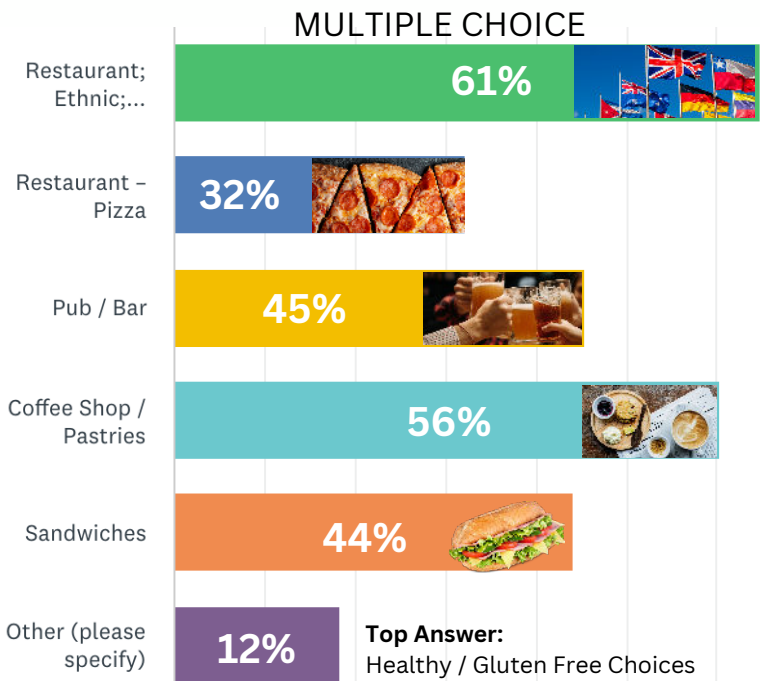


This question allowed multiple responses.

The top 4 "Other" responses are:

1. Restaurant
 - a.* 29% of new residents (<4 years) want more restaurants.
 - b.27% of those 50-59 years of age want more restaurants.
2. Craft Store
3. Bistro/Wine Bar
4. Book Store

What type of restaurant would you like to see on Main Street?



Top Answer: Healthy / Gluten Free Choices

The full report has an additional 15 questions.