

1H '23 Trend Report & Survey Results

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

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Hackensack Regional Chamber of Commerce

Downtown
HACKENSACK
Main Street Business Alliance

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Introduction

Hello! I'm John T. Peters, and I am delighted to introduce myself as the new Executive Director of the Main Street Business Alliance. The MSBA is dedicated to addressing the challenges faced by the local business community and to improving life on Main Street for all the residents of Hackensack.

It is with great pleasure that I present our Trend Report and Survey Results for the first half of 2023. This comprehensive survey was done in partnership with the Johnson Public Library and the Hackensack Regional Chamber of Commerce, and results were also cross-referenced with internal data. This report is an essential step towards improving our local economy and fostering a thriving business climate in our beloved Hackensack.

When you meet me, you'll understand my commitment to data-driven decision-making. I firmly believe that making informed choices based on accurate and reliable data is pivotal in ensuring positive outcomes for our residents, business owners, and property owners alike. By embracing data, we can identify key trends, understand the needs of our community, and develop effective strategies to address the pressing issues at hand. Furthermore, it allows us to track progress over time, assess the impact of our initiatives, and ensure that our efforts are continually aligned with the evolving needs and aspirations of our community.

As we navigate any challenges and opportunities that lie ahead, I hope we all work together to build a prosperous future for Hackensack's Main Street, drive innovation, promote economic growth, and enhance the overall quality of life for every resident, business owner, and property owner in our vibrant city.

I look forward to the exciting journey ahead and the positive impact we can collectively make on the business community, the residents, and the visitors on Main Street.

Thank you for your support and dedication to our shared vision.
Warm regards,



John T. Peters
Executive Director
Main Street Business Alliance, Inc..
jpeters@DowntownHackensack.org



Understanding the Data Sources

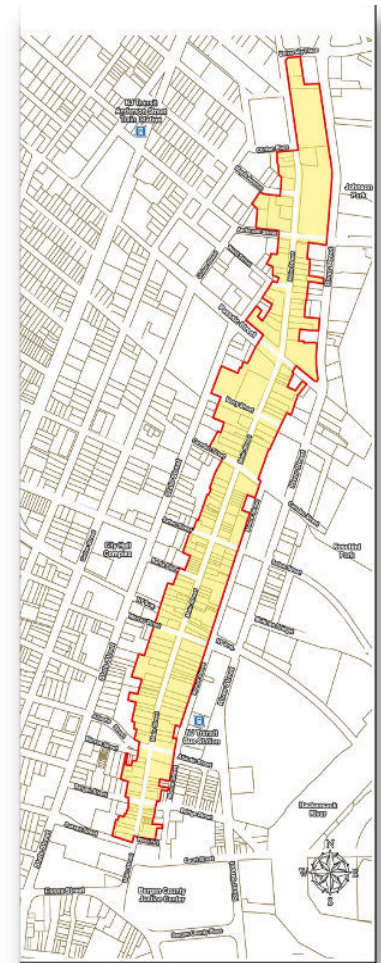
What is the Main Street Business Alliance?

The Main Street Business Alliance (MSBA) is a public/private partnership formed as an alliance between the business community and the City of Hackensack. Its mission is to address the issues facing the business community with the goal of improving the local economy and the overall business climate in Hackensack.

The MSBA management organization is governed by an 11-member Board of Directors, comprised of commercial property owners and business owners who are elected by the members of the district, along with liaisons from the Hackensack Chamber of Commerce, the Johnson Public Library, and the City Council. The MSBA is supported by a full-time Executive Director; John T. Peters.

The MSBA, created in January 2004, focuses on such issues as:

- **Clean and green programs**
- **Marketing and special events**
- **Visual improvement for facades and signage grant program**
- **Vehicle and pedestrian circulation/parking**
- **Retention and recruitment of businesses**
- **Public relations**



The Main Street Business Alliance Special Improvement District extends along Main Street from Clinton Place to Sussex Street. There are 160 commercial properties and more than 375 businesses within the district. The diversity of the district's business mix adds to the MSBA's marketing position. All MSBA programs and projects are supported through an annual budget of approximately \$600,000 generated through a special assessment on commercial properties located within the MSBA district.

DATA VALIDITY

Main Street Business Alliance | 1H23 Trend Report & Survey Results

A survey cross-referenced with other data is only meaningful if you have enough, quality responses.

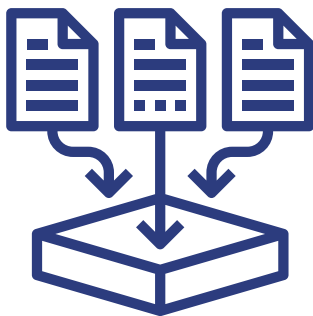
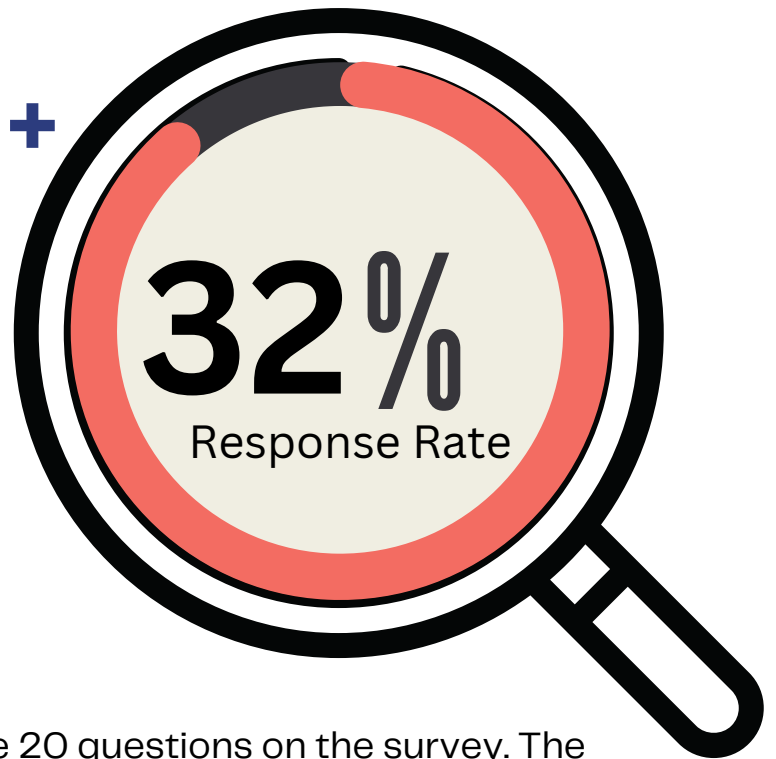
We checked that box!

1,400+

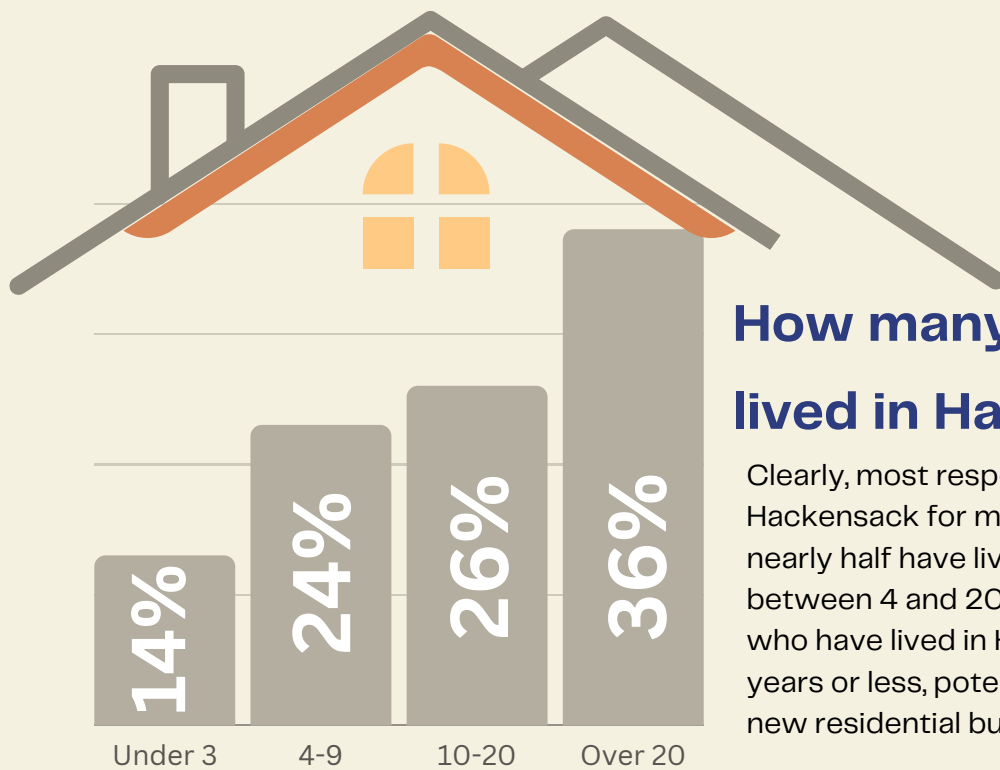
Responses

83,000+

Data Points



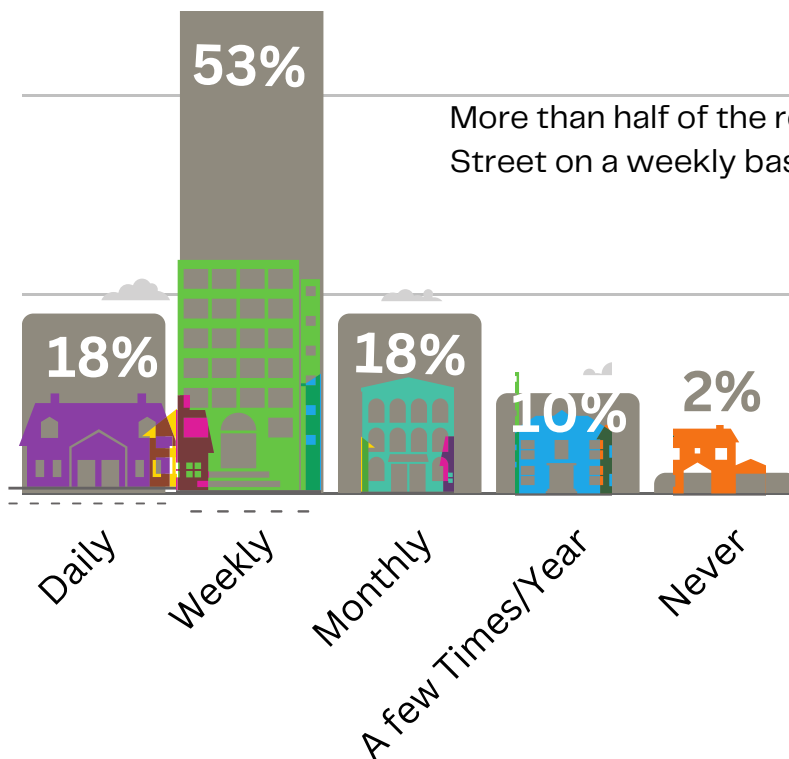
There were 20 questions on the survey. The survey was sent to the three databases by the respective organizations; (MSBA, Chamber, and the Johnson Public Library.) Each organization also posted the survey link on its social media. Results were tabulated, analyzed and, certain, relevant data points were also cross-referenced for validation purposes. Entries with a poor reliability score were removed.



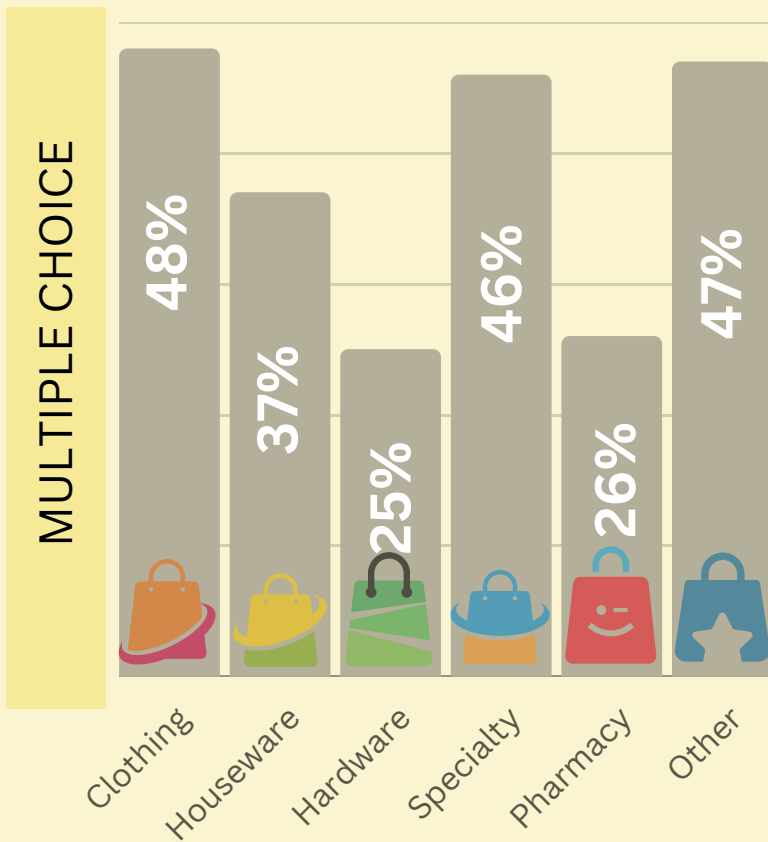
How many years have you lived in Hackensack?

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, potentially live in one of the new residential buildings.

How Often Do You Visit Main Street?



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



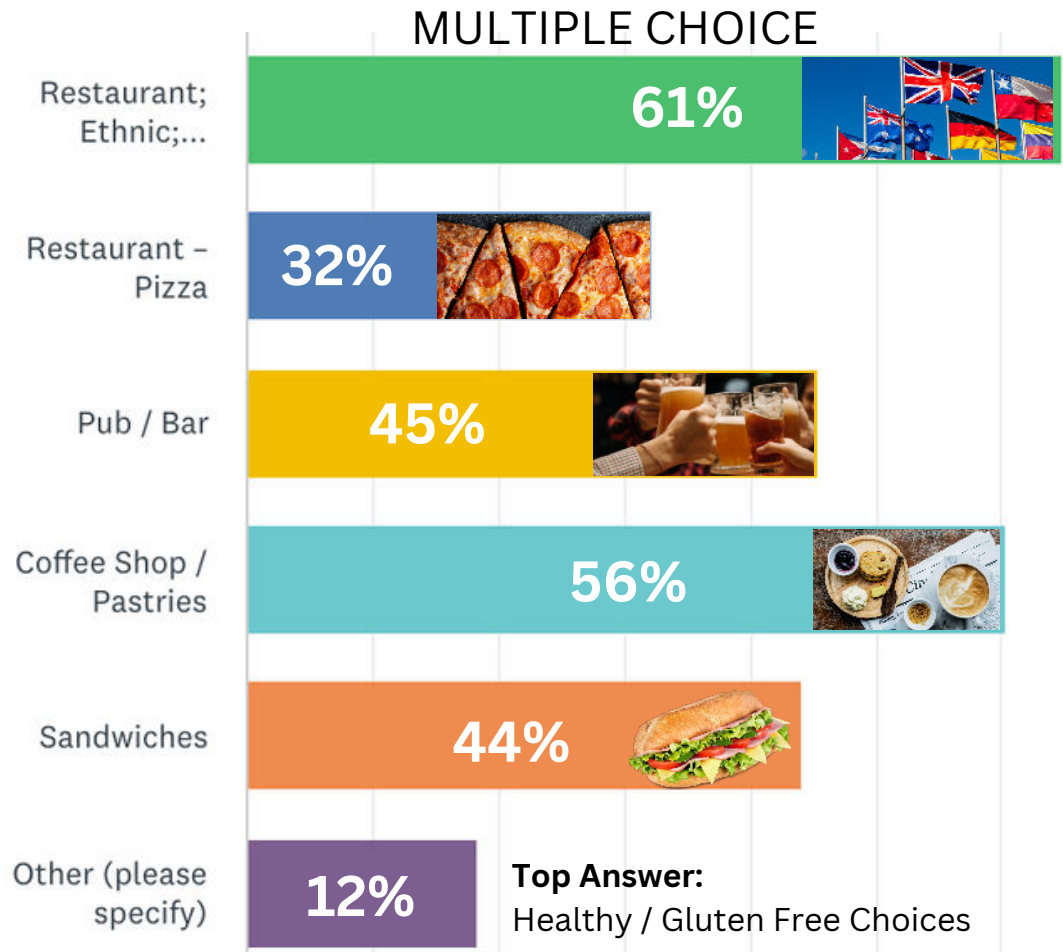
What type of businesses would you like to see on Main Street?

This question allowed multiple responses. The top 4 "Other" responses are:

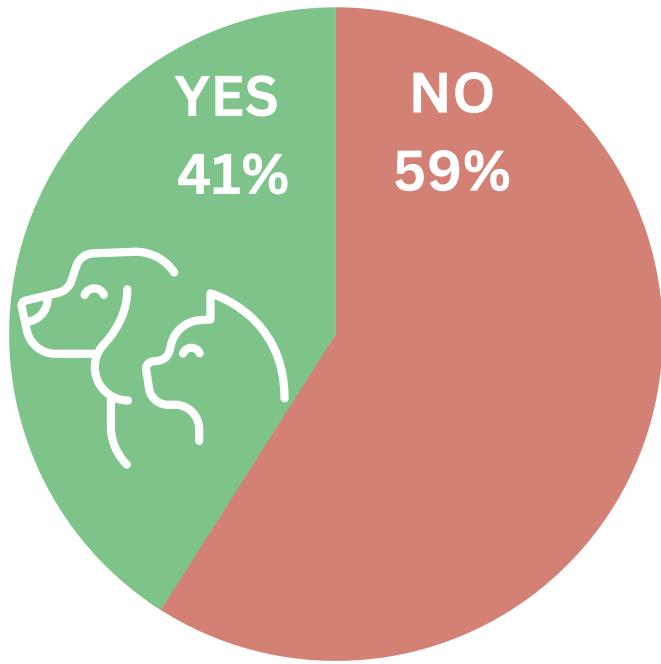
1. Restaurant
 - a. * 29% of new residents (<4 years) want more restaurants.
 - b. 27% of those 50–59 years of age want more restaurants.
2. Craft Store
3. Bistro/Wine Bar
4. Book Store

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

In "other" we found indications people want a place "to hang out." in addition to their choice of restaurants.



Top Answer:
Healthy / Gluten Free Choices



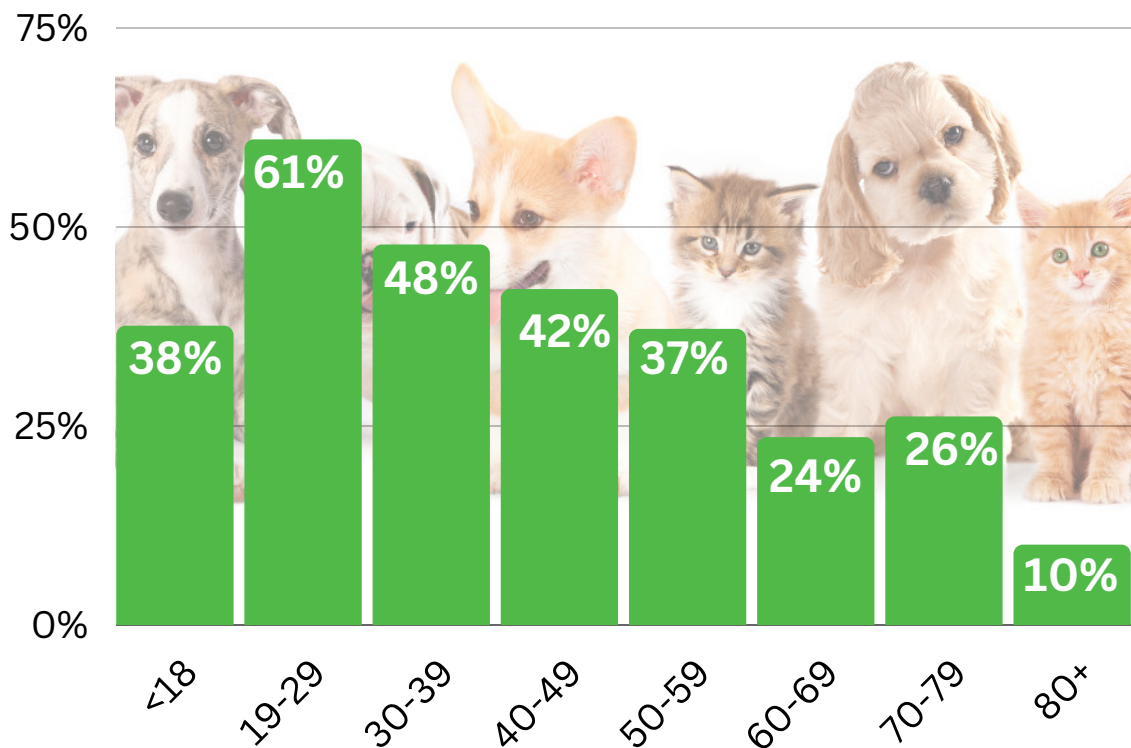
Do you have a pet (dog or cat)?

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 more than 20 years, own a pet.
- 61% of 19-29 year olds and 48% of 30-39 year olds own a pet.

Pet Ownership by Age of Owner:

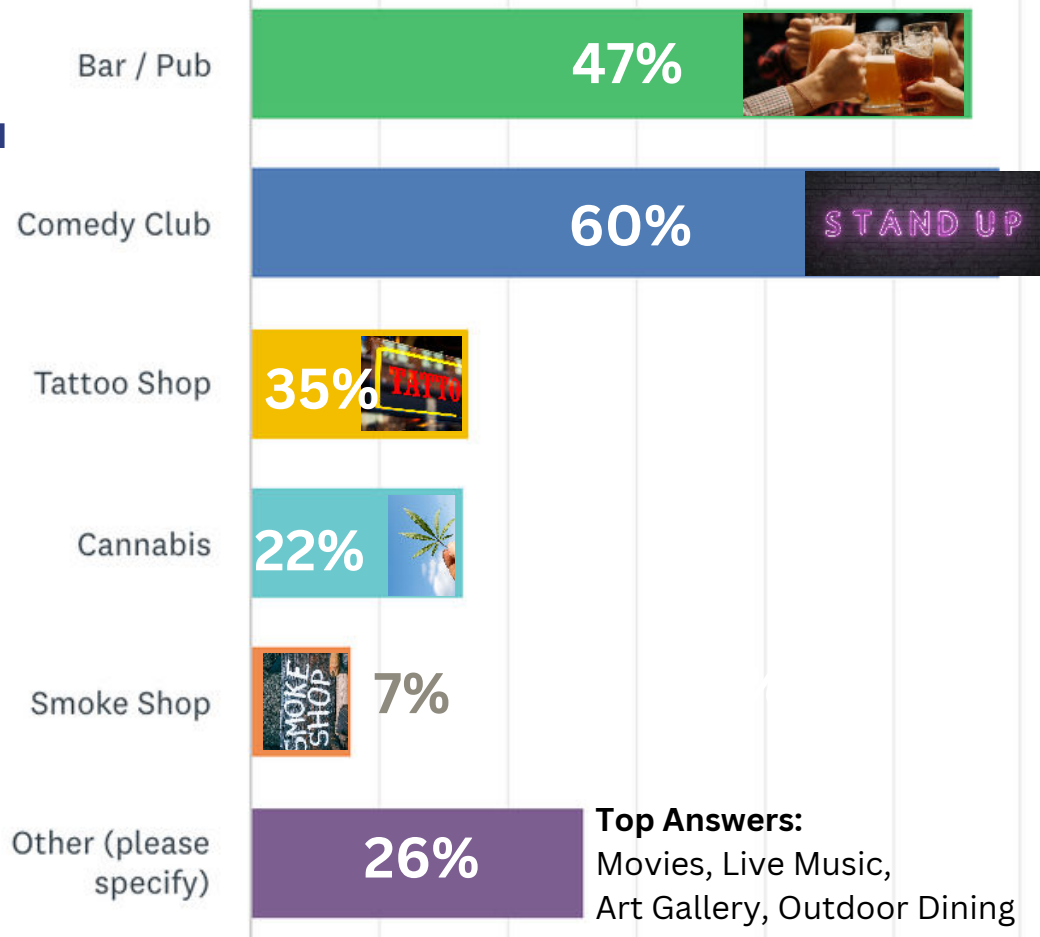


What type of leisure entertainment business would you like to see on Main Street?

Answers could predict success of a business in the given category, i.e. on a top-line level, a comedy club is more likely to succeed than a smoke shop (all things being equal).

Interesting data point: "Outdoor Dining" did well with Movies, Live Music and Art Gallery having few-to-moderate mentions.

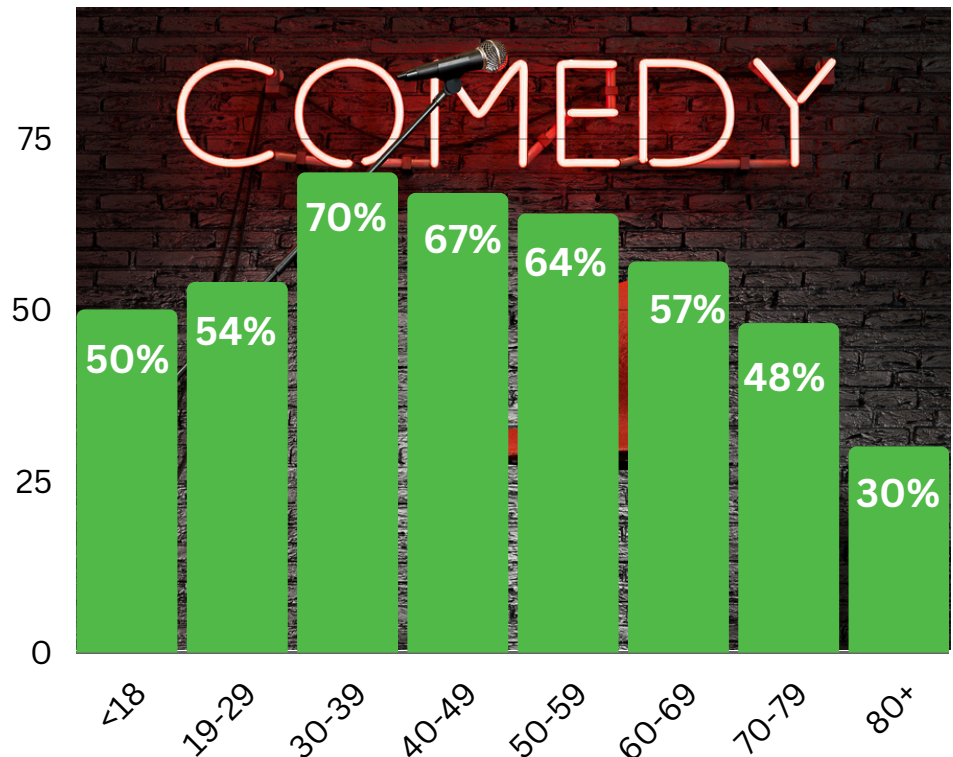
MULTIPLE CHOICE



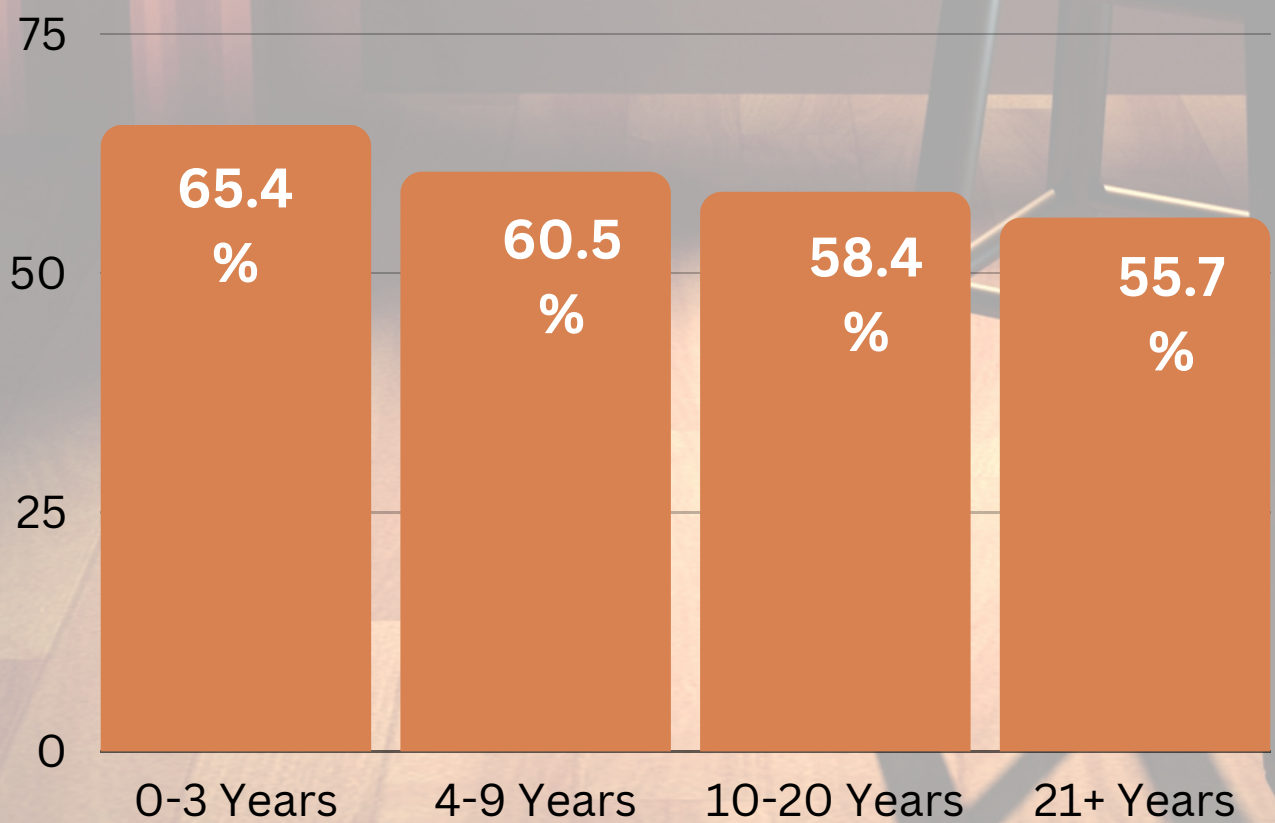
Top Answers: Movies, Live Music, Art Gallery, Outdoor Dining

Comedy Club by Age:

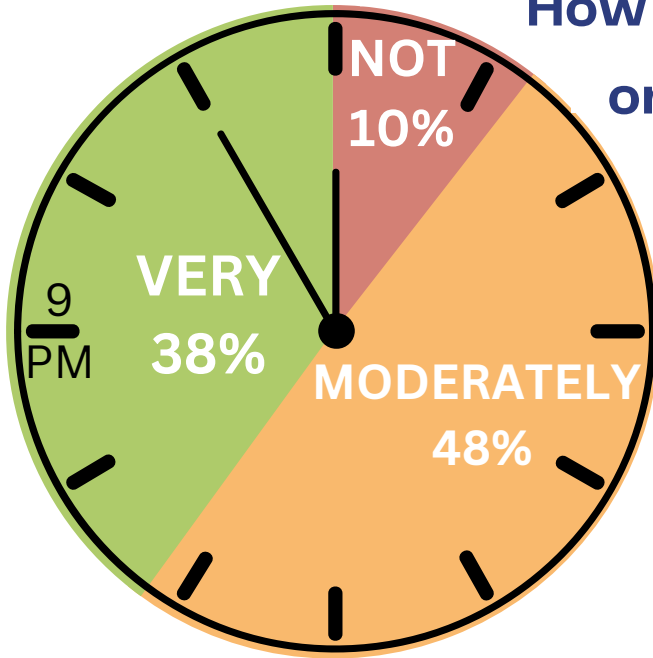
Interestingly, "comedy club" is a popular choice within all age groups.



Comedy Club by Length of Residence:



How important is it for stores on Main Street to stay open late (at least 9PM)?



Most residents want the stores and businesses to stay open late, at least until 9pm.

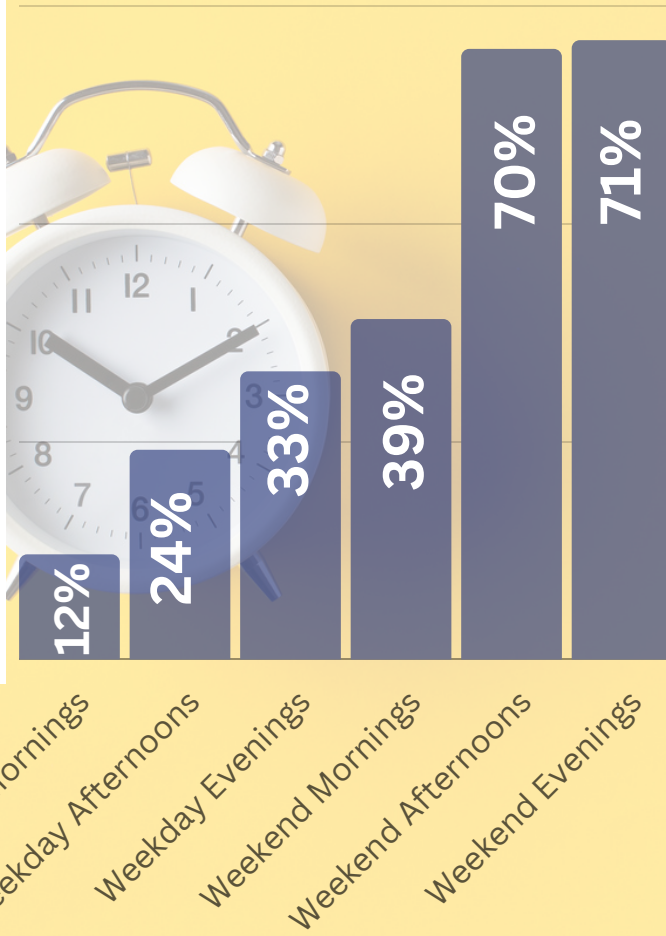
- 52% of new residents want them to stay open late. (moderately important)
- 45% of residents who have lived in Hackensack between 10 and 20 years want the businesses to stay open late. (very important)
- 44% of 50–59 year-olds want the businesses to stay open late. (very important)

Is there a particular store or type of store you would like to see on Main Street?



A word cloud is a representative graphic of the answers provided. The larger and more frequent the words are in the word cloud, the more frequently the answers were mentioned in the responses. The data was not statistically valid enough to present in chart format.

MULTIPLE CHOICE



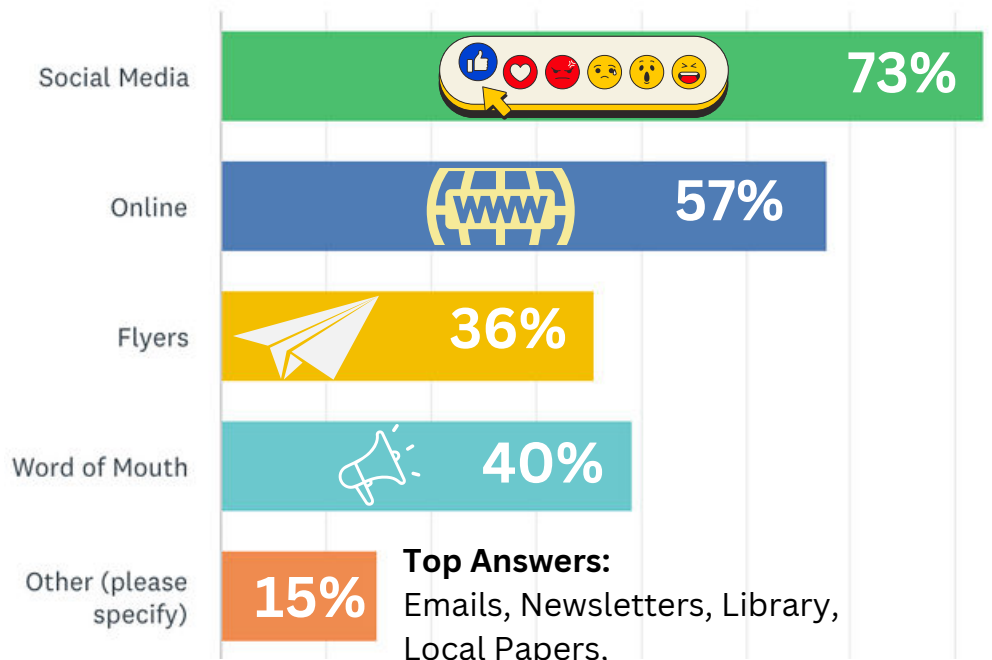
What days and times would you be most interested in attending events?

Weekend Afternoons and Weekend Evenings topped the answers.

How do you normally find out about events taking place?

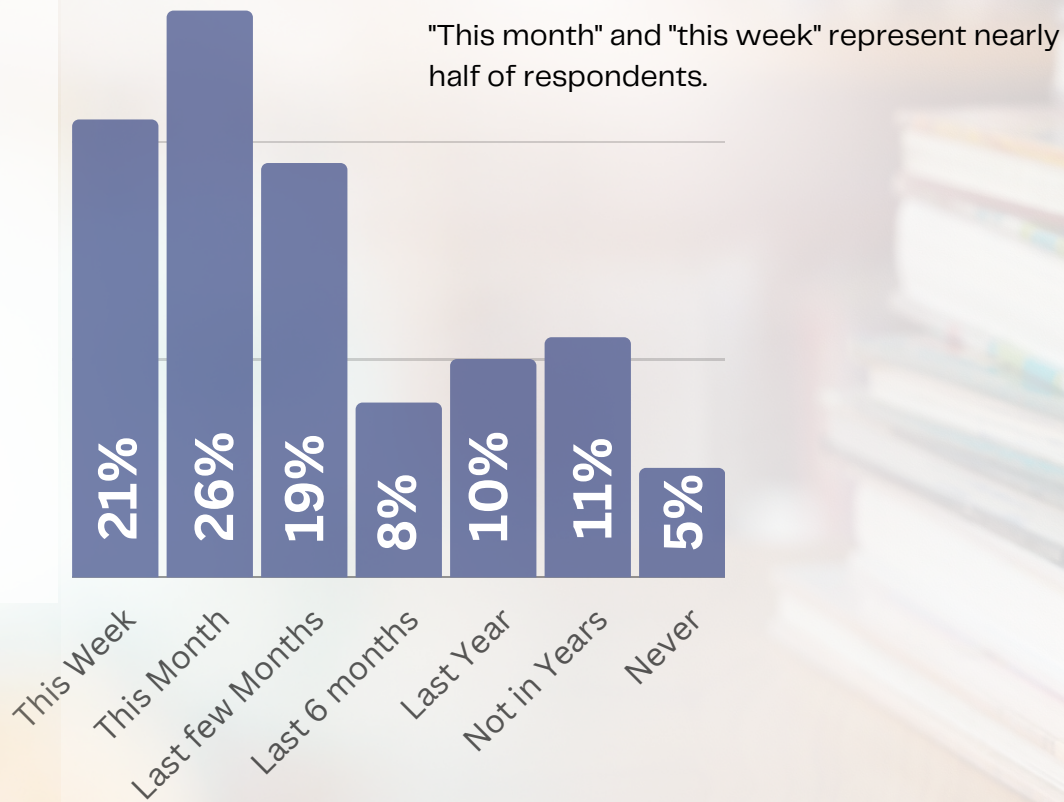
MULTIPLE CHOICE

News about events taking place is predominantly being found in digital formats; social media and online.

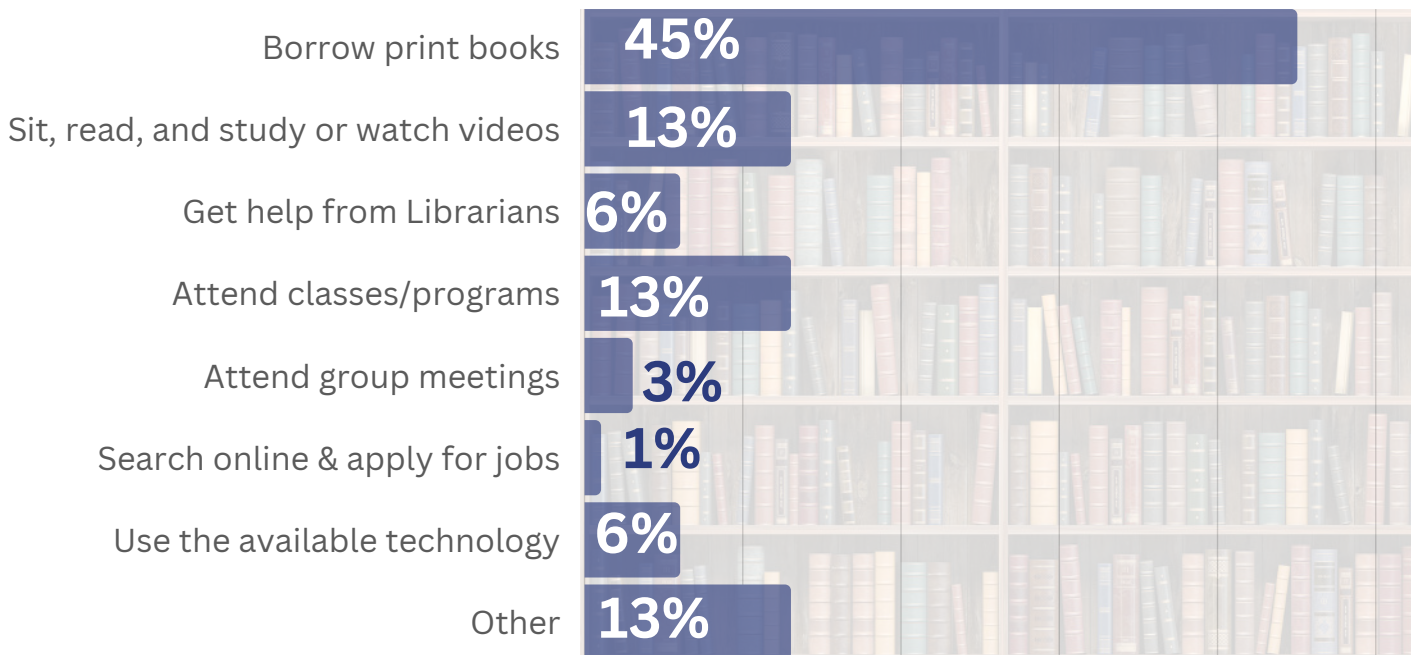


Top Answers:
Emails, Newsletters, Library, Local Papers,

When was your last visit to the library?

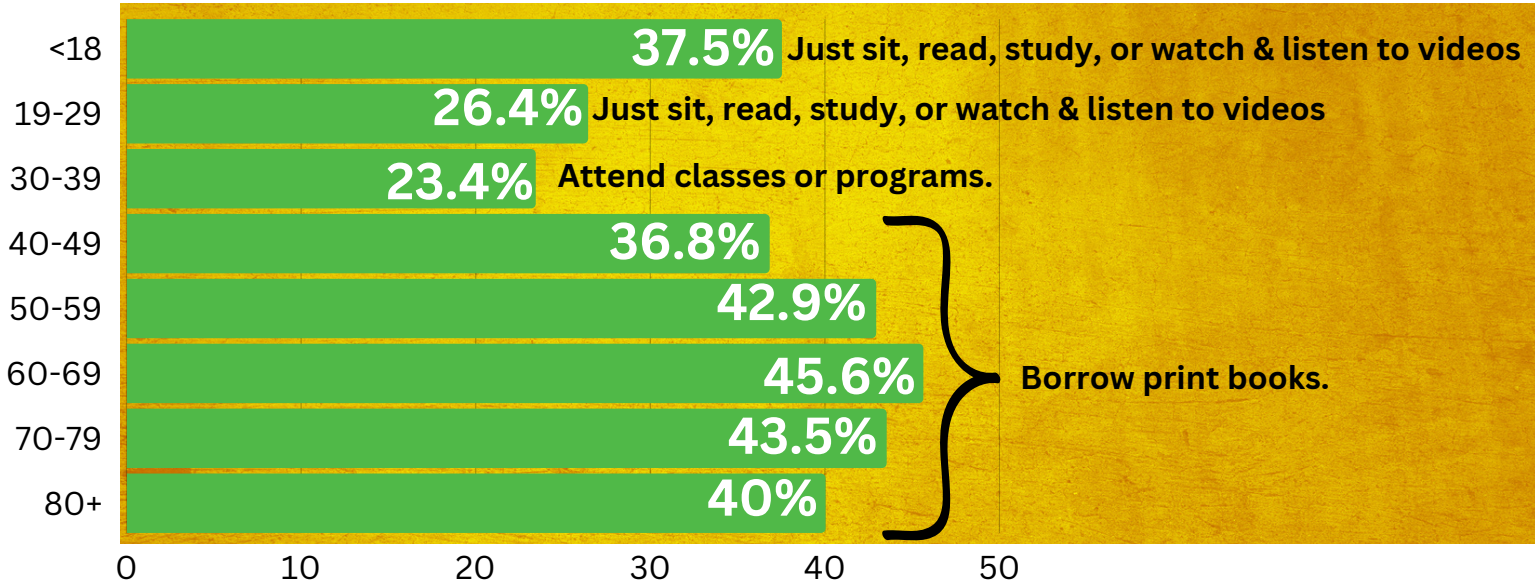


IF you use the library, what is the MAIN reason?



Main Reason I Visit the Library – by Age

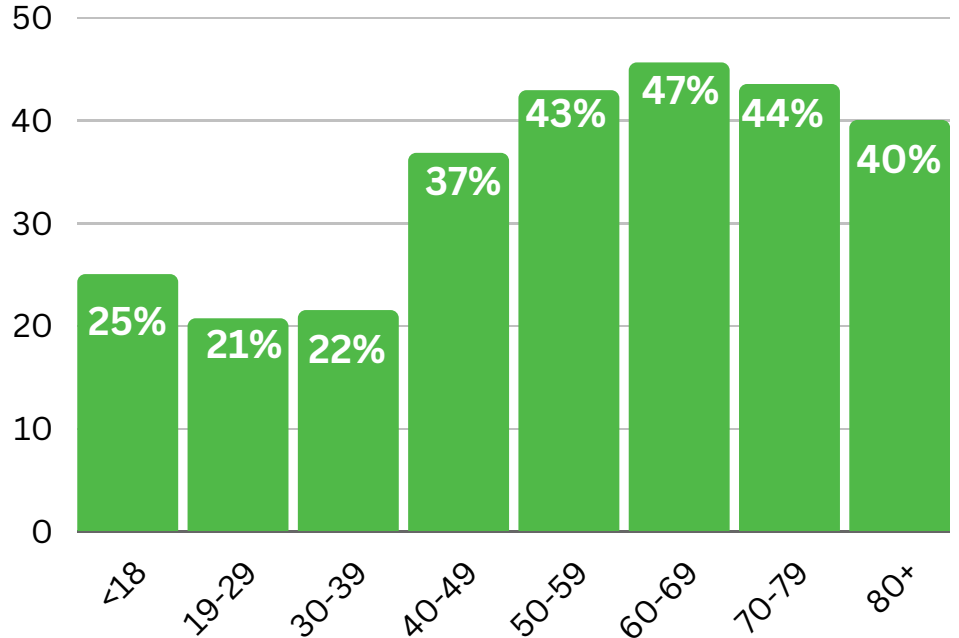
Younger respondents like to use the library as a place to "hang out" with those over 40 using the library to borrow print books. Interestingly, nearly 24% of those in their 30s use the library to attend classes or programs.



Main Reason: Borrow Print Books – By Age



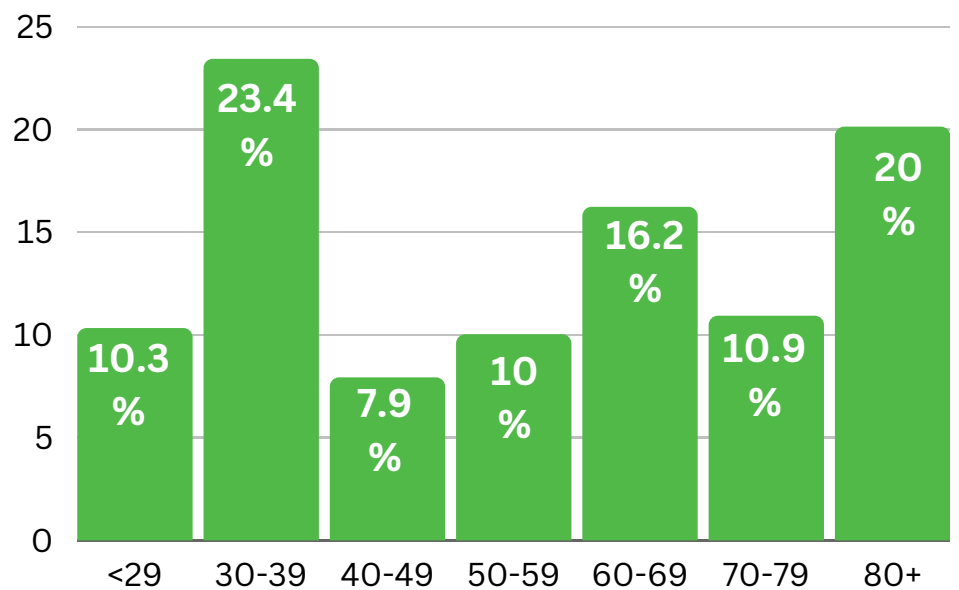
The percentage of people in an age bracket who use the library primarily to borrow print books.



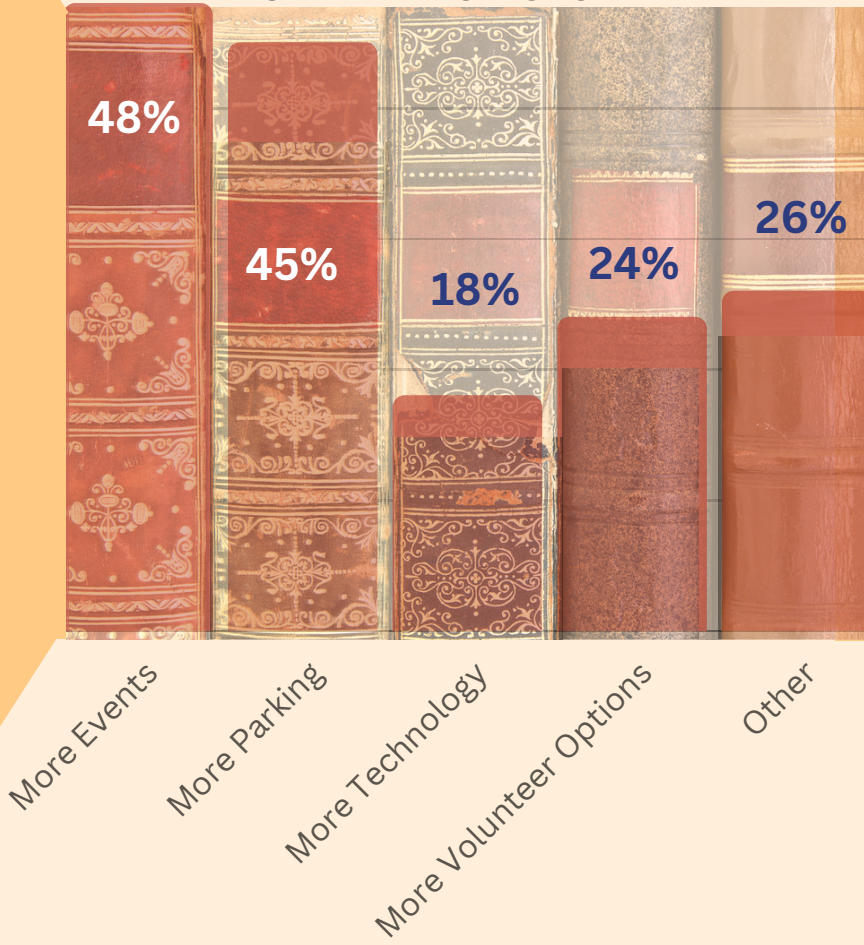
Main Reason: To Attend Classes or Programs – By Age



The percentage of people in an age bracket who use the library primarily to attend classes or programs.



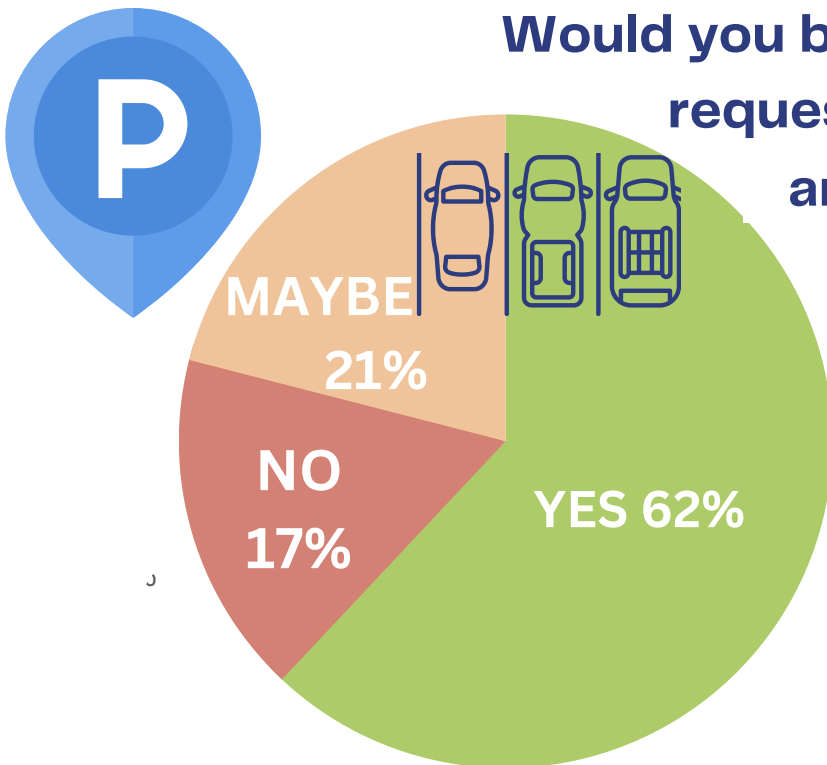
MULTIPLE CHOICE



If you do NOT use the library, what would make you want to?

48% of respondents would use the library if there were more events, with those residing in Hackensack for 10–20 years and those in their 30's being most likely to do so.

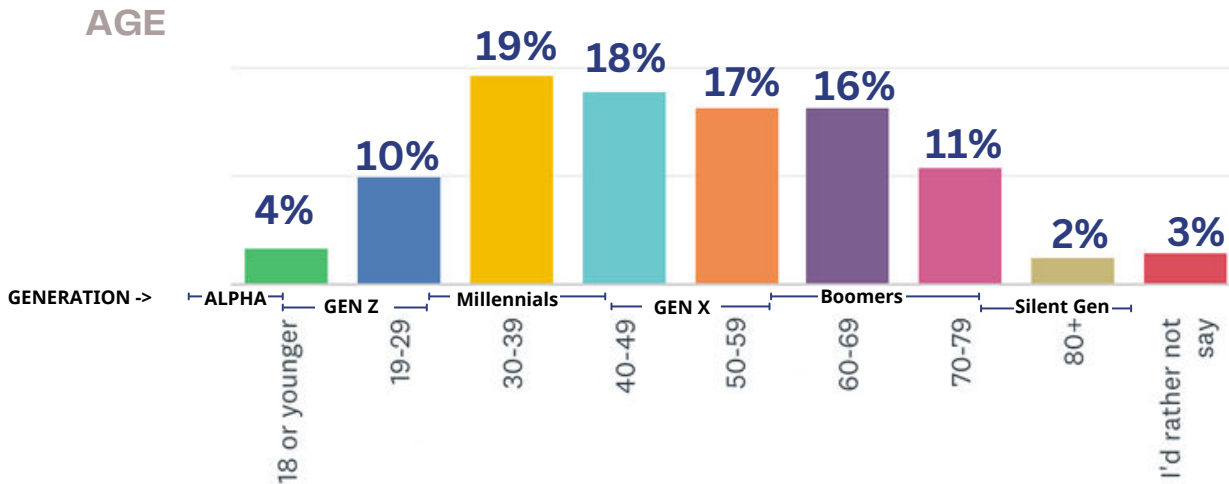
Would you be interested in picking up requested library materials at an off-site Pop-Up library location that offers parking?



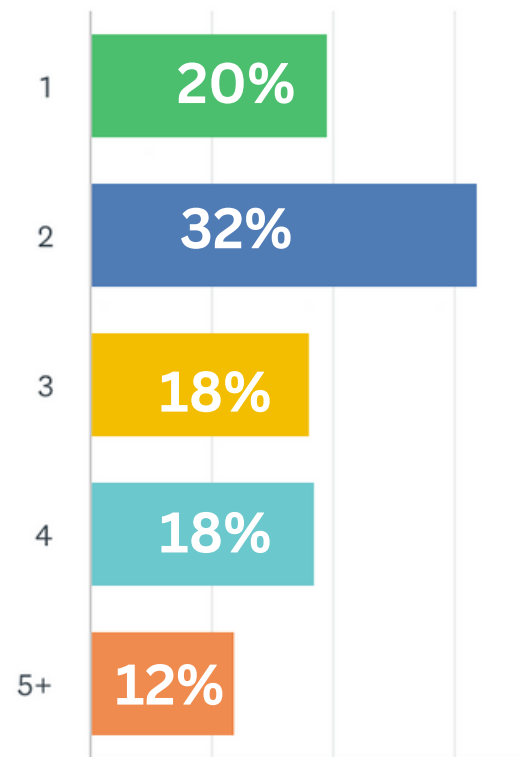
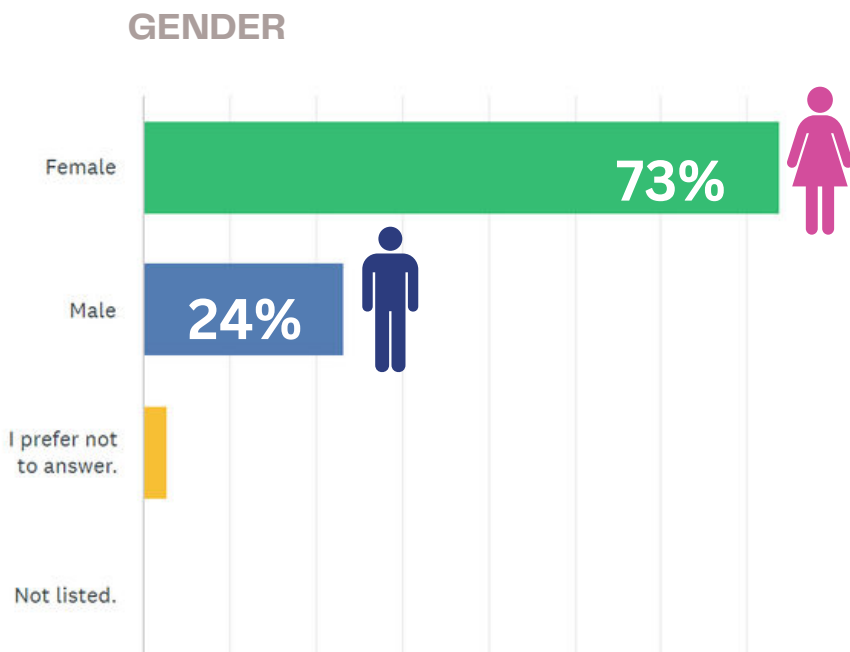
A majority of the respondents would utilize an off-site pop-up library location.

PARTICIPANT DEMOGRAPHICS

Statistically, the respondents represent a good overall mix of ages, though most respondents (73%) were female. A third of respondents lived in a household which had two occupants.



HOUSEHOLD OCCUPANTS



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ABOUT THE MAIN STREET BUSINESS ALLIANCE

The Main Street Business Alliance (MSBA) is a Special Improvement District (SID), set up for local property owners and businesses to make a collective contribution to the maintenance, development, and promotion of the Main Street downtown area. The MSBA is a public/private partnership formed as an alliance between the business community and the city of Hackensack. Its mission is to address the issues facing the business community with the goal of improving the local economy and the overall business climate in Hackensack. Board members and other volunteers address issues within an organizational structure of committees. The committees work on projects such as marketing the district through the creation of a business directory, website, investor's marketing kit, and quarterly newsletters.

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Find links to all of our Social Media accounts: <https://linktr.ee/hackensack>

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- Gaby Ramirez, Marketing Intern, Main Street Business Alliance

About the Johnson Public Library- Winner Best Library in Bergen County 2023. The Johnson Public Library's mission is to provide members of the Hackensack community with the resources and programs to fulfill their evolving informational, educational, recreational and cultural needs in an environment that encourages lifelong habits of learning, self-improvement and self-expression. This includes Computers and Printing, Copy/Fax/Scan services, an Art Gallery, Museum Passes, Technology Center for the visually impaired, Book Clubs, Digital Services for adults, teens and children, ESL services, Citizenship Classes, Resume services and so much more. Visit <https://johnsonlib.org/>



About the Hackensack Regional Chamber of Commerce- The (HRCC) has been serving the community since 1933. During both prosperous and challenging times, the HRCC is involved in a variety of programs to support the well-being of the business community, the city and the surrounding area. We are a voluntary group of business and professional people dedicated to promoting civic, business and community success. We harness the tremendous potential of the private enterprise system enabling our members to accomplish collectively what no one can do individually. Visit <https://www.hackensackchamber.org/>

