

Downtown Retail Demographic Survey

April 2022 Baseline Survey

Downtown Retail Demographic Survey

Received National Grid “Project C” grant funding

Establish baseline data for retailer demographics

Design follow-up strategies for outreach, recruitment, and support/retention

Downtown business marketing opportunities

Methodology

- **Downtown Committee hired Drive Research to survey Retail business owners**
 - “Retail” defined as Restaurant, Store, or Personal Service
- **Survey conducted in Spring 2022**
- **Online survey**
 - Emailed to each respondent, plus reminder calls
- 163 invited to take survey
- 106 responses
- **Response rate: 65%**




Topics Covered

Demographics

- Age
- Gender
- Race
- LGBTQIA+
- Veteran Status
- Nationality
- Languages

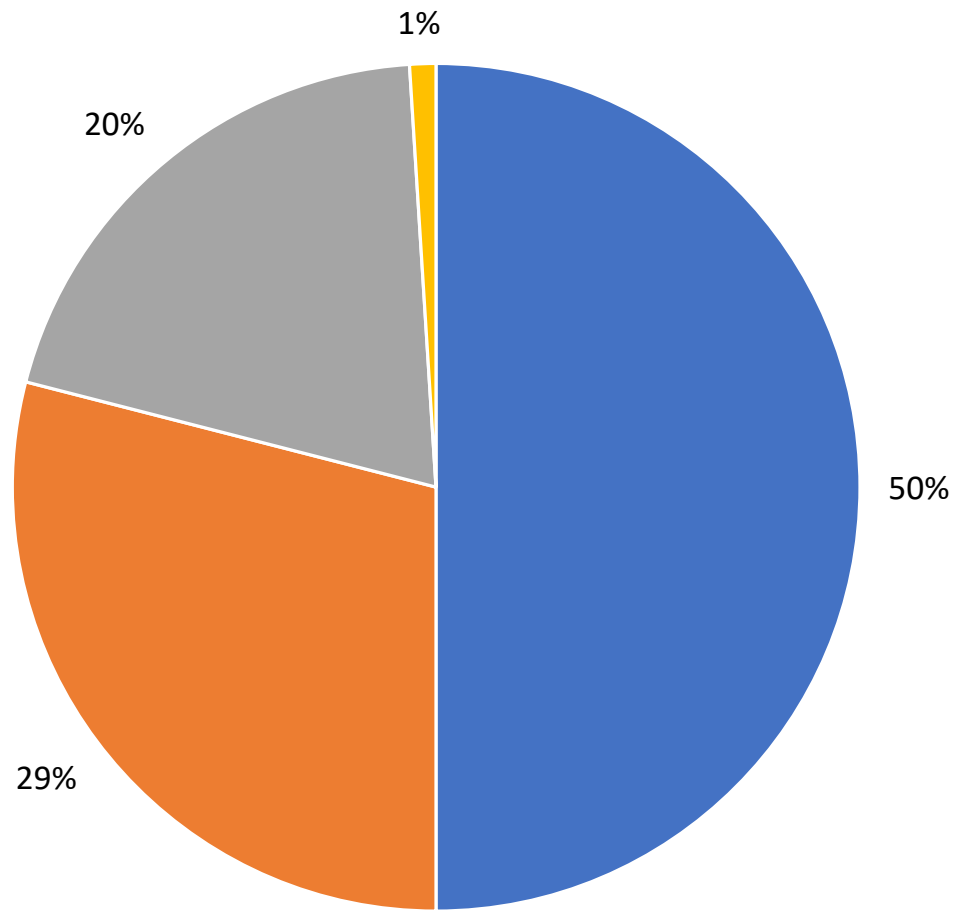
Business Characteristics

- Type
- # Owners
- Year opened/Business tenure
- Engagement with Downtown Committee



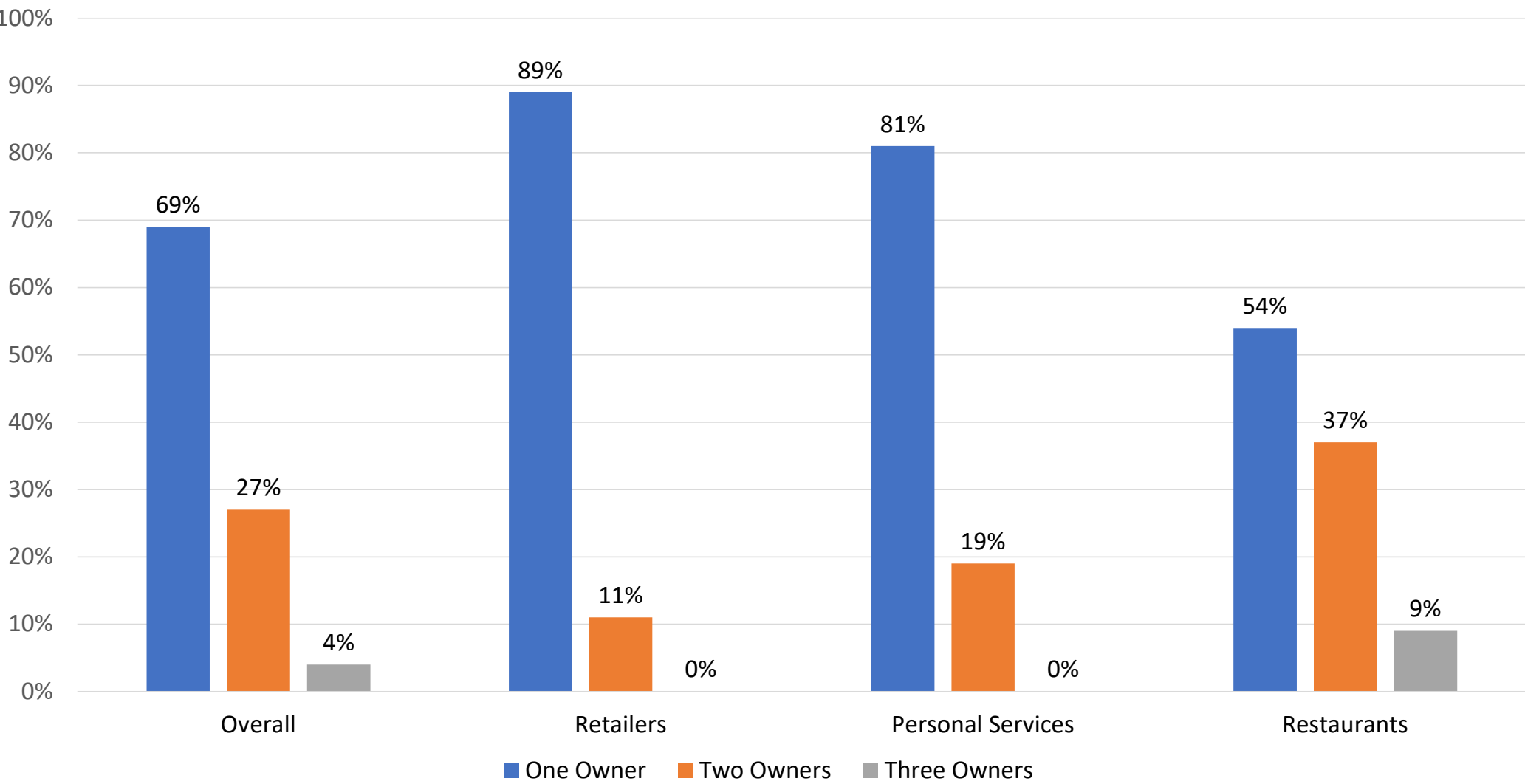
Overall Results: Business Characteristics

Business Type

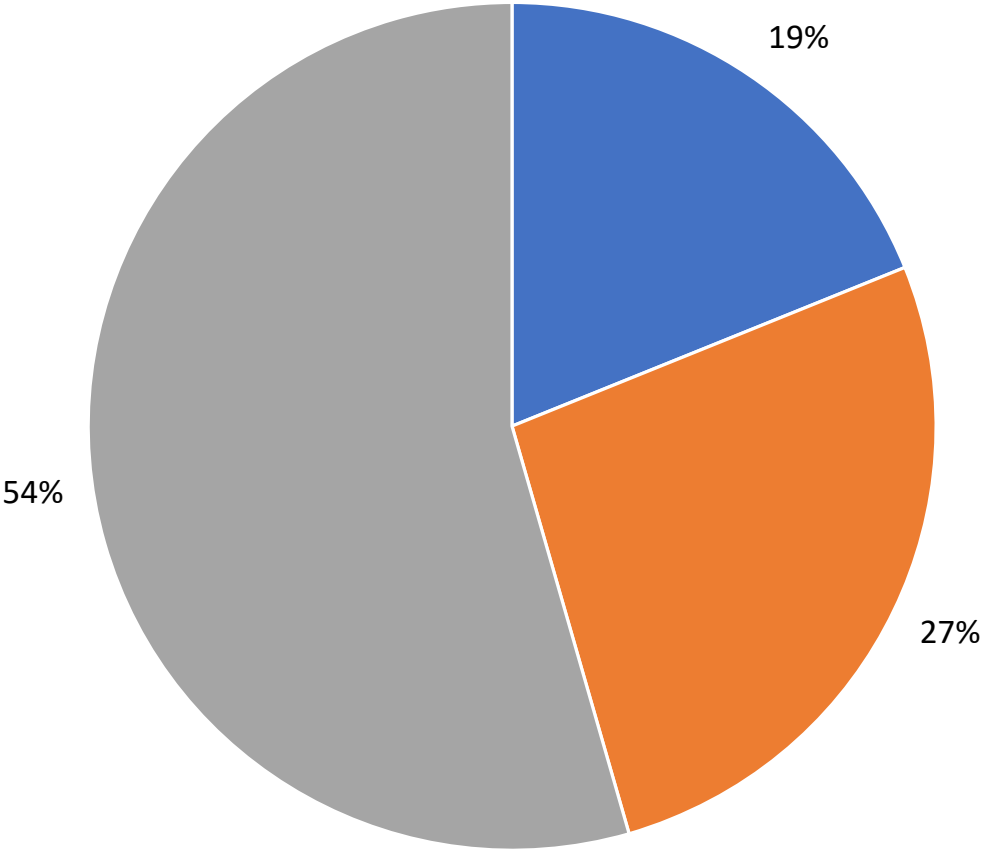


■ Restaurants ■ Personal Services ■ Retail ■ Other

How many owners does the business have?



Business Tenure



■ Opened Before 2000

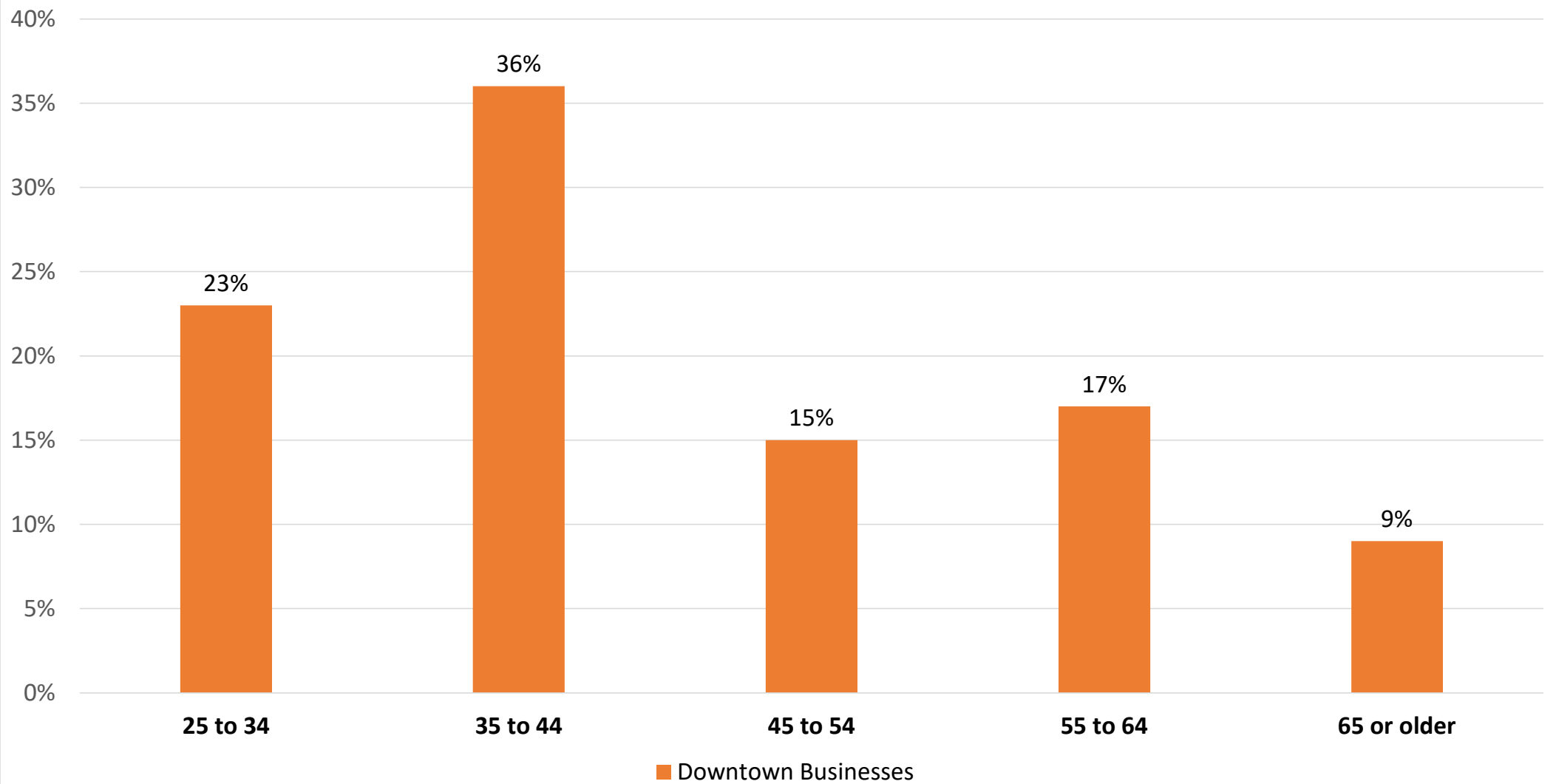
■ Opened Between 2000 and 2016

■ Opened Between 2017 and 2022

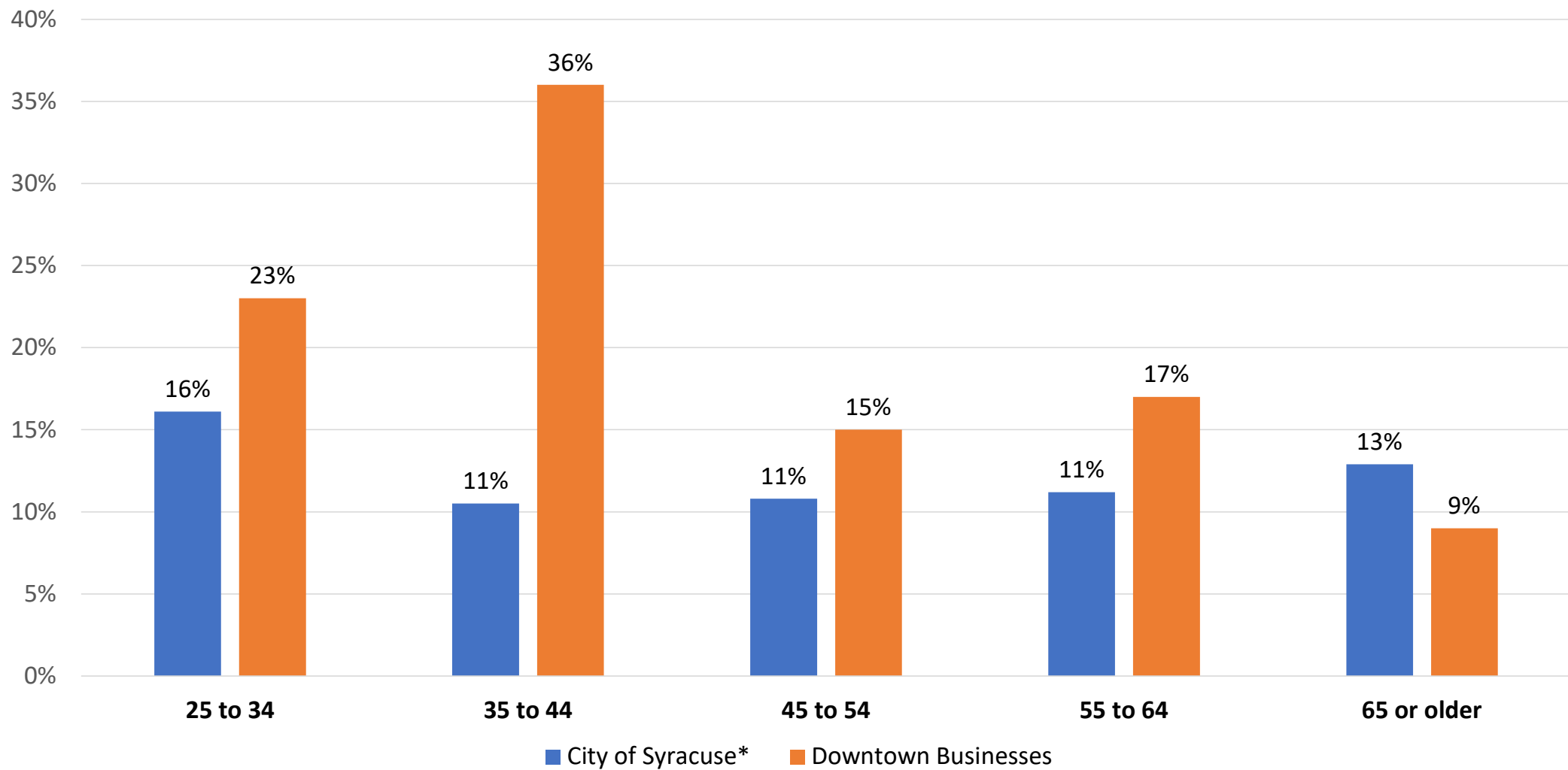


Overall Results: Business Owner Demographics

What age group best defines you?

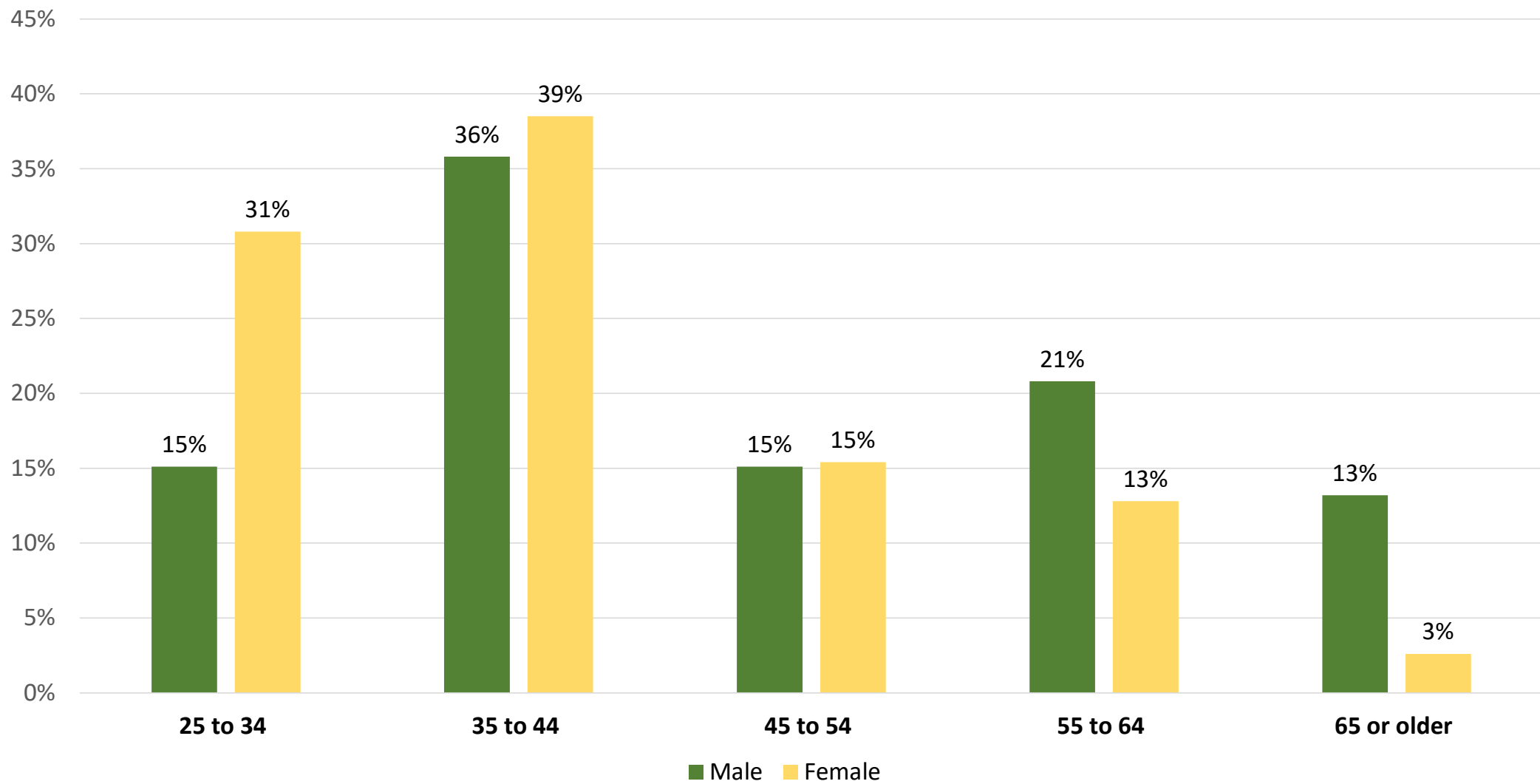


What age group best defines you?

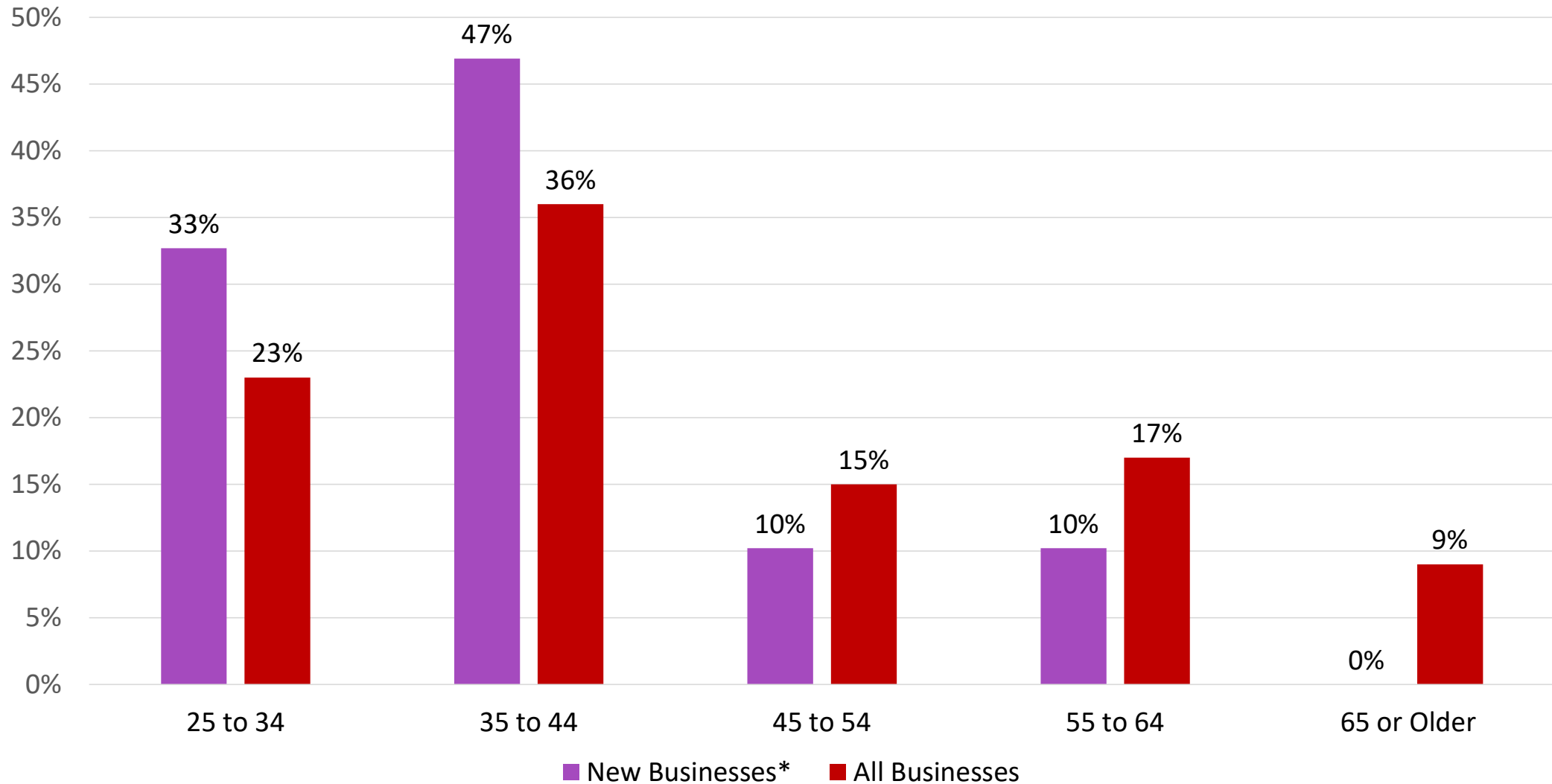


*City of Syracuse data from US Census American Community Survey (ACS) 2021

What age group best defines you?

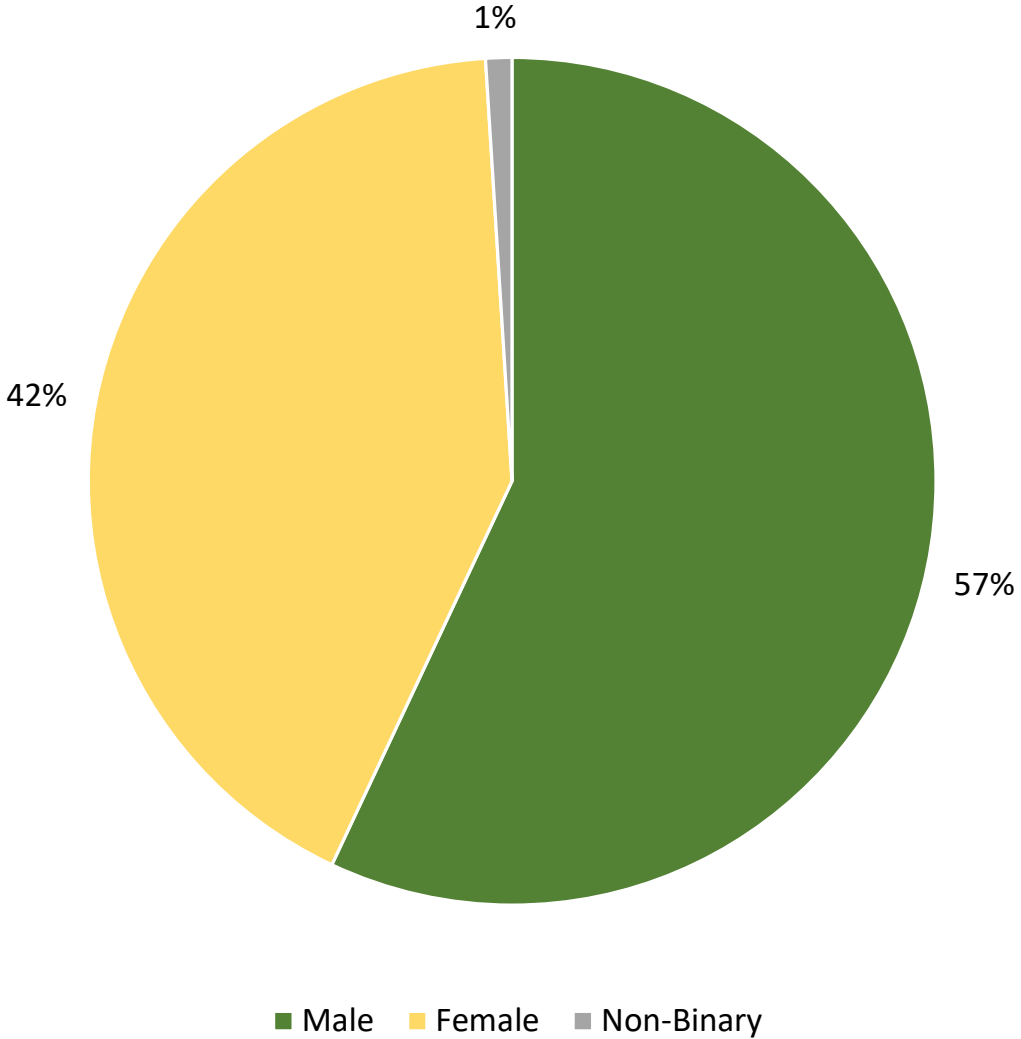


What age group best defines you?

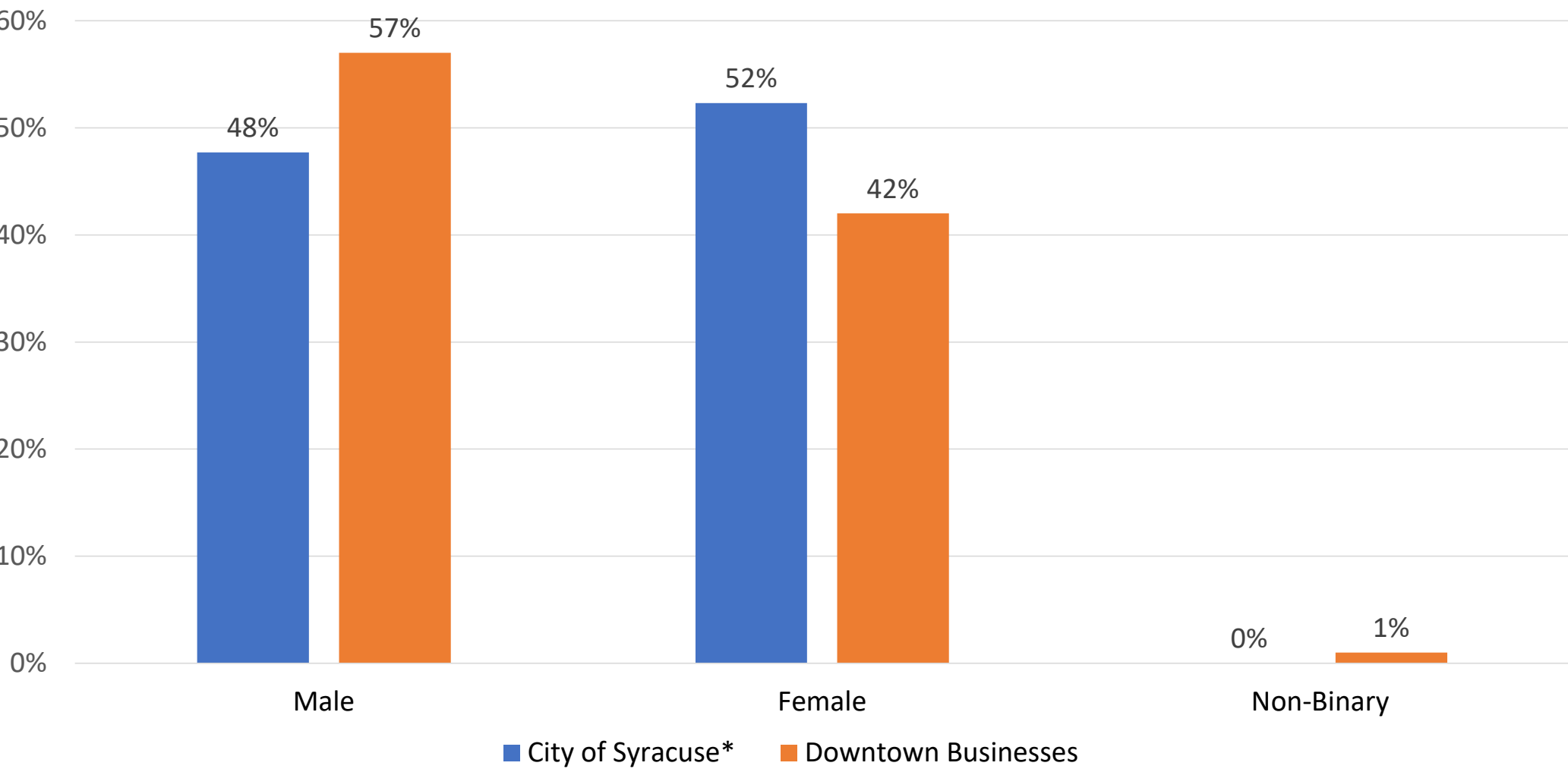


*New Businesses are defined as those that have opened between 2017 and 2022.

Which of the following genders do you most identify with?

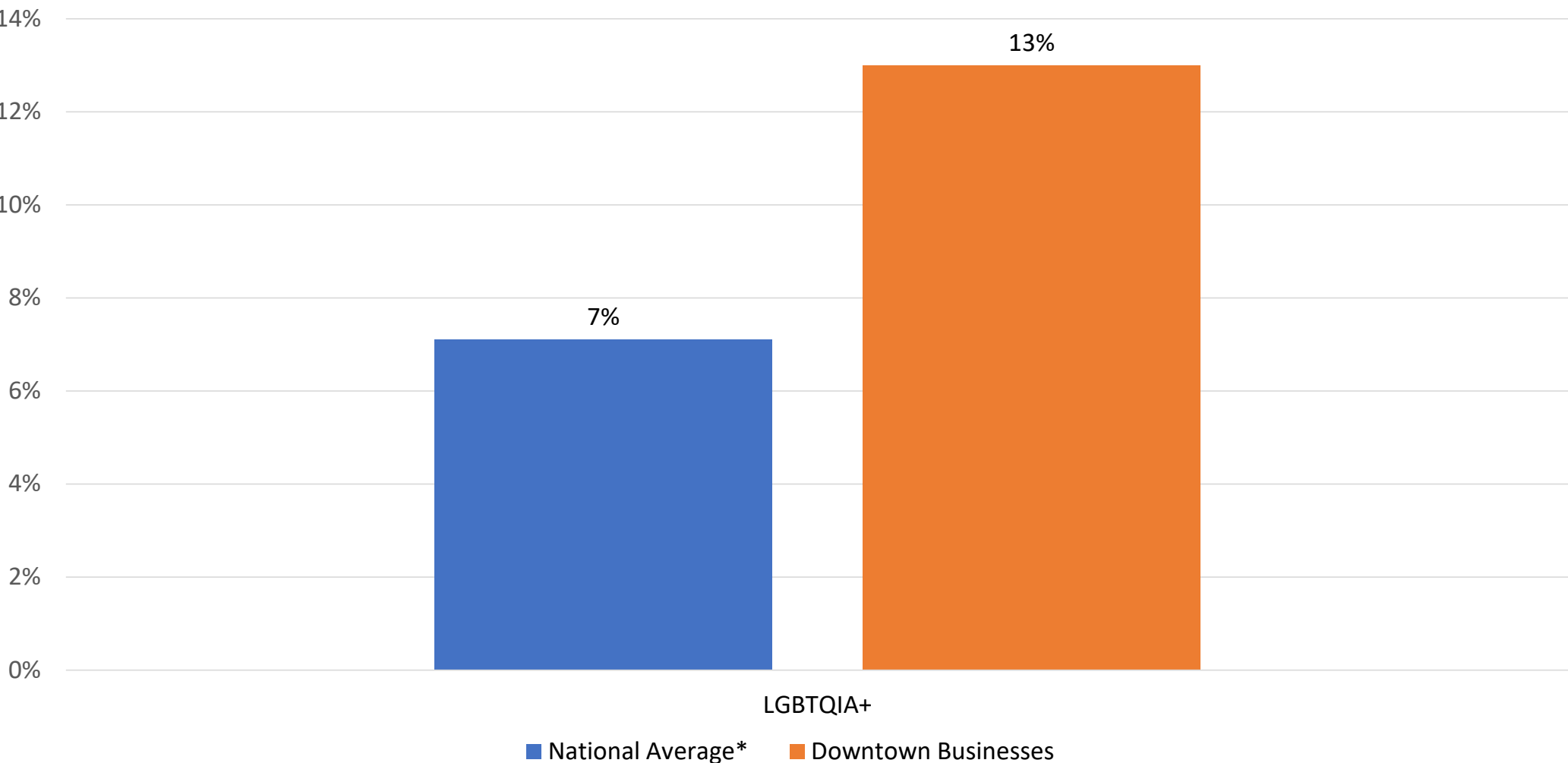


Which of the following genders do you most identify with?



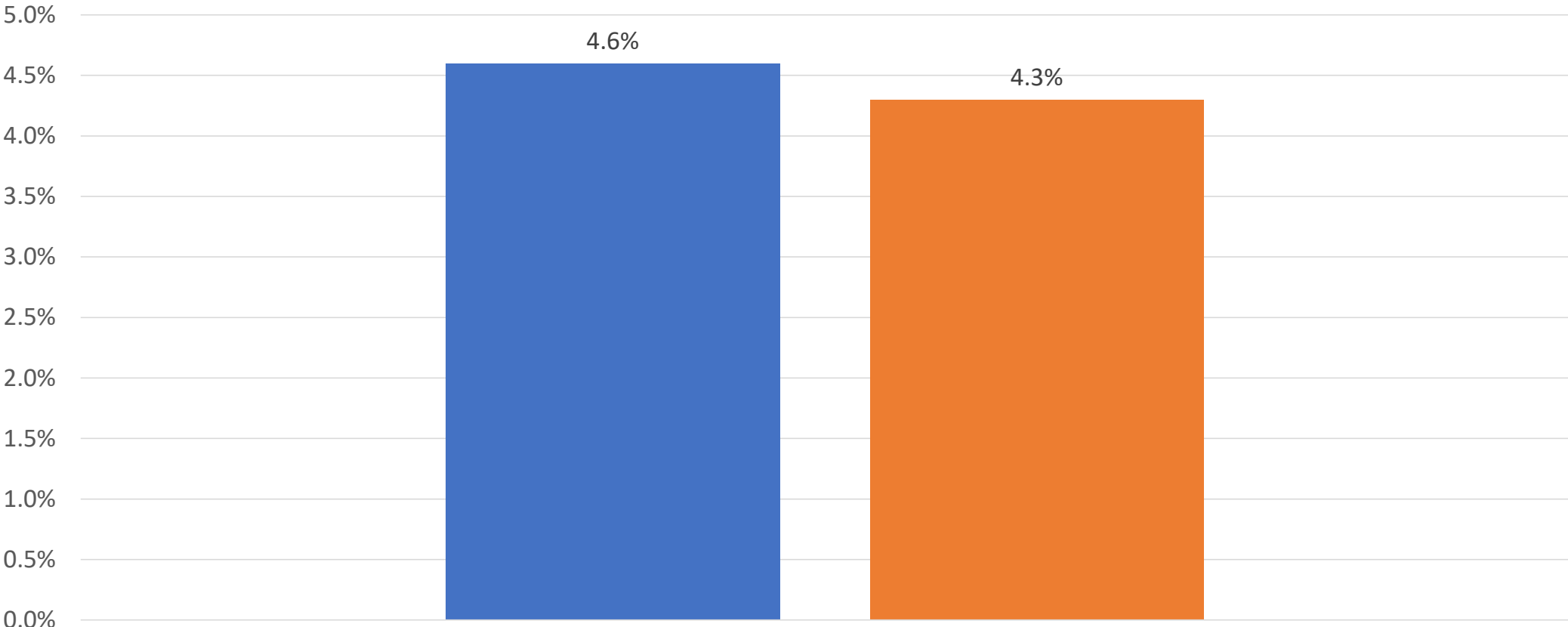
*City of Syracuse data from US Census American Community Survey (ACS) 2021

Do you identify as LGBTQIA+?



*National average from 2021 Gallup national poll asking: "Which of the following do you consider yourself to be? You can select as many as apply. Straight or heterosexual; Lesbian; Gay; Bisexual; Transgender"

Have you ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?

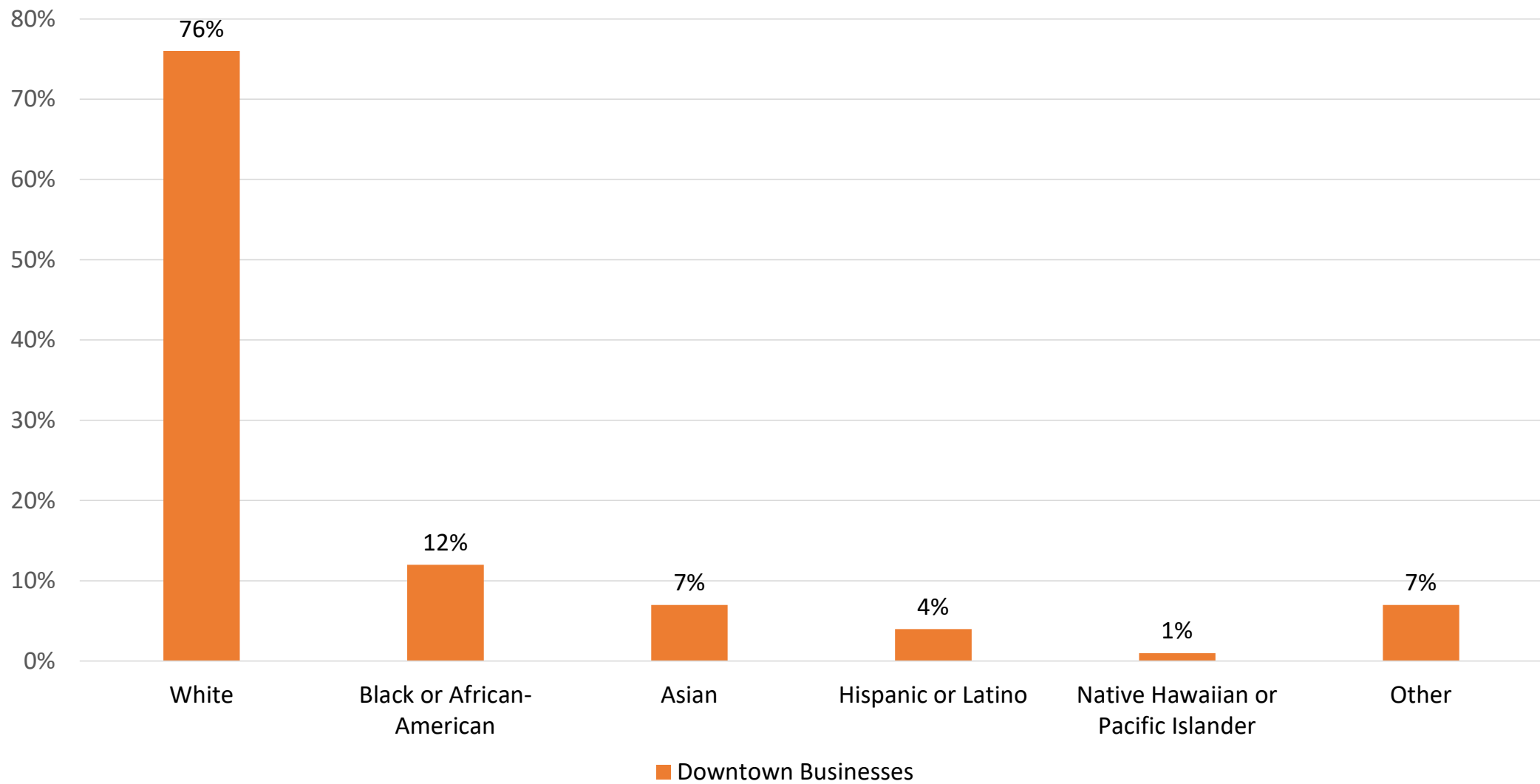


Veteran Status

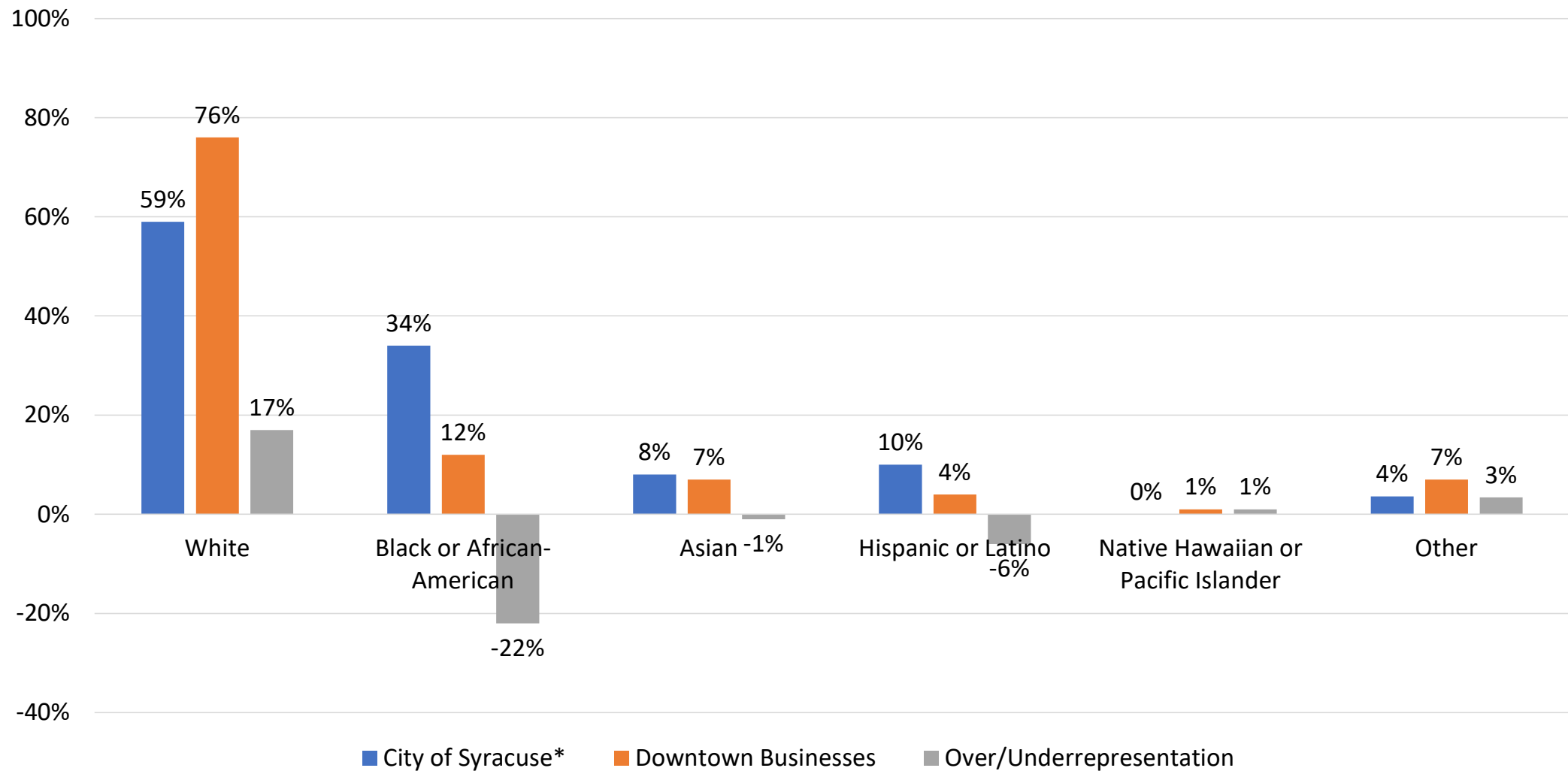
■ City of Syracuse* ■ Downtown Businesses

*City of Syracuse data from US Census American Community Survey (ACS) 2021

Which of the following Census categories best applies to you?



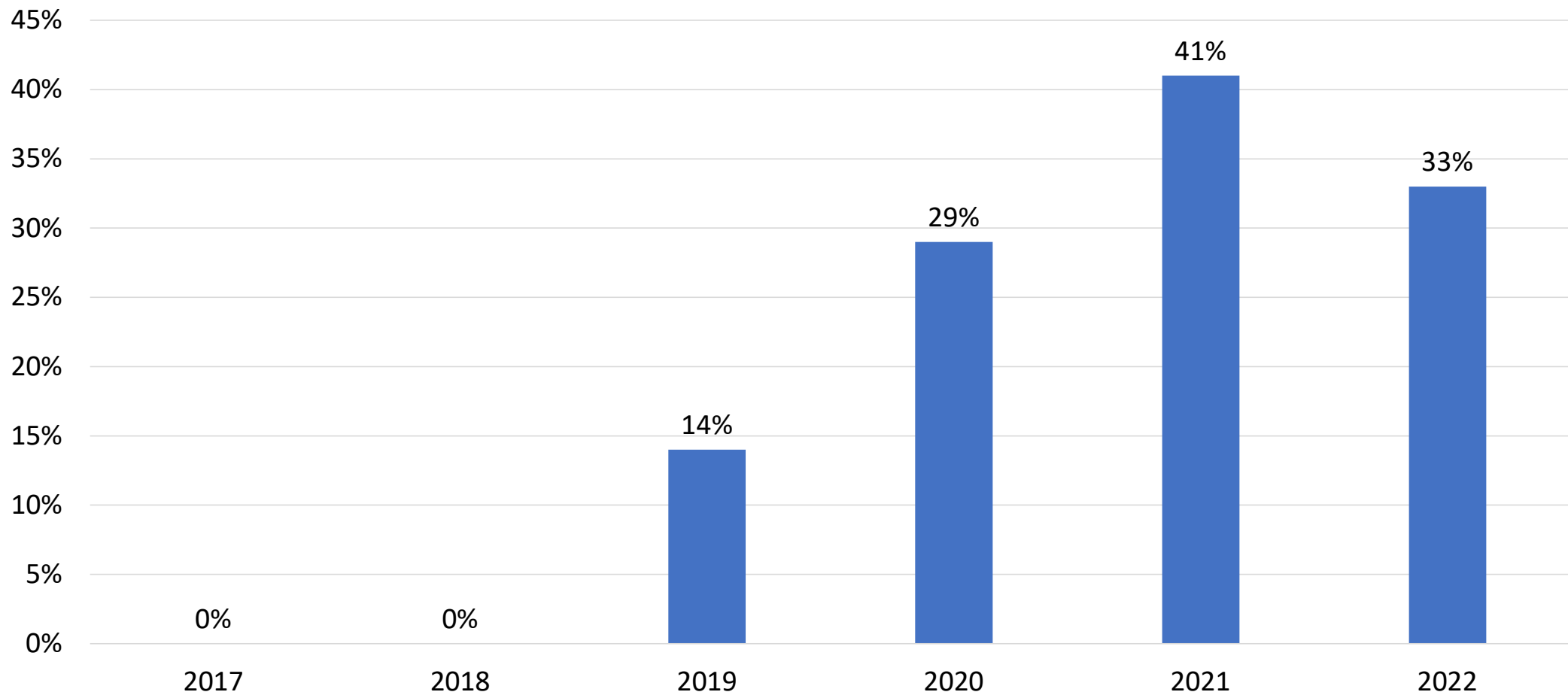
Which of the following Census categories best applies to you?



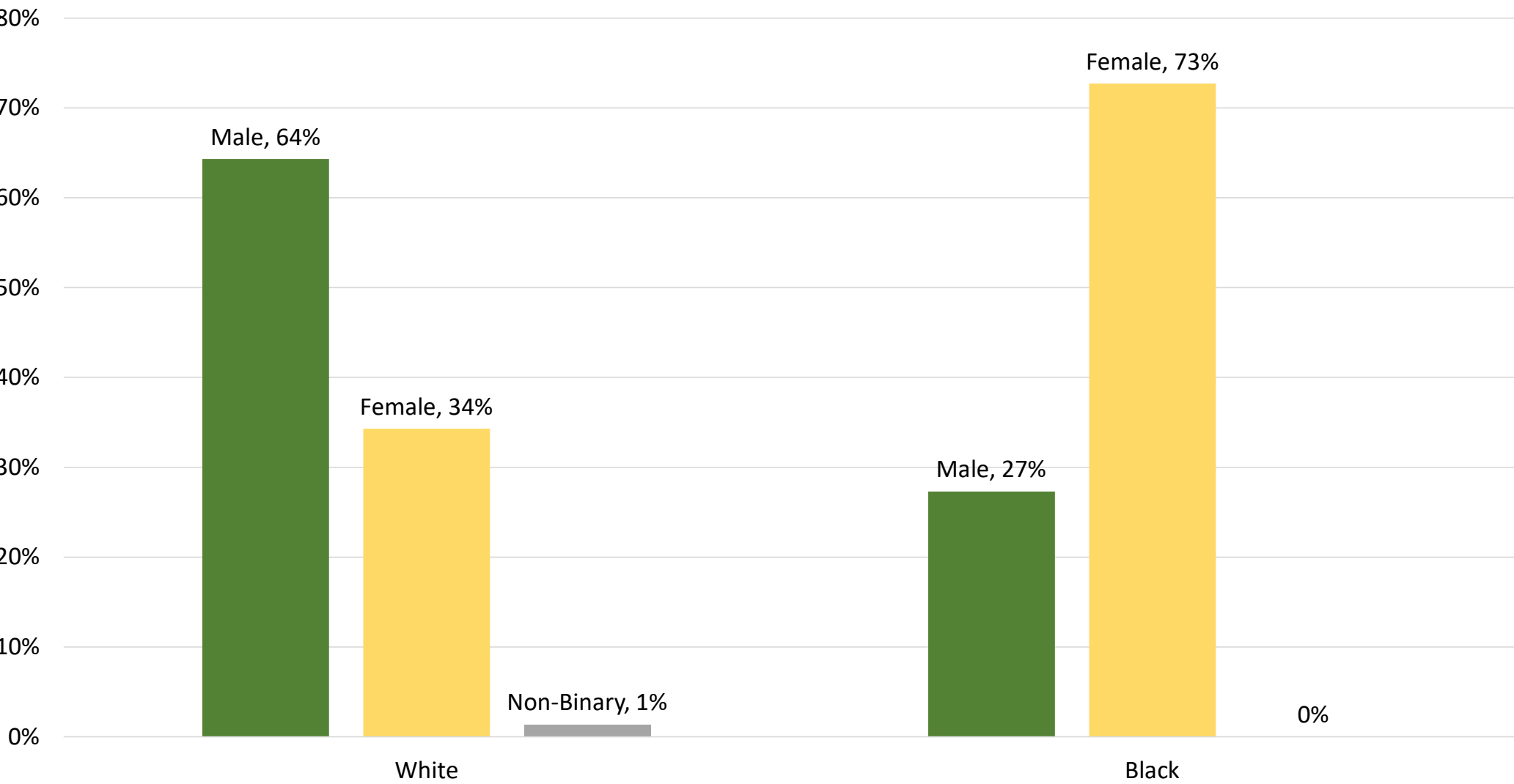
*City of Syracuse data from US Census American Community Survey (ACS) 2021

Women of Color as a Share of New Business Owners

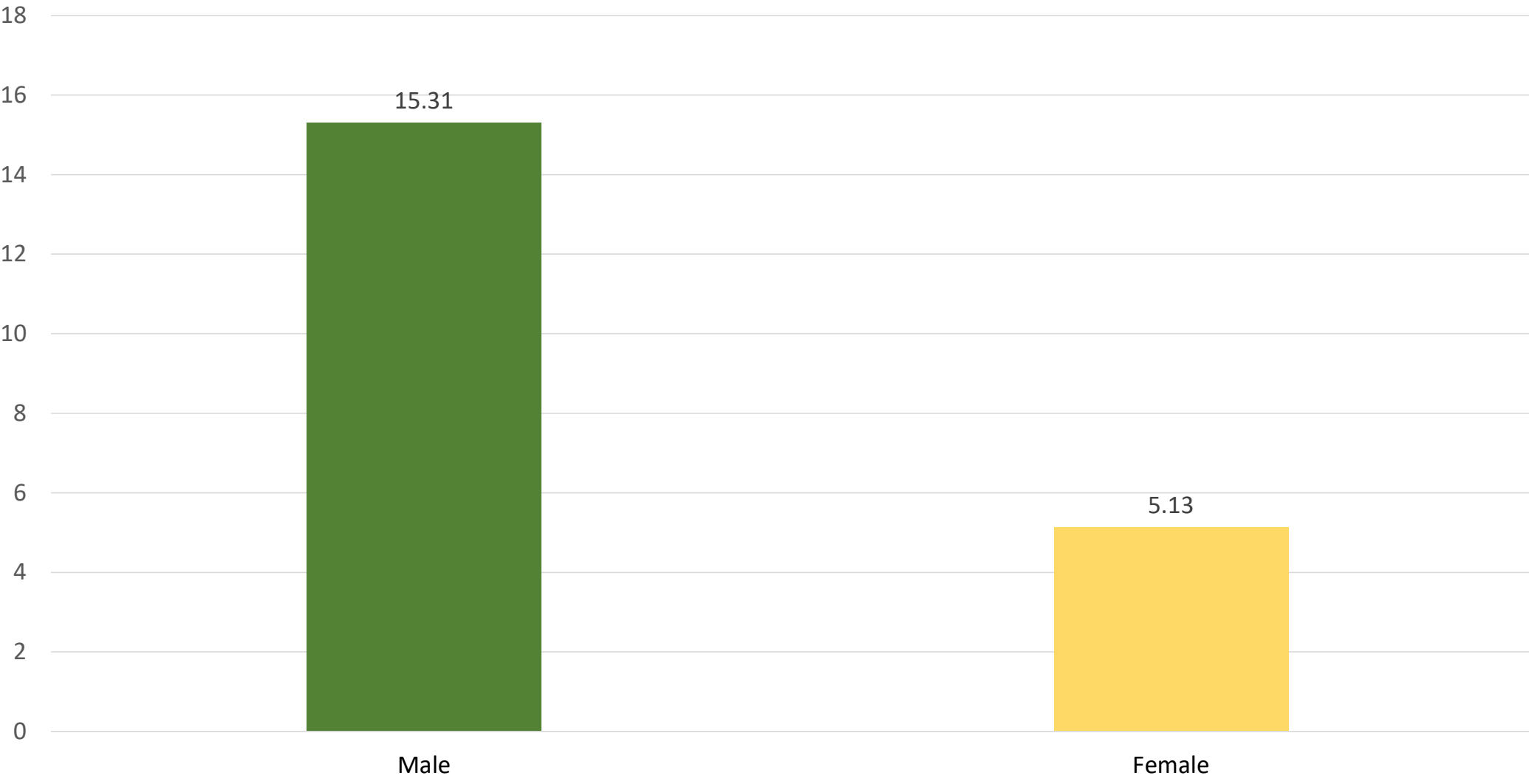
Based on responses in 2022 to the following two survey questions: "Which of the following Census categories best applies to you?" and "What year did your business locate in downtown Syracuse?"



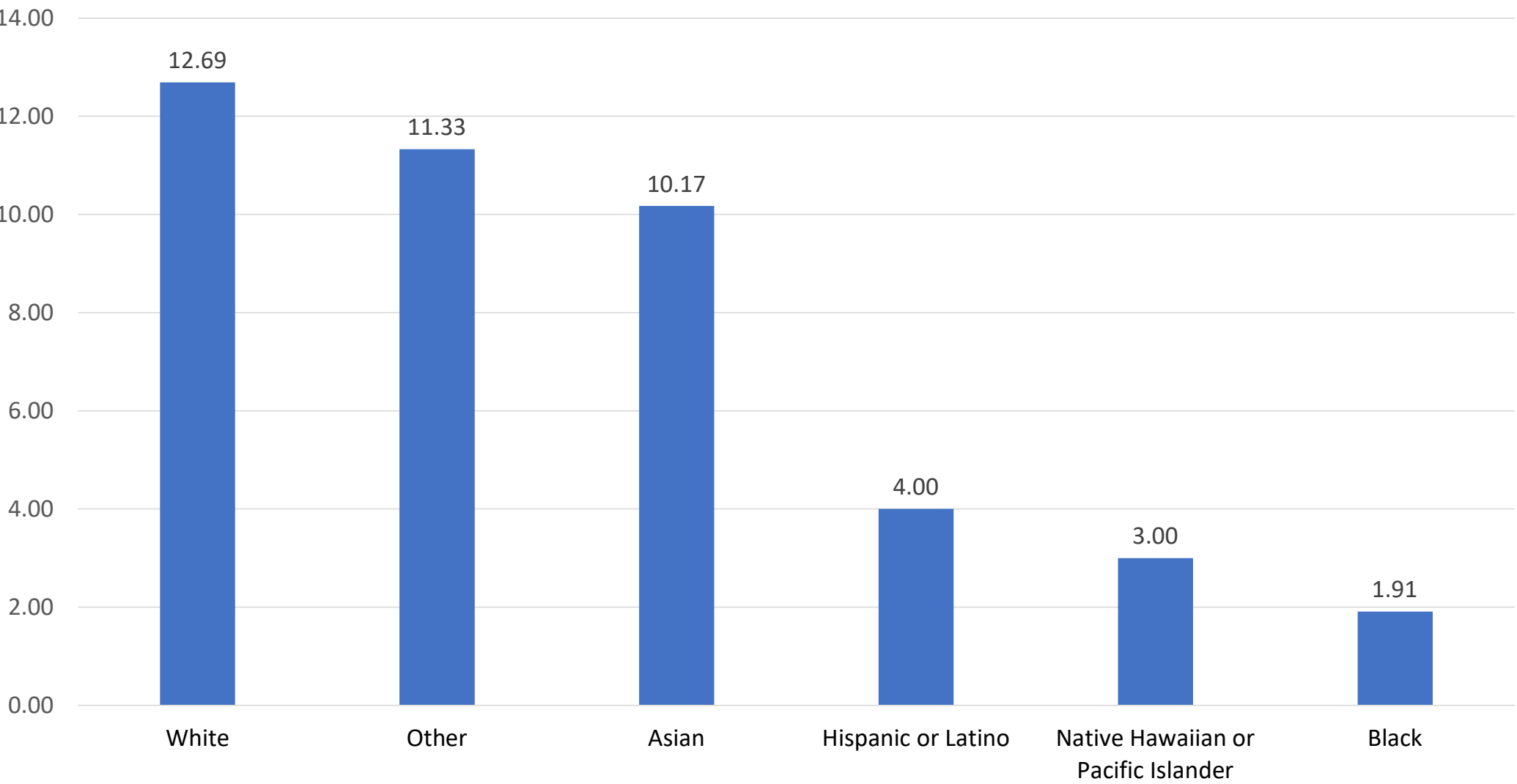
Gender Distribution by Race of All Downtown Business Owners



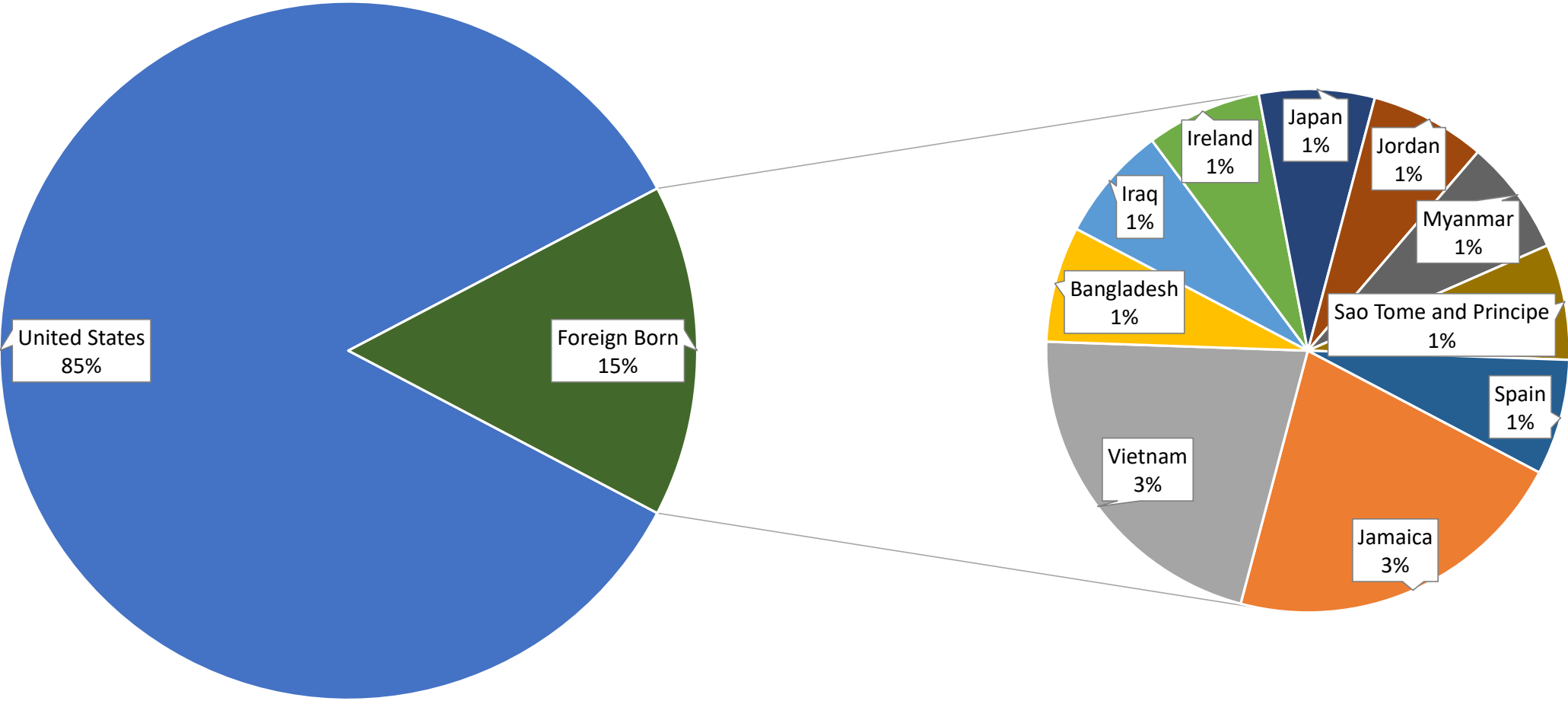
Business Tenure



Business Tenure



In which country were you born?



Which of the following languages do you speak?

21% of downtown businesses owners can speak a language other than English.

Business Owners

- English (99%)
- Spanish (4%)
- French (3%)
- Arabic (3%)
- Italian (2%)
- Vietnamese (2%)
- Other (Catalan, German, Hindi, Myanmar, Japanese, Jamaican Patois)