



**“It used to be all Poles, Ukraines, and Norwegians. Now, it’s all ethnic.”**  
*This was a comment by a person who owned a building on Central in the 50’s.*

## **Central Avenue Consumer Intercept Survey Results September 2005**

### **Introduction**

This survey was conducted from August 8<sup>th</sup>, 2005 until August 22<sup>nd</sup>, 2005 between 18th Ave. NE and 28th Ave. N.E. There were generally two interviewing shifts conducted per day for 15 straight days – noontime and late afternoon/early evening. Each shift was an hour, although on the weekends several of the interviewers stayed out longer.

The purpose of the survey was to gain data on shopping patterns and people’s opinions of Central Avenue. Specifically, the survey attempted to answer the following questions:

- What mode of transportation do visitors use to travel to Central Avenue?
- How often do customers shop on Central Avenue?
- Where are they shopping?
- How much do they typically spend while shopping there?
- What types of businesses/services would people like to see added to Central Avenue?
- How do people feel about the safety and general appearance of Central Avenue?

This survey will be followed by a random telephone survey of Northeast neighborhoods inquiring into their shopping patterns on Central Avenue and what would motivate them to shop more there.

These two surveys, along with more market data that can be found on NE CDC’s web site - [www.NEcdc.org](http://www.NEcdc.org). - will be the research base for a public meeting to discuss what would be a prosperous retail mix on Central Avenue. This meeting will be held on Monday, October 24<sup>th</sup>, 2005 from 6:00 PM until 8:00 PM at the Eastside Co-op at 2551 Central Avenue. All are invited.

The NE CDC board will then use the surveys, the data, and the results of the public meeting to decide its strategic direction in terms of actively recruiting businesses to Central.

NE CDC will share all of this information with Central Avenue businesses as a way to encourage them to further penetrate the marketplace. Area banks, neighborhood organizations, elected officials, CPED staff, etc. will be also be given this information.

## **Methodology and Observations**

The **Minnesota Center for Survey Research** was hired as the consultant for this survey. They informed NE CDC that 383 completed surveys would be the statistical threshold for a +/- 5% margin of error. **Interviewers completed 385 surveys.**

It should be noted that of the 30 shifts conducted over a fifteen day period, eleven of those shifts had Spanish speaking interviewers and four had Arabic speaking interviewers. This was done in recognition of the rapid increase in Latinos living near Central (According to the 2004 census update, 26% of people living within three blocks of Central from 18<sup>th</sup> Avenue NE to 28<sup>th</sup> Avenue NE identify as Hispanic.), and of the concentration of Middle Eastern businesses near Lowry.

Each interviewer received training on the general dos and don'ts of street surveying, plus some tips specific to this survey.

Early on in the survey, which was conducted on some very hot days, it became apparent that most of the activity on Central is centered around Lowry and Central and a block up to 26<sup>th</sup> Avenue, and between 18<sup>th</sup> and 19<sup>th</sup> Avenues. So, rather than have lonely interviewers standing on relatively inactive street corners, we over-sampled in those two areas. To counter-balance this, however, 6 shifts had individuals roaming each side of the street between 19<sup>th</sup> Avenue and 24<sup>th</sup> Avenue.

While this survey is by no means the end-all and be-all of professional surveying methodology and execution, it was developed in consultation with professionals in the field and conducted with due diligence. We believe it represents a fair representation of who is coming to shop on Central Avenue and what they think.

Another observation worth noting is that Central has a street life of its own emanating from the individuals who actually live on Central and quite distinct from individuals who come to Central for a specific purpose or destination. Many volunteers talked about how interesting it was to get to know the Avenue's everyday inhabitants. Some commented on how little awareness there is in the surrounding neighborhood of this community of sorts.

NE CDC greatly appreciates the efforts of all our volunteers on this project; most of whom were Northeast residents. We also gratefully acknowledge the volunteers who helped us from other parts of the City; specifically from Seward Redesign, the Minneapolis Consortium of Community Developers, and the Neighborhood Planning for Community Revitalization program at the Humphrey Institute. A special thanks goes out to our intern for this project from the U of M's Journalism School – Greg Corradini.

# SURVEY RESULTS

## *Question 1: How did you travel to this area today?*

**43 percent of respondents said they drove to Central Avenue, while 34 percent said they walked.** Taking the bus was the third most popular mode of transportation at 17 percent. 5 percent of respondents said they biked to the area.

One respondent said he didn't know how he got to Central Avenue!

## *Question 2: Which specific Central Avenue businesses did you visit, or are you visiting today?*

**Table 1  
Top-Ten Businesses Most Visited**

<b>Names of Businesses</b>
1) Holy Land Deli
2) Walgreen's
3) Eastside Co-op
4) Subway
5) Central Foods
6) Central Avenue Liquor
7) Sully's Bar
8) Wells Fargo Bank
9) Patel's Grocery
10) Mexico y Mexico Restaurant

## *Question 3: How much did you spend at the businesses you visited today?*

Most respondents reported spending under \$5 along Central Avenue (31 percent). 11 respondents said they spent over \$100 along Central Avenue in a day, accounting for 3 percent of the total responses. **The average amount of money respondents spent along the avenue was \$23.48.**

## *Question 4: In the past 12 months, about how many times have you come to Central Avenue?*

Most respondents reported visiting Central Avenue frequently during the past year, with the largest percentage saying they came more than 300 times within the last twelve months (36 percent). This statistic represents the large number of people surveyed who said they live in the area (See results for Section B, Question 1).

The table below shows the top-five time ranges in which respondents visited Central Avenue. The average number of times that respondents came to the area in the last twelve months was 190 times.

**Table 2**  
**Times that Respondents Visited Central Avenue in the Past 12 Months**

<b>Visit Time Ranges in Past Year</b>	<b>Total Responses</b>
<b>5 times and under</b>	40
<b>21-50 times</b>	49
<b>51-100 times</b>	50
<b>101-200 times</b>	41
<b>More than 300 times</b>	133

*Question 5: Do you think any of the following types of businesses should be added to the Central Avenue area?*

Table 5 is a compilation of the top-five **business types** that respondents, choosing from a predetermined list of 19, said **SHOULD** be added to Central Avenue.

**Table 3**  
**Top-five Businesses that Respondents want added to Central Ave.**

<b>Type of Business</b>	<b>“Yes” Responses</b>
<b>1) Live Music or Other Entertainment</b>	296
<b>2) An ice cream shop</b>	291
<b>3) A store that is a copy center/ mailing</b>	266
<b>4) A coffee shop</b>	253
<b>5) A gym or workout facility</b>	252

Many types of businesses were very close to falling within the top-five and should be noted: a diner (235), a bakery (230), a full-service grocery store (243) and a book store (240).

Table 6 is a compilation of the top-five businesses that respondents said **SHOULD NOT** be added to Central Avenue. Respondents chose the types of businesses from a predetermined list.

**Table 4**  
**Top-five Businesses Respondents don't want to see added to Central Ave.**

Type of Business	“NO” Responses
<b>1) A tobacco store</b>	235
<b>2) A fast food restaurant</b>	207
<b>3) A bagel shop</b>	166
<b>4) A shop that sells greeting cards/gifts</b>	153
<b>5) An interior decorating store</b>	152

Again, there were a few notable close ties: an art gallery (143), a sporting goods store (149) and an antique store (152).

***Question 6: What other services would you like to see added in the Central Avenue area?***

**“Don’t know” accounted for 46 percent of the answers to this question!**

After this, respondents wanted to see more **American food restaurants and a community/youth activity center along Central Avenue; each accounting for 8 percent of the responses.**

***Question 7: What suggestions do you have for other changes that could be made in the Central Avenue area?***

In some ways, question 8 was a reframing of question 6. Therefore, it also generated a large amount of **“Don’t know” responses which accounted for 37 percent of the answers.**

**12 percent of respondents said they would like to the general appearance of Central Avenue improve, including cleaner sidewalks, storefronts and curbsides.**

**25 percent of respondents said they would like to see more police patrolling Central Avenue.**

5 percent of respondents said they wanted to see more green space and parks in the area. 4 percent said they wanted something to be done about the street lighting for the avenues that run perpendicular to Central Avenue.

***Question 8: In general, how safe do you feel during the daytime in the Central Avenue Area... very safe, somewhat safe, not very safe, or not at all safe?***

**Table 5  
Daytime Safety Responses**

<b>Response Categories</b>	<b>Number of Responses</b>	<b>Percentage (based on total responses)</b>
<b>Very safe</b>	227	60.2%
<b>Somewhat safe</b>	94	24.9%
<b>Not very safe</b>	17	4.5 %
<b>Not at all safe</b>	37	9.8 %
<b>Don't Know</b>	2	0.5%

***Question 9: In general, how safe do you feel during the evening or nighttime in the Central Avenue Area... very safe, somewhat safe, not very safe, or not at all safe?***

**Table 6  
Nighttime Safety Responses**

<b>Response Categories</b>	<b>Number of Responses</b>	<b>Percentage (based on total responses)</b>
<b>Very safe</b>	48	12.7 %
<b>Somewhat safe</b>	134	35.4 %
<b>Not very safe</b>	90	23.7 %
<b>Not at all safe</b>	62	16.4 %
<b>Don't Know</b>	43	11.3 %
<b>Refuse to Answer</b>	2	0.5 %

## Background Section B

*Question 1: What is your zip code?*

**Table 7**  
**Top-Six Visitor Zip Codes**

<b>Zip Codes</b>	<b>Percentage</b> (Based on total zip code responses)
55418	49.6 %
55413	9.1%
55421	3.5%
55414	3.2 %
55412	2.9 %
55432	2.7 %

*Question 2: Do you own or rent your residence?*

**Table 8**  
**Respondents' Owner/Renter Data**

<b>Categories</b>	<b>Totals</b>	<b>Percentages</b>
Own	131	35 %
Rent	227	60.7 %
Other	16	4.3 %
DK	0	0 %

*Question 3: Do you live in Northeast Minneapolis?*

**Table 9**

<b>Categories</b>	<b>Totals</b>	<b>Percentages</b>
Yes	236	63.8%
No	134	36.2 %
Don't Know	0	0 %

*Question 4: Do you work in Northeast Minneapolis?*

**Table 10**

<b>Categories</b>	<b>Totals</b>	<b>Percentages</b>
<b>Yes</b>	89	24 %
<b>No</b>	270	72.8 %
<b>Occasionally</b>	11	3.0 %
<b>Don't Know</b>	1	0.3 %

*Question 5: Respondent is Male or Female?*

**Table 11**  
**Gender Response Rates**

	<b>Totals</b>	<b>Percentage</b>
<b>Female Respondents</b>	153	41.1%
<b>Male Respondents</b>	219	58.9%