



Northeast Community Development Corporation

Central Avenue Northeast Random Telephone Survey of Northeast Neighborhoods October, 2005

Northeast Community Development Corporation (NE CDC) staff, board members, interns, and volunteers conducted a telephone survey during the evening hours of October 17th through October 20th. The purpose of the telephone survey is to serve as a companion piece to the August, 2005 Central Avenue Consumer Intercept Survey by gauging:

- the frequency with which Northeast residents at-large shop on Central,
- what businesses are their preferred destinations,
- what deters them from visiting Central Avenue more often,
- and learning more about what would motivate them to visit Central more.

3,700 randomly selected phone numbers spread evenly throughout Northeast's census tracts were purchased for this survey. 2,025 phone calls were made resulting in 194 completed surveys. The vendor providing the telephone numbers ran a randomized computer download of assigned numbers in Northeast. Many numbers turned out to be disconnected. We had hoped that more interviews would be conducted. We had even made the assumption that using telephones and a shorter survey would lead to being able to finish more quickly than the Intercept Survey, which took two weeks of two shifts per day. This turned out to be a false assumption. Phone surveys take as much, if not more time than street interviews!

While 194 interviews completed does not meet the 383 statistical threshold for a +/- 5% margin of error for Northeast's population (as we have been advised by the Minnesota Center for Survey Research), it does provide a reasonable platform from which to make some observations, and when compared with the Consumer Intercept Survey (which completed 385 more lengthy interviews), it also provides enough information to arrive at some conclusions.

NE CDC's retail findings and recommendations will be released spring 2006:

- A public meeting about the retail mix on Central is held on October 24th, 2005,

- Retail consultant Mike Berne has had a chance to review the data, conduct his own interviews, investigate Central's local and regional competitive niche, and facilitate the above-mentioned public meeting prior to making his own recommendations,

- The UofM Service Learning Program interns from an Urban Geography class have completed their tasks and made their recommendations,

- Meg Beekman, from a Humphrey Institute Economic Development Course has had a chance to research retail "leakage" – where disposable Northeast household dollars go outside Northeast and to what businesses, and

- The NE CDC board has had a chance to review all of the above information and give staff guidance on what direction to take recruiting retail businesses to Central Avenue.

If anyone reading this report has suggestions, information, or data that you feel might be a positive contribution to moving toward a more successful retail mix on Central, please contact John Vaughn at NE CDC. He can be reached at 612-627-9366, jvaughn@necdc.org.

The Minneapolis Neighborhood Revitalization Program lent NE CDC its offices to conduct this survey. Thank you. In return, they asked if we would include a few questions about the NRP in Northeast. The results of these follow the Central Avenue responses.

Telephone Survey Results

The top three responses when asked which business respondents visit the most:

None, don't visit any one business on Central the most = 41
Walgreens = 27
Holyland = 14

The top three responses when asked what other businesses besides the most visited one that the respondent visits regularly:

None, not a regular customer on Central Avenue = 71
Walgreens = 32
Subway = 22
Holyland = 22

How often do you visit Central Avenue?

More than once a week = 48
Once a week = 23

Weekly visitors from surrounding Northeast neighborhoods = 71, or 37% of survey respondents.

A few times a month = 50, or 26% of survey respondents.

A few times a year = 34
Once a year = 8
Never = 26

Infrequent visitor or never visits Central = 68, or 35% of survey respondents.

Don't Know = 5, or 2%

When asked why they didn't come to Central Avenue to shop more, the respondents' answers fell into the following major categories:

Don't know = 54

Nothing of interest category: =44

doesn't know what's there 1
no need to travel there 4
nothing there of interest 19
nothing to offer 18
doesn't like the stores 2

Shops elsewhere = 29

Safety issues category = 22

policing has gotten worse 1
safety concerns 18
don't feel comfortable there 1
don't like the loitering people 2

Too far from where I live = 15

When asked what would motivate them to come to Central more often to shop, three main categories of answers emerged:

Don't know = 53

If it was safer = 22

If there was a full service grocery store = 17

In addition to the top three, there were a number of responses that fell pretty evenly into a mid-range of from 6 to 10:

- broader variety of retail businesses
- clothing store
- more upscale restaurants and trendier places
- hardware store
- nightlife
- more ethnic restaurants
- no chain retail
- better parking
- more American food

NRP Question Totals

Are you familiar with Minneapolis Neighborhood Revitalization Program, also known as the NRP?

Yes = 91, or 47%

No = 82, or 42%

Don't Know = 21, or 11%

When a respondent said that he or she was familiar with the NRP, we inquired into their perception of the NRP's impact on their neighborhood. The responses:

Very Positive = 21

Generally Positive = 29

Positive = 50, or 55%

Had no impact = 12

More negative than positive = 2

Very negative = 2

Negative or no impact = 16, or 18%

Don't Know = 25, or 27%

For those who responded that they were familiar with the NRP, we also asked if they or any members of their household had participated in any NRP activity or program:

Yes = 25, or 27%

No = 51, or 56%

Don't Know = 15, or 16%

Acknowledgements:

Thank you Bob, Carsten, and the rest of the NRP staff for letting us invade your offices all last week! Thank you to the University of Minnesota CLA service Learning Program, School of Journalism, and Humphrey Institute for our excellent retail research interns – Meg Beekman, Andy Hughs, Caroline Abts, Marisa Bowman, and Natalie Hoover. Special thanks to Greg Corridini, who did most of the coordinating and work on both of NE CDC's surveys this year. Thank you to volunteers Margo Ashmore, Rita Bove, Gavin Watt (our resident Epidemiologist), and Toni Watt for helping out.