

# Urban Neighborhood Shopper Satisfaction Analysis:

Surveys from in Five Low- to Moderate-Income Urban Neighborhoods

Conducted by



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## Special Thanks

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## Overview

Since 2001, Market Knowledge has conducted shopper satisfaction surveys for community revitalization groups focusing on reviving their commercial corridors, business districts, and shopping centers. Clients engaged Market Knowledge to assess what shoppers and neighborhood residents like, dislike, and want from a shopping district. Market Knowledge conducted a meta-analysis of the shopper satisfaction data it collected (1,200 shopper surveys) and is publishing this report for three specific reasons:

- ***Lack of neighborhood shopper information.*** Market Knowledge has conducted a literature review of marketing research and urban planning journals and found no empirical studies on how satisfied or dissatisfied shoppers in low- and moderate-income urban neighborhoods are with their neighborhood commercial corridors.
- ***No way to compare one commercial corridor with other corridors or shopping centers nationally.*** Surprisingly, there is not a national standard for shopper satisfaction for traditional commercial corridors in urban neighborhoods. Consequently, there is no way to compare corridors across communities or compare urban commercial corridors to shopping centers and retailers nationwide.
- ***To begin a discussion about standards and establish initial benchmarks.*** Market Knowledge wants to begin a vigorous discussion about the minimally acceptable standards for managing a commercial corridor. We believe that standard should be set by the commercial corridor's most important constituent – the shopper. Market Knowledge believes that urban commercial corridors should be compared to and compete with professionally managed shopping centers and retailers.

## Summary of Findings

Analysis of the 1,200 surveys revealed the highest and lowest average satisfaction scores:

- ***Highest Satisfaction Scores*** – Across all demographic groups, the highest scores for satisfaction were for customer service (66 out of 100) and store hours (65 out of 100) – though all of these are less than the average satisfaction of major retailers (74 out of 100).
- ***Lowest Satisfaction Scores*** – Parking and traffic congestion (50 and 51 out of 100) achieved the lowest satisfaction scores. This is substantially lower than the ACSI aggregated average (74 out of 100).

These averages do not reflect shoppers' perceived importance of each satisfaction subscale. So, Market Knowledge correlated each subscale to a sum of all the subscales. Market Knowledge thinks that these correlations suggest the following:

- ***Primary satisfiers are product quality, store hours, cleanliness, lighting, and sidewalks.*** These must be addressed first and maintained in any revitalization effort.
- ***Secondary satisfiers are store variety, restaurant variety, prices, and store appearance.*** These must be addressed only after the primary satisfiers are adequate.
- ***Parking and traffic congestion are not highly correlated with total satisfaction.***

Market Knowledge believes this has implications for public policy and community management. It also suggests that further study is needed to investigate other standards that can guide community revitalization.

## Methods

The survey asked shoppers and neighborhood residents about shopping habits, competitive choices, improvements sought, demographics, and district satisfaction. This meta-analysis of findings from five urban communities focuses on shopper satisfaction only. Subsequent meta-analyses will explore shopping behavior and the types of stores shoppers in urban neighborhoods want.

### *Methodology*

Although this is not a scientific study, great effort was made to reduce bias and errors. In each community, Market Knowledge worked with a community revitalization organization, business association, and residents to tailor a survey Market Knowledge suggested. A copy of one such survey is attached. Each community was allowed to alter three questions:

- Competing shopping districts
- The types of stores customers would like to add to the business district
- Demographics

The survey was written by Christopher Johansen at Market Knowledge using surveys from national retailers. In each community, Market Knowledge trained a group of volunteer and/or paid surveyors and sent them to the business district or neighboring community to test the survey. After collecting 5-10 surveys each, the surveyors returned to discuss each question and ways to solicit responses. The surveyors were then sent to the business district or in the community to either collect responses, distribute flyers to neighborhood homes about completing the survey online, or obtaining a survey at a local retailer. The surveys were collected and entered into a database by staff at Market Knowledge. Aggregate results were not available to surveyors or respondents during the survey period.

The surveys were collected in five urban neighborhoods with commercial corridors central to their identity and economy. The neighborhood's community revitalization organization helped recruit volunteers and conduct the survey. The participating communities are as follows:

Neighborhood	Commercial Corridor	Community Organization	# of Surveys	Collection Methods	Dates Conducted
Fairmount (Phila, PA)	Fairmount Avenue between Broad & 23 <sup>rd</sup> Streets	Fairmount Community Development Corp.	341	Intercept Stores SurveyMonkey	June-July 2005
Garden Court (Phila, PA)	48 <sup>th</sup> & Spruce Streets	Garden Court Civic Association	249	Intercept Stores/Civic Assn SurveyMonkey	January-February 2004
Kingsbridge (NYC)	Broadway @ 231 <sup>st</sup> Street	Kingsbridge Commercial Development Corp	181	Intercept	July-August 2004
Lawndale (Phila, PA)	Rising Sun Avenue between Adams & Cottman Avenues	Lawndale Revitalization Project, Inc.	106	Intercept Stores Churches	April-May 2003
Ridge Ave (Phila, PA)	23 <sup>rd</sup> Street & Rising Avenue	Project HOME	327	Intercepts Civic Assn	July-August 2001

### ***Similarities & Differences in Communities.***

Each commercial corridor is in a low- to moderate-income, densely-populated neighborhood. All of them struggle with so-called urban problems – such as limited parking, absentee property owners, perceived and real crime, disinvestment, blight, and disorganization. One community, which we name Ridge Avenue, is particularly low-income and has numerous economic and social challenges. Two communities – Garden Court and Lawndale – can be considered transitioning communities with population turnover from older residents to younger residents. The final two communities – Fairmount and Kingsbridge – could be considered gentrifying communities with younger residents, higher educational attainment, and more moderate (than low) income households.

### ***Potential Bias***

While there will always be questions about bias and methodology with any survey, Market Knowledge and its community organization clients sought to minimize errors by testing the survey with a small sample of shoppers in each neighborhood, deleting or changing confusing questions or answer choices<sup>1</sup>, and collecting 100 or more surveys. Errors that may have affected the survey responses include:

- Surveyor interpretation error. A few of the persons surveyed in each community lacked the ability to complete the survey and asked the surveyor to ask the questions and mark their answers. Surveyors were trained on how to handle these situations. They were instructed to help the respondent to complete the survey but not lead them into answer questions in any way. The numbers of these respondents were not counted.
- Incomplete surveys due to time required. Sometimes respondents lacked sufficient time to complete the survey. If the first page of the survey was completed, Market Knowledge included the survey results.
- Limited choice questions. Two questions asked about shopping choices. They were forced choice questions which limited the answers respondents could give. In several communities, the choices offered were insufficient and ‘other’ was chosen most often.
- Unanswered questions. Some respondents did not answer some of the questions – especially demographic questions, such as income. As you will see in the results, this limited the analysis by demographic segments.

To reduce bias, Market Knowledge recruited and trained surveyors, collected the majority of surveys by randomly choosing respondents, and collected hundreds of surveys. In most cases, Market Knowledge noted the source, date, and time the survey was conducted. Survey results can be disaggregated by the date, time, and surveyor to investigate bias.

### ***Data Collection Process***

The goal of this survey was to identify what shoppers who frequent urban commercial corridors like, dislike, and want from their neighborhood shopping district. More than 1,200 surveys were collected over five years in four Philadelphia and one New York City commercial corridor. After qualifying shoppers (do you shop here?), the survey (which was double-sided and took up to 5 minutes to complete) asked questions in the five following areas:

1. Shopping behavior
  - a. How often do you shop?

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<sup>1</sup> Market Knowledge sought to remove ambiguous questions and answers that could be interpreted multiple ways.

- b. How do you get to the business district?
  - c. What are your favorite stores?
- 2. Competitors
  - a. At what other shopping centers do you purchase goods and services?
- 3. **Satisfaction**
  - a. **12 Subscales of satisfaction (detailed below)**
- 4. Improvements
  - a. What types of stores would you like to add to the commercial corridor?
  - b. What general improvements would you like to see in the commercial corridor?
- 5. Demographics

### ***Shopper Satisfaction***

As mentioned, this report focuses on shoppers' answers to the question about satisfaction with the business district. In this question, Market Knowledge asked shoppers to rate their satisfaction (on a five-point Likert scale from 'very bad' to 'very good') with the commercial corridor on 12 satisfaction subscales.

- |  |  |  |
|--|--|--|
| <input type="radio"/> Customer Service | <input type="radio"/> Traffic Congestion     | <input type="radio"/> Safety & Security    |
| <input type="radio"/> Quality          | <input type="radio"/> Variety of Restaurants | <input type="radio"/> Sidewalks            |
| <input type="radio"/> Price            | <input type="radio"/> Store Hours            | <input type="radio"/> Lighting             |
| <input type="radio"/> Parking          | <input type="radio"/> Variety of Stores      | <input type="radio"/> Appearance of Stores |

Each subscale was averaged and correlated to a total satisfaction score (a sum of all the subscales) to identify which subscales had the highest correlation to total satisfaction. (See summary and graph in Appendix A.) That is, which satisfaction measures – if manipulated – could raise shopper satisfaction and thus improve the performance of the commercial corridor. Market Knowledge also disaggregated each by key demographic groups: age, income, and sex. (See summary and detail in Appendix B.)

Market Knowledge then grouped into three categories (as outlined below): (1) value; (2) convenience; and (3) safety, security & comfort to determine which satisfaction subscale was most important to each sub grouping.

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>▪ <b><i>Perceived Value</i></b> <ul style="list-style-type: none"> <li><input type="radio"/> Customer Service</li> <li><input type="radio"/> Quality</li> <li><input type="radio"/> Price</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>▪ <b><i>Perceived Convenience</i></b> <ul style="list-style-type: none"> <li><input type="radio"/> Parking</li> <li><input type="radio"/> Traffic Congestion</li> <li><input type="radio"/> Variety of Restaurants</li> <li><input type="radio"/> Store Hours</li> <li><input type="radio"/> Customer Service</li> <li><input type="radio"/> Variety of Stores</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>▪ <b><i>Perceived Safety, Security &amp; Comfort</i></b> <ul style="list-style-type: none"> <li><input type="radio"/> Cleanliness</li> <li><input type="radio"/> Sidewalks</li> <li><input type="radio"/> Lighting</li> <li><input type="radio"/> Store Appearance</li> </ul> </li> </ul> |
|---|--|--|

The averages were compared to an indexed score from the American Customer Service Index (ACSI), published quarterly by the Ross School of Business at the University of Michigan. To conduct the ACSI, the Ross School of Business obtains customer lists from participating companies, randomly selects an appropriate sample size, and conducts phone interviews with shoppers of those businesses. Market Knowledge recognizes that the participating companies' customer lists may or may not include shoppers in neighborhoods similar to the ones in this study. However, a general comparison can be useful.

ACSI center findings from more than 12 years of customer satisfaction research suggest the following (according to the ACSI website<sup>2</sup>):

- ***Customer satisfaction is a leading indicator of company financial performance.*** Companies with high ACSI scores tend to do better than companies with low scores.
- ***Increases in customer satisfaction increases the willingness of households to buy.*** Thus, ACSI is a leading indicator of consumer spending growth and is the greatest influence on future sales growth. Plus, it affects the health of the economy.
- ***Quality is the most important factor in satisfying customers.*** Companies that focus on quality improvements tend to fare better over time than companies that focus on price.
- ***Product companies fair better on the ACSI than service firms do.*** The more service required, the lower the satisfaction.

The ACSI center does not publish how it calculates the final index score. Consequently, actual comparison is not currently possible, but because the ACSI is an all-encompassing 100 point index (to which the satisfaction scores in this survey were converted) a simple comparison of our findings to the ACSI seems reasonable, can be enlightening, and help urban commercial corridors compare themselves to national chains and shopping centers.

## **Survey Findings & Implications for Revitalization**

Market Knowledge expected shoppers in commercial corridors in low- to moderate-income urban communities to care most about quality and convenience – just like all other shoppers. Plus, Market Knowledge sought to understand what satisfaction subscales are the primary and secondary predictors of satisfaction and which factors are not particularly relevant to shopper satisfaction. All of the 12 satisfaction subscales were weighted evenly.

### ***Survey Findings***

Rather than create one all encompassing satisfaction number, Market Knowledge calculated average satisfaction by gender, income, and age (all of which have a great impact on consumer behavior). Then, that average was indexed (to a 100 point scale) and compared to retail satisfaction levels calculated by ACSI (a 100 point scale). Those average scores are outlined in tables and graphed in charts in the following appendices:

- Appendix C: Average Satisfaction & Correlation to Total Satisfaction by Gender
- Appendix D: Average Satisfaction & Correlation to Total Satisfaction by Income Group
- Appendix E: Average Satisfaction & Correlation to Total Satisfaction by Age Group

The averages from each of these tables and graphs show the following:

- ***Greatest Sources of Satisfaction*** – Across demographic groups, the greatest sources of satisfaction are customer service (66 out of 100) and store hours (65 out of 100) – though all of these are less than the average satisfaction of major retailers (74 out of 100).
- ***Greatest Sources of Dissatisfaction*** – Parking and traffic congestion (50 and 51 out of 100) were the greatest sources of dissatisfaction. This is substantially lower than the ACSI aggregated average (74 out of 100).
- ***Most Important Satisfaction*** – These averages do not reflect shoppers’ perceived importance of each satisfaction subscale. So, Market Knowledge correlated each subscale to a sum of all the subscales – a total satisfaction score that would add up to 12

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<sup>2</sup> www.theacsi.org

at minimum and 60 at maximum. Higher correlations (0.60 or higher) suggest that improving those subscales can improve total customer satisfaction and consequently business performance. In general, Market Knowledge believes the correlations suggest the following demographic groupings:

- Age Differences
  - Age group differences seem to be similar across the five survey sites:
    - Young adults care about quality, variety, and the shopping environment.
    - Middle aged adults care about accessibility (hours) and the environment (store appearance).
    - Older adults care about hours, pricing, and the environment.
- Household Income Differences
  - Quality, variety, and store appearance are important per cluster.
- Gender Differences
  - Together, men and women care most about quality and cleanliness – across all survey sites.
  - Men care more about the variety of restaurants and the quality of the sidewalks than women.

Here are the primary and secondary shopper satisfaction subscales. They are grouped by demographic unit because they were analyzed that way.

<i>Satisfaction by Gender</i>	<i>Satisfaction by HH Income</i>	<i>Satisfaction by Age Group</i>
<ul style="list-style-type: none"> <li>▪ Primary satisfaction               <ul style="list-style-type: none"> <li>○ Quality</li> <li>○ Store hours</li> <li>○ Cleanliness</li> <li>○ Lighting</li> <li>○ Sidewalks</li> </ul> </li> <li>▪ Secondary satisfaction               <ul style="list-style-type: none"> <li>○ Restaurant variety</li> <li>○ Store variety</li> <li>○ Store appearance</li> </ul> </li> <li>▪ Not significant               <ul style="list-style-type: none"> <li>○ Customer service</li> <li>○ Store prices</li> <li>○ Parking availability</li> <li>○ Traffic congestion</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Primary satisfaction               <ul style="list-style-type: none"> <li>○ Quality</li> <li>○ Store variety</li> <li>○ Cleanliness</li> <li>○ Lighting</li> <li>○ Sidewalks</li> <li>○ Store appearance</li> </ul> </li> <li>▪ Secondary satisfaction               <ul style="list-style-type: none"> <li>○ Customer service</li> <li>○ Prices</li> <li>○ Store hours</li> </ul> </li> <li>▪ Not significant               <ul style="list-style-type: none"> <li>○ Parking availability</li> <li>○ Variety of restaurants</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Primary satisfaction               <ul style="list-style-type: none"> <li>○ Quality</li> <li>○ Store hours</li> <li>○ Store variety</li> <li>○ Cleanliness</li> <li>○ Lighting</li> <li>○ Sidewalks</li> </ul> </li> <li>▪ Secondary satisfaction               <ul style="list-style-type: none"> <li>○ Prices</li> <li>○ Restaurant variety</li> <li>○ Store appearance</li> </ul> </li> <li>▪ Not significant               <ul style="list-style-type: none"> <li>○ Customer service</li> <li>○ Parking availability</li> <li>○ Traffic congestion</li> </ul> </li> </ul>

Market Knowledge thinks that these correlations suggest *the primary satisfaction subscales are product quality, store hours, cleanliness, lighting, and sidewalks*. These must be addressed first and maintained in any revitalization effort. *Then, the secondary satisfiers (store variety,*

*restaurant variety, prices, and store appearance) should be addressed.* Surprisingly, parking and traffic congestion are not highly correlated with total satisfaction. This could be because satisfaction with parking is low and perhaps the expectation that it will change keeps shoppers from varying their opinion of it.

### ***Implications of Findings***

These findings have four implications for the public and private spaces in commercial corridors.

1. ***How each business is managed is important to shopper satisfaction and the success of the commercial corridor.*** (Note: the ACSI came to the same conclusion.) The quality of the merchandise or service a corridor business sells and a business' operating hours is most important to shopper satisfaction (that is, they had the highest correlations to total satisfaction). Focusing time on improving quality can have a major impact on customer satisfaction – and hence the performance of the business and the commercial corridor.
2. ***At a minimum, the commercial corridor's shopping environment must be clean and well lit.*** Plus, its sidewalks should be in good repair and easy to transverse. None of these initiatives are capital intensive. By sweeping and lighting the commercial corridor and improving the quality of its walking services, the corridor revitalization organization can set the stage for attracting new customers and new businesses.
3. ***After problems inside and outside the business are addressed, the commercial corridor revitalization organization can focus on diversifying the economy with new retailers and restaurants.*** Simple improvements inside and outside businesses can reduce the risks for new businesses and set the stage for a renaissance.
4. ***Parking and traffic congestion are not a crisis.*** They do not correlate highly with total satisfaction; therefore, a tremendous amount of energy and capital spent on them may not be the best investment.

The 10+ difference between shopper satisfaction in urban commercial corridors and satisfaction by major retailers (based on the 100 point ACSI scale) seems substantial. Converted to the 1-5 point Likert scale, that difference is only 0.5 – a one half point. In other words, a 0.5 improvement on a 1-5 Likert scale can mean the difference between survival and thriving for commercial corridors. Simple fixes can narrow the difference and make urban commercial corridors more competitive.

## Recommendations

Foundations and governments (federal, state, and municipal) spend at least \$20 billion<sup>3</sup> on community revitalization annually, a significant proportion of that amount is spent on revitalizing commercial corridors. There are over 250,000 civic associations<sup>4</sup>, 4,600 community redevelopment organizations<sup>5</sup>, and nearly 2,900 business associations<sup>6</sup> in the United States. Many of them receive grant funding to improve their neighborhood commercial corridors. Often, these groups focus on improving streetscapes (the public space) with new, expensive sidewalks and street lamps when they should focus on the private space. Market Knowledge suggests commercial corridor programs, their funders, and businesses do the following:

- ***Understand what customers like, dislike, and want.*** These groups should survey customers to understand their current level of satisfaction in order to determine what specific improvements should be made to make the best use of public and private grant funding. National, regional, and local organizations should develop these standards and expect business districts to rise to them. If there is no change after specified period of time, investments should be re-evaluated.
- ***Invest in the quality of merchandise sold by local businesses.*** Individual businesses should be evaluated and compared to a national benchmark and educated about how they can make simple improvements in their assets and processes to improve quality, promotion, and sales so that they help the business district be more competitive. The outcomes of this study suggests that regardless of the quality of the sidewalks, the cleanliness of the business district, the amount of lighting or parking, the quality of the management of individual businesses matters most. Investing in small business advising should be just as important – if not more important – as investing in sidewalks and street lamps. It is more difficult to do but can be much more effective.
- ***Make inexpensive improvements in the cleanliness and attractiveness of the business district to make it accessible.*** Sweeping sidewalks, cleaning windows, and painting storefronts can make a very big difference. It is a pre-requisite before attracting new businesses or investing in new streetscapes.
- ***Diversify retail store and restaurant offerings – only after the first three improvements are done – should be subsequent to the aforementioned steps.*** Having an adequately clean commercial corridor with well-run businesses is the top priority. This makes the business district more attractive and reduces the risk for a new business.

In sum, Market Knowledge believes that public and private funding providers would receive a faster and better return on investment if they enabled communities to do the following:

- Assess and improve customer satisfaction.
- Improve business assets and operation.
- Make the business district clean and attractive.

Market Knowledge does not refute the importance of parking or traffic congestion. Our experience and the empirical evidence from this study suggest that they are an easy scapegoat for problems with business management and commercial corridor management.

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<sup>3</sup> Federal Community Development Block Grant budget in FY 2006.

<sup>4</sup> According to the Community Associations Institute.

<sup>5</sup> According to a 2006 census by the National Congress for Community and Economic Development.

<sup>6</sup> According to ReferenceUSA.

## Need for Additional Study

Market Knowledge is greatly interested in the relationship between people, properties, and businesses in low- and moderate-income communities in the United States. Our goal in conducting this research is to find a model that would help communities, organizations, and governments to follow to revitalize residential and commercial markets. This meta-analysis is the first step in understanding customers. It is either conducting or will soon launch research projects in the following:

- ***People Research: Satisfaction Sub grouping by Value, Convenience, and Safety, Security, and Comfort.*** Market Knowledge is in the process of grouping the 12 subscales of satisfaction into three relevant groups: perceived value; perceived convenience; and perceived safety, security, and comfort. The 3+ subscales in each group will be added together for a grouping total and each subscale will be correlated to the grouping total. The goal is to identify which subscale is most important to value, convenience, and safety, security, and comfort. These findings will soon be incorporated into this report.
- ***Business Research: Merchant Satisfaction vs. Shopper Satisfaction.*** In most of the communities where it conducts shopper surveys, Market Knowledge also surveys merchants – with several of the same exact questions. Estimating the difference between merchants’ perceptions and shoppers’ perceptions will give commercial revitalization organizations ways to talk with merchants in non-offending ways. This data (which has already been collected) will be conducted in spring of 2008.
- ***Business Research: Compare the Relationship between Shopper Satisfaction and Store Sales.*** Market Knowledge would like to conducted a longer term study with one commercial corridor to test the findings of this report. Market Knowledge will conducted shopper and merchant satisfaction surveys over one year as the commercial revitalization organization implements improvement to determine how specific improvements affect shopper satisfaction and consequently business performance.
- ***Property Research: Relationship between Property Improvements, Business Sales, and Property Value.*** This data is currently being collected via [www.VillageManager.net](http://www.VillageManager.net) (which is owned by Market Knowledge). Regressions will be done in 2009.

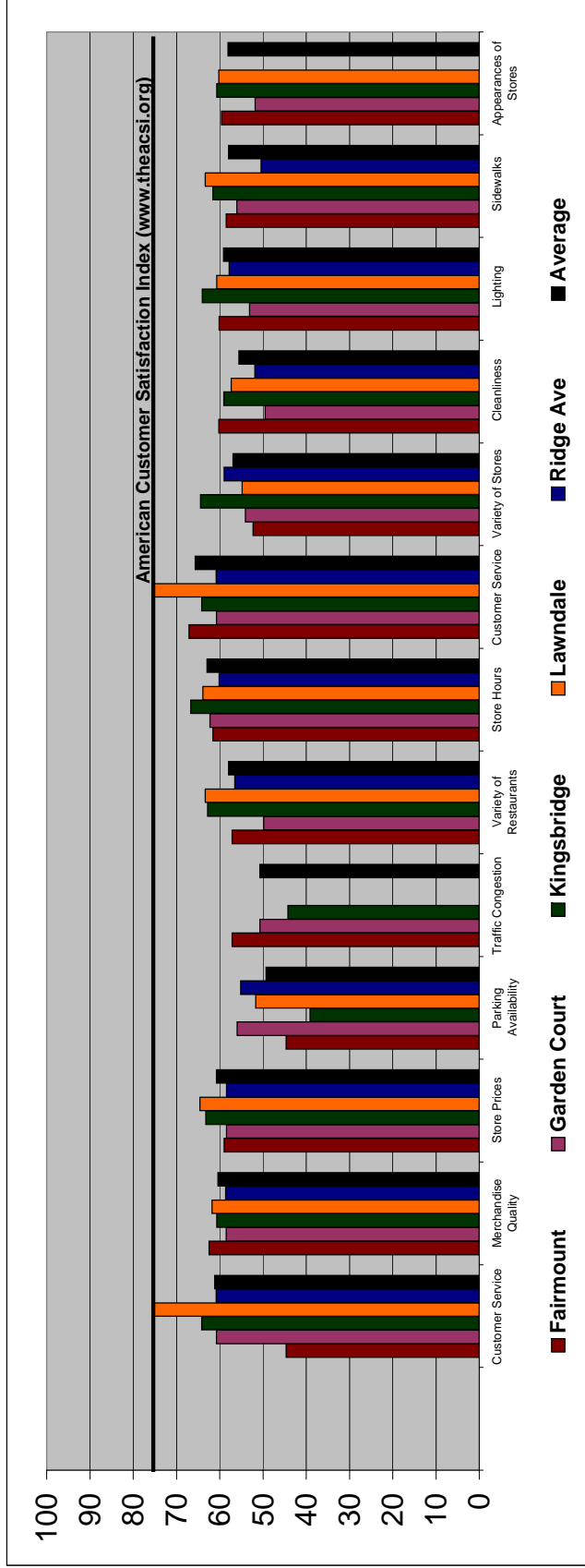
# Appendix A



Summary of Satisfaction Averages & Correlation to Total Satisfaction  
Persons Who Gave Their Age

Districts	Number (N) of Respondents	Customer Service	Merchandise Quality	Store Prices	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores	Cleanliness	Lighting	Sidewalks	Appearances of Stores
Fairmount	323	2.23	3.12	2.95	2.23	2.86	2.86	3.08	3.36	2.62	3.01	3.01	2.92	2.98
Garden Court	223	3.04	2.93	2.92	2.80	2.54	2.49	3.11	3.04	2.70	2.48	2.66	2.80	2.59
Kingsbridge	154	3.21	3.04	3.16	1.96	3.14	3.14	3.34	3.21	3.22	2.95	3.20	3.08	3.04
Lawndale	99	3.78	3.09	3.23	2.58	2.21	3.17	3.20	3.78	2.74	2.87	3.03	3.17	3.01
Ridge Ave	291	3.04	2.93	2.92	2.76	2.83	2.83	3.01	3.04	2.95	2.59	2.89	2.52	3.01
Total	1,090													

Districts	Customer Service	Merchandise Quality	Store Prices	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores	Cleanliness	Lighting	Sidewalks	Appearances of Stores
Fairmount	45	62	59	45	57	57	62	67	52	60	60	58	60
Garden Court	61	59	58	56	51	50	62	61	54	50	53	56	52
Kingsbridge	64	61	63	39	44	63	67	64	64	59	64	62	61
Lawndale	76	62	65	52	63	64	64	76	55	57	61	63	60
Ridge Ave	61	59	58	55	51	57	60	61	59	52	58	50	50
Average	61	60	61	49	51	58	63	66	57	56	59	58	58
ASCI	74	74	74	74	74	74	74	74	74	74	74	74	74
Improvement Challenge													
Difference (100 pt scale)	13	14	13	25	23	16	11	8	17	18	15	16	16
Difference (5 pt scale)	0.64	0.68	0.66	1.23	1.16	0.80	0.55	0.42	0.85	0.92	0.74	0.80	0.80



Correlation of Satisfaction Subscales to Total Satisfaction

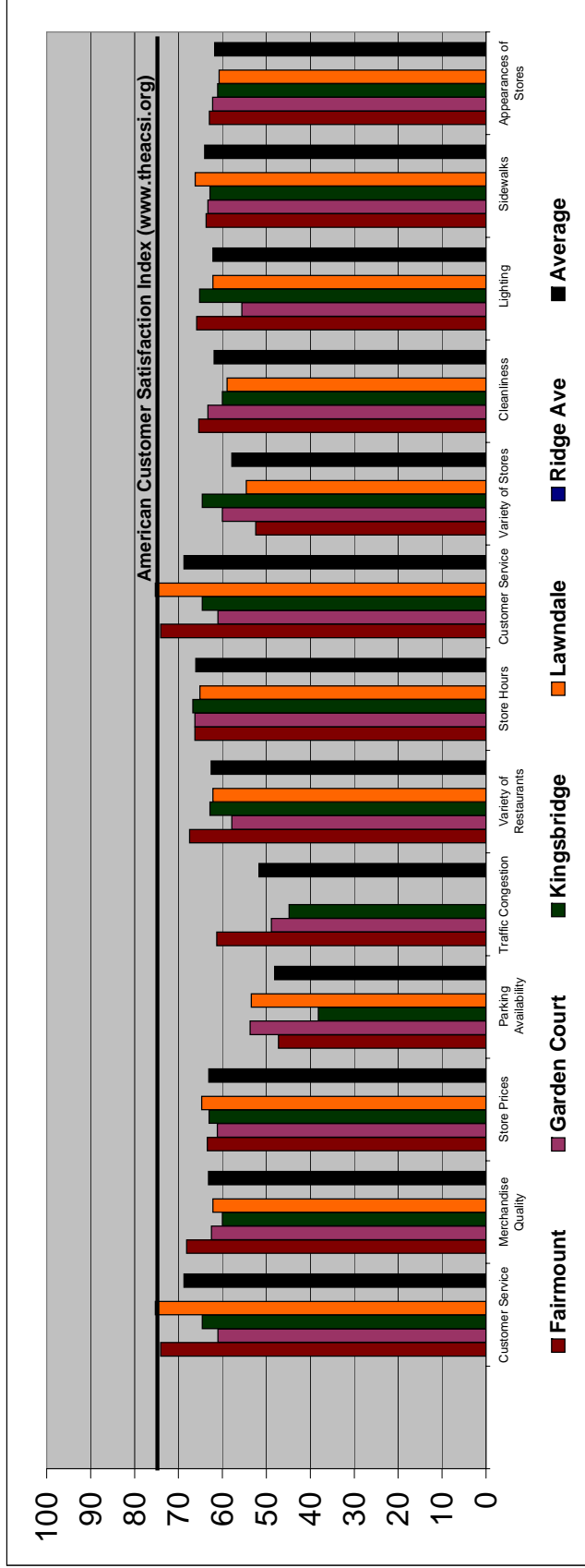
Districts	Number (N) of Respondents	Customer Service	Merchandise Quality	Store Prices	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores	Cleanliness	Lighting	Sidewalks	Appearances of Stores
Fairmount	323	0.49	0.60	0.57	0.35	0.40	0.35	0.47	0.49	0.48	0.52	0.51	0.50	0.51
Garden Court	223	0.58	0.44	0.72	0.43	0.58	0.71	0.61	0.58	0.66	0.69	0.56	0.62	0.68
Kingsbridge	154	0.43	0.55	0.31	0.27	0.41	0.46	0.46	0.43	0.44	0.53	0.46	0.53	0.53
Lawndale	99	0.36	0.67	0.56	0.39	0.63	0.35	0.60	0.36	0.63	0.62	0.68	0.75	0.52
Ridge Ave	291	0.56	0.71	0.49	0.50	0.50	0.60	0.61	0.56	0.64	0.64	0.64	0.59	0.52
Total	1,090													

Primary Satisfaction Subscales	Quality	Prices	Hours	Restaurant Variety	Store Variety	Cleanliness	Lighting	Sidewalks	Store Appearance
Customer Service	0.49	0.49	0.47	0.35	0.48	0.52	0.51	0.50	0.51
Merchandise Quality	0.60	0.57	0.61	0.71	0.66	0.69	0.56	0.62	0.68
Store Prices	0.44	0.72	0.46	0.46	0.43	0.53	0.46	0.53	0.53
Parking Availability	0.35	0.31	0.46	0.35	0.44	0.62	0.64	0.75	0.52
Traffic Congestion	0.40	0.49	0.60	0.63	0.36	0.64	0.64	0.59	0.52
Variety of Restaurants	0.35	0.50	0.61	0.60	0.56	0.64	0.64	0.59	0.52

Summary of Satisfaction Averages & Correlation to Total Satisfaction  
Persons Who Gave Their Household Income

Districts	Number (N) of Respondents	Customer Service	Merchandise Quality	Store Prices	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores	Cleanliness	Lighting	Sidewalks	Appearances of Stores
Fairmount	206	3.70	3.41	3.17	2.36	3.07	3.37	3.31	3.70	2.62	3.27	3.29	3.19	3.15
Garden Court	209	3.05	3.13	3.06	2.68	2.44	2.89	3.31	3.05	3.00	3.17	2.78	3.17	3.11
Kingsbridge	133	3.23	3.00	3.15	1.91	2.24	3.14	3.34	3.23	3.23	3.00	3.26	3.14	3.06
Lawndale	55	3.76	3.11	3.24	2.67	2.24	3.11	3.25	3.76	2.73	2.95	3.11	3.31	3.04
<b>Total</b>	<b>603</b>													

Districts	Customer Service	Merchandise Quality	Store Prices	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Cleanliness	Lighting	Sidewalks	Appearances of Stores
Fairmount	74	68	63	47	61	67	66	74	65	66	64	63
Garden Court	61	63	61	54	49	58	66	61	63	56	63	62
Kingsbridge	65	60	63	38	45	63	67	65	60	61	63	61
Lawndale	75	62	65	53	45	62	65	75	59	62	66	61
<b>Average</b>	<b>69</b>	<b>63</b>	<b>63</b>	<b>48</b>	<b>52</b>	<b>63</b>	<b>66</b>	<b>69</b>	<b>62</b>	<b>62</b>	<b>64</b>	<b>62</b>
<b>ASCI</b>	<b>74</b>	<b>74</b>	<b>74</b>	<b>74</b>	<b>74</b>	<b>74</b>	<b>74</b>	<b>74</b>	<b>74</b>	<b>74</b>	<b>74</b>	<b>74</b>
<b>Improvement Challenge</b>	<b>5</b>	<b>11</b>	<b>11</b>	<b>26</b>	<b>22</b>	<b>11</b>	<b>8</b>	<b>5</b>	<b>12</b>	<b>12</b>	<b>10</b>	<b>12</b>
Difference (100 pt scale)	0.26	0.54	0.55	1.29	1.12	0.57	0.40	0.26	0.60	0.59	0.50	0.61



Correlation of Satisfaction Subscores to Total Satisfaction

Districts	Number (N) of Respondents	Customer Service	Merchandise Quality	Store Prices	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores	Cleanliness	Lighting	Sidewalks	Appearances of Stores
Fairmount	206	0.62	0.64	0.47	0.32	0.31	0.32	0.46	0.62	0.47	0.62	0.60	0.58	0.65
Garden Court	209	0.52	0.51	0.52	0.42	0.68	0.41	0.57	0.52	0.24	0.58	0.47	0.56	0.26
Kingsbridge	133	0.56	0.76	0.67	0.41	0.54	0.53	0.69	0.56	0.71	0.66	0.71	0.73	0.76
Lawndale	55	0.48	0.66	0.53	0.37	0.54	0.46	0.48	0.48	0.62	0.65	0.62	0.64	0.54
<b>Ridge Ave</b>	<b>603</b>													

Primary Satisfaction Subscore	Quality	Service	Hours	Service	Cleanliness	Lighting	Sidewalks	Store Appearance
Secondary Satisfaction Subscore	Quality	Service	Hours	Service	Cleanliness	Lighting	Sidewalks	Store Appearance

# Appendix B

**Satisfaction by Age Group  
Five Survey Sites**

		Importance by Cluster Area			Overall Importance		
	Value	Convenience	Safety	First	Second	Third	
<b>Fairmount</b>	Quality Quality Prices Prices Service	Service Service Variety Hours Restaurants	Cleanliness Cleanliness Appearance Lighting Appearance	Quality Quality Prices Hours Restaurants	Prices Service Quality Prices Hours	Cleanliness Cleanliness Appearance Quality Parking	
<b>Garden Court</b>	Value	Convenience	Safety	First	Second	Third	
All Ages Young Adult Middle Age Retirement Elderly	Prices Quality Quality Prices Quality	Restaurants Restaurants Variety Restaurants	Cleanliness Appearance Appearance Cleanliness	Prices Appearance Variety Restaurants Quality	Restaurants Quality Quality Cleanliness	Cleanliness Restaurants Restaurants Lighting	
<b>Kingsbridge</b>	Value	Convenience	Safety	First	Second	Third	
All Ages Young Adult Middle Age Retirement Elderly	Quality Quality Quality Prices Service	Hours Restaurants Hours Hours Restaurants/Hours	Appearance Sidewalks Sidewalks Cleanliness Traffic	Quality Quality Sidewalk Cleanliness Appearance	Appearance Variety Quality Prices/Hours Cleanliness	Sidewalk Sidewalk Appearance Quality Service	
<b>Lawndale</b>	Value	Convenience	Safety	First	Second	Third	
All Ages Young Adult Middle Age Retirement Elderly	Quality Quality Quality Quality n/a	Variety Variety Hours Hours n/a	Sidewalks Sidewalks Lighting Sidewalks n/a	Sidewalks Quality Quality Hours n/a	Lighting Sidewalk Lighting Sidewalk n/a	Quality Cleanliness Sidewalk Variety of Stores n/a	
<b>Ridge Avenue</b>	Value	Convenience	Safety	First	Second	Third	
All Ages Young Adult Middle Age Retirement Elderly	Quality Quality Quality Prices Quality	Variety Variety Hours Hours Service	Cleanliness/Lighting Cleanliness Cleanliness Lighting Lighting	Quality Quality Cleanliness Hours Quality	Lighting/Cleanliness/Variety Variety Quality Lighting Lighting/Service	Hours Cleanliness Hours Prices Variety	
<b>Summary</b>	Value	Convenience	Safety	First	Second	Third	
All Ages Young Adult Middle Age Retirement Elderly	Quality Quality Quality Price Quality/Service	Variety/Restaurants/Service/Hours Variety/Service/Restaurants Variety/Hours Hours/Restaurants Service/Restaurants	Cleanliness Cleanliness/Sidewalks Appearance/Sidewalks/Cleanliness Lighting/Cleanliness/Sidewalks	Quality Quality Hours Quality	Variety Quality Prices/Lighting Cleanliness/Hours	Cleanliness/Sidewalk Cleanliness/Sidewalk Appearance/Sidewalk Quality/Variety	

**Satisfaction by Household Income  
Five Survey Sites**

	Importance by Cluster Area			Overall Importance		
	Value	Convenience	Safety	First	Second	Third
<b>Fairmount</b>						
All Incomes	Quality	Customer Service	Store Appearance	Store Appearance	Quality	Service/Cleanliness
Lower Income	n/a	n/a	n/a	n/a	n/a	n/a
Middle Income	Quality	Customer Service	Store Appearance	Store Appearance	Quality	Service
Upper Income	Quality	Customer Service	Store Appearance/Cleanliness	Quality	Store Appearance	Service
<b>Garden Court</b>						
All Incomes	Quality/Prices	Variety of Restaurants	Cleanliness/Store Appearance	Quality/Prices	Cleanliness/Store Appearance	Variety of Restaurants
Lower Income	Quality	Variety of Stores	Store Appearance	Quality	Variety of Stores	Store Appearance
Middle Income	Quality	Variety of Stores	Store Appearance	Variety of Stores	Variety of Stores	Store Appearance
Upper Income	Customer Service	Variety of Stores	Store Appearance	Variety of Stores	Service	Store Appearance
<b>Kingsbridge</b>						
All Incomes	Quality	Variety of Stores	Store Appearance	Quality/Store Appearance	Sidewalks	Variety of Stores/Lighting
Lower Income	Quality	Store Hours	Sidewalks	Sidewalks	Store Appearance	Quality
Middle Income	Quality	Variety of Restaurants	Lighting	Lighting	Store Appearance	Quality
Upper Income	Customer Service/Quality	Customer Service/Variety of Stores	Store Appearance	Service/Quality/Variety	Store Appearance	Lighting
<b>Lawndale</b>						
All Incomes	Quality	Variety of Stores	Cleanliness	Quality	Cleanliness	Sidewalks
Lower Income	Quality	Variety of Stores	Cleanliness	Cleanliness	Quality	Variety of Stores
Middle Income	Quality	Variety of Stores	Sidewalks	Sidewalks	Lighting	Variety of Stores
Upper Income	Prices	Variety of Restaurants	Sidewalks	Variety of Restaurants	Prices	Sidewalks
<b>Summary</b>						
All Incomes	Quality	Variety of Stores	Store Appearance			
Lower Income	Quality	Variety of Stores	Store Appearance		Store Appearance	
Middle Income	Quality	Variety of Stores	Store Appearance		Store Appearance	
Upper Income	Quality	Variety of Stores/Restaurants	Store Appearance		Store Appearance	

**Satisfaction by Gender  
Five Survey Sites**

	Importance by Cluster Area			Overall Importance		
	Value	Convenience	Safety	First	Second	Third
<b>Fairmount</b> Both Genders Female Male	Quality Quality Store Appearance	Customer Service Prices Service	Lighting Lighting Prices	Quality Quality Store Appearance	Prices Prices Service	Cleanliness Lighting Prices
<b>Garden Court</b> Both Genders Female Male	Prices Prices Variety of Stores	Hours Customer Services Variety of Restaurants/Store Appearance	Cleanliness Cleanliness Quality	Cleanliness Cleanliness Variety of Stores	Store Appearance Prices Variety of Restaurants/Store Appearance	Hours Service Quality
<b>Kingsbridge</b> Both Genders Female Male	Quality Quality Quality	Store Hours Store Hours Variety of Restaurants	Store Appearance Store Appearance Sidewalks	Quality Store Appearance Quality	Store Appearance Quality Sidewalks	Sidewalks Sidewalks Lighting
<b>Lawndale</b> Both Genders Female Male	Quality Quality Store Prices	Variety of Stores Variety of Stores Variety of Stores	Sidewalks Sidewalks Sidewalks	Sidewalks Sidewalks Sidewalks	Cleanliness Cleanliness/Lighting Lighting	Lighting Store Appearance Prices
<b>Ridge Avenue</b> Both Genders Female Male	Quality Quality Quality	Variety of Stores Variety of Stores Variety of Restaurants/Hours	Lighting Lighting Cleanliness/Lighting	Quality Quality Quality/Cleanliness/Lighting	Variety of Stores/Lighting Variety of Stores/Lighting Variety of Restaurants/Hours/Sidewalks	Cleanliness Cleanliness/Sidewalks Prices/Variety of Stores
<b>Summary</b> Both Genders Female Male	Quality Quality	Variety of Stores Variety of Stores Variety of Restaurants	Sidewalks	Quality		Cleanliness



**Satisfaction by Gender**  
Lawndale

	Perceived Value		
	Customer Service	Merchandise Quality	Store Prices
<b>Both Genders</b>	99	3.10	3.24
Average	3.78	3.10	3.24
<b>Females</b>	66	3.09	3.29
Average	3.72	3.09	3.29
<b>Males</b>	33	3.11	3.14
Average	3.90	3.11	3.14

	Perceived Convenience					
	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
<b>Both Genders</b>	2.59	Not Asked	3.17	3.55	3.78	2.76
Average	2.59	Not Asked	3.17	3.55	3.78	2.76
<b>Females</b>	2.65	Not Asked	3.20	3.18	3.72	2.73
Average	2.65	Not Asked	3.20	3.18	3.72	2.73
<b>Males</b>	2.48	Not Asked	3.10	3.27	3.90	2.81
Average	2.48	Not Asked	3.10	3.27	3.90	2.81

	Safety & Security			
	Cleanliness	Lighting	Sidewalks	Appearances of Stores
<b>Both Genders</b>	2.88	3.04	3.18	3.02
Average	2.88	3.04	3.18	3.02
<b>Females</b>	2.90	3.00	3.16	3.05
Average	2.90	3.00	3.16	3.05
<b>Males</b>	2.83	3.14	3.21	2.97
Average	2.83	3.14	3.21	2.97

	Perceived Value		
	Customer Service	Merchandise Quality	Store Prices
<b>Both Genders</b>	0.36	0.55	0.54
Correlation	13%	30%	29%
<b>Females</b>	0.23	0.55	0.54
Correlation	5%	30%	29%
<b>Males</b>	0.57	0.55	0.62
Correlation	33%	30%	38%
R Squared			

	Perceived Convenience					
	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
<b>Both Genders</b>	0.37	Not Asked	0.40	0.41	0.36	0.54
Correlation	13%	Not Asked	16%	17%	13%	29%
<b>Females</b>	0.37	Not Asked	0.46	0.62	0.23	0.65
Correlation	13%	Not Asked	21%	39%	5%	43%
<b>Males</b>	0.43	Not Asked	0.35	0.56	0.57	0.59
Correlation	19%	Not Asked	12%	32%	33%	35%
R Squared						

	Safety & Security			
	Cleanliness	Lighting	Sidewalks	Appearances of Stores
<b>Both Genders</b>	0.62	0.58	0.73	0.48
Correlation	38%	34%	53%	23%
<b>Females</b>	0.70	0.70	0.76	0.64
Correlation	50%	48%	58%	41%
<b>Males</b>	0.50	0.66	0.75	0.33
Correlation	25%	43%	57%	11%
R Squared				

Satisfaction by Gender  
Kingsbridge

Perceived Value		
Customer Service	Merchandise Quality	Store Prices
149		
3.23	3.04	3.15
90		
3.26	3.01	3.17
59		
3.17	3.07	3.12

Perceived Convenience					
Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
1.97	2.25	3.15	3.36	3.23	3.23
1.94	2.22	3.15	3.37	3.26	3.21
2.02	2.30	3.15	3.34	3.17	3.25

Safety & Security		
Cleanliness	Lighting	Sidewalks
2.96	3.21	3.10
2.82	3.15	3.04
3.16	3.30	3.20

Perceived Value		
Customer Service	Merchandise Quality	Store Prices
0.46	0.75	0.57
22%	57%	33%
0.40	0.77	0.55
16%	59%	31%
0.57	0.74	0.64
32%	54%	41%

Perceived Convenience					
Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
0.40	0.48	0.57	0.61	0.46	0.57
16%	23%	32%	37%	22%	32%
0.38	0.39	0.50	0.62	0.40	0.60
15%	15%	25%	38%	16%	35%
0.42	0.48	0.67	0.60	0.57	0.52
17%	23%	45%	36%	32%	27%

Safety & Security		
Cleanliness	Lighting	Sidewalks
0.64	0.60	0.71
40%	36%	51%
0.62	0.55	0.72
39%	30%	51%
0.65	0.69	0.70
43%	47%	49%

**All Incomes**  
Correlation  
R Squared  
**Females**  
Correlation  
R Squared  
**Males**  
Correlation  
R Squared

0.64  
40%  
0.62  
39%  
0.65  
43%

0.60  
36%  
0.55  
30%  
0.69  
47%

0.71  
51%  
0.72  
51%  
0.70  
49%

0.73  
54%  
0.78  
61%  
0.65  
42%

**Satisfaction by Gender  
Garden Court**

		Perceived Value		
Customer Service	Merchandise Quality	Store Prices		
226				
<b>2.84</b>	<b>2.96</b>	<b>2.94</b>		
145				
<b>3.04</b>	<b>3.02</b>	<b>2.94</b>		
81				
<b>3.13</b>	<b>2.85</b>	<b>2.92</b>		

**Both Genders**  
N  
Average  
**Females**  
N  
Average  
**Males**  
N  
Average

Perceived Convenience					
Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
2.84	2.56	2.51	3.15	3.07	2.74
2.83	2.56	2.47	3.13	3.04	2.74
2.84	2.55	2.59	3.19	3.13	2.72

		Perceived Value		
Customer Service	Merchandise Quality	Store Prices		
0.40	0.31	0.50		
<b>16%</b>	<b>9%</b>	<b>25%</b>		
0.50	0.31	0.55		
<b>25%</b>	<b>9%</b>	<b>30%</b>		
0.42	0.61	0.47		
<b>18%</b>	<b>38%</b>	<b>22%</b>		

**Both Genders**  
Correlation  
R Squared  
**Females**  
Correlation  
R Squared  
**Males**  
Correlation  
R Squared

Safety & Security			
Cleanliness	Lighting	Sidewalks	Appearances of Stores
2.52	2.67	3.02	2.62
2.53	2.67	2.80	2.64
2.50	2.67	2.90	2.58

Safety & Security			
Cleanliness	Lighting	Sidewalks	Appearances of Stores
0.57	0.44	0.39	0.52
<b>33%</b>	<b>20%</b>	<b>15%</b>	
0.61	0.38	0.47	0.52
<b>38%</b>	<b>15%</b>	<b>23%</b>	<b>27%</b>
0.56	0.44	0.39	0.62
<b>32%</b>	<b>20%</b>	<b>15%</b>	<b>38%</b>

Perceived Convenience					
Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
0.32	0.42	0.49	0.50	0.40	0.44
<b>10%</b>	<b>18%</b>	<b>24%</b>	<b>25%</b>	<b>16%</b>	<b>20%</b>
0.29	0.42	0.45	0.48	0.50	0.42
<b>8%</b>	<b>18%</b>	<b>20%</b>	<b>23%</b>	<b>25%</b>	<b>18%</b>
0.39	0.57	0.62	0.53	0.50	0.64
<b>15%</b>	<b>32%</b>	<b>39%</b>	<b>28%</b>	<b>25%</b>	<b>40%</b>

**Satisfaction by Gender  
Fairmount**

Perceived Value			
Customer Service	Merchandise Quality	Store Prices	
319	3.12	2.95	
Average	3.36	3.12	2.95
Females			
207	3.12	2.98	
Average	3.37	3.12	2.98
Males			
112	3.12	2.89	
Average	3.33	3.12	2.89

Perceived Convenience					
Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
2.22	2.86	3.14	3.07	3.36	2.60
2.26	2.87	3.11	3.05	3.37	2.59
2.15	2.83	3.11	3.12	3.33	2.59

Safety & Security			
Cleanliness	Lighting	Sidewalks	Appearances of Stores
3.01	3.01	2.93	2.98
3.01	3.00	2.93	2.98
3.01	3.02	2.87	3.02

Perceived Value			
Customer Service	Merchandise Quality	Store Prices	
0.50	0.60	0.57	
31%	58%	45%	
0.43	0.63	0.54	
8%	51%	43%	
0.63	0.55	0.61	
66%	66%	36%	

Perceived Convenience					
Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
0.35	0.40	0.35	0.46	0.50	0.48
17%	29%	29%	47%	31%	51%
0.39	0.42	0.35	0.47	0.43	0.48
7%	20%	50%	46%	8%	36%
0.27	0.34	0.35	0.46	0.63	0.48
29%	38%	32%	46%	66%	65%

Safety & Security			
Cleanliness	Lighting	Sidewalks	Appearances of Stores
0.52	0.51	0.50	0.51
44%	51%	54%	57%
0.51	0.52	0.48	0.44
47%	61%	50%	53%
0.55	0.50	0.55	0.66
42%	51%	43%	56%

**Both Genders**  
Correlation  
R Squared

**Females**  
Correlation  
R Squared

**Males**  
Correlation  
R Squared

Satisfaction by Gender  
Ridge Avenue

		Perceived Value		
		Customer Service	Merchandise Quality	Store Prices
Both Genders		273		
N	Average	3.05	2.93	2.93
Females		157		
N	Average	3.04	2.92	3.01
Males		116		
N	Average	3.07	2.95	2.83

		Perceived Convenience					
		Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
Both Genders		2.76	Not Asked	2.96	3.02	3.05	2.96
Females		2.74	Not Asked	2.78	3.03	3.04	2.93
Males		2.79	Not Asked	2.93	3.01	3.07	2.99

		Safety & Security			
		Cleanliness	Lighting	Sidewalks	Appearances of Stores
Both Genders		2.61	2.91	2.53	
Females		2.60	2.90	2.52	
Males		2.62	2.94	2.55	

		Perceived Value		
		Customer Service	Merchandise Quality	Store Prices
Both Genders		0.57	0.71	0.51
Correlation	R Squared	32%	50%	26%
Females		0.62	0.74	0.51
Correlation	R Squared	38%	55%	26%
Males		0.51	0.66	0.60
Correlation	R Squared	26%	44%	36%

		Perceived Convenience					
		Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
Both Genders		0.56	Not Asked	0.61	0.62	0.57	0.65
Correlation	R Squared	32%	Not Asked	37%	39%	32%	42%
Females		0.57	Not Asked	0.61	0.64	0.57	0.65
Correlation	R Squared	33%	Not Asked	37%	41%	32%	42%
Males		0.55	Not Asked	0.62	0.62	0.51	0.60
Correlation	R Squared	30%	Not Asked	38%	39%	26%	35%

		Safety & Security			
		Cleanliness	Lighting	Sidewalks	Appearances of Stores
Both Genders		0.64	0.65	0.63	
Correlation	R Squared	41%	42%	40%	
Females		0.64	0.65	0.64	
Correlation	R Squared	41%	42%	41%	
Males		0.66	0.66	0.62	
Correlation	R Squared	44%	43%	38%	

# Appendix D

**Satisfaction by Income**  
**Kingsbridge**

	Perceived Value		
	Customer Service	Merchandise Quality	Store Prices
<b>All Incomes</b>			
Average	3.23	3.00	3.15
N	133		
<b>Low Income (&lt;\$35K)</b>			
Average	3.37	3.08	3.00
N	42		
<b>Middle Income (B/W \$35K &amp; \$75K)</b>			
Average	3.22	3.05	3.24
N	60		
<b>Upper Income (\$75K &amp; Up)</b>			
Average	3.07	2.80	3.19
N	31		

	Perceived Convenience					
	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
<b>All Incomes</b>						
Average	1.91	2.24	3.14	3.34	3.23	3.23
<b>Low Income (&lt;\$35K)</b>						
Average	2.00	2.49	3.17	3.49	3.37	3.46
<b>Middle Income (B/W \$35K &amp; \$75K)</b>						
Average	1.85	2.14	3.21	3.26	3.22	3.14
<b>Upper Income (\$75K &amp; Up)</b>						
Average	1.90	2.13	2.97	3.27	3.07	3.10

	Safety & Security			
	Cleanliness	Lighting	Sidewalks	Appearances of Stores
<b>All Incomes</b>				
Average	3.00	3.26	3.14	3.06
<b>Low Income (&lt;\$35K)</b>				
Average	2.98	3.32	3.00	3.05
<b>Middle Income (B/W \$35K &amp; \$75K)</b>				
Average	3.14	3.28	3.28	3.19
<b>Upper Income (\$75K &amp; Up)</b>				
Average	2.77	3.14	3.07	2.79

	Perceived Value		
	Customer Service	Merchandise Quality	Store Prices
<b>All Incomes</b>			
Correlation	0.56	0.76	0.67
R Squared	31%	58%	45%
<b>Low Income (&lt;\$35K)</b>			
Correlation	0.58	0.78	0.76
R Squared	34%	60%	57%
<b>Middle Income (B/W \$35K &amp; \$75K)</b>			
Correlation	0.29	0.72	0.66
R Squared	8%	51%	43%
<b>Upper Income (\$75K &amp; Up)</b>			
Correlation	0.81	0.81	0.60
R Squared	66%	66%	36%

	Perceived Convenience					
	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
<b>All Incomes</b>						
Average	0.41	0.54	0.53	0.69	0.56	0.71
R Squared	17%	29%	29%	47%	31%	51%
<b>Low Income (&lt;\$35K)</b>						
Average	0.50	0.61	0.31	0.76	0.58	0.74
R Squared	25%	38%	10%	58%	34%	55%
<b>Middle Income (B/W \$35K &amp; \$75K)</b>						
Average	0.27	0.45	0.71	0.68	0.29	0.60
R Squared	7%	20%	50%	46%	8%	36%
<b>Upper Income (\$75K &amp; Up)</b>						
Average	0.54	0.62	0.56	0.68	0.81	0.81
R Squared	29%	38%	32%	46%	66%	65%

	Safety & Security			
	Cleanliness	Lighting	Sidewalks	Appearances of Stores
<b>All Incomes</b>				
Average	0.66	0.71	0.73	0.76
R Squared	44%	51%	54%	57%
<b>Low Income (&lt;\$35K)</b>				
Average	0.67	0.66	0.82	0.80
R Squared	45%	44%	67%	64%
<b>Middle Income (B/W \$35K &amp; \$75K)</b>				
Average	0.68	0.78	0.71	0.73
R Squared	47%	61%	50%	53%
<b>Upper Income (\$75K &amp; Up)</b>				
Average	0.65	0.71	0.65	0.75
R Squared	42%	51%	43%	56%

**Satisfaction by Income  
Garden Court**

	Customer Service	Merchandise Quality	Store Prices
All Incomes	209		
Average	3.05	3.13	3.06
<b>Lower Incomes (\$0 - \$35K)</b>			
Average	3.08	2.98	3.03
<b>Middle Incomes (\$35K - \$75K)</b>			
Average	3.13	2.87	2.93
<b>Upper Incomes (\$75K &amp; Up)</b>			
Average	2.76	2.43	2.62

	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
	2.68	2.44	2.89	3.31	3.05	3.00
	2.85	2.73	2.88	3.31	3.08	2.93
	2.81	2.60	2.37	3.13	3.13	2.74
	2.75	2.14	2.00	2.80	2.76	2.12

	Cleanliness	Lighting	Sidewalks	Appearances of Stores
	3.17	2.78	3.17	3.11
	2.97	2.74	2.96	2.94
	2.38	2.70	2.86	2.53
	1.83	2.41	2.53	2.08

	Customer Service	Merchandise Quality	Store Prices
All Incomes	0.52	0.51	0.52
Correlation	27%	26%	27%
R Squared	0.72	0.82	0.82
<b>Lower Incomes (\$0 - \$35K)</b>			
Correlation	52%	67%	67%
R Squared	0.49	0.64	0.46
<b>Middle Incomes (\$35K - \$75K)</b>			
Correlation	24%	41%	21%
R Squared	0.62	0.42	0.49
<b>Upper Incomes (\$75K &amp; Up)</b>			
Correlation	38%	18%	24%
R Squared			

	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
	0.42	0.68	0.41	0.57	0.52	0.24
	17%	47%	17%	33%	27%	6%
	0.52	0.70	0.74	0.66	0.72	0.55
	28%	49%	54%	43%	52%	30%
	0.21	0.37	0.53	0.40	0.49	0.59
	4%	14%	29%	16%	24%	35%
	0.59	0.50	0.60	0.48	0.62	0.75
	35%	25%	36%	23%	38%	57%

	Cleanliness	Lighting	Sidewalks	Appearances of Stores
	0.58	0.47	0.56	0.26
	34%	22%	31%	7%
	0.75	0.61	0.72	0.75
	57%	37%	52%	56%
	0.54	0.46	0.48	0.55
	30%	21%	23%	31%
	0.52	0.48	0.55	0.58
	27%	23%	30%	33%

**Satisfaction by Income Fairmount**

	Customer Service	Merchandise Quality	Store Prices	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores	Cleanliness	Lighting	Sidewalks	Appearances of Stores
<b>All Incomes</b>	206												
Average	3.70	3.41	3.17	2.36	3.07	3.37	3.31	3.70	2.62	3.27	3.29	3.19	3.15
<b>Middle Incomes (\$35K - \$75K)</b>	60												
Average	3.67	3.51	3.27	2.38	3.00	3.68	3.31	3.67	2.73	3.24	3.20	3.10	3.17
<b>Upper Incomes (\$75K &amp; Up)</b>	141												
Average	3.73	3.38	3.14	2.37	3.11	3.26	3.30	3.73	2.58	3.27	3.29	3.19	3.15

	Customer Service	Merchandise Quality	Store Prices	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores	Cleanliness	Lighting	Sidewalks	Appearances of Stores
<b>All Incomes</b>	0.62	0.64	0.47	0.32	0.31	0.32	0.46	0.62	0.47	0.62	0.60	0.58	0.65
Correlation	39%	41%	22%	11%	10%	10%	21%	39%	22%	39%	36%	33%	42%
<b>Middle Incomes (\$35K - \$75K)</b>	0.65	0.68	0.52	0.30	0.21	0.31	0.47	0.65	0.63	0.64	0.62	0.61	0.72
Correlation	42%	46%	27%	9%	4%	10%	22%	42%	39%	41%	38%	37%	52%
<b>Upper Incomes (\$75K &amp; Up)</b>	0.61	0.63	0.45	0.32	0.34	0.33	0.50	0.61	0.42	0.62	0.59	0.57	0.62
Correlation	37%	40%	21%	10%	12%	11%	25%	37%	18%	38%	35%	32%	38%

**Satisfaction by Income**  
Lawndale

	Perceived Value		
	Customer Service	Merchandise Quality	Store Prices
<b>All Incomes</b>	55		
Average	3.76	3.11	3.24
<b>Low Income (&lt;\$35K)</b>	22		
Average	3.45	3.23	3.32
<b>Middle Income (B/W \$35K &amp; \$75K)</b>	22		
Average	4.00	2.91	3.09
<b>Upper Income (\$75K &amp; Up)</b>	11		
Average	3.91	3.27	3.36

	Perceived Convenience					
	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
Average	2.67	Not Asked	3.11	3.25	3.76	2.73
Average	2.77	Not Asked	3.14	3.27	3.45	2.95
Average	2.32	Not Asked	3.00	3.05	4.00	2.45
Average	3.18	Not Asked	3.27	3.64	3.91	2.82

	Safety & Security			
	Cleanliness	Lighting	Sidewalks	Appearances of Stores
Average	2.95	3.11	3.31	3.04
Average	3.05	3.18	3.27	3.09
Average	2.91	2.91	3.23	2.91
Average	2.82	3.36	3.55	3.18

	Perceived Value		
	Customer Service	Merchandise Quality	Store Prices
<b>All Incomes</b>	0.48	0.66	0.53
Correlation	23%	43%	28%
<b>Low Income (&lt;\$35K)</b>	0.56	0.73	0.50
Correlation	31%	54%	25%
<b>Middle Income (B/W \$35K &amp; \$75K)</b>	0.44	0.60	0.49
Correlation	20%	36%	24%
<b>Upper Income (\$75K &amp; Up)</b>	0.37	0.64	0.85
Correlation	13%	40%	73%

	Perceived Convenience					
	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
Average	0.37	Not Asked	0.46	0.48	0.48	0.62
Average	13%	Not Asked	21%	23%	23%	39%
Average	0.13	Not Asked	0.35	0.44	0.56	0.64
Average	2%	Not Asked	12%	20%	31%	41%
Average	0.54	Not Asked	0.45	0.39	0.44	0.65
Average	30%	Not Asked	20%	16%	20%	42%
Average	0.65	Not Asked	0.91	0.66	0.37	0.74
Average	42%	Not Asked	83%	43%	13%	55%

	Safety & Security			
	Cleanliness	Lighting	Sidewalks	Appearances of Stores
Average	0.65	0.62	0.64	0.54
Average	42%	38%	41%	30%
Average	0.76	0.55	0.56	0.52
Average	57%	30%	32%	27%
Average	0.62	0.76	0.79	0.56
Average	38%	58%	62%	31%
Average	0.80	0.80	0.82	0.75
Average	63%	63%	67%	56%

# Appendix E

**Satisfaction by Age Group**  
Lawndale

	Customer Service	Merchandise Quality	Store Prices
All Ages	3.78	3.09	3.23
Average			
Young Adult (20-34)	4.00	3.29	3.31
Average			
Middle Age (35-54)	3.65	2.94	3.12
Average			
Retirement (55-64)	3.62	2.92	3.31
Average			

	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
All Ages	2.58	Not Asked	3.17	3.20	3.78	2.74
Average						
Young Adult (20-34)	2.89	Not Asked	3.38	3.37	4.00	2.92
Average						
Middle Age (35-54)	2.34	Not Asked	2.97	3.06	3.65	2.57
Average						
Retirement (55-64)	2.83	Not Asked	3.38	3.00	3.62	3.00
Average						

	Cleanliness	Lighting	Sidewalks	Appearances of Stores
All Ages	2.87	3.03	3.17	3.01
Average				
Young Adult (20-34)	3.07	3.37	3.44	3.29
Average				
Middle Age (35-54)	2.79	2.89	3.08	2.94
Average				
Retirement (55-64)	2.92	3.08	3.23	2.86
Average				

\*\* Not enough respondents for Children or Elderly to be significant.

	Customer Service	Merchandise Quality	Store Prices
All Incomes	0.36	0.67	0.56
Correlation			
R Squared	13%	45%	32%
Average			
Young Adult (20-34)	0.65	0.80	0.73
Correlation			
R Squared	43%	64%	53%
Average			
Middle Age (35-54)	0.20	0.80	0.61
Correlation			
R Squared	4%	64%	37%
Average			
Retirement (55-64)	0.43	0.44	0.05
Correlation			
R Squared	18%	19%	0%

	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
All Incomes	0.39	Not Asked	0.35	0.60	0.36	0.63
Correlation						
R Squared	15%		13%	35%	13%	39%
Average						
Young Adult (20-34)	0.39	Not Asked	0.29	0.45	0.65	0.68
Correlation						
R Squared	15%		8%	21%	43%	46%
Average						
Middle Age (35-54)	0.42	Not Asked	0.61	0.64	0.20	0.62
Correlation						
R Squared	18%		37%	42%	4%	39%
Average						
Retirement (55-64)	0.31	Not Asked	0.35	0.91	0.43	0.53
Correlation						
R Squared	10%		12%	83%	18%	28%

	Cleanliness	Lighting	Sidewalks	Appearances of Stores
All Incomes	0.62	0.68	0.75	0.52
Correlation				
R Squared	39%	46%	56%	27%
Average				
Young Adult (20-34)	0.76	0.68	0.77	0.61
Correlation				
R Squared	58%	46%	60%	37%
Average				
Middle Age (35-54)	0.54	0.72	0.70	0.49
Correlation				
R Squared	30%	52%	49%	24%
Average				
Retirement (55-64)	0.50	0.52	0.57	0.43
Correlation				
R Squared	25%	27%	33%	19%

**Satisfaction by Age Group  
Kingsbridge**

	Customer Service	Merchandise Quality	Store Prices
All Ages	154		
Average	3.21	3.04	3.16
Children (Birth - 19)	15		
Average	3.33	3.00	3.33
Young Adult (20-34)	42		
Average	3.21	3.05	3.13
Middle Age (35-54)	56		
Average	3.21	3.13	3.17
Retirement (55-64)	20		
Average	3.16	2.79	3.18
Elderly (65+)	21		
Average	3.13	3.00	3.07

	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
All Ages	1.96	2.21	3.14	3.34	3.21	3.22
Children (Birth - 19)	2.15	2.23	3.43	3.60	3.33	3.71
Young Adult (20-34)	2.25	2.61	3.33	3.35	3.21	3.32
Middle Age (35-54)	1.79	2.11	3.13	3.37	3.21	3.24
Retirement (55-64)	1.74	1.94	2.94	3.06	3.16	2.84
Elderly (65+)	1.81	1.89	2.69	3.25	3.13	2.94

	Cleanliness	Lighting	Sidewalks	Appearances of Stores
All Ages	2.95	3.20	3.08	3.04
Children (Birth - 19)	2.53	3.21	3.47	3.20
Young Adult (20-34)	3.18	3.21	3.15	3.12
Middle Age (35-54)	3.02	3.31	3.15	3.11
Retirement (55-64)	2.78	3.00	2.88	2.76
Elderly (65+)	2.76	3.00	2.56	2.67

	Customer Service	Merchandise Quality	Store Prices
All Incomes	0.43	0.55	0.31
Correlation	18%	30%	10%
R Squared			
Children (Birth - 19)	0.32	0.24	(0.26)
Correlation	10%	6%	7%
R Squared			
Young Adult (20-34)	0.35	0.78	0.75
Correlation	12%	61%	56%
R Squared			
Middle Age (35-54)	0.16	0.40	0.31
Correlation	3%	16%	10%
R Squared			
Retirement (55-64)	0.12	0.64	0.50
Correlation	1%	41%	25%
R Squared			
Elderly (65+)	0.50	0.07	0.69
Correlation	26%	1%	48%
R Squared			

	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
All Ages	0.27	0.41	0.41	0.46	0.43	0.44
Children (Birth - 19)	7%	17%	17%	21%	18%	19%
Young Adult (20-34)	0.35	0.03	(0.02)	0.42	0.32	0.44
Correlation	12%	0%	0%	18%	10%	20%
R Squared						
Young Adult (20-34)	0.44	0.63	0.72	0.64	0.35	0.41
Correlation	19%	40%	52%	41%	12%	17%
R Squared						
Middle Age (35-54)	0.36	0.16	0.25	0.18	0.16	0.23
Correlation	13%	3%	6%	3%	3%	6%
R Squared						
Retirement (55-64)	(0.40)	0.28	0.41	0.04	0.12	0.35
Correlation	16%	8%	17%	0%	1%	13%
R Squared						
Elderly (65+)	0.46	0.61	0.57	0.48	0.50	0.33
Correlation	21%	37%	33%	23%	26%	11%
R Squared						

	Cleanliness	Lighting	Sidewalks	Appearances of Stores
All Ages	0.53	0.46	0.53	0.53
Children (Birth - 19)	28%	21%	28%	28%
Young Adult (20-34)	0.21	0.33	0.42	0.48
Correlation	5%	11%	17%	23%
R Squared				
Young Adult (20-34)	0.66	0.71	0.54	0.58
Correlation	44%	50%	29%	34%
R Squared				
Middle Age (35-54)	0.34	0.28	0.45	0.52
Correlation	11%	8%	21%	27%
R Squared				
Retirement (55-64)	0.35	0.24	0.20	0.31
Correlation	12%	6%	4%	10%
R Squared				
Elderly (65+)	0.81	0.45	0.53	0.49
Correlation	66%	20%	28%	24%
R Squared				

**Satisfaction by Age Group**  
Garden Court

	Customer Service	Merchandise Quality	Store Prices
<b>All Ages</b>	223		
Average	3.04	2.93	2.92
<b>Young Adult (20-34)</b>	60		
Average	3.11	2.96	3.23
<b>Middle Age (35-54)</b>	96		
Average	2.91	2.71	2.81
<b>Retirement (55-64)</b>	29		
Average	3.24	3.63	2.86
<b>Elderly (65+)</b>	30		
Average	3.17	2.76	2.52

	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
	2.80	2.54	2.49	3.11	3.04	2.70
	3.09	2.89	2.84	3.20	3.11	2.88
	2.64	2.52	2.37	3.02	2.91	2.60
	3.19	2.32	2.38	3.36	3.24	2.79
	2.43	2.04	2.13	2.96	3.17	2.52

	Cleanliness	Lighting	Sidewalks	Appearances of Stores
	2.48	2.66	2.80	2.59
	2.84	2.74	2.91	2.87
	2.36	2.49	2.77	2.45
	2.54	2.96	2.92	2.69
	1.88	2.75	2.42	2.33

	Customer Service	Merchandise Quality	Store Prices
<b>All Ages</b>	0.58	0.44	0.72
Correlation	34%	19%	52%
<b>Young Adult (20-34)</b>	0.62	0.77	0.37
Correlation	38%	59%	13%
<b>Middle Age (35-54)</b>	0.54	0.78	0.75
Correlation	29%	60%	57%
<b>Retirement (55-64)</b>	0.64	0.44	0.69
Correlation	41%	19%	48%
<b>Elderly (65+)</b>	0.54	0.65	0.49
Correlation	29%	42%	24%

	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
	0.43	0.58	0.71	0.61	0.58	0.66
	18%	33%	51%	37%	34%	43%
	0.21	0.29	0.53	0.37	0.62	0.59
	5%	8%	28%	14%	38%	35%
	0.55	0.66	0.76	0.68	0.54	0.82
	30%	43%	58%	47%	29%	67%
	0.42	0.52	0.85	0.54	0.64	0.74
	18%	27%	72%	29%	41%	55%
	(0.02)	0.34	0.22	0.25	0.54	0.20
	0%	12%	5%	6%	29%	4%

	Cleanliness	Lighting	Sidewalks	Appearances of Stores
	0.69	0.56	0.62	0.68
	47%	32%	39%	47%
	0.51	0.44	0.54	0.63
	26%	20%	29%	39%
	0.65	0.49	0.61	0.67
	42%	24%	38%	44%
	0.80	0.79	0.59	0.72
	65%	62%	34%	51%
	0.43	0.34	0.51	0.38
	19%	11%	26%	14%

**Satisfaction by Age Group**  
**Fairmount**

Customer Service	Merchandise Quality	Store Prices
323		
2.23	3.12	2.95
<b>Young Adult (20-34)</b>		
119		
3.30	3.11	2.94
<b>Middle Age (35-54)</b>		
136		
3.37	3.14	2.97
<b>Retirement (55-64)</b>		
51		
3.42	3.16	2.90
<b>Elderly (65+)</b>		
15		
3.53	3.00	3.00

Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
2.23	2.86	2.86	3.08	3.36	2.62
2.45	3.06	2.91	2.96	3.30	2.57
2.17	2.78	3.12	3.08	3.37	2.62
1.98	2.65	3.58	3.26	3.42	2.59
2.08	2.67	3.80	3.43	3.53	2.93

Cleanliness	Lighting	Sidewalks	Appearances of Stores
3.01	3.01	2.92	2.98
3.00	3.01	2.96	3.08
3.07	3.01	2.92	2.95
2.92	3.04	2.92	2.88
2.85	2.87	2.73	2.87

Customer Service	Merchandise Quality	Store Prices
0.49	0.60	0.57
24%	36%	32%
0.55	0.65	0.44
30%	42%	19%
0.47	0.62	0.66
23%	38%	43%
0.46	0.53	0.63
21%	29%	40%
0.56	-	-
31%	0%	0%

Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores
0.35	0.40	0.35	0.47	0.49	0.48
12%	16%	12%	22%	24%	23%
0.26	0.39	0.33	0.39	0.55	0.44
7%	15%	11%	15%	30%	19%
0.38	0.42	0.39	0.48	0.47	0.55
14%	18%	15%	23%	23%	30%
0.45	0.38	0.26	0.67	0.46	0.45
20%	14%	7%	45%	21%	20%
0.71	0.31	0.77	0.74	0.56	0.08
50%	10%	60%	55%	31%	1%

Cleanliness	Lighting	Sidewalks	Appearances of Stores
0.52	0.51	0.50	0.51
27%	26%	25%	26%
0.53	0.50	0.49	0.44
29%	25%	24%	20%
0.58	0.53	0.57	0.60
33%	28%	32%	36%
0.23	0.49	0.37	0.36
5%	24%	14%	13%
0.39	0.31	0.25	0.50
15%	9%	6%	25%

**Satisfaction by Age Group**  
Ridge Avenue

	Customer Service	Merchandise Quality	Store Prices	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores	Cleanliness	Lighting	Sidewalks	Appearances of Stores
All Ages	291												
Average	3.04	2.93	2.92	2.76	Not Asked	2.83	3.01	3.04	2.95	2.59	2.89	2.52	Not Asked
Children (Birth to 19)	82												
Average	3.19	3.07	3.17	2.94	Not Asked	3.12	3.11	3.19	3.16	2.62	2.96	2.62	Not Asked
Young Adult (20-34)	105												
Average	2.99	2.93	3.03	2.76	Not Asked	2.91	3.06	2.99	2.91	2.53	2.85	2.48	Not Asked
Middle Age (35-54)	79												
Average	2.96	2.81	2.65	2.67	Not Asked	2.76	2.84	2.96	2.84	2.71	2.92	2.52	Not Asked
Retirement (55-64)	14												
Average	3.00	2.71	2.25	1.78	Not Asked	1.67	3.00	3.00	2.67	2.42	2.42	2.08	Not Asked
Elderly (65+)	11												
Average	3.00	2.89	2.44	2.90	Not Asked	1.67	2.75	3.00	2.57	2.45	3.11	2.82	Not Asked

	Customer Service	Merchandise Quality	Store Prices	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores	Cleanliness	Lighting	Sidewalks	Appearances of Stores
All Ages	0.56	0.71	0.49	0.50	Not Asked	0.60	0.61	0.56	0.64	0.64	0.64	0.59	Not Asked
Correlation	32%	51%	24%	25%	Not Asked	37%	38%	32%	41%	40%	41%	34%	Not Asked
R Squared	0.54	0.55	0.60	0.66	Not Asked	0.59	0.44	0.54	0.42	0.64	0.73	0.51	Not Asked
Children (Birth to 19)	30%	30%	35%	44%	Not Asked	34%	19%	30%	17%	40%	53%	26%	Not Asked
Correlation	0.62	0.77	0.56	0.58	Not Asked	0.68	0.63	0.62	0.72	0.70	0.62	0.65	Not Asked
R Squared	39%	59%	31%	34%	Not Asked	47%	39%	39%	52%	50%	39%	42%	Not Asked
Young Adult (20-34)	0.56	0.74	0.58	0.34	Not Asked	0.67	0.73	0.56	0.70	0.78	0.63	0.65	Not Asked
Correlation	31%	55%	34%	12%	Not Asked	45%	53%	31%	49%	61%	39%	43%	Not Asked
R Squared	0.00	0.40	0.63	0.50	Not Asked	0.11	0.97	0.00	0.63	0.34	0.76	0.48	Not Asked
Middle Age (35-54)	0%	16%	40%	25%	Not Asked	1%	95%	0%	39%	11%	57%	23%	Not Asked
Correlation	0.76	0.85	0.69	0.07	Not Asked	0.61	0.69	0.76	0.70	0.61	0.76	0.65	Not Asked
R Squared	58%	72%	48%	1%	Not Asked	37%	47%	58%	50%	37%	58%	43%	Not Asked

	Customer Service	Merchandise Quality	Store Prices	Parking Availability	Traffic Congestion	Variety of Restaurants	Store Hours	Customer Service	Variety of Stores	Cleanliness	Lighting	Sidewalks	Appearances of Stores
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Correlation	0.62	0.77	0.56	0.58	Not Asked	0.68	0.63	0.62	0.72	0.70	0.62	0.65	Not Asked
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