

## **Economic Development Committee**

Borough of Hawthorne, New Jersey  
Municipal Building  
445 Lafayette Avenue  
Hawthorne, New Jersey 07506

### **2010 Shopper Survey Results**

The Hawthorne Economic Development Committee and Chamber of Commerce jointly sponsored a shopper survey during September and October. The purpose of the survey was to determine shopper's preferences for use in attracting new businesses to Hawthorne.

An explanation of the survey and the complete results are contained in an Excel spreadsheet published within the Economic Development Committee section of the borough web site: [www.hawthornenj.org](http://www.hawthornenj.org). The spreadsheet can also be accessed using freeware available at [www.openoffice.org](http://www.openoffice.org). Following is a summary of the results:

The top 10 shopper preferences based on assigned points were:

- 1 - Supermarket = 313 points
- 2 - Bakery = 272 points
- 3 - Variety store; 5&10 = 269 points
- 4 - Hardware store = 262 points
- 5 - Women's apparel store = 261 points
- 6 - Specialty food store = 169 points
- 7 - Restaurant = 168 points
- 8 - Book/magazine store = 165 points
- 9 - Children's apparel = 144 points
- 10 - Toy store = 141 points

The factors for increasing shopping likelihood based on assigned points were:

- 1 - Convenient Parking = 386 points
- 2 - Appearance, cleanliness = 289 points
- 3 - Evening hours = 285 points
- 4 - Quality of service = 191 points
- 5 - Safety, security = 142 points
- 6 - Discounts for seniors, organizations = 109 points

Write-in comments:

Store preference write-in comments were predominately for restaurants ranging from fast food chains to various ethnic cuisines to coffee shops. A number of write-ins requested outdoor dining. "Other" store preferences were mostly for department type stores.

General write-in comments ranged from improving the downtown shopping area appearance, updating/cleaning store fronts, enforcing litter laws, more stores aimed at younger people, a return to the types of stores that used to be in the downtown shopping area, a policeman present in the downtown area once again, no more banks, appreciation for the farmers market and several comments on lowering taxes.

CJ Schmidt 11-18-10