



# Village of Hamburg Consumer Survey



## Analysis of Data

November 2008

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## Analysis Summary

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In early March, the Village Economic Development Committee, Village Business Advisory Council, and Hamburg Chamber of Commerce invited village consumers to record their preferences for shopping and dining in the village. The goal was to help merchants provide a mix of goods and services that will enhance the appeal of our business community. This analysis draws on the 305 consumer surveys recorded as of September 23<sup>rd</sup>.

44.7% of the total respondents were male; 55.3% were female. Of the respondents identifying residency, 64.2% were village residents, 35.8% were non-residents.

What may prove significant is how household size correlates with household income in determining shopping needs and habits. Who is able to purchase what; for whom?

Of the total households in the sample reporting an income, 39.8% have income less than \$60,000. The 2000 Census data, in 1999 dollars, reported the median household income for the Town of Hamburg to be \$47,888; for the Village to be \$51,230. Results in the survey are skewed toward respondents with higher household income 19.3% of the households have residents over the age of 65, 50% of which have income less than \$35,000.

53.5% of the reporting households have fewer than three persons, 52.1% of which have incomes less than \$60,000; 28.5% with incomes less than \$35,000, 41.5% of these having less than \$20,000.

In noting their shopping experiences and preferences within the village, 94.8% of the respondents indicated the goods and services they currently shop for or patronize; 72.8% indicated those for which they would like more offerings.

The goods and services currently catered to by more than 50% of the total respondents were: Restaurant/Bar (83.7%); Pharmacy (75.8%); Groceries (74.7%); Fast Food/Carryout (64.7%); and Health & Beauty (52.2%). Patronage of residents compared with nonresidents was higher in each of these categories.

The goods and services for which the total respondents desired increased offerings was Apparel & Apparel Services (55.0%), with Entertainment (42.3%), Groceries (38.3%) and Restaurant/Bar (34.2%) queuing up. Village residents show a stronger desire for increased Groceries with non-residents opting for increased entertainment. A third of both groups would support increased restaurant options. The female respondents drive the percentage favoring increased Apparel and Apparel Services (65%).

Harold Johnson  
Former Chair, EDC

## Village of Hamburg Consumer Survey

### Data Analysis - November 2008

There were 305 completed consumer surveys recorded; 292 (96.3%) of which were completed. The analysis presented below reflects their input, as of September 22, the cut off date at which the data was tabulated.

#### Demographics

44.7% of the respondents were identified as male; 55.3% were female. Of the respondents identifying residency, 64.2% were village residents, 35.8% were non-residents. 44.8% of the identified residents were male, 55.2% female.

**Table 1a**  
**General Demographics**

	Residents	Non-Residents	Skipped Question	Total	identified
Male	77	44	14	135	44.7%
Female	95	51	21	167	55.3%
Skipped Question				3	
Total	172	95	38	305	
identified	64.4%	35.8%			

Since 26.9% of the surveys were collected at ZJ's, it is noted that the respondents identifying residency were weighted as non-resident (67.6%), representing 50.5% for the total survey's identified non-residents. The ZJ respondents represent only 13.4% of the total village identified resident responses.

**Table 1b**  
**ZJ Demographics**

	Residents	Non-Residents	Skipped Question	Total
Male	15	28	5	48
Female	8	20	6	34
Total	23	48	11	82

#### Household Size

The respondents represent a larger number of household members, capturing input from 467 residents and 271 non-residents. The former represent 4% of the total village population. This is a relatively small sample.

**Table 2**  
**Number of Residents in Households**

	<b>Residents</b>	<b>Non-Residents</b>	<b>Total</b>
<b>1 person</b>	<b>28</b>	<b>6</b>	<b>34</b>
<b>2 persons</b>	<b>124</b>	<b>84</b>	<b>208</b>
<b>3 persons</b>	<b>84</b>	<b>48</b>	<b>132</b>
<b>4 persons</b>	<b>104</b>	<b>72</b>	<b>176</b>
<b>5 persons</b>	<b>85</b>	<b>55</b>	<b>140</b>
<b>6 persons</b>	<b>42</b>	<b>6</b>	<b>48</b>
<b>Total</b>	<b>467</b>	<b>271</b>	<b>738</b>

Of the total households surveyed, 54.1% were those with less than three persons. These include 73.8% of the residents 55-64 and 84.7% of those 65 and older

**Table 3a**  
**Age Groups in Households**  
*Village Residents and Non-Residents*

	<18	18-24	25-34	35-44	45-54	55-64	+65	Total Households	
<b>Household Size</b>									
<b>1 person</b>	0	1	6	5	3	8	15	40	13.1%
<b>2 persons</b>	9	3	16	14	32	51	35	125	41.0%
<b>3 persons</b>	26	10	17	15	17	13	5	49	16.1%
<b>4 persons</b>	36	17	10	21	25	5	2	45	14.8%
<b>5 persons</b>	33	11	4	17	14	0	1	29	9.5%
<b>6 persons</b>	16	4	2	3	6	3	1	9	3.0%
<i>Skipped</i>								8	
								305	
<b>Total</b>	120	50	55	85	97	80	59		

Of the village households surveyed, 52.3% were those with less than three persons, These included 66.7% of the residents 55-64 and 91.2% of those 65 and older. The 2000 Census for the Village of Hamburg notes that the average household size was 2.5 with the average family size 3.12. The census data recorded 37.7% of the village population to be under the age of 25; 41.9% between the ages of 25 and 54; 20.4% ages 55 and over..

**Table 3b**  
**Age Groups in Households**  
*Village Residents*

	<18	18-24	25-34	35-44	45-54	55-64	+65	Total Households	
Household Size									
1 person	0	0	4	2	1	5	14	28	16.3%
2 persons	5	3	11	8	21	17	17	62	36.0%
3 persons	17	4	11	9	8	7	2	28	16.3%
4 persons	23	9	6	15	12	2	0	26	15.1%
5 persons	21	5	1	11	7	0	0	17	5.6%
6 persons	13	3	2	2	4	2	1	7	4.1%
<i>Skipped</i>								4	
								172	
Total	79	24	34	47	53	33	34		

### Household Income

What may prove significant is how household size correlates with household income in determining shopping needs and habits. Who is able to purchase what; for whom?

11.8% of the respondents skipped the question requesting household income information. The median income per household from those responding was above \$60,000. The 2000 Census data, in 1999 dollars, reported the median household income for the Town of Hamburg to be \$47,888. This suggests that the surveys are skewed toward households with a higher household income than reflected in the census data.

**Table 4a**  
**Household Income**  
*Village Residents and Non-Residents*

Income Level	Male	Female	<i>Skipped Question</i>	Total Respondents	% Respondents
Less than \$20,000	2	17		19	7.1%
\$20,000-\$34,000	12	15		27	10.0%
\$35,000-\$44,999	11	15		26	9.7%
\$45,000-\$59,999	19	16		35	13.0%
\$60,000-\$99,999	44	46		90	33.5%
\$100,000 or more	35	37		72	26.8%
Total	123	146	3	269	
<i>Question Skipped</i>	12	21	3	36	

10% of the respondents resident within the village skipped the question requesting household income information. The median income per household from those responding was also above \$60,000. The 2000 Census data, in 1999 dollars, reported the median household income for the Village of Hamburg to be \$51,239. This also suggests that survey data is skewed toward household with income higher than reflected in the census data. The percentage of households with incomes above \$60,000 in the sample was higher than those in the census data.

**Table 4b**  
**Resident Household Income**  
*Village Residents*

Income Level	Male	Female	Total Respondents	% Respondents	2000 Census Data
Less than \$20,000	0	12	12	7.6%	6.0%
\$20,000-\$34,000	7	10	17	10.8%	13.4%
\$35,000-\$44,999	7	8	15	9.6%	10.4%
\$45,000-\$59,999	8	9	17	10.8%	16.2%
\$60,000-\$99,999	28	24	52	33.1%	37.3%
\$100,000 or more	21	23	44	28.0%	16.6%
<b>Total</b>	<b>71</b>	<b>86</b>	<b>151</b>		
<i>Skipped Question</i>	<i>6</i>	<i>9</i>	<i>15</i>		

Of the total households in the sample reporting an income, 53.5% have fewer than three persons, 52.1% of which have incomes less than \$60,000; 28.5% with incomes less than \$35,000, 41.5% of these having less than \$20,000.

**Table 5a**  
**Household Income/Size**  
*Village Residents and Non-Residents*

Household Income/Number persons	1	2	3	4	5	6	Skipped	Total	%
Less than \$20,000	13	4	1	1	0	0		19	7.1%
\$20,000-\$34,999	12	12	1	1	0	1		27	10.0%
\$35,000-\$44,999	4	11	5	5	0	0	1	26	9.7%
\$45,000-\$59,999	3	16	9	5	2	0		35	13.0%
\$60,000-\$99,999	5	41	17	12	7	6	2	90	33.5%
\$100,000 or more	0	23	14	16	17	2		72	26.8%
<i>Skipped</i>							36	36	
<b>Total</b>	<b>37</b>	<b>107</b>	<b>47</b>	<b>40</b>	<b>26</b>	<b>9</b>	<b>39</b>	<b>305</b>	
<b>%</b>	<b>13.9%</b>	<b>40.2%</b>	<b>17.7%</b>	<b>15%</b>	<b>9.8%</b>	<b>3.4%</b>			

Of those households responding to the income question, 57.2% were village residents. Their median income per household for village residents was also above \$60,000; 52.6% of the households having fewer than three persons, 55.6% of which fell below \$60,000; 33.3% having an income less than \$35,000, 44.4% of which having less than \$20,000.

**Table 5b**  
**Household Income/Size**  
*Village Residents*

Household Income	1 person	2 persons	3 persons	4 persons	5 persons	6 persons	Total	%
Less than \$20,000	10	2	0	0	0	0	12	7.85
\$20,000-\$34,000	9	6	1	1	0	0	17	11.0%
\$35,000-\$44,999	2	8	4	0	0	0	14	9.1%
\$45,000-59,999	1	7	5	3	1	0	17	11.0%
\$60,000-\$99,999	4	20	8	8	5	5	50	32.5%
\$100,000 or more	0	12	9	12	9	2	44	28.6%
<i>Skipped</i>								
Total	26	55	27	24	15	7	154	
%	16.9%	35.7%	17.5%	15.6%	9.7%	4.5%		

### Age Group Incomes

27.6% of the total households reporting household income have residents between the ages of 55 and 64. 19.3% of the residents have residents over the age of 65.

42.9% of the households with residents between 65 and older have income of less than \$35,000. The median household income for households with residents 65 or older is less than \$45,000.

**Table 6a**  
**Age Groups in Households**  
*Village Residents and Non-Residents*

	<18	18-24	25-34	35-44	45-54	55-64	+65	<i>Skipped</i>	Total Household
<b>Income Level</b>									
Less than \$20,000	2	0	1	3	3	4	11	1	18 7.1%
\$20,000-\$34,000	6	2	3	8	4	4	10	2	25 9.8%
\$35,000-\$44,999	10	3	6	6	7	5	5	1	25 9.8%
\$45,000-59,999	13	6	9	11	2	11	4		35 13.8%
\$60,000-\$99,999	34	15	26	20	31	27	13	1	89 35.0%
\$100,000 or more	48	17	8	23	40	19	6	1	72 28.3%
									254
Total	113	43	53	71	87	70	49	6	
% Households	44.5%	16.9%	20.9%	28.0%	34.3%	27.6%	19.3%		

20.3% of the total village households reporting household income have residents between the ages of 55 and 64. 19.6% of the residents have residents over the age of 65.

50% of the households with residents 65 and older have income of less than \$35,000. The median household income for households with residents 65 or older is less than \$45,000.

**Table 6b**  
**Age Groups in Households**  
*Village Residents*

	<18	18-24	25-34	35-44	45-54	55-64	+65	Total Households
Income Level								
Less than \$20,000	0	0	0	1	1	2	8	11
\$20,000-\$34,000	3	0	3	4	2	3	7	16
\$35,000-\$44,999	5	1	2	4	3	2	4	14
\$45,000-59,999	7	4	5	7	0	3	2	17
\$60,000-\$99,999	25	8	18	12	17	15	5	52
\$100,000 or more	35	8	6	17	25	6	4	43
								153
Total	75	21	34	45	48	31	30	
	49.0%	13.7%	22.2%	29.4%	31.4%	20.3%	19.6%	

## Shopping Experience

In noting their shopping experiences and preferences within the village, 94.8% of the respondents indicated the goods and services they currently shop for or patronize; 72.8% indicated those for which they would like more offerings.

The goods and services currently catered to by more than 50% of the total respondents were: Restaurant/Bar (83.7%); Pharmacy (75.8%); Groceries (74.7%); Fast Food/Carryout (64.7%); and Health & Beauty (52.2%). Patronage of residents compared with nonresidents was higher in each of these categories. The percentage narrowed between these two groups in respect to restaurant/bar. Females outpaced males in respect to Health & Beauty products and services.

**Table 7**  
**Goods or Services Currently Shopped For or Patronized in the Village**

	Total	Male 135	Female 167	Residents 172	Non-Residents 96
Groceries	74.7%	71.2%	77.4%	83.1%	61.5%
Fast food/Carryout	64.7%	63.6%	65.8%	72.1%	56.0%
Restaurant/Bar	83.7%	85.6%	81.9%	87.2%	75.8%
Apparel & Apparel Services	11.4%	6.1%	16.1%	13.4%	7.7%
Furniture & Home Furnishings	9.3%	9.8%	9.0%	11.6%	5.5%
Automotive	40.8%	47.7%	35.5%	44.8%	30.8%
Pharmacy	75.8%	73.5%	77.4%	84.9%	57.1%
Health & Beauty	52.2%	37.1%	65.2%	61.0%	40.7%
Toys & Games	7.3%	6.1%	8.4%	8.7%	6.6%
Consumer Electronics	7.3%	8.3%	6.5%	7.0%	7.7%
Entertainment	39.1%	36.4%	41.9%	44.8%	33.0%
Professional Services	32.9%	27.3%	37.4%	34.9%	26.4%

The goods and services for which more than 50% of the total respondents desired increased offerings was Apparel & Apparel Services (55.0%), with Entertainment (42.3%), Groceries (38.3%) and Restaurant/Bar (34.2%) queuing up. Both residents and non-residents would welcome increased Apparel and Apparel Services, with residents weighting the percentage. Residents show a stronger desire for increased Groceries with Non-Residents opting for increased entertainment. A third of both groups would support increased restaurant options. The female respondents drive the percentage favoring increased Apparel and Apparel Services (65%). .

**Table 8**  
**Goods or Services Desired or More Offerings Of**

	Total	Male 135	Female 167	Residents 172	Non-Residents 96
Groceries	38.3%	42.6%	34.2%	43.4%	32.32%
Fast food/Carryout	14.4%	12.9%	15.8%	12.6%	15.4%
Restaurant/Bar	34.2%	34.7%	33.3%	33.6%	32.3%
Apparel & Apparel Services	55.0%	42.6%	65.0%	55.9%	49.2%
Furniture & Home Furnishings	14.9%	12.9%	16.7%	15.4%	10.8%
Automotive	4.5%	5.0%	4.2%	2.1%	9.2%
Pharmacy	5.9%	3.0%	7.5%	5.6%	7.7%
Health & Beauty	8.6%	5.0%	11.7%	9.1%	7.7%
Toys & Games	18.9%	16.8%	20.8%	21.0%	12.3%
Consumer Electronics	14.0%	20.8%	8.3%	15.4%	7.7%
Entertainment	42.3%	43.6%	40.8%	42.0%	46.2%
Professional Services	18.0%	17.8%	18.3%	18.9%	13.8%

**Apparel Shopping (See Table 9)**

65% of the respondents answering the question regarding the need for more apparel offerings, with 67.9% of those answering the question desiring more offerings, have household incomes of \$60,000 or more. 56.9% of the responding households at this level of income desire increased apparel offerings. Households with 2 or 3 persons represented 55.3% of those answering the question desiring more offerings. These households represent 62.2% of the respondents who desire more offerings.

64.6% of the resident respondents answering the question regarding the need for more apparel offerings, with 65.3% of those answering the question desiring more offerings, have household incomes of \$60,000 or more. 56% of the responding households at this level of income desire increased apparel offerings.

**Entertainment (See Table 10)**

65% of the respondents answering the question regarding the need for more entertainment offerings, with 64% of those answering the question desiring more offerings, have household incomes of \$60,000 or more. 43.8% of the responding households at this level of income desire increased entertainment offerings. Households with 2 persons represented 37.8% of those answering the question desiring more offerings. These households represent 40.7% of the respondents who desire more offerings.

64.6% of the resident respondents answering the question regarding the need for more entertainment offerings, with 65.5% of those answering the question desiring more offerings,

have household incomes of \$60,000 or more. 42.9% of the responding households at this level of income desire increased apparel offerings.

### **Groceries** (*See Table 11*)

74.5% of the respondents answering the question regarding the need for more grocery offerings, with 75.3% of those answering the question desiring more offerings, have household incomes of \$45,000 or more. 36.9% of the responding households at this level of income desire increased grocery offerings. Households with 2 persons represented 37.8% of those answering the question desiring more offerings. These households represent 43.2% of the respondents who desire more offerings.

73.3% of the resident respondents answering the question regarding the need for more grocery offerings, 71.4% of those answering the question desiring more offerings, have household incomes of \$45,000 or more. 44.9% of the responding households at this level of income desire increased apparel offerings.

### **Restaurants** (*See Table 12*)

65% of the respondents answering the question regarding the need for more restaurants, with 70.4% of those answering the question desiring more offerings, have household incomes of \$60,000 or more. 38.5% of the responding households at this level of income desire increased restaurant offerings. Households with 2 persons represented 37.8% of those answering the question desiring more offerings. These households represent 42.7% of the respondents who desire more offerings.

64.1% of the resident respondents answering the question regarding the need for more restaurant offerings, 73.9% of those answering the question desiring more offerings, have household incomes of \$60,000 or more. 40.5% of the responding households at this level of income desire increased apparel offerings.

### **Location, Frequency and Timing of Shopping**

69.7% of the respondents shop within the village several times per week; 28.9% of which shop daily. 74.2% of the respondents shop within the central commercial district which here includes Main, Buffalo, South Park and the Village plaza.

Shopping among these four areas are fairly evenly divided with a slight edge toward shopping in the Village Plaza. 26.9% of the surveys were collected in the plaza so this may skew the results.

54.3% of the respondents are most likely to shop before 4:30 p.m.; 31.2% between 4:30 p.m. and 7:00 p.m.. with only 14.5 % shopping after 7:00 p.m. 67.9% of the respondents shop on Saturdays. 42.7% shop on Sundays.

**Table 9  
Apparel Shoppers**

	Survey Category	Number Respondents	Number Answering Items Desired	Number Desiring More	% Responses Desiring More
Respondents		305	222	122	55.0%
Gender	Male	135	161	43	42.6%
	Female	167	120	78	65.0%
Resident	Yes	172	143	80	55.9%
	No	96	65	32	49.2%
Household Income	Less than \$20,000	19	11	7	63.6%
	\$20,000-\$34,99	27	18	5	27.8%
	\$35,000-\$44,999	26	22	10	45.5%
	\$45,000-\$59,999	35	19	13	68.4%
	\$60,000-\$99,999	90	<b>70</b>	<b>42</b>	60.0%
	\$100,000 or more	72	<b>60</b>	<b>32</b>	38.3%
	Total			200	109
Household Size	1 person	40	28	11	39.3%
	2 persons	125	<b>82</b>	<b>49</b>	59.8%
	3 persons	49	<b>38</b>	<b>25</b>	65.8%
	4 persons	45	37	17	45.9%
	5 persons	29	24	10	41.7%
	6 persons	9	8	57	87.5%
	Total			217	119
Residents	Male	77	65	28	43.1%
	Female	95	78	52	66.7%
Resident Household Income	Less than \$20,000	12	7	5	71.4%
	\$20,000-\$34,99	17	14	5	35.7%
	\$35,000-\$44,999	15	14	7	50.0%
	\$45,000-\$59,999	17	11	8	72.7%
	\$60,000-\$99,999	52	<b>45</b>	<b>27</b>	60,0%
	\$100,000 or more	44	<b>39</b>	<b>20</b>	51.3%
	Total			130	72

**Table 10**  
**Entertainment Patrons**

	Survey Category	Number Respondents	Number Answering Items Desired	Number Desiring More	% Responses Desiring More
Respondents		305	222	94	42.3%
Gender	Male	135	101	44	43.6%
	Female	167	120	49	40.8%
Resident	Yes	172	143	60	42.0%
	No	96	65	30	46.2%
Household Income	Less than \$20,000	19	11	6	54.5%
	\$20,000-\$34,99	27	18	7	38.9%
	\$35,000-\$44,999	26	22	11	50.0%
	\$45,000-\$59,999	35	19	8	42.1%
	\$60,000-\$99,999	90	<b>70</b>	<b>33</b>	47.1%
	\$100,000 or more	72	<b>60</b>	<b>24</b>	40.0%
	Total			200	89
Household Size	1 person	40	28	5	17.9%
	2 persons	125	<b>82</b>	<b>37</b>	45.1%
	3 persons	49	38	15	39.5%
	4 persons	45	37	19	51.4%
	5 persons	29	24	12	50.0%
	6 persons	9	8	3	37.5%
	Total			217	91
Residents	Male	77	65	27	41.5%
	Female	95	78	33	42.3%
Resident Household Income	Less than \$20,000	12	7	1	14.3%
	\$20,000-\$34,99	17	14	6	42.9%
	\$35,000-\$44,999	15	14	8	57.1%
	\$45,000-\$59,999	15	11	4	36.4%
	\$60,000-\$99,999	52	<b>45</b>	<b>21</b>	46.7%
	\$100,000 or more	44	<b>39</b>	<b>15</b>	38.5%
	Total			130	55

**Table 11  
Grocery Patrons**

	Survey Category	Number Respondents	Number Answering Items Desired	Number Desiring More	% Responses Desiring More
Respondents		305	222	85	38.3%
Gender	Male	135	101	43	42.6%
	Female	167	120	41	34.2%
Resident	Yes	172	143	62	43.4%
	No	96	65	21	32.3%
Household Income	Less than \$20,000	19	11	7	63.6%
	\$20,000-\$34,99	27	18	7	38.9%
	\$35,000-\$44,999	26	22	4	18.2%
	\$45,000-\$59,999	35	<b>19</b>	<b>10</b>	52.6%
	\$60,000-\$99,999	90	<b>70</b>	<b>24</b>	34.3%
	\$100,000 or more	72	<b>60</b>	21	35.0%
	Total			200	73
Household Size	1 person	40	28	12	42.9%
	2 persons	125	<b>82</b>	<b>35</b>	42.7%
	3 persons	49	38	13	34.2%
	4 persons	45	37	13	35.1%
	5 persons	29	24	4	16.7%
	6 persons	9	8	4	50.0%
	Total			217	81
Residents	Male	77	65	34	52.3%
	Female	95	78	28	35.9%
Resident Household Income	Less than \$20,000	12	7	5	71.4%
	\$20,000-\$34,99	17	14	7	50.0%
	\$35,000-\$44,999	15	15	4	28.6%
	\$45,000-\$59,999	17	<b>15</b>	<b>8</b>	72.7%
	\$60,000-\$99,999	52	<b>45</b>	<b>20</b>	44.4%
	\$100,000 or more	44	<b>39</b>	<b>12</b>	30.8%
	Total			135	56

**Table 12**  
**Restaurant Patrons**

	Survey Category	Number Respondents	Number Answering Items Desired	Number Desiring More	% Responses Desiring More
Respondents		305	222	76	34.2%
Gender	Male	135	101	35	34.7%
	Female	167	120	40	33.3%
Resident	Yes	172	143	48	33.6%
	No	96	65	21	32.3%
Household Income	Less than \$20,000	19	11	3	27.3%
	\$20,000-\$34,99	27	18	6	33.3%
	\$35,000-\$44,999	26	22	7	31.8%
	\$45,000-\$59,999	35	19	5	26.3%
	\$60,000-\$99,999	90	<b>70</b>	<b>27</b>	38.6%
	\$100,000 or more	72	<b>60</b>	<b>23</b>	38.3%
	Total			200	71
Household Size	1 person	40	28	9	32.1%
	2 persons	125	<b>82</b>	<b>32</b>	39.0%
	3 persons	49	38	12	31.6%
	4 persons	45	37	9	24.3%
	5 persons	29	24	11	45.8%
	6 persons	9	8	2	25.0%
	Total			217	75
Residents	Male	77	65	21	32.3%
	Female	95	78	27	34.6%
Resident Household Income	Less than \$20,000	12	7	2	28.6%
	\$20,000-\$34,99	17	14	3	21.4%
	\$35,000-\$44,999	15	15	3	21.4%
	\$45,000-\$59,999	17	11	4	36.4%
	\$60,000-\$99,999	52	<b>45</b>	<b>17</b>	37.8%
	\$100,000 or more	44	<b>39</b>	<b>17</b>	43.6%
	Total			131	46

# Village of Hamburg EDC Consumer Survey

## 1. Gender:

	Response Percent	Response Count
Male 	43.7%	136
Female 	56.3%	175
<b>answered question</b>		<b>311</b>
<b>skipped question</b>		<b>3</b>

## 2. Occupation:

	Response Count
	294
<b>answered question</b>	<b>294</b>
<b>skipped question</b>	<b>20</b>

## 3. Educational Level

	Response Percent	Response Count
High School / GED 	28.0%	85
Associates Degree 	20.7%	63
<b>Bachelor Degree</b> 	<b>29.9%</b>	<b>91</b>
Graduate Degree 	21.4%	65
<b>answered question</b>		<b>304</b>
<b>skipped question</b>		<b>10</b>

4. Number of persons in your household:

	Response Percent	Response Count
1 person 	13.1%	40
<b>2 people</b> 	<b>41.5%</b>	127
3 people 	16.3%	50
4 people 	16.0%	49
5 people 	9.8%	30
6 people 	3.3%	10
7 or more people	0.0%	0
	<b>answered question</b>	<b>306</b>
	<b>skipped question</b>	<b>8</b>

5. Age / groups in household: {check all as necessary}

	Response Percent	Response Count
< 12 	25.2%	76
12 - 15 	9.3%	28
16 - 17 	7.6%	23
18 - 24 	16.6%	50
25 - 34 	19.2%	58
35 - 44 	26.2%	79
<b>45 - 54</b> 	<b>32.5%</b>	98
55 - 64 	27.5%	83
+ 65 	19.9%	60
	<b>answered question</b>	<b>302</b>
	<b>skipped question</b>	<b>12</b>

**6. Approximate Household Annual Income:**

		Response Percent	Response Count
less than \$20,000		7.2%	20
\$20,000 to \$34,999		9.7%	27
\$35,000 to \$44,999		9.4%	26
\$45,000 to \$59,999		13.4%	37
<b>\$60,000 to \$99,999</b>		<b>33.9%</b>	94
\$100,000 or more		26.4%	73
		<b>answered question</b>	<b>277</b>
		<b>skipped question</b>	<b>37</b>

**7. How often do you Shop in the Village of Hamburg:**

		Response Percent	Response Count
almost daily		20.4%	56
<b>2 to 3 times a week</b>		<b>49.5%</b>	136
every other week		11.3%	31
1 to 2 times a month		13.5%	37
don't shop in the Village		5.5%	15
		<b>answered question</b>	<b>275</b>
		<b>skipped question</b>	<b>39</b>

**8. What business area(s) of the Village do you usually shop in?**

**Do you shop this business area?**

	<b>Yes</b>	<b>No</b>
Main Street area	<b>85.9% (201)</b>	14.1% (33)
Buffalo Street area	<b>90.8% (218)</b>	9.2% (22)
South Park Ave. area	<b>93.4% (228)</b>	6.6% (16)
Village Square Plaza / Pine Street area	<b>96.8% (269)</b>	3.2% (9)
Lake Street area	<b>66.4% (144)</b>	33.6% (73)
Camp Road / Sunset Drive area	<b>67.0% (152)</b>	33.0% (75)
Other	46.4% (26)	<b>53.6% (30)</b>

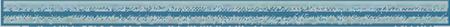
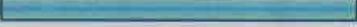
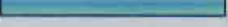
**Frequency of shopping**

	<b>almost daily</b>	<b>2 - 3 times per week</b>	<b>every other week</b>	<b>1 - 2 times per month</b>	<b>almost never</b>
Main Street area	4.5% (10)	22.8% (51)	25.4% (57)	<b>32.6% (73)</b>	14.7% (33)
Buffalo Street area	11.1% (26)	<b>33.3% (78)</b>	20.9% (49)	25.6% (60)	9.0% (21)
South Park Ave. area	9.1% (21)	<b>47.8% (111)</b>	22.4% (52)	16.4% (38)	4.3% (10)
Village Square Plaza / Pine Street area	13.5% (36)	<b>43.8% (117)</b>	21.3% (57)	18.4% (49)	3.0% (8)
Lake Street area	3.8% (7)	15.8% (29)	19.6% (36)	<b>35.3% (65)</b>	25.5% (47)
Camp Road / Sunset Drive area	4.2% (8)	16.4% (31)	20.1% (38)	<b>31.7% (60)</b>	27.5% (52)
Other	3.2% (1)	19.4% (6)	22.6% (7)	22.6% (7)	<b>32.3% (10)</b>

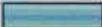
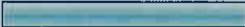
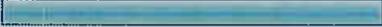
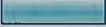
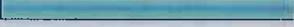
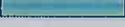
**answered question**

**skipped question**

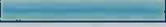
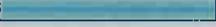
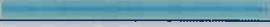
9. What goods or services do you currently shop for, or patronize in the Village? (check all that apply)

		Response Percent	Response Count
Groceries		75.3%	223
Fast food / Carryout		64.9%	192
Restaurant / Bar		83.4%	247
Apparel & Apparel Services		11.1%	33
Furniture & Home Furnishings		9.5%	28
Automotive		40.5%	120
Pharmacy		75.7%	224
Health & Beauty		51.4%	152
Toys & Games		7.4%	22
Consumer Electronics		7.1%	21
Entertainment		39.5%	117
Professional Services		32.4%	96
	Other (please specify)		34
	<b>answered question</b>		<b>296</b>
	<b>skipped question</b>		<b>18</b>

10. What goods or services would you like to see offered (or more offerings of) in the Village? (check up to 5 choices)

		Response Percent	Response Count	
Groceries		37.8%	85	
Fast food / Carryout		14.2%	32	
Restaurant / Bar		35.1%	79	
<b>Apparel &amp; Apparel Services</b>		<b>55.1%</b>	<b>124</b>	
Furniture & Home Furnishings		14.7%	33	
Automotive		4.4%	10	
Pharmacy		5.8%	13	
Health & Beauty		8.9%	20	
Toys & Games		19.6%	44	
Consumer Electronics		13.8%	31	
Entertainment		42.7%	96	
Professional Services		17.8%	40	
	Other (please specify)		37	
			<b>answered question</b>	<b>225</b>
			<b>skipped question</b>	<b>89</b>

11. How often do you Dine in the Village?

		Response Percent	Response Count	
almost daily		5.7%	15	
2 - 3 times per week		23.8%	63	
every other week		31.3%	83	
<b>1 - 2 times per month</b>		<b>39.2%</b>	<b>104</b>	
			<b>answered question</b>	<b>265</b>
			<b>skipped question</b>	<b>49</b>

12. What other types of dining would you like offered in the village?

	Response Count
	115
<b>answered question</b>	<b>115</b>
<b>skipped question</b>	<b>199</b>

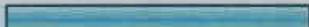
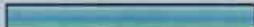
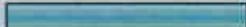
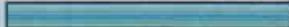
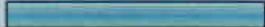
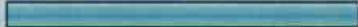
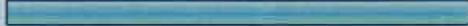
13. Where do you purchase products or services outside of the Village. {Please check as many as applicable.}

	Response Percent	Response Count
<b>Town of Hamburg</b>	90.0%	233
<b>Village of Blasdell</b>	29.7%	77
<b>Village of East Aurora</b>	18.9%	49
<b>Village of Ellicottville</b>	3.1%	8
<b>Village of Lewiston</b>	1.5%	4
<b>Village of Orchard Park</b>	40.5%	105
<b>Other (please specify)</b>		78
<b>answered question</b>		<b>259</b>
<b>skipped question</b>		<b>55</b>

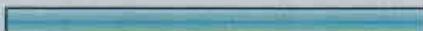
14. What time of Day are you most likely to go shopping?

	Response Percent	Response Count
mid-mornings (8:00 a.m. to Noon) 	20.7%	57
noon hour (11:00 to 2:00) 	18.5%	51
mid-afternoon (2:00 to 4:30) 	15.3%	42
<b>late afternoon (4:30 to 7:00)</b> 	<b>31.3%</b>	<b>86</b>
evenings (7:00 to 10:00) 	14.2%	39
<b>answered question</b>		<b>275</b>
<b>skipped question</b>		<b>39</b>

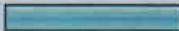
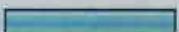
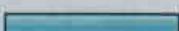
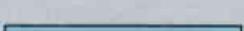
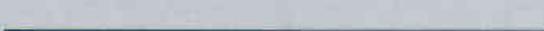
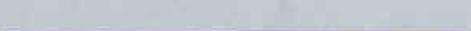
15. What Day(s) Of The Week are you most likely to go shopping? {check as many as applicable}

	Response Percent	Response Count
Sunday 	43.7%	117
Monday 	35.8%	96
Tuesday 	34.7%	93
Wednesday 	41.0%	110
Thursday 	37.3%	100
Friday 	50.7%	136
<b>Saturday</b> 	<b>67.2%</b>	<b>180</b>
<b>answered question</b>		<b>268</b>
<b>skipped question</b>		<b>46</b>

16. What Time of Day are you most likely to go Dining in the village?

	Response Percent	Response Count
mid-mornings (9:00 a.m. to Noon) 	3.4%	9
noon hour (11:00 to 2:00) 	10.1%	27
mid-afternoon (2:00 to 4:30) 	8.6%	23
<b>late afternoon (4:30 to 7:00)</b> 	<b>61.2%</b>	<b>164</b>
evenings (7:00 to 10:00) 	16.8%	45
<b>answered question</b>		<b>268</b>
<b>skipped question</b>		<b>46</b>

17. What Day(s) of the Week are you most likely to Dine in the Village? {check as many as applicable}

	Response Percent	Response Count
Sunday 	25.7%	67
Monday 	24.5%	64
Tuesday 	24.9%	65
Wednesday 	29.1%	76
Thursday 	34.1%	89
<b>Friday</b> 	<b>78.5%</b>	<b>205</b>
Saturday 	67.4%	176
<b>answered question</b>		<b>261</b>
<b>skipped question</b>		<b>53</b>

18. Do you shop online?

		Response Percent	Response Count
Yes		65.2%	178
No		34.8%	95
<b>answered question</b>			<b>273</b>
<b>skipped question</b>			<b>41</b>

19. If you shop online, how frequently?

		Response Percent	Response Count
almost daily		6.4%	11
2 - 3 times a week		8.7%	15
every other week		16.8%	29
1 - 2 times a month		57.2%	99
other (specify below)		11.0%	19
Other (please specify)			32
<b>answered question</b>			<b>173</b>
<b>skipped question</b>			<b>141</b>

20. Are you a resident of the Village of Hamburg?

		Response Percent	Response Count
yes		64.2%	176
no		35.8%	98
If not, where do you reside?			92
<b>answered question</b>			<b>274</b>
<b>skipped question</b>			<b>40</b>