

PROTECT THE GARMENT DISTRICT

CUSTOMER SURVEY RESULTS

LOCATION MATTERS

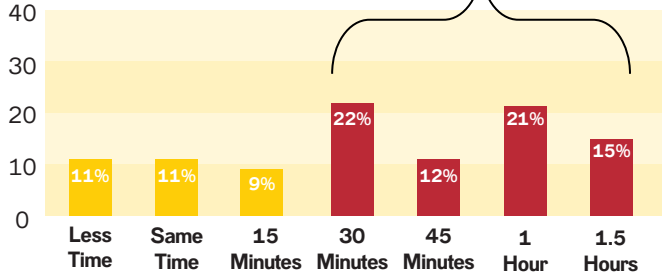
65%

% of users said they are unlikely to visit relocated businesses in Sunset Park

TRAVEL TIME INCREASE

70% of Garment District users estimate that a new location in Sunset Park would increase their commutes by **30 minutes or more**.

Increase in Commute to Sunset Park



WHO USES THE GARMENT DISTRICT?



CONSULTANTS



THEATER COSTUMERS



FASHION STUDENTS



MANUFACTURERS



DESIGNERS

A MANUFACTURING CLUSTER



FREQUENT CUSTOMERS

61% of customers visit the Garment District at least **once a week**.



MULTIPLE BUSINESSES

85% of customers visit **2-5 businesses** during each trip, and **10%** visit **6 or more**.



KEY TO SUCCESS

74% of customers rely or heavily rely on manufacturing businesses in the Garment District.

CUSTOMER EASE OF ACCESS

95%

report that it is important to get to the Garment District quickly. **51%** of users report that it takes them **30 minutes** to get to the Garment District.



92%

report that it is important to get to and from different businesses within the Garment District quickly.



88%

of students reported that proximity to the Garment District was a factor in their decision to study in New York City.

