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.

A MANUFACTURING CLUSTER

- 61% of customers visit the Garment District at least once a week.
- 85% of customers visit 2-5 businesses during each trip, and 10% visit 6 or more.
- 74% of customers rely or heavily rely on manufacturing businesses in the Garment District.

WHO USES THE GARMENT DISTRICT?

- Consultants
- Theater Costumers
- Fashion Students
- Manufacturers
- Designers

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.

For more information, contact info@mas.org

The Municipal Art Society of New York

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