

Greater JFK Business Improvement District (BID)
BRAND IDENTITY & COMMUNICATIONS SURVEY
June 2017

Total Respondents	35	100%
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What is Your Primary Relationship to Off-Airport area of Springfield Gardens?

Commercial	7	20%
Employee	4	11%
Business Owner	7	20%
Subtotal Commercial	18	51%
Residential	17	49%

How Long Have You Lived or Worked In Springfield Gardens?

Less than 1 Year		
1-3 Years	1	3%
4-6 Years	4	11%
7-10 Years	1	3%
10 + Years	29	83%

If part of business community, what type of business are you involved with?

Logistics-Freight	7	39%
Logistics-Customs Broker/Forwarder	1	6%
Hospitality	1	6%
Auto/Parking	2	11%
Other-Security	1	6%
Other-Govt	1	6%
Other-General Office & Mgmt	3	17%
No Answer	2	11%

What makes the off-airport JFK BID area important?

- Hub for Freight | Proximity and Serving JFK Cargo
- Economic Opportunity | Provides Jobs
- Economic Importance
- Diversity and Convenience
- Important area that services jfk with people and cargo
- First Point of Entry of Goods--Ensuring Safe Delivery of Everyday Goods

...Do you have a name for it?

Airport Village
JFK Off Airport Cargo
JFK Market; JFK Air Cargo Market
Jamaica Planeside
Southeast Airport
Springfield Gardens
Jamaica Springs improvement district

...How do you picture it, what images come to mind?

Industrial
Cold
Dirty
Trucks, dirty, traffic
Cargo Architecture and Building Types
Business Thriving

...How do you describe it to people who haven't been here?

Area Near Airport
Place to View Planes and Lights
JFK Airport Facilities
Busy - Drive in - Drive thru - Drive Out
Back Roads of Rockaway Blvd

...What do you hear about it from people who don't live/work here?

Don't Know Area Exists
Negative Image
Amazed people live here
Busy

...What image should people who don't live/work here have about it?

Safe, Progressive, Clean and Industrious
Crossroads of the World
Lot of Potential; Working people
Important Area Supporting JFK
Gateway to JFK
Nice Neighborhood
Green Spaces
Advancement

Rate Level of Importance

Security And Public Safety

Very Important	30	86%
somewhat Important	5	14%
Not Important	0	0%

Additional Sanitation (Illegal Dumping)

Very Important	26	74%
somewhat Important	8	23%
Not Important	1	3%

Snow Removal

Very Important	27	77%
somewhat Important	6	17%
Not Important	2	6%

Advocacy for District Needs

Very Important	24	69%
somewhat Important	11	31%
Not Important	0	0%

Technical Services For Individual Businesses

Very Important	14	40%
somewhat Important	16	46%
Not Important	0	0%
No Answer	5	14%

Roadway And Sidewalk Improvements

Very Important	28	80%
somewhat Important	6	17%
Not Important	1	3%

Job Opportunities & Business Information

Very Important	24	69%
somewhat Important	11	31%
Not Important	0	0%

Economic Development And Neighborhood Marketing

Very Important	22	63%
somewhat Important	12	34%
Not Important	1	3%

Parks, Greening And Open Space

Very Important	23	66%
somewhat Important	7	20%
Not Important	5	14%

Where do you get MOST of your information about local issues and news?

NY Times	5	7%
NY Post	6	9%
NY1	10	14%
Industry Publications	8	11%
Community Announcements	20	29%
Internet	14	20%
Radio	7	10%

Gender?

Female	16	46%
Male	19	54%

Age?

Under 18 Years	0	0%
18-24 Yrs	0	0%
25-34 Yrs	0	0%
35-44 Yrs	2	6%
45-64 Yrs	28	80%
65 or Over Yrs	5	14%

Source: JFKIBID.ORG Online Survey - June 2017