



The Neighborhood's Table Community Survey Results

In February 2022, Studio ATA0 surveyed 150+ residents living in gentrifying neighborhoods, primarily in New York City and Los Angeles, about their expectations for hospitality businesses in their local community.

87%

saw hospitality as a factor in neighborhood change

94%

believed hospitality has a responsibility in maintaining neighborhood well-being

VIEWS ON THE HOSPITALITY INDUSTRY'S RESPONSIBILITY TO THE COMMUNITY



67% agreed that businesses should offer their space as a gathering venue to the community



81% agreed that businesses should provide quality jobs to local residents



72% agreed that businesses should partner with local community organizations & nonprofits



70% agreed that businesses should proactively ask for & incorporate community feedback into their operations

MOST VISIBLE SIGNS OF LOCAL CHANGE IN THE LAST 5 YEARS



46% saw new businesses opening by owners they had never seen before. *Proportionally, fewer white respondents felt this way.*



53% report that new properties and developments are replacing old buildings or vacant lots



52% see new people moving in neighborhood

- 60% responded that income / wealth distinguished new residents from themselves
- 53% responded that the type of employment / jobs new residents held were different from their own



70% report that cost of housing has risen dramatically

WHAT IS THE IMPACT OF NEIGHBORHOOD CHANGE?

Sentiments from local residents centered around the idea that many newcomers and businesses did not consider themselves as part of the local economy or want to invest strategically in the neighborhood.

Dwindling BIPOC-owned businesses, and more big-box stores.

Higher prices, but more diverse choices don't mean more options.

Outsiders who clog up the sidewalks, more AirBnBs, increased police.

WHAT CAN HOSPITALITY BUSINESSES DO?



Numerous residents had ideas on how hospitality businesses could uplift the local community. Some specifics not captured in the word cloud include:

- Install & maintain a community fridge
- Create opportunities for formerly incarcerated people & people with disabilities
- Activate politically by participating in organizing efforts like eviction aid, fundraisers, and rallying around specific issues

NEIGHBORHOOD BREAKDOWN



Bushwick, NYC (12%)
Ridgewood, NYC (12%)
Other NYC (19%)



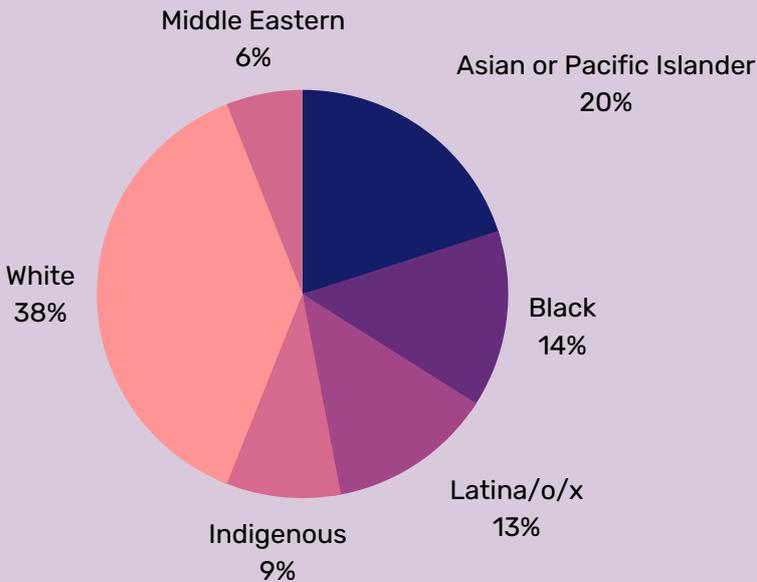
Leimert Park, LA (8%)
Crenshaw, LA (6%)
Other LA (11%)

21% Residents for <2 years
19% Residents for 2-5 years
32% Residents for 5-10 years
28% Residents for 10+ years

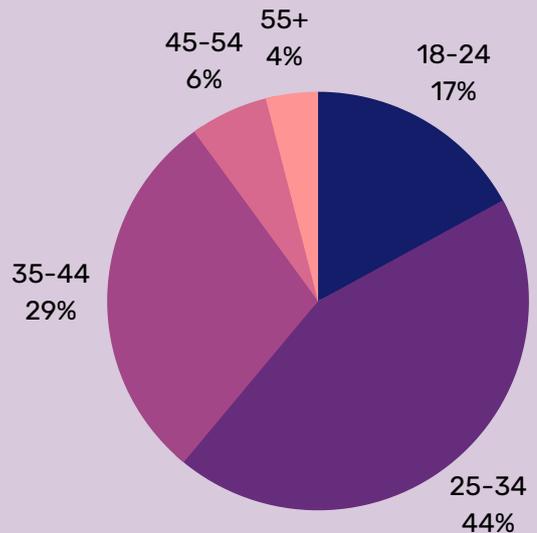
In total, respondents spanned 33 cities across the U.S. Our survey (and initiative) was marketed to focus on NYC and LA.

RESIDENT DEMOGRAPHICS (self-reported)

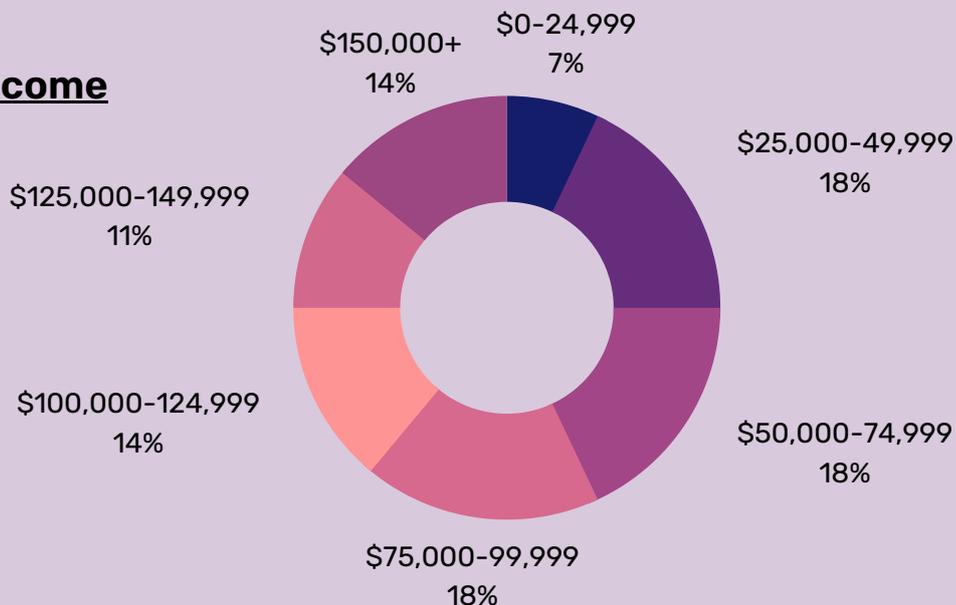
Race (can choose multiple)



Age



Annual Household Income



ACKNOWLEDGEMENT OF SURVEY LIMITATIONS

This Community Survey was administered virtually, through Google Forms, from February 1st to March 21st, 2022. It was available in both English and Spanish. Thanks to ReThink Food's generous donation of \$1,000, the first 100 survey respondents were compensated \$10 for their responses.

The primary channels of communication and marketing for the survey were through Studio ATA0's social media channels (Instagram, Facebook, Twitter, LinkedIn), word-of-mouth from community members, as well as organizational partners such as the James Beard Foundation, FIG NYC, Welcome to Chinatown, Making A Neighborhood, and ReThink Food.

Any suspected spam responses were manually cleaned from the survey, with spam filters added halfway through the survey's run. This survey was conducted for journalism purposes and was not reviewed by the LA or NYC Institutional Review Boards.

This was our first-ever Community Survey, and we recognize there are inherent limitations to its design and dissemination, such as internet access, language barriers, and network effects. We whole-heartedly welcome feedback and suggestions on ways to improve our future surveys.

ADDITIONAL INFORMATION

This Community Survey is part of a larger initiative from Studio ATA0 called *The Neighborhood's Table*, which aims to create a responsible, actionable, and replicable framework for hospitality businesses to organically connect with their local community, collaboratively combat displacement, and invest sustainably in their neighborhoods. *[Support the initiative here.](#)*

For additional questions about this survey for the initiative, please contact Project Lead Edric Huang at edric@studioatao.org. If you want to conduct your own survey on this topic, we would love to support. Please reach out!

Special thanks again to our friends at ReThink Food for making this survey possible.