



**Bodega Association  
of the United States, Inc.**

## New York City Bodega Owners Survey

Number of Bodegas in NYC **16,500** Percentage Latino owned **85%**

Percentage of City's 185,000 SB which are Latino owned **42-45%** 78,000-83,000

Percentage of Latino owned SB which are Bodegas? **18-20%**

Number of Bodegas who participated **376**

This Survey is **only** intended for completion by a business owner/partner of a New York City Small Business (SB), in operation at the same location in NYC for at least 5 years.

1. How many years have you been in business at your present location? **7 years**
2. What is the number of your employees (include family and part-time workers)? **6**
3. Choose the best description of the state of SB on your street over the past 5 years (for both sides of your block, not for the community). Check only one:
  - A. **Very Stable 7 %**: Mostly long established core businesses with few or no empty stores (generally, empty stores quickly taken by new businesses), low turn-over/failed rate for new businesses (2-4 years average.).
  - B. **Somewhat Stable 26%**: Few long established core businesses with some empty stores (generally empty for 6 months or longer), average turn-over rate for the new businesses (2-3 years average.).
  - C. **Unstable 67%**: Closing of long established core businesses, many empty stores (generally empty for 1 year or longer), higher turn-over rate/failures for the new businesses (generally 1 year or less).
4. Is your business in any risk of closing now or in the near future (**not due to retirement or health issues**)?  
**61%**Yes      **16%**No      **23%**Unsure

**If yes**, Please select most likely reason or reasons (You can check more than one but if you choose two or more, list number in order of priority.)

1. **2-76%** Increased operating costs for SB in NY, including insurance-energy-labor-accounting, advertising, etc.
  2. **5- 51%** Downturn in the economy.
  3. **7- 21%** Unable to compete with larger franchise stores.
  4. **1-83%** Higher Rents & unreasonable lease terms.
  5. **9- 14%** Change in neighborhood resulted in lower demand for your products or services.
  6. **10- 16%** High labor costs or lack of skilled labor.
  7. **8- 12%** Unable to gain adequate capital to expand or make capital improvements to remain competitive.
  8. **6- 36%** Negative change in quality-of-life in the community (Crime, etc.).
  9. **3- 68%** Unable to make enough profit due to competition from other businesses.
  10. **11- 7%** Unable to keep up with new technology necessary to remain competitive.
  11. **4- 63%** Taxes and fees to high.
5. Have you been forced to lay-off workers or cut back some to part-time, or plan to in the near future?  
**79%** Yes      **21%** No
- If yes**, Please select the most likely reason or reasons (You can check more than one but if you choose two or more, list number in order of priority.)
1. **3- 71%** Increased operating costs for business in NY, including insurance-accounting-energy-advertising etc.
  2. **2-76%** Downturn in economy.
  3. **5- 61%** Unable to compete with larger franchise stores.
  4. **1-85%** Higher Rents and unreasonable lease terms.
  5. **6-53%** Change in neighborhood resulted in lower demand for products or services.
  6. **11- 6%** High labor costs or lack of skilled labor.
  7. **9- 16%** Unable to gain adequate capital to expand or make capital improvements to remain competitive.
  8. **8- 40%** Negative change in quality-of-life in the community.
  9. **7- 51%** Unable to make enough profit due to competition from other businesses.
  10. **10-7%** Unable to keep up with new technology necessary to remain competitive.
  11. **4- 63%** Taxes and fees to high.

6. Have you now or ever called upon any NYC government agency for assistance to help your business?  
 Yes 3% No 97% 11 total  
 If yes, name the agency Not sure- Tax related , construction & Rats Were you satisfied with the services and assistance provided?  
 Yes 53% No 47%
7. Do you have any plans to someday expand your business or make major capital improvements and create more jobs?  
 Yes 29% No 71%  
**If No**, select the reason or reasons, and if more than one reason checked, please number by priority.  
 1. 3-73% Struggling to survive in business today.  
 2. 9-17% Lack of access to reasonable cost of capital/loans for expansion and capital improvements.  
 3. 7-33% Predict long-term decline in my business  
 4. 6-39% Predict poor economy for NYC in future  
 5. 2-77% Predict continuing rise in already high costs of doing business in NYC.  
 6. 1-82% No protection of business during lease renewal period, including lack of offer of new lease or rent increase.  
 7. 8-21% Predict continuing anti-SB environment in NYC, resulting in “too great of risk to take” in planning for the future.  
 8. 4-54% Predict too much competition from big stores to gamble on future.  
 9. 5-51% Predict too great an increase in Taxes and fees.
8. Are you a first or second-generation immigrant who started a new business for the opportunities NYC offered?  
 Yes 91% No 9%  
 If yes, did you believe this was the best city in America to work hard to achieve your American Dream by being successful in your SB? Yes 87% No 13%
9. If you selected “Yes” to Question 8, do you still believe NYC is the best city in American for an immigrant to invest their savings and hard work in starting a SB to achieve the American Dream? Yes 17% No 83%
10. If you chose “No” to Question 8, select the reason or reasons why, and if you select more than one, prioritize them.  
 1. 2- 75% Operating costs have become to high  
 2. 5- 48% Too much competition for larger stores  
 3. 4- 53% Changing neighborhood – old customers mover out , new ones want different services  
 4. 9-26% Predict a down economy for long time  
 5. 1-84% Out-of-control rents/unreasonable landlords  
 6. 6- 39% Cost of loans/Capital to high  
 7. 8-27% Government policy favors big business over SB resulting in anti SB environment.  
 8. 3- 71% Taxes and fees to high  
 9. 10-14% Unable to get good/skilled workforce  
 10. 7-42% Decline in quality-of-life (crime)
11. Would you recommend to your family, friends, or people from your home country to start a small business in NYC?  
 Yes 26% No 74%
12. Would your recommend to your family, friends, or people from your home country to start a business in America?  
 Yes 87% No 13% If yes, which city? 1 Boston & 2 Philadelphia or what part of the Country? New England
13. Do you agree with the statement, “The most dangerous job in NYC, is working late night shift at a 24 hour Bodega”?  
 Yes 89% No 11%
14. Do you feel the people in NYC government who are responsible to recommend economic policy and/or regulations/guidelines/services or presenting data at hearings dealing with SB, only report data and do not really understand how your SB operates? Yes 71% No 29%
15. If you selected “Yes” to question 16, do you believe it would be beneficial for NYC government employees whose job responsibility addresses the problems, services, and needs of SB, spend one full day working with the owner in a Bodega?  
 Yes 92% No 8%