

HUDSON  
SQUARE

2025

HUDSON SQUARE  
NEIGHBORHOOD  
SURVEY

HUDSON SQUARE BUSINESS IMPROVEMENT DISTRICT



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# Survey Overview

## Sample Size

**2,676**  
Total

**2,434**  
Workers

**242**  
Residents

To better understand the evolving needs and experiences of the Hudson Square community, the BID conducted a district-wide survey in spring 2025. Building on our [2016 and 2023 workforce surveys](#), this year's effort targeted both workers and residents as distinct groups for the first time, offering a more comprehensive and nuanced view of neighborhood life. With 2,676 total responses – our highest participation yet – the survey delivers statistically significant insights into hybrid work patterns, transportation habits, public space use, public art engagement, and more.

## Survey Distribution

Survey period: March 31st to May 10th

- Postcard handouts in seven office building lobbies
- Companies' employee listservs
- Residential building listservs
- HSBID newsletter
- LinkNYC and Captivate screens

Incentives: All respondents who completed the survey were offered a \$10 gift card redeemable at a selection of local retailers in Hudson Square.

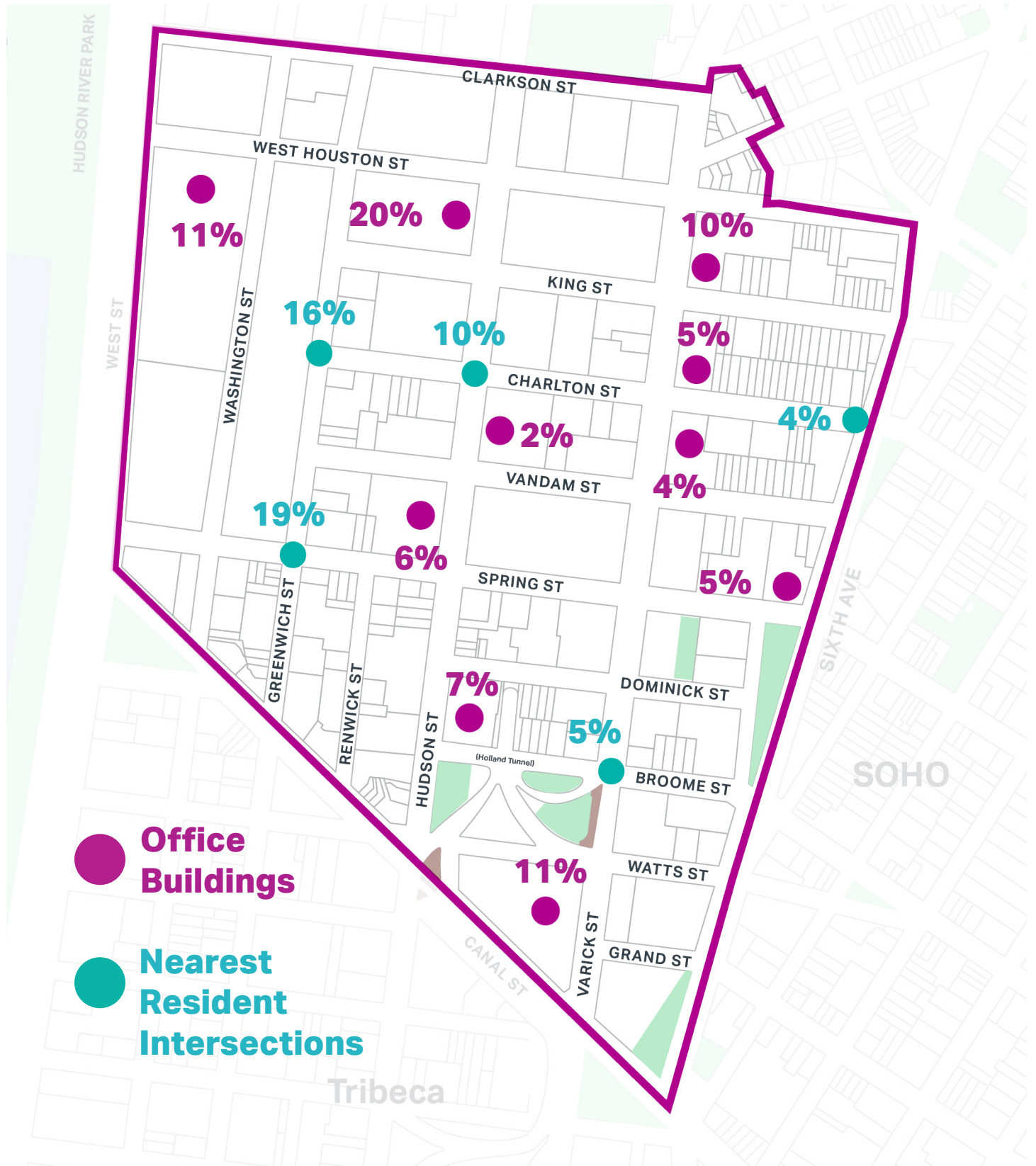
## Tools & Methodology

The Hudson Square Neighborhood Survey was administered using Typeform, a digital survey platform that supported customized branching logic based on respondent type (worker or resident) and other behavioral traits. This approach allowed us to tailor questions dynamically across topics such as hybrid work, transportation preferences, and communication channels. To ensure data quality, Typeform's built-in safeguards were used to filter incomplete or duplicate entries.

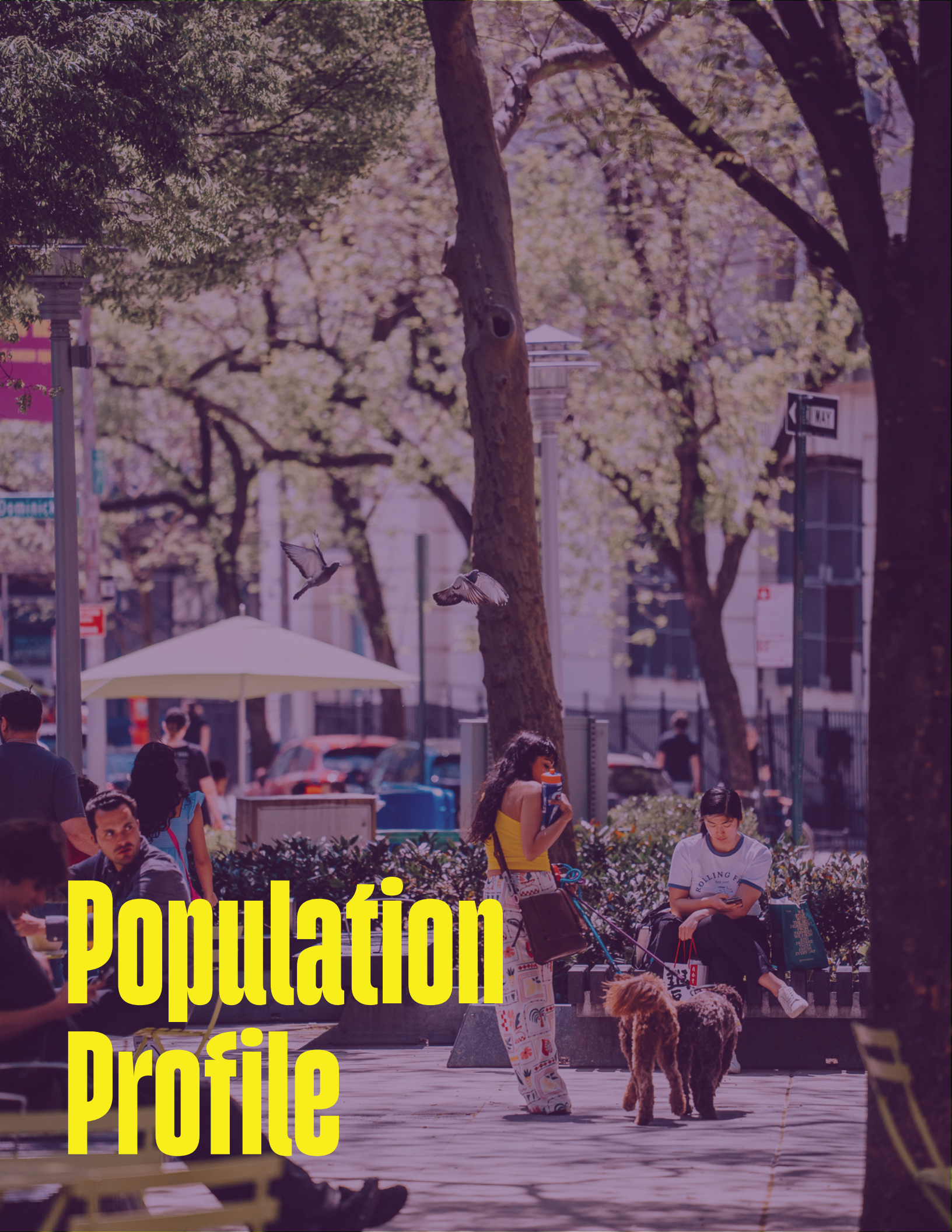


# Geographical Representation

Locations of the highest concentration of survey participants across Workers and Residents respectively





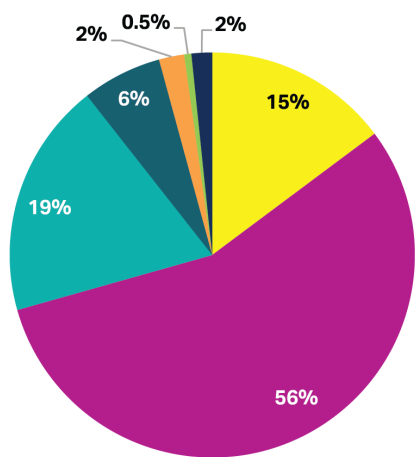


# Population Profile

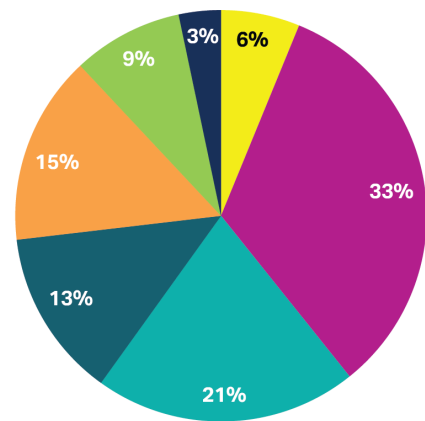
# Demographics

## Age

Workers



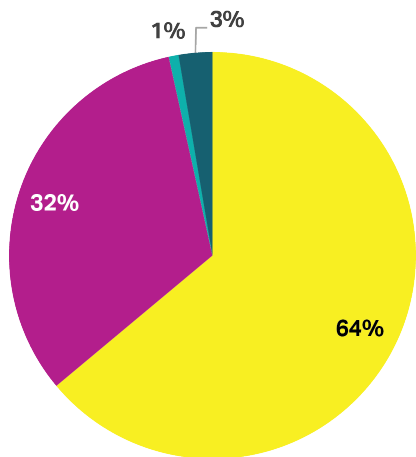
Residents



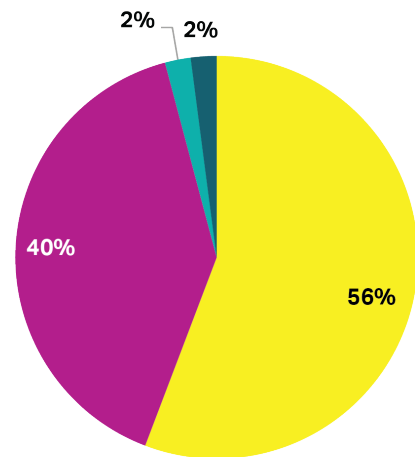
<25 25-34 35-44 45-54 55-64 65+ Prefer not to say <25 25-34 35-44 45-54 55-64 65+ Prefer not to say

## Gender

Workers



Residents



Female Male Nonbinary Prefer not to say

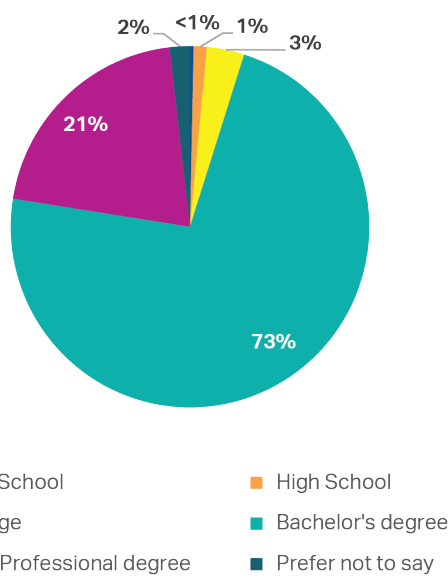
Female Male Nonbinary Prefer not to say

Hudson Square is a hub for young professionals, with over 70% of workers and about 40% of residents under age 35.

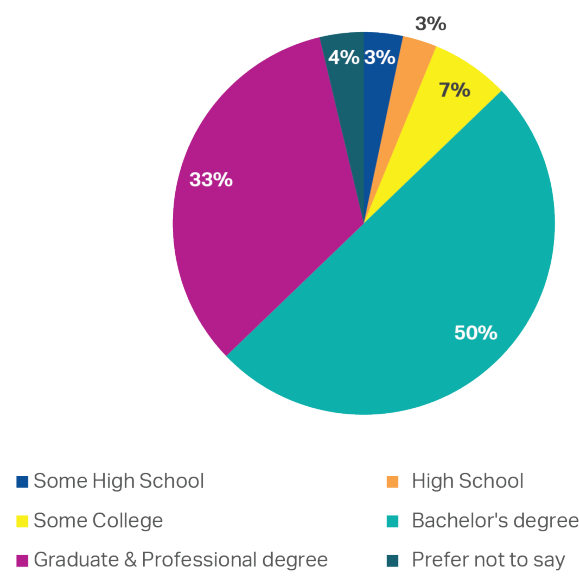


# Education

Workers

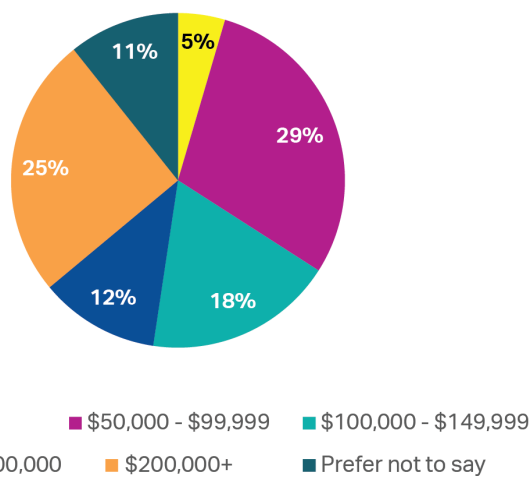


Residents

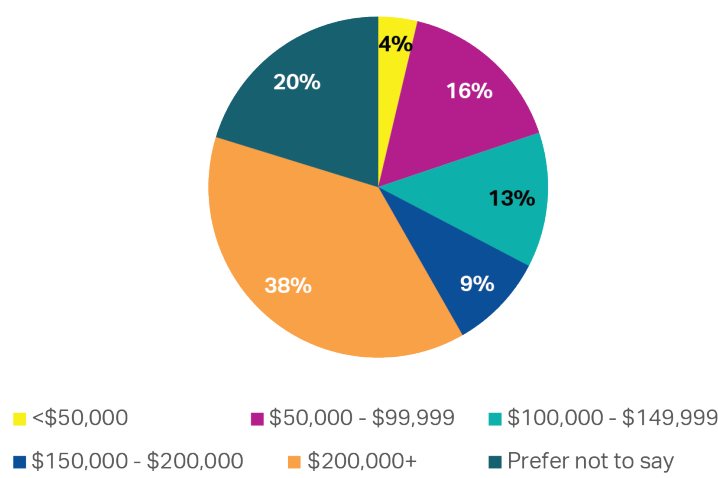


# Income

Workers



Residents



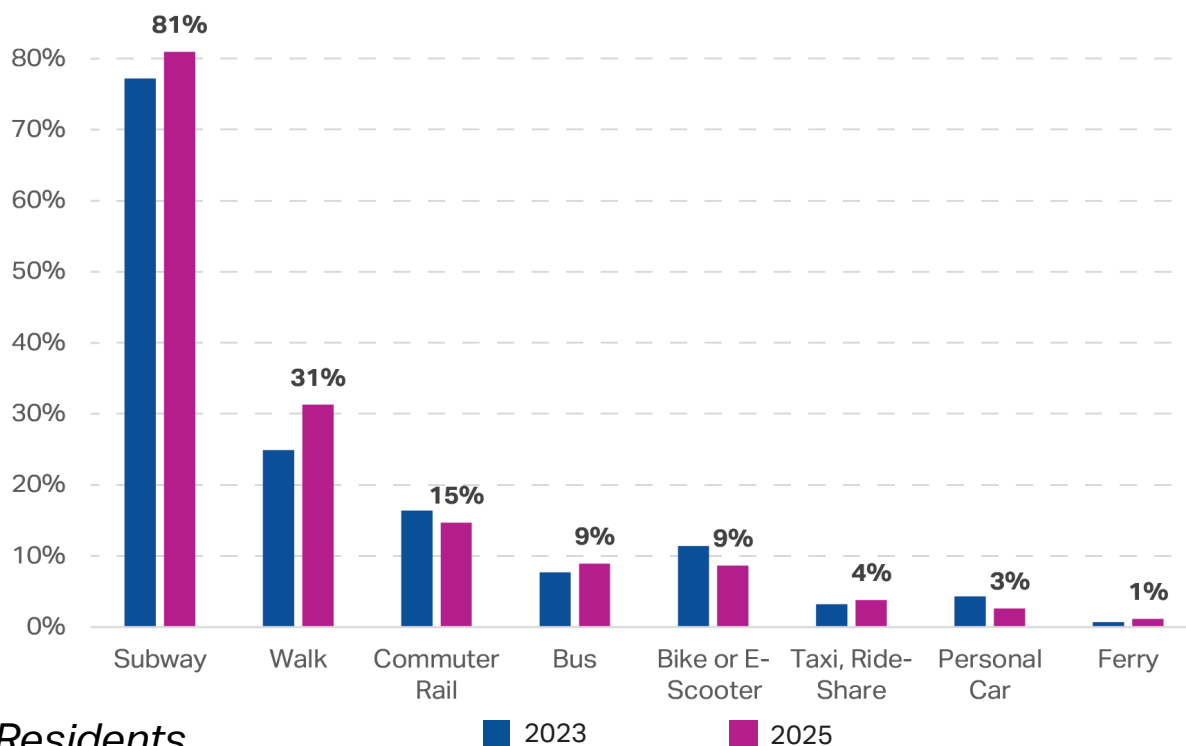
Hudson Square stands out for its highly educated population, with 94% of workers and 83% of residents holding at least a bachelor's degree.

# Transportation

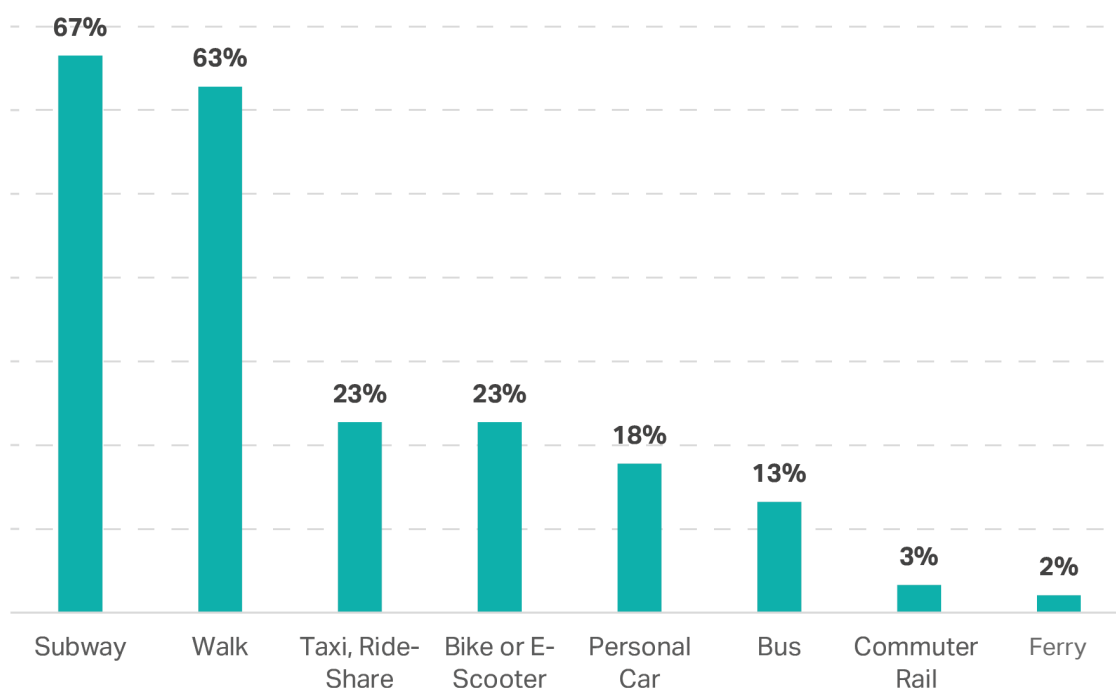
Please indicate your primary mode(s) of transport.

Participants could choose multiple options

## Workers



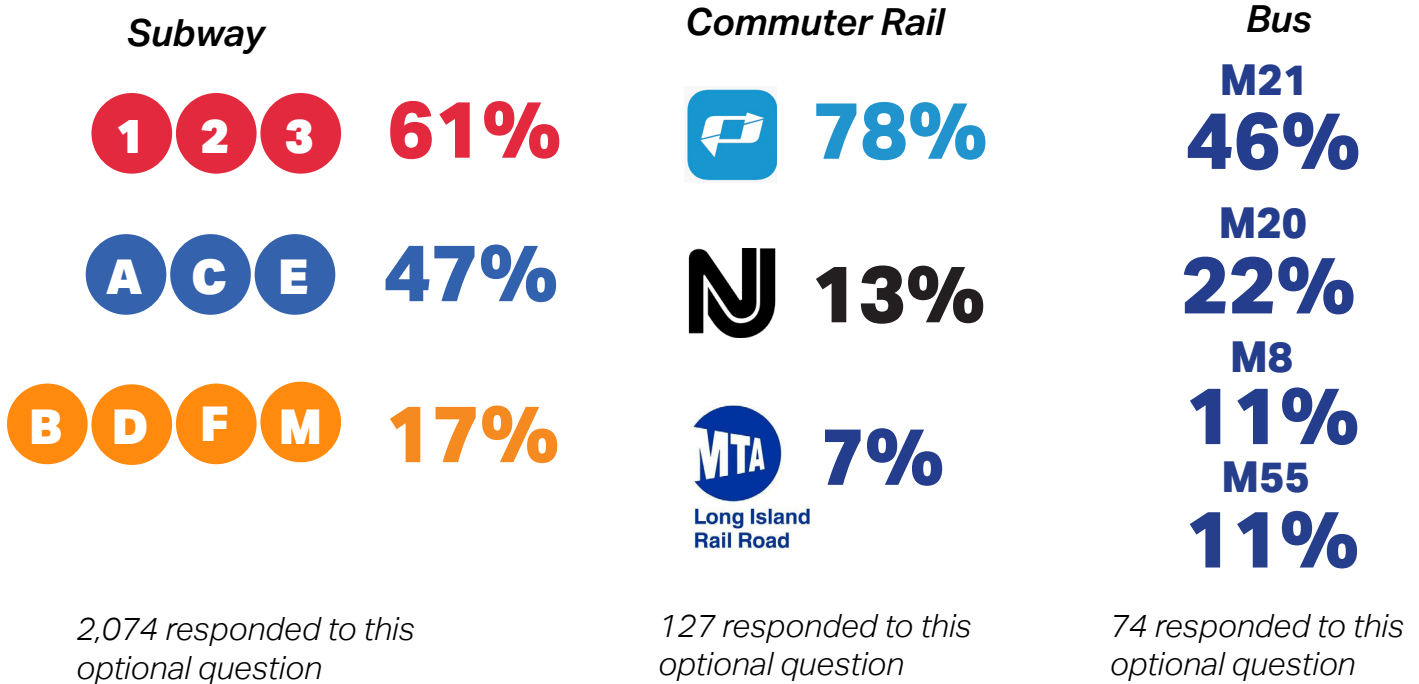
## Residents



While most people rely on the subway, walking is on the rise, reflecting both neighborhood proximity and an improved streetscape.

## Most frequent lines & stations:

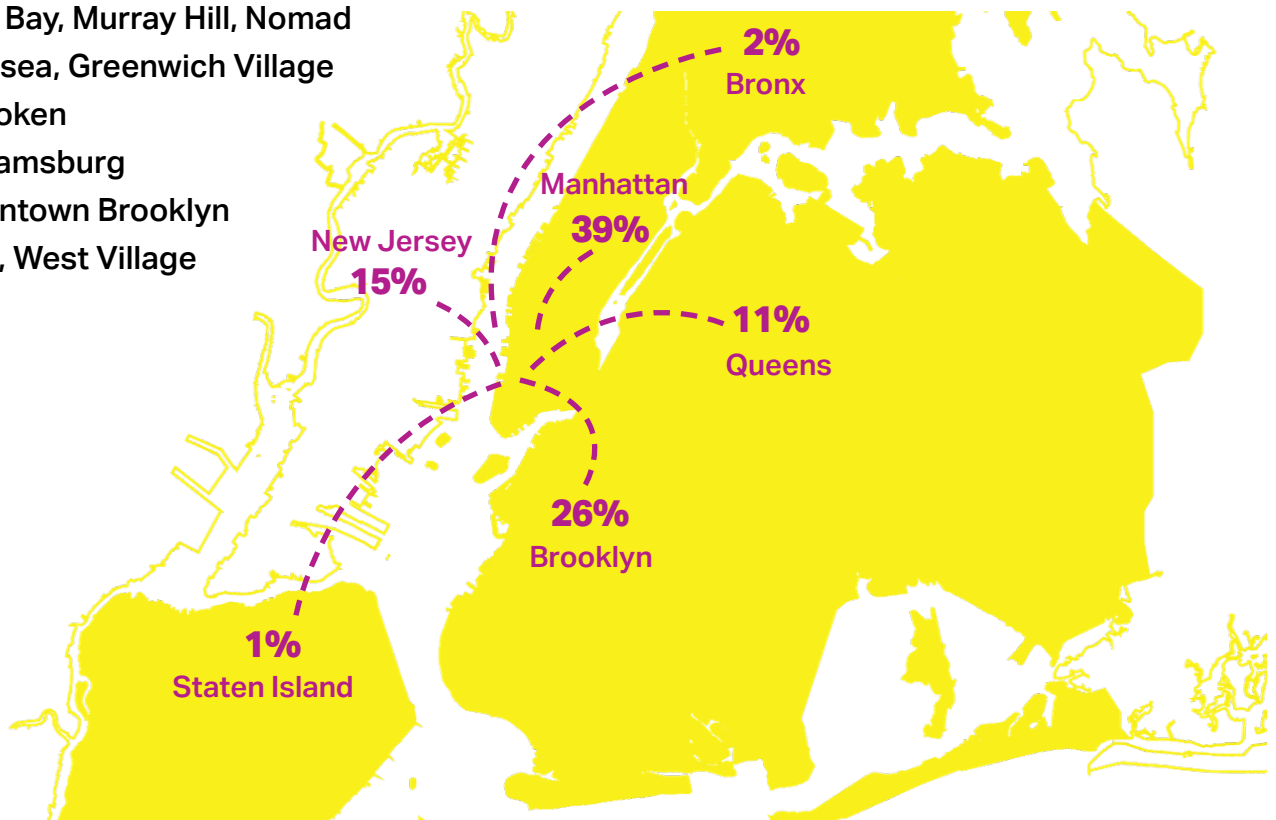
Participants could choose multiple options



## Where workers live:

### Top clusters

10016: Kips Bay, Murray Hill, Nomad  
10011: Chelsea, Greenwich Village  
07030: Hoboken  
11211: Williamsburg  
11201: Downtown Brooklyn  
10014: HSQ, West Village



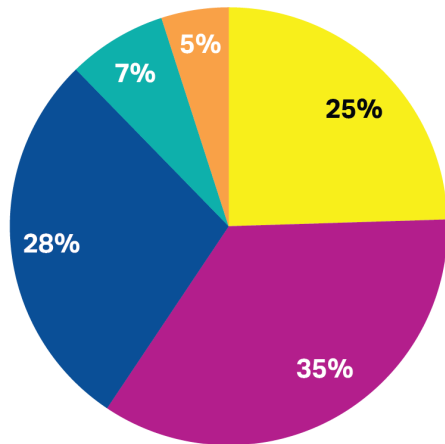
2,447 responded to this optional question



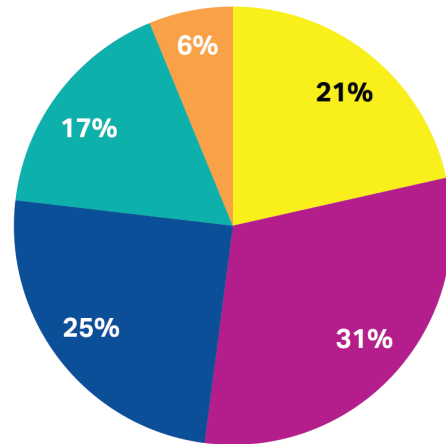
# Neighborhood Tenure

How long have you worked or lived in the neighborhood?

*Workers*



*Residents*



■ Less than 1 ■ 1-2 ■ 3-5 ■ 6-9 ■ 10 or more ■ Less than 1 ■ 1-2 ■ 3-5 ■ 6-9 ■ 10 or more

With most workers and residents arriving in the last two years, many in Hudson Square are still getting to know the neighborhood.

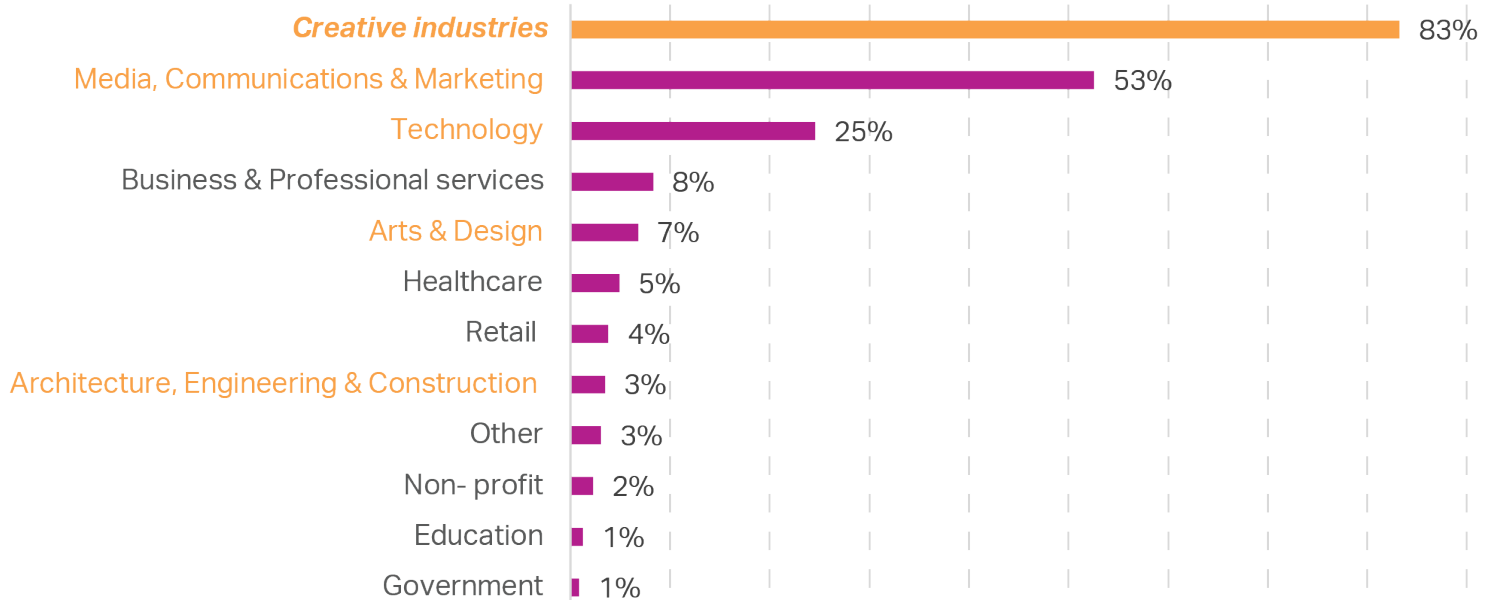


# Industry Sector and Work Habits

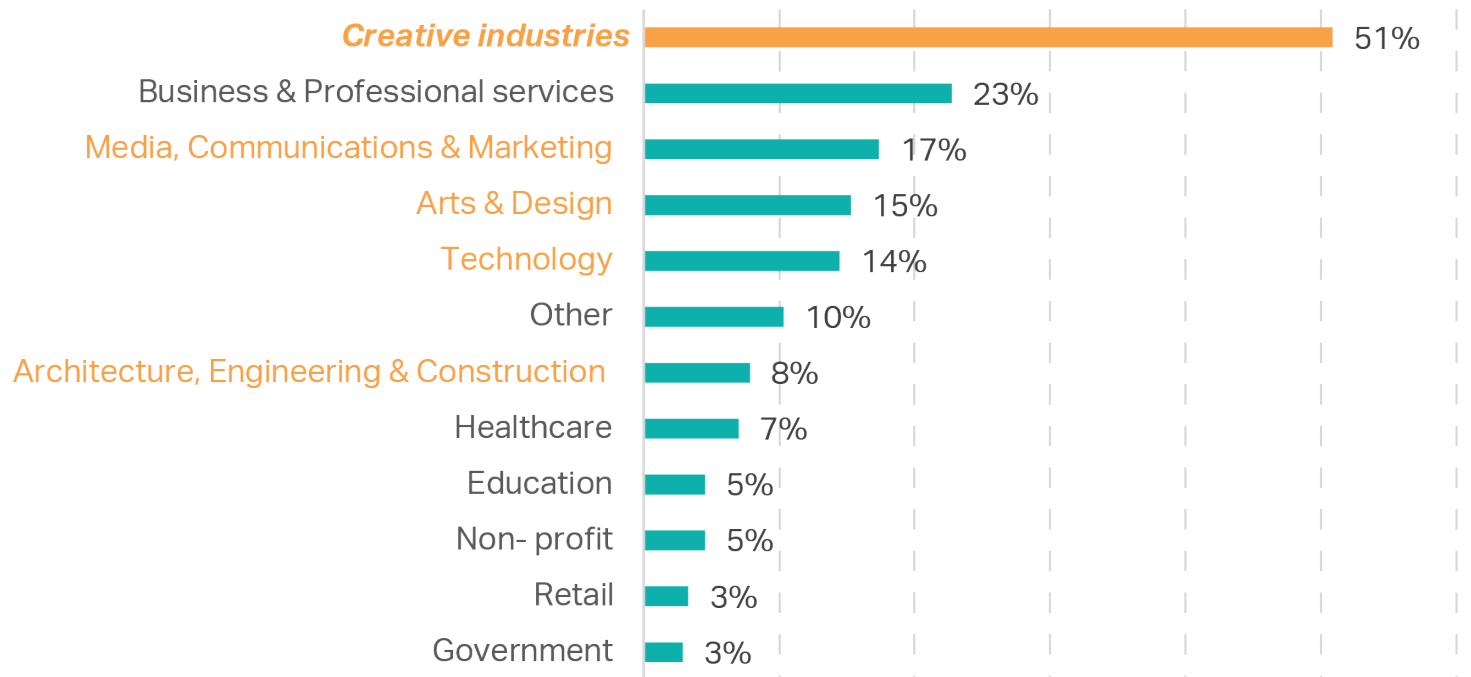
## Industry

Participants could choose multiple options

### Workers



### Residents



**Creative industries drive Hudson Square's economy and workforce makeup, with 83% of workers in fields spanning media, technology, architecture, and design.**

## Do you follow a hybrid schedule?



■ 89% of workers said yes

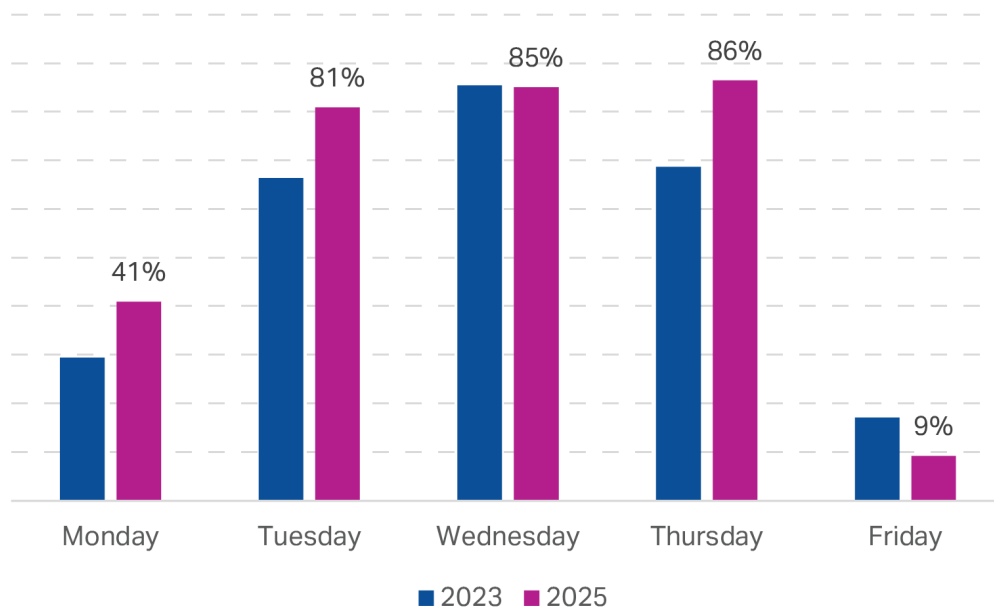


■ 59% of residents said yes

## How many days are you typically in the neighborhood?



## Which days are you in the office typically?



2,320 responded to these optional questions on hybrid work

Tuesday to Thursday, three-day office week has become standard for Hudson Square workers, while residents' work routines are more varied.



HUDSON  
SQUARE

CHELSEA?

I DON'T  
KNOW HER

THIS IS HUDSON SQUARE

Dominick St

# Brand, Identity, & Engagement

# Brand Adoption

## What do you call this neighborhood?

Participants could choose multiple options

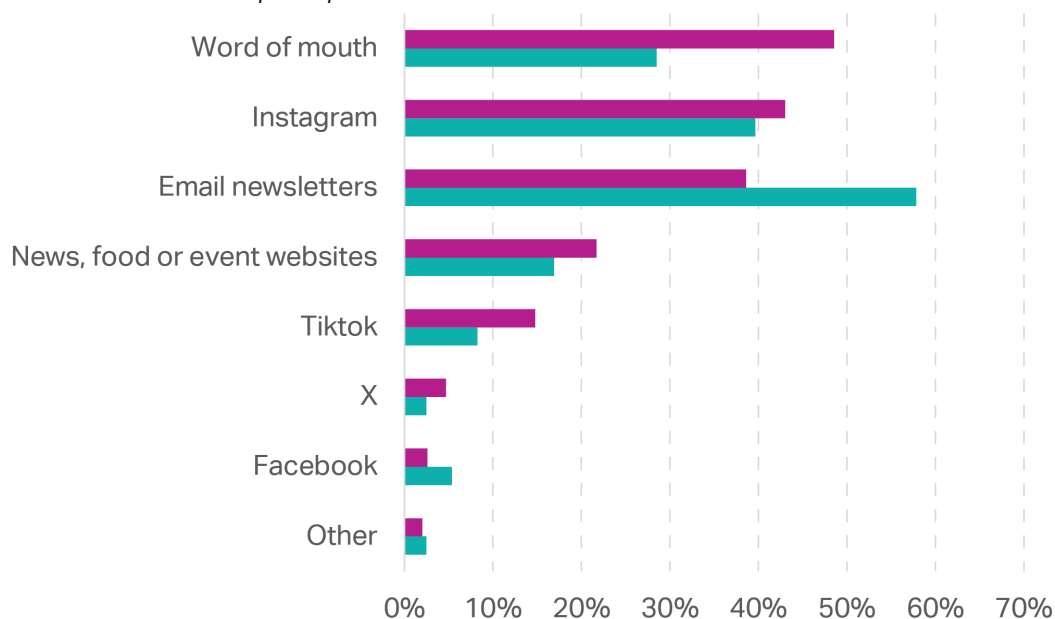


2,535 responded to this optional question

# Communications

## How do you prefer to receive updates about local news and events?

Participants could choose multiple options



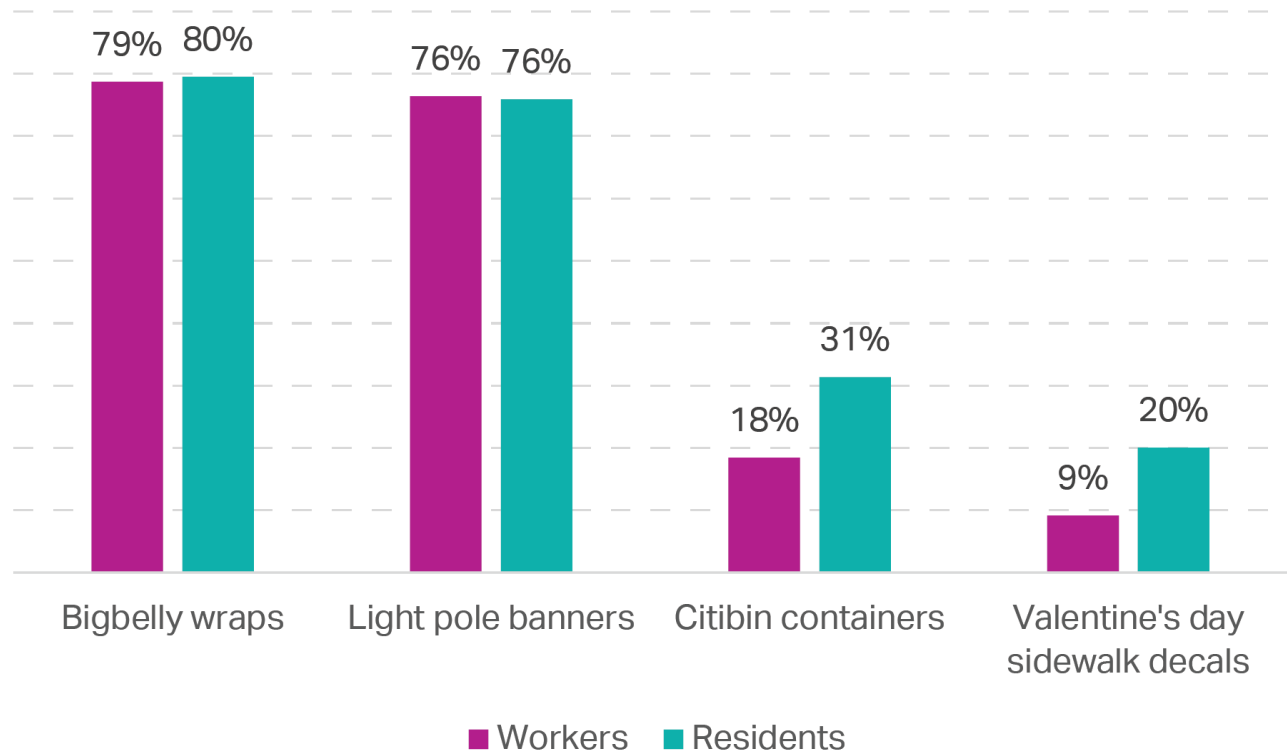
If you know, you know — and in Hudson Square, that's how most people find out. Word of mouth tops the charts, followed by *Instagram*, which reaches 21% of workers and 55% of residents in the neighborhood.



# Campaign Awareness

## Which of these marketing campaigns have you noticed?

Participants could choose multiple options



2,336 responded to this optional question





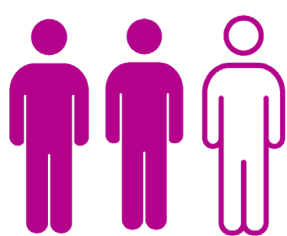


# Public Space

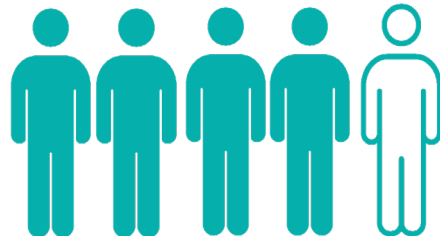
# Open Space

## How often do you visit the following Hudson Square open spaces?

*Participants could choose multiple options*



**WORKERS**



**RESIDENTS**

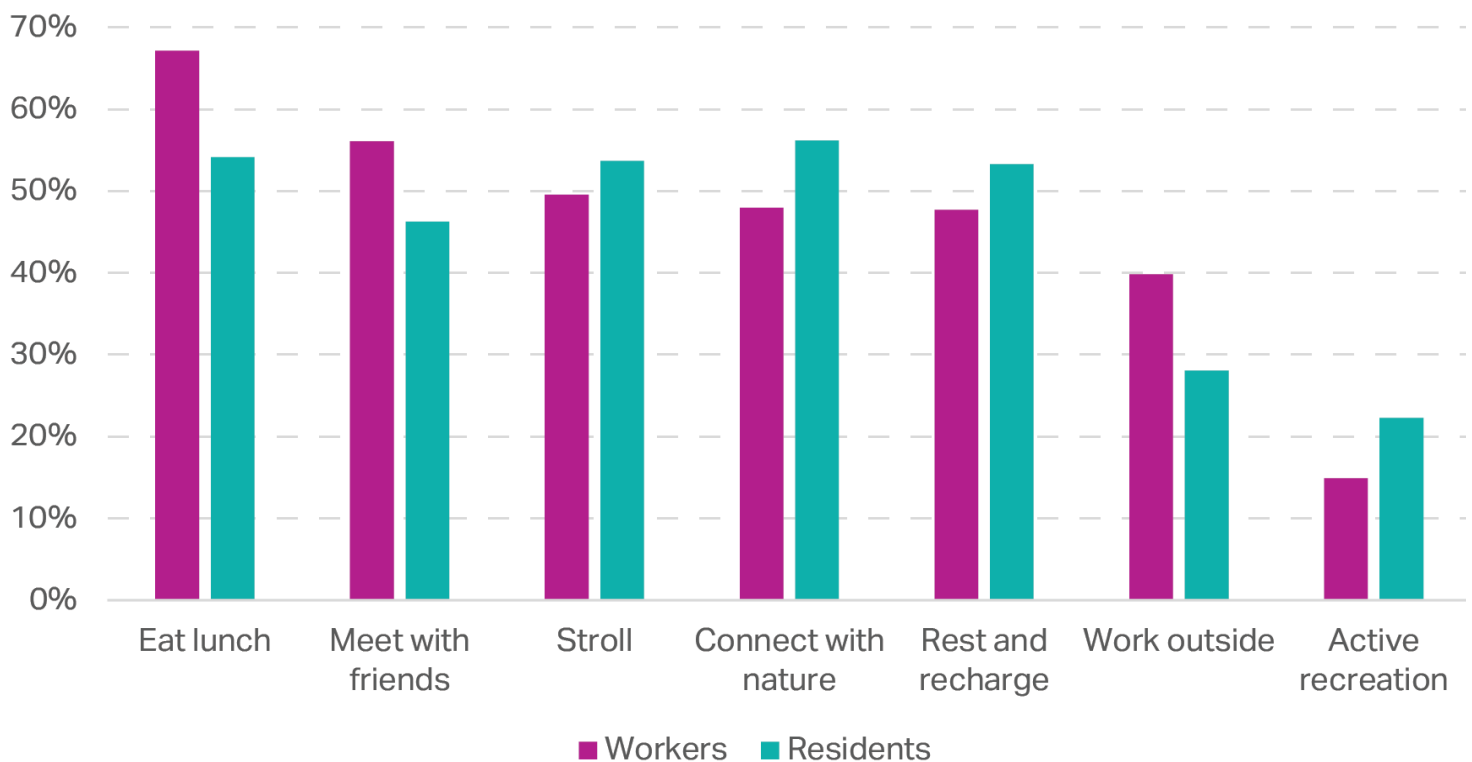
**use at least one of our open spaces occasionally.**

## Top Used Open Spaces: Hudson Street and Spring Street Park

*2,474 responded to this optional question*

## How would you prefer to use the open spaces in the neighborhood?

*Participants could choose multiple options*

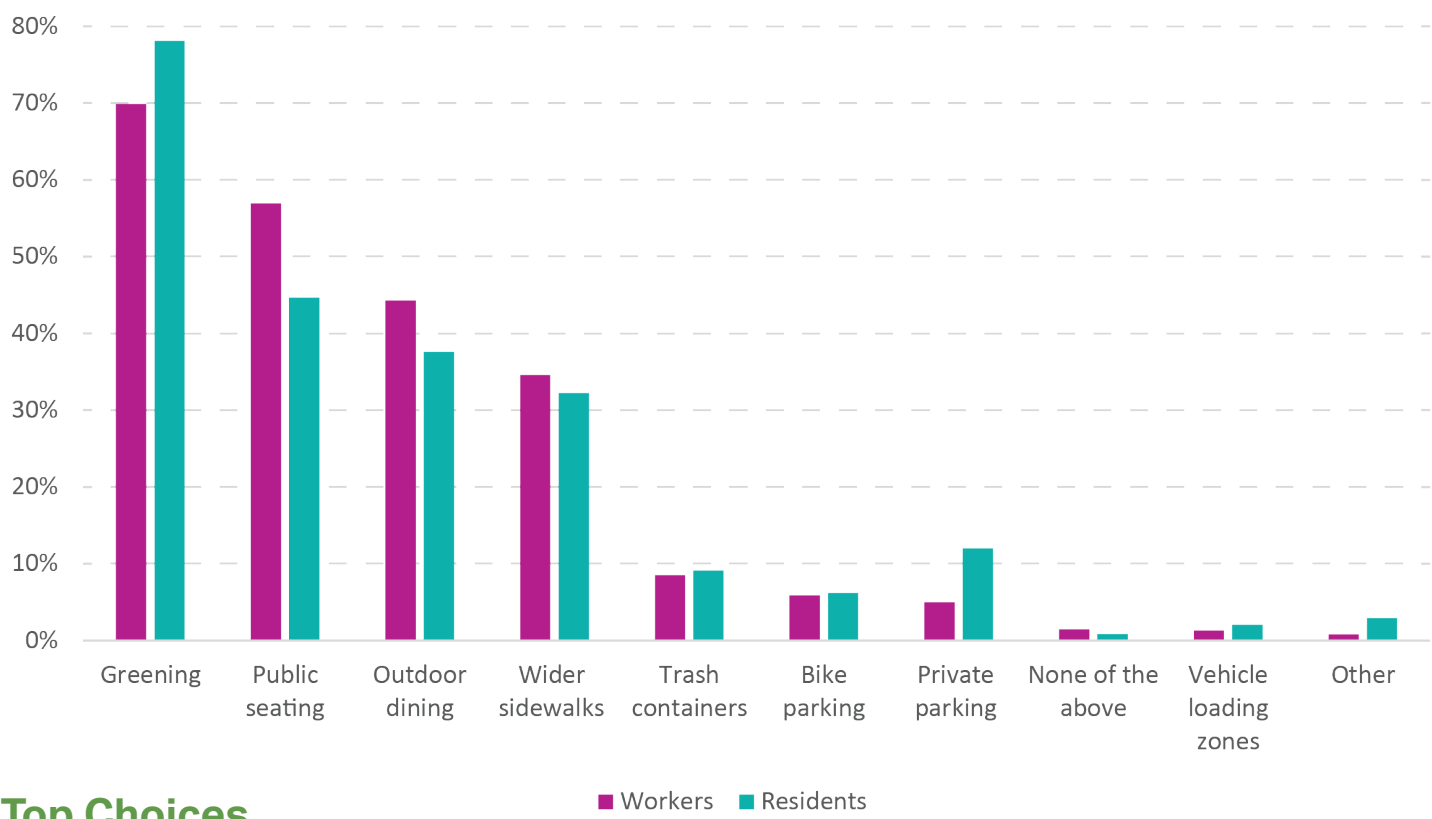




# Streetscape

## What would you like to see along the sidewalk curb in Hudson Square?

Participants could choose multiple options

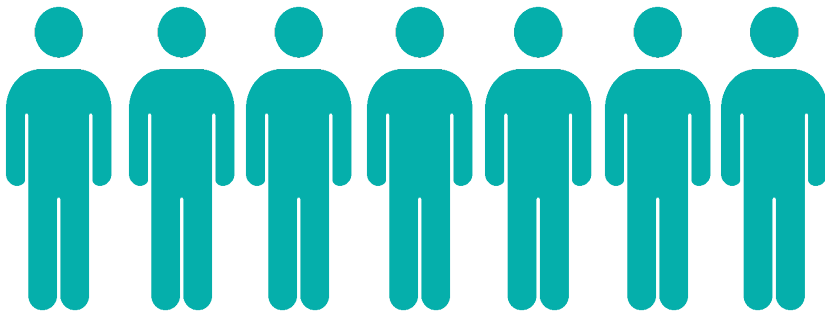


### Top Choices

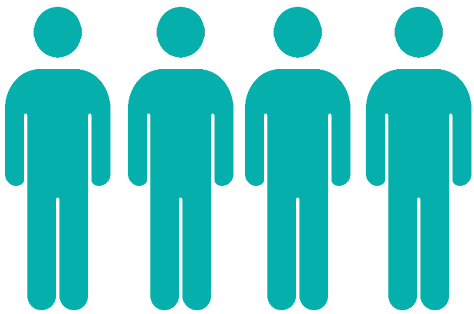




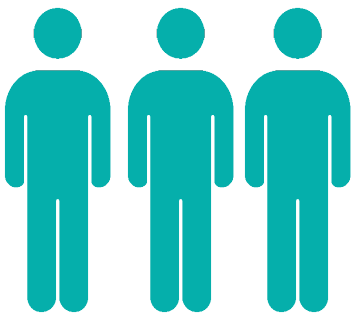
For every ***RESIDENT***,  
who chose '***Private Parking***',



chose '***More Greening***'



chose '***Public Seating***'

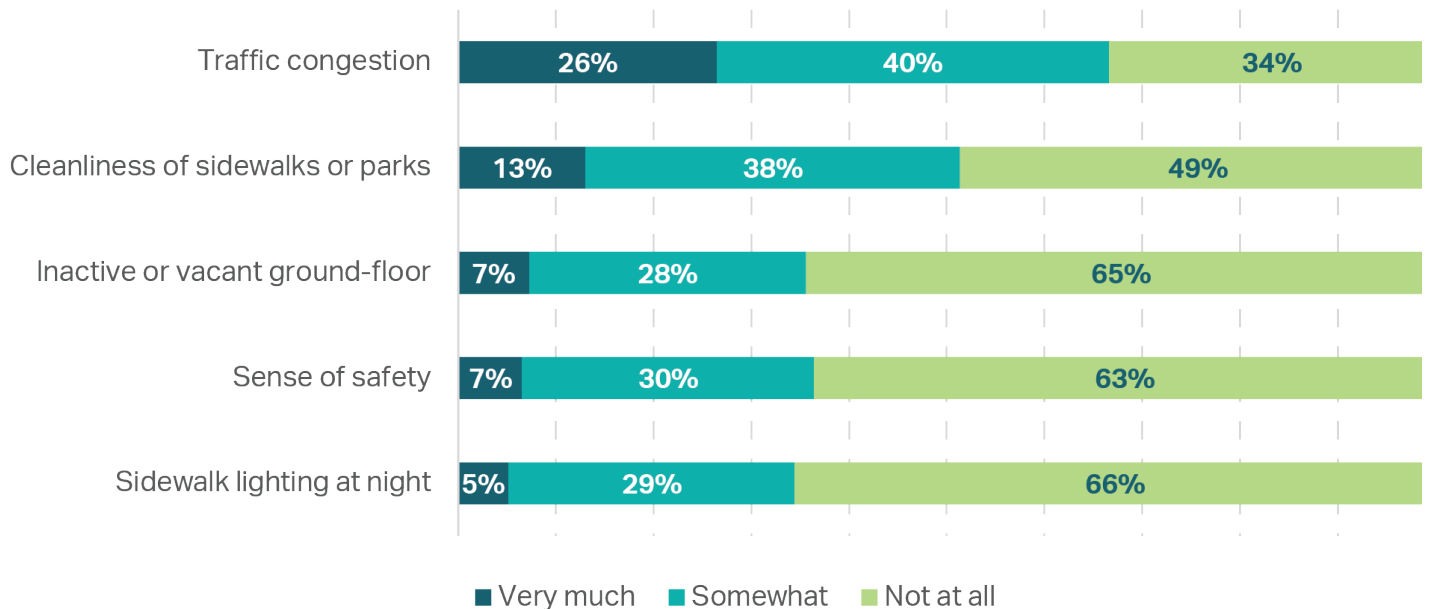


chose '***Outdoor Dining***'

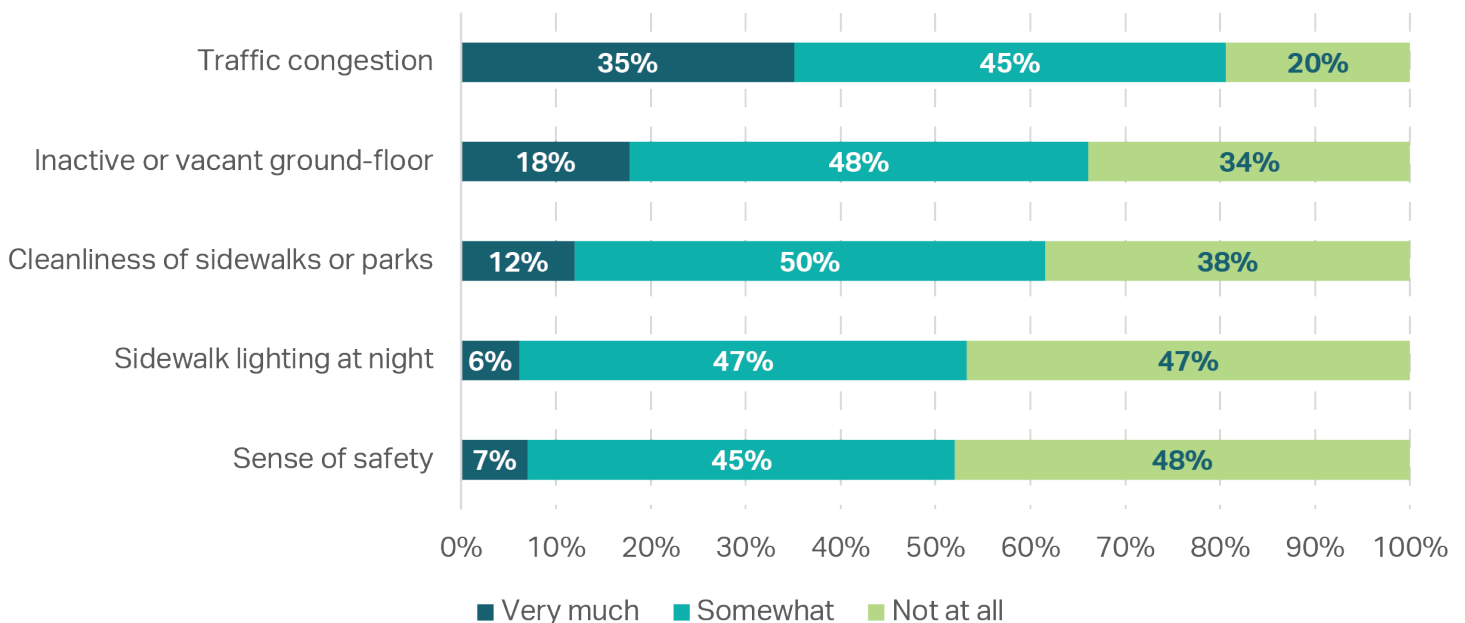


# How much do you worry about the following when you are in Hudson Square?

## Workers



## Residents



**More than half of the overall respondents do not express concern about most quality-of-life issues in Hudson Square. The notable exception is traffic congestion, which is cited as a concern by 68% of the people.**

# Public Art

## Do you agree with the following statements about the BID's public art installations?

*Participants could choose multiple options*





respondents said that public art has a positive impact on their experience in the neighborhood.

31 called the artwork **beautiful**.

45 described the art as **vibrant**.

70 said they notice the art **everyday**.

125 shared that they **like or love** the art.

163 found the art **colorful**.

## What respondents said about their favorite murals...



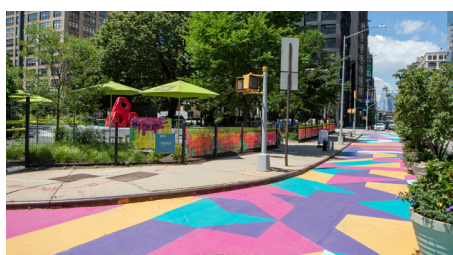
### 131 Varick Mural

*"Puts a smile on my face every time I come to work."  
"It demarcates when I enter Hudson Square and became a bit of cheery milestone before starting my work day."*



### 350 Hudson Mural

*"The design is captivating. The level of detail makes me want to spend time with each piece and I see new things each time I pass by it."*

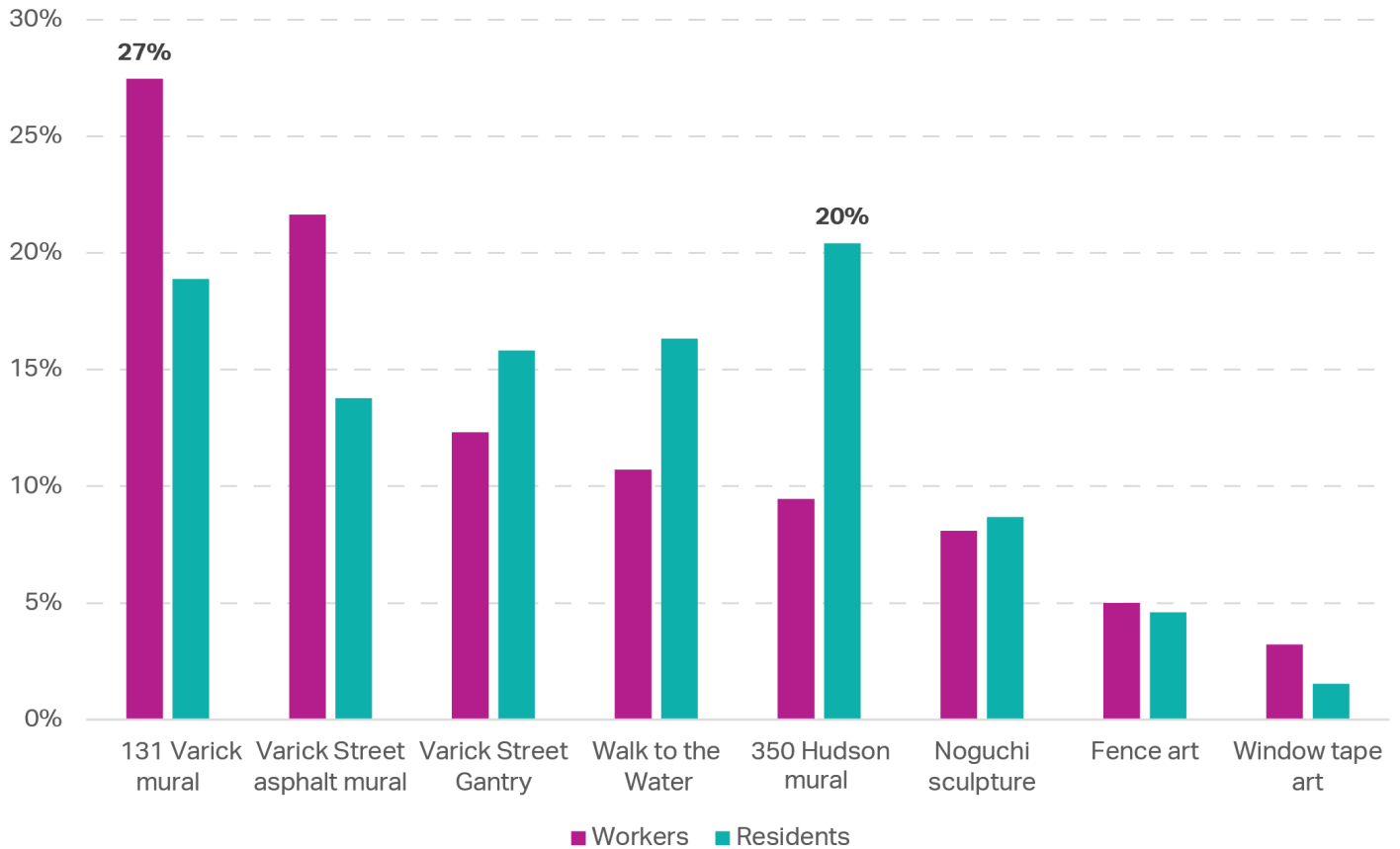


### Varick Street Asphalt Mural

*"When I think of Hudson Square, I generally associate it with the sidewalk mural. It's well placed and joyful."*



## Which is your favorite mural in our neighborhood?



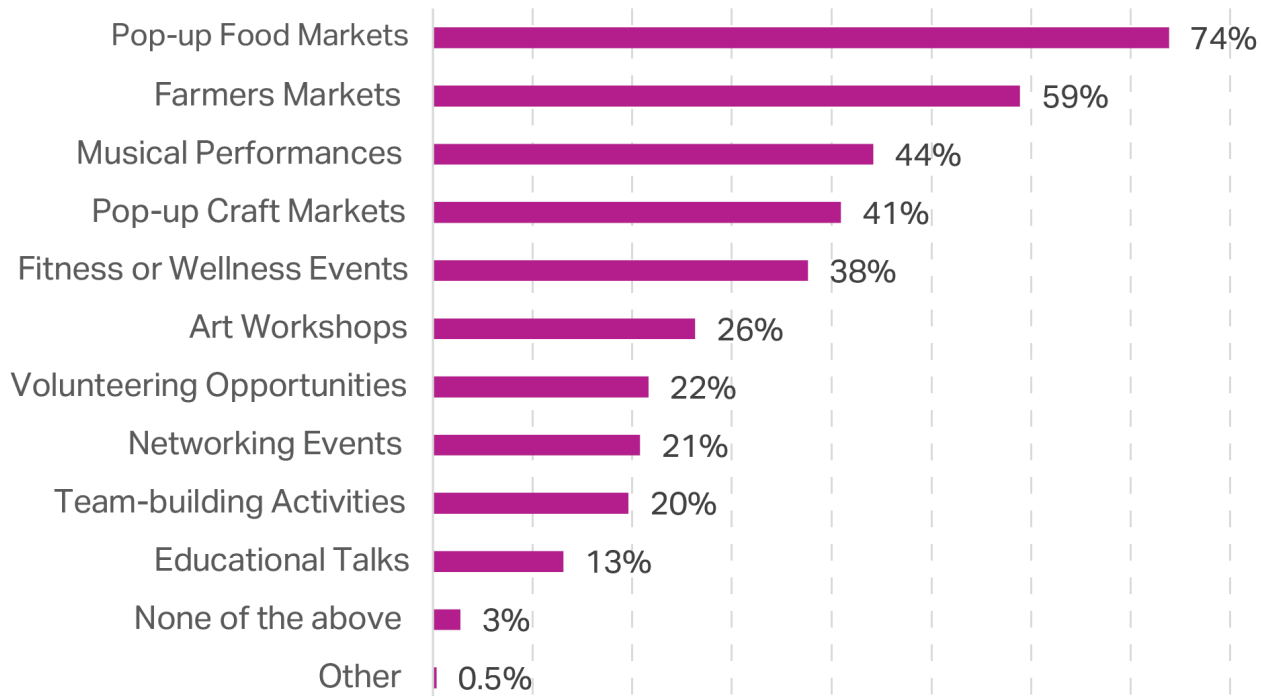
1,878 responded to this optional question





# What community events or activities would make you spend time outside, away from office/home?

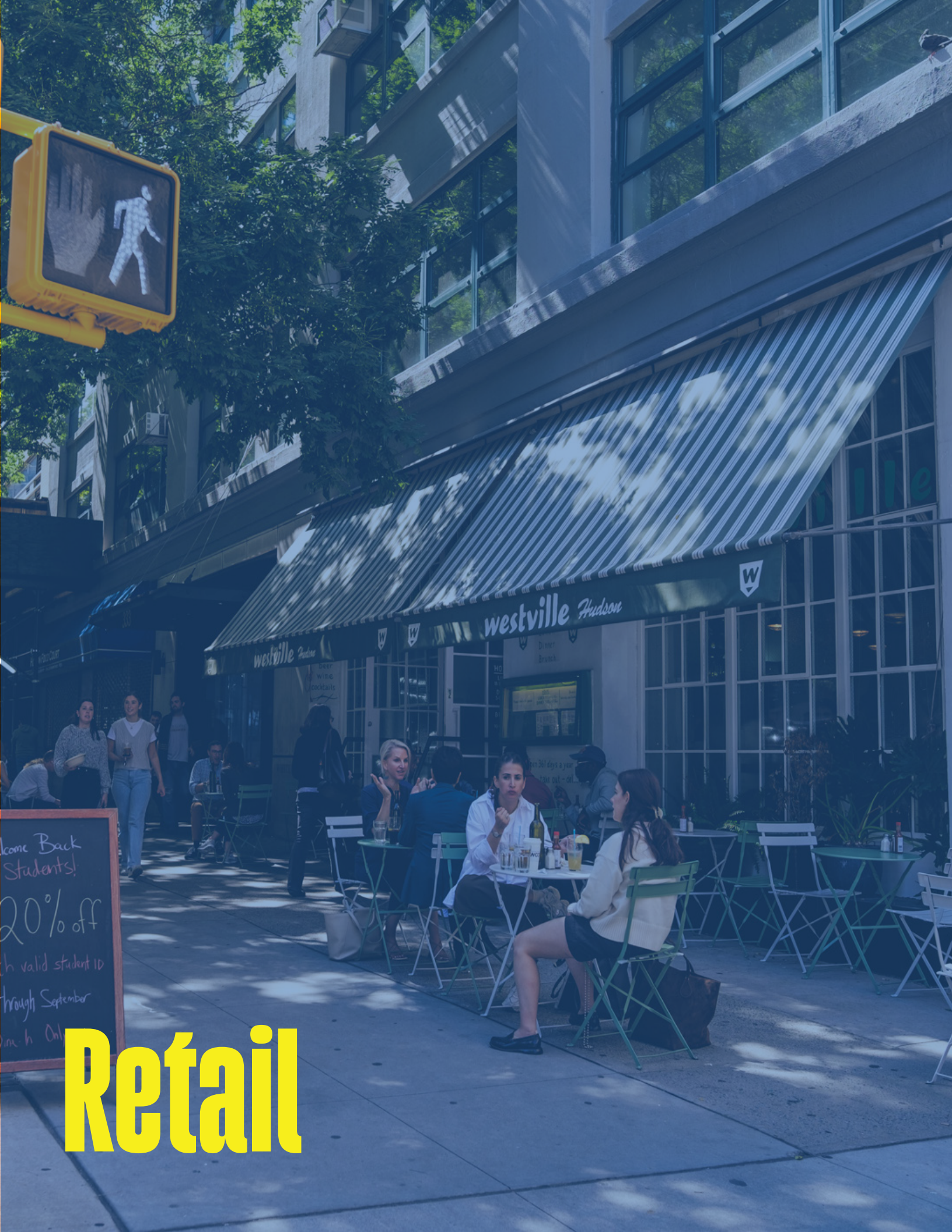
## Workers



## Residents



**Both workers and residents prioritized food-based activations: 74% of workers chose pop-up food markets and 74% of residents picked farmers markets as their top draw to outdoor public space.**



Welcome Back  
Students!  
20% off  
with valid student ID  
through September  
Dine In Only

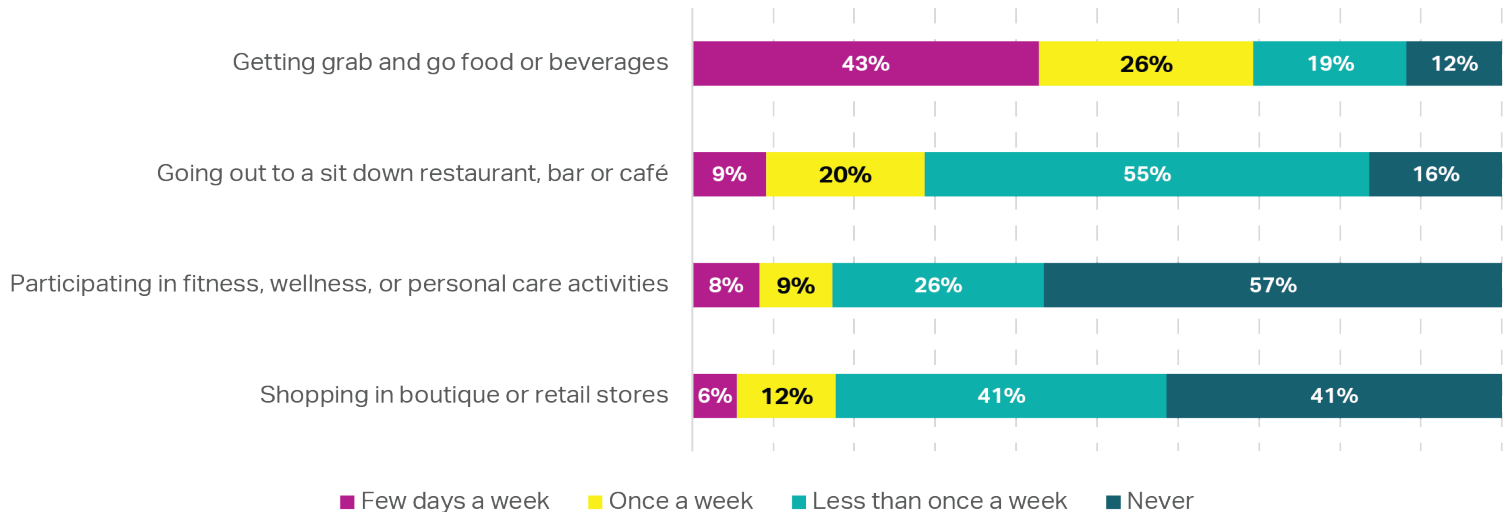
Retail



# How often do you engage in the following activities in Hudson Square and the surrounding area?

Participants could choose multiple options

## Workers



## Residents



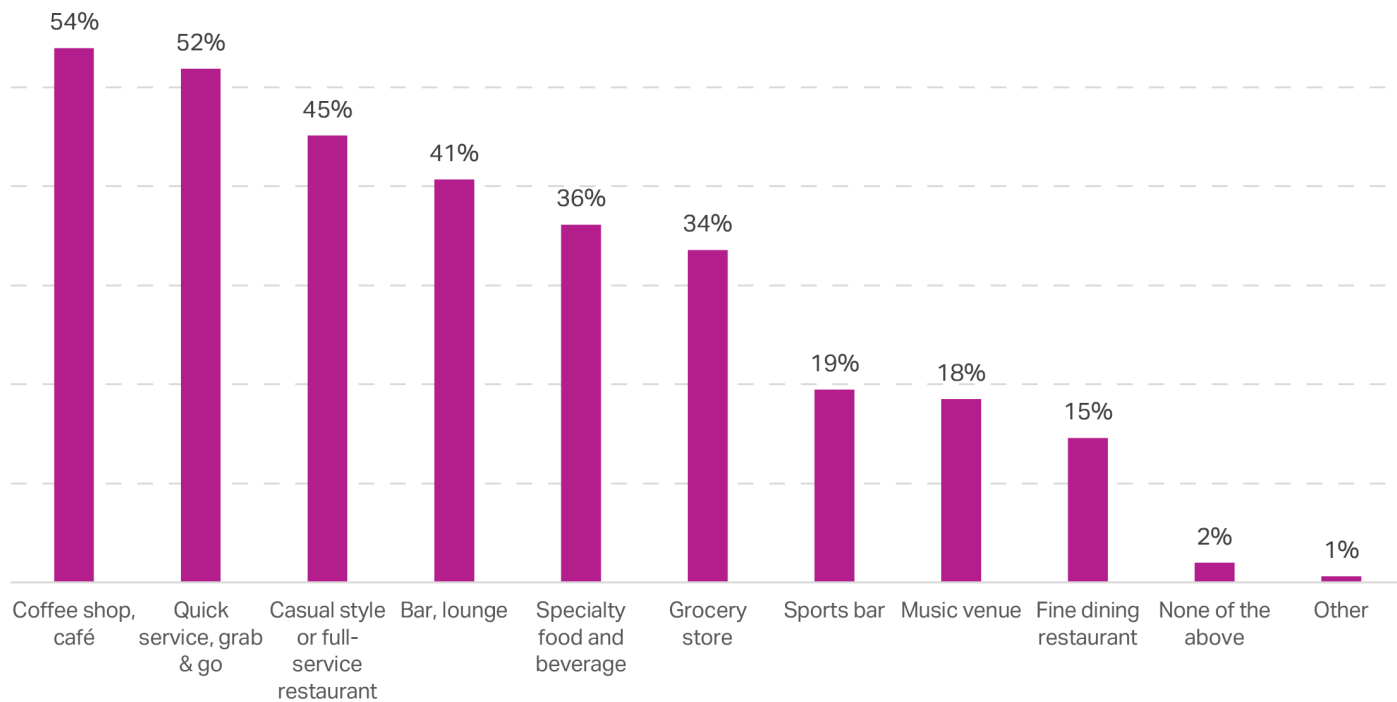
**Grab-and-go is a weekly habit for most workers and residents, highlighting a preference for casual and convenient food businesses.**



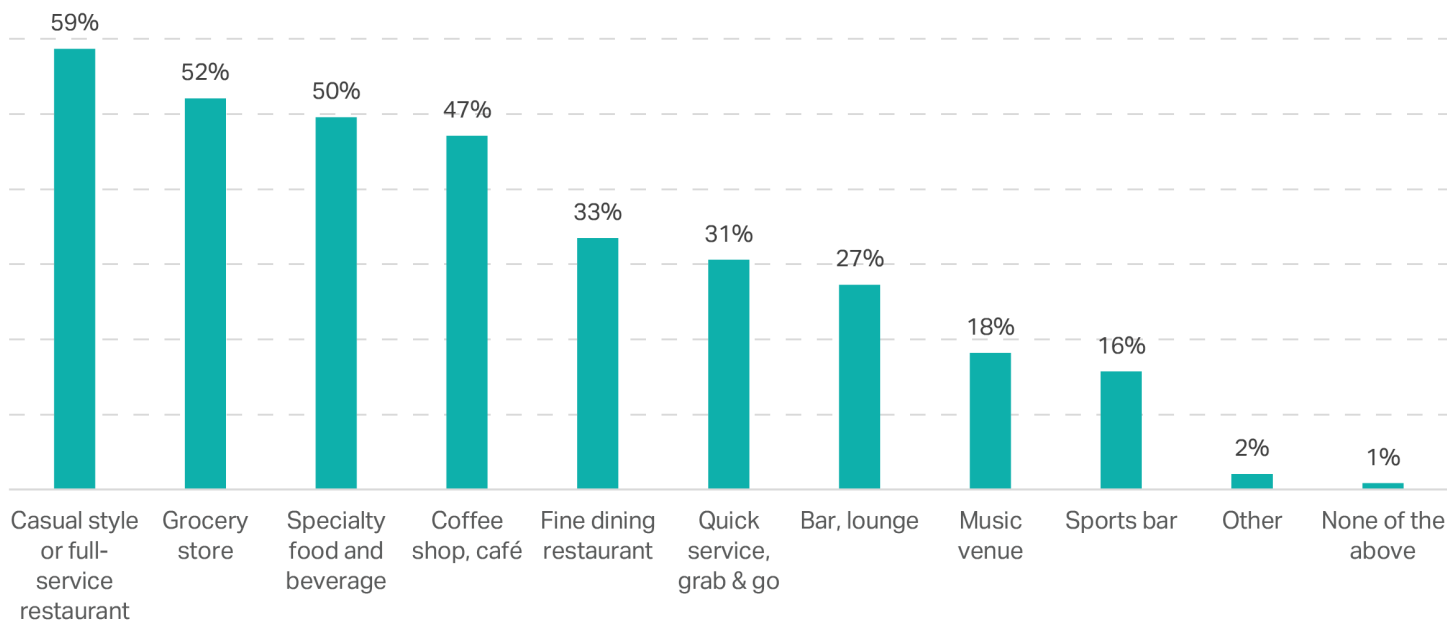
# Which type of food or entertainment businesses would you like to see offered more in Hudson Square?

Participants could choose multiple options

## Workers



## Residents

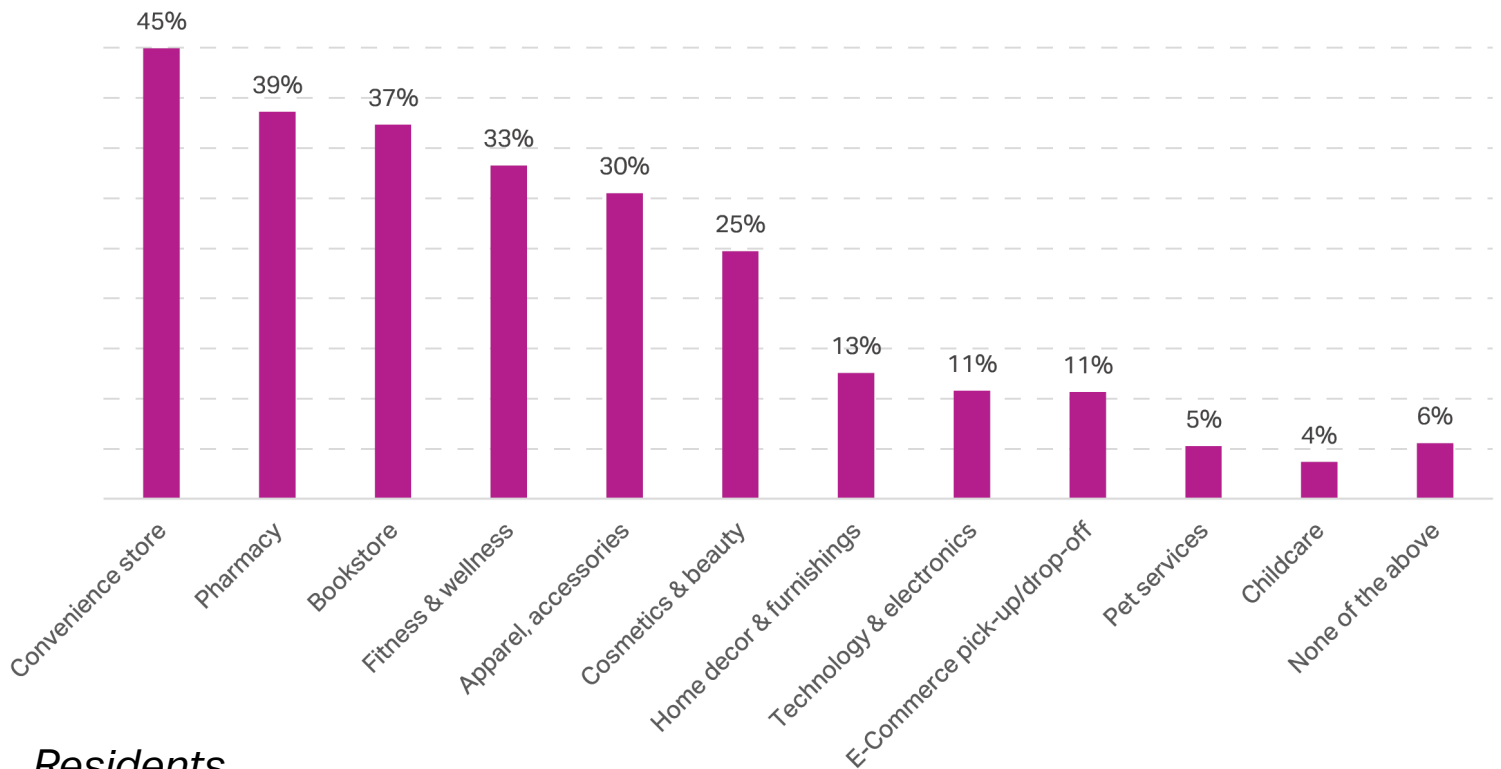


**While 45% of workers want more full-service restaurants, only 29% dine out weekly, indicating a gap between interest and what's currently available.**

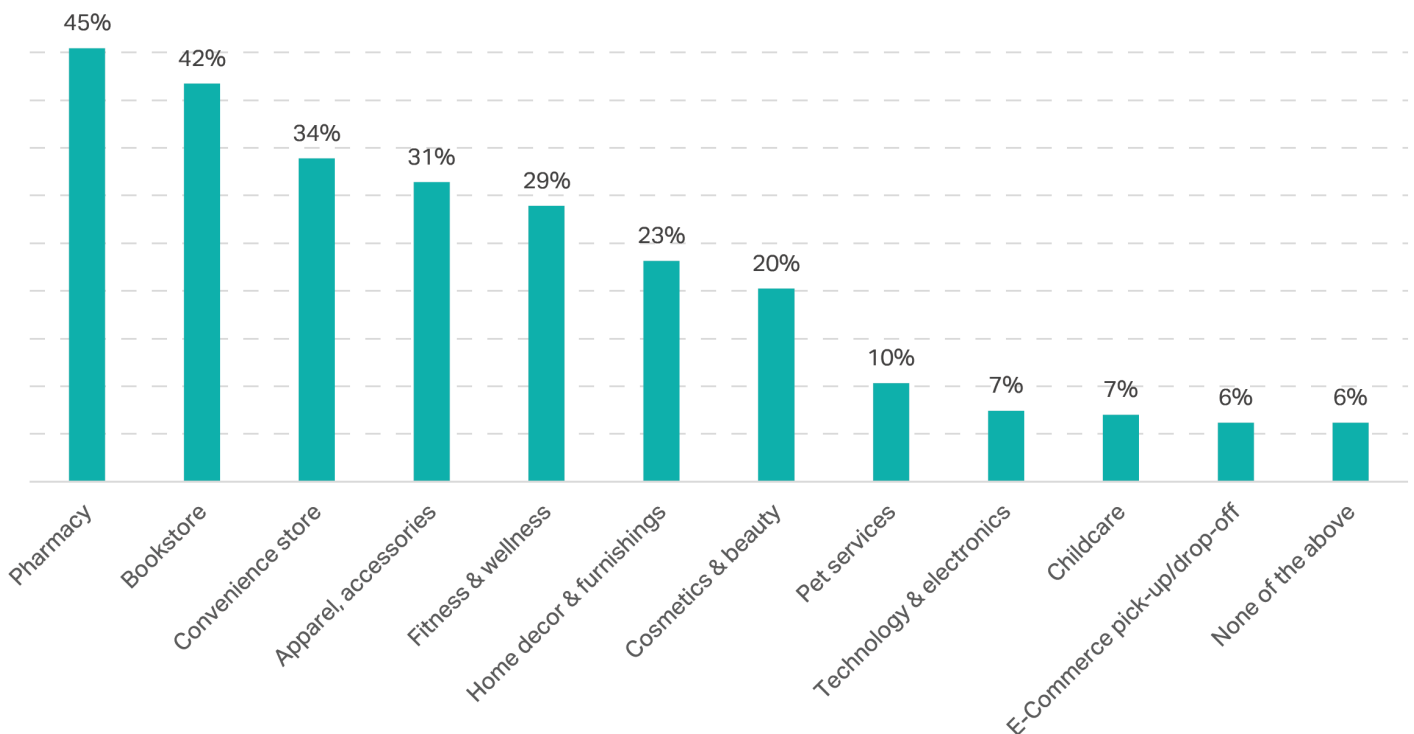
# Which type of retail stores or services would you like to see offered more in Hudson Square?

Participants could choose multiple options

## Workers

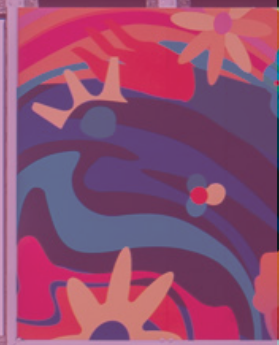


## Residents



**The biggest gap is in everyday essentials – workers want convenience stores and residents need pharmacies. But new interest in bookstores points to a desire for more enriching third spaces alongside the basics.**

# HUDSONS SQUARE ARE



manhattan  
mini storage

212-STORAGE

ROOM to BREATHE

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