2011 NEPACU Survey of College Students in Lackawanna County
2011 NEPACU Student Survey

- Overview
- Dining
- Shopping
- Culture/Entertainment
- Student Suggestions
- Key Takeaways
- Questions
Overview

• In February/March 2011 the eight colleges and universities in Lackawanna County surveyed their students regarding their perceptions and use of downtown Scranton for dining, shopping, cultural events & entertainment
• Fourth survey of undergraduate students
• First survey of graduate & medical students
Overview

• Estimate of dollars spent for each category
• Estimate of dollars spent for rent, utilities and groceries (new)
• Direct comparisons to previous surveys cannot always be made
• Students were asked why they do not utilize downtown venues if they responded “never” to the question
Overview

• Sample size of 1,145 was balanced by school to ensure subsets were proportional to each school’s total student population

• As in the 2009 survey, The Mall at Steamtown was broken out as a separate choice from downtown Scranton
Overview

- The combined undergraduate and graduate student population of the eight colleges and universities of Lackawanna County is more than 14,000.
Overview

- Combined estimated monthly off-campus spending by students of the eight colleges:

$3,649,104
About the Survey

Changes to the 2011 survey

- TCMC joined the 7 colleges that participated in the previous surveys
- Graduate students were added to the survey.
- Questions about the amount spent in groceries, utilities and rent were added
- Questions about participation in several events held in downtown Scranton were added
- The downtown venues included in the survey were updated to reflect businesses that have opened and/or closed
About the Survey

Graduate and medical students

• When compared to the undergraduate students, graduate students are more likely to:
  – live in an off-campus apartment (65% vs. 16%);
  – have a car (91% vs. 63%)
  – be an international students (4% vs. 1%)

• Of the 66% reporting to be from Pennsylvania, more graduate students were from Lackawanna County (59% vs. 45%)
• 50% of the graduate students were returning to school
• 43% were continuing directly from college (with two-thirds having lived or attended college in the area prior to graduate school)
• 36% relocated to attend graduate school
• Most graduate students completing the survey were between 21-24 years old (41%) and female (71%)
About the Survey

Class year

- 21% seniors
- 19% freshmen
- 19% sophomores
- 19% graduate students
- 17% juniors
- 2% medical students
- 2% other
About the Survey

Participation by geographic hometown

- 64.4% Pennsylvania
  - 49% Lackawanna
  - 10.7% Luzerne/Wyoming
  - 10.5% Bucks/Chester/Delaware/Montgomery/Philadelphia
  - 6.3% Susquehanna
  - 5.1% Wayne
  - 4.7% Monroe/Pike
  - 2.9% Lehigh/Northhampton/Carbon

- 12.6% New Jersey

- 11.4% New York

- 1-2% each = Connecticut, Maryland, Michigan, Ohio

- 1.5% outside U.S.
About the Survey

Participation by gender

- **29.3% Male**
- **70.7% Female**
Dining

• More than 80% of students report dining at downtown venues or The Mall at Steamtown – 81% undergraduates, 83% graduate students
## Undergraduate Students

<table>
<thead>
<tr>
<th>Location</th>
<th>More than once a week</th>
<th>Once a week</th>
<th>Once or twice a month</th>
<th>Less than once a month</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Scranton (other than the mall)</td>
<td>3%</td>
<td>7%</td>
<td>23%</td>
<td>39%</td>
<td>28%</td>
</tr>
<tr>
<td>The Mall at Steamtown</td>
<td>1%</td>
<td>2%</td>
<td>13%</td>
<td>37%</td>
<td>48%</td>
</tr>
<tr>
<td>Dickson City (including Viewmont Mall and Commerce Blvd.)</td>
<td>6%</td>
<td>17%</td>
<td>40%</td>
<td>24%</td>
<td>13%</td>
</tr>
<tr>
<td>Shoppes at Montage</td>
<td>1%</td>
<td>2%</td>
<td>15%</td>
<td>33%</td>
<td>50%</td>
</tr>
<tr>
<td>Other restaurants close to campus</td>
<td>7%</td>
<td>16%</td>
<td>35%</td>
<td>27%</td>
<td>16%</td>
</tr>
</tbody>
</table>
## Dining

<table>
<thead>
<tr>
<th>Graduate Students</th>
<th>More than once a week</th>
<th>Once a week</th>
<th>Once or twice a month</th>
<th>Less than once a month</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Scranton (other than The Mall at Steamtown)</td>
<td>6%</td>
<td>15%</td>
<td>23%</td>
<td>30%</td>
<td>26%</td>
</tr>
<tr>
<td>The Mall at Steamtown</td>
<td>0%</td>
<td>2%</td>
<td>12%</td>
<td>32%</td>
<td>54%</td>
</tr>
<tr>
<td>Dickson City (including Viewmont Mall and Commerce Blvd.)</td>
<td>2%</td>
<td>24%</td>
<td>38%</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>Shoppes at Montage</td>
<td>0%</td>
<td>2%</td>
<td>17%</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>Other restaurants close to campus</td>
<td>6%</td>
<td>18%</td>
<td>34%</td>
<td>24%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Dining

On average, students reported dining off campus:

- Once a week:
  - 43% of undergraduate students
  - 61% of graduate students

- Once or twice a month:
  - 21% for both undergraduate and graduate students
Dining

Knowledge and use of 20 different downtown dining options:

• On average, students are not familiar with the downtown restaurants listed in survey:
  • 53% of undergraduate students
  • 44% of graduate students

• On average, students who have patronized downtown restaurants:
  • 22% of undergraduate students
  • 32% of graduate students
Dining

What restaurants or types of restaurants would you like to see downtown in Scranton?

• 35% ethnic restaurants
  • Top ranked- Mexican (17%) and Italian (16%)

• 40% chain restaurants
  • Top requested- Panera Bread, Applebee’s, Olive Garden, TGI Fridays, Johnny Rockets, Chipotle, and Chili’s.

• 30% fast-food restaurants
  • Chick Fil-A, iHop, Wawa, Taco Bell, and Sonic.

• 15% less expensive restaurants

• Popular requests other than type of restaurant:
  • Open later, take-out, outdoor seating, student discount, upscale, and family-orientated.
Shopping

- 85% of students report shopping at downtown venues or The Mall at Steamtown
  - 87% undergraduate, 80% graduate students
### 18. How often do you shop at each of the following shopping areas?

<table>
<thead>
<tr>
<th>Area</th>
<th>More Than Once A Week</th>
<th>Once A Week</th>
<th>Once Or Twice A Month</th>
<th>Less Than Once a Month</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Scranton (Other Than the Mall at Steam Town)</td>
<td>2%</td>
<td>3%</td>
<td>15%</td>
<td>37%</td>
<td>44%</td>
</tr>
<tr>
<td>The Mall at Steamtown</td>
<td>2%</td>
<td>6%</td>
<td>32%</td>
<td>43%</td>
<td>18%</td>
</tr>
<tr>
<td>Dickson City (Including Viewmont Mall and Commerce Blvd)</td>
<td>8%</td>
<td>18%</td>
<td>46%</td>
<td>21%</td>
<td>8%</td>
</tr>
<tr>
<td>Shoppes at Montage</td>
<td>1%</td>
<td>3%</td>
<td>23%</td>
<td>38%</td>
<td>34%</td>
</tr>
</tbody>
</table>
Shopping

• Respondents were asked to identify their knowledge and use of specific downtown Scranton retailers in three categories:
  – Apparel
  – Hair Salons
  – Gift & Specialty Shops
Shopping

• On average 78% of the students surveyed were not familiar with the **Apparel Retailers** in downtown Scranton.
  – Approximately 84% of students surveyed in 2009 were not familiar.

• On average 8% of the students had patronized the **Apparel Stores** listed on the survey, including those stores within The Mall at Steamtown.

• Close to 6% of the students had patronized the **Salons** located in downtown Scranton.
  – 72% were not familiar with the **Salons** located in downtown Scranton.

• 11% of the students surveyed had patronized **Gift and Specialty Shops** downtown
  – 68% were not familiar with the **Gift and Specialty Shops** located in downtown Scranton
Shopping

What retail stores or types of retail stores would you like to see in downtown Scranton?

• 40% bookstores
  • Large chain bookstores like Barnes and Noble and Borders were named specifically but many students also said they would like to see more independent bookstores

• 34% major retailers
  • Several respondents indicated large retailers like Wal-Mart, Target, Macy’s and JCPenney’s

• 27% clothing stores
  • This ranged from everything from Forever 21 to Old Navy/Gap to requests for more affordable boutiques

• 20% other
  • Many respondents indicated they would like more sports related stores downtown like Modell’s, Cabela’s and Nike. There was also many requests for a technology related store like Apple
Entertainment & Cultural Events

• 89% of students report attending entertainment/cultural events at venues downtown
  – 89% undergraduates, 89% graduate students
## Entertainment & Cultural Events

<table>
<thead>
<tr>
<th></th>
<th>More than once a week</th>
<th>Once a week</th>
<th>Once or twice a month</th>
<th>Less than once a month</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Graduate</strong></td>
<td>2%</td>
<td>13%</td>
<td>31%</td>
<td>43%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Undergraduate</strong></td>
<td>2%</td>
<td>12%</td>
<td>32%</td>
<td>43%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Entertainment & Cultural Events
Attendance at downtown events/festivals

- St. Patrick's Day Parade: 56% undergrad, 61% grad
- Pages & Places Book Festival: 5% undergrad, 7% grad
- First Friday Scranton: 25% undergrad, 36% grad
- La Festa Italiana: 57% undergrad, 57% grad
Entertainment & Cultural Events

Differences in patronization by class year

- Grad Student: 36% for First Friday, 56% for La Festa
- Senior: 31% for First Friday, 71% for La Festa
- Junior: 27% for First Friday, 57% for La Festa
- Sophomore: 23% for First Friday, 57% for La Festa
- Freshman: 17% for First Friday, 44% for La Festa
Entertainment & Cultural Events

• On average, 52% of both undergraduate and graduate students were not familiar with the venues and events in downtown Scranton.

• Increase in familiarity from 2009-2011: only 57% of undergraduate students were unfamiliar with the venues as compared to 66% in 2009.
What types of cultural/entertainment events would be of interest to you?

- 46% musical concerts/bands
- 17% art shows
- 13% foreign/Indy films/movies
- 12% plays/off-Broadway shows
Entertainment & Cultural Events

Some reasons given for “never” attending downtown events

• 16% don’t live close enough
• 15% too expensive
• 15% deterred by parking/traffic issues
• 13% lack of information/awareness
• 13% not interested/low quality
Student Comments/Suggestions

• 95% of the respondents indicted they would like to receive a discount for showing a college student ID, which many downtown businesses also already offer
• 70% also indicated they would like special college night events downtown
• 28% said they would like to hear about sales and events downtown through Facebook
• 25% that prefer to hear by email
19. What is your general impression of downtown Scranton as a shopping, dining, and entertainment destination?

<table>
<thead>
<tr>
<th></th>
<th>1 (Poor)</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 (Excellent)</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping Destination</td>
<td>16%</td>
<td>30%</td>
<td>38%</td>
<td>13%</td>
<td>4%</td>
<td>2.59</td>
</tr>
<tr>
<td>Dining Destination</td>
<td>8%</td>
<td>26%</td>
<td>39%</td>
<td>23%</td>
<td>5%</td>
<td>2.90</td>
</tr>
<tr>
<td>Entertainment Destination</td>
<td>14%</td>
<td>31%</td>
<td>36%</td>
<td>15%</td>
<td>5%</td>
<td>2.64</td>
</tr>
</tbody>
</table>
Student Comments/Suggestions

What changes could be made downtown to make it more appealing to students?

• 32% better/new attractions
• 20% improve appearance
• 19% improve parking/traffic
• 12% student incentives
• 12% more information
• 11% safety
• 7% less expensive options
• 4% longer hours
Key Takeaways

• Sizable market exists

• Lackawanna County college students are spending $1.594 million off campus monthly on dining, shopping and entertainment

• More than 80% of students surveyed shop and dine downtown and 89% attend entertainment or cultural events
## Spending

<table>
<thead>
<tr>
<th>Spending</th>
<th>Sum All Categories*</th>
<th>Restaurants/Dining</th>
<th>Entertainment/Culture</th>
<th>Retail Stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>$1 to $20</td>
<td>$10,360</td>
<td>$3,020</td>
<td>$4,690</td>
<td>$2,650</td>
</tr>
<tr>
<td>$21 to $50</td>
<td>$38,325</td>
<td>$13,895</td>
<td>$11,270</td>
<td>$13,160</td>
</tr>
<tr>
<td>$51 to $100</td>
<td>$41,250</td>
<td>$16,500</td>
<td>$8,700</td>
<td>$16,050</td>
</tr>
<tr>
<td>Over $100</td>
<td>$26,600</td>
<td>$9,700</td>
<td>$4,500</td>
<td>$12,400</td>
</tr>
<tr>
<td><strong>$116,535</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total spending per month for 1,025 students surveyed

<table>
<thead>
<tr>
<th></th>
<th><strong>$114</strong></th>
</tr>
</thead>
</table>

Average spending per student per month (dining, shopping, entertainment and cultural events)

<table>
<thead>
<tr>
<th></th>
<th><strong>$1,594,654</strong></th>
</tr>
</thead>
</table>

Total spending per month - all Lackawanna county college students **

<table>
<thead>
<tr>
<th></th>
<th><strong>$2,054,455</strong></th>
</tr>
</thead>
</table>

Total spending per month - rent, utilities, groceries - all students ***

<table>
<thead>
<tr>
<th></th>
<th><strong>$3,649,108</strong></th>
</tr>
</thead>
</table>

Total monthly off campus spending (= $260 per student per month)

* Used mid-point for all ranges except "Over $100" where we used $100
** 11,636 undergraduate and 2,410 graduate = total of 14,026
*** Approximately $685 per off campus student per month x 3,001 students (21.4% of population)
Key Takeaways

- Opportunity for development
- More than 80% of students surveyed shop and dine downtown and 89% attend entertainment or cultural events
- Knowledge of the wide range of venues available downtown is low, there is great opportunity for growing this market
- Many of the types of shops, restaurants, cultural & entertainment venues that the students say they want already exist in downtown Scranton
- Students have become more familiar with venues during their years at college
- Many students attend events downtown such as First Fridays
Key Takeaways

• In general, students like to feel welcome downtown. Among the ways of showing this is through discounts with student IDs and special events for college students.
• Questions?
• Next Steps
Thank You
to our Community Partners!