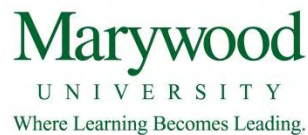


8 Doctoral Degrees  
61 Master's Degrees  
170 Bachelor's Degrees  
74 Associate's Degrees  
and  
83 Certificate Programs

Offered by the Colleges and  
Universities of Lackawanna County  
to the People of Northeastern  
Pennsylvania and Beyond.



# 2009 NEPACU Survey of College Students in Lackawanna County

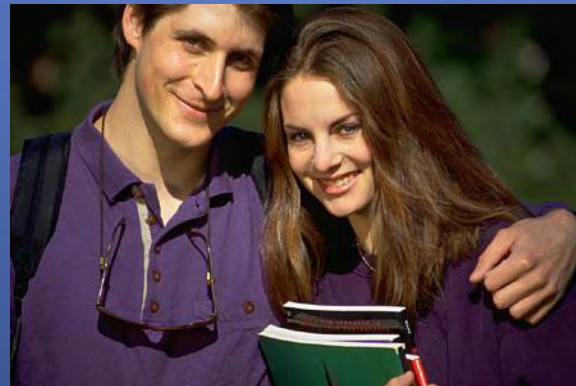
# 2009 NEPACU Survey

- I. Survey Overview
- II. Dining
- III. Entertainment & Cultural Venues
- IV. Shopping
- V. Student Suggestions & Comments
- VI. Key Takeaways
- VII. Appendix

# Section I - Survey Overview

# Section I – Survey Overview

In February 2009 the seven colleges and universities in Lackawanna County surveyed their undergraduate students regarding their perceptions and use of downtown Scranton for dining, shopping, cultural events & entertainment.



# Section I - Survey Overview

By providing this information to the community we hope to stimulate conversation on how the downtown merchants can grow their business within this market segment.



# Section I - Survey Overview

## Changes from 2006 survey:

- Four questions were added
  - Spending on off-campus cultural events
  - Use of entertainment venues at Montage Mountain
  - Perception of downtown as a destination
  - Awareness and use of specific downtown venues.

# Section I - Survey Overview

- We asked students to estimate dollars spent for each category *rather than* total spending and then % of total spending by category.
- Where possible, students were asked to comment on why they do not utilize downtown venues if they responded “Never” to the question.

# Section I - Survey Overview

- Montage Mountain venues were added to the list of choices provided for questions addressing use of area dining and shopping locations.
- The Mall at Steamtown was broken out as a separate choice from Downtown Scranton recognizing that students use of one can be distinctly different from the other.

# Section I - Survey Overview

- The sample size was 1,176 and was balanced by school to ensure that each sub-sample represented the proportion each school is of the total undergraduate student population.
- The timing of the survey was moved to the spring to allow freshman time to acclimate to their new environment and to establish patterns of spending locally.

The combined undergraduate  
student population of the  
7 colleges and universities is over

12,000

# Section I - Survey Overview

## Total Off Campus Spending by Week

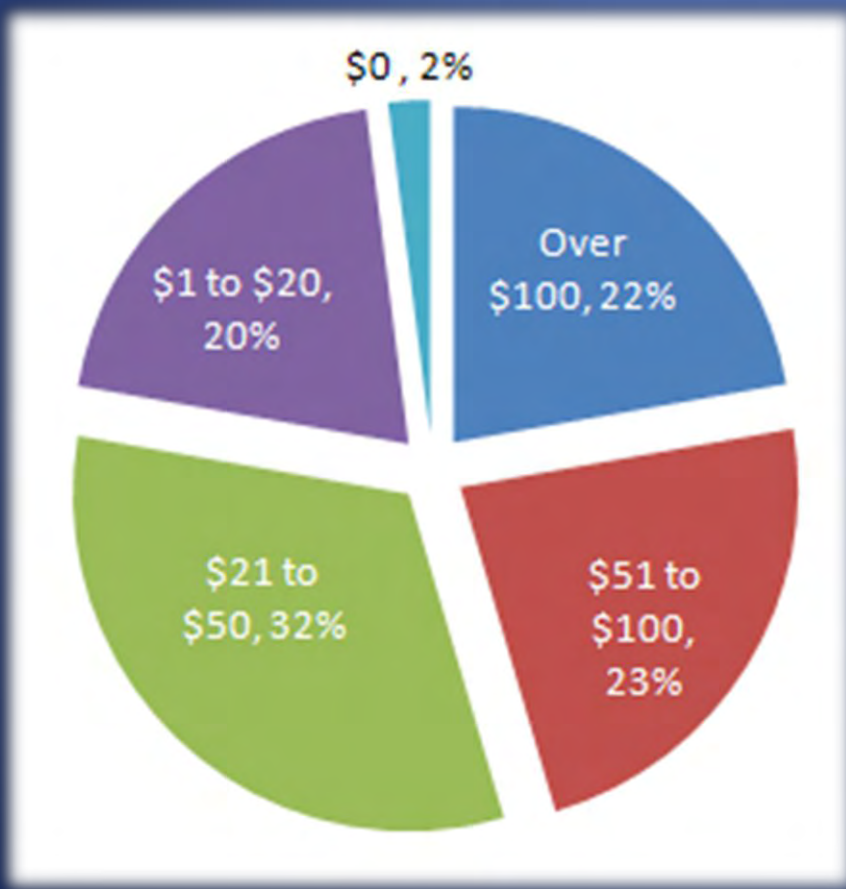
Range	2009	Extended \$ (Low)	Extended \$ (Mid)
\$0	0%	\$ -	\$ -
\$1 to \$20	30%	\$ 3,600	\$ 36,000
\$21 to \$50	42%	\$ 105,840	\$ 176,400
\$51 to \$100	26%	\$ 159,120	\$ 234,000
Over \$100	2%	\$ 24,000	\$ 24,000
		<b>\$ 292,560</b>	<b>\$ 470,400</b>
	<b>Avg \$ per Student per Wk</b>	<b>\$ 24</b>	<b>\$ 39</b>

Note: Extended \$ = Low or Mid pt of Range x (Total Undergrad Student Population x %)

# Section II - Dining

## Section II - Dining

How much do you spend **off campus** in a typical **month** on **FOOD**?



- 45% of students spend \$50 or more.
- Another 32% spend \$21 - \$50

# Section II - Dining

How often do you eat at restaurants in each of the following areas?

Location	More than once a week	Once a week	Once or twice a month	Less than once a month	Never
<b>Downtown Scranton</b> (other than the Mall)	4%	9%	21%	37%	30%
<b>The Mall at Steamtown</b>	2%	3%	15%	40%	40%
<b>Downtown &amp; Mall Combined</b>	<b>4%</b>	<b>10%</b>	<b>26%</b>	<b>39%</b>	<b>20%</b>
<b>Dickson City *</b>	7%	16%	42%	23%	13%
<b>The Shoppes at Montage</b>	1%	2%	13%	33%	50%
<b>Other restaurants close to campus</b>	9%	18%	30%	28%	16%

\* including Viewmont Mall & Commerce Blvd.

## Section II - Dining

When results from all off campus locations are aggregated:

- 42% of students reported dining somewhere off campus once a week or more.
- 67% eat at restaurants off campus once or twice a month.

## Section II - Dining

Respondents were asked to identify their knowledge and use of 23 different **downtown Dining** options.

- On average, **60%** of the students surveyed **were not familiar** with the restaurants in downtown Scranton.
- Only **18%** of the students, on average, had **patronized** any of the restaurants listed in the survey.

## Section II - Dining

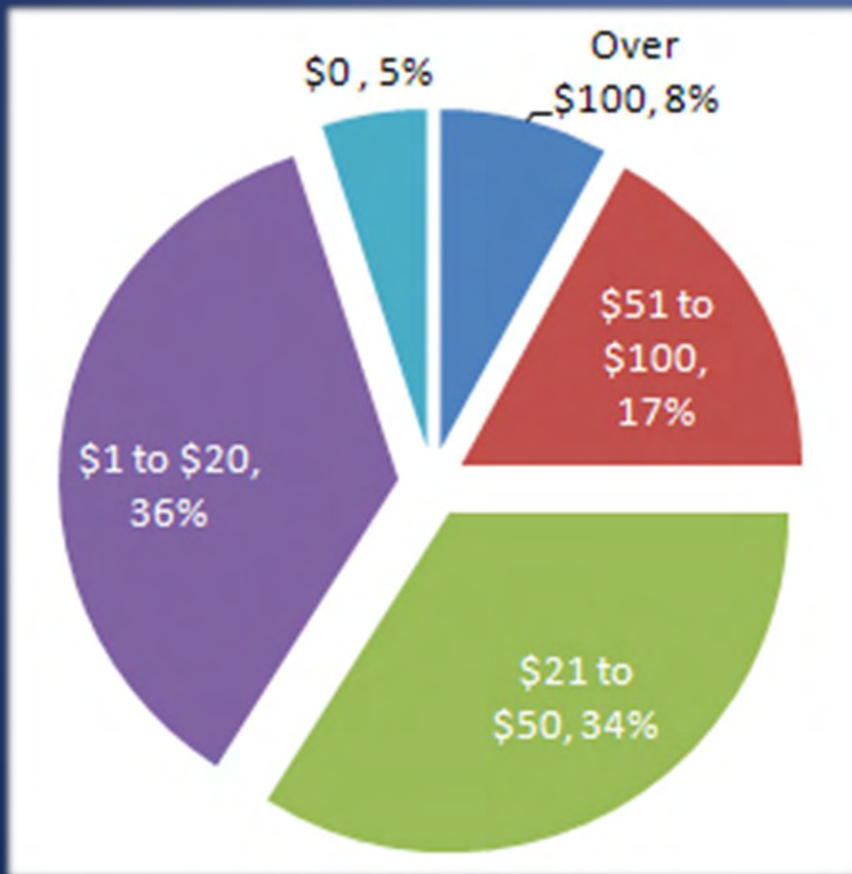
What restaurants or types of restaurants would you like to see in downtown Scranton?

- 28% Ethnic Restaurants (Italian, Mexican and Chinese were mentioned the most often)
- 19% Chain Restaurants (Applebee's, Panera Bread, Outback Steakhouse, Olive Garden)
- 12% Fast Food Chains (Chick Fil-A, Sonic, KFC, Taco Bell)
- 9% Less expensive options

# Section III – Entertainment/Cultural Venues

## Section III – Entertainment/Cultural Venues

How much do you spend **off campus** in a typical **month** on **ENTERTAINMENT\***?

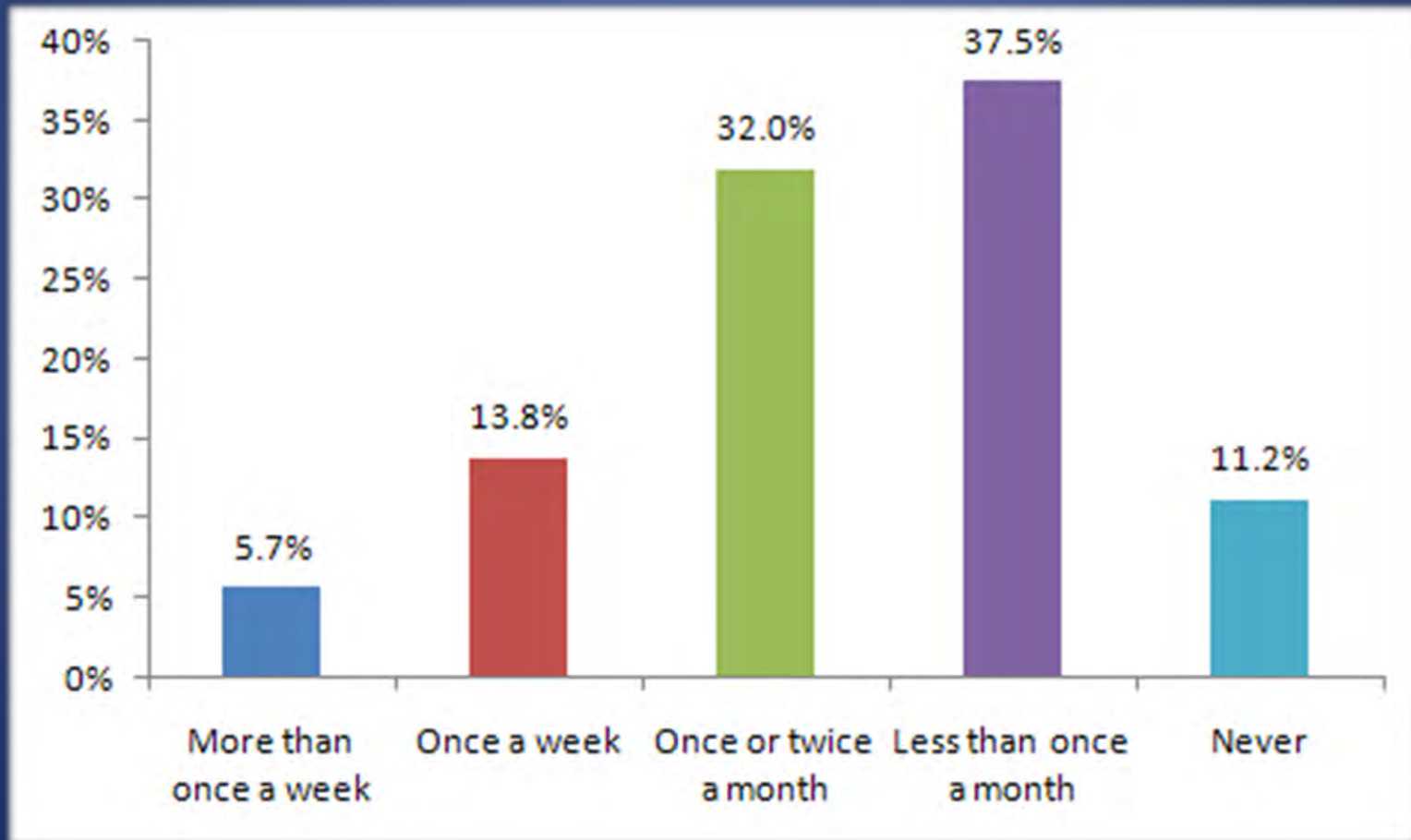


- 70% reported spending between \$1 and \$50 per month.
- **25% spend from \$51 to over \$100 per month.**

*\*Includes movies, clubs, coffee shops, etc.*

# Section III – Entertainment/Cultural Venues

How often do you use **ENTERTAINMENT** venues in Downtown Scranton?



## Section III – Entertainment/Cultural Venues

Top reasons given for “**Never**” using downtown **Entertainment** venues were:

(N = 132)

- They prefer venues in other towns/cities (22%)
- There is nothing of interest to them (17%)
- They go to Montage for movies and concerts (16%).

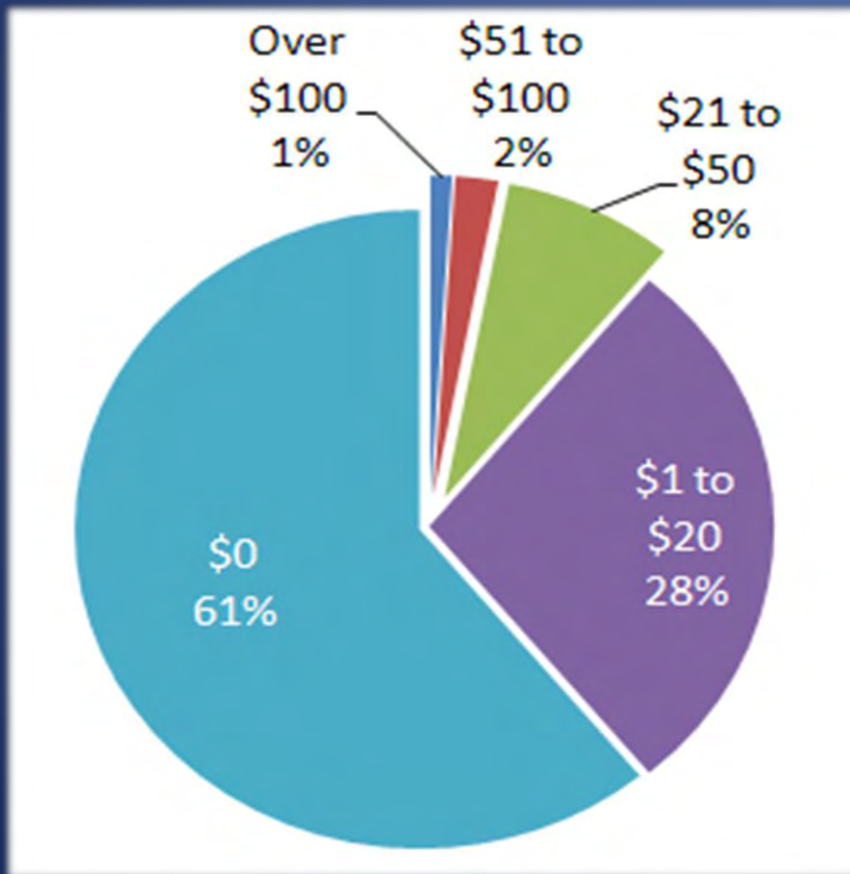
## Section III – Entertainment/Cultural Venues

How often do you use each of the following entertainment venues on **Montage Mountain** in a school year?

Venue	More than 10 times	6 to 10 times	1 to 5 times	Never
Cinemark Movie Theaters	24%	22%	35%	19%
Snö Mountain Ski Resort	5%	4%	26%	66%
SWB Yankees @ PNC Field	4%	6%	40%	51%
Toyota Pavilion at Montage Mountain	3%	4%	41%	52%

## Section III – Entertainment/Cultural Venues

How much do you spend **off campus** in a typical **month** on **CULTURAL EVENTS**\*?

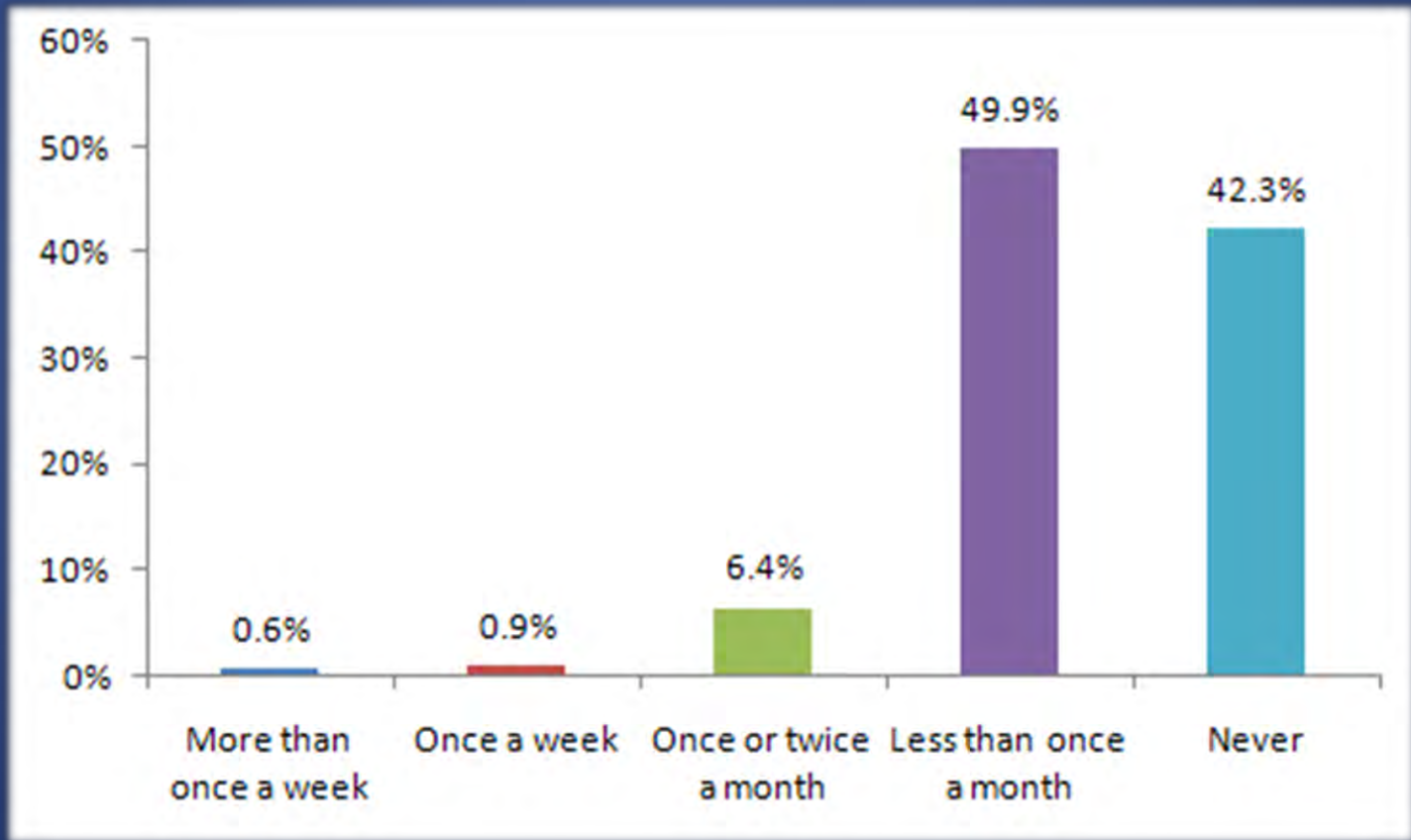


- **36% of survey respondents spend between \$1 and \$50 per month.**
- **61% reported spending \$0 a month on cultural events downtown.**

*\*Includes plays, art exhibits, philharmonic concerts, etc.*

# Section III – Entertainment/Cultural Venues

How often do you attend **CULTURAL EVENTS**  
in Downtown Scranton?



*\*Includes plays, art exhibits, philharmonic concerts, etc.*

## Section III – Entertainment/Cultural Venues

Some reasons given for “**Never**” attending **Cultural Events** in downtown Scranton were:

(N = 497)

- Not interested in what’s available (47%)
- Lack of information/awareness (23%)
- No time (20%).

## Section III – Entertainment/Cultural Venues

Respondents were asked to identify their knowledge and use of 11 different **downtown Entertainment** and **Cultural** options.

- On average, **66%** of the students surveyed **were not familiar** with the venues in downtown Scranton.
- Only **17%** of the students, on average, had **patronized** any of the venues listed in the survey.

## Section III – Entertainment/Cultural Venues

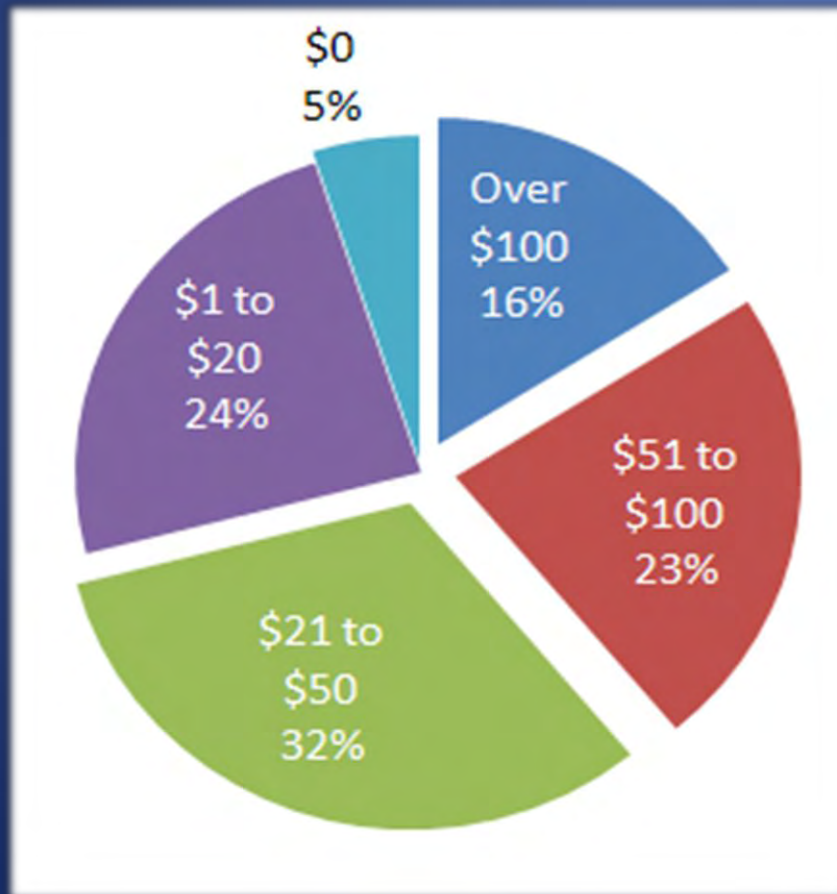
“What types of cultural/entertainment events would be of interest to you?”

- 48% Musical Concerts
- 16% Plays / Off Broadway Shows
- 15% Art Shows
- 11% Movies/Foreign Films/Indie Films

# Section IV – Shopping

## Section IV – Shopping

How much do you spend off campus in a typical month in RETAIL STORES?



- **39% of students spend \$50 or more.**
- **Another 32% spend \$21 - \$50**

# Section IV – Shopping

How often do you shop at each of the following shopping areas?

Shopping Area	More than once a week	Once a week	Once or twice a month	Less than once a month	Never
Downtown Scranton (other than the Mall)	1%	5%	16%	33%	44%
The Mall at Steamtown	3%	9%	40%	39%	10%
<b>Downtown &amp; Mall Combined</b>	<b>3%</b>	<b>10%</b>	<b>41%</b>	<b>37%</b>	<b>9%</b>
Dickson City*	9%	22%	45%	16%	8%
Shoppes at Montage	2%	5%	25%	34%	35%

\* including Viewmont Mall & Commerce Blvd.

## Section IV – Shopping

Respondents were asked to identify their knowledge and use of specific **downtown** Scranton retailers in **3 categories**:

- Apparel
- Hair Salons
- Gift & Specialty Shops.

## Section IV – Shopping

### APPAREL RETAILERS

- On average, **84%** of the students surveyed were **not familiar** with the Apparel Retailers in downtown Scranton.
- Only **3%** of the students, on average, had **patronized** any of the Apparel stores listed in the survey.

# Section IV – Shopping

## HAIR SALONS

- Salons had slightly higher recognition with an average of **8%** of students surveyed reporting they have **patronized** one of the establishments.
- **70%** of students were **not familiar** with the salons downtown.

## Section IV – Shopping

### GIFT AND SPECIALTY STORES

- 12% of students, on average, patronized one of the Gift and Specialty stores.
- An average of 64% of students were not familiar with the stores listed.

## Section IV – Shopping

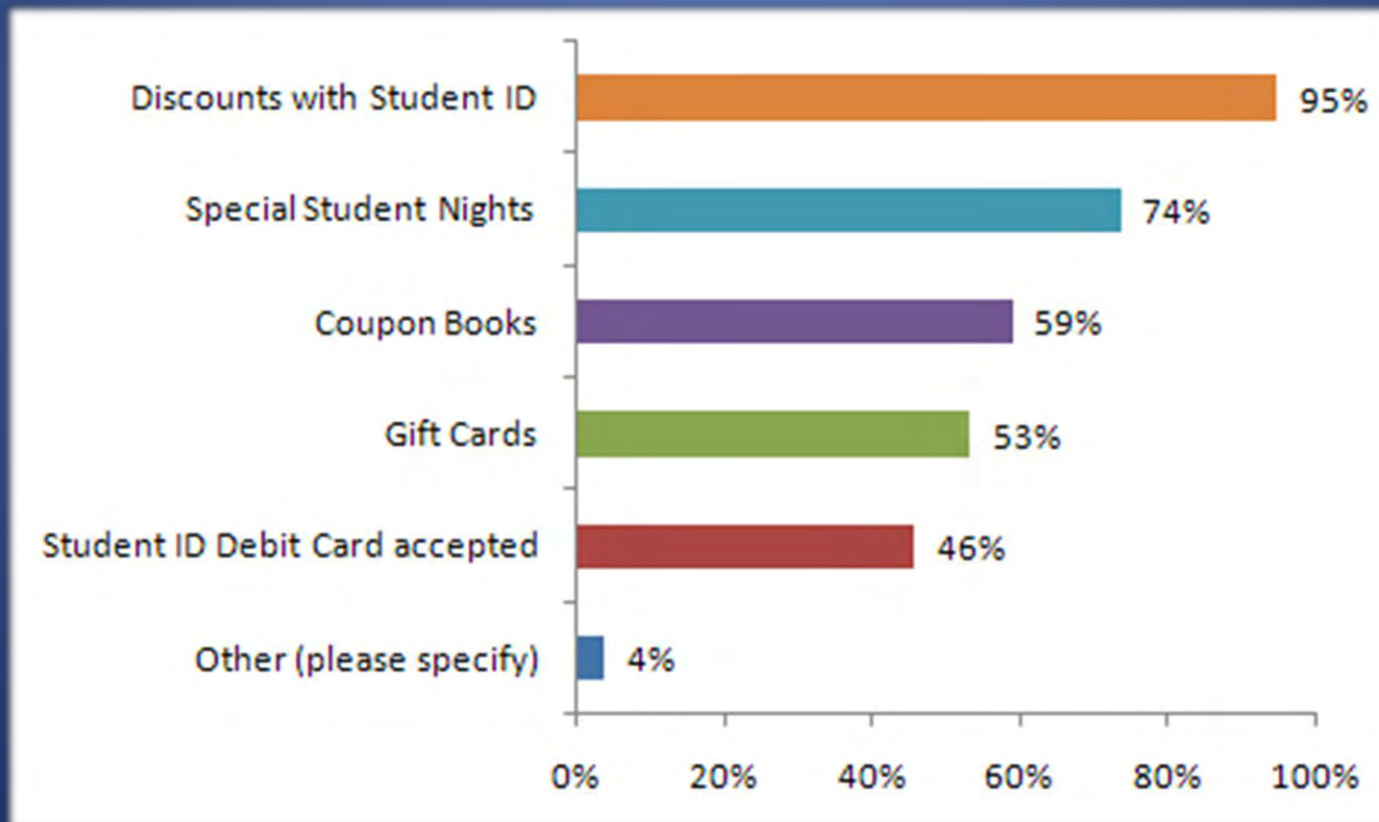
What retail stores or types of stores would you like to see in Downtown Scranton?

- 43% Bookstores - Barnes & Noble, Borders and general request.
- 30% Major Retailers – respondent indicated a preference for name brand chain(s) as opposed to a general request for a type of store.
- 11% Clothing Stores – mentioned both chains (Gap, Old Navy) and non-specific/independent.
- 10% Pet Shops

# Section V – Student Suggestions & Comments

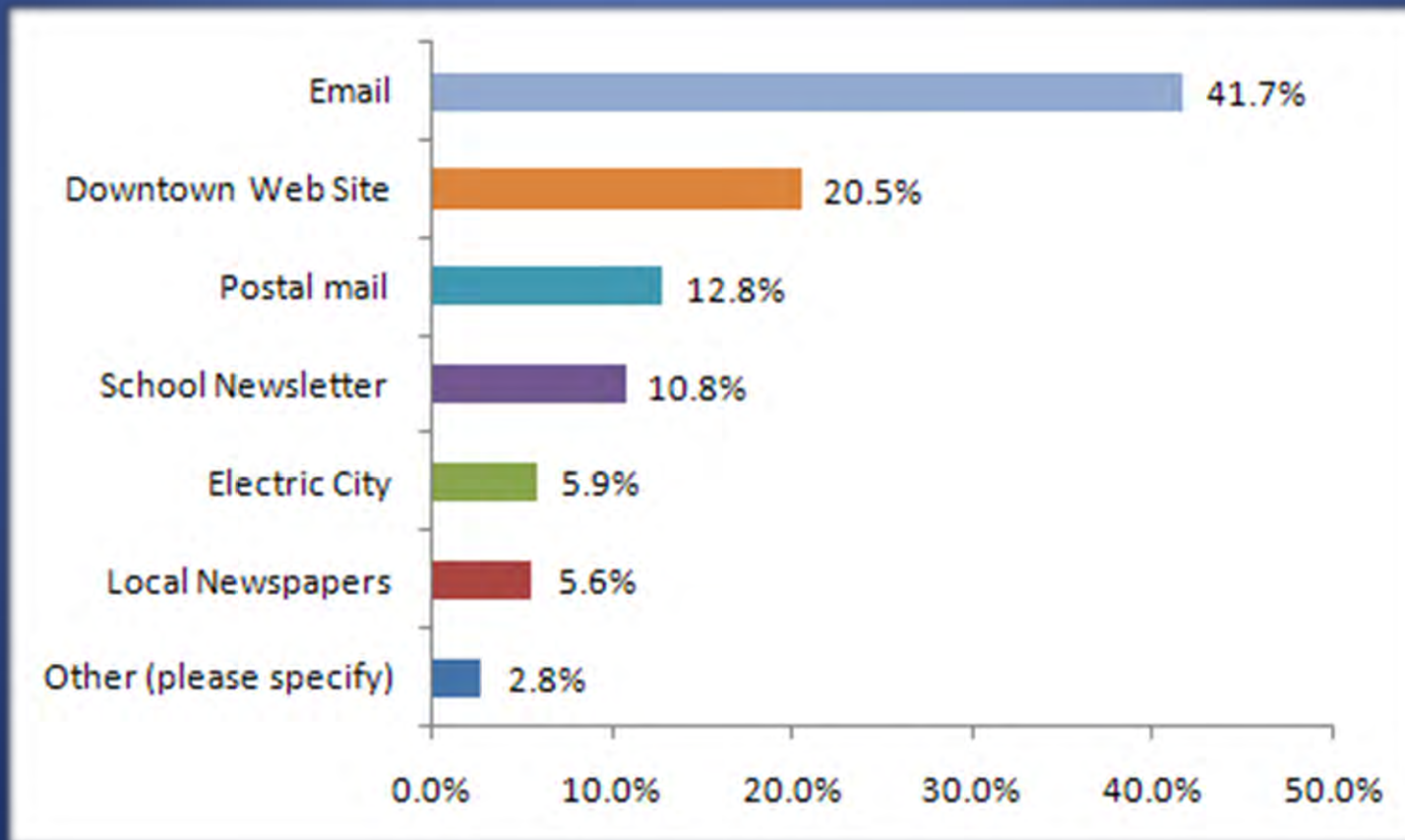
# Section V – Student Suggestions & Comments

What programs would be an incentive for using Downtown Scranton? (select all that apply)



# Section V – Student Suggestions & Comments

How would you prefer to hear about sales and events in Downtown Scranton?



## Section V – Student Suggestions & Comments

What changes could be made to the downtown area that would make dining, shopping and entertainment options more appealing to students?

- 29% Need better / more options
- 23% Offer student incentives
- 19% Improve the appearance
- 15% Less expensive stores, dining
- 14% Better publicity, information

# Section V – Student Suggestions & Comments

What is your general impression of Downtown Scranton as a shopping, dining and entertainment destination?

Category	1 - Poor	2	3	4	5 - Excellent	Rating Avg
Dining Destination	8%	22%	43%	20%	6%	2.9
Shopping Destination	11%	26%	39%	19%	5%	2.8
Entertainment Destination	15%	29%	36%	16%	4%	2.6

- Of the 111 comments received on this question, 44% felt that there needs to be **better options** to choose from, 12% said they are **not aware** of what's available.

# Section VI – Key Takeaways

## Section VI – Key Takeaways

- Lackawanna County college students are spending anywhere from \$292,000 to \$470,000 a week off campus.
- 54% of students surveyed indicated that they shop downtown at least once a month, 50% use entertainment or cultural venues and 40% dine at the restaurants.

## Section VI – Key Takeaways

- Many of the types of shops, restaurants, cultural & entertainment venues that the students say they want already exist in downtown Scranton.
- As the survey indicates that knowledge of the wide range of venues available downtown is low, there is great opportunity for growing this market.

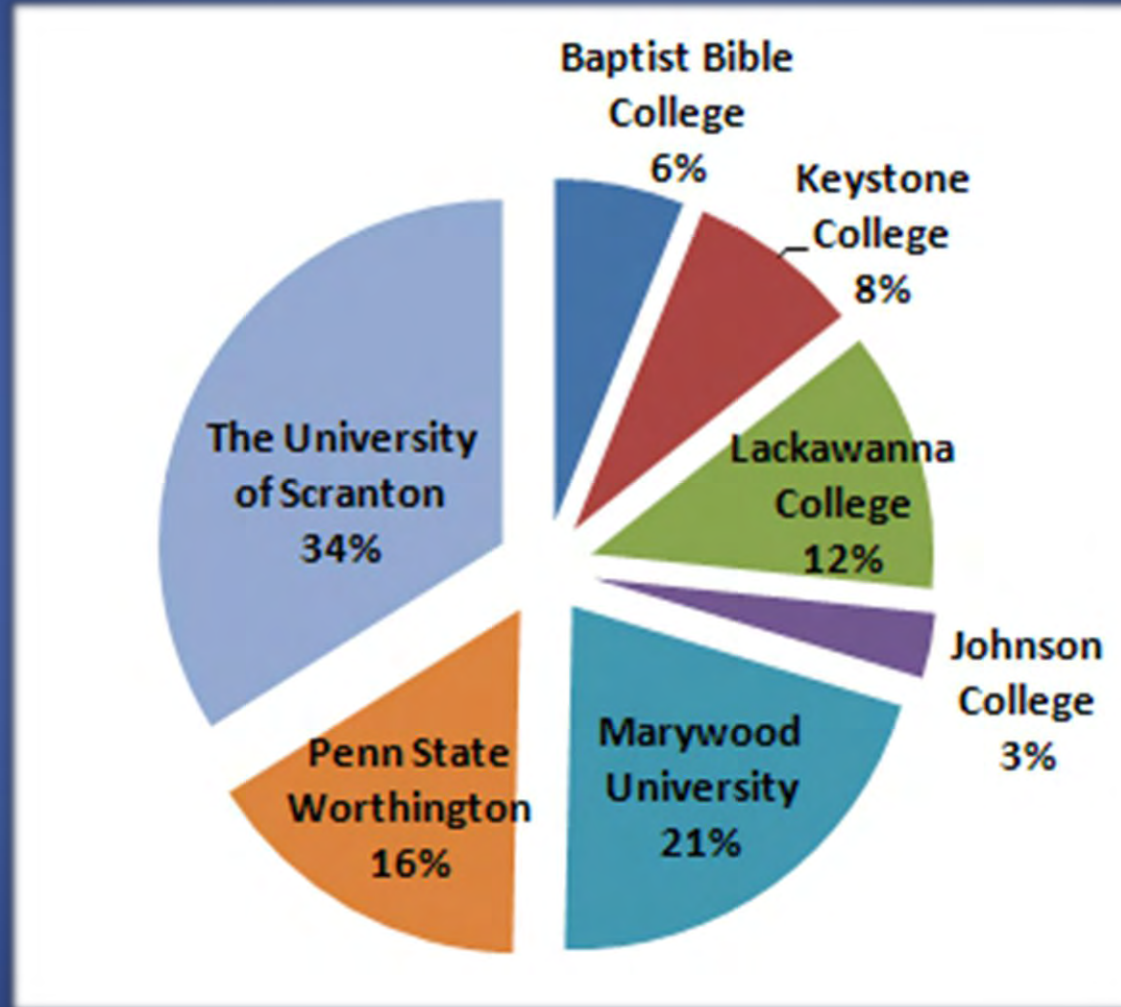
## Section VI – Key Takeaways

- 95% of the students indicated that receiving a discount with their student ID would make them more likely to patronize businesses in downtown Scranton.
- Next Steps???



# Section VII - Appendix

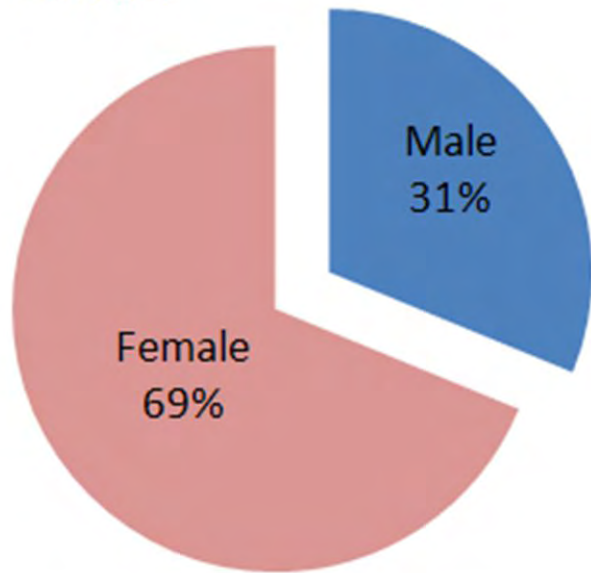
# Section VII - Appendix



Total Sample Size = 1,176

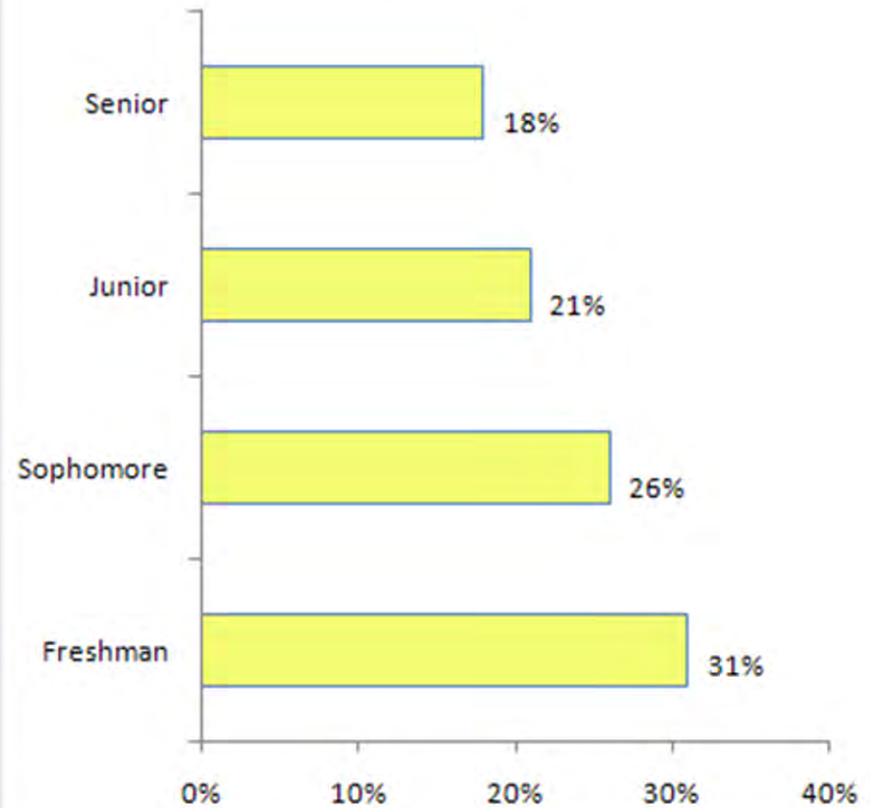
# Section VII - Appendix

## Gender

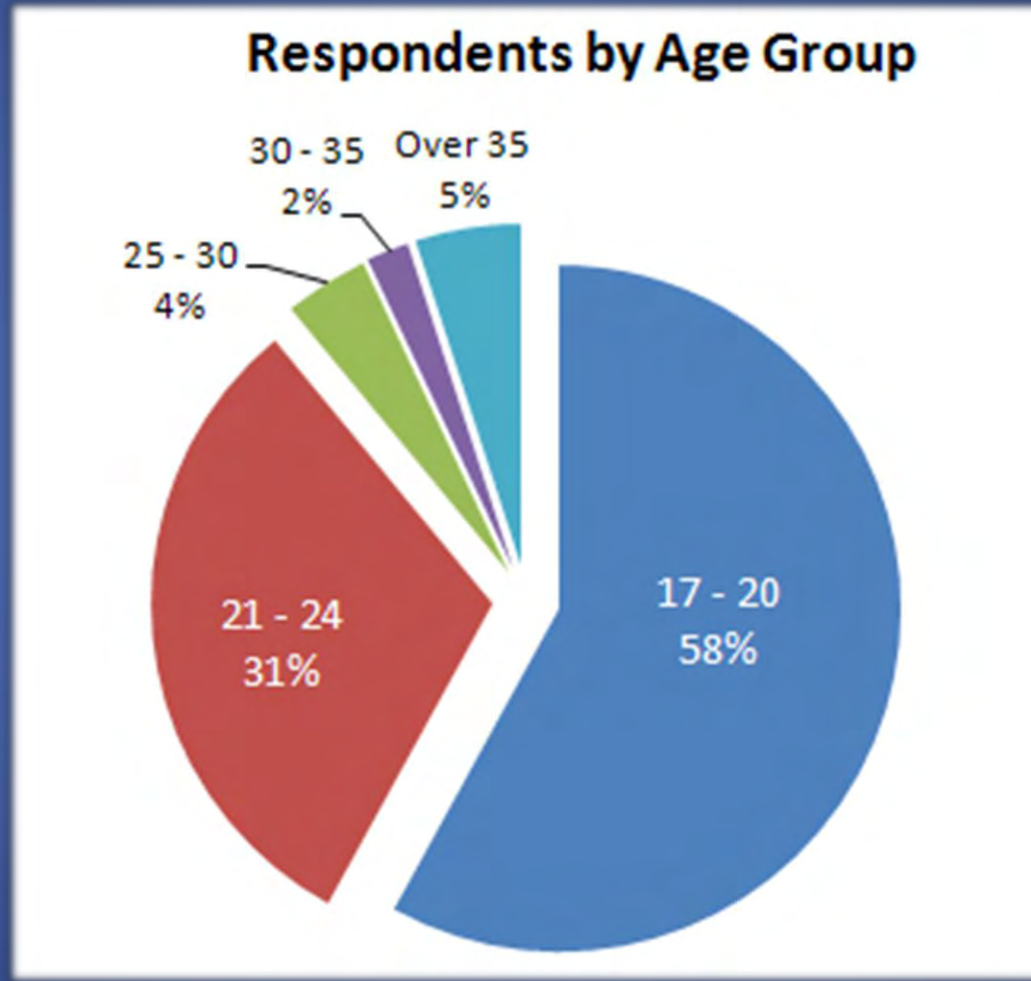


Total Sample Size = 1,176

## Grade Level

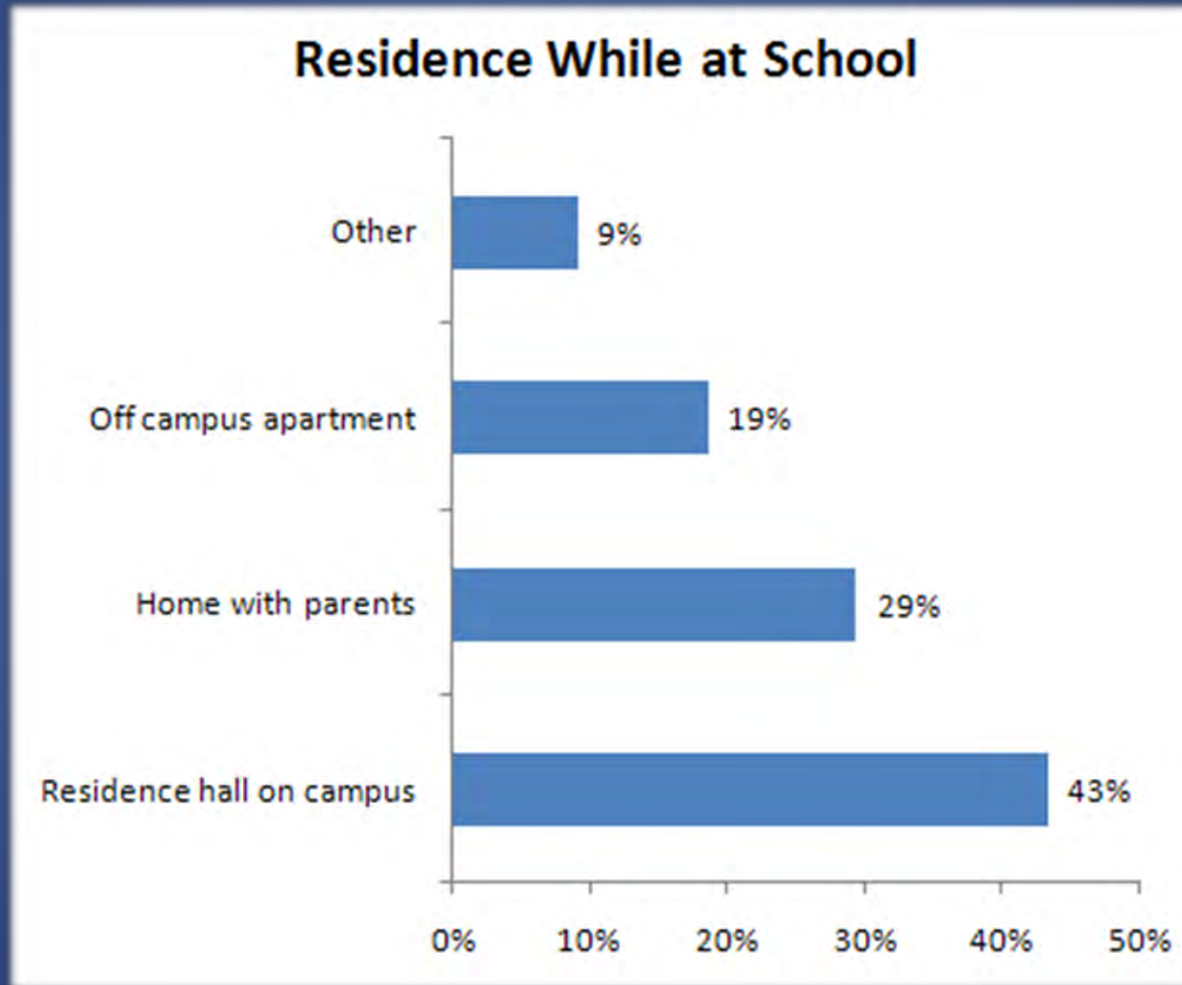


# Section VII - Appendix



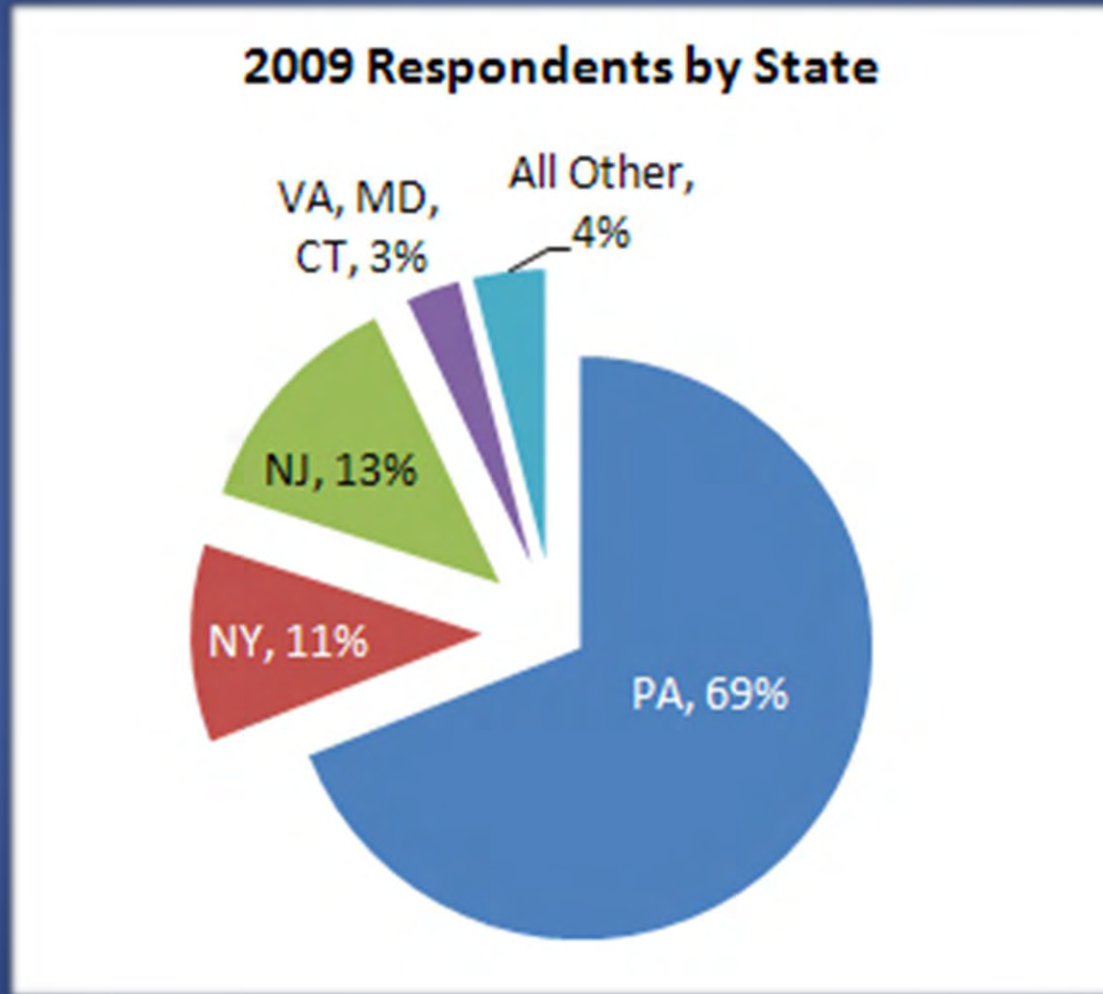
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# Section VII - Appendix



Total Sample Size = 1,176

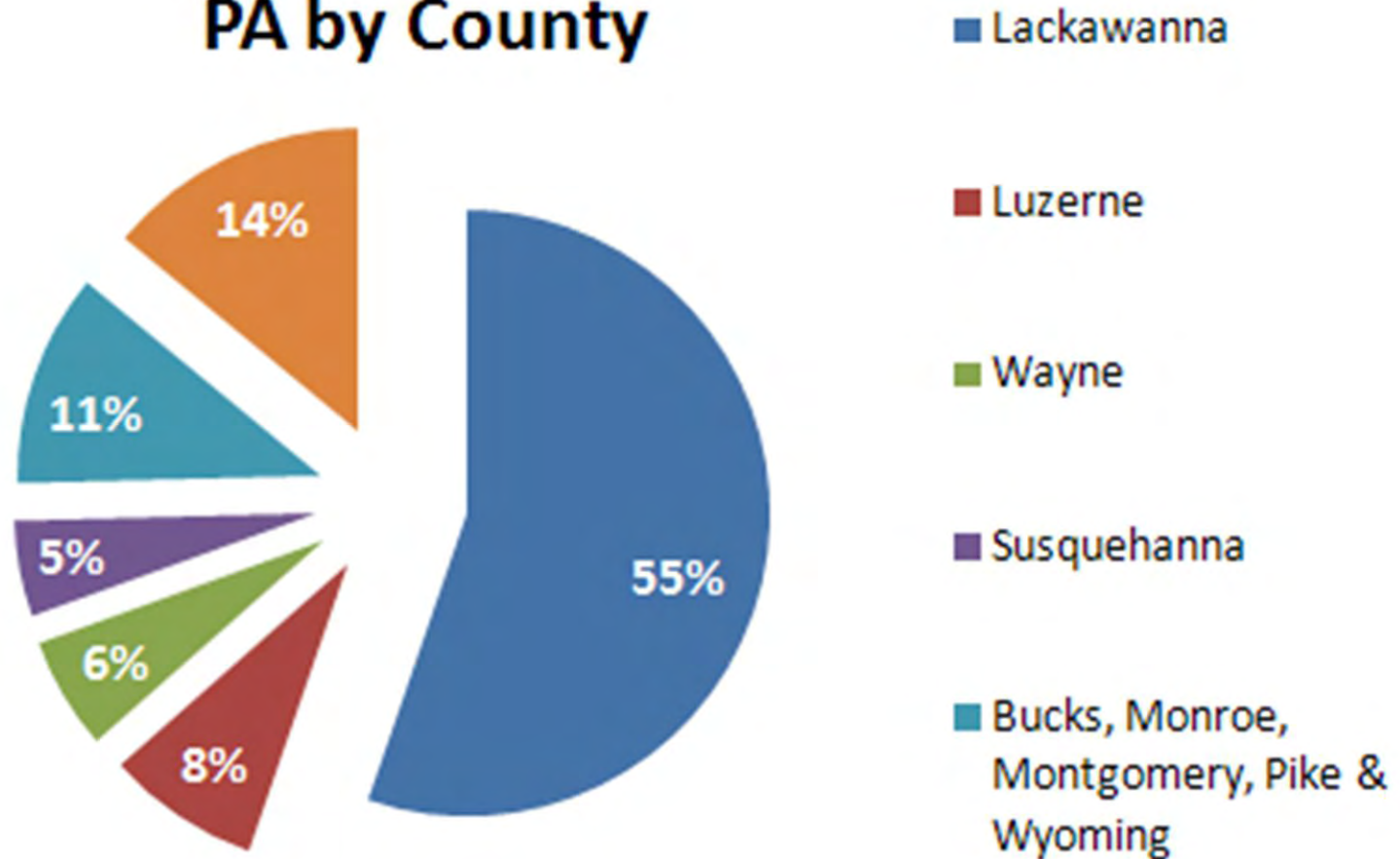
# Section VII - Appendix



Total Sample Size = 1,176

# Section VII - Appendix

## PA by County



Total Sample Size = 1,176

## Section VII - Appendix

Which of the following best describes your access to transportation while you are at school?

I have a car available to me at all times	68%
I rely on public transportation	6%
I can borrow a car when needed	13%
I do not have easy access to any transportation	13%

Our **Thanks** to the following local business that donated prizes for survey incentives:

- Alexander's Spa
- Aroma Café
- Molly Brannigan's
- Northern Light Espresso Bar
- Pro Fitness
- Tan-Fastic Sun Center
- The Hilton Scranton
- The Mall at Steamtown
- The Scranton Cultural Center
- The Vintage Theater

Thank you to our  
community partners!

