

**Making a difference.
Changing lives.**

**The Colleges and Universities of
Lackawanna County offer**

***1 Medical Doctorate Degree
6 Doctoral Degrees
68 Master's Degrees
174 Bachelor's Degrees
74 Associate's Degrees
24 Certificate Programs***

and provide

***275,415 Hours of
Community Service***

**to the people of
Northeastern Pennsylvania
and beyond.**



**Johnson
College**

A TECHNICAL COLLEGE
SCRANTON • PENNSYLVANIA

**Keystone
College**



Tomorrow Starts Here.

**Marywood
UNIVERSITY**

PENNSTATE



TCMC®

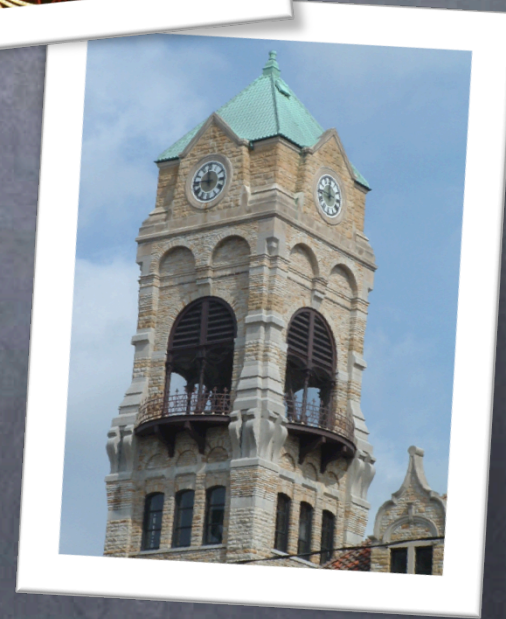
THE COMMONWEALTH
MEDICAL COLLEGE

THE UNIVERSITY OF
SCRANTON
A JESUIT UNIVERSITY

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/Northampton/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



Dining

Undergraduate Students					
	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)	3%	7%	23%	39%	28%
The Mall at Steamtown	1 %	2%	13%	37%	48%
Dickson City (including Viewmont Mall and Commerce Blvd.)	6%	17%	40%	24%	13%
Shoppes at Montage	1%	2%	15%	33%	50 %
Other restaurants close to campus	7%	16%	35%	27%	16%

Dining

Graduate Students					
	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 at Steamtown)	6%	15%	23%	30%	26%
The Mall at Steamtown	0%	2%	12%	32%	54%
Dickson City (including Viewmont Mall and Commerce Blvd.)	2%	24%	38%	22%	13%
Shoppes at Montage	0%	2%	17%	41%	41%
Other restaurants close to campus	6%	18%	34%	24%	19%

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



Shopping

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

	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 at Steam Town)	2%	3%	15%	37%	44%
The Mall at Steamtown	2%	6%	32%	43%	18%
Dickson City (Including Viewmont Mall and Commerce Blvd)	8%	18%	46%	21%	8%
Shoppes at Montage	1%	3%	23%	38%	34%

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

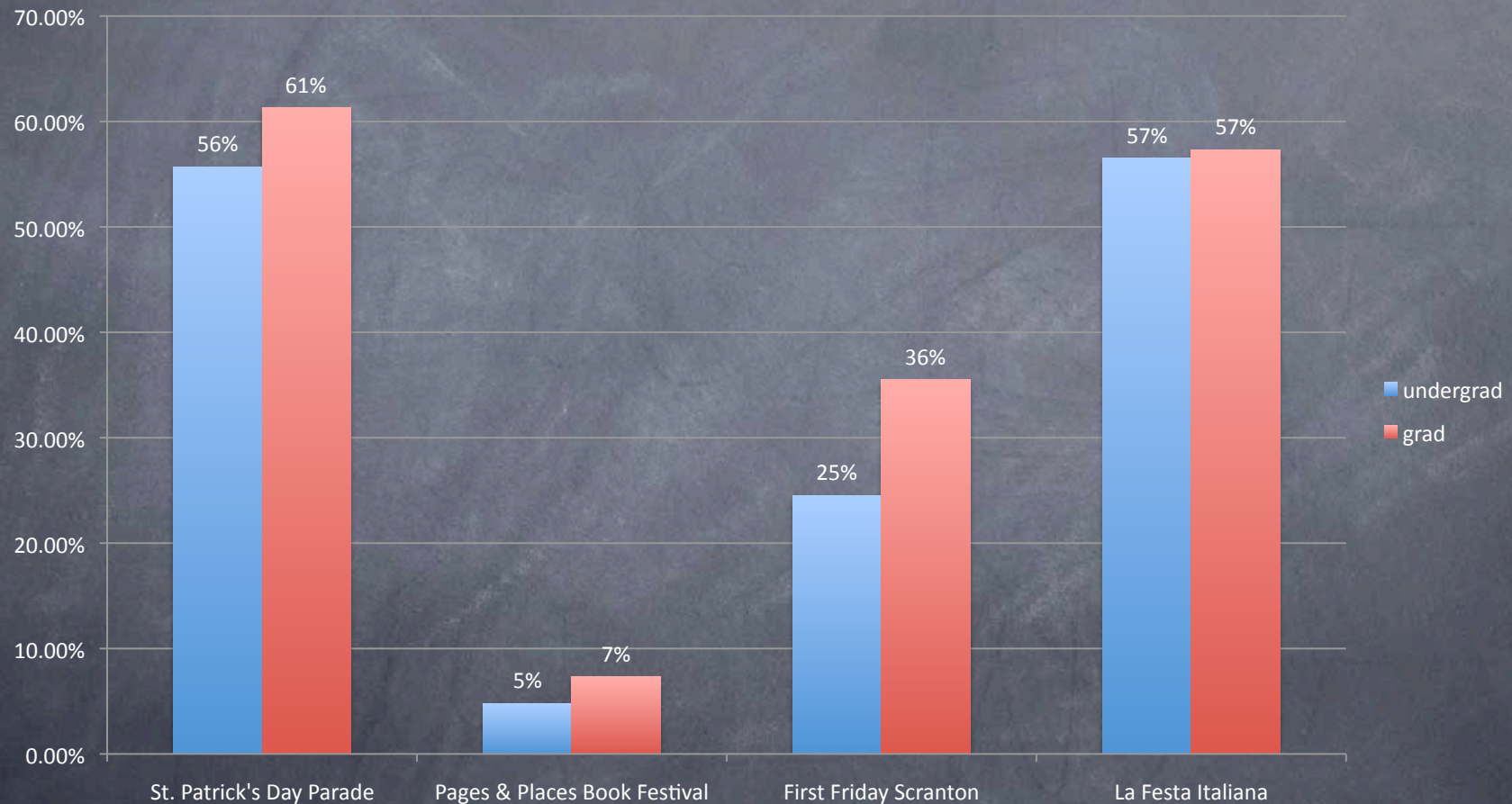


Entertainment & Cultural Events

	More than once a week	Once a week	Once or twice a month	Less than once a month	Never
Graduate	2%	13%	31%	43%	11%
Undergraduate	2%	12%	32%	43%	11%

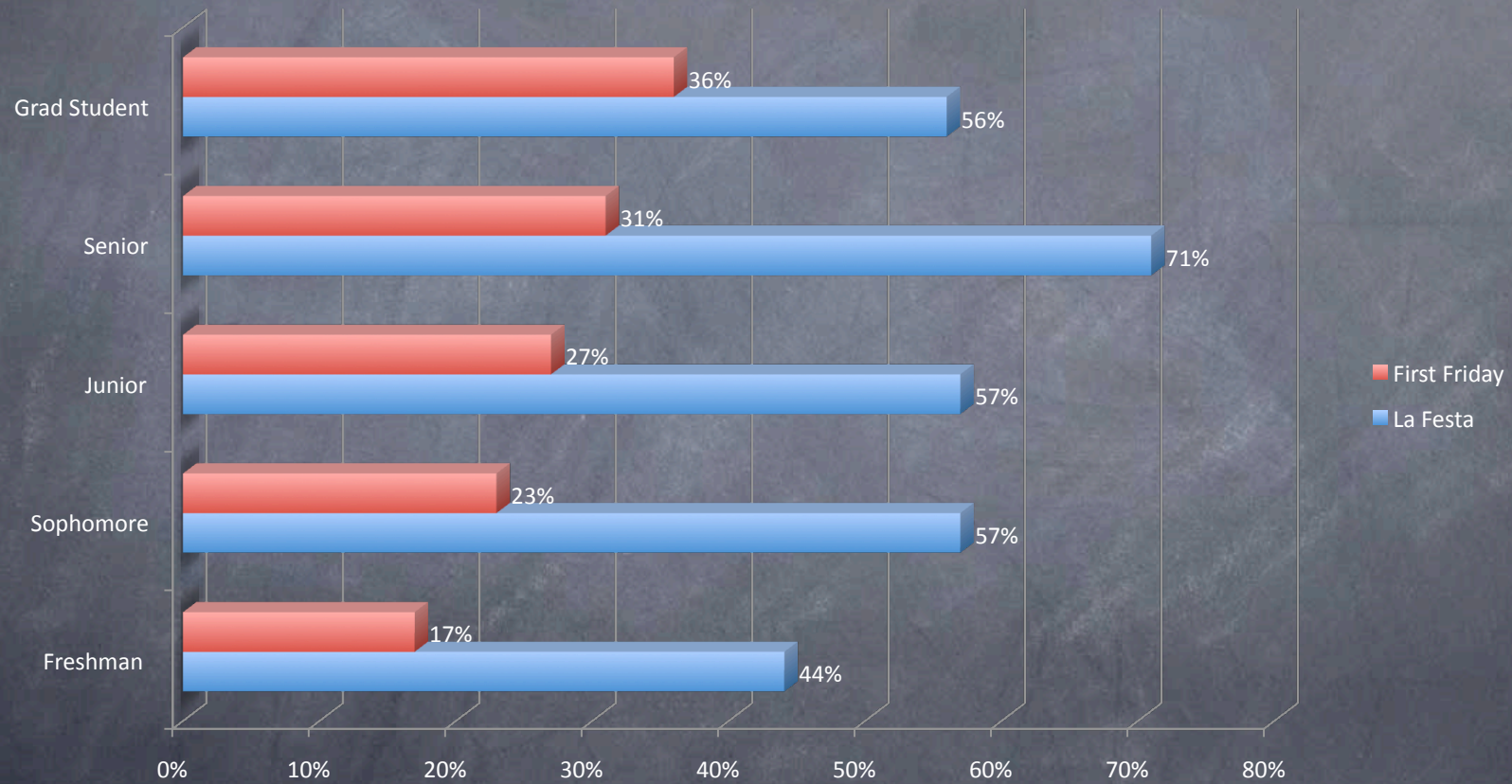
Entertainment & Cultural Events

Attendance at downtown events/festivals



Entertainment & Cultural Events

Differences in patronization by class year



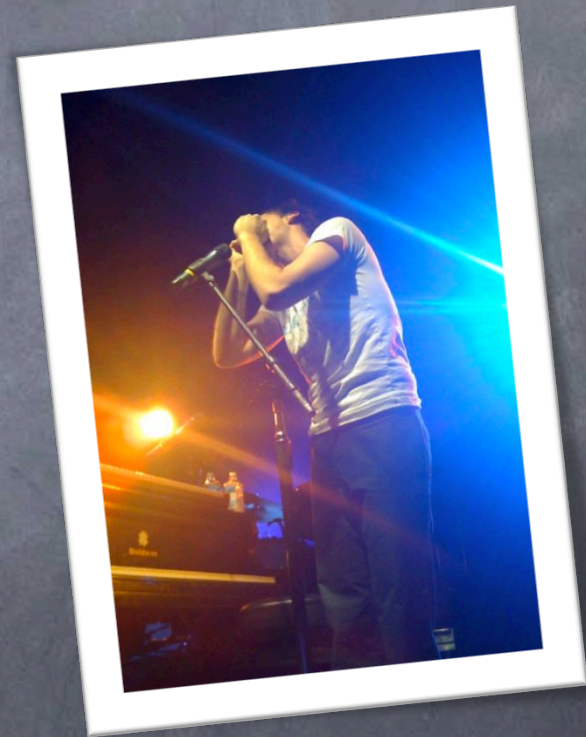
Entertainment & Cultural Events

- 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.

Entertainment & Cultural Events

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 indicated 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

Student Comments/Suggestions

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

	1 (Poor)	2	3	4	5 (Excellent)	Rating Average
Shopping Destination	16%	30%	38%	13%	4%	2.59
Dining Destination	8%	26%	39%	23%	5%	2.90
Entertainment Destination	14%	31%	36%	15%	5%	2.64

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

Spending	Sum All Categories*	Restaurants/ Dining	Entertainment/ Culture	Retail Stores
\$0	\$0	\$0	\$0	\$0
\$1 to \$20	\$10,360	\$3,020	\$4,690	\$2,650
\$21 to \$50	\$38,325	\$13,895	\$11,270	\$13,160
\$51 to \$100	\$41,250	\$16,500	\$8,700	\$16,050
Over \$100	\$26,600	\$9,700	\$4,500	\$12,400
	\$116,535	Total spending per month for 1,025 students surveyed		
	\$114	Average spending per student per month (dining, shopping, =entertainment and cultural events)		
	\$1,594,654	Total spending per month - all Lackawanna county college students **		
	\$2,054,455	Total spending per month - rent, utilities, groceries - all students ***		
	\$3,649,108	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!

