



Ten Key Takeaways from DCP's 2014 Downtown Perception & Use Survey:

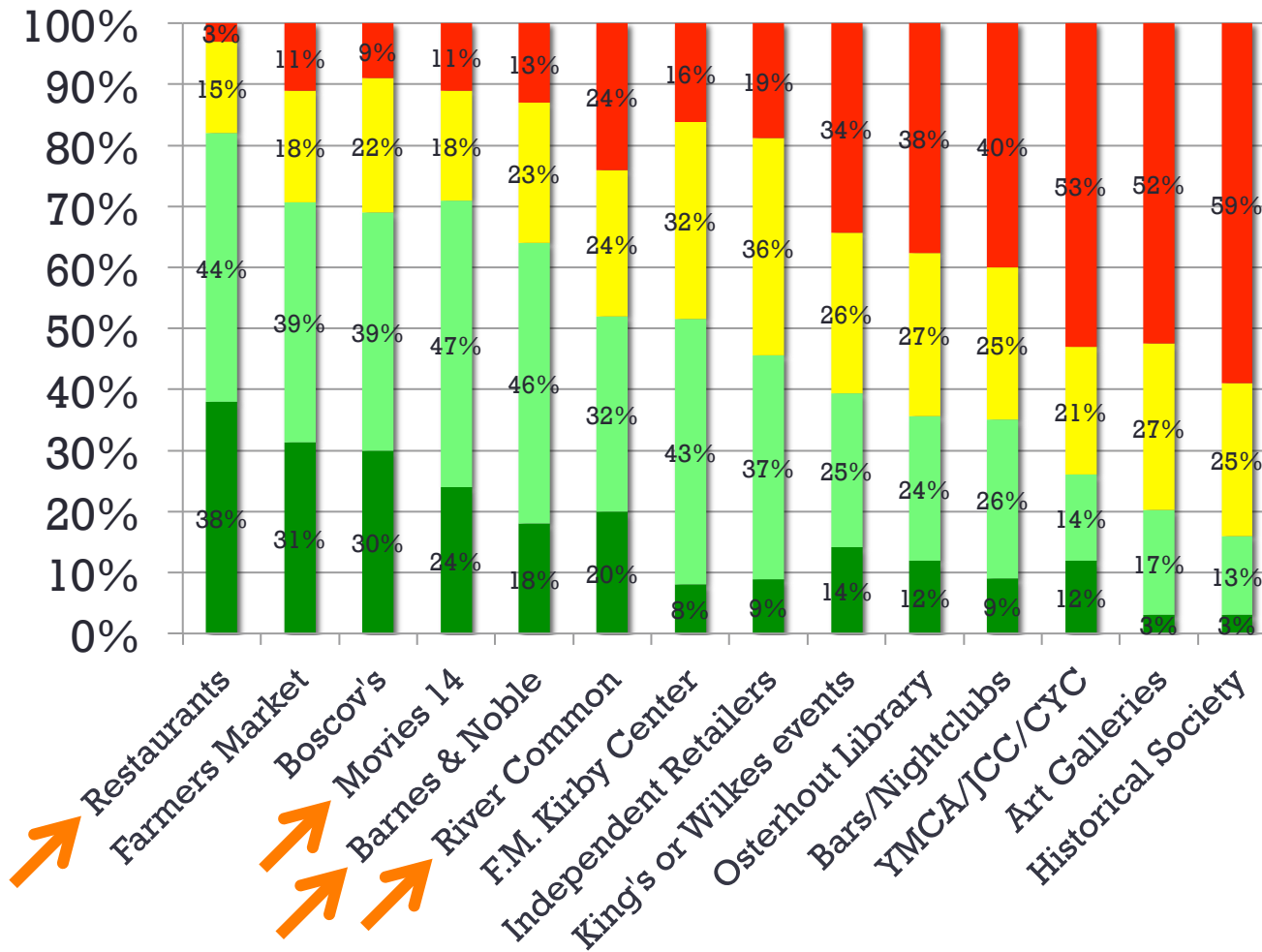
2014 Downtown Wilkes-Barre Perception & Use Survey



- Survey open from April 25 to May 31, 2014
- More than 1,000 people took the survey.
- 825 people took the time to complete the survey in its entirety.
- Overall results shown here have a 3.5% margin of error at a 95% confidence interval.
- Profile of survey respondents:
 - 40% work in Downtown
 - 20% attend school in Downtown
 - 11% live in Downtown
 - The remaining 29% visit Downtown for other reasons – or never visit Downtown.

Takeaway 1:

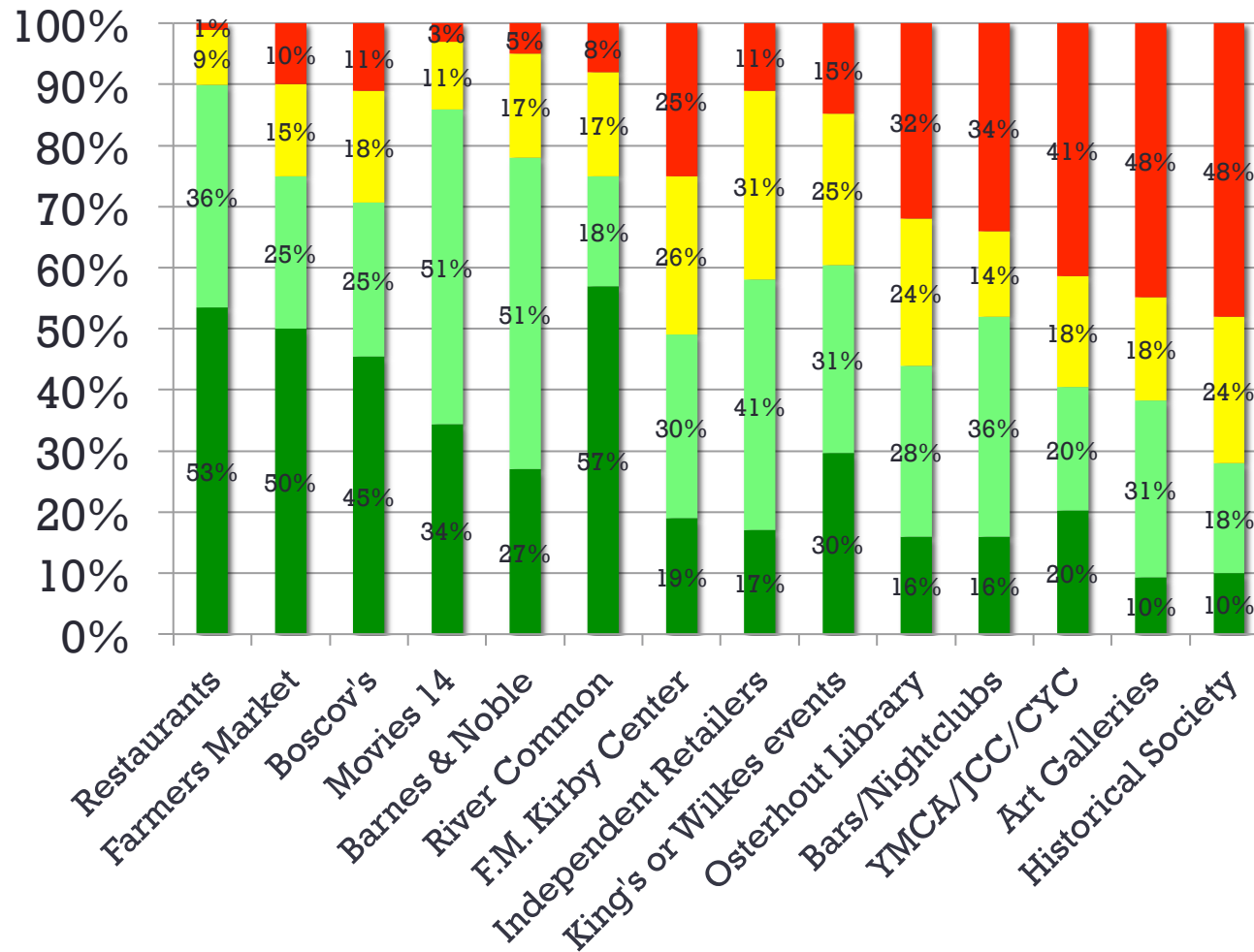
Many of today's most frequently-visited Downtown destinations simply didn't exist ten years ago.



All Respondents:
How often do you patronize the following Downtown destinations?

- Never
- Seldom
- Occasionally
- Regularly

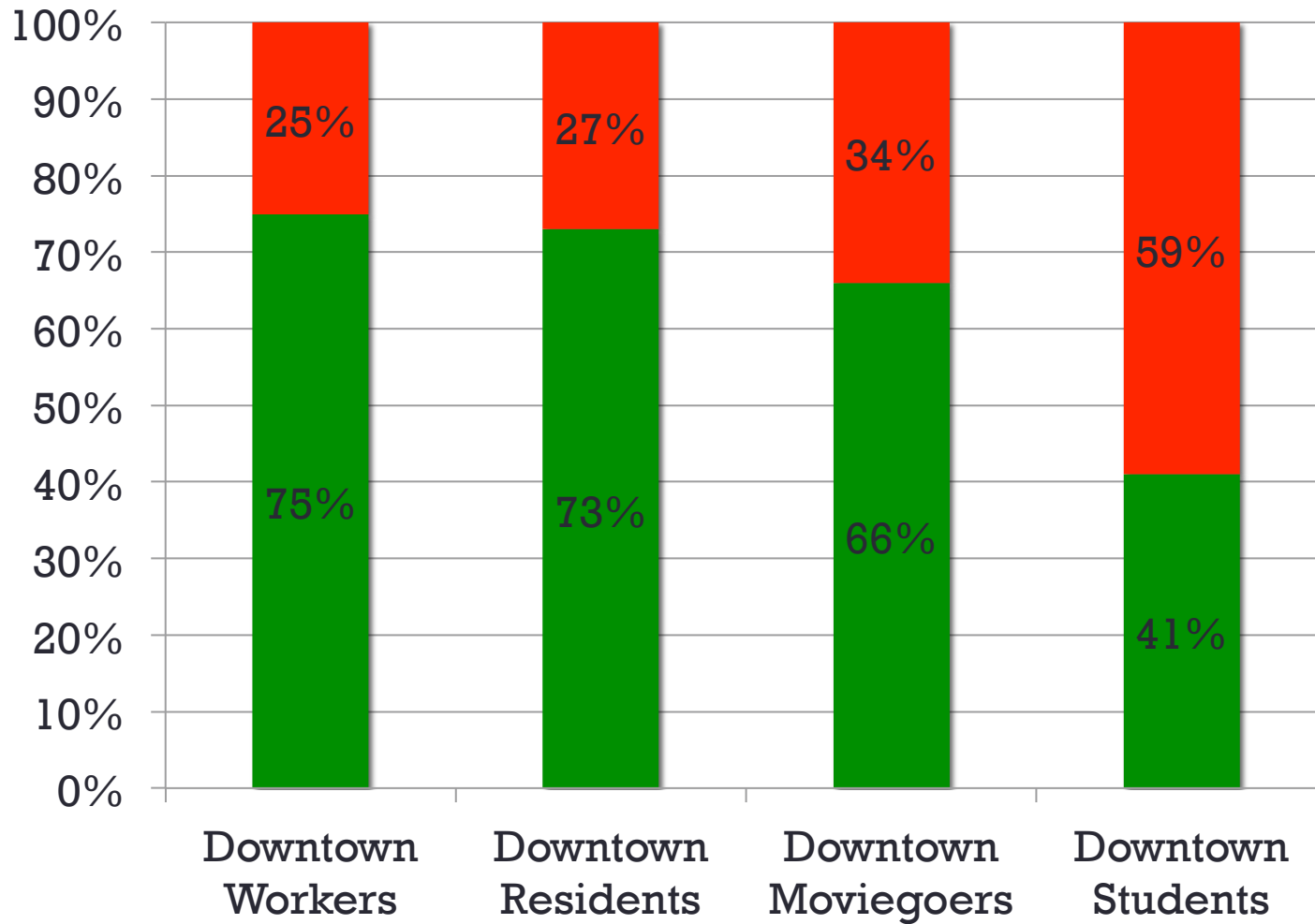
Takeaway 2: Growth of Downtown residential is key:



**Downtown Residents:
How often do you patronize the following Downtown destinations?**

- Never
- Seldom
- Occasionally
- Regularly

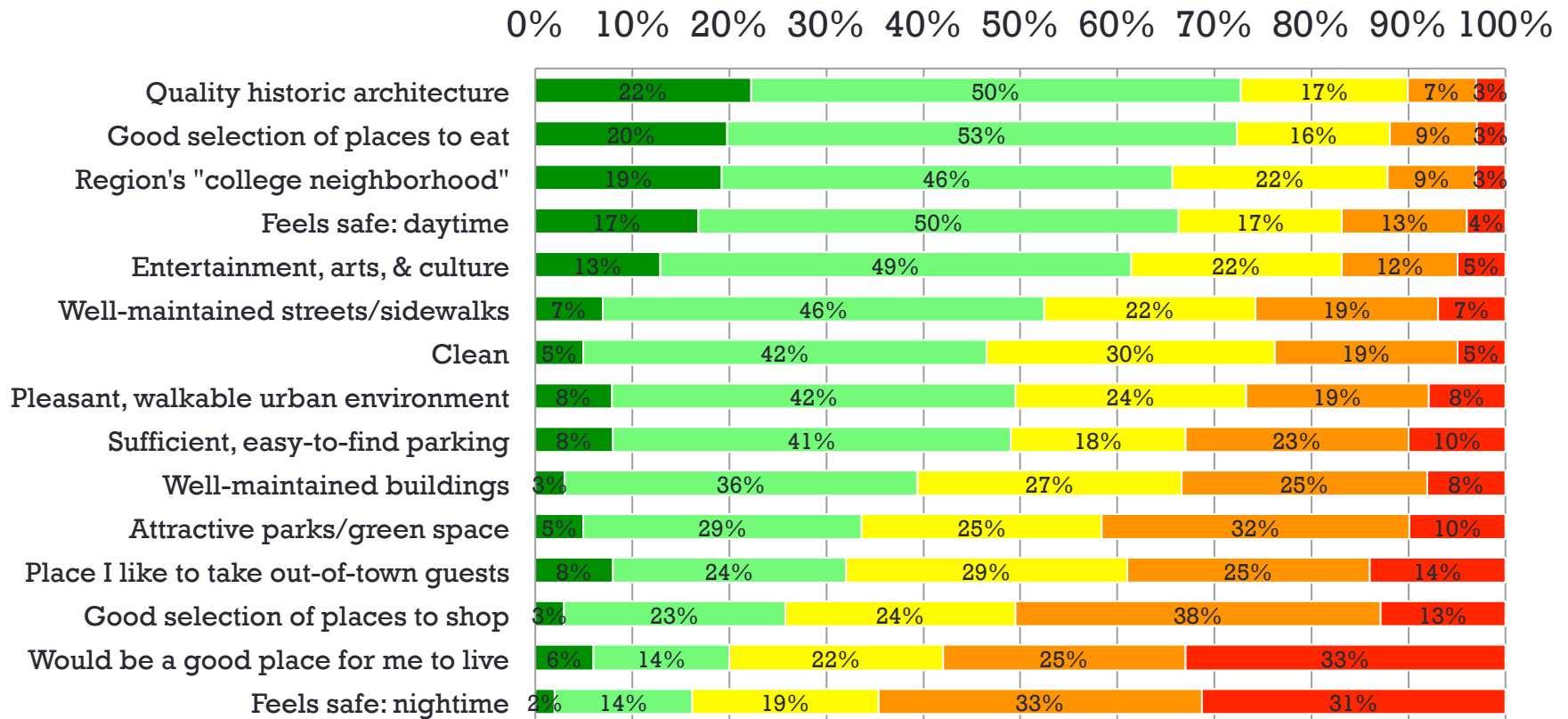
Takeaway 3: Residential growth can create retail demand



**In 2013,
did you
do any
holiday,
gift, or
special
occasion
shopping
in
Downtown?**

■ No
■ Yes

Takeaway 4: Downtown has substantial strengths on which we can build – but also substantial weaknesses



■ Strongly Agree
 ■ Agree
 ■ Neither Agree nor Disagree
 ■ Disagree
 ■ Strongly Disagree

Takeaway 5:
Strong differences of opinion between
Downtown's Believers and Non-Believers



Top 5 Differences of Opinion about Downtown:

5. Downtown feels safe at night
4. Downtown is a good place for arts, culture, and entertainment
3. Downtown feels safe during daytime
2. Downtown is a place I like to take out-of-town guests
1. Downtown offers a pleasant, walkable urban environment

However, Downtown's strengths as a dining destination, "the region's college neighborhood," and a treasury of historic architecture are clearly acknowledged across the board.

Takeaway 6:

Here's what survey respondents like best about
Downtown Wilkes-Barre:



Takeaway 7:

Here's what survey respondents like least about

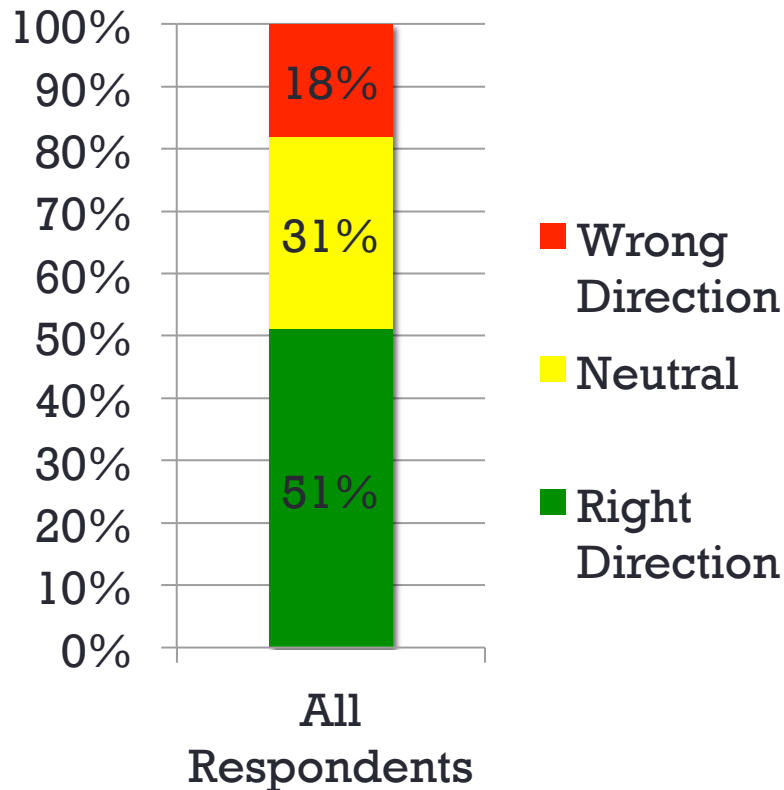
Downtown :



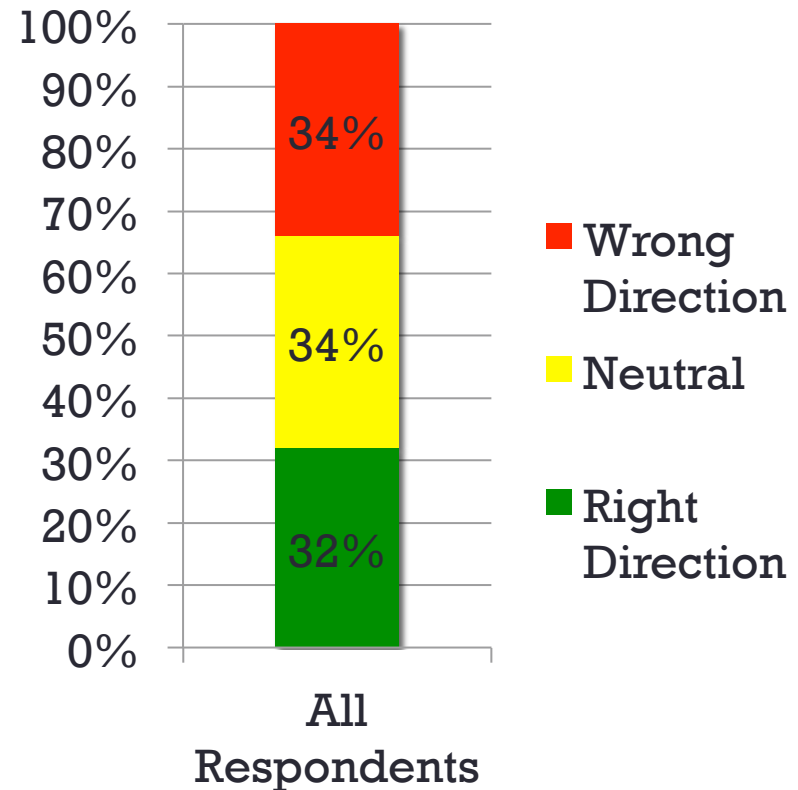
Takeaway 8: There's more optimism about the future of Downtown Wilkes-Barre than about the future of Greater Wilkes-Barre.



Downtown Wilkes-Barre



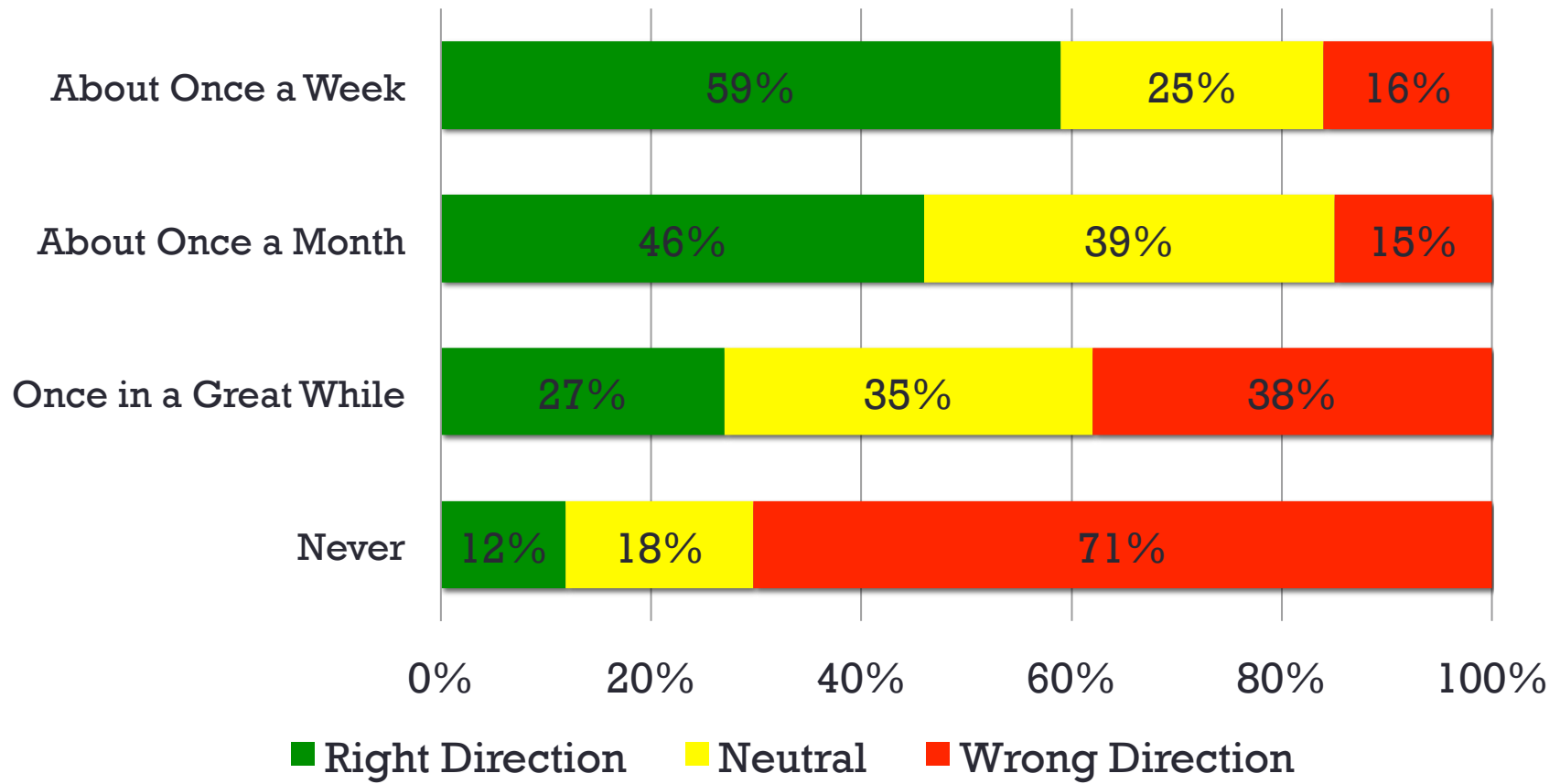
Greater Wilkes-Barre



Takeaway 9: Regular Downtown visitors like what they see:



Right Direction/Wrong Direction by frequency of visitation



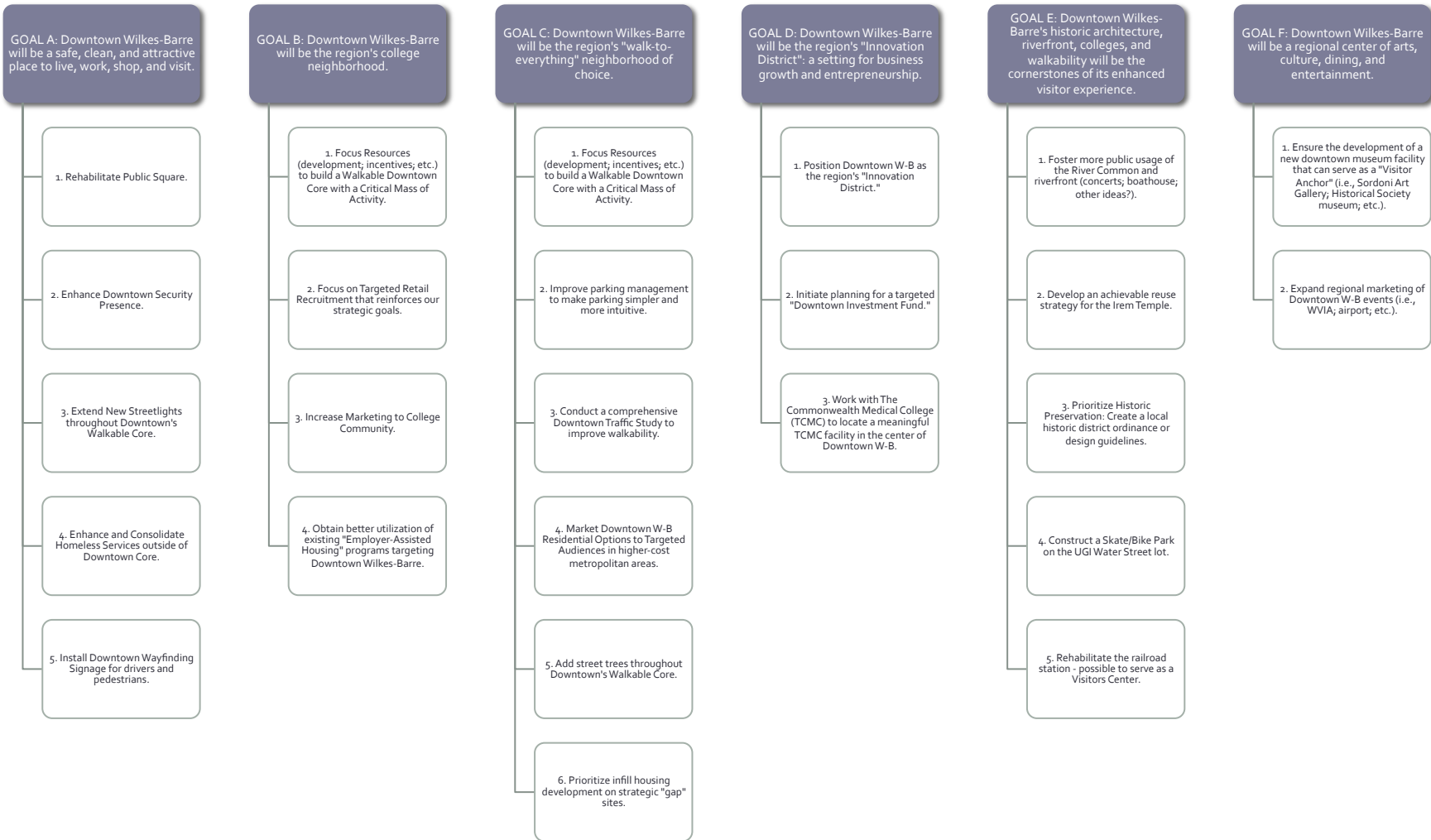
Takeaway 10:
Here's what survey respondents would like to see in
Downtown's future:



The survey data generated a SWOT analysis, leading to priorities for the next several years of Downtown revitalization.



Six Goals for the Next Five Years:





COMMENTS OR QUESTIONS?

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