

## Results of 2006 Media Business Owners Survey

- > This survey was conducted in September and October 2006 by the Media Business Authority (MBA) with the help of its marketing firms Dietrich Designs and Morrioni Technologies to determine current opinions and trends within the Media Business Community. The Survey was distributed to 365 businesses which were given a few weeks to complete and return it the MBA. *Lawyers were not included in the Survey.*
- > A total of 140 business responded to the Survey.
- > The survey results can be helpful to the MBA in promoting Media, to:
  - *Refine Target Demographics*
  - *Determine Core Messaging*
  - *Determine Core Strategies*
  - *Determine Upcoming Placements*
  - *Determine Ideal Placements*
- > The complete results can be viewed on the MBA website:  
**mediabusinessauthority.com.**

**Overview of Survey Results - *Questions are summarized for space. Some questions have been skipped. Some question percentages will not add up to 100%.***

1. Select your type of business: *Retail* – 60%; *Service* – 25.26%;  
*Other* – 8.42%; *Professional* – 6.32%.
2. If retail, please describe your business industry:

28.40% <b>Food/Drink</b>	2.47% <b>Food Store</b>
14.81% <b>Other</b>	2.47% <b>Medical/Pharmaceutical</b>
11.11% <b>Gift/Specialty</b>	2.47% <b>Print/Copy</b>
7.41% <b>Financial</b>	1.23% <b>Auto/Gas</b>
6.17% <b>Fashion/Apparel</b>	1.23% <b>Books/News</b>
4.94% <b>Art/Gallery</b>	1.23% <b>Computers/Electric</b>
4.94% <b>Health/Beauty</b>	1.23% <b>Craft/Hobby</b>
3.70% <b>Florist/Garden</b>	1.23% <b>Home Furnishings</b>
3.70% <b>Sports/Outdoors</b>	1.23% <b>Vision/Optics</b>
3. Physical location of Business:
  - **Street level on/near State Street or Baltimore Pike** - 85.42%
  - **Office building on/near State Street or Baltimore Pike** – 4.17%
  - **2 blocks from State Street or Baltimore Pike** – 4.17%
  - **on Rt. 252, near State Street or Baltimore Pike** – 3.13%
  - **2<sup>nd</sup> Floor, not near State Street or Baltimore Pike** – 2.08%
4. Years Businesses located in Media: **20+**: 34.38%; **1-2**: 17.71%; **11-20**: 12.5%;  
**3-5**: 12.5%; **6-10**: 12.5%; **less than one year**: 10.42%.
5. Number of employees: **#1-3**: 39.13%; **#4-8**: 33.7%; **# 9-15**: 14.13%; **#16-30**: 7.61%;  
**#31-100**: 4.35%; **#100+**: 1.09%.

**(Questions 6. to 12. – Survey of Store Hours, hour-by-hour, store-by-store)**

### 13. Thoughts on Store Hours:

- 54% - **Open all the hours I need to be**
- 23% - **Open more hours if I were sure of sales**
- 7% - **Open more hours if others were**
- 6% - **Open more hours, but can't find good staff**
- 5% - **Can't be open more hours for personal reasons**
- 4% - **Should be open more – can't afford staff**
- 1% - **Would be open more hours if I were sure of sales**

14. If Store hours were promoted widely by MBA, how inclined would you be to conform to those hours? **Very Positively: 16.30%; Positively: 27.17%; No Effect: 56.52%**

15. If extended store hours throughout the business district were promoted by the MBA, how inclined would you be to conform to those store hours?

*Very Inclined* - 24.10%; *Likely* - 30.12%; *Unlikely* - 37.35%; *Very Unlikely* - 8.43%

16. **Busiest months of year: Jan. 5.19%; Feb. 3.46%; March 5.54%; April 10.73%; May 10.38%; June 7.96%; July 1.73%; Aug. 1.38%; Sept. 9.34%; Oct. 11.07%; Nov.14.19%; Dec. 19.03%**

### BUSINESS DATA

> **Busiest times of the day for your business:**

	<u>Before 11am</u>	<u>11-2</u>	<u>2-5</u>	<u>after 5pm</u>
17. <b>Monday</b>	22.54%	47.59%	14.06%	15.49%
18. <b>Tuesday</b>	17.07%	43.90%	19.51%	19.51%
19. <b>Wednesday</b>	12.50%	43.75%	21.25%	22.50%
20. <b>Thursday</b>	12.12%	39.39%	23.23%	25.25%
21. <b>Friday</b>	14.66%	35.34%	25.00%	25.00%
22. <b>Saturday</b>	17.31%	38.46%	23.08%	21.15%
23. <b>Sunday</b>	14.29%	34.29%	25.71%	25.71%

> **How have these events affected foot traffic or sales for your business, either during the event or in the next few days or weeks?**

	<u>Very Positively</u>	<u>Post.</u>	<u>Negative</u>	<u>Very Neg.</u>	<u>No Effect</u>
24. <b>Great Easter Egg Hunt(Glen Providence Park)</b>	2.41%	1.20%	2.41%	2.41%	91.57%
25. <b>Americana Roots Ramble (Spring)</b>	11.11%	13.58%	2.47%	2.47%	70.37%
26. <b>Art Exhibition &amp; Craft Fair (June)</b>	11.90%	21.43%	5.95%	3.57%	57.14%
27. <b>State Street Blues Stroll (June)</b>	18.82%	17.65%	2.35%	2.35%	58.82%
28. <b>Media 5-Mile Race (June)</b>	5.88%	23.53%	10.50%	7.06%	52.94%
29. <b>Media Garage Sale Day(s) (Sept.)</b>	2.41%	14.46%	4.82%	2.41%	75.90%
30. <b>Food Festival (October)</b>	13.92%	16.46%	5.06%	2.53%	62.03%
31. <b>Jazz by Night (October)</b>	14.86%	14.86%	2.70%	2.70%	64.86%
32. <b>Halloween Parade (October)</b>	6.10%	12.20%	9.76%	2.44%	69.51%
33. <b>Super Sundays (May &amp; September)</b>	9.64%	15.66%	6.02%	3.61%	65.06%
34. <b>Second Saturdays (monthly)</b>	12.20%	17.07%	2.44%	2.44%	65.85%
35. <b>Third Thursdays (discontinued)</b>	5.00 %	7.50%	2.50%	2.50%	82.50%
36. <b>Media Theatre Broadway Series</b>	4.40%	7.96%	1.10%	3.30%	83.52%

**DEMOGRAPHICS** – Please describe the target market for your business:

**37. Gender:**

**Female** – 7.61%; **Male** - 3.26%; **Both** - 89.13%

**38. Age:**

**25 to 44** - 27.68%; **45 to 54** - 22.88%; **55 to 64** - 18.08%;  
**Over 64** - 12.92%; **18 to 24** - 11.44%; **Under 18** - 7.01%

**39. Annual Household Income:**

**\$50K to \$99K** - 33.70%; **\$100K to \$199K** – 19.57%; **\$25K to \$49K** - 16.85%;  
**\$200K+** - 15.22%; **\$15K to \$24K** – 7.61%; **Under \$15K** - 7.07%

**40.”Court House employees and professionals”:** 14%

**41. “People who work in Media”:** 22%

**42. “Residents of Media”:** 37%

**43. “Visitors to Media”:** 25%

**44. “Media Area”:** 52%

**45. Philadelphia:** 2%

**46. EAST:** 12%

**47. SOUTH:** 7%

**48. Delaware:** 1%

**49. WEST:** 8%

**50. NORTH:** 7%

**51. NORTHEAST:** 4%

**52. MAIN LINE:** 4%

**MARKET IMPRESSIONS**

> Based on above demographics, rank the challenge of bringing visitors to Media more often:

	<b><u>Major Challenge</u></b>	<b><u>Minor Challenge</u></b>	<b><u>Don’t Know</u></b>	<b><u>Not a Problem</u></b>
<b>53. Perceived transportation difficulties:</b>	10.84%	25.30%	28.92%	34.90%
<b>54. Actual transportation difficulties:</b>	2.44%	28.05%	26.83%	42.68%
<b>55. Availability of Media parking:</b>	57.78%	28.89%	4.44%	8.89%
<b>56. General awareness of Media offerings:</b>	31.40%	45.35%	11.63%	11.63%
<b>57. Perception of Media business quality/variety:</b>	28.92%	36.14%	16.87%	18.07%
<b>58. Perception of other nearby town business quality/variety:</b>	15.85%	28.05%	40.24%	15.85%
<b>59. Perception of nearby Mall business quality/variety:</b>	7.14%	34.57%	34.57%	23.46%

> How well do the following shopping areas compete for your business?

	<u>Strong Competition</u>	<u>Some Compet.</u>	<u>No Compet.</u>	<u>Not Sure</u>
60. Springfield Mall	6.98%	23.26%	65.12%	4.65%
61. Granite Run Mall	9.30%	23.26%	61.63%	5.81%
62. E. Baltimore Pike Shopping Areas	4.71%	24.71%	64.71%	5.88%
63. Shoppes at Brinton Lakes	2.30%	24.14%	66.67%	6.90%
64. Downtown West Chester	5.81%	26.74%	61.63%	5.81%
65. Main Line Shopping Areas	9.52%	28.57%	55.95%	5.95%
66. Downtown Kennett Square	1.18%	12.94%	77.65%	8.24%
67. Delaware (State)	2.44%	20.73%	67.07%	9.76%
68. Philadelphia	6.17%	25.93%	60.49%	7.14%

> To what degree do the following traits help make your business become more competitive versus the competitors listed above?

	<u>A lot</u>	<u>A little</u>	<u>Not at all</u>
69. Your location	50.55%	29.67%	19.78%
70. Your parking	24.72%	14.61%	60.67%
71. Your hours	21.59%	40.91%	37.50%
72. Your service	84.44%	5.56%	10.00%
73. Your name brands	45.68%	19.75%	34.57%
74. Your quality	79.31%	6.90%	13.79%
75. Your selection	63.10%	19.05%	17.86%
76. Your price	48.24%	29.41%	22.35%

77. In general, in which direction would you like to see Media Businesses to grow?  
*more diverse* – 36.48%; *more upscale* – 28.93%; *more eclectic* – 22.64%  
*more mainstream* – 9.43%; *less expensive* – 2.52%

> With your business in mind, which of the following businesses would you like to see more or less in Media?

	<u>More</u>	<u>Less</u>
78. Large Retail	28.57%	71.43%
79. Owner-operated	95.29%	4.71%
80. Residential Services (e.g. dry cleaners, repair)	62.67%	37.33%
81. Fashion / Apparel	90.12%	9.88%
82. Entertainment Venues	91.14%	8.86%
83. Restaurants	50.00%	50.00%
84. Medical / Pharmaceutical	30.14%	69.86%
85. Health / Beauty	37.50%	62.50%
86. Sports / Outdoors	77.22%	22.78%
87. Books / News	83.33%	16.67%

> **How have the following additions to Media affected your business?**

	<u>Very Positive</u>	<u>Positive</u>	<u>No Effect</u>	<u>Negatively</u>	<u>Very Neg.</u>
<b>88. Court House</b>	27.66%	43.62%	28.72%	0%	0%
<b>89. Iron Hill Brewery</b>	11.96%	33.70%	48.91%	4.35%	1.09%
<b>90. Business Authority</b>	10.91%	53.85%	32.97%	1.10%	1.10%
<b>91. Media Theatre</b>	14.13%	30.96%	46.74%	2.17%	0%
<b>92. Trader Joe's</b>	20.65%	34.78%	39.13%	4.35%	1.09%
<b>93. Recent Banks</b>	6.52%	13.04%	65.22%	15.22%	0%

> **Which community elements do you consider the primary selling point to draw visitors to Media?**

- 94. 27.47% - Quality of Life**
- 95. 17.98% - Authentic Owner-Operated**
- 96. 16.67% - Walking Proximity to Stores**
- 97. 20.22% - Friendly Hometown**
- 98. 18.89% - Variety of Stores**
- 99. 20.22% - Daytime Options for Visitors**
- 100. 18.89% - Media Theatre**
- 101. 15.73% - Variety of Nighttime Options**
- 102. 29.21% - Delaware County Court House**
- 103. 25.84% - Historical Architecture**

**104. Which community elements do you consider under-utilized in attracting visitors to Media?**

- 18.42% - **Quality of Stores / Restaurants**
- 14.47% - **Authentic Owner-Operated Stores**
- 14.47% - **Variety of Nighttime Options for Visitors**
- 13.16% - **Variety of Stores / Restaurants**
- 11.84% - **Media Theatre**
- 10.53% - **Walking Proximity of Many Stores**
- 9.21% - **Friendly Hometown Community**
- 5.26% - **Historic Architecture**
- 1.32% - **Day time Options for Visitors**
- 1.32% - **Court House**

**105. What is the single most important aspect of your business that makes it an asset to the Media Business District? (Various responses, store-to-store)**

## ADVERTISING

> What percentage of your annual advertising budget is spent with each of the following media?

- 106. 26% - Newspapers
- 107. 13% - Magazines
- 108. 2% - Radio
- 109. 3% - Television
- 110. 19% - Direct Mail/Catalogs
- 111. 8% - Window Displays
- 112. 2% - Billboards
- 113. 8% - Internet Email
- 114. 9% - Local Service Organizations
- 115. 20% - Other (various responses)

116. With which radio stations do you or would you advertise to attract customers to your business?

- |                    |                              |
|--------------------|------------------------------|
| 16.42% - WXPN 88.5 | 5.47% - WMMR 93.3            |
| 14.93% - KYW 1060  | 3.98% - WJJZ 106.1           |
| 8.96% - WHYY 90.9  | 3.48% - WXTU 92.5            |
| 8.46% - WIP 610    | 3.48% - WYSP 94.1            |
| 6.97% - WMGK 102.9 | 2.99% - CBS 1210             |
| 6.97% - WRTI 90.1  | 2.99% - WBEB 101.1           |
| 5.97% - WOGL 98.1  | 1.99% - Other (#11 stations) |

117. With what local magazines or newspapers do you or would you advertise to attract customers to your business?

- |                                |                                 |
|--------------------------------|---------------------------------|
| 20.68% - Town Talk             | 2.95% - Phila. Business Journal |
| 12.24% - Main Line Today       | 2.95% - Philadelphia Gay News   |
| 11.39% - Philadelphia Magazine | 1.69% - Connections Magazine    |
| 10.97% - Philadelphia Inquirer | 1.69% - Philadelphia Weekly     |
| 10.13% - Daily News            | 2.11% - Jewish Exponent         |
| 10.13% - Others:               | 1.27% - Metro                   |
| 7.17% - Main Line Times        |                                 |
| 4.64% - Suburban Times         |                                 |

*others:* American Style, Brandywine Country, City Suburban, County Press, Delco Times, Media Press, Philadelphia Style, PLAY, Springfield Press, Swarthmorean

118. Which of the following specialty groups do you or would you advertise to if you could?

- 40.80% - Area College Students
- 36.00% - Brandywine Country Visitors
- 23.20% - Chester County Visitors

## **BUSINESS DEVELOPMENT**

**> With your business in mind, rank these potential community assets that you would most like to see developed?**

**119. 37.65% - Expanded parking**

**120. 25.64% - Unified visual identity/brand to promote us as lively/attractive destination**

**121. 25.32% - Unified advertising campaign to promote Media**

**122. 23.68% - Expanded street signage**

**123. 19.48% - Single inline information source for Media businesses**

**124. 17.95% - Brochures and handouts to promote other businesses/attractions in area**

**125. 28.57% - Information kiosks**

**126. 38.67% - More public art**

**127. 87.50% - Other – (ideas: i.e. film festival, promote business not on State Street, public restrooms, free parking, Baltimore Pike beautification, more green spaces.)**

**128. Would you be interested in the following activities by the MBA?**

**18.75% - Your business listing on a Media-focused website**

**19.00% - Your listing in a brochure about Media**

**18.00% - Your business in a local shopping map about Media**

**17.00% - Your business listing on a strategically-placed information kiosks around business district**

**13.50% - Your business listing in a direct marketing packaged targeted to future Media visitors**

**13.75% - Your involvement in a special joint advertising campaign based on type of shops, restaurants**

**129. What do you consider to be the single most important issue or problem facing the Media business community? (Various responses, store-by-store)**

**130. In response to this issue, what do you think the MBA can do now to address that problem? (Various responses, store-by-store)**

**131. Have you attended any MBA event / meetings?**

**YES – 53.26% NO – 46.74%**

**132. Would you be interested in becoming more involved with the MBA?**

**YES – 65% NO - 35 %**