



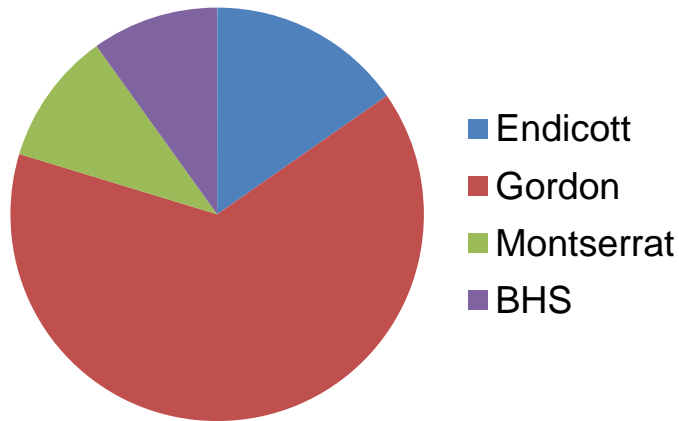
**Beverly Main Streets**

# **Student Survey Highlights**

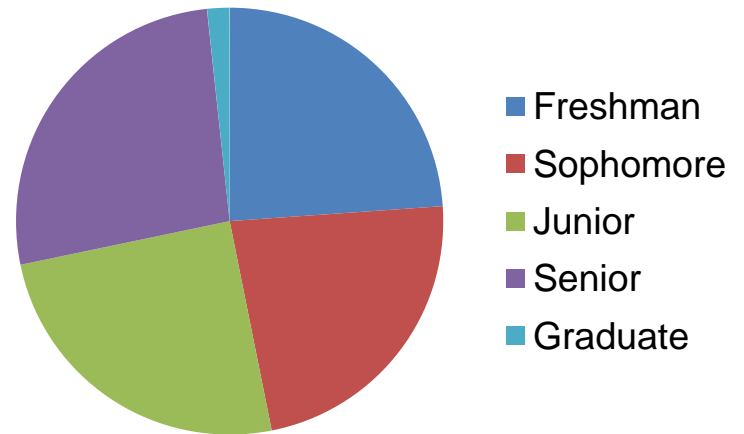
**Spring 2011**

# About the Respondents

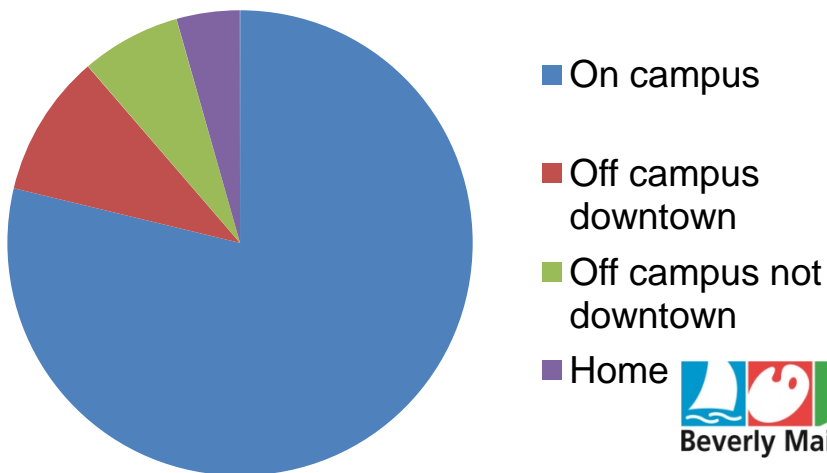
## School



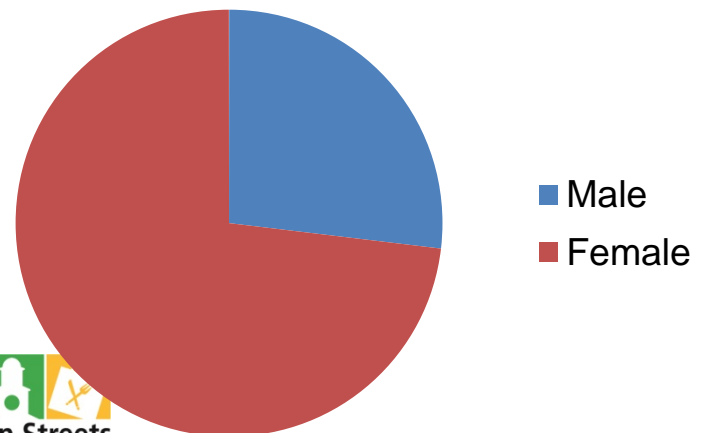
## Class



## Housing



## Gender



# Spending & Visiting

- ❖ Most (79%) have less than \$1,000 in discretionary money to spend in a school year
- ❖ Most (57%) spend less than 25% of their money downtown; 10% spend no money downtown
- ❖ 46% of their money goes to eating out (not on the meal plan) while 28% is spent on shopping
- ❖ 23% visit 3+ times a month, equally split between weekdays & weekends and days & nights
- ❖ 15% of the respondents have never come downtown
- ❖ Most shop downtown for convenience and location and shop elsewhere for price and variety



# *What students do downtown*

- ❖ 80% arrive by car, 13% walk; 10% use Endicott shuttle
- ❖ More than the mall or other communities, students choose downtown most for:
  - ❖ eating out (49%)
  - ❖ going out with friends at night (39%)
  - ❖ bringing parents for a visit (33%)
- ❖ They buy their clothes at the mall (72%)
- ❖ They buy their books online (46%)
- ❖ They buy groceries in Beverly (but not downtown) (36%)
- ❖ They stay on school grounds to engage in sports activities (71%)

# What students do downtown (cont'd)

# Visits per Month	Top Reasons for Visiting
3+	Dining, banking, church
2-3	Dining, shopping, banking
1	Dining, shopping, banking
Less than 1	Shopping, movies, dining

Top things students never come downtown for:

- ❖ Classes / workshops
- ❖ Business services
- ❖ Volunteering
- ❖ Meal plan dining
- ❖ Job / internships
- ❖ Cultural / historical events

# What students want downtown

Note: the size of the response correlates to the frequency of response



# *Students' thoughts about downtown*

- ❖ They generally feel safe during the day and less so at night, although cars not stopping for them when they're in the crosswalk is a concern
- ❖ Most can find parking close to their destinations
- ❖ 30% would like to stay in Beverly after graduation but only 18% want to be downtown
- ❖ Most consider the sidewalks clean in the summer but not cleared or walkable in the winter
- ❖ 70% are neutral or negative about the attractiveness of storefront windows
- ❖ Most feel welcome when they walk into businesses

