

DOWNTOWN RANDOLPH DEVELOPMENT SURVEY

Randolph Area Community Development Corporation

By: Crystal Hand, AmeriCorps VISTA FY 2017



Purpose of the Survey

- To give information to the Randolph area community, prospective business owners, and current business owners information about improving economic activity based on the needs of the community in downtown Randolph.
- The cause of the survey is empty store fronts in Downtown Randolph in 2017.

Development of Survey

- Survey was developed by 2 AmeriCorps members at Randolph Area Community Development Corporation (RACDC), a non-profit affordable housing and community development organization in downtown Randolph.
 - Crystal Hand & Will Gilbert (FY 2017 term)
- Survey was edited by
 - partners at Vermont State Downtown Designation Program
 - Math, Business, and Career Development Teachers at Randolph Union High School
 - Staff members at RACDC
- Survey was analyzed by AmeriCorps VISTA, Crystal Hand, former Data Analyst as well as Statistics & Sociology major at University of California, Irvine.

Population

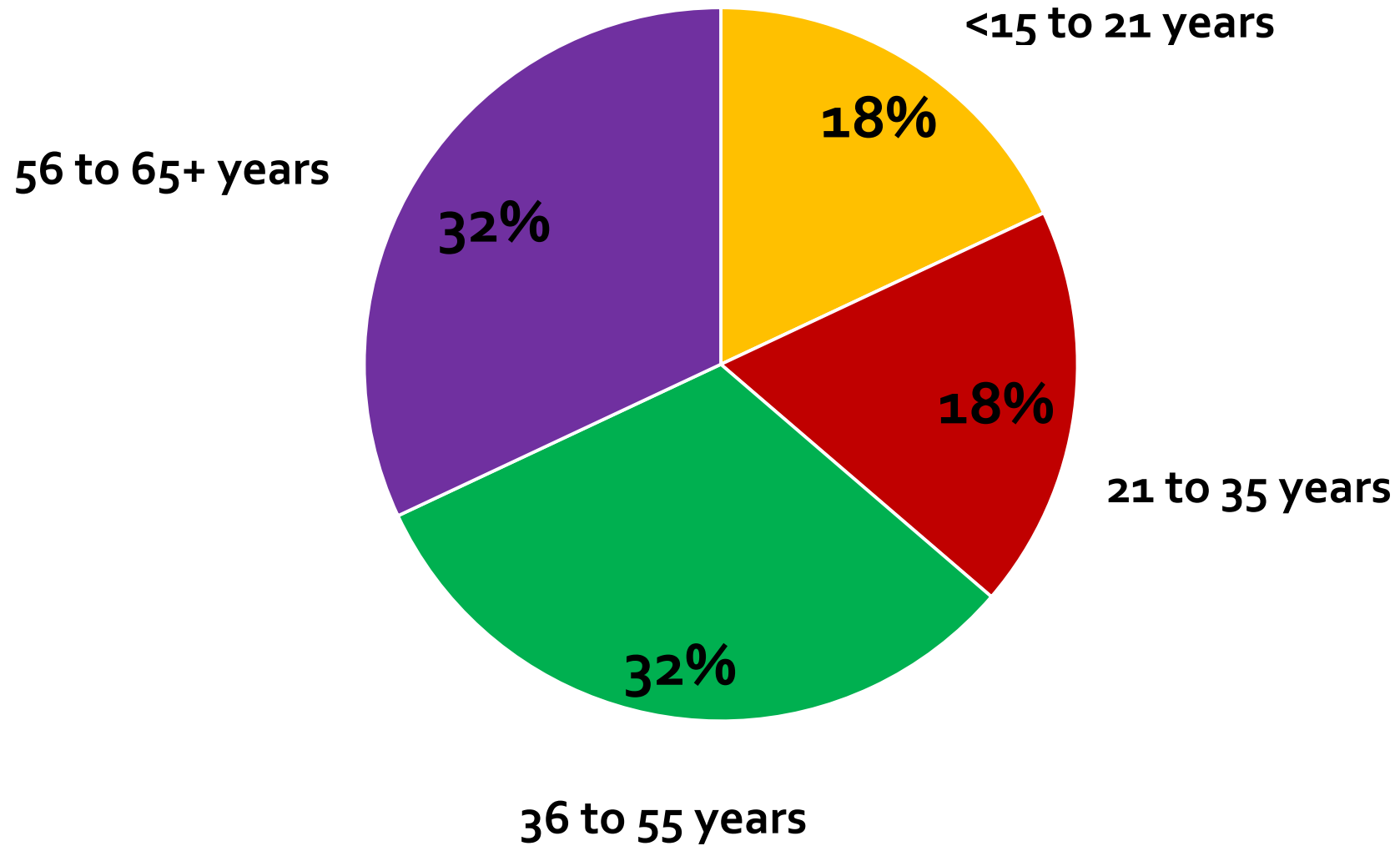
- Two versions of the survey
 1. Survey for Randolph Area local residents
 2. Survey for Residents in neighboring towns in Vermont
- Two methods individuals could take the survey
 1. Online
 - RACDC Facebook page, website, and e-mail newsletter
 - Randolph Billboard Facebook Page
 - Front Porch Forum
 2. In person
 - Randolph Union High School Senior Projects May 25th, 2017
- Total of 393 Respondents from 19 towns

Results

- Each question is aggregated by all respondents and then analyzed by age
- Table of Contents
 1. Demographics
 2. Supporting Local
 3. Do you buy in Randolph?
 4. Online Shopping
 5. Media Preferences
 6. Importance of Store Characteristics
 7. Shopping & Dining Habits
 8. How locals shop in Randolph
 9. Words to describe Randolph from Locals
 10. Results from non-local respondents
 11. Anything else?

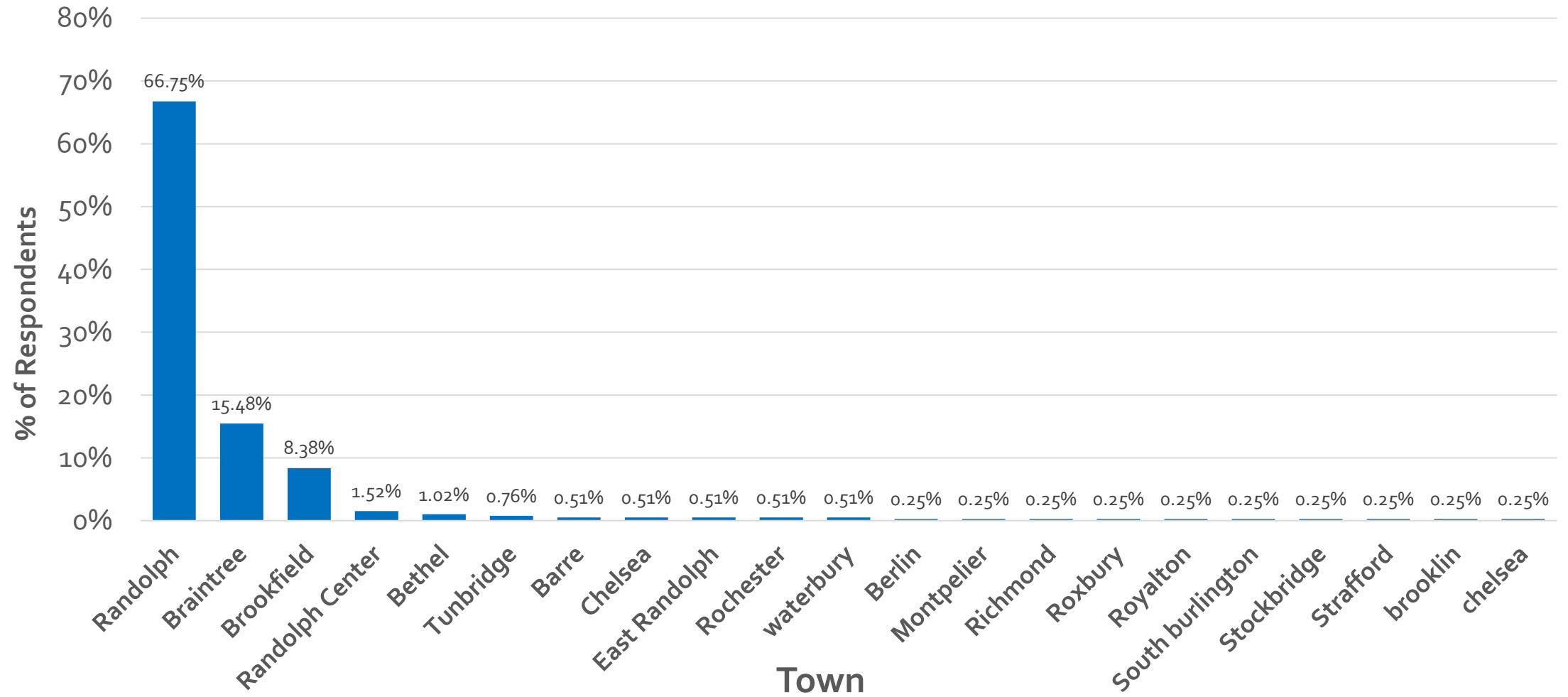
DEMOGRAPHICS

Age Range



Survey Respondents Town of Residence

Total # of Respondents: 393 people

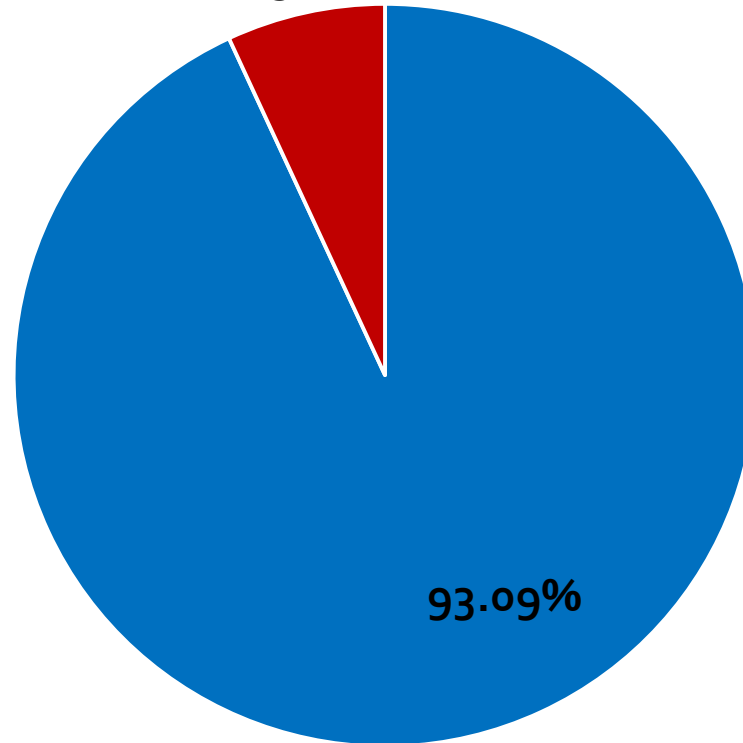


SUPPORTING LOCAL

93% of Respondents Support Local Stores

Support National Store Chain

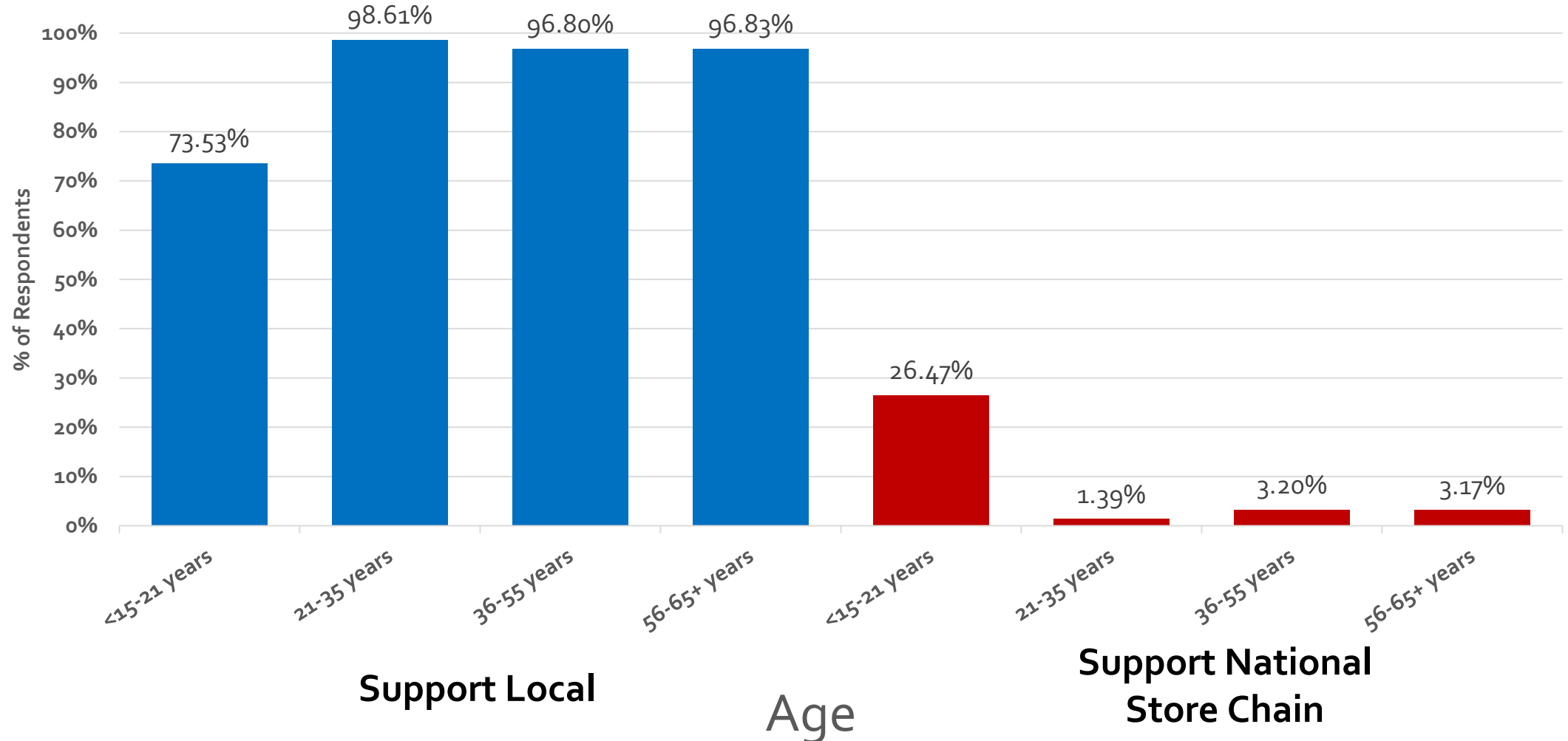
6.91%



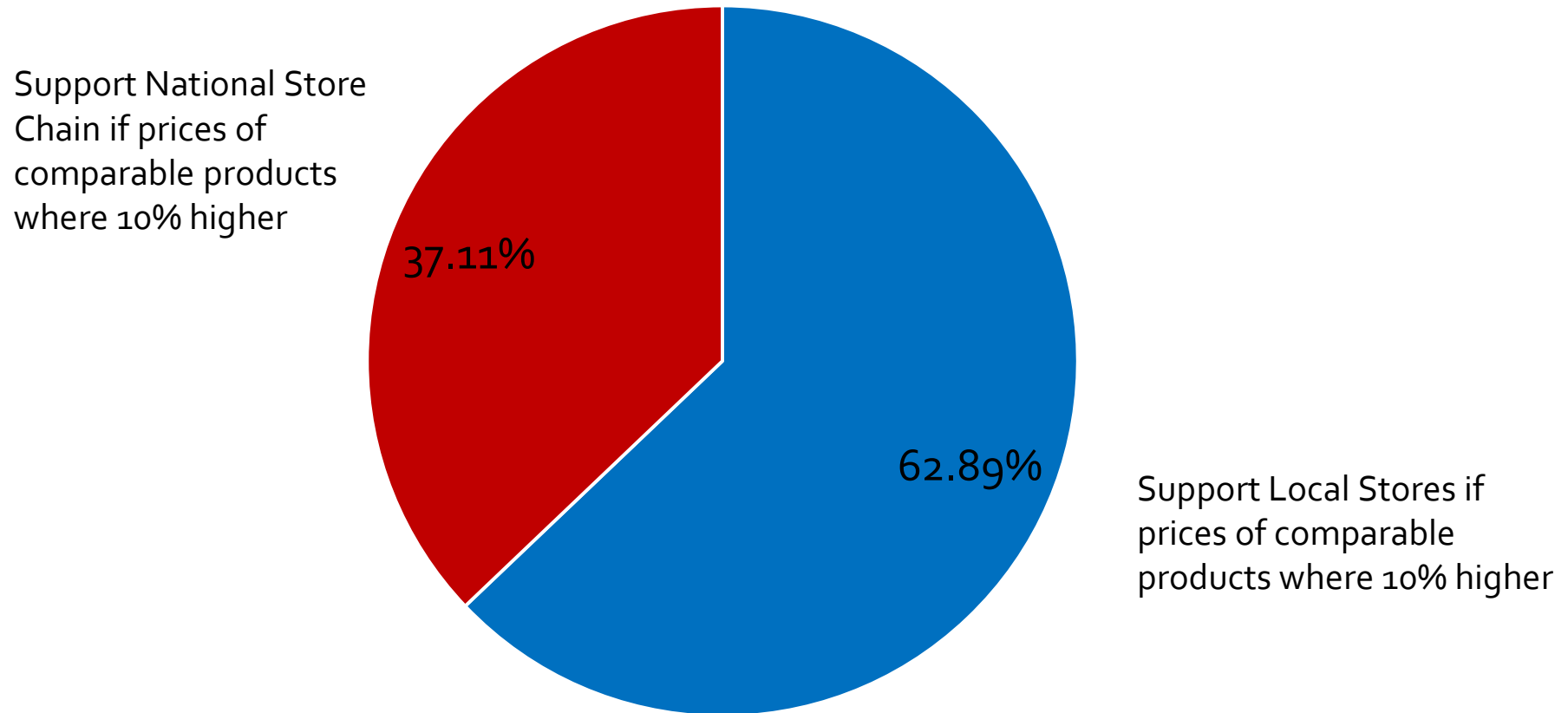
93.09%

Support Local

Local Store vs. National Store Support By Age

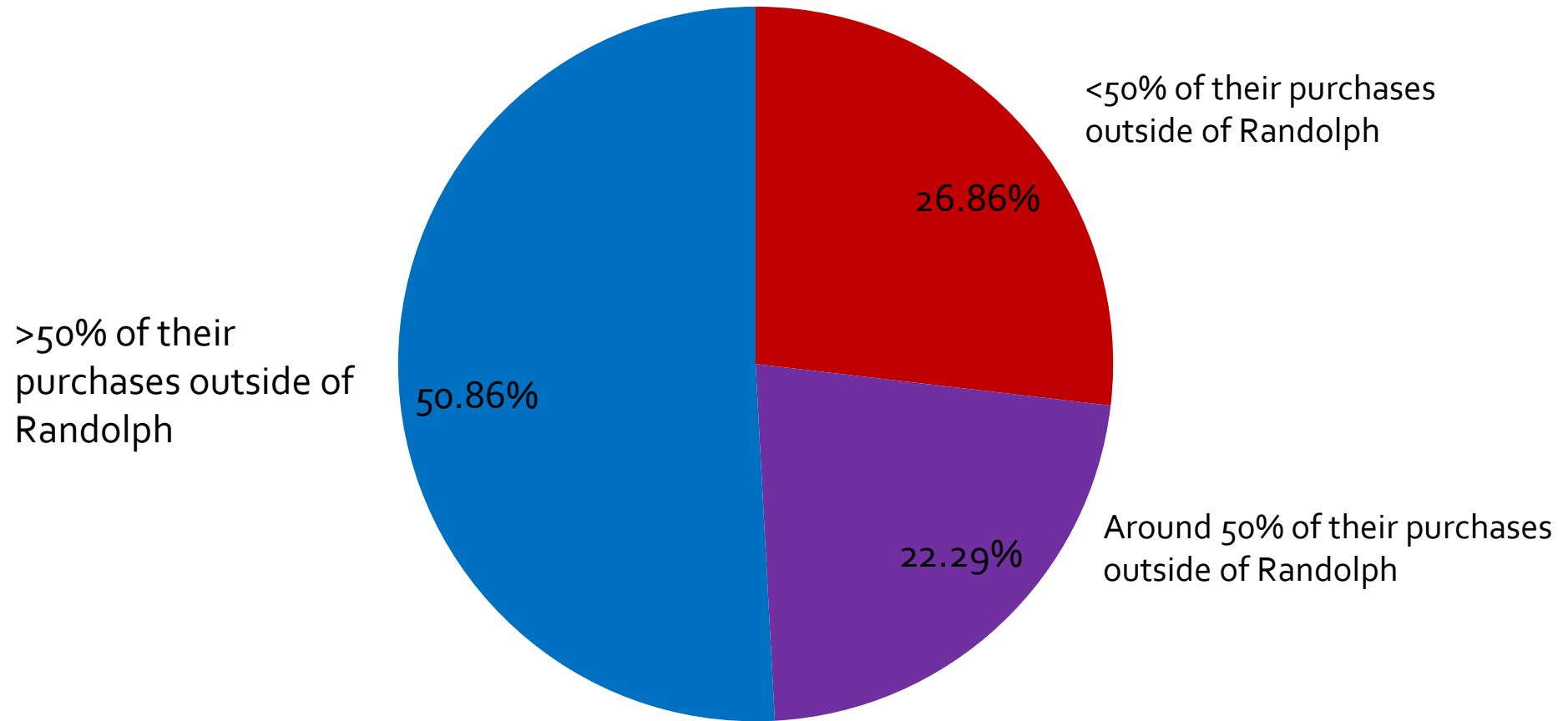


62.9% of Respondents will still support local stores if prices were 10% higher

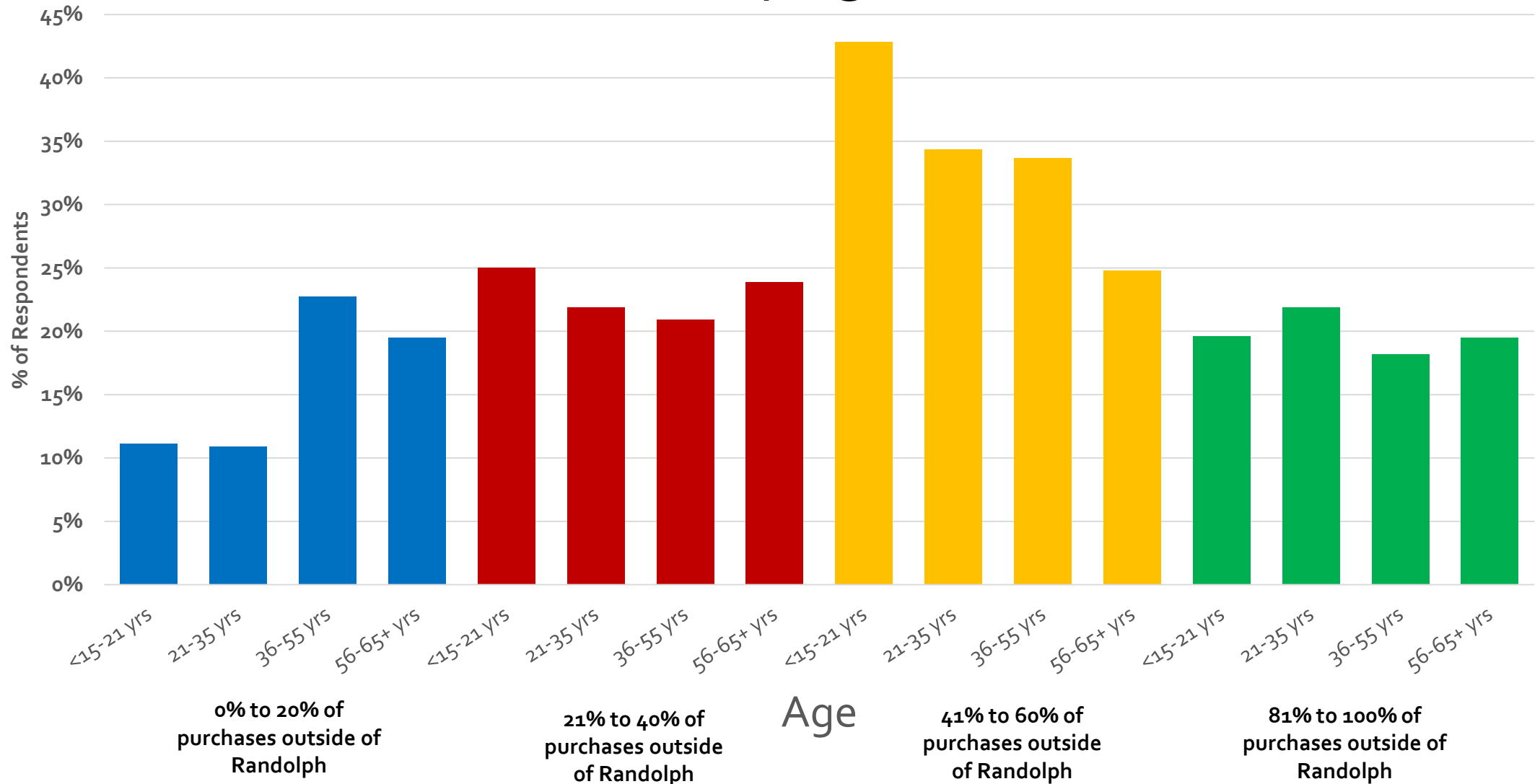


DO YOU BUY IN
RANDOLPH?

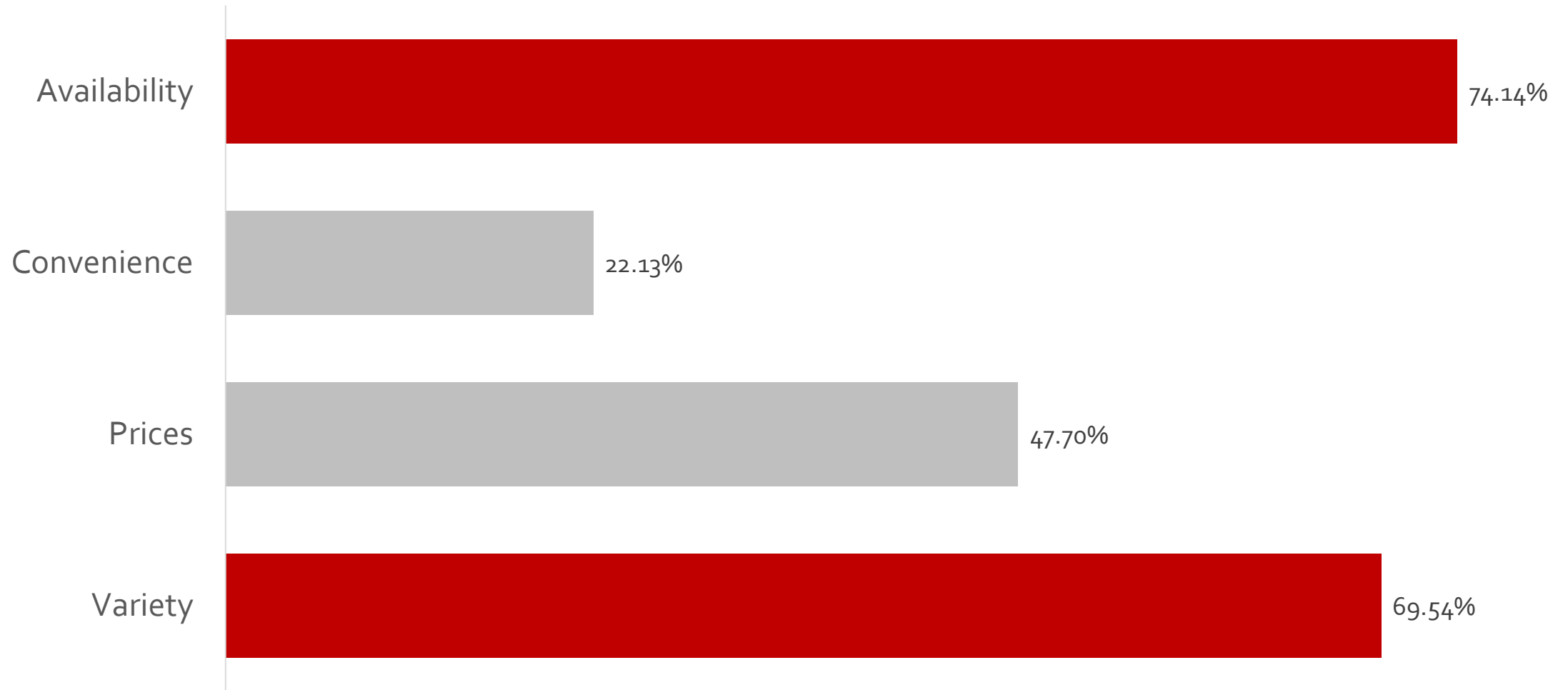
Just over half of Respondents spend more than 50% of their purchases outside of Randolph



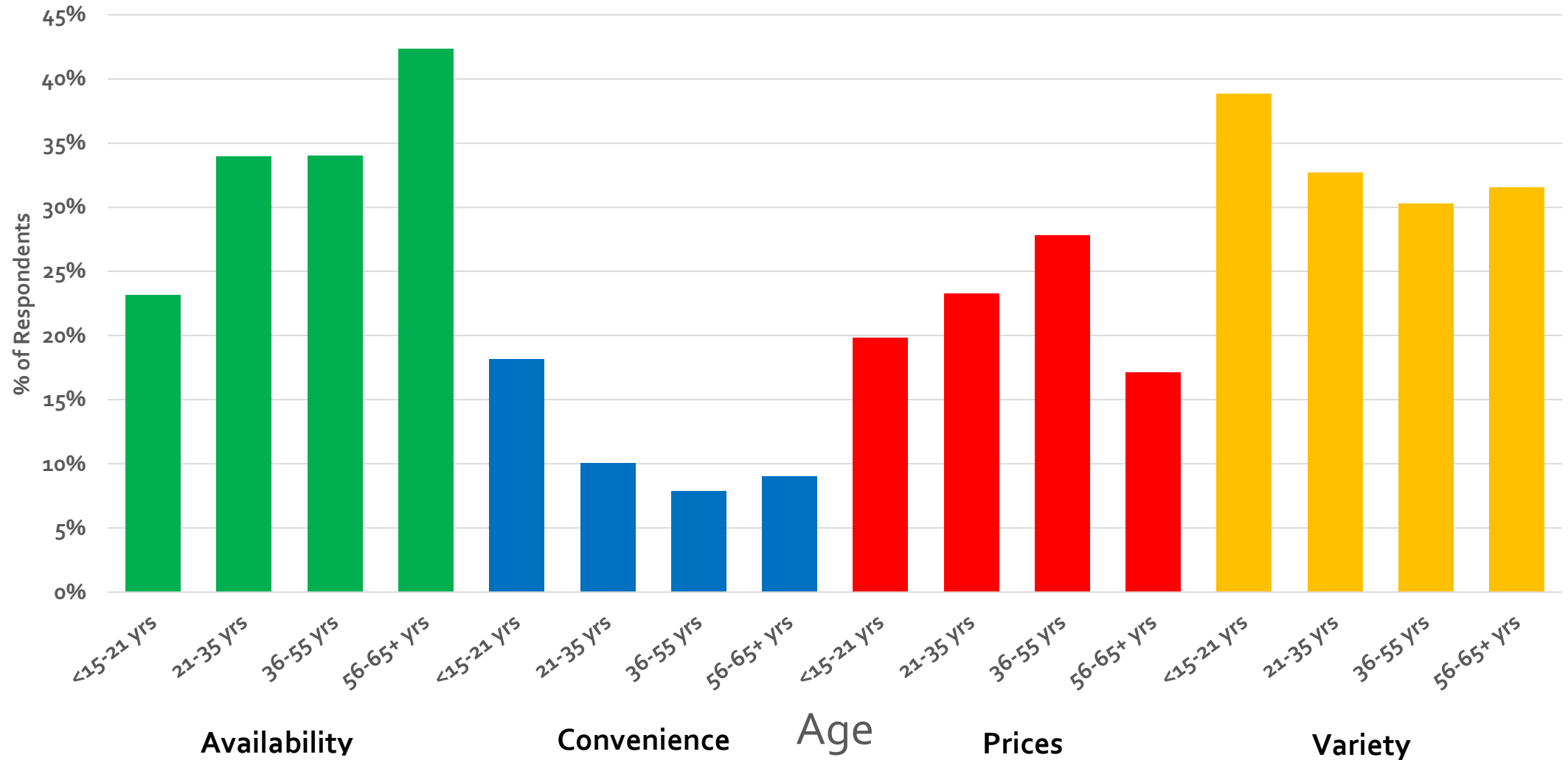
Percentage of Purchases outside Randolph By Age



Why do you buy outside of Randolph?

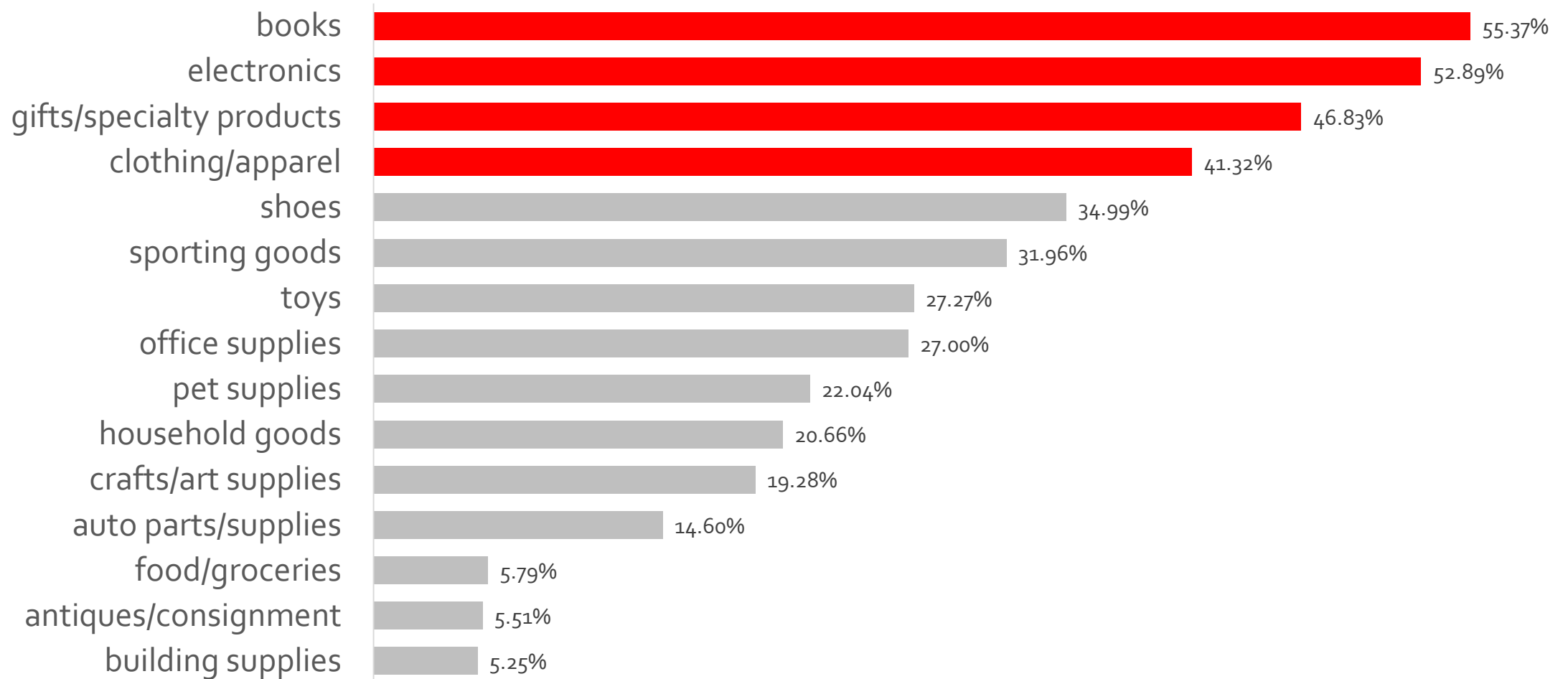


Why do you buy outside of Randolph? By Age

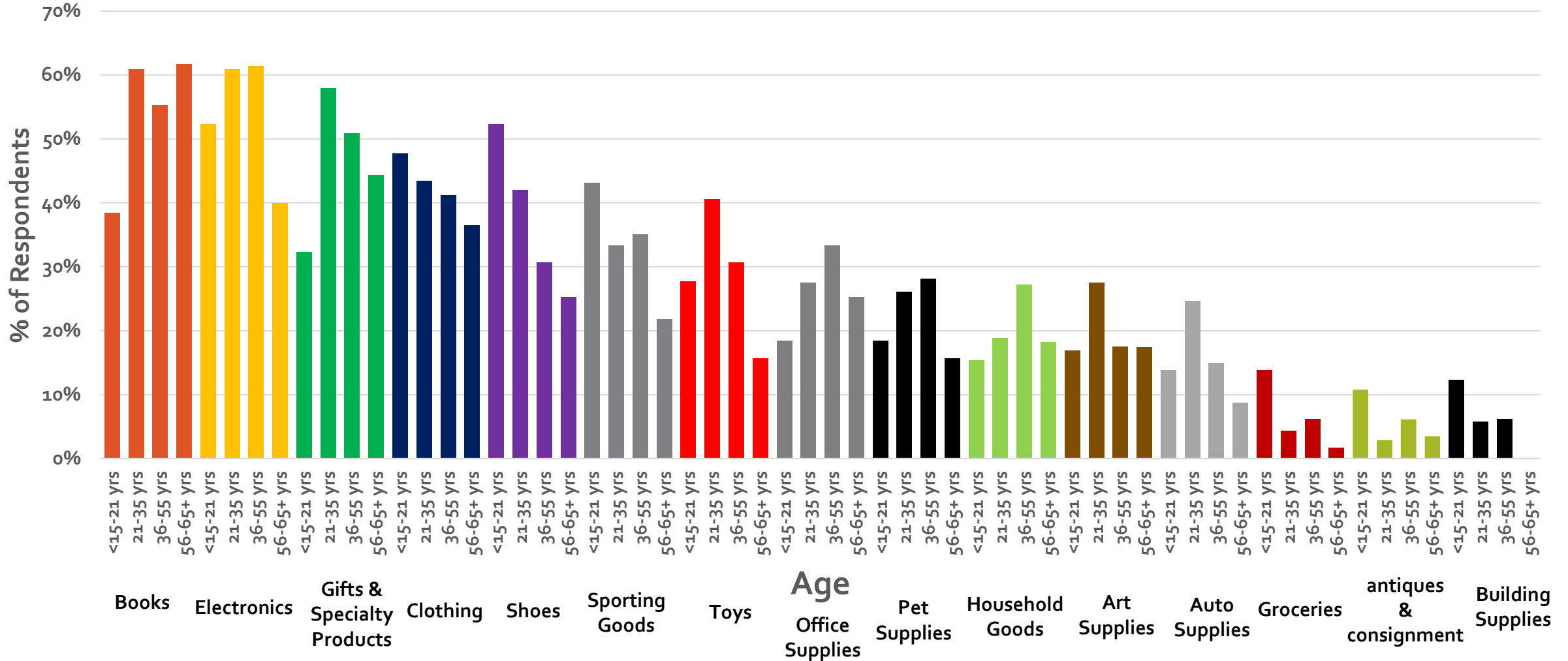


ONLINE SHOPPING

What products are you likely to buy Online and not in Stores?

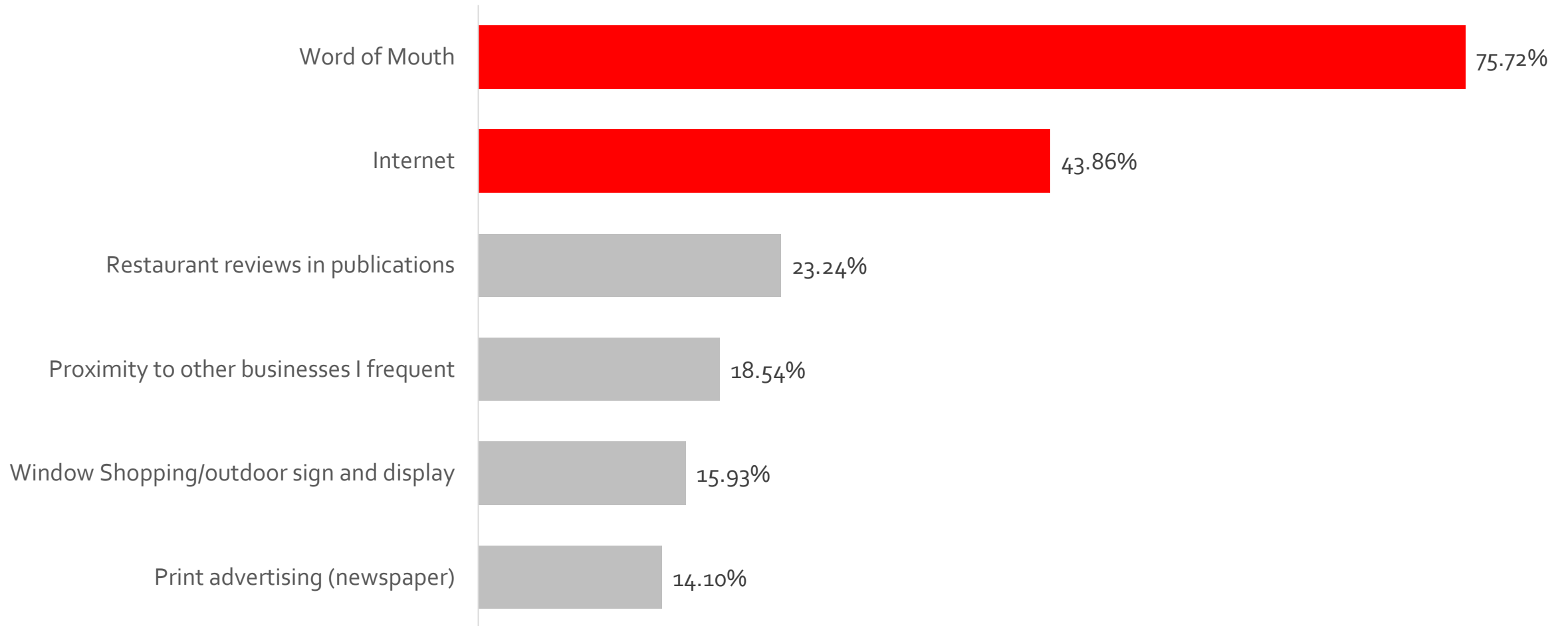


What products are you likely to buy Online and not in Stores? By Age

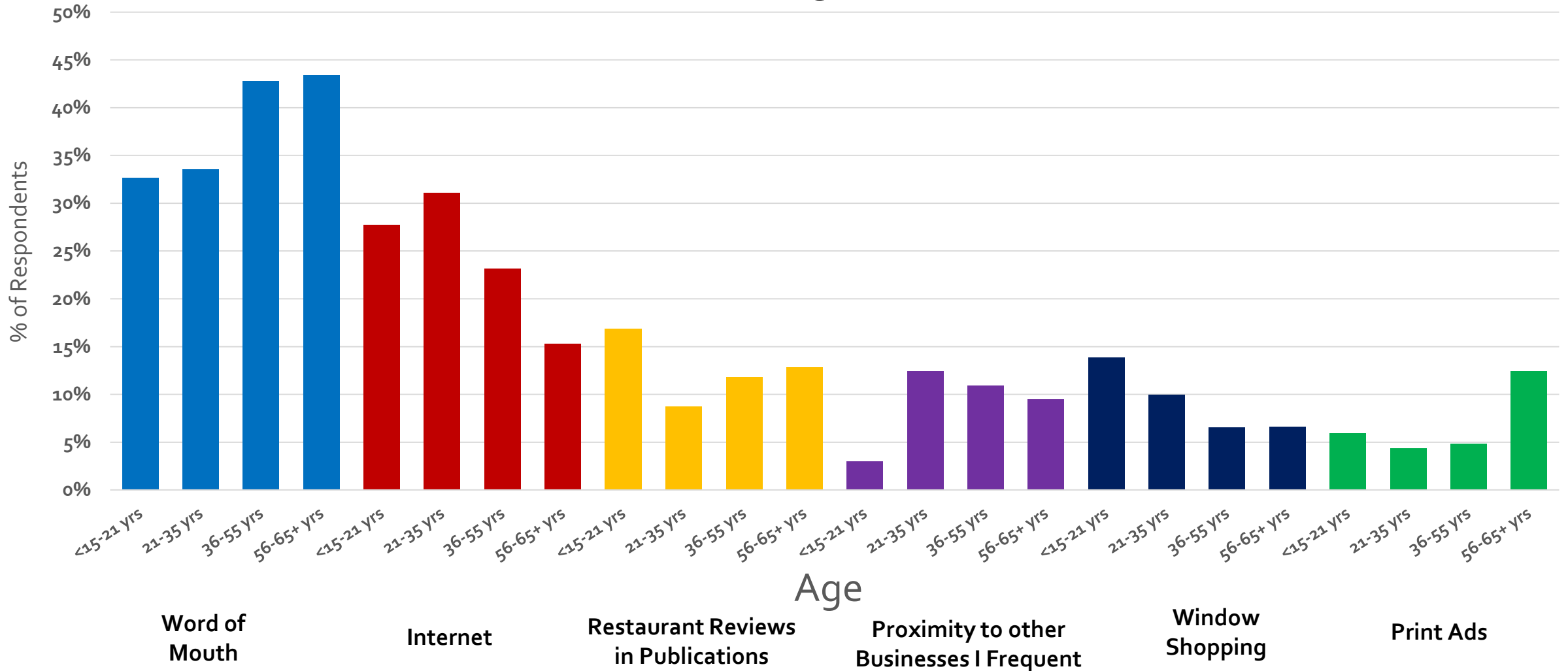


MEDIA PREFERENCES

What resources do you use to find a new restaurant to dine at?

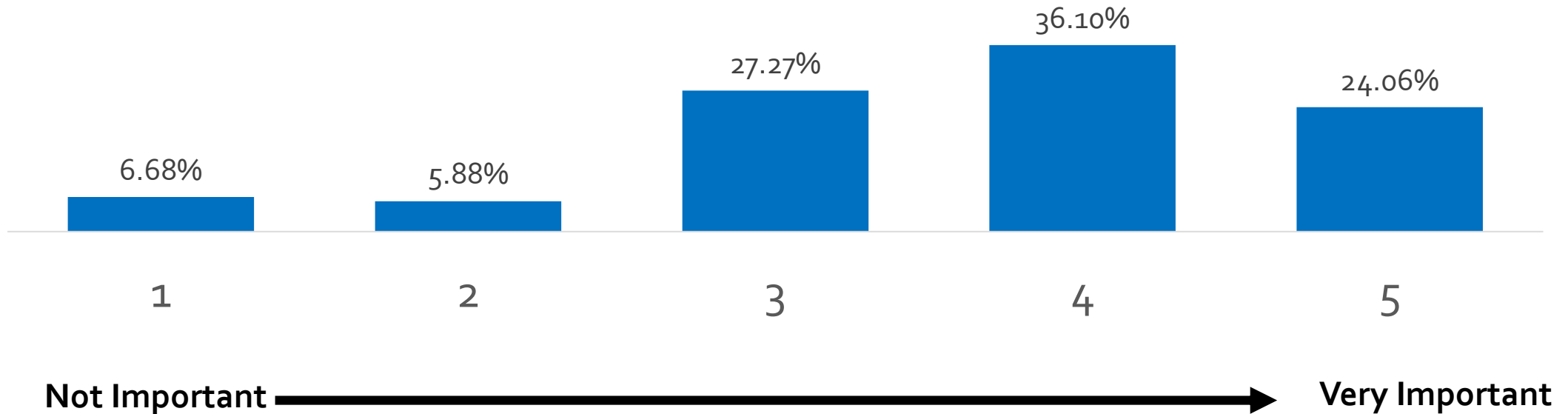


What resources do you use to find a new restaurant to dine at? By Age

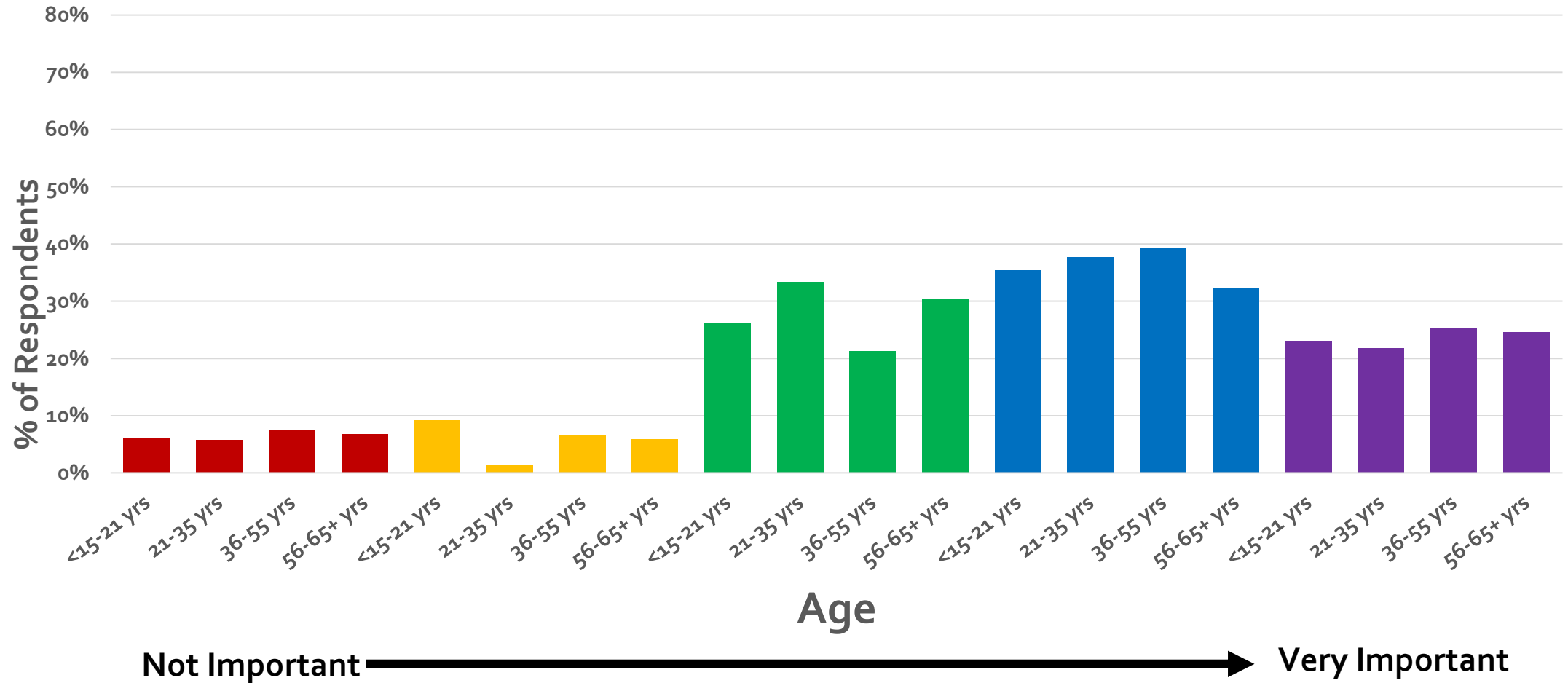


IMPORTANCE OF STORE CHARACTERISTICS

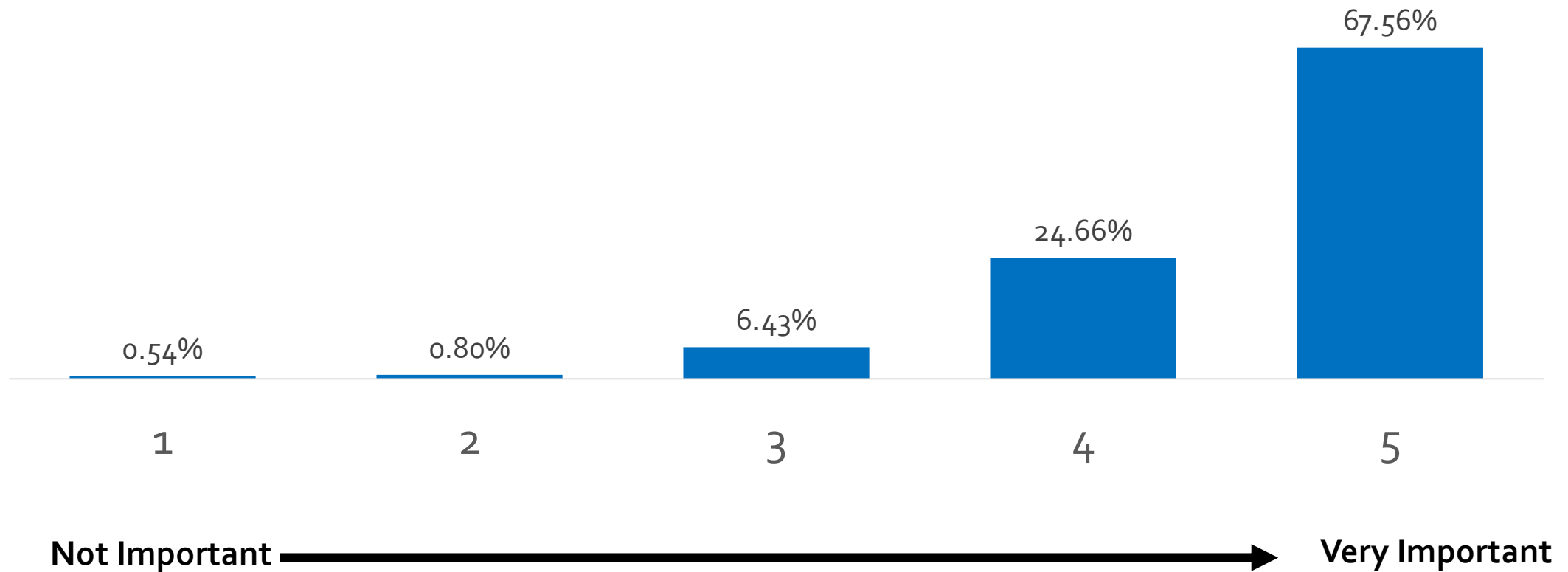
Importance of Window Display/Storefront



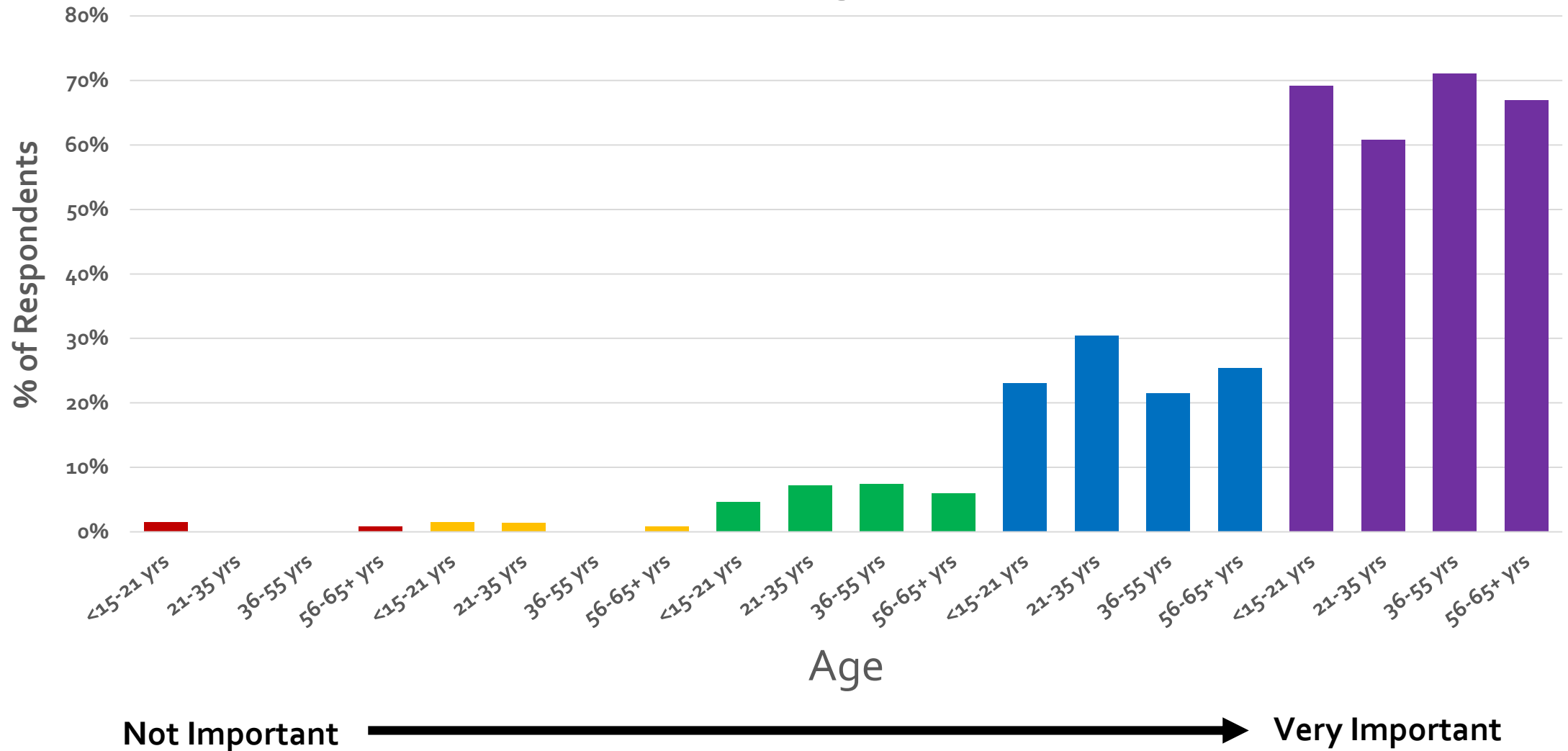
Importance of Window Display/Storefront By Age



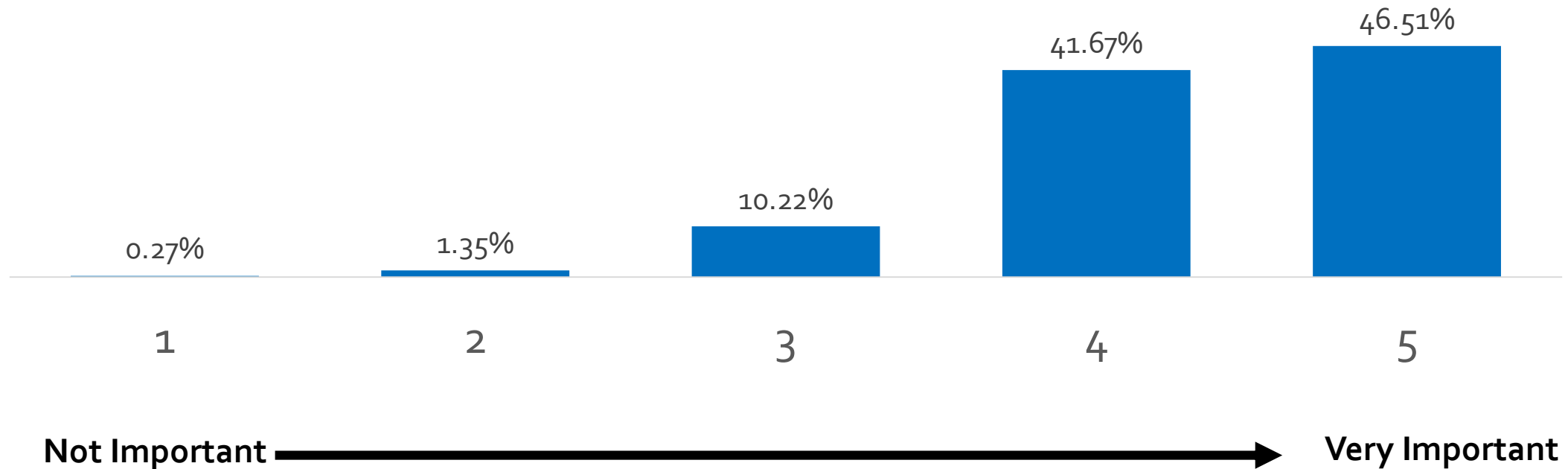
Importance of Cleanliness



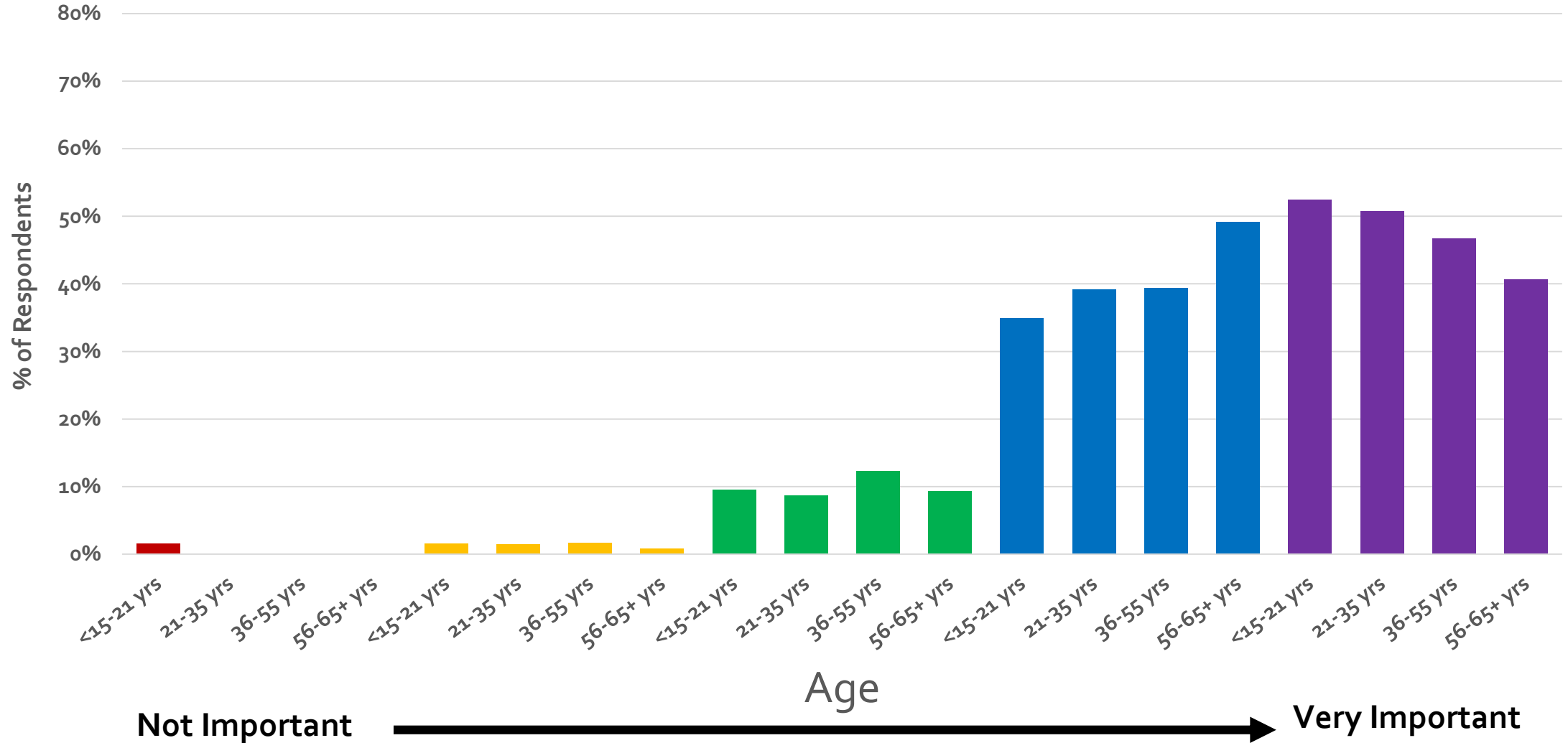
Importance of Cleanliness By Age



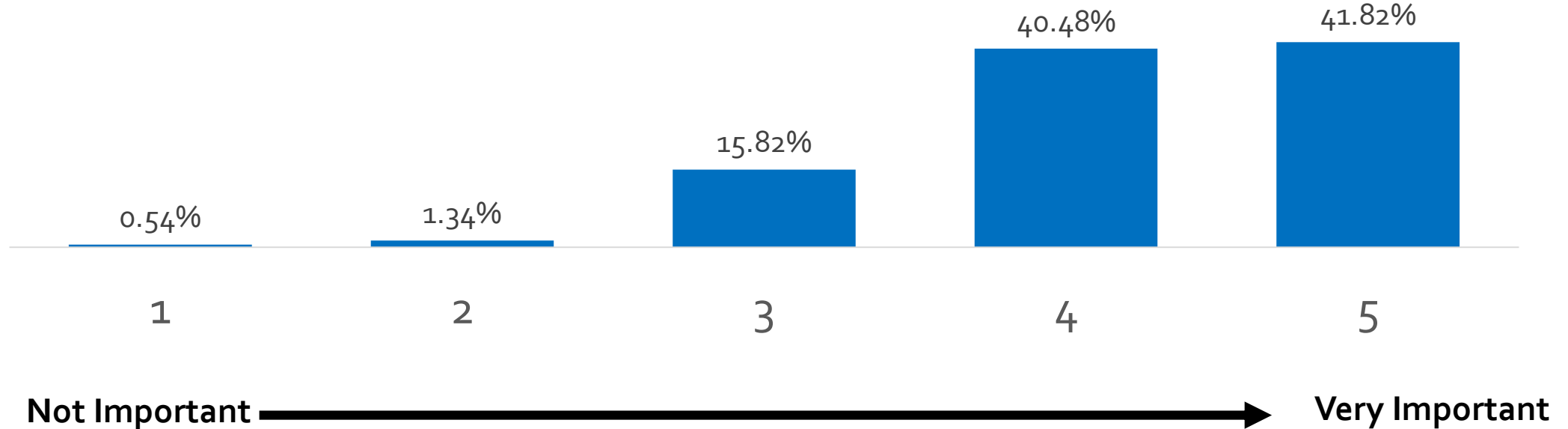
Importance of Labeling/Store Organization



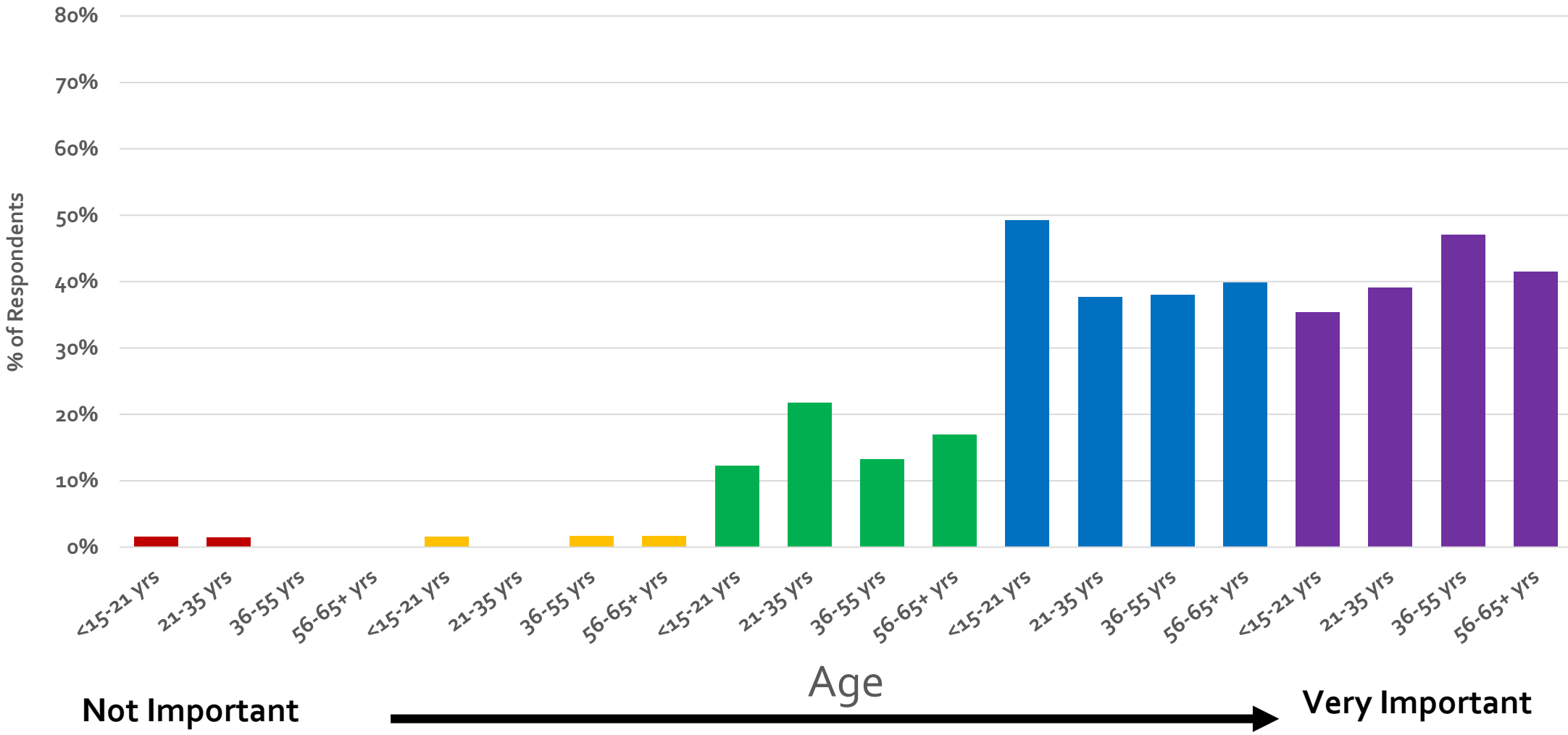
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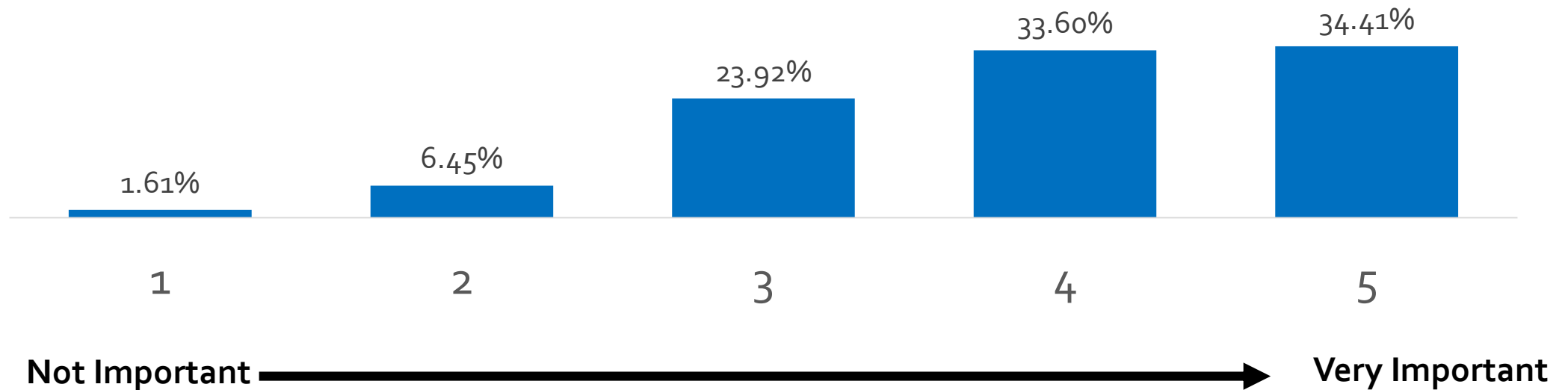
Importance of Ambience/Store Atmosphere



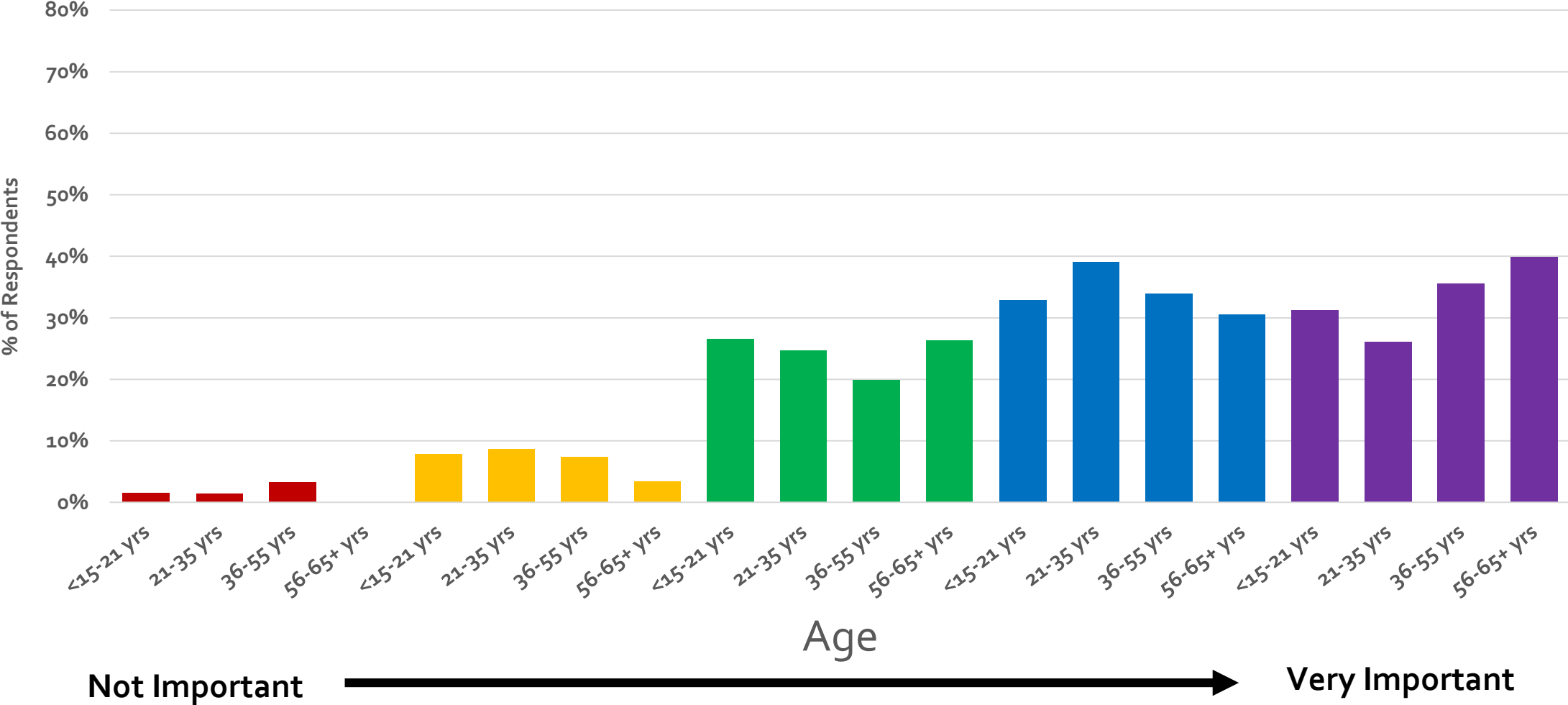
Importance of Ambience/Store Atmosphere By Age



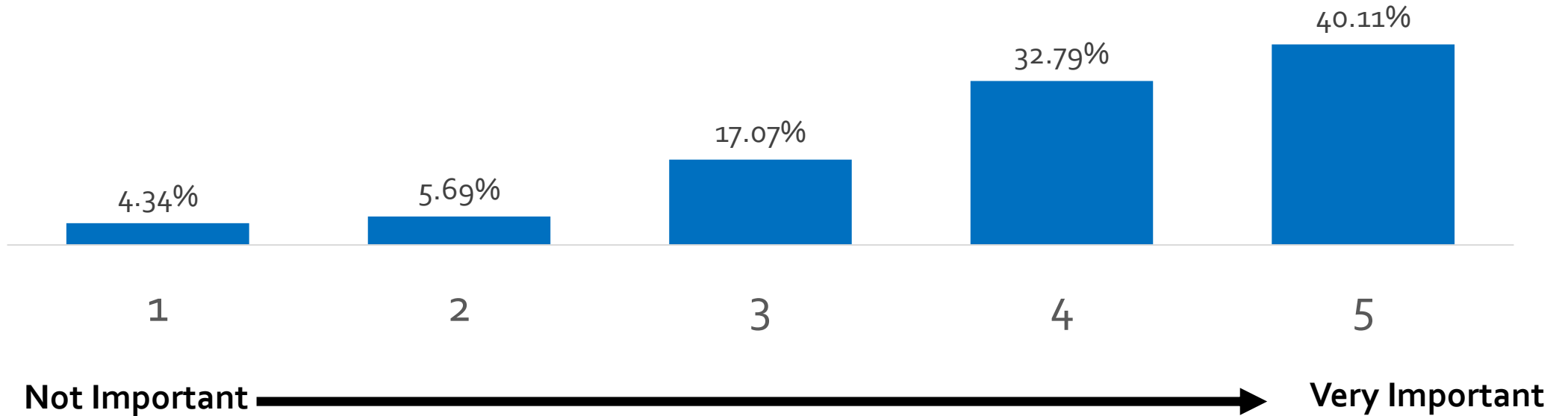
Importance of Convenient Parking Options



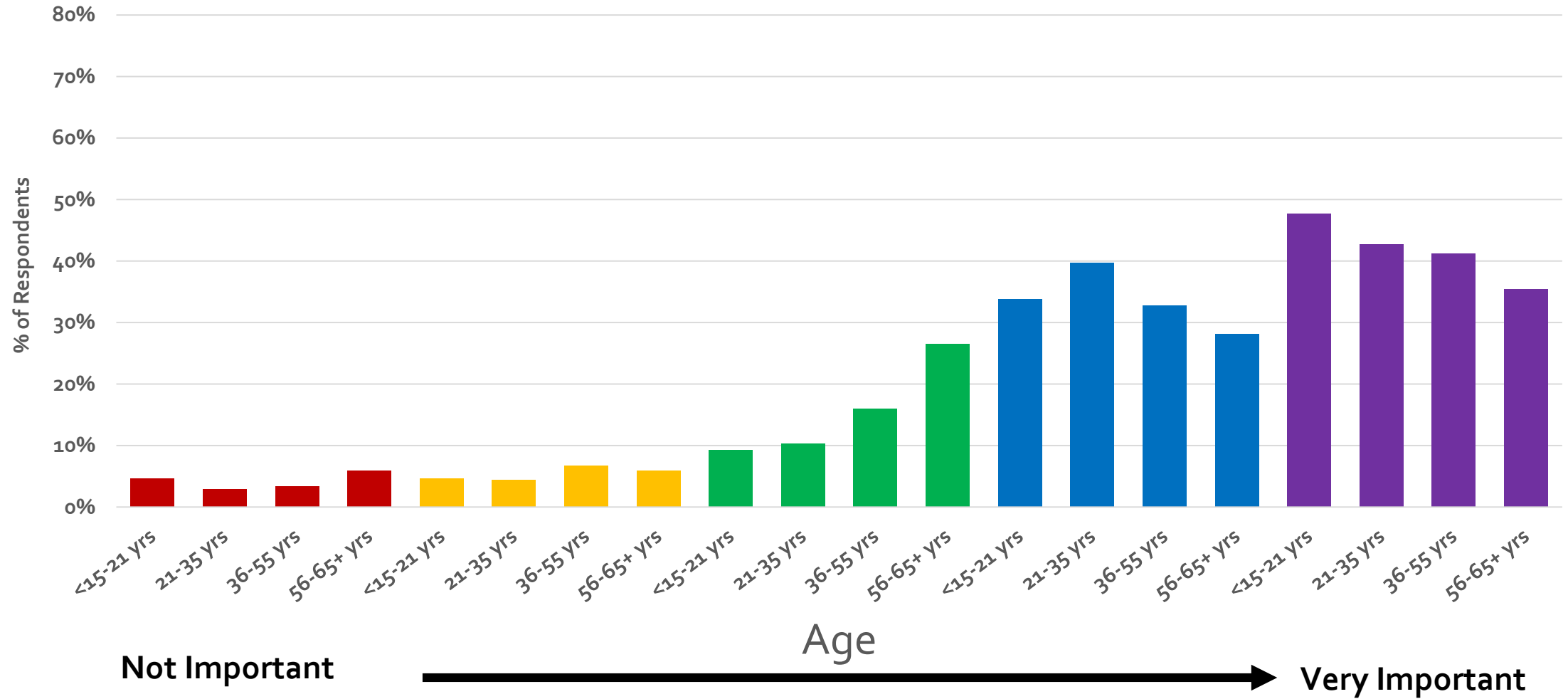
Importance of Convenient Parking Options By Age



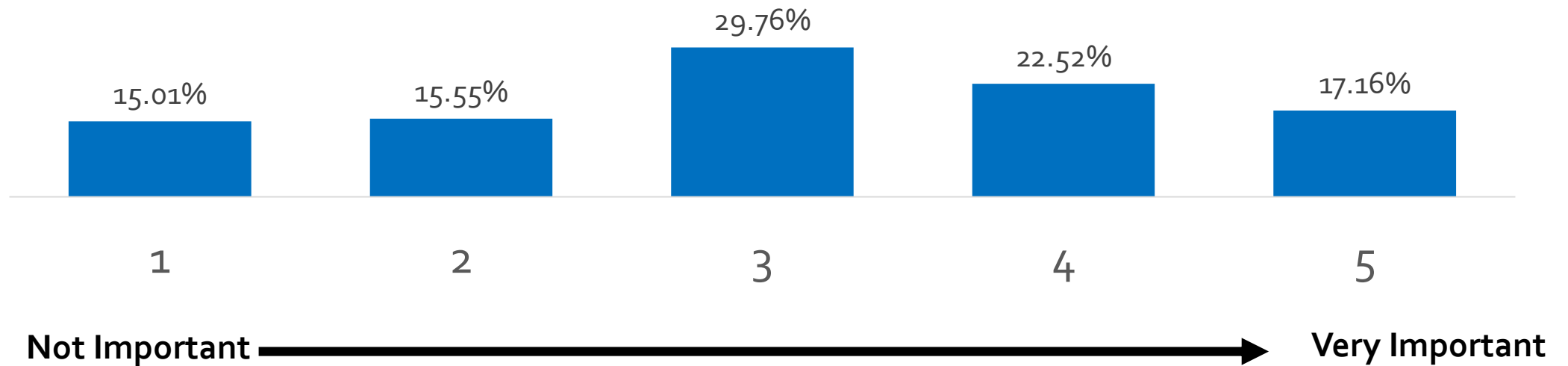
Importance of Multiple Payment Options



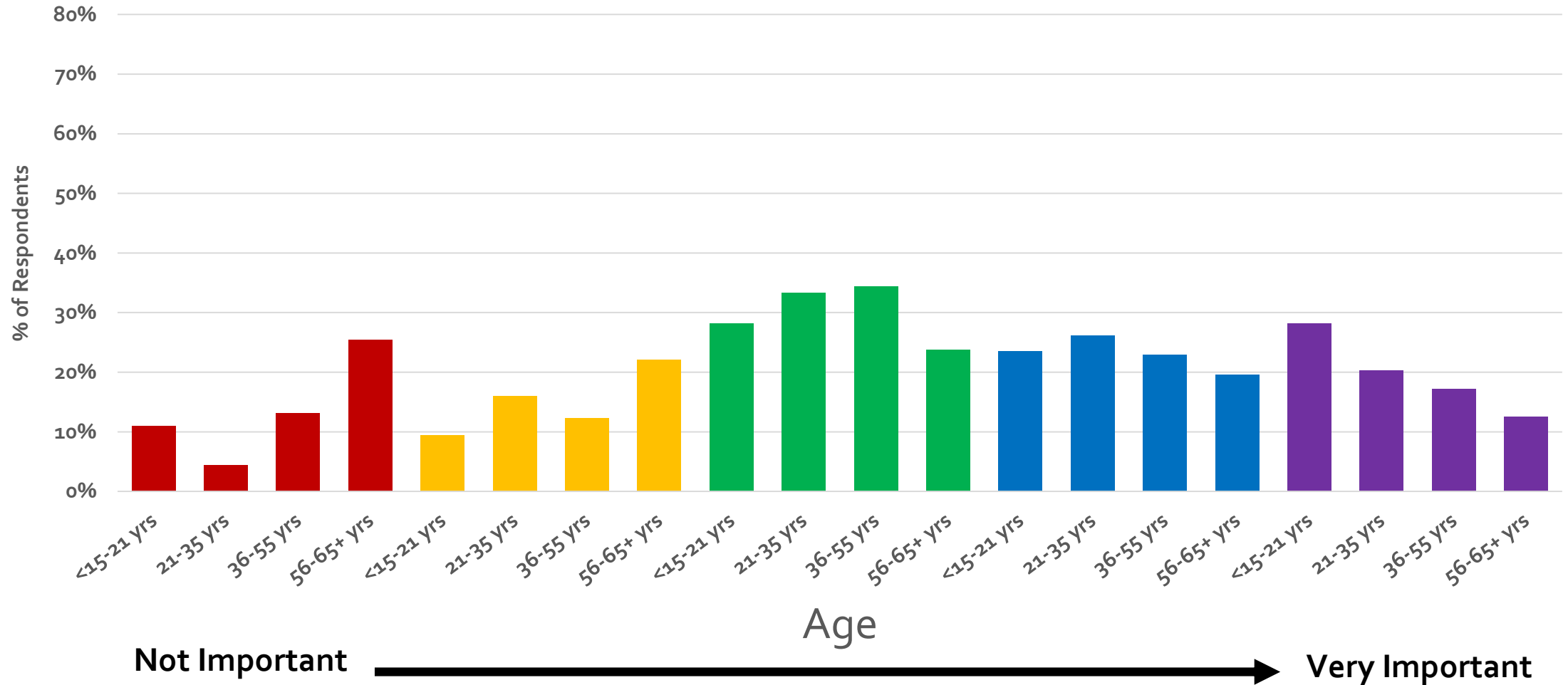
Importance of Multiple Payment Options By Age



Importance of Online Presence

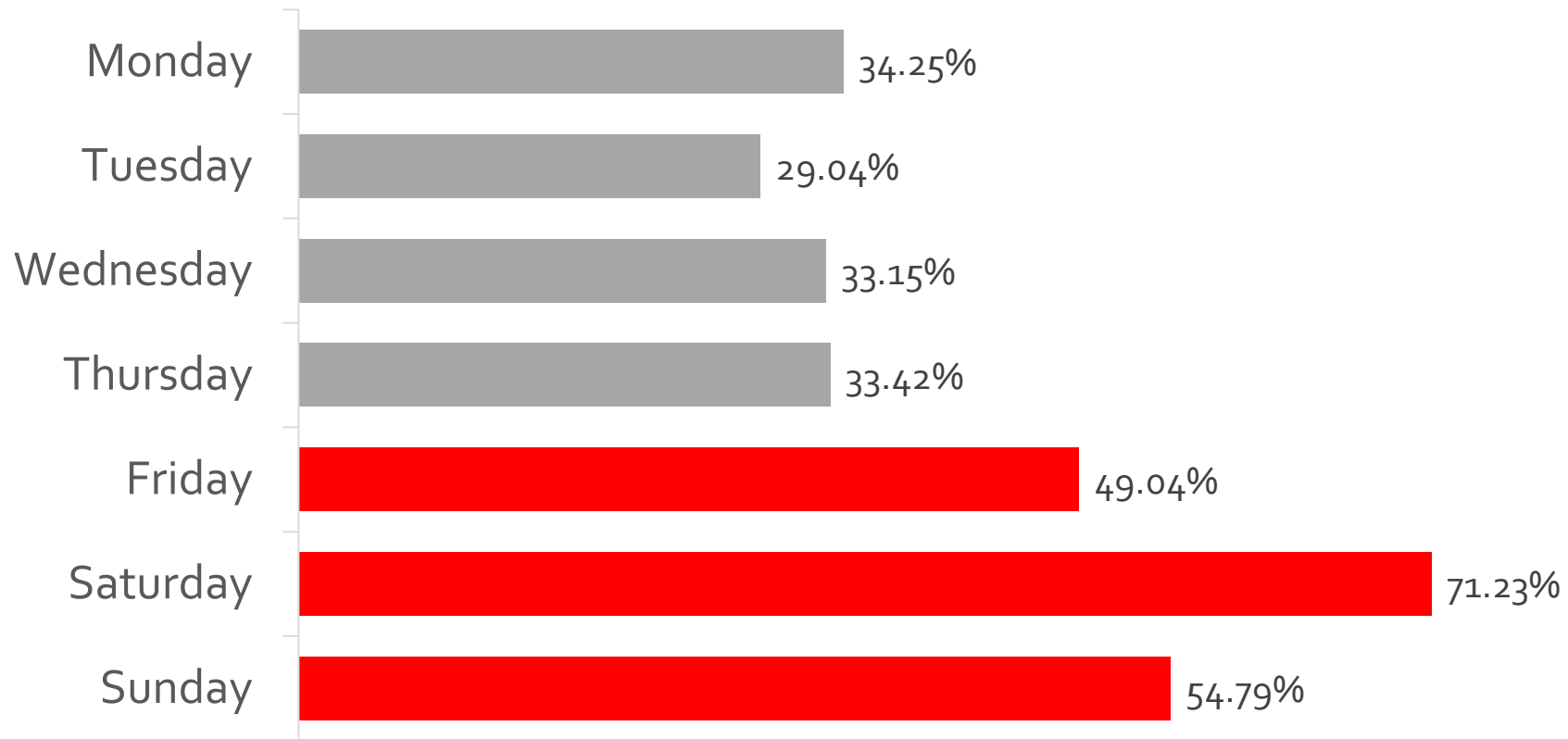


Importance of Online Presence By Age

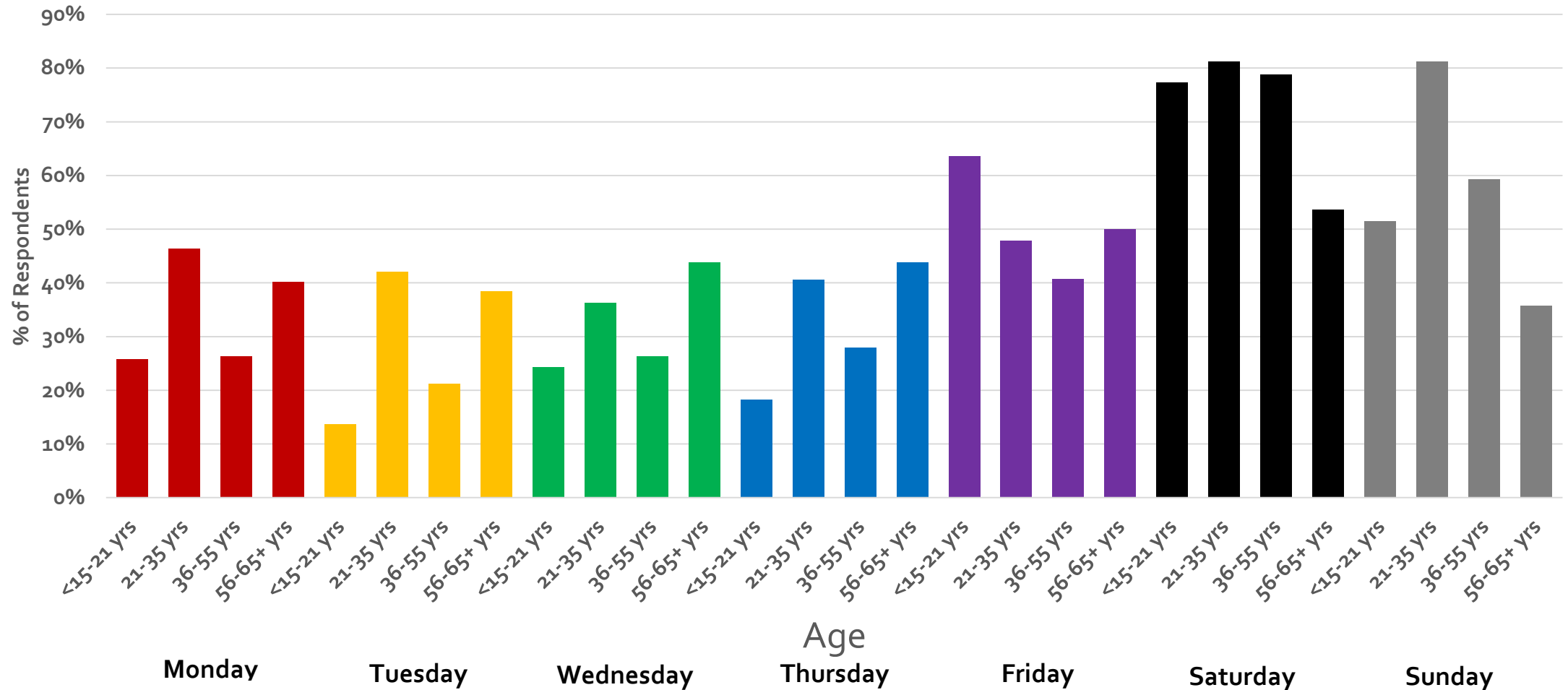


SHOPPING & DINING HABITS

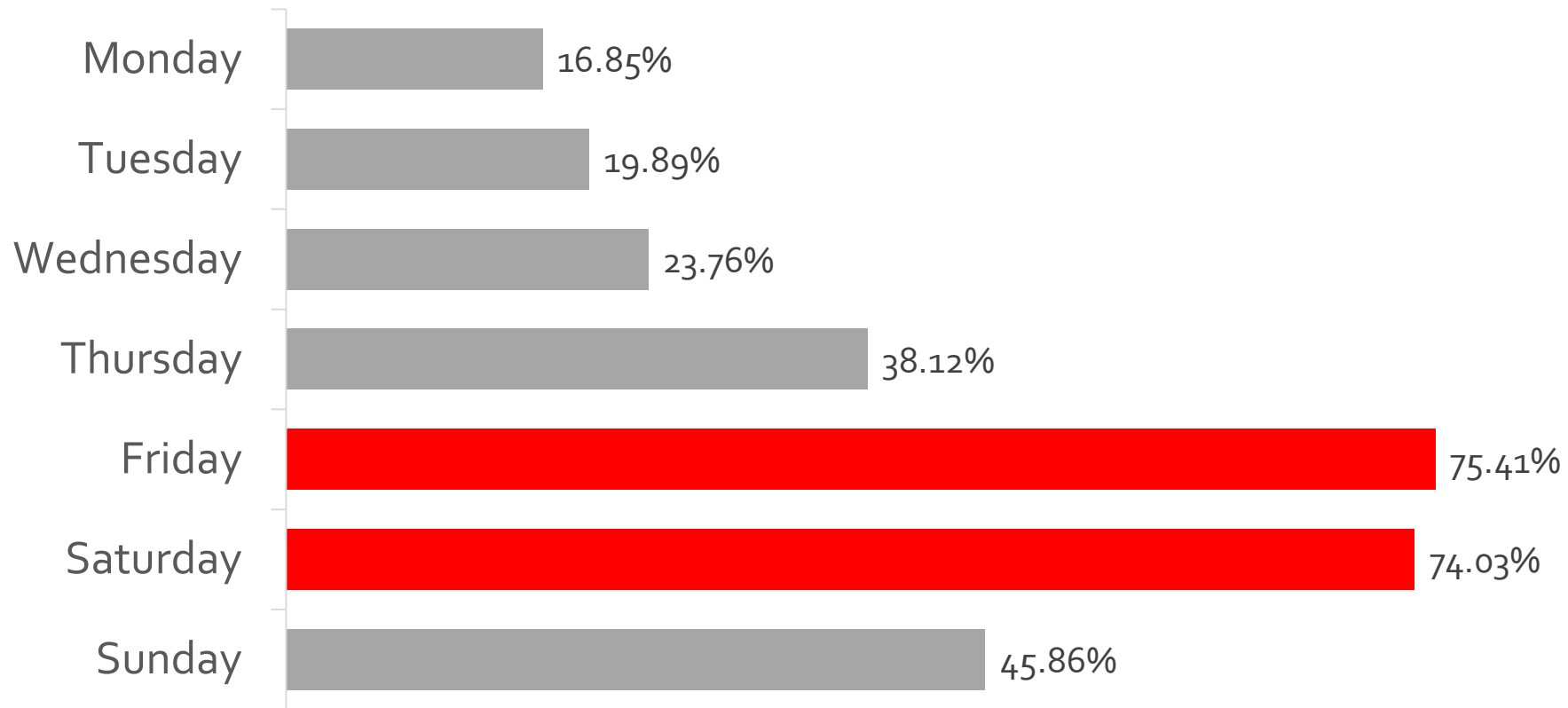
Which days of the week are you most likely to do your shopping?



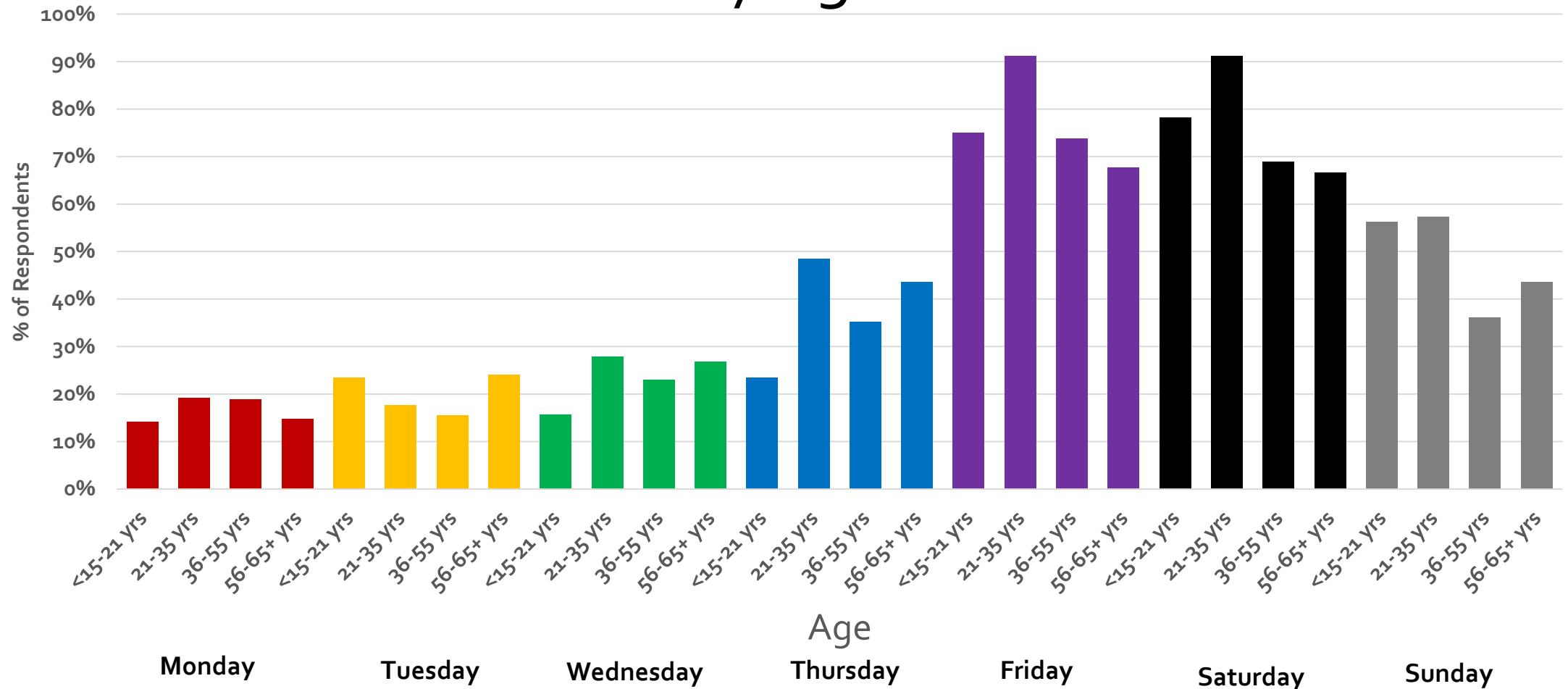
Which days of the week are you most likely to do your shopping? By Age



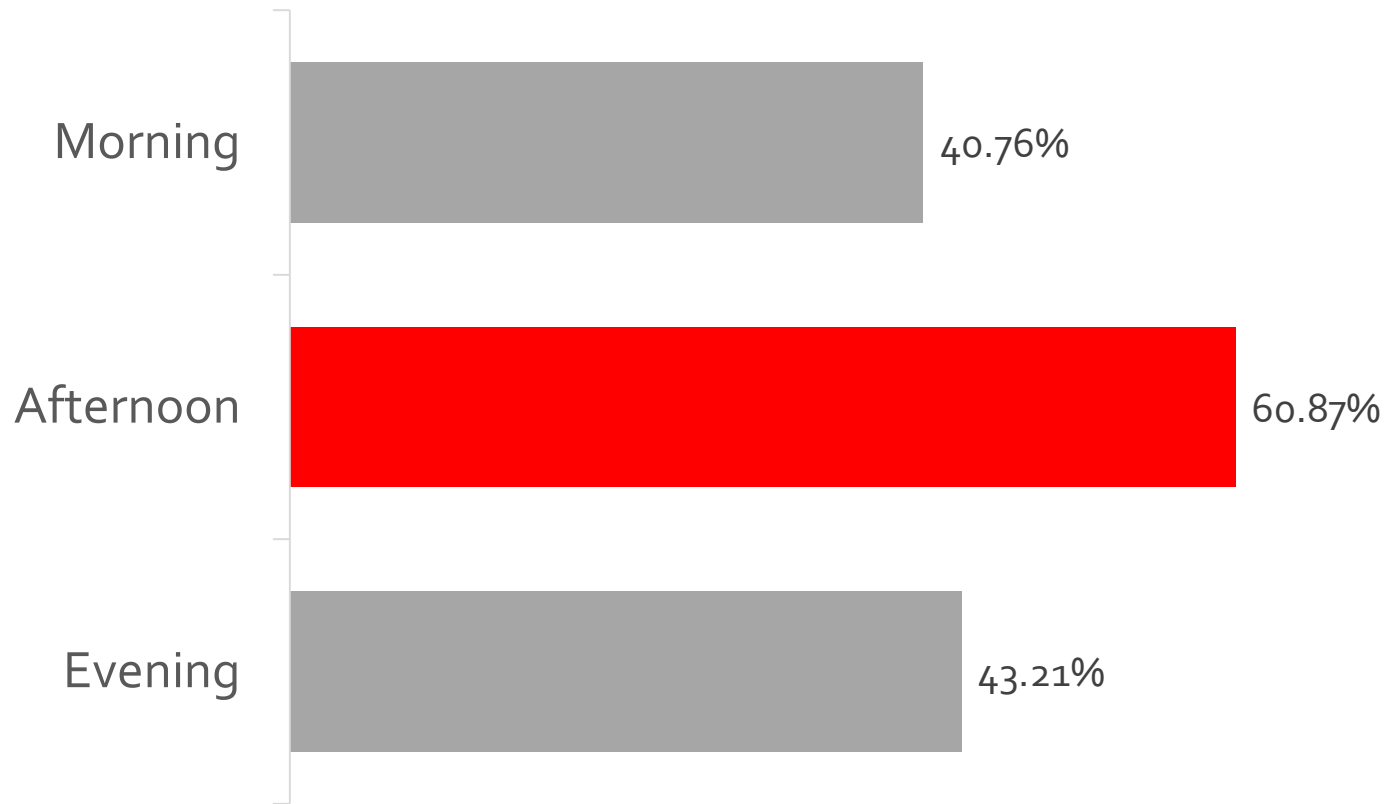
Which days of the week are you most likely to eat out?



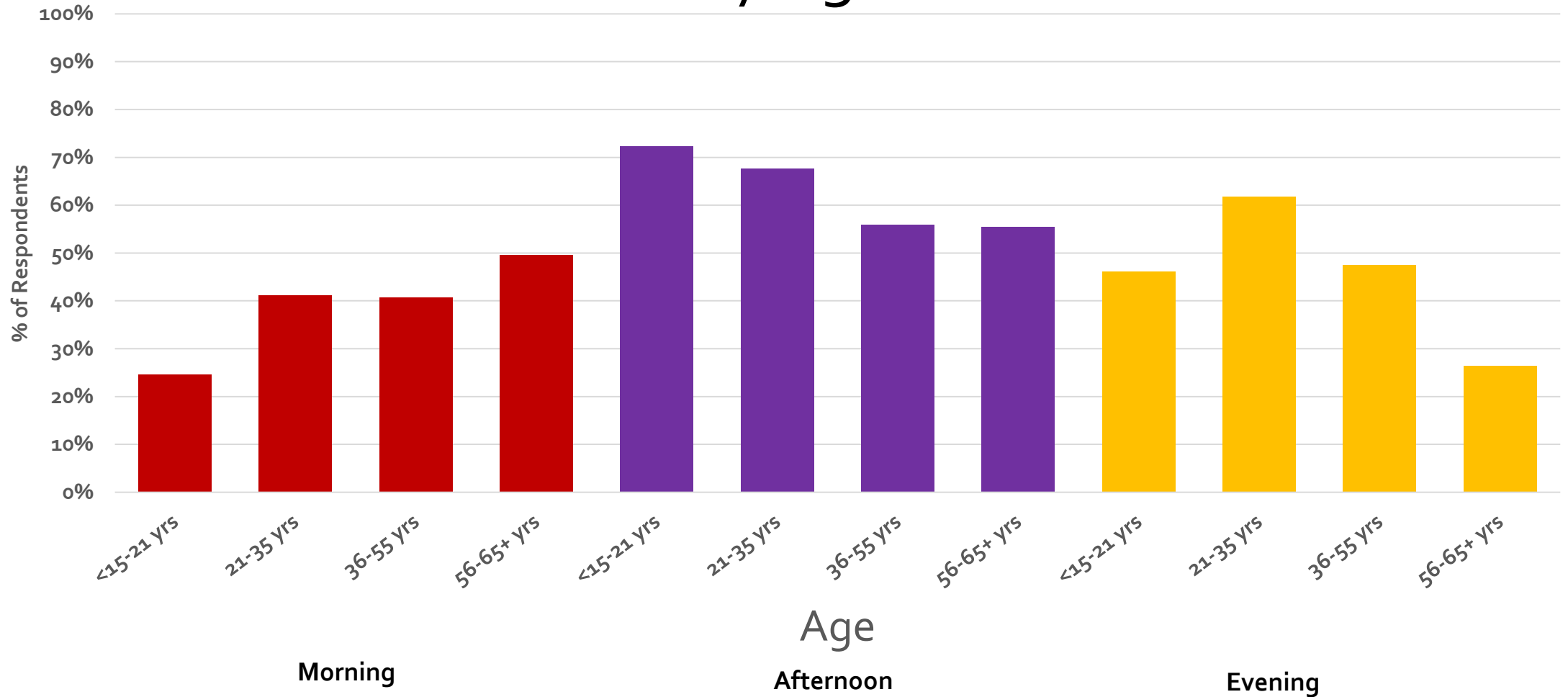
Which days of the week are you most likely to eat out? By Age



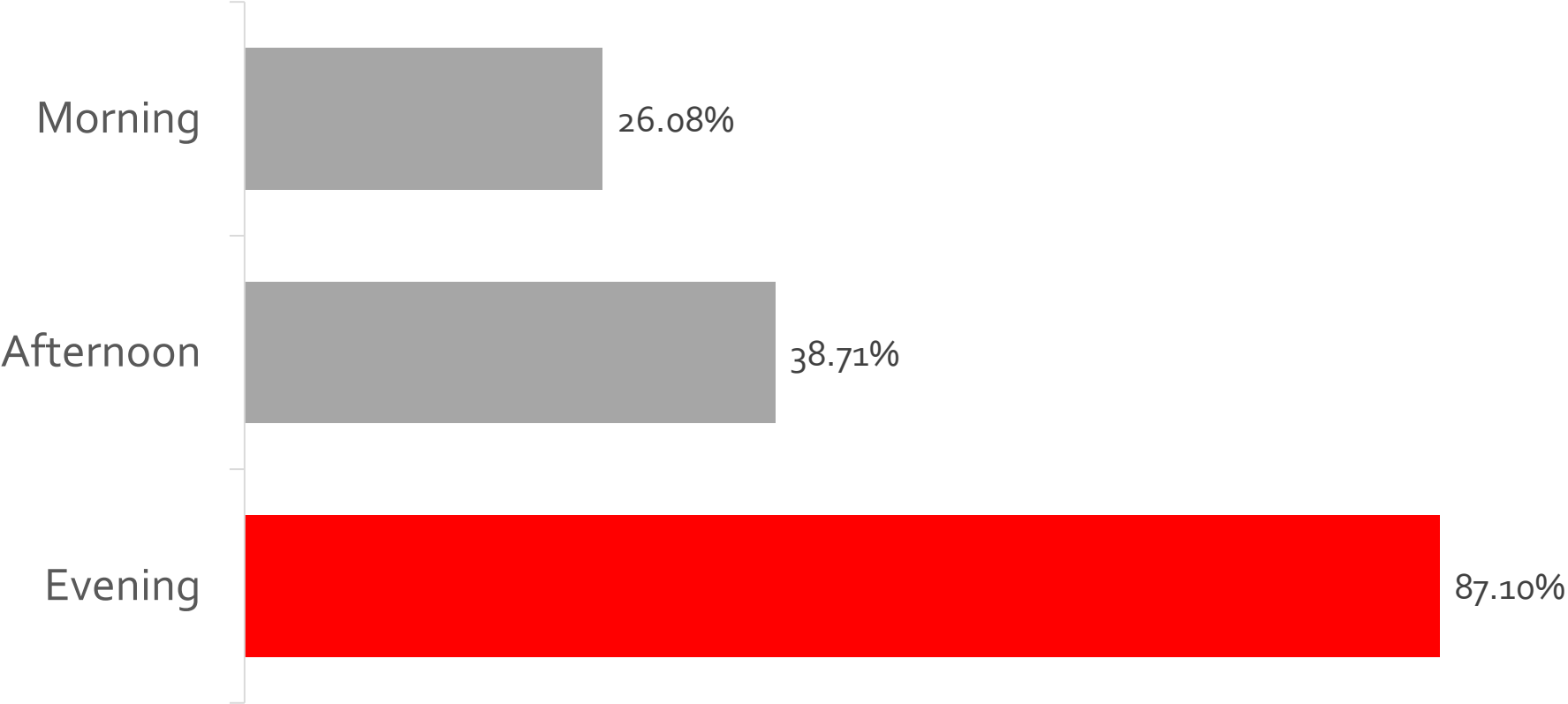
What time of day are you most likely to do your shopping?



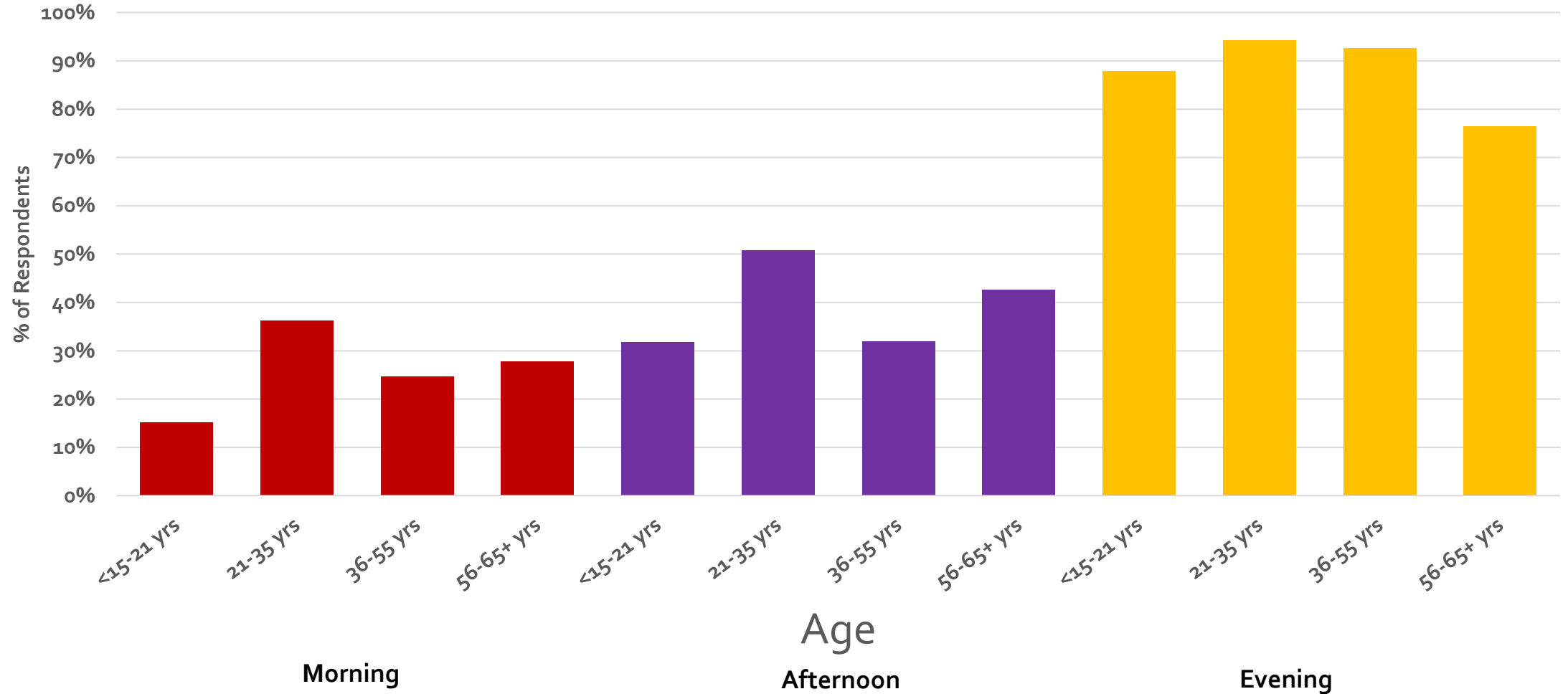
What time of day are you most likely to do your shopping? By Age



What time of day are you most likely to dine out?



What time of day are you most likely to dine out? By Age



HOW LOCALS SHOP IN RANDOLPH

Where was the last place you went to and bought something?

1. Belmains
2. Rite Aid
3. Blue Moon
4. Shaws
5. One Main Tap & Grill
6. Central Supplies
7. Three Bean
8. Cumberland Farms
9. Chef's Market
10. Bob's M&M Beverage

*Note: Top 10 results in order of highest count

What was the last thing you bought?

1. Groceries
2. Food
3. Office Supplies
4. Dinner
5. Art Supplies
6. Medicine
7. Clothing
8. Gas
9. Greeting Cards
10. Toys

*Note: Top 10 results in order of highest count

Are there any goods/services you would buy local that are not available?

1. Clothes
2. Shoes
3. Books
4. Breakfast Restaurant
5. Sporting Goods/Outdoor
6. Grocery
7. Lunch
8. Pet Food/Supplies
9. Restaurant
10. Household Goods

*Note: Top 10 results in order of highest count

WORDS TO DESCRIBE
RANDOLPH FROM
LOCALS

What are 3 words you would currently use to describe downtown Randolph?

1. Empty
2. Friendly
3. Small
4. Quaint
5. Boring
6. Potential
7. Dead/Dying
8. Limited availability/hours
9. Cute
10. Sad

*Note: Top 10 results in order of highest count

What are 3 words you would like to use to describe your downtown?

1. Vibrant
2. Busy/Bustling
3. Friendly
4. Fun
5. Thriving
6. Eating Opportunities
7. Great Shopping
8. Lively
9. Clean
10. Welcoming

*Note: Top 10 results in order of highest count

RESULTS FROM NON- LOCAL RESPONDENTS

What are 3 words you would currently use to describe your downtown?

1. Empty
2. Friendly
3. Attractive
4. Convenient
5. Limited
6. Quiet
7. Beautiful
8. Clean
9. Expensive
10. Lacking

*Note: Results from this question are based off of 31 respondents

Where do you regularly purchase in Randolph and from where?

Where

1. Shaw's
2. Belmain's
3. Chefs Market
4. Central Supplies
5. Blue Moon
6. Black Krim
7. Kinney Drugs
8. NAPA Auto Supplies
9. Rite Aid
10. SAAP

What

1. Groceries
2. Art Supplies
3. Medicine
4. Clothes
5. Gas
6. Banking
7. Food
8. Hardware
9. Movies
10. Office Supplies
11. Painting
12. Toys

*Note: Results from this question are based off of 31 respondents

If you had any additional comments to make in regard to your likeliness to do business in downtown Randolph

1. Options to choose from in our downtown
2. A grocery store or co-op in downtown
3. More recreation, nature, community spaces, and Parks in our downtown
4. Restricted business hours discourages downtown economic activity
5. High rent prices in downtown discourages businesses to come to Randolph
6. Kid-friendly/youth oriented places and activities
7. Shaws in Randolph is expensive and needs local competition
8. Arts, events, and live music in our downtown
9. Affordable prices for the low income
10. Pedestrian friendly sidewalks and streets (outdoor seating)

Contradicting Information & Considerations

- Considerations
 - There were only a total of 4 respondents from the 19-21 years age group.
 - Only 31 respondents outside of the Randolph Area who took the survey, results from non-local respondents may not be representative.
 - No statistical significance was tested.
- Contradicting Information
 1. Respondents reported that the importance of online presence was moderately important although the second preferred media for choosing a new restaurant to dine at was the Internet.
 2. Books were reported as the #1 item respondents are more likely to buy online and not in stores although it was one of the top 10 products that respondents would like to buy local that is not available.

Special Thanks

- Thanks to all who have taken the survey, there was a lot of support and engagement from the community!
- For questions contact the RACDC office (802)728-4305 or email racdc@racdc.com!

