

ORDINANCE NO. 02-93 AC CMS

AN ORDINANCE ADOPTING THE FIRST AVENUES, LLC., MARKET STUDY FOR DOWNTOWN OBERLIN, OHIO, AND DECLARING AN EMERGENCY

WHEREAS, Main Street Oberlin has been working on a Market Study for the downtown with First Avenues this year; and

WHEREAS, Main Street Oberlin/Oberlin Area Chamber of Commerce has endorsed the findings of the Market Study and has adopted the same; and

WHEREAS, a Market Study must be in place and formally adopted by Council in order for the City to submit a Community Development Block Grant (CDBG) Downtown Revitalization Application to the State of Ohio by September 12, 2002.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Oberlin, County of Lorain, Ohio, five-sevenths (5/7ths) of all members elected thereto concurring:

SECTION 1. That the Market Study, completed by First Avenues, LLC., as previously submitted, a copy being on file with the Clerk of Council; is hereby formally adopted by Oberlin City Council.

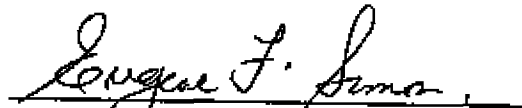
SECTION 2. It is hereby found and determined that all formal actions of this Council concerning or relating to the adoption of this Ordinance were adopted in an open meeting of this Council, and that all deliberations of this Council and of any of its committees that resulted in such formal action, were in meetings open to the public in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

SECTION 3. That this ordinance is hereby declared to be an emergency measure necessary for the preservation of the public peace, health and safety of the citizens of the City of Oberlin, Ohio, to wit:

"in order to allow for the timely application for said CDBG Downtown Revitalization program grant funding in accordance with all applicable procedures", and shall take effect immediately upon passage.

PASSED: 1st Reading – September 3, 2002 (E)
 2nd Reading –
 3rd Reading –

ATTEST:


CLERK OF COUNCIL


CHAIR OF COUNCIL

POSTED: 9/4/02

EFFECTIVE DATE: 9/3/02

a:/ORD02-93MarketStudy

REPORT

City Manager's Office

To: Chair and Members of City Council

From: Rob DiSpirito, City Manager *R6D*

Subject: Marketing Study

Date: August 27, 2002

City Council will recall that a "Marketing Strategy for Downtown Oberlin, Ohio" was prepared in 1998 by the consulting firm Main Street Connections. That consultant was requested to assess downtown and to develop a marketing strategy that the community could use to begin the process of strengthening downtown. That strategic vision seeks to achieve four (4) primary objectives.

1. preservation and enhancement of downtown Oberlin's economic viability (for merchants in terms of increased sales and profits; for property owners in terms of increased rents and return on investment);
2. creation of a positive impact on Oberlin's image and on the quality of life for Oberlin residents, workers, students and visitors;
3. preservation and enhancement of downtown's unique charm and historic architecture; and
4. promotion of sustainable quality, long-term development and growth in downtown Oberlin.

That study has served as a useful blueprint for the community's approach to downtown revitalization and to act as a catalyst for change within the community. The value of this approach was particularly evident through the restructuring of the Oberlin Area Chamber of Commerce and the establishment of a Main Street Program. The Main Street Program has subsequently led to Oberlin being formally recognized by Downtown Ohio, Inc. as a "Main Street Community."

In order to further pursue downtown improvement efforts, the Chamber/Main Street Board has moved to support the City's submission of a grant application to the State under the Community Development Block Grant Downtown Revitalization Program. Under the requirements of that program, the State requires that a community have a "current" marketing study in place. The State's definition of "current" means a study that has been prepared within the last three (3) years. Since the above-referenced 1998 study is slightly older than three (3) years, the Chamber has entered into a contract with First Avenues, L.L.C., for the preparation of updated marketing information in order to meet that State requirement.

Chair and Members of City Council
Marketing Study
August 27, 2002
Page 2 of 2

First Avenues has prepared a first draft of that "marketing strategy", and a copy of that draft is attached to this report for your consideration.

Since the State requires that Council adopt a "marketing strategy", legislation has been prepared for your consideration at your meeting on September 3, 2002.

Should you have any questions concerning this matter, please do not hesitate to contact us.

Thank you for your considerations of this matter.

kjl

cc: G. Boyle, Planning Director
K. Reagan, Director, Chamber/Main Street



Comprehensive Market Study Phase I

Oberlin, Ohio

Draft Report

July, 2002

**Prepared by
First Avenues, LLC
July, 2002**

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Project Background and Summary

Project Background

First Avenues, LLC, formerly Main Street Connections, was hired by The Oberlin Area Chamber of Commerce and Main Street Program in February of 2002 to complete elements of a Comprehensive Market Study for downtown Oberlin. Tasks to be conducted in this initial phase included:

- NOACA Data Analysis – Use data from the recently completed NOACA Retail Survey to summarize retail businesses in and around Oberlin.
- Shopper Intercept Survey – Design and oversee a survey to be conducted by the Lorain County Community College's Joint Center for Policy Research in downtown Oberlin.
- Focus Group Surveys – Conduct surveys, with the assistance of Oberlin Design Initiative, with groups of businesses and property owners.
- Complementary Use Analysis - Conduct a supply-side analysis of potential complementary uses for downtown properties, including office and high-density residential uses.
- Work Planning – Work with the four standing committees of the Oberlin Main Street Program to refine and/or revise their work plans for 2002.

Summary Observations

NOACA Retail Survey

- Very low retail vacancy compared to Lorain County as a whole.
- Significantly higher percentage of office space located in retail areas.
- Very few small retail spaces available (under 1,000 square feet).
- Average store sizes are generally smaller than the average for the county as whole.
- Retail in Oberlin is concentrated on East College and South Main with some dispersed retail on Lorain Street and further south on South Main.

Work Plan

First Avenues provided some initial assistance to the four standing committees regarding their work plans but additional assistance originally envisioned was postponed to allow the committees to take advantage of assistance to be provided by Downtown Ohio, Inc. (DOI) as a result of Oberlin Main Street Program's selection as a Main Street Community by DOI.

Shopper Survey – Executive Summary

The Joint Center for Policy Research of Lorain County Community College was commissioned by First Avenues of Worthington, Ohio on behalf of the Oberlin Area Chamber of Commerce and Main Street Program to coordinate and analyze the results of intercept surveys conducted within downtown Oberlin. A team of 7 Oberlin College students and staff members completed a total of 108 surveys over a three-day period in December, 2001. Project objectives for the intercept surveys were as follows:

1. Findings are influenced heavily by the fact that 37% of respondents were Oberlin College students and 38% were between the ages of 18 and 24. Inferences regarding downtown development should be made within this context. For example,
 - a) Studying was identified as the third most common past time.
 - b) Eating/dining is the second most common reason individuals visit Oberlin, but at least half are Oberlin College students
 - c) Half of all research subjects would consider living downtown but 50% are college students who would spend an average of \$339.00 per month.
2. Oberlin should market the small town atmosphere, aesthetic appeal, and arts/cultural component for attraction purposes. The College Town image comes primarily from persons 45 years of age and older but it is not known whether this is perceived as a positive, negative, or more neutral attribute.

3. People visit downtown Oberlin primarily for shopping (persons of all ages). Food, coffee, and cigarettes comprised the greatest share of merchandise purchased, followed by books and magazines (persons of all ages but 37% are College students), and general household and hardware items. Clothing was the fourth highest type of merchandise drawing female shoppers into Oberlin.
4. An overall average of \$29.00 was spent by research subjects the day they were interviewed. Spending on food averaged \$8.33 per person.
5. Ben Franklin, Gibson's Food Mart, the College Bookstore, and Watson's Hardware were the primary locations shopped. Nearly three-quarters of shoppers at Gibson's, however, were age 18-24 and also Oberlin College Students.
6. Dining and banking were the other two primary reasons people come to downtown Oberlin. About one-half of individuals there to eat/dine were Oberlin College students. Banking appears to hold its strongest attraction among African Americans and older adults (65 years plus).
7. While not specifically stated as a reason they visit downtown Oberlin, arts and crafts might be an attraction for older adults given the frequency it was reported as a pastime or hobby.
8. Similar to the primary reasons for visiting Oberlin, the primary areas seen needing improvement were related to shopping and dining. Lack of store variety (24%) and lack of restaurant variety (13%) were cited most commonly.
9. About half of all research subjects indicated they would consider living in downtown Oberlin, approximately one-half of whom were Oberlin College students and renters. Primary attraction is the convenience/accessibility this provides to students. The primary reason people would prefer to live elsewhere is preference for current residence or another desired location. In general, homeowners and persons 55 years of age and older are deterred from living downtown by their preference for rural settings or homes with yards and gardens.

Focus Groups

Following is a summary of the results of three focus group surveys conducted with the assistance of Oberlin Design Initiative:

Sales have generally trended up modestly over the past two to three years.

Critical economic development challenges:

- Lack of retail basics in downtown
- Lack of a cohesive plan and effort
- Challenges related to the purchase and redevelopment of existing buildings

Needs of existing businesses:

- More collaborative relations with the city (regarding existing and new businesses)
- More consistency in store hours, cleanliness, etc.
- More joint promotion

Current image of Downtown:

- Retail – not enough of what people want
- Office – nice; need to move from prime first floor retail space
- Housing – attractive for students; need for more and better
- Oberlin Inn – older clientele, poor service and food
- Parking – problems with lot maintenance, college use of public spaces; need better management and signage
- Traffic – okay except for trucks

Selected other comments:

- Community resistant to change
- Need update of comprehensive plan
- Need more and more effective promotion; need map/directory of downtown
- More consistent hours; evening hours
- Desire for better communication and collaboration within and between City and downtown businesses and property owners
- Desire for increased availability of financial assistance for businesses and property owners



Retail Analysis

NOACO Retail Analysis

Retail Analysis – Type of Business: Lorain County and Oberlin

Type of Business	Lorain County		Oberlin	
	Number	Percent	Number	Percent
Supermarket	27	0.7%	2	1.9%
Other Food	186	5.0%	4	3.8%
Food Service	501	13.6%	14	13.2%
Drugs	44	1.2%	1	0.9%
Other Convenience Goods	314	8.5%	13	12.3%
Convenience Services	366	9.9%	10	9.4%
Department Stores	6	0.2%		
Other General Merchandise	53	1.4%	6	5.7%
Clothing and Shoes	81	2.2%		
Other Shopping Goods	192	5.2%	3	2.8%
Furniture	147	4.0%	1	0.9%
New Auto Sales	38	1.0%		
Used Auto Sales	52	1.4%		
Auto Parts Sales	57	1.5%	1	0.9%
Auto Repair	204	5.5%	2	1.9%
Gas Stations	127	3.4%	5	4.7%
Enclosed Amusements	60	1.6%	2	1.9%
Social Halls	70	1.9%	1	0.9%
Hotels and Motels	27	0.7%	1	0.9%
Funeral Homes	29	0.8%	1	0.9%
Animal Hospitals	17	0.5%		
Training Schools	35	0.9%		
Business Services	22	0.6%		
Unidentified	125	3.4%	2	1.9%
Existing Vacant	404	10.9%	3	2.8%
Incomplete Vacant	12	0.3%		
Local Office	496	13.4%	34	32.1%
Total	3,692	100.0%	106	100.0%

Retail Analysis - Size of Establishment: Lorain County and Oberlin

Establishment Size (sq. ft.)	Lorain County		Oberlin	
	Number	Percent	Number	Percent
1 - 1,000 sq. ft.	509	13.8%	3	2.8%
1,001 - 2,000 sq. ft.	1,117	30.3%	20	18.9%
2,001 - 3,000 sq. ft.	631	17.1%	19	17.9%
3,001 - 4,000 sq. ft.	377	10.2%	5	4.7%
4,001 - 5,000 sq. ft.	256	6.9%	14	13.2%
5,001 - 6,000 sq. ft.	169	4.6%	8	7.5%
6,001 - 8,000 sq. ft.	167	4.5%	6	5.7%
8,001 - 10,000 sq. ft.	102	2.8%	5	4.7%
10,001 - 15,000 sq. ft.	148	4.0%	4	3.8%
15,001 - 20,000 sq. ft.	64	1.7%	4	3.8%
20,001 - 30,000 sq. ft.	55	1.5%	2	1.9%
30,001 - 40,000 sq. ft.	30	0.8%		
40,001 - 50,000 sq. ft.	10	0.3%		
50,001 - 60,000 sq. ft.	9	0.2%		
60,001 - 80,000 sq. ft.	8	0.2%		
80,001 - 100,000 sq. ft.	6	0.2%		
100,001 - 150,000 sq. ft.	6	0.2%		
150,001 - 200,000 sq. ft.	5	0.1%		
Data Not Available	23	0.6%	16	15.1%
Total	3,692	100.0%	106	100.0%

Average Size of Establishment by Type of Business: Lorain County and Oberlin

Type of Business	Average Size (sq. ft.)	
	Lorain County	Oberlin
Supermarket	24,992.63 sq. ft.	13,306.00 sq. ft.
Other Food	3,472.48 sq. ft.	11,518.25 sq. ft.
Food Service	2,691.12 sq. ft.	3,331.79 sq. ft.
Drugs	8,124.09 sq. ft.	5,300.00 sq. ft.
Other Convenience Goods	5,343.21 sq. ft.	3,499.54 sq. ft.
Convenience Services	1,842.88 sq. ft.	3,810.30 sq. ft.
Department Stores	115,936.83 sq. ft.	
Other General Merchandise	20,232.25 sq. ft.	6,701.83 sq. ft.
Clothing and Shoes	3,754.01 sq. ft.	
Other Shopping Goods	4,572.01 sq. ft.	3,157.33 sq. ft.
Furniture	5,992.80 sq. ft.	2,612.00 sq. ft.
New Auto Sales	17,215.24 sq. ft.	
Used Auto Sales	2,730.35 sq. ft.	
Auto Parts Sales	5,053.86 sq. ft.	4,464.00 sq. ft.
Auto Repair	4,429.09 sq. ft.	5,581.00 sq. ft.
Gas Stations	2,038.47 sq. ft.	2,163.40 sq. ft.
Enclosed Amusements	15,600.48 sq. ft.	7,922.50 sq. ft.
Social Halls	8,048.76 sq. ft.	1,896.00 sq. ft.
Hotels and Motels	27,163.67 sq. ft.	4,742.00 sq. ft.
Funeral Homes	7,236.28 sq. ft.	2,410.00 sq. ft.
Animal Hospitals	3,006.76 sq. ft.	
Training Schools	3,395.69 sq. ft.	
Business Services	1,750.14 sq. ft.	
Unidentified	6,551.56 sq. ft.	4,401.50 sq. ft.
Existing Vacant	3,920.90 sq. ft.	9,122.67 sq. ft.
Incomplete Vacant	4,602.75 sq. ft.	
Local Office	2,966.49 sq. ft.	3,339.56 sq. ft.
Average for All Businesses	4,885.40 sq. ft.	4,354.47 sq. ft.

Annual Retail Spending Estimates By Market Segment

Oberlin College Market (35% of total)	Estimated Total Annual Retail Expenditures	Estimated Downtown Annual Retail Sales	Downtown Market Share*
1. Students (2,900)	\$13,500,000.00	\$4,400,000.00	33%
2. Faculty/Staff Daytime Opening (900)	\$1,200,000.00	\$600,000.00	50%
3. Oberlin College (1.+2.)	\$14,700,000.00	\$5,000,000.00	34%

Oberlin Resident Market (33% of total)	Estimated Total Annual Retail Expenditures	Estimated Downtown Annual Retail Sales	Downtown Market Share*
4. Nonstudent Households, Zip Code 44074 (3,600)	\$43,200,000.00	\$4,800,000.00	11%
5. Oberlin Market (1.+4.)	\$57,900,000.00	\$9,800,000.00	16-17%
Visitor Market (32% of total)			
6. Tourists and Visitors	N/A	\$4,800,000.00	N/A
Total (3.+4.+6.)	N/A	\$14,400,000.00	N/A

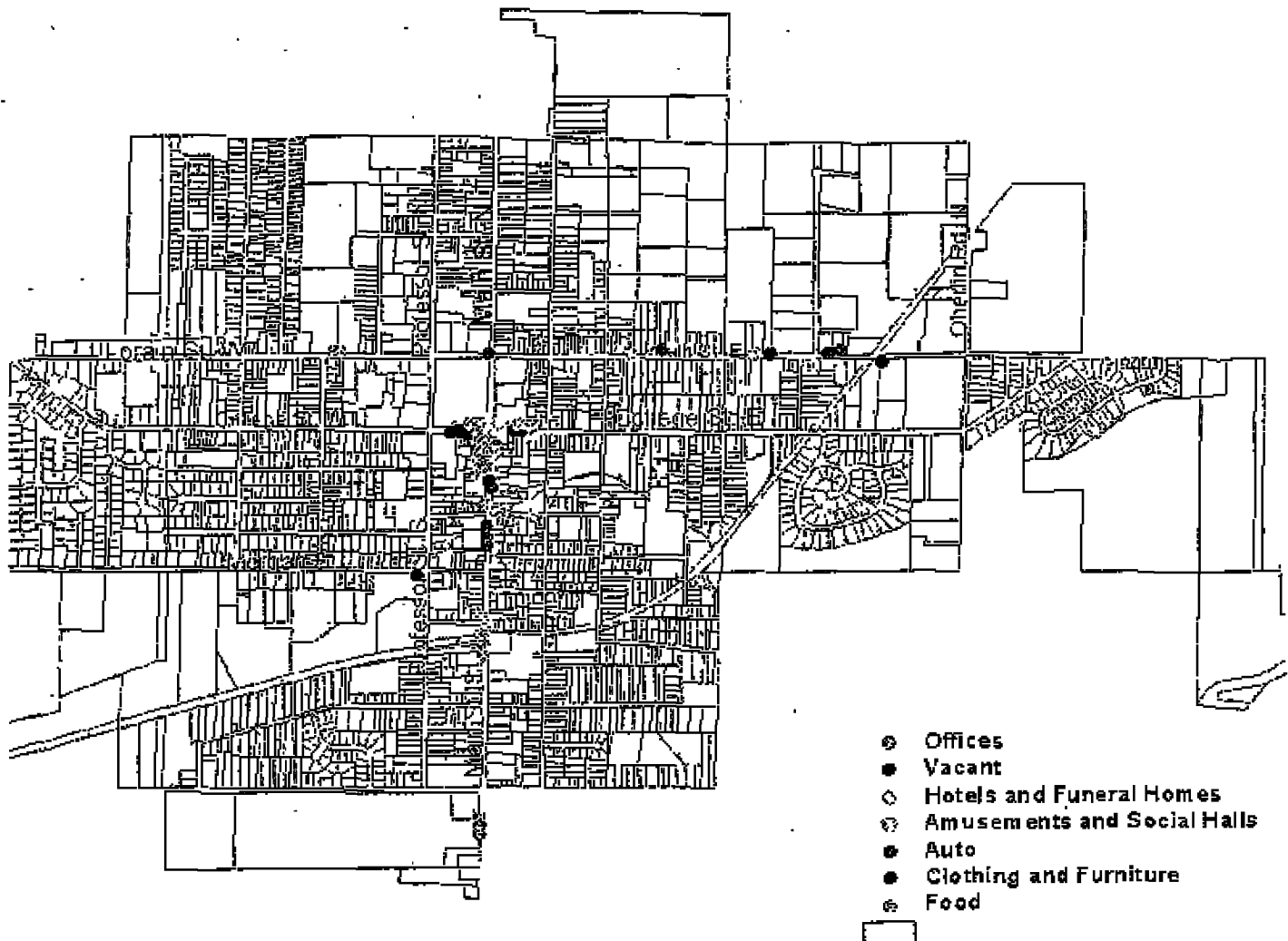
Additional Retail Uses in Downtown Oberlin

MERCHANDISE Group/Line	PRIMARY TARGET MARKET(S)			
	Students	Employees	Residents	Visitors
CONVENIENCE GOODS & SERVICES				
•Health foods/herbs/vitamins/juices	X		X	
•Ethnic/International/Deli/Specialty Food	X	X		X
•Quick Copy/Printing	X	X		
•Perfume/Cosmetics/Bath Soaps/Gels	X	X	X	X
•Shoe Repair		X	X	
•Pharmacy	X	X	?	?

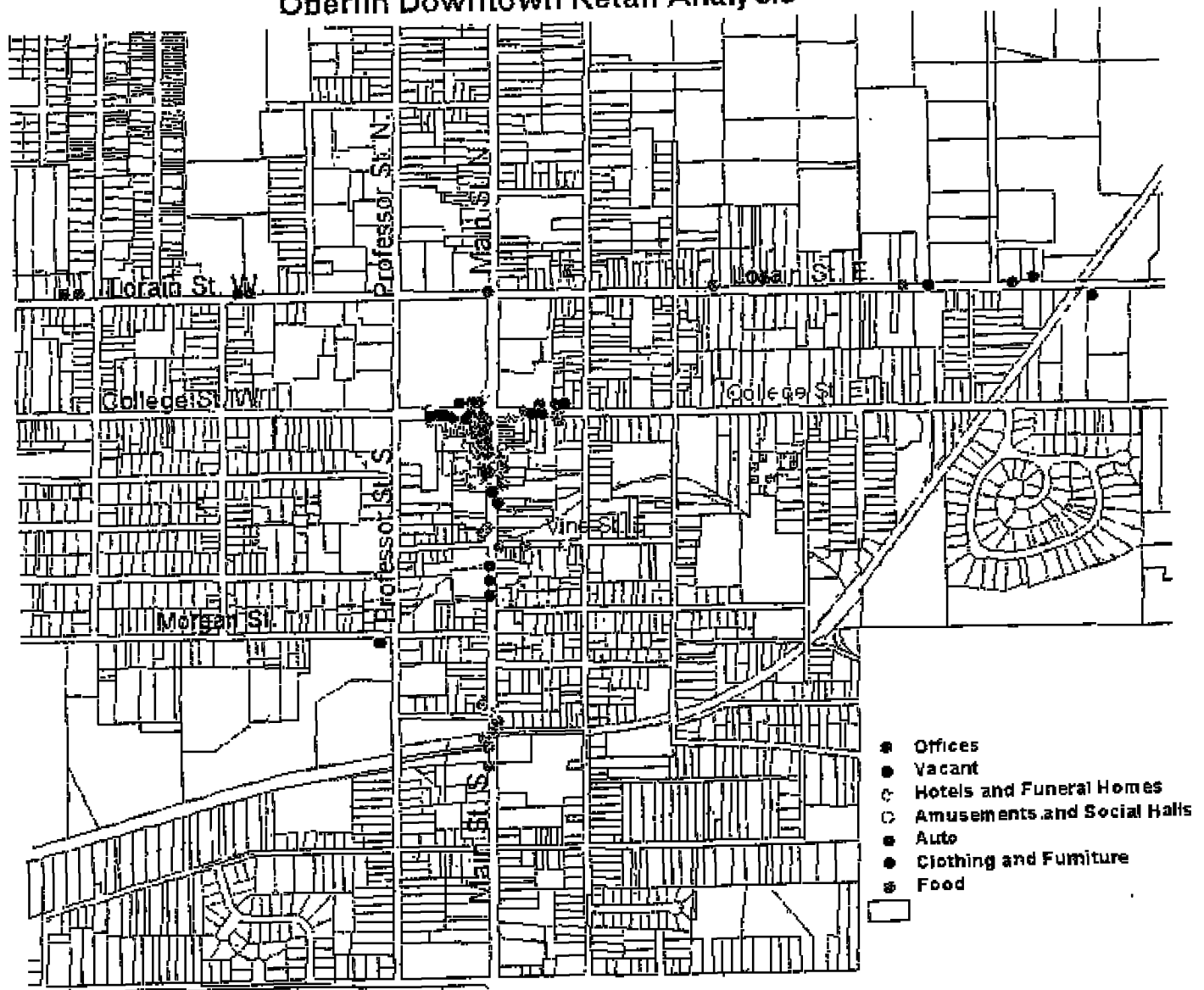
MERCHANDISE Group/Line	PRIMARY TARGET MARKET(S)			
	Students	Employees	Residents	Visitors
HOME GOODS				
•Discount Accessories/Furnishings	X		X	X
•More Antiques				
•Household Decorations/More Crafted Items			X	X
FASHION GOODS				
•Youth-Oriented Apparel/Shoes/Used Jeans	X			X
•More Crafted Jewelry	X			X
•Children's Apparel/Shoes			X	
•Fashion Eyewear	X		X	

MERCHANDISE Group/Line	PRIMARY TARGET MARKET(S)			
	Students	Employees	Residents	Visitors
<u>LEISURE GOODS</u>				
•Used Compact Discs	X			X
•Used Books	X		X	X
•Musical Instruments -- New and Used	X			X
•Bicycles/Roller Blades/ Skate Boards	X		X	
•More Fine Art Galleries			X	X
•More Crafts/Pottery			X	X
•Computer Software	X	X		
<u>DINING & ENTERTAINMENT</u>				
•Fine Dining Restaurant w/Wine	X	X	X	X
•More Ethnic Restaurants	X	X	X	X
•Microbrewery		X	X	X
•Bagel Shop	X	X	X	X

Oberlin Retail Analysis



Oberlin Downtown Retail Analysis





Focus Groups

Merchant Focus Group Summary

Downtown Oberlin, Ohio

Date: January 5, 2002

Location: Oberlin Public Library

Attendants: Over the course of three sessions, twenty downtown merchants were asked a variety of questions to gain a better understanding of the issues they feel have the greatest impact on the city's central business district (CBD). The following is a summary of the key issues raised at these forums.

Parking

Participants in each of the focus groups showed some concern about downtown parking. The key concerns were:

- Not enough parking
- Public parking behind the stores needs to be more visible.
- Lot maintenance must be improved. The lots are currently in a deteriorated condition.
- Oberlin College faculty, staff, and students are occupying too many downtown parking spaces. The college should provide more of its own off-street parking.
- Parking is privately owned which creates bitterness.

Needs of existing and potential businesses located in the downtown

This section addresses the many needs of downtown merchants. While most businesses reported a slight increase in sales in recent years, Oberlin's merchants feel that many relatively simple acts could further boost this rise:

- Oberlin needs to develop and promote a unified vision.
- The unique qualities that help to form Oberlin's identity should be marketed to bring more business downtown.
- Effort should be made to increase summer sales. Such efforts could include more special events in Tappan Square as well as more summer workshops at the college.
- Tours of the Oberlin College campus should include a tour through the downtown.

Relationship between the city government and businesses

One recurring theme from all of the merchants interviewed made reference to difficulties working with city officials. The following is a list of complaints/suggestions directed toward the city:

- Storeowners feel that the city is anti-growth/anti-business.
- The city should actively recruit new businesses.
- There is a perception that the city gets in the way of business rather than helping.
- The city should put together a welcome packet for new businesses as well as a checklist of things that must be done to meet city codes and regulations.
- City officials should show some appreciation towards the business owners.

Other Thoughts

In addition to the key concerns already mentioned, Oberlin's merchants had many other concerns and opinions on a wide range of topics:

- Oberlin's stores have become too specialized with many stores offering the same goods and services. For example, there are three dry cleaners located downtown.
- There is little interest in Oberlin's Chamber of Commerce.
- It is too difficult to buy a building downtown. Two of the merchants have been trying to buy a building for many years.
- Too much money is being exported from the city. In order for the downtown to thrive it will be necessary to figure out a way to keep Oberlin dollars inside the city limits.
- Oberlin rents in the CBD are too high as are utility costs.



Shopper Intercept Survey

***OBERLIN MARKET
ASSESSMENT***

***Shopper Intercept
Survey Findings***

***Joint Center for Policy Research
Lorain County Community College
February, 2002***

EXECUTIVE SUMMARY

The Joint Center for Policy Research of Lorain County Community College was commissioned by First Avenues of Worthington, Ohio on behalf of the Oberlin Area Chamber of Commerce and Main Street Program to coordinate and analyze the results of intercept surveys conducted within downtown Oberlin. A team of 7 Oberlin College students and staff members completed a total of 108 surveys over a three-day period in December, 2001. Project objectives for the intercept surveys were as follows.

1. Findings are influenced heavily by the fact that 37% of respondents were Oberlin College students and 38% were between the ages of 18 and 24. Inferences regarding downtown development should be made within this context. For example,
 - a) Studying was identified as the third most common past time.
 - b) Eating/dining is the second most common reason individuals visit Oberlin, but at least half are Oberlin College students
 - c) Half of all research subjects would consider living downtown but 50% are college students who would spend an average of \$339.00 per month.
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4. An overall average of \$29.00 was spent by research subjects the day they were interviewed. Spending on food averaged \$8.33 per person.
5. Ben Franklin, Gibson's Food Mart, the College Bookstore, and Watson's Hardware were the primary locations shopped. Nearly three-quarters of shoppers at Gibson's, however, were age 18-24 and also Oberlin College Students.
6. Dining and banking were the other two primary reasons people come to downtown Oberlin. About one-half of individuals there to eat/dine were Oberlin College students. Banking appears to hold its strongest attraction among African Americans and older adults (65 years plus).
7. While not specifically stated as a reason they visit downtown Oberlin, arts and crafts might be an attraction for older adults given the frequency it was reported as a pastime or hobby.
8. Similar to the primary reasons for visiting Oberlin, the primary areas seen needing improvement were related to shopping and dining. Lack of store variety (24%) and lack of restaurant variety (13%) were cited most commonly.
9. About half of all research subjects indicated they would consider living in downtown Oberlin, approximately one-half of whom were Oberlin College students and renters. Primary attraction is the convenience/accessibility this provides to students. The primary reason people would prefer to live elsewhere is preference for current residence or another desired location. In general,

homeowners and persons 55 years of age and older are deterred from living downtown by their preference for rural settings or homes with yards and gardens.

I. INTRODUCTION AND RESEARCH DESIGN

The Joint Center for Policy Research of Lorain County Community College was commissioned by First Avenues of Worthington, Ohio on behalf of the Oberlin Area Chamber of Commerce and Main Street Program to coordinate and analyze the results of intercept surveys conducted within downtown Oberlin. A team of 7 Oberlin College students and staff members completed a total of 108 surveys over a three-day period in December, 2001. Project objectives for the intercept surveys were as follows.

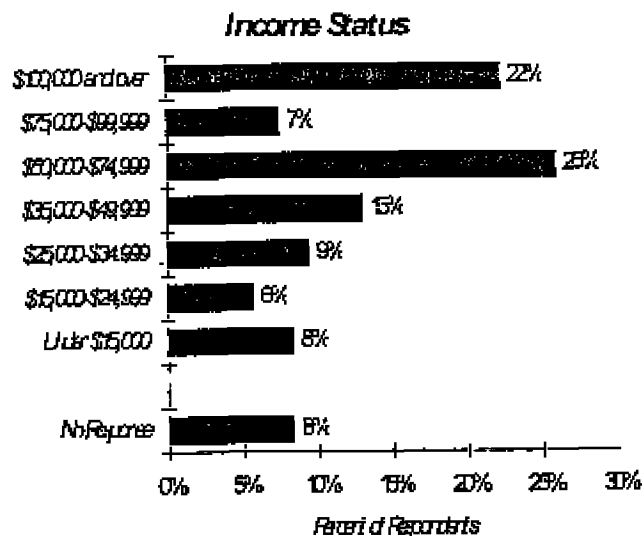
- Understand what brings people to downtown Oberlin.
- Understand shopping patterns and spending behaviors of downtown visitors.
- Gauge positive and negative images of downtown Oberlin.
- Identify attitudes related to living in downtown Oberlin.

II. RESPONDENT PROFILE

Respondents were 65 percent female, 35 percent male, and predominantly White (86%). Those reporting themselves as 'Other' (7%) constituted the second largest proportion of respondents in terms of race/ethnicity, followed by Asian/Pacific Islander (5%), and African American (2%). Only 4 percent of those surveyed were of Hispanic Origin.

Over one-third (38%) of respondents were between the ages of 18 and 24, and over one-fifth (21%) were between the ages of 25 and 44. Another one-fifth (22%) were aged 55 and older.

Demographics		
Gender N=105	Male	34.3%
	Female	63.0%
Race/Ethnicity N=105	White	86.1%
	African American	1.9%
	Asian/Pacific Islander	4.6%
	Other	7.4%
Hispanic Origin N=105	Yes	3.7%
	No	96.3%
Age N=105	18-24	38.0%
	25-34	8.3%
	35-44	13.0%
	45-54	18.5%
	55-64	9.3%
	65 and older	13.0%

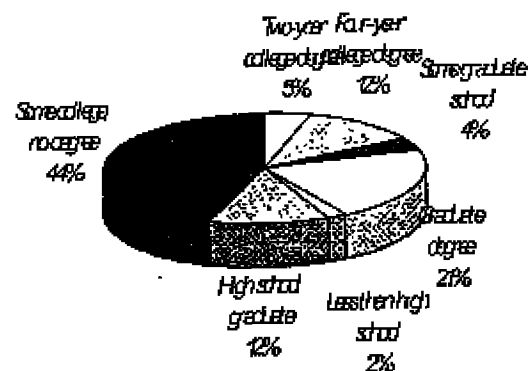


Individuals surveyed were relatively affluent, with nearly one-third (29%) reporting household incomes greater than \$75,000 per year. Another 28 percent of respondents reported income between \$50,000 and \$74,999 per year. Only 14 percent of respondents had income below \$25,000 per year. Eight percent (8%) of respondents declined to provide this information. There were no statistically significant income differences among respondents based on gender, race/ethnicity, or Hispanic origin.

Respondents also revealed relatively high levels of educational attainment. Over 20 percent reported holding graduate degrees and another 4 reported some graduate school experience.

As would be expected in a town with a large college population, a plurality of respondents (44%) reported having some college but no degree. In fact, 37 percent of those surveyed were Oberlin College students. Only 14 percent reported their highest level of educational attainment as high school graduate while only 2 percent reported it to be less than high school.

Educational Attainment



Chi Square tests revealed no statistically significant differences in educational attainment by gender, race, Hispanic origin, or income.

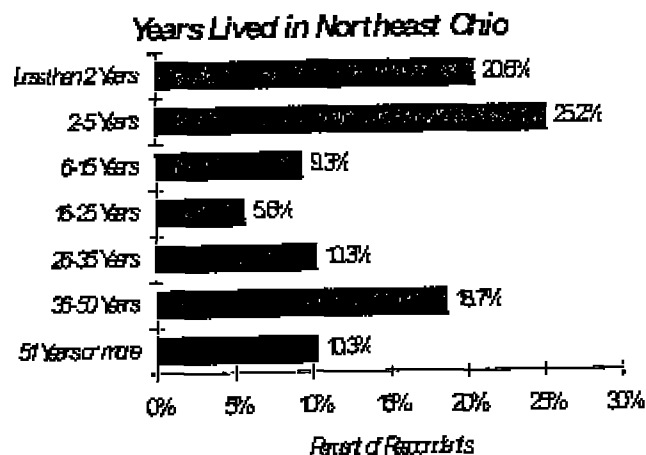
Respondents were nearly equally divided between those who own (47%) and those who rent (48%) their homes. Chi Square analysis of renters' and homeowners' basic demographic characteristics revealed statistically significant differences based on age only. As might be expected, persons 25 years of age and older were more likely to be homeowners.

	18-24	25-34	35-44	45-54	55-64	65 and older
Rent	67.3%	58%	38%	9.6%	3.9%	9.6%
Own	20%	11.8%	23.5%	29.4%	15.7%	17.8%
Don't Know	100%	00%	00%	00%	00%	00%
Chi Square Statistic	p = .000					

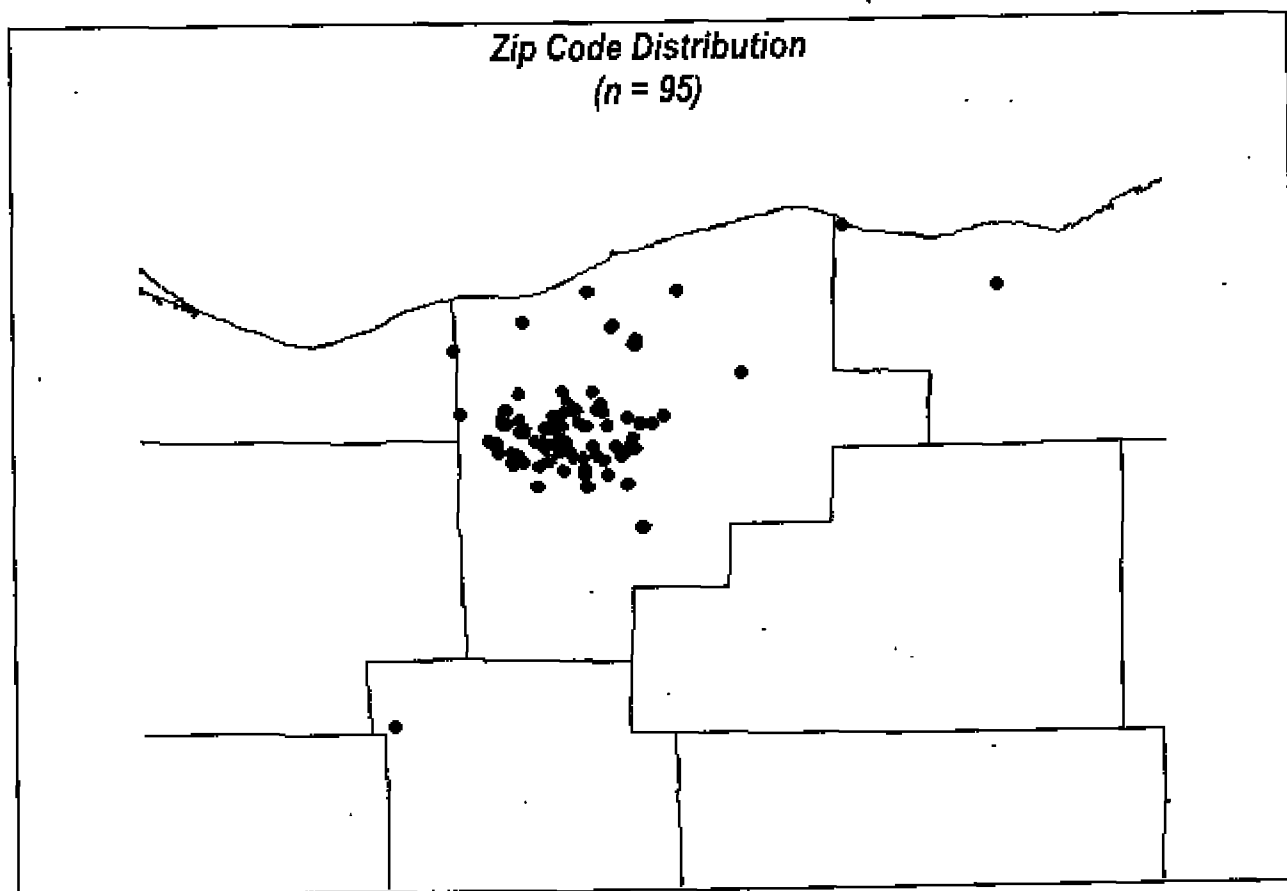
C. Years Lived in Northeast Ohio

Research subjects were also asked the number of years they have lived in the Northeast Ohio area. Responses ranged from 6 months to 87 years, and averaged 21 years. Nearly one-half (46%) of respondents have lived in Northeast Ohio for less than 5 years, while nearly one-third (29%) have lived in the area for 36 years or more.

According to the zip code data, over two-thirds of individuals surveyed (69%) reported their present address to be within the Oberlin area. Another 15 percent of respondents live in Amherst, Elyria, Kipton, Wakeman, and Lorain.



The map below displays the zip code locations of 95 respondents living in the Lorain County region. Three (3) individuals residing in other parts of Ohio are excluded. For 10 respondents zip code data was not available.



III. OBERLIN IMAGE

Respondents were asked to state the image or images that come to mind when thinking of Oberlin. Responses were coded by interviewers according to categories that had emerged when a similar question was asked of Oberlin residents by JCPR during the 1998 Lorain County Attitude Survey. A brief summary of all categories is reported below:

College Town:	Oberlin College, college town, education, campus, academic setting, educated people, etc.
Small Town Atmosphere:	Atmosphere, quaint, charming, cozy, friendly/sociable people, etc.
Arts/Culture:	Concerts, museums, music, films, art, galleries, poetry, creativity, and entertainment, etc.
Beautification/Aesthetics:	Visual attractiveness, nice looking, pretty, scenery, attractive architecture, green spaces, parks, etc.
Eccentricities:	Eccentric dress and behavior, makeup, jewelry, tattoos, etc.
History:	Civil war and the underground railroad, 19th century, historical homes and building, etc.
Liberal/Radical:	Activist or controversial politics, radicalism, counter-culture, etc.
Quiet/Peaceful:	Serenity, quiet, peaceful setting, etc.
Diversity:	Racial, cultural, and socio-economic diversity, international students, variety of races, etc.
Storefronts/Cafes/Shops:	Stores, restaurants, shopping, dining, coffee houses, etc.
Home/Family:	Personal connections to Oberlin through friends, family, home, church, work, etc.
White/Diversity:	Lack of diversity, all White, etc.

The chart at right displays the percentages of all respondents who shared comments within each of the above categories. Because multiple responses were permitted, a total of 176 images were recorded for the 108 individuals responding.

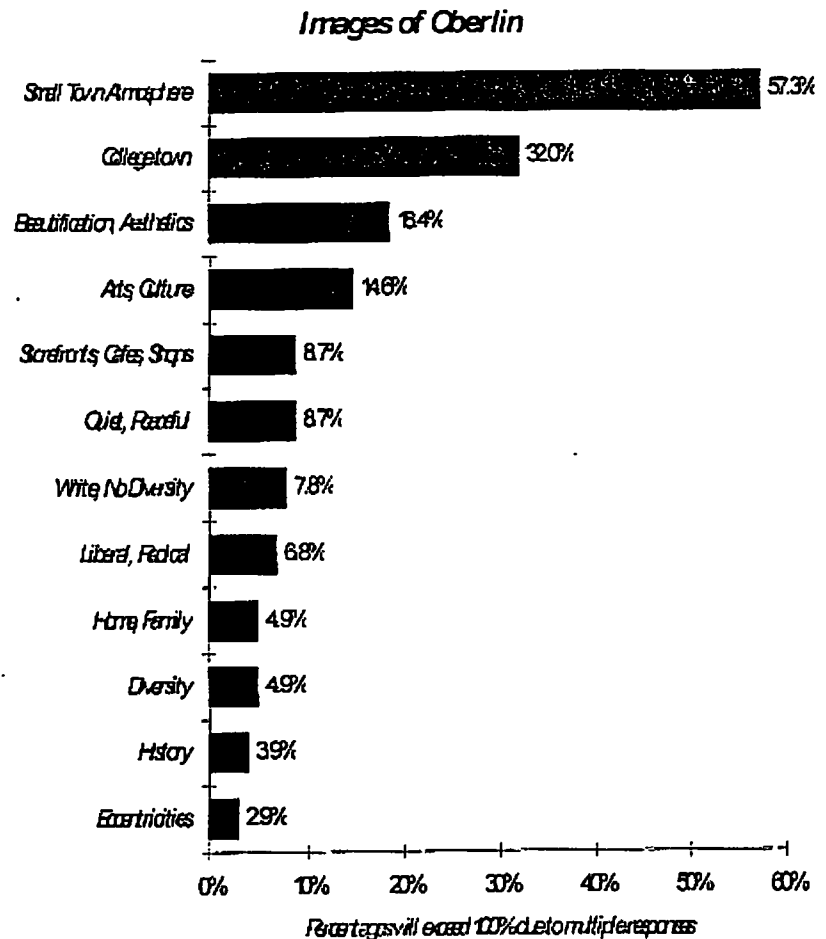
Those who made references to Oberlin's small town atmosphere constituted the largest single category of respondents (57%), followed by those referring to college town (32%), aesthetics (18%), and arts and culture (15%). Categories of responses mentioned least frequently were diversity (5%), history (4%), and eccentricities (3%).

Six image categories (small town atmosphere, college town, arts/culture, beautification/aesthetics, quiet/peaceful, and stores/shops) accounted for 82 percent of all responses.

In order to examine subgroup differences, respondents were selected out of the larger data set based on the images they reported. Respondents who reported each of these images respectively were compared to those who did not and results analyzed using the Chi Square statistic. The demographic characteristics of respondents reporting images in these categories are compared and reported below:

Small Town Atmosphere

There were no statistically significant differences between those who did and those who did not refer to Oberlin's small town atmosphere in terms of gender, race, Hispanic origin, educational attainment, age, status as an Oberlin college student, or home ownership.



College Town

There were no statistically significant differences based on gender, race/ethnicity, Hispanic origin, educational attainment, income, or home ownership between those who made reference to Oberlin as a college town and those who did not. There were differences based on age and on status as an Oberlin College student. Interestingly, the image of Oberlin as a college town is not one held with frequency by students themselves or among persons age 18 to 24.

	18-24	25-34	35-44	45-54	55-64	65 and older
College Town Image	12%	12%	24%	12%	9%	12%
Not College Town Image	46%	67%	80%	17%	93%	17%
Chi Square Significance	p = .04					

	Oberlin College Student	
	Yes	No
College Town Image	12%	81%
Not College Town Image	45%	54%
Chi Square Significance	p = .07	

Beautification/Aesthetics

In comparing those who described their image of Oberlin in terms of visual aesthetics and those who did not, there were no statistically significant differences based on gender, race, Hispanic origin, educational attainment, age, income, or status as an Oberlin College student.

Arts/Culture

There were no statistically significant differences based on gender, race/ethnicity, Hispanic origin, educational attainment, or income between those who described their image of Oberlin in terms of arts and culture and those who did not. The Chi Square statistic did reveal significant differences in terms of respondents' Oberlin College student status. Interestingly, Oberlin College students are *not* as likely to associate Oberlin with arts and culture as are non-students.

	Oberlin College Student	
	Yes	No
Arts/Culture Image	13%	66%
Not Arts/Culture Image	40%	59%
Chi Square Significance	p = .004	

Quiet/Peaceful

In comparing those who described Oberlin as quiet and peaceful and those who did not, there were no statistically significant differences based on gender, race, Hispanic origin, educational attainment, age, income, status as an Oberlin College student, or home ownership.

Storefronts/Shops/Cafes

In comparing those who described their image of Oberlin in terms of shopping and dining and those who did not, there were no statistically significant differences based on gender, race, Hispanic origin, educational attainment, age, income, status as an Oberlin College student, or home ownership.

Oberlin College Student Summary Table 1

Q22. Oberlin college student			
		<i>Student</i>	<i>Not Student</i>
		<i>Column %</i>	<i>Column %</i>
Oberlin image	Q10a. Collego town	16.2%	40.9%
	Q10b. Small town atmosphere	70.3%	50.0%
	Q10c. Arts/Culture	5.4%	19.7%
	Q10d. Beautification/Aesthetics	16.2%	19.7%
	Q10e. Eccentricities	2.7%	3.0%
	Q10f. History	2.7%	4.5%
	Q10g. Liberal/Radical	2.7%	9.1%
	Q10h. Quiet/Peaceful	5.4%	10.6%
	Q10i. Diversity	2.7%	8.1%
	Q10j. Storefronts/Cafes/Shops	8.1%	9.1%
	Q10k. Home/Family	.0%	7.6%
	Q10l. White/No Diversity	16.2%	3.0%

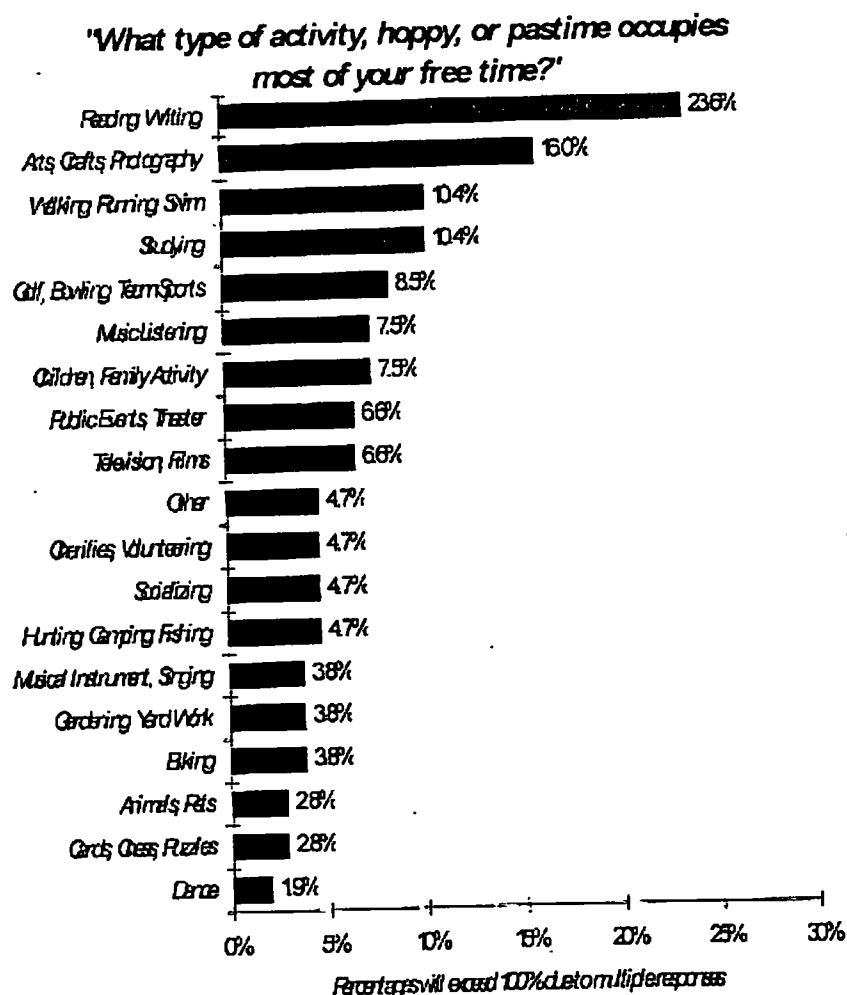
IV. ACTIVITIES, HOBBIES, AND PASTIMES

Respondents were asked: "What kind of activity, hobby, or pastime occupies most of your free time?" Reading and writing was the activity mentioned by the largest proportion of respondents (24%), followed by arts, crafts and photography (16%); walking, running and swimming (10%); and studying (10%). Activities mentioned by only small numbers of respondents were animals and pets (3%); cards, chess, and puzzles (3%); and dance (2%).

Interestingly, when the identical question was asked of 1,050 Oberlin residents during the 1998 Attitude Survey, sports and exercise was specified by nearly one-half (46%) of all respondents. The percentage who specified reading as a pastime was similar (25%).

Although it is possible to compute the frequencies of responses among subgroups, multiple responses across the activity categories prevent separating respondents into discrete groups to test for statistically significant differences. A simple comparison of frequencies can be problematic because of the possibility that apparent differences may have occurred within the sample by chance alone and therefore might not necessarily reflect true differences in the population. This is an especially important consideration given the relatively small numbers of African American and Hispanic individuals surveyed.

It is possible, however, to compare and analyze groups based on the hobby/activity they did or did not report. For example, the 24 percent of respondents who made references to reading and writing can be compared to all respondents who did *not* refer to this activity. Using the Chi Square statistic, apparent differences can be tested to determine the probability that they do reflect actual differences in the population. Four activities (reading and writing; arts, crafts and photography; walking, running and swimming; and studying) accounted for 45 percent of all



responses. The demographic characteristics of respondents reporting activities in these categories are compared and reported below:

Reading and Writing

There were no statistically significant differences based on gender, race/ethnicity, Hispanic origin, educational attainment, or income between those who engage in reading and writing as a hobby and those who did not. Respondents did differ significantly based on age and status as an Oberlin College student. While reading and writing are pastimes for people of all ages, the profile of those who did not specify reading/writing reveals that 46 percent are age 18 to 24. Only 16 percent of those individuals who read and write as a pastime were Oberlin College students.

	18-24	25-34	35-44	45-54	55-64	65 and older
Reading/Writing	20%	16%	24%	20%	40%	24%
Not Reading/Writing	45%	30%	9%	11%	18%	9%
Chi-Square Statistic	p = .00					

	Oberlin College Student	
	Yes	No
Reading/Writing	16%	84%
Not Reading/Writing	43%	56%
Chi-Square Statistic	p = .03	

Arts, Crafts & Photography

There were no statistically significant differences based on gender, race, Hispanic origin, educational attainment, or income between those who engage in arts, crafts, and photography as a hobby and those who did not. Respondents did differ significantly by age and Oberlin College student status. Among those who reported arts, crafts, and photography as their primary pastime, 88 percent were aged 45 and older. Least likely to engage in arts and crafts were individuals aged 18 to 24 year as well as Oberlin College students.

	18-24	25-34	35-44	45-54	55-64	65 and older
Arts/Crafts	5%		5%	42%	11%	35%
Not Arts/Crafts	44%	9%	14%	14%	8%	8%
Chi-Square Statistic	p = .00					

	Oberlin College Student	
	Yes	No
Arts/Crafts	5%	94%
Not Arts/Crafts	42%	57%
Chi-Square Statistic	p = .00	

Studying

Individuals who cited studying as their primary pastime differed from those who did not only in terms of age and their status as Oberlin College students. Those most likely to

	18-24	25-34	35-44	45-54	55-64	65 and older
Studying	81%	91%	0%	0%	91%	0%
Not Studying	33%	82%	14%	20%	93%	14%
Chi-Square Statistic	p = .00					

identify studying as a pastime were 18-to-24 year-olds. As might be expected, over 90 percent of those who cited studying as a primary pastime were also Oberlin College students.

Walking, Running, Swimming

There were no statistically significant differences based on gender, race, Hispanic origin, age, income, or Oberlin College student status between those who run, walk, or swim as a primary pastime and those who do not.

	Oberlin College Student	
	Yes	No
Studying	90.9%	9.1%
Not Studying	30.9%	69.1%
Of Significant	p = .00	

Oberlin College Student Summary Table 2

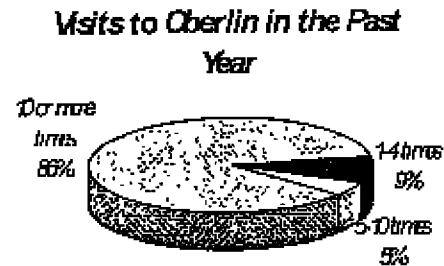
Hobby or pastime occupying most free time		22. Oberlin college student	
		Student	Not Student
		Column %	Column %
Hobby or pastime occupying most free time	Arts, Crafts, Photography	2.6%	23.9%
	Biking	.0%	6.0%
	Cards, Chess, Puzzles	2.6%	3.0%
	Children, Family Activity	0%	11.9%
	Dance	2.6%	1.5%
	Television, Films	7.7%	6.0%
	Gardening, Yard Work	.0%	6.0%
	Golf, Bowling, Team Sports	15.4%	4.5%
	Hunting, Camping, Fishing	.0%	7.5%
	Music Listening	7.7%	7.5%
	Musical Instrument, Singing	5.1%	3.0%
	Animals, Pets	.0%	4.5%
	Reading, Writing	10.3%	31.3%
	Public Events, Theater	2.6%	9.0%
	Socializing	10.3%	1.5%
	Studying	25.6%	1.5%
	Charities, Volunteering	12.8%	.0%
	Walking, Running, Swimming	10.3%	10.4%
	Other	.0%	7.6%

V. VISITS TO OBERLIN

A. Number of Visits to Oberlin in the Previous Year

When asked: "How many times have you visited downtown Oberlin in the past year," 86 percent reported having done so 10 or more times. Another 5 percent visited between 5 and 10 times. Nine percent (9%) of respondents reported between 1 and 4 visits during the past year.

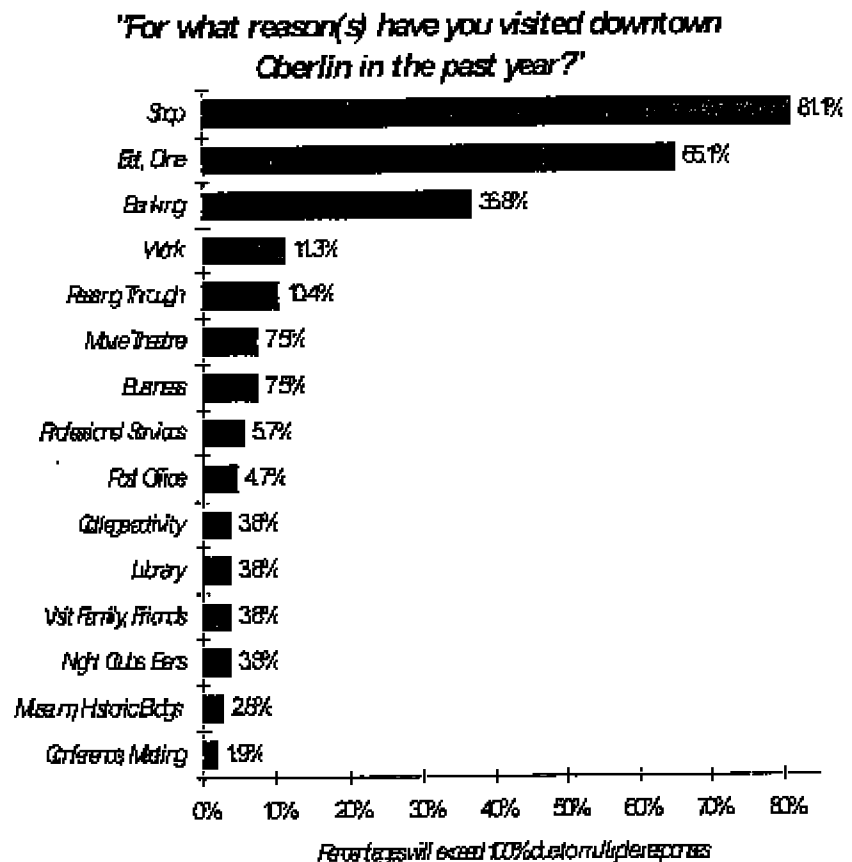
There were no statistically significant differences in the number of visits to downtown Oberlin based on gender, race, Hispanic origin, income, or age. However, while 95 percent of Oberlin College students reported visiting the downtown area 10 or more times during the past year, frequent visits by non-students was also quite high. Over 86 percent of non-Oberlin College students reported visiting the downtown area 10 or more times.



B. Reasons For Visiting Oberlin in the Previous Year

Respondents were asked: "For what reason(s) have you visited downtown Oberlin in the past year?" Interviewers recorded responses according to a list of 10 general categories. Responses not on interviewers' lists were recorded separately and later coded for analysis resulting in a final total of 15 categories. Because multiple responses were possible, a total of 265 responses were recorded.

Over 80 percent of respondents reported shopping as a reason for visiting downtown Oberlin. Nearly two-thirds (65%) visited Oberlin to dine, and another 37 percent did so for banking.



As in the previous sections, data was analyzed for statistically significant differences in each of the top three response categories. Dining, shopping, and banking accounted for nearly three-fourths (73%) of all 265 responses.

Shopping

There were no statistically significant differences between those who visited Oberlin to shop and those who did based on gender, race, Hispanic origin, educational attainment, age, income, status as an Oberlin College student, or home ownership.

Dining

Respondents who visited Oberlin to dine differed from those who did not only in terms of Oberlin College student status. Approximately 45 percent of respondents who visited the downtown Oberlin area for dining in the past year were Oberlin College students.

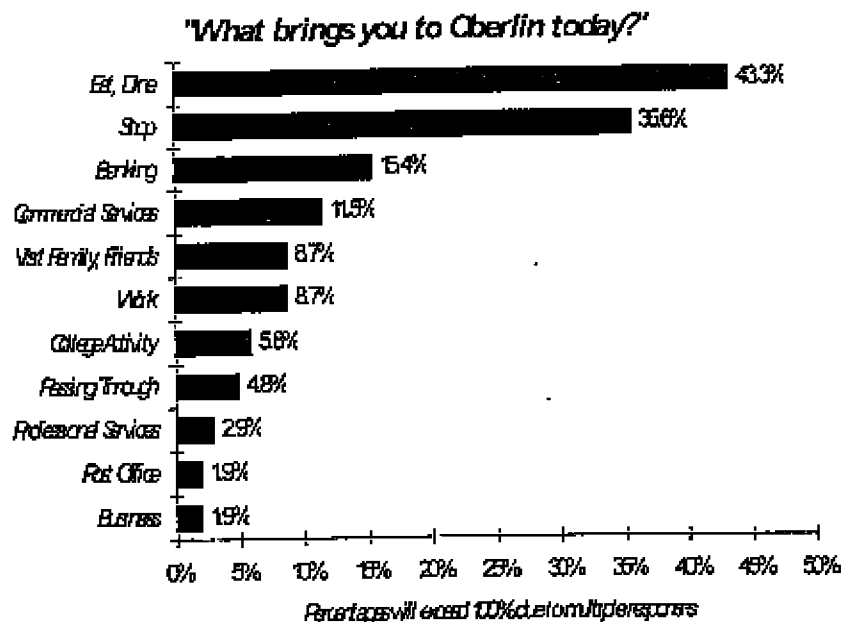
	Oberlin College Students	
	Yes	No
Eating/Dining	44.9%	55.1%
Not Eating/Dining	23.1%	76.9%
On Significance	p = .021	

Banking

There were no statistically significant differences between those who visited Oberlin to bank in the previous year and those who did not based on gender, race, Hispanic origin, educational attainment, age, status as an Oberlin College student, or home ownership.

C. Reasons for Visiting Oberlin Today

Respondents were also asked: "What brings you to Oberlin today?" The top three responses were similar in distribution to those given for visiting in the past year with the exception that dining and shopping were reversed in order. Dining (43%), shopping (36%), and banking (36%) were the categories mentioned by the largest percentages of respondents, accounting for over two-thirds (67%) of all responses. Various types of personal and commercial services (e.g., haircuts, dry cleaning, etc.) constituted the 4th highest percentage of respondents (12%).



Respondents who visited Oberlin for each of the 3 most common reasons were compared to those who did not. The Chi Square statistic was used to test the probability that any apparent demographic differences between respondents represented actual differences in the population.

With the exception of those banking the day they were interviewed, results were similar to the former analysis of visits during the previous year. There were no statistically significant differences among shoppers, and approximately one-half (49%) of those visiting Oberlin to dine were Oberlin College students.

Banking

Respondents who visited Oberlin for banking purposes the day they were interviewed differed from those who did not only in terms of race/ethnicity and age. Thirteen percent of those banking in Oberlin were African American. Over one-third (38%) of those banking the day they were interviewed were aged 65 and older.

Visiting Oberlin to Bank the Day They Were Interviewed				
	White	African American	Asian/Pacific Islander	Other
Banking	81.3%	12.5%	6.3%	0.0%
Not Banking	67.0%	0.0%	4.3%	8.7%
Chi Square Statistic	p = .05			

Visiting Oberlin to Bank the Day They Were Interviewed						
	18-24	25-34	35-44	45-54	55-64	65 and older
Banking	31.3%	0.0%	6.3%	12.5%	12.5%	37.5%
Not Banking	39.1%	9.8%	14.1%	18.6%	8.7%	8.7%
Chi Square Statistic	p = .08					

Oberlin College Student Summary Table 3

Visiting Oberlin to Bank the Day They Were Interviewed			
		Q22. Oberlin college student	
		Student	Not Student
		Column %	Column %
Reasons visited Oberlin today	Q5a. Work	2.6%	12.1%
	Q5b. Business	2.6%	1.5%
	Q5c. Professional Services	.0%	4.5%
	Q5d. Banking	13.2%	16.7%
	Q5e. Night Clubs/Bars	.0%	.0%
	Q5f. Eat/Dine	57.9%	34.8%
	Q5g. Conference/Meeting	.0%	.0%
	Q5h. Museum/Historic Bldg.	.0%	.0%
	Q5i. Visit Family/Friends	2.6%	12.1%
	Q5j. Passing Thru	2.6%	6.1%
	Q5k. Shop	26.3%	40.9%
	Q5l. Personal/commercial service	7.9%	13.6%
	Q5m. Post Office	2.6%	1.5%
	Q5n. College activity	5.3%	6.1%

Oberlin College Student Summary Table 4

Previous visits to Oberlin by Oberlin college student		Q22. Oberlin college student	
		Student	Not Student
		Column %	Column %
Q1. How often visited in the past year	1-4 times	.0%	14.7%
	5-10 times	5.0%	4.4%
	10 or more times	95.0%	80.9%
Reasons visited Oberlin in the past year	Q2a. Work	2.5%	16.7%
	Q2b. Business	.0%	12.1%
	Q2c. Professional Services	2.5%	7.6%
	Q2d. Banking	42.5%	33.3%
	Q2e. Night Clubs/Bars	7.5%	1.5%
	Q2f. Eat/Dine	77.5%	57.6%
	Q2g. Conference/Meeting	.0%	3.0%
	Q2h. Museum/Historic Bldg	.0%	4.5%
	Q2i. Visit Family/Friends	2.5%	4.5%
	Q2j. Passing Thru	10.0%	10.6%
	Q2k. Shop	85.0%	78.8%
	Q2l. Movie Theatre	12.5%	4.5%
	Q2m. Post Office	5.0%	4.5%
	Q2n. Library	5.0%	3.0%
	Q2o. College activity	.0%	6.1%

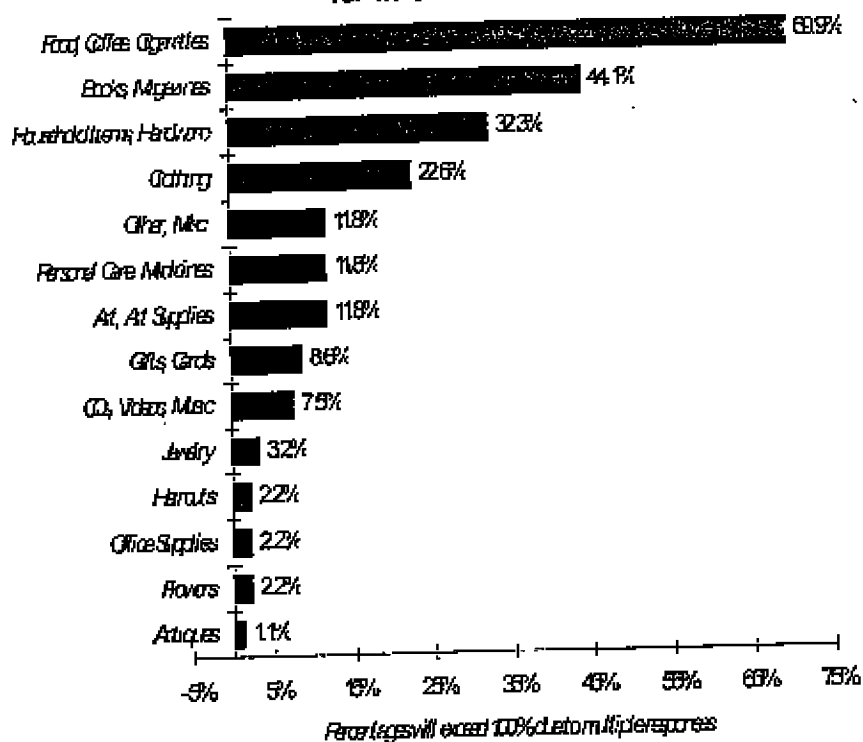
VI. SHOPPING AND SPENDING BEHAVIORS

A. Typical Purchases

Respondents were asked: "What kind of merchandise do you typically shop for in Oberlin?" Nearly 70 percent reported food, coffee and cigarettes as items they typically shop for in Oberlin. Other categories of merchandise cited by relatively large proportions of respondents were books and magazines (44%), household and hardware items (32%), and clothing (23%). Merchandise mentioned by only a small numbers of respondents were office supplies (2%), flowers (2%), and antiques (1%).

The top 4 categories accounted for 73 percent of all responses. Respondents who mentioned each of the 4 most common types of merchandise were compared to those who did not using the Chi Square statistic.

"What kind of merchandise do you typically shop for in Oberlin?"



Food, Coffee, and Cigarettes

There were no statistically significant differences based on gender, race, Hispanic origin, educational attainment, age, or income between those who typically shop for food, coffee, or cigarettes in Oberlin and those who do not.

Books and Magazines

Respondents who reported that they typically shop in Oberlin for books and magazines differed from those who did not only in terms of age. While persons of all ages tended to shop for books/magazines, the younger population (18-24) were most likely to mention this type of merchandise.

	Age Group					
	18-24	25-34	35-44	45-54	55-64	65 and older
Books/Magazines	37.3%	11.9%	14.9%	17.9%	30%	14.9%
Not Books/Magazines	30.0%	24%	38%	35%	35%	38%
Chi-Square Test	p = .06					

General Household and Hardware Items

There were no statistically significant differences based on gender, ethnicity, Hispanic origin, educational attainment, age, income, student status, or home ownership between those who typically shop for general household and hardware items in Oberlin and those who do not.

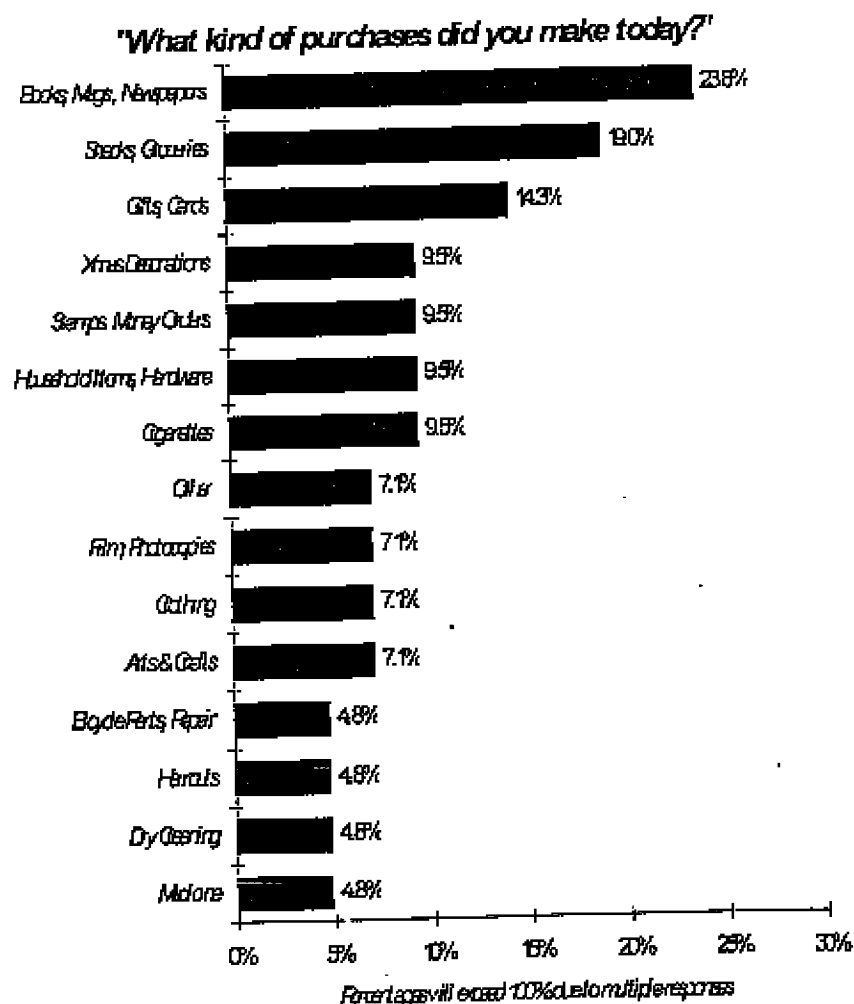
Clothing

Respondents who reported that they typically shop in Oberlin for clothing differed from those who did not only in terms of gender. Females are more likely than males to shop for clothing in Oberlin.

TOY, CLOTHING, HOME, GENERAL, HARDWARE, BOOKS, MAGAZINES, NEWSPAPERS, GIFTS, CARDS, CHRISTMAS DECORATIONS, STAMPS, MONEY ORDERS, CIGARETTES, OTHER		
	Male	Female
Clothing	40.5%	58.5%
Not Clothing	14.3%	35.7%
Chi-Square Significance	p = .025	

B. Purchases Made Today

Respondents who visited Oberlin to shop were asked to describe the purchases they made. Up to 4 responses were recorded by interviewers and the results were later coded and combined into like categories. Nearly one-fourth (24%) of respondents purchased books, magazines and newspapers, and nearly one-fifth (19%) purchased snacks and groceries. Gifts and cards were purchased by 14 percent of respondents. Other purchases mentioned frequently included cigarettes, household/hardware item, Christmas decorations, and stamps and money orders (10% each).



C. Spending on the Purchases Described

Spending on the purchases described ranged from \$1.00 to \$200.00 and averaged just over \$29.00 with a standard deviation of \$38.00. Analysis of Variance (ANOVA) revealed no statistically significant differences in spending based on gender, race, Hispanic origin, educational attainment, income, age, status as an Oberlin College student, or home ownership.

D. Food Spending

Over 58 percent of respondents purchased food in Oberlin the day of the interview. Spending on food ranged from less than \$1.00 to \$60.00 and averaged \$8.33 with a standard deviation of \$9.56.

Analysis of Variance (ANOVA) revealed no statistically significant differences among respondents based on gender, race, Hispanic origin, educational attainment, income, age, or status as an Oberlin College student. There were differences based on home ownership: Average spending on food among home owners (\$12.11) was more than twice as high as that among renters (\$5.55) and among respondents living in dormitories (\$5.25).

Spending on Food by Home Ownership			
	Mean	N	Std. Deviation
Rent	\$ 5.55	33	\$ 4.09
Own	\$ 12.11	25	\$ 13.11
Dorm	\$ 5.25	2	\$ 2.47
ANOVA table	p = .027		

D. Stores Frequently Shopped

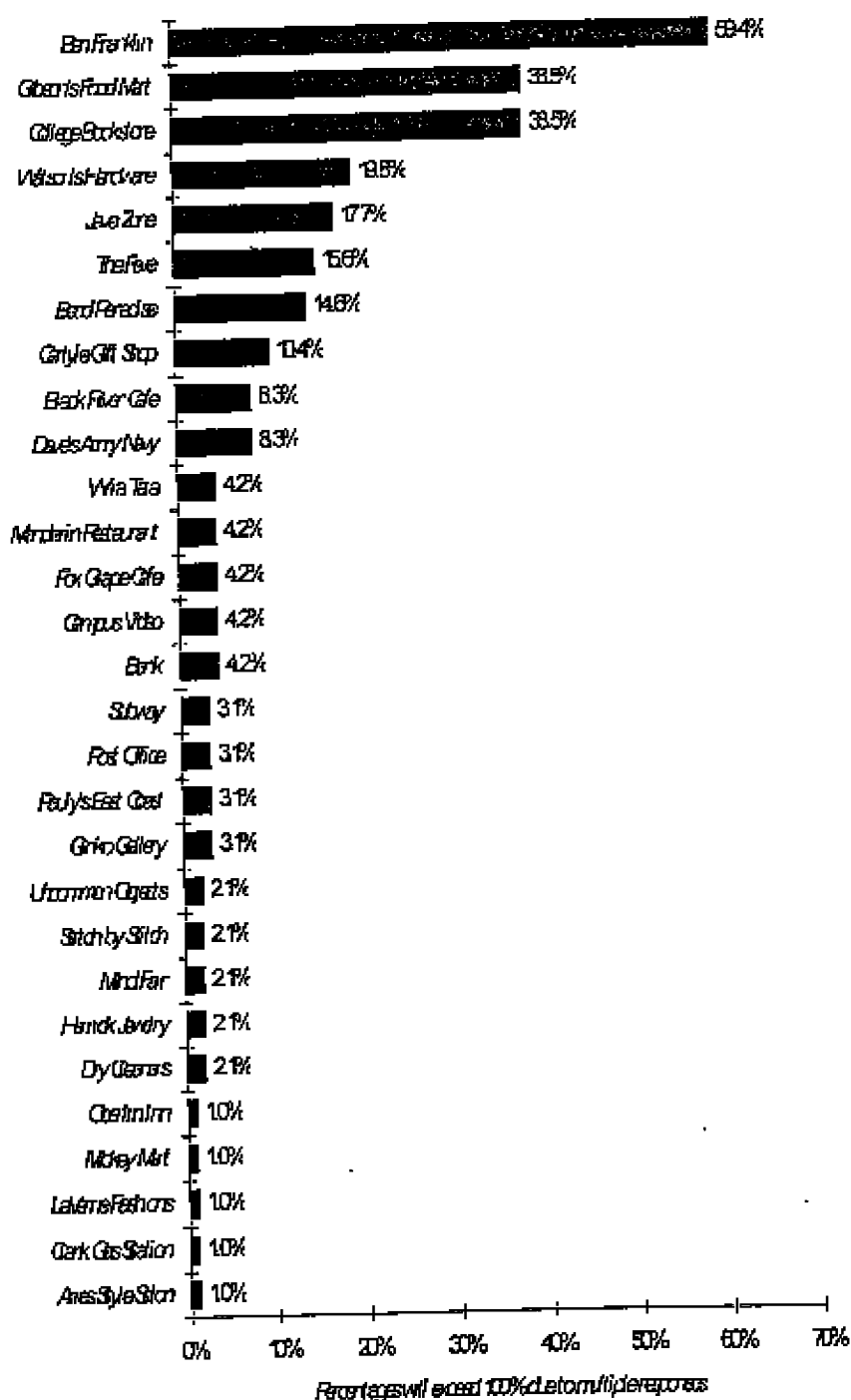
Respondents were asked to identify 3 stores they "shop the most in Oberlin." A total of 269 responses were recorded. Nearly two-thirds of respondents (59%) cited Ben Franklin's as one of the three stores shopped the most. Other stores mentioned by relatively large proportions of respondents were Gibson's Food Mart (39%), and the College Bookstore (39%). Stores mentioned by small numbers of respondents were Uncommon Objects, Stitch by Stitch, and Mind Fair (2% each). Restaurants and coffee shops accounted for 17 percent of all responses.

Three stores, Ben Franklin's, Gibson's Food Mart, and the College Bookstore, accounted for nearly one-half (49%) of all responses. Respondents citing each of these stores were examined and compared to all other respondents respectively and results were examined for statistically significant differences.

Ben Franklin's

There were no statistically significant difference based on gender, race/ethnicity, educational attainment, income, age, student status, or home ownership between those who shop at Ben Franklin's and those who do not.

"What 3 stores do you shop the most in Oberlin?"



Gibson's Food Mart

Respondents who shop at Gibson's differed from those who do not in terms of age, status as an Oberlin College student, and home ownership.

Among those respondents who shop frequently at Gibson's, nearly two-thirds (62%) were aged 18 to 24.

Approximately 60 percent of Gibson's shoppers were Oberlin College students and over three-fourths (76%) currently rent their homes.

	18-24	25-34	35-44	45-54	55-64	65 and older
Shops at Gibson's	62%	54%	54%	18%	27%	13%
Does Not Shop at Gibson's	25%	9%	16%	22%	27%	27%
Chi-Square Statistic	p = .005					

	Oberlin College Student	
	Yes	No
Shops at Gibson's	59%	40%
Does Not Shop at Gibson's	25%	74%
Chi-Square Statistic	p = .000	

Oberlin College Student Summary Table 5

		Q22. Oberlin college student	
		Student	Not Student
		Column %	Column %
Typical merchandise	Antiques	0%	1.7%
	Art/Art Supplies	5.7%	15.5%
	Books/Magazines	45.7%	43.1%
	Clothing	14.3%	27.6%
	Food/Coffee/Cigarettes	80.0%	63.8%
	General Household Items/Hardware	34.3%	31.0%
	Personal Care Products/Medicine	20.0%	6.9%
	CDs/Videos/Sheet Music	11.4%	5.2%
	Jewelry	.0%	5.2%
	Gifts/Cards	.0%	13.8%
	Flowers	0%	3.4%
	Office Supplies	.0%	3.4%
	Haircuts	.0%	3.4%
	Other/Misc.	5.7%	15.5%

Oberlin College Student Summary Table 6

Q22. Oberlin college student			
		Student	Not Student
		Column %	Column %
Purchases made today:	Arts/Crafts	6.7%	7.4%
	Books/Mags/Newspapers	33.3%	18.5%
	Cigarettes	20.0%	3.7%
	Clothing	.0%	11.1%
	Snacks/Groceries	26.7%	14.8%
	Gifts/Cards	.0%	22.2%
	Hardware/Household Items	.0%	14.8%
	Film/Photocopies	6.7%	7.4%
	Stamps/Money Orders	13.3%	7.4%
	Medicine	6.7%	3.7%
	Dry Cleaning	6.7%	3.7%
	Haircuts	6.7%	3.7%
	Bicycle Parts/Repair	0%	7.4%
	Xmas Decorations	.0%	14.8%
	Other	6.7%	7.4%

Oberlin College Student Summary Table 7

Q22. Oberlin college student		
		Student
		Not Student
Q7. Amount spent today		18.26
Q9. Amount spent on food today	Mean	5.84
		10.19

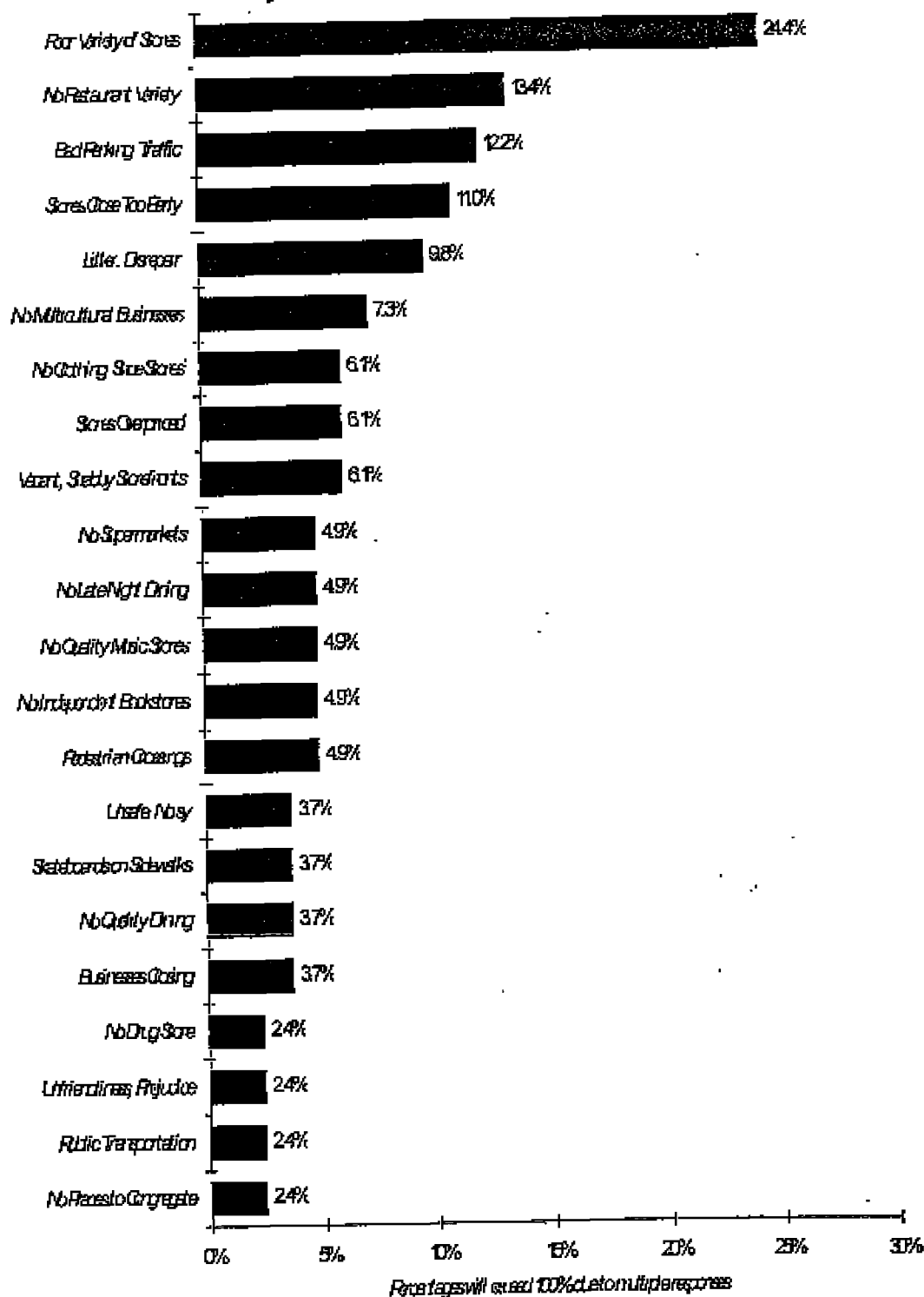
Oberlin College Student Summary Table 8

Stores Shopped Most Frequently		Q22. Oberlin college student	
		Student	Not Student
		Column %	Column %
Stores shopped most frequently	Arles Style Salon	.0%	1.6%
	Dave's Army Navy Store	2.9%	11.3%
	Bank	.0%	6.5%
	Bead Paradise	2.9%	21.0%
	Ben Franklin	64.7%	55.5%
	Black River Cafe	8.8%	8.1%
	College Bookstore	29.4%	43.5%
	Campus Video	8.8%	1.6%
	Carlyle Gift & Flower Shop	2.9%	14.5%
	Clark Gas Station	2.9%	0%
	Dry Cleaners	0%	3.2%
	The Feve	32.4%	6.5%
	Fox Grape Cafe	.0%	6.5%
	Gibson's Food Mart	64.7%	24.2%
	Ginko Gallery	2.9%	3.2%
	Herrick Jewelry	.0%	3.2%
	Java Zone	23.5%	14.5%
	LaVerne Fashions	0%	1.6%
	Mandarin Chinese Restaura	11.8%	0%
	Mickey Mart	0%	1.6%
	Mind Fair	5.9%	.0%
	Oberlin Inn	2.9%	0%
	Pauly's East Coast	5.9%	1.6%
	Post Office	2.9%	3.2%
	Stitch by Stitch	2.9%	1.6%
	Subway	2.9%	3.2%
	Uncommon Objects	0%	3.2%
	Watson's Hardware	8.8%	25.0%
	Weia Tala	2.9%	4.8%

VII. AREAS FOR IMPROVEMENT

Respondents were asked to describe things they dislike about downtown Oberlin that they would like to see improved. Store variety was mentioned as a concern by a plurality of respondents (24%). Other concerns mentioned were restaurant variety (13%), parking and traffic restrictions (12%), stores closing too early (11%), and building disrepair and litter (10%). Small percentages of respondents referred to the lack of a drug store, unfriendliness and prejudice, lack of public transportation, and few places to congregate (2% each).

"What, if anything, do you dislike about downtown Oberlin that you would like to see improved?"



Overall, about 54 percent of respondents disliked something about downtown Oberlin that was related to shopping or dining (variety, prices, store hours, etc.). Of the 119 total comments shared by respondents, 53 (45%) were shopping related and 18 (15%) were dining related.

Shopping

A comparison of respondents who indicated a shopping-related dislike with those who did not revealed no statistically significant differences based on gender, race/ethnicity, Hispanic origin, age, income, educational attainment, Oberlin college student status or homeownership.

Dining

Respondents who indicated a dislike or need for improvement related to dining were compared to those who did not and differences were analyzed using the Chi Square statistic. Only differences based on student status, and home ownership were revealed to be statistically significant. Among those indicating a dislike of downtown Oberlin related to dining, nearly two-thirds (65%) were Oberlin College students. Individuals indicating a dislike related to dining were also more likely to be renters.

Dining Dislike by Student Status		
	Oberlin College Student	
	Yes	No
Dining Dislike	64.7%	35.3%
No Dining Dislike	31.9%	68.1%
Chi Square Significance	p = .00	

Dining Dislike by Home Ownership			
	Rent	Own	Dorm
Dining Dislike	58.8%	23.9%	17.8%
No Dining Dislike	45.2%	51.6%	2.2%
Chi Square Significance	p = .00		

Oberlin College Student Summary Table 9

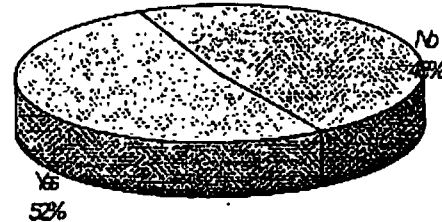
Dislike about Oberlin			
		22. Oberlin college student	
		Student	Not Student
		Column %	Column %
Dislike about Oberlin	Litter, Bad Sidewalks, Bldg. Disrepair	2.8%	15.2%
	Lacks Pedestrian Crossings	2.8%	6.5%
	Bad Parking/Traffic Restrictions	5.6%	17.4%
	Vacant/Shabby Storefronts	5.6%	6.5%
	Businesses Closing	.0%	6.5%
	Businesses Lack Diversity/Multicultural	11.1%	4.3%
	Poor Variety of Stores	22.2%	26.1%
	Stores Close Too Early	13.9%	8.7%
	Stores Overpriced	8.3%	4.3%
	Lacks Independent Bookstores	11.1%	.0%
	Lacks Quality Music Stores	11.1%	.0%
	Lacks Quality Dining	5.6%	2.2%
	Lacks Restaurant Variety	15.7%	10.9%
	Lacks Late Night Dining	11.1%	.0%
	Lacks Places to Congregate	2.8%	2.2%
	No Public Transportation	.0%	4.3%
	Bikes/Skateboards on Sidewalks	5.6%	2.2%
	Unfriendliness/Prejudice	.0%	4.3%
	Unsafe/Noisy	.0%	6.5%
	Lacks Clothing/Shoe Stores	2.8%	8.7%
	Lacks Grocery Stores/Supermarkets	2.8%	6.5%
	Lacks Drug Store	.0%	4.3%

VII. LIVING IN DOWNTOWN OBERLIN

A. Who Would Consider Living Downtown?

Respondents were asked: "If you were ever in the market for a new apartment or condominium, do you think you would ever consider downtown Oberlin?" Respondents were nearly equally divided between those who would (52%) and those who would not do so (48%).

"If you were ever in the market for a new apartment or condominium, do you think you would ever consider downtown Oberlin?"



Although there were no statistically significant differences based on gender, race/ethnicity, Hispanic origin, or income, those who would and would not consider living in downtown Oberlin did differ based on age, student status, and home ownership. Among those who would consider living in downtown Oberlin, 54 percent were aged 18 to 24. Respondents who would consider a downtown Oberlin apartment or condominium were equally divided between Oberlin College students and non-Oberlin College students, and over one-half (59%) currently rent their homes.

Would Consider Living Downtown by Age Group						
	18-24	25-34	35-44	45-54	55-64	65 and older
Would Consider	53.6%	54%	54%	48%	54%	47%
Would Not Consider	21.2%	11.5%	21.2%	17.3%	13.5%	16.4%
Chi-Square Significant	p = .06					

Would Consider Living Downtown by Student Status		
	Oberlin College Student	
	Yes	No
Would Consider	50.0%	50.0%
Would Not Consider	23.1%	76.9%
Chi-Square Significant	p = .00	

Would Consider Living Downtown by Home Ownership			
	Rent	Own	Dorm
Would Consider	58.9%	33.9%	7.1%
Would Not Consider	33.5%	61.5%	19%
Chi-Square Significant	p = .00		

B. How Much Would Respondents Spend for Housing?

When asked the most they would be willing to spend per month on an apartment or condominium, responses ranged from \$200.00 to \$2000.00, and averaged \$546.00 with a standard deviation of \$312.49. Analysis of variance (ANOVA) revealed no statistically significant differences among respondents based on gender, race, income, or Hispanic origin. Respondents did differ based on educational attainment, age, and status as an Oberlin College student.

Educational Attainment: Individuals with some graduate school reported the highest average spending-per-month (\$1,066), followed by those who completed graduate school (\$722). Interestingly, respondents with two-year degrees ranked 3rd among respondents in terms of the average amount they would be willing to spend per month on an apartment or condominium (\$712). The average amount was lowest among respondents with some college but no degree (\$379.)

	Mean	N	Std. Deviation
Less than high school	\$ 5500	2	\$ 3538
High school graduate	\$ 55250	8	\$ 40598
Some college, no degree	\$ 37850	40	\$ 1927
Two-year college degree	\$ 7250	4	\$ 2329
Four-year college degree	\$ 69500	10	\$ 14230
Some graduate school	\$ 106667	3	\$ 81445
Graduate degree	\$ 72188	16	\$ 33820
ANOVA significance	p = .000		

	Mean	N	Std. Deviation
18-24	\$ 33614	35	\$ 18853
25-34	\$ 70555	9	\$ 28553
35-44	\$ 68500	10	\$ 47961
45-54	\$ 75500	15	\$ 33211
55-64	\$ 76667	6	\$ 17224
65 and older	\$ 58375	8	\$ 10753
ANOVA significance	p = .000		

Age: In terms of age, the average amount that respondents would be willing to spend per month on an apartment or condominium was highest among those aged 45 to 54 (\$755) and lowest among those aged 18 to 24 (\$336). Individuals aged 65 and older averaged the second lowest amount of spending-per-month (\$599) among age groups.

Student Status: The amount they would be willing to spend per month on housing was considerably lower among Oberlin College students (\$697) than among non-Oberlin College students (\$339).

Oberlin College Student	Mean	N	Std. Deviation
Yes	\$ 33900	35	\$ 18874
No	\$ 69740	48	\$ 30732
ANOVA significance	p = .000		

	Mean	N	Std. Deviation
Rent	\$ 431.04	48	\$ 282.29
Own	\$ 745.31	32	\$ 381.20
ANOVA	p = .000		

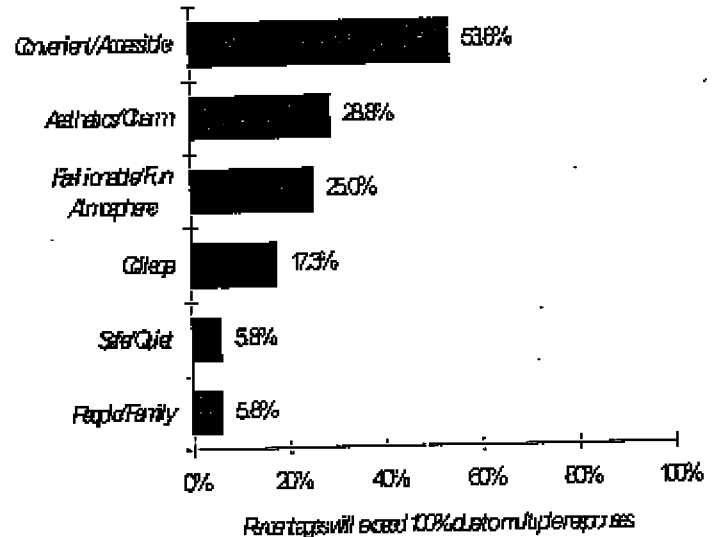
Home Ownership. Homeowners (\$745) exceeded renters (\$431) in the amount they would be willing to spend per month on an apartment or condominium.

C. Positive Attitudes About Living Downtown

Respondents were asked to state in their own words why they would or why they would not consider an apartment or condominium in downtown Oberlin. Over one-half (54%) of respondents cited reasons related to convenience and accessibility to explain why they would consider living in downtown Oberlin. Other positive reasons cited by relatively large proportions of respondents were related to aesthetics/charm (29%) and the perception that downtown Oberlin would offer a fun/fashionable atmosphere (25%).

The top 3 categories accounted for 79 percent of all positive responses. Respondents who cited each of the 3 reasons respectively were compared to those who did not and differences analyzed using the Chi Square statistic.

"Why would you consider living in downtown Oberlin?"



Convenience and Accessibility

Respondents who cited reasons related to convenience and accessibility differed from those who did not only in terms of Oberlin College student status and home ownership. Among those who cited convenience and accessibility as a reason for considering a downtown Oberlin apartment or condominium, over 60 percent were Oberlin College students and over 57 percent were currently renting their homes.

	Oberlin College Student	
	Yes	No
Cited Convenience/Accessibility	60.7%	39.3%
Did Not Cite Convenience/Accessibility	28.8%	71.3%
Chi-Square	p = .000	

	Rent	Own	Dorm
Cited Convenience/Accessibility	57.1%	28.8%	14.3%
Did Not Cite Convenience/Accessibility	45.0%	53.8%	12%
Chi-Square	p = .000		

Aesthetics and Charm

There were no statistically significant differences based on gender, race/ethnicity, educational attainment, age, Oberlin College student status and home ownership between those who cited reasons related to aesthetics and charm for considering living in downtown Oberlin and those who did not.

Fun/Fashionable Atmosphere

Respondents who would consider living downtown because of its fun, fashionable atmosphere differed from those who did not only in terms of their status as home owners.

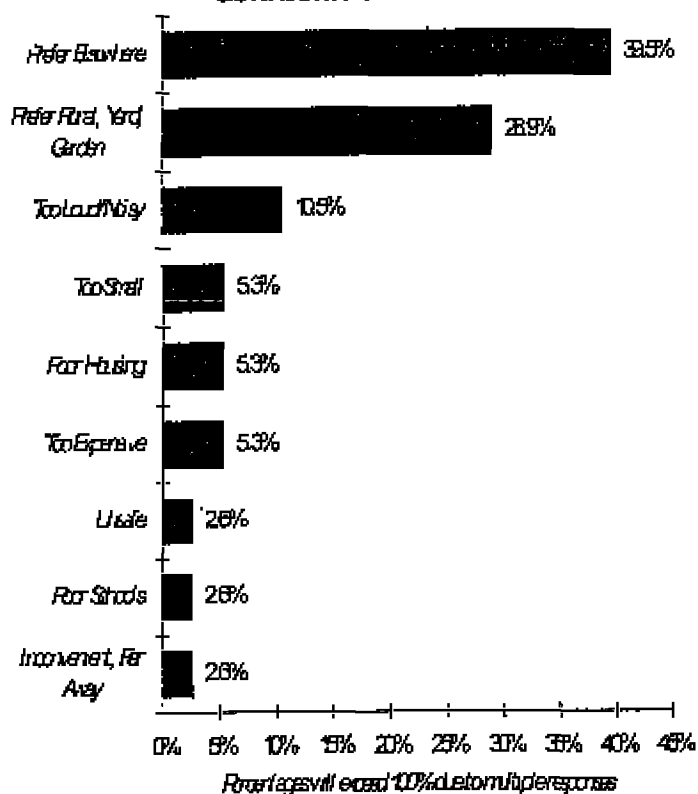
	Rent	Own	Don't
Cited Fun/Fashionable Atmosphere	76.9%	15.4%	7.7%
Did Not Cite Fun/Fashionable Atmosphere	44.2%	51.6%	4.2%
Chi-Square	0.00		

Over three-fourths (77%) of respondents who said they would consider living downtown because of its fun/fashionable atmosphere were currently renting their homes.

D. Negative Attitudes About Living Downtown

Among those who said they would not consider an apartment or condominium in downtown Oberlin, a plurality (40%) cited reasons relating in a general sense to simply preferring to live elsewhere. These included references to specific locations where respondents were already living, or to places to which they had already planned or hoped to move. Another 29 percent of respondents said they would not consider downtown Oberlin because they prefer a more rural or suburban setting. Many of these respondents made references to yards and gardens. Eleven percent (11%) of respondents felt that downtown Oberlin would be too loud or noisy to consider having an apartment. Only small percentages of respondents referred to Oberlin as being unsafe, having poor schools, or being inconvenient or far away (3% each).

Why would you not consider living in downtown Oberlin?



The top 2 categories accounted for 66 percent of all responses describing why respondents would not consider an apartment in downtown Oberlin. Respondents who cited each of the 2 negative reasons respectively were compared to those who did not. The Chi Square statistic was used to test the probability that any apparent demographic differences between respondents represent actual differences in the population.

Prefer to Live Elsewhere

Individuals who stated that they would not consider downtown Oberlin simply because they would prefer to live elsewhere differed from those who did not only in terms of gender: Over 93 percent of respondents who prefer to live elsewhere were female.

	Male	Female
Cited Prefer to Live Elsewhere	7.1%	92.9%
Did Not Cite Prefer to Live Elsewhere	38.8%	61.4%
Chi-Square Significance	p = .00	

Prefer Rural/Suburban, Yards, Gardens

Respondents who would not consider living in downtown Oberlin because they prefer rural setting, yards, or gardens differed from those who did not cite these reasons in terms of age, Oberlin student status, and home ownership.

Among those respondents who cited a desire to have yards, gardens, or live in a rural setting as a reason for not considering a downtown Oberlin apartment or condominium, over 64 percent were aged 55 and older. No Oberlin College students were among those who cited a preference for a rural setting or for yards and gardens, nor did any respondents currently renting their homes.

	18-24	25-34	35-44	45-54	55-64	65 and older
Cited Rural Setting/Yards/Gardens	0.0%	9.1%	18.2%	9.1%	27.3%	36.4%
Did Not Cite Rural Setting/Yards/Gardens	42.3%	8.2%	12.4%	18.6%	7.2%	10.3%
Chi-Square Significance	p = .00					

	Oberlin College Student	
	Yes	No
Cited Rural Setting/Yards/Gardens	0.0%	100%
Did Not Cite Rural Setting/Yards/Gardens	41.2%	58.8%
Chi-Square Significance	p = .00	

	Rent	Own	Dorm
Cited Rural Setting/Yards/Gardens	0.0%	100%	0.0%
Did Not Cite Rural Setting/Yards/Gardens	53.6%	41.2%	5.2%
Chi-Square Significance	p = .00		

Oberlin College Student Summary Table 10

Q13. Consider downtown Oberlin for apartment/co		Q22. Oberlin college student	
		Student	Not Student
		Column %	Column %
Q13. Consider downtown Oberlin for apartment/co	Yes	70.0%	41.2%
	No	30.0%	58.8%
Why you would consider downtown Oberlin	Convenient/Accessible	60.7%	45.8%
	Fashionable/Fun Atmosphere	28.6%	20.8%
	Aesthetics/Charm	21.4%	37.5%
	People/Family	.0%	12.5%
	College	25.0%	8.3%
	Safe/Quiet	.0%	12.5%
Why you would not consider downtown Oberlin	Prefer Elsewhere (Unspecific)	37.5%	40.0%
	Too Loud/Noisy	12.5%	10.0%
	Inconvenient/Far Away	.0%	3.3%
	Too Expensive	12.5%	3.3%
	Poor Schools	.0%	3.3%
	Poor Housing	12.5%	3.3%
	Too Small	25.0%	.0%
	Prefer Rural/Yard/Garden	.0%	36.7%
	Unsafe	.0%	3.3%

APPENDIX

Interviewer Name: _____ Date: _____ Time: _____

Oberlin Market Assessment Shopper Intercept Survey

1. How often have you visited downtown Oberlin in the past year?

- (1) 1-4 times
- (2) 5-10 times
- (3) 10 or more times

2. For what reason(s) have you visited downtown Oberlin in the past year?

[INTERVIEWERS. DO NOT READ CATEGORIES. ACCEPT MULTIPLE RESPONSES]

- 2a. Work
- 2b. Business with the City
- 2c. Professional services like accountants, lawyers
- 2d. Banking
- 2e. Visit night clubs/bars
- 2f. Eat/dine at restaurant
- 2g. Attend a conference or meeting
- 2h. Visit a museum or historical building
- 2i. Visit family/friends
- 2j. Just passing through
- 2k. Shop [IF SHOP. ASK #3 & #4:]
- 2l. Other: _____

NOTE:

[SKIP TO QUESTION 5 IF
RESPONDENT DOES NOT
INDICATE 2K 'SHOP.']

3. What kind of merchandise do you typically shop for in Oberlin?

[DO NOT READ CATEGORIES, RECORD ACCORDINGLY. ACCEPT UP TO 3
RESPONSES]

- 1. Antiques
- 2. Art
- 3. Books/magazines
- 4. Clothing
- 5. Food/snacks/coffee
- 6. General household items/hardware
- 7. Personal care products/medicines
- 8. Music cds/video tapes

ADD CATEGORIES:

4. What three stores do you shop the most in Oberlin?

[ACCEPT UP TO 3 RESPONSES]

5. What brings you to Oberlin today?

[INTERVIEWERS: DO NOT READ CATEGORIES, ACCEPT MULTIPLE ANSWERS]

- 5a. Work
- 5b. Business with the City
- 5c. Professional services like accountants, lawyers
- 5d. Banking
- 5e. Visit night clubs/bars
- 5f. Eat/dine at restaurant
- 5g. Attend a conference or meeting
- 5h. Visit a museum or historical building
- 5i. Visit family/friends
- 5j. Just passing through
- 5k. Shop [IF SHOP, ASK Q6 & Q7:]
- 5l. Other: _____

6. What kind of purchases did you make today?
[ACCEPT UP TO 4 RESPONSES]

7. About how much have you spent on purchases today?

8. Did you purchase anything to eat today in Oberlin?

- 1. Yes
- 2. No

[IF YES, ASK Q9:]

9. About how much did you spend on food today?

10. Generally, when you think of Oberlin, what image or images come to your mind?

[DO NOT READ CATEGORIES; ACCEPT MULTIPLE ANSWERS]

- 10a. College town
- 10b. Small town atmosphere (quaint, charming, cozy, friendly, "Mark Twain" town)
- 10c. Arts/Cultural
- 10d. Beautification & aesthetic appeal (pretty, scenery, visual attractiveness, trees, flowers, parks, fields, open spaces)
- 10e. Eccentricities (eccentric or exotic dress and behaviors of people)
- 10f. History (19th century, underground railroad, etc.)
- 10g. Liberal/radical (left wing, controversial, counter-cultural, etc.)
- 10h. Quiet, peaceful area
- 10i. Diversity (farmers, college people, international students, ethnic)
- 10j. Other: SPECIFY:

11. What, if anything, do you dislike about downtown Oberlin that you would like to see improved?

12. Do you own or rent your home?

1. Rent
2. Own

13. If you were ever in the market for a new apartment or condominium, do you think you would ever consider downtown Oberlin?

1. Yes
2. No

14. Why [OR] Why not?

15. What is the most you would spend per month on an apartment or condominium?

16. What type of activity, hobby, or pass time occupies MOST of your free time?

Just a couple more questions we will use for classification purposes only.

17. What is the highest level of education you completed? [READ CATEGORIES]

1. Less than high school
2. High school graduate
3. Some college, no degree
4. Completed college, two year degree
5. Completed college, four year degree
6. Some graduate school
7. Completed graduate school

18. Which of the following best describes how you classify yourself? [READ CATEGORIES]

1. White
2. African American or Black
3. Asian
4. Native American/American Indian
5. Other

19. Are you of Hispanic origin?

1. Yes
2. No

20. Please tell me the letter on this card that includes the total yearly income before taxes for all members of your family. [HAND RESPONDENT CARD]. Just read the number please.
[RECORD AS FOLLOWS]

1. Under \$15,000
2. 15,000-24,999
3. 25,000-34,999
4. 35,000-49,999
5. 50,000-74,999
6. 75,000-99,999
7. 100,000 and over

21. Which of the following categories best describes your age?
[READ CATEGORIES]

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 or older

22. Are you a student at Oberlin College?

1. Yes
2. No

23. How many years have you lived in the Northeast Ohio area?

24. What is your zip code?

[RECORD BY OBSERVATION; DO NOT ASK]

1. Male
2. Female

[RECORD LOCATION OF INTERVIEW]
