

HPED's Consumer Survey – Fall 2018 – Results

Over 400 people participated in the consumer survey between 7/15/18 – 9/15/18.

How important is it for us to address each of the following issues?

Respondents were asked to use the following scale: **1** = Not Important, **2** = Somewhat Important, **3** = Very Important

2.5	Somewhat-Very Important	Traffic Congestion
2.5	Somewhat-Very Important	Streetscaping (Sidewalks, Lighting, Benches, Trash Cans, etc.)
2.5	Somewhat-Very Important	Variety of Businesses
2.4	Somewhat-Very Important	Pedestrian & Bicycle Safety
2.4	Somewhat-Very Important	Greening: Planters, Gardens & Trees
2.3	Somewhat Important	Organizing Events to Support Businesses: Moonlight Dining, Home & Garden Show
2.3	Somewhat Important	Parking Availability
2.2	Somewhat Important	Business Facades, Signage & Window Displays
2.2	Somewhat Important	Developing Shop Local Campaigns
1.7	Somewhat-Not Important	Shopping Hours

Most frequent comments were about making the town more pedestrian and bike friendly (21). Second most frequent were comments about the need for beautifying certain areas or wanting the Township to exert greater control of unattractive facades, sidewalks and signage (13). Traffic issues and the need for additional parking were discussed (13). Several respondents commented on the positive changes over the past decades in the look of the Township and the new businesses that have opened (7).

Which older business district do you think we should we focus on first? Considering the location, current appearance, and potential of each business district, please rank the following areas with "1" as most important to focus on and "10" as least important to focus on.

1. Eagle Road (3.5)
2. Oakmont South (4.4)
3. Oakmont Village (4.4)
4. Brookline Boulevard & Edgewood Road (5.1)
5. Library Area (5.2)
6. Manoa Road & West Chester Pike Area (5.4)
7. Haverford Road (5.8)
8. Llanerch (6.0)
9. County Line Road (6.7)
10. Lancaster Ave in Bryn Mawr (8.4)

Using the list below, respondents were asked which types of businesses and stores that they frequently patronize outside of the Township, and which types they would like to attract to the Township.

Type of Business	% of Respondents that frequently patronize this type of business outside of Haverford Township	% of Respondents that indicated that they would like to see this type of business move to Haverford Township
Movie Theater	75%	52%
Book Store	39%	33%
Clothing Store	67%	30%
Concert Venue	52%	27%
Furniture & Home Furnishings Store	53%	22%
Consignment Shop	24%	20%
Shoe Store	53%	18%
Artist Gallery or Shop	12%	15%
Hardware Store	20%	13%
Antique Store	14%	12%
Department Store	47%	11%
Electronics & Appliances Store	32%	9%
Sporting Goods Store	24%	9%
Gift or Card Shop	13%	8%
Musical Instrument Store	17%	6%
Garden Center	17%	5%
Florist	10%	4%
Jeweler	17%	4%
Health & Personal Care/Drug Store	11%	4%
Auto Dealership	32%	0%

Other types of new business frequently suggested were places with activities for kids and teens (9).

Using the list below, respondents were asked which Grocery and Food Stores that they frequently patronize outside of the Township, and which types they would like to attract to the Township.

Type of Grocery Store	% of Respondents that frequently patronize this type of Grocery Store outside of Haverford Township	% of Respondents that indicated that they would like to see this type of Grocery Store move to Haverford Township
Upscale/Artisan Grocery Store (Trader Joes, 365 Market)	66%	58%
Organic/Health Food Grocery Store (Whole Foods, MOM's)	39%	27%
Seafood Market	24%	26%
Farmer's Market	25%	23%
Fruit & Vegetable Market (Produce Junction, Gentiles)	41%	18%
Bakery	23%	17%
Meat Market/Butcher	8%	12%
Supermarket (Giant, ACME, Wegmans)	32%	11%
Discount or Outlet Grocery Store (Aldi's, Pepperidge Farm, Dollar Stores)	24%	11%
Member-Based Grocery Store (Cosco, Sam's Club, BJ's)	37%	10%
Beer, Wine & Liquor Store	27%	10%
Candy & Nut Stores	4%	2%
Convenience Stores	5%	2%

Grocery Stores frequently requested in the comments were Wegman's, Trader Joes, and Mom's Organic Market.

Which of the following Restaurants or Eateries do they frequently patronize outside of the Township, and which types would they like to open in the Township?

Type of Restaurant/Eatery	% of Respondents that frequently patronize this type of Restaurant outside of Haverford Township	% of Respondents that indicated that they would like to see this type of Restaurant open in Haverford Township
Mexican Restaurant	48%	38%
Family Restaurant	39%	32%
Upscale/Fine Dining	51%	31%
Seafood Restaurant	24%	24%
Coffee Shop/Cafe	25%	24%
Microbrewery	31%	23%
Indian Restaurant	23%	18%
Vegetarian/Vegan Restaurant	13%	18%
BBQ Restaurant	15%	17%
Steak Restaurant	21%	16%
Pub	26%	13%
Italian Restaurant	27%	12%
Breakfast Shop/Luncheonette	17%	10%
Ice Cream/Yogurt Shop	14%	9%
Japanese Restaurant	10%	6%
Chinese Restaurant	11%	4%
Deli	6%	3%
Fast Food Chain	8%	3%
Pizza Restaurant	15%	2%

Restaurants frequently mentioned in the comments included Chick Fil A, Mediterranean Restaurants and Farm to Table/Organic Restaurants.