

2024 Discover Haverford Community Survey Report

In May 2024, Discover Haverford conducted their bi-annual consumer survey, with 664 respondents (461 in 2022). Below is a summary of the results.

Please let us know which types of new restaurants you are interested in seeing open in Haverford Township. Rate each type of restaurant with 1 being not interested and 4 being very interested.

| | | |
|---------------------------|-------|-------|
| BYOB Restaurant | 3.01* | **70% |
| Family Restaurant | 2.99 | 69% |
| Seafood | 2.86 | 64% |
| Mediterranean/Greek | 2.79 | 64% |
| Microbrewery/ Beer Garden | 2.72 | 59% |
| Breakfast/Luncheonette | 2.64 | 55% |
| Ice Cream Shop | 2.55 | 52% |
| Coffee Shop | 2.53 | 50% |
| Italian | 2.52 | 50% |
| Upscale/Fine Dining | 2.51 | 51% |
| Dine-in Pizzeria | 2.36 | 45% |
| Mexican | 2.27 | 41% |
| Indian | 2.20 | 40% |
| Thai/Vietnamese | 2.17 | 37% |
| Vegetarian or Vegan | 2.10 | 36% |
| Japanese/Sushi | 2.04 | 31% |
| Chinese | 2.03 | 30% |

*Mean score

**Percent of participants who were either interested (3) or very interested (4) in this type of business

Which of the following new grocery and food stores are you most interested to see open in Haverford Township? Please rate each one, with 1 being not interested, and 4 being very interested.

| | | |
|-------------------------------|------|------|
| Indoor Farmer's Market | 3.38 | *84% |
| Bakery | 3.00 | 68% |
| Bagel Shop | 2.68 | 55% |
| Meat Market/Butcher | 2.54 | 52% |
| Seafood Market | 2.50 | 50% |
| Upscale/Artisan Grocery Store | 2.49 | 49% |
| Deli with Prepared Meals | 2.40 | 44% |
| Organic/Health Food/Vegan | 2.36 | 45% |
| Food Co-op | 2.21 | 38% |
| Supermarket | 1.97 | 30% |
| Member-Based Grocery Store | 1.82 | 24% |

*Percent of participants who were either interested (3) or very interested (4) in this type of business

Which of the following new retail stores are you most interested to see open in Haverford Township? Please rate each one, with 1 being not interested, and 4 being very interested.

| | | |
|------------------------------|------|------|
| Bookstore | 2.75 | *60% |
| Multi-vendor Marketplace | 2.68 | 58% |
| Clothing/Shoe Store | 2.49 | 51% |
| Furniture & Home Furnishings | 2.25 | 41% |
| Craft Store | 2.23 | 39% |
| Antiques or Consignment Shop | 2.18 | 37% |
| Pet Supply Store | 2.16 | 36% |

| | | |
|--|------|-----|
| Gifts/Cards/Jewelry Store | 2.12 | 34% |
| Hardware Store | 2.04 | 31% |
| Artist Gallery or Shop | 2.02 | 30% |
| Musical Instruments or Records/CD's | 1.93 | 26% |
| Sporting Goods Store | 1.89 | 25% |
| Toy Store | 1.89 | 25% |

*Percent of participants who were either interested (3) or very interested (4)

Which of the following new services or non-retail businesses would you use if they opened in Haverford Township?

| | |
|--|-----|
| Movie Theater | 60% |
| Spa | 41% |
| Day Spa | 37% |
| Craft Activity/Party Center | 31% |
| Escape Room/Arcade | 29% |
| Play Space for Children | 26% |
| Special Event Venue (parties, weddings, etc.) | 26% |
| Sports Facility | 24% |
| Pet Daycare & Boarding | 21% |
| Bed & Breakfast/Boutique Hotel | 20% |
| Co-working Space | 13% |
| Other | 4% |

- A place to gather for MeetUp groups, especially, to play games or D&D.
- Anything for 13-18 year olds. Teens have nothing besides sports leagues
- Arcade restaurant, not escape room.
- Classes with more professional teachers. As nice as the Haverford adult school is, some classes aren't worth it as they are taught by enthusiasts instead of actual instructors

- Bowling alley or roller rink, We need a safe space for teens.
- Clean well kept nature trails.
- Swimming (dipping holes); not pools.
- Community gardens and Parks Running, walking, biking trails
- Community Theater/ Performance Venue
- Sustainable Products Stores (Narberth's Shift)
- Community pool
- DAYCARE
- Group fitness classes, comedy club,
- Permanent Food Truck Area!! Would be perfect on the corner of Eagle/Darby with picnic table seating/bar tables. People need a place to go for grab and go.
- Rock Climbing Gym
- Shooting range. Archery, handguns, etc.
- Slot car and RC Racing events business
- Top Golf
- Walk In Volunteer Center
- Yes! An arcade or somewhere safe for our teenagers to go, since playing in Township fields / playgrounds is generally off limits for big kids who still need to blow off steam and hang out with their friends in a safe environment

Which of the following retail-sponsored activities have you participated in?

| | |
|---|-----|
| Marketplace at a local Festival | 58% |
| Shop Small Saturday | 57% |
| "First Friday" type events with shops open late | 55% |
| Classes or Lectures | 49% |
| Vendor Nights | 38% |
| Make & Take Workshops | 37% |
| Meet & Greet Events | 15% |
| Social Media Contests | 11% |
| Celebrities or Costumed Characters at the store | 7% |
| Other | 1% |

What is your age?

| | |
|-------------|-----|
| Under 21 | 0% |
| 21-29 | 2% |
| 30-39 | 13% |
| 40-49 | 29% |
| 50-64 | 27% |
| 65 or older | 36% |

Open-Ended Questions

Are there other businesses not mentioned that you would like us to recruit to open a business in Haverford Township?

Alternative Fitness/Recreational Sports Facility (22)

- Pickleball
- Golf
- Membership-based swimming pool
- Boutique fitness (pilates, yoga, etc.)
- Roller Rink
- Batting cages

Grocery Chain (19)

- Aldi
- Trader Joes
- Wegmans
- Costco

Fast Food (17)

- Chick Fil a
- Taco bell
- Sonic

Art Supply Stores (12)

- MakerSpace/Wood Working
- Fabric/Sewing
- Fiber arts
- Beading

Performance Venue (11)

- Live music venue
- Theater for plays
- Comedy club

Outdoor Community Spaces (11)

- Dining
- Gardens
- Picnic/Park

Kid/Family Friendly Locations (10)

- Dining
- programming

Other Ethnic Cuisine (7)

- Middle Eastern
- German
- Latin (Non-Mexican)

Sustainability/Health-based Stores (7)

- Bulk Pantry/Zero Waste Stores
- Healthy fast food (Sweetgreen, Honeygrow, Cava)

Wine Bar (6)

Teen-Friendly Location (5)

Game-Oriented Spaces (5)

- Dining + game options
- Arcade
- Game Store

Do you have other suggestions to create a more vibrant business community?

- 1) No more vape shops (16)
 - a) "There are too many smoke shops in the area of Eagle & Darby. They are too close to the schools. This is not the type of retail good for the neighborhoods."
 - b) "Stop adding vape shops. They are eyesores and not a good look for our community."
- 2) More accessible and affordable parking (16)
 - a) "Free parking. Get rid of the meters, apps etc."
 - b) "Havertown's retail properties are too spread out with not enough parking."
 - c) "Parking is an issue especially on Darby Road and some places on Eagle. I haven't gotten to some shops and restaurants because of lack of parking."
 - d) "Give free parking passes to local businesses to give to customers. I have been ticketed for running in for a pizza. I stopped going to Katz pharmacy because of parking."
- 3) Improve walkability (14)
 - a) "Safe sidewalks and more safe places to cross streets. Clear paths for pedestrians after a snowfall instead of plowing the snow off the parking spaces into piles which block pedestrian pathways."
 - b) "More trees to increase walkability and foot traffic to local stores. The summer is sweltering, and I don't want to walk anywhere along eagle road or Darby due to no shade trees along walkways on eagle and very few on Darby"
 - c) "Stores are spread apart. It would be nice to have stores more walkable."
 - d) "The storefronts in the prime walking area are ridiculous. The church?!? Electrician? That isn't bringing anyone to Havertown."
 - e) "Make Eagle Road - between Darby & Lawrence - more pedestrian/bike-friendly (wider sidewalks, maybe a pedestrian bridge near Grasslyn)."
 - f) "More walkable business districts with a pedestrian focus."
- 4) Focus on small local businesses instead of big corporation (8)
 - a) "More businesses are great, provided we continue to emphasize our small town feel. I'm not interested in any "big" businesses."
 - b) "Not interested in national chain/franchise stores/restaurants"
 - c) "Less chain stores and less smoke shops. Local businesses make Havertown more vibrant!"
- 5) Diversity in new businesses (6)
 - a) "More diversity in shop and food offered. Less Italian or pizza shops."
 - b) "Creation of a more diverse business district in all sections of Havertown instead of another nail salon, pizza place, smoke/vape shop. "
 - c) "More diversity reflected in the businesses and the built environment."