Preliminary Report

of

Indian Hill Mall
Shoppers' Survey

SCRTD Market Research
June, 1983

INTRODUCTION

The Shop by Bus program first started in August, 1980 as a means of building off-peak ridership on low performance lines. Since that time, it has evolved into a shopping center promotion program. Shopping centers which sign up for the program, purchase tokens from the District. These tokens are then given to shopping center patrons who made a minimum purchase from any of the center's merchants.

Although a number of centers have already participated, or are currently in the program, no systematic evaluation of the effects of the program had been undertaken. Consequently, when Indian Hill Mall expressed an interest in participating in this program, it was proposed that an evaluation study be conducted. The Indian Hill Mall afforded an excellent opportunity for such a study for several reasons.

First of all, the Mall had not participated in the Shop By Bus program before. This allowed for an unbiased "before" measure of shopper behavior and characteristics. Secondly, the physical layout of the Mall is such that it could be surveyed relatively easily. Thirdly, the Mall has adequate bus access to warrant such a program. Finally, the Mall management was most supportive of the proposal to use the Mall as an evaluation site.

"BEFORE" SURVEY METHOD AND SAMPLE

The survey was designed as a one-day sample of Indian Hill Mall patrons. A self-administered questionnaire was prepared for distribution. Returns were to be made in easily-identified ballot-type boxes placed at strategic locations throughout the Mall.

A group of 11 surveyors manned various entrances to the Mall. Their task was two-fold:

1. Maintain a tally of <u>all</u> persons entering the Mall

2. Give a survey form to each adult or youth entering the mall

A total of 5314 persons were tallied entering the Mall from 10:00 A.M., until 4:00 P.M. Of this total, 68% were adults, 14% were youth and 18% were children. Of the adults and youths, 64% were female, 36% were male.

It is estimated that the number tallied represents more than 80% of the actual traffic into the Mall between the hours of 10:00 A.M., and 6:00 P.M., on May 14. Thus, the number of people who came into the Mall on that day is about 6600.

Nearly 1770 survey forms were distributed. Of these, 305 valid forms were returned, constituting a 17% response rate. Subsequently, 11 forms were removed because they had been completed by employees or tenants of the Mall. The report which follows is based on the responses of the 294 respondents.

SURVEY FINDINGS

Shopping Characteristics:

For 5% of the respondents, May 14 was the first time they had ever come to Indian Hill Mall. However, for the majority of the rest of the respondents this was at least their second visit in the past month.

Generally, males tended to come to the Mall less frequently than females.

NUMBER OF TIMES CAME TO
INDIAN HILL MALL IN PAST MONTH

	Total	Male	Female
10 or more times	21%	18%	22%
7-9 times	10	6	12
4-6 times	26	19	30
2-3 times	28	40	22
1 time	10	9	10
This is first visit to Mall	5	8	4
	100%	100%	100%
Base	(294)	(79)	(200)

As might have been expected, shopping at the Mall stores is the most frequently engaged in activity. However, nearly half the respondents mentioned eating or buying food in the Mall as well.

Males were more likely to have used a service located in the Mall. The under 21 age group had a disproportionally higher incidence of "Other" activities, with the video arcade being the other activity mentioned most often.

ACTIVITY ENGAGED IN ON LAST VISIT TO MALL

	Total	Male	Female	Age: Under 21	Age: 21-39	Age: 40 & Older
Shopped at stores	92%	95%	91%	86%	93%	93%
Ate/bought food	48	44	50	58	50	43
Used a service	11	16	9	5	13	10
Other	6	3	7	16	4	4
	*	*	*	*	*	*
Base	(294)	(73)	(192)	(43)	(121)	(108)

* Totals add to more than 100% because of multiple activities.

Shoppers spent an average (mean) of $28 at the stores on their last visit to the Mall. Male shoppers spent somewhat more than female shoppers, $30 vs $27.

Similarly, males averaged higher spending for eating/food purchasing than did females -- $7.30 vs $5.10.

By age, the 21 to 39 group spent more on shopping than other age groups. The under 21 age group had higher average expenditures on eating/food purchases than the older age groups.

The bases for services and "other" categories are too small for reliability.

AMOUNTS SPENT ON EACH ACTIVITY
(TOTAL RESPONDENTS)

	Shopping	Eating/ Food Purchases	Services	Other
Spent nothing	2%	*	4%	2%
Spent less than $5	13	22%	2	*
$ 5.00 - 9.99	18	19	2	2
$10.00 - 19.99	19	3	1	1
$20.00 - 39.99	17	*	1	*
$40.00 - 59.99	9	-	*	-
$60.00 - 99.99	7	-	*	-
$100.00 or more	5	-	-	-
Did not engage in activity	8	52	89	94
No answer	1	4	1	1
	100%	100%	100%	100%
Mean amount spent by those engaging in activity	$28.00	$5.60	**	**
Mean amount spent per capita	$24.90	$2.40	$1.00	$0.30

Total all expenditures per capita = $28.60

* Less than 0.5%

** Base of users too small to calculate

Travel Behavior:

More than four out of five shoppers came to the Mall in an automobile. The majority drove themselves. Only 5% rode an RTD bus. The remainder either walked, used a bicycle or came some other way. Males were much more likely to have driven themselves. The under 21 age group had the highest incidence of coming with someone else who drove.

MODE OF ACCESS TO MALL

				Age		
	Total	Male	Female	Under 21	21-39	40 & Older
Drove self	69%	85%	64%	30%	76%	80%
Came with someone else who drove	21	6	26	49	17	12
By RTD Bus	5	5	6	11	3	5
Other	5	4	4	10	4	3
	100%	100%	100%	100%	100%	100%
Base	(294)	(79)	(200)	(47)	(128)	(112)

Although only 5% came to the Mall by RTD bus, 15% had used an RTD bus during the past seven days. The under 21 age group has a higher incidence of bus use in the past seven days than any other age group.

USE OF RTD IN PAST 7 DAYS

		Age		
	Total	Under 21	21-39	40 & Older
Rode RTD 5 or more days	7%	15%	5%	5%
Rode RTD 3 or 4 days	3	4	1	4
Rode RTD 1 or 2 days	5	13	5	2
Did not ride RTD in past 7 days	77	64	83	78
No answer	8	4	6	11
	100%	100%	100%	100%
Base	(294)	(47)	(128)	(112)

Shopper Demographics:

The typical Indian Hill Mall shopper is a 33 year old woman with an average (median) household income of $20,000 a year. She lives within less than 5 miles of the Mall in a three or more person household. She is most likely to read the Pomona Progress Bulletin and tends to listen to radio stations KIIS, KUTE, KFI, and KMET.

SHOPPER GENDER

		Age		
	Total	Under 21	21-39	40 & Older
Male	27%	19%	27%	31%
Female	68	77	71	62
No answer	5	4	2	7
	100%	100%	100%	100%
	(294)	(47)	(128)	(112)

Overall, the Indian Hill Mall shopper is more likely to be over 30 years of age. Male shoppers, as a group, are older than female shoppers.

SHOPPER AGE

	Total	Male	Female
Under 21	16%	11%	18%
21-29	19	18	20
30-39	25	25	26
40-49	14	14	14
50-59	10	9	10
60 & Older	14	22	10
No answer	2	1	2
	100%	100%	100%
Median Age	34	37	33

NUMBER OF VEHICLES
IN HOUSEHOLD

	Total	Male	Female
None	4%	4%	4%
One	26	25	26
Two	41	46	39
Three	16	10	20
Four or more	9	9	8
No answer	4	6	3
	100%	100%	100%
Median	2.4	2.4	2.5

The majority of shoppers came from a household of 4 or more persons. Female shoppers had a larger household, on the average, than male shoppers.

NUMBER OF PERSONS
IN HOUSEHOLD

	Total	Male	Female
One	9%	14%	7%
Two	21	28	18
Three	13	13	12
Four	24	16	28
Five	11	6	14
Six or more	16	15	16
No answer	6	8	5
	100%	100%	100%
Median number in household	4.06	3.25	4.24

SHOPPERS' ANNUAL HOUSEHOLD INCOME

	Total	Male	Female
Under $10,000	10%	5%	12%
$10,000 - $19,999	14	14	15
$20,000 - $24,999	14	14	15
$25,000 - $34,999	17	11	14
$35,000 - $39,999	8	13	6
$40,000 - $49,999	10	11	10
$50,000 & over	10	14	9
No answer	17	17	16
	100%	100%	100%
Median Household Income	$27,000	$32,500	$20,000

DAILY PAPER READ REGULARLY

	Total	Male	Female
Pomona Progress Bulletin	57%	47%	62%
L.A. Times	26	37	21
L.A. Herald Examiner	6	8	5
Other papers	20	25	18
Do not read any daily paper regularly	11	6	14
No answer	5	8	4
	*	*	*

* Totals add to more than 100% due to multiple papers read.

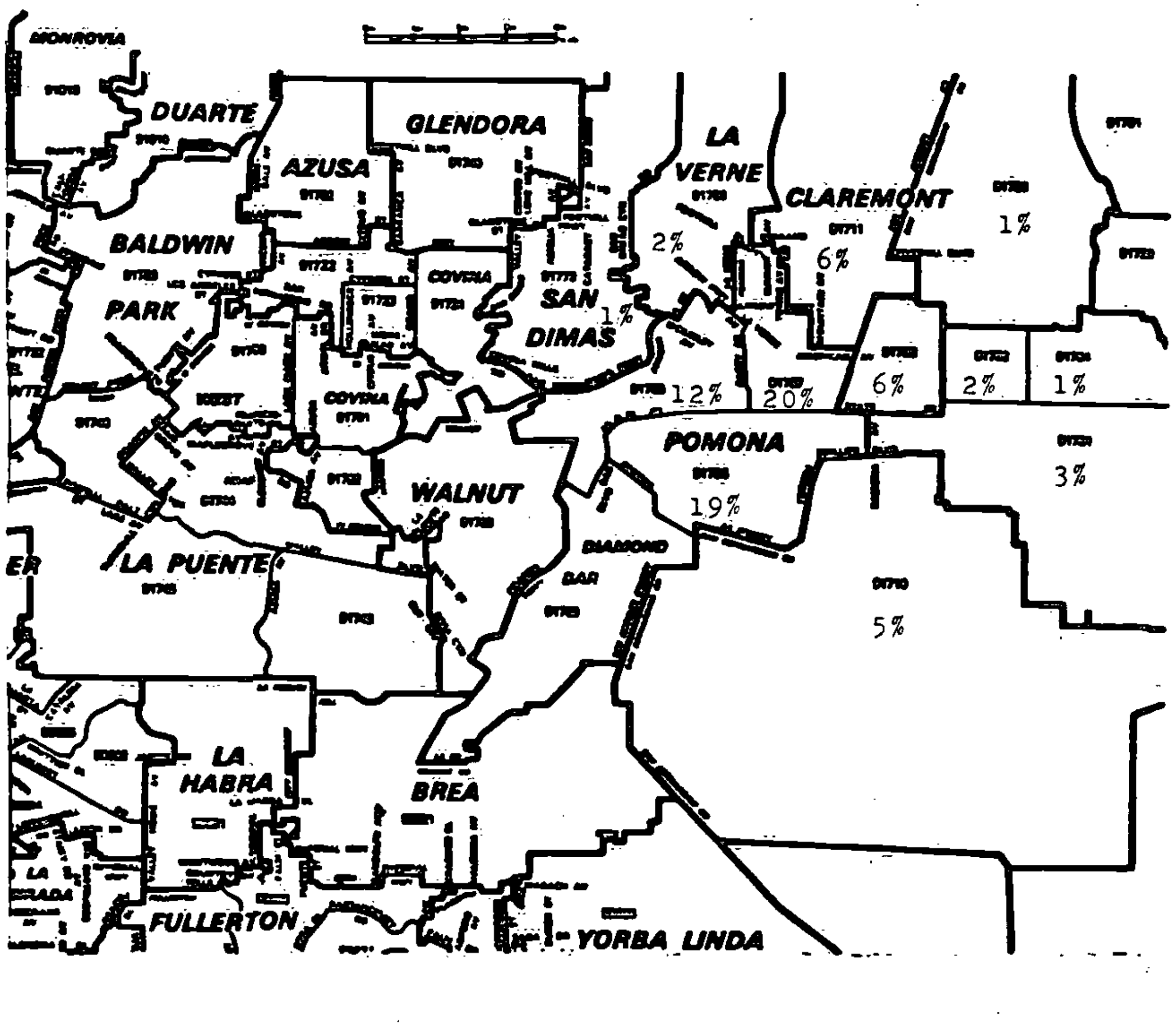
Radio Stations Listened To Regularly

	Total
KIIS	14%
KUTE	8
KMET	7
KFI	7
KLOS	7
KLAC	6
KABC	4
KWOW	4
KBIG	4
KJLH	4
KFWB	3
KOST	3
KRLA	3
KBRT	2
KLIT	2
KMPC	2
KROQ	2
KRTH	2
KMAX	2
All other (1% or less)	20
No answer	24
	*
Base	(294)

* Total adds to more than 100% due to multiple stations listened to.

As indicated by their home zip code, nearly four out of five shoppers live within a 5-mile radius of the Mall. Half the shoppers live in Pomona.

The map shown below illustrates the zip codes and the percentage of shoppers residing in each. Eight percent reside in zip codes not shown in this map, while 13% did not give their zip codes.



APPENDIX

STUDY PURPOSE & DESIGN

The primary purpose of the study was to determine what effect, if any, the Shop by Bus program has on a shopping centers' patrons.

In order to do this, a two-part, "before" and "after" study was designed. What this means is that, a survey was conducted before the Shop by Bus promotion was introduced at the Mall. This Survey provides a benchmark against which to compare results from the "after" survey.

Next, the Shop by bus promotion was launched, with its attendant publicity -- both in the Mall and on buses.

Finally, a second survey will be conducted about 5 weeks after the start of the program. This survey will provide information that is comparable to the "before" survey. Barring any unforeseen events, the differences noted between the results of the two surveys are considered to be due to the effects of the promotion.

The "before" survey was conducted on May 14, 1983. The Shop by Bus program was introduced the following week, on May 21. On June 25, the "after" survey will be conducted.

This report summarizes the results of the "before" survey. A full, comparative report of the study will be released in July, after the second survey data are in.