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INDIAN HILL MALL TOKEN PROGRAM AND SHOPPERS' STUDY

Final Report

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SCRTD Market Research
July, 1983

CONCLUSIONS AND RECOMMENDATIONS

Overall, the Indian Hill Mall's primary patron is a female, in her mid-thirties and an average household income of over $25,000 a year. She comes to the Mall more than twice a month, mainly to shop in the stores, and spends about $30.00.

While more than one in ten Mall shoppers ride RTD buses at least one day a week, only one in 20 uses RTD to shop at the Mall.

In spite of rather heavy promotion of the Shop by Bus token program for nearly five weeks, more than four out of five shoppers were not aware of the program. Even among the 13% who said they were aware of the program, nearly 90% did not obtain a free token.

Given these results, it appears that several steps need to be taken concurrently, if the program is to be a viable means of promoting ridership to the Mall.

1. Step up promotion at the Mall.. The use of banners across the interior of the Mall's east and west ends is one idea.

2. Individual merchant's ads in the local media should include reference to the token program -- so should any ads placed by the Mall.

3. Rerouting of buses, so that the three zip code areas providing the greatest proportion of shoppers to the Mall have easy access to the buses. Also, routing buses through the Mall to reduce the distance bus patrons must traverse.

The current response to the program does not justify additional District expense and staff time. If the program is to continue, it is recommended that Mall management, which has been quite supportive of the program, take on any additional costs and effort involved in increasing awareness of the program.

PURPOSE

The Indian Hill Mall study was designed for the purpose of determining what effect, if any, the RTD Shop by Bus program has on shopping center patrons' bus use and awareness. Among the specific questions the study was designed to answer were:

- Does the Shop by Bus program enhance RTD usage, in general or for shopping trips; increase sales at a shopping center; or a combination of both?
- How -- from what sources -- do shopping center patrons find out about the Shop by Bus program?
- What is the demographic profile of the shopping center patron vis-a-vis those patrons who come by bus?

STUDY DESIGN

In order to obtain answers to the questions listed earlier, a pre - and post-survey design was formulated. In brief, a survey was conducted before introduction of the Shop by Bus program and repeated after the program had been underway for some weeks.

Indian Hill Mall was selected as the test site for several reasons. Among them, the fact that the Mall had not participated in the Shop by Bus program previously, thus providing "fresh" subjects. Mall management was very cooperative, and the Mall's physical layout allowed for relatively easy survey administration. Also, an important consideration was the fact that the Mall had adequate bus service to warrant the Shop by Bus program.

METHOD AND SAMPLE

Both the before and after surveys used a structured, self-administered questionnaire as the data collection instrument. Surveyors, made up of RTD Marketing Department staff, were stationed at the major entrances to the Mall. (During the first survey, an attempt was made to staff all entrances. However, it was found that the entrances facing Holt Avenue generated more than 75% of the traffic into the Mall. Accordingly, for the second survey the back entrances were not manned.) Surveyors had two tasks:

1. Distribute questionnaires to persons age 10 or older entering the Mall.

2. Keep a complete tally of all persons entering the Mall. This tally was broken down by Male/Female adults, Male/Female youth -- i.e., ages 10-17, and children.

	Before Survey	After Survey
Date	Saturday May 14	Saturday June 25
Total Tallied (Weighted)	6600	5000
% Male	36%	39%
% Female	64	61
% Adult	68%	72%
% Youth	14	10
% Child	18	18

As seen in the table above, there was a significant drop in the number of persons who came to the Mall on the second survey date. The decrease was reflected in fewer adult females, and fewer youth coming to the Mall on June 25.

	Before Survey	After Survey
Number of questionnaires distributed	1770	1650
Number completed	294	216
Response Rate	16.6%	13.1%

Although a preliminary report of the results from the first survey was released in June, this report will present those data again where changes were observed.

RESULTS OF SURVEYS

SHOPPING CHARACTERISTICS

Frequency of Coming to Mall:

The reduced traffic count on the second survey was reflected in the frequency with which people come to the Mall. There was a general shift downward in the number of times people said they came to the Mall in the past month. The downward trend was primarily caused by a lower frequency of visits to the Mall by females.

NUMBER OF VISITS TO INDIAN HILL MALL IN PAST MONTH

	Total		Male		Female	
	Survey I	Survey II	Survey I	Survey II	Survey I	Survey II
10 or more times	21%	18%	18%	21%	22%	15%
7-9 times	10	9	6	9	12	9
4-6 times	26	18	19	20	30	19
2-3 times	28	37	40	37	22	38
1 time	10	15	9	12	10	17
This is first visit to Mall	5	3	8	1	4	2
	100%	100%	100%	100%	100%	100%
Base	(294)	(216)	(79)	(70)	(200)	(136)

Purpose Of Coming To Mall:

Shopping at the Mall stores remained the primary activity of those who came to the Mall on June 25 as it had for those who came on May 14. However, shoppers responding to the second survey, especially male shoppers, were less likely to engage in multiple activities while at the Mall. The largest reduction was seen in the use of food purchases.

ACTIVITY ENGAGED IN ON LAST VISIT TO MALL

	Total		Male		Female	
	Survey I	Survey II	Survey I	Survey II	Survey I	Survey II
Shopped at stores	92%	91%	95%	88%	91%	93%
Ate/bought food	48	34	44	25	50	40
Used a service	11	9	16	12	9	8
Other	6	5	3	-	7	7
	*	*	*	*	*	*
Base	(294)	(216)	(73)	(69)	(192)	(133)

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

Amounts Spent In Mall:

Although the frequency of coming to the Mall had declined from the first survey, the average amount spent by those who came increased.

Total expenditure on "the last visit to the Mall" went from $28.60 per capita to $31.60 -- a 10% increased. Average (mean) expenditures for shopping increased from $28.00 to $32.00.

	Total		
	Survey I	Survey II	Percent Change
Mean amount spent by those who:			
Shopped	$28.00	32.10	+ 15%
Ate/bought food	$ 5.60	4.90	- 12
Mean amount spent per capita on:			
Shopping	$24.90	$28.10	+ 13%
Eating	2.40	1.50	- 37
Services	1.00	1.70	+ 70
Other	.30	.30	-0-
Total per capita	$28.60	$31.60	+ 10%

AWARENESS/USE OF SHOP BY BUS PROGRAM

At the time of the second survey, the Shop by Bus program at Indian Hill Mall had been underway for about five weeks. The program had been promoted heavily in the Mall through a special RTD display booth, as well as through individual merchants' point-of-purchase displays. There were also car cards and brochures on-board buses servicing the Mall.

Slightly more than one in the ten shoppers (13%) said they were aware of the Shop by Bus program. Since this is the first time the program has been evaluated, it is not possible to know if this awareness level is good, bad or average at this point in the program.

Mall employees, the RTD booth and posters in the Mall were how most people said they learned about the program.

Only one respondent had obtained a free ride token. Among the remaining persons, who were aware of the program but had not obtained a free-ride token, the most frequently given reason was "Not interested, I don't ride RTD buses." Mentioned next most often were "Didn't know where to get tokens," and "Haven't made minimum purchase required."

The response on the survey confirms the results from the distribution of tokens. Compared with some of the other shopping centers which have participated in the Shop by Bus program, the distribution of tokens has lagged at Indian Hill Mall.

TRAVEL BEHAVIOR

There were no significant differences between the two surveys in shoppers' mode of access to the Mall or in their use of RTD in the past seven days.

The vast majority came to the Mall by automobile, either driving themselves or with someone else who drove.

MODE OF ACCESS TO MALL

	Total	
	Survey I	Survey II
Drove self	69%	70%
Came with someone else who drove	21	18
By RTD bus	5	7
Other	5	5
	100%	100%
Base	(294)	(216)

USE OF RTD IN PAST & DAYS

	Total	
	Survey I	Survey II
Rode RTD 5 or more days	7%	6%
Rode RTD 3 or 4 days	3	4
Rode RTD 1 or 2 days	5	5
Did not ride RTD in past 7 days	77	79
No answer	8	8
	100%	100%
Base	(294)	(216)

SHOPPER DEMOGRAPHICS

Although there was a slight shift in the male/female ratio of shoppers between the two surveys, the change is not statistically significant.

What was significant, however, was the sharp drop in the proportion of respondents under age 21, as well as a large increase in non-response. This had the effect of increasing the median age of shoppers from 34 on the first survey to 37 on the second. This drop was reflective of the actual tallies taken and is, perhaps, caused by the fact that schools were out during the second survey. Could it be that many were away on vacation?

SHOPPER GENDER

	Total	
	Survey I	Survey II
Male	27%	32%
Female	68	63
No answer	5	5
	100%	100%
Base	(294)	(216)

SHOPPER AGE

	Total	
	Survey I	Survey II
Under 21	16%	5%
21 - 29	19	19
30 - 39	25	22
40 - 49	14	13
50 - 59	10	8
60 and Older	14	16
No answer	2	17
	100%	100%
Median Age	34	37

There was a small decline in the median number of vehicles per household. Shoppers responding to the second survey also had smaller households -- median of 3.6 compared with 4.1 on the first survey.

NUMBER OF VEHICLES
IN HOUSEHOLD

	Total	
	Survey I	Survey II
None	4%	5%
One	26	33
Two	41	30
Three	16	16
Four or more	9	6
No answer	4	10
	100%	100%
Median	2.4	2.2

NUMBER OF PERSONS
IN HOUSEHOLD

	Total	
	Survey I	Survey II
One	9%	14%
Two	21	22
Three	13	19
Four	24	19
Five	11	12
Six or more	16	8
No answer	6	6
	100%	100%
Median	4.1	3.6

Respondents to the second survey reported a higher median income than on the first survey.

While more than half the shoppers on the first survey came from the City of Pomona, this proportion was down to 42% on the second survey. The proportion of shoppers from a greater distance increased in the second survey.

ANNUAL HOUSEHOLD INCOME

	Total	
	Survey I	Survey II
Under $10,000	10%	12%
$10,000 - $19,999	14	15
$20,000 - $24,999	14	14
$25,000 - $34,999	17	16
$35,000 - $39,999	8	8
$40,000 - $49,999	10	9
$50,000 and over	10	13
No answer	17	13
	100%	100%
Median Income	$27,000	$30,000

SHOPPERS' HOME ZIP CODE
BY CITY

	Total	
	Survey I	Survey II
Pomona (91766, 91767, 91768)	51%	42%
Ontario (91761, 91762, 91764)	6	11
Chino (91710)	5	8
Claremont (91711)	6	7
Montclair (91763)	6	4
La Verne (91750)	2	6
Rancho Cucamonga (91701, 91730)	1	3
San Dimas (91773)	1	1
Upland (91786)	1	1
Diamond Bar (91765)	1	1
All other zip codes (Less than 1% each)	7	7
No answer	13	13
	100%	100%
Base	(294)	(216)