

In February and March of 2011 the eight colleges and universities in Lackawanna County surveyed students regarding their perceptions and patronage of downtown Scranton venues for dining, shopping, cultural events and entertainment. This information is being provided to the business community in the hope of stimulating conversation on ways the downtown merchants can increase business with this market segment and ways the colleges and universities can encourage students to participate in events downtown.

In addition to their purchasing behavior in downtown Scranton, students were asked about their total off campus spending in the above mentioned categories, as well as the amount spent for rent, utilities and groceries.

In general, student spending patterns, awareness and comments remain consistent with surveys from previous years. The 2011 survey illustrates that a substantial market exists as does a strong potential for development. Not only do many students remain unaware of a number of downtown venues, many of the types of businesses and events the students say that they would like to see downtown already exist.

Students have indicated that they attend several downtown event, including some that have targeted this population. The survey data indicates that in several instances students have become increasingly aware of downtown businesses and events during their four years attending an area college for undergraduate and then for graduate studies, including First Fridays, which is one of the programs targeted by downtown merchants as a "college market" event following the 2009 student survey.

***Baptist Bible College & Seminary  
Johnson College  
Keystone College  
Lackawanna College  
Marywood University  
Penn State Worthington Scranton  
The Commonwealth Medical College  
The University of Scranton***

***The Greater Scranton Chamber of Commerce***

To estimate the overall off campus spending by students, the following chart applies for the average spending amount in each category while schools are in session.

| Spending      | Sum All Categories* | Restaurants / Dining                                 | Entertainment / Cultural | Retail Stores |
|---------------|---------------------|--|--------------------------|---------------|
| \$0           | \$0                 | \$0  | \$0                      | \$0           |
| \$1 to \$20   | \$10,360            | \$3,020  | \$4,690                  | \$2,650       |
| \$21 to \$50  | \$38,325            | \$13,895   | \$11,270                 | \$13,160      |
| \$51 to \$100 | \$41,250            | \$16,500   | \$8,700                  | \$16,050      |
| Over \$100    | \$26,600            | \$9,700  | \$4,500                  | \$12,400      |
|               |                     | Total spending per month for 1,025 students surveyed |                          |               |



The survey sample was intentionally weighted to reflect the proportion of each school's enrollment as compared with the total population of students attending a college or university in Lackawanna County. Each school's sub-sample roughly represents the school's proportion of total undergraduate and graduate student population. The proportions did not match exactly because of student survey completion.

Graduate students, including medical students, were included in the survey for the first time. As might be expected, when compared to the undergraduate students, graduate students are more likely to live in an off campus apartment (65% vs. 16%); have a car (91% vs. 63%) and were international students (4% vs. 1%). Of the 66% reporting to be from Pennsylvania, more graduate students were from Lackawanna County (60% vs. 45%). 50% of the graduate students were returning to school and 43% were continuing directly from college with two-thirds having living or attending college in the area prior to gr