



DCDA SURVEY RESULTS

Final Report

4/15/13

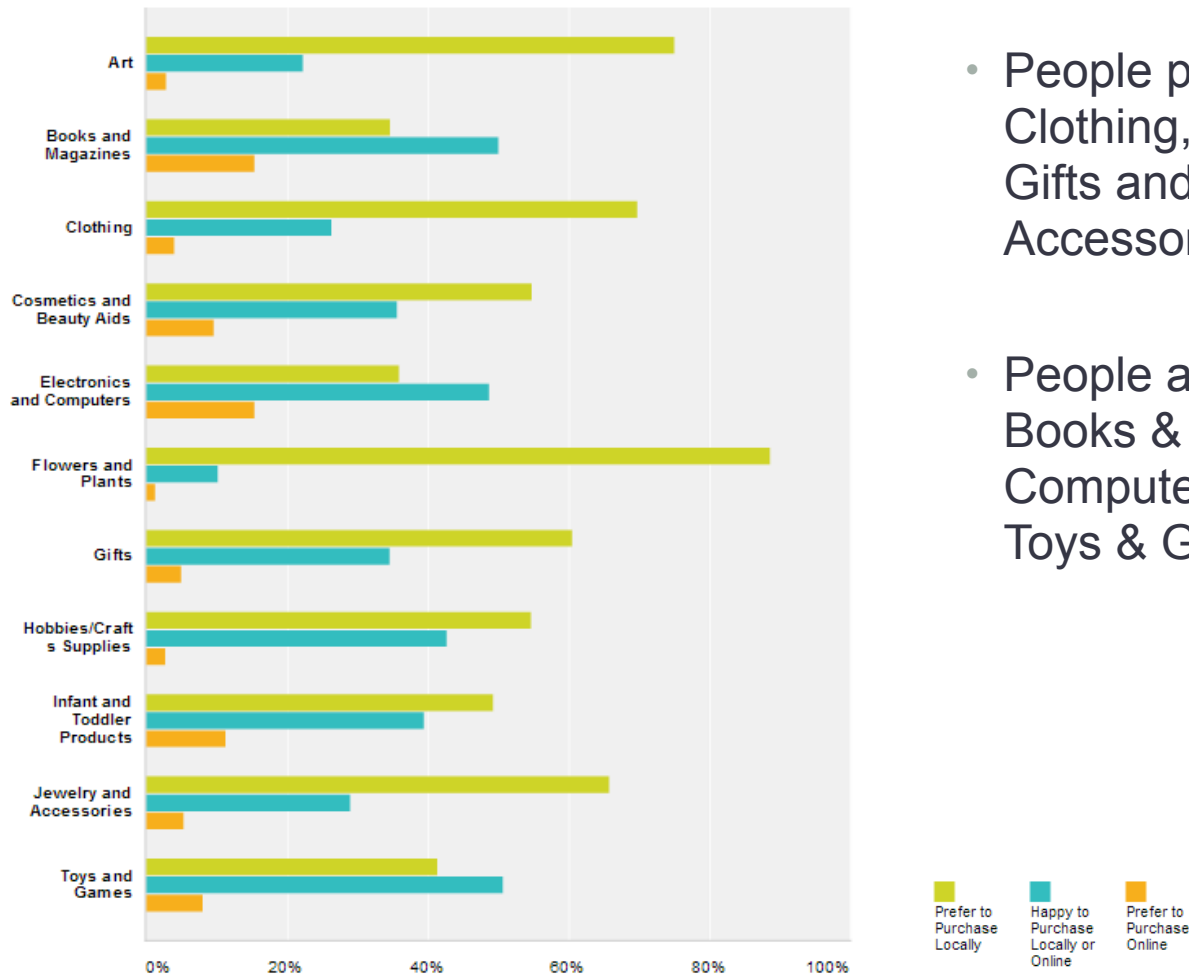


Executive Summary

- Area residents are interested in supporting new, local businesses in Dayton, including suggestions for a Grocery/Market, Casual Dining, and Local Art/Gift Shop. Several creative ideas were also proposed, such as a hardware store, bike shop or bridal salon.
- Due to the lack of options in Dayton, most people currently drive the 20 minutes to shop in McMinnville and spend their grocery dollars there
- Most area residents dine out at least once per week and spend between \$25 and \$50 on dinner for two (nearly a third spend over \$50)
- Local Newspapers and Social Media are the top sources for local news and information, and should be considered key advertising channels for any new business in Dayton



Local Purchase Preferences

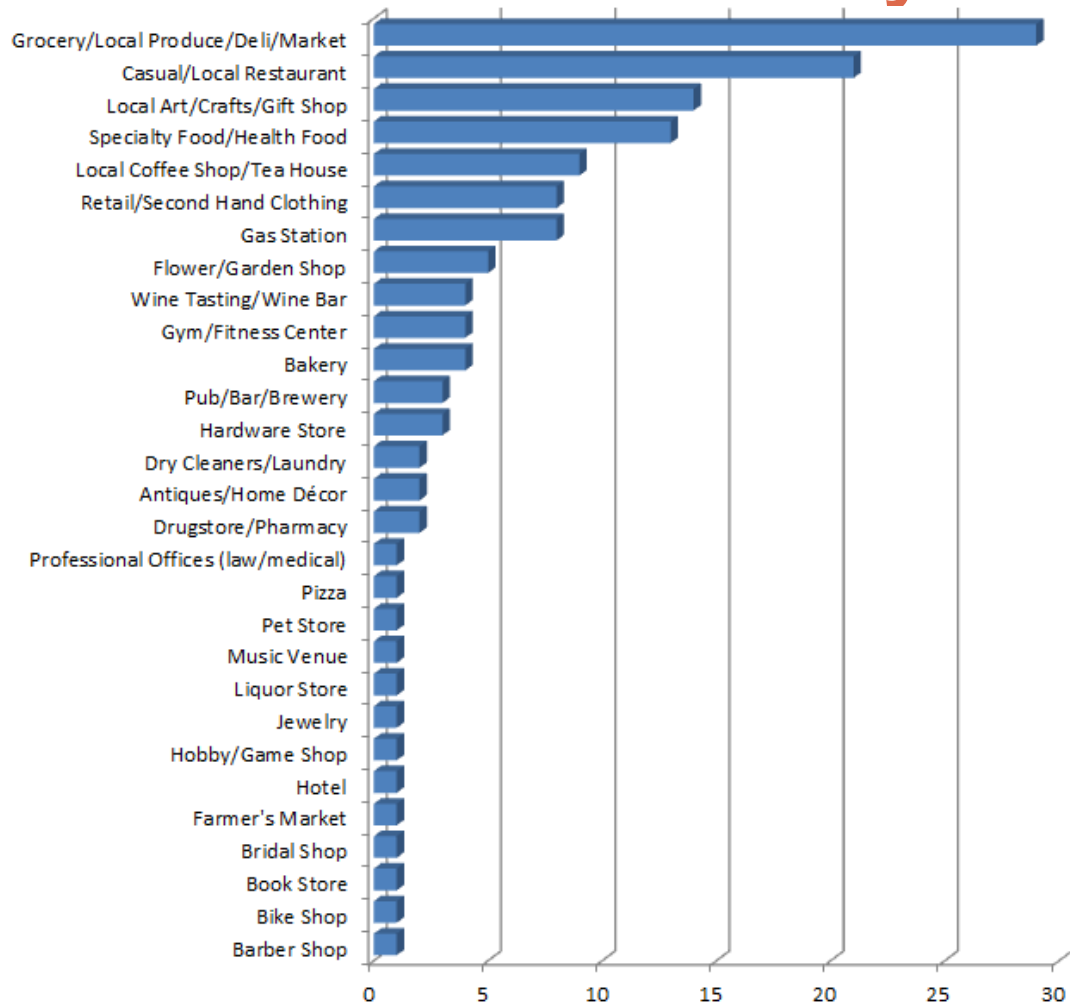


- People prefer to purchase Art, Clothing, Flowers & Plants, Gifts and Jewelry & Accessories **LOCALLY**
- People are happy to purchase Books & Magazines, Computers & Electronics and Toys & Games **ONLINE**

Q: For each of the following categories of products, please indicate your preference for purchasing either in person at a local store or online. N=81



New Business in Dayton

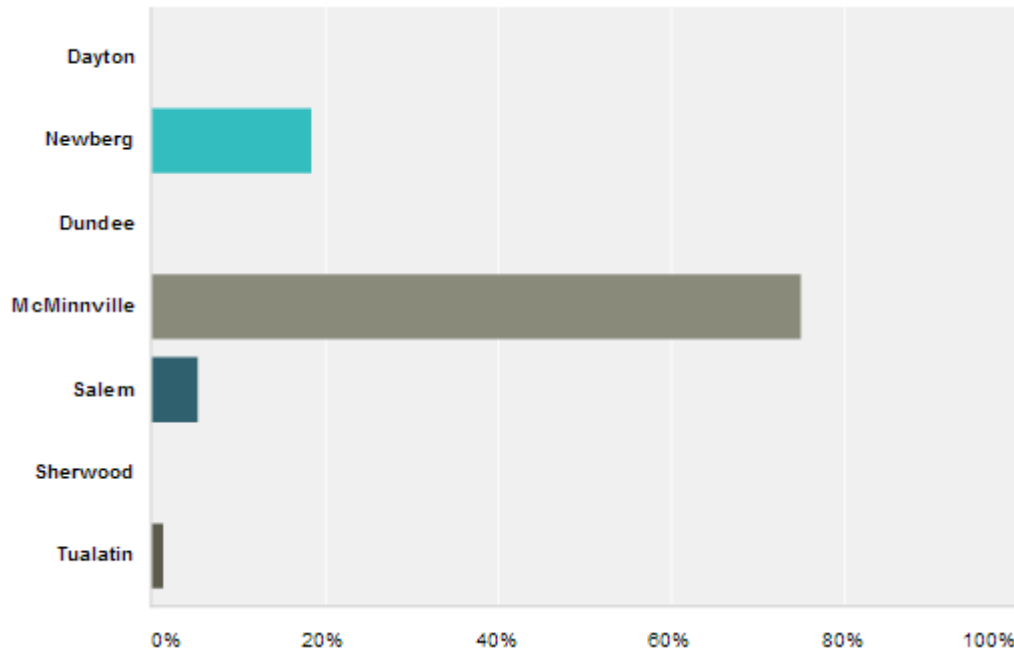


- People are most interested in supporting a local grocery, casual restaurant, specialty food store, and local gifts shop.
- Also of interest are local coffee, clothing, gas station and garden shop.
- Some novel ideas include laundry, hardware, bridal shop, and bike shop.

Q: What new, local businesses would you be most excited to see and support in Dayton? N=69
NOTE: These are suggestions from respondents, not a tested level of interest in these kinds of businesses.



Grocery Shopping Location

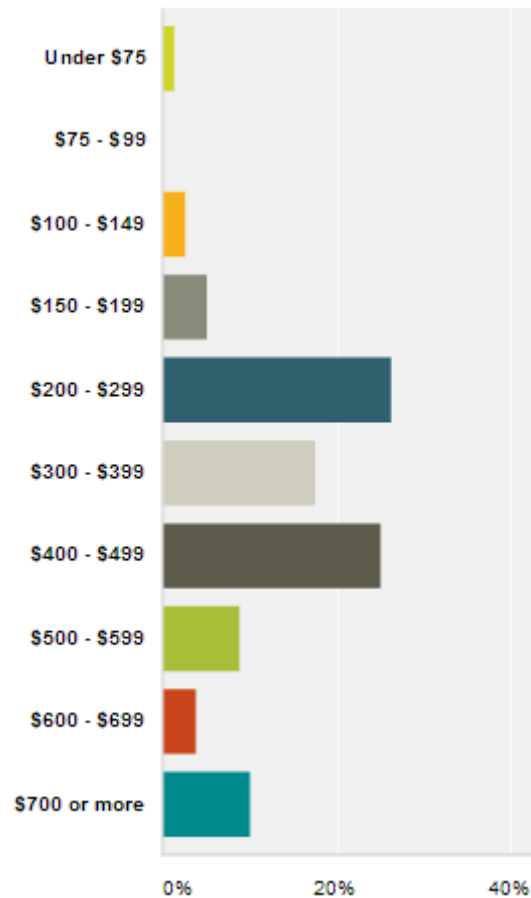


- Most people shop in McMinnville, with Newberg a second option

Q: Where do you typically do most of your grocery shopping? N=76



Grocery Budget

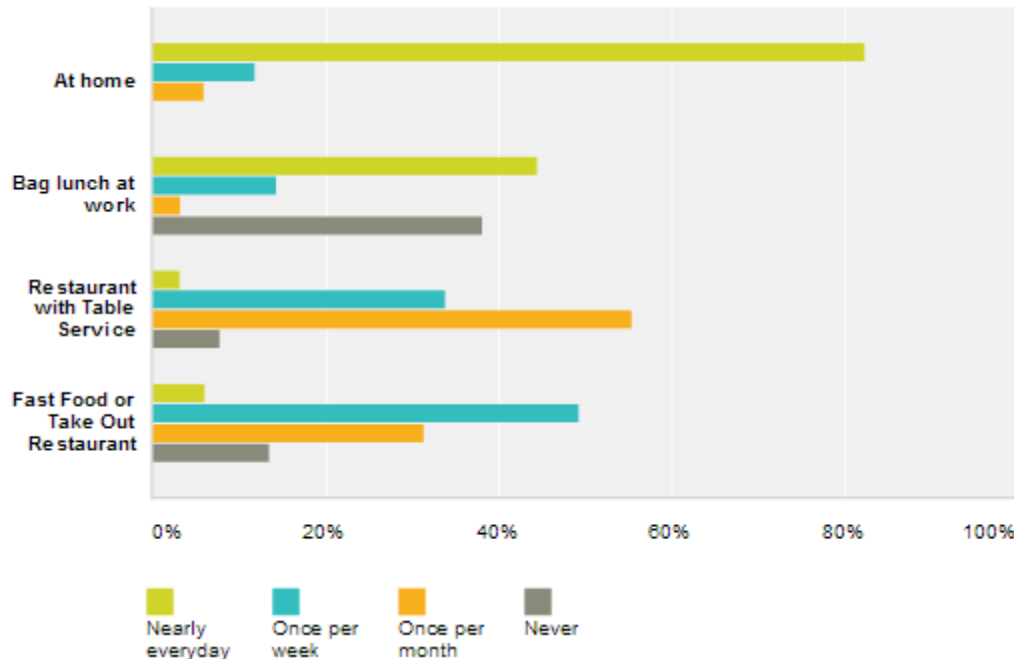


- The majority of people (76%) spend less than \$500 per month on groceries, with only 24% spending more than \$500 per month

Q: How much do you typically spend on groceries every month? N=80



Lunch Habits

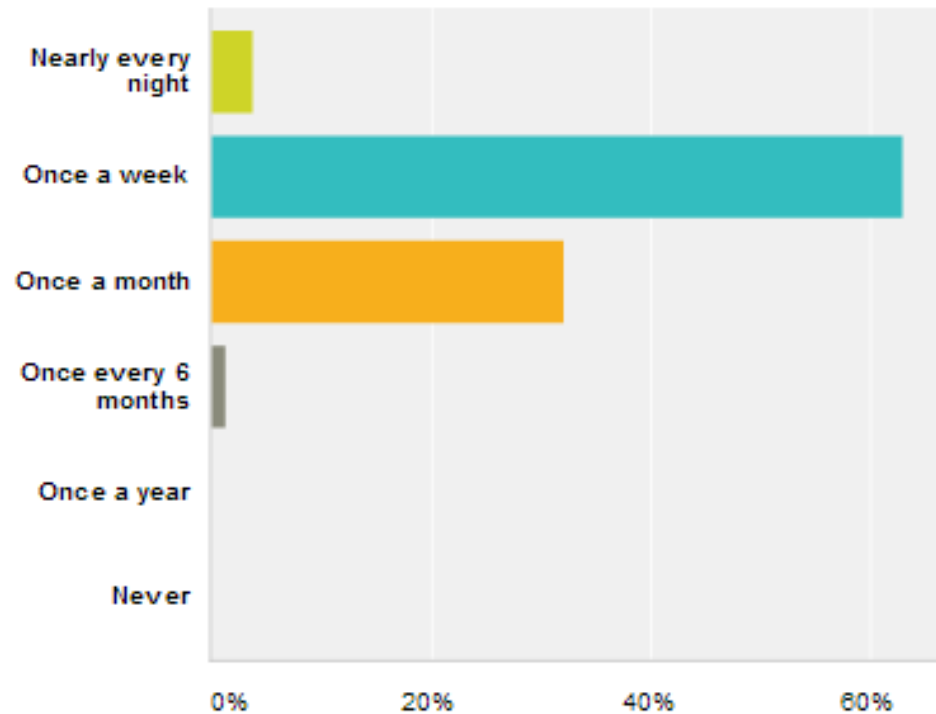


- Most people eat lunch at home or with a bag lunch at work, but when they eat out for lunch, they most often choose a fast food or take out restaurant

Q: Where do you typically eat lunch? N=81



Dining Out Habits

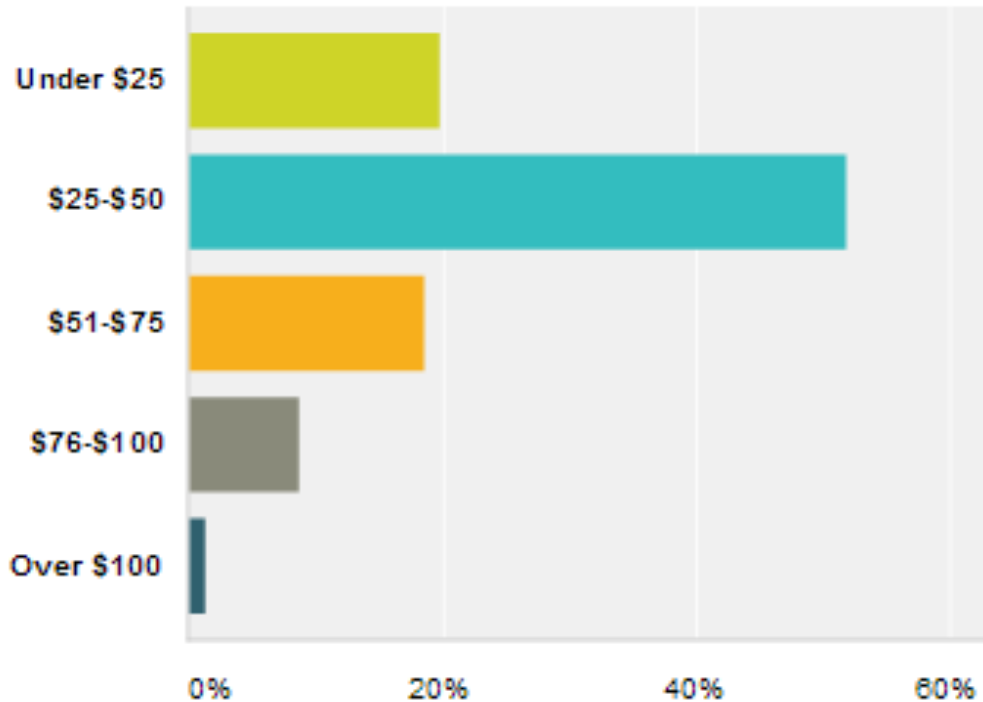


- Most people (63%) dine out at least once per week
- 32% of people dine out about once per month

Q: How often do you dine out? N=81



Dining Out Dinner Budget

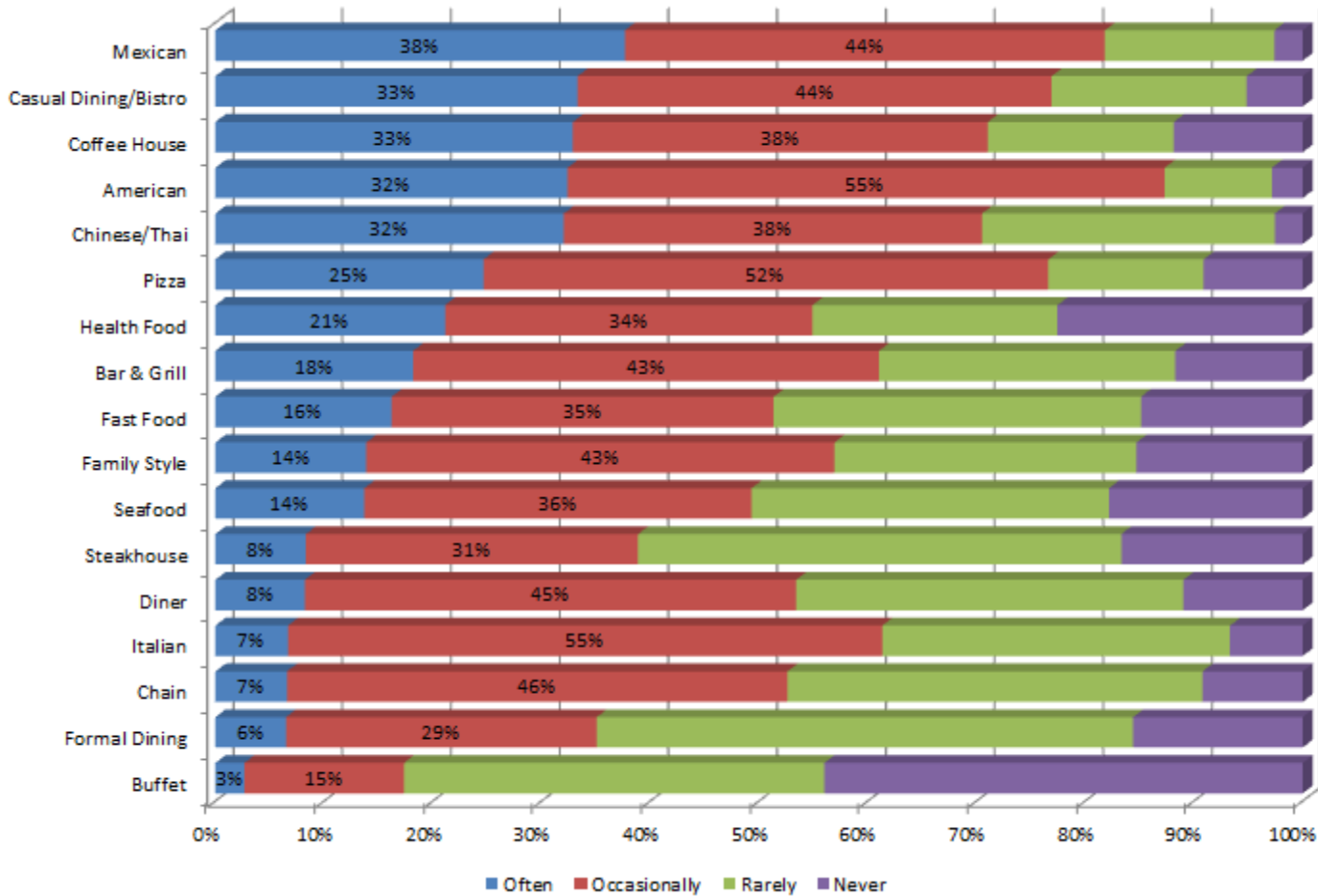


- **Most respondents (52%) spend between \$25 and \$50 on dinner for two people**
- 20% spend \$25 or less on dinner for two
- 28% spend more than \$50 on dinner for two

Q: When you dine out, how much do you typically spend on a dinner for two, including both food and beverages? N=81



Dining Out Preferences



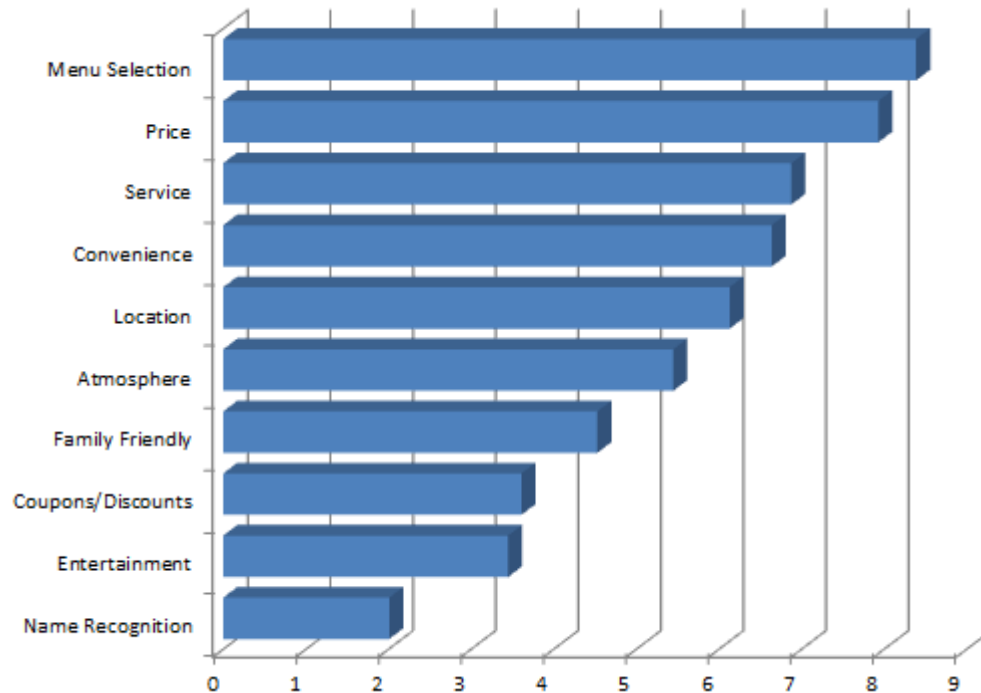
- **Top 1 Box:** The most popular cuisines include Mexican, American, Chinese/Thai, Coffee Houses, and Casual Dining

- **Top 2 Box:** The most frequented types of restaurants include American, Mexican, Casual Dining, Pizza, Coffee House, Chinese/Thai, Italian, and Bar & Grill

Q: What types of restaurants do you usually visit? N=81



Important Restaurant Elements

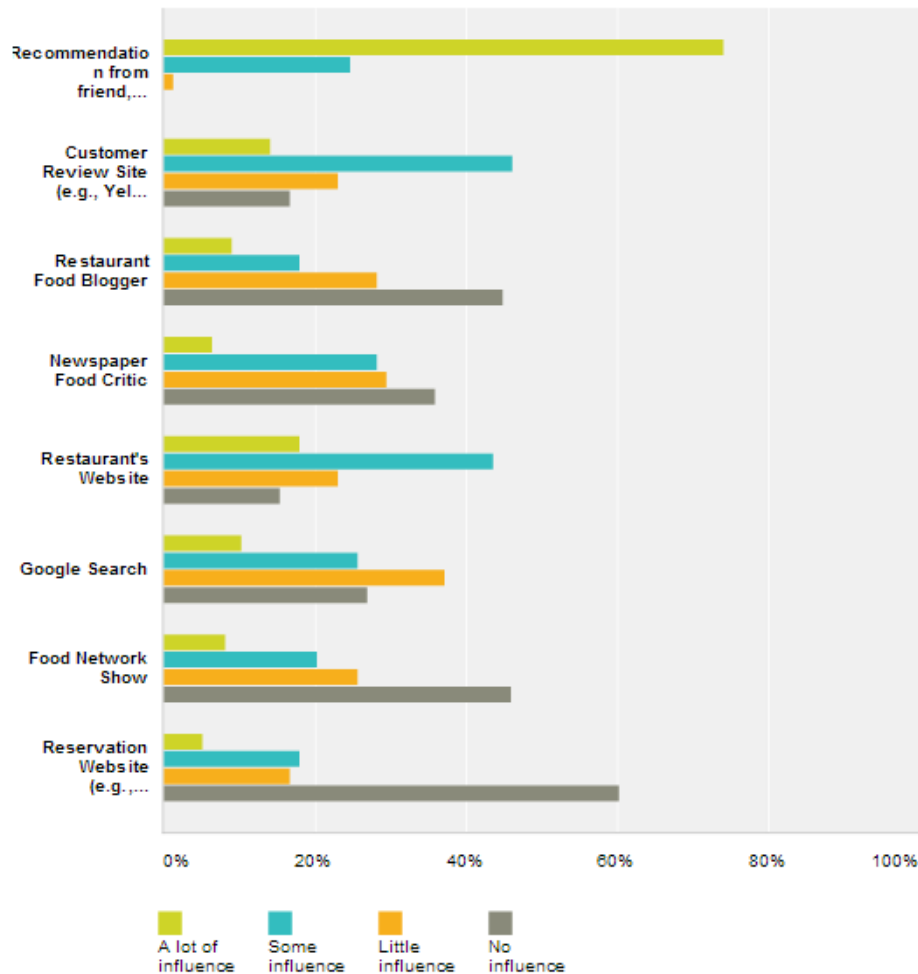


- **Menu Selection and Price are the two most important aspects when selecting a restaurant**
- Least important are Name Recognition and Entertainment
- While Coupons/Discounts may pique consumers' interest, they are not a determining factor in final decision

Q: Please rank the following in terms of which is most important to you in choosing a restaurant, with #1 being the MOST important. N=80
NOTE: Graphed as weighted average



Influences on Dining Choice

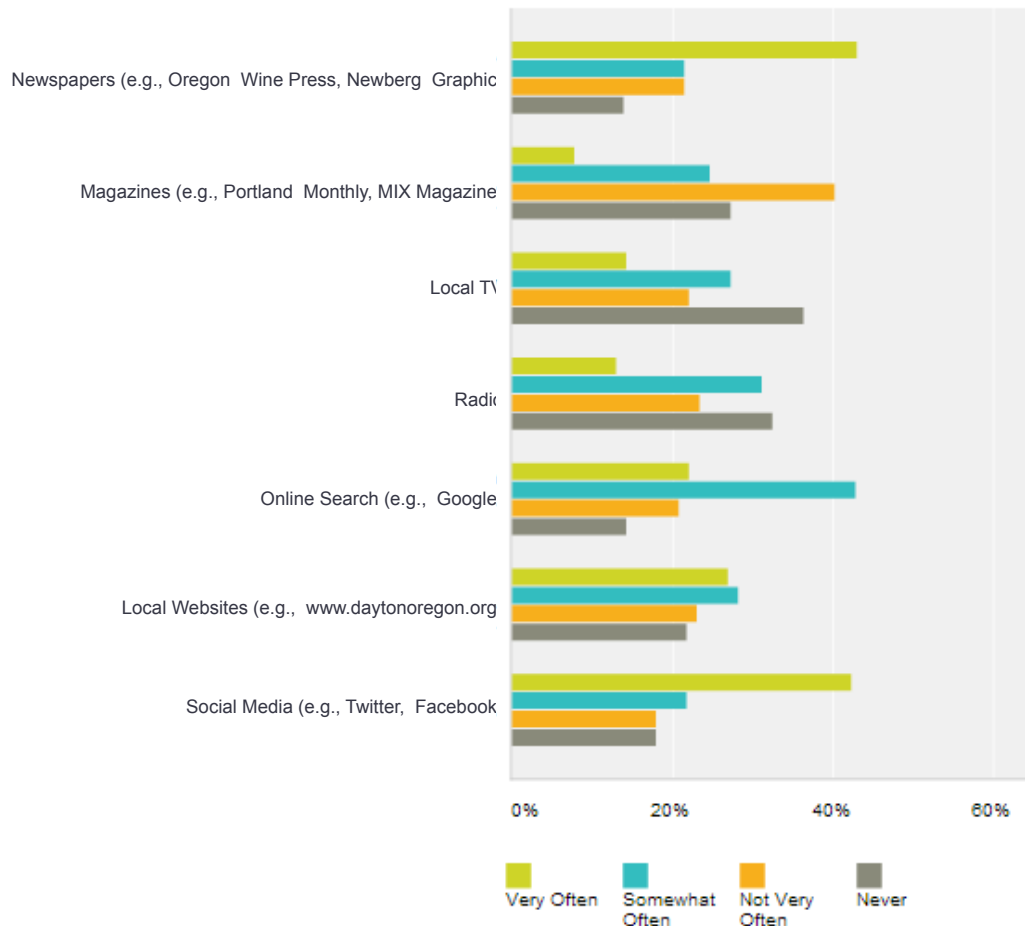


- **Personal Recommendations have a lot of influence on what new restaurant to try**
- Review Sites, Restaurant Websites, Newspaper Critics and Bloggers are also influential on new restaurant selection and trial
- Reservation Websites like OpenTable appear to be least influential, however there are a select few that are very influenced by this channel

Q: When looking for a new restaurant to try, how much influence do the following have on your decision of where to dine? N=81



Local Community News Sources



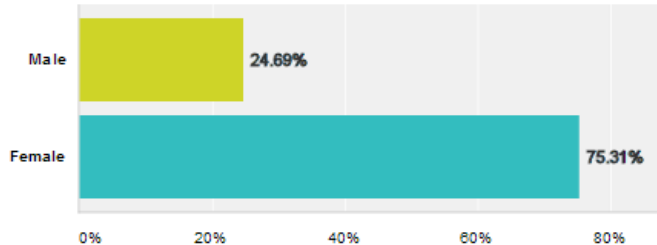
- People most often use **Local Newspapers and Social Media** to learn about what's going on in their local community
- Radio and Local TV hardly ever are used as a key source of information

Q: How often do you use the following as a source of information about what's going on in your local community? N=79

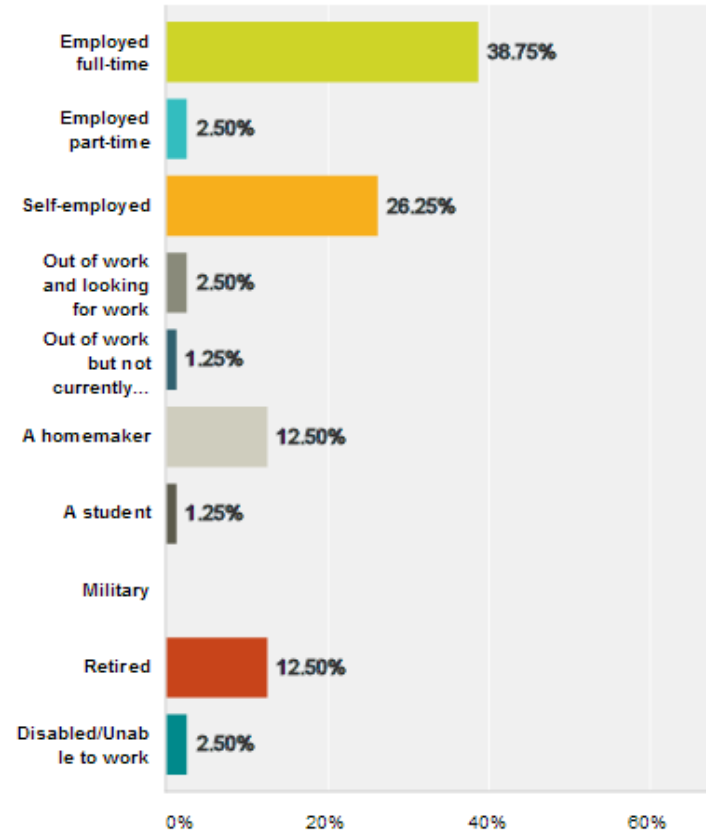


Respondent Demographics

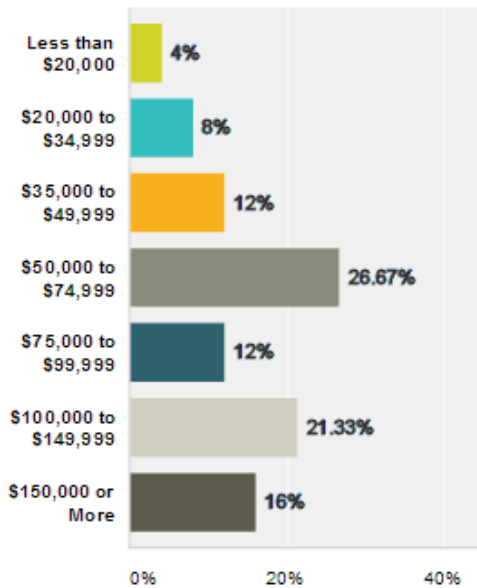
Gender



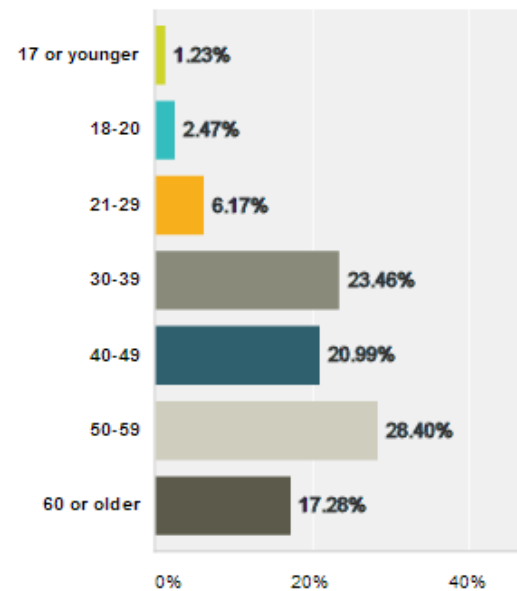
Employment Status



Household Income



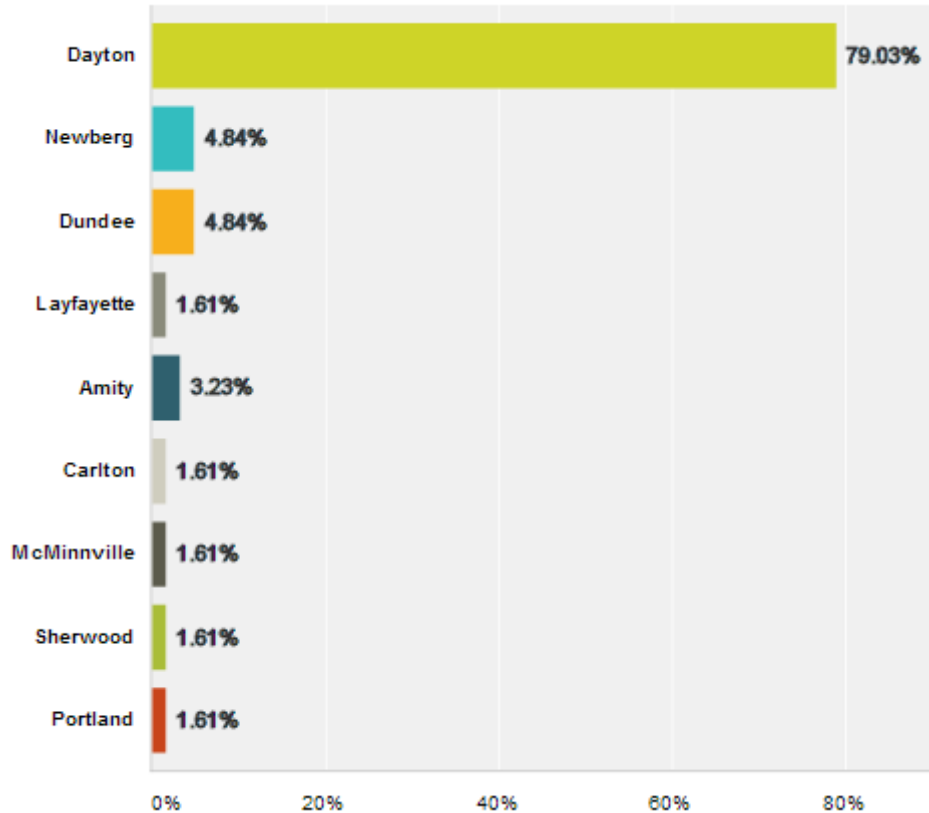
Age Bracket



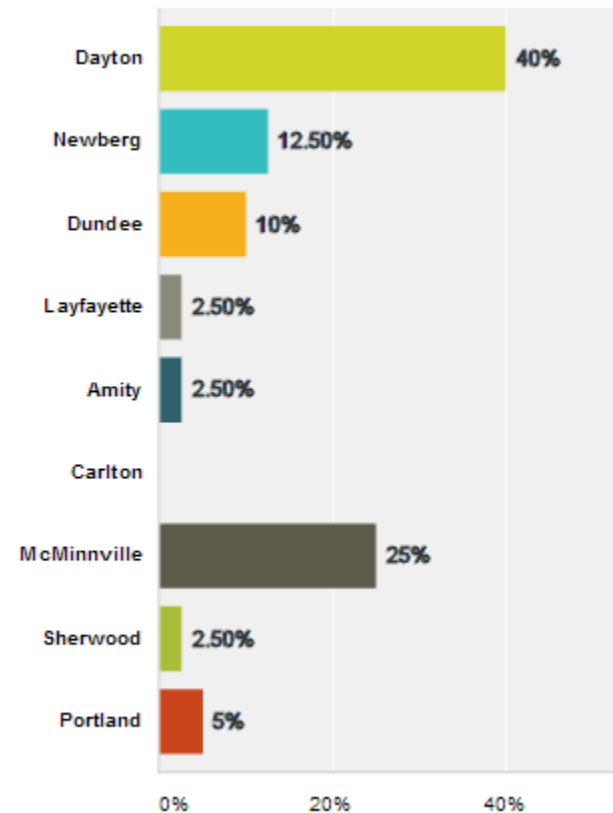


Respondent Demographics

Q: Where do you live?



Q: Where do you work?





Methodology

- A 20 question survey was fielded in March 2013 to gather insights into local residents' shopping and dining behaviors and preferences
- Links to the online SurveyMonkey survey were directly sent to attendees to Dayton Forward meetings and posted on the Dayton website and Facebook page
- The survey was fielded in English
- A total of 81 people responded to the online survey