



From Insight to Action

Main Street Bath Resident Survey 2010

Economic Restructuring Committee

MSB Board Meeting
Presented by Sally Johnstone
October 26, 2010



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What's different this year?

- Focused on residents
- Inspired by City of Bath support
- Cooperative venture between merchants, MSB, Chamber of Commerce, SPI
- 400 responses



Population shifts

Income dynamics

Macro-trends

The aging of America: The 65+ population

In 2000
34.9 million



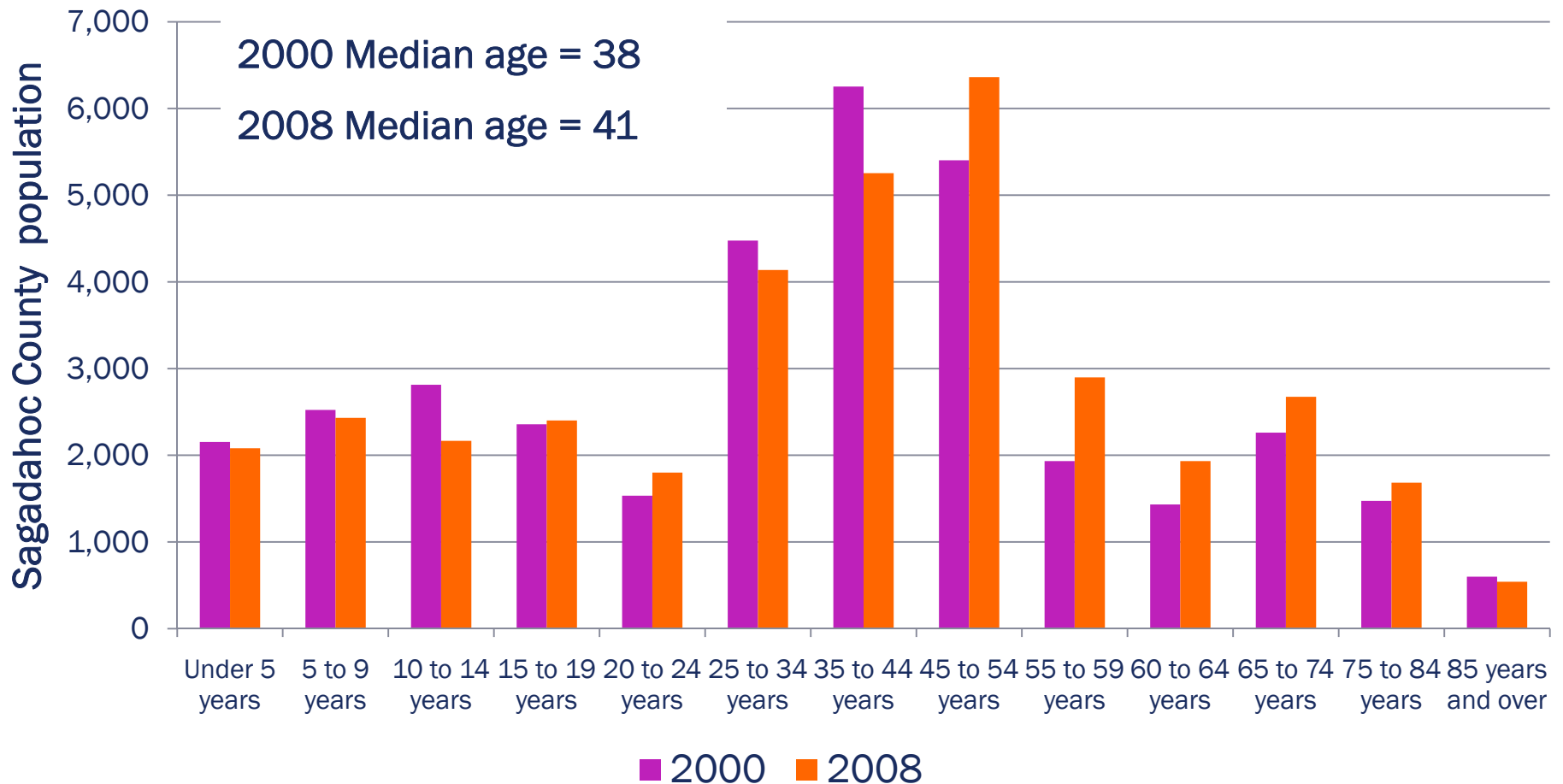
Today:
40.3 million



End of decade:
54.8 million (est.)



Population shifts around Bath



Source: Census 2000, American Community Survey 2006-2008 3-year average

Household income shifts

	2000	2008
State of Maine	\$37,240	\$46,807
United States	\$41,994	\$52,475
Sagadahoc County	\$41,908	\$54,099

Source: Median Household income from Census 2000, American Community Survey 2006-2008

Household income shifts: inflation adjusted

	2000 (in 2008 dollars, based on CPI)	2008	Change
State of Maine	\$48,127	\$46,807	-\$1,320
United States	\$54,270	\$52,475	-\$1,795
Sagadahoc County	\$54,159	\$54,099	-\$60

Source: Median Household income from Census 2000, American Community Survey 2006-2008

What else changed?

Educational attainment	Census 2000	ACS 2008	Total % increase
High school graduate or higher	88%	93%	112%
Bachelor's degree or higher	25%	29%	124%

Source: Census 2000, American Community Survey 2006-2008 3-year average

In-migration?

- 60% of respondents 25 to 54 moved to Maine as an adult
 - Half of them work from a home office or studio at least some of the time
 - 85% have at least a college degree



The good news : Bath residents really, really like
downtown Bath

The survey

4. We have a few questions about where you usually go out to eat and shop. In the past two weeks, have you purchased any of the following in these locations? (Check all that apply)

	Downtown Bath	Other Bath	Cook's Corner	Brunswick	Topsham	Portland	Other
Breakfast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Lunch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Dinner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Groceries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pharmacy items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Farmers' market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5. In the past three months, have you purchased any of the following items in any of these locations? (Check all that apply)

	Downtown Bath	Other Bath	Cook's Corner	Brunswick	Topsham	Portland	Other
Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Toys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Gifts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Jewelry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Clothing (adult)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Clothing (child)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Shoes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Housewares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Home furnishings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Antiques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6. Do you typically use any of the following service providers in Downtown Bath? (Check all that apply)

- | | | |
|---|--|----------------------------------|
| <input type="checkbox"/> Legal services | <input type="checkbox"/> Financial advisor | <input type="checkbox"/> Medical |
| <input type="checkbox"/> Banking | <input type="checkbox"/> Real estate | <input type="checkbox"/> Other |
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Insurance | service _____ |

Downtown Bath #1 in all categories

- Survey respondents overwhelmingly pick downtown Bath most often:
 - Banking
 - Farmer's market
 - Gifts, clothing, books

Downtown Bath #1 in all categories

- Survey respondents pick downtown Bath more often than other locations for:
 - Groceries (also shop elsewhere in Bath)
 - Breakfast
 - Lunch
 - Dinner
 - Brunswick very close 2nd with adults 25 to 54

Likes, dislikes, and wishes

- What are your 3 favorite things about Downtown Bath?
- What is your least favorite thing about Downtown Bath?
- Is there anything that you would like to be able to buy in Bath that you currently travel elsewhere to buy?
- Is there anything that you would like to be able to do in Bath that you currently travel elsewhere to do?

A few of our favorite things...

Everyone's #1

The ambience, atmosphere, charm, historic preservation, beauty, of downtown Bath

Everyone's #2

The variety and convenience of shops downtown

Then, some divergence for #3...

Life stage differences

- Adults, peak spending years
 - Riverfront park/being on the river
- Adults 55+
 - Restaurants

What would you like to change?

#1 Parking - perceived to be a challenge at times

#2 Waterfront/waterfront park needs improvement



Already on the agenda

What would you like to add?

- #1 for almost everyone: more restaurants
 - Ethnic variety (e.g., Thai, Indian, Japanese, etc..)
 - Bakery/deli/'high-end' take-out
 - Ice cream
- #1 for 55+ adults: movie theater
 - Close second for everyone else



What do people seek in their community?

Lessons from Urban Land Institute National Conference

Few people really want a snout-house in a cookie-cutter neighborhood



Or big box stores up the street...





**People want a walkable
community with...**

Nearby shopping and restaurants



Series of small parks



Easy access to open space and trails



Library, neighborhood schools



Source: Proprietary client data from Reach Advisors, Newland Company

Aren't we lucky to live in Maine's 'Cool Little City' already?

For more information or survey results:
Sally Johnstone
sally@reachadvisors.com

Jennifer Geiger, Main Street Bath
director@visitbath.com

