

Fishtown Newsletter Survey Results

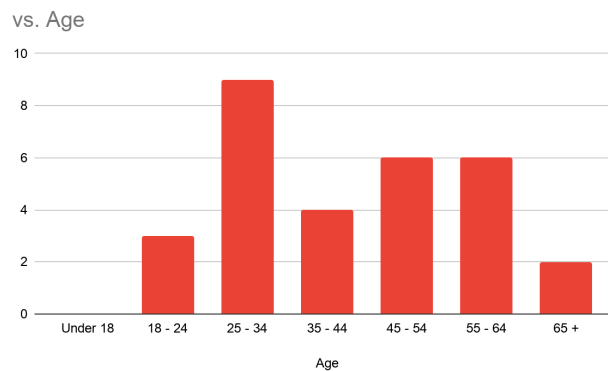
Goal:

Through this survey we want to understand how people discover information about Fishtown, if it's easy or difficult to get this information, and if you're satisfied with the current methods.

Total survey received: 30

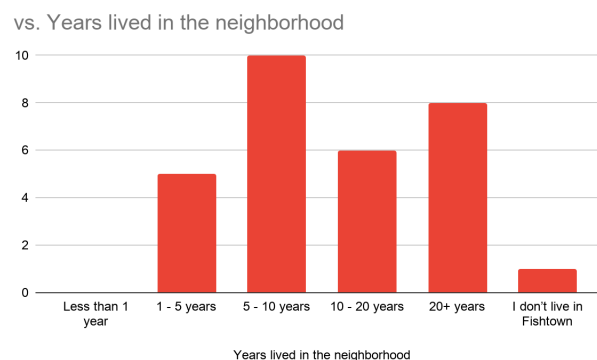
Results from each question:

1. What is your age?



- a. Out of the 30 surveys received, 3 of them are in the age range 18-24, 9 of them are in the age range 25-34, 4 of them are in the age range 35-44, 6 of them are on the age range 45-54, 6 of them are in the age range 55-64, and 2 of them are in the age range 65+.
- b. **Since there are no participants in the age range “under 18”, any further research could focus more on this age group.**

2. How many years have you lived in this neighborhood?

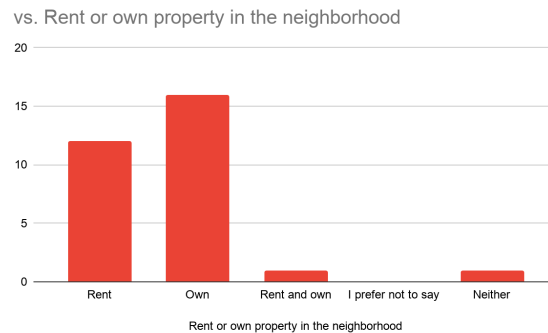


- a. Out of the 30 participants, 5 of them have lived in Fishtown for 1 - 5 years, 10 of them have lived there for 5 - 10 years, 6 of them have lived there for 10 - 20

years, 8 of them have lived there for 20+ years, and 1 of them don't live in Fishtown but work there.

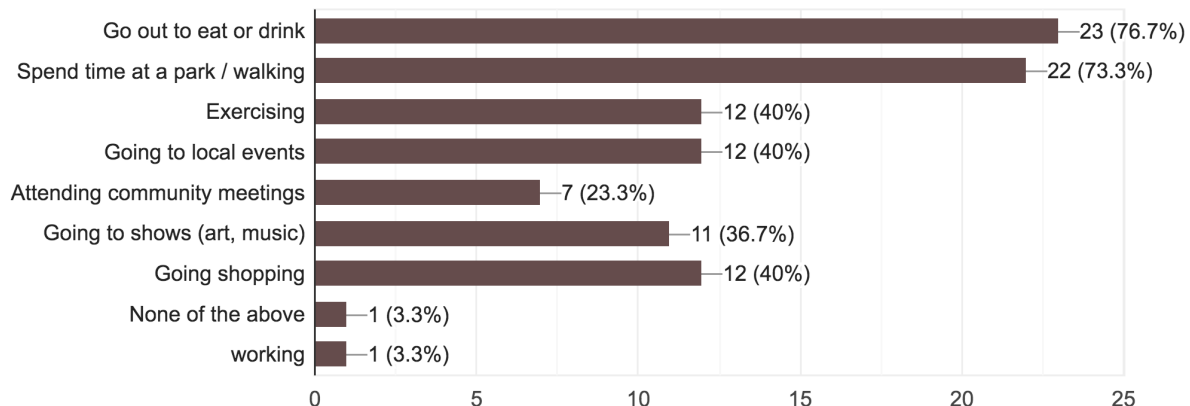
- b. **Based on the results, most participants have lived there for at least 5 years. No participant has lived there for less than 1 year.**

3. Do you rent or own property in the neighborhood?



- a. Out of the 30 participants, 12 of them rent property in Fishtown, 16 of them own property in the neighborhood, 1 of them both rent and own property in Fishtown, and 1 person doesn't live in Fishtown but work there.
- b. **Based on the results, more participants own a property in Fishtown than rent a property.**

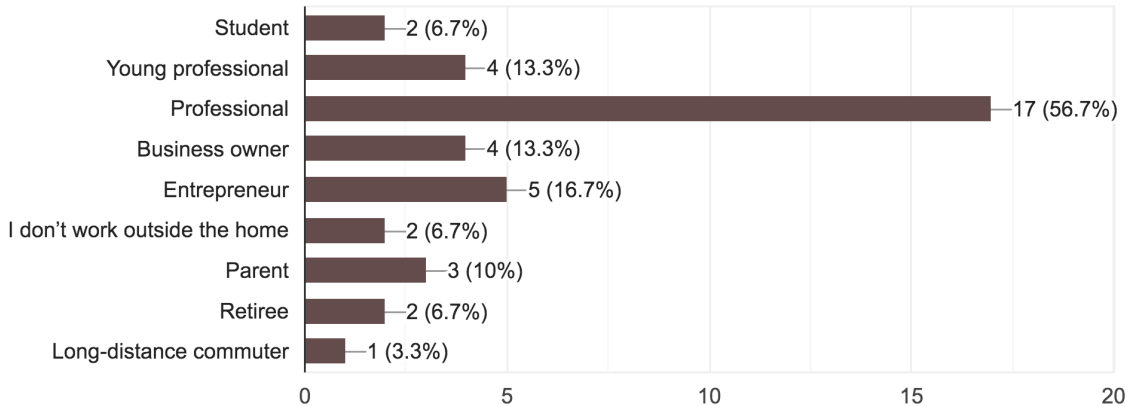
4. What do you normally do when you spend time in the neighborhood each week? (Choose all that apply)



- a. When people spend time in Fishtown each week, they are most likely to “Go out to eat or drink” (23 votes), and “Spend time at a park / walking” (22 votes).
- b. The lesser popular activities are “Exercising” (12 votes), “Going to local events” (12 votes), “Going shopping” (12 votes), “Going to shows (art, music)” (11 votes), and “Attending community meetings” (7 votes).
- c. The other activities mentioned are biking and working.

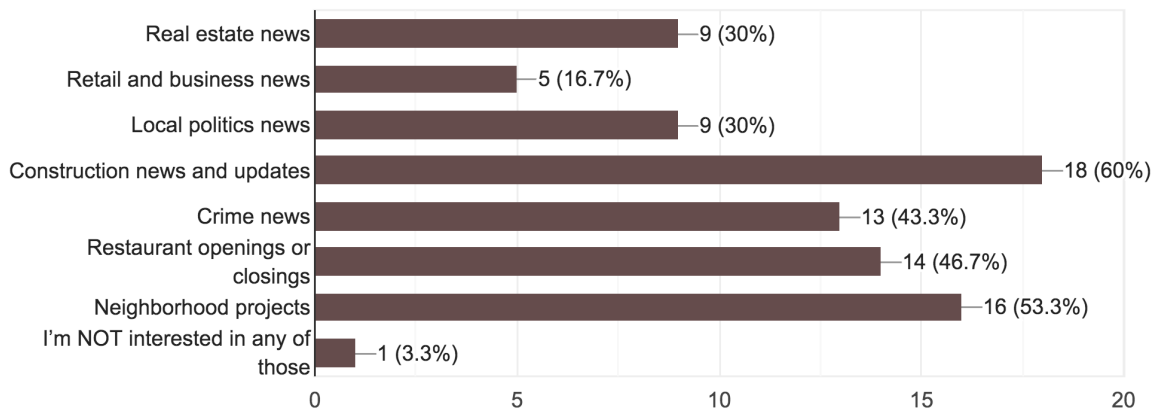
d. The results showed that people mostly spend time to “go out to eat or drink” and “spend time at a park / walking” when they spend time in Fishtown.

5. If you feel comfortable sharing, how would you best identify yourself? (Choose all that apply)



- a. Based on the results, most people identified themselves as “Professionals” (17 votes).
- b. Other identifications are “Entrepreneur” (5 vote), “Young professional” (4 votes), “Business owner” (4 votes), “Parent” (3 votes), “Student” (2 votes), “I don’t work outside the home” (2 vote), “Retiree” (2 votes), and “Long-distance commuter” (1 vote).

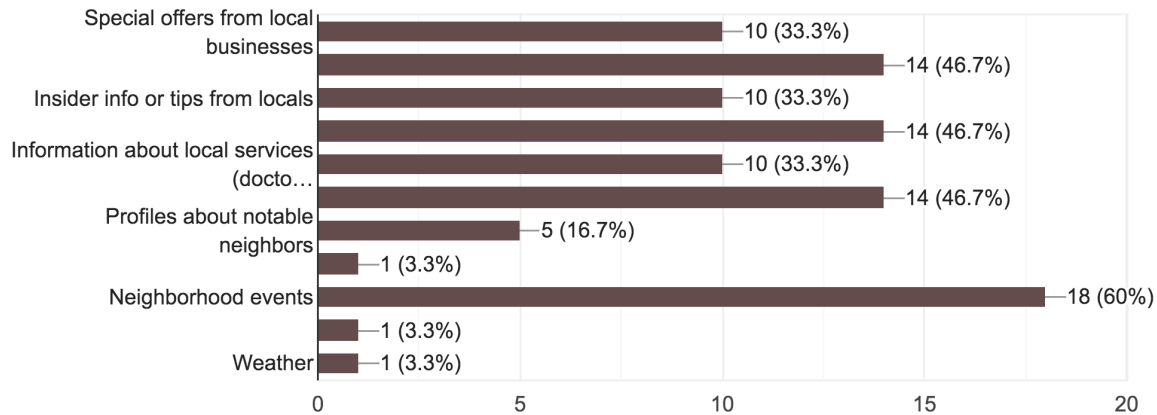
6. What neighborhood **news** is most interesting to you? (Pick the top three)



- a. Based on the results, people are most interested in “Construction news and updates” (18 votes) and “Neighborhood projects” (16 votes).
- b. People are less interested in “Restaurant openings or closings” (14 votes), and “Crime news” (13 votes).

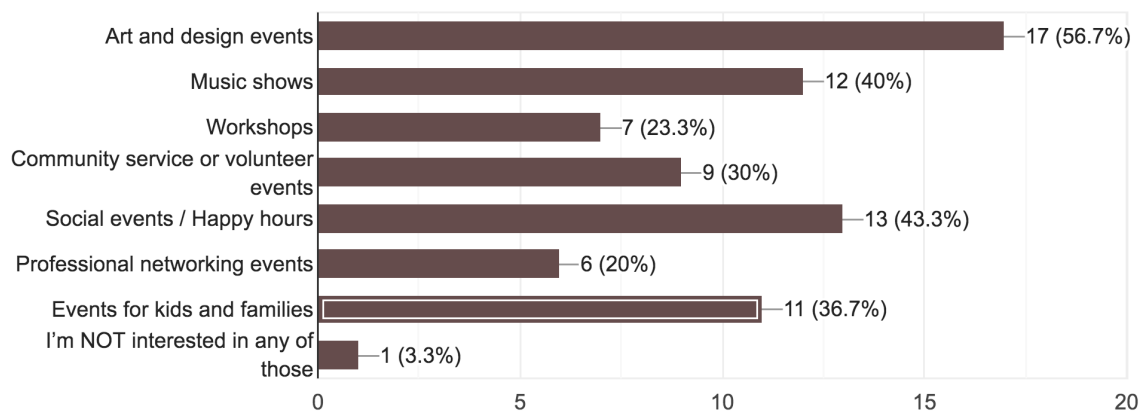
- c. People are least interested in “Real estate news” (9 votes), “Local politics news” (9 votes), , and “Retail and business news” (5 votes).
- d. One other neighborhood news topic mentioned was “Caring for elderly”.
- e. One person is not interested in any of those neighborhood news listed.
- f. **The results showed that people mostly interested in “construction news and updates” and “neighborhood projects” news in Fishtown.**

7. What neighborhood **information** is most interesting to you? (**Pick the top three**)



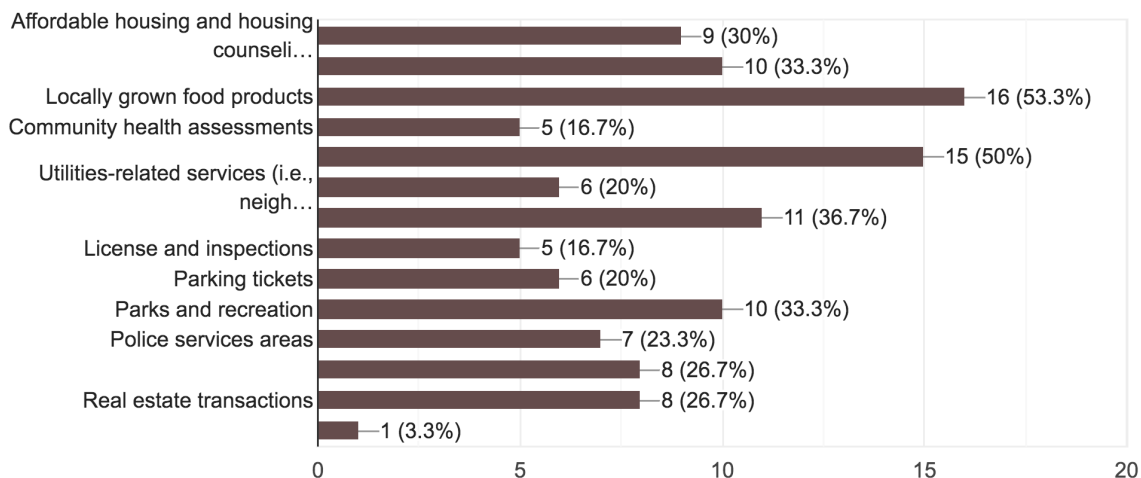
- a. Based on the results, people are most interested in “Neighborhood events” (18 votes). The less popular options are “Public safety updates” (14 votes), “Updates on public spaces (parks, playgrounds)” (14 votes), “Neighborhood history” (14 votes), “Special offers from local businesses” (10 votes), “Insider info or tips from locals” (10 votes), and “Information about local services (doctors, electricians, etc.)” (10 votes).
- b. People are least interested in “Profiles about notable neighbors” (5 vote), and “Local job boards” (1 vote).
- c. One other neighborhood information mentioned was “Weather”.
- d. One person is not interested in any of those neighborhood information listed.
- e. **As for neighborhood information, the results showed that people mostly interested in “neighborhood events” in Fishtown.**

8. What neighborhood **events** are the most interesting to you? (**Pick the top three**)



- Based on the results, people are most interested in “Art and design events” (17 votes), the less popular options are “Social events / Happy Hours” (13 votes), “Music shows” (12 votes), “Events for kids and families” (11 votes), and “Community service or volunteer events” (9 votes).
- People are least interested in “Workshops” (7 votes), and “Professional networking events” (6 votes).
- One person is not interested in any of those neighborhood events listed.
- As for neighborhood events, the results showed that people are mostly interested in “arts and design events” in Fishtown.**

9. What types of public data or information about your neighborhood are you most interested in? **(Pick the top five)**

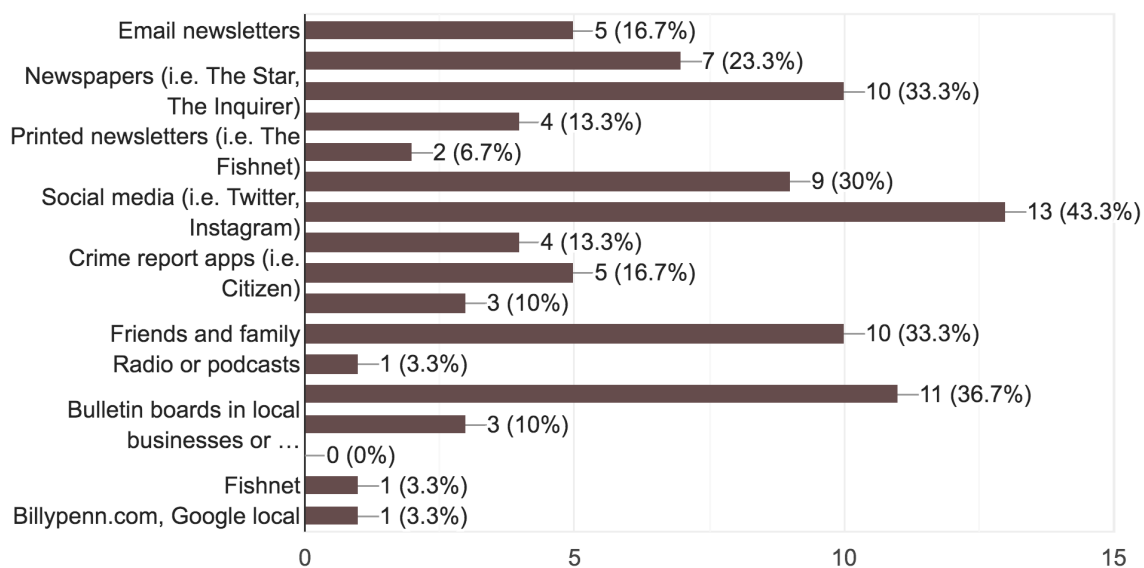


- Based on the results, people are most interested in “Locally grown food products” (16 votes) and “Construction issues (i.e., building demolitions)” (15 votes).
- People are less interested in “Historic properties and monuments” (11 votes), “Alternative transportation options (i.e., available bike trails, public transportation routes/schedules)” (10 votes), “Parks and Recreation” (10 votes), “Affordable

housing and housing counseling agencies” (9 votes), “Public safety information (i.e. evacuation routes)” (8 votes), “Real estate transactions” (8 votes), and “Police services areas” (7 votes).

- c. People are least interested in “Utilities-related services (i.e., neighborhood energy centers, street poles, recycling centers)” (6 votes), “Parking tickets” (6 votes), “Community health assessments” (5 votes), and “License and inspections” (5 vote).
- d. One person is not interested in any of those neighborhood data or information listed.
- e. **The results showed that the type of public data or information about Fishtown people are most interested in is “locally grown food products”. The reason for that varies, but may be heavily related to the lifestyle people have there.**

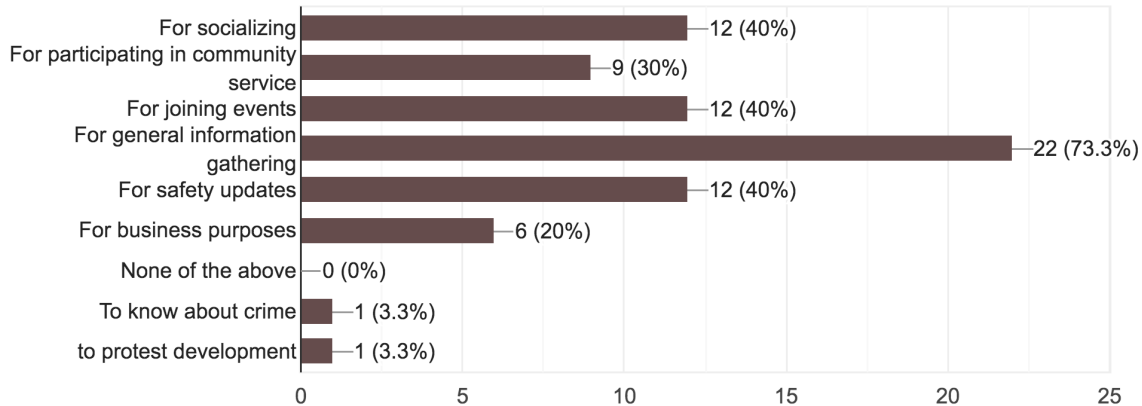
10. How do you most often get or seek out news and information about your neighborhood?
(Pick up to three)



- a. Based on the results, people most often seek out neighborhood information through “Social media (i.e. Twitter, Instagram)” (13 votes), “Walking around the neighborhood and observing” (11 votes), “Newspapers (i.e. The Star)” (10 votes), “Friends and family” (10 votes), and “Facebook groups (i.e. Riverwards L+I Coalition)” (9 votes).
- b. People less often seek out neighborhood information through “Neighborhood volunteer organizations (i.e. Fishtown Neighborhood Association)” (7 votes), “Email newsletters” (5 votes), “Crime report apps (i.e. Citizen)” (5 vote), “Local blogs (i.e. Philebrity)” (4 votes), “Neighborhood news apps (i.e. Nextdoor)” (4 vote), “Public signage (i.e. at construction sites)” (3 votes), and “Bulletin boards in local businesses or community centers” (3 votes).

- c. People least often seek out neighborhood information through “Printed Newspapers (i.e. the Fishnet)” (2 votes), and “Radio or podcasts” (1 vote).
- d. Three other information seeking ways are “Billypenn.com”, and “Google’s local section”.
- e. **The results showed that the most popular way people are seeking out neighborhood information is through social media.**

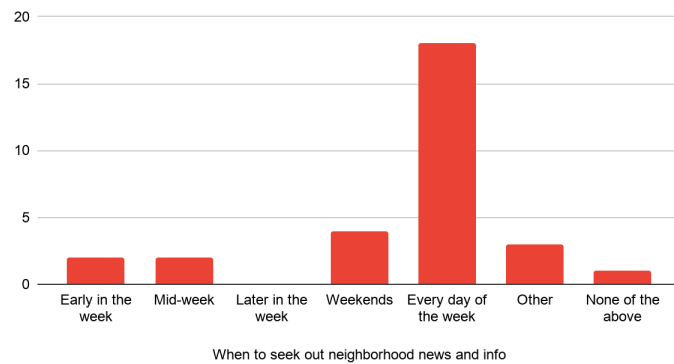
11. What do you seek out neighborhood news and information for? **(Pick up to three)**



- a. Based on the results, people seek out neighborhood information mostly “For general information gathering” (22 votes).
- b. People are less likely to seek out neighborhood information “For socializing” (12 votes), “For joining events” (12 votes), “For safety updates” (12 votes), and “For participating in community service” (9 votes).
- c. People are least likely to seek out neighborhood information , and “For business purposes” (6 votes).
- d. One other reason mentioned was “to know about crime” and “to protest development”.
- e. **The results showed that people have a strong interest in gathering general information and may or may not utilize them. People also want to socialize and gather information about events that they can join. Some people want to participate in community services and gather information for business purposes.**

12. When do you typically find yourself keeping an eye out for local or neighborhood news and information?

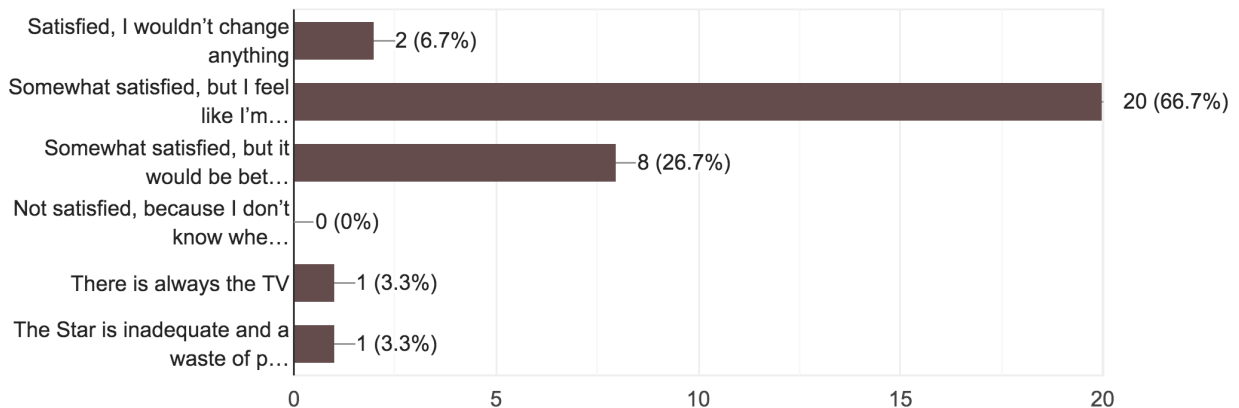
vs. When to seek out neighborhood news and info



- Based on the results, most people find themselves keeping an eye out for local or neighborhood news and information “Every day of the week” (18 votes).
- Less people find themselves keeping an eye out for local or neighborhood news and information on the “Weekends” (4 votes).
- Least people find themselves keeping an eye out for local or neighborhood news and information “Early in the week” (2 vote) and “Mid-week” (2 vote).
- No one answered “Later in the week”.
- Other options mentioned were “No particular time/day”, “Every few days”, and “when it strikes me to look for something”.
- The results showed that people can be looking for neighborhood news and information everyday, maybe under various circumstances.**

13. How do you feel about the current ways you get neighborhood news and information?

(Check all that apply)



- Based on the results, most people answered “Somewhat satisfied, but I feel like I’m missing things” (20 votes).
- Few people answered “Somewhat satisfied, but it would be better if everything was in one place” (8 votes).
- Two people answered “Satisfied, I wouldn’t change anything”.

- d. No one answered "Not satisfied, because I don't know where to turn for info".
- e. Other answer recorded was "there's always the TV", and "The Star is inadequate and a waste of people's time".
- f. **The results showed that no one feels particularly satisfied or unsatisfied about the current ways they are getting neighborhood news and information. However, while people are getting information they still feel they are missing things.**

14. Is there anything else happening in the neighborhood that you would want to find out about?

- a. *"Bands playing."*
- b. *"New constructions."*
- c. *"Community services."*
- d. *"I-95 schedules (construction)."*
- e. *"Front Street - What's happening? Starbucks - What's up? Cafe Bustelo - What happened?"*
- f. *"Where people move to when they leave the neighborhood; Where is our city council person everyday and what is he or she doing for the community?"*
- g. *"More group community service activities or 'new to the neighborhood' event info would be great!"*
- h. *"Fun things to do outside"*
- i. *"Fishtown Co. is looking to create a website that will house all related info of Fishtown."*
- j. *"More updates on the PennDot projects"*
- k. *"Let's be honest, Fishtown is nice but it is not that exciting. Most of my friends go into Center City for real excitement, theater and the arts. Fishtown is too millennial-concentrated...it is for twenty-somethings and the Friday night party crowd. That's it."*
- l. *"Over building throughout the neighborhood"*
- m. *"Plans to protect remaining green spaces and historic buildings from large-scale demolition and replacement with uninspired apartment complexes."*
- n. *"New construction and large truck affects on infrastructure and old/historic constructions."*
- o. *"Philadelphia"*

15. If you moved here from somewhere else, what made you want to move to Fishtown?

- a. *"Bars / Restaurants."*
- b. *"Community, small town vibe."*
- c. *"Local small business things; growth."*
- d. *"Born here."*
- e. *"Diversity."*
- f. *"Activities."*
- g. *"My brother lived here, it was affordable to buy in (at the time, nearly 10 years ago)."*

- h. "Proximity to work (commute to Princeton, NJ) / Community feel."*
- i. "Location, entertainment, food/drink, transportation, housing"*
- j. "Here for 10 years, the culture of art matches my values."*
- k. "Lived here on/off for 8+ years. School/affordability at the time"*
- l. "Affordability in 2003"*
- m. "When I moved in back in 2000 it was affordable."*
- n. "When I moved here 16 years ago it was an undiscovered place and houses were cheap. Center was getting too expensive; the rents in Center City were climbing through the roof. My sense was that Fishtown-Olde Richmond was up and coming. The neighborhood here was safe."*
- o. "lived in fishtown 61 years - no longer a neighborhood"*
- p. "Work"*
- q. "The people. The neighbors were just like the neighbors in South Philly where I lived previously."*