

Council to learn about shopping habits, 'Shop Poway' campaign

By: ANDREA MOSS - North County Times | Saturday, December 8, 2007 10:07 PM PST

POWAY - Asked about their shopping habits, 70 percent of respondents said they shop in Poway regularly, with the city's grocery stores among the primary beneficiaries of spending excursions.

A large percentage - 85 percent - also said they are able to find what they need in terms of goods and services within the city at least some of the time.

Even so, 63 percent of respondents said they feel the city needs more restaurants, clothing stores and entertainment.

Those are just some of the insights in the survey that **four Cal State San Marcos students** did on behalf of the city this year. The complete results will be discussed at Tuesday's City Council meeting at 7 p.m. at City Hall, 13325 Civic Center Drive.

The council will also hear a presentation on a campaign designed to get Poway residents to do more shopping within the city's borders, to help boost the amount of money it gets from sales taxes. Launched this year, the campaign is urging residents to make Poway their first choice when it comes to their holiday shopping.

"Shop locally, shop Poway - that's kind of our marketing line," redevelopment services Director Dena Fuentes said Friday. "We're trying to educate people about why it's important to shop locally. That sales tax revenue is used locally - for police, fire, street repairs."

She said the city paid \$5,300 for the shopping survey, which **Cal State students Brandy DeGlopper, Jennifer Montanez, Ryne Staback and John Whitehouse did by mail as part of a university program designed to give seniors real-world business experience.**

The money covered printing and postage costs as well as a \$1,000 contribution to the "senior experience" program, Fuentes said.

In return, the students prepared the 11-question survey, sent it to 7,500 randomly chosen Poway households, analyzed the responses and summed them up in a 37-page report.

The campaign to get residents to do more of shopping in Poway is a joint effort of the city and the Chamber of Commerce.