



# GWINNETT PLACE CID SURVEY RESULTS APRIL 2011

- *Among Residents*
- *Among Employers*
- *Among Employees*



# SURVEY AUDIENCES

## × Residents

- + 1,115 respondents living within 10 mile radius of 30096
- + Recruited through market research panel

## × Employers

- + 279 companies
- + Variety of sizes, industries and ethnicities
- + Most located in Duluth, Lawrenceville, Norcross
- + Recruited through GPCID email invitation to Chamber list

## × Employees

- + 65 respondents
- + Recruited through participating Employers



# SURVEY TOPICS

- × **General Location Criteria**
  - × When shopping/doing business in an area
  - × When site selecting for company
- × **How Target Area addresses those needs**
  - × Gap Analysis
  - × Strengths and Weaknesses
- × **Customer Profile Changes and Adaptations by Businesses**
- × **Shopping Center Perceptions**
- × **International Community Concept Test**
- × **Social Media usage**
- × **Demographics**



# LOCATION SELECTION CRITERIA

- *When selecting place to shop/eat/do business*
  - *When selecting site for company*



# MOST IMPORTANT CRITERIA

	Residents	Employers	Employees
Low in Crime	X	X	X
Easy Access/Good Traffic Flow	X	X	X
Clean/Well Maintained	X		X
Easy/Convenient Parking	X		X
Well Lit	X		X
Wide Variety of Stores	X		X
High Quality Stores	X		X
Wide Variety of Restaurants	X		X
Solid Infrastructure		X	



# IMPRESSIONS OF TARGET AREA

- 
- District Comparison*
  - Perceived Strengths*
  - Perceived Weaknesses*



# GPCID STUDY AREA





# GPCID AREA RATINGS

	Residents	Employers	Employees
<b><u>Most Favorable Impression</u></b>			
District 1	40.4%	42.4%	37.7%
District 2	26.7%	18.5%	27.9%
District 3	20.4%	24.7%	16.4%
No Opinion/Not familiar	12.5%	14.4%	18.0%
<b><u>Least Favorable Impression</u></b>			
District 1	24.1%	25.9%	37.7%
District 2	17.6%	21.9%	19.7%
District 3	40.4%	34.8%	31.1%
No Opinion/Not familiar	17.8%	17.4%	11.5%



# GAP ANALYSIS EXPLAINED...

Doing poorly in areas of most importance to the audience

-- Focus additional resources and messaging here to move performance into preferred quadrant

Doing well in areas of most importance to the audience

-- **PREFERRED QUADRANT!**  
Find ways to take advantage of these attributes

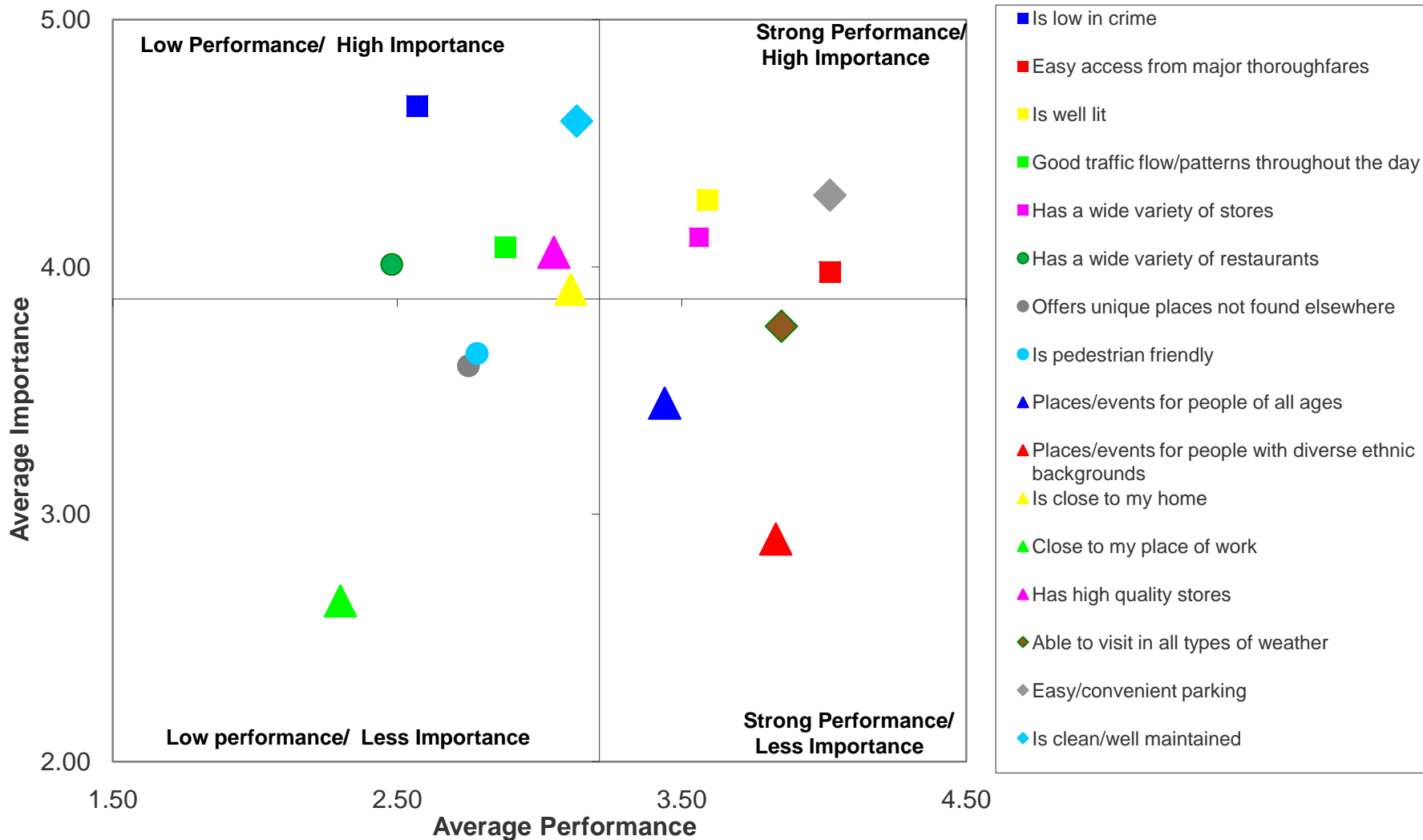
Doing poorly in areas that don't really matter to the audience

-- Don't waste time or money on these aspects

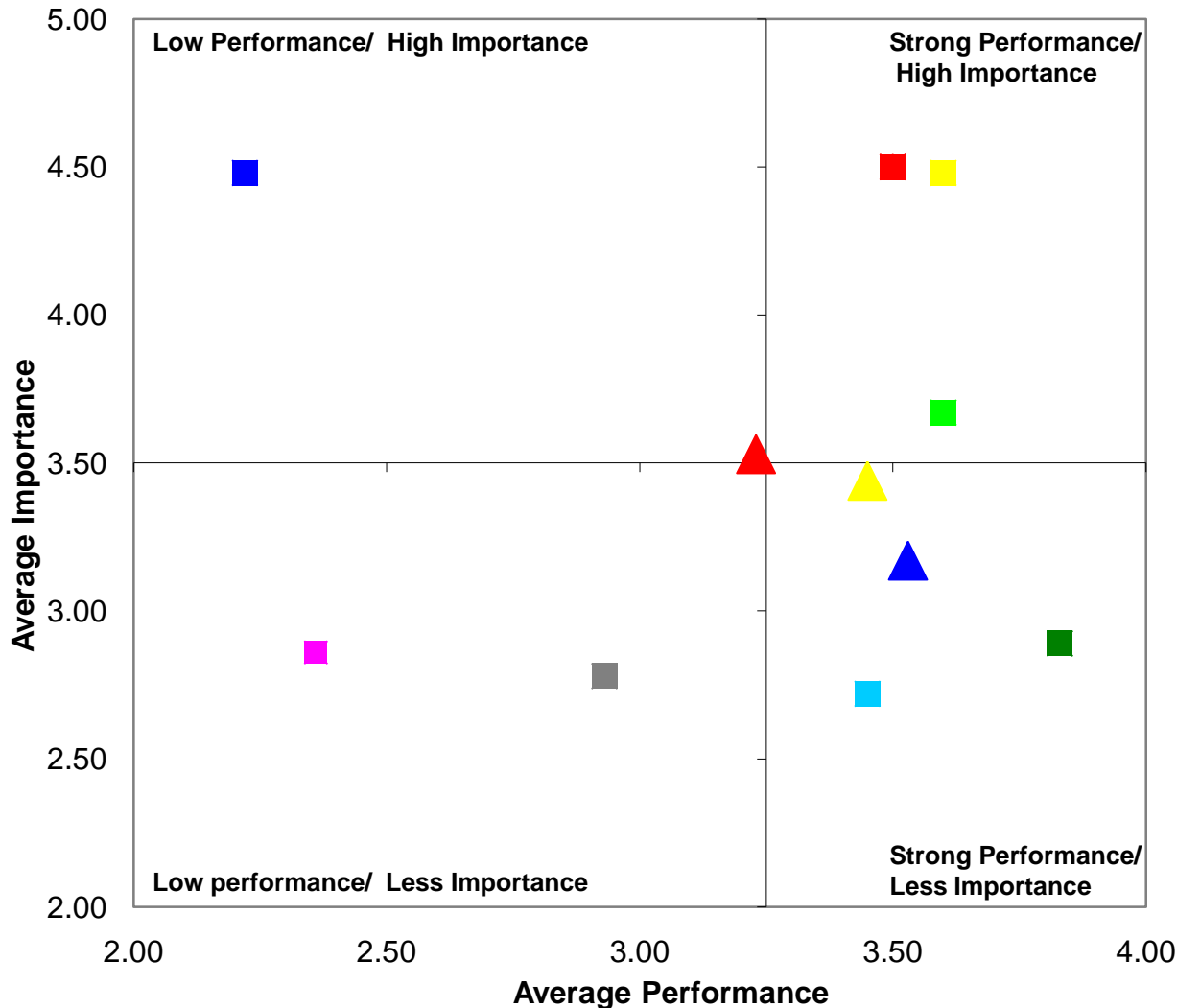
Doing well in areas that don't really matter to the audience

-- These are like "gravy".  
Redistribute message and resources to other attributes

# DISTRICT 1 GAP ANALYSIS AMONG RESIDENTS

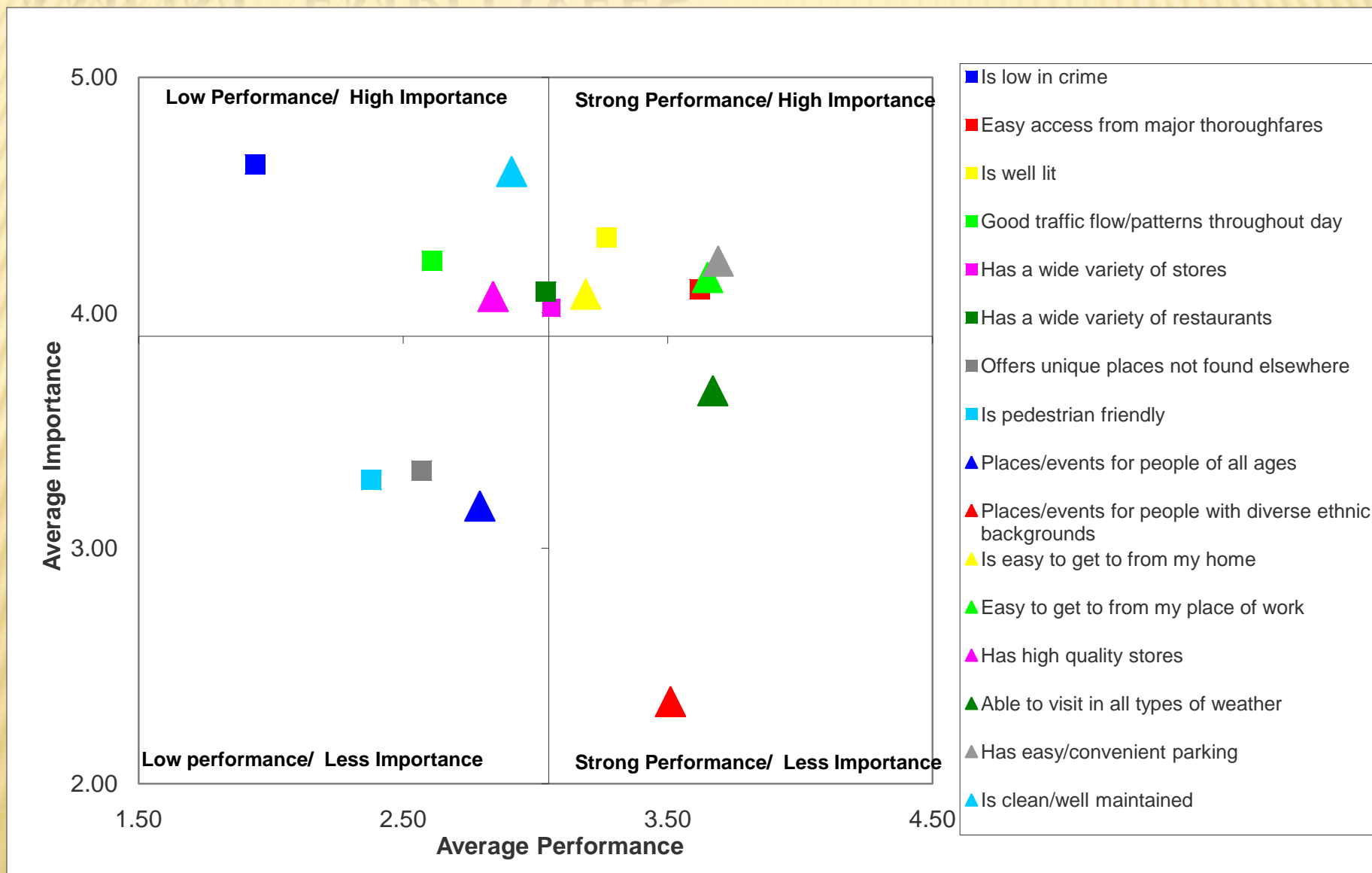


# DISTRICT 1 GAP ANALYSIS AMONG EMPLOYERS



- Is low in crime
- Easy access from major thoroughfares/Good traffic flow
- Has a solid infrastructure
- Ample choices for employees to get daily support services
- Is pedestrian friendly
- Near places for those with diverse ethnic backgrounds
- Offers affordable housing options
- Is close to quality hotels
- ▲ Located near a wide variety of retailers/brands
- ▲ Wide variety of existing business support services
- ▲ Wide variety of restaurants and entertainment venues

# DISTRICT 1 GAP ANALYSIS AMONG EMPLOYEES





# DISTRICT 1 STRENGTHS

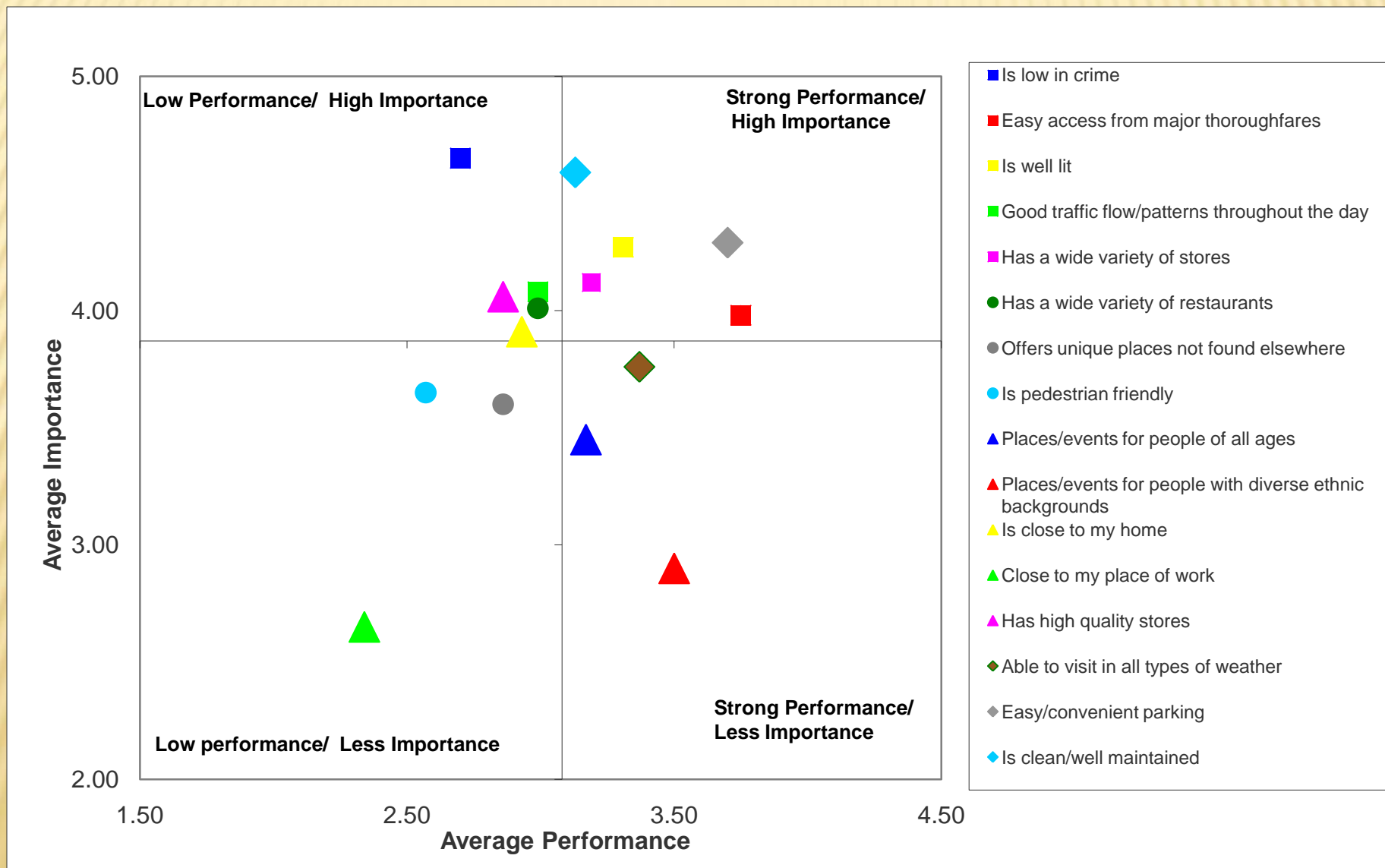
	Residents	Employers	Employees
Well Lit	x		x
Easy to Park	x		x
Wide Variety of Stores	x		x
Easy Access from Major Thoroughfares	x	x	x
Solid Infrastructure		x	
Ample Support Services for Employees		x	
Easy Access from Home/Work			x



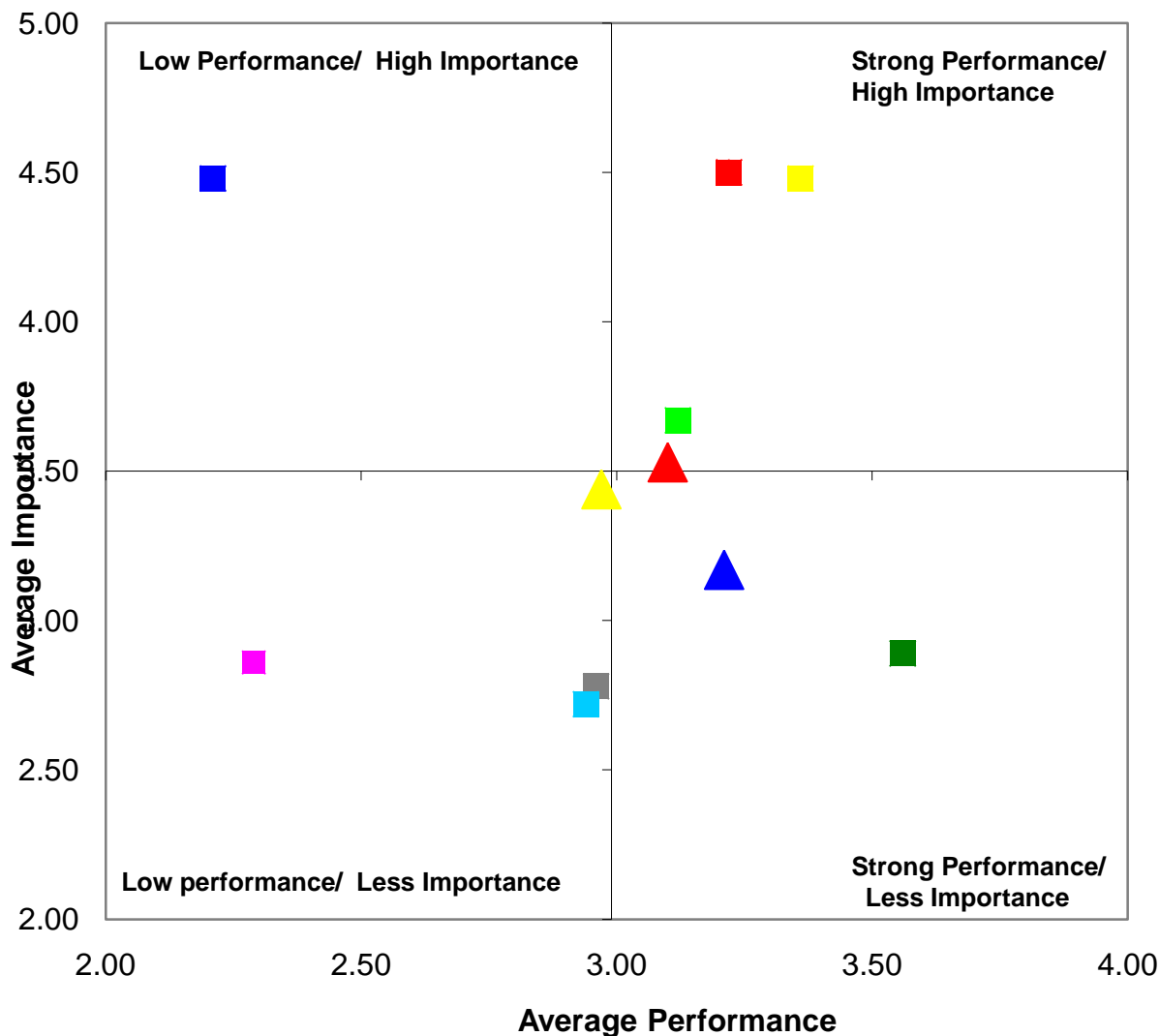
# DISTRICT 1 WEAKNESSES

	Residents	Employers	Employees
Crime	x	x	x
Traffic	x		x
Lack of Cleanliness	x		x
Lack of Variety of Restaurants	x		x
Lack of Quality Stores	x		x
Few Businesses to Draw in Customers		x	

# DISTRICT 2 GAP ANALYSIS AMONG RESIDENTS

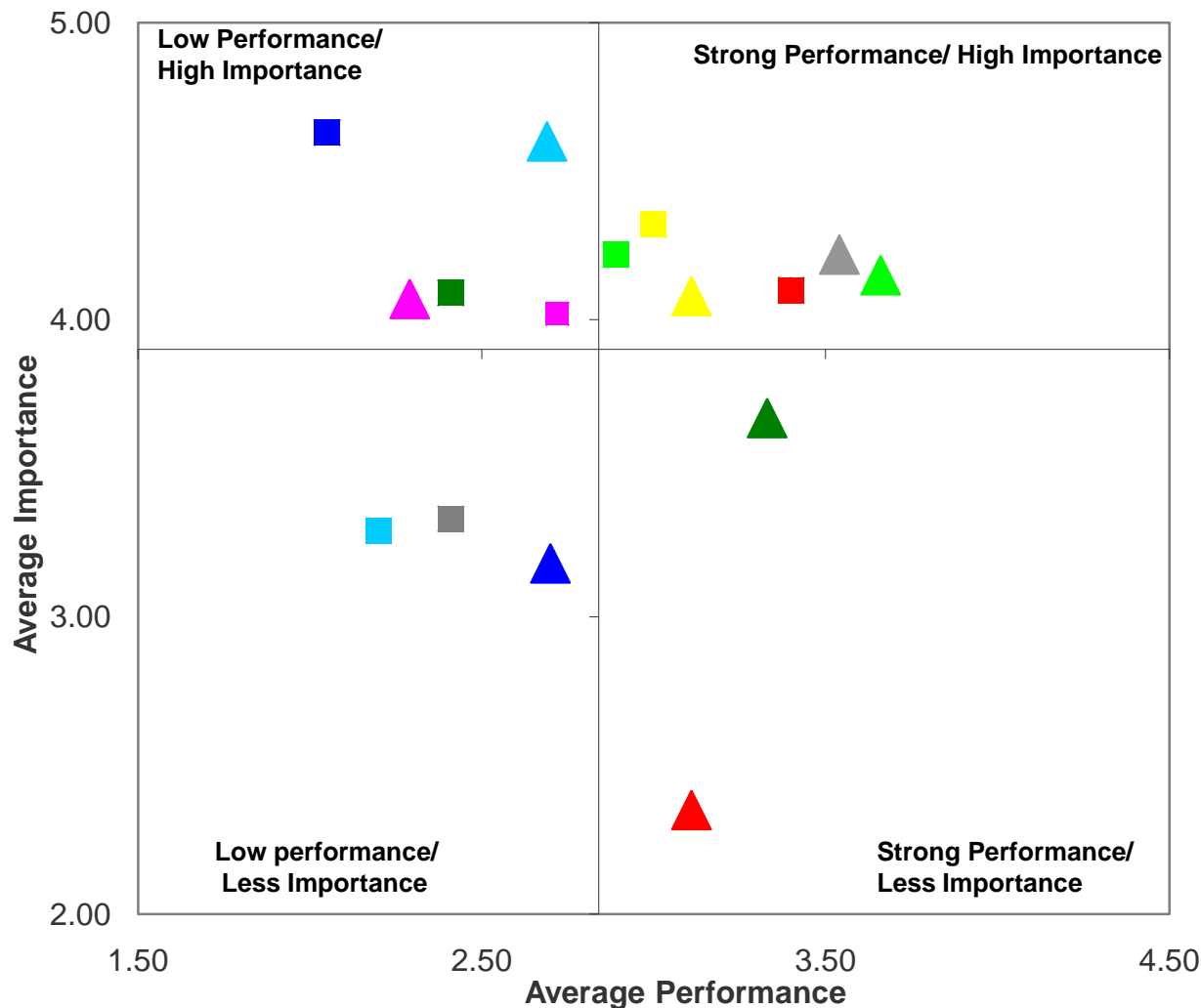


# DISTRICT 2 GAP ANALYSIS AMONG EMPLOYERS



- Is low in crime
- Easy access from major thoroughfares/Good traffic flow
- Has a solid infrastructure
- Ample choices for employees to get daily support services
- Is pedestrian friendly
- Near places for those with diverse ethnic backgrounds
- Offers affordable housing options
- Is close to quality hotels
- ▲ Located near a wide variety of retailers/brands
- ▲ Wide variety of existing business support services
- ▲ Wide variety of restaurants and entertainment venues

# DISTRICT 2 GAP ANALYSIS AMONG EMPLOYEES



- Is low in crime
- Easy access from major thoroughfares
- Is well lit
- Good traffic flow/patterns throughout day
- Has a wide variety of stores
- Has a wide variety of restaurants
- Offers unique places not found elsewhere
- Is pedestrian friendly
- ▲ Places/events for people of all ages
- ▲ Places/events for people with diverse ethnic backgrounds
- ▲ Is easy to get to from my home
- ▲ Easy to get to from my place of work
- ▲ Has high quality stores
- ▲ Able to visit in all types of weather
- ▲ Has easy/convenient parking
- ▲ Is clean/well maintained



# DISTRICT 2 STRENGTHS

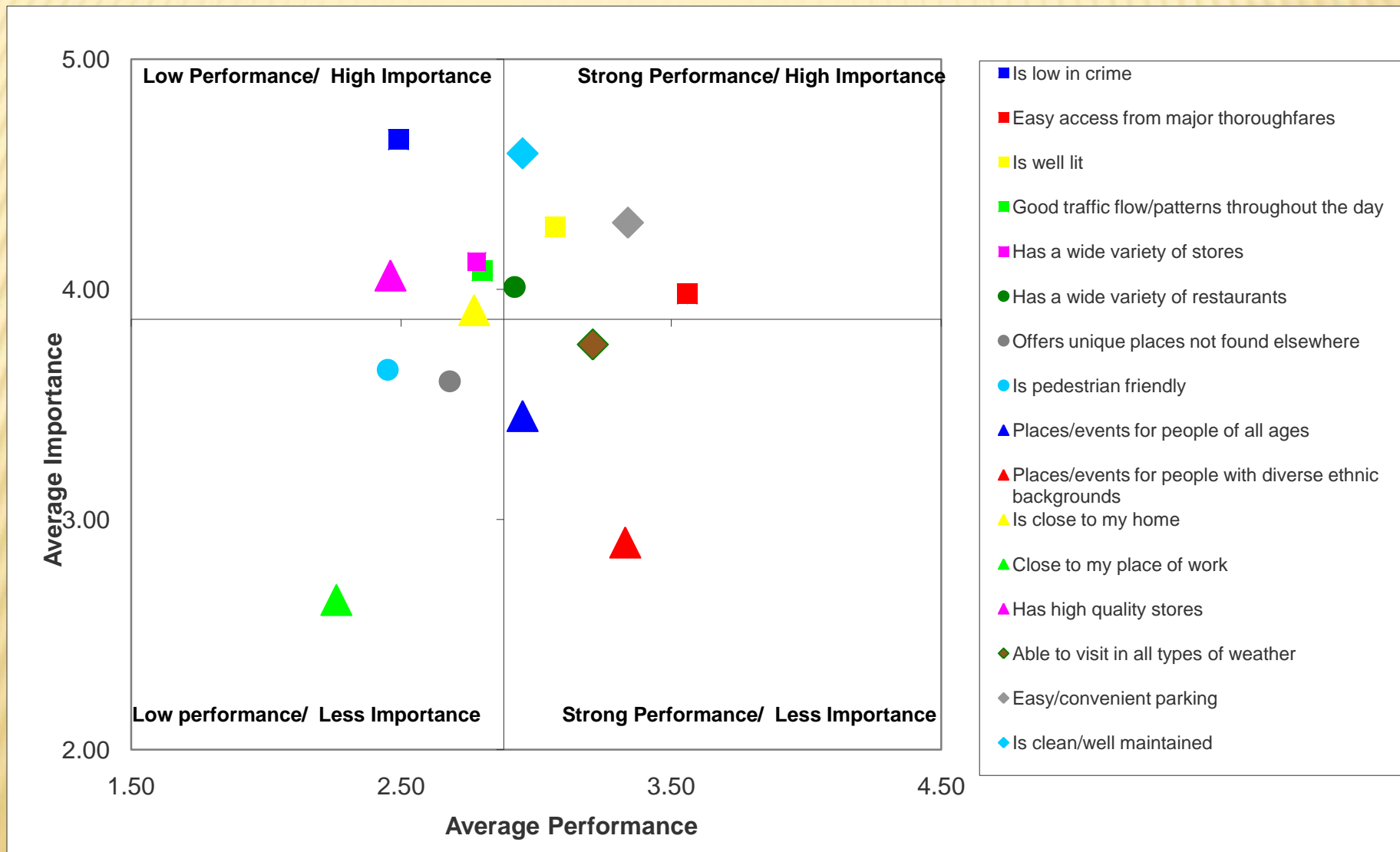
	Residents	Employers	Employees
Well Lit	x		x
Easy to Park	x		x
Wide Variety of Stores	x		x
Easy Access from Major Thoroughfares	x	x	x
Cleanliness/Well maintained	x		
Solid Infrastructure		x	
Ample Support Services for Employees		x	
Has Businesses to Draw in Customers		x	
Easy Access from Home/Work			x
Good Traffic Flow			x



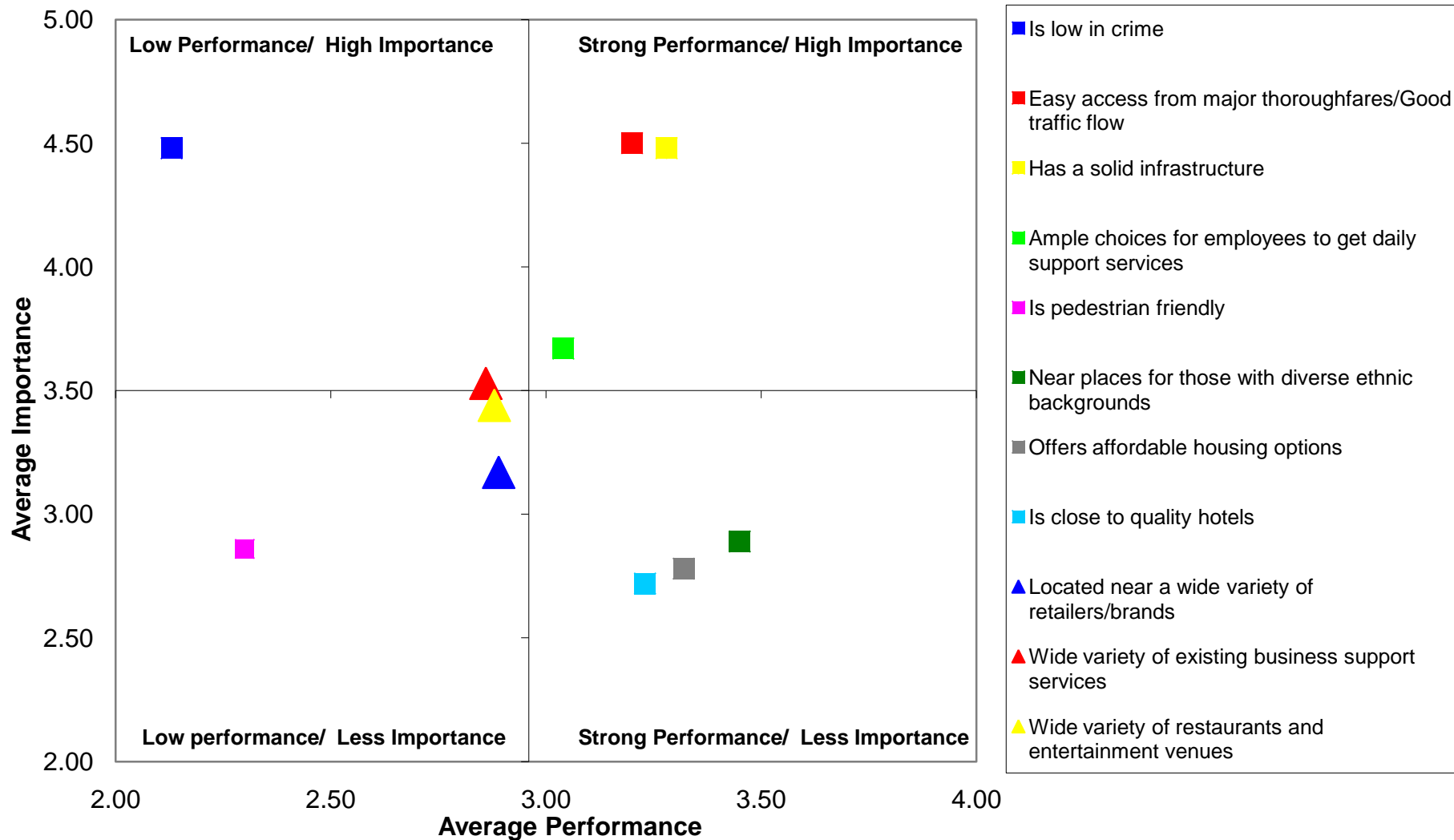
# DISTRICT 2 WEAKNESSES

	Residents	Employers	Employees
Crime	x	x	x
Traffic	x		
Lack of Cleanliness			x
Lack of Variety of Restaurants	x		x
Lack of Quality Stores	x		x
Lack of Variety of Stores			x

# DISTRICT 3 GAP ANALYSIS AMONG RESIDENTS



# DISTRICT 3 GAP ANALYSIS AMONG EMPLOYERS



# DISTRICT 3 GAP ANALYSIS AMONG EMPLOYEES





# DISTRICT 3 STRENGTHS

	Residents	Employers	Employees
Well Lit	x		x
Easy to Park	x		x
Easy Access from Major Thoroughfares	x	x	x
Cleanliness/Well maintained	x		
Wide Variety of Restaurants	x		
Solid Infrastructure		x	
Ample Support Services for Employees		x	
Easy Access from Home/Work			x



# DISTRICT 3 WEAKNESSES

	Residents	Employers	Employees
Crime	x	x	x
Traffic	x		x
Lack of Cleanliness			x
Lack of Variety of Restaurants			x
Lack of Quality Stores	x		x
Few Businesses to Draw in Customers		x	
Lack of Variety of Stores	x		x



# CUSTOMER PROFILE CHANGES

- - *Changes noted over past five years*
- *Reactions to changes*



# BUSINESS PROFILE

- ✘ Wide array of businesses of all sizes
  - + Financial/Insurance/Real Estate (15%)
  - + Professional services (e.g. doctor, lawyer, dentist) (13%)
  - + Manufacturers/Distributors (11%)
  - + Retail/Small Business
  
- ✘ Half have long time presence in the area, locating here over 10 years ago.
  
- ✘ Open all seven days with hours typically from 8am – 6pm



# CUSTOMER PROFILE

- ✘ Most companies serve the needs of local residents (55%) or businesses (50%).
- ✘ Most customers speak English, but Spanish (31%) and Korean (22%) are languages of note. Chinese and Vietnamese represent smaller language segments.
- ✘ Despite the economy and changes to the composition of this area, most companies believe their customer base has gotten larger over the past five years. However, they do recognize some changes in the make-up of their core group:
  - + Incomes have decreased (54%)
  - + More ethnically diverse (84%)



# BUSINESS ADAPTATIONS

- ✘ To adjust for these changes, businesses in this area have taken the following actions:
  - + “Responded to the varying preferences of the changing ethnic profile by changing the way we work with them, types of services offered, pricing, etc”
  - + “Hired a more diverse workforce”
  - + “Materials in different languages”
  - + “Outreach”
  - + “Diversity Training (for employees)”



# SHOPPING CENTER PERCEPTIONS AMONG POTENTIAL CUSTOMER GROUPS

- *Awareness and Usage*
- *Most Favorite Center*
- *Least Favorite Center*

# AWARENESS OF SHOPPING CENTERS



	Residents	Employees
<i>Gwinnett Place Mall</i>	100%	100%
Discover Mills	99%	100%
Mall of Georgia	97%	100%
Northpoint Mall	97%	100%
Perimeter Mall	95%	81%
Forum on Peachtree Pkwy	82%	81%
Avenue at Webb Ginn	68%	73%

# WHERE SHOP MOST



	Residents	Employees
Mall of Georgia	53%	65%
Northpoint Mall	34%	23%
Discover Mills	33%	44%
Forum on Peachtree Pkwy	32%	19%
Avenue at Webb Ginn	31%	18%
Perimeter Mall	31%	15%
<i>Gwinnett Place Mall</i>	20%	11%

# MOST FAVORITE SHOPPING CENTER



	Residents	Employees
Mall of Georgia	53%	57%
Forum on Peachtree Pkwy	45%	50%
Perimeter Mall	44%	33%
Northpoint Mall	34%	27%
Avenue at Webb Ginn	33%	32%
Discover Mills	27%	28%
<i>Gwinnett Place Mall</i>	9%	2%

# FAVORITE SHOPPER PROFILE – RESIDENTS



## × Mall of Georgia

- + Live in Gwinnett County
- + Have been in the area a long time
- + Are females in their mid-40s, married with teenage kids at home
- + Tend to be employed full time, but even with only moderate educations, they have some of the area's highest incomes – likely due to dual household incomes.
- + Are mostly whites who shop there, but so do a few Asians and Blacks.
- + Highest users of social media, with above average focus on Facebook, YouTube, and LinkedIn.
- + Like that it's *close to their home*.

# FAVORITE SHOPPER PROFILE – RESIDENTS



## ✘ Forum at Peachtree Parkway

- + Those not only living in Gwinnett, but also Fulton and Forsyth
- + Long term residents of the area
- + Females, who as with The Avenues, seem to be strongly attracted to these non-traditional shopping settings
- + Older, married couples with older kids or an empty nest
- + Those who work part time or stay at home, giving them more time to shop at this type of venue
- + Those with high incomes, giving them more spendable assets for this type of specialty shopping
- + The least diverse in terms of ethnicity
- + Among the least likely to use social media
- + Those, who as with The Avenues, like the *atmosphere, safety and variety of things to do besides shopping.*

# FAVORITE SHOPPER PROFILE – RESIDENTS



## × Perimeter Mall

- + Females in their 30s and 40s
- + Relatively new to Dekalb and Gwinnett Counties
- + Employed full time, and as a result of being highly educated, enjoy about average household incomes, even though many are singles or single parents of young kids'
- + Predominantly white, but include an above average proportion of Asians, and especially Blacks.
- + Above average users of social media, including YouTube, LinkedIn, Twitter and Flickr
- + Content with many aspects of the mall, including its *tenant mix, safety, and the overall atmosphere.*

# FAVORITE SHOPPER PROFILE – RESIDENTS



## ✘ Northpoint Mall

- + Long time residents of Fulton County
- + Singles and Never Nesters in their mid-40s
- + Stay at home moms with teenage children
- + Highly educated and among the most affluent
- + Ethnically diverse households
- + Avid social media users, including Facebook, YouTube, LinkedIn , Twitter and Flickr
- + Those who are also content with many features of the mall, including the *safety, tenant mix, appearance, ease of access and location.*

# FAVORITE SHOPPER PROFILE – RESIDENTS



## ✘ Avenues at Webb Ginn

- + Those who only live in Gwinnett
- + Young single females, single parents of very young kids and pre-family couples
- + Those with below average incomes
- + Whites, Blacks and Hispanics, with lower appeal to Asians
- + The least likely to use social media
- + Those who find the center to be *visually appealing, clean and safe*, as well as those who *enjoy the restaurants and feel like the shops cater specifically to them.*

# FAVORITE SHOPPER PROFILE – RESIDENTS



## ✘ Discover Mills

- + Males who are new to Gwinnett
- + But are much younger themselves and have younger kids than those who prefer a traditional mall like Gwinnett Place
- + A greater proportion of part time employment and lower educations translate to below average incomes.
- + A slightly less ethnically diverse population than at Gwinnett Place.
- + Narrow but strong usage of social media, with above average usage of Facebook and MySpace
- + Those who are *looking for other things to do besides shop* and whose *kids have fun there*.

# FAVORITE SHOPPER PROFILE – RESIDENTS



## ✘ Gwinnett Place Mall

- + Live in Gwinnett County
- + Are relatively new to the area
- + Tend to include more Males
- + Are among the oldest residents
- + Live alone or with a spouse in an empty nest OR in a multi-generational household
- + Have a higher degree of Retirees, Students and Unemployed translating to some of the area's lowest household incomes. Two thirds make <\$100K a year, with an average of just over \$62K.
- + Are the most ethnically diverse, with only half of the shoppers being white. Blacks, Hispanics and Asians comprise over 48% of the shoppers.
- + Strong users of social media, including Facebook, YouTube, Twitter and MySpace
- + Believe *accessibility* is this mall's greatest asset.

# LEAST FAVORITE SHOPPING CENTER



	Residents	Employees
<i>Gwinnett Place Mall</i>	75%	89%
Discover Mills	47%	41%
Avenue at Webb Ginn	46%	59%
Northpoint Mall	43%	58%
Perimeter Mall	36%	56%
Forum on Peachtree Pkwy	34%	39%
Mall of Georgia	18%	8%

# REASONS FOR CENTER INDIFFERENCE – AMONG RESIDENTS\*



## × Mall of Georgia

+ Too far away, Too much traffic, Too expensive

## × Forum

+ Too far away, Too much traffic, Too expensive

## × Perimeter Mall

+ Too far away, Too much traffic, Too expensive,  
Parking issues

\* Those attributes where Center scores above the average assigned by all residents

# REASONS FOR CENTER INDIFFERENCE – AMONG RESIDENTS\*



## × Northpoint

+ Too far away, Too expensive, Parking issues

## × Avenues

+ Too far away, Too expensive, Parking issues

## × Discover Mills

+ Safety concerns, Needs more/better major stores and businesses, Too far away, Do not have retail stores for people like me

\* Those attributes where Center scores above the average assigned by all residents

# REASONS FOR CENTER INDIFFERENCE – AMONG RESIDENTS\*



## × Gwinnett Place

- + Safety concerns
- + Needs more/better major stores and businesses
- + Too many vacant stores
- + Boring/Stale environment
- + Do not have retail stores for *people like me*
- + Do not have businesses/services for *people like me*

\* Those attributes where Center scores above the average assigned by all residents

# “PEOPLE LIKE ME”



- ✘ Lived in Gwinnett for many years
- ✘ Females
- ✘ In their mid-40s
- ✘ Married
- ✘ Have kids of all ages
- ✘ Employed
- ✘ At least some college
- ✘ Below average incomes (approx \$64K)
- ✘ Whites



# WAYS TO IMPROVE GWINNETT PLACE AREA

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# SUGGESTIONS FOR THE GWINNETT PLACE AREA



	Residents	Employers	Employees
Make it safer	x	x	x
Make it more welcoming/Improve general appearance	x	x	x
Address traffic problems/Improve traffic flow	x	x	x
Attract more fine dining restaurants/More restaurant variety	x	x	x
Draw additional retailers/services to the Mall/More high end retailers/Better brands	x	x	x
Fewer building vacancies outside the mall		x	x
Attract more/different major stores to the Mall		x	

# RESIDENTS VERBATIM COMMENTS ABOUT GWINNETT PLACE AREA



- ✘ “I live 7 miles from this area and have lived in Gwinnett since 1985. It seems as if there is a mass exodus of good stores and restaurants from this area. We no longer even consider it when trying to decide what restaurant to go to . We are actually scared of this area.”
- ✘ “This area needs better security, especially the mall.”
- ✘ “Greater police presence...Kids hanging out that are not shopping and rather intimidating others keeps us away. And we are the ones with money.”
- ✘ “Traffic is horrible on Pleasant Hill Road. Bumper to Bumper at any given time of day. People constantly cutting into lanes trying to catch a quick break. Dangerous and frustrating.”
- ✘ “The traffic in this area is TERRIBLE at all times of the day on Pleasant Hill Road. I don't know how anyone could fix that; but it is the primary reason that I don't shop around Gwinnett Place more often.”

# RESIDENTS VERBATIM COMMENTS ABOUT GWINNETT PLACE AREA



- ✘ “Keep everything from being run down. Even the places I do go don't seem to have the same standards as identical businesses in other parts of town.”
- ✘ “I feel the vendors left in this area do not even want Americans to shop in their places of business since so many of the store signs are in Asian.”
- ✘ “Something needs to be done about all of the vacant buildings and shopping centers.”
- ✘ “Restaurants and retailers that I like the most have moved away from Pleasant Hill in the Gwinnett Mall area. The retail stores in this area offer cheap merchandise. There are no specialty stores for gifts, unique clothing, cosmetics, etc. Movie theaters have moved out of the area. There is nothing to draw me to want to eat and shop here.”

# EMPLOYEE VERBATIM COMMENTS ABOUT GWINNETT PLACE AREA



- ✘ “Gwinnett Place Mall looks run down. The parking lot is in bad shape. A lot of the lines on the parking spots are faded.”
- ✘ “Gwinnett image does not fair well due to the increasing crime rate, and is known for the ever increasing drug dealing incidents.”
- ✘ “It needs to cater to ALL ethnicities, not just the ASIAN community. Need higher end shops, restaurants, night life.”
- ✘ “More restaurants--my favorite one in the area has closed (Longhorn).”
- ✘ “Mostly I don't like to shop around Gwinnett Place because of the traffic and the deserted feeling.”

# DESIRED ATTRACTIONS FOR THE GWINNETT PLACE AREA



	Residents	Employers	Employees
Arts Festivals/Fairs	x	x	x
Musical events/Concerts	x	x	x
"Taste of Gwinnett"	x	x	x
Wine and Dine Events		x	x
Sports Events		x	



# INTERNATIONAL COMMUNITY CONCEPT

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# INTERNATIONAL COMMUNITY CONCEPT



Many major metropolitan areas in the US have acknowledged the vast multi-cultural presence in our country by building International Communities around population segments specifically centered in their cities. Examples include Chinatown in San Francisco, the International District ("The ID") in Seattle or Little Italy in New York. By focusing on key elements within the base of these cultures -- their history, their religions, their arts, their music, their foods and their lifestyles -- the cities and citizens, as a whole, have embraced the cultural differences, sharing and learning from each other, expanding the knowledge of those whose heritage reaches beyond our own borders.

One of the redevelopment opportunities under consideration for this part of Gwinnett County is the introduction of its own International Community, reflecting the unique culture (s) of the area. Here, people from all over the Southeast could engage in an authentic "sensory-based" experience.

# APPEAL OF INTERNATIONAL COMMUNITY CONCEPT



	Residents	Employers	Employees
Good for area/Would go often/occasionally	x	x	
Would not be good for area/Would not go			x
Not sure		x	x

# WHO LIKES IDEA OF INTERNATIONAL COMMUNITY?



Residents	Employers	Employees
Live in Gwinnett < 5 years	Company located here <5 yrs	Live 10+ miles away
Males	Very small (<5 ees) and Very large (500+ ees) companies	Worked in area 6-10 years
Under age 40	Located in Duluth, Lawrenceville	Males
Singles, Pre-family couples, Multi-generational households	Non-profits, Independent retailers, Restaurants, Arts/Entertainment, Tech/IS	Families with children of all ages
Have very young kids	Open 7 days a week	Under age 40
Employed full and part-time	Customers are very diverse (Korean, Chinese, Indian, Spanish, Japanese)	College educated
Post graduate degrees	Business owners/ Middle mgmt	Incomes \$50 – \$100k
Incomes \$75-\$125K	Worked for company <5 years	Asians, Whites
Asians, Blacks, Hispanic/ Latinos	Moderate social media usage	Strong users of social media
Strong users of social media		

# INTERNATIONAL COMMUNITY ATTRACTIONS



	Residents	Employers	Employees
Food/Drink	x	x	x
Farmers Market	x	x	x
Museums/Learning Centers		x	
Arts and Crafts		x	
Theater		x	



# MEDIA HABITS

- *Use most (personally)*
- *Use to advertise (business)*

# SOCIAL MEDIA – PERSONAL USAGE



	Residents	Employees
Facebook	67%	76%
YouTube	39%	40%
LinkedIn	31%	30%
Twitter	12%	20%
<i>NON-USERS OF SOCIAL MEDIA</i>	20%	18%

# DOMINANT MEDIA – CORPORATE USAGE



	Employers
Website	77%
Internet Search Engines	53%
Social Media	47%
Industry Specific Publications	35%
Direct Mail	33%
Newspaper	33%



# FAVORITE MAGAZINES - RESIDENTS

## × Home

- + Better Homes & Gardens, Good Housekeeping, House Beautiful, Martha Stewart, Real Simple

## × Sports

- + ESPN, Golf Digest, Sports Illustrated

## × Business/News

- + Business Week, Consumer Reports, Fortune, Kiplinger, Newsweek, Time, Economist

## × General Interests

- + Reader's Digest, National Geographic, Smithsonian, Southern Living

## × Special Interests

- + Food/Cooking (Bon Appetit, Cooking Light, Food & Wine)
- + Travel (Conde Nast, Travel & Leisure)
- + Automobiles (Car & Driver)
- + Technical (PC World, Popular Mechanics)

## × Women's Lifestyle

- + Cosmopolitan, Ebony, Essence, InStyle, Oprah, People

## × Men's Lifestyle

- + GQ, Maxim, Men's Health

# FAVORITE SEARCH ENGINE – RESIDENTS



- ✘ Google – far and above all others mentioned
- ✘ Yahoo!
- ✘ Bing
- ✘ AOL
- ✘ Internet Explorer

# FAVORITE NEWSPAPER – RESIDENTS



- ✘ Atlanta Journal-Constitution – far and above all others mentioned
- ✘ Gwinnett Daily Post
- ✘ Wall Street Journal
- ✘ New York Times
- ✘ USA Today

# FAVORITE TV DRAMA – RESIDENTS



Blue Bloods	Grey's Anatomy
Bones	Hawaii 5-0
Brothers & Sisters	House
Burn Notice	Law & Order
Castle	Mentalist
Criminal Minds	NCIS
CSI	Parenthood
Desperate Housewives	The Closer
Fringe	The Good Wife

# FAVORITE TV COMEDY – RESIDENTS



Two and a Half Men**	Seinfeld
Modern Family**	The Office
Family Guy	30 Rock
Friends	Big Bang Theory
Glee	How I Met Your Mother



GWINNETT PLACE Community Improvement District

## Conversation Snapshot

Presented April, 2011



# Gwinnett Place Community Improvement District



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# CONVERSATION SNAPSHOT OVERVIEW: OBJECTIVE AND METHODOLOGY



## Objective

To identify opportunities in social media where the Gwinnett Place Community Improvement District (GPCID) can listen and engage with online audiences and provide the groundwork to develop a social media strategy, if desired.

To develop this strategy, social media conversations over the last 30 days were researched – using Radian6 technology, manual search and search analytics tools– to understand and evaluate how the GPCID properties were being discussed on blogs, message boards, and social networks. The keyword-based search focused on “Gwinnett Place” because the variable volume between “Gwinnett” and “Gwinnett Place Community Improvement District” was too broad. Based on this “Conversation Snapshot,” our team developed insights and opportunities to inform future planning and communications via digital and social media

## Methodology

This Conversation Snapshot allowed us to:

- ✦ Understand the top-level social dynamics of GPCID.
- ✦ Learn what is being said and illustrate the estimated volume, tone, and topics of conversation for GPCID.
- ✦ Highlight key conversations, messages and ideas coming from audiences involved in these conversations.
- ✦ Assess topics of conversation and specific media platforms where key stakeholders are having conversations
- ✦ Identify strategic opportunities where GPCID can engage in the discussion and paths to reach/provide value to influencers and general consumers, along with which conversations should be monitored and influenced on an ongoing basis.



# Insights & Opportunities

# INSIGHTS & OPPORTUNITIES



**Insight:** *The majority of the current social media conversation centers on auto retailer mentions. However, there is an attractive white space within the smaller percentage of conversation, specifically, regarding mentions of area events, location-based announcements (check-in), and restaurants (reviews). Ideally, the content and volume of conversation about GPCID would have vitality and trajectory independent of auto retailer mentions.*

**Opportunity:** *Given the current conversation content and volume, there is an opportunity to drive and direct social media conversation through event activation (including location based social media tactics) and influencer engagement.*

\* \* \*

# INSIGHTS & OPPORTUNITIES



**Observation :** Twitter, Blogs and Facebook make up the majority of “Gwinnett Place” mentions in social media.

**Idea :** Listen to and amplify conversation in these channels by encouraging “check ins”, socializing area events and inviting influencers in to remarkable experiences within the GPCID.

**Observation :** Auto retailer mentions make up the majority of “Gwinnett Place” mentions.

**Idea :** If the “auto mile” is an area attraction ,than social media provides an opportunity to extend the GPCID experience beyond the steering wheel by inviting individuals to stop by other area businesses. “Shopping for a new car? While you’re here you should try \_\_\_\_.”

**Observation :** People are already using Foursquare and other location based social media platforms to announce their whereabouts within GPCID.

**Idea :** Add incentive to “check ins” to encourage and amplify foot-traffic, participation and volume of conversation within social media.

# INSIGHTS & OPPORTUNITIES



**Observation :** Events and restaurants have the ability to provide guests with remarkable experiences as seen within current conversation.

**Idea :** Find ways to “socialize” events and dining experiences to amplify foot-traffic, participation and volume of conversation within social media.

**Observation :** Mainstream media drives the majority of crime news\* related to the GPCID.

**Idea :** Use social media platforms and tools to listen to, and observe, how mainstream media is driving public perception of GPCID.

*\* Researcher’s note: Not a significant findings, but noteworthy; mentions of area crime are being filtered into social media channels via mainstream media (local broadcast news affiliates). While this news is not sparking a significant amount of response by social media users, it should be noted that local media outlets are utilizing social media as another channel to broadcast news. We feel that it is important to monitor this space within social media to understand how mainstream news is affecting public opinion and perception of GPCID.*



# Conversation Snapshot

# CONVERSATION OVERVIEW



## Volume of Conversation :

- ✘ “Gwinett Place” = 598 mentions
- ✘ “Gwinnett” =18,856 mentions
- ✘ “Gwinnett Place CID” = 48 mentions

## Channel Dynamics :

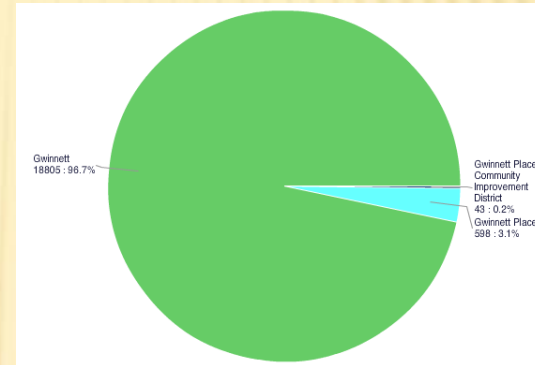
- ✘ Twitter = 37 percent of volume
- ✘ Blogs = 28 percent of volume
- ✘ Facebook = 21 percent volume

## Trends :

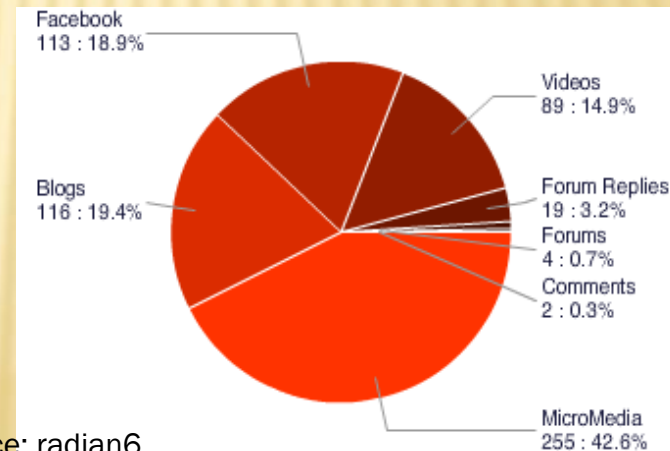
The majority of the current conversation consists of auto retailer mentions. However, there are also noteworthy posts about events, location-based announcements (restaurants), and restaurants (reviews).

\*Note: Due to privacy settings, Radian6 cannot account for some Facebook profiles.

## Mentions of “Gwinnett,” “Gwinnett Place,” and “Gwinnett Place Community Improvement District February 2011;



## Mentions of “Gwinnett Place” February 2011



source: radian6

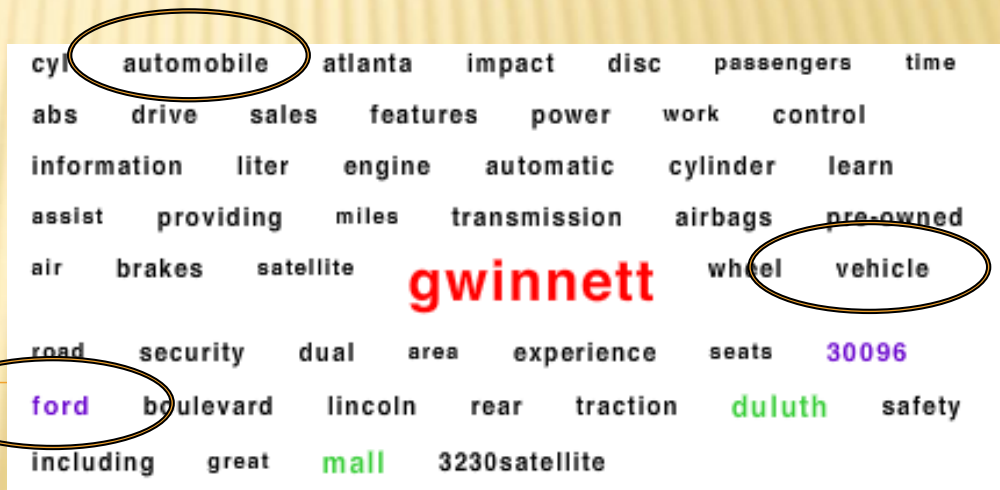


## Topic trends: Hey, You Looking to Buy a Car?

Vehicle shopping and sales accounted for 50 – 75% of the total search volume and the majority of social media conversation related to Gwinnett Place CID.

96% of all video mentions pertained to car sales.

Overall search volume is currently dependent on the health of automotive sales. Building Social Media engagement and conversation based on the current underlying trends is a way to amplify conversation and engage users that do not depend on the automotive sales market health.



## Topic trends: Where you at?

Location mentions via Foursquare, Twitter and Facebook make up the majority of non-automotive related posts. Typically users are announcing that they are headed to or leaving Gwinnett Place. Occasionally there is sentiment attached to these posts and there is opportunity for growth in the area of location based social media mentions and messaging.



**TWEET FROM: CHARITYNEWSOME**

Posted on Jan 27, 2011 at 10:49 AM  
I'm at Atlanta Marriott **Gwinnett Place** (1775 Pleasant Hill Rd, btw Shackleford Rd and Crestwood Pkwy, Duluth)  
<http://4sq.com/hGhzF1>

Following 4777  
Followers 5129  
Updates 1811  
Sentiment (?)

**TWEET FROM: MIMILAINNA**

Posted on Jan 27, 2011 at 1:43 PM  
I'm at Chili's Grill & Bar (3520 **Gwinnett Place** Dr, Duluth)  
<http://4sq.com/i8Pj0s>

Following 229  
Followers 963  
Updates 9093  
Sentiment (?)

**TWEET FROM: LILBLACKROBOT**

Posted on Jan 27, 2011 at 11:19 PM  
I'm at Atlanta Marriott **Gwinnett Place** (1775 Pleasant Hill Rd, btw Shackleford Rd and Crestwood Pkwy, Duluth)  
<http://4sq.com/dNyyie>

Following 43  
Followers 35  
Updates 205  
Sentiment (?)

Source: LilBlackRobot (twitter.com)

# Topic trends: Gwinnett Place CID



Conversation spikes around events held at various GPCID locations such as casting calls, mom & tot events, and book signings. Again, this indicates that there is potential to grow and redirect the social media conversation around GPCID through strategic influencer relationship management and event activation.



**TWEET FROM: GA\_PRODUCTION**

Posted on Feb 19, 2011 at 11:16 PM

RT@gafmde: Casting call for VH1 show "Single Ladies" today (2/19) from 2 to 4 p.m. at **Gwinnett Place** Mall in the center... <http://fb.me/vMjQTuzr>

Following 139  
Followers 1239  
Updates 591  
Sentiment (?)

**TWEET FROM: WENDYRAWLEY**

Posted on Jan 25, 2011 at 9:13 PM

**Gwinnett Place** Mall Offers 'Moms & Tots' Activities: By Faye Edmundson | Email the author | 6:00pm **Gwinnett** Plac... <http://bit.ly/hX7Eno>

Following 756  
Followers 2426  
Updates 96106  
Sentiment (?)

**TWEET FROM: CURLYGIRLLEXI**

Posted on Feb 17, 2011 at 9:01 PM

Open Casting Call for Extras for network show February 19 from 11a-1p or 2-4 at **Gwinnett Place** Mall (center court) <---- For a friend

Source: [CurlyGirlLexi \(twitter.com\)](#)

Following 517  
Followers 2617  
Updates 10685  
Sentiment (?)

## Topic trends: Foodie Fruition?

While most of the current social media conversation focuses on automotive sales and place check-ins (foursquare), there is a less frequent, but more qualitative type of mention occurring when it come to restaurants in or around GPCID – reviews and remarkable experiences.

“ Located just a stone’s throw from Gwinnett Place Mall ...Purple Rain looks like it should be located in Midtown Atlanta. The place has a definite ITP feel (ITP, for you non-Atlantans, means “Inside The Perimeter” of I-280, the freeway that rings the city) with purple neon and the glass-topped bar. For Duluth, which is definitely OTP (Outside the Perimeter), Purple Rain is a slice of downtown cool in suburbia.”

### THE RED CLAY REPORT

If I Have to Live in Georgia, You’re Going to Have to Read About It



### UpTake Restaurant Review: Purple Rain Restaurant & Lounge

February 14, 2011 by redclayreport



# FINAL THOUGHTS



**Sentiment:** The overall tonality of conversation is neutral with a scattering of positive and negative posts associated with specific businesses. Social media engagement strategies can work to drive positive volume of conversation.

**Channels:** This report focuses on social media channels most adopted by the U.S. market (Blogs, Twitter, Facebook, Foursquare). However, given the diversity of the district, it would be valuable to assess if other social networks are being used within cultural communities; e.g., CyWorld, QQ, Orkut.

**Online Strategy:**

- How would you define the audience and purpose of the GPCID Facebook page?
- How would you define the audience and purpose of the GPCID Website?
- How should businesses utilize the above, and what independent initiatives are encouraged?
- What are your thoughts on providing social media training and templates for GPCID businesses?



# CONCLUSIONS

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# CONCLUSIONS

- ✘ To ensure maximum area familiarity and local patronage, feedback was obtained by a cross-section of those who live, work and run businesses within about a 10 mile radius of Gwinnett Place Mall.
- ✘ The *results are astoundingly similar*, regardless of the vantage of each audience segment, suggesting that the Perceptions discussed here likely reflect a level of Reality not always gathered in opinion surveys. And remember, the size of these samples ensure these voices speak for the masses they represent!



# CONCLUSIONS

- ✘ #1 on everyone's mind = CRIME/SAFETY.
  - + *None of the attributes in the preferred quadrant on the gap analysis are strong enough to offset this concern.*
- ✘ Shoppers, workers and business owners agree that the top barrier to success for this entire area is an increasing threat they feel to their personal safety and that of their customers.
  - + "More security. Too much of a hang out for juveniles."
  - + "The area has an overall bad reputation due to safety concerns. This poor image is not something that happened overnight, but took years to develop."
  - + "I go to Gwinnett Place Mall as it is convenient only. I do not feel safe there. I only go in daylight, I do not go anywhere in this area at night by myself."



# CONCLUSIONS

- ✘ While deemed to have a distinct advantage of accessibility off I-85 and other major feeder roads, traffic issues keep potential customers from attempting to enter any of the three districts, even if they felt like it would be worth the trouble once they arrived.
  - + “I have never seen any advertisements for any businesses or activities in the area that interest me enough to deal with the traffic headaches there.”
  - + “Traffic, traffic, traffic, traffic, and traffic.”



# CONCLUSIONS

- ✘ And, while the diminished quantity of stores does impact some shoppers, most are more critical of the *quality* of the stores in these districts.
- + “Something needs to be done to bring higher end stores back in the area. Higher end retail= higher end clientele= higher cost of real estate= lower crime.”
- + “Mall itself has too many vacant or non-mainstream/ discount stores. The anchor stores have only a limited selection and appear, most times, to have the look that they are going out of business.”
- + “Better high end stores!”



# CONCLUSIONS

- ✘ Gwinnett Place Mall currently caters to lower income households, males, and those who are new to the area. Customers also tend to be very ethnically diverse.
- ✘ White, middle-aged moms find little reason to shop there, preferring to go to Mall of Georgia, The Forum or Perimeter Mall.
  - + “I previously shopped at Gwinnett Place. Last time I went in there (a couple of years ago), most of the stores were gone. The stores that were still there were not stores I liked.”
  - + “Vacant stores and bizarre individually owned/ethnic stores are of no interest to me. Most of the major chain stores I liked have closed shop there.”
  - + “Other than Macy's, no stores are familiar to anyone over 30.”



# CONCLUSIONS

- ✘ Employers appear to have reluctantly embraced the idea of a multi-cultural community. They know they must adapt or fail/move and are “young” companies who likely opened when the market was first changing.
- ✘ Residents and Employee groups seem less accepting of the changes, mostly because of the alienation they feel when interacting with this community.
  - + “Friendly bi-lingual atmosphere. Diversity is the make up of the community and the area should not be segregated by language unfamiliar to the English speaking population.”
  - + “Please remember that this is the USA and the language is English. Signage should be primarily in ENGLISH, the personnel should speak ENGLISH and make the English-speaking public feel welcome since we're supporting them with our sales and sales tax dollars!”



# CONCLUSIONS

- ✘ As expected, the idea of an “International Community” was met with mixed reactions, but does have its advocates.
  - + Many very small and very large businesses think it would be good for the area, while some medium sized manufacturer/distributors, hotels and professional service industries aren't quite as sold on the idea.
  - + Not surprisingly, young, ethnically diverse and multi-generational households give the concept a thumbs up. Meanwhile, older empty nesters, retirees and whites claim they would probably never visit.
  - + People who work in the area are the least accepting, perhaps because they have the greatest opportunity for interaction with the existing situation, both as providers and users of local services. Appeal is limited to those who live a good distance away and may bring their families for a destination outing.



# CONCLUSIONS

- ✘ Regardless of their initial interest, all segments agree that an International Community that focused on authentic cultural foods and drinks would give people the most reason to come.
- ✘ A Farmer's Market would also make it worth the trip.
- ✘ Employers are thinking about the “big picture” of possibilities with their added suggestions of museums/learning centers, arts & crafts and theater events. As result, their partnership is essential to defining a true community of this type.



# CONCLUSIONS

- ✘ Social media usage is great among those who live, shop and work in the area.
- ✘ However, many local businesses are less likely to have jumped on the bandwagon just yet, leaving the opportunity for growth in their target markets if they just knew how to implement such a strategy.