



# Exhibit A

This section contains the full data results by question for the Town of Groton Community Survey for September 2016.

## A Note Regarding the Interpretation of Aggregate Results

The computer processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable.” This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The meticulous analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. It is utilized to gauge some ordered or ranked meaning.

## Groton Residential Data 2016

### 2. In what part of town do you live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	City of Groton	89	25.4	25.4	25.4
	Town of Groton	131	37.4	37.4	62.9
	Noank	24	6.9	6.9	69.7
	Groton Long Point	4	1.1	1.1	70.9
	Mystic	80	22.9	22.9	93.7
	Military housing	5	1.4	1.4	95.1
	Poquonnock Bridge	4	1.1	1.1	96.3
	Eastern Groton	1	.3	.3	96.6
	Northwest Groton	1	.3	.3	96.9
	Mumford Cove	2	.6	.6	97.4
	Montville	1	.3	.3	97.7
	Fairview Nursing Home	1	.3	.3	98.0
	Near Navy Base	1	.3	.3	98.3
	New London	1	.3	.3	98.6
	Ivy Court	1	.3	.3	98.9
	Near West Side Elementary	1	.3	.3	99.1
	Route 1	1	.3	.3	99.4
	Route 12	1	.3	.3	99.7
	Route 184	1	.3	.3	100.0
	Total		350	100.0	100.0

### 3. Is someone in the household active in the military?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, active	2	.6	40.0	40.0
	No	3	.9	60.0	100.0
	Total	5	1.4	100.0	
Missing	System	345	98.6		
Total		350	100.0		

**4. Living within Groton or in a close proximity to Groton, how often are you in Groton for business, pleasure, recreation or other reasons? Would you say....**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Often (3-5 times per weeks or more)	276	78.9	78.9	78.9
	Occasionally (1-2 times per week)	58	16.6	16.6	95.4
	Seldom (1-2 per month)	13	3.7	3.7	99.1
	Not very often (1-2 per year)	1	.3	.3	99.4
	Never	2	.6	.6	100.0
	Total	350	100.0	100.0	

**5. Please tell me why? (Multiple responses accepted)**

		Responses		Percent of Cases
		N	Percent	
\$Q5MultipleResponse <sup>a</sup>	I live in Groton	205	27.6%	58.6%
	Employment	40	5.4%	11.4%
	Conduct business	27	3.6%	7.7%
	Visit family	13	1.8%	3.7%
	Visit friends	14	1.9%	4.0%
	Recreation	44	5.9%	12.6%
	Outdoors activities	31	4.2%	8.9%
	Restaurants	97	13.1%	27.7%
	Shopping	162	21.8%	46.3%
	Appointments (doctor, dentist, etc.)	18	2.4%	5.1%
	Town Hall/Town Services	4	0.5%	1.1%
	Night life	4	0.5%	1.1%
	Parks	13	1.8%	3.7%
	Banking	28	3.8%	8.0%
	Library	5	0.7%	1.4%
	Beach	11	1.5%	3.1%
	Senior Center	11	1.5%	3.1%
	Family activities	5	0.7%	1.4%
	Guests for Attractions	1	0.1%	0.3%
	Volunteer work	1	0.1%	0.3%
No need	1	0.1%	0.3%	
Transportation	1	0.1%	0.3%	
Religion	1	0.1%	0.3%	
Car repair/service	2	0.3%	0.6%	

**5. Please tell me why? (Multiple responses accepted)**

	Responses		Percent of Cases
	N	Percent	
All of the Above	2	0.3%	0.6%
No reason	1	0.1%	0.3%
<b>Total</b>	<b>742</b>	<b>100.0%</b>	<b>212.0%</b>

a. Group

**6. And, how often to do you bypass or leave Groton for business, pleasure, recreation or other reasons? Would you say...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Often (3-5 times per weeks or more)	116	33.1	33.1	33.1
	Occasionally (1-2 times per week)	143	40.9	40.9	74.0
	Seldom (1-2 per month)	56	16.0	16.0	90.0
	Not very often (1-2 per year)	23	6.6	6.6	96.6
	Never	12	3.4	3.4	100.0
	<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	

### 7. Please tell me why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	18	5.1	5.1	5.1
	Visiting family & friends	28	8.0	8.0	13.1
	Shopping	95	27.1	27.1	40.3
	Work	33	9.4	9.4	49.7
	Restaurants	22	6.3	6.3	56.0
	Doctor's Appointments/Medical Services	16	4.6	4.6	60.6
	Convenience	4	1.1	1.1	61.7
	I live in Groton	7	2.0	2.0	63.7
	Nothing to do in Groton/Little recreation in Groton	9	2.6	2.6	66.3
	For pleasure/recreation	19	5.4	5.4	71.7
	To go to other places/towns	10	2.9	2.9	74.6
	Golf	4	1.1	1.1	75.7
	Go to casinos	2	.6	.6	76.3
	Town doesn't have what I need	8	2.3	2.3	78.6
	Entertainment	4	1.1	1.1	79.7
	Going to beaches	5	1.4	1.4	81.1
	To go to the movies	4	1.1	1.1	82.3
	More variety	3	.9	.9	83.1
	Like to stay at home/Don't leave town	6	1.7	1.7	84.9
	Kids' activities	2	.6	.6	85.4
	Vacation/trips	4	1.1	1.1	86.6
	To go to the theater	2	.6	.6	87.1
	Like to go out	2	.6	.6	87.7
	For classes/college	2	.6	.6	88.3
	Part time resident	1	.3	.3	88.6
	To go to the airport	2	.6	.6	89.1
	Don't like to travel/drive	4	1.1	1.1	90.3
	Shop online	1	.3	.3	90.6
	Can get everything I need in town	1	.3	.3	90.9
	Disabled/medical reasons	3	.9	.9	91.7
	Want to support the town	1	.3	.3	92.0
	Retired/Elderly	2	.6	.6	92.6
	Church	2	.6	.6	93.1
	Parks/Outdoor Activities	2	.6	.6	93.7
	Better opportunities/areas	2	.6	.6	94.3

**7. Please tell me why?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Conduct most business in town/like the businesses in town	2	.6	.6	94.9
Visit special places	1	.3	.3	95.1
Specialty items	1	.3	.3	95.4
Better prices	1	.3	.3	95.7
Sports	1	.3	.3	96.0
Senior center programs	1	.3	.3	96.3
Love Groton	1	.3	.3	96.6
Traveling in different direction	1	.3	.3	96.9
Different types of transportation available	1	.3	.3	97.1
Based on my schedule	1	.3	.3	97.4
Different facilities available	1	.3	.3	97.7
Diversity	1	.3	.3	98.0
No response/no reason	7	2.0	2.0	100.0
Total	350	100.0	100.0	

**8. Thinking about overall economic development issues facing Groton, please tell me which of the following should be the top priorities for the town?  
(Multiple responses accepted)**

	Responses		Percent of Cases
	N	Percent	
\$Q8MultipleR esponse <sup>a</sup>	97	9.1%	27.7%
Redeveloping existing commercial spaces	127	12.0%	36.3%
Increasing business development incentives	114	10.7%	32.6%
Improving infrastructure such as sewer systems, roadways, etc.	88	8.3%	25.1%
Developing a greater variety of industry types	72	6.8%	20.6%
Developing/redeveloping residential housing options	55	5.2%	15.7%
Minimizing environmental impacts from development	120	11.3%	34.3%
Management of tax rates	63	5.9%	18.0%
Preserving open space	40	3.8%	11.4%
Preserving town character while developing	80	7.5%	22.9%
Increasing places for resident's leisure activities such as dining, arts, etc.			

**8. Thinking about overall economic development issues facing Groton, please tell me which of the following should be the top priorities for the town? (Multiple responses accepted)**

	Responses		Percent of Cases
	N	Percent	
Consolidating services/functions between local governments	37	3.5%	10.6%
Public transit	36	3.4%	10.3%
Enhancing quality of the area	31	2.9%	8.9%
Redevelop downtown to create a sense of place	74	7.0%	21.1%
DK/Unsure	2	0.2%	0.6%
Better paying jobs	2	0.2%	0.6%
Improving schools	6	0.6%	1.7%
Town providing trash removal	1	0.1%	0.3%
Requirements to work on a property	1	0.1%	0.3%
All of the above	3	0.3%	0.9%
None	2	0.2%	0.6%
Maintaining historic areas	1	0.1%	0.3%
More diverse retail options	4	0.4%	1.1%
Town budget	1	0.1%	0.3%
Community safety	1	0.1%	0.3%
Services for the poor	1	0.1%	0.3%
Use school funds to develop city	1	0.1%	0.3%
Increasing population diversity	1	0.1%	0.3%
Separation between Groton Town & Groton City	1	0.1%	0.3%
<b>Total</b>	<b>1062</b>	<b>100.0%</b>	<b>303.4%</b>

a. Group

**9. How would you rate the overall quality of life in Groton?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	110	31.4	31.4	31.4
	Good	194	55.4	55.4	86.9
	Fair	38	10.9	10.9	97.7
	Poor	6	1.7	1.7	99.4
	DK/unsure	2	.6	.6	100.0
	<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	

**10. What, in your opinion, most strongly impacts quality of life in Groton?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beaches/shoreline/water	42	12.0	12.0	12.0
	Low crime rate/safe	13	3.7	3.7	15.7
	Good school system	19	5.4	5.4	21.1
	Lack of businesses	4	1.1	1.1	22.3
	Lack of activities/not enough to do	8	2.3	2.3	24.6
	Convenience	23	6.6	6.6	31.1
	High cost of living	6	1.7	1.7	32.9
	High taxes	25	7.1	7.1	40.0
	Navy base	7	2.0	2.0	42.0
	Good people/nice people	15	4.3	4.3	46.3
	Different businesses/stores	14	4.0	4.0	50.3
	Parks/Open spaces	8	2.3	2.3	52.6
	Traffic	6	1.7	1.7	54.3
	Nice environment/clean	6	1.7	1.7	56.0
	Beautiful/scenic	5	1.4	1.4	57.4
	Different entertainment options/things to do	17	4.9	4.9	62.3
	Senior center	6	1.7	1.7	64.0
	Good restaurants	4	1.1	1.1	65.1
	The town is walkable	4	1.1	1.1	66.3
	Proximity to my job	6	1.7	1.7	68.0
	My church	2	.6	.6	68.6
	No sense of community	2	.6	.6	69.1
	Peaceful atmosphere/quiet	13	3.7	3.7	72.9
	Local politics	3	.9	.9	73.7
	Crime/Increase in crime	3	.9	.9	74.6
	Not in a city/rural area	3	.9	.9	75.4
	Diverse population	4	1.1	1.1	76.6
	Town services/public works	6	1.7	1.7	78.3
	Poor zoning laws	1	.3	.3	78.6
	Businesses closing/lack of industry	3	.9	.9	79.4
	Local utility companies	3	.9	.9	80.3
Nice place to live/raise a family	8	2.3	2.3	82.6	



**10. What, in your opinion, most strongly impacts quality of life in Groton?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Long Island Sound	2	.6	.6	83.1
Like the community	3	.9	.9	84.0
Transportation	2	.6	.6	84.6
Low cost of living	2	.6	.6	85.1
Town is dirty/run down/polluted	7	2.0	2.0	87.1
Infrastructure/Old infrastructure	4	1.1	1.1	88.3
Bike trails	1	.3	.3	88.6
Boats	1	.3	.3	88.9
Housing prices	2	.6	.6	89.4
Town history	1	.3	.3	89.7
Nice neighborhoods	2	.6	.6	90.3
Jobs/decent jobs	2	.6	.6	90.9
Lack of tourism	1	.3	.3	91.1
Other	13	3.7	3.7	94.9
Nothing/NA	6	1.7	1.7	96.6
Don't know/unsure	12	3.4	3.4	100.0
Total	350	100.0	100.0	

**11. And, how would rate the overall quality of recreation and leisure activities in Groton?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	87	24.9	24.9	24.9
	Good	157	44.9	44.9	69.7
	Fair	71	20.3	20.3	90.0
	Poor	24	6.9	6.9	96.9
	DK/Unsure	11	3.1	3.1	100.0
	Total	350	100.0	100.0	

**12. What, in your opinion, most strongly impacts quality of recreation and leisure activities in Groton?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beach quality	81	23.1	23.1	23.1
	Sports fields	19	5.4	5.4	28.6
	Boating facilities	10	2.9	2.9	31.4
	Recreational programs	60	17.1	17.1	48.6
	Trails/bike paths	41	11.7	11.7	60.3
	Open space	14	4.0	4.0	64.3
	Coastal access	53	15.1	15.1	79.4
	DK/Unsure	15	4.3	4.3	83.7
	Senior Center	4	1.1	1.1	84.9
	Aquarium	2	.6	.6	85.4
	Parks	4	1.1	1.1	86.6
	Public swimming pools	1	.3	.3	86.9
	Library	2	.6	.6	87.4
	Wide variety of options	8	2.3	2.3	89.7
	Town demographics	1	.3	.3	90.0
	Churches	1	.3	.3	90.3
	Indoor meeting space	1	.3	.3	90.6
	Lack of entertainment/activities	9	2.6	2.6	93.1
	Concerts	1	.3	.3	93.4
	Limited funds/resources	2	.6	.6	94.0
	Local attractions	1	.3	.3	94.3
	Shopping	2	.6	.6	94.9
	Hard to access	1	.3	.3	95.1
	Development of certain areas	1	.3	.3	95.4
	Parks and Recreation Department	1	.3	.3	95.7
	All of the Above	15	4.3	4.3	100.0
	Total	350	100.0	100.0	

**13. And, what do you feel is the single biggest issue facing the Town of Groton?  
(Researchers: Do not read list & accept one response)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Taxes	91	26.0	26.0	26.0
	Degradation of infrastructure	9	2.6	2.6	28.6
	Slow/lack of population growth	9	2.6	2.6	31.1
	Degradation of town character	2	.6	.6	31.7
	Lack of overall business development	37	10.6	10.6	42.3
	Local regulations	3	.9	.9	43.1
	Lack of business diversity	21	6.0	6.0	49.1
	Safety	2	.6	.6	49.7
	Lack of jobs	27	7.7	7.7	57.4
	Lack of affordable housing	13	3.7	3.7	61.1
	Public school quality	30	8.6	8.6	69.7
	Parking	5	1.4	1.4	71.1
	Walkability	1	.3	.3	71.4
	Too many local governments	23	6.6	6.6	78.0
	DK/Unsure	14	4.0	4.0	82.0
	No major issues	14	4.0	4.0	86.0
	Town budget	5	1.4	1.4	87.4
	High cost of living	2	.6	.6	88.0
	Blight	3	.9	.9	88.9
	Crime	2	.6	.6	89.4
	Drugs	3	.9	.9	90.3
	Lack of entertainment/activities	7	2.0	2.0	92.3
	The way town is run/Local government doesn't listen to citizens	6	1.7	1.7	94.0
	Income gap	1	.3	.3	94.3
	Lack of churches	1	.3	.3	94.6
	Traffic	2	.6	.6	95.1
	Naval base closing	1	.3	.3	95.4
	Lack of energy/town is dying	2	.6	.6	96.0
	Downtown needs to be redeveloped	2	.6	.6	96.6

**13. And, what do you feel is the single biggest issue facing the Town of Groton?  
(Researchers: Do not read list & accept one response)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Lack of quality childcare	1	.3	.3	96.9
Town diversification	1	.3	.3	97.1
Utility company monopoly	1	.3	.3	97.4
Lack of public transportation	1	.3	.3	97.7
Tourists going elsewhere	2	.6	.6	98.3
Developing Longhill Rd	1	.3	.3	98.6
Pass through to Crosswinds	1	.3	.3	98.9
No answer	4	1.1	1.1	100.0
Total	350	100.0	100.0	

**I would like to ask you about the mixture of housing available in Groton. For each please tell me if you believe there are too many, about the right amount - 14a. Single-family homes**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too many	17	4.9	4.9	4.9
	About right	242	69.1	69.1	74.0
	Too few	45	12.9	12.9	86.9
	DK	46	13.1	13.1	100.0
	Total	350	100.0	100.0	

**15a. Duplexes**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too many	24	6.9	6.9	6.9
	About right	161	46.0	46.0	52.9
	Too few	53	15.1	15.1	68.0
	DK	112	32.0	32.0	100.0
	Total	350	100.0	100.0	

**16a. Condominiums/apartments**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too many	43	12.3	12.3	12.3
	About right	193	55.1	55.1	67.4
	Too few	55	15.7	15.7	83.1
	DK	59	16.9	16.9	100.0
	Total	350	100.0	100.0	

**17a. Studio apartments**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too many	15	4.3	4.3	4.3
	About right	105	30.0	30.0	34.3
	Too few	67	19.1	19.1	53.4
	DK	163	46.6	46.6	100.0
	Total	350	100.0	100.0	

**18a. Affordable housing for first-time buyers**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too many	6	1.7	1.7	1.7
	About right	115	32.9	32.9	34.6
	Too few	140	40.0	40.0	74.6
	DK	89	25.4	25.4	100.0
	Total	350	100.0	100.0	

**19a. Affordable housing for senior persons**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too many	9	2.6	2.6	2.6
	About right	101	28.9	28.9	31.4
	Too few	130	37.1	37.1	68.6
	DK	110	31.4	31.4	100.0
	Total	350	100.0	100.0	

Now please rate the quality of each housing option as "very good," "good," "poor," or "very poor." - 14b. Single-family homes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	50	14.3	14.3	14.3
	Good	225	64.3	64.3	78.6
	Poor	29	8.3	8.3	86.9
	Very poor	1	.3	.3	87.1
	DK	45	12.9	12.9	100.0
	Total	350	100.0	100.0	

### 15b. Duplexes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	21	6.0	6.0	6.0
	Good	157	44.9	44.9	50.9
	Poor	48	13.7	13.7	64.6
	Very poor	3	.9	.9	65.4
	DK	121	34.6	34.6	100.0
	Total	350	100.0	100.0	

### 16b. Condominiums/apartments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	25	7.1	7.1	7.1
	Good	211	60.3	60.3	67.4
	Poor	34	9.7	9.7	77.1
	Very poor	1	.3	.3	77.4
	DK	79	22.6	22.6	100.0
	Total	350	100.0	100.0	

### 17b. Studio apartments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	13	3.7	3.7	3.7
	Good	128	36.6	36.6	40.3
	Poor	35	10.0	10.0	50.3
	Very poor	4	1.1	1.1	51.4
	DK	170	48.6	48.6	100.0
	Total	350	100.0	100.0	

**18b. Affordable housing for first-time buyers**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	18	5.1	5.1	5.1
	Good	152	43.4	43.4	48.6
	Poor	66	18.9	18.9	67.4
	Very poor	10	2.9	2.9	70.3
	DK	104	29.7	29.7	100.0
	Total	350	100.0	100.0	

**19b. Affordable housing for senior persons**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	23	6.6	6.6	6.6
	Good	132	37.7	37.7	44.3
	Poor	59	16.9	16.9	61.1
	Very poor	10	2.9	2.9	64.0
	DK	126	36.0	36.0	100.0
	Total	350	100.0	100.0	

**20. Are you considering moving within the next 5 years?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, within town	36	10.3	10.3	10.3
	Yes, outside of town	79	22.6	22.6	32.9
	No	204	58.3	58.3	91.1
	DK/Unsure	31	8.9	8.9	100.0
	Total	350	100.0	100.0	

**21. Please tell me why.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High cost of living	12	3.4	15.2	15.2
	High taxes	17	4.9	21.5	36.7
	Moving for work	2	.6	2.5	39.2
	To be closer to family	5	1.4	6.3	45.6
	Retiring	5	1.4	6.3	51.9
	Leaving the state	4	1.1	5.1	57.0
	Moving for military/Navy	3	.9	3.8	60.8
	Not enough to do	6	1.7	7.6	68.4
	Poor school system	2	.6	2.5	70.9
	Don't like the local government	2	.6	2.5	73.4
	Lack of jobs	4	1.1	5.1	78.5
	Crime	3	.9	3.8	82.3
	Purchasing a house	6	1.7	7.6	89.9
	Like New London better	2	.6	2.5	92.4
	Moving to better/nicer area	2	.6	2.5	94.9
	Finishing school	1	.3	1.3	96.2
	People are not friendly	1	.3	1.3	97.5
	Undecided on moving	2	.6	2.5	100.0
	Total		79	22.6	100.0
Missing	System	271	77.4		
Total		350	100.0		



**22. Please tell me what you think your next housing choice will be? (Researchers: Do not read list)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rental apartment/townhouse	18	5.1	15.7	15.7
	Condominium	12	3.4	10.4	26.1
	Active-adult (55+) community	8	2.3	7.0	33.0
	Affordable or subsidized housing	2	.6	1.7	34.8
	Larger single-family home	30	8.6	26.1	60.9
	Smaller single-family home	29	8.3	25.2	86.1
	Move in with family members	2	.6	1.7	87.8
	Life care facility or nursing home	2	.6	1.7	89.6
	Mobile homes	1	.3	.9	90.4
	DK/unsure	6	1.7	5.2	95.7
	First house	1	.3	.9	96.5
	Disabled housing	1	.3	.9	97.4
	Housing outside of Groton	1	.3	.9	98.3
	Single family home	2	.6	1.7	100.0
	Total	115	32.9	100.0	
Missing	System	235	67.1		
Total		350	100.0		

**There are a number of types of potential economic development projects that could be pursued by the town. For each, there may be tax benefits, traffic chan  
- 23. Automotive services/stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more likely	25	7.1	7.1	7.1
	Somewhat more likely	39	11.1	11.1	18.3
	No change	246	70.3	70.3	88.6
	Somewhat less likely	19	5.4	5.4	94.0
	Much less likely	17	4.9	4.9	98.9
	DK	4	1.1	1.1	100.0
	Total	350	100.0	100.0	

**24. Home improvement services/stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more likely	42	12.0	12.0	12.0
	Somewhat more likely	86	24.6	24.6	36.6
	No change	191	54.6	54.6	91.1
	Somewhat less likely	12	3.4	3.4	94.6
	Much less likely	15	4.3	4.3	98.9
	DK	4	1.1	1.1	100.0
	Total	350	100.0	100.0	

**25. Arts/entertainment**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more likely	116	33.1	33.1	33.1
	Somewhat more likely	136	38.9	38.9	72.0
	No change	72	20.6	20.6	92.6
	Somewhat less likely	11	3.1	3.1	95.7
	Much less likely	9	2.6	2.6	98.3
	DK	6	1.7	1.7	100.0
	Total	350	100.0	100.0	

**26. Food and beverage services/stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more likely	61	17.4	17.4	17.4
	Somewhat more likely	118	33.7	33.7	51.1
	No change	152	43.4	43.4	94.6
	Somewhat less likely	11	3.1	3.1	97.7
	Much less likely	6	1.7	1.7	99.4
	DK	2	.6	.6	100.0
	Total	350	100.0	100.0	

**27. Health/Personal care/beauty services**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more likely	29	8.3	8.3	8.3
	Somewhat more likely	82	23.4	23.4	31.7
	No change	210	60.0	60.0	91.7
	Somewhat less likely	17	4.9	4.9	96.6
	Much less likely	8	2.3	2.3	98.9
	DK	4	1.1	1.1	100.0
	Total	350	100.0	100.0	

**28. Apparel stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more likely	60	17.1	17.1	17.1
	Somewhat more likely	123	35.1	35.1	52.3
	No change	145	41.4	41.4	93.7
	Somewhat less likely	13	3.7	3.7	97.4
	Much less likely	6	1.7	1.7	99.1
	DK	3	.9	.9	100.0
	Total	350	100.0	100.0	

**29. High quality retail**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more likely	68	19.4	19.4	19.4
	Somewhat more likely	98	28.0	28.0	47.4
	No change	144	41.1	41.1	88.6
	Somewhat less likely	21	6.0	6.0	94.6
	Much less likely	13	3.7	3.7	98.3
	DK	6	1.7	1.7	100.0
	Total	350	100.0	100.0	

### 30. Hobby/specialty retail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more likely	50	14.3	14.3	14.3
	Somewhat more likely	120	34.3	34.3	48.6
	No change	146	41.7	41.7	90.3
	Somewhat less likely	17	4.9	4.9	95.1
	Much less likely	10	2.9	2.9	98.0
	DK	7	2.0	2.0	100.0
	Total	350	100.0	100.0	

### 31. Moderately priced restaurants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more likely	85	24.3	24.3	24.3
	Somewhat more likely	133	38.0	38.0	62.3
	No change	117	33.4	33.4	95.7
	Somewhat less likely	9	2.6	2.6	98.3
	Much less likely	3	.9	.9	99.1
	DK	3	.9	.9	100.0
	Total	350	100.0	100.0	

### 32. Night life/leisure locations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more likely	68	19.4	19.4	19.4
	Somewhat more likely	97	27.7	27.7	47.1
	No change	144	41.1	41.1	88.3
	Somewhat less likely	19	5.4	5.4	93.7
	Much less likely	13	3.7	3.7	97.4
	DK	9	2.6	2.6	100.0
	Total	350	100.0	100.0	

**33. Fitness/outdoor/indoor recreation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much more likely	66	18.9	18.9	18.9
	Somewhat more likely	124	35.4	35.4	54.3
	No change	143	40.9	40.9	95.1
	Somewhat less likely	9	2.6	2.6	97.7
	Much less likely	3	.9	.9	98.6
	DK	5	1.4	1.4	100.0
	Total	350	100.0	100.0	

**34. Please tell me what factors would be important in your decision to increase your patronage to any new or current shops or restaurants in Groton?  
(Multiple responses accepted)**

		Responses		Percent of Cases
		N	Percent	
\$Q34Multiple Response <sup>a</sup>	Type of shop or restaurant	83	9.3%	23.7%
	Ease of parking/travel	109	12.3%	31.1%

**34. Please tell me what factors would be important in your decision to increase your patronage to any new or current shops or restaurants in Groton?  
(Multiple responses accepted)**

	Responses		Percent of Cases
	N	Percent	
Value for the money	153	17.2%	43.7%
Quality of service	162	18.2%	46.3%
Family-oriented	87	9.8%	24.9%
Atmosphere	65	7.3%	18.6%
Variety of shops and restaurants	112	12.6%	32.0%
Location/convenience	80	9.0%	22.9%
DK/Unsure	12	1.3%	3.4%
Walkable/pedestrian friendly	3	0.3%	0.9%
Locally owned business	3	0.3%	0.9%
Treatment of employees	1	0.1%	0.3%
Discounts for first time shoppers	1	0.1%	0.3%
Being outdoors	2	0.2%	0.6%
Nothing new is needed/wouldn't go anywhere new	2	0.2%	0.6%
Renovating existing businesses/buildings	2	0.2%	0.6%
Schools	1	0.1%	0.3%
Owners show pride in the business	1	0.1%	0.3%
New things to do	1	0.1%	0.3%
New recreational facilities	2	0.2%	0.6%
More diverse dining options	1	0.1%	0.3%
Building a community center	1	0.1%	0.3%
All of the above	5	0.6%	1.4%
<b>Total</b>	<b>889</b>	<b>100.0%</b>	<b>254.0%</b>

a. Group

**35. And, in which area of Groton would you most like to see this expansion of business occur?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Thames Street/Groton Waterfront	86	24.6	24.6	24.6
	Route 1/Downtown	126	36.0	36.0	60.6
	Mystic	24	6.9	6.9	67.4
	Route 12	80	22.9	22.9	90.3
	Route 117	2	.6	.6	90.9
	Route 184	6	1.7	1.7	92.6
	Long Hill Rd	3	.9	.9	93.4
	Industrial Park	1	.3	.3	93.7
	Eastern Point Rd	1	.3	.3	94.0
	Main Street	1	.3	.3	94.3
	Town of Groton	1	.3	.3	94.6
	Near the Post Office	1	.3	.3	94.9
	Renovate existing businesses	1	.3	.3	95.1
	Poquonnock bridge area	1	.3	.3	95.4
	Create a center of Groton	1	.3	.3	95.7
	New London	1	.3	.3	96.0
	All of the above	3	.9	.9	96.9
	No preference	4	1.1	1.1	98.0
	Don't want additional businesses	2	.6	.6	98.6
	Don't know	5	1.4	1.4	100.0
	Total	350	100.0	100.0	

**36. And, which one area in Groton do you tend to frequent the most often for shopping, dining, or entertainment? Would you say...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Thames Street/Groton Waterfront	25	7.1	7.1	7.1
	Route 1/Downtown	135	38.6	38.6	45.7
	Mystic	90	25.7	25.7	71.4
	Route 12	85	24.3	24.3	95.7
	Route 184	2	.6	.6	96.3
	Main Street	1	.3	.3	96.6
	Washington Park	1	.3	.3	96.9
	Town of Groton	1	.3	.3	97.1
	All of the above	1	.3	.3	97.4
	No Response	6	1.7	1.7	99.1
	Don't know	3	.9	.9	100.0
	Total	350	100.0	100.0	

**37. What do you feel is the single biggest deterrent to you visiting <QD36> in Groton more often?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor parking	32	9.1	9.1	9.1
	Heavy traffic	81	23.1	23.1	32.3
	Lack of businesses/shopping	52	14.9	14.9	47.1
	Lack of entertainment/activities	4	1.1	1.1	48.3
	Crowded/congested	2	.6	.6	48.9
	Too many tourists/tourist traps	6	1.7	1.7	50.6
	The bridge	3	.9	.9	51.4
	High prices/financial	15	4.3	4.3	55.7
	Inconvenient/hard to get to	6	1.7	1.7	57.4
	Area is ugly/run down	8	2.3	2.3	59.7
	Lack of variety/diversity	11	3.1	3.1	62.9
	Limited restaurant options	3	.9	.9	63.7
	Nothing to do/no need	15	4.3	4.3	68.0
	No car/lack of transportation	3	.9	.9	68.9
	Other	17	4.9	4.9	73.7
	None/nothing	83	23.7	23.7	97.4



**37. What do you feel is the single biggest deterrent to you visiting <QD36> in Groton more often?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know/unsure	9	2.6	2.6	100.0
Total	350	100.0	100.0	

**38. What types of business development would you like to see more of in <QD36>? (Multiple responses accepted)**

		Responses		Percent of Cases
		N	Percent	
\$Q38MultipleResponse <sup>a</sup>	Office space	14	1.6%	4.0%
	Chain restaurants/dining	75	8.6%	21.4%
	Locally owned restaurants/dining	162	18.6%	46.3%
	Arts & entertainment	121	13.9%	34.6%
	Retail – small/medium stores	137	15.8%	39.1%
	Retail – big box stores	49	5.6%	14.0%
	Professional services	24	2.8%	6.9%
	Medical services (i.e. Doctor's offices, Dentists, etc.)	37	4.3%	10.6%
	Nightlife/leisure time locations (i.e. bars, taverns, clubs, etc.)	54	6.2%	15.4%
	Beauty services (i.e. barber shops, salons, etc.)	10	1.2%	2.9%
	Grocery stores/super markets	38	4.4%	10.9%
	Manufacturing	18	2.1%	5.1%
	Recreation	68	7.8%	19.4%
	DK/unsure	17	2.0%	4.9%
	Home improvement stores	3	0.3%	0.9%
	Higher quality retail	5	0.6%	1.4%
	Movie theater	6	0.7%	1.7%
	Renovate existing businesses/buildings	5	0.6%	1.4%
	Botanical nursery/plants/landscaping	2	0.2%	0.6%
	Fabric Store	2	0.2%	0.6%
	Mall	1	0.1%	0.3%
	Sporting Goods Store	1	0.1%	0.3%
	Build a boardwalk	1	0.1%	0.3%
Developed similar to Mystic	2	0.2%	0.6%	
Develop Thames Street	2	0.2%	0.6%	

**38. What types of business development would you like to see more of in <QD36>? (Multiple responses accepted)**

	Responses		Percent of Cases
	N	Percent	
Conduct a study to see what is needed	1	0.1%	0.3%
Shoe Repair	1	0.1%	0.3%
Family run businesses	1	0.1%	0.3%
Gym	2	0.2%	0.6%
Convenience store	1	0.1%	0.3%
Clothing store	3	0.3%	0.9%
Redevelop riverfront	1	0.1%	0.3%
None/No additional businesses	5	0.6%	1.4%
<b>Total</b>	<b>869</b>	<b>100.0%</b>	<b>248.3%</b>

a. Group

**39. Do you have any final comments for Groton?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Like living in Groton/everything is fine	21	6.0	6.0	6.0
	Need more businesses/jobs	35	10.0	10.0	16.0
	Need more entertainment/activities	23	6.6	6.6	22.6
	Lack of affordable housing	3	.9	.9	23.4
	Need more/better shopping	19	5.4	5.4	28.9
	Don't like the local government/consolidate local government	17	4.9	4.9	33.7
	Improve the school system	13	3.7	3.7	37.4
	Improve trash collection	2	.6	.6	38.0
	Eliminate blight/fix up city	10	2.9	2.9	40.9
	Preserve parks/open spaces	8	2.3	2.3	43.1
	Lower taxes	18	5.1	5.1	48.3
	Improve serices for low income/disabled people	7	2.0	2.0	50.3
	Redevelop Route 12	4	1.1	1.1	51.4
	Redevelop Thames Street	5	1.4	1.4	52.9
	Town has potential/have seen some improvements	5	1.4	1.4	54.3
	Improve parking	3	.9	.9	55.1

**39. Do you have any final comments for Groton?**

	Frequency	Percent	Valid Percent	Cumulative Percent
More athletic facilities	3	.9	.9	56.0
Reduce regulations	2	.6	.6	56.6
Roads need improvement	3	.9	.9	57.4
Improve city departments	2	.6	.6	58.0
Make use of empty buildings	2	.6	.6	58.6
Increase the amount of lighting	2	.6	.6	59.1
More fire stations	2	.6	.6	59.7
Redevelop waterfront	1	.3	.3	60.0
Lot of town pride/sense of community	2	.6	.6	60.6
City needs to be more accessible	1	.3	.3	60.9
Beautiful	1	.3	.3	61.1
Other	14	4.0	4.0	65.1
No/none/NA	120	34.3	34.3	99.4
Don't know	2	.6	.6	100.0
Total	350	100.0	100.0	

**These final questions are for statistical purposes only.**

**40. Please tell me approximately how long you have lived in Groton.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	13	3.7	3.7	3.7
	1 to less than 5 years	69	19.7	19.7	23.4
	5 to less than 10 years	40	11.4	11.4	34.9
	10 to less than 15 years	32	9.1	9.1	44.0
	15 to less than 20 years	26	7.4	7.4	51.4
	20 to less than 25 years	18	5.1	5.1	56.6
	More than 25 years	145	41.4	41.4	98.0
	Refused	7	2.0	2.0	100.0
Total		350	100.0	100.0	

**41. Do you rent or own your current residence?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	233	66.6	66.6	66.6
	Rent	110	31.4	31.4	98.0
	Don't know	1	.3	.3	98.3
	Refused	6	1.7	1.7	100.0
	Total	350	100.0	100.0	

**42. Please tell me how many children under the age of 18 you have living in your home?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	265	75.7	75.7	75.7
	1	29	8.3	8.3	84.0
	2	35	10.0	10.0	94.0
	3 or more	12	3.4	3.4	97.4
	Refused	9	2.6	2.6	100.0
	Total	350	100.0	100.0	

**43. What is the highest grade of school you completed?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Some high school	2	.6	.6	.6
	High school graduate or GED	58	16.6	16.6	17.1
	Some technical school	3	.9	.9	18.0
	Technical school graduate	6	1.7	1.7	19.7
	Some college	73	20.9	20.9	40.6
	College graduate	135	38.6	38.6	79.1
	Post-graduate or professional degree	64	18.3	18.3	97.4
	Refused	9	2.6	2.6	100.0
	Total	350	100.0	100.0	

**44. What is your current employment status?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed full-time	169	48.3	48.3	48.3
	Employed part-time	21	6.0	6.0	54.3
	Student	5	1.4	1.4	55.7
	Retired	127	36.3	36.3	92.0
	Unemployed – looking for work	2	.6	.6	92.6
	Unemployed – not looking for work	2	.6	.6	93.1
	Unemployed – unable to work because of disability	8	2.3	2.3	95.4
	Homemaker	5	1.4	1.4	96.9
	DK/unsure/other	11	3.1	3.1	100.0
	Total	350	100.0	100.0	

**45. Which of the following best describes your age?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	22	6.3	6.3	6.3
	26-35	51	14.6	14.6	20.9
	36-45	37	10.6	10.6	31.4
	46-55	31	8.9	8.9	40.3
	56-65	83	23.7	23.7	64.0
	66-75	61	17.4	17.4	81.4
	76 or older	42	12.0	12.0	93.4
	Refused	23	6.6	6.6	100.0
Total	350	100.0	100.0		

**46. Which of the following categories best describes your total family income before taxes?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$35,000	33	9.4	9.4	9.4
	\$35,000 to less than \$65,000	80	22.9	22.9	32.3
	\$65,000 to less than \$95,000	68	19.4	19.4	51.7
	\$95,000 or more	64	18.3	18.3	70.0
	DK	24	6.9	6.9	76.9
	Refused	81	23.1	23.1	100.0
	Total	350	100.0	100.0	

**47. Gender (by observation).**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	158	45.1	45.1	45.1
	Female	192	54.9	54.9	100.0
	Total	350	100.0	100.0	



## Town of Groton Residential Survey (08022016)

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Researcher:	Date:
Time start:	CB:
Time end:	Supervisor:

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Hello, my name is \_\_\_\_\_ and I am calling from GreatBlue Research and we have been hired by the Town of Groton for the entire Groton community. The purpose of this call is to gather opinions of those living in and around Groton so that we may better understand the demand for business, commercial, and recreational opportunities within the community. This survey should only take about 7 – 10 minutes of your time and will be used to identify elements of the community that can be enhanced or developed. All information collected is strictly anonymous and confidential. Results will be presented based on combined responses as a whole. No individual responses will be shared. This is not a sales call; we have nothing to sell.

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1. Are you at least 18 years of age or older and one of the heads of your household?
  - 01 Yes (Continue)
  - 02 No (Thank, and terminate)
  
2. In what part of town do you live?
  - 01 City of Groton (Go to Q4)
  - 02 Town of Groton (Go to Q4)
  - 03 Noank (Go to Q4)
  - 04 Groton Long Point (Go to Q4)
  - 05 Mystic (Go to Q4)
  - 06 Military housing (Continue)
  - 07 Other: \_\_\_\_\_ (Go to Q4)
  
3. Is someone in the household active in the military?
  - 01 Yes, active
  - 02 Yes, on reserve
  - 03 No
  - 04 Don't know/unsure

**VISITATION**

4. Living within Groton or in a close proximity to Groton, how often are you in Groton for business, pleasure, recreation or other reasons? Would you say....

- 01 Often **(3-5 times per weeks or more)**
- 02 Occasionally **(1-2 times per week)**
- 03 Seldom **(1-2 per month)**
- 04 Not very often **(1-2 per year)**
- 05 Never

5. Please tell me why? **(RESEARCHERS: Do not read list & accept multiple responses)**

- 01 I live in Groton
- 02 Employment
- 03 Conduct business
- 04 Visit family
- 05 Visit friends
- 06 Recreation
- 07 Outdoors activities
- 08 Restaurants
- 09 Shopping
- 10 Appointments (doctor, dentist, etc.)
- 11 Town Hall/Town Services
- 12 Attend school
- 13 Night life
- 14 Parks
- 15 Banking
- 16 Library
- 17 Beach
- 18 Senior Center
- 19 Family activities
- 20 Guests for Attractions
- 21 Other: \_\_\_\_\_

6. And, how often to do you bypass or leave Groton for business, pleasure, recreation or other reasons? Would you say...

- 01 Often **(3-5 times per weeks or more)**
- 02 Occasionally **(1-2 times per week)**
- 03 Seldom **(1-2 per month)**
- 04 Not very often **(1-2 per year)**
- 05 Never

7. Please tell me why?

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8. Thinking about overall economic development issues facing Groton, please tell me which of the following should be the top priorities for the town? (**Researchers: Read list & accept multiple responses**)

- 01 Redeveloping existing commercial spaces
- 02 Increasing business development incentives
- 03 Improving infrastructure such as sewer systems, roadways, etc.
- 04 Developing a greater variety of industry types
- 05 Developing/redeveloping residential housing options
- 06 Minimizing environmental impacts from development
- 07 Management of tax rates
- 08 Preserving open space
- 09 Preserving town character while developing
- 10 Increasing places for resident's leisure activities such as dining, arts, etc.
- 11 Consolidating services/functions between local governments
- 12 Public transit
- 13 Enhancing quality of the area
- 14 Redevelop downtown to create a sense of place
- 15 Other: \_\_\_\_\_
- 16 DK/Unsure

### QUALITY OF LIFE

9. How would you rate the overall quality of life in Groton?

- 01 Excellent
- 02 Good
- 03 Fair
- 04 Poor
- 05 DK/unsure

10. What, in your opinion, most strongly impacts quality of life in Groton?

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11. And, how would rate the overall quality of recreation and leisure activities in Groton?

- 01 Excellent
- 02 Good
- 03 Fair
- 04 Poor
- 05 DK/Unsure

12. What, in your opinion, most strongly impacts quality of recreation and leisure activities in Groton?

- 01 Beach quality
- 02 Sports fields
- 03 Boating facilities
- 04 Recreational programs
- 05 Trails/bike paths

- 06 Open space
- 07 Coastal access
- 08 Other: \_\_\_\_\_
- 09 DK/Unsure

13. And, what do you feel is the single biggest issue facing the Town of Groton? (**Researchers: Do not read list & accept one response**)

- 01 Taxes
- 02 Degradation of infrastructure
- 03 Slow/lack of population growth
- 04 Degradation of town character
- 05 Lack of overall business development
- 06 Local regulations
- 07 Lack of business diversity
- 08 Safety
- 09 Lack of jobs
- 10 Lack of affordable housing
- 11 Public school quality
- 12 Parking
- 13 Walkability
- 14 Too many local governments
- 15 Other: \_\_\_\_\_
- 16 DK/Unsure
- 17 No major issues

### HOUSING

I would like to ask you about the mixture of housing available in Groton. For each please tell me if you believe there are too many, about the right amount, or too few in Groton today. Then I would like you to rate the quality of each housing option as “very good,” “good,” “poor,” or “very poor.”

Statement...	Too many	About right	Too few	DK	Very good	Good	Poor	Very poor	DK
14. Single-family homes	01	02	03	04	01	02	03	04	05
15. Duplexes	01	02	03	04	01	02	03	04	05
16. Condominiums/apartments	01	02	03	04	01	02	03	04	05
17. Studio apartments	01	02	03	04	01	02	03	04	05
18. Affordable housing for first-time buyers	01	02	03	04	01	02	03	04	05
19. Affordable housing for senior persons	01	02	03	04	01	02	03	04	05

20. Are you considering moving within the next 5 years?
- 01 Yes, within town **(Go to Q22)**
  - 02 Yes, outside of town **(Continue)**
  - 03 No **(Go to Q23)**
  - 04 DK/Unsure **(Go to Q23)**

21. Please tell me why.

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22. Please tell me what you think your next housing choice will be? (Researchers: Do not read list)
- 01 Rental apartment/townhouse
  - 02 Condominium
  - 03 Active-adult (55+) community
  - 04 Affordable or subsidized housing
  - 05 Larger single-family home
  - 06 Smaller single-family home
  - 07 Move in with family members
  - 08 Life care facility or nursing home
  - 09 Mobile homes
  - 10 Other: \_\_\_\_\_
  - 11 DK/unsure

**DEVELOPMENT**

There are a number of types of potential economic development projects that could be pursued by the town. For each, there may be tax benefits, traffic changes, and other effects. I am going to read you a list of these types of development and for each I would like you to indicate if you would be much more likely, somewhat more likely, somewhat less likely, much less likely, or would not change your likelihood to visit or conduct your business in Groton if the following options were available.

	Much more likely	Somewhat more likely	No change	Somewhat less likely	Much less likely	DK
23. Automotive services/stores	01	02	03	04	05	06
24. Home improvement services/stores	01	02	03	04	05	06
25. Arts/entertainment	01	02	03	04	05	06
26. Food and beverage services/stores	01	02	03	04	05	06
27. Health/Personal care/beauty services	01	02	03	04	05	06
28. Apparel stores	01	02	03	04	05	06
29. High quality retail	01	02	03	04	05	06
30. Hobby/specialty retail	01	02	03	04	05	06
31. Moderately priced restaurants	01	02	03	04	05	06
32. Night life/leisure locations	01	02	03	04	05	06

33. Fitness/outdoor/indoor recreation	01	02	03	04	05	06
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34. Please tell me what factors would be important in your decision to increase your patronage to any new or current shops or restaurants in Groton? (Researchers: Accept Multiple Responses)

- 01 Type of shop or restaurant
- 02 Ease of parking/travel
- 03 Value for the money
- 04 Quality of service
- 05 Family-oriented
- 06 Atmosphere
- 07 Variety of shops and restaurants
- 08 Location/convenience
- 09 Other: \_\_\_\_\_
- 10 DK/Unsure

35. And, in which area of Groton would you most like to see this expansion of business occur?

- 01 Thames Street/Groton Waterfront
- 02 Route 1/Downtown
- 03 Mystic
- 04 Route 12
- 05 Other: \_\_\_\_\_

36. And, which one area in Groton do you tend to frequent the most often for shopping, dining, or entertainment? Would you say...

- 01 Thames Street/Groton Waterfront
- 02 Route 1/Downtown
- 03 Mystic
- 04 Route 12
- 05 Other: \_\_\_\_\_

37. What do you feel is the single biggest deterrent to you visiting <PROMPT Q36> in Groton more often?

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38. What types of business development would you like to see more of in <PROMPT Q36>?

**(Researchers: Accept multiple responses)**

- 01 Office space
- 02 Chain restaurants/dining
- 03 Locally owned restaurants/dining
- 04 Arts & entertainment
- 05 Retail – small/medium stores
- 06 Retail – big box stores
- 07 Professional services
- 08 Medical services (i.e. Doctor’s offices, Dentists, etc.)
- 09 Nightlife/leisure time locations (i.e. bars, taverns, clubs, etc.)
- 10 Beauty services (i.e. barber shops, salons, etc.)

- 11 Grocery stores, super markets, etc.
- 12 Manufacturing
- 13 Recreation
- 14 Other: \_\_\_\_\_
- 15 DK/unsure

39. Do you have any final comments for Groton?

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**DEMOGRAPHICS**

40. Please tell me approximately how long you have lived in Groton.

- 01 Less than 1 year
- 02 1 to less than 5 years
- 03 5 to less than 10 years
- 04 10 to less than 15 years
- 05 15 to less than 20 years
- 06 20 to less than 25 years
- 07 More than 25 years
- 08 Refused

41. Do you rent or own your current residence?

- 01 Own
- 02 Rent
- 03 Don't know
- 04 Refused

42. Please tell me how many children under the age of 18 you have living in your home?

- 00 0
- 01 1
- 02 2
- 03 3 or more
- 99 Refused

43. What is the highest grade of school you completed?

- 01 Eighth grade or less
- 02 Some high school
- 03 High school graduate or GED
- 04 Some technical school
- 05 Technical school graduate
- 06 Some college
- 07 College graduate
- 08 Post-graduate or professional degree
- 09 Refused

44. What is your current employment status?

- 01 Employed full-time
- 02 Employed part-time
- 03 Student
- 04 Retired
- 05 Unemployed – looking for work
- 06 Unemployed – not looking for work
- 07 Unemployed – unable to work because of disability
- 08 Homemaker
- 09 DK/unsure/other

45. Which of the following best describes your age?

- 01 18-25
- 02 26-35
- 03 36-45
- 04 46-55
- 05 56-65
- 06 66-75
- 07 76 or older
- 08 Refused

46. Which of the following categories best describes your total family income before taxes?

- 01 Less than \$35,000
- 02 \$35,000 to less than \$65,000
- 03 \$65,000 to less than \$95,000
- 04 \$95,000 or more
- 05 DK
- 06 Refused

Thank you very much for your time and participation.

47. Gender (by observation).

- 01 Male
- 02 Female

## Groton Commercial Data 2016

### 2. In what part of town is your business located?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	City of Groton	26	25.7	25.7	25.7
	Town of Groton	40	39.6	39.6	65.3
	Noank	7	6.9	6.9	72.3
	Groton Long Point	5	5.0	5.0	77.2
	Mystic	3	3.0	3.0	80.2
	Route 1	7	6.9	6.9	87.1
	Route 12	3	3.0	3.0	90.1
	Route 184/Gold Star Highway	2	2.0	2.0	92.1
	Long Hill Rd	3	3.0	3.0	95.0
	Grove Ave	1	1.0	1.0	96.0
	West Main & Pearl	1	1.0	1.0	97.0
	Poquonnock Bridge	1	1.0	1.0	98.0
	UConn	1	1.0	1.0	99.0
	Don't know	1	1.0	1.0	100.0
	Total	101	100.0	100.0	

**3. What do you believe are the major advantages to your business being located in Groton?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Navy Base	20	19.8	19.8	19.8
	Being near the water	5	5.0	5.0	24.8
	Large population/population growth	7	6.9	6.9	31.7
	Accessibility of area/close to highways	11	10.9	10.9	42.6
	Proximity to other towns	2	2.0	2.0	44.6
	Local utility companies	2	2.0	2.0	46.5
	Nice area/location	11	10.9	10.9	57.4
	Close to home	4	4.0	4.0	61.4
	Where our customers are	2	2.0	2.0	63.4
	Busy/heavily trafficked area	5	5.0	5.0	68.3
	Tourists	2	2.0	2.0	70.3
	Local people/employees	2	2.0	2.0	72.3
	Lack of competition	1	1.0	1.0	73.3
	Close to our contractor	1	1.0	1.0	74.3
	Overall business climate	1	1.0	1.0	75.2
	Technology	1	1.0	1.0	76.2
	Surrounding services	1	1.0	1.0	77.2
	Not located in a congested area	1	1.0	1.0	78.2
	No answer	7	6.9	6.9	85.1
	None/No Advantages	9	8.9	8.9	94.1
	Don't know/unsure	6	5.9	5.9	100.0
	Total	101	100.0	100.0	



**4. And, what do you believe to be major barriers to your business' growth in Groton?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business is hard to find	2	2.0	2.0	2.0
	High taxes	8	7.9	7.9	9.9
	Zoning laws	6	5.9	5.9	15.8
	Internet/Online shopping	2	2.0	2.0	17.8
	Competition	3	3.0	3.0	20.8
	Slow population growth	2	2.0	2.0	22.8
	Old/worn down roads	3	3.0	3.0	25.7
	Poor public transportation	1	1.0	1.0	26.7
	Too many tourists	1	1.0	1.0	27.7
	Lack of consolidated local government	2	2.0	2.0	29.7
	Local government doesn't care about businesses	2	2.0	2.0	31.7
	Lack of things for tourists to do	1	1.0	1.0	32.7
	Town layout/lack of centralized downtown	2	2.0	2.0	34.7
	Poor parking	1	1.0	1.0	35.6
	Economy	4	4.0	4.0	39.6
	Hard to find good employees	1	1.0	1.0	40.6
	No home improvement stores	1	1.0	1.0	41.6
	Expensive locations	1	1.0	1.0	42.6
	Heavy traffic	1	1.0	1.0	43.6
	Lack of good locations for small businesses	1	1.0	1.0	44.6
	Lack of job growth	1	1.0	1.0	45.5
	High turnover of businesses	1	1.0	1.0	46.5
	Sidewalk needs to be replaced	1	1.0	1.0	47.5
	State of Connecticut	1	1.0	1.0	48.5
	Navy base	1	1.0	1.0	49.5
	No commercial flights out of airport	1	1.0	1.0	50.5
	Other	3	3.0	3.0	53.5
	NA/No answer	2	2.0	2.0	55.4
	None/No barriers	40	39.6	39.6	95.0

**4. And, what do you believe to be major barriers to your business' growth in Groton?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Don't know/unsure	5	5.0	5.0	100.0
Total	101	100.0	100.0	

**5. Thinking about overall economic development issues facing Groton (not necessarily specific to your own business development), please tell me which of the following should be the top priorities for the town? (Multiple responses accepted)**

	Responses	Percent of Cases		
		N	Percent	
\$Q5multipleresponse <sup>a</sup>	Redeveloping existing commercial spaces	40	15.7%	39.6%
	Increasing business development incentives	37	14.6%	36.6%
	Improving infrastructure such as sewer systems, roadways, etc.	19	7.5%	18.8%
	Developing a greater variety of industry types	23	9.1%	22.8%
	Developing/redeveloping residential housing options	9	3.5%	8.9%
	Minimizing environmental impacts from development	15	5.9%	14.9%
	Management of tax rates	35	13.8%	34.7%
	Preserving open space	8	3.1%	7.9%
	Preserving town character while developing	10	3.9%	9.9%
	Increasing places for resident's leisure activities such as dining, arts, etc.	12	4.7%	11.9%
	Ease of approval	8	3.1%	7.9%
	Marketing	10	3.9%	9.9%
	Workforce skills	6	2.4%	5.9%
	Increasing availability of "Ready to Go" development sites	6	2.4%	5.9%
	DK/Unsure	10	3.9%	9.9%
	Lowering overhead	1	0.4%	1.0%
Repairing sidewalks	1	0.4%	1.0%	
Building a community center	1	0.4%	1.0%	

**5. Thinking about overall economic development issues facing Groton (not necessarily specific to your own business development), please tell me which of the following should be the top priorities for the town? (Multiple responses accepted)**

		Responses		Percent of Cases
		N	Percent	
	Changing zoning laws	1	0.4%	1.0%
	Decreasing police harassment	1	0.4%	1.0%
	All of the above	1	0.4%	1.0%
<b>Total</b>		<b>254</b>	<b>100.0%</b>	<b>251.5%</b>

a. Group

**6. Now, thinking about your own business in terms of your goals for the company, please tell me how well or poorly you would say your business is doing in the community? Would you say...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Doing well and improving	54	53.5	53.5	53.5
	Doing well and not changing	30	29.7	29.7	83.2
	Doing well but declining	9	8.9	8.9	92.1
	Doing poorly and declining	1	1.0	1.0	93.1
	Doing poorly and not changing	3	3.0	3.0	96.0
	Doing poorly but improving	2	2.0	2.0	98.0
	DK/Unsure	2	2.0	2.0	100.0
	<b>Total</b>	<b>101</b>	<b>100.0</b>	<b>100.0</b>	

**7. Compared to previous years, please tell me how you would rate Groton as a place to do business. Would you say it is...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good and improving	26	25.7	25.7	25.7
	Good and not changing	34	33.7	33.7	59.4
	Good but declining	15	14.9	14.9	74.3
	Poor and declining	8	7.9	7.9	82.2
	Poor and not changing	9	8.9	8.9	91.1
	DK/Unsure	9	8.9	8.9	100.0
	<b>Total</b>	<b>101</b>	<b>100.0</b>	<b>100.0</b>	

**8. How likely would you be to recommend Groton to others as a place to run a business? Would you say...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	32	31.7	31.7	31.7
	Somewhat likely	45	44.6	44.6	76.2
	Somewhat unlikely	7	6.9	6.9	83.2
	Not at all likely	12	11.9	11.9	95.0
	DK/Unsure	5	5.0	5.0	100.0
	Total	101	100.0	100.0	

**9. What would need to change in order for you to recommend Groton as a place to run a business?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less taxes	8	7.9	33.3	33.3
	Better zoning laws	2	2.0	8.3	41.7
	Local government needs to support businesses more	5	5.0	20.8	62.5
	Population growth	1	1.0	4.2	66.7
	Better parking	1	1.0	4.2	70.8
	More traffic	1	1.0	4.2	75.0
	Businesses need to stay opened	1	1.0	4.2	79.2
	Lower costs for doing business	1	1.0	4.2	83.3
	Allow businesses to vote during referendums	1	1.0	4.2	87.5
	Don't know	3	3.0	12.5	100.0
	Total	24	23.8	100.0	
Missing	System	77	76.2		
Total		101	100.0		

**10. Which of the following do you feel are the most important challenges over the next several years that face your business? (Multiple responses accepted)**

		Responses		Percent of Cases
		N	Percent	
\$Q10MultipleResponse <sup>a</sup>	Competitive pressure from other businesses	17	8.3%	16.8%
	Restrictive government codes	17	8.3%	16.8%
	Degradation of infrastructure	6	2.9%	5.9%
	High property taxes	43	21.0%	42.6%
	Not enough business space	8	3.9%	7.9%
	Difficult recruiting a skilled labor force	19	9.3%	18.8%
	Slow/lack of population growth	21	10.2%	20.8%
	Obtaining incentives	9	4.4%	8.9%
	High insurance	23	11.2%	22.8%
	High rent	23	11.2%	22.8%
	Utilities	9	4.4%	8.9%
	DK/Unsure	7	3.4%	6.9%
	All of the above	1	0.5%	1.0%
	No answer	1	0.5%	1.0%
	None/No Challenges	1	0.5%	1.0%
<b>Total</b>		<b>205</b>	<b>100.0%</b>	<b>203.0%</b>

a. Group

**11. Based on the status of your own business and the economy, do you anticipate expansion, reduction, closure, or no change for your location in Groton over the next several years?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Expansion	26	25.7	25.7	25.7
	Reduction	4	4.0	4.0	29.7
	Closure	4	4.0	4.0	33.7
	No change	62	61.4	61.4	95.0
	DK/Unsure	5	5.0	5.0	100.0
<b>Total</b>		<b>101</b>	<b>100.0</b>	<b>100.0</b>	

**12. Do you anticipate the need to expand your business at its current location, or expand to additional locations in the next several years?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Expand at the current location	14	13.9	53.8	53.8
	Expand to other locations	6	5.9	23.1	76.9
	Both	4	4.0	15.4	92.3
	DK/Unsure	2	2.0	7.7	100.0
	Total	26	25.7	100.0	
Missing	System	75	74.3		
Total		101	100.0		

**13. Do these plans involve moving your business out of Groton? (Composite)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	2.0	12.5	12.5
	No	11	10.9	68.8	81.3
	DK/Unsure	3	3.0	18.8	100.0
	Total	16	15.8	100.0	
Missing	System	85	84.2		
Total		101	100.0		

**13. Do these plans involve moving your business out of Groton? (If respondent replied "Reduction" to Q11)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	25.0	25.0	25.0
	No	3	75.0	75.0	100.0
	Total	4	100.0	100.0	

**13. Do these plans involve moving your business out of Groton? (If respondent replied "Expand to other locations," "Both," or "DK/Unsure" to Q12)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	8.3	8.3	8.3
	No	8	66.7	66.7	75.0
	DK/Unsure	3	25.0	25.0	100.0
	Total	12	100.0	100.0	

**14. Please tell me why. (Composite)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High taxes	1	1.0	16.7	16.7
	Retiring	1	1.0	16.7	33.3
	Unable to grow business in Groton	1	1.0	16.7	50.0
	Too much competition	1	1.0	16.7	66.7
	Moving where business will be appreciated	1	1.0	16.7	83.3
	Lack of business	1	1.0	16.7	100.0
	Total	6	5.9	100.0	
Missing	System	95	94.1		
Total		101	100.0		

**CROSS TABULATION: 14. Please tell me why. \* 11. Based on the status of your own business and the economy, do you anticipate expansion, reduction, closure, or no change for your location in Groton over the next several years?**

		11. Based on the status of your own business and the economy, do you anticipate expansion, reduction, closure, or no change for your location in Groton over the					
		Expansion	Reduction	Closure	Total		
14. Please tell me why.	High taxes	Count	0	0	1	1	
		Percent	0.0%	0.0%	25.0%	16.7%	
	Retiring	Count	0	0	1	1	
		Percent	0.0%	0.0%	25.0%	16.7%	
	Unable to grow business in Groton	Count	1	0	0	1	
		Percent	100.0%	0.0%	0.0%	16.7%	
	Too much competition	Count	0	1	0	1	
		Percent	0.0%	100.0%	0.0%	16.7%	
	Moving where business will be appreciated	Count	0	0	1	1	
		Percent	0.0%	0.0%	25.0%	16.7%	
	Lack of business	Count	0	0	1	1	
		Percent	0.0%	0.0%	25.0%	16.7%	
	Total		Count	1	1	4	6
			Percent	100.0%	100.0%	100.0%	100.0%

**15. As a business owner or manager, what products and/or services are needed or missing in Groton, if any?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower taxes	2	2.0	2.0	2.0
	Entertainment/activities	7	6.9	6.9	8.9
	Better parking	1	1.0	1.0	9.9
	Public meeting places	1	1.0	1.0	10.9
	Community center	1	1.0	1.0	11.9
	Better public transportation	2	2.0	2.0	13.9
	Services for low income/disabled people	2	2.0	2.0	15.8
	More business friendly local government	2	2.0	2.0	17.8
	Commercial flights	1	1.0	1.0	18.8
	Better school system	1	1.0	1.0	19.8
	Sidewalks	1	1.0	1.0	20.8
	Skilled/trained labor	2	2.0	2.0	22.8
	Economic growth	2	2.0	2.0	24.8
	More restaurants	1	1.0	1.0	25.7
	Centralized downtown	1	1.0	1.0	26.7
	Beauty school	1	1.0	1.0	27.7
	Machine shops/industrial supply	2	2.0	2.0	29.7
	More grocery stores/organic food store	2	2.0	2.0	31.7
	More reliable electricity	2	2.0	2.0	33.7
	Home improvement store	1	1.0	1.0	34.7
	Outdate traffic lights replaced	1	1.0	1.0	35.6
	Improved commercial spaces	3	3.0	3.0	38.6
	More businesses	1	1.0	1.0	39.6
	Full time zoning officer	1	1.0	1.0	40.6
	None/No needs	37	36.6	36.6	77.2
	Don't know/unsure	23	22.8	22.8	100.0
	Total	101	100.0	100.0	



**There are a number of types of potential economic development projects that could be pursued by a town. For each, there may be tax benefits, traffic change -**  
**16. Automotive services/stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely help	8	7.9	7.9	7.9
	Probably help	16	15.8	15.8	23.8
	No change	34	33.7	33.7	57.4
	Probably would not help	18	17.8	17.8	75.2
	Definitely would not help	17	16.8	16.8	92.1
	DK	8	7.9	7.9	100.0
	Total	101	100.0	100.0	

**17. Home improvement services/stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely help	11	10.9	10.9	10.9
	Probably help	24	23.8	23.8	34.7
	No change	29	28.7	28.7	63.4
	Probably would not help	14	13.9	13.9	77.2
	Definitely would not help	12	11.9	11.9	89.1
	DK	11	10.9	10.9	100.0
	Total	101	100.0	100.0	

**18. Arts/entertainment**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely help	37	36.6	36.6	36.6
	Probably help	32	31.7	31.7	68.3
	No change	11	10.9	10.9	79.2
	Probably would not help	5	5.0	5.0	84.2
	Definitely would not help	7	6.9	6.9	91.1
	DK	9	8.9	8.9	100.0
	Total	101	100.0	100.0	

**19. Food and beverage services/stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely help	21	20.8	20.8	20.8
	Probably help	22	21.8	21.8	42.6
	No change	27	26.7	26.7	69.3
	Probably would not help	10	9.9	9.9	79.2
	Definitely would not help	11	10.9	10.9	90.1
	DK	10	9.9	9.9	100.0
	Total	101	100.0	100.0	

**20. Health/Personal care/beauty services**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely help	11	10.9	10.9	10.9
	Probably help	22	21.8	21.8	32.7
	No change	30	29.7	29.7	62.4
	Probably would not help	10	9.9	9.9	72.3
	Definitely would not help	13	12.9	12.9	85.1
	DK	15	14.9	14.9	100.0
	Total	101	100.0	100.0	

**21. Apparel stores**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely help	17	16.8	16.8	16.8
	Probably help	27	26.7	26.7	43.6
	No change	23	22.8	22.8	66.3
	Probably would not help	14	13.9	13.9	80.2
	Definitely would not help	9	8.9	8.9	89.1
	DK	11	10.9	10.9	100.0
	Total	101	100.0	100.0	

### 22. High quality retail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely help	20	19.8	19.8	19.8
	Probably help	20	19.8	19.8	39.6
	No change	26	25.7	25.7	65.3
	Probably would not help	13	12.9	12.9	78.2
	Definitely would not help	11	10.9	10.9	89.1
	DK	11	10.9	10.9	100.0
	Total	101	100.0	100.0	

### 23. Hobby/specialty retail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely help	21	20.8	20.8	20.8
	Probably help	24	23.8	23.8	44.6
	No change	26	25.7	25.7	70.3
	Probably would not help	9	8.9	8.9	79.2
	Definitely would not help	8	7.9	7.9	87.1
	DK	13	12.9	12.9	100.0
	Total	101	100.0	100.0	

### 24. Moderately priced restaurants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely help	30	29.7	29.7	29.7
	Probably help	28	27.7	27.7	57.4
	No change	17	16.8	16.8	74.3
	Probably would not help	10	9.9	9.9	84.2
	Definitely would not help	7	6.9	6.9	91.1
	DK	9	8.9	8.9	100.0
	Total	101	100.0	100.0	

**25. Night life/leisure locations**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely help	36	35.6	35.6	35.6
	Probably help	28	27.7	27.7	63.4
	No change	13	12.9	12.9	76.2
	Probably would not help	9	8.9	8.9	85.1
	Definitely would not help	5	5.0	5.0	90.1
	DK	10	9.9	9.9	100.0
	Total	101	100.0	100.0	

**26. Fitness/outdoor/indoor recreation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely help	27	26.7	26.7	26.7
	Probably help	24	23.8	23.8	50.5
	No change	21	20.8	20.8	71.3
	Probably would not help	11	10.9	10.9	82.2
	Definitely would not help	9	8.9	8.9	91.1
	DK	9	8.9	8.9	100.0
	Total	101	100.0	100.0	

**27. Before today, were you aware that there are state or local government incentives and tax breaks available to you through the Town of Groton to help your business' operations or growth?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	34	33.7	33.7	33.7
	No	65	64.4	64.4	98.0
	DK/Unsure	2	2.0	2.0	100.0
	Total	101	100.0	100.0	

**28. Have you sought and utilized any state or local government incentives or tax breaks through the Town of Groton to help your business' operations or growth?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	6.9	20.6	20.6
	No	23	22.8	67.6	88.2
	DK/Unsure	4	4.0	11.8	100.0
	Total	34	33.7	100.0	
Missing	System	67	66.3		
Total		101	100.0		

**29. If so, what incentives or tax breaks did you apply for? (Multiple responses accepted)**

		Responses		Percent of Cases
		N	Percent	
\$Q29MultipleResponse <sup>a</sup>	New business growth	1	11.1%	14.3%
	Infrastructure improvements	2	22.2%	28.6%
	Expansion incentives	2	22.2%	28.6%
	Tax reduction	1	11.1%	14.3%
	Don't know	3	33.3%	42.9%
Total		9	100.0%	128.6%

a. Group

**30. And, how successful did you find the incentives were at helping your business' operations? Would you say...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very successful	2	2.0	28.6	28.6
	Somewhat successful	2	2.0	28.6	57.1
	Not at all successful	2	2.0	28.6	85.7
	DK/Unsure	1	1.0	14.3	100.0
	Total	7	6.9	100.0	
Missing	System	94	93.1		
Total		101	100.0		

**31. Please tell me why.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Saved money	2	2.0	28.6	28.6
	Helped business	1	1.0	14.3	42.9
	Still waiting for approval	1	1.0	14.3	57.1
	Never received incentives	2	2.0	28.6	85.7
	Don't know	1	1.0	14.3	100.0
	Total	7	6.9	100.0	
Missing	System	94	93.1		
Total		101	100.0		

**32. Moving forward, what additional incentives do you believe will help your business' growth and development? (Multiple responses accepted)**

		Responses		Percent of Cases
		N	Percent	
\$Q32MultipleResponse <sup>a</sup>	Infrastructure improvements	32	22.7%	31.7%
	Financing	15	10.6%	14.9%
	Employee training	18	12.8%	17.8%
	Employee recruitment	13	9.2%	12.9%
	Expansion incentives	19	13.5%	18.8%
	Post-disaster relief	10	7.1%	9.9%
	DK/Unsure	18	12.8%	17.8%
	Population growth	1	0.7%	1.0%
	Advertising	2	1.4%	2.0%
	Airport growth	1	0.7%	1.0%
	Trainstop in town	1	0.7%	1.0%
	Agriculture classes in schools	1	0.7%	1.0%
	Better road signs	1	0.7%	1.0%
	None	9	6.4%	8.9%
Total		141	100.0%	139.6%

a. Group

**33. In closing, please tell me what one thing Groton can do to ensure your business succeeds in the community?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower taxes	18	17.8	17.8	17.8
	Allow more signage	3	3.0	3.0	20.8
	Increase business development/keep businesses in town	8	7.9	7.9	28.7
	Be more business friendly/less regulations	8	7.9	7.9	36.6
	Consolidate local government/improve local government	5	5.0	5.0	41.6
	Increase population	2	2.0	2.0	43.6
	Promote local businesses/help businesses grow	4	4.0	4.0	47.5
	Provide entertainment/events to bring people into the city	3	3.0	3.0	50.5
	Commercial flights out of airport/keep airport opened	2	2.0	2.0	52.5
	Keep roads open during bad weather	2	2.0	2.0	54.5
	More communication/build a personal relationship with businesses	4	4.0	4.0	58.4
	More roads/traffic lights	2	2.0	2.0	60.4
	Improve housing	1	1.0	1.0	61.4
	Stop eliminating parking spaces	1	1.0	1.0	62.4
	Improve sidewalks	1	1.0	1.0	63.4
	Provide medical insurance	1	1.0	1.0	64.4
	Enhance areas	1	1.0	1.0	65.3
	Attract skilled workers/employee training program	2	2.0	2.0	67.3
	Lower overhead	1	1.0	1.0	68.3
	Build a train station	1	1.0	1.0	69.3
	Upgrade internet services	1	1.0	1.0	70.3
	Doing everything already/stay the same	5	5.0	5.0	75.2
	Groton doesn't play a role in my business' success	6	5.9	5.9	81.2

**33. In closing, please tell me what one thing Groton can do to ensure your business succeeds in the community?**

	Frequency	Percent	Valid Percent	Cumulative Percent
None/No	13	12.9	12.9	94.1
Don't know	6	5.9	5.9	100.0
Total	101	100.0	100.0	

**These final questions are for statistical purposes only.**

**34. Please tell me approximately how long your business has been located in Groton.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	3	3.0	3.0	3.0
	1 to less than 5 years	13	12.9	12.9	15.8
	5 to less than 10 years	14	13.9	13.9	29.7
	10 to less than 15 years	16	15.8	15.8	45.5
	15 to less than 20 years	9	8.9	8.9	54.5
	20 to less than 25 years	9	8.9	8.9	63.4
	More than 25 years	34	33.7	33.7	97.0
	Refused	3	3.0	3.0	100.0
Total		101	100.0	100.0	



**35. What type of business category does your company fall into? Would you say...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Financial services	8	7.9	7.9	7.9
	Technology	4	4.0	4.0	11.9
	Healthcare	3	3.0	3.0	14.9
	Retail	23	22.8	22.8	37.6
	Lodging	7	6.9	6.9	44.6
	Education	4	4.0	4.0	48.5
	Warehouse and distribution	2	2.0	2.0	50.5
	Manufacturer	4	4.0	4.0	54.5
	Restaurant	7	6.9	6.9	61.4
	Personal services	4	4.0	4.0	65.3
	Other:	1	1.0	1.0	66.3
	Auto repair	5	5.0	5.0	71.3
	Professional services	8	7.9	7.9	79.2
	Church	2	2.0	2.0	81.2
	Oyster farm	1	1.0	1.0	82.2
	Car rental	1	1.0	1.0	83.2
	Construction/builder/contractor	3	3.0	3.0	86.1
	Lawn services	1	1.0	1.0	87.1
	Boat yard	1	1.0	1.0	88.1
	Museum	1	1.0	1.0	89.1
	Yacht appraisals	1	1.0	1.0	90.1
	Fitness center	1	1.0	1.0	91.1
	Transportation	1	1.0	1.0	92.1
	Veterans organization	1	1.0	1.0	93.1
	Flight simulator	1	1.0	1.0	94.1
	Engineering services	1	1.0	1.0	95.0
	Wholesale Lobster Sales	1	1.0	1.0	96.0
	Full service laundry facility	1	1.0	1.0	97.0
	Holistic healing	1	1.0	1.0	98.0
	NA/no answer	2	2.0	2.0	100.0
Total		101	100.0	100.0	

**36. Is this a family-owned business?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	52	51.5	51.5	51.5
	No	47	46.5	46.5	98.0
	Don't know	2	2.0	2.0	100.0
	Total	101	100.0	100.0	

**37. Do you rent or own your current place of business?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	47	46.5	46.5	46.5
	Rent	50	49.5	49.5	96.0
	Refused	4	4.0	4.0	100.0
	Total	101	100.0	100.0	

**38. Please tell me how many employees you have at your Groton location?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	3	3.0	3.0	3.0
	1-3	35	34.7	34.7	37.6
	4-5	17	16.8	16.8	54.5
	6-10	13	12.9	12.9	67.3
	11-15	10	9.9	9.9	77.2
	16-20	1	1.0	1.0	78.2
	21-25	2	2.0	2.0	80.2
	26-30	5	5.0	5.0	85.1
	More than 30	7	6.9	6.9	92.1
	Don't know	3	3.0	3.0	95.0
	Refused	5	5.0	5.0	100.0
	Total	101	100.0	100.0	

**39. What is the approximate square footage of your Groton location?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't know	34	33.7	33.7	33.7
	Refused	7	6.9	6.9	40.6
	Less than 1,000 sq. foot	19	18.8	18.8	59.4
	1,000-1,999 sq. foot	11	10.9	10.9	70.3
	2,000-2,999 sq. foot	6	5.9	5.9	76.2
	3,000-3,999 sq. foot	3	3.0	3.0	79.2
	4,000-4,999 sq. foot	4	4.0	4.0	83.2
	5,000 or more sq. foot	17	16.8	16.8	100.0
	Total	101	100.0	100.0	

**40. On average, what is the annual gross sales/revenue of your business?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$500,000	37	36.6	36.6	36.6
	\$500,000 to less than \$1 million	17	16.8	16.8	53.5
	\$1 to less than \$5 million	11	10.9	10.9	64.4
	\$5 to less than \$10 million	1	1.0	1.0	65.3
	\$25 million or more	1	1.0	1.0	66.3
	Refused	34	33.7	33.7	100.0
	Total	101	100.0	100.0	



## Town of Groton Commercial Survey (08022016)

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Researcher:	Date:
Time start:	CB:
Time end:	Supervisor:

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Hello, my name is \_\_\_\_\_ and I am calling from GreatBlue Research and we have been hired by the Town of Groton for the entire Groton community. The purpose of this call is to gather opinions of business owners working in and around Groton so that we may better understand the opportunities within Groton to better assist business growth and development. This survey should only take about 7 – 10 minutes of your time and will be used to identify ways the town can help increase economic development in the area. All information collected is strictly anonymous and confidential. Results will be presented based on combined responses as a whole. No individual responses will be shared. This is not a sales call; we have nothing to sell.

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1. Are you one of the owners or managers of your business?
  - 01 Yes (Continue)
  - 02 No (Thank, and terminate)
  
2. In what part of town is your business located?
  - 01 City of Groton
  - 02 Town of Groton
  - 03 Noank
  - 04 Groton Long Point
  - 05 Mystic
  - 06 Route 1
  - 07 Route 12
  - 08 Route 184/Gold Star Highway
  - 09 Other: \_\_\_\_\_

VISITATION

3. What do you believe are the major advantages to your business being located in Groton?

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4. And, what do you believe to be major barriers to your business' growth in Groton?

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5. Thinking about **overall** economic development issues facing Groton (not necessarily specific to your own business development), please tell me which of the following should be the top priorities for the town? (**Researchers: Read list & accept multiple responses**)

- 01 Redeveloping existing commercial spaces
- 02 Increasing business development incentives
- 03 Improving infrastructure such as sewer systems, roadways, etc.
- 04 Developing a greater variety of industry types
- 05 Developing/redeveloping residential housing options
- 06 Minimizing environmental impacts from development
- 07 Management of tax rates
- 08 Preserving open space
- 09 Preserving town character while developing
- 10 Increasing places for resident's leisure activities such as dining, arts, etc.
- 11 Ease of approval
- 12 Marketing
- 13 Workforce skills
- 14 Increasing availability of "Ready to Go" development sites
- 15 Other: (Specify \_\_\_\_\_)
- 16 DK/Unsure

QUALITY OF BUSINESS GROWTH/SUSTAINABILITY

6. Now, thinking about your own business in terms of your goals for the company, please tell me how well or poorly you would say your business is doing in the community? Would you say...

- 01 Doing well and improving
- 02 Doing well and not changing
- 03 Doing well but declining
- 04 Doing poorly and declining
- 05 Doing poorly and not changing
- 06 Doing poorly but improving
- 07 DK/Unsure

7. Compared to previous years, please tell me how you would rate Groton as a place to do business. Would you say it is...

- 01 Good and improving
- 02 Good and not changing
- 03 Good but declining
- 04 Poor and declining

- 05 Poor and not changing
- 06 Poor but improving
- 07 DK/Unsure

8. How likely would you be to recommend Groton to others as a place to run a business? Would you say...

- 01 Very likely **(Go to Q10)**
- 02 Somewhat likely **(Go to Q10)**
- 03 Somewhat unlikely **(Continue)**
- 04 Not at all likely **(Continue)**
- 05 DK/Unsure **(Continue)**

9. What would need to change in order for you to recommend Groton as a place to run a business?

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10. Which of the following do you feel are the most important challenges over the next several years that face your business? **(Researchers: Read list & accept multiple responses)**

- 01 Competitive pressure from other businesses
- 02 Restrictive government codes
- 03 Degradation of infrastructure
- 04 High property taxes
- 05 Not enough business space
- 06 Difficult recruiting a skilled labor force
- 07 Slow/lack of population growth
- 08 Obtaining incentives
- 09 High insurance
- 10 High rent
- 11 Utilities
- 12 Other: \_\_\_\_\_
- 13 DK/Unsure

### **FUTURE PLANS**

I would now like to ask you about your business' current status and plans for future growth.

11. Based on the status of your own business and the economy, do you anticipate expansion, reduction, closure, or no change for your location in Groton over the next several years?

- 01 Expansion **(Continue)**
- 02 Reduction **(Go to Q13)**
- 03 **Closure (Go to Q14)**
- 04 No change **(Go to Q15)**
- 05 DK/Unsure **(Go to Q15)**

12. Do you anticipate the need to expand your business at its current location, or expand to additional locations in the next several years?

- 01 Expand at the current location **(Go to Q15)**
- 02 Expand to other locations **(Continue)**
- 03 Both **(Continue)**
- 04 DK/Unsure **(Continue)**

13. Do these plans involve moving your business out of Groton?

- 01 Yes **(Continue)**
- 02 No **(Go to Q15)**
- 03 DK/Unsure **(Go to Q15)**

14. Please tell me why.

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15. As a business owner or manager, what products and/or services are needed or missing in Groton, if any?

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### DEVELOPMENT

There are a number of types of potential economic development projects that could be pursued by a town. For each, there may be tax benefits, traffic changes, and other effects. I am going to read you a list of these types of development and for each I would like you to indicate if you believe this would definitely help, probably help, probably would not help, or definitely would not help stimulate commerce within Groton.

	Definitely help	Probably help	No change	Probably would not help	Definitely would not help	DK
16. Automotive services/stores	01	02	03	04	05	06
17. Home improvement services/stores	01	02	03	04	05	06
18. Arts/entertainment	01	02	03	04	05	06
19. Food and beverage services/stores	01	02	03	04	05	06
20. Health/Personal care/beauty services	01	02	03	04	05	06
21. Apparel stores	01	02	03	04	05	06
22. High quality retail	01	02	03	04	05	06
23. Hobby/specialty retail	01	02	03	04	05	06
24. Moderately priced restaurants	01	02	03	04	05	06
25. Night life/leisure locations	01	02	03	04	05	06

26. Fitness/outdoor/indoor recreation	01	02	03	04	05	06
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27. Before today, were you aware that there are state or local government incentives and tax breaks available to you through the Town of Groton to help your business' operations or growth?

- 01 Yes **(Continue)**
- 02 No **(Go to Q32)**
- 03 DK/Unsure **(Go to Q32)**

28. Have you sought and utilized any state or local government incentives or tax breaks through the Town of Groton to help your business' operations or growth?

- 01 Yes **(Continue)**
- 02 No **(Go to Q32)**
- 03 DK/Unsure **(Go to Q32)**

29. If so, what incentives or tax breaks did you apply for? **(Researchers: Read list and accept multiple responses)**

- 01 New business growth
- 02 Infrastructure improvements
- 03 Employee training
- 04 Employee recruitment
- 05 Expansion incentives
- 06 Post-disaster relief
- 07 Other: \_\_\_\_\_

30. And, how successful did you find the incentives were at helping your business' operations? Would you say...

- 01 Very successful
- 02 Somewhat successful
- 03 Somewhat unsuccessful
- 04 Not at all successful
- 05 DK/Unsure

31. Please tell me why.

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32. Moving forward, what additional incentives do you believe will help your business' growth and development?

- 01 Infrastructure improvements
- 02 Financing
- 03 Employee training
- 04 Employee recruitment
- 05 Expansion incentives
- 06 Post-disaster relief
- 07 Other: \_\_\_\_\_
- 08 DK/Unsure



33. In closing, please tell me what one thing Groton can do to ensure your business succeeds in the community?

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### DEMOGRAPHICS

34. Please tell me approximately how long your business has been located in Groton.

- 01 Less than 1 year
- 02 1 to less than 5 years
- 03 5 to less than 10 years
- 04 10 to less than 15 years
- 05 15 to less than 20 years
- 06 20 to less than 25 years
- 07 More than 25 years
- 08 Refused

35. What type of business category does your company fall into? Would you say...

- 01 Financial services
- 02 Technology
- 03 Healthcare
- 04 Retail
- 05 Lodging
- 06 Education
- 07 Warehouse and distribution
- 08 Manufacturer
- 09 Restaurant
- 10 Personal services
- 11 Bioscience
- 12 Other: \_\_\_\_\_

36. Is this a family-owned business?

- 01 Yes
- 02 No
- 03 Don't know
- 04 Refused

37. Do you rent or own your current place of business?

- 01 Own
- 02 Rent
- 03 Refused

38. Please tell me how many employees you have at your Groton location?

- 00 #: \_\_\_\_\_
- 99 Refused

39. What is the approximate square footage of your Groton location?

- 01 #: \_\_\_\_\_
- 02 Don't know
- 03 Refused

40. On average, what is the annual gross sales/revenue of your business?

- 01 Less than \$500,000
- 02 \$500,000 to less than \$1 million
- 03 \$1 to less than \$5 million
- 04 \$5 to less than \$10 million
- 05 \$11 - \$25 million
- 06 \$25 million or more
- 07 Refused

Thank you very much for your time and participation.