

Market Research for Town of Washington: Community Survey & Stakeholder Focus Group



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Agenda

- Themes
- General Overview of Survey Methodology and Respondents
- Characteristics Specific to Part-Time Residents
- Comparison of Full-Time Versus Part-Time Residents
 - Demographics
 - Employment
 - Life in and Perceptions of Washington
- Summary Findings

General Overview of Survey Methodology and Respondents



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Survey Methodology

- Survey designed by CERC with input from Washington Economic Development Committee
- Data collected through SurveyMonkey
 - Link provided to Town of Washington to publicize and recruit respondents
- Survey open August 14 – September 12, 2016

428 Respondents

Residential Status

- 374 (88.4%) owned a home in Washington
 - 314 (85.8%) were full-time residents
 - 52 (14.2%) were part-time residents

Employment Status

- 77 (20.6%) were self-employed with their business in Washington
- 42 (11.2%) were self-employed with their business outside Washington
- 79 (21.1%) worked for someone else in Washington
- 64 (17.1%) worked for someone else outside Washington
- 11 (2.9%) were not employed
- 101 (27.0%) were retired

Balancing unique village character with rural and appropriate commercial development



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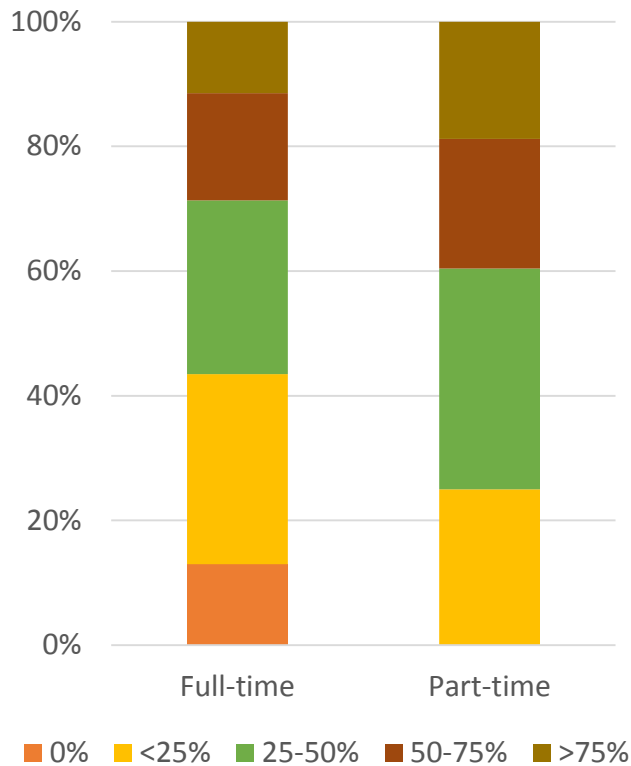
Challenge: Balancing Residents Expectations

- “Washington should make a strong push for smart economic development. We have no choice. Either we are aggressive or we are out of business!”
- “Be creative in attracting young families, support our school system”
- “The biggest issue facing Washington is the declining population. All of the other problems flow from this one. ...”

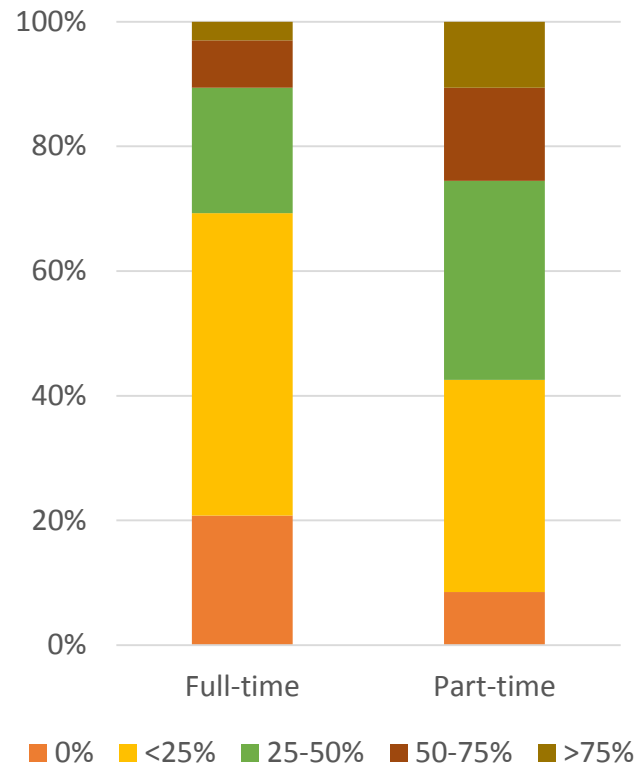
- “For a small town we have a lot going for us now. Don't mess it up!”
- “Keep doing what you've been doing. We have no complaints. Washington is a very unique community and we are blessed to live here.”
- “The less it changes, the better. We came to Washington because of the way it was. ...”

When Here, Part-Time Residents Spend as Much or More Time in Town

Dining in Washington



Shopping in Washington



Business & Growth Mindset



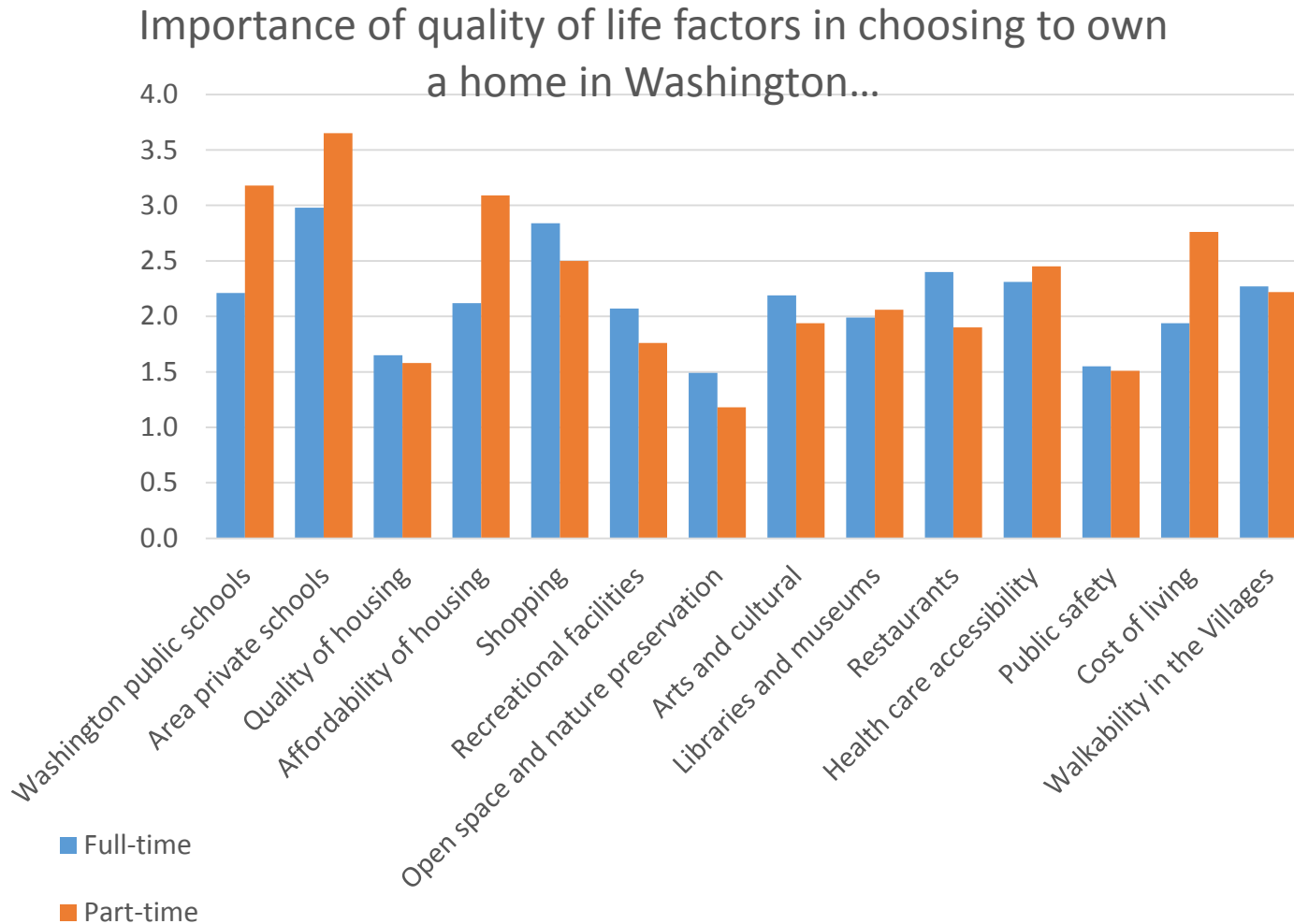
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Washington's Assets make it a Destination



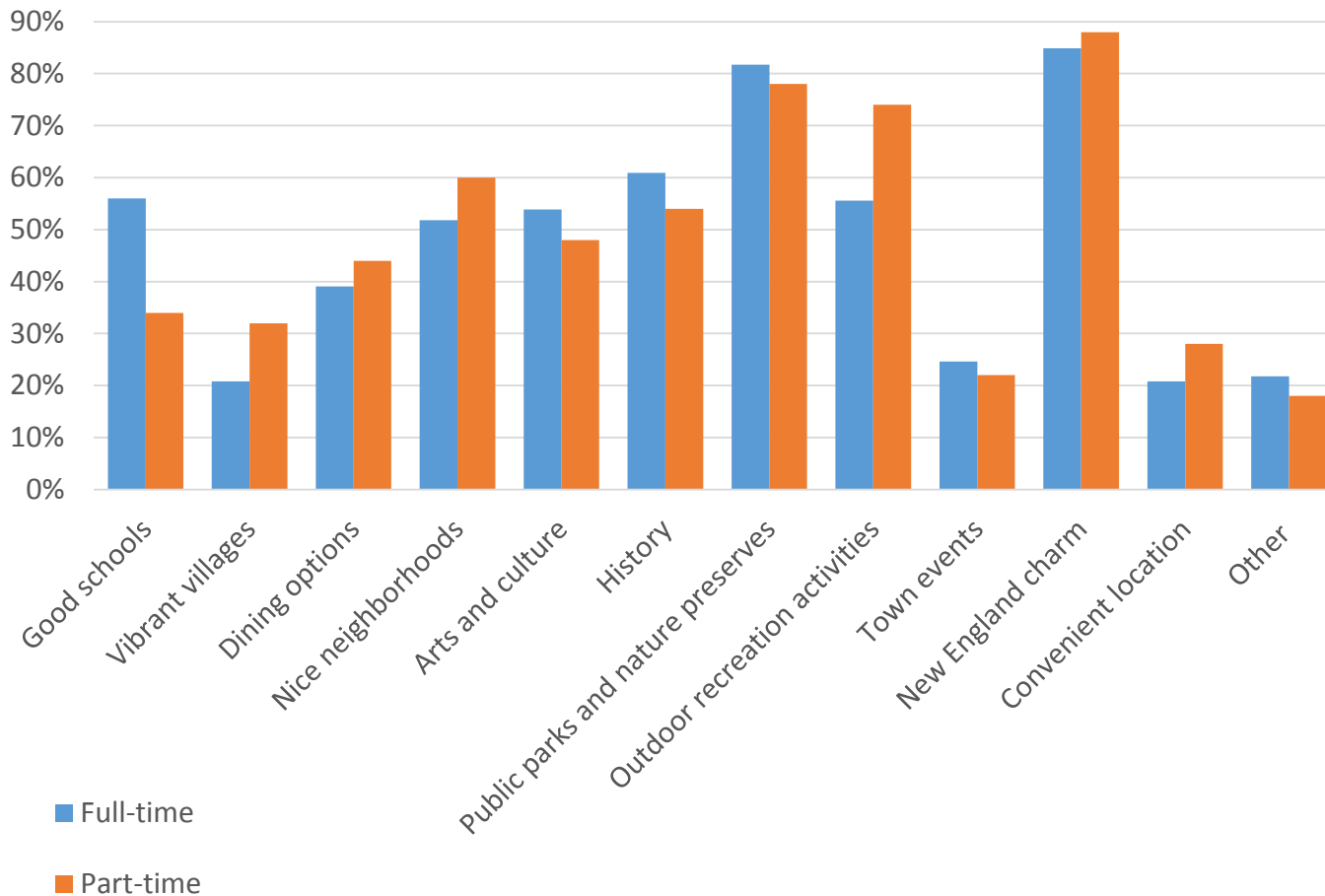
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Part-Time Residents Rated Most Quality of Life Factors Slightly Higher

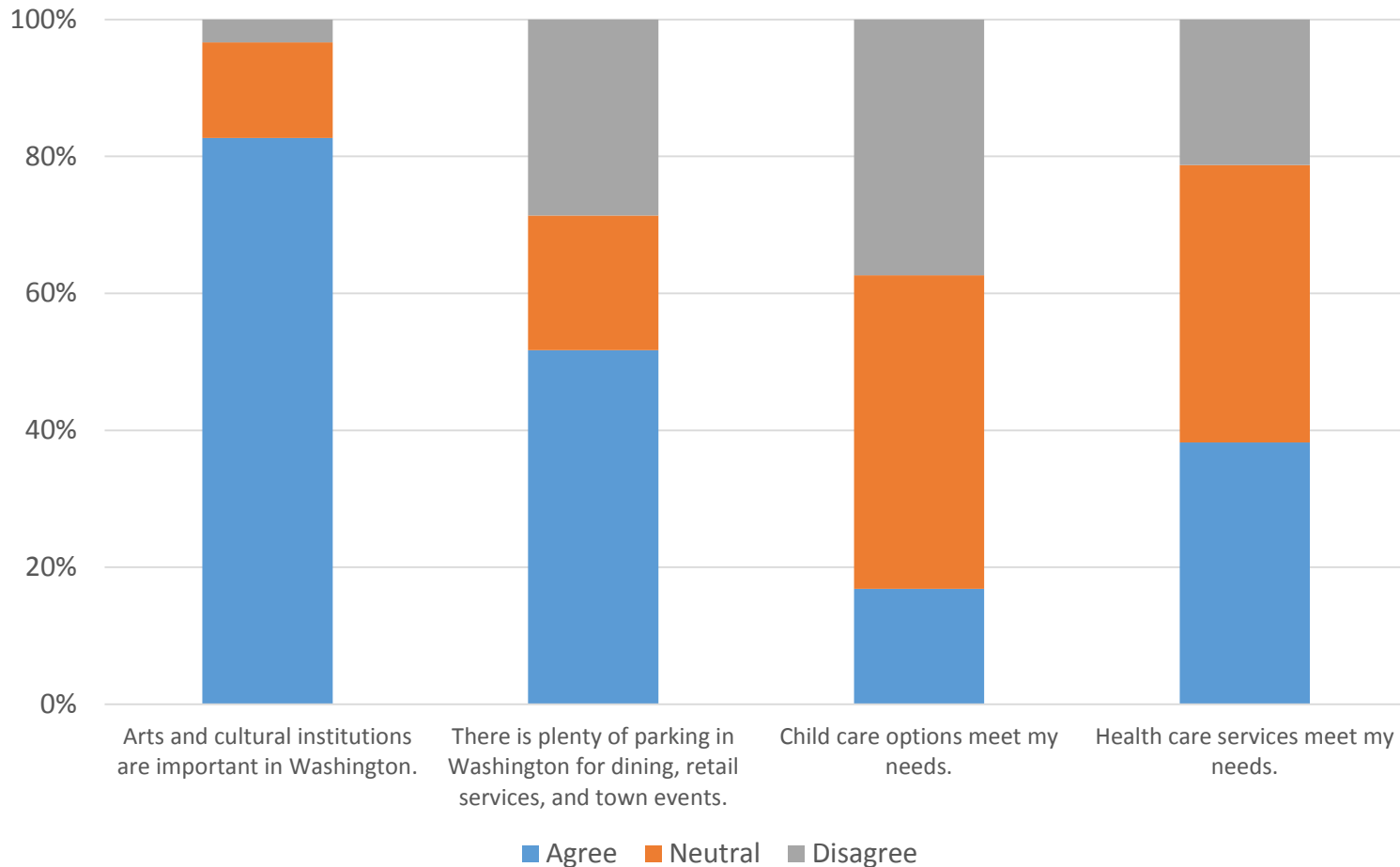


Respondents Generally Agreed on Drivers of Washington's Reputation

Washington is known for...



Good Quality of Life



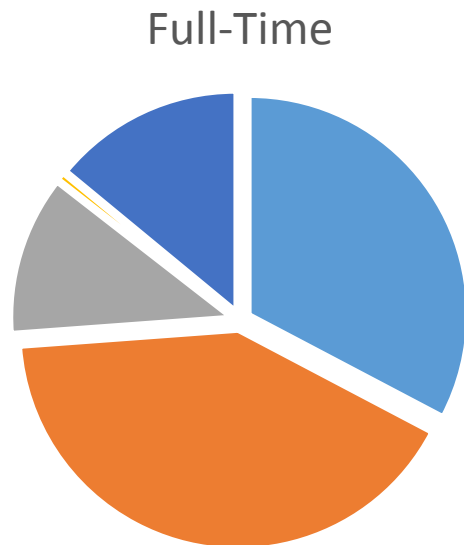
Dedicated Economic Development Function

Attracting Young Families

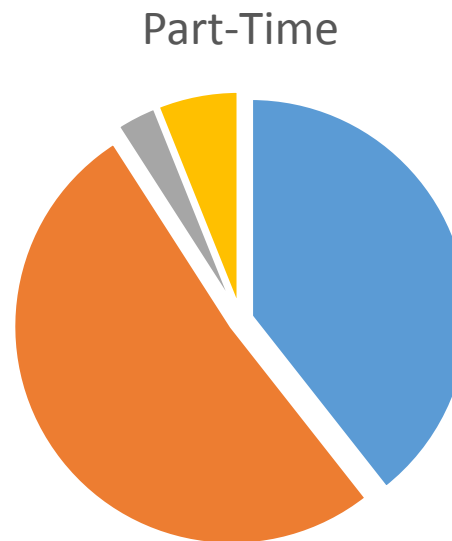


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Neighborhood Characteristics & Family Drive the Decision to Live in Washington

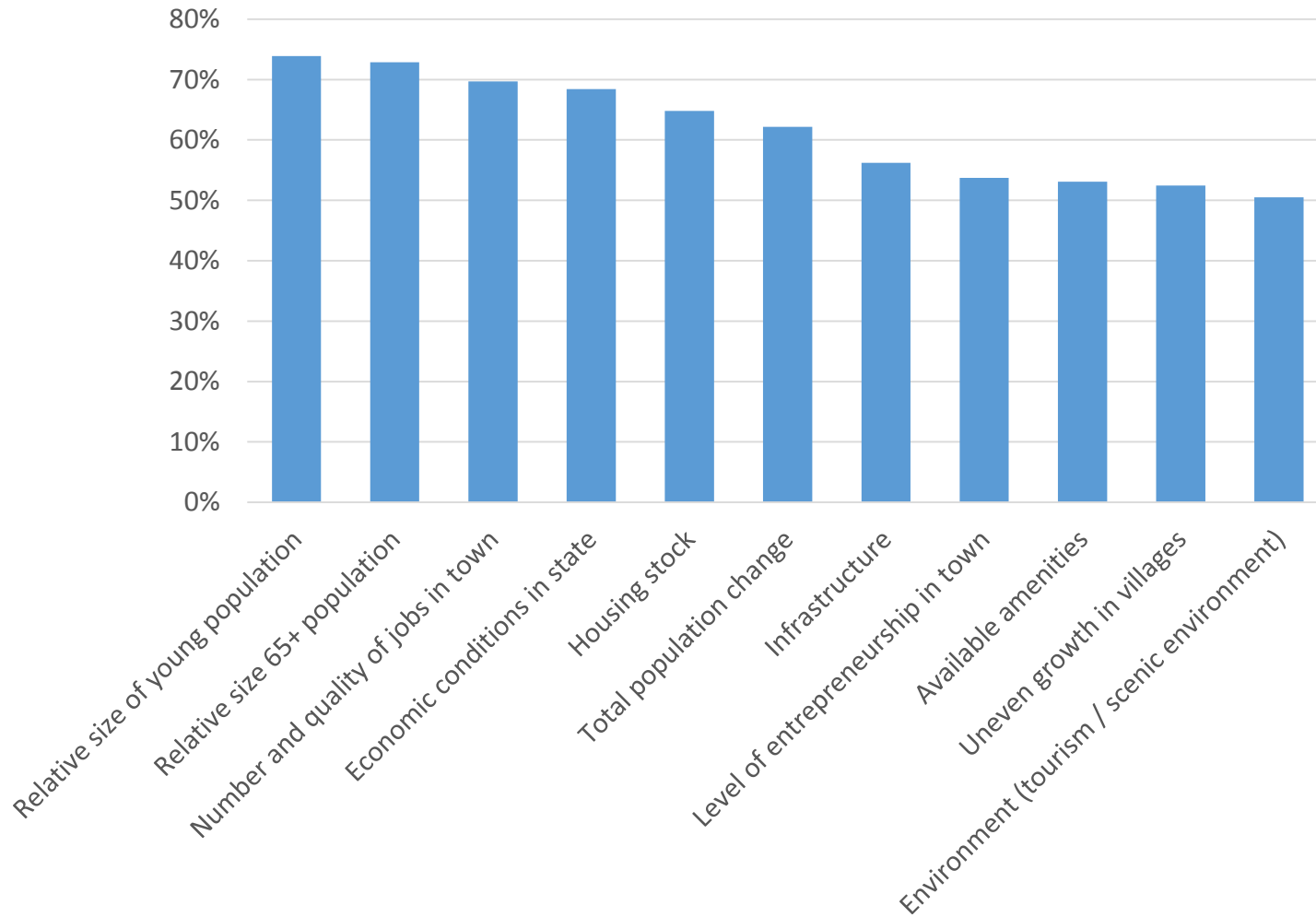


- Family reasons
- Neighborhood characteristics
- Favorable cost of living
- Proximity to another home
- Proximity to work

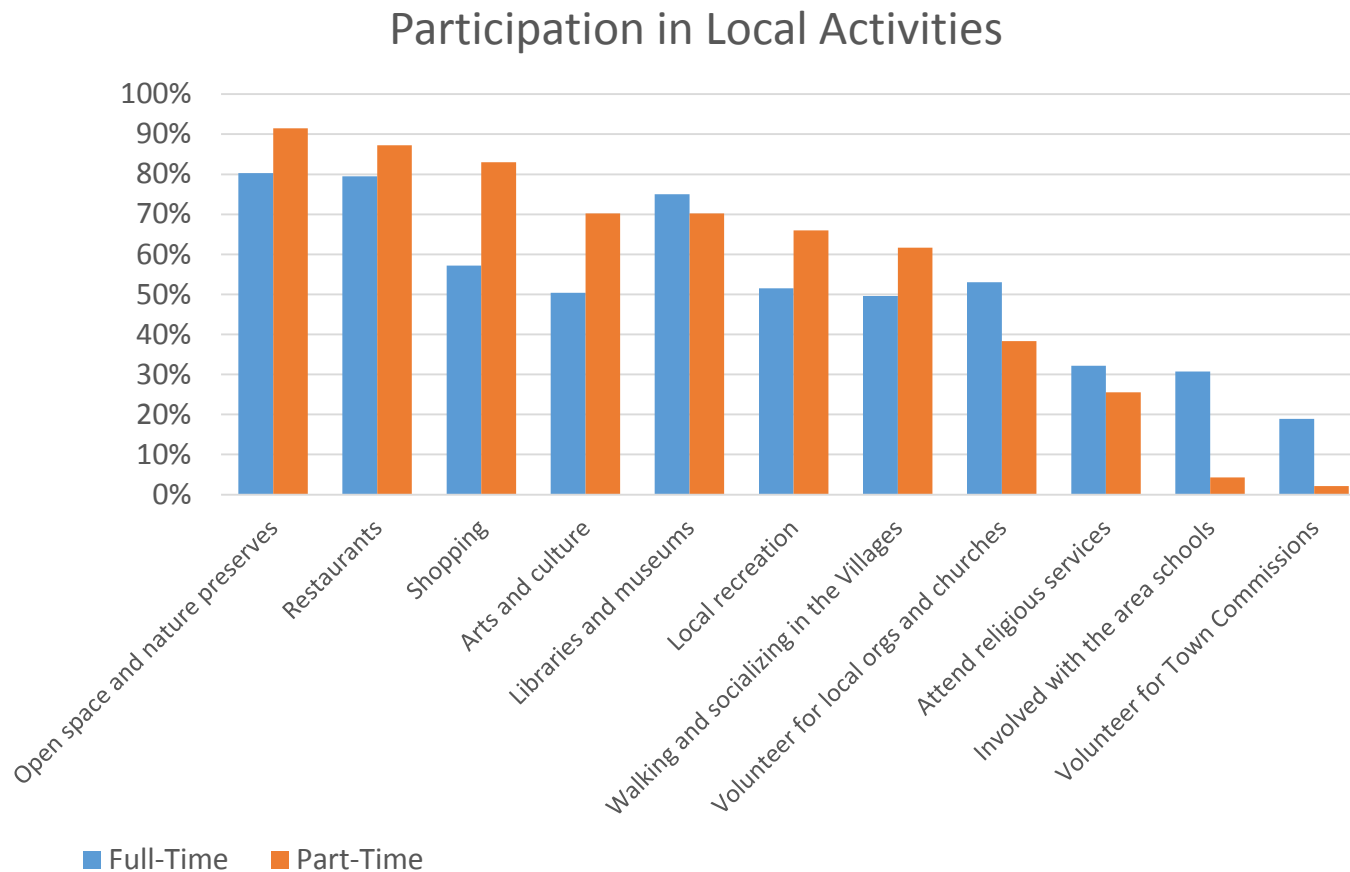


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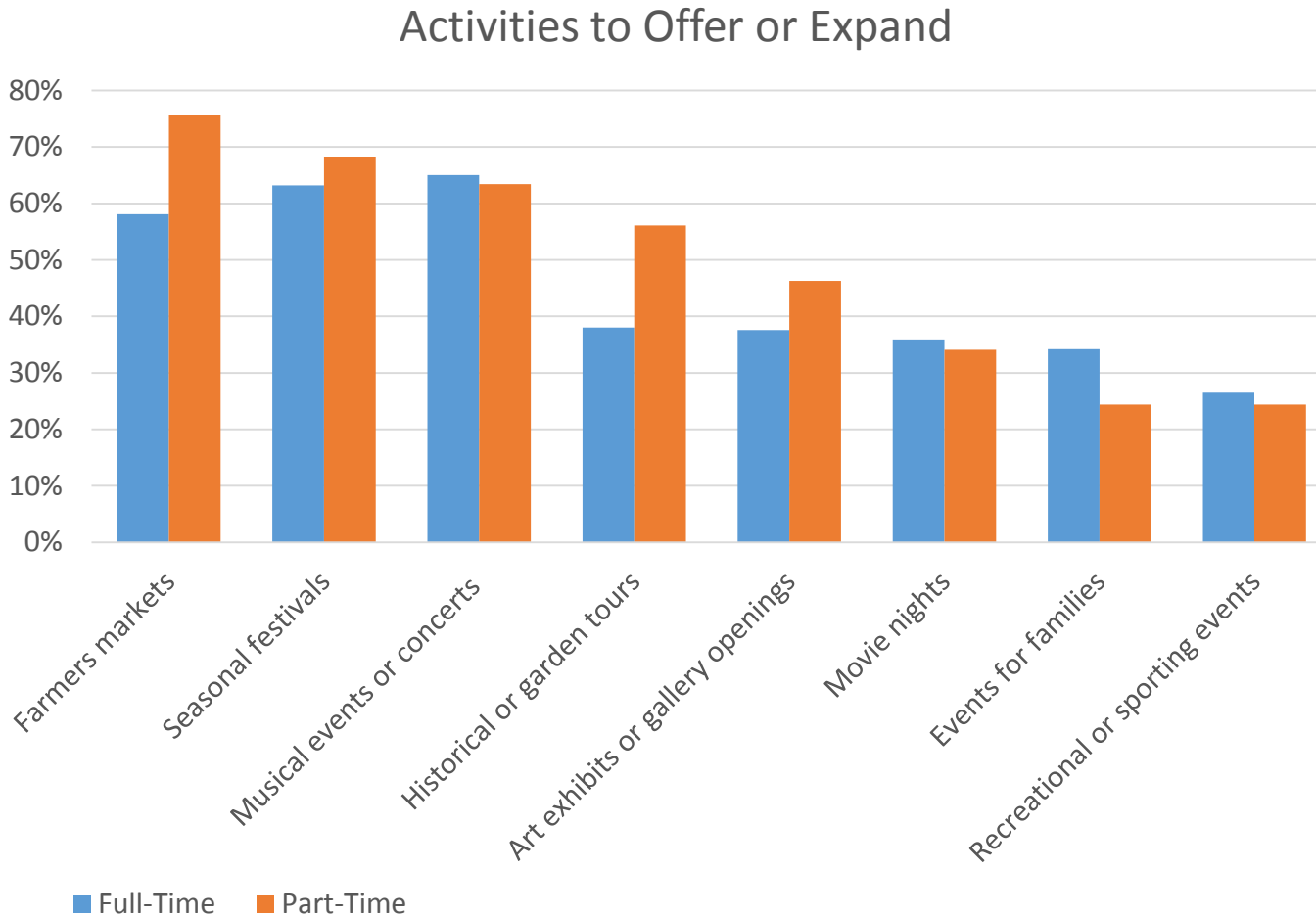
Population and Jobs Considered Top Challenges



Part-Time More Likely to Participate in Activities; Full-Time More Likely to Volunteer



Strong Interest in Additional Activities in Washington

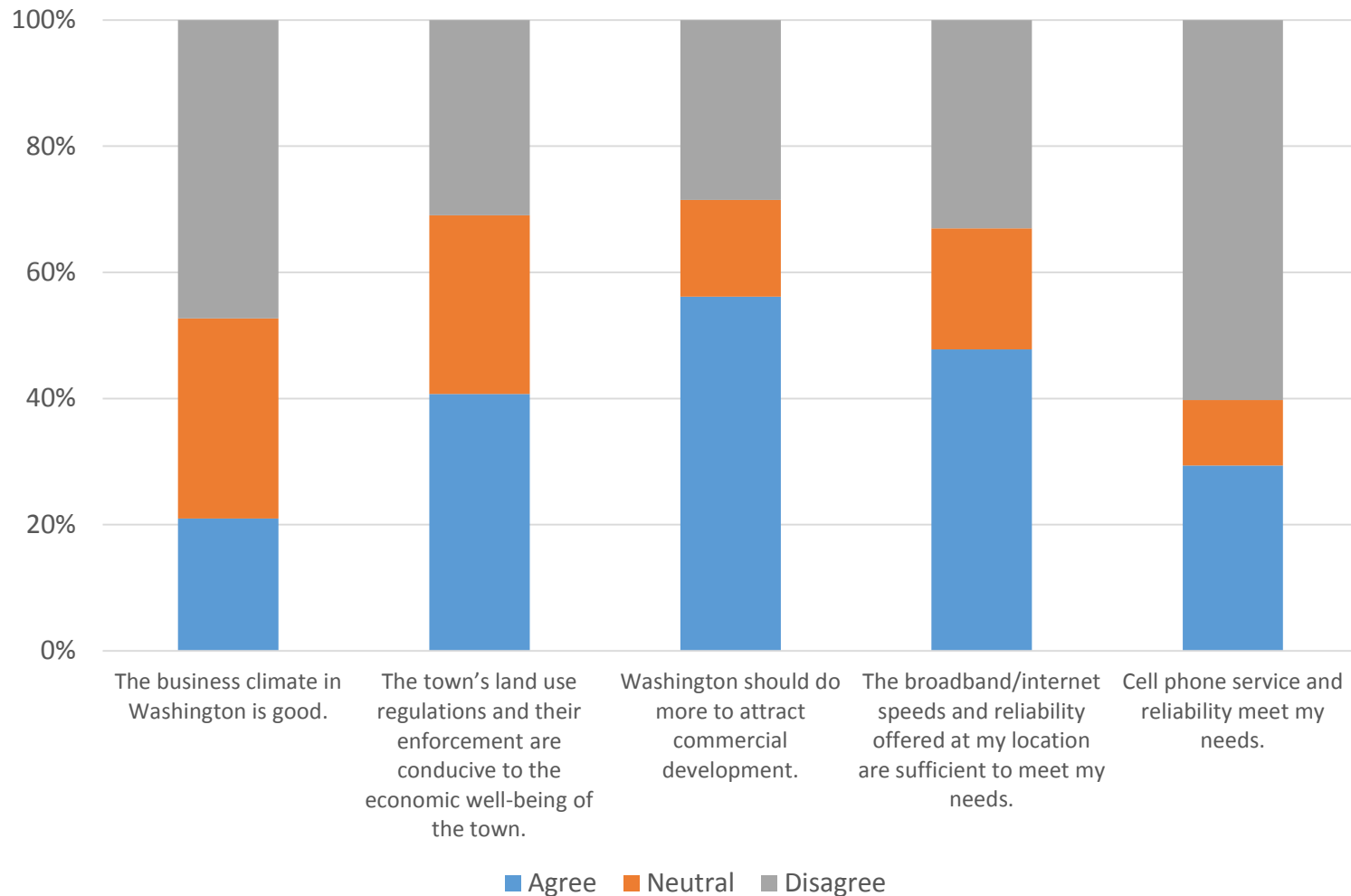


Connections



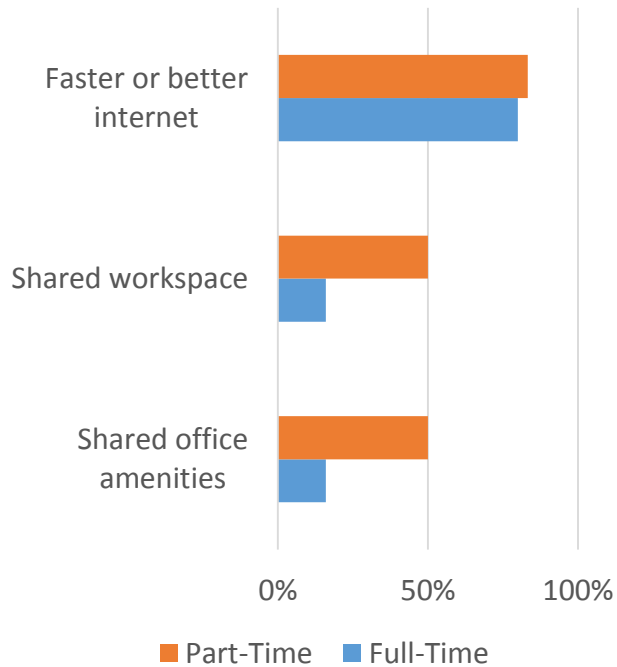
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Business Conditions Can Be Improved

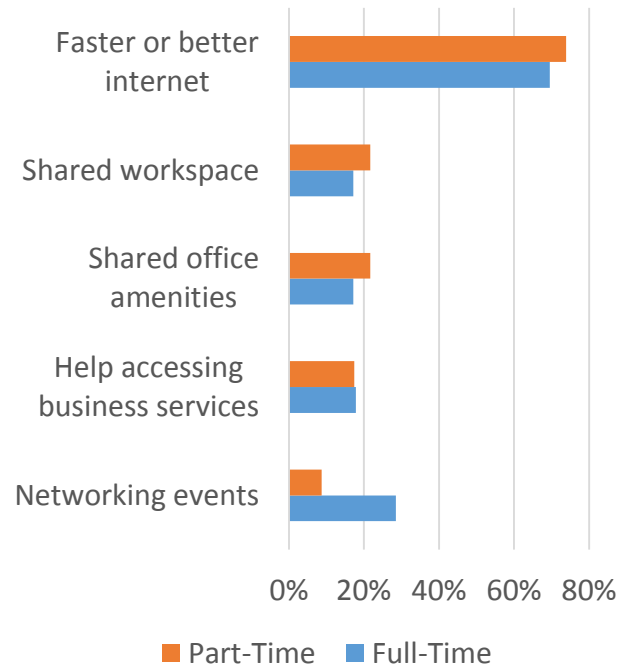


Internet Service Was Top Business Need

Telecommuters



All Employed Respondents



Other Business Needs

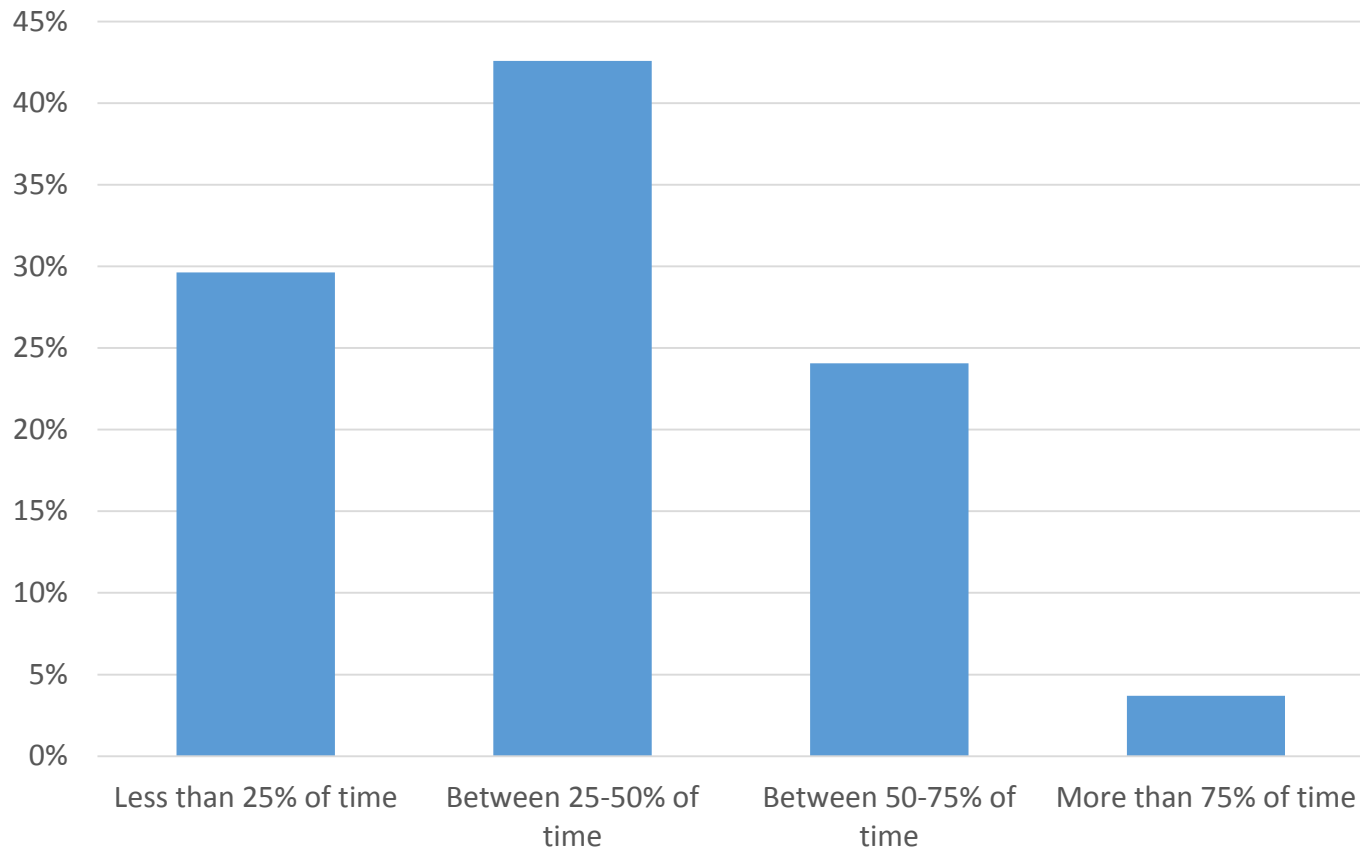
- In open-ended responses to business service needs, better cell service was mentioned frequently
 - Sample comments:
 - *“Cell Towers. Service is horrendous. It's 2016.”*
 - *“Better Cell reception imperative to me staying in Washington.”*
- Other items mentioned:
 - More retail, including food, gas, pharmacy, books, clothing, office supplies, hardware store, restaurants
 - A shared marketplace in town for craft items, antiques and food
 - Artist studio space
 - A fitness gym
 - More hotels and inns
 - More doctors
 - Bus or helicopter service

Characteristics Specific to Part-Time Residents

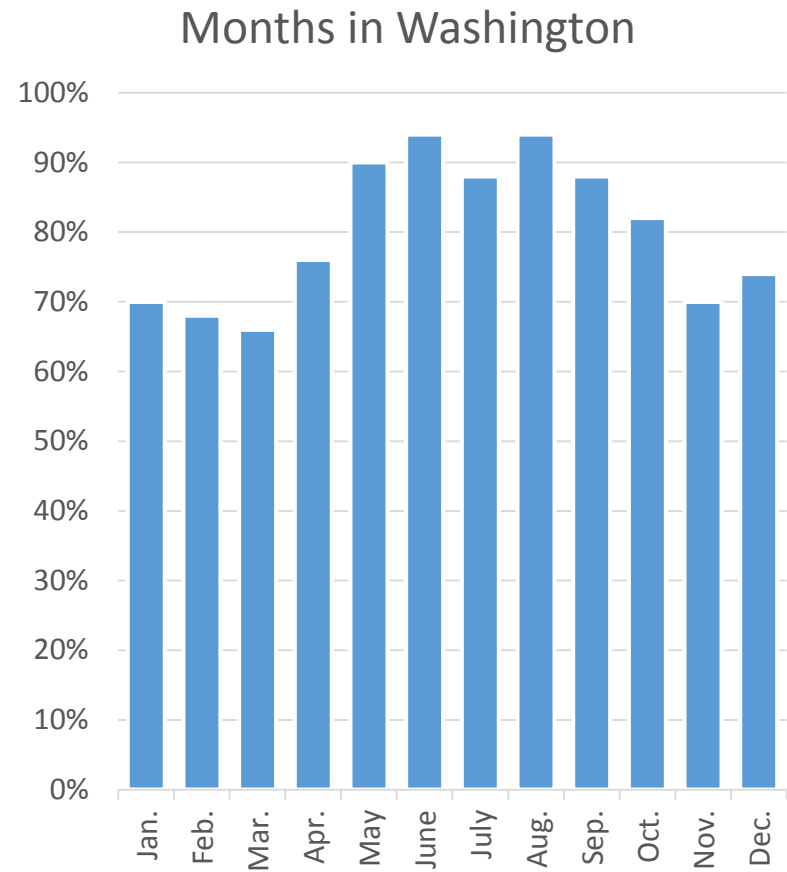
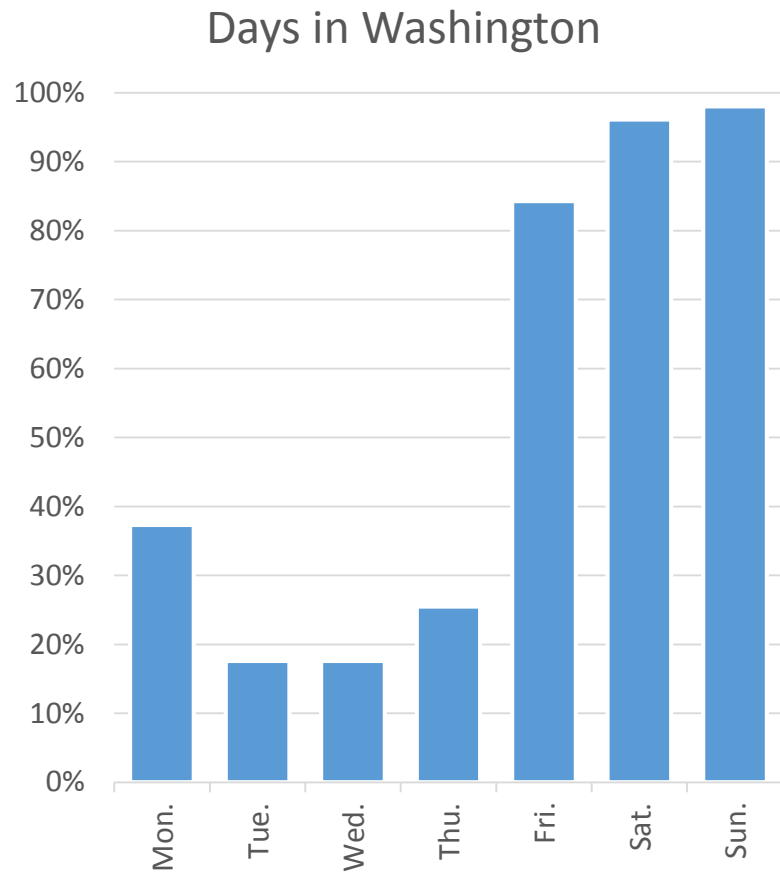


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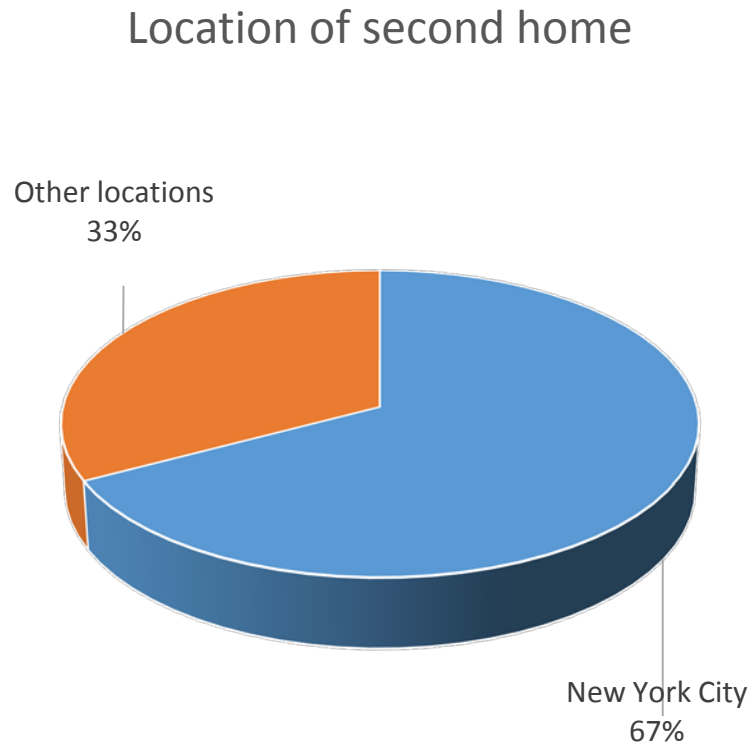
They Spend Less than Half of Their Time in Town



They Are More Likely to Be in Town on Weekend and in Summer



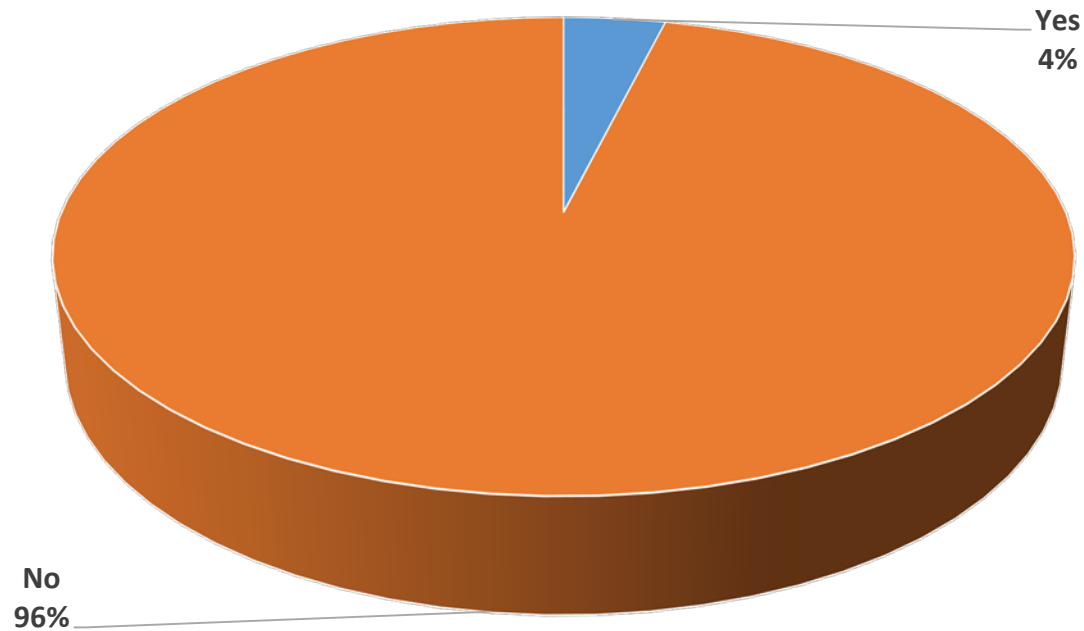
Most Part-Time Residents Also Own in NYC



- 67% of part-time residents had another home in New York City
- Other locations include: Connecticut, Massachusetts, Rhode Island, other cities in New York, Virginia, Florida, and Texas

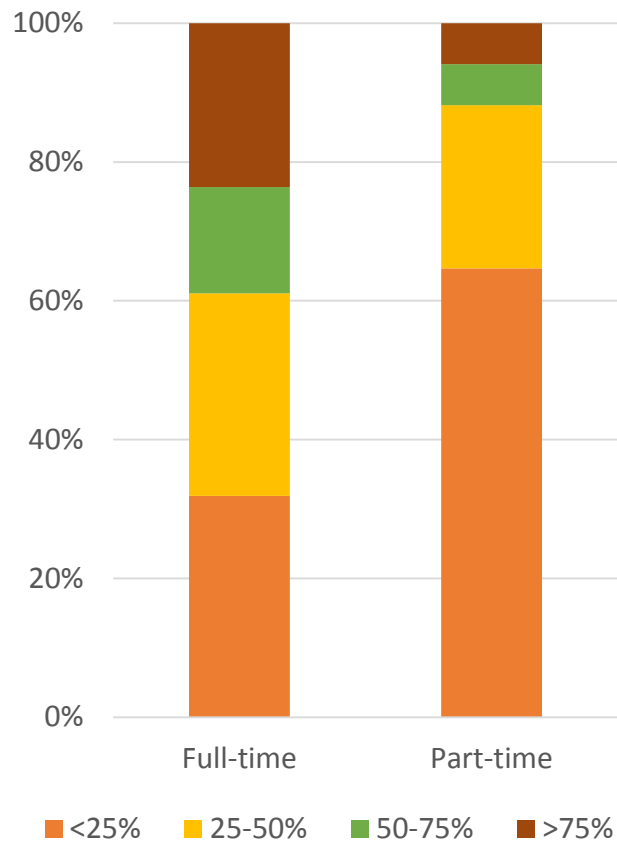
Unlikely to Rent Out Home on a Long-Term Lease

Do you rent out your home on a long-term lease when you are not here?

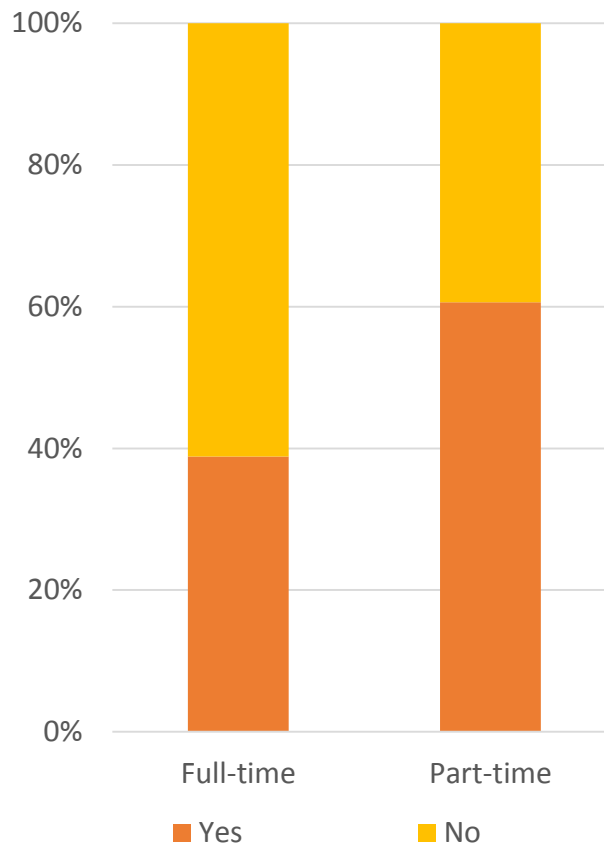


Part-Time Residents Telecommute...

Less Frequently but



Want to telecommute more



Comparison of Full-Time Versus Part-Time Residents

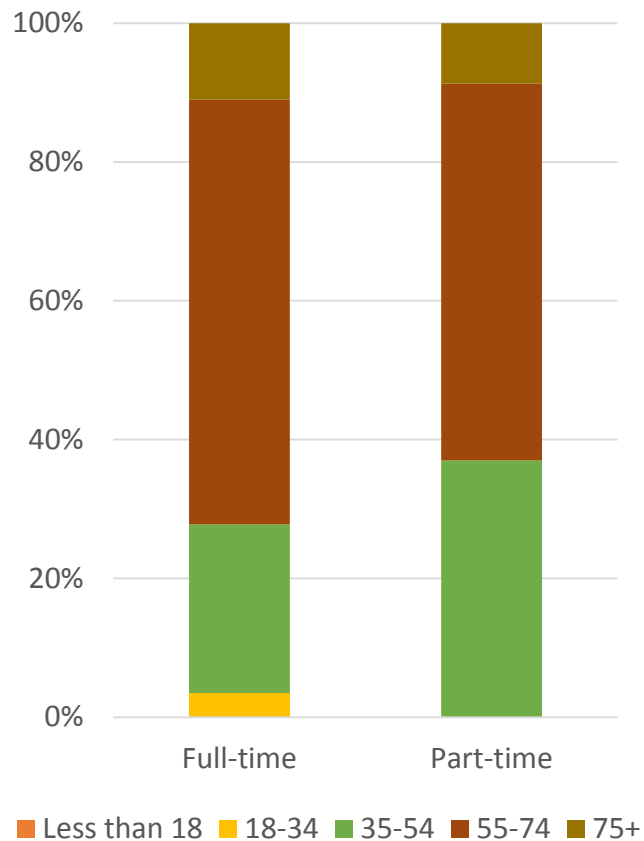
Demographics



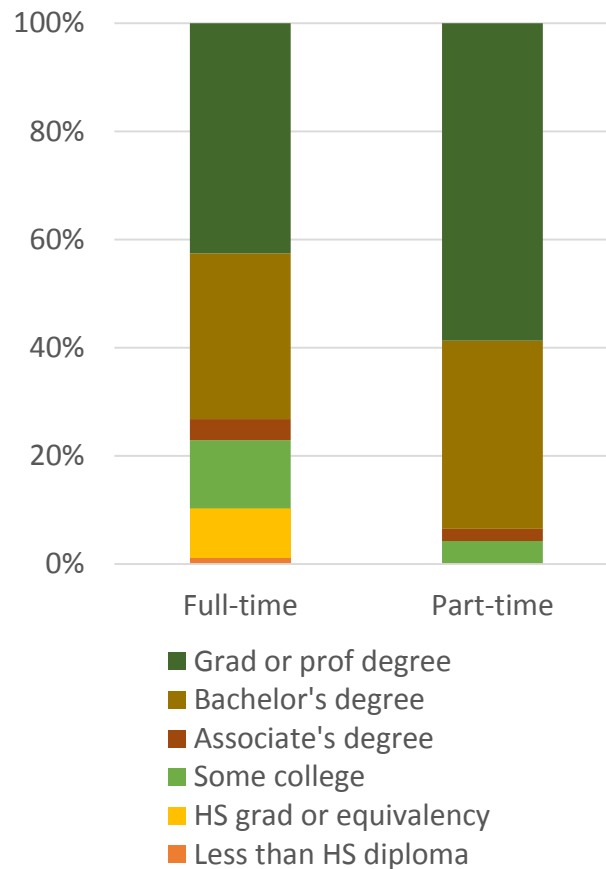
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Part-Time Residents Were...

Slightly Younger

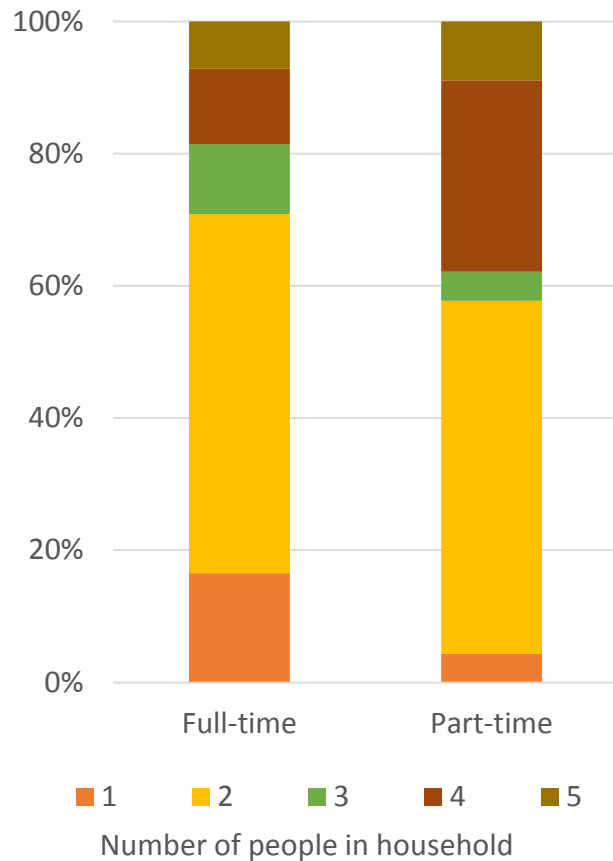


More Educated

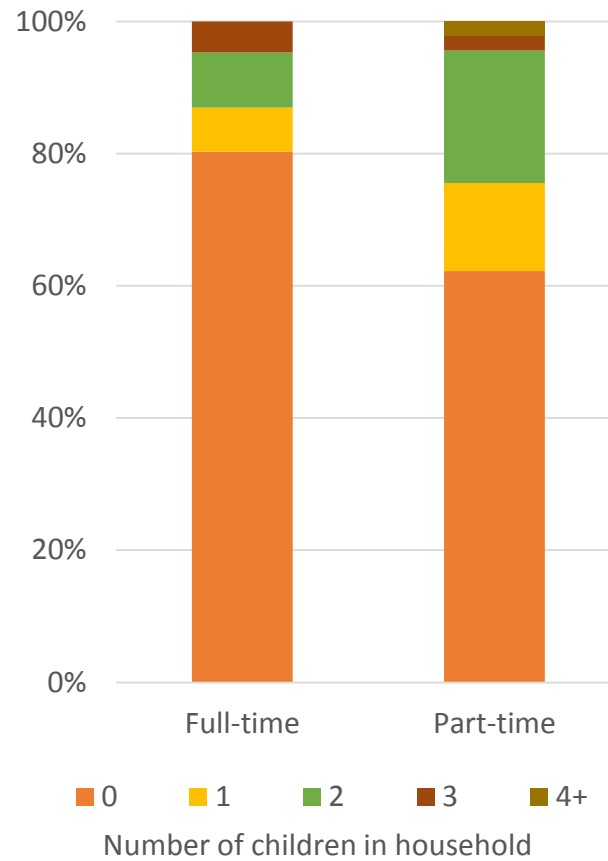


Part-Time Residents' Households Were...

Bigger



With More Children



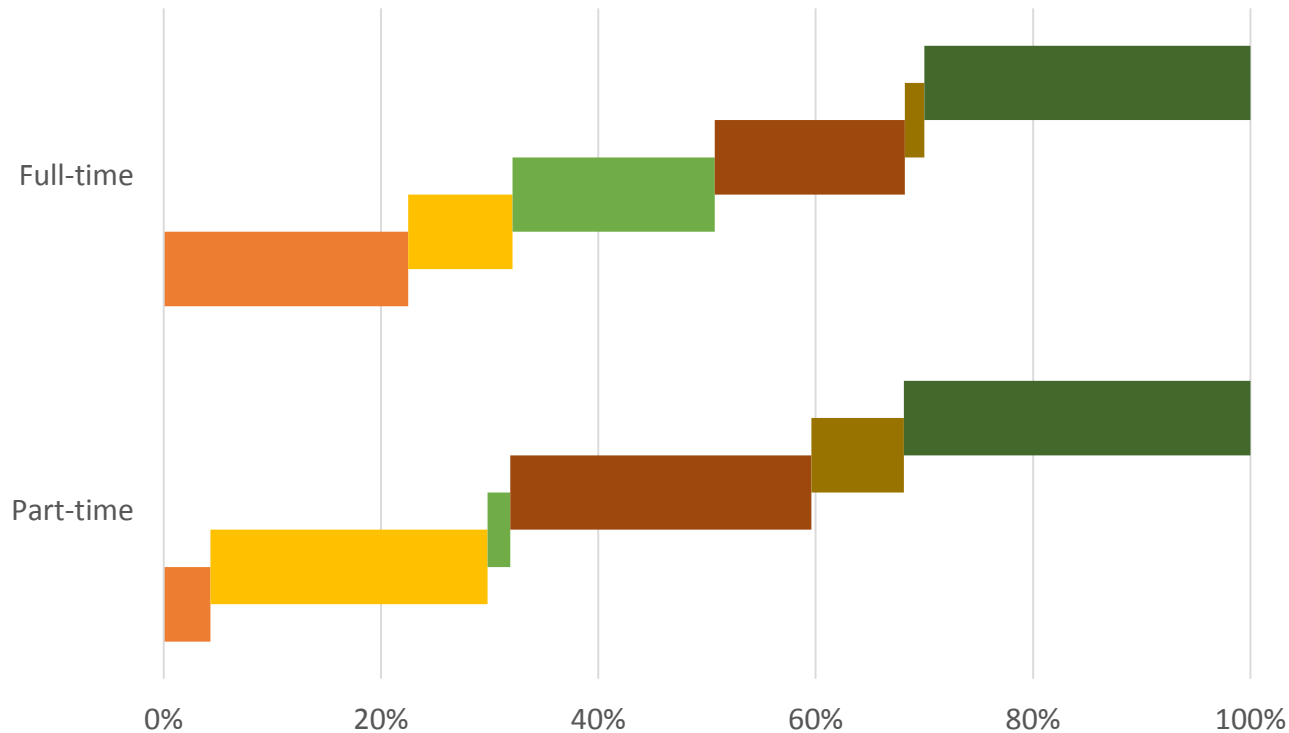
Comparison of Full-Time Versus Part-Time Residents

Employment



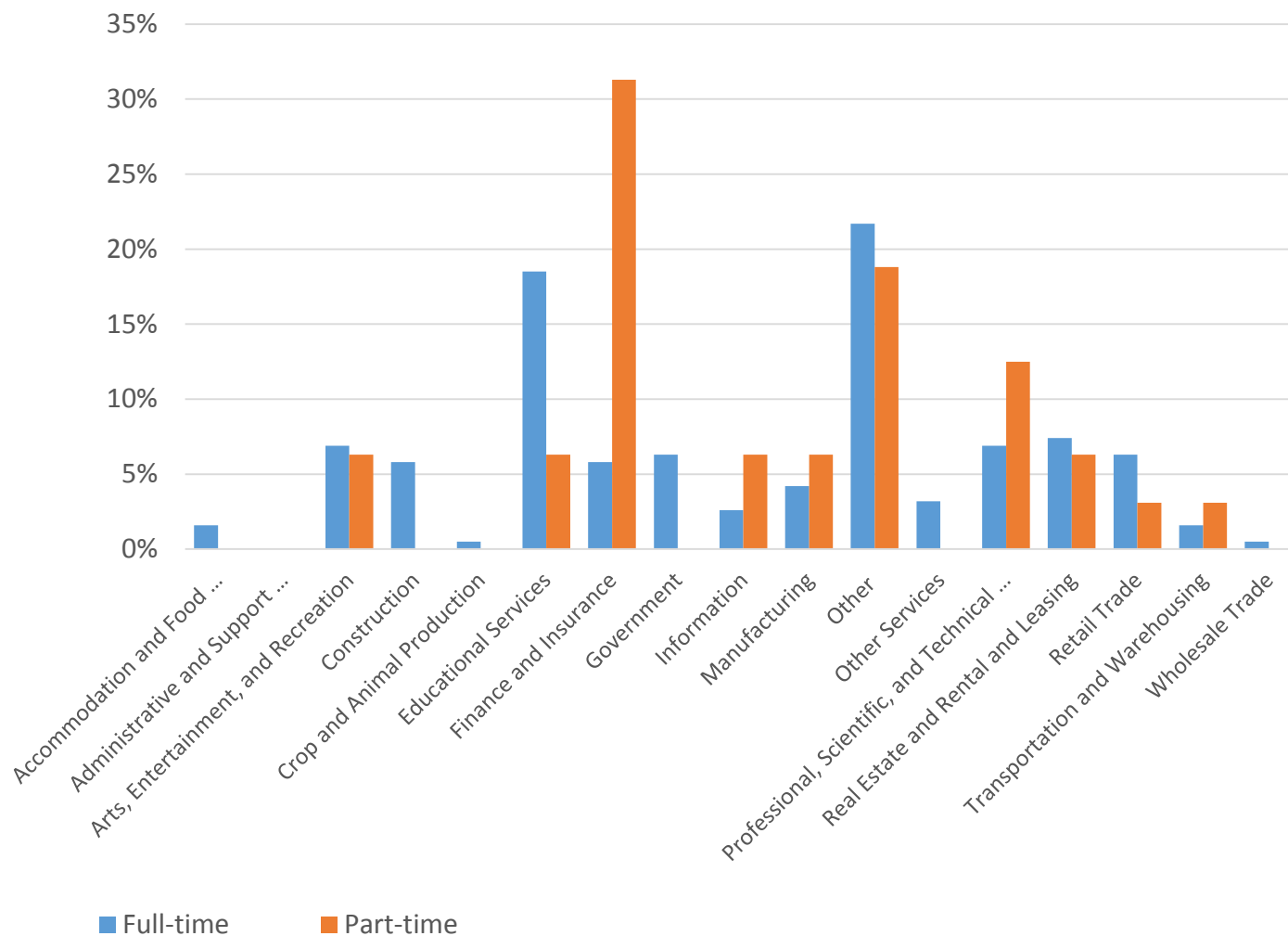
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Employment Patterns Differed



- Self-employed in town
- Self-employed outside town
- Employed in town
- Employed outside town
- Retired
- Not employed

Employers' Industries Also Differ



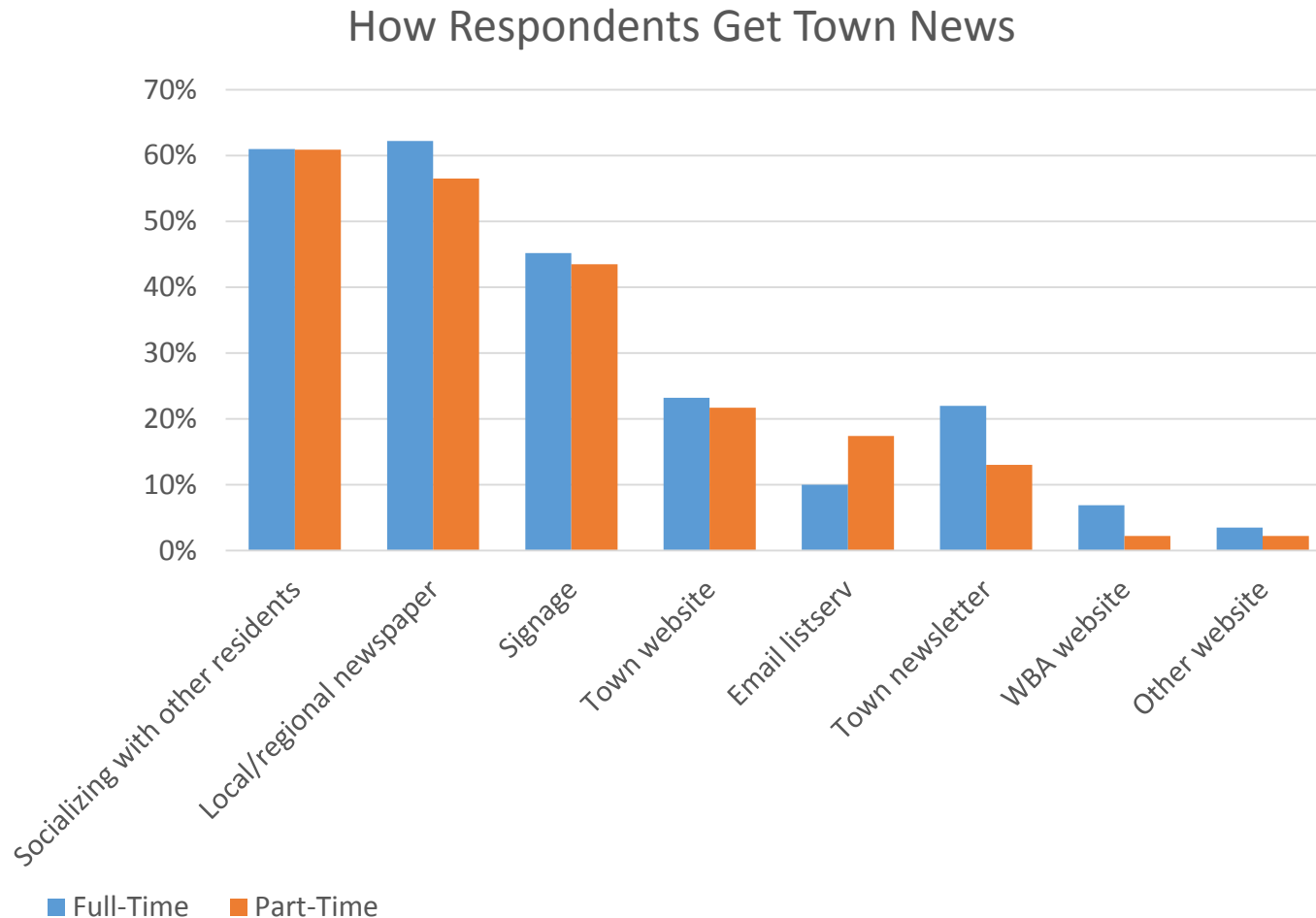
Comparison of Full-Time Versus Part-Time Residents

Life in and Perceptions of Washington



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Most News Comes From Other Residents or the Newspaper

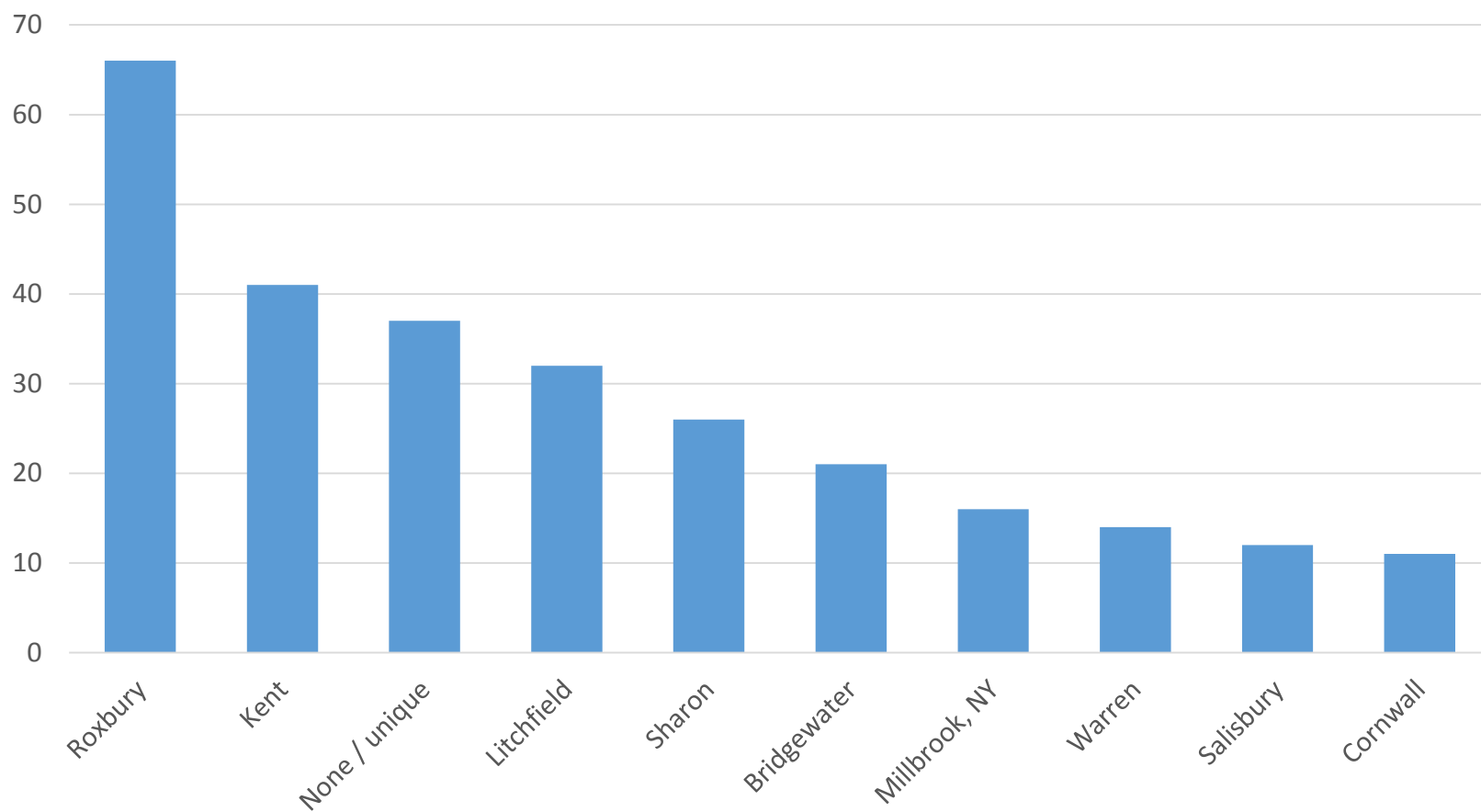


Summary Findings



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Washington is Most Similar To:



A Few Representative Comments

- “Washington CT is a cultural and environmental destination. People come here to be in nature and to relax. I see this as the primary attractor for the town and for the future. ...”
- “Please don't turn Washington into a Disney attraction.”
- “We need longer-term thinking than just tourist destinations and summer homes. ... We must be willing to change and welcome newcomers or we will fade away.”
- “We need more affordable housing. Our children cannot afford to live here.”
- “As much as I would love to ‘shop local’, existing local shops are minimal and are not in my ‘price point’.”
- “I have lived in this town for over 20 years. I still don't know what it has to offer or what I can offer to become a member of this community.”

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