

# Windham Economic Development Committee

Economic Development  
Opinion Survey 2010

# Background

- Under a Department of Transportation Community Technical Assistance Program (CTAP) Grant authorized and accepted by the Windham Board of Selectmen, the Windham Economic Development Committee (WEDC) and Community Development Department created and administered an Economic Development Opinion Survey
- Grant objective: “Conduct a community wide opinion survey to understand and recognize the opinions and desires of Windham residents regarding development in their town”.

# Survey Methodology

## Focus Group Questionnaire Creation Method:

- Town resident volunteers were recruited at random from a wide geographic cross section of Windham
- Twenty two Windham resident volunteers participated in the focus group meeting held at the Windham High School from 7:00-9:30PM, Thursday, October 28, 2010
- The group was asked to evaluate and comment on a survey draft created by the WEDC Survey Sub-Committee and asked for question suggestions
- The focus group meeting was video taped by Windham Cable and two WEDC members recorded group input
- Focus group input included topic identification, scope, question validity and appropriate/tolerable survey security measures
- The WEDC Survey Sub-Committee, using Focus Group input, created the final survey

# Survey Methodology

## Questionnaire Participation:

- The Survey was designed as an online survey and activated on the Town website Friday, November 19, 2010 with a deactivation date of December 31, 2010
- Paper copies of the survey were also made available to the public at the offices of the Town Clerk, Tax Collector, Assessor, Community Development and Police Departments and the Senior Center
- Surveys were included in one edition of Windham Independent and one edition of the Pelham-Windham News
- Controls were in place to insure validity of data

# Survey Methodology

## Awareness Marketing:

- Articles ran weekly in the Windham Independent
- Articles appeared twice in the Pelham-Windham News
- Articles appeared twice in the Eagle Tribune and once in the Salem Observer
- A two-page copy of the survey ran in the December 2, 2010 edition of the Windham Independent
- A 1 ½ page copy of the survey ran in the December 10, 2010 edition of the Pelham-Windham News
- Survey was posted on the Town Website

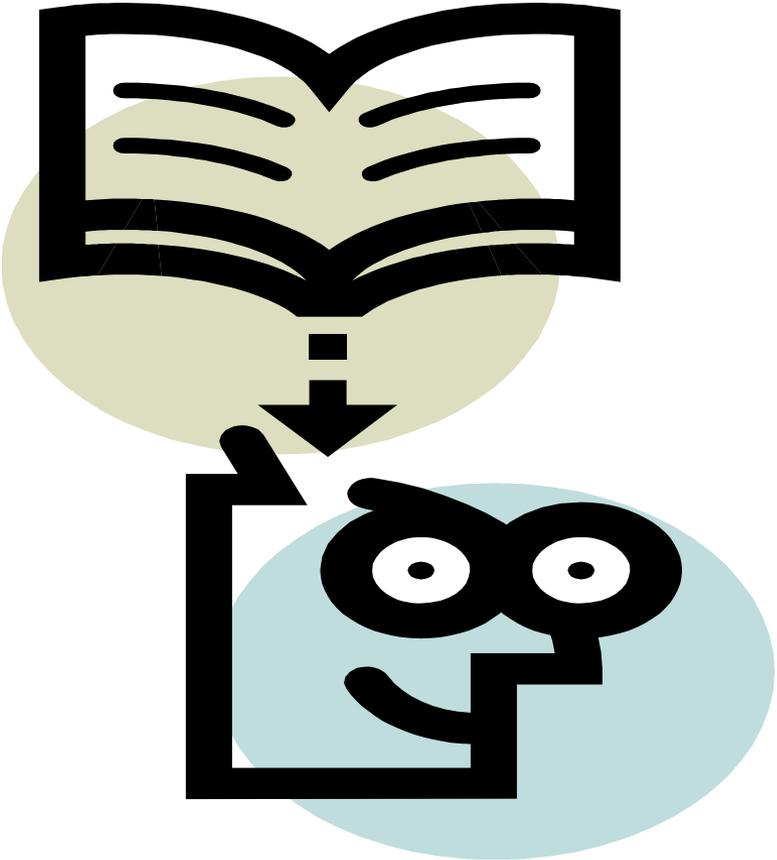
# Statistical Significance:

New Hampshire Office of Energy & Planning (OEP)  
2010 estimate of Windham's 2009 population is  
**12,993**

Total completed survey responses **520**

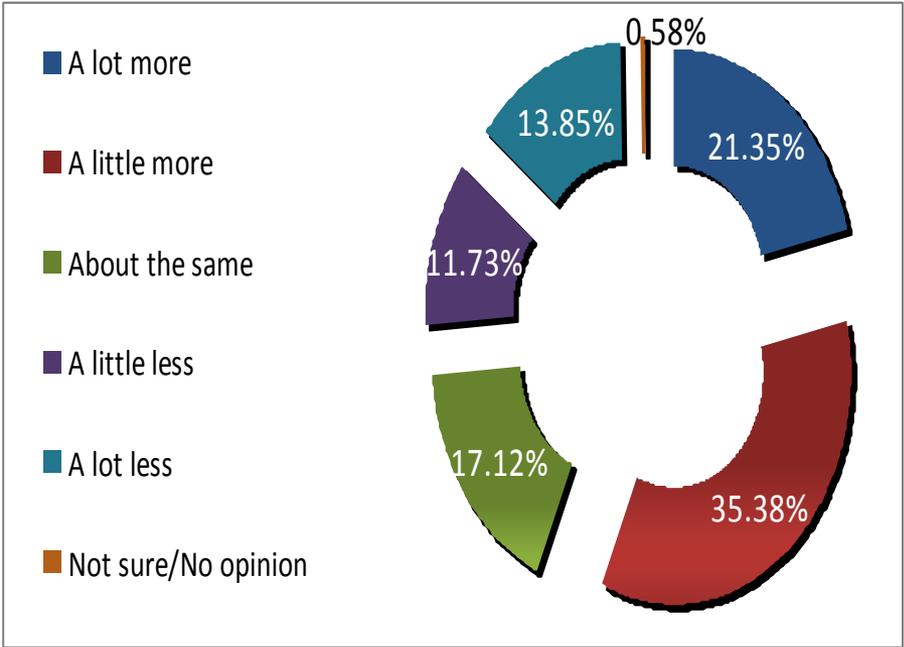
Response size provides a confidence level of **95%**  
and a confidence interval of **± 4.212%**

# Survey Results

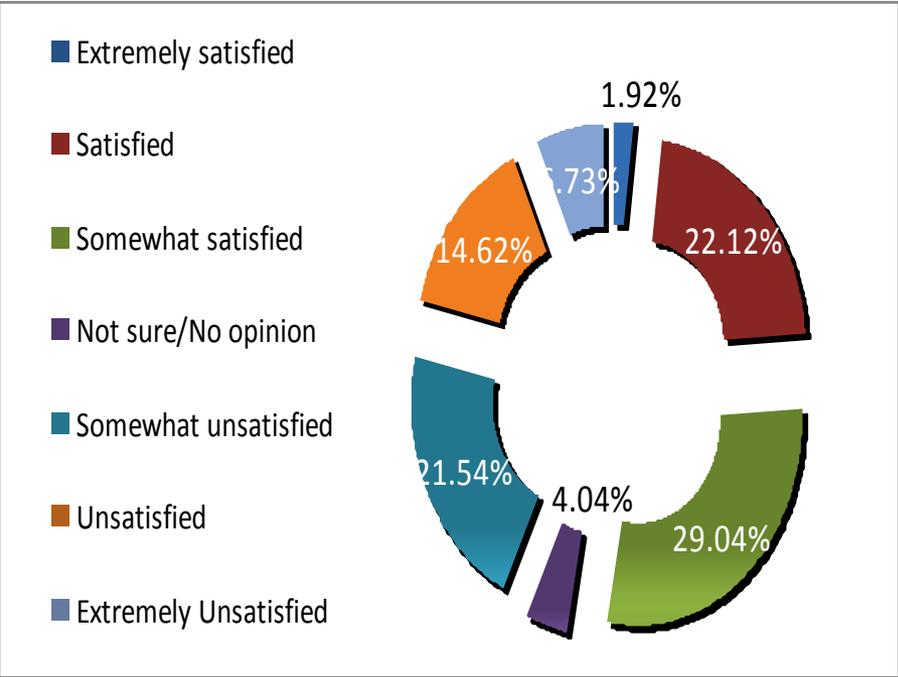


# #1. How much more business growth would you like to see in Windham?

<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
A lot more	111	21.35%
A little more	184	35.38%
About the same	89	17.12%
A little less	61	11.73%
A lot less	72	13.85%
Not sure/No opinion	3	0.58%



# #2. Are you satisfied with how Windham's community has developed?



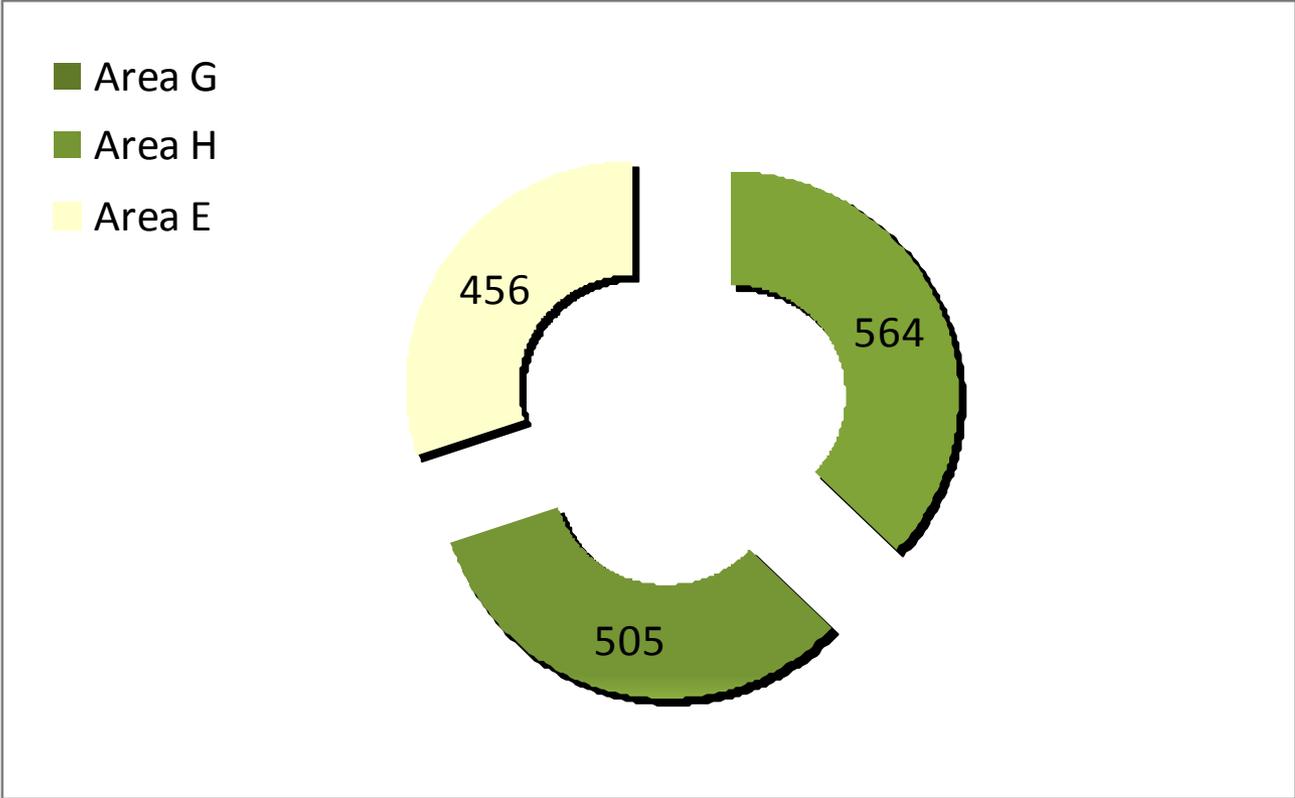
<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Extremely satisfied	10	1.92%
Satisfied	115	22.12%
Somewhat satisfied	151	29.04%
Not sure/No opinion	21	4.04%
Somewhat unsatisfied	112	21.54%
Unsatisfied	76	14.62%
Extremely Unsatisfied	35	6.73%

# #3. In which 3 of the areas on Map #1 would you like to see Windham's business development focused?

	Rank 1	Rank 2	Rank 3	Total Weighted Rank
Area A Total Votes:	65	36	57	324
Area B Total Votes:	35	67	52	291
Area C Total Votes:	11	15	21	84
Area D Total Votes:	61	65	62	375
Area E Total Votes:	97	45	75	456
Area F Total Votes:	20	45	61	211
Area G Total Votes:	92	103	82	564
Area H Total Votes:	83	101	54	505
Area I Total Votes:	23	30	33	162
None of the Above	33	2	10	113

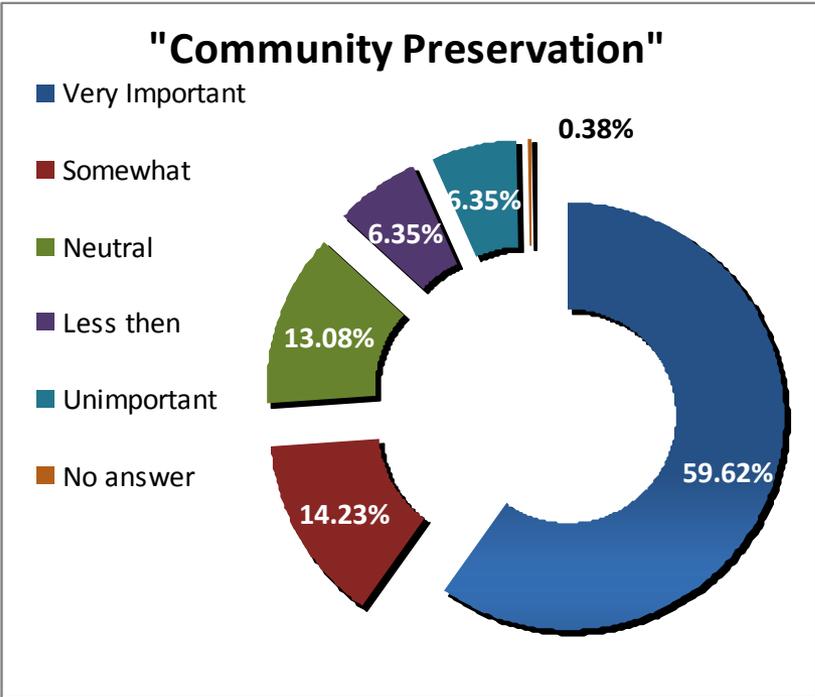
- **RANK WEIGHTING METHOD:**
  - Each #1 Rank = 3 points
  - Each #2 Rank = 2 points
  - Each #3 Rank = 1 point

# #3. Graph of top 3 areas respondents chose to focus business development.





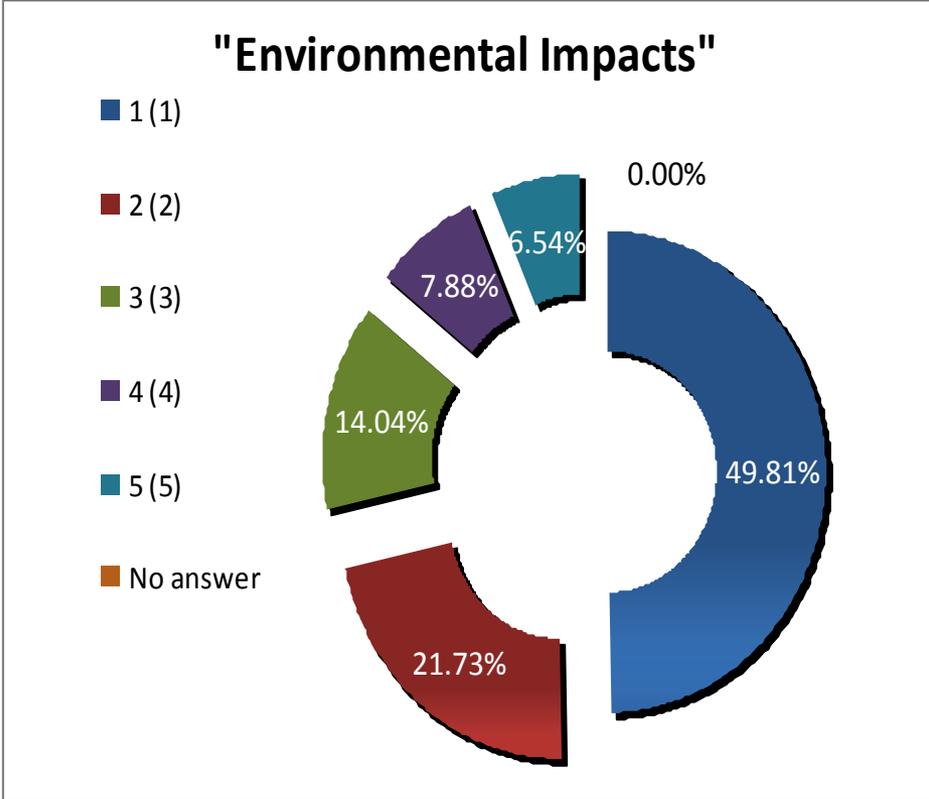
# #4(1). When considering business development, what factors are most important to you? [COMMUNITY PRESERVATION]



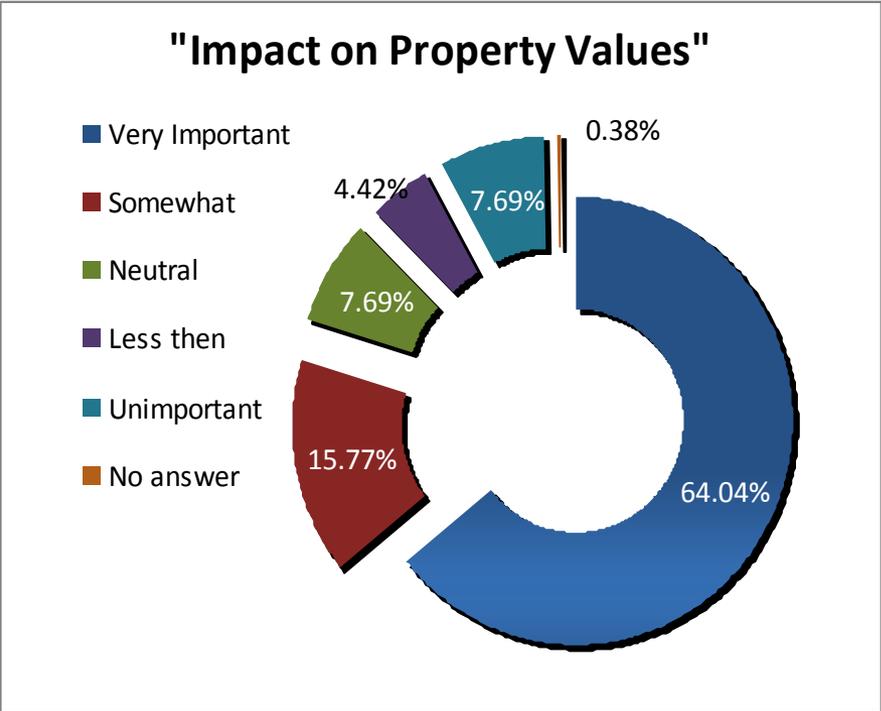
<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	310	59.62%
Somewhat	74	14.23%
Neutral	68	13.08%
Less then	33	6.35%
Unimportant	33	6.35%
No answer	2	0.38%

# #4(2). When considering business development, what factors are most important to you? [ENVIRONMENTAL IMPACT]

<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
1 (1)	259	49.81%
2 (2)	113	21.73%
3 (3)	73	14.04%
4 (4)	41	7.88%
5 (5)	34	6.54%
No answer	0	0.00%



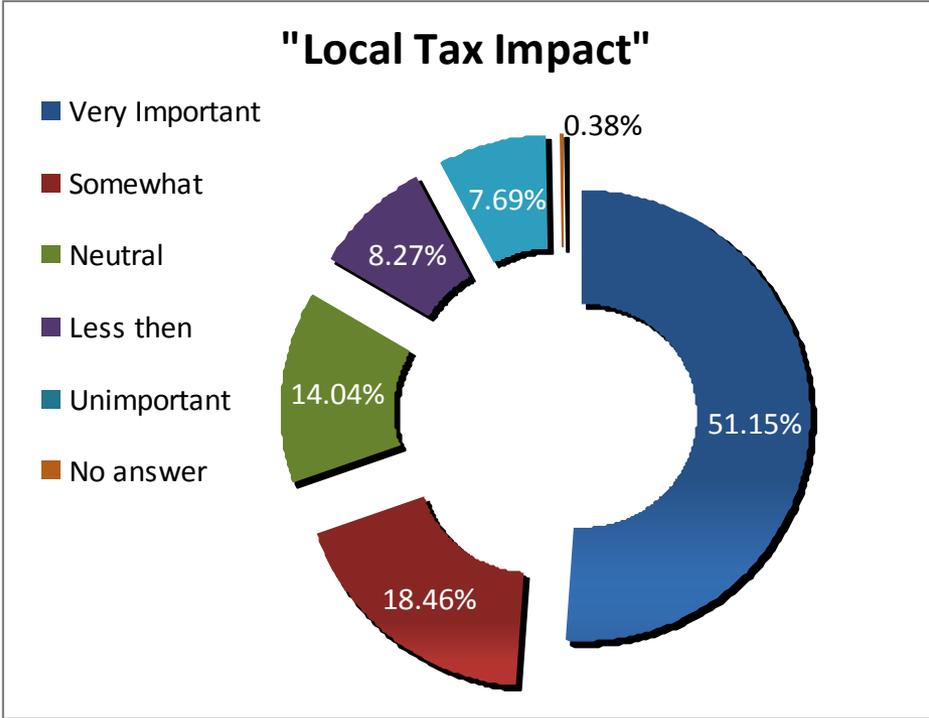
# #4(3). When considering business development, what factors are most important to you? [IMPACT ON PROPERTY VALUES]



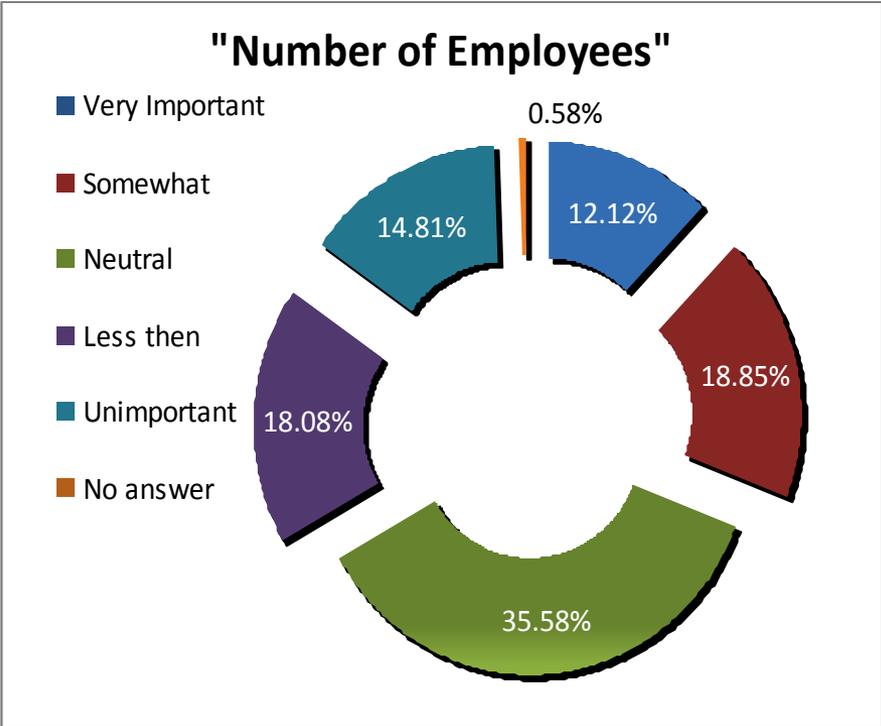
<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	333	64.04%
Somewhat	82	15.77%
Neutral	40	7.69%
Less then	23	4.42%
Unimportant	40	7.69%
No answer	2	0.38%

# #4(4). When considering business development, what factors are most important to you? [LOCAL TAX IMPACT]

<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	266	51.15%
Somewhat	96	18.46%
Neutral	73	14.04%
Less then	43	8.27%
Unimportant	40	7.69%
No answer	2	0.38%



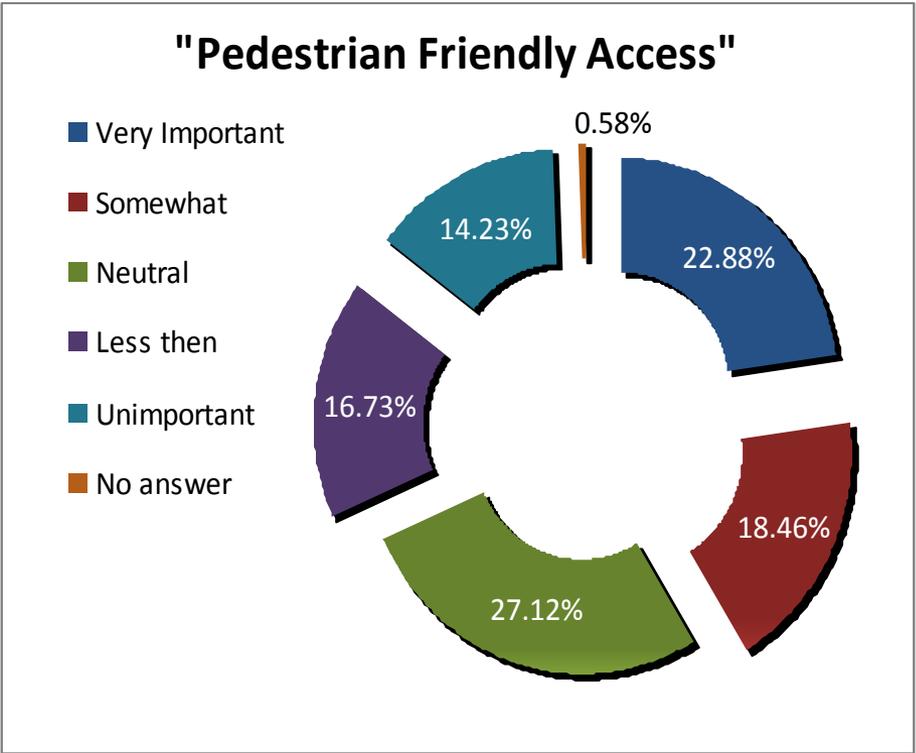
# #4(5). When considering business development, what factors are most important to you? [NUMBER OF EMPLOYEES]



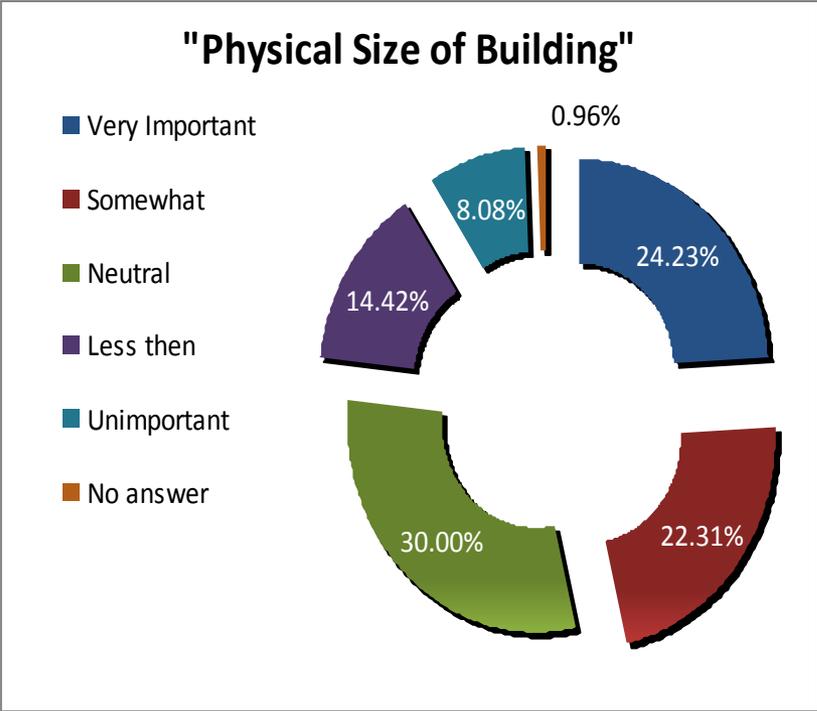
<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	63	12.12%
Somewhat	98	18.85%
Neutral	185	35.58%
Less then	94	18.08%
Unimportant	77	14.81%
No answer	3	0.58%

# #4(6). When considering business development, what factors are most important to you? [PEDESTRIAN FRIENDLY ACCESS]

<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	119	22.88%
Somewhat	96	18.46%
Neutral	141	27.12%
Less then	87	16.73%
Unimportant	74	14.23%
No answer	3	0.58%



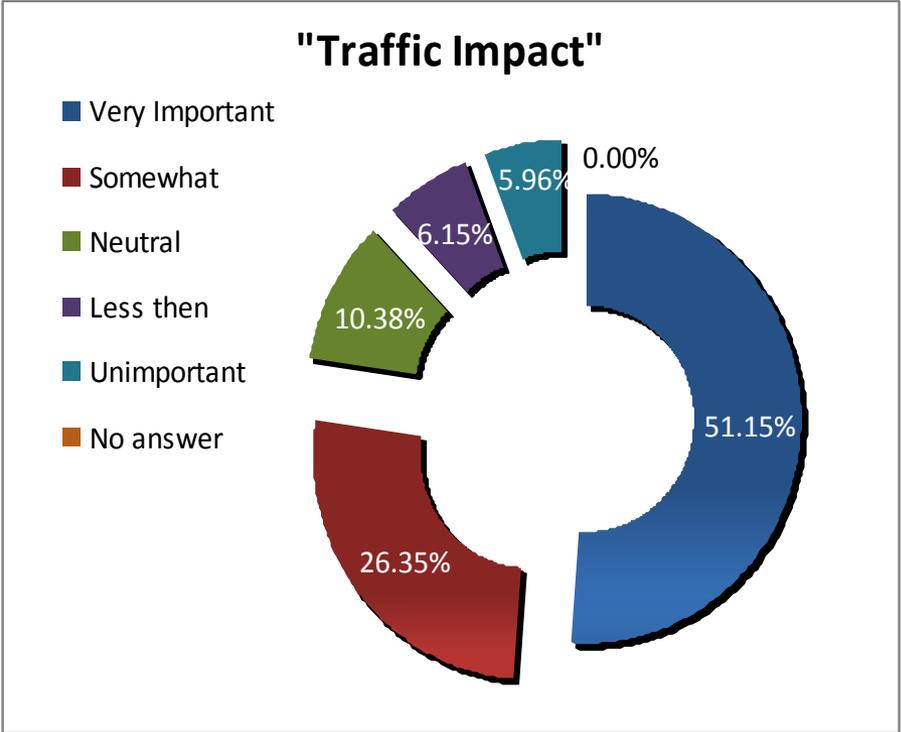
# #4(7). When considering business development, what factors are most important to you? [PHYSICAL SIZE OF BUILDING]



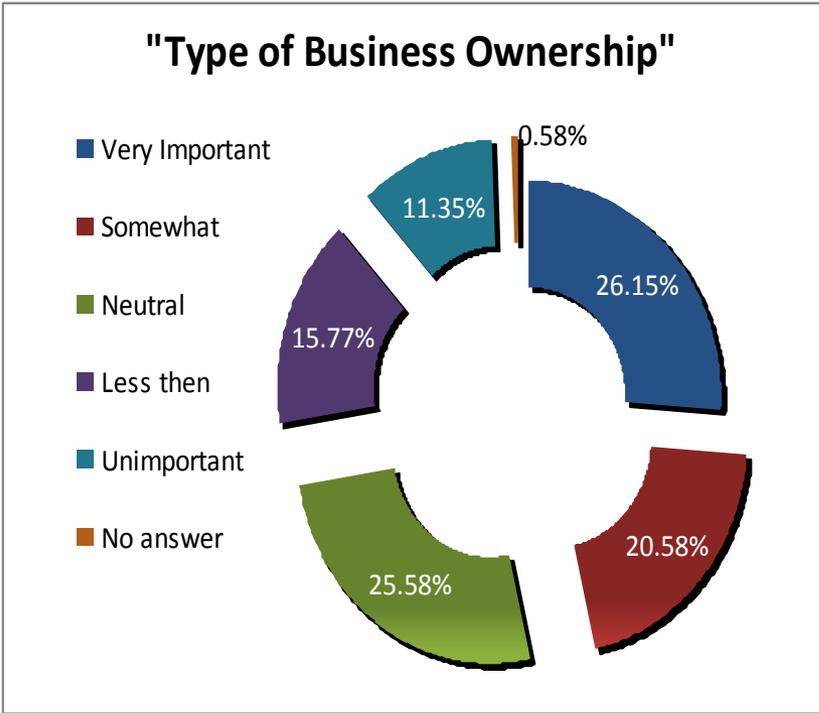
<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	126	24.23%
Somewhat	116	22.31%
Neutral	156	30.00%
Less then	75	14.42%
Unimportant	42	8.08%
No answer	5	0.96%

# #4(8). When considering business development, what factors are most important to you? [TRAFFIC IMPACT]

<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	266	51.15%
Somewhat	137	26.35%
Neutral	54	10.38%
Less then	32	6.15%
Unimportant	31	5.96%
No answer	0	0.00%



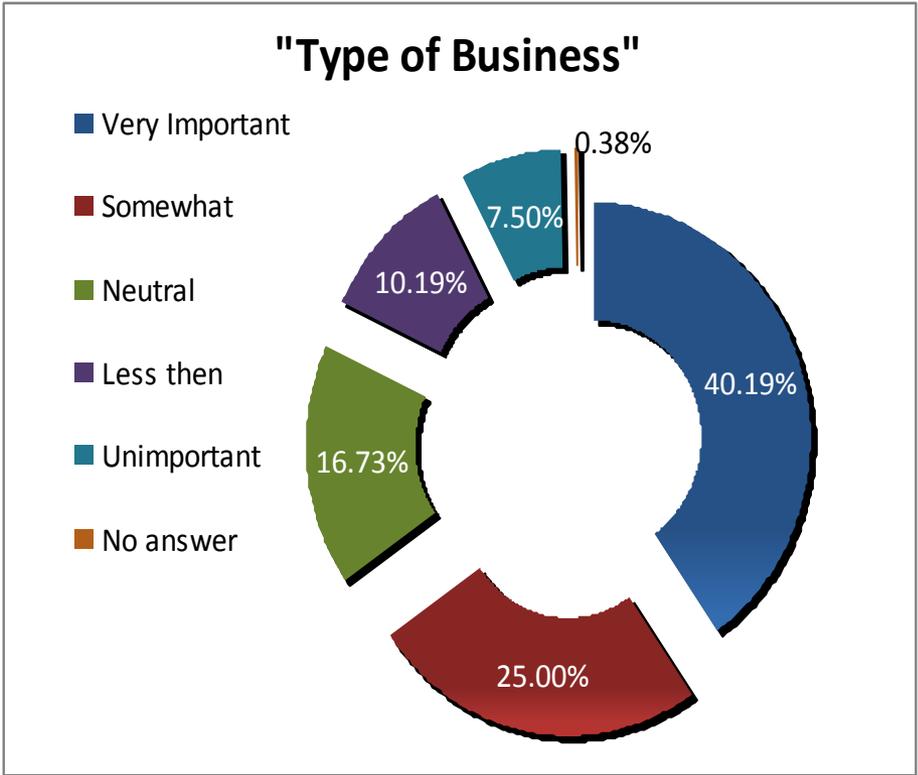
# #4(9). When considering business development, what factors are most important to you? [TYPE OF BUSINESS OWNERSHIP]



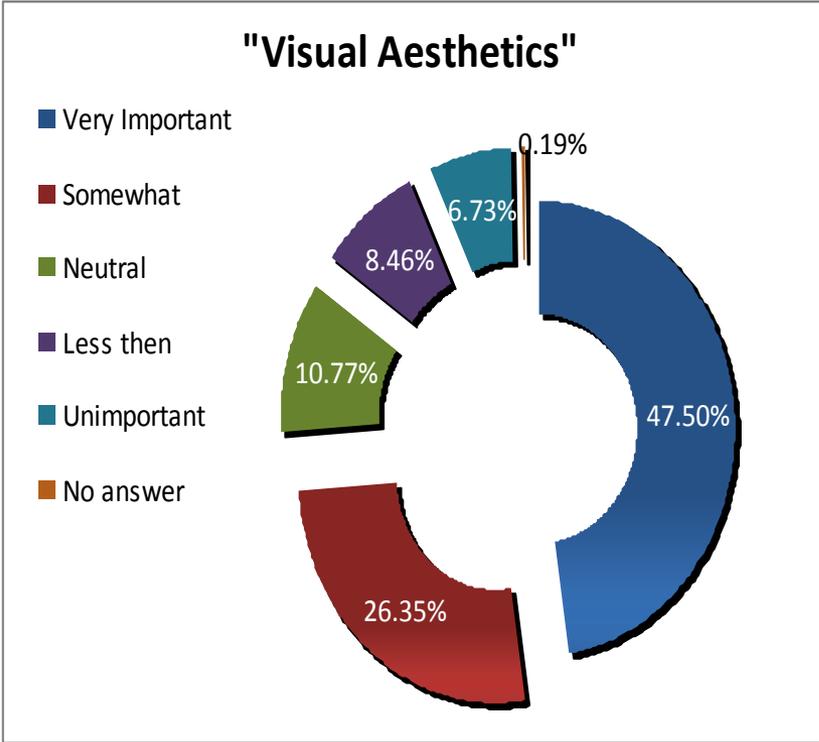
<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	136	26.15%
Somewhat	107	20.58%
Neutral	133	25.58%
Less then	82	15.77%
Unimportant	59	11.35%
No answer	3	0.58%

# #4(10). When considering business development, what factors are most important to you? [TYPE OF BUSINESS]

<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	209	40.19%
Somewhat	130	25.00%
Neutral	87	16.73%
Less then	53	10.19%
Unimportant	39	7.50%
No answer	2	0.38%



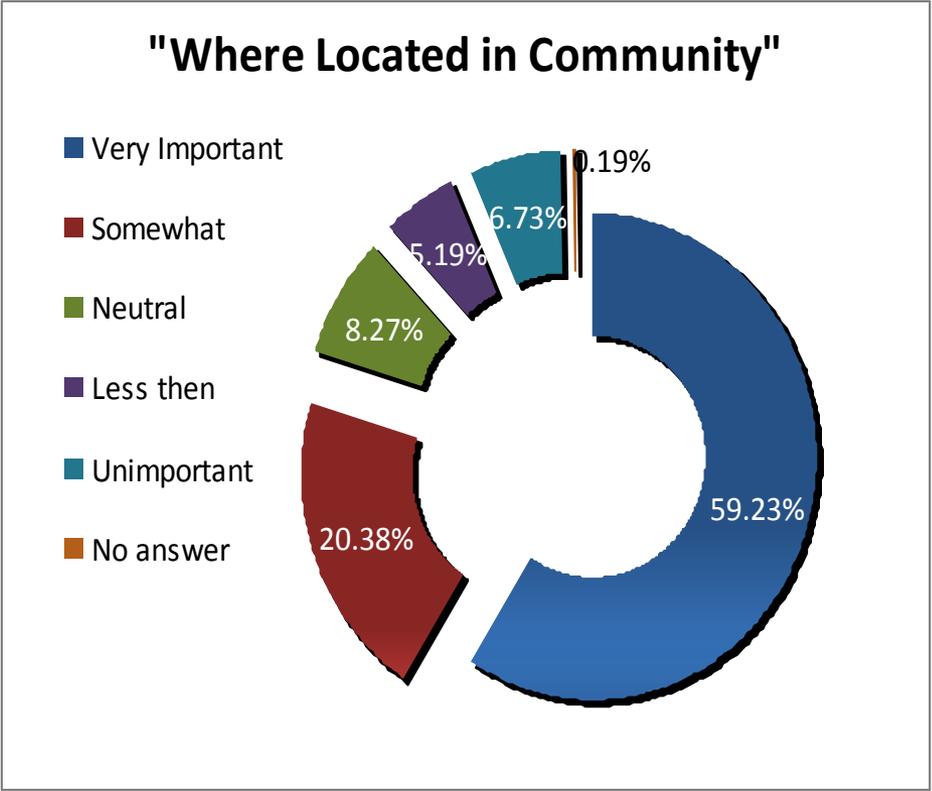
# #4(11). When considering business development, what factors are most important to you? [VISUAL AESTHETICS]



<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	247	47.50%
Somewhat	137	26.35%
Neutral	56	10.77%
Less then	44	8.46%
Unimportant	35	6.73%
No answer	1	0.19%

# #4(12). When considering business development, what factors are most important to you? [WHERE LOCATED IN THE COMMUNITY]

<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	308	59.23%
Somewhat	106	20.38%
Neutral	43	8.27%
Less then	27	5.19%
Unimportant	35	6.73%
No answer	1	0.19%

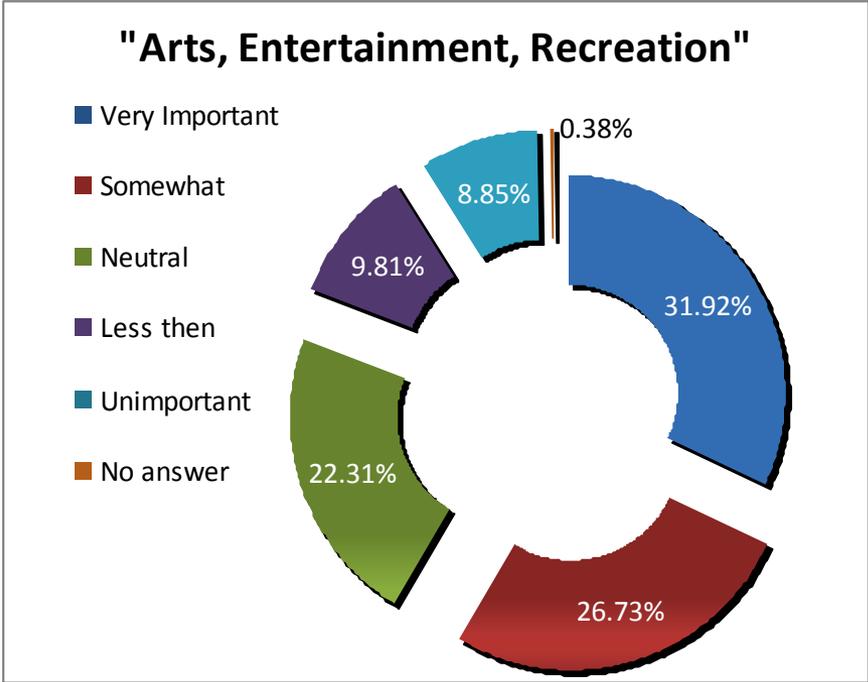


**#4(A&B). When considering business development, what factors are most important to you?  
[ARE THERE OTHER FACTORS NOT LISTED ABOVE THAT ARE IMPORTANT TO YOU?]**

152 respondents entered Other Factors. The following categories of entries appeared 9 or more times:

<b>Count</b>	<b>Answer</b>
23	Impact on Quality of Life/Residential Areas
18	Community Need/Diversity of Business/Customer Wants
12	None/Nothing
12	Size/Scale
11	Village Center/Pedestrian Access/Downtown
9	Architecture/Appearance
9	Ownership

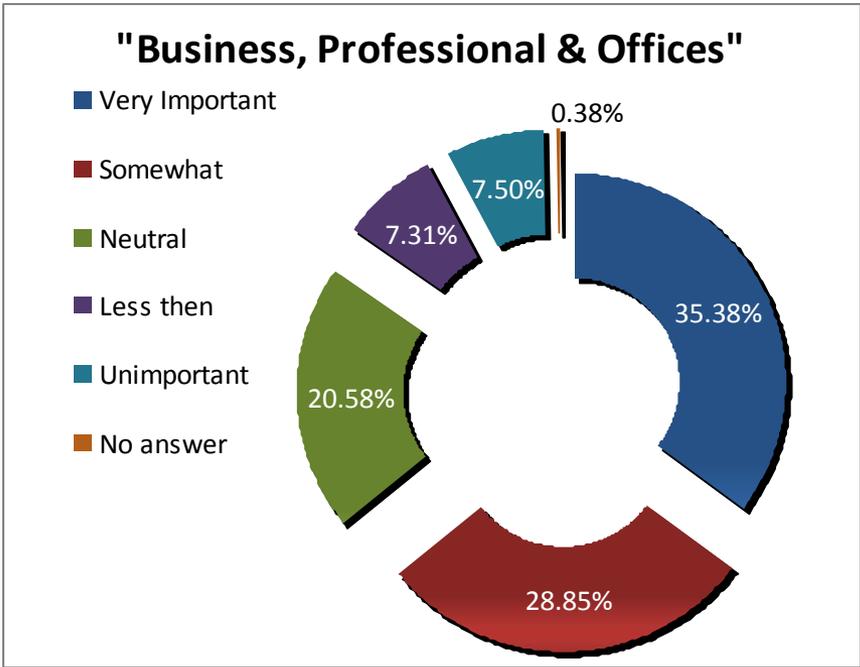
# #5(1). What types of business development would you prefer in Windham? [ARTS, ENTERTAINMENT, RECREATION]



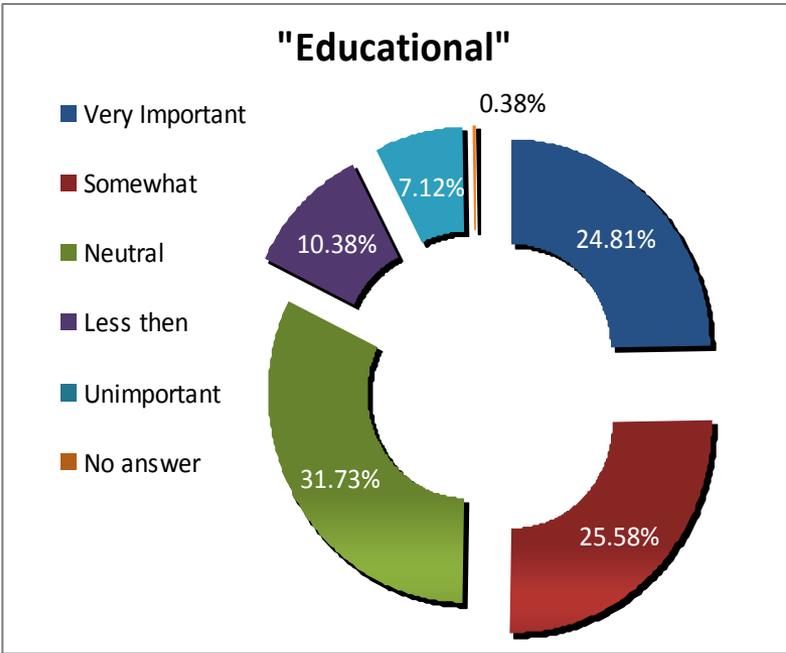
<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	166	31.92%
Somewhat	139	26.73%
Neutral	116	22.31%
Less then	51	9.81%
Unimportant	46	8.85%
No answer	2	0.38%

# #5(2). What types of business development would you prefer in Windham? [BUSINESS, PROFESSIONAL & OFFICES]

<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	184	35.38%
Somewhat	150	28.85%
Neutral	107	20.58%
Less then	38	7.31%
Unimportant	39	7.50%
No answer	2	0.38%



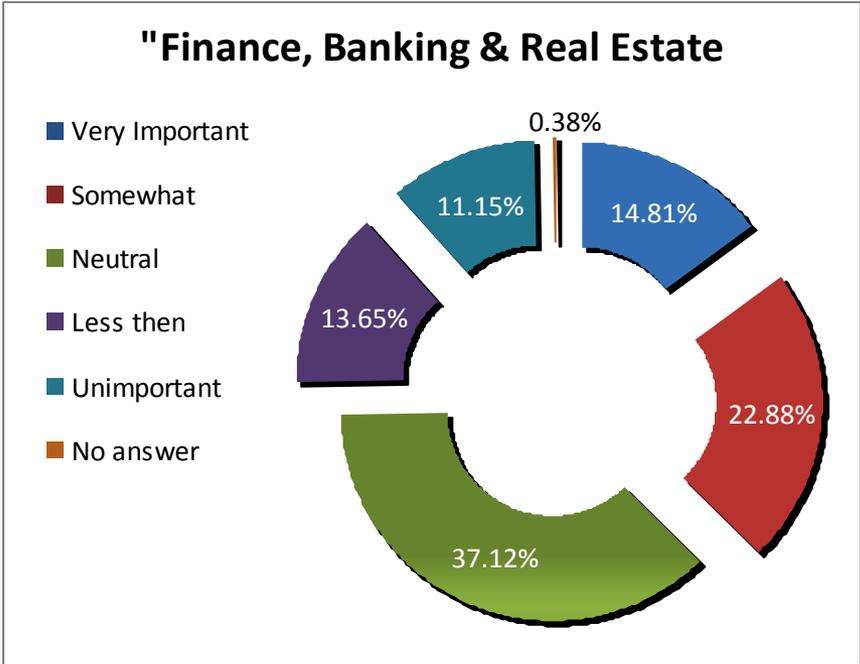
# #5(3). What types of business development would you prefer in Windham? [EDUCATIONAL]



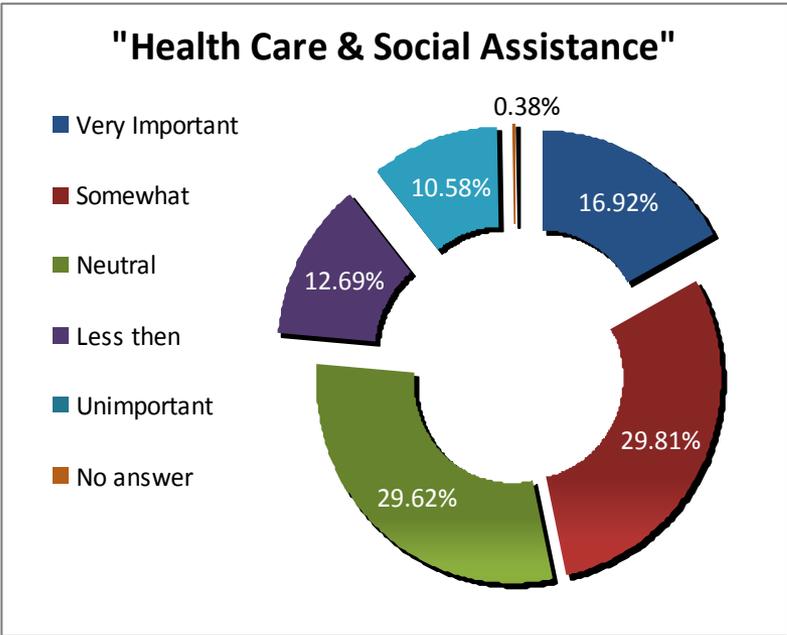
<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	129	24.81%
Somewhat	133	25.58%
Neutral	165	31.73%
Less then	54	10.38%
Unimportant	37	7.12%
No answer	2	0.38%

# #5(4). What types of business development would you prefer in Windham? [FINANCE, BANKING & REAL ESTATE]

<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	77	14.81%
Somewhat	119	22.88%
Neutral	193	37.12%
Less then	71	13.65%
Unimportant	58	11.15%
No answer	2	0.38%



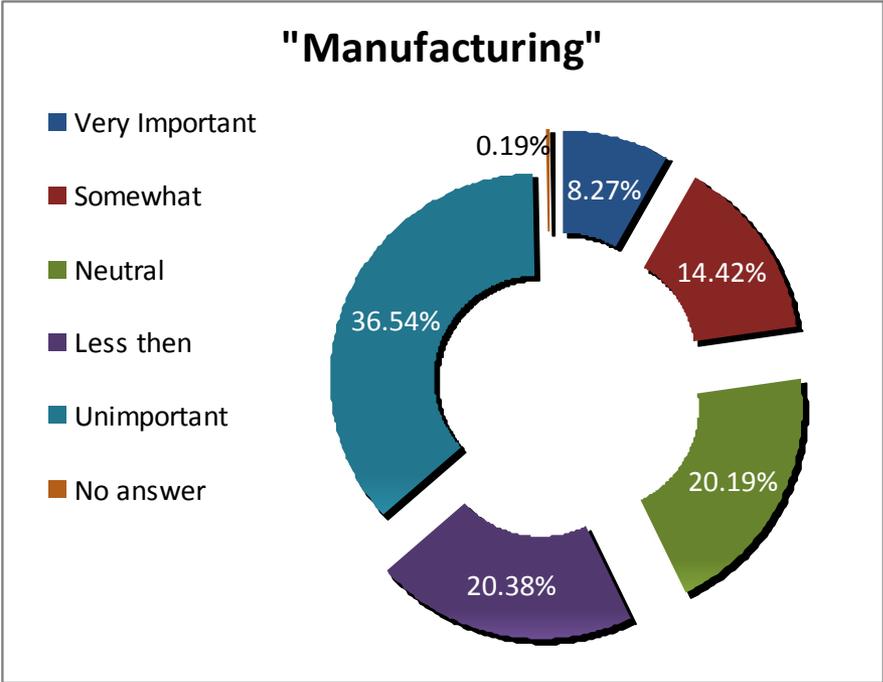
# #5(5). What types of business development would you prefer in Windham? [HEALTH CARE & SOCIAL ASSISTANCE]



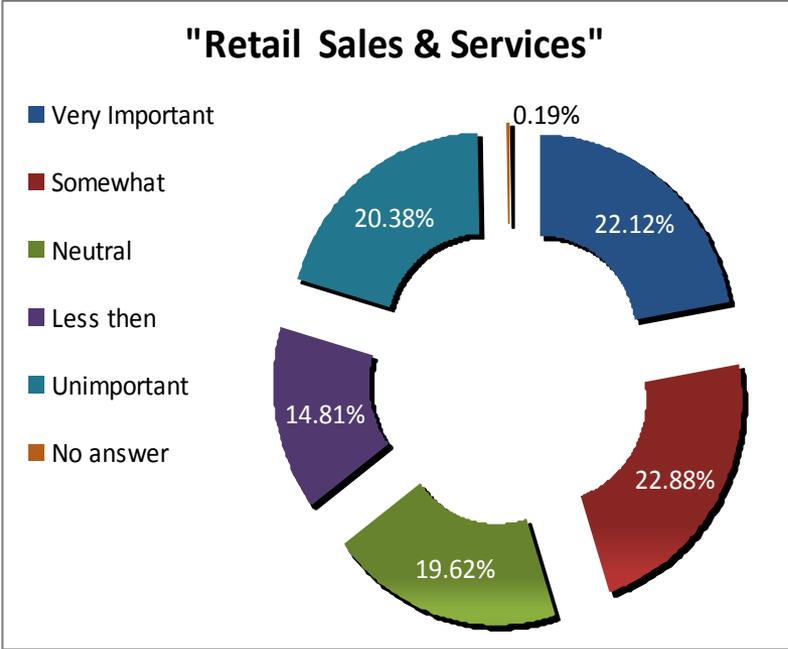
<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	88	16.92%
Somewhat	155	29.81%
Neutral	154	29.62%
Less then	66	12.69%
Unimportant	55	10.58%
No answer	2	0.38%

# #5(6). What types of business development would you prefer in Windham? [MANUFACTURING]

<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	43	8.27%
Somewhat	75	14.42%
Neutral	105	20.19%
Less then	106	20.38%
Unimportant	190	36.54%
No answer	1	0.19%



# #5(7). What types of business development would you prefer in Windham? [RETAIL SALES & SERVICES]



<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Very Important	115	22.12%
Somewhat	119	22.88%
Neutral	102	19.62%
Less then	77	14.81%
Unimportant	106	20.38%
No answer	1	0.19%

**#5(A&B). What types of business development would you prefer in Windham?**

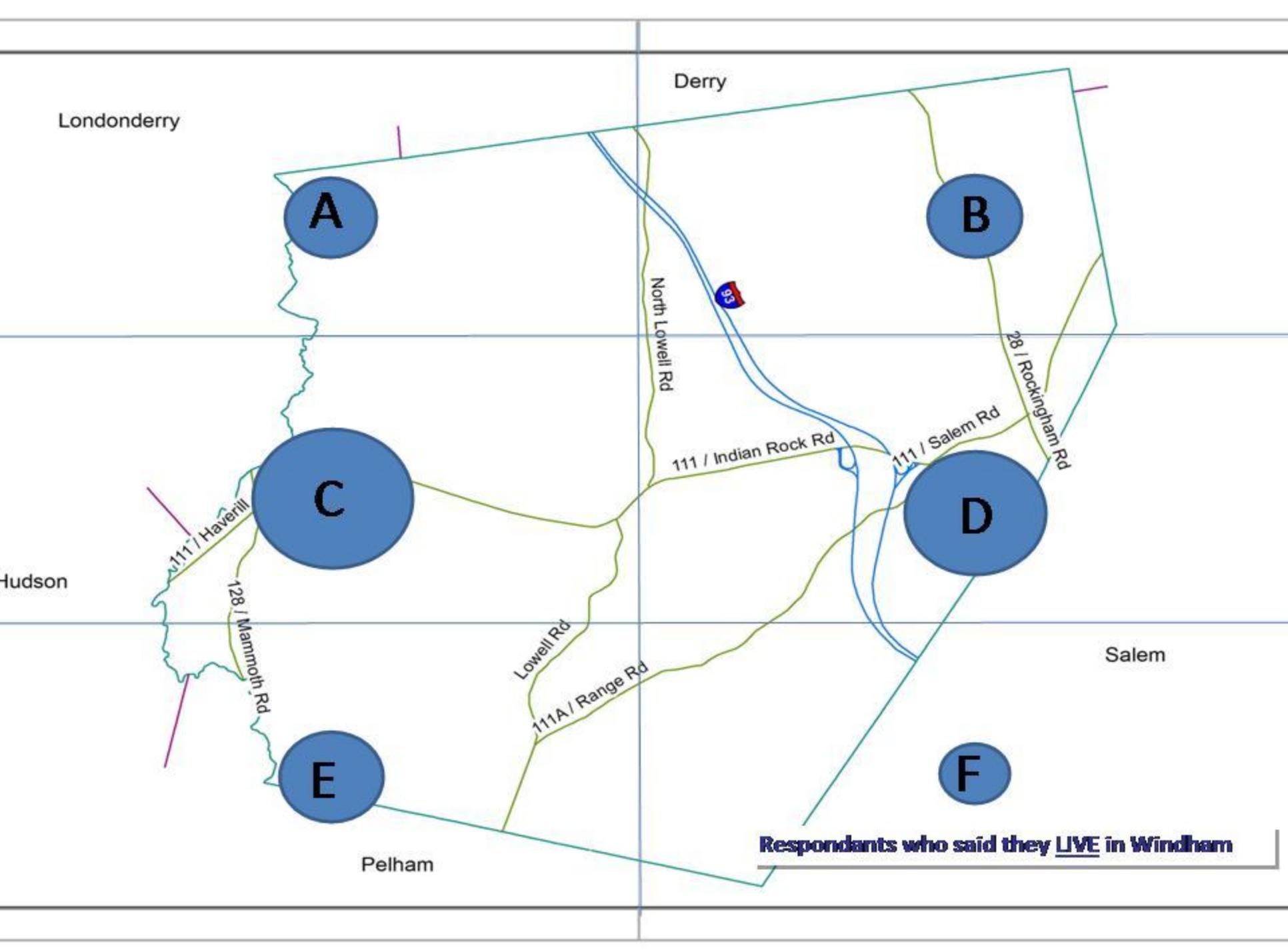
**[ARE THERE OTHER TYPES OF BUSINESS DEVELOPMENT NOT LISTED ABOVE THAT YOU WOULD PREFER TO SEE IN WINDHAM?]**

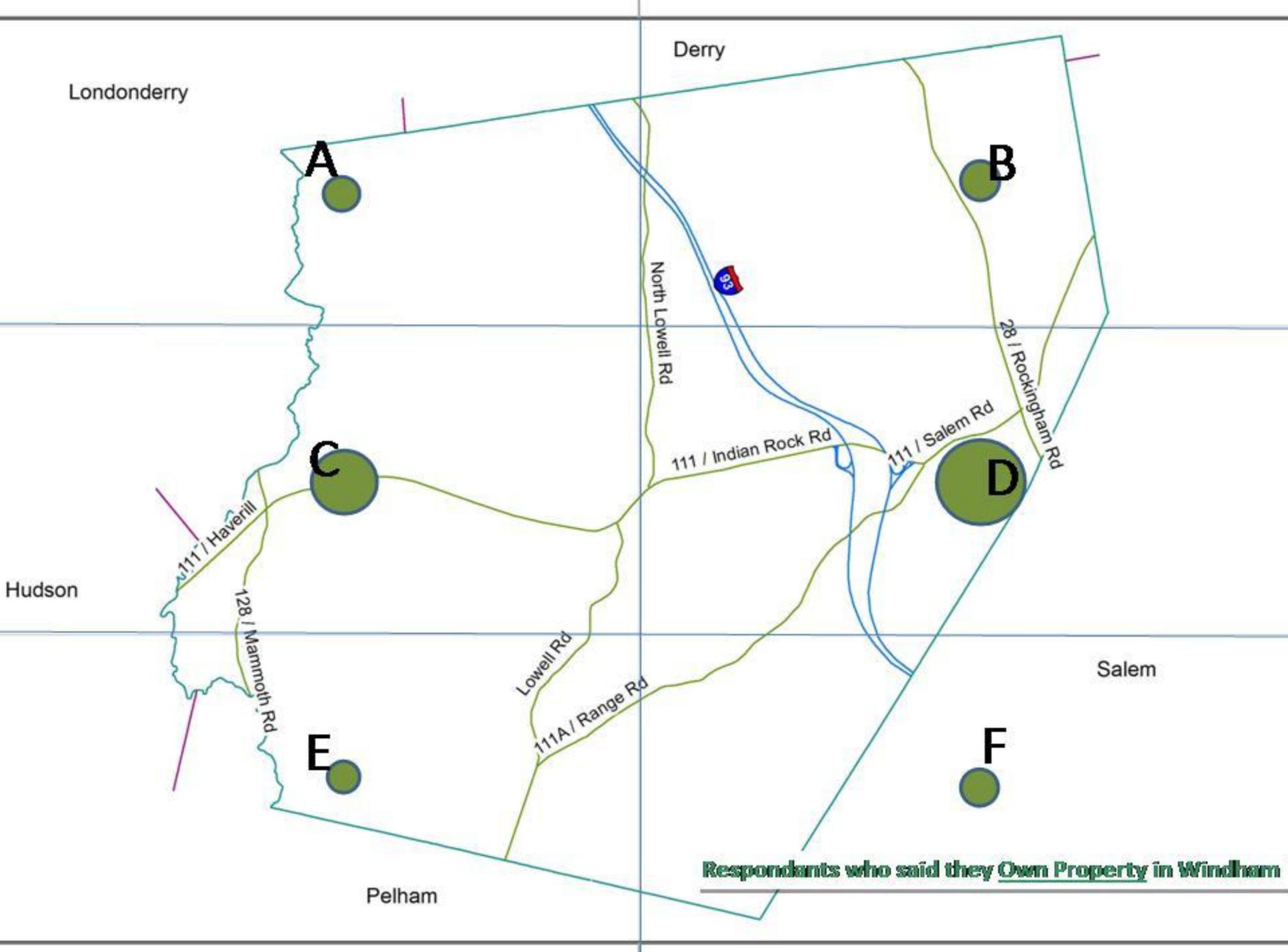
107 respondents listed Other Types. The following categories of entries appeared 10 or more times:

<b>Count</b>	<b>Answer</b>
45	Restaurants
12	Nothing/None/No
10	Home-Based/Locally Owned/Mom & Pop

**#6. Refer to map #2 and indicate in what areas of Town you Live, Own Property, Own a Business. Check all that apply.**

<u>Map Area</u>	<u>Live</u>	<u>Own Prop</u>	<u>Own Business</u>
A	64	27	3
B	70	29	4
C	117	50	11
D	103	67	7
E	73	24	5
F	49	28	2





Londonderry

Derry

A

B

C

D

Hudson

111 / Haverhill

128 / Mammoth Rd

North Lowell Rd

111 / Indian Rock Rd

111 / Salem Rd

28 / Rockingham Rd

Salem

E

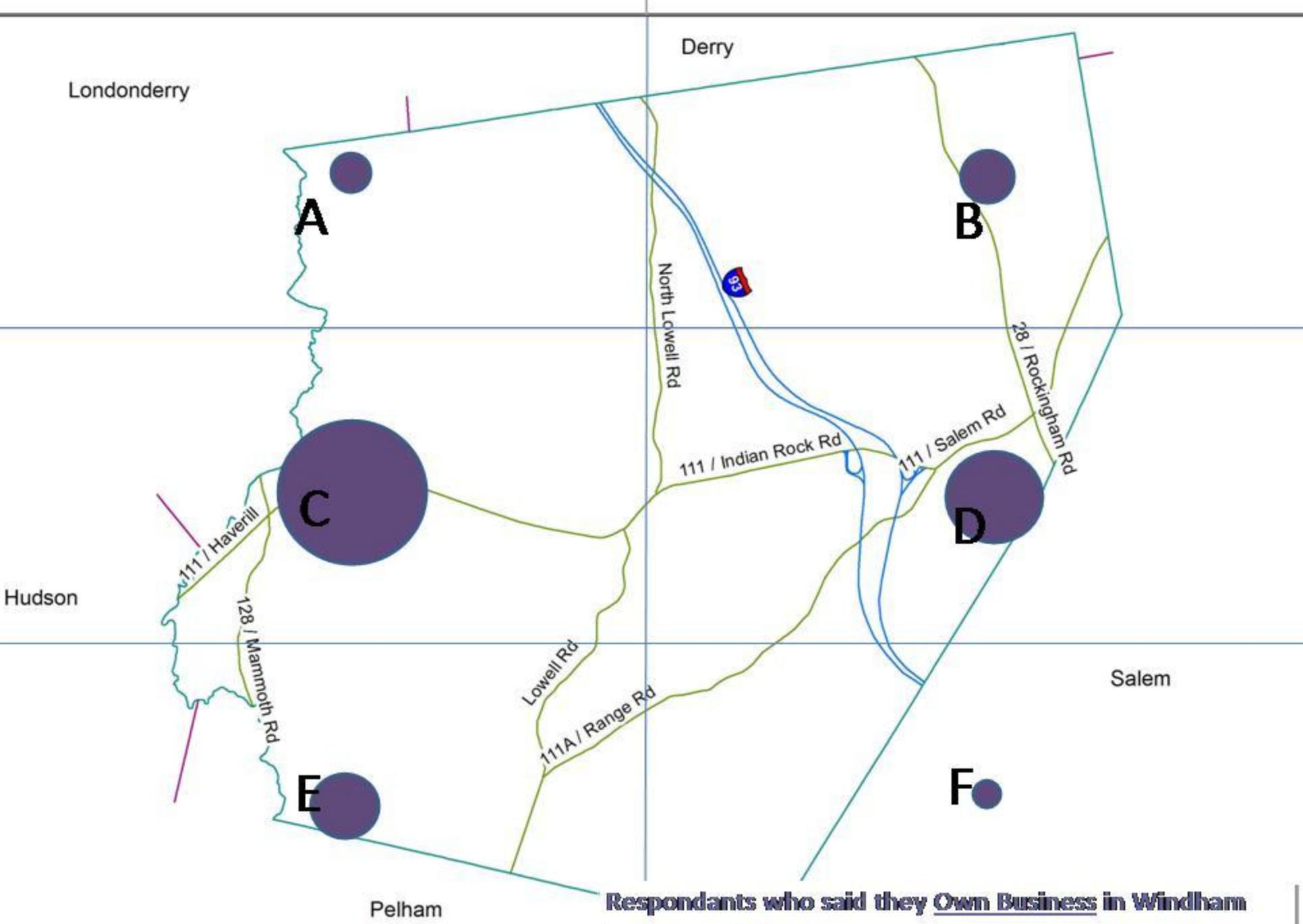
F

Lowell Rd

111A / Range Rd

Pelham

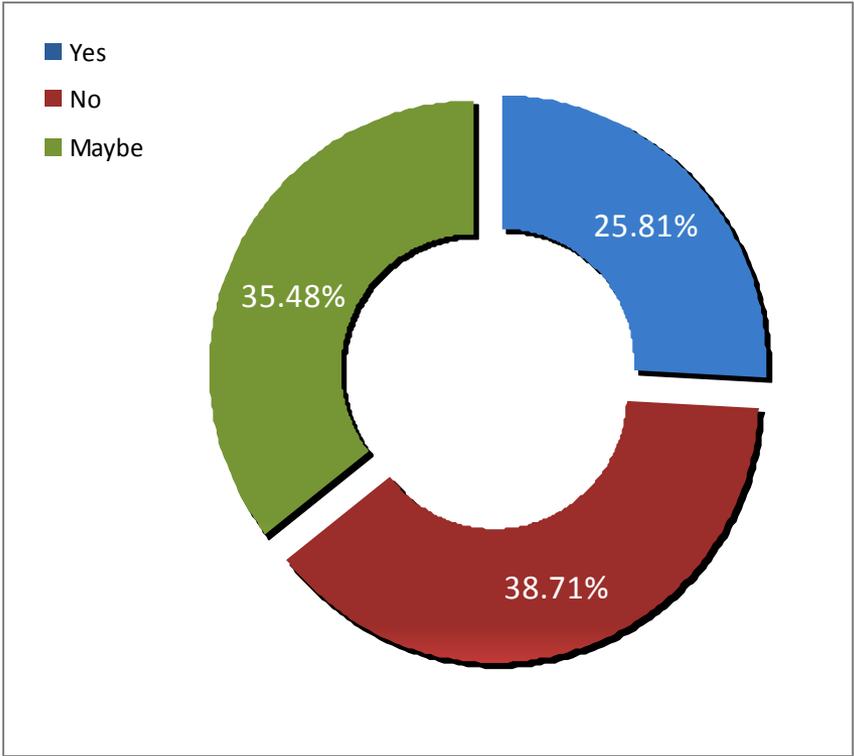
**Respondants who said they Own Property in Windham**



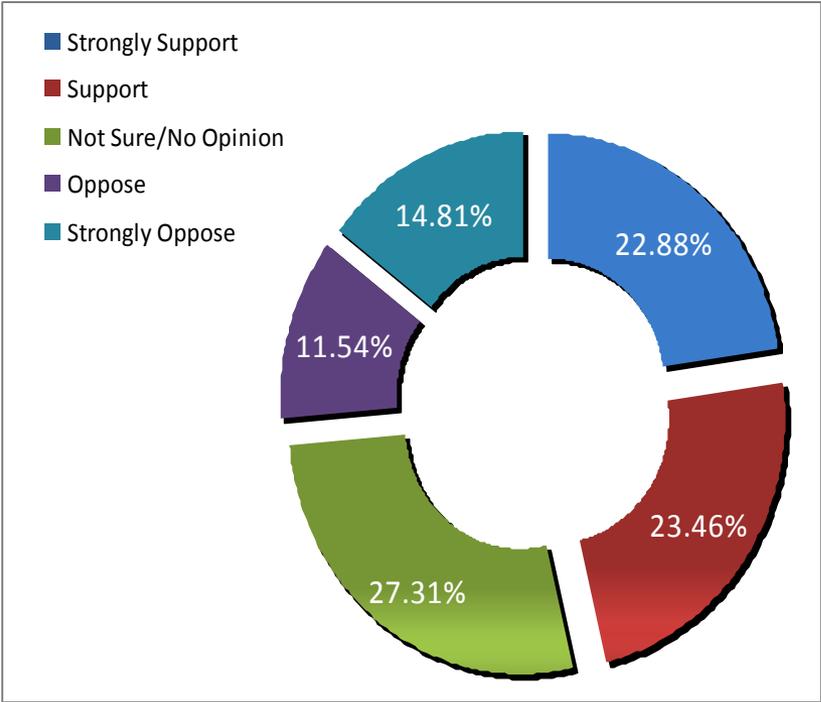
**Respondants who said they Own Business in Windham**

# #7. Would you support development in Windham that has a mix of residential and business uses within the same property?

<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Yes (1)	136	25.81%
No (2)	204	38.71%
Maybe (3)	187	35.48%



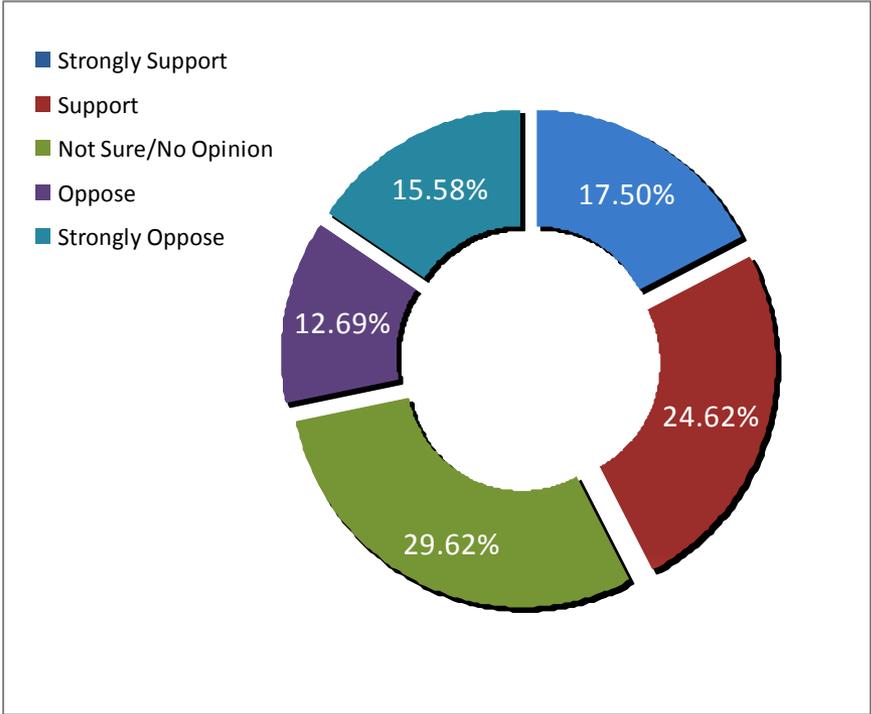
# #8. Would you support expansion of sewer service from Salem into Windham in the Canobie Lake, Shadow Lake, Cobbetts Pond and Wall Street areas of Town?



<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Strongly Support	119	22.88%
Support	122	23.46%
Not Sure/No Opinion	142	27.31%
Oppose	60	11.54%
Strongly Oppose	77	14.81%

# #9. Would you support expansion of water service with Pennichuck Corporation along the Mammoth Road (Rt. 128), Rt. 111, and Range Road areas of Town?

<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Strongly Support	91	17.50%
Support	128	24.62%
Not Sure/No Opinion	154	29.62%
Oppose	66	12.69%
Strongly Oppose	81	15.58%



# #10. A fully developed and built-out Windham looks Most like what community I know?

<u>TOWN</u>	<u>RESPONSE #</u>
Andover	67
Bedford	60
Derry	56
Londonderry	46
Windham	41
Salem	34
Exeter	25
Hollis	17
Concord, Ma	10

- Additional responses and responses to #10(B) Why? available in the survey full data extract at the Community Development Department

# #11. A fully developed and built-out Windham looks Least like what community I know?

<u>TOWN</u>	<u>RESPONSE #</u>
Salem	277
Derry	77
Londonderry	33
Nashua	25
Windham	23
Lawrence	17
Hudson	16

- Additional responses and responses to #11(B) Why? available in the survey full data extract at the Community Development Department

## #12. Would you be interested in being involved with the Windham Economic Development Committee?

- 59 respondents indicated an interest and provided contact information
- A letter of thank you and acknowledgement was sent to these respondents the week of January 24, 2011