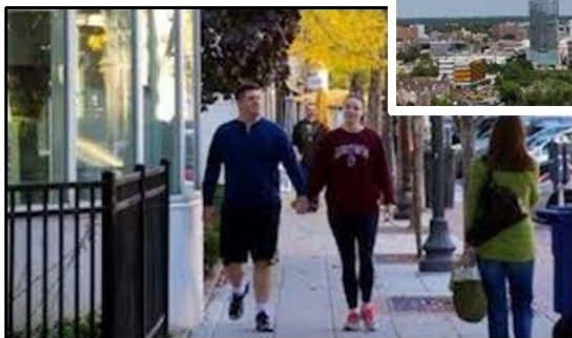


Downtown Residents Study



**STAMFORD
DOWNTOWN**

This is the Place!



Prepared for:
Stamford Downtown
July 2017



Witan Intelligence, Inc.

Over 30 years helping Remarkable clients "Know to Grow!"

www.WitanIntelligence.com

(860) 675-0231

V 7/18/2017

Purpose

- **Goal**

- Improve marketing efficiency and effectiveness by understanding Downtown Residents and building a marketing relationship with them.

- **Primary Objectives**

- **Research**

- Profile Resident Households.
- Measure Resident Households' behavior with respect to usage of specific services.
- Measure Resident Households' perception of Stamford Downtown.
- Compare to 2013 Study

- **Marketing**

- Enable Stamford Downtown to position itself as a lifestyle-enhancing resource to residents.
- Update a list for use by Stamford Downtown to communicate with Residents.



July 2017

Method

- **Survey Online and Print**

- Stamford Downtown contacted landlords and property owners of rental and condominium residential buildings within the downtown district (06901) and asked that they distribute a survey to their residents. The survey asked that one member from each household complete a survey from Stamford Downtown.
- Most Landlords broadcast the request by email, including a letter from Stamford Downtown with a link to an online survey.* A few distributed paper copies with completed forms mailed to Stamford Downtown.
- Residents were offered a gratuity of choosing a pair of tickets to one of the following:
 - The Avon Theater Film Center, Alive@Five, or Wednesday Nite Live.
- 556 households' surveys were collected in late 2016 and early 2017.
 - Precision: Maximum Range of Error at .95 CL is +/- 4.2%. To put this precision in context; if the survey were repeated 100 times, 95 of their answers would distribute under a bell-shaped curve with the majority directly under the peak and a few spread out but at most by 4.9%. Typical surveys of the entire U.S. population are of 1,000 interviews which has +/-3% Error.
 - The 2013 Study included 418 surveys and had a MRE of +/- 4.9%.
- Surveys may continue to be collected for purposes of building the resident database.

*See Appendix for detail of Invitation and Questionnaire.



July 2017

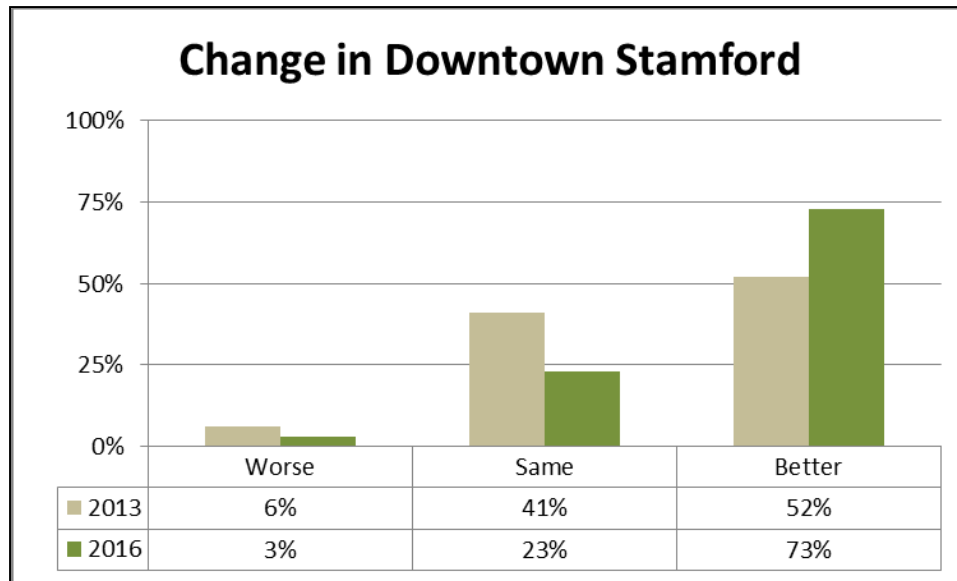
Summary

- **Objective:** Measure Resident Households' perception of Stamford Downtown
- **Insight:** Quality-of-life perception improved significantly.

73% feel quality of life has Improved either "A Little" (42%) or "A Lot" (32%). This share is significantly more than 2013's 54%.

23% feel that it is the Same as before (vs 43% in 2013)

3% feel it has gotten worse, half of the 6% share in 2013..

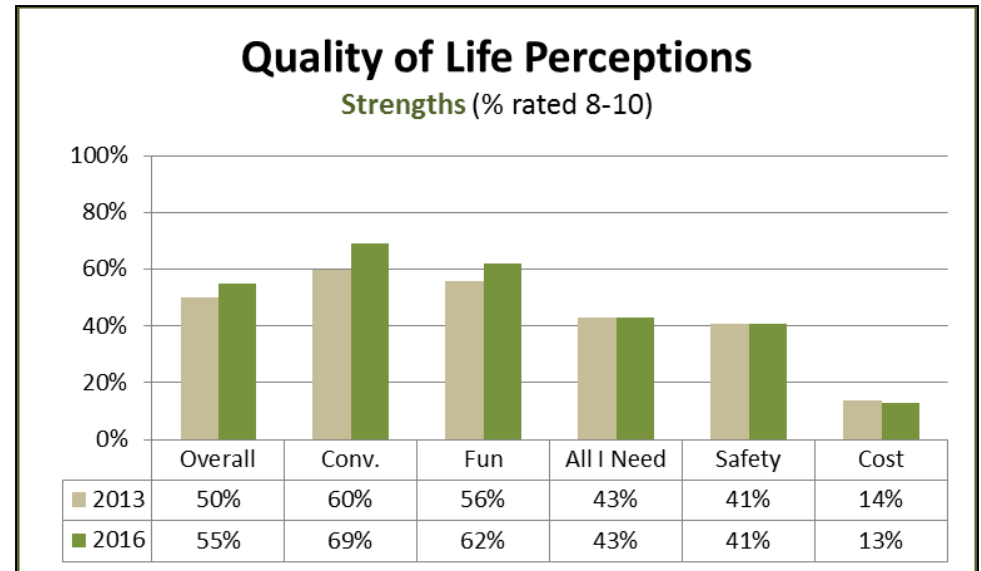


July 2017

- Insight: Strengths get stronger as Convenience and Fun perceptions increase.

Overall, Stamford was rated 7.6 (average on 0-10 scale) with 55% giving a high (8-10) rating.

Convenience and Fun remain the strongest two attributes. These were scored high by 69% and 62% respectively, with slightly more giving high marks than in 2013.



July 2017

- Insight: Convenience and Dining are attributes “I like best”**

Convenience to transportation and to work are valued,
As are the of lifestyle benefits (e.g. convenience,
quality, variety) of dining particularly, and
entertainment options

	2013	2016	Change
Convenience	71%	75%	
Transp	46%	53%	8%
Work	48%	52%	
Dining	72%	75%	
Entertainment	41%	45%	
Shopping	35%	33%	
Street Ambiance	27%	23%	

- Insight: Dining and Development are cited as “improved” attributes**

Safety and Nightlife were cited more often than
In 2013 as having improved.

	2013	2016	Change
Restaurants/Cafes	40%	36%	
Development (Apts., Offices)		29%	
Safety/Police/Lighting	8%	17%	9%
Nightlife/Bars	4%	15%	11%
Events/Entert./Culture	9%	10%	



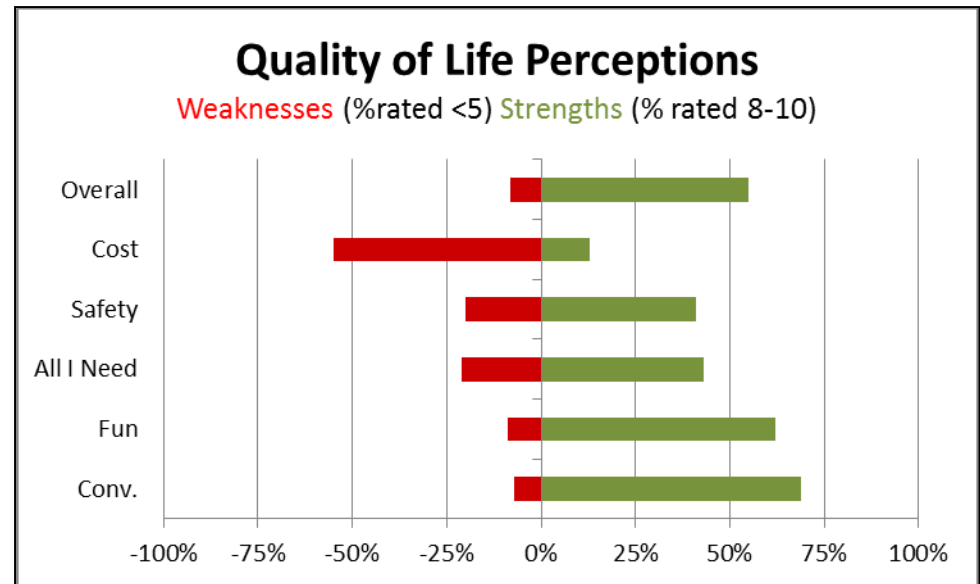
July 2017

- Insight: Biggest Weakness continues to be perceived Cost**

Costs (rents in particular) are thought to be out of line with the value of quality of life.

Over half rated Downtown Stamford low (rated <5) in terms of "Cost."

All I Need and Safety received the 2nd and 3rd greatest shares of low ratings.



July 2017

As in 2013, Costs and Safety were most often mentioned recommendations to improve quality of life.

	2013	2016	Change
Costs/Rent	14%	18%	
Safety/Police/Lighting	12%	13%	
Restaurants/Cafes	10%	12%	
Events/Entert./Culture	9%	11%	
Shopping/Boutiques	11%	11%	
Food Store/Market	12%	10%	
Traffic/Lights	5%	7%	
Parking	8%	6%	

Of the 3% who said things are worse:
Traffic, Dining and Development (over-development) were mentioned more frequently than in 2013 as attributes that got worse, while Costs, Safety and Blight were mentioned less frequently.

	2013	2016	Change
Costs/Rent	35%	25%	-10%
Safety/Police/Lighting	38%	19%	-20%
Traffic/Lights	8%	19%	11%
Restaurants/Cafes	8%	19%	11%
Development (Apts., Offices)		19%	19%
Loiterers/Homeless	8%	12%	
Beautification/Blight	15%	6%	-9%
Cleanliness/Litter	8%	6%	
Shopping/Boutiques		6%	
Roads		6%	
Noise	12%	6%	



July 2017

- **Recommendation:**

Stamford's perception improved with attention to its strengths (convenience and dining) and by addressing shortfalls in service amenities (e.g. food stores), parking, traffic and to the perception of Safety. Continued attention to these should dampen continued erosion in cost/value perception to some degree.

Unlike Costs for which measurable comparisons can be made, Safety is a *perceived* issue not necessarily a real one (as measured by crime stats). Continued work on simple, visible solutions will continue to improve perception. (e.g. factors often include litter, graffiti, vagrants, lighting, security/police presence, "critical mass" of others).



July 2017

- **Objective: Measure residents' behavior with respect to usage of specific services**
- **Insight: Most frequently used services (anywhere) are Fitness Centers and Restaurants**
Most services were used more frequently in 2016 than in 2013

Days Used/Month	2013	2016	Change
Gym/Fitness Center	8.8	10.3	1.5
Dining	9.1	10.1	1.0
Food Shopping	6.4	8.8	2.4
Drinks at Clubs/Bars	5.1	8.5	3.4
Retail Shopping	5.9	7.5	1.6
Fast Food	na	6.1	
Banking	4.0	5.7	1.7
Live Performances	1.6	4.3	2.7
Movies	2.0	4.0	2.0
Library	2.4	3.9	1.5
Salon/Spa	1.6	3.7	2.1



July 2017

- Insight: Most frequently used services in *Stamford* are Restaurants and Fitness Centers**

Nightlife (Drinks) and shopping (Food and Retail) are services used at least weekly.

Most services in Stamford were used a bit more often by 2016 residents

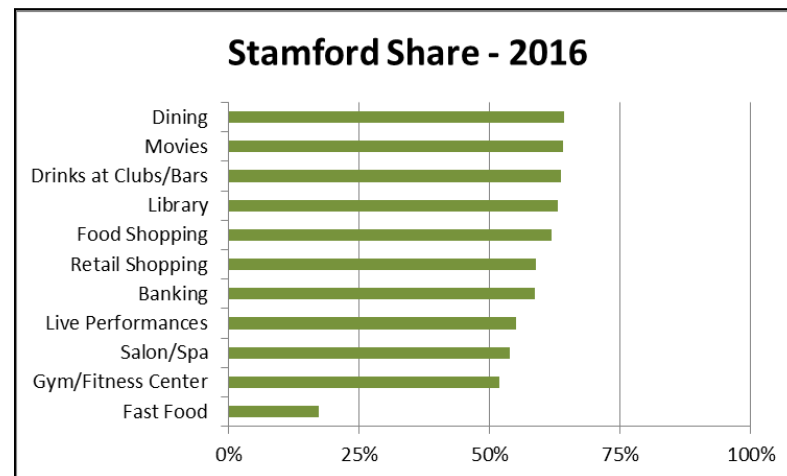
Days Used/Month	2013	2016	Change
Dining (not fast food)	5.8	6.5	0.7
Gym/Fitness Center	5.8	5.7	
Drinks at Clubs/Bars	3.3	5.4	2.1
Food Shopping	3.9	5.4	1.5
Retail Shopping	3.3	4.3	1.0
Fast Food	na	3.5	
Banking	2.7	3.2	
Library	2.0	2.7	0.7
Movies	1.4	2.5	1.1
Live Performances	0.7	2.3	1.6
Salon/Spa	0.8	1.9	1.1



July 2017

- Insight: Stamford's share is over 50% for most key services**

Dining, Movies, Night Clubs,
Library and Food shopping all have
two-thirds (62%) shares or better



- Insight: Stamford's share increased for Live Performances**

Meanwhile, share decreased for Library services
as well as Movies, Fitness Centers and Banking

Stamford Share	2013	2016	Change
Live Performances	48%	55%	8%
Banking	68%	59%	-9%
Gym/Fitness Center	63%	52%	-11%
Movies	77%	64%	-13%
Library	86%	63%	-23%



- Recommendation: Focus on Most Frequently Used Services with High Usage Share**

Downtown Stamford's perception relies on the quality and variety of Dining, Drinks and Shopping as these are not only the most frequently used of services, Stamford's share of these is slightly more than elsewhere.

Movies, Library and Banking are less frequently used services, but Stamford's share slipped for all three in this category.

The share of use of Stamford's Fitness Centers slipped a bit from 2013, moving it into the High Use / Low Share "opportunity" category.

	Less Frequently Used	Frequently Used
High Share	Movies Library Banking	BRAND Dining Drinks at Clubs/Bars Food Shopping Retail Shopping
Low Share	Live Performances Salon/Spa Fast Food	OPPORTUNITY Gym/Fitness Center

Share of Live Performances increased from 2013, but not enough to move it's category.





- **Objective: Profile Residents – Cars & Parking**
- **Insight: Stamford Walks**

While two-thirds of downtown workers will use their car to get to work, over half (57%) also sometimes walk (or bike) to work (a decline from 65% in 2013).

	2013	2016	Change
Personal	55%	66%	11%
Walk/Bike	64%	57%	-7%
Public	7%	5%	-2%

While bike use is only 4%, it increased from 1% in 2013



Parking:

93% have a car with 33% having two or more

Average 1.4 cars

43% pay something extra to park car(s)

\$112 is average extra/month (\$99/car)

13% of owners park a car way from residence.

(park on street, at family/friend, work or paid lot)



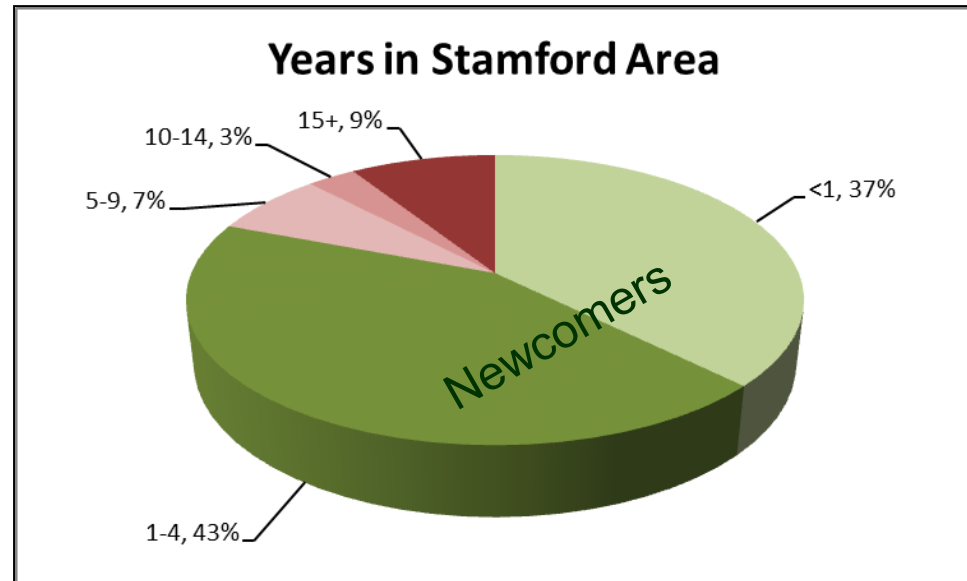
July 2017

- **Objective: Profile Residents – Years in Stamford**
- **Insight: Most are new to Stamford**

The average years living in the area is 3.9.
80% have been in area for less than 5 years
(66% in '13).

63% moved from 15+ miles away

	Share
Stamford	26%
15 Miles (not Stamford)	12%
NYC	6%
Tri-State (not 15 Miles or NYC)	17%
US (not Tri-State)	37%
Foreign	3%



- **Objective: Profile Residents – Rentals**
- **Insight: As expected*, most are Renters**

92% Rent their current home (87% in '13)

	Prior	Current
Rent	67%	92%
Own	13%	7%
Stay w Family/Friends	19%	1%

18% formerly living w family/friends live in their own place
7% former owners now rent

Rent prices are a concern to renters

*Sample method concentrated on rental properties



July 2017

- **Objective: Profile Residents – Age, Gender & Household Size**

- **Insight: Youth**

84% of households have someone 18 – 34

71% of households have none 35 or older

30% have Female adults only

27% have Male adults only

9% have Children

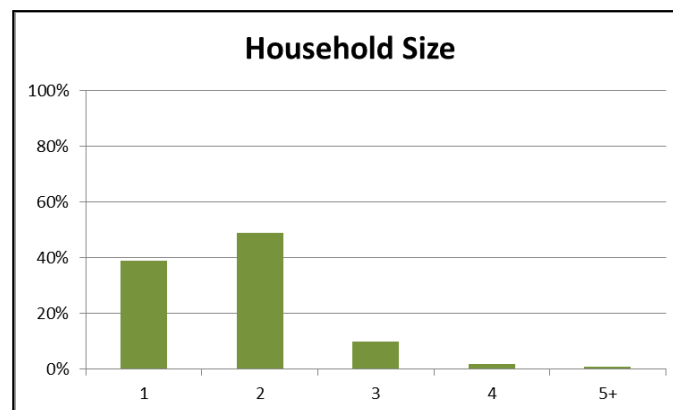
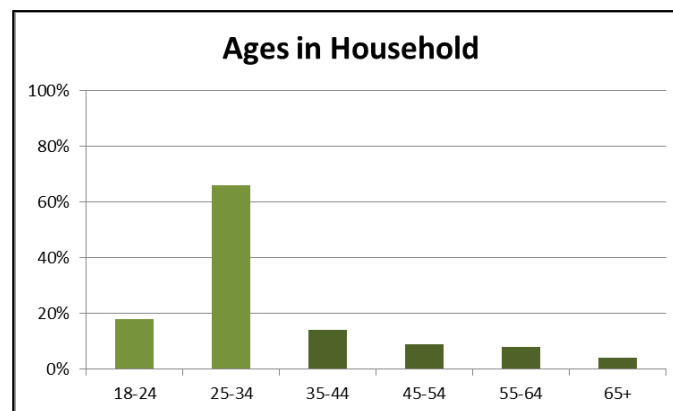
89% of Children are <10 years old

1.8 is Average Size of Households

39% 1 person

49% 2 people

13% 3+ people



July 2017

- **Objective: Profile Residents – Workers**
- **Insight: Stamford Workforce**

70% of households have someone who works

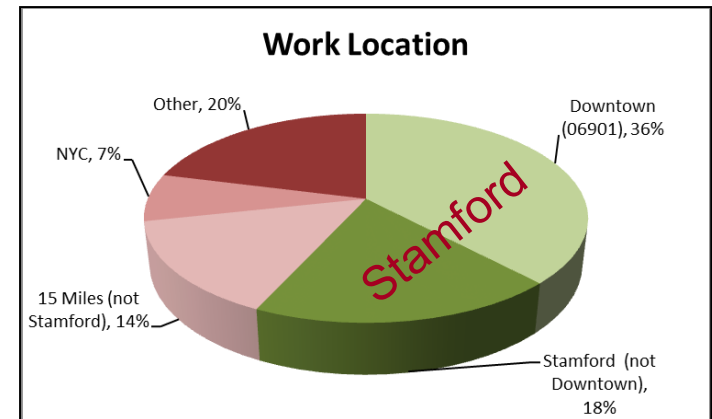
Of those who work:

36% work in Stamford Downtown (06901)

54% work in City of Stamford or Downtown

68% work within 15 miles of home

7% work in NYC



July 2017

- **Objective: Profile Residents – Income & Education**
- **Insight: Smart & Affluent**

\$114 Median income

58% earn \$100k or more

14% earn \$200k or more

Median Income of other areas* for comparison :

\$ 70,331 State of Connecticut

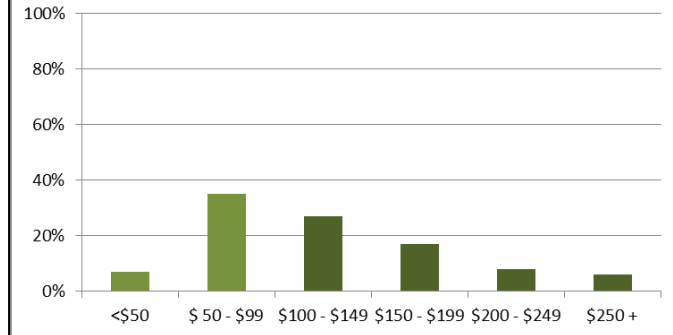
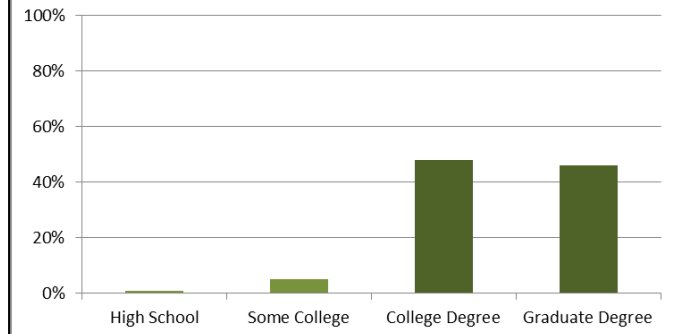
\$ 84,233 Fairfield County

\$ 79,359 City of Stamford

Source: <http://census.gov>

94% Have a College Degree or more

46% Have a Master's Degree or more

Household Income**Education**

- Spanish (3%), Hindi (3%), Other (7%)



Appendix A

- Questionnaire (Harbor Point Version)



STAMFORD
DOWNTOWN

This is the Place!

Harbor Point Resident Survey 2016

V 2016 0915

Because you live in Harbor Point, your opinions are uniquely important to us. This survey is to help us better understand how to direct our efforts to enhance your Stamford Downtown experience.

Please take a few minutes to complete the survey. At the end, include your mailing address so we can send you a free ticket* to the Avon Theater Film Center (www.AvonTheater.org) (while supplies last), Wednesday Night Live! or Alive@Live! (www.StamfordDowntown.com).

This same survey can be completed online. Go to: www.surveymonkey.com/r/StamfordResHP2016

If you prefer the paper version, completed surveys can be returned to:

Stamford Downtown
Five Landmark Sq, Suite 110
Stamford, CT 06907

Please complete only one survey per family household.

1. How would you rate Stamford downtown in terms of:

	Low										High
Fun/enjoyable place	0	1	2	3	4	5	6	7	8	9	10
Safety	0	1	2	3	4	5	6	7	8	9	10
Having everything I need	0	1	2	3	4	5	6	7	8	9	10

	Low										High
Having a reasonable cost of living	0	1	2	3	4	5	6	7	8	9	10
Convenience (easy to get around)	0	1	2	3	4	5	6	7	8	9	10

2. Overall, how would you rate Stamford Downtown?

	Low										High
	0	1	2	3	4	5	6	7	8	9	10

3. What do you like best about Stamford Downtown?

- | | | |
|--|--|---|
| <input type="checkbox"/> Convenient to Work | <input type="checkbox"/> Dining | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Street Art/Architecture | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Convenient to Transportation |
| <input type="checkbox"/> Other (specify) | | <input type="checkbox"/> Trolley |

4. What would you recommend changing that would improve Stamford Downtown?

5. Since five years ago, would you say Stamford Downtown is better, the same, or worse?

- ☐ A Lot Worse ☐ A Little Worse ☐ The Same ☐ A Little Better ☐ A Lot Better

6. In what ways has it changed?

STAMFORD
DOWNTOWN

This is the Place!

Stamford Downtown (203) 348-5285
email: info@stamford-downtown.com
website: www.stamford-downtown.com

Survey Conducted by:
Witan Intelligence, Inc.
www.WitanIntelligence.com



Witan Intelligence, Inc.

Over 30 years helping Remarkable clients "Know to Grow!"

www.WitanIntelligence.com

(860) 675-0231

V 7/18/2017

Know to Grow!

STAMFORD DOWNTOWN

This is the Place!

Harbor Point Resident Survey 2016

V 2016 0915

From this point forward, all questions are about your family household. Please include all those residing at your address who are:

- o Family members (of any generation). Include those temporarily away (such as at school or deployed in the service).
- o Or, living together in a relationship (with you or a family member)

DO NOT INCLUDE unrelated roommates or subtenants. For this census, they are considered separate households. However, you can forward the survey link to any roommates or subtenants for them to complete their own form.

7. Aside from going to work, how do your household members usually get to and from places in Stamford Downtown? (choose all that apply)

- ☐ Bus ☐ Bicycle ☐ Personal Car
- ☐ Taxi/Cab/Limo ☐ Walk ☐ Motorcycle/Moped
- Other (specify) _____

8. These are types of stores, services and entertainment people use. During a typical month, how many days does someone in your household use these services in Stamford Downtown...and Elsewhere?

	Stamford Downtown	Elsewhere
Movies	<input type="checkbox"/> None _____ times	<input type="checkbox"/> None _____ times
Drinks at Bars/Clubs	<input type="checkbox"/> None _____ times	<input type="checkbox"/> None _____ times
Dining (restaurants)	<input type="checkbox"/> None _____ times	<input type="checkbox"/> None _____ times
Dining (fast food)	<input type="checkbox"/> None _____ times	<input type="checkbox"/> None _____ times
Library	<input type="checkbox"/> None _____ times	<input type="checkbox"/> None _____ times
Gym/Fitness Center	<input type="checkbox"/> None _____ times	<input type="checkbox"/> None _____ times
Retail Shopping (not food)	<input type="checkbox"/> None _____ times	<input type="checkbox"/> None _____ times
Salon/Spa	<input type="checkbox"/> None _____ times	<input type="checkbox"/> None _____ times
Food Shopping	<input type="checkbox"/> None _____ times	<input type="checkbox"/> None _____ times
Live Performances (music, theater, etc.)	<input type="checkbox"/> None _____ times	<input type="checkbox"/> None _____ times
Banking	<input type="checkbox"/> None _____ times	<input type="checkbox"/> None _____ times

9. Aside from work, is there any activity or place NOT LISTED ABOVE that regularly brings you to Stamford Downtown

- ☐ Yes (describe) _____ ☐ No, Can't think of anything

10. How many vehicles...

Do you own? _____ #vehicles

Do you park overnight at your residence? _____ #vehicles

Do you park overnight elsewhere? _____ #vehicles

If you park elsewhere, indicate where: _____

11. Do you pay a fee or additional rent to park overnight?

- ☐ Yes (pay extra) ☐ No (nothing extra...NOW SKIP TO Q 13)

12. For each of the vehicles you pay extra to park, how much do you pay per month?

1st Vehicle \$ _____ /month 3rd Vehicle \$ _____ /month

2nd Vehicle \$ _____ /month 4th Vehicle \$ _____ /month

Stamford Downtown (203) 348-6285
email: dsd@stamford-downtown.com
website: www.stamford-downtown.com

Survey Conducted by:
Witan Intelligence, Inc.
www.witanintelligence.com

STAMFORD
DOWNTOWN

This is the Place!

Downtown Residents Study

July 2017



Witan Intelligence, Inc.

Over 30 years helping Remarkable clients "Know to Grow!"

www.WitanIntelligence.com

(860) 675-0231

V 7/18/2017

Know to Grow!

STAMFORD
DOWNTOWN

This is the Place!

Harbor Point Resident Survey 2016

V 2016 0915

13. How many years have you or a member of your family household lived (precluding time in your current location)?

At your current location? _____ years

Anywhere in the Stamford area? _____ years

14. What was the zip code of where you lived just prior to moving to your current location?

-- (if you don't know the zip code, write the town and state.)

-- (if out of the US, just write the country.)

Zip Code _____

15. Did you own or did you rent:

Your prior residence ☐ Own ☐ Rent☐ Family/Friends ☐ OtherYour current residence ☐ Own ☐ Rent☐ Family/Friends ☐ Other

16. Beginning with yourself, list your age and gender, and then list of each other member of your household?

Yoursself	_____ yrs old	Male	Female	4 th Other	_____ yrs old	Male	Female
1 st Other	_____ yrs old	Male	Female	5 th Other	_____ yrs old	Male	Female
2 nd Other	_____ yrs old	Male	Female	6 th Other	_____ yrs old	Male	Female
3 rd Other	_____ yrs old	Male	Female	7 th Other	_____ yrs old	Male	Female

17. For each member of your household who works, please indicate if they work in Stamford Downtown or in Harbor Point. If neither, list the zip code.
-- (if you don't know the zip code, just write the town and state)

1 st Worker	<input type="checkbox"/> Stamford Downtown	<input type="checkbox"/> Harbor Point	Other Zip Code (or town/state) _____
2 nd Worker	<input type="checkbox"/> Stamford Downtown	<input type="checkbox"/> Harbor Point	Other Zip Code (or town/state) _____
3 rd Worker	<input type="checkbox"/> Stamford Downtown	<input type="checkbox"/> Harbor Point	Other Zip Code (or town/state) _____
4 th Worker	<input type="checkbox"/> Stamford Downtown	<input type="checkbox"/> Harbor Point	Other Zip Code (or town/state) _____
5 th Worker	<input type="checkbox"/> Stamford Downtown	<input type="checkbox"/> Harbor Point	Other Zip Code (or town/state) _____
6 th Worker	<input type="checkbox"/> Stamford Downtown	<input type="checkbox"/> Harbor Point	Other Zip Code (or town/state) _____

18. For those who work in Stamford Downtown, in what ways do they usually get to and from work

<input type="checkbox"/> Bus	<input type="checkbox"/> Bicycle	<input type="checkbox"/> Personal Car
<input type="checkbox"/> Taxi/Cab/Limo	<input type="checkbox"/> Walk	<input type="checkbox"/> Motorcycle/Moped
Other (specify) _____		<input type="checkbox"/> Trolley

19. In which category is your household's total combined income for a year?
...*(an estimate is OK)*

<input type="checkbox"/> Less than \$50,000 / year	<input type="checkbox"/> \$150,000 - \$199,000 / year
<input type="checkbox"/> \$50,000 - \$99,000 / year	<input type="checkbox"/> \$200,000 - \$249,000 / year
<input type="checkbox"/> \$100,000 - \$149,000 / year	<input type="checkbox"/> \$250,000 or more / year

20. What is the education of the person in your household who has the most education?

<input type="checkbox"/> High School	<input type="checkbox"/> College Degree (4-year degree)
<input type="checkbox"/> Some College	<input type="checkbox"/> Graduate Degree

Stamford Downtown (203) 348-5285
email: dsd@stamford-downtown.com
website: www.stamford-downtown.com

Survey Conducted by:
Witan Intelligence, Inc.
www.WitanIntelligence.com

STAMFORD
DOWNTOWN

This is the Place!

Downtown Residents Study

July 2017

Know to Grow!



Witan Intelligence, Inc.

Over 30 years helping Remarkable clients "Know to Grow!"

www.WitanIntelligence.com

(860) 675-0231

V 7/18/2017

STAMFORD
DOWNTOWN

This is the Place!

Harbor Point Resident Survey 2016

V 2016 0915

21. What are the primary languages spoken in your household?

- ☐ English ☐ Spanish
- Other (specify) _____

22. Which racial/ethnicities are in your household? (choose all that apply)

- ☐ Caucasian ☐ Hispanic/Latino ☐ Indian (from India)
- ☐ Black ☐ Native American ☐ Asian (not India)
- Other (specify) _____

23. What is the street address of your condo or apartment complex or building?

23a. What is the name of the complex or building?

Your information is confidential and will not be shared with anyone else.

From time-to-time we have special deals, events and privileges just for our Stamford Downtown and Harbor Point residents. These will come through Stamford Downtown, not directly from the sponsoring businesses.

23. Would you like to receive information about these deals, events and privileges from us?

- ☐ Yes. It's OK from time to time to send me information about events, deals and privileges
- ☐ No. Do not send me anything other than to update this census.

24. Please indicate which free ticket you would like to receive?

- ☐ Avon Theater Film Center their website is: www.AvonTheater.org
- ☐ Alive@Five their website is: www.Stamford-Downtown.com
- ☐ Wednesday Night Live their website is: www.Stamford-Downtown.com

25. To register your preference above, and to receive your free ticket, please let us know who you are. (Note: Your ticket will be mailed within 70 days.)

First Name _____

Last Name _____

Address _____

Zip Code _____

Email Address _____

Phone Number (____) _____

26. Feel free to use this space for comments or suggestions to improve your experience in Stamford Downtown!

Completed Surveys can be returned to:

Stamford Downtown
Five Landmark Sq, Suite 110
Stamford, CT 06901

On behalf of Stamford Downtown, thank you for your time and ideas.

Stamford Downtown (203) 348-5285
email: dssd@stamford-downtown.com
website: www.stamford-downtown.com

Survey Conducted by:
Witan Intelligence, Inc.
www.WitanIntelligence.com

STAMFORD
DOWNTOWN

This is the Place!

Downtown Residents Study

July 2017



Witan Intelligence, Inc.

Over 30 years helping Remarkable clients "Know to Grow!"

www.WitanIntelligence.com

(860) 675-0231

V 7/18/2017

Know to Grow!