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2017 Stamford Downtown Residents Study

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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.

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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.

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Summary

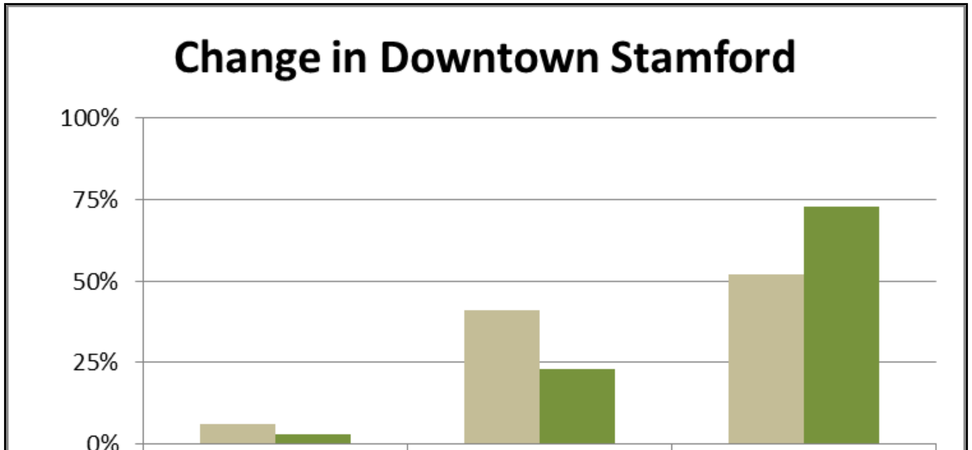
- **Objective: Measure Resident Households' perception of Stamford Downtown**

- **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..



	Worse	Same	Better
2013	6%	41%	52%
2016	3%	23%	73%

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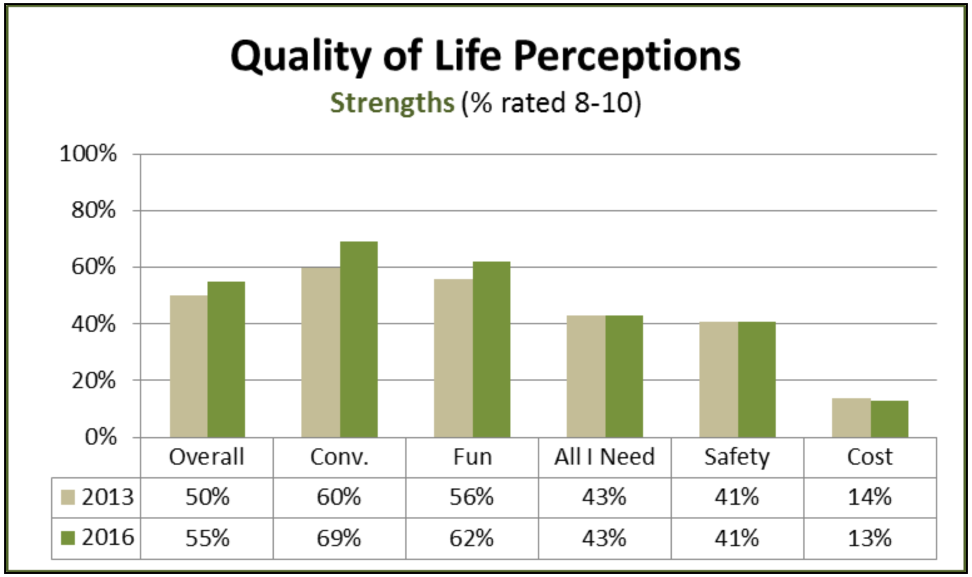
- **Insight: Strengths get stronger as Convenience and Fun perceptions increase.**

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.



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- **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%	

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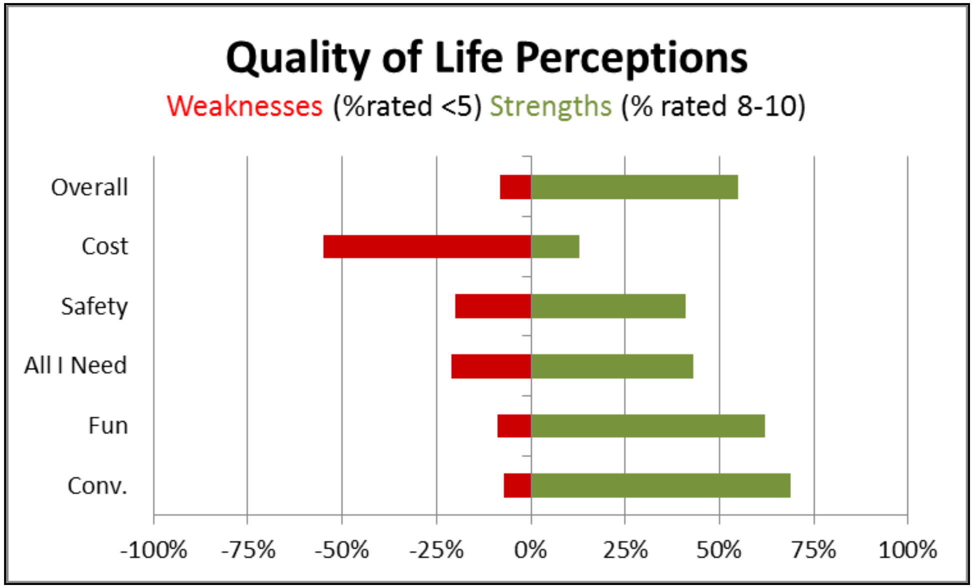
- **Insight: Biggest Weakness continues to be perceived Cost**

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.



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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%	

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- **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).

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- **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

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- **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

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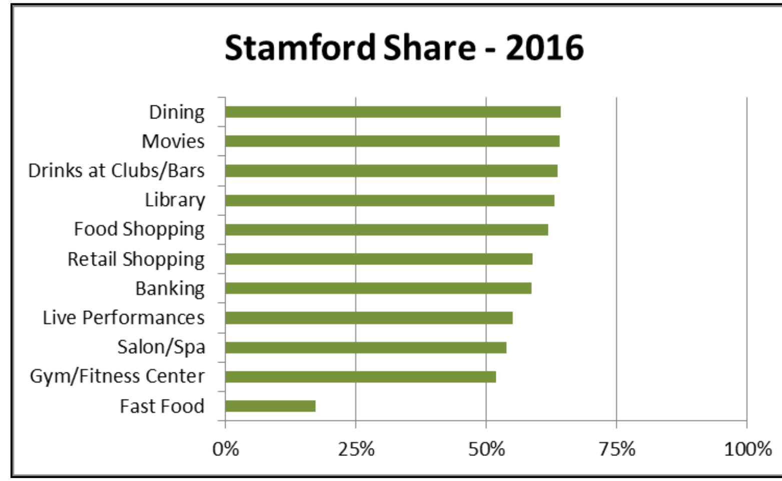
- **Insight: Stamford's share is over 50% for most key services**

  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%

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- **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.

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- **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)

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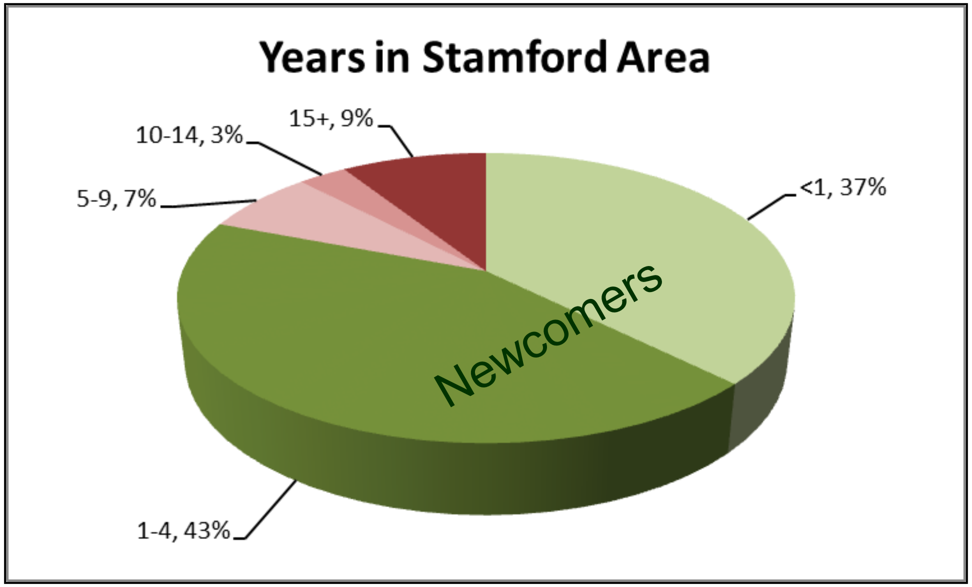
- **Objective: Profile Residents – Years in Stamford**

- **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%



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- **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

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- **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

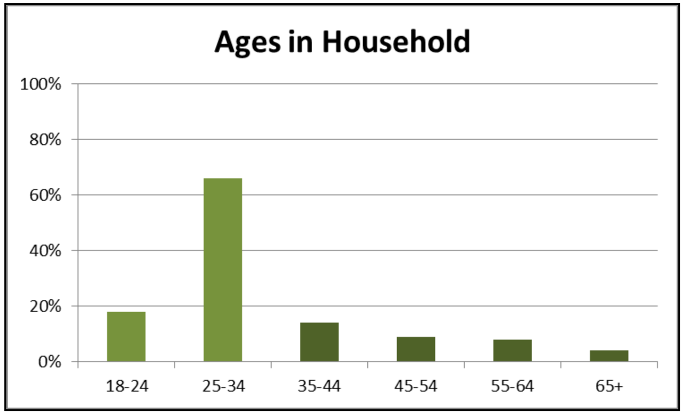
89% of Children are <10 years old

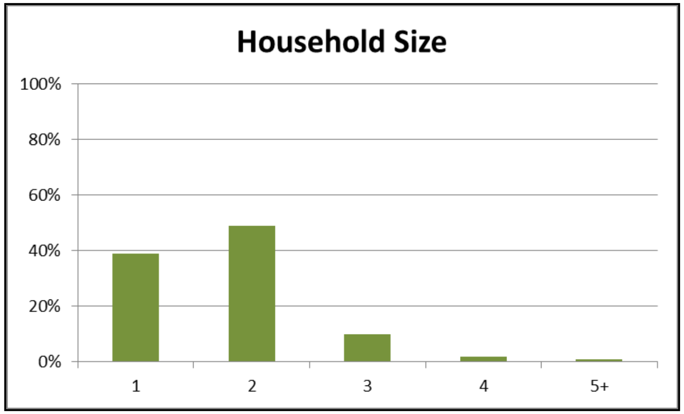
1.8 is Average Size of Households

39% 1 person

49% 2 people

13% 3+ people





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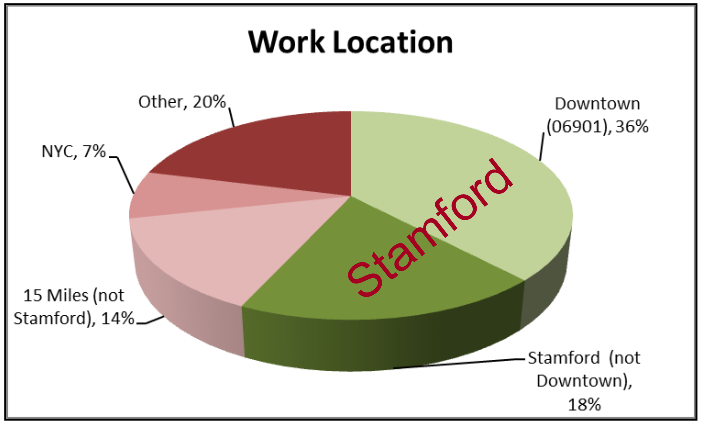
- **Objective: Profile Residents – Workers**

- **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



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- **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

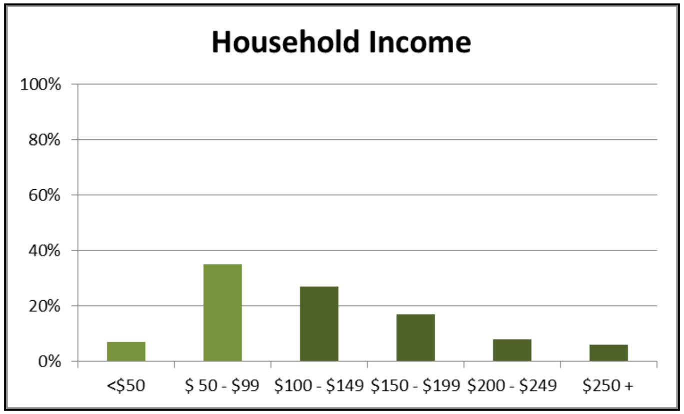
$ 84,233 Fairfield County

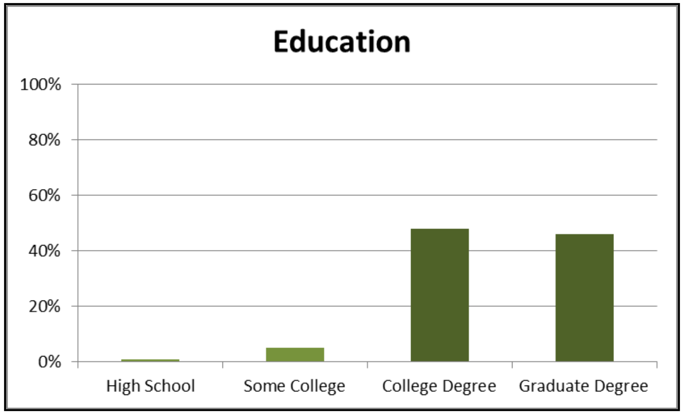
$ 79,359 City of Stamford

Source: http://census.gov

94% Have a College Degree or more

46% Have a Master's Degree or more





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- **Objective: Profile Residents – Ethnicity & Languages**

- **Insight: Diverse Heritage, English-Speakers**

74% Caucasian
12% Indian (India)
Other ethnicities include Hispanic, Black, Other Asian (6% - 9% each)

96% are English speakers
Other languages include
Spanish (3%), Hindi (3%), Other (7%)