



Derry Economic Development Committee

Town Survey January 2017



Executive Summary

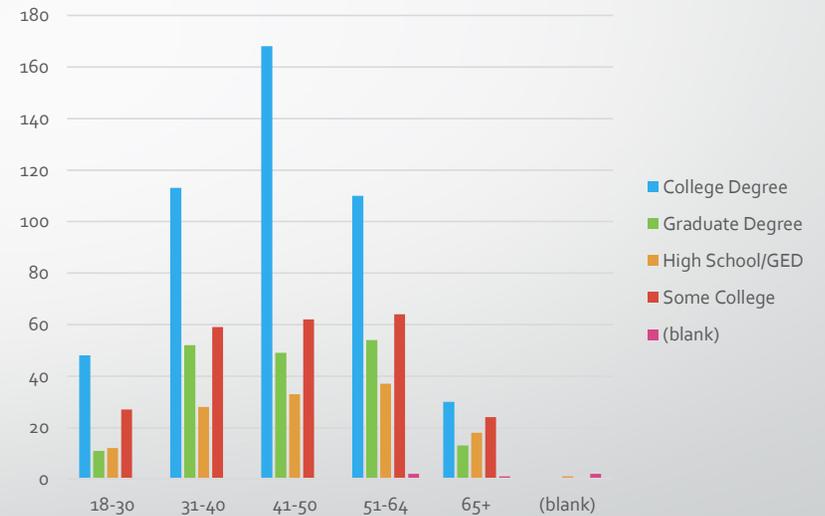
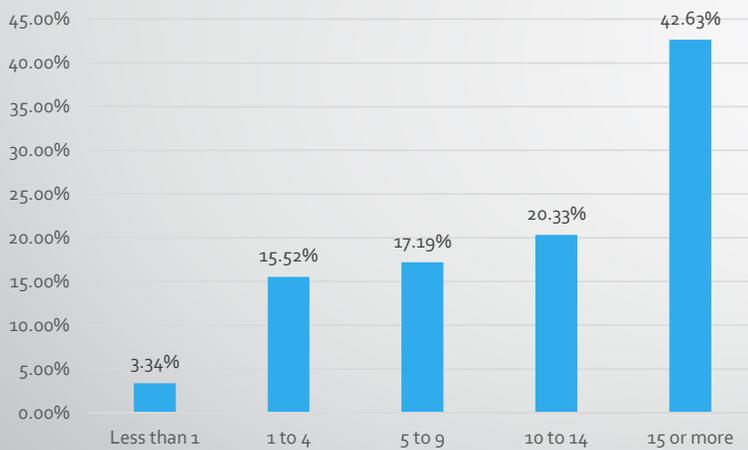
- Survey results show that there is significant opportunity for Derry Retailers
 - Respondents are very divided big box vs. small specialty shops
- Taxes were frequently cited as an issue – there is a disconnect
 - Schools are valued
 - Expectation of town to do more
- Opportunity for better communication with business owners
 - EDAC Quarterly Business Owners Forum will help with that

Survey Methodology

- Survey available to the public November & December 2016
- 1018 Responses
- Zero identical responses

Who Participated

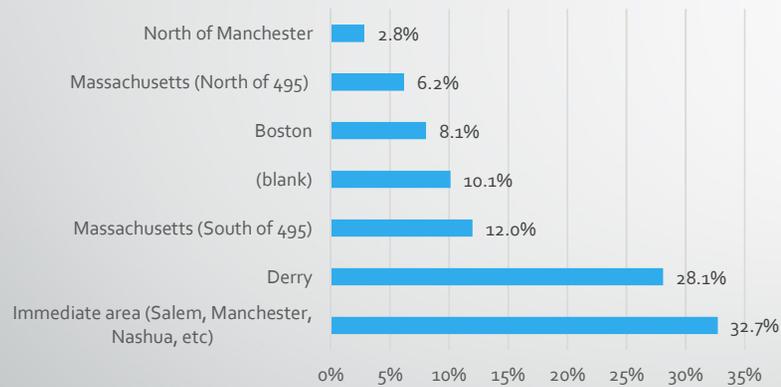
How Many Years Have You Lived in Derry



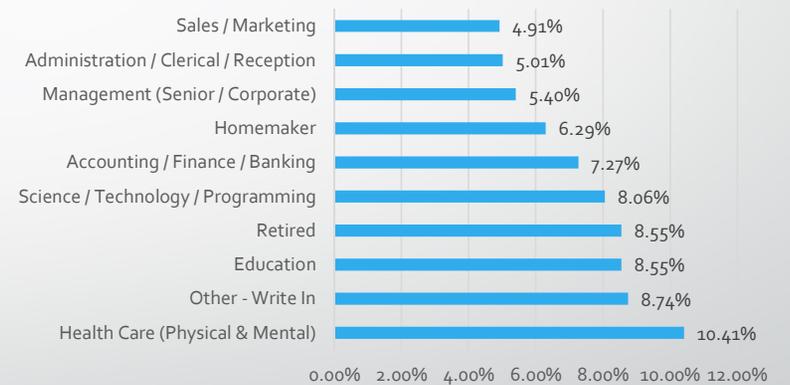
- 80% aged 30-65
- 86% attended college
 - 46% Undergraduate degrees
 - 17% Graduate degrees

Employment

Where do You Work



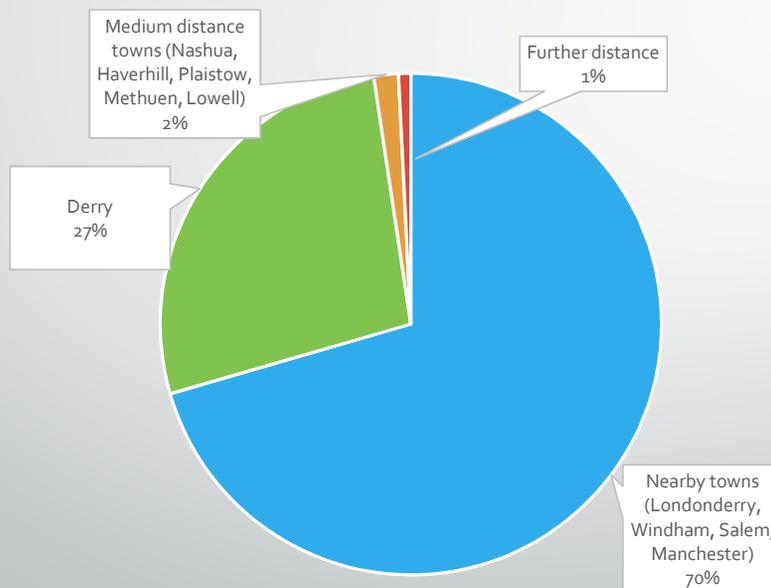
Top 10 Occupations



Majority work in Derry and surrounding communities.
20% work in Health Care and Education



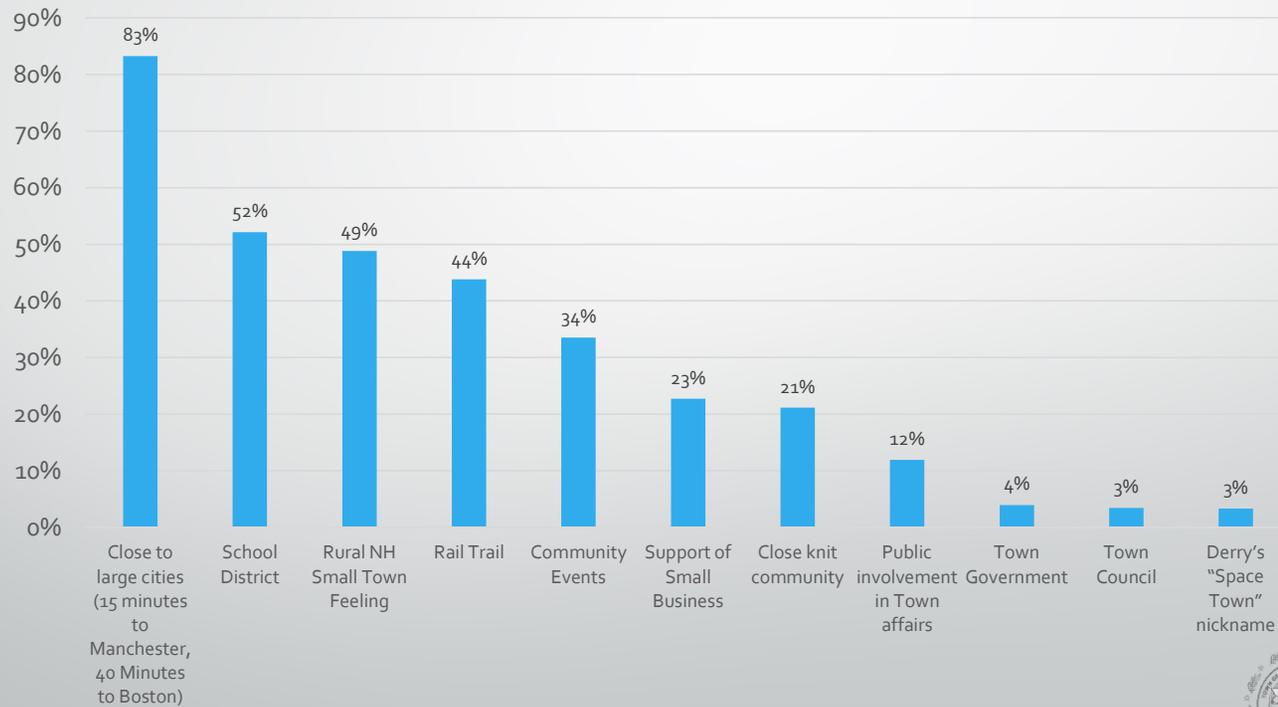
Where Do You Shop?



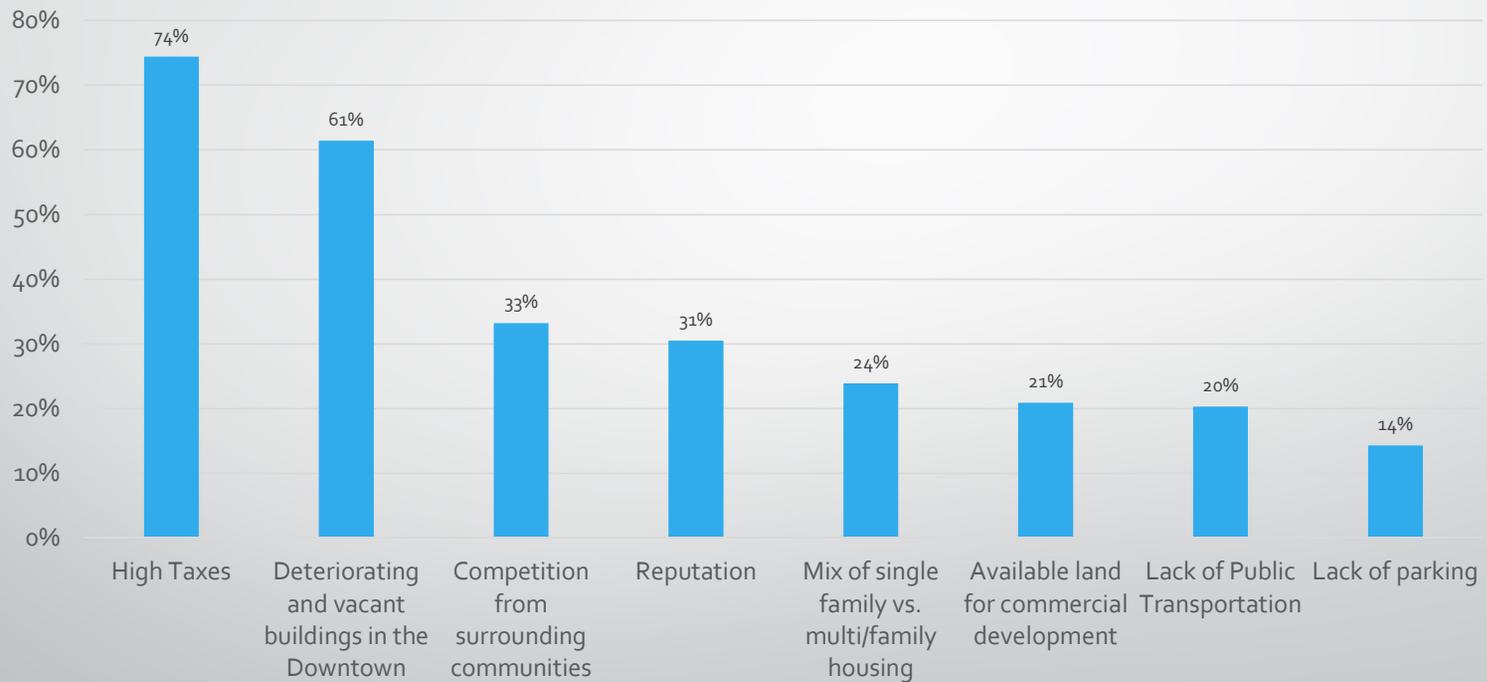
Survey comments reflect desire for more retail choices and strong differences:

- More Big Box
- Fewer large chains, more focus on small specialty retailers
- Shopping habits suggest tremendous opportunities

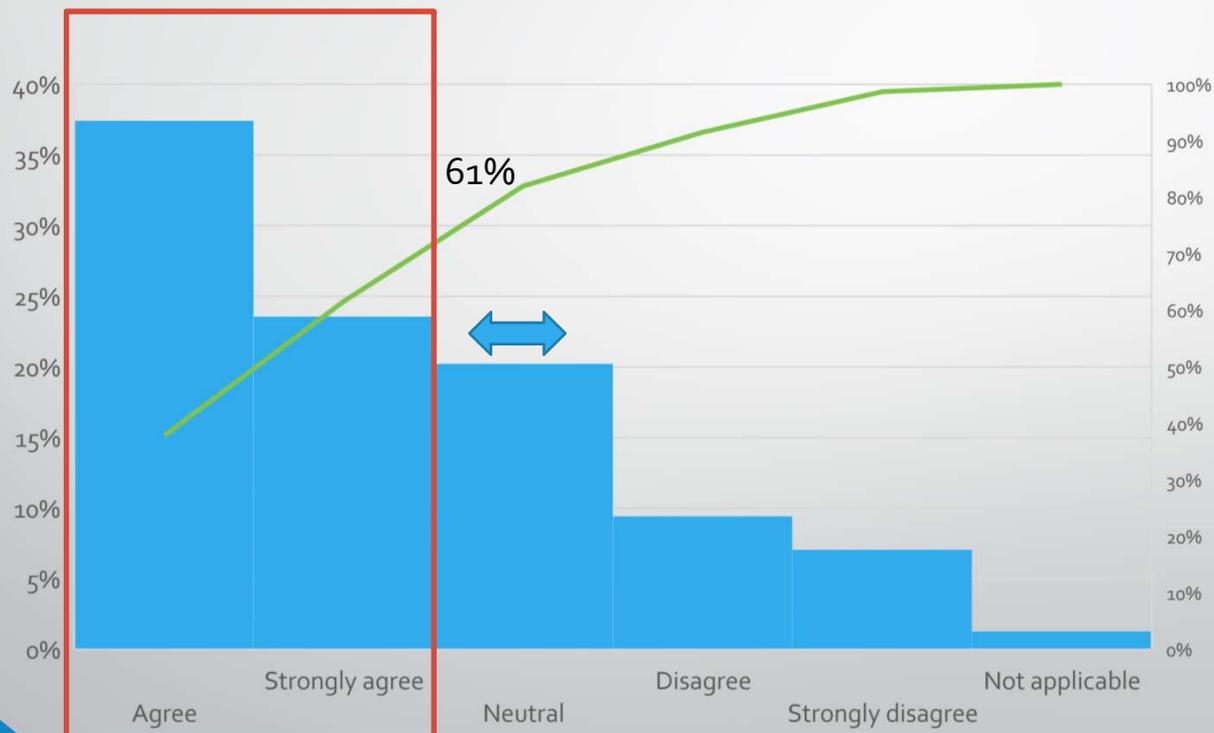
What do You Value in Derry



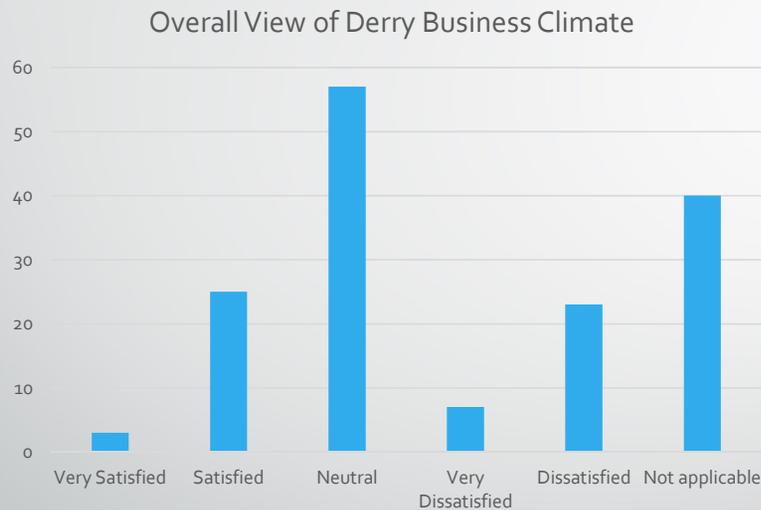
Town's Biggest Challenges



Derry Has Good Potential to Reduce Taxes Over Time Through Planned Economic Development.



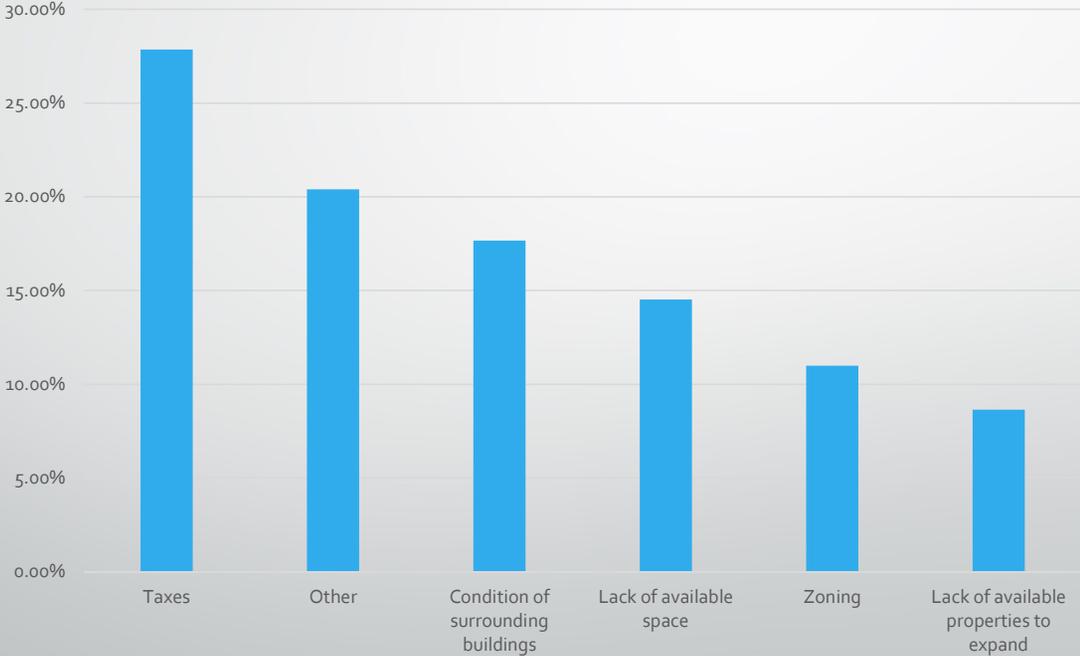
15% of Participants are Business Owners



Ambiguous Question

- Shows a need for better dialogue with Business Owners

Obstacles to Business Development



Summary

- Opportunities
 - Dialogue with Business Community
 - Nearly 300 comments
 - Town Council has been provided with comments broken out by Business Vs all other
 - Our Value Proposition
 - Location
 - Schools
 - New England Setting
 - Retail Opportunity