



THE
DERRY 2016
SURVEY

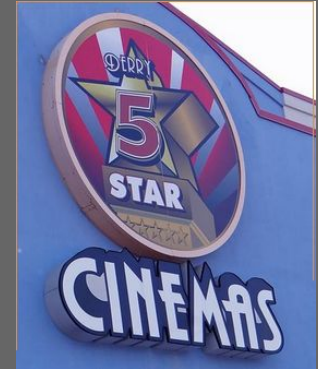
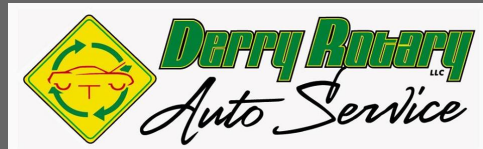
Thank You!

Derry Residents

Over 600 respondents

Over 480 completed the survey

Thank You!



Thank You!

**Elizabeth Robidoux
Michael Layon
Matt Cullen
Susan Hickey
Doug Rathburn
David Fischer
Owen Provencher**

Methodology & Analysis

Methodology

- Platform: Survey Monkey + Hard-copy
- Window: 12/5/2015 to 12/26/2015
- Passive:
 - Open to general public (no targeted sample)
 - No cold calling or mail services
 - Minimal demographic data collected

Analysis

To Date

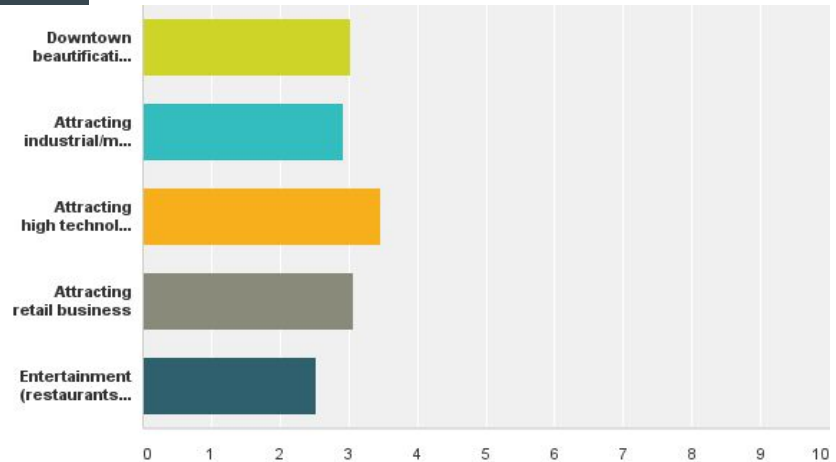
- High level validation
- Consolidated online and hard-copy responses
- Anecdotal

Next Steps

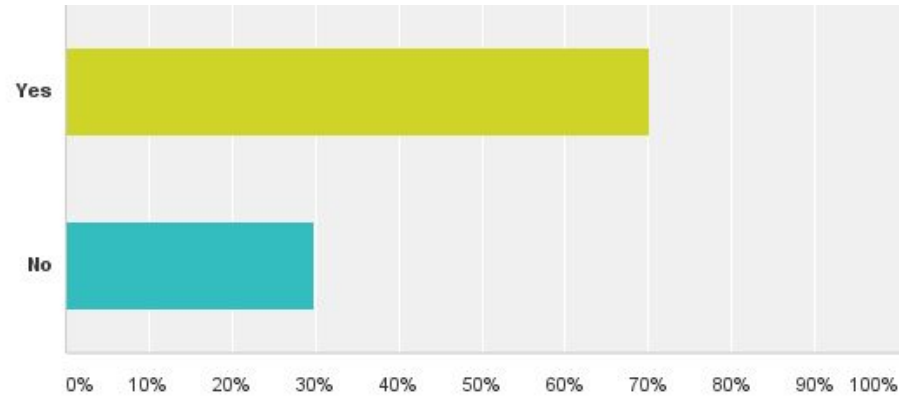
- Deep dive
- Free-text analysis

1. Rank in order of importance any of the following economic development options.

	1	2	3	4	5	Total	Score
Downtown beautification and redevelopment	24.41% 155	13.07% 83	24.25% 154	17.32% 110	20.94% 133	635	3.03
Attracting industrial/manufacturing businesses	18.43% 117	24.57% 156	13.23% 84	17.95% 114	25.83% 164	635	2.92
Attracting high technology industries and research and development firms	32.13% 204	22.36% 142	15.43% 98	19.21% 122	10.87% 69	635	3.46
Attracting retail business	15.91% 101	22.68% 144	28.03% 178	19.06% 121	14.33% 91	635	3.07
Entertainment (restaurants, nightlife)	9.13% 58	17.32% 110	19.06% 121	26.46% 168	28.03% 178	635	2.53

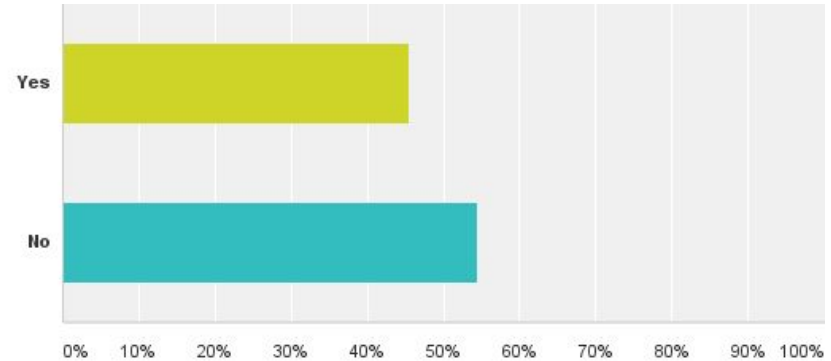


2. Should the town invest in an Economic Development Coordinator?



Answer Choices	Responses
Yes	70.21%
No	29.79%

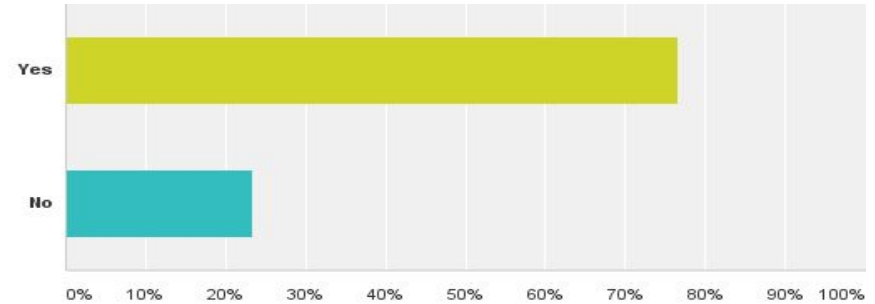
3. Should the town provide financial support for improvements to existing buildings in the downtown?



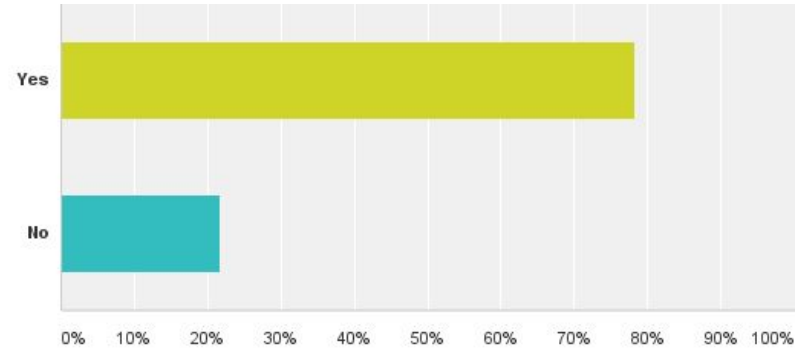
Answer Choices	Responses	
Yes	45.47%	286
No	54.53%	343
Total		629

4. Should the town continue to financially support conservation land preservation?

Answer Choices	Responses
Yes	76.59% 481
No	23.41% 147
Total	628



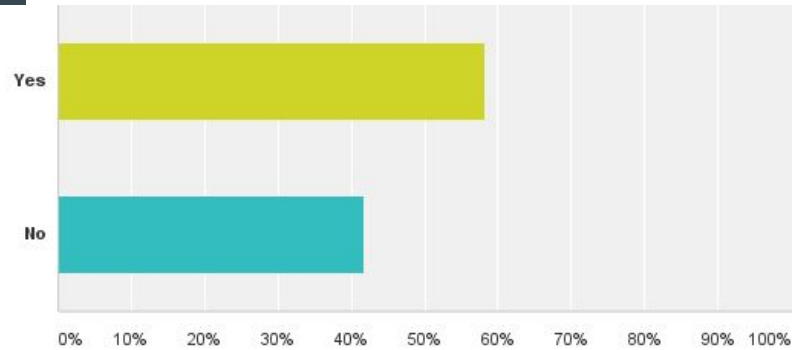
5. Should we continue efforts to lower taxes in the Town of Derry?



Answer Choices	Responses
Yes	78.27% 490
No	21.73% 136
Total	626

7. Should the town continue to financially support the Taylor Library?

Answer Choices	Responses	
Yes	58.23%	329
No	41.77%	236
Total		565

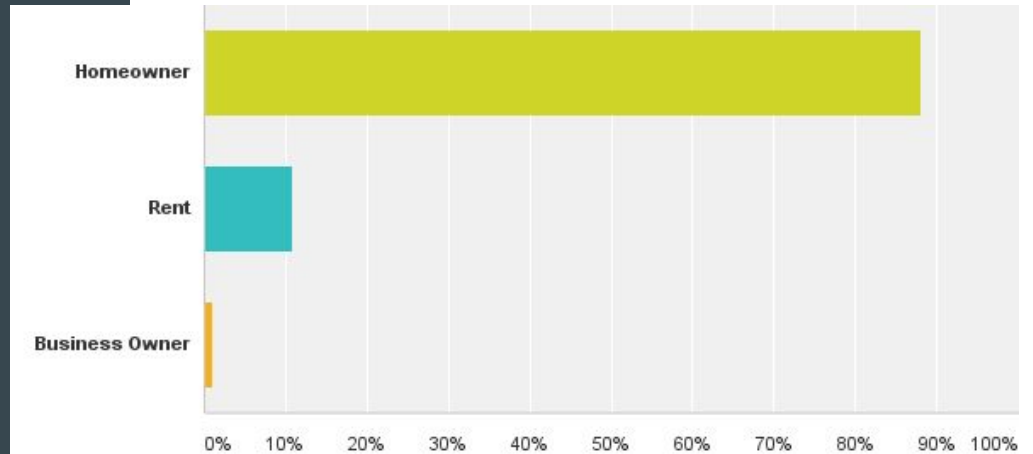


8. Please rank in order the **top THREE** items you think should receive the **most emphasis** from **Town leaders** over the next **TWO** years.

	1	2	3	Total
Public safety services (Police, Fire)	53.16% 168	23.73% 75	23.10% 73	316
Town parks and recreation programs and facilities	15.31% 15	35.71% 35	48.98% 48	98
Customer service you receive from town employees	5.00% 1	50.00% 10	45.00% 9	20
Public library services	26.67% 16	40.00% 24	33.33% 20	60
Enforcement of town codes/ordinances	17.74% 11	58.06% 36	24.19% 15	62
Maintenance of town streets	12.57% 21	49.70% 83	37.72% 63	167
Maintenance of town buildings and facilities	19.05% 8	28.57% 12	52.38% 22	42
Flow of traffic and congestion management in town	23.60% 21	32.58% 29	43.82% 39	89
Effectiveness of communication with the public	24.69% 20	27.16% 22	48.15% 39	81
Value of your tax dollars and fees	59.62% 155	23.46% 61	16.92% 44	260
How well the town is preparing for the future	30.05% 64	38.50% 82	31.46% 67	213
How well the town is managing change	18.56% 18	30.93% 30	50.52% 49	97
Emergency preparedness	26.32% 15	35.09% 20	38.60% 22	57
Quality of landscaping in parks, medians and other public areas	18.75% 6	37.50% 12	43.75% 14	32


Please provide
your **residency**
type.

Answer Choices	Responses
Homeowner	88.20% 426
Rent	10.77% 52
Business Owner	1.04% 5
Total	483



What's Next?

- Deeper **Analysis**
 - **Lessons** Learned
 - Pilot **???**
 - Focus Groups
 - Develop long term strategy based on **defined goals**.
 - Regular **Frequency** of Surveys and Focus Groups for **continuous feedback loop**.
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Let's Make Derry Better - Together.