



**Town of Vernon, CT
Plan of Conservation and Development
Resident Survey**

Presented to:
December 16, 2010





Background Information

The Pert Group

A full-service, custom research and consulting firm that provides research-based counsel and solutions to help our clients make effective decisions

- We **establish clarity** for decision making
- We are your **intellectual and strategic partner**
- Our **consultative teams** are:
 - Experts in bringing creativity, immersion and engagement to the process of deeply understanding any business situation,
 - Highly experienced in the local government and business sectors, and
 - An invaluable mix of marketers, strategists, researchers and scholars

FACTS

- In business for over 30 years
- Over 100 research staff
- Conducted research for nearly every CT State Agency and many local Towns
- Highest standard of quality:
 - Members of the Market Research Association (MRA), American Association of Public Opinion Researchers (AAPOR), Council for American Survey Research Organizations (CASRO), and World Association for Opinion and Market Research (ESOMAR)

Study Objectives

- To gather resident input into the Plan of Conservation and Development
- To understand current resident perspectives in ways that are:
 - Timely
 - Scientific/Generalizable
 - Actionable
- To gather open and honest feedback using an independent third-party on topics such as:
 - Satisfaction with Town
 - Check on key strategies
- To guide strategic planning and other decision-making

Survey Methodology

- **Mode:** Telephone Survey
- **Population:** Resident of the Town of Vernon
- **Total Interviews:** 400
- **Statistical Accuracy:** +/- 4.86% at 95% Confidence
- **Length:** 40 questions or approximately 10 minutes
- **Dates:** November 8 – 17, 2010

- **Weighting:**
 - Weight applied to make appropriate projections to the survey population
 - Weight adjusted data to match population characteristics of the population of the Town of Vernon
 - The data have been weighted using age groups demographics as reported by U.S. Census from the 2006-2008 American Community Survey 3-Year Estimates



Executive Summary

Executive Summary

Proximity and accessibility to shopping areas is one of the best things about Town, as reported by residents

Preserving Open Space is favored by 8-in-10 residents; more than half (62%) favor a property tax increase for this endeavor

Vernon Residents have strong opinions on development in the areas of exit 66 and exit 67; 'Single Family Residential' & 'Small Retail Shops' meet with the most favor

'More Traffic Controls' are the highest priority on Route 83

Residents rate the 'Availability of Retail Shops' in Rockville as moderate

Recreation spaces of all types are highly rated



Findings

Best thing about Town of Vernon

- Vernon's Central Location and Accessibility to Shopping are the top mentions for the Best thing about Town
 - Continual focus of shopping access will support this Town feature

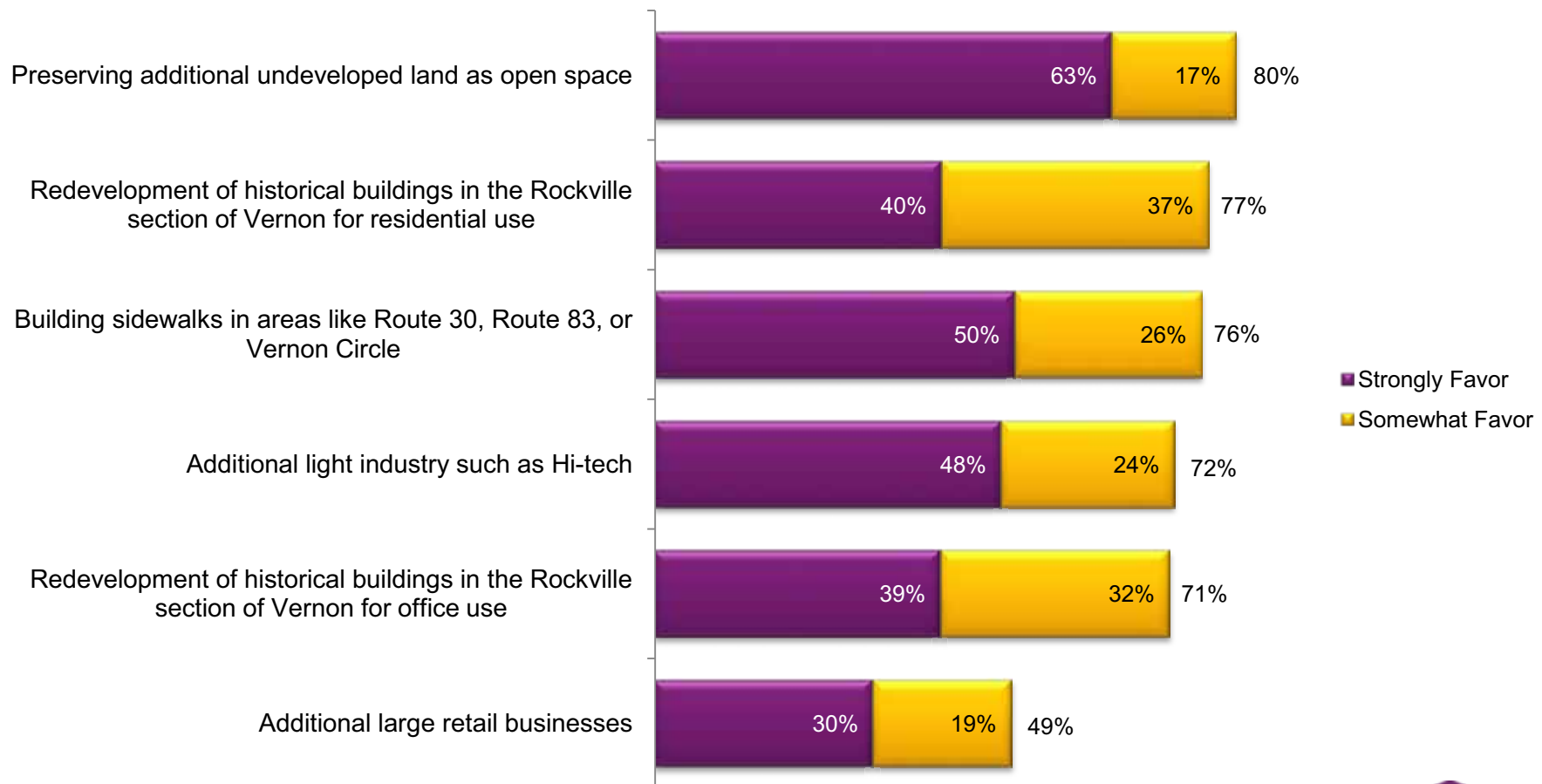
16% Location (general)

16% Accessibility/Proximity to Shopping

- Other top mentions include:
 - Town Services (10%)
 - Schools (8%)
 - Community (7%)
 - Parks (7%)
 - Highway Access (5%)

Development and Project Priorities

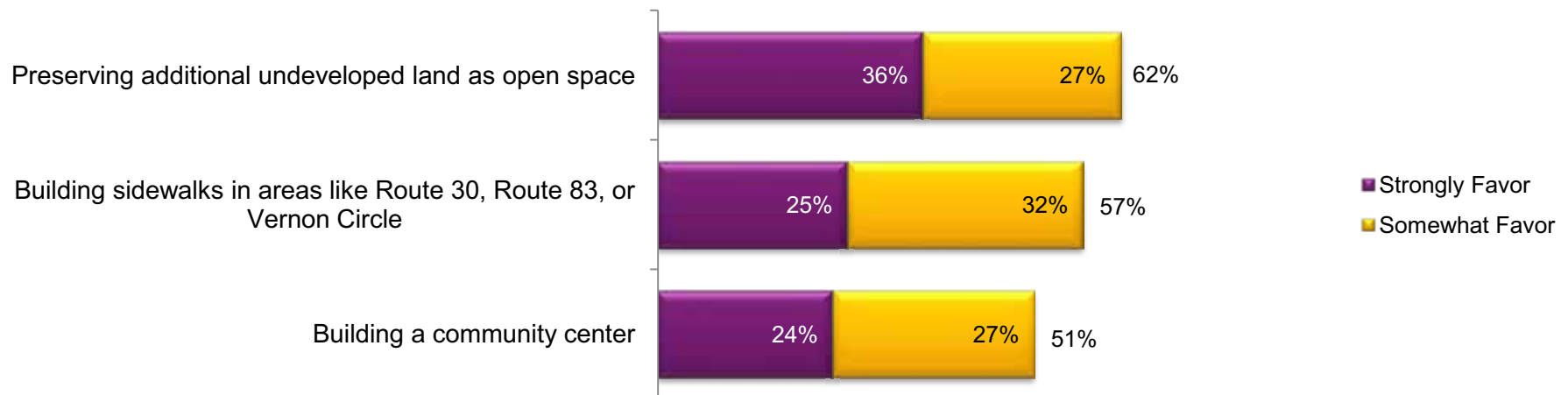
- Most potential development projects are met with favor
 - Large Retail Businesses is the exception with only 49% of residents favoring this type of development



Q3-8: There are a number of types of potential projects that could be pursued by a town. For each, there may be tax benefits, traffic changes, and other effects. I am going to read you a list of these types of development and for each I would like you to tell me if you favor or oppose that type of development in Vernon?

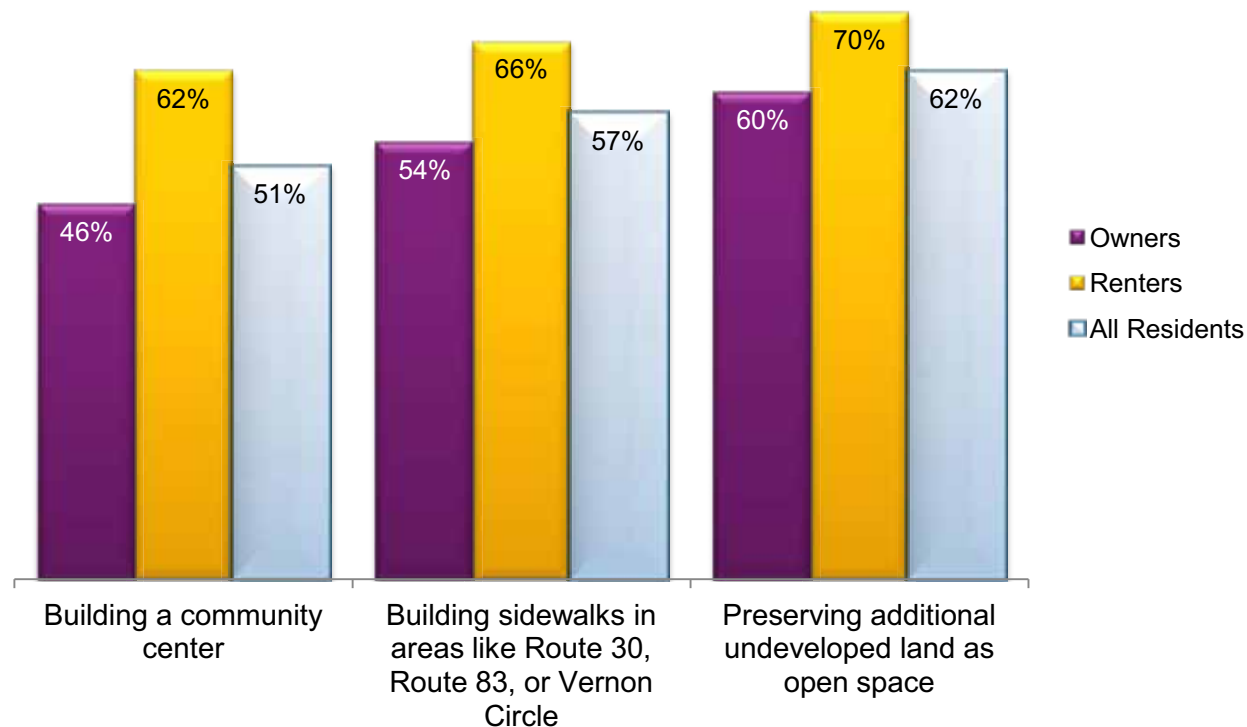
Property Tax Increase to Support Initiatives

- Residents are less likely to support initiatives if it will increase property taxes
 - Open space is still a priority, but support fell 18% when faced with increased property taxes
 - Sidewalks favorability fell 19%
 - 'Building a Community Center' is least favored



Property Tax Increase to Support Initiatives (cont.)

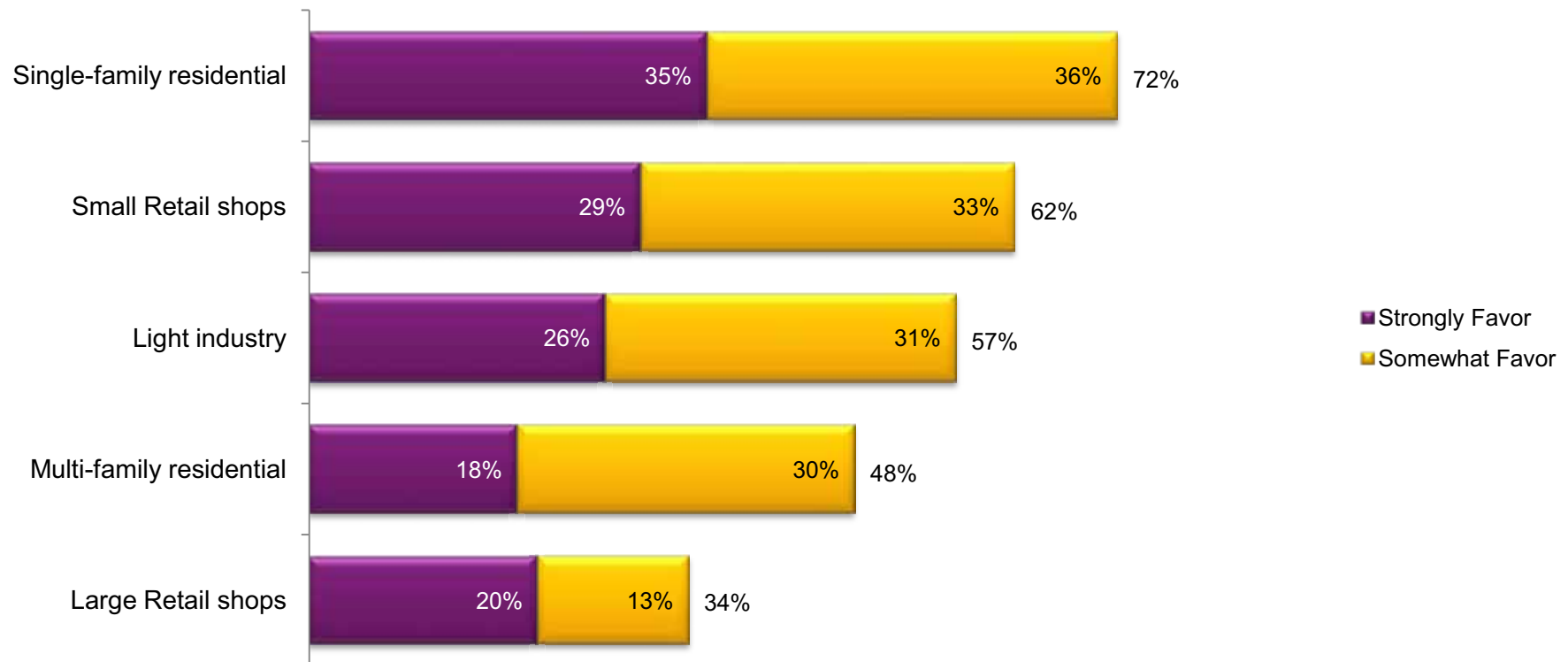
- Renters are more likely than owners to favor property tax increases for initiatives



Q9-11: For each of the following potential projects that could be pursued by the town, please tell me if you would support an increase to your local property taxes to support this project?

Exit 66 Area Development

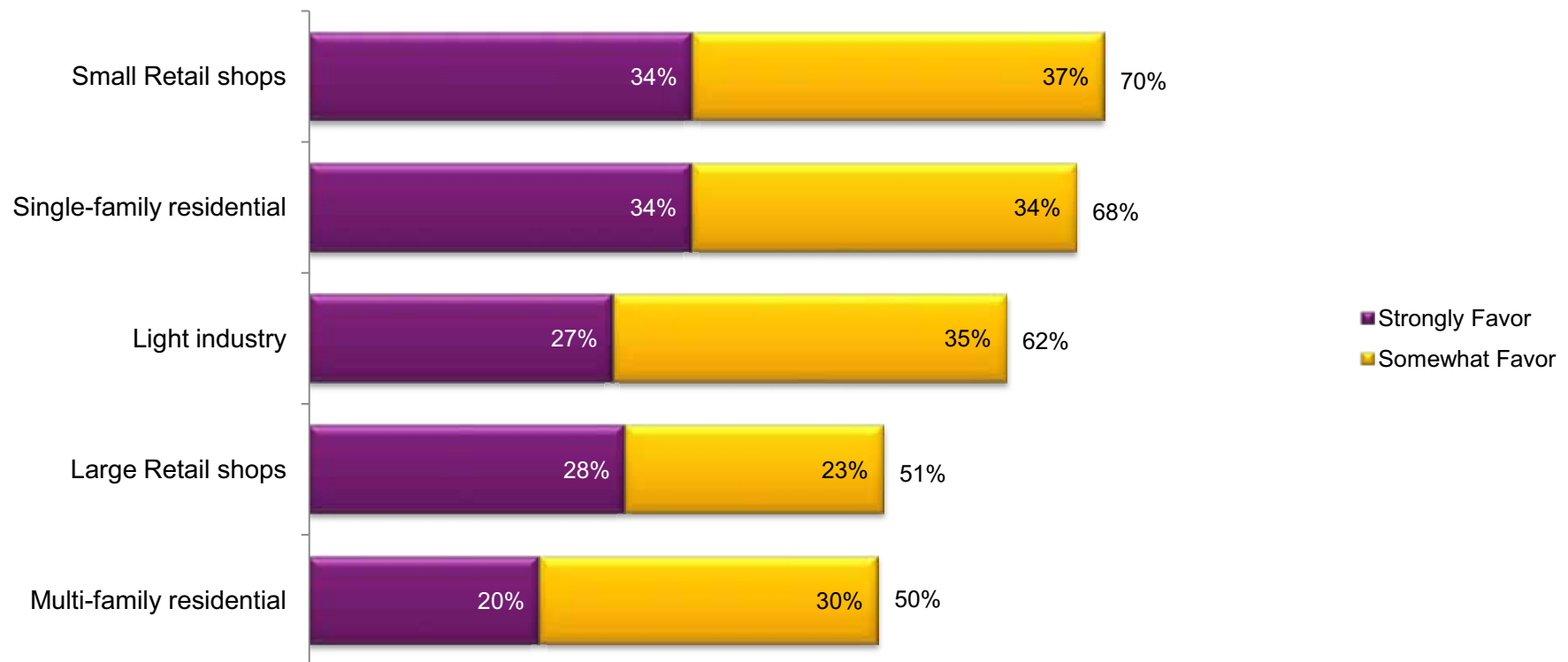
- Residents have strong opinions on the types of development in the Exit 66 area
 - 9% of residents oppose all development types offered
 - 17% of residents support all of the listed types of development



Q12-17. Thinking about the area of Exit 66 in Vernon, which includes parts of Tunnel Road and Bolton Road right near interstate 84 along with South Frontage Road and Ferguson Road, if landowners decide to develop or redevelop their properties in this area, would you favor or oppose any of the following uses:

Exit 67 Area Development

- 'Large Retail Shops' are much more favored in the Exit 67 (51%) area than the Exit 66 (34%) area
 - 'Small Retail Shops' and 'Single Family Residential' are consistently favored



Exit 66/67 Area Development – Light Industry

- Seven in ten (72%) residents generally support ‘Additional Light Industry’ in Town
 - About three-quarters (73%) of residents who favor ‘Light Industry’ generally also favor it at Exit 67
 - Two-thirds (65%) of general ‘Light Industry’ supporters also favor this type of development at Exit 66
- About half (48%) of Vernon residents favor ‘Additional Light Industry’ at both Exit 66 and 67 areas

Q5: There are a number of types of potential projects that could be pursued by a town. For each, there may be tax benefits, traffic changes, and other effects. I am going to read you a list of these types of development and for each I would like you to tell me if you favor or oppose that type of development in Vernon - Additional light industry such as Hi-tech??

Q12-17. Thinking about the area of Exit 66 in Vernon, which includes parts of Tunnel Road and Bolton Road right near interstate 84 along with South Frontage Road and Ferguson Road, if landowners decide to develop or redevelop their properties in this area, would you favor or oppose any of the following uses:

IQ18-22. Thinking about the area of exit 67 in Vernon which includes parts of Route 31 on both sides of interstate 84, if landowners decide to develop or redevelop their properties in this area, would you favor or oppose any of the following uses?

Exit 66/67 Area Development – Small Retail Shops

- ‘Small Retail Shops’ is highly supported at both the Exit 66 and Exit 67 area
 - More than half (54%) of residents support such shops at both Exits; one in five (19%) opposes ‘Small Retail Shops’ at both Exits

Q12-17. Thinking about the area of Exit 66 in Vernon, which includes parts of Tunnel Road and Bolton Road right near interstate 84 along with South Frontage Road and Ferguson Road, if landowners decide to develop or redevelop their properties in this area, would you favor or oppose any of the following uses:

IQ18-22. Thinking about the area of exit 67 in Vernon which includes parts of Route 31 on both sides of interstate 84, if landowners decide to develop or redevelop their properties in this area, would you favor or oppose any of the following uses?

Exit 66/67 Area Development – Large Retail Shops

- As a general development idea, ‘Large Retail Business’ is met with support from about half (49%) of Vernon residents
 - Most (80%) residents who generally support ‘Large Retail Businesses’ favor this type of shop at Exit 67 but only half (54%) favor these shops at Exit 66
- ‘Large Retail Shops’ is met with the most consistent opposition, with 43% of residents opposing such shops at both Exits
- There are more residents whose favorability changes when considering ‘Large Retail Shops’ between the two areas than any other development idea
 - One-third (32%) of those who oppose ‘Large Retail Shops’ at Exit 66 support such shops around Exit 67
 - Only 8% of those who oppose these shops at Exit 67 support such shops at Exit 66

Q4: There are a number of types of potential projects that could be pursued by a town. For each, there may be tax benefits, traffic changes, and other effects. I am going to read you a list of these types of development and for each I would like you to tell me if you favor or oppose that type of development in Vernon - Additional large retail businesses? ?

Q12-17. Thinking about the area of Exit 66 in Vernon, which includes parts of Tunnel Road and Bolton Road right near interstate 84 along with South Frontage Road and Ferguson Road, if landowners decide to develop or redevelop their properties in this area, would you favor or oppose any of the following uses:

IQ18-22. Thinking about the area of exit 67 in Vernon which includes parts of Route 31 on both sides of interstate 84, if landowners decide to develop or redevelop their properties in this area, would you favor or oppose any of the following uses?

Exit 66/67 Area Development – Residential

- ‘Single Family Residential’ is the most supported development concept at Exit 66 (72%) and received the second-most support at Exit 67 (68%)
 - This development concept is supported at both Exit areas by 60% of residents
 - Meanwhile, another 19% oppose ‘Single Family Residential’ at both areas
- ‘Multi-Family Residential’ is one of the least supported development concepts at these Exits
 - Only one-in-four (39%) of residents support ‘Multi-Family Residential’ at both Exit areas; almost as many (37%) oppose such development at both Exit areas

Q12-17. Thinking about the area of Exit 66 in Vernon, which includes parts of Tunnel Road and Bolton Road right near interstate 84 along with South Frontage Road and Ferguson Road, if landowners decide to develop or redevelop their properties in this area, would you favor or oppose any of the following uses:

IQ18. Thinking about the area of exit 67 in Vernon which includes parts of Route 31 on both sides of interstate 84, if landowners decide to develop or redevelop their properties in this area, would you favor or oppose any of the following uses?

Route 83 Priority

- When asked to prioritize issues regarding Route 83 Commercial Areas, residents report:

30% Providing more traffic controls, such as signals

19% Better coordinating the number and location of business driveways

13% Having clearer traffic signals

11% Improving landscaping along the road



Rockville Section of Vernon

- Three-quarters (75%) of Vernon residents visit the Rockville section of Vernon at least once a month

Ease of getting to Rockville section of Vernon



Availability of retail establishments



- When in the Rockville section of Vernon to access health-care, state or municipal services or churches, two-thirds (64%) of residents rarely or never also frequent retail establishments
 - Consistent with low ranking of the availability of retail establishments

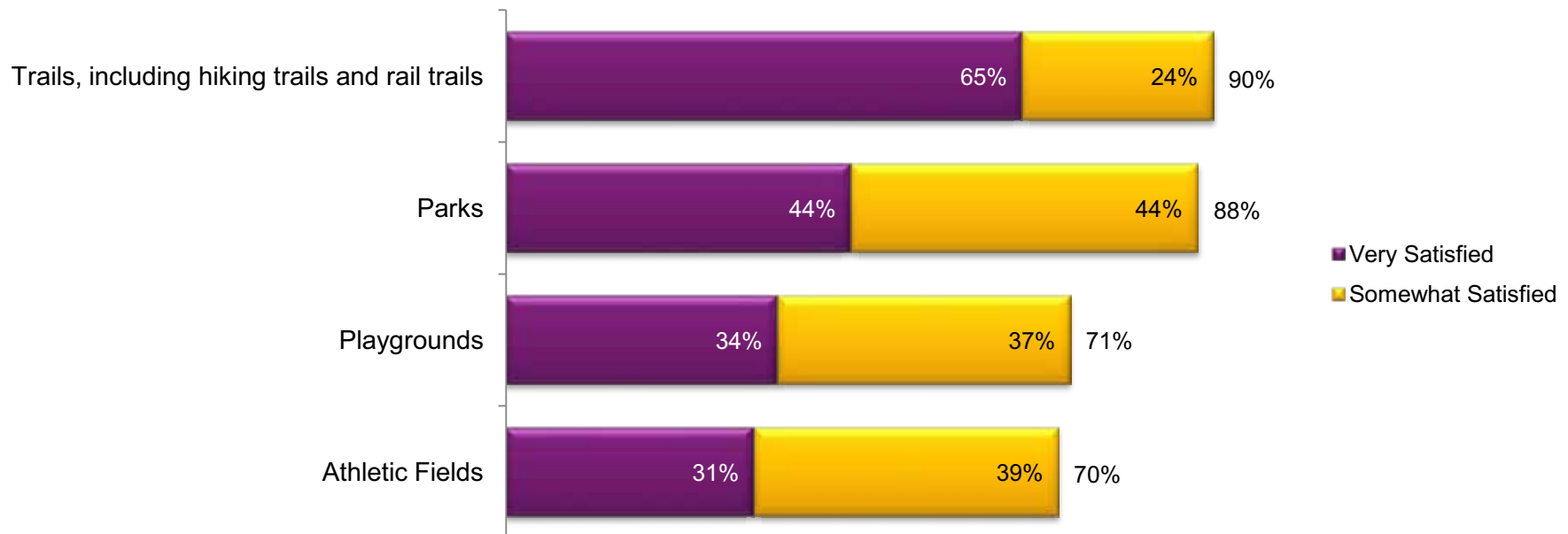
Q29: How often do you visit the Rockville section of Vernon?

IQ30-31. Thinking about the Rockville section of Vernon, please rate each of the following characteristics on a scale from 1 to 10 where 10 means very good and 1 means very poor.

Q32. When you go to the Rockville section of Vernon to access health-care, state or municipal services or churches, how often do you also frequent retail establishments such as shops, restaurants and retail services?

Public Recreation Spaces

- Two-thirds (65%) of residents frequent Town public parks, playgrounds or trails at least once a month
- Recreation spaces of all types are highly rated



Q23: There are numerous public parks, playgrounds, and trails located throughout Town. How often do you visit these areas?
 Q24-27: Please tell me how satisfied you are with each of the following public space areas...

Community Center

- The idea of a community center has been raised during the POCD planning process and the survey allowed the opportunity to see how residents felt about a community center
- Vernon Residents do not have a general consensus on where a Community Center should be located
 - One-quarter (24%) 'Don't Know' where to locate a Center

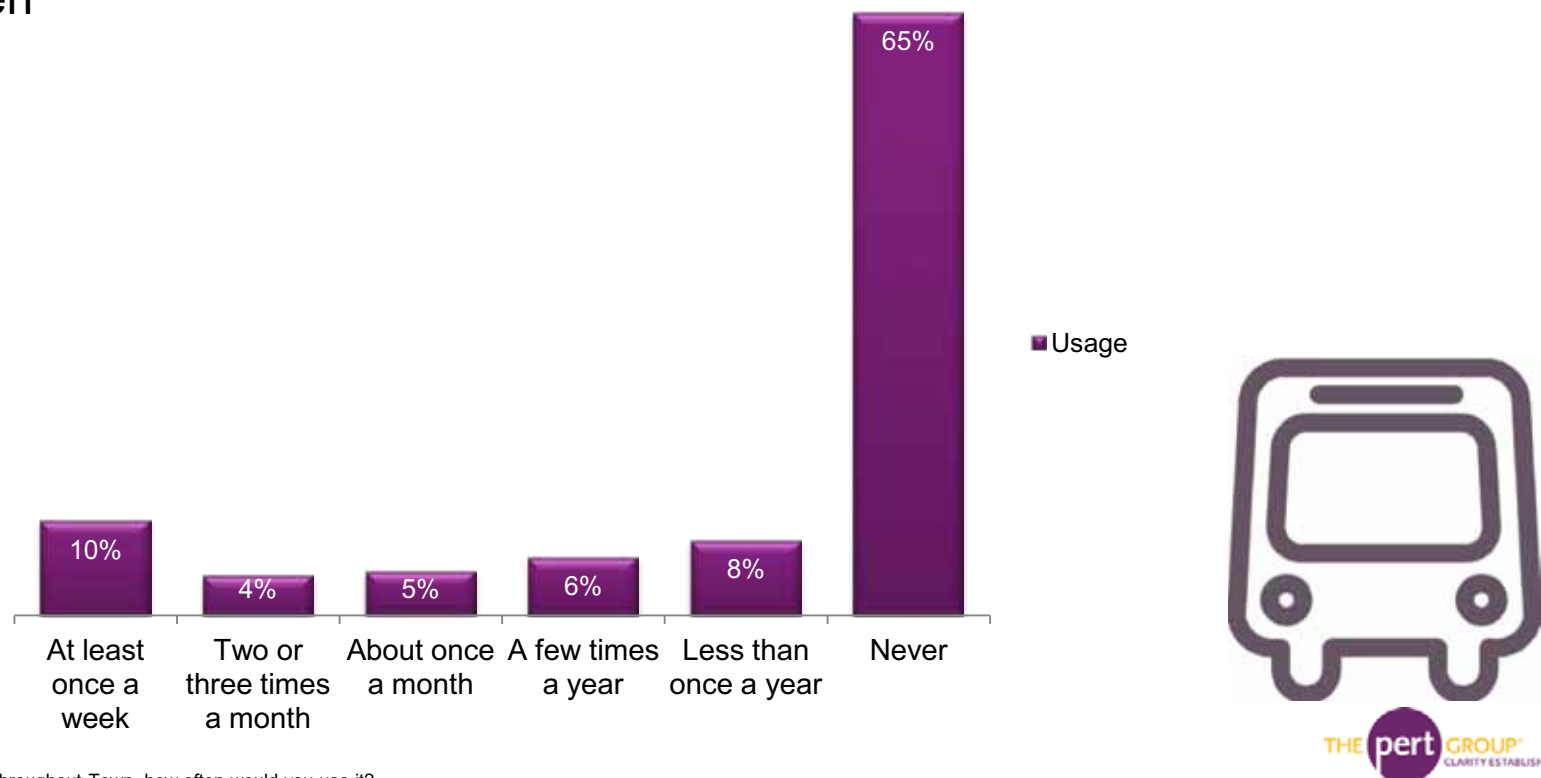
14% Rockville

13% Route 30 Area

- Other top mentions include:
 - Center of Town/Centrally Located (9%)
 - Route 83 area (8%)
 - Exit 67 area (6%)
 - Exit 66 area (5%)
- One-in-three (29%) Rockville residents prefer a Community Center to be in Rockville compared to 11% of those who live in the remainder of Town

Bus Service

- Encouraging the expansion of bus service has been raised as a possible strategy during POCD discussions and the POCD subcommittee wanted to learn more about whether residents might use bus service
- Two-thirds (65%) of residents report that they would 'never' use a bus service
- One-in-five (19%) would use a bus service throughout Town once a month or more often



Q33: If bus service were available throughout Town, how often would you use it?



Appendix

Development Priorities – Detailed View

- Area of Town:
 - Rockville residents (59%) favor ‘Additional Large Retail Businesses’ more than those living in other sections of Vernon (47%)
 - ‘Building Sidewalks’ is also more favored by those living in the Rockville section of Vernon (83%)
- Age Groups:
 - Young residents aged 18-24 (60%) favor ‘Large Retail Businesses’; this group also universally favors ‘Building Sidewalks’ (100%)
 - Those 25-34 are least likely to favor ‘Light Industry’ (59%) and ‘Redevelopment of historic buildings in Rockville for office use’ (53%)

Development Priorities – Detailed View (cont.)

- Ownership Status:
 - Residents who own their home favor ‘Redevelopment of Historic Buildings in Rockville for Office Use’ (78%)
 - ‘Building Sidewalks’ is most favored by renters (85%)
- Presence of Children in Household:
 - Those with no children are more likely to favor ‘Light Industry’ (77%)
 - Those with children favor ‘Redevelopment of Historic Buildings in Rockville for Residential Use’ (82%)
- Income:
 - Residents with a household income of \$75k-\$100k are significantly more likely to favor ‘Large Retail Business’ (64%)
 - The lowest favorability for ‘Light Industry’ comes from those with a household income of \$35k-\$50k (47%)
 - ‘Redevelopment of historic buildings in Rockville for office use’ is most favored by residents with a household income of \$50k-\$75k (93%)

Property Tax Increase to Support Development – Detailed View

- Area of Town:
 - Residents living outside Rockville (64%) are more likely to favor increasing property taxes to ‘Preserve Open Space’
- Gender:
 - Women (62%) are more likely to favor an increase to property taxes for ‘Building Sidewalks’
- Age Groups:
 - Young adults aged 18-24 are more likely to support property tax increases for all three listed development options than other age groups
 - Young adults rarely directly pay property tax
- Tenure in Town:
 - Those living in Town 5 years or less are more likely to support property tax increases for ‘Preserving Open Space’ (79%) and ‘Building a Community Center’ (67%)

Exit 66 Area Development – Detailed View

- Area of Town:
 - Rockville residents are more likely to favor ‘Large Retail Shops’ (42%)
 - ‘Light Industry’ is also more favored by Rockville residents (71%)
- Gender:
 - Women (39%) favor ‘Large Retail Shops’ more than men (29%)
 - ‘Single Family Residential’ is also more favored by women (78%) than men (66%)
- Age Groups:
 - Those aged 25-34 are more likely to favor ‘Small Retail Shops’ (82%) than any other age group
 - ‘Single Family Residential’ is favored by 100% of 18-24 year olds and 4-in-5 (80%) favor ‘Multi-Family Residential’

Exit 66 Area Development – Detailed View (cont.)

- Ownership Status:
 - Renters favor ‘Small Retail Shops’ (72%), ‘Single Family Residential’ (79%) and ‘Multi-Family Residential’ (58%) more than those who own their home
- Tenure in Town:
 - Those who have lived in Town the longest (31+ years) are least likely to favor ‘Small Retail Shops’ (45%), ‘Single-Family Residential’ (60%) and ‘Multi-Family Residential’ (38%)
- Household Income:
 - ‘Small Retail Shops’ (81%) are much more favorable to those with a household income below \$35,000
 - Those with a household income \$75k-\$100k are more likely to favor ‘Large Retail Shops’ (45%), ‘Single Family Residential’ (86%), and ‘Light Industry’ (66%) than other income categories

Exit 67 Area Development – Detailed View

- Area of Town:
 - Rockville residents favor ‘Small Retail Shops’ (81%) and ‘Multi-Family Residential’ (57%) more than other residents in the remainder of Vernon
- Gender:
 - ‘Single Family Residential’ is more favored by women (72%)
 - Men favor ‘Light Industry’ (67%) more than women (57%)
- Age Groups:
 - ‘Retail Shop’ both small (88%) and large (71%) are most favored by residents aged 25-34
 - Residents aged 18-24 unanimously favor both ‘Single Family’ (100%) and ‘Multi Family’ (100%) residential

Exit 67 Area Development – Detailed View (cont.)

- Ownership Status:
 - Renters (66%) favor ‘Multi-Family Residential’ much more than owners (44%)
 - ‘Light Industry’ is favored by owners (66%) more than renters (52%)
- Tenure in Town:
 - Those who have lived in Town the longest (31+ years) are least likely to favor ‘Single-Family Residential’ (60%) and ‘Multi-Family Residential’ (39%)
 - Retail, both large (67%) and small (49%), is most favored by residents who have lived in Town for 5 years or less
- Presence of Children in Household:
 - ‘Large Retail Shops’ is more favored by residents with 1 or more child in the household (59%) than those with no children (46%)

Route 83 Priority – Detailed View

- Age Groups:
 - Residents aged 45-54 (32%) are more likely to think ‘Better coordinating the number and location of business driveways’ is the priority for Route 83
- Tenure in Town:
 - ‘Better coordinating the number and location of business driveways’ is a higher priority for those who have been in Town 31+ years (27%) than those who have been in Town for fewer years; this group is also least likely to prioritize ‘Having clearer traffic signals’ (3%)

Route 83 Priority – Detailed View (cont.)

- Household Income:
 - Residents with a household income of \$100k+ are most likely to prioritize ‘Better coordinating the number and location of business driveways’ (31%)
 - ‘Improving Landscaping along the road’ is prioritized more by residents with a household income below \$35k (25%)
 - Middle-income households prioritize ‘Providing more traffic controls, such as signals’ (\$35-\$50k: 35%; \$50-\$75k: 34%; \$75-\$100k: 44%)
- Ownership Status:
 - Owners (22%) prioritize ‘Better coordinating the number and location of business driveways’ more so than renters (14%)

Rockville Section of Vernon – Detailed View

- Gender:
 - Men (40%) are more likely to frequent retail establishments while in Rockville for other reasons than women (30%)
- Area of Town:
 - Those who live in Rockville (60%) are twice as likely to frequent retail establishments while in this area for other reasons than residents from the remainder of Vernon (30%)
- Ownership Status:
 - Renters (43%) are more likely to also frequent Rockville's retail establishments while in this area of town for other reasons

Q29: How often do you visit the Rockville section of Vernon?

IQ30-31. Thinking about the Rockville section of Vernon, please rate each of the following characteristics on a scale from 1 to 10 where 10 means very good and 1 means very poor.

Q32. When you go to the Rockville section of Vernon to access health-care, state or municipal services or churches, how often do you also frequent retail establishments such as shops, restaurants and retail services?

Public Recreation Spaces – Detailed View

- Gender:
 - Men are more satisfied with both ‘Trails’ (95%) and ‘Athletic Fields’ (78%) than women
- Age Groups:
 - Residents aged 25-34 (94%) are most likely to frequent public areas at least once a month
 - One-quarter (26%) of those aged 65+ ‘Never’ visit public areas, and only one-third (36%) visit once a month or more
- Tenure in Town:
 - Those who have lived in town the longest (31+ years) are least likely to visit public areas at least once a month (55%)
 - Residents newest to Town (0-5 years) are least satisfied with ‘Athletic Fields’ (53%)

Public Recreation Spaces – Detailed View (cont.)

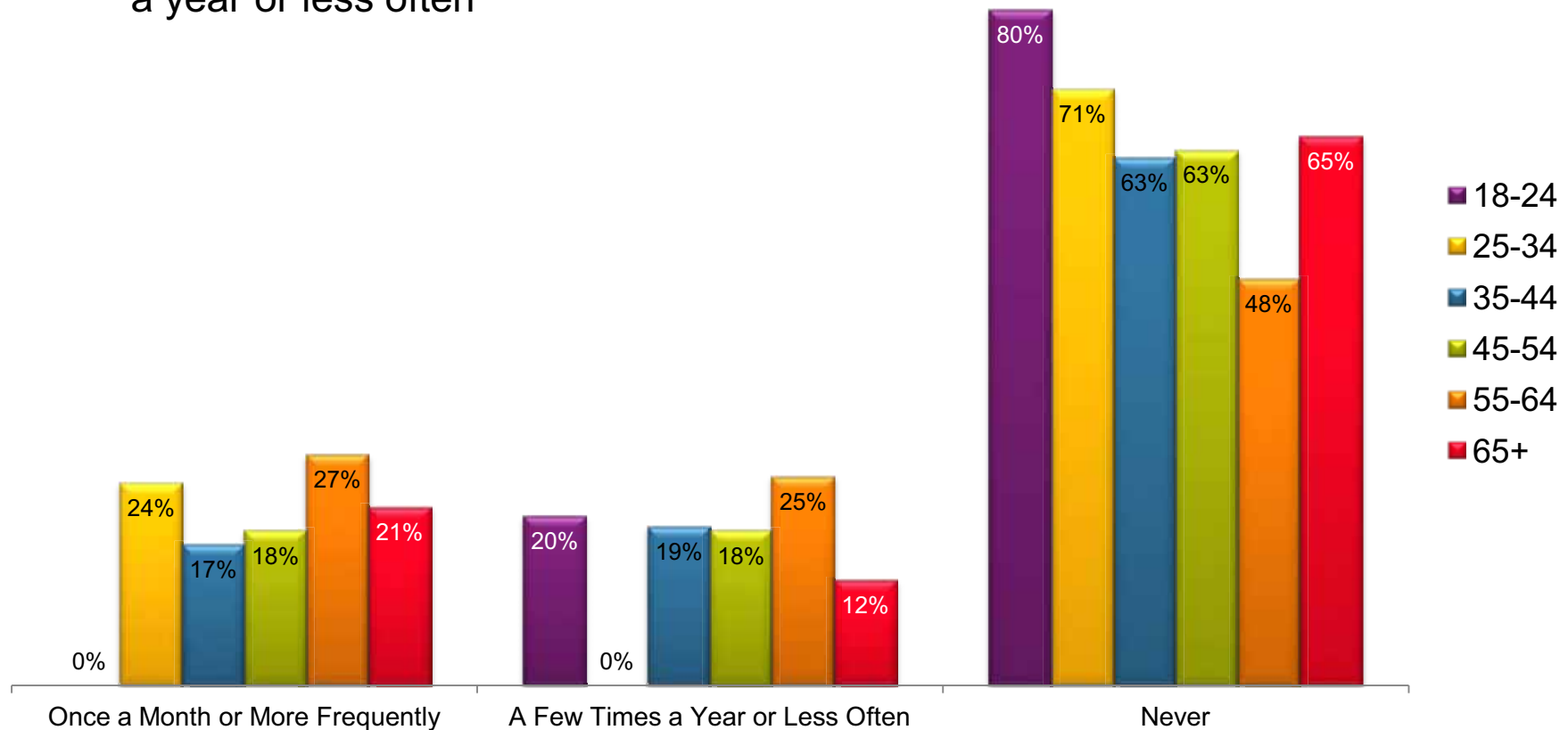
- Household Income:
 - Public areas are visited once a month or more frequently by residents with the a household income of \$100,000+ (88%) more than any other income group
- Ownership Status:
 - Owners are much more satisfied with ‘Trails’ (91%) and ‘Athletic Fields’ (77%) than renters
- Presence of Children in Household:
 - Residents with one or more child (84%) are much more likely to visit public areas at least once a month than those without a child in the household (53%)
 - ‘Playgrounds’ receive high levels of satisfaction from households with one or more children (83%); these residents are also more satisfied with the ‘Trails’ (95%)

Bus Service – Detailed View

- Gender:
 - Seven-in-ten (71%) women would ‘Never’ use a bus service compared to 58% of men
- Tenure in Town:
 - Residents who have lived in town 16-30 years are most likely to use a bus service at least once a month (27%)
- Household Income:
 - Those with the lowest household income (\$35k or less) are most likely to use a bus service at least once a month (40%)
- Ownership Status:
 - Owners (67%) are more likely to ‘Never’ use a bus service than renters (56%)

Bus Service – Detailed View (cont.)

- There is no significant difference in how frequently different age groups would use a bus service
 - Residents aged 55-64 are slightly more likely than other age groups to report they would use a bus service once a month or more frequently and a few times a year or less often



Q33: If bus service were available throughout Town, how often would you use it?

**Town of Vernon Plan of Conservation and Development Commission
Resident Survey
Annotated Questionnaire
12/16/2010**

SC1: Before we start, in what city or town do you live?	%
Vernon	79.1
Rockville	18.1
Talcottville	2.8
Q2. What is THE BEST thing about the Town of Vernon? (multi response)	%
Location (general)	16.2
Accessibility/Proximity to Shopping	15.6
Town Services	9.5
Schools	7.7
Community	7.3
Parks	6.9
Highway Access	5.7
Quiet	4.6
Country Atmosphere	3.8
Proximity to Hartford	3.6
Lived here a long time/whole life	3.3
Convenient (general)	3.2
Taxes/Cost of Living	2.9
Diversity	2.3
Everything/Nice (general)	2.2
Suburban Atmosphere	1.7
Character of Town	1.5
Open Space	1.3
Low Crime	0.5
Hospital	0.3
Other	3.8
Nothing	3.8
Don't Know/Refused (vol.)	10.0

IQ3: There are a number of types of potential projects that could be pursued by a town. For each, there may be tax benefits, traffic changes, and other effects. I am going to read you a list of these types of development and for each I would like you to tell me if you favor or oppose that type of development in Vernon?

Q3. Preserving additional undeveloped land as open space?	%
Strongly favor	63.2
Somewhat favor	17.2
Neither favor nor oppose (vol.)	1.5
Somewhat oppose	10.5
Strongly oppose	6.6
Don't Know/Refused (vol.)	1.0

Q4. Additional large retail businesses?	%
Strongly favor	30.2
Somewhat favor	19.1
Neither favor nor oppose (vol.)	3.9
Somewhat oppose	20.3
Strongly oppose	25.1
Don't Know/Refused (vol.)	1.5

Q5. Additional light industry such as Hi-tech?	%
Strongly favor	47.9
Somewhat favor	24.0
Neither favor nor oppose (vol.)	4.7
Somewhat oppose	10.3
Strongly oppose	5.4
Don't Know/Refused (vol.)	7.7

Q6. Redevelopment of historical buildings in the Rockville section of Vernon for RESIDENTIAL use?	%
Strongly favor	39.6
Somewhat favor	37.0
Neither favor nor oppose (vol.)	3.0
Somewhat oppose	10.2
Strongly oppose	8.4
Don't Know/Refused (vol.)	1.9

Q7. Redevelopment of historical buildings in the Rockville section of Vernon for OFFICE use?	%
Strongly favor	39.5
Somewhat favor	31.7
Neither favor nor oppose (vol.)	2.0
Somewhat oppose	10.6
Strongly oppose	13.9
Don't Know/Refused (vol.)	2.3

Q8. Building sidewalks in areas like Route 30, Route 83, or Vernon Circle?	%
Strongly favor	49.8
Somewhat favor	25.9
Neither favor nor oppose (vol.)	3.7
Somewhat oppose	10.4
Strongly oppose	9.3
Don't Know/Refused (vol.)	1.0

IQ9: For each of the following potential projects that could be pursued by the town, please tell me if you would support an increase to your local property taxes to support this project?

Q9. Preserving additional undeveloped land as open space?	%
Strongly favor	35.7
Somewhat favor	26.6
Neither favor nor oppose (vol.)	1.9
Somewhat oppose	14.6
Strongly oppose	19.6
Don't Know/Refused (vol.)	1.6

Q10. Building a community center?	%
Strongly favor	23.5
Somewhat favor	27.1
Neither favor nor oppose (vol.)	1.9
Somewhat oppose	14.5
Strongly oppose	29.9
Don't Know/Refused (vol.)	3.0

Q11. Building sidewalks in areas like Route 30, Route 83, or Vernon Circle?	%
Strongly favor	25.5
Somewhat favor	31.8
Neither favor nor oppose (vol.)	4.0
Somewhat oppose	10.7
Strongly oppose	26.3
Don't Know/Refused (vol.)	1.7

IQ12. Thinking about the area of Exit 66 in Vernon, which includes parts of Tunnel Road and Bolton Road right near interstate 84 along with South Frontage Road and Ferguson Road, if landowners decide to develop or redevelop their properties in this area, would you favor or oppose any of the following uses?

Q13. Large Retail shops	%
Strongly favor	20.2
Somewhat favor	13.4
Neither favor nor oppose (vol.)	1.0
Somewhat oppose	12.7
Strongly oppose	51.8
Don't Know/Refused (vol.)	0.9

Q14. Small retail shops	%
Strongly favor	29.4
Somewhat favor	33.1
Neither favor nor oppose (vol.)	1.5
Somewhat oppose	14.4
Strongly oppose	20.8
Don't Know/Refused (vol.)	0.8

Q15. Single-family residential	%
Strongly favor	35.2
Somewhat favor	36.4
Neither favor nor oppose (vol.)	2.2
Somewhat oppose	7.2
Strongly oppose	18.7
Don't Know/Refused (vol.)	0.4

Q16. Multi-family residential	%
Strongly favor	18.4
Somewhat favor	29.9
Neither favor nor oppose (vol.)	1.6
Somewhat oppose	13.9
Strongly oppose	34.9
Don't Know/Refused (vol.)	1.3

Q17. Light industry	%
Strongly favor	26.2
Somewhat favor	31.1
Neither favor nor oppose (vol.)	0.9
Somewhat oppose	18.1
Strongly oppose	21.0
Don't Know/Refused (vol.)	2.7

IQ18. Thinking about the area of exit 67 in Vernon which includes parts of Route 31 on both sides of interstate 84, if landowners decide to develop or redevelop their properties in this area, would you favor or oppose any of the following uses?

Q18. Large Retail shops	%
Strongly favor	28.0
Somewhat favor	22.9
Neither favor nor oppose (vol.)	0.9
Somewhat oppose	9.1
Strongly oppose	37.9
Don't Know/Refused (vol.)	1.3

Q19. Small retail shops	%
Strongly favor	33.9
Somewhat favor	36.5
Neither favor nor oppose (vol.)	1.2
Somewhat oppose	11.9
Strongly oppose	15.4
Don't Know/Refused (vol.)	1.1

Q20. Single-family residential	%
Strongly favor	33.9
Somewhat favor	34.0
Neither favor nor oppose (vol.)	2.0
Somewhat oppose	12.3
Strongly oppose	17.2
Don't Know/Refused (vol.)	0.6

Q21. Multi-family residential	%
Strongly favor	20.4
Somewhat favor	30.0
Neither favor nor oppose (vol.)	1.0
Somewhat oppose	16.5
Strongly oppose	31.2
Don't Know/Refused (vol.)	0.9

Q22. Light industry	%
Strongly favor	26.9
Somewhat favor	34.9
Neither favor nor oppose (vol.)	1.5
Somewhat oppose	15.2
Strongly oppose	17.8
Don't Know/Refused (vol.)	3.8

Q23. There are numerous public parks, playgrounds, and trails located throughout Town. How often do you visit these areas?	%
At least once a week	36.3
Two or three times a month	14.6
About once a month	14.0
A few times a year	15.6
Less than once a year	7.7
Never	11.5
Don't Know/Refused (vol.)	0.2

IQ24: Please tell me how satisfied you are with each of the following public space areas...

Q24. Parks	%
Very Satisfied	43.7
Somewhat Satisfied	43.9
Neither satisfied nor dissatisfied (vol.)	3.7
Somewhat dissatisfied	2.4
Very dissatisfied	0.7
Don't Know/Refused (vol.)	5.6

Q25. Playgrounds	%
Very Satisfied	34.3
Somewhat Satisfied	37.1
Neither satisfied nor dissatisfied (vol.)	7.8
Somewhat dissatisfied	4.3
Very dissatisfied	1.4
Don't Know/Refused (vol.)	15.0

Q26. Trails, including hiking trails and rail trails	%
Very Satisfied	65.4
Somewhat Satisfied	24.2
Neither satisfied nor dissatisfied (vol.)	0.8
Somewhat dissatisfied	1.0
Very dissatisfied	1.2
Don't Know/Refused (vol.)	7.4

Q27. Athletic Fields	%
Very Satisfied	31.4
Somewhat Satisfied	38.6
Neither satisfied nor dissatisfied (vol.)	10.2
Somewhat dissatisfied	3.5
Very dissatisfied	1.0
Don't Know/Refused (vol.)	15.4

Q28. If a Community Center were established in Vernon, where would you prefer to see it located?	%
Rockville	13.8
Route 30	13.1
Center of Town/Centrally Located	9.2
Route 83	8.2
Exit 67	5.7
Exit 66	5.2
Henry Park	3.4
Vernon Center	2.6
Either Exit 66 or Exit 67	1.2
Town does not need a Community Center	3.5
Already have a Community Center	2.0
Other	7.3
Don't Know (vol.)	23.7
Refused (vol.)	1.1

Q29: How often do you visit the Rockville section of Vernon?	%
At least once a week	44.1
Two or three times a month	12.9
About once a month	18.2
A few times a year	17.7
Less than once a year	5.1
Never	1.7
Don't Know/Refused (vol.)	0.3

IQ30. Thinking about the Rockville section of Vernon, please rate each of the following characteristics on a scale from 1 to 10 where 10 means very good and 1 means very poor. First...

Q30. Ease of getting to the Rockville section of Vernon mean
7.2

Q31. Availability of retail establishments such as shops, banks and restaurants mean
4.8

Q32. When you go to the Rockville section of Vernon to access health-care, state or municipal services or churches, how often do you also frequent retail establishments such as shops, restaurants and retail services?	%
Always	3.7
Sometimes	31.6
Rarely	33.9
Never	29.8
Do not go to Rockville section of Vernon (vol.)	0.2
Don't Know/Refused (vol.)	0.7

Q33: If bus service were available throughout Town, how often would you use it?	%
At least once a week	10.0
Two or three times a month	4.2
About once a month	4.7
A few times a year	6.2
Less than once a year	8.0
Never	64.5
Don't Know/Refused (vol.)	2.4

Q34. Thinking about Route 83 in the commercial areas, which one issue do you think should be a priority?	%
Better coordinating the number and location of business driveways	19.0
Improving landscaping along the road	11.2
Providing more traffic controls, such as signals	29.7
Having clearer traffic signs	12.6
All of the above	1.3
Sidewalk/Pedestrian Access	3.5
Widen the Roads	2.3
Lower the Speed Limit/Enforce Speed Limit	2.4
Improve the Roads	2.0
Too much traffic	1.1
Or something else (specify)	4.3
No changes to Route 83/none (vol.)	4.5
Don't Know/Refused (vol.)	6.1

ID35: Now we just have a few more questions for classification purposes only.

D35. How many years have you lived in the Town of Vernon?	%
Average number of year (mean)	23.2
0-5 years	27.0
6-15 years	22.4
16-30 years	25.5
31+ years	25.1

D36. Do you rent or own your current residence?	%
Own	72.2
Rent	23.3
Live with parents (vol.)	4.0
Don't Know/Refused (vol.)	0.5
D37. How many people living in your household are under the age of 18?	%
0	61.9
1+	38.1
D38. Including income from all members of your household, is your total household	%
Less than \$35,000	15.4
\$35,000 to less than \$50,000	12.1
\$50,000 to less than \$75,000	15.8
\$75,000 to less than \$100,000	22.7
\$100,000 or more	17.9
Don't Know/Refused (vol.)	16.1
D39. Are you White, Black, Hispanic, Asian or something else?	%
White	84.3
Black	2.6
Hispanic	2.1
Asian	1.7
Multi-racial (vol.)	3.2
Something else (specify)	0.3
Don't Know/Refused (vol.)	5.8
D40: In what year were you born? (Age Groups)	%
18-24	7.1
25-34	24.1
35-44	16.9
45-54	19.5
55-64	14.4
65+	18.0
D41. (RECORD GENDER. DO NOT ASK.)	%
Male	51.5
Female	48.5

Survey Conducted by



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