

Page:

## 1. How many years have you lived in Agawam?

		Response Percent	Response Count
0-2 years		1.3%	9
3-5 years		3.0%	21
5-10 years		8.3%	58
10-20 years		15.5%	108
<b>20+ years</b>		<b>71.1%</b>	<b>494</b>
Do Not Live in Agawam		0.7%	5
<b>answered question</b>			<b>695</b>
<b>skipped question</b>			<b>4</b>

## 2. What is your Age?

		Response Percent	Response Count
0-10 years		0.0%	0
11-20 years		0.3%	2
21-30 years		2.6%	18
31-40 years		11.6%	81
41-50 years		19.3%	135
51-60 years		22.6%	158
<b>61-70 years</b>		<b>24.2%</b>	<b>169</b>
71-80 years		13.9%	97

81+ <input type="checkbox"/>	5.6%	39
<b>answered question</b>		<b>699</b>
<b>skipped question</b>		<b>0</b>

**3. What is your gender?**



	Response Percent	Response Count
Male <input type="checkbox"/>	36.3%	252
Female <input type="checkbox"/>	63.7%	442
<b>answered question</b>		<b>694</b>
<b>skipped question</b>		<b>5</b>

**4. When do you make most of your purchases (Time of Day)?**






	Response Percent	Response Count
Before 10am <input type="checkbox"/>	6.2%	43
10am-2pm <input type="checkbox"/>	45.7%	315
2-5pm <input type="checkbox"/>	21.4%	148
5-8pm <input type="checkbox"/>	26.1%	180
After 8pm <input type="checkbox"/>	0.6%	4
<b>answered question</b>		<b>690</b>
<b>skipped question</b>		<b>9</b>

**5. When do you make most of your purchases (Day of Week)?**





	Response Percent	Response Count
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		response Percent	response Count
<b>Weekday</b>		<b>68.3%</b>	<b>459</b>
Weekend		31.7%	213
		<b>answered question</b>	<b>672</b>
		<b>skipped question</b>	<b>27</b>

**6. Does your commute include: Check all that apply.**

		Response Percent	Response Count
<b>Route 57</b>		<b>70.5%</b>	<b>467</b>
Route 75		62.4%	413
Route 159		51.2%	339
Route 187		41.4%	274
Route 5		55.3%	366
		<b>answered question</b>	<b>662</b>
		<b>skipped question</b>	<b>37</b>

**7. What percentage of your total household budget do you spend on retail GOODS (groceries, clothing, hardware, appliances, etc.) from Agawam merchants?**

		Response Percent	Response Count
<b>0-25%</b>		<b>56.7%</b>	<b>385</b>
25-50%		30.6%	208
50-75%		11.0%	75
75-100%		1.6%	11

<i>answered question</i>	<b>679</b>
<i>skipped question</i>	<b>20</b>

**8. What percentage of your total household budget do you spend on SERVICES (dry cleaning, automotive services, health care, salon, etc.) from Agawam merchants?**

		<b>Response Percent</b>	<b>Response Count</b>
<b>0-25%</b>	<input type="text"/>	<b>73.8%</b>	<b>505</b>
25-50%	<input type="text"/>	16.5%	113
50-75%	<input type="text"/>	6.3%	43
75-100%	<input type="text"/>	3.4%	23
		<i>answered question</i>	<b>684</b>
		<i>skipped question</i>	<b>15</b>

**9. When you shop outside of Agawam, what is your reason?**

		<b>Response Percent</b>	<b>Response Count</b>
Better Atmosphere	<input type="text"/>	6.2%	43
Lower Costs	<input type="text"/>	23.9%	165
Better Quality	<input type="text"/>	10.6%	73
<b>Greater Selection</b>	<input type="text"/>	<b>73.7%</b>	<b>509</b>
<input type="button" value="view"/> Other (please specify)	<input type="text"/>	33.1%	229
		<i>answered question</i>	<b>691</b>
		<i>skipped question</i>	<b>8</b>

**10. Indicate what you would like to see more of in Agawam (Retail):**

	<b>Must Have</b>	<b>Would Like</b>	<b>Indifferent</b>	<b>No</b>	<b>Rating Average</b>	<b>Response Count</b>
Coffee Shops	3.8% (22)	13.2% (76)	37.1% (214)	<b>45.9% (265)</b>	3.25	577
Diners	2.8% (16)	24.0% (136)	32.5% (184)	<b>40.6% (230)</b>	3.11	566
Sandwich or Deli Shops	4.1% (23)	32.0% (180)	28.8% (162)	<b>35.2% (198)</b>	2.95	563
Fast-Food Franchises	6.4% (37)	19.1% (110)	24.3% (140)	<b>50.1% (288)</b>	3.18	575
Taverns or Microbreweries	6.0% (34)	17.4% (98)	28.0% (158)	<b>48.6% (274)</b>	3.19	564
Sports Bars	1.6% (9)	8.6% (48)	31.7% (177)	<b>58.1% (324)</b>	3.46	558
Family Restaurants	21.4% (130)	<b>44.2% (268)</b>	17.0% (103)	17.5% (106)	2.30	607
Upscale Restaurants	7.9% (45)	26.9% (154)	<b>35.8% (205)</b>	29.4% (168)	2.87	572
Ethnic Restaurants	3.6% (20)	20.8% (116)	<b>39.2% (219)</b>	36.4% (203)	3.08	558
Ice Cream Shops	3.7% (21)	18.3% (103)	37.1% (209)	<b>41.0% (231)</b>	3.15	564
Pharmacy / Convenience Stores	4.5% (25)	7.0% (39)	26.3% (147)	<b>62.3% (348)</b>	3.46	559
Appliance Stores	7.2% (41)	31.5% (179)	<b>32.0% (182)</b>	29.3% (167)	2.83	569
Electronics Stores	8.3% (48)	<b>33.7% (195)</b>	30.1% (174)	27.9% (161)	2.78	578
Cell Phone Stores	2.3% (13)	10.1% (56)	43.7% (242)	<b>43.9% (243)</b>	3.29	554
Book Stores	15.8%	<b>44.5%</b>	22.2% (122)	17.5%	2.41	505

BOOK STORES	(94)	<b>(265)</b>	22.2% (132)	(104)	2.41	599
Music Stores	7.1% (40)	25.6% (145)	<b>38.9% (220)</b>	28.4% (161)	2.89	566
Jewelry Stores	2.2% (12)	8.2% (45)	<b>52.7% (289)</b>	36.9% (202)	3.24	548
Card & Gift Shops	4.9% (27)	26.7% (148)	<b>38.6% (214)</b>	29.8% (165)	2.93	554
Home Furnishings Stores	15.9% (94)	<b>41.8% (248)</b>	21.9% (130)	20.4% (121)	2.47	593
Lawn & Garden Equipment Stores	11.8% (67)	<b>35.1% (200)</b>	24.6% (140)	28.6% (163)	2.70	570
Building Material & Supply Stores	15.7% (92)	<b>30.7% (180)</b>	24.4% (143)	29.2% (171)	2.67	586
Auto Parts, Accessories Stores	4.9% (27)	21.1% (117)	<b>40.1% (222)</b>	33.9% (188)	3.03	554
Motor Vehicle and Parts Dealers	3.3% (18)	11.5% (62)	41.2% (222)	<b>44.0% (237)</b>	3.26	539
Specialty Fashion / Clothing Stores	26.7% (163)	<b>41.5% (253)</b>	15.9% (97)	15.9% (97)	2.21	610
Discount Department Stores	<b>46.3% (298)</b>	30.7% (198)	6.7% (43)	16.3% (105)	1.93	644
Second-hand / Consignment Shops	3.9% (22)	17.2% (96)	<b>44.5% (249)</b>	34.3% (192)	3.09	559
Wine Shops	3.4% (19)	16.2% (90)	37.0% (205)	<b>43.3% (240)</b>	3.20	554
Grocery Stores	17.1% (97)	20.0% (113)	25.4% (144)	<b>37.5% (212)</b>	2.83	566
Specialty Grocery Stores	18.0% (105)	<b>34.4% (200)</b>	24.9% (145)	22.7% (132)	2.52	582
				<b>answered question</b>		<b>699</b>
				<b>skipped question</b>		<b>0</b>

**11. Indicate what you would like to see more of in Agawam (Sports & Leisure):**

	<b>Must Have</b>	<b>Would Like</b>	<b>Indifferent</b>	<b>No</b>	<b>Rating Average</b>	<b>Response Count</b>
Fitness Centers/ Gyms	3.9% (24)	12.2% (75)	<b>45.1% (278)</b>	38.9% (240)	3.19	617
Sporting Goods Stores	7.3% (43)	25.5% (151)	<b>36.9% (219)</b>	30.4% (180)	2.90	593
Bike Shops	2.8% (16)	18.3% (104)	<b>46.2% (263)</b>	32.7% (186)	3.09	569
Movie Theaters	9.2% (55)	<b>31.8% (189)</b>	29.2% (174)	29.7% (177)	2.79	595
Movie Rental Stores	4.2% (24)	15.9% (91)	<b>41.5% (237)</b>	38.4% (219)	3.14	571
Bowling Alleys	6.1% (36)	27.1% (159)	<b>38.3% (225)</b>	28.4% (167)	2.89	587
				<b>answered question</b>		<b>699</b>
				<b>skipped question</b>		<b>0</b>

**12. Indicate what you would like to see more of in Agawam (Services):**

	<b>Must Have</b>	<b>Would Like</b>	<b>Indifferent</b>	<b>No</b>	<b>Rating Average</b>	<b>Response Count</b>
Hair Salons	2.4% (15)	9.1% (56)	<b>45.5% (280)</b>	43.0% (265)	3.29	616
Travel Agencies	1.2% (7)	14.4% (82)	<b>47.8% (272)</b>	36.6% (208)	3.20	569
Dry Cleaners or Laundry Services	3.9% (22)	16.6% (95)	<b>40.1% (229)</b>	39.4% (225)	3.15	571
Laundromats	3.0% (17)	8.0% (45)	<b>45.2% (254)</b>	43.8% (246)	3.30	562

Medical or Dental offices	6.6% (38)	23.4% (135)	<b>35.5% (205)</b>	34.5% (199)	2.98	577
Copy and Print Service Centers	3.5% (20)	17.7% (102)	<b>44.6% (257)</b>	34.2% (197)	3.10	576
Nail Salons	0.9% (5)	4.4% (25)	45.7% (258)	<b>48.9% (276)</b>	3.43	564
Hotels	8.2% (49)	25.2% (150)	28.7% (171)	<b>37.8% (225)</b>	2.96	595
Florists	2.5% (14)	20.4% (115)	<b>41.7% (235)</b>	35.3% (199)	3.10	563
Automotive Services	4.4% (25)	12.6% (72)	<b>41.8% (238)</b>	41.2% (235)	3.20	570
Photo Processing Shops	1.6% (9)	10.6% (60)	<b>47.7% (271)</b>	40.1% (228)	3.26	568
				<b>answered question</b>		<b>699</b>
				<b>skipped question</b>		<b>0</b>

**13. Rate the frequency of which you shop at the following grocery stores:**

	2+ Per Week	2x's Per Week	1x Per Week	2+ Per Month	2x's Per Month	1x Per Month	Never	Response Count
Grocery Store	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0
Geissler's	21.0% (141)	9.8% (66)	<b>23.1% (155)</b>	11.2% (75)	6.7% (45)	16.1% (108)	12.2% (82)	672
Stop & Shop	22.6% (151)	12.4% (83)	<b>26.3% (176)</b>	12.0% (80)	4.9% (33)	14.8% (99)	6.9% (46)	668
Big Y	6.7% (42)	4.8% (30)	16.2% (101)	9.1% (57)	7.5% (47)	<b>28.1% (175)</b>	27.4% (171)	623
Shaw's	0.5% (3)	0.2% (1)	3.4% (20)	2.6% (15)	1.4% (8)	9.0% (52)	<b>83.0% (482)</b>	581

Whole Foods	2.0% (12)	1.3% (8)	2.2% (13)	3.0% (18)	2.0% (12)	10.1% (60)	<b>79.4%</b> <b>(473)</b>	596
Trader Joes	1.5% (9)	1.3% (8)	1.9% (11)	2.0% (12)	1.9% (11)	12.6% (75)	<b>78.8%</b> <b>(467)</b>	593
Walmart	8.5% (56)	5.6% (37)	13.6% (89)	13.7% (90)	10.4% (68)	<b>29.0%</b> <b>(190)</b>	19.2% (126)	656
Target	5.9% (38)	5.0% (32)	10.2% (66)	15.2% (98)	8.9% (57)	<b>30.7%</b> <b>(198)</b>	24.1% (155)	644
Farmers Market	4.1% (24)	1.9% (11)	6.2% (36)	5.2% (30)	3.4% (20)	14.5% (84)	<b>64.7%</b> <b>(375)</b>	580
Farm Stands	14.1% (89)	7.5% (47)	18.1% (114)	9.9% (62)	10.7% (67)	<b>23.2%</b> <b>(146)</b>	16.5% (104)	629
Community Supported Agriculture organizations	3.6% (20)	2.2% (12)	4.3% (24)	2.5% (14)	1.1% (6)	10.3% (57)	<b>76.1%</b> <b>(423)</b>	556
Other	6.9% (15)	2.8% (6)	9.3% (20)	10.2% (22)	4.6% (10)	5.1% (11)	<b>61.1%</b> <b>(132)</b>	216
Other (please specify) <input type="button" value="view"/>								103
							<b>answered question</b>	<b>697</b>
							<b>skipped question</b>	<b>2</b>

<b>14. What additional types of businesses do you feel are needed in Agawam?</b>		
		<b>Response Count</b>
	<input type="button" value="view"/>	403
	<b>answered question</b>	<b>403</b>
	<b>skipped question</b>	<b>296</b>

<b>15. What Type of Development would you like to see occur on the land off of Tennis Road in Agawam?</b>
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	Yes	Maybe	No	Indifferent	Rating Average	Response Count
Mixed-use (Commercial and Housing)	12.0% (68)	22.7% (129)	<b>54.1% (308)</b>	11.2% (64)	2.65	569
Multi-family housing	2.8% (15)	9.7% (52)	<b>79.3% (425)</b>	8.2% (44)	2.93	536
Single-family homes	11.3% (61)	19.0% (103)	<b>60.6% (328)</b>	9.1% (49)	2.67	541
Commercial	<b>50.7% (311)</b>	17.9% (110)	26.5% (163)	4.9% (30)	1.86	614
Industrial	15.9% (86)	27.0% (146)	<b>48.9% (264)</b>	8.1% (44)	2.49	540
Community Center	<b>33.3% (195)</b>	31.4% (184)	26.5% (155)	8.9% (52)	2.11	586
				<i>answered question</i>		<b>699</b>
				<i>skipped question</i>		<b>0</b>

**16. Please include any additional comments here.**

	Response Count
<input type="button" value="view"/>	392
<i>answered question</i>	<b>392</b>
<i>skipped question</i>	<b>307</b>