

GROTON MAIN STREET STRATEGIC PLAN RESIDENT SURVEY

270 surveys mailed. 94 returned = 35% response rate.

I. ABOUT YOU

1. Are you:

Male 52% Female 48%

2. What is your age?

1% 18-25 13% 26-35 20% 36-45 26% 46-55 17% 56-64 22% 65+

3. How many years have you lived in the Village of Groton?

1% Less than 1 year 15% 1-5 years 12% 6-10 years
20% 11-20 years 15% 21-30 years 37% 30+ years

4. Are you retired?

Yes 27%
 No 72%

5. Do you work?

Yes 71%
 No 27%

If **yes**, where do you work?

31% Groton 43% Ithaca 7% Cortland 20% Other _____

II. MAIN STREET CHARACTER

6. Please rate the following about Main Street's existing conditions. (Please check one in each category)

	Excellent	Good	Satisfactory	Fair	Poor
Friendly Atmosphere	14%	51%	26%	6%	1%
Quality of services	5%	38%	32%	18%	3%
Types/Variety of businesses	3%	19%	19%	38%	18%
Sidewalks	9%	48%	24%	12%	5%
Traffic	4%	29%	34%	18%	11%
Hours Businesses are Open	4%	41%	34%	13%	5%
Noise	3%	34%	34%	16%	10%
Handicap Accessibility	2%	35%	28%	17%	7%
Code Enforcement	4%	34%	34%	13%	9%
Downtown Community Events	9%	44%	17%	19%	9%
Business Organization	3%	33%	26%	23%	5%
Historic Character	5%	39%	27%	21%	3%
Safety	6%	44%	28%	12%	7%
Lighting	16%	46%	22%	10%	3%
Parking	5%	38%	28%	15%	10%
Cleanliness	7%	43%	31%	13%	3%
Building Conditions	1%	16%	32%	34%	12%
Maintenance	3%	33%	33%	20%	5%
Police Protection	13%	47%	27%	9%	4%

7. Which best describes how the Groton Main Street has changed since you moved here?

- 35%** The Main Street has become a more desirable place to live, work, or do business
- 17%** The Main Street become a less desirable place to live, work, or do business
- 27%** The Main Street has not changed in its desirability as a place to live, work, or do business
- 10%** No opinion
- 1%** Other _____

III. COMMUNITY SERVICES

8. On average, how often do you purchase goods or services within the Village of Groton? (Please check one)

- 33%** Daily **46%** Once a week **17%** A few times per month **2%** Once a month
- 1%** Less than once a month **1%** Never

9. What business do you go to most frequently in the Main Street area? _____

10. Where do you go to shop for groceries?

- 17%** Groton **27%** Ithaca **89%** Cortland **9%** Triphammer Rd. Area Other _____

11. Where are the top 3 places you shop for goods and services?

- 46%** Groton **66%** Ithaca **91%** Cortland **50%** Triphammer Rd. Area
- 10%** Syracuse **4%** Binghamton **7%** Other _____

12. What type of businesses, products, and services (including health care) would you like to see in the Village of Groton? _____

13. Are there areas of the Main Street where safety should be improved for pedestrians? (Check all that apply)

- 71%** Hotel corner **9%** School **23%** Post Office
- 5%** Bank **15%** Other _____ **11%** No improvements needed

14. Which issues should be given special emphasis during the Main Street Strategic planning process? (Check all that apply)

- 40%** Employment opportunities **13%** Housing opportunities
- 54%** Development of vacant sites **47%** Parking and traffic circulation
- 36%** Protection of historic buildings and sites **17%** Other _____

15. How would you like the Main Street to look 5 to 10 years down the road? _____
