



Southern New Hampshire Planning Commission

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Town of Derry Age-Friendly Survey Summary

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The Town of Derry's Planning Department is determined to ensure the present process of updating the Town's Master Plan incorporate elements that reflect the needs and desires of residents of all ages. To do so, Planning Director, George Sioris collaborated with the Age-Friendly Program team at Southern NH Planning Commission (SNHPC) to develop a survey that would enlighten staff and others working on the Master Plan (a long-range planning document that guides land use focus, local development, infrastructure improvement and town programming for the next ten years) on the various aspects of age-friendly issues as they related to engagement, recreation, communication, and local businesses. The results of the survey are summarized in this report and it is intended that they provide insight to the upcoming Master Plan process.

On November 26, 2018, the survey was launched. In an effort to gain a large audience, SNHPC and Town staff created small postcards with web links and a "QR code" directing participants to the survey. Postcards were handed out at local stores, public facilities, beloved local gathering spaces, as well as shared online through town websites, and various social media platforms. By the end of January, 405 people participated in the survey, providing valuable information for the Town as they update their Master Plan.

Survey Overview

A total of 405 respondents participated in the Derry Age-Friendly Survey, or roughly 1.2% of the town's population. About thirty-five percent (35.48%) of respondents were between 36 and 50 years old; about twenty-eight percent (28.54%) were between 51 and 65 years old; about eighteen percent (18.61%) were between 25 to 35 years old; and about fifteen percent (15.14%) were between 66 and 80 years old. Respondents varied from being relatively new to town to having lived in town for over two decades.

Generally, respondents felt that there are many opportunities to stay engaged in Derry but would like to see improved communication and coordination regarding town events and activities. Additionally, respondents have a favorable view of Downtown and Downtown businesses; most respondents would like to support the vitality of Downtown through multiple efforts. While respondents almost unanimously favor supporting or enhancing Downtown, many would like to see more 'third places' in town, e.g. restaurants, entertainment, and additional shopping opportunities.

Derry Age-Friendly Survey

The Town of Derry is working with the Southern NH Planning Commission to help ensure the community is as 'age friendly' as possible. From millennials to members of the Silent Generation, Derry wants to be a truly welcoming place for residents, workers and visitors of all age levels. **But we need your help!**

On the links below, you will find a series of questions related to recreation and engagement and economic development. Your answers will be used to help inform the 2019 Derry Master Plan, a long-range planning document that will help guide Town decisions for years to come.

Scan this code to take the survey, or follow the link at:

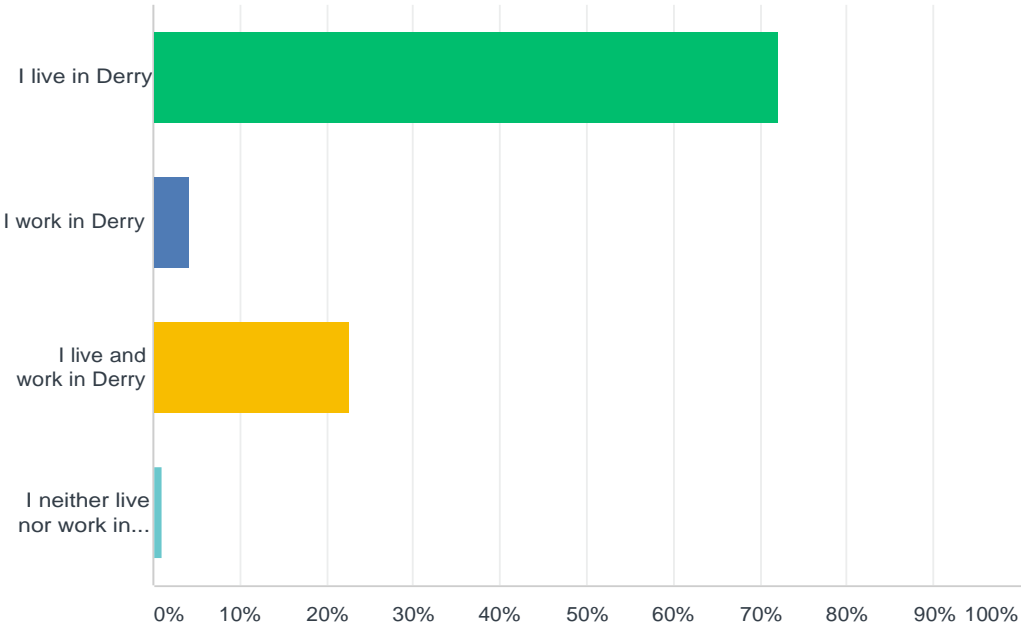
tiny.cc/PlanDerry



Survey Postcard

Q1 Do you live or work in Derry?

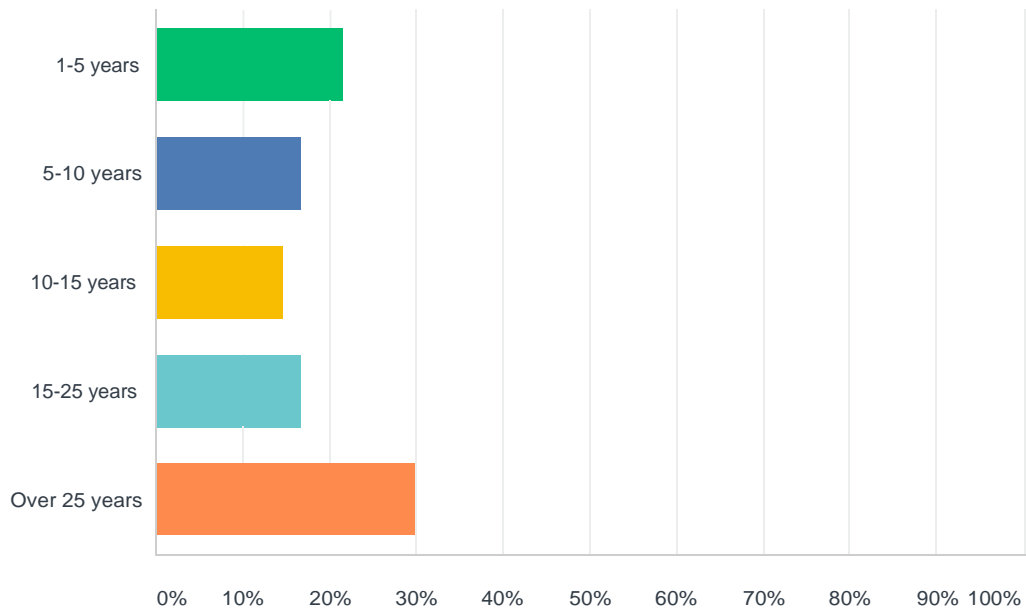
Answered: 404 Skipped: 0



ANSWER CHOICES	RESPONSES	
I live in Derry	72.28%	292
I work in Derry	4.21%	17
I live and work in Derry	22.52%	91
I neither live nor work in Derry	0.99%	4
TOTAL		404

Q2 If you live in Derry, how long have you lived in town?

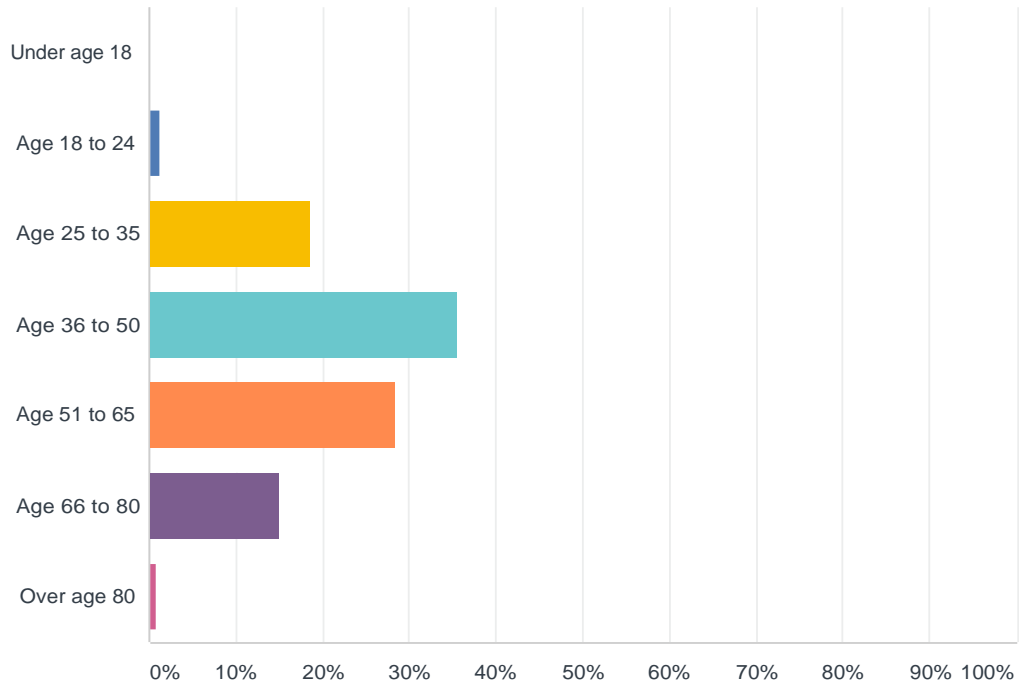
Answered: 382 Skipped: 22



ANSWER CHOICES	RESPONSES	
1-5 years	21.47%	82
5-10 years	16.75%	64
10-15 years	14.66%	56
15-25 years	16.75%	64
Over 25 years	30.37%	116
TOTAL		382

Q3 What is your age?

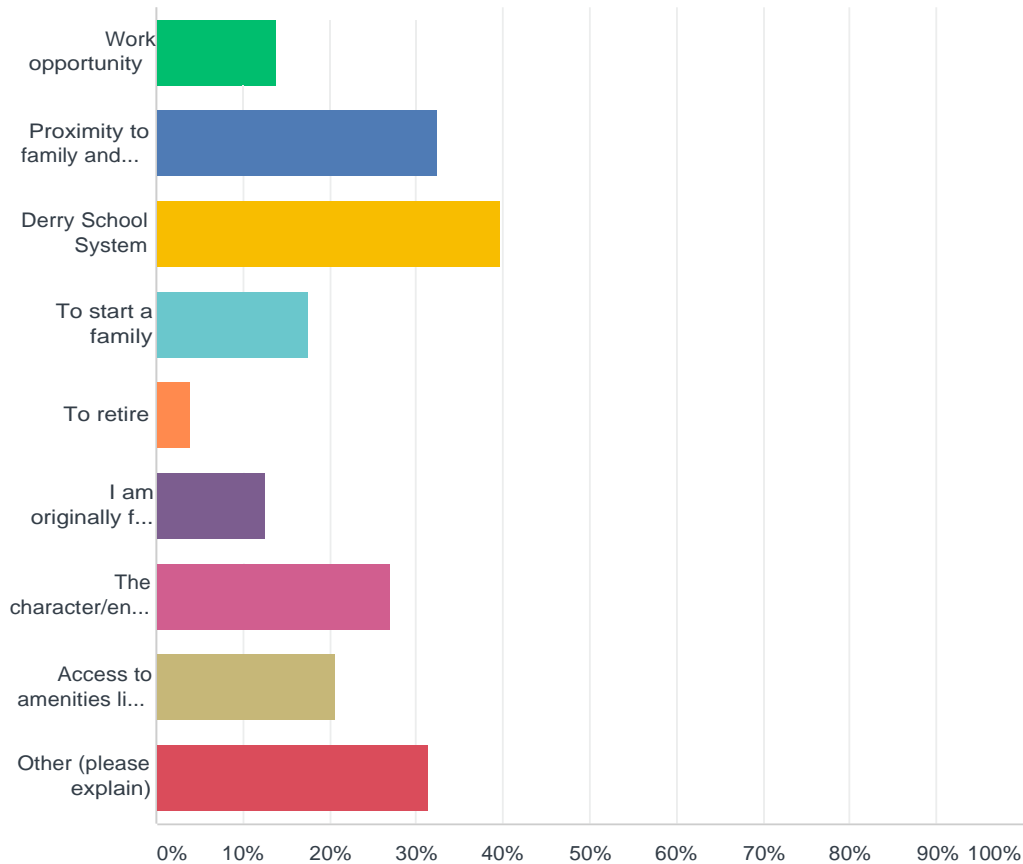
Answered: 403 Skipped: 1



ANSWER CHOICES	RESPONSES	
Under age 18	0.25%	1
Age 18 to 24	1.24%	5
Age 25 to 35	18.61%	75
Age 36 to 50	35.48%	143
Age 51 to 65	28.54%	115
Age 66 to 80	15.14%	61
Over age 80	0.74%	3
TOTAL		403

Q4 If you live in Derry, why did you decide to move to town? Check all that apply.

Answered: 382 Skipped: 22

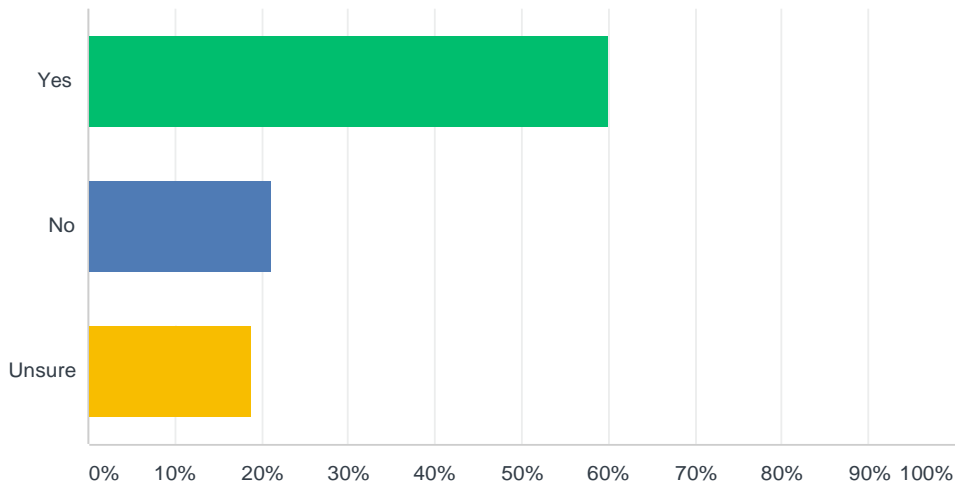


ANSWER CHOICES	RESPONSES	
Work opportunity	13.87%	53
Proximity to family and friends	32.46%	124
Derry School System	39.79%	152
To start a family	17.54%	67
To retire	3.93%	15
I am originally from Derry	12.57%	48
The character/environment of the community	26.96%	103
Access to amenities like shopping, restaurants, and recreation	20.68%	79
Other (please explain)	31.41%	120
TOTAL		382

There were 120 respondents who wrote-in responses in the “Other” category. Of these responses, the majority stated that they moved to Derry because it was either an affordable community, or because they could find affordable housing options within the community. A similar amount of responses cited Derry’s rural character as a deciding factor. Many respondents also cited Derry’s convenient location – its proximity to I-93 and Massachusetts. Additionally, many respondents cited having family already in Derry as a reason for moving to the community.

Q5 Do you find it easy to stay engaged in the Derry community and to maintain an active social life?

Answered: 366 Skipped: 38



ANSWER CHOICES	RESPONSES	
Yes	60.11%	220
No	21.04%	77
Unsure	18.85%	69
TOTAL		366

There were 117 respondents who wrote-in responses in the “Please Explain Your Answer” category. Many respondents cited a lack of places to socialize within the community. Of those responses, participants cited the lack of restaurant diversity and nightlife. Additionally, some respondents felt that there is a lack of opportunities to stay engaged as a senior, especially if you are not connected with the school system. Still, many respondents felt that there are opportunities to stay engaged, citing town events, local groups, such as the local theater, and clubs as a way to stay engaged within the community. Additionally, participants cited local social media, such as the “Bring Derry Together” Facebook group, as well as the town’s Facebook page, and town emails.

Q6 In your opinion, are there steps the Town or non-profit sector could take to promote a better-connected, more socially engaged community?
Please explain.

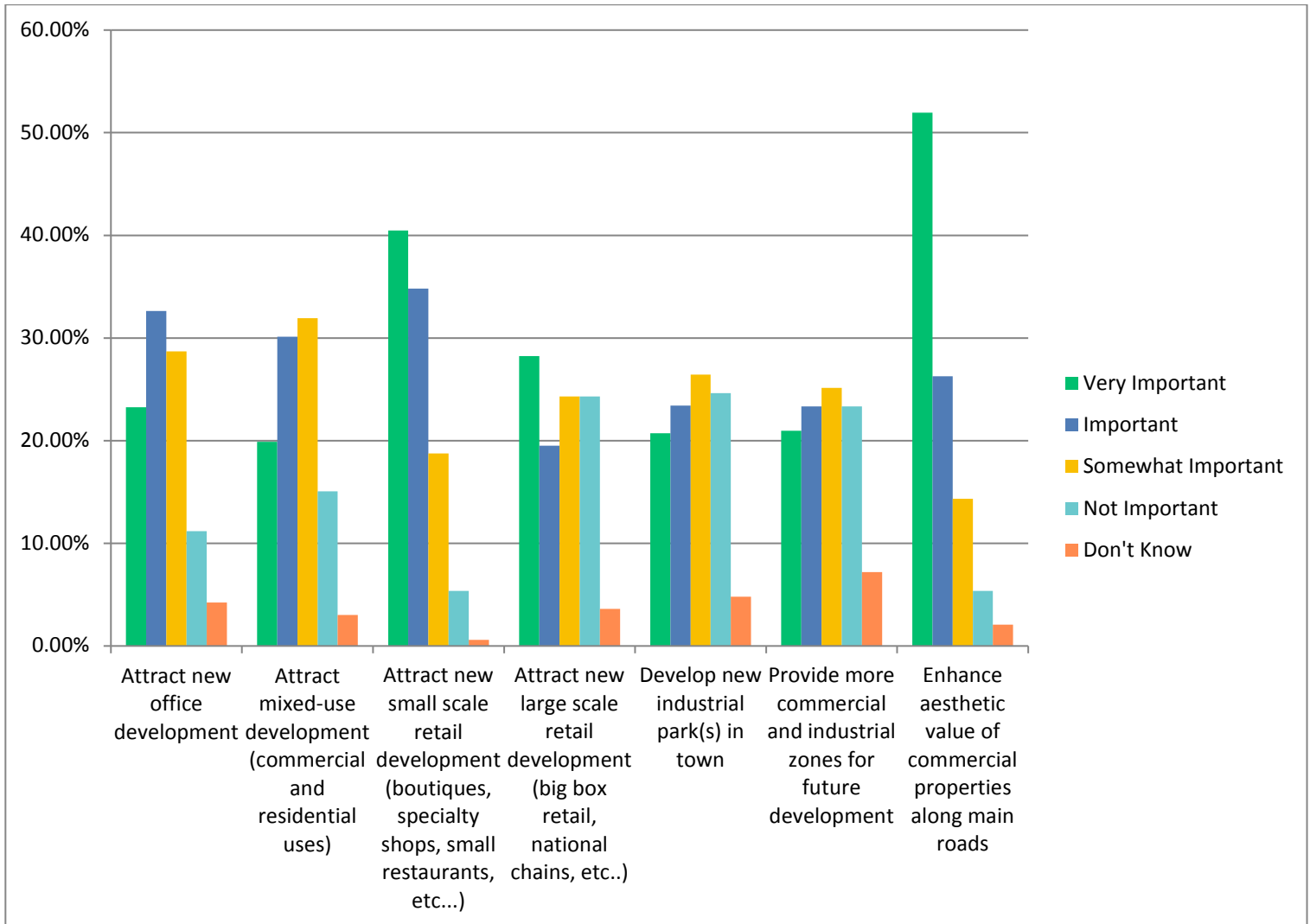
Answered: 178 Skipped: 226



There were 178 respondents open-response answers to this question. Many respondents felt that there was a need for better communication - many respondents recommended having a centralized place to go for community events, such as a dedicated Facebook page or calendar. Many respondents cited the need to revitalize downtown, and provide spaces for community gatherings. Respondents also cited the need for more social engagement opportunities for older adults as well as teenagers.

Q7 Please indicate the level of importance that the town should give to the following economic development actions

Answered: 338 Skipped: 66



Q8 What kind of new businesses would you like to see in Derry? Please check all that apply.

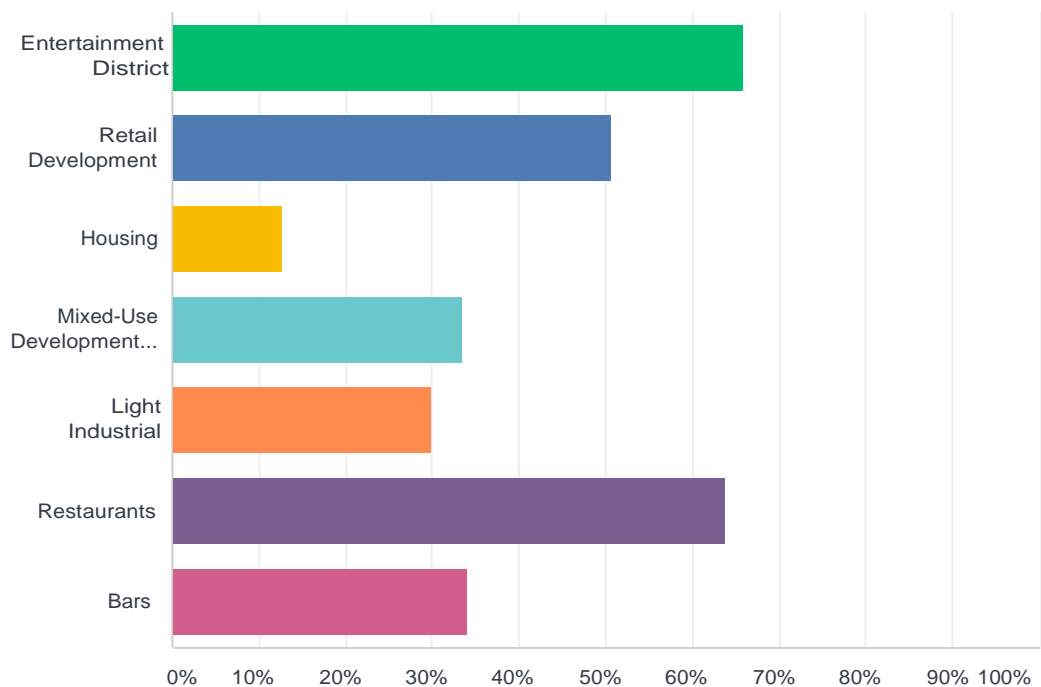
Answered: 336 Skipped: 68

Answer Choices	Responses	
Restaurants/Bars	66.77%	225
Recreation and Entertainment Services	64.09%	216
Department Stores/Clothing and other Apparel	56.68%	191
Boutiques	43.32%	146
Farms/Farm Stands	41.25%	139
High-tech industry office space	37.09%	125
Hotel/Conference Center	36.20%	122
Light industrial/Manufacturing	27.60%	93
Culinary Services	26.41%	89
Coffee Shops	22.55%	76
General office space	21.07%	71
Other (please specify)	18.69%	63
Grocery Store	14.54%	49
Healthcare Services	14.24%	48
Electronics	13.06%	44
Agricultural products and services	12.76%	43
Gym/Fitness Services	10.98%	37
Pet Supplies and services	9.79%	33
Child care	9.79%	33
Hardware/Landscaping Supplies	6.23%	21
Banks/Financial Institutions	3.86%	13
Dry Cleaner/Laundry Services	2.37%	8
Vehicle maintenance and repair	1.78%	6
Gas Stations	1.48%	5
Real Estate Services	1.48%	5
Pharmacy	0.89%	3
Auto Sales	0.30%	1
Self-storage	0.00%	0
	Answered	337

There were 68 respondents who wrote-in responses in the “Other” category. Of these responses, many cited the need for larger businesses to ease the tax burden and that could employ community members. Respondents mentioned businesses such as Trader Joes, Whole Foods, and big box stores. Many respondents also said they’d like to see smaller businesses, like arts and craft stores, coffee shops, and other stores that would help maintain Derry’s small-town feel.

Q9 With the creation of Exit 4-A on I-93, there is an opportunity to envision future development in that area. What sort of development would you like to see in that area? Please check all that apply.

Answered: 320 Skipped: 84

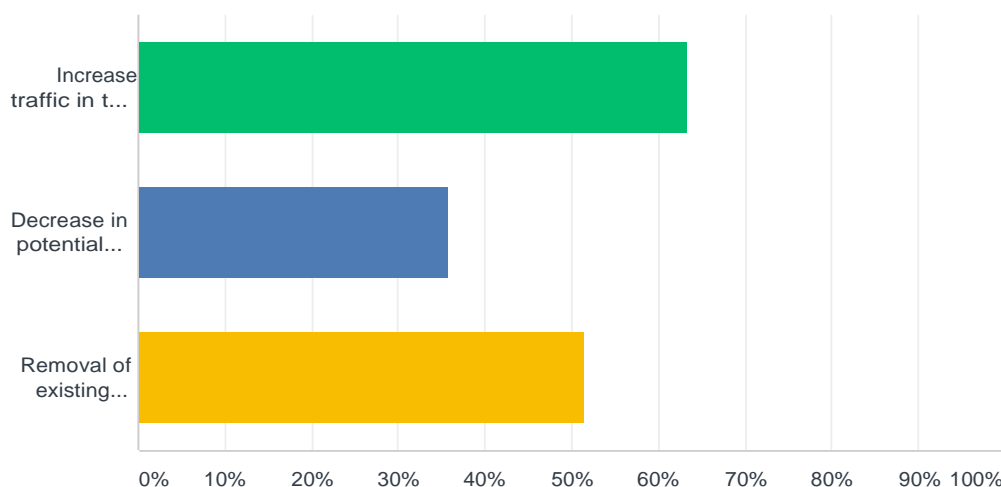


ANSWER CHOICES	RESPONSES	
Entertainment District	65.94%	211
Retail Development	50.63%	162
Housing	12.81%	41
Mixed-Use Development (Housing with ground floor commercial)	33.44%	107
Light Industrial	30.00%	96
Restaurants	63.75%	204
Bars	34.06%	109
TOTAL		320

There were 33 respondents who wrote-in responses in the “Other” category. Of these responses, there was no clear emerging theme. Some respondents wanted to see hotels, restaurants, and a walkable area, while other wanted affordable housing options. Some respondents did not think the town should focus on this area. Additionally, some respondents were concerned about traffic from the development of Exit 4-A.

Q10 Do you have any concerns regarding creating Exit 4-A? Please check all that apply.

Answered: 251 Skipped: 153

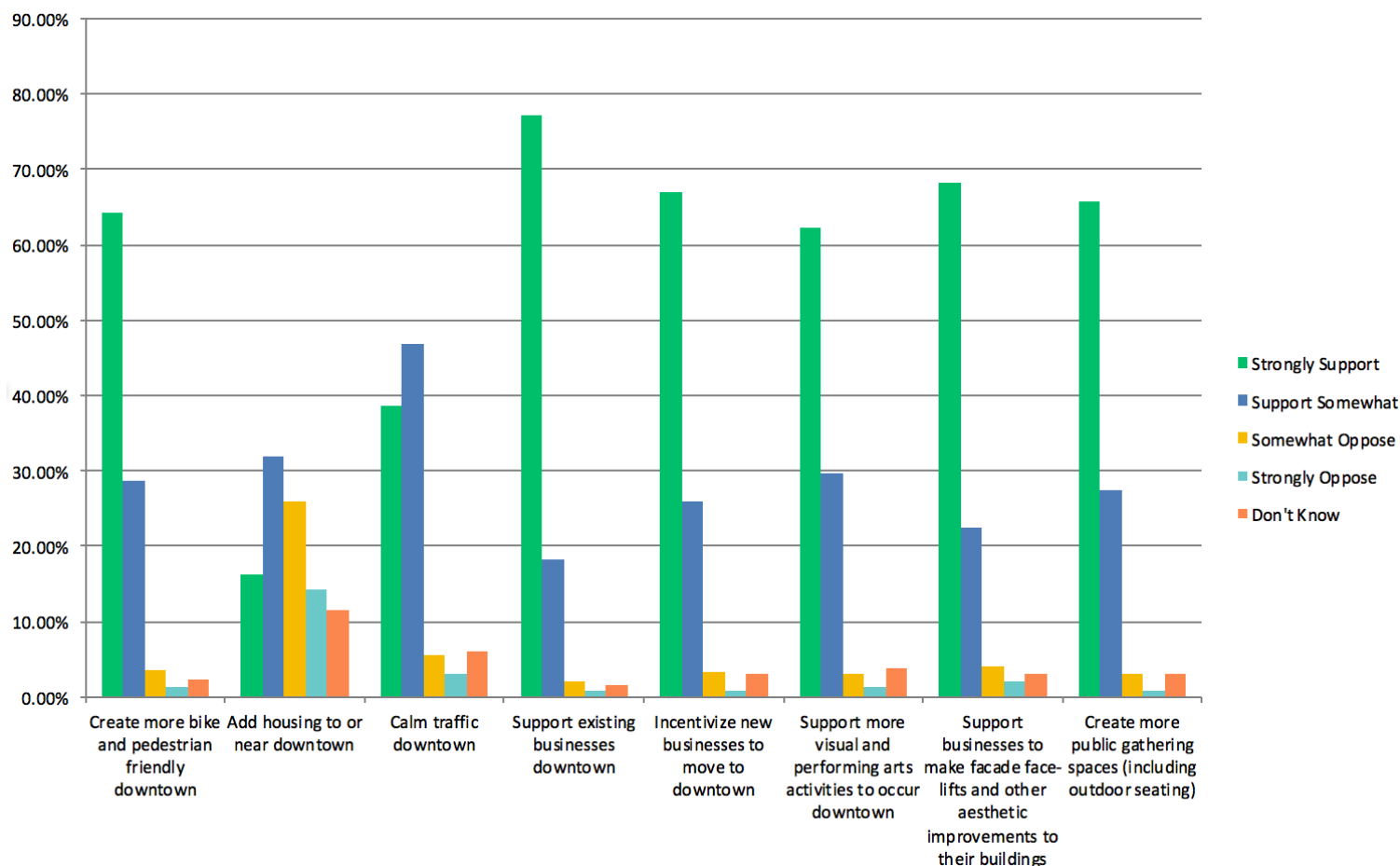


ANSWER CHOICES	RESPONSES	
Increase traffic in that part of Town	63.35%	159
Decrease in potential patrons to downtown businesses	35.86%	90
Removal of existing housing by eminent domain	51.39%	129
TOTAL		251

There were 59 respondents who wrote-in responses in the “Other” category. Of these responses, many respondents did not have any concerns with creating Exit 4-A. Some respondents felt that lining the area with small business could have a negative impact on existing downtown businesses. Respondents also cited traffic concerns in the surrounding areas of town as well as concerns with eminent domain.

Q11 What level of support would you give to the following Downtown revitalization efforts?

Answered: 339 Skipped: 65



	STRONGLY SUPPORT	SUPPORT SOMEWHAT	SOMEWHAT OPPOSE	STRONGLY OPPOSE	DON'T KNOW	TOTAL
Create more bike and pedestrian friendly downtown	64.18% 215	28.66% 96	3.58% 12	1.19% 4	2.39% 8	335
Add housing to or near downtown	16.16% 53	32.01% 105	25.91% 85	14.33% 47	11.59% 38	328
Calm traffic downtown	38.53% 126	46.79% 153	5.50% 18	3.06% 10	6.12% 20	327
Support existing businesses downtown	77.18% 257	18.32% 61	2.10% 7	0.90% 3	1.50% 5	333
Incentivize new businesses to move to downtown	66.97% 223	25.83% 86	3.30% 11	0.90% 3	3.00% 10	333
Support more visual and performing arts activities to occur downtown	62.28% 208	29.64% 99	2.99% 10	1.20% 4	3.89% 13	334
Support businesses to make facade face-lifts and other aesthetic improvements to their buildings	68.25% 230	22.55% 76	4.15% 14	2.08% 7	2.97% 10	337
Create more public gathering spaces (including outdoor seating)	65.66% 218	27.41% 91	3.01% 10	0.90% 3	3.01% 10	332

Q12 What sort of commercial uses would you like to see along the corridor from Webster's Corner south to the Windham townline?

Answered: 133 Skipped: 271



There were 133 respondents open-response answers to this question. Participants cited the need for both restaurants and industrial/manufacturing businesses at an equal rate. Many respondents cited a need for retail and other commercial office space in this area. Additionally, some respondents stated they'd like to see tech companies in this area.

Q13 What other types of businesses you would like to see in Derry, if any?

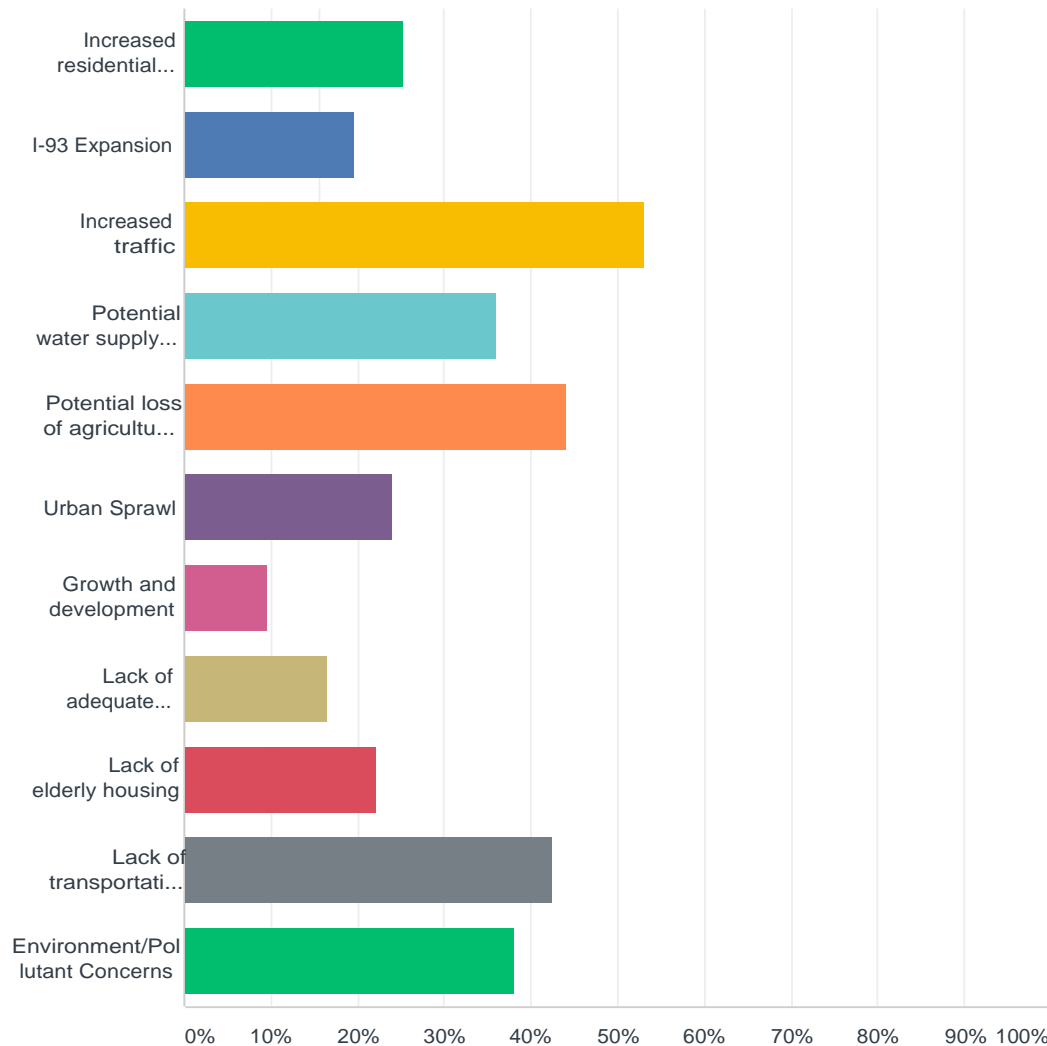
Answered: 169 Skipped: 235



There were 169 respondents open-response answers to this question. One of the most cited business types was restaurants; respondents cited “quality”, “diverse” and “local” restaurant options most often. Another business type with a high frequency response was both box (Target, Kohl’s, Whole Foods, Trader Joe’s, Market Basket) and small-scale retail stores. Additionally, many respondents cited a need for larger businesses with employment opportunities; technology businesses were most often related to this response. Respondents also frequently mentioned entertainment-type business, e.g. movie theaters, active and/or sporting businesses.

Q14 What impacts from outside Derry concern you the most? Please check up to three items from the list below.

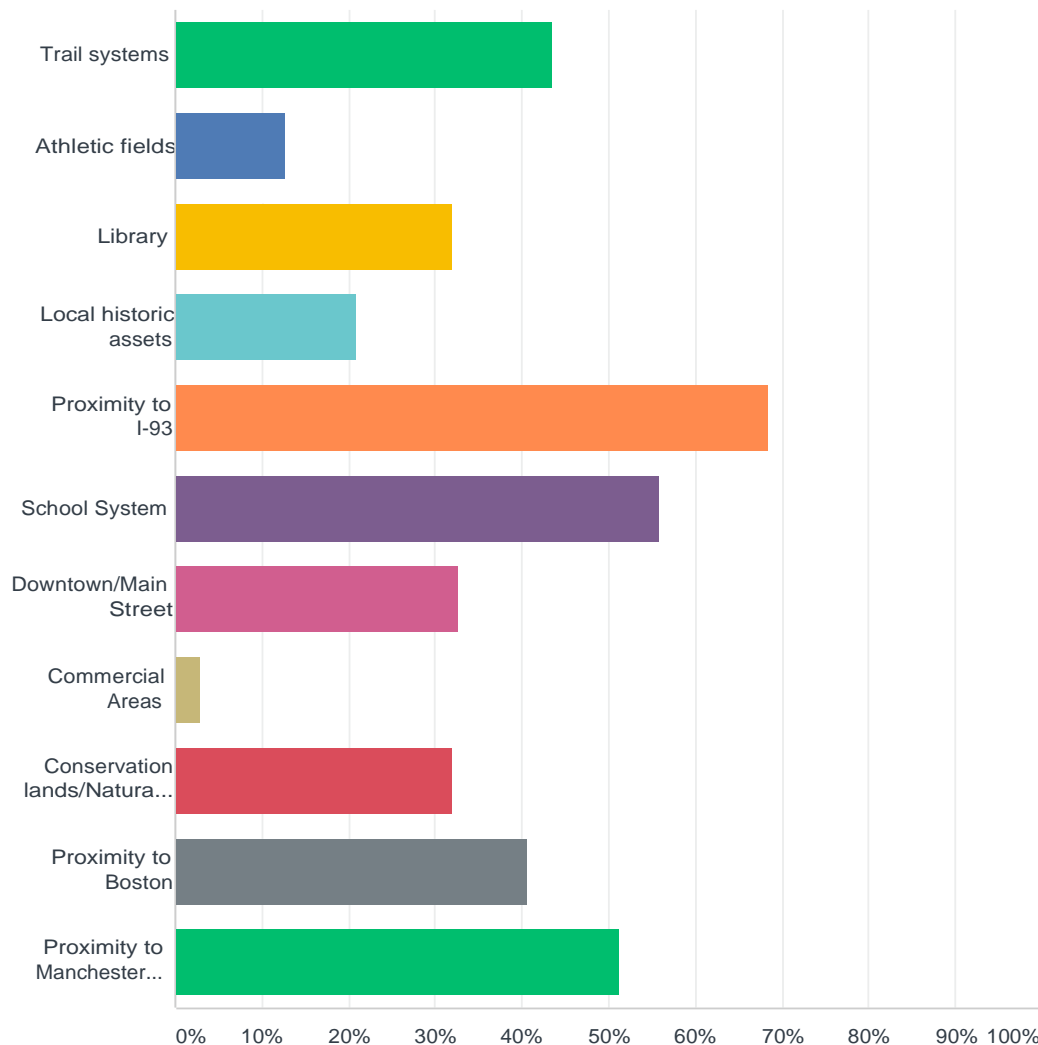
Answered: 320 Skipped: 84



Answer Choices	Responses	
Increased residential growth	25.31%	81
I-93 Expansion	19.69%	63
Increased traffic	53.13%	170
Potential water supply contamination	35.94%	115
Potential loss of agriculture and farms	44.06%	141
Urban Sprawl	24.06%	77
Growth and development	9.69%	31
Lack of adequate workforce housing	16.56%	53
Lack of elderly housing	22.19%	71
Lack of transportation options	42.50%	136
Environment/Pollutant Concerns	38.13%	122
	Answered	320

Q15 What do you feel are Derry's greatest assets? Please check up to three items from the list

Answered: 335 Skipped: 69



Answer Choices	Responses	
Trail systems	43.58%	146
Athletic fields	12.84%	43
Library	31.94%	107
Local historic assets	20.90%	70
Proximity to I-93	68.36%	229
School System	55.82%	187
Downtown/Main Street	32.54%	109
Commercial Areas	2.99%	10
Conservation lands/Natural Setting	31.94%	107
Proximity to Boston	40.60%	136
Proximity to Manchester Airport	51.34%	172
Answered		335