Despite having the 4th and 7th highest populations in the region, respectively, Bedford and Hooksett are the 2nd and 3rd most popular local communities where people go. Both towns feature a lot of commercial activity relative to the region.

- Millennials’ favorite place to go out of their region is Boston; seniors’ favorite is the NH Seacoast, followed by Concord.

**To which places do Southern NH residents go for activities?**

**SNHPC Region**

<table>
<thead>
<tr>
<th>Destination</th>
<th>All Residents</th>
<th>Seniors</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland, ME</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Boston, MA</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Concord, NH</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Upper Valley/Lake Sunapee</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Monadnock Region</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Lakes Region</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>White Mountains</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>NH Seacoast</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Nativity</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Business Assessments—Downtown Manchester**

A survey was designed to assess local businesses for characteristics that are age-friendly to seniors and millennials. The goals of the survey were to establish a baseline of existing conditions among different businesses in a community, and how they address senior and millennial interests.

SNHPC worked with Intown Manchester to identify businesses in Downtown Manchester as a pilot area for collecting data. SNHPC then partnered with SNHU professor Christina Clamp and her research methods students to perform the business assessments. More than 20 businesses were studied. The industries represented included retail/food service, non-profit, finance, education, recreation, entertainment, and health/wellness services. The following data represents findings from those assessments.

- Downtown Manchester has a variety of new & established businesses.
- Half of businesses assessed are a member of local Chamber of Commerce or other professional organization.
- Flat entryways and wheelchair/walker accessibility abound Downtown—this was a surprise given the age of many buildings (pre-ADA).
- 70% of businesses offer complimentary Wi-Fi, and 25% have bicycle storage.
- 50% feature benches or places to sit; 15% feature infant changing tables, and 10% offer booster seats.
- Managers of businesses were asked to rank on a scale of 1 to 5 (1 being least important, 5 being most important).

### Local Trends Among Millennials & Seniors

Businesses that adapt their models to current trends like these stand to retain—or even grow—their customer bases.

- How often do you use the Internet for entertainment (Netflix, Hulu, etc.)?
  - Always: 41.3%
  - Often: 40.2%
  - Sometimes: 26.9%
  - Rarely: 11.8%
  - Never: 8.2%

- How often do you shop online versus at traditional stores?
  - Always: 18.0%
  - Often: 26.0%
  - Sometimes: 36.0%
  - Rarely: 10.0%
  - Never: 8.0%

### Ranked importance of select characteristics Manchester businesses consider when hiring a new employee

- Soft skills, customer service ability: 4.3 (most important)
- Expressed interest in job: 4.2
- Perceived maturity: 4.2
- Critical thinking ability: 4.1
- Relevant experience: 3.8
- Professional references: 3.8
- Physical ability: 3.3
- Skills, licenses, certifications: 3.0
- Education: 2.0

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