
Downtown Barre Customer Survey

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Table of Contents

Executive Summary	3
Project Overview	5
Downtown Barre	6
Downtown Barre Shopping Characteristics	18
Arts and Entertainment	21
Sample Demographic Characteristics	27

Executive Summary

The purpose of the 2004 Barre Downtown Customer Survey is to develop a better understanding of the markets served by and market opportunities in Barre City. The data was collected through a random sample of the following Barre area town's adult residents from June 14-24, 2004. Sixty-six percent of the target sample population was drawn from the primary market area and the remaining thirty-three percent was drawn from the secondary market area which is outlined below. A total of 469 interviews were conducted with area residents for a margin of error at approximately +/- 4.5 percent.

Primary Area (66%)

Washington County:

Barre City
Barre Town
Berlin
Cabot
Calais
East Montpelier
Marshfield
Middlesex
Montpelier
Moretown
Northfield
Plainfield

Orange County:

Brookfield
Orange
Williamstown
Washington

Secondary Area (33%)

Washington County:

Duxbury
Payston
Roxbury
Warren
Waitsfield
Waterbury
Woodbury
Worcester

Caledonia County:

Barnet Bradford
Danville
Groton
Hardwick Chelsea
Peacham
Ryegate
St. Johnsbury
Wadlen
Waterford

Orange County:

Bradford
Braintree
Chelsea
Corinth
Newbury
Randolph
Topsham
Vershire

Chittendon County:

Bolton
Richmond

Lamiolle County:

Elmore
Morristown
Stowe
Wolcott

Some of the highlights of the survey are as follows:

- ? An overwhelming majority (73.4%) of respondents report that they went to Downtown Barre sometime during the last month.
- ? A clear majority of respondents report that on their last visit to Downtown Barre they purchased either goods or services at 64.5 percent.
- ? A strong majority of respondents (65.2%) report that the usual reason for their trips to Downtown Barre is for shopping.
- ? An obvious majority of respondents report that they regularly visit a specific store or office when they visit Downtown Barre.
- ? Almost twenty percent of respondents (18.9 %) state that they most often regularly visit Lenny's.
- ? An overwhelming majority of respondents (86.4%) rate the customer service in Downtown Barre as excellent or good, in addition the quality of goods and services rate highly as well at 81.3 percent.
- ? Almost half of all respondents (44.0%) shop most often on Saturday's.
- ? Forty two percent of respondents generally shop most often in the morning, closely followed by afternoon shoppers at 37.2 percent.
- ? Respondents are most likely to shop for hardware and building supplies (42.7%), dining and meals (41.2%), banking and financial services (34.1%), gifts and crafts (28.5%) and books (23.8%) in Downtown Barre.
- ? A significant majority of respondents (70.2%) report that they would be more attracted to Downtown Barre if there were more live music.
- ? An overwhelming majority of respondents (90.4%) either strongly agree or agree that "shopping in Downtown Barre is better for the local economy".

Project Overview

Bridgewater State College's Institute for Regional Development, subcontracted by Karl Seidman, designed and administered a citizen survey of Barre residents during the month of June 2004. The purpose of this survey is to obtain information and customer perceptions about Barre to assist in planning for the future of Downtown Barre.

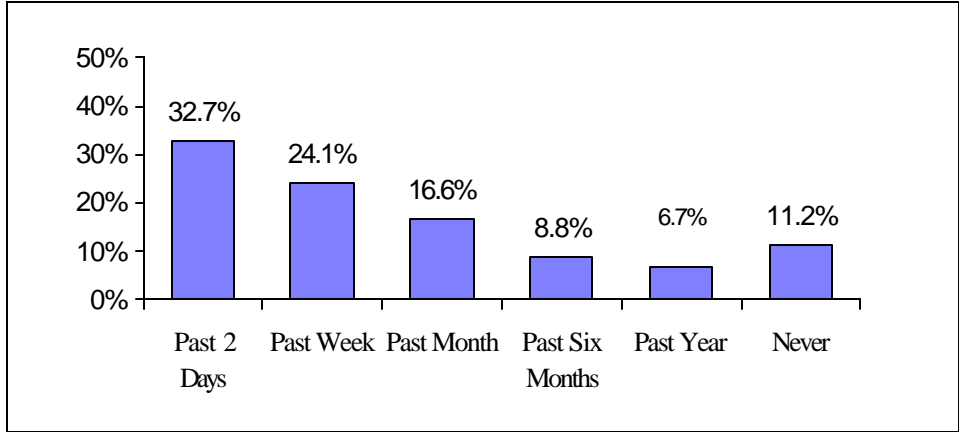
By means of a random sampling process, the survey gathered data from a diverse group of citizens in the greater area. A team of trained interviewers administered the survey during daytime and evening hours. A total of 469 interviews were conducted with Barre and surrounding area residents over the age of 18. The margin of error is approximately +/- 4.8 percent at the 95 percent confidence level.

All interviewing was conducted from the Institute for Regional Development's telephone research center at Bridgewater State College. A project director was present at all times to supervise the administration of the survey, monitor for quality control, and handle any other problems. Shifts of interviewers were used during the evenings (5:30 to 9pm and days 12:30 to 4:30pm) from June 14-24, 2004. Telephone numbers were selected at random and purged of non-working and business numbers. All telephone numbers in the sample were then called up to three times, using a rotating schedule of callbacks to ensure that a telephone number had been tried on different weekday evenings and days.

Upon completion of calls, the survey responses were entered into a computer database. Using the latest state-of-the-art statistical software (SPSS for Windows Version 11.5), the data file was analyzed. Complete protection and confidentiality of the survey database was assured during all phases of data analysis. Access to the database is limited to the project directors.

Downtown Barre

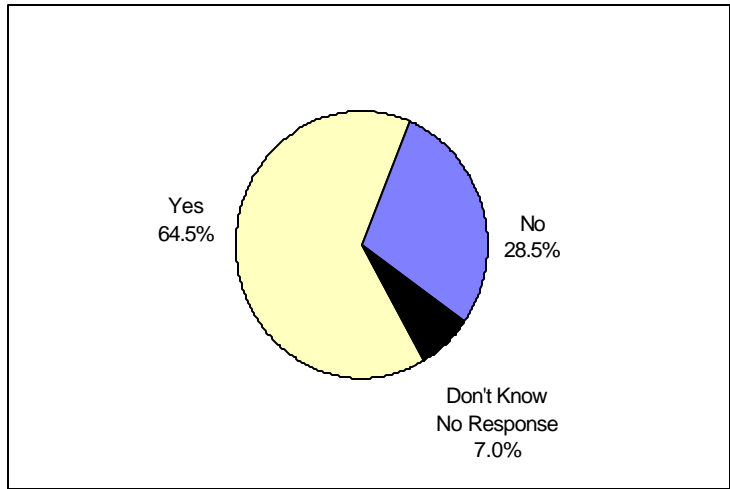
Figure 1
When was the last time you went to Downtown Barre?
N=465



Highlights:

- ? An overwhelming majority (73.4%) of respondents report that they went to Downtown Barre sometime during the last month.

Figure 2
On your last visit to Downtown Barre, did you purchase any goods or services?
N=417



Highlights:

- ? A clear majority of respondents report that on their last visit to Downtown Barre they purchased either goods or services at 64.5 percent.

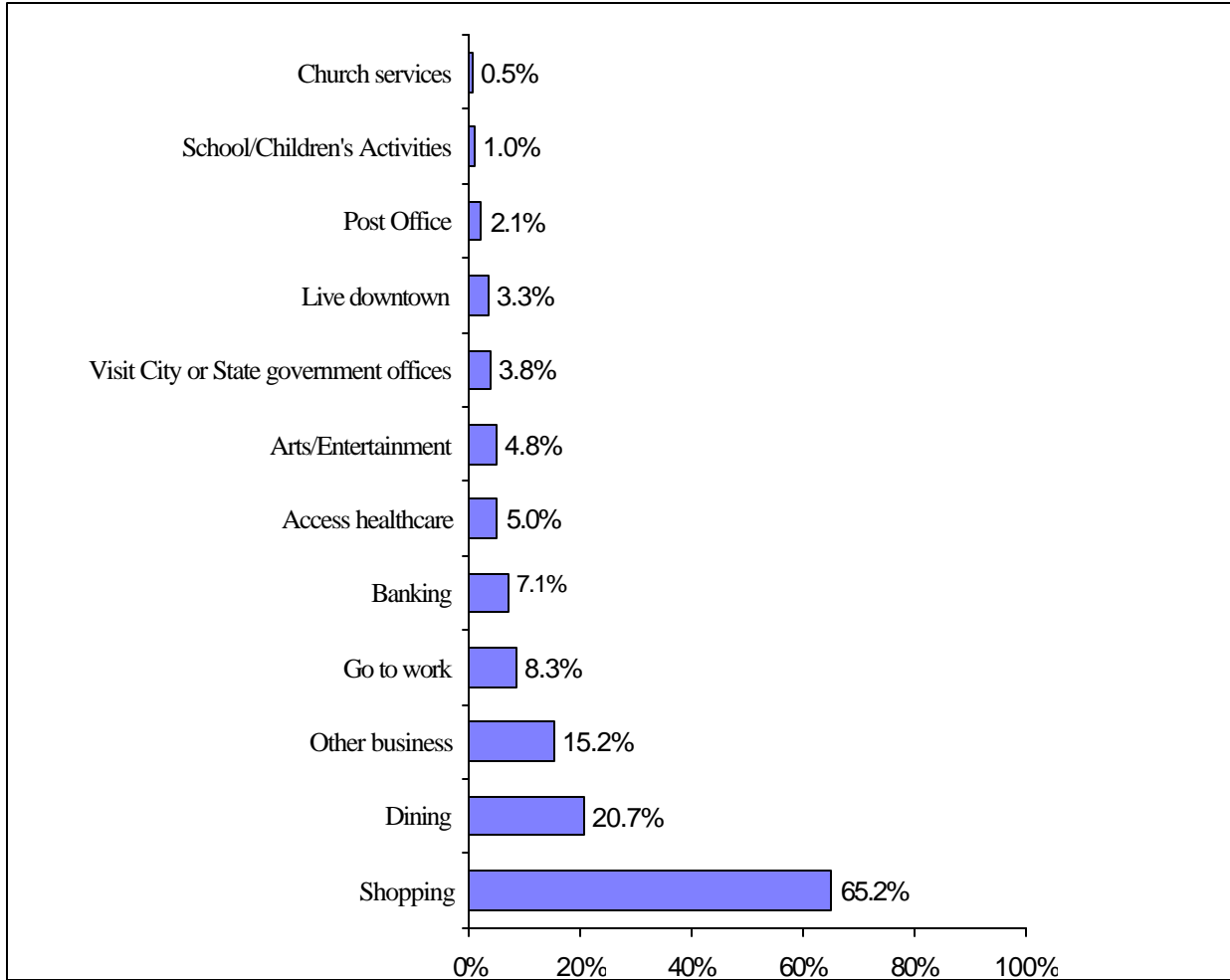
Table 1
If you have never visited Downtown Barre, why not?

Reason	N	Number of respondents reporting “Yes”
It is too far too travel	39	26
Parking is not adequate	19	3
It doesn't have the type of stores or services that I need	23	9
Stores are too expensive	19	1
It doesn't offer the type of arts/entertainment that I enjoy	18	1
Downtown area is unsafe	18	1
Downtown area is unattractive	18	0
Stores/business hours are not convenient	18	0
Other	23	12

Highlights:

- ? Twenty six of thirty nine respondents report that the main reason they have never traveled to Downtown Barre is because it is “too far too travel”.

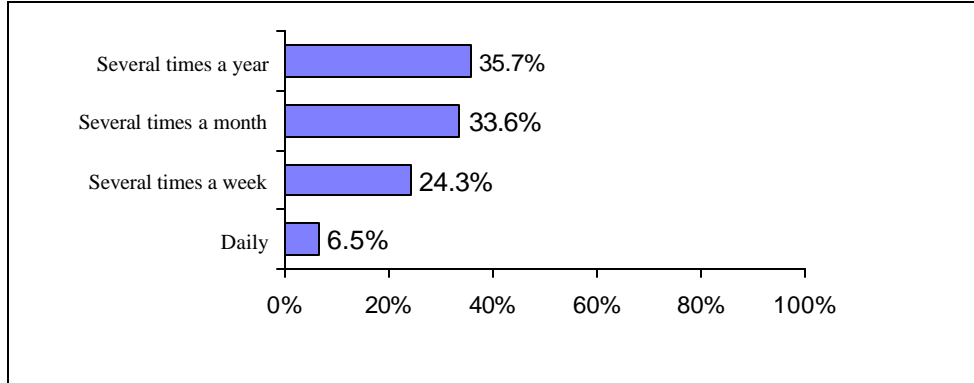
Figure 3
When you come to Downtown Barre, what are the usual reasons for your trip? N=420



Highlights:

- ? A strong majority of respondents (65.2%) report that the usual reason for their trips to Downtown Barre is for shopping.

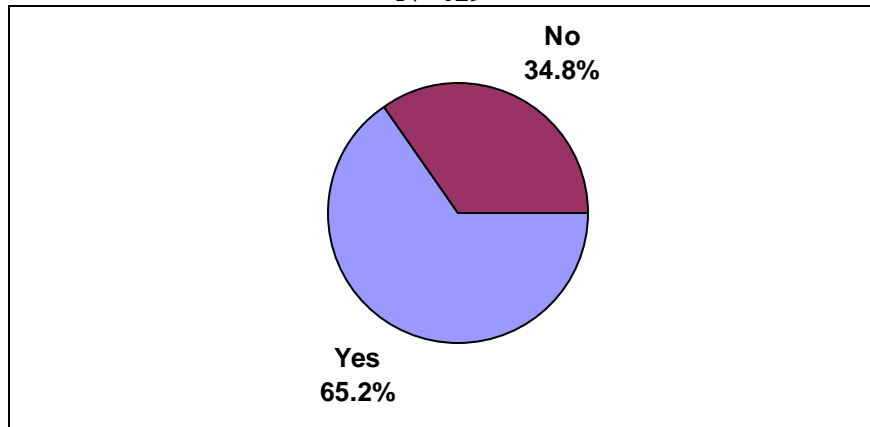
Figure 4
How often do you come to Downtown Barre to purchase goods or services?
N=387



Highlights:

- ? Over half of all respondents (57.9%) report that they usually visit Downtown Barre either several times a week or several times a month.

Figure 5
When you come to Downtown Barre, do you regularly visit a specific store or office?
N=419



Highlights:

- ? An obvious majority of respondents report that they regularly visit a specific store or office when they visit Downtown Barre.

Table 2
If you do regularly visit a specific store or office, which one?
N=270

Store or Office	Percent Reporting
Lenny's	18.9%
Convenience Stores/Fast Food	10.0%
Aubuchon's	8.5%
Nelson's	6.7%
Banking	4.8%
Dollar Store/Family Dollar	4.1%
Farmers Diner	3.7%
Brooks	3.7%
Medical/Dental Services	3.7%
Other Hardware/ Appliances	3.3%
Clothing/Jewelry	3.3%
Homer fits	2.2%
Wal-Mart	2.2%
Pharmacies	2.2%
Other	22.6%

Highlights:

- ? Almost twenty percent of respondents (18.9 %) state that they most often regularly visit Lenny's.
- ? Ten percent of respondents report that they visit convenience stores and or fast food establishments in Downtown Barre.

With regard to some of Downtown Barre’s characteristics, please indicate if you think the characteristic is excellent, good, fair or poor. (See Highlights Page 16)

Figure 6
Selection of Goods and Services N=405

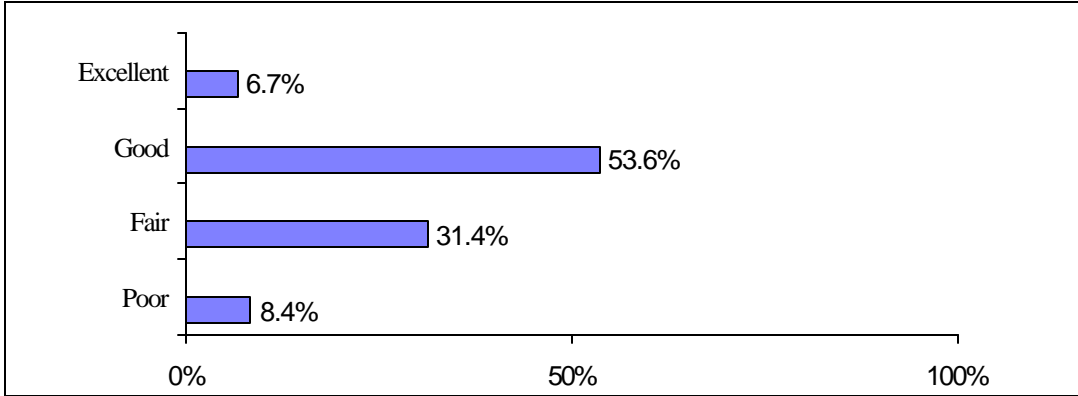


Figure 7
Quality of Goods and Services N=405

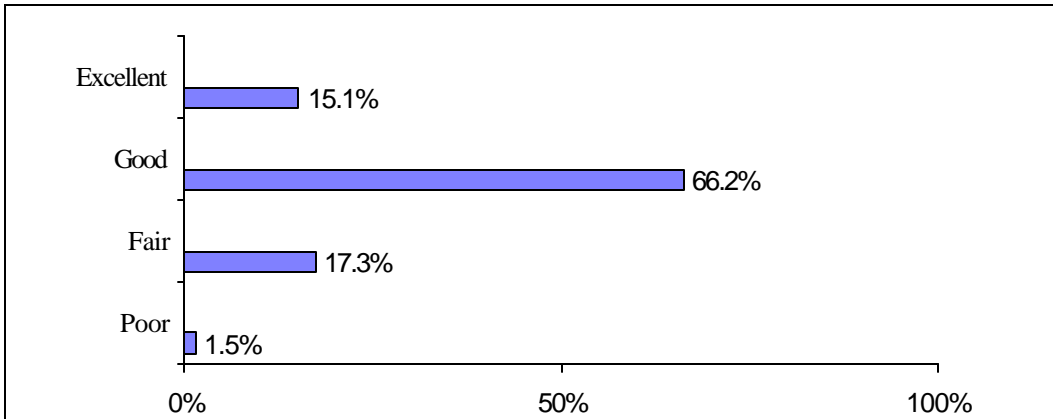


Figure 8
Cost of Goods and Services N=399

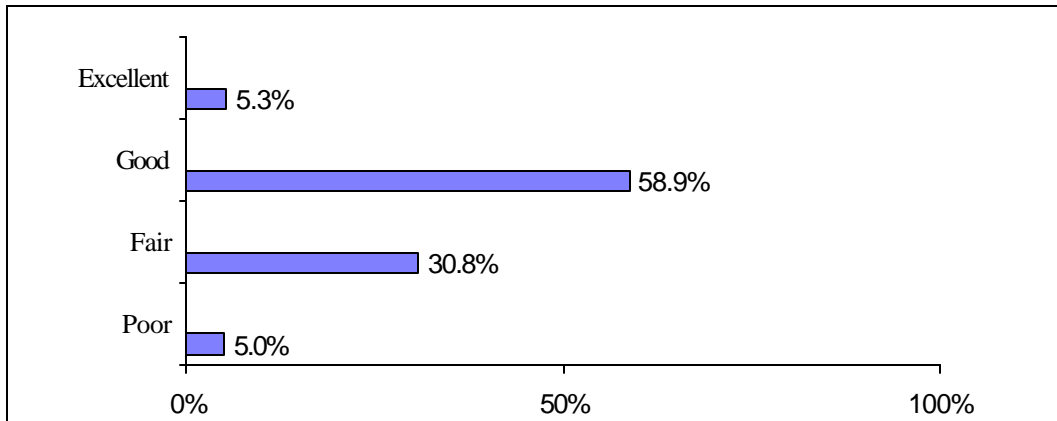


Figure 9
Selection of Restaurants N=377

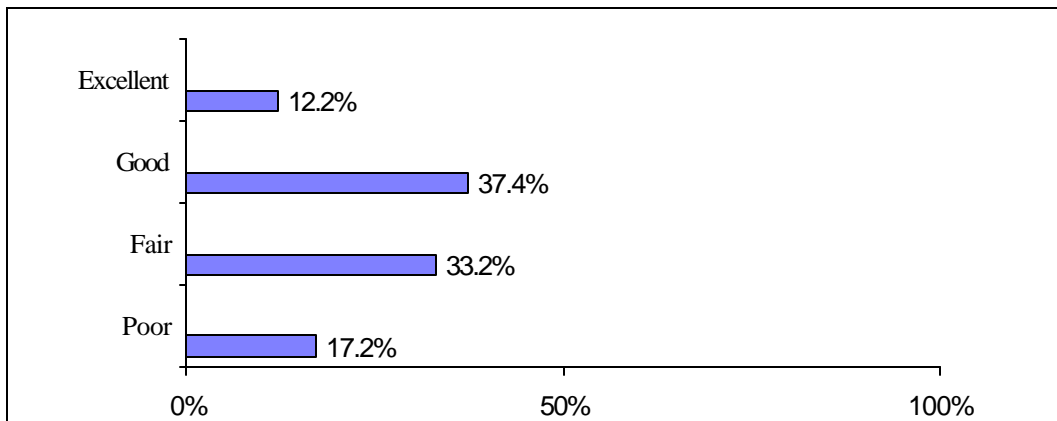


Figure 10
Quality of Restaurants N=375

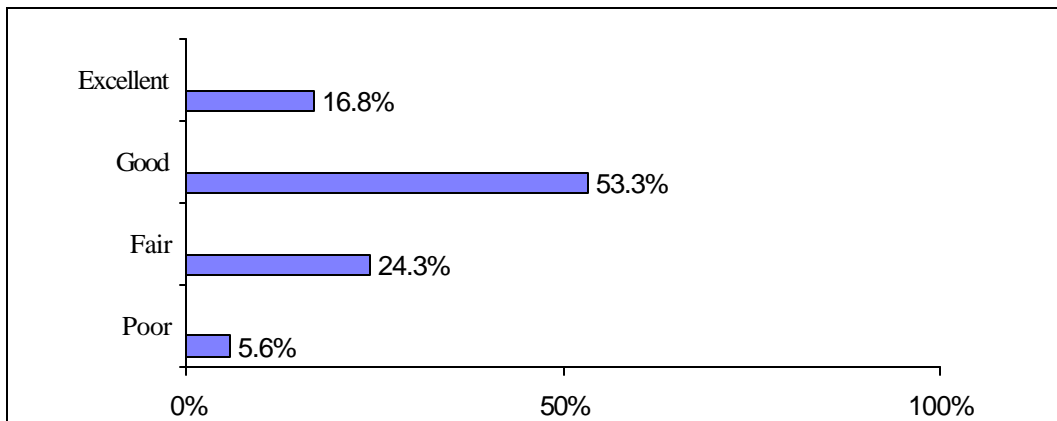


Figure 11
Customer Service N=407

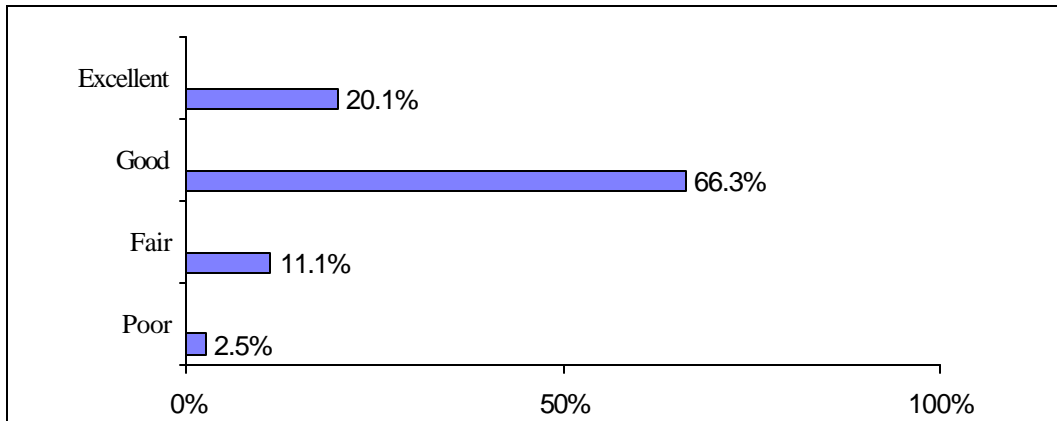


Figure 12
Store Hours N=392

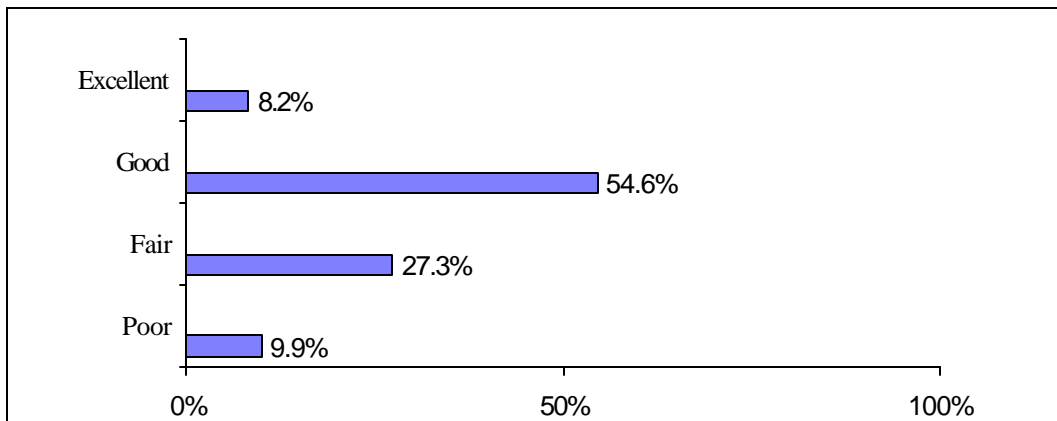


Figure 13
Amount of Parking N=413

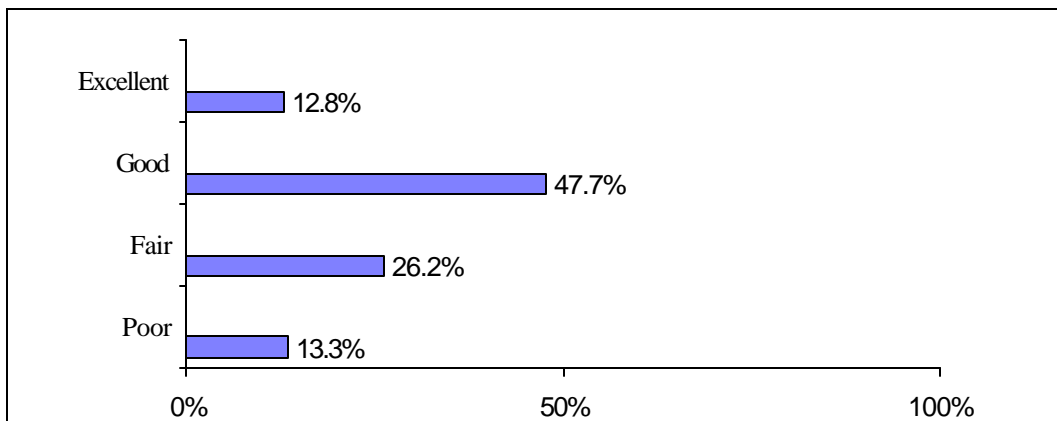


Figure 14
Location of Parking N=411

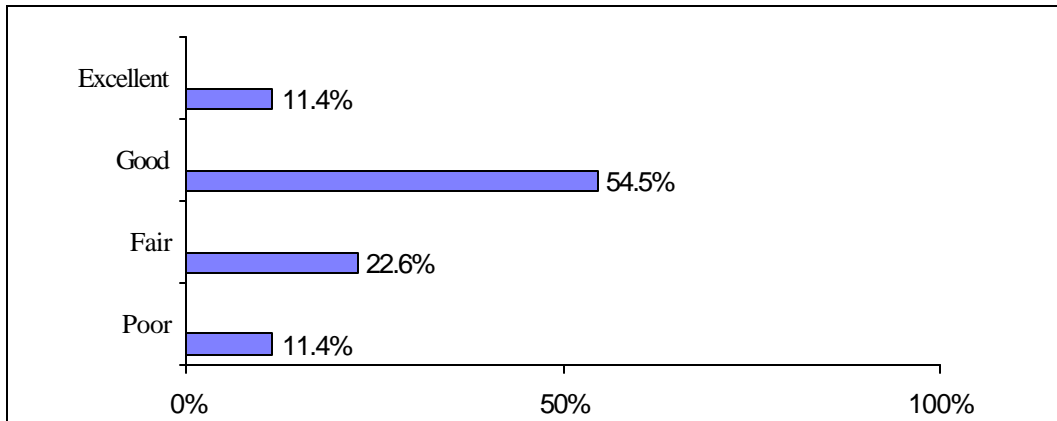


Figure 15
Attractiveness of Store Fronts N=411

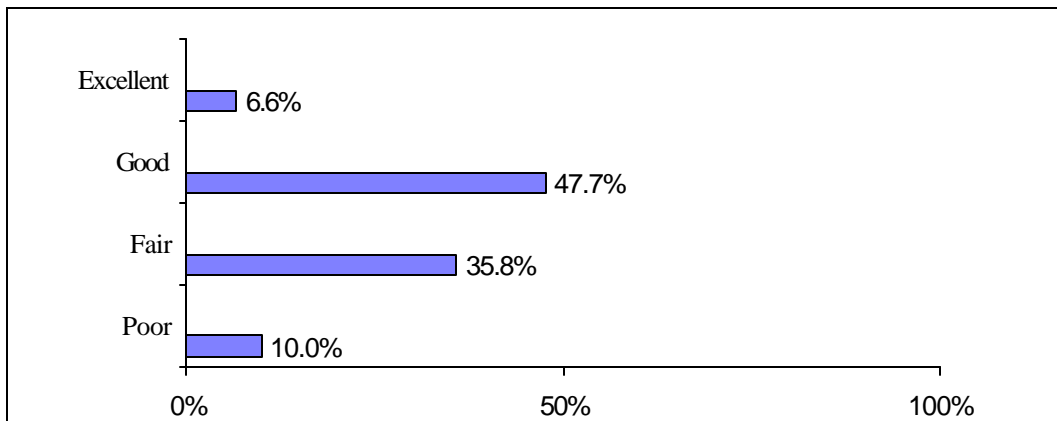


Figure 16
Attractiveness of Store Interiors N=403

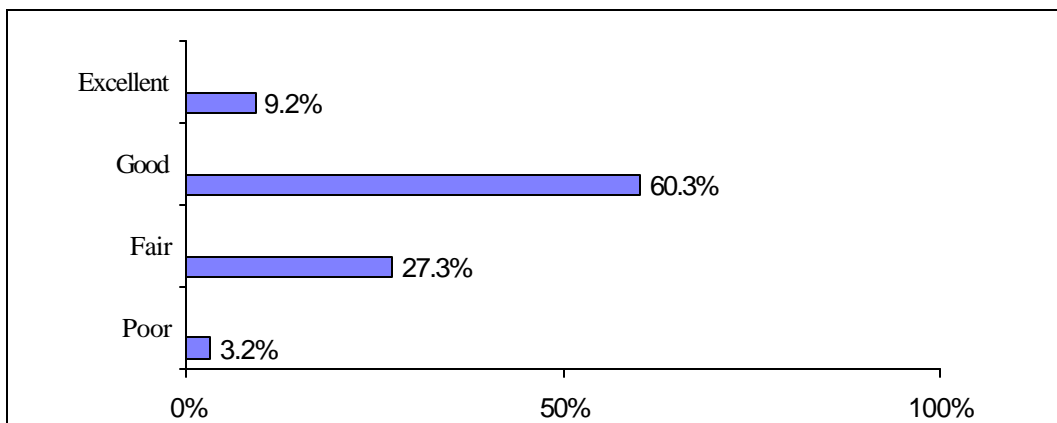


Figure 17
Attractiveness of Public Spaces N=408

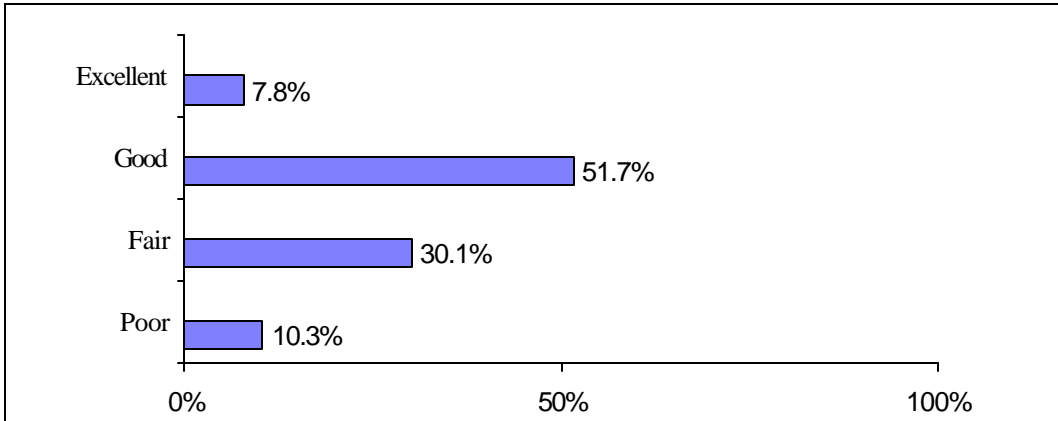


Figure 18
Crime and Safety N=386

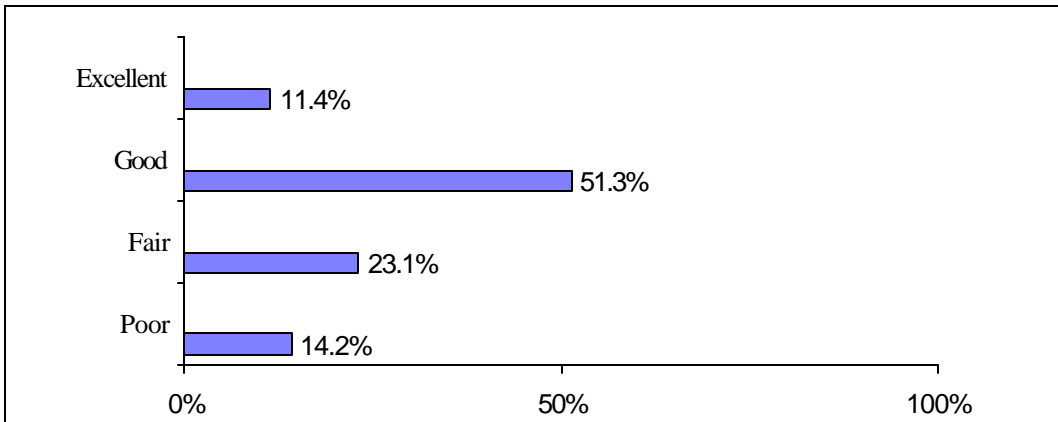


Figure 19
Traffic N=409

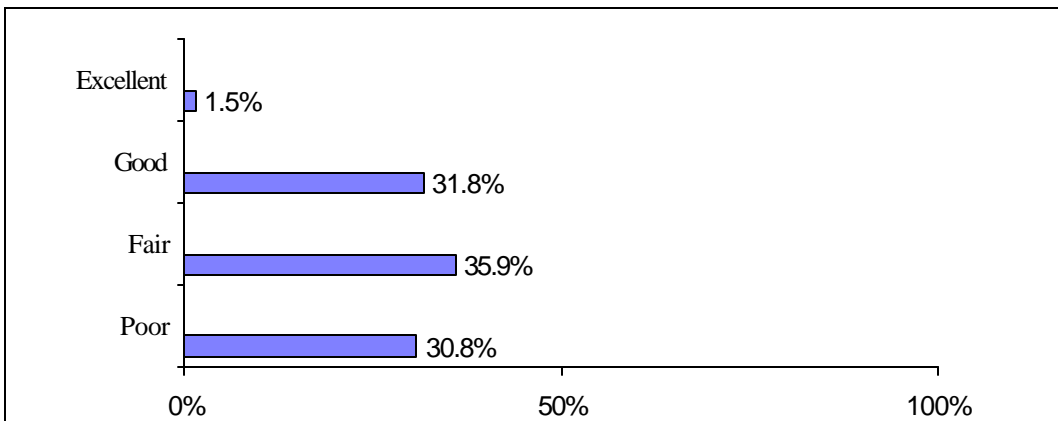
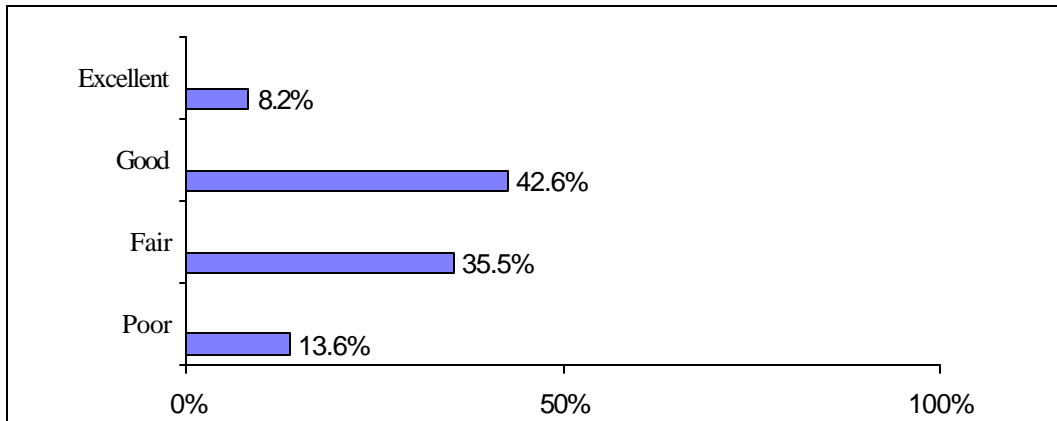


Figure 20
Sales, Promotions and Special Events N=352



Highlights:

- ? An overwhelming majority of respondents (86.4%) rate the customer service in Downtown Barre as excellent or good, in addition the quality of goods and services rate highly as well at 81.3 percent.
- ? A slight majority of respondents rate the selection of restaurants in Downtown Barre as fair or poor at 50.4 percent. Selection of goods and services and the amount of parking also rate low at 39.8 percent and 39.5 percent respectively.

Table 3

The following is a list of things that may be done to improve Downtown Barre. Please state if it is likely or not likely to encourage you to visit and shop more often in Downtown Barre.

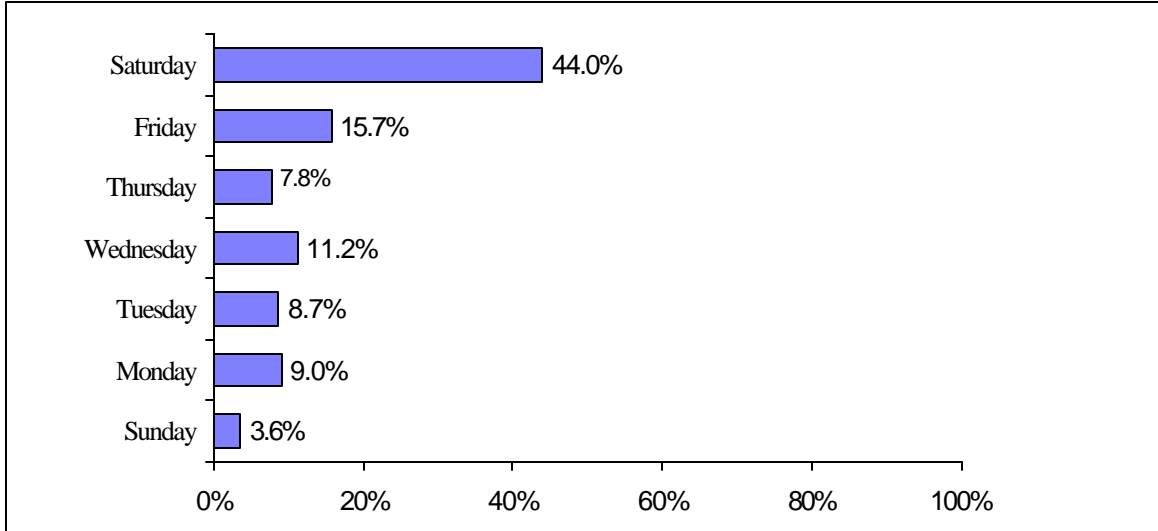
Improvement	Likely
Improved traffic flow/safety	76.0%
More store sales and promotions	70.9%
Provide public rest rooms	65.3%
Special events or festivals	64.0%
More arts or cultural events	59.8%
Cleaner public spaces	58.1%
More conveniently located parking	55.1%
Improved pedestrian safety	53.3%
More parking	52.5%
More attractive storefronts/signs	51.6%
More attractive store displays/interiors	49.4%
Improved handicap accessibility	45.9%
Better outside lighting	42.4%

Highlights:

- ? The above table illustrates that the respondents are most likely to favor improvements to Downtown Barre’s traffic flow and safety (76.0%) and increased store sales and promotions (70.9%). However, respondents are less likely to favor handicap accessibility (45.9 %) and lighting improvements (42.4%) in Downtown Barre.

Downtown Barre Shopping Characteristics

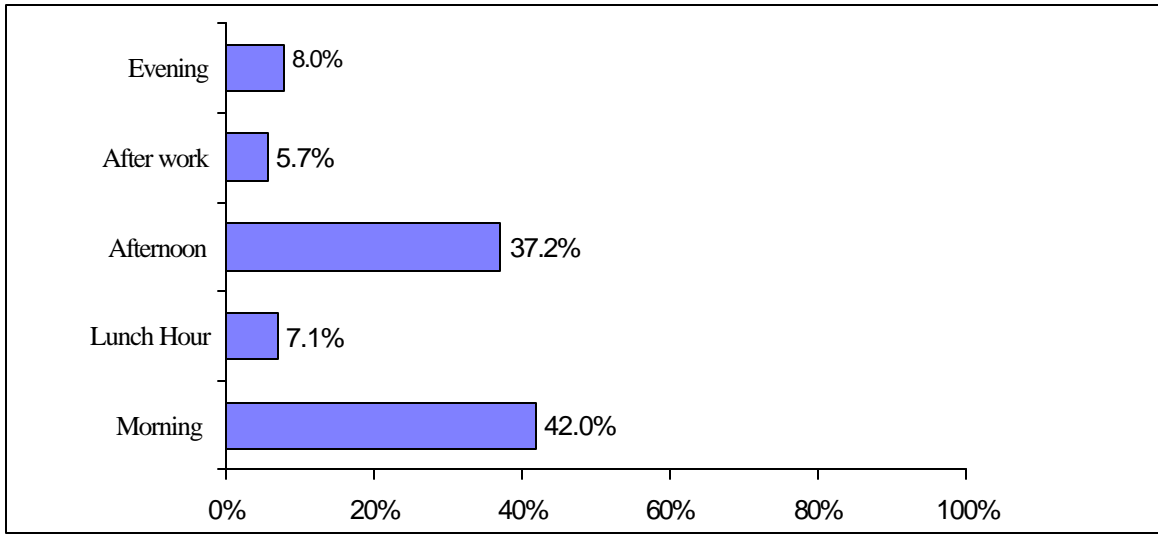
Figure 21
On what day of the week do you generally shop most often? N=357



Highlights:

- ? Almost half of all respondents (44.0%) shop most often on Saturday's.
- ? Only 3.6 percent of respondents report that they shop on Sunday's.

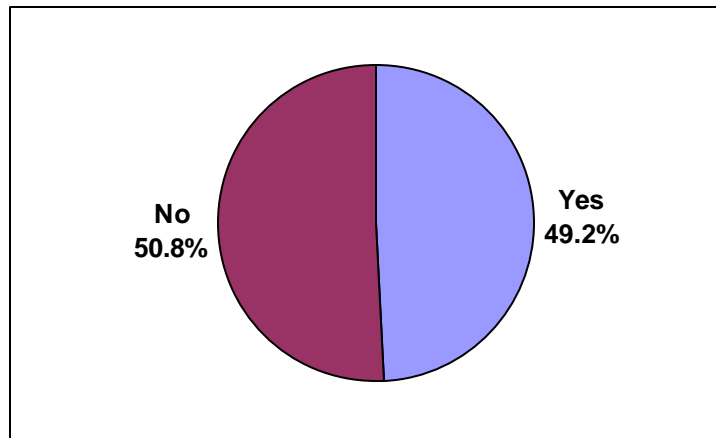
Figure 22
At what time of the day do you generally shop most often? N=436



Highlights:

- ? Forty two percent of respondents generally shop most often in the morning, closely followed by afternoon shoppers at 37.2 percent.
- ? Respondents are least likely to shop after work at 5.7 percent.

Figure 23
Would you shop more often in Downtown Barre if stores were open between 5pm and 8pm? N=453



Highlights:

- ? There is no statistical difference of respondent attitude regarding whether or not they would shop more often in Downtown Barre if stores were open between 5 and 8pm.

Table 4

For the following list of items, please state whether you primarily shop for the item in Downtown Barre, and if not, please state where you do shop for the item.

N=466

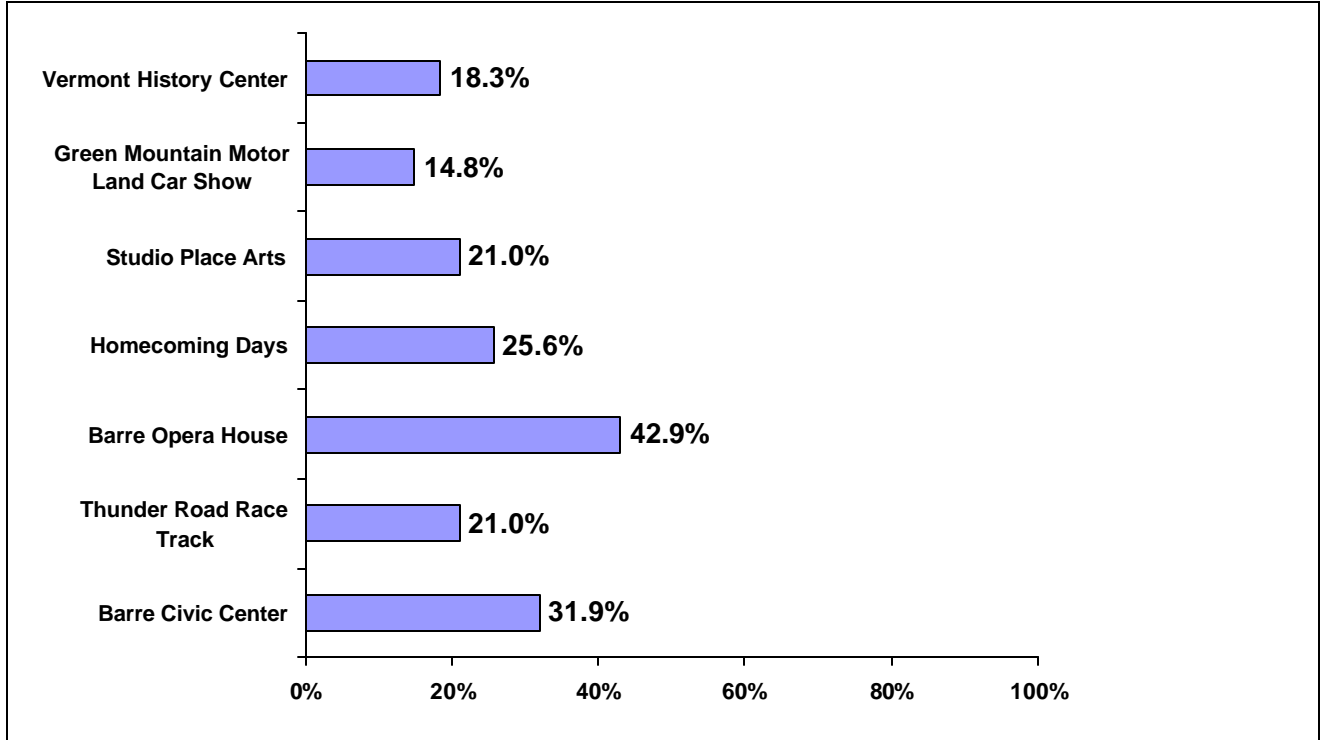
Product/Service	Barre	Other Areas of Barre	Berlin	Montpelier	Williston, Burlington, Essex Junction or S. Burlington	Internet or Mail Order	Other
Hardware/ Building Supplies	42.7%	2.4%	2.8%	15.2%	12.4%	0%	24.5%
Dining & Meals	41.2%	3.4%	7.9%	20.2%	7.3%	.2%	19.7%
Banking & Financial Services	34.1%	4.9%	8.2%	23.0%	2.1%	.6%	27.0%
Appliances	30.0%	33.7%	11.8%	7.9%	19.5%	.9%	26.2%
Gifts & Crafts	28.5%	1.7%	16.3%	12.4%	12.0%	5.2%	23.8%
Personal Services	27.9%	3.2%	9.7%	19.5%	4.5%	.2%	35.0%
Books	23.8%	1.5%	9.2%	20.4%	12.7%	9.9%	22.5%
Home Furnishings	20.6%	3.9%	12.9%	3.9%	20.8%	2.6%	35.4%
Clothing	17.6%	1.5%	25.3%	4.9%	23.4%	9.2%	18.0%
Health Services	16.7%	2.6%	32.0%	10.7%	3.9%	.2%	33.9%
Music, Tapes and CD's	15.9%	1.7%	19.7%	14.2%	10.7%	12.4%	25.3%
Groceries	8.1%	10.7%	43.0%	14.8%	2.1%	.2%	21.0%

Highlights:

- ? Respondents are most likely to shop for hardware and building supplies (42.7%), dining and meals (41.2%), banking and financial services (34.1%), gifts and crafts (28.5%) and books (23.8%) in Downtown Barre.
- ? Respondents (33.7%) are most likely to shop in “other areas of Barre” for appliances.
- ? Respondents report that they shop for their personal (35.0%) and health services (33.9%) and for their music tapes and CD's (25.3%) in “other” areas.
- ? One fifth of respondents at 20.8 percent report they shop for their home furnishings in the Williston, Burlington, Essex Junction or South Burlington areas.
- ? One quarter of all respondents (25.3%) report they shop for clothing in Berlin.
- ? Respondents are most likely to report that they primarily shop for their groceries in Berlin at forty-three percent.

Arts and Entertainment

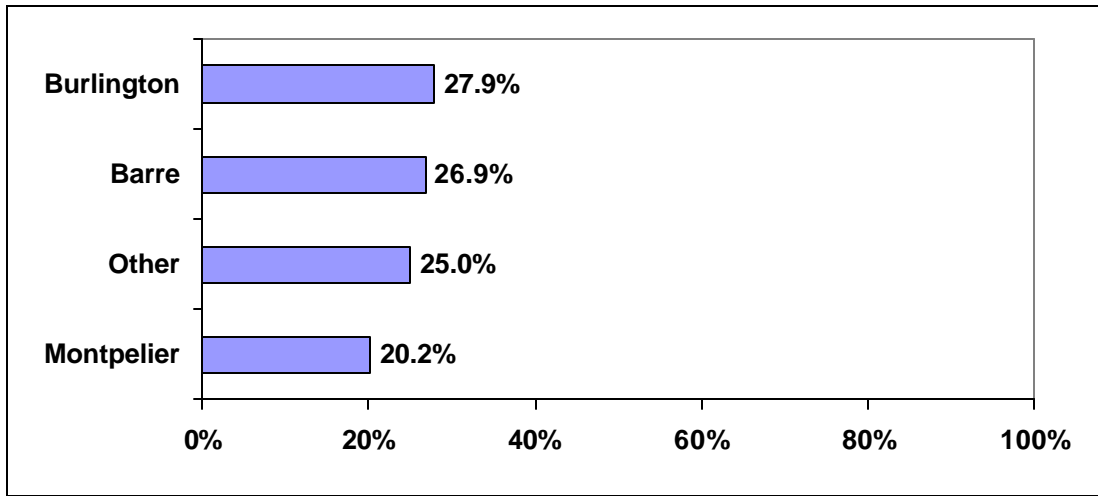
Figure 24
Which of the following offerings in Barre have you visited in the last year? N=462



Highlights:

- ? 42.9 percent of respondents report that they visited the Barre Opera House in the past year, followed by 31.9 percent of respondents who report that they visited the Barre Civic Center.

Figure 25
When you attend arts or entertainment events, where do you go most often?



Highlights:

- ? Well over one quarter of respondents (27.9%) report that they most often go to Burlington for their arts and entertainment events.

Table 5
What additional arts or entertainment activities would attract you to Downtown Barre?
N=458

Activity	Percent reporting favorably
Live music	70.2%
Street festivals	66.7%
Live theater and dance	53.8%
Family activities	52.6%
Galleries and visual arts	48.1%
Lectures and readings by notable authors	32.5%

Highlights:

- ? A noteworthy majority of respondents (70.2%) report that they would be more attracted to Downtown Barre if there were more live music.

Table 6
Which of the following newspapers do you read regularly?
N=468

Newspaper	Percent reporting
Barre Montpelier Times Argus	63.2%
The World	44.0%
Burlington Free Press	28.2%
The Seven Day Newspaper	15.0%
Saint Johnsbury Caledonian Record	5.8%

Highlights:

- ? A clear majority of respondents report that they regularly read the Barre Montpelier Times Argus at 63.2 percent

Of the following statements about Downtown Barre, please indicate the extent to which you agree or disagree. (See highlights Page 26)

Figure 26
Downtown Barre offers unique stores and shopping opportunities

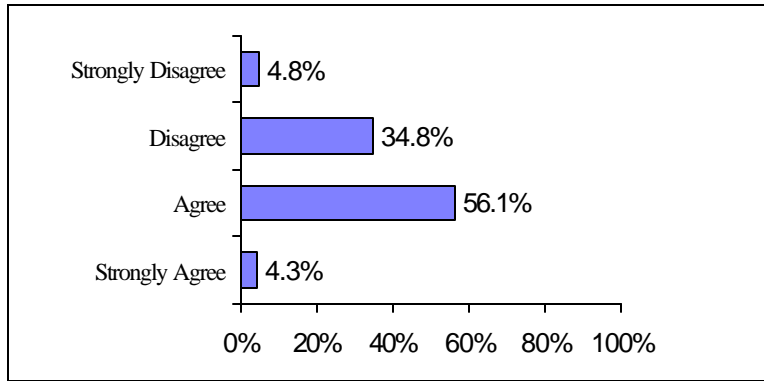


Figure 27
Downtown Barre's historic buildings and environment make it a special place

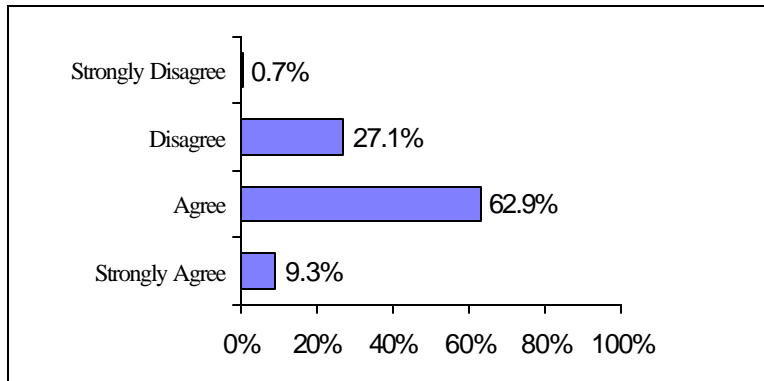


Figure 28
Shopping or doing business in Downtown Barre is convenient

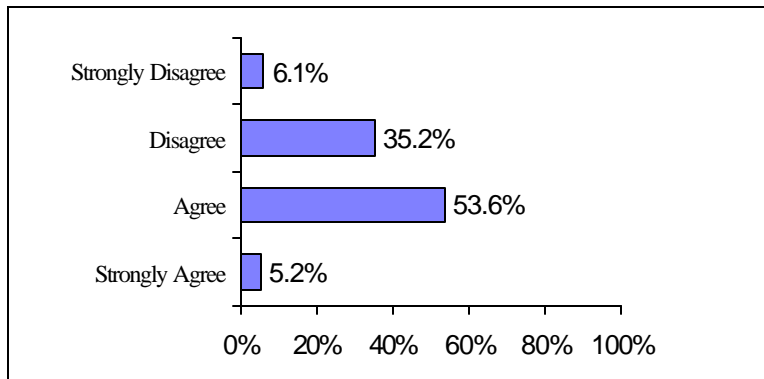


Figure 29
Downtown Barre offers better dining options than other towns

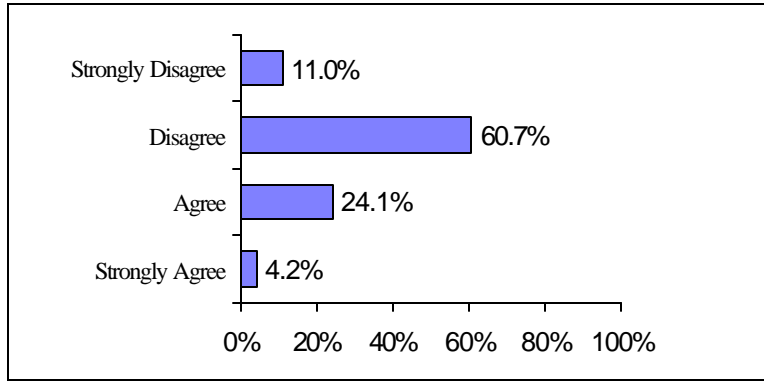


Figure 30
Downtown Barre is a family oriented place to shop or visit

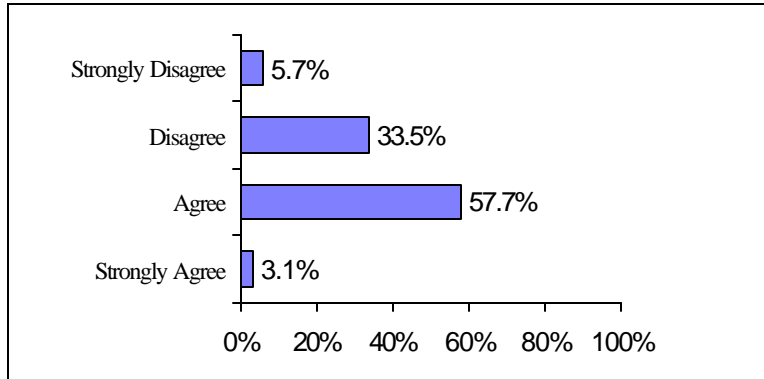


Figure 31
Shopping in Downtown Barre is better for the local economy

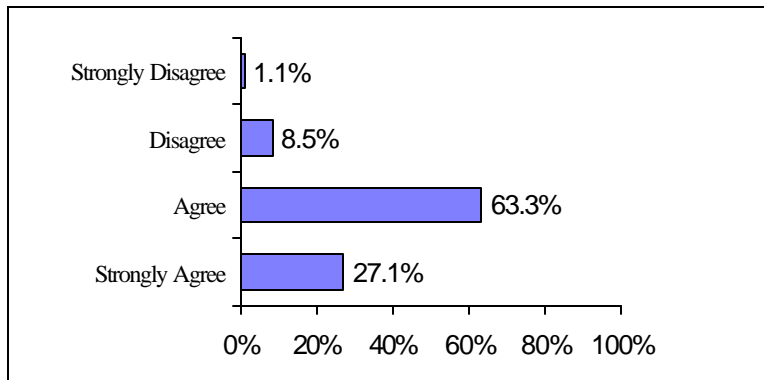


Figure 32
Downtown Barre has more entertainment and cultural activities than other places

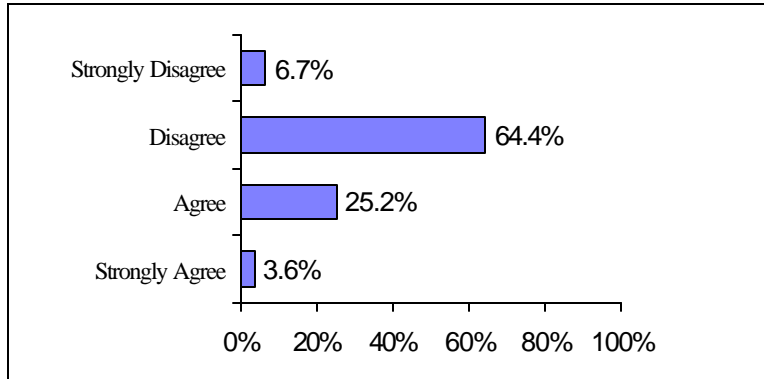
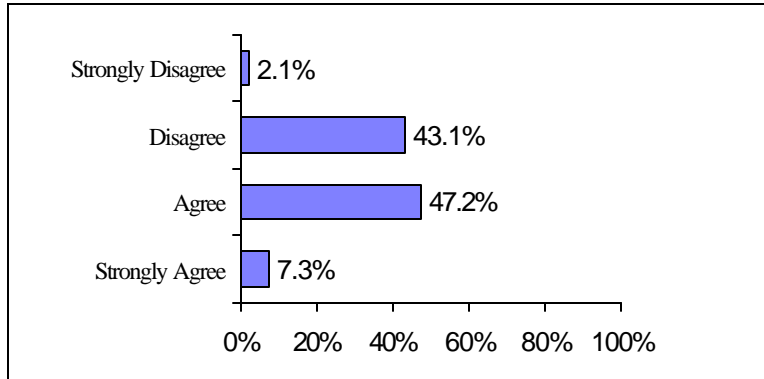


Figure 33
Merchants in Downtown Barre are more helpful and friendly than in other stores

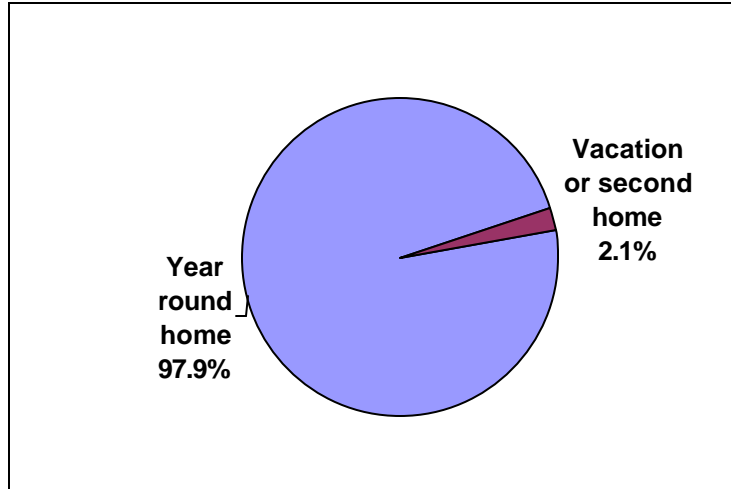


Highlights:

- ? An overwhelming majority of respondents (90.4%) either strongly agree or agree that “Shopping in Downtown Barre is better for the local economy”.
- ? A strong majority of respondents either strongly agree or agree that “Downtown Barre’s historic building and environment make it a special place”.
- ? 58.8 percent of respondents either strongly agree or agree that “Shopping or doing business in Downtown Barre is convenient”.
- ? A strong majority of respondents (71.7%) either disagree or strongly disagree that “Downtown Barre offers better dining options than other towns”.
- ? A strong majority of respondents (71.1%) either disagree or strongly disagree that “Downtown Barre has more entertainment and cultural activities than other places”.
- ? Almost half of all respondents (45.2%) either disagree or strongly disagree that “Merchants in Downtown Barre are more helpful and friendly than in other stores”.

Sample Demographic Characteristics

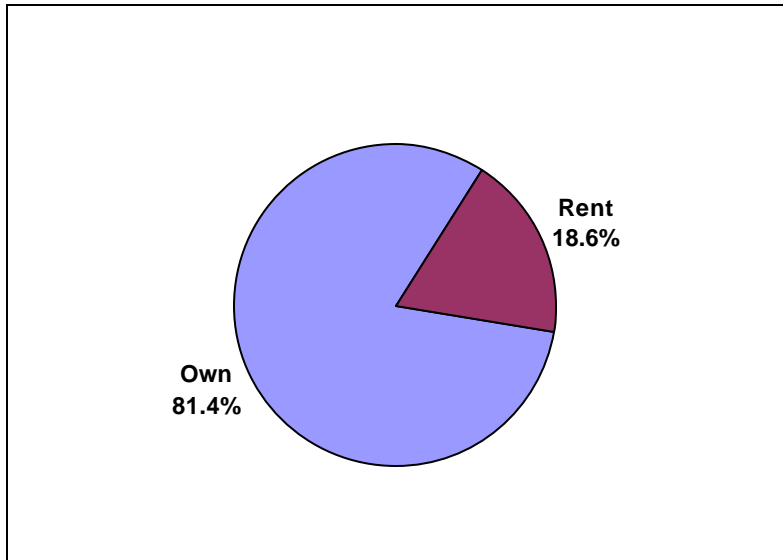
Figure 34
How would you best describe your residence?



Highlights:

- ? An overwhelming majority of respondents would describe their residence as their “year round home”.

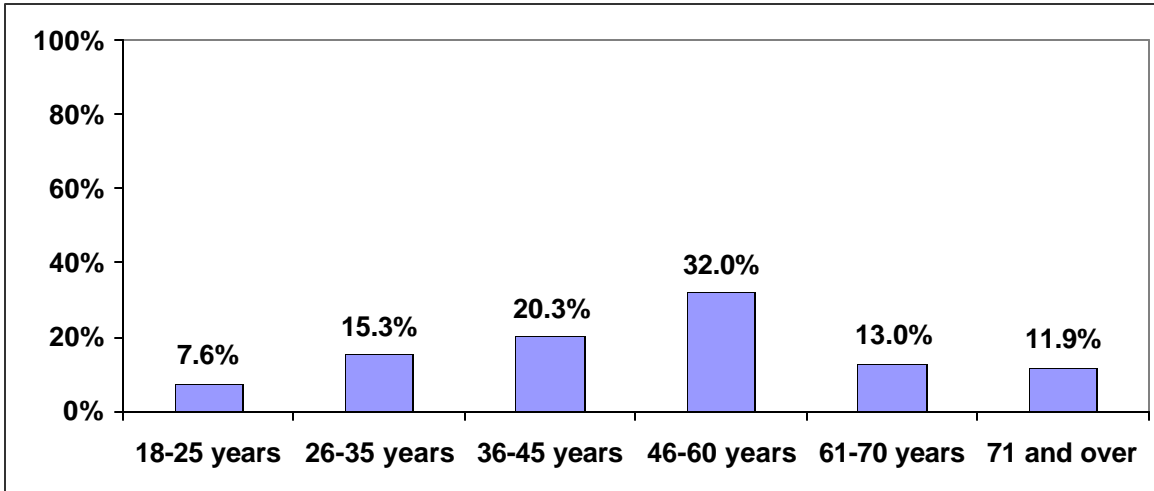
Figure 35
Do you own or rent your home?



Highlights:

- ? A clear majority (81.4%) of respondents state that they own their own home.

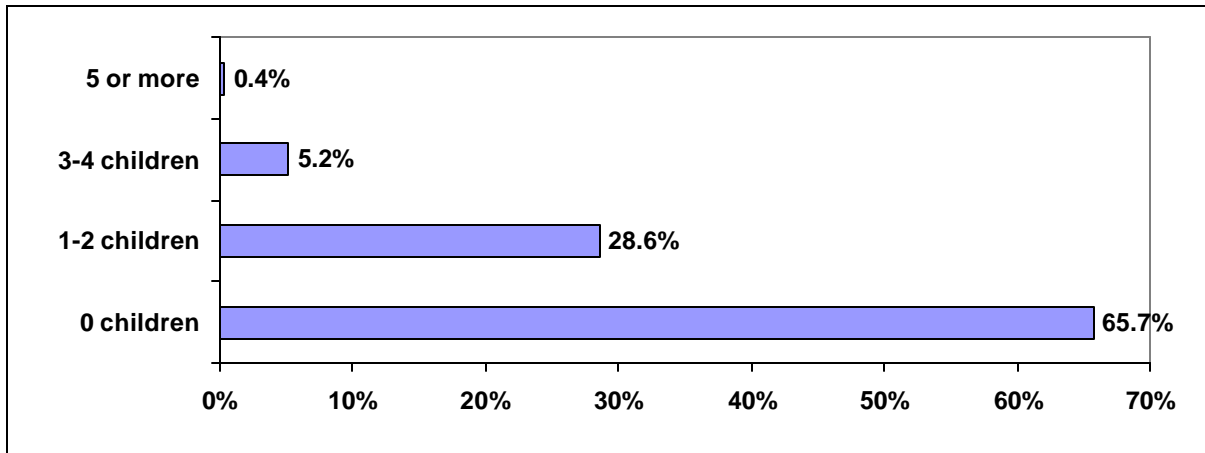
Figure 36
Into which of the following age groups do you fall?



Highlights:

? The largest percentage of respondents (32.0%) is between the ages of 46 and 60.

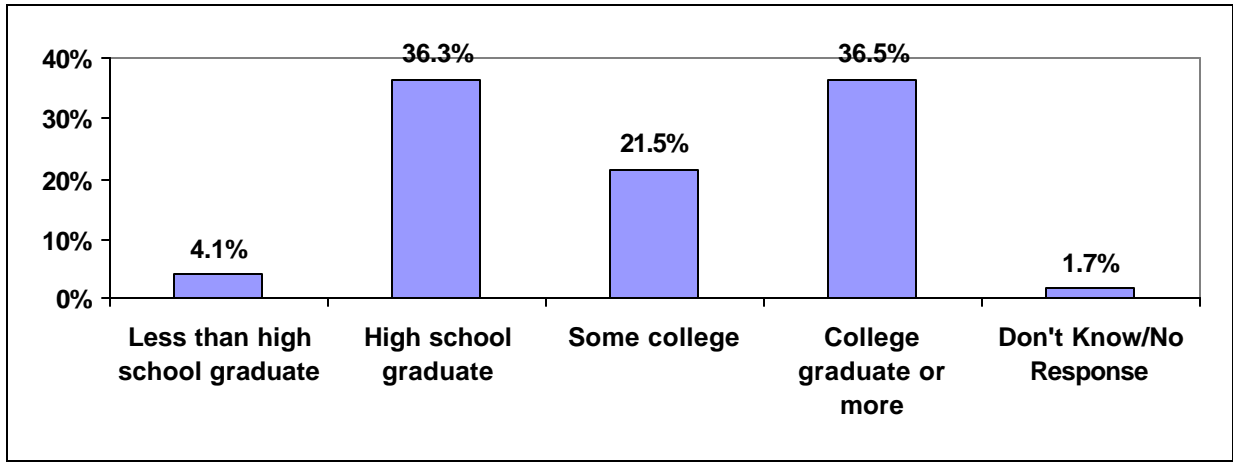
Figure 37
How many children under 18 live in your household?



Highlights:

? The majority of respondents (65.7%) report that they have no children under 18 in their household.

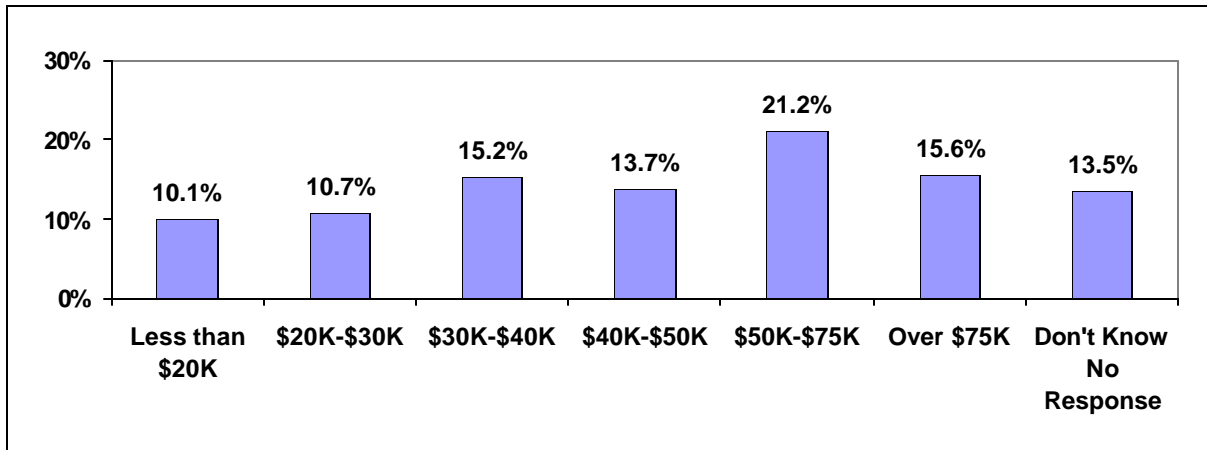
Figure 38
What is the last grade in school you completed?



Highlights:

- ? The largest percentage of respondents (36.5%) report that they have at least a college degree.

Figure 39
Into which category did your total household income for the past year fall?



Highlights:

- ? The majority of respondents (50.5%) report that their income is greater than \$40,000.

Figure 40
What is your gender?

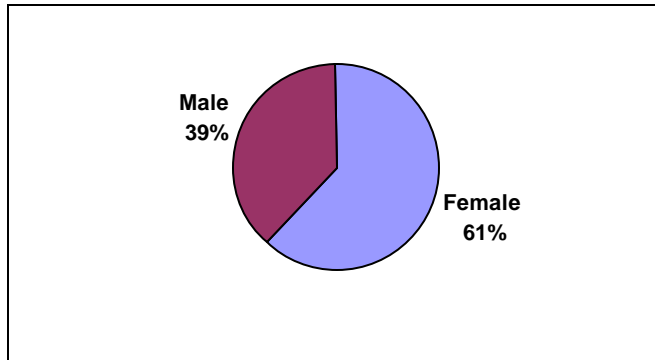


Figure 41
Residential Zip Codes

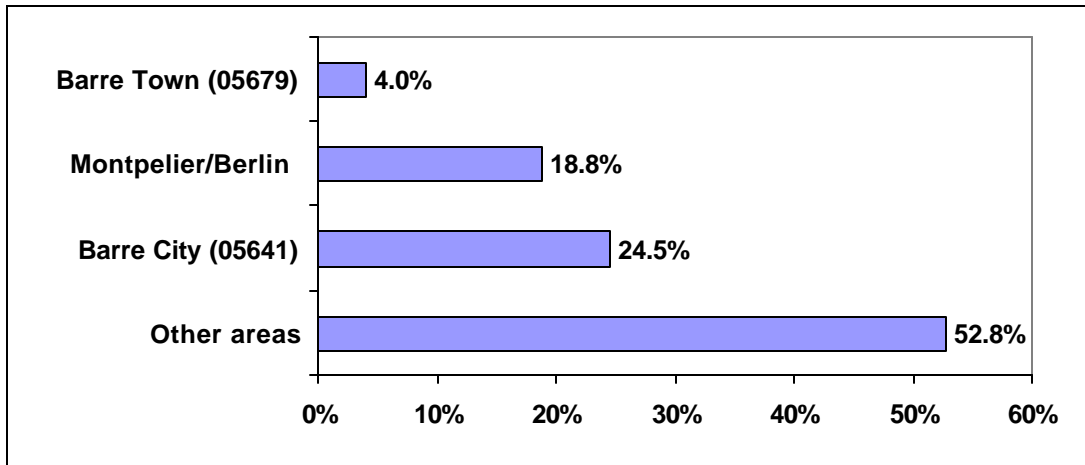
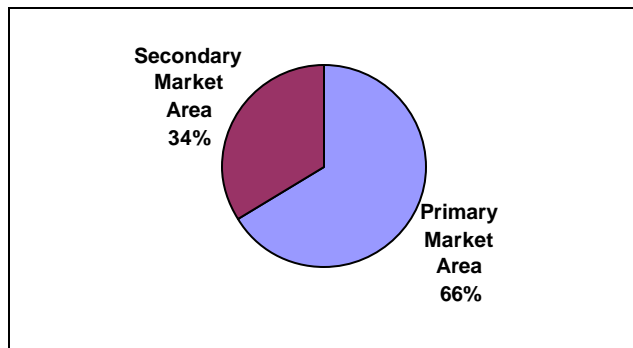


Figure 42
Market Area N=456



APPENDIX A

At what time of day do you generally shop most often?
 (Primary and Secondary Market Areas)
 (N=425)

	Primary Market Area	Secondary Market Area
Morning (N=178)	69.7%	30.3%
Lunch Hour (N=30)	43.3%	56.7%
Afternoon (N=157)	66.9%	33.1%
After Work (N=25)	48.0%	52.0%
Evening (N=35)	68.6%	31.4%

Highlights:

- ? Respondents in the Primary Market Area are more than twice as likely as respondents in the Secondary Market Area to shop in the morning (69.7% versus 30.3%), afternoon (66.9% versus 33.1%) and evening (68.6% versus 31.4%).

How often do you come to Downtown Barre to purchase goods or services?
 (Primary and Secondary Market Areas)
 (N=377)

	Primary Market Area	Secondary Market Area
Daily (N=25)	72.0%	28.0%
Several times a week (N=91)	79.1%	20.9%
Several times a month (N=127)	76.4%	23.6%
Several times a year (N=134)	56.7%	43.3%

Highlights:

- ? Respondents who come to Downtown Barre to purchase goods and services on a daily basis are considerably more likely at 72.0 percent to be from the Primary Market area than from the Secondary Market Area (28.0%).
- ? Respondents who come to Downtown Barre to purchase goods and services several times per week are almost four times more likely to be from the Primary Market Area (79.1%) than from the Secondary Market Area (20.9%).
- ? Respondents who come to Downtown Barre to purchase goods and services several times per month are more likely to be from the Primary Market Area at 76.4 percent than from the Secondary Market Area at 23.6 percent.

APPENDIX B

**Do you primarily shop for the following items in Barre or in Other Areas?
(N=469)**

Item	Barre	Other Areas
Hardware/Building supplies	42.7%	57.3%
Dining and meals	41.2%	58.8%
Banking and financial services	34.1%	65.9%
Appliances	30.0%	70.0%
Gifts and crafts	28.5%	71.5%
Personal services	27.9%	72.1%
Books	23.8%	76.2%
Home Furnishings	20.6%	79.4%
Clothing	17.5%	82.4%
Health services	16.7%	83.3%
Music tapes and CD's	15.9%	84.1%
Groceries	8.1%	91.9%

Highlights:

- ? An overwhelming majority of people report that they shop for their clothing (82.4%), health services (83.3%), music tapes and CD's (84.1%) and groceries (91.9%) in areas other than Barre.

APPENDIX C

**How often do you come to Downtown Barre to purchase goods or services? *
Primary vs Secondary Market Area**

Crosstab

			Primary vs Secondary Market Area		Total
			Primary Area	Secondary Area	
How often do you come to Downtown Barre to purchase goods or services?	Daily	Count % of How often do you come to Downtown Barre to purchase goods or services?	18 72.0%	7 28.0%	25 100.0%
	Several times a week	Count % of How often do you come to Downtown Barre to purchase goods or services?	72 79.1%	19 20.9%	91 100.0%
	Several times a month	Count % of How often do you come to Downtown Barre to purchase goods or services?	97 76.4%	30 23.6%	127 100.0%
	Several times a year	Count % of How often do you come to Downtown Barre to purchase goods or services?	75 56.4%	58 43.6%	133 100.0%
Total		Count % of How often do you come to Downtown Barre to purchase goods or services?	262 69.7%	114 30.3%	376 100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance
Pearson Chi-Square	17.717 ^a	3	.001
Likelihood Ratio	17.434	3	.001
Linear-by-Linear Association	10.965	1	.001
N of Valid Cases	376		

a. 0 cells (.0%) expf < 5. Min exp = 7.58...

More parking * Into which category did your total household income for the past year fall?

Crosstab

		Which category did your total household income for the past year fall into?							Total
		less than \$20,000	20,000-30,000	30,000-40,000	40,000-50,000	50,000-75,000	over 75,000	DK/NR	
More parking Likely	Count	25	29	40	31	44	27	23	219
	% within More parking Likely	11.4%	13.2%	18.3%	14.2%	20.1%	12.3%	10.5%	100.0%
Not like	Count	14	15	25	26	48	40	31	199
	% within More parking Not like	7.0%	7.5%	12.6%	13.1%	24.1%	20.1%	15.6%	100.0%
Total	Count	39	44	65	57	92	67	54	418
	% within More parking	9.3%	10.5%	15.6%	13.6%	22.0%	16.0%	12.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.415 ^a	6	.025
Likelihood Ratio	14.555	6	.024
Linear-by-Linear Association	11.280	1	.001
N of Valid Cases	418		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.57.

More arts or cultural events * What is the last grade in school you completed?

Crosstab

			What is the last grade in school you completed?					Total
			Less than high school graduate	High School graduate	Some college	College grad or more	DKNR	
More arts or cultural events	Likely	Count	11	67	54	111	5	248
		% within More arts or cultural events	4.4%	27.0%	21.8%	44.8%	2.0%	100.0%
	Not likely	Count	6	80	35	45	2	168
		% within More arts or cultural events	3.6%	47.6%	20.8%	26.8%	1.2%	100.0%
Total		Count	17	147	89	156	7	416
		% within More arts or cultural events	4.1%	35.3%	21.4%	37.5%	1.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.288 ^a	4	.000
Likelihood Ratio	21.401	4	.000
Linear-by-Linear Association	11.670	1	.001
N of Valid Cases	416		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.83.

Better outside lighting * What is the last grade in school you completed?

Crosstab

		What is the last grade in school you completed?					Total	
		Less than high school graduate	High School graduate	Some college	College grad or more	DK/NR		
Better outside lighting	Likely	Count	9	77	31	56	2	175
		% within Better outside lighting	5.1%	44.0%	17.7%	32.0%	1.1%	100.0%
Not likely	Count	8	70	58	97	5	238	
	% within Better outside lighting	3.4%	29.4%	24.4%	40.8%	2.1%	100.0%	
Total	Count	17	147	89	153	7	413	
	% within Better outside lighting	4.1%	35.6%	21.5%	37.0%	1.7%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.514 ^a	4	.021
Likelihood Ratio	11.517	4	.021
Linear-by-Linear Association	7.152	1	.007
N of Valid Cases	413		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.97.

Provide public rest rooms * Into which category did your total household income for the past year fall?

Crosstab

			into which category did your total household income for the past year fall?						Total	
			Less than \$20,000	20,000-30,000	30,000-40,000	40,000-50,000	50,000-75,000	Over 75,000		DK/NR
Provide publ rest rooms	Likely	Count	32	36	45	38	56	35	30	272
		% within Provide public rest room	11.8%	13.2%	16.5%	14.0%	20.6%	12.9%	11.0%	100.0%
	Not likely	Count	7	8	20	19	36	32	23	145
		% within Provide public rest room	4.8%	5.5%	13.8%	13.1%	24.8%	22.1%	15.9%	100.0%
Total		Count	39	44	65	57	92	67	53	417
		% within Provide public rest room	9.4%	10.6%	15.6%	13.7%	22.1%	16.1%	12.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.210 ^a	6	.006
Likelihood Ratio	19.098	6	.004
Linear-by-Linear Association	13.412	1	.000
N of Valid Cases	417		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.56.

Improved traffic flow/safety * Primary vs Secondary Market Area

Crosstab

			Primary vs Secondary Market Area		Total
			Primary Area	Secondary Area	
Improved traffic flow/safety	Likely	Count	220	93	313
		% of Improved traffic flow/safety	70.3%	29.7%	100.0%
	Not likely	Count	55	38	93
		% of Improved traffic flow/safety	59.1%	40.9%	100.0%
Total		Count	275	131	406
		% of Improved traffic flow/safety	67.7%	32.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance	Exact Significance (2-sided)	Exact Significance (1-sided)
Pearson Chi-Square	4.077 ^b	1	.043	.058	.030
Continuity Correction ^a	3.583	1	.058		
Likelihood Ratio	3.969	1	.046		
Fisher's Exact Test					
Linear-by-Linear Association	4.067	1	.044		
N of Valid Cases	406				

a. Computed only for a 2x2 table

b. 0 cells (.0%) expf < 5. Min exp = 30.01...

At what time of day do you generally shop most often? * Primary vs Secondary Market Area

Crosstab

			Primary vs Secondary Market Area		Total
			Primary Area	Secondary Area	
At what time of day do you generally shop most often?	Morning	Count % of At what time of day do you generally shop most often?	123 69.5%	54 30.5%	177 100.0%
	Lunch hour	Count % of At what time of day do you generally shop most often?	13 43.3%	17 56.7%	30 100.0%
	Afternoon	Count % of At what time of day do you generally shop most often?	105 66.9%	52 33.1%	157 100.0%
	After work	Count % of At what time of day do you generally shop most often?	12 48.0%	13 52.0%	25 100.0%
	Evening	Count % of At what time of day do you generally shop most often?	24 68.6%	11 31.4%	35 100.0%
Total	Count % of At what time of day do you generally shop most often?	277 65.3%	147 34.7%	424 100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance
Pearson Chi-Square	11.406 ^a	4	.022
Likelihood Ratio	10.886	4	.028
Linear-by-Linear Association	.649	1	.421
N of Valid Cases	424		

a. 0 cells (.0%) expf < 5. Min exp = 8.67...

Clothing * What is the last grade in school you completed?

Crosstab

		What is the last grade in school you completed?					Total
		Less than high school graduate	High School graduate	Some college	College grad or more	DK/NR	
Clothing Downtown Barr	Count	7	20	23	30	1	81
	% within Clothing	8.6%	24.7%	28.4%	37.0%	1.2%	100.0%
Other areas	Count	12	148	77	139	7	383
	% within Clothing	3.1%	38.6%	20.1%	36.3%	1.8%	100.0%
Total	Count	19	168	100	169	8	464
	% within Clothing	4.1%	36.2%	21.6%	36.4%	1.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.828 ^a	4	.029
Likelihood Ratio	10.128	4	.038
Linear-by-Linear Association	.000	1	.994
N of Valid Cases	464		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.40.

Hardware/building supplies * Primary vs Secondary Market Area

Crosstab

			Primary vs Secondary Market Area		Total
			Primary Area	Secondary Area	
Hardware/building supplies	Downtown Barre	Count % of Hardware/building supplies	153 78.1%	43 21.9%	196 100.0%
	Other areas	Count % of Hardware/building supplies	147 57.2%	110 42.8%	257 100.0%
Total		Count % of Hardware/building supplies	300 66.2%	153 33.8%	453 100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance	Exact Significance (2-sided)	Exact Significance (1-sided)
Pearson Chi-Square	21.638 ^b	1	.000	.000	.000
Continuity Correction ^a	20.715	1	.000		
Likelihood Ratio	22.239	1	.000		
Fisher's Exact Test					
Linear-by-Linear Association	21.590	1	.000		
N of Valid Cases	453				

a. Computed only for a 2x2 table

b. 0 cells (.0%) expf < 5. Min exp = 66.20...

Appliances * Primary vs Secondary Market Area

Crosstab

			Primary vs Secondary Market Area		Total
			Primary Area	Secondary Area	
Appliances	Downtown Barre	Count	102	34	136
		% of Appliances	75.0%	25.0%	100.0%
	Other areas	Count	198	119	317
		% of Appliances	62.5%	37.5%	100.0%
Total		Count	300	153	453
		% of Appliances	66.2%	33.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance	Exact Significance (2-sided)	Exact Significance (1-sided)
Pearson Chi-Square	6.690 ^b	1	.010	.010	.006
Continuity Correction ^a	6.141	1	.013		
Likelihood Ratio	6.901	1	.009		
Fisher's Exact Test					
Linear-by-Linear Association	6.675	1	.010		
N of Valid Cases	453				

a. Computed only for a 2x2 table

b. 0 cells (.0%) expf < 5. Min exp = 45.93...

Gifts and crafts * Into which category did your total household income for the past year fall?

Crosstab

		In category did your total household income for the past year						Total	
		less than \$20,000	20,000-30,000	30,000-40,000	40,000-50,000	50,000-75,000	over 75,000		DK/NR
Gifts and crafts	Downtown B. Count	10	12	24	17	40	15	14	132
	% within Gifts and crafts	7.6%	9.1%	18.2%	12.9%	30.3%	11.4%	10.6%	100.0%
Other areas	Count	37	38	47	46	58	58	49	333
	% within Gifts and crafts	11.1%	11.4%	14.1%	13.8%	17.4%	17.4%	14.7%	100.0%
Total	Count	47	50	71	63	98	73	63	465
	% within Gifts and crafts	10.1%	10.8%	15.3%	13.5%	21.1%	15.7%	13.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.560 ^a	6	.035
Likelihood Ratio	13.310	6	.038
Linear-by-Linear Association	.128	1	.721
N of Valid Cases	465		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.34.

Banking and financial services * Primary vs Secondary Market Area

Crosstab

			Primary vs Secondary Market Area		Total
			Primary Area	Secondary Area	
Banking and financial services	Downtown Barre	Count	125	30	155
		% of Banking and financial services	80.6%	19.4%	100.0%
	Other areas	Count	175	123	298
		% of Banking and financial services	58.7%	41.3%	100.0%
Total		Count	300	153	453
		% of Banking and financial services	66.2%	33.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance	Exact Significance (2-sided)	Exact Significance (1-sided)
Pearson Chi-Square	21.904 ^b	1	.000	.000	.000
Continuity Correction ^a	20.935	1	.000		
Likelihood Ratio	23.108	1	.000		
Fisher's Exact Test					
Linear-by-Linear Association	21.856	1	.000		
N of Valid Cases	453				

a. Computed only for a 2x2 table

b. 0 cells (.0%) expf < 5. Min exp = 52.35...

Personal services * Primary vs Secondary Market Area

Crosstab

			Primary vs Secondary Market Area		Total
			Primary Area	Secondary Area	
Personal services	Downtown Barre	Count	101	27	128
		% of Personal services	78.9%	21.1%	100.0%
	Other areas	Count	199	126	325
		% of Personal services	61.2%	38.8%	100.0%
Total		Count	300	153	453
		% of Personal services	66.2%	33.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance	Exact Significance (2-sided)	Exact Significance (1-sided)
Pearson Chi-Square	12.827 ^b	1	.000	.000	.000
Continuity Correction ^a	12.049	1	.001		
Likelihood Ratio	13.517	1	.000		
Fisher's Exact Test					
Linear-by-Linear Association	12.799	1	.000		
N of Valid Cases	453				

a. Computed only for a 2x2 table

b. 0 cells (.0%) expf < 5. Min exp = 43.23...

When you do attend arts or entertainment events, where do you go most often? *
Primary vs Secondary Market Area

Crosstab

			Primary vs Secondary Market Area		Total
			Primary Area	Secondary Area	
When you do attend arts or entertainment events, where do you go most often?	Burlington	Count % of When you do attend arts or entertainment events, where do you go most often?	78 69.6%	34 30.4%	112 100.0%
	Montpelier	Count % of When you do attend arts or entertainment events, where do you go most often?	63 76.8%	19 23.2%	82 100.0%
	Barre	Count % of When you do attend arts or entertainment events, where do you go most often?	87 79.1%	23 20.9%	110 100.0%
	Other	Count % of When you do attend arts or entertainment events, where do you go most often?	41 41.0%	59 59.0%	100 100.0%
Total		Count % of When you do attend arts or entertainment events, where do you go most often?	269 66.6%	135 33.4%	404 100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance
Pearson Chi-Square	41.491 ^a	3	.000
Likelihood Ratio	40.305	3	.000
Linear-by-Linear Association	14.242	1	.000
N of Valid Cases	404		

a. 0 cells (.0%) expf < 5. Min exp = 27.40...

Live theater and dance * What is the last grade in school you completed?

Crosstab

		What is the last grade in school you completed?					Total
		Less than high school graduate	High School graduate	Some college	College grad or more	DK/NR	
Live theater and dance	Yes	Count 14	63	53	111	5	246
		% within Live theater and dance 5.7%	25.6%	21.5%	45.1%	2.0%	100.0%
No	Count	5	101	45	57	3	211
		% within Live theater and dance 2.4%	47.9%	21.3%	27.0%	1.4%	100.0%
Total		Count	19	164	98	168	457
		% within Live theater and dance	4.2%	35.9%	21.4%	36.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.068 ^a	4	.000
Likelihood Ratio	29.469	4	.000
Linear-by-Linear Association	10.408	1	.001
N of Valid Cases	457		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.69.

Galleries and visual arts * What is the last grade in school you completed?

Crosstab

		What is the last grade in school you completed?					Total
		Less than high school graduate	High School graduate	Some college	College grad or more	DK/NR	
Galleries and visual arts	Yes	Count 7	61	49	97	5	219
		% within Galleries and visual arts 3.2%	27.9%	22.4%	44.3%	2.3%	100.0%
No	Count	11	103	48	71	3	236
	% within Galleries and visual arts	4.7%	43.6%	20.3%	30.1%	1.3%	100.0%
Total		Count	18	164	97	168	455
		% within Galleries and visual arts	4.0%	36.0%	21.3%	36.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.566 ^a	4	.004
Likelihood Ratio	15.694	4	.003
Linear-by-Linear Association	11.343	1	.001
N of Valid Cases	455		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.85.

Shopping or doing business in downtown Barre is convenient * Gender

Crosstab

			Gender		Total
			Female	Male	
Shopping or doing business in downtown Barre is convenient	Strongly Agree	Count % within Shopping or doing business in downtown Barre is convenient	18 78.3%	5 21.7%	23 100.0%
	Agree	Count % within Shopping or doing business in downtown Barre is convenient	130 54.9%	107 45.1%	237 100.0%
	Disagree	Count % within Shopping or doing business in downtown Barre is convenient	97 63.0%	57 37.0%	154 100.0%
	Strongly Disagree	Count % within Shopping or doing business in downtown Barre is convenient	20 76.9%	6 23.1%	26 100.0%
Total		Count % within Shopping or doing business in downtown Barre is convenient	265 60.2%	175 39.8%	440 100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.496 ^a	3	.023
Likelihood Ratio	9.958	3	.019
Linear-by-Linear Association	1.569	1	.210
N of Valid Cases	440		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.15.

Downtown Barre offers better dining options than other towns * Gender

Crosstab

			Gender		Total
			Female	Male	
Downtown Barre offers better dining options than other towns	Strongly Agree	Count % within Downtown Barre offers better dining options than other towns	8 44.4%	10 55.6%	18 100.0%
	Agree	Count % within Downtown Barre offers better dining options than other towns	68 66.7%	34 33.3%	102 100.0%
	Disagree	Count % within Downtown Barre offers better dining options than other towns	144 56.3%	112 43.8%	256 100.0%
	Strongly Disagree	Count % within Downtown Barre offers better dining options than other towns	34 72.3%	13 27.7%	47 100.0%
Total	Count % within Downtown Barre offers better dining options than other towns	254 60.0%	169 40.0%	423 100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.189 ^a	3	.042
Likelihood Ratio	8.312	3	.040
Linear-by-Linear Association	.445	1	.505
N of Valid Cases	423		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.19.



Institute for Regional Development

One of the missions of Bridgewater State College is to serve the Southeastern Massachusetts region by working to enhance its intellectual, economic, cultural and civic well being. To this end, the College established the Institute for Regional Development on September 1, 1996. The Institute serves as the viable focal point for College initiatives related to enhancing the quality of life in Southeastern Massachusetts. The mission of the Institute is to serve as a resource center for the public, private, and non-profit sectors of Southeastern Massachusetts through applied research, training, and technical assistance programs.

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