



Resident Survey Findings



Summary:

In spring 2021*, the Woodbridge EDC conducted a resident survey to collect information about the following:

- What kind of businesses would you like to see in town?
- Consumer habits: business occasion and frequency
- Desired cuisine/restaurants
- Businesses most likely to patronize
- Infrastructure assets
- Leisure activities

**N.B. – survey was conducted during the Covid-19 pandemic*

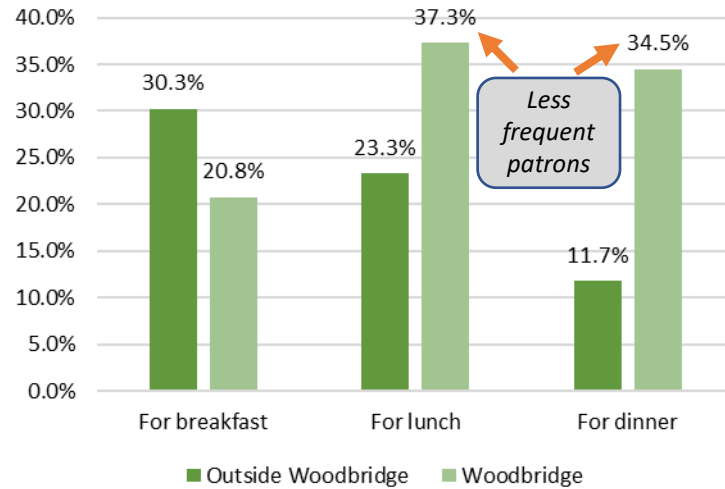
Question 1: How often do you eat out or get takeout?

- Potential opportunities seen in gaps between demand outside of Woodbridge vs. within Woodbridge
- Less frequent patrons (once every few months) display higher demand within Woodbridge

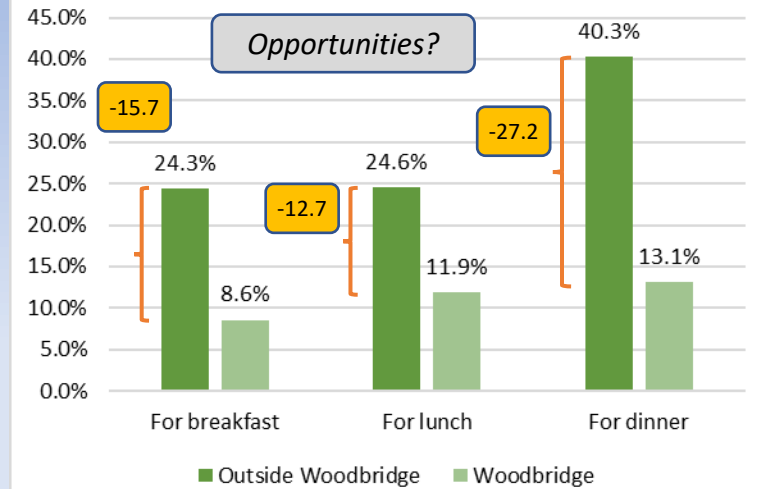
Never



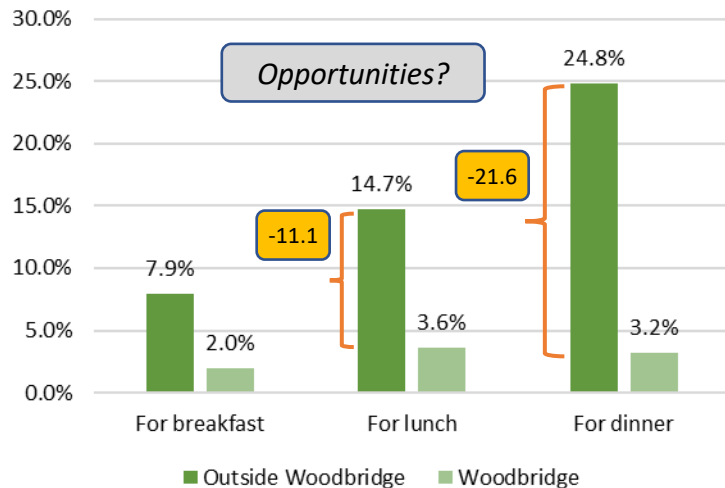
Once every few months



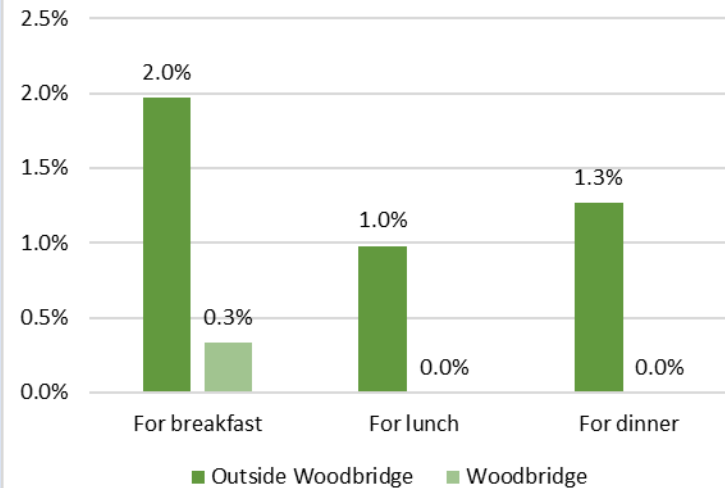
Once a week



2-4 times per week

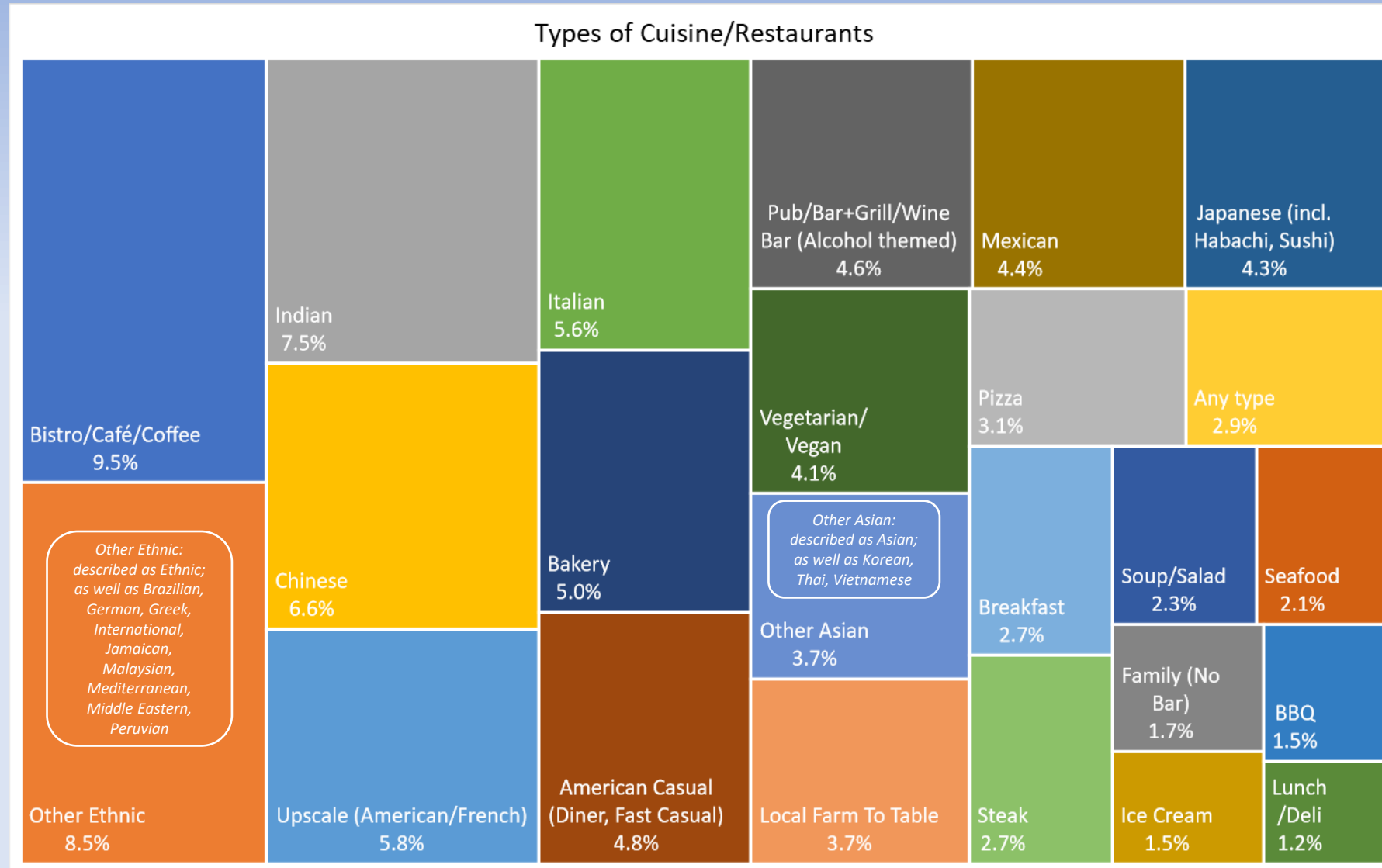


5 or more times per week



Question 2: What types of cuisine/restaurants would you most like to see in Woodbridge?

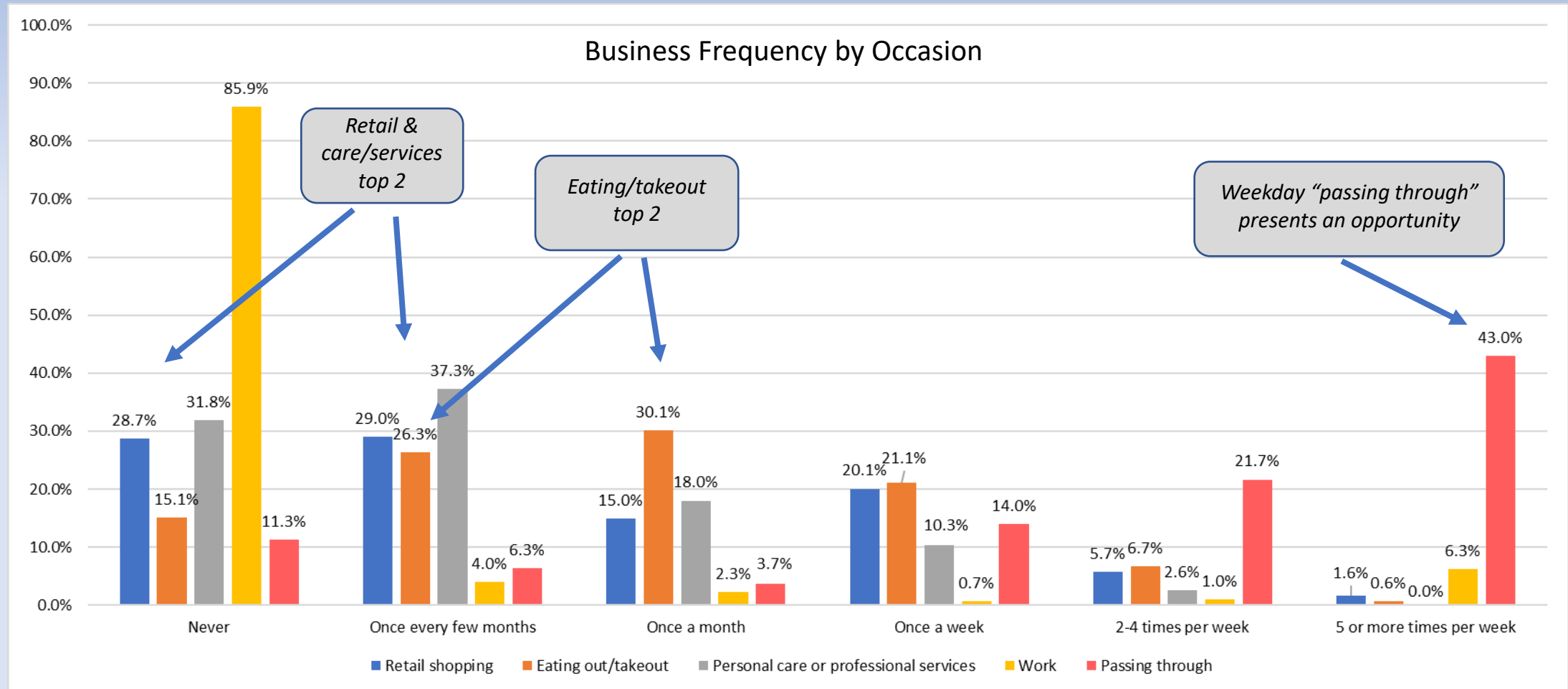
- Overall, responses are relatively wide-ranging and diverse
- A combination of ethnic cuisine and Bistro/Café/Coffee are the top choices



Themes of notable verbatims include: “not a chain”, “good quality”, “no more Italian”, “better than (multiple existing restaurants)”

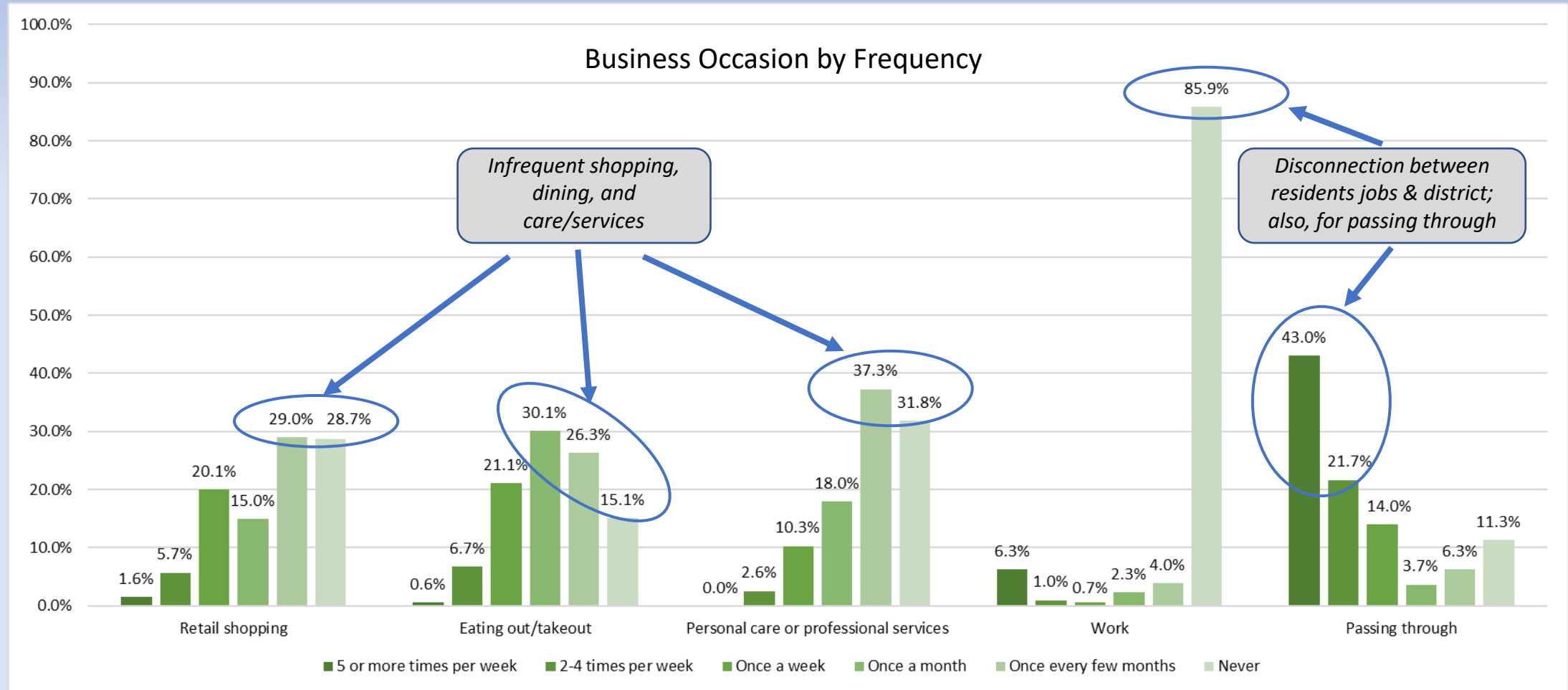
Question 3: How often do you frequent the Woodbridge business district for the following?

- More than half of respondents shop once a month or less
- Majority (85.9%) have no overlap between their work and the business district
 - However, the 2nd largest response group (43.0%) passes through often

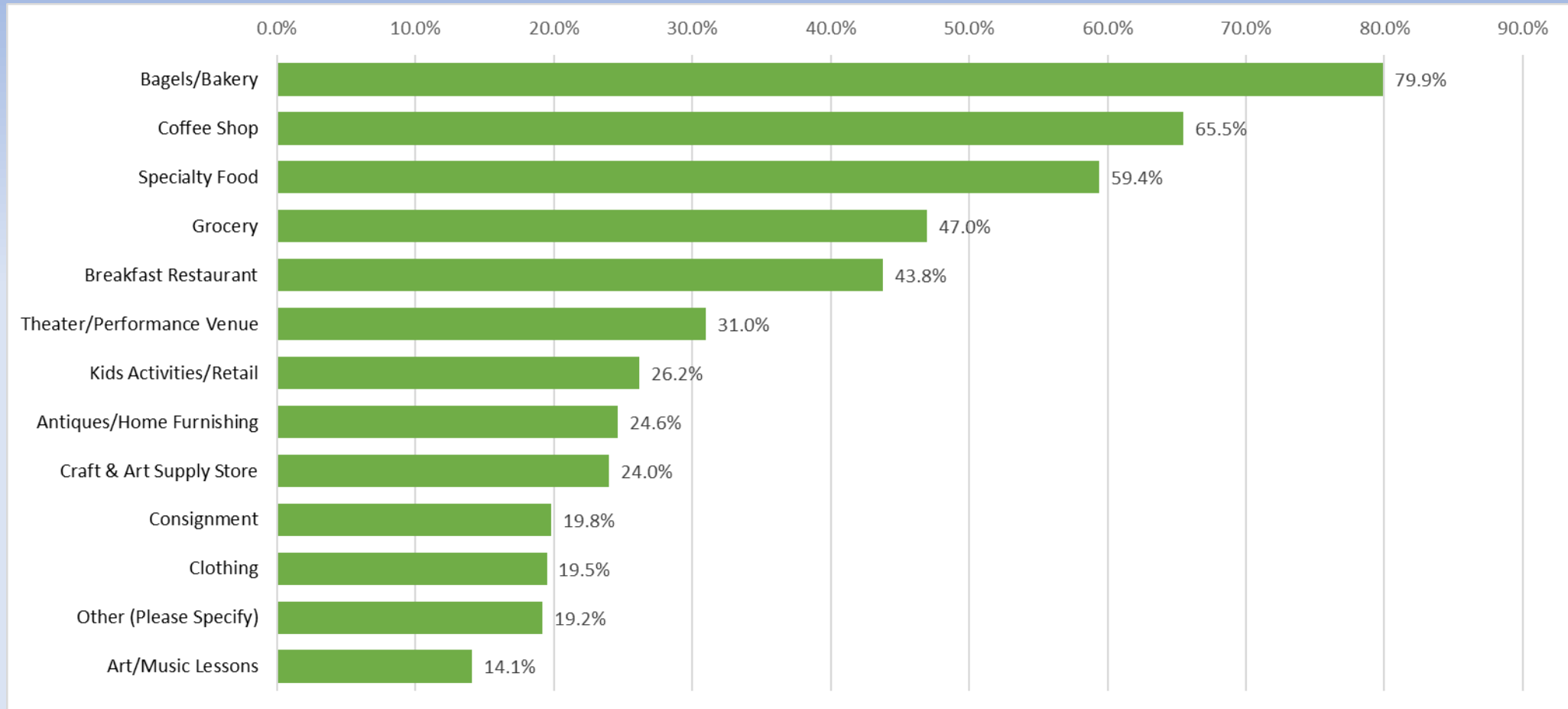


Question 3: How often do you frequent the Woodbridge business district for the following?

(Same data as previous slide, with response categories inverted)



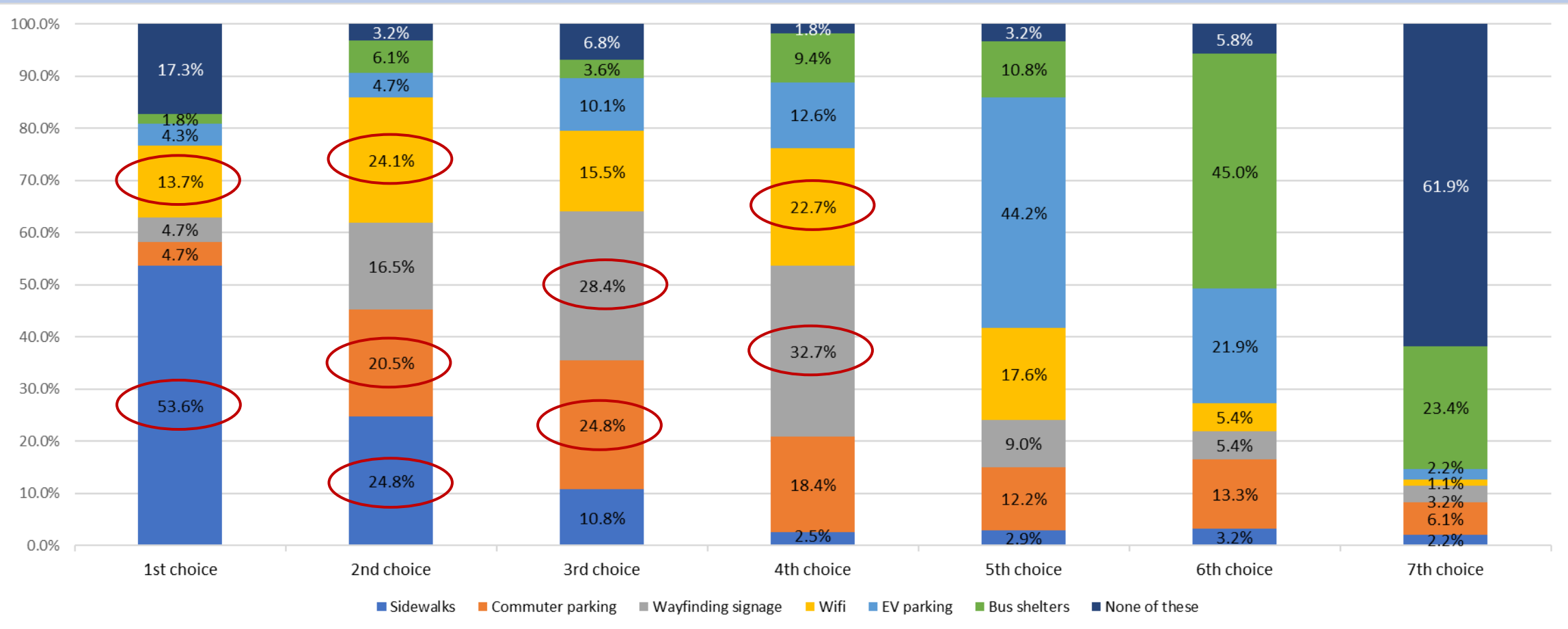
Question 4: Which five businesses would you most likely patronize if they opened in Woodbridge?



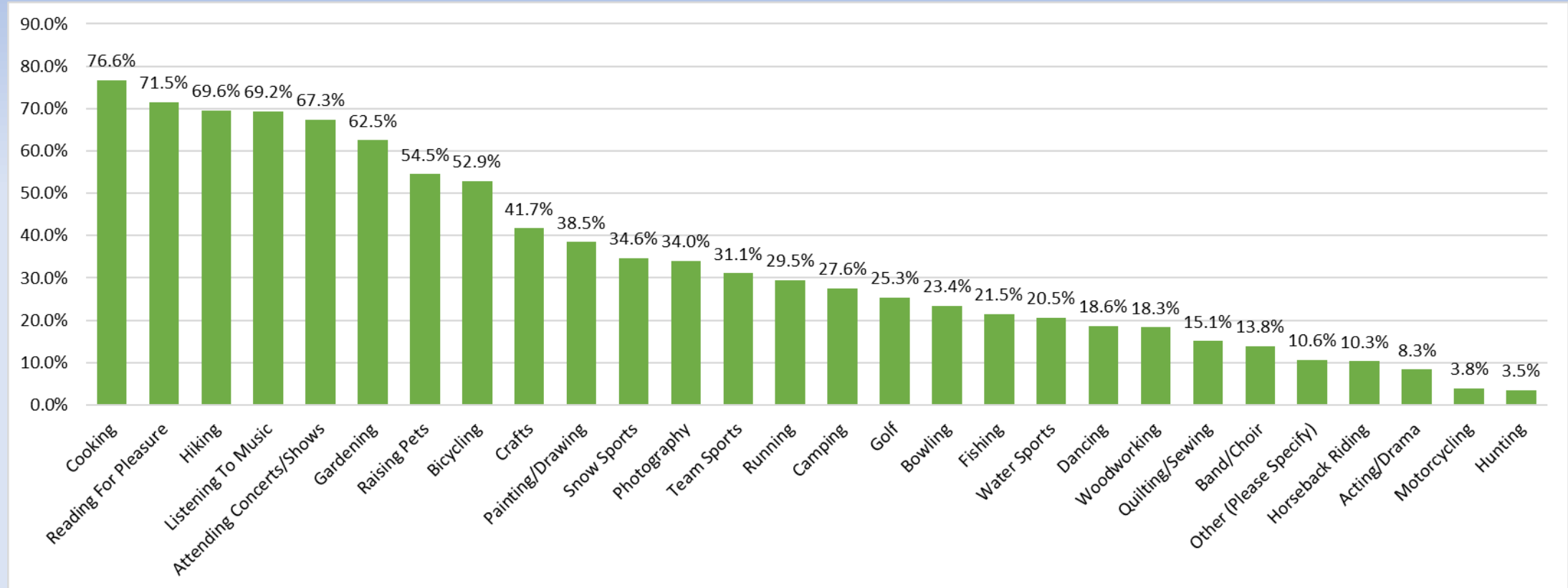
Note: Other (in descending order): 1) Small grocery/market (Trader Joe's, health/natural foods); 2) Flower/Garden shop; 3) Bookstore; 4) Restaurant. These four segments represent ½ of "Other" responses. The remainder of "Other" responses are disparate.

Question 5: Which business district infrastructure assets would you most like to see developed? (please rank)

- Sidewalks significantly lead resident's 1st choice
 - Followed by notable top ranked choices: commuter parking, wifi, and wayfinding signage
- “None of these” ranks second in 1st choice – this requires further exploration



Question 6: Which leisure activities does your household participate in? (Mark all that apply)



Note: "Other" responses are disparate

Sample responses to: Please share any additional comments

- I think the town needs a town center where people can gather. For a small town, the only place I run into people are either at school or shopping in Orange or the once a year summer movies. We should have more town events. There's so much money being spent at other towns at their shops, it's a missed opportunity. Woodbridge is so lovely and can be such a quaint town with mom and pop shops. Imagine a mini golf place at the country club and a town coffee shop where people can run into each and say hi.
- I love my home in Woodbridge but feel that the business district is underdeveloped. I would love for it to be more walkable, more accessible by bus, and to feel more inviting to pedestrians, with green areas, small parks or plazas etc.
- We need places to gather as a community that are for adults but also families with young kids. This includes restaurants but can also be concerts, plays, festivals, etc.
- Bradley road should be our "Main Street." Residents should have an area to stroll down, grab a coffee, a drink, a bite. Shop a little and run into neighbors. This would make our town so much more desirable. Our teenage population would also have somewhere to gather. Maybe an ice cream shop along Bradley road as well.
- It would be great to have a centrally located, family friendly business in town. We have a beautiful town center and it's one of the places I've enjoyed the most during concerts on the Green. Since we have very little centrally located businesses, I often go to Orange or Milford. I'd spend more money here in town if there were more variety.