



University of New Hampshire

The Survey Center



North Hampton Economic Development Survey

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The Survey Center
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The University of New Hampshire
Survey Center

The UNH Survey Center is an independent, non-partisan academic survey research organization and division of the UNH College of Liberal Arts.

The Survey Center conducts telephone, mail, web, and intercept surveys, as well as focus groups and other qualitative research for university researchers, government agencies, public non-profit organizations, private businesses and media clients.

Our senior staff have over 50 years experience in designing and conducting custom research on a broad range of political, social, health care, and other public policy issues.

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Executive Summary

The University of New Hampshire Survey Center conducted a survey for the Town of North Hampton to better understand residents' opinions on the economic future of the town. Surveys for town residents were mailed to all two thousand three hundred and ninety (2390) North Hampton households and PO Boxes in March 2018 and additional copies were made available at the Town Offices to those in households where more than one adult wanted to complete the survey. Concurrently, surveys designed for local business-owners were sent to a list of one hundred and eighty-six (186) local businesses provided by the North Hampton Economic Development Committee. Three hundred and fifty-seven (357) resident surveys were completed and returned to UNH Survey Center, yielding a response rate of 15%, while twenty-six (26) business-owner surveys were completed and returned, yielding a response rate of 14%. The following figures display survey results, detailed tabular results may be found in Appendix A, Appendix B contains open-ended responses, and Appendix C contains the survey instrument.

Key Findings

IBR District/Route 1 Area

- A majority of North Hampton residents favor greater development in the IBR District/Route 1 Area and would like development balanced between commercial/light industrial and residential. Most business-owners also favor greater development but a slim majority would like that development to be nearly all commercial/light industrial.
- Most residents say it is more important to fill empty storefronts than to develop new areas, but nearly two-thirds of business-owners say they are equally important. Both groups are divided on whether they primarily see the Route 1 area of town as the "Main Street" or a bypass to other locations.
- Fifteen percent of residents favor the Town installing a sewer system in the IBR District/Route 1 Area, half of residents are in favor only if property taxes do not increase, and one-third oppose installing a sewer system. Business-owners are somewhat more likely to be in favor. If a sewer system were installed, only a quarter of residents would favor allowing high density development including apartment buildings to be built in the IBR District/Route 1 Area.

Signage

- Nearly two-thirds of residents say it is very or somewhat easy to spot businesses in town and nearly three-quarters prioritize maintaining a dark night-time sky over allowing businesses to have more brightly lit signs. Business-owners disagree: nearly two-thirds say it is not very easy or not easy at all to spot businesses and three-quarters prioritize allowing businesses to have more brightly lit signs.
- A plurality of residents and two-thirds of business-owners would favor allowing businesses to have brightly lit signs if they could be scheduled to be turned off every night at 9:00 PM.

General Economic Development

- Residents say reducing taxes on residential properties and providing more or better services for residents should be the most important objectives of economic development in the town while business-owners prioritize attracting non-residents to support businesses.
- The vast majority of residents and business-owners have a favorable opinion of developing small, locally-owned stores and restaurants while very few would have a favorable opinion of developing motor vehicle dealerships.
- Residents are divided on the Town allocating money to pursue greater economic development and hiring an economic development expert, with slight pluralities in favor of both and somewhat larger majorities of business-owners in favor.

Recreation

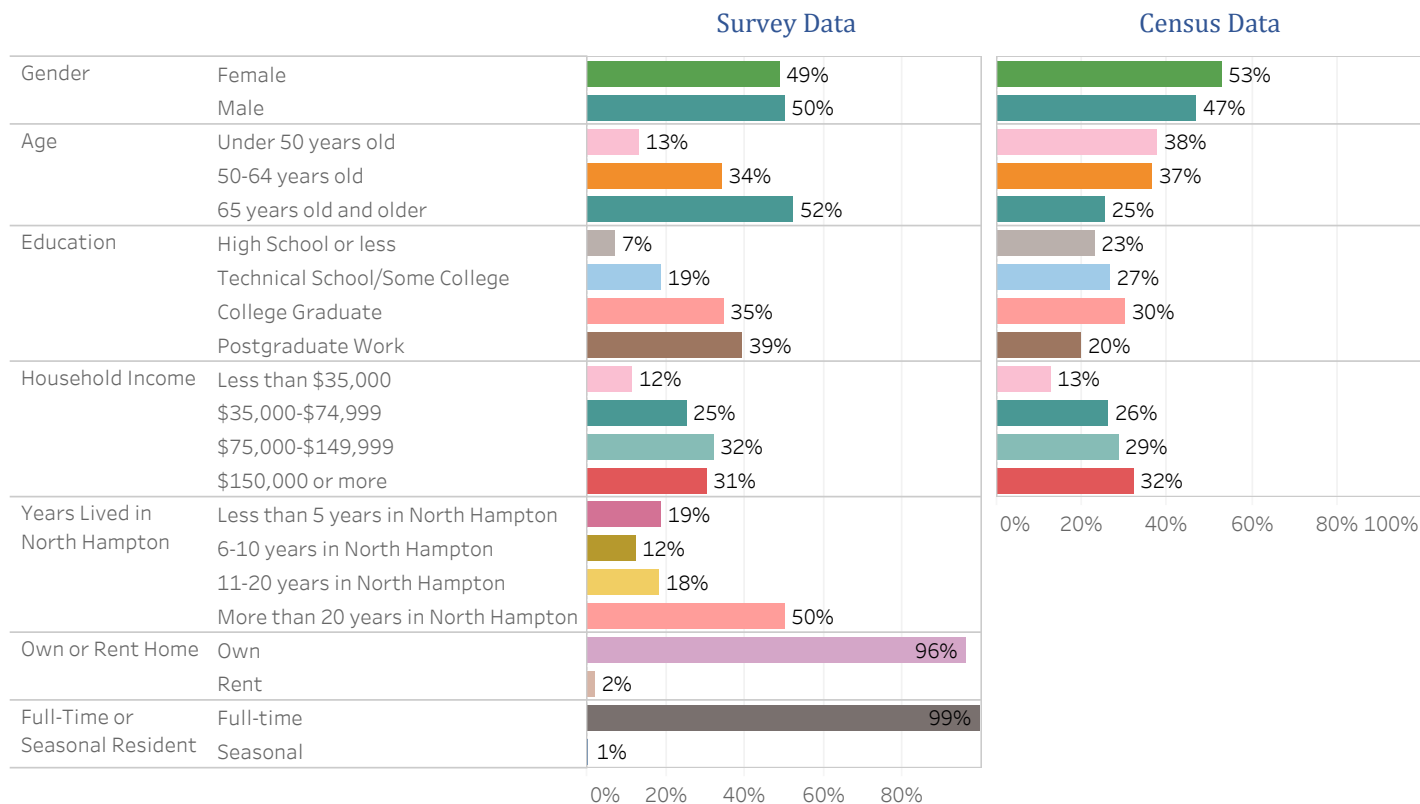
- More than four in five residents and business-owners favor the town working with other towns and the state to pursue the New Hampshire Seacoast Greenway project.
- Strong majorities of residents and business-owners say it is very or somewhat important to maintain the Town Bandstand, Common, and other spaces as well as to increase recreational opportunities for town residents.

Quality of Life

- Residents and business-owners are most likely to say the ocean/environment and the rural atmosphere are important to them about North Hampton. Few say entertainment/shopping or being close to their employer are important.
- Nearly all residents and business-owners say it is very or somewhat important to preserve aquifers and wetlands and protect forests and open space, while majorities say it is important to preserve historic buildings, preserve New England style architecture, and beautify the Route 1 Area.

Resident Demographics

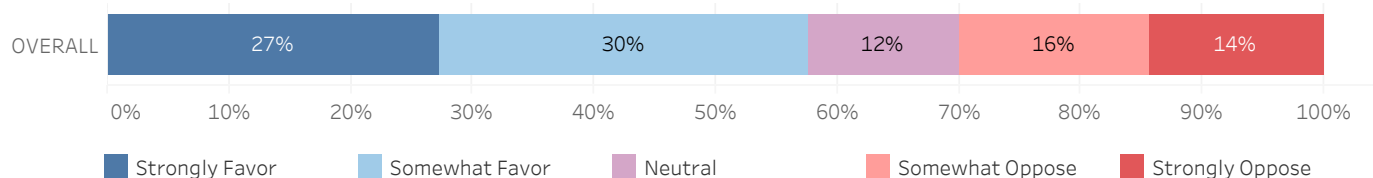
Survey respondents were older and more educated than Census estimates of North Hampton as a whole, which is common for this type of survey. Respondents' gender and income levels are broadly similar to the town at large.



IBR District/Route 1 Area

Just over half of North Hampton residents (58%) strongly (27%) or somewhat (30%) favor greater development in the IBR District/Route 1 Area in the next few years. Twelve percent are neutral on the issue while 30% somewhat (16%) or strongly (14%) oppose greater development in the IBR District/Route 1 Area (Figure 1a).

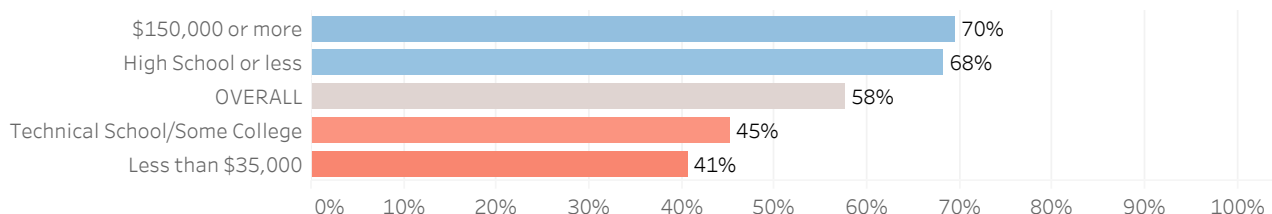
Figure 1a: Do you favor or oppose greater development in the IBR District/Route 1 Area in the next few years?



- North Hampton residents with a household income of \$150,000 or more and those with a high school education or less are more likely than others to strongly or somewhat favor greater development in the IBR District/Route 1 Area in the next few years. Those who went to technical school or have some college education and those with a household income below \$35,000 are less likely to favor this (Figure 1b).

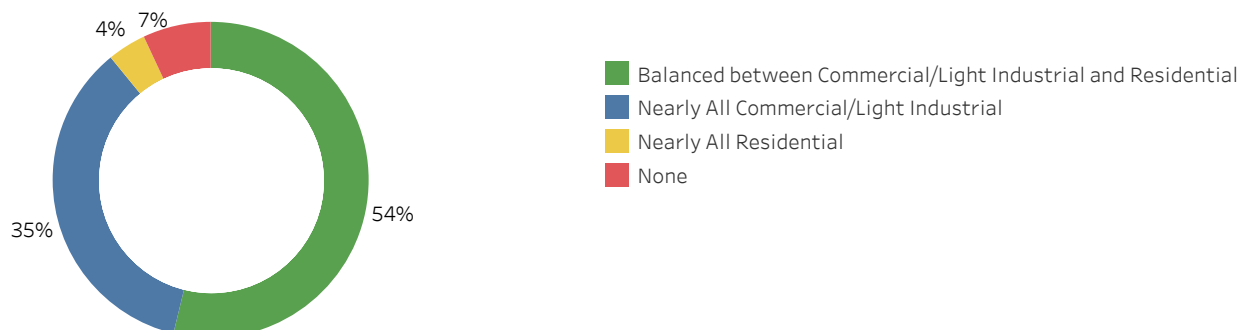
Figure 1b: Favor or Oppose Greater Development in IBR District/Route 1 Area in Next Few Years - By Selected Demographics

Strongly or Somewhat Favor



Just over half of North Hampton residents (54%) would like development in the IBR District/Route 1 Area balanced between commercial/light industrial and residential. Thirty-five percent of residents would like nearly all commercial/light industrial development while 4% would like nearly all residential development and 7% want no development (Figure 2a).

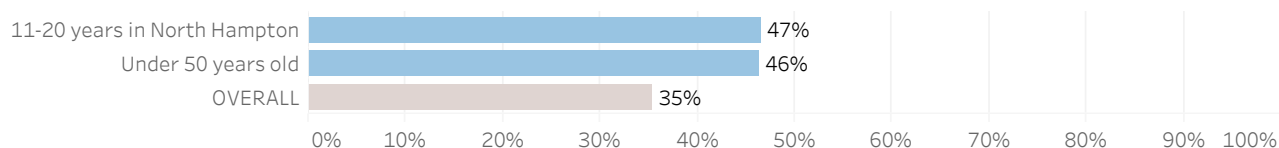
Figure 2a: What kind of development would you like to see in the IBR District/Route 1 Area?



- North Hampton residents who have lived in North Hampton for 11-20 years and those under 50 years old are more likely than others to prefer development in the IBR District/Route 1 Area be nearly all commercial/light industrial (Figure 2b).

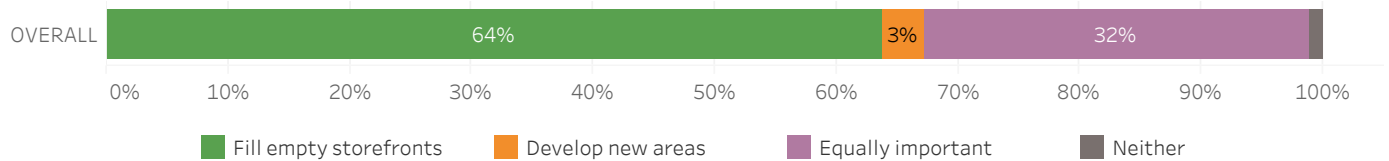
Figure 2b: Kind of Development Like to See in the IBR District/Route 1 Area - By Selected Demographics

Nearly All Commercial/Light Industrial



Nearly two-thirds of North Hampton residents (64%) say it is more important to fill empty storefronts than develop new areas; only 3% say it is more important to develop new areas than it is to fill empty storefronts. Nearly a third of residents (32%) say the two are equally important while 1% say neither are important (Figure 3a).

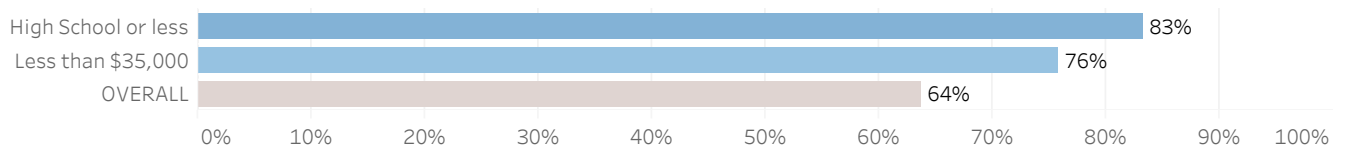
Figure 3a: Do you believe it is more important to fill currently empty storefronts in the town or to develop new areas?



- North Hampton residents with a high school education or less and those with a household income below \$35,000 are more likely than others to say it is more important to fill currently empty storefronts than to develop new areas (Figure 3b).

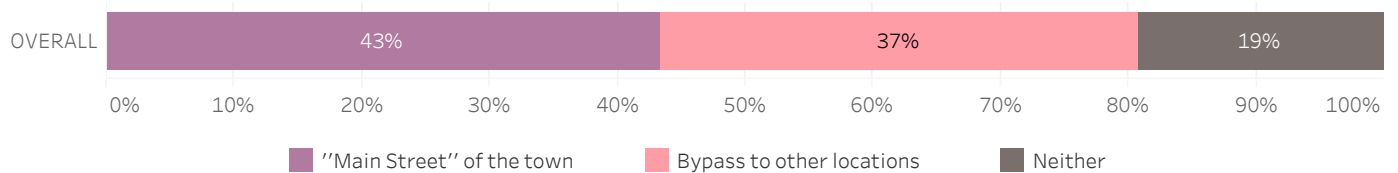
Figure 3b: More Important to Fill Currently Empty Storefronts or Develop New Areas - By Selected Demographics

Fill Empty Storefronts



Just under half of North Hampton residents (43%) see the Route 1 area of town primarily as the "Main Street" of the town. Thirty-seven percent see the area primarily as a bypass to other locations while 19% see the area as neither of these things (Figure 4a).

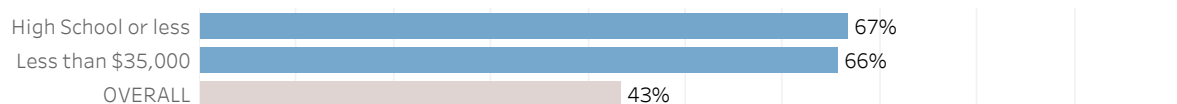
Figure 4a: Do you see the Route 1 area of town primarily as...



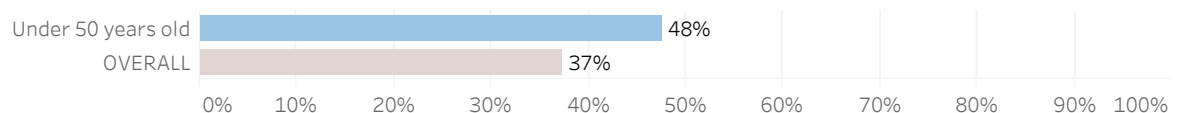
- North Hampton residents with a high school education or less and those with a household income below \$35,000 are more likely than others to see the Route 1 Area of town primarily as the "Main Street" of the town.
- North Hampton residents under 50 years old are more likely than others to see the Route 1 Area of town primarily as a bypass to other locations (Figure 4b).

Figure 4b: How See Route 1 Area of Town - By Selected Demographics

"Main Street" of the town

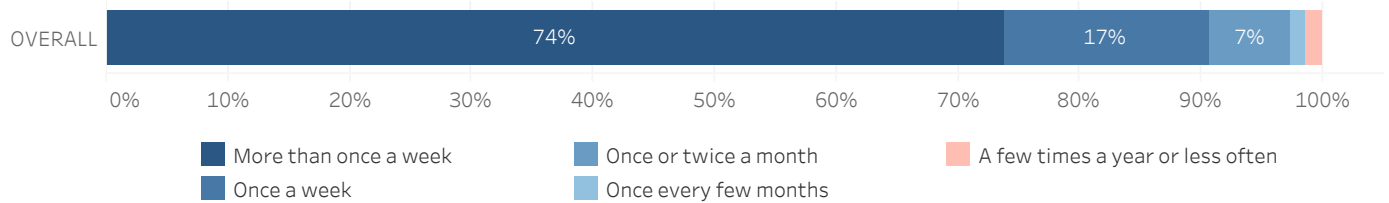


Bypass to other locations



Three-quarters of North Hampton residents (74%) say they or their family visit businesses in the IBR District/Route 1 Area more than once a week. Seventeen percent visit these businesses once a week, 7% visit once or twice a month, and 1% each visit once every few months or a few times a year or less often (Figure 5a).

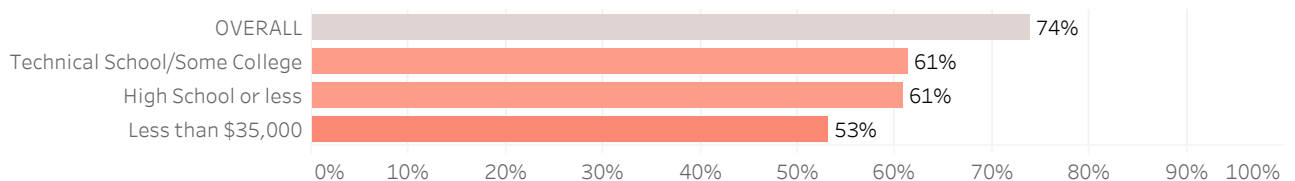
Figure 5a: How frequently do you or your family visit businesses in the IBR District/Route 1 Area?



- North Hampton residents without a college degree and those with a household income below \$35,000 are less likely than others to say they or their family visit businesses in the IBR District/Route 1 Area more than once a week (Figure 5b).

Figure 5b: Frequency Visiting Businesses in the IBR District/Route 1 Area - By Selected Demographics

More than once a week



When asked what types of business, services, or attractions would make them visit the IBR District/Route 1 Area more often, 38% of North Hampton residents who provided an answer (N=230) mention restaurants. Fewer residents mention small, independent, or boutique stores (10%), general retail (6%), department stores or large chains (6%), grocery stores (6%), bakeries/coffee shops/general food services (5%), clothing stores (3%), infrastructure or public areas (3%), or health or fitness centers (2%). Three percent say a variety of things would make them visit the IBR District/Route 1 Area more often, 11% mention something else, 6% say no new businesses would make them visit more often or they are happy with the current businesses, and 1% don't know or are unsure (Figure 6a).

Figure 6a: What types of business, services, or attractions would make you visit the IBR District/Route 1 Area more often? (coded)

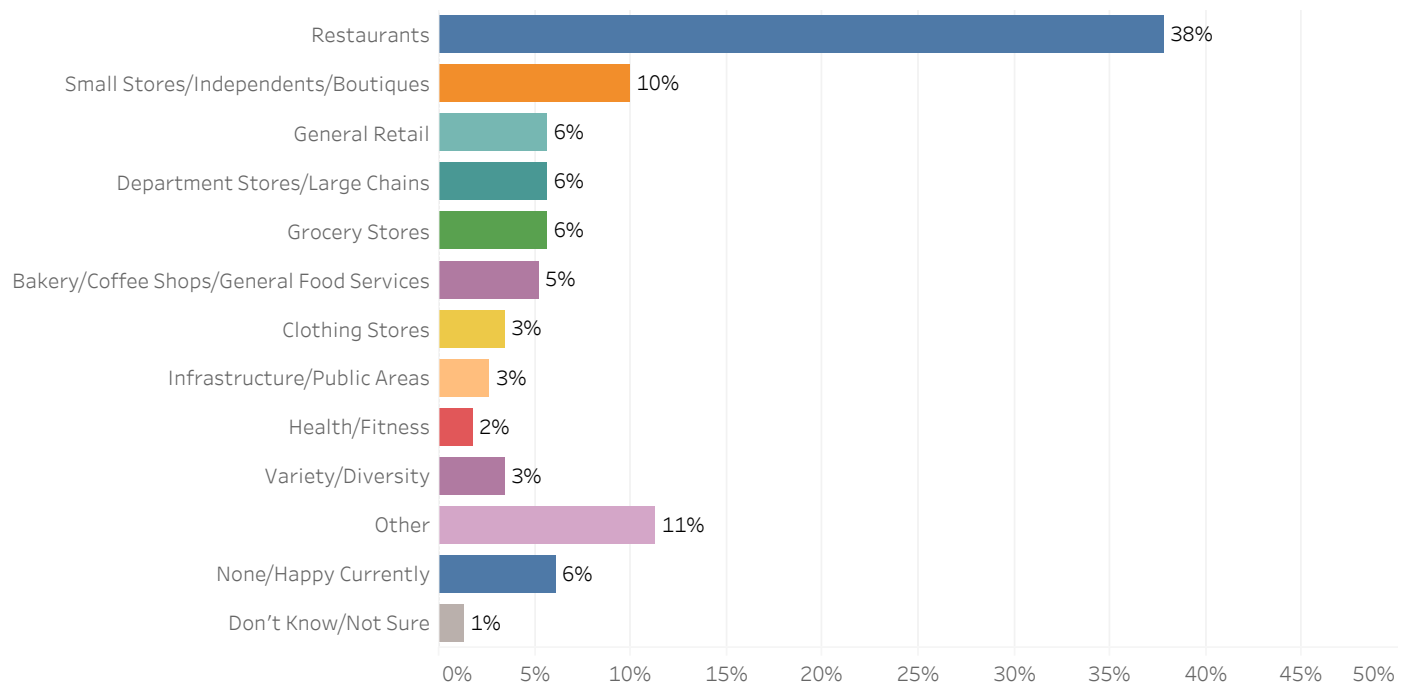
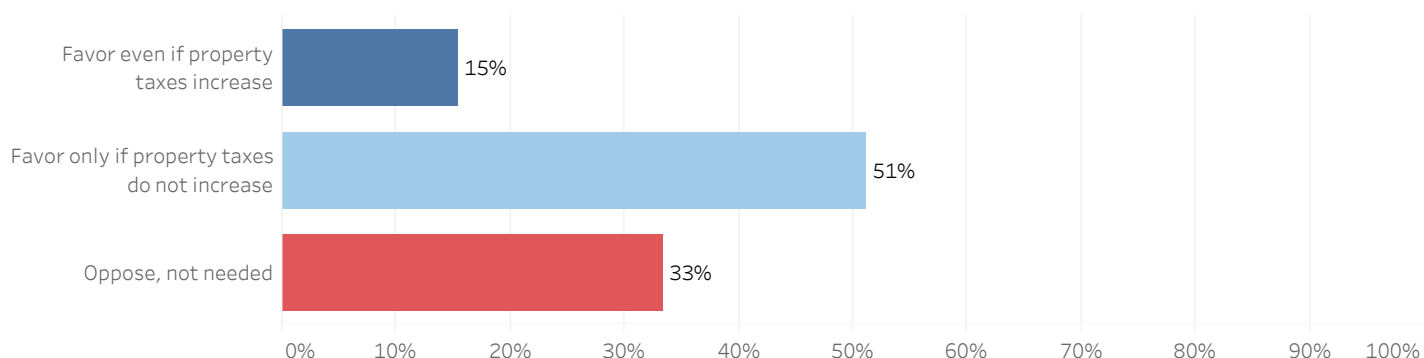


Figure 6b: Types of Businesses, Services, or Attractions Would Make Visit the IBR District/Route 1 Area More Often - Word Cloud



Fifteen percent of North Hampton residents would favor the Town installing a sewer system in the IBR District/Route 1 Area even if property taxes increase. Just over half of residents (51%) would favor a sewer system only if property taxes do not increase, while one-third (33%) oppose installing a sewer system (Figure 7a).

Figure 7a: Currently, there are no town sewer facilities in North Hampton. Overall, what do you believe the Town should do about installing a sewer system in the IBR District/Route 1 Area?



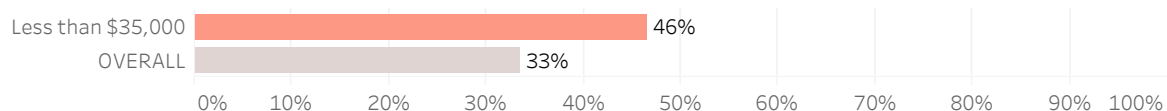
- North Hampton residents who have lived in North Hampton for less than 5 years are more likely than others to say they favor installing a sewer system in the IBR District/Route 1 Area even if property taxes increase or favor it only if property taxes do not increase.
- North Hampton residents with a household income below \$35,000 are more likely than others to say they oppose installing a sewer system in the IBR District/Route 1 Area (Figure 7b).

Figure 7b: Should Town Install Sewer System in IBR District/Route 1 Area - By Select Demographics

Favor even if property taxes increase or favor only if property taxes do not increase

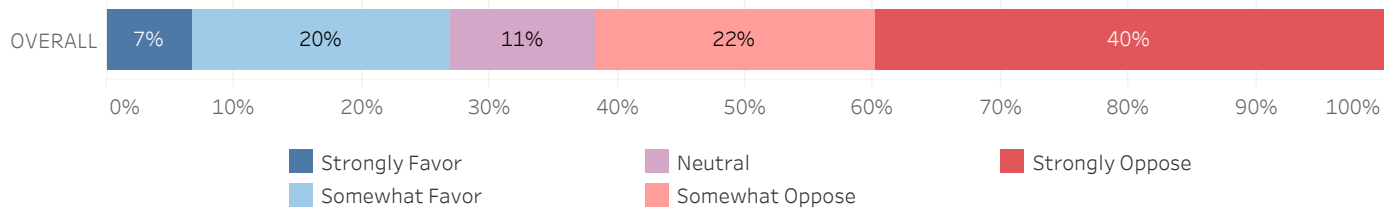


Oppose, not needed



Twenty-seven percent of North Hampton residents say they would strongly (7%) or somewhat (20%) favor allowing apartment buildings to be built in the IBR District/Route 1 Area if sewer facilities were installed. Eleven percent are neutral on the issue, while nearly two-thirds (62%) of residents somewhat (22%) or strongly (40%) oppose allowing apartment buildings if a sewer system were installed in the IBR District/Route 1 Area (Figure 8a).

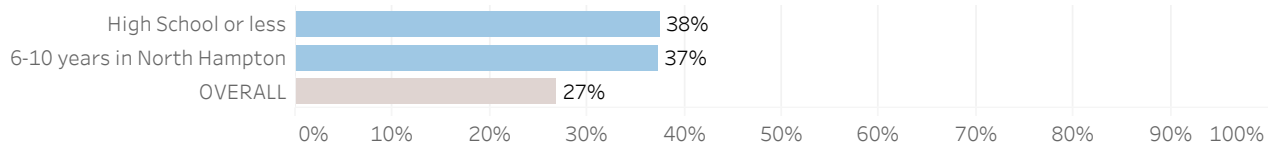
Figure 8a: A sewer system in the IBR District/Route 1 Area would make it possible for higher density development to include apartment buildings. If sewer facilities were installed, would you favor or oppose allowing apartment buildings to be built in the IBR District/Route 1 Area?



- North Hampton residents with a high school education or less and those who have lived in North Hampton for 6-10 years are more likely than others to somewhat or strongly support allowing apartment buildings to be built in the IBR District/Route 1 Area if sewer facilities were installed (Figure 8b).

Figure 8b: Favor or Oppose Allowing Apartment Buildings in IBR District/Route 1 Area if Sewer Facilities Were Installed - By Selected Demographics

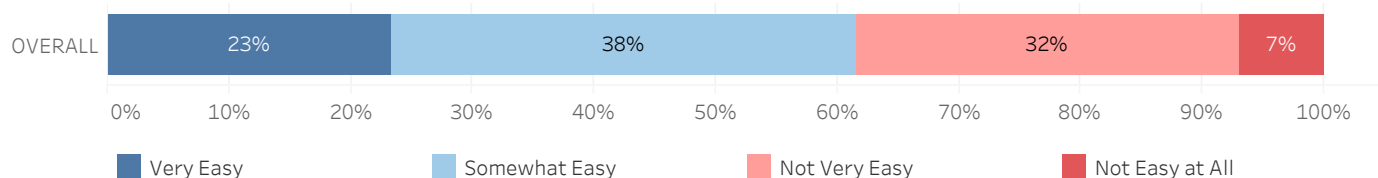
Somewhat or Strongly Favor



Signage

Nearly two-thirds of North Hampton residents (62%) say it is very (23%) or somewhat (38%) easy to spot businesses in town just by looking for their signs. Nearly one-third (32%) say it is not very easy to spot businesses in town just by looking for their signs while 7% say it is not easy at all (Figure 9a).

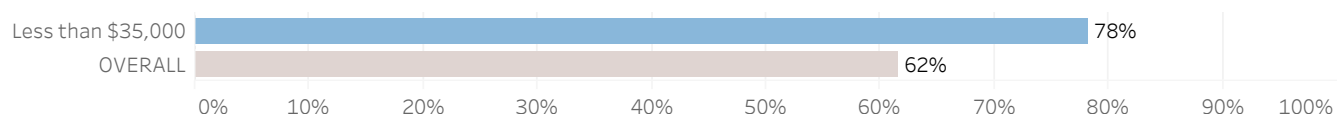
Figure 9a: How easy do you think it is to spot businesses in town just by looking for their signs?



- North Hampton residents with a household income of \$35,000 or less are more likely than others to say it is very or somewhat easy to spot businesses in town just by looking for their signs (Figure 9b).

Figure 9b: How Easy it is to Spot Businesses in Town Just by Looking for Their Signs - By Selected Demographics

Very or Somewhat Easy



Three-quarters of North Hampton residents (74%) say it is more important to maintain a dark night-time sky in the town than to allow businesses to have more brightly lit signs, while 26% say it is more important to allow businesses to have more brightly lit signs (Figure 10a).

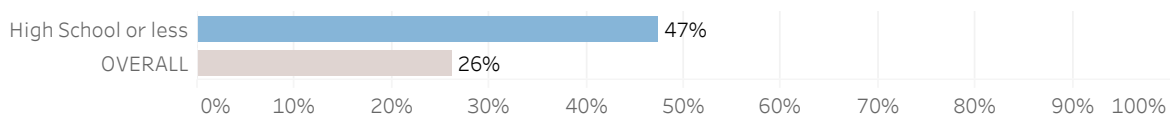
Figure 10a: Overall, do you think it is more important to allow businesses to have more brightly lit signs or to maintain a dark night-time sky in the town?



- North Hampton residents with a high school education or less are more likely than others to say it is more important to allow businesses to have more brightly lit signs than to maintain a dark night time sky (Figure 10b).

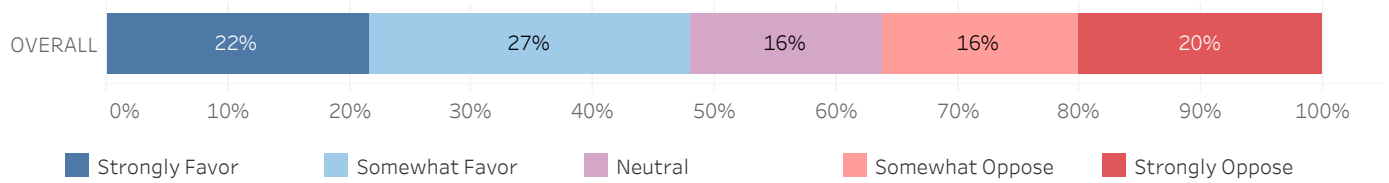
Figure 10b: More Important to Maintain Dark Night Time Sky or Allow Businesses to Have More Brightly Lit Signs - By Selected Demographics

Allow businesses to have more brightly lit signs



Nearly half of North Hampton residents (48%) would strongly (22%) or somewhat (27%) favor allowing businesses to have brightly lit signs if they could be scheduled to be turned off every night at 9:00 PM. Sixteen percent of residents are neutral on the issue, while just over a third (36%) would somewhat (16%) or strongly (20%) oppose such a measure (Figure 11a).

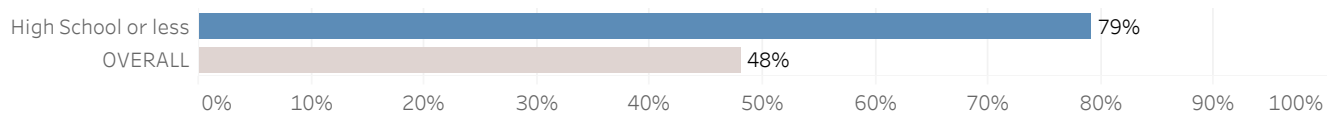
Figure 11a: Would you favor or oppose allowing businesses to have brightly lit signs if they could be scheduled to be turned off every night at 9:00 PM?



- North Hampton residents with a high school education or less are more likely than others to say they would be strongly or somewhat in favor of allowing businesses to have brightly lit signs if they could be scheduled to be turned off every night at 9:00 PM (Figure 11b).

Figure 11b: Favor or Oppose Allowing Businesses to Have More Brightly Lit Signs Turned Off Every Night - By Selected Demographics

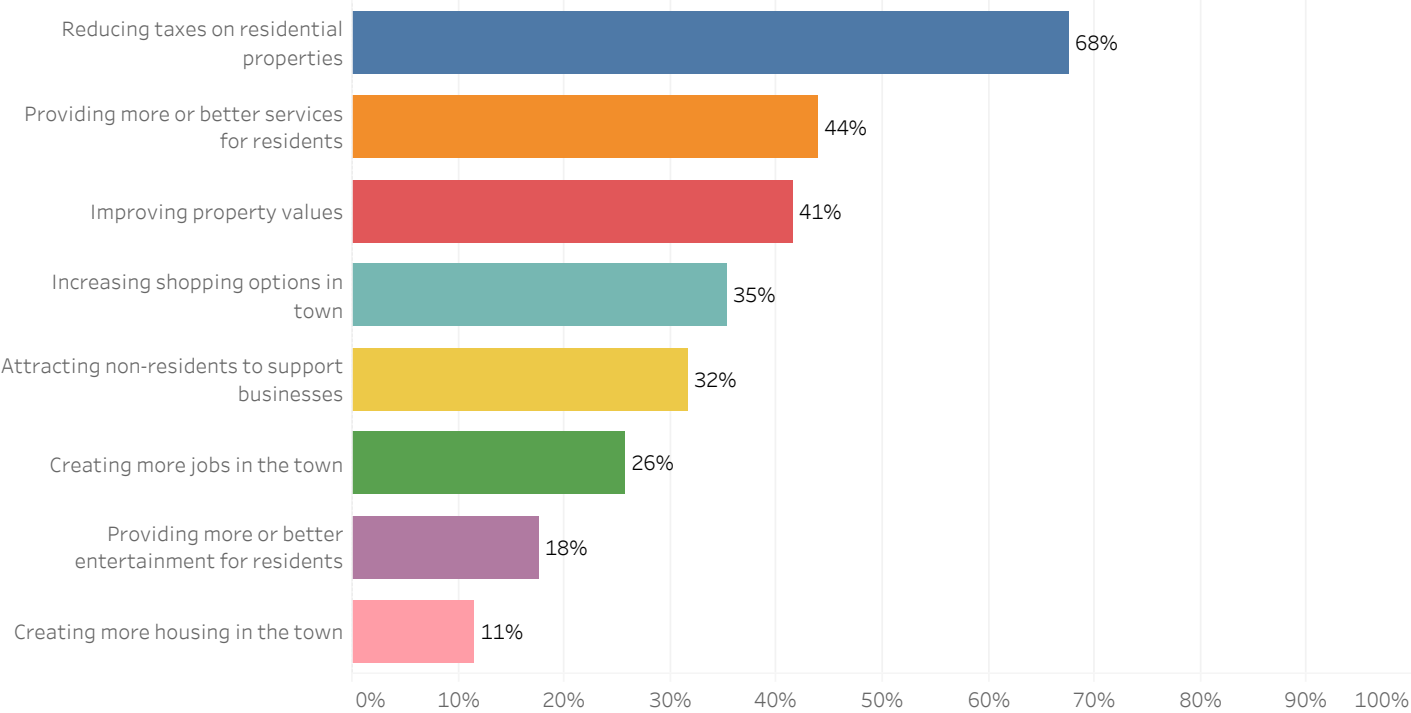
Strongly or Somewhat Favor



General Economic Development

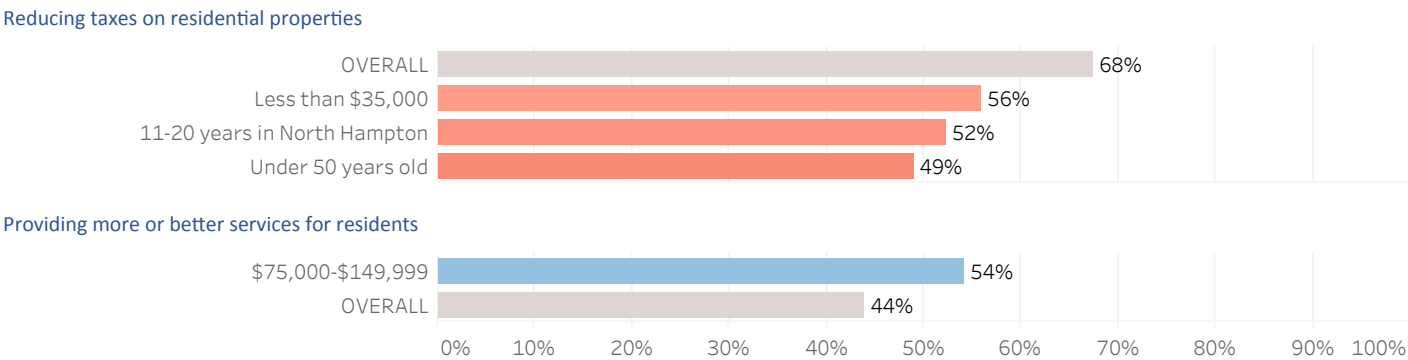
Residents were asked what they consider to be the most important objectives of economic development in North Hampton. More than two-thirds (68%) consider reducing taxes of residential properties to be one of their three most important objectives, while less than half select providing more or better services for residents (44%), improving property values (41%), or increasing shopping options in the town (35%). One-third of residents (32%) mention attracting non-residents to support businesses as one of the three most important objectives and a quarter (26%) mention creating more jobs in the town, while fewer residents mention providing more or better entertainment for residents (18%) or creating more housing in the town (11%) (Figure 12a).

Figure 12a: What do you believe should be the most important objectives of economic development in North Hampton? (Select up to three)



- North Hampton residents with a household income below \$35,000, those who have lived in North Hampton for 11-20 years, and those under 50 years old are less likely to say reducing taxes on residential properties should be one of the three most important objectives of economic development in North Hampton.
- North Hampton residents with a household income between \$75,000 and \$149,999 are more likely than others to say providing more or better services for residents should be one of the three most important objectives of economic development in North Hampton (Figure 12b).

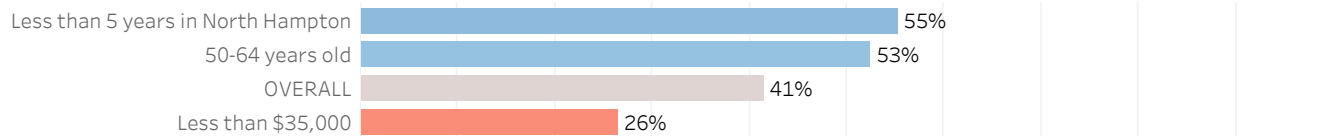
Figure 12b: Among Three Most Important Objectives of Economic Development - By Selected Demographics



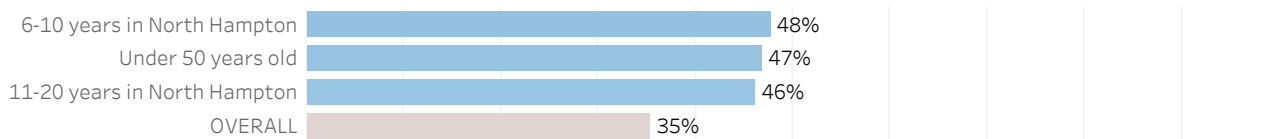
- North Hampton residents who have lived in North Hampton for less than 5 years and those between 50 and 64 years old are more likely than others to say improving property values should be one of the three most important objectives of economic development in North Hampton while those with a household income below \$35,000 are less likely to cite this.
- North Hampton residents who have lived in North Hampton for 6-20 years and those under 50 years old are more likely than others to say increasing shopping options in town should be one of the three most important objectives of economic development in North Hampton.
- North Hampton residents with a household income below \$35,000 are more likely than others to say attracting non-residents to support businesses should be one of the three most important objectives of economic development in North Hampton while those who attended technical school or have some college education are less likely to cite this.
- North Hampton residents under 50 years old, those who have lived in North Hampton for less than 5 years, and those with a household income of \$150,000 or more are more likely than others to say providing more or better entertainment for residents should be one of the three most important objectives of economic development in North Hampton (Figure 12c).

Figure 12c: Among Three Most Important Objectives of Economic Development - By Selected Demographics

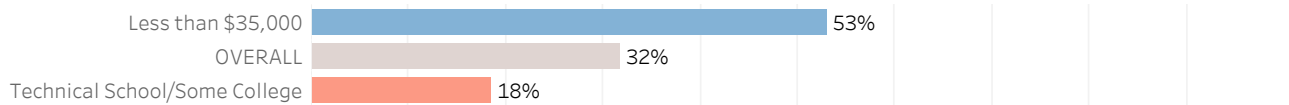
Improving property values



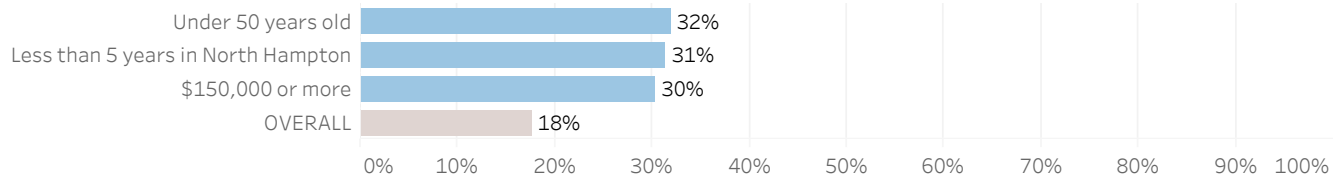
Increasing shopping options in town



Attracting non-residents to support businesses

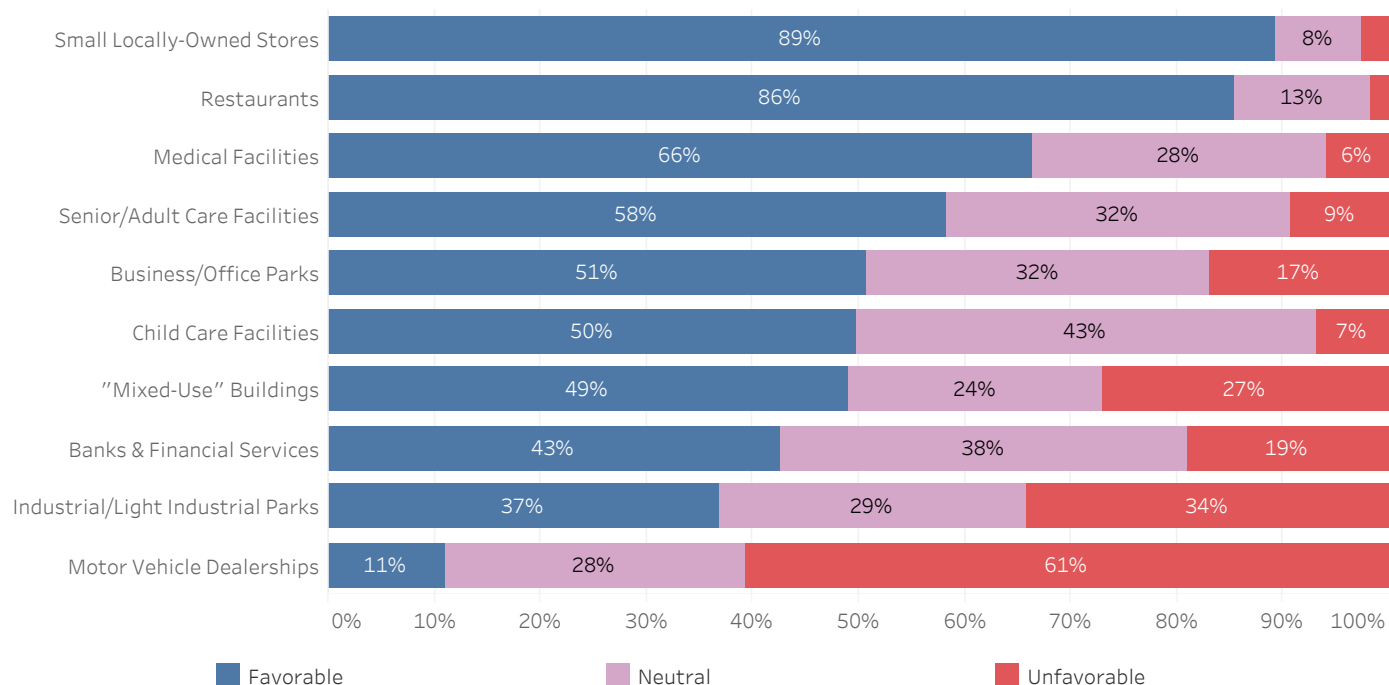


Providing more or better entertainment for residents



Most North Hampton residents would have a favorable opinion of the development of small locally-owned stores (89%), restaurants (86%), or medical facilities (66%) in the town, while 58% would have a favorable opinion of senior/adult care facilities. About half have a favorable opinion of business or office parks (51%), child care facilities (50%), or "mixed-use" buildings (49%). Forty-three percent have a favorable opinion of banks and financial services, 37% have a favorable opinion of industrial or light industrial parks, and only 11% would have a favorable opinion of motor vehicle dealerships (Figure 13a).

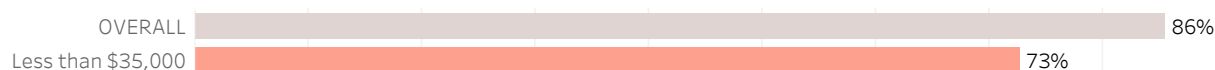
Figure 13a: Would you have a favorable, unfavorable, or neutral opinion of the following kinds of development in the town?



- North Hampton residents with a household income below \$35,000 are less likely than others to have a favorable opinion of developing restaurants in the town.
- North Hampton residents with a high school education or less are more likely than others to have a favorable opinion of developing medical facilities in the town while those under 50 years old are less likely to have a favorable opinion of this type of development.
- North Hampton residents with a high school education or less and those with a household income below \$35,000 are more likely than others to have a favorable opinion of developing senior/adult care facilities in the town (Figure 13b).

Figure 13b: Favorable Opinion of Type of Development - By Selected Demographics

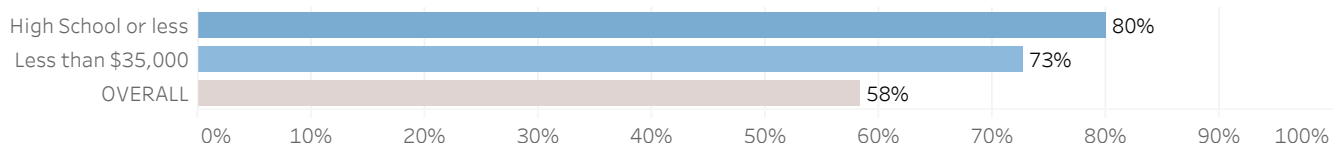
Restaurants



Medical facilities



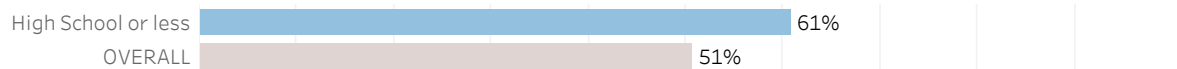
Senior/Adult Care Facilities



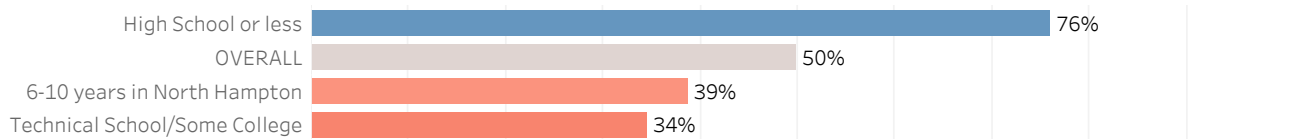
- North Hampton residents with a high school education or less are more likely than others to have a favorable opinion of developing business/office parks in the town.
- North Hampton residents with a high school education or less are more likely than others to have a favorable opinion of developing of child care facilities in the town while those who have lived in North Hampton for 6-10 years and those who went to technical school or have some college education are less likely to have a favorable opinion of this development.
- North Hampton residents who have lived in North Hampton for 6-10 years and those under 50 years old are more likely than others to have a favorable opinion of developing "mixed-use" buildings in the town while those with a household income below \$35,000 are less likely to have a favorable opinion of this development.
- North Hampton residents under 50 years old and those with a household income below \$35,000 are less likely than others to have a favorable opinion of developing banks & financial services in the town.
- North Hampton residents with a high school education or less are more likely than others to have a favorable opinion of developing industrial or light industrial parks in the town (Figure 13c).

Figure 13c: Favorable Opinion of Type of Development - By Selected Demographics

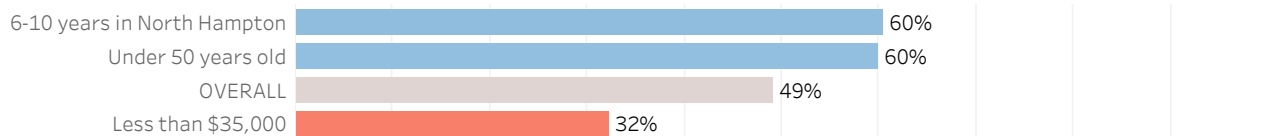
Business/Office Parks



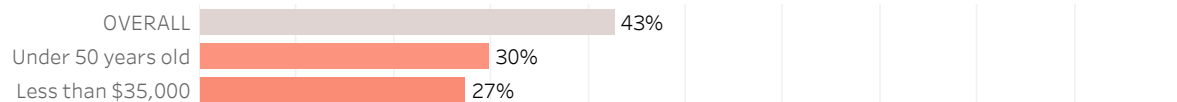
Child Care Facilities



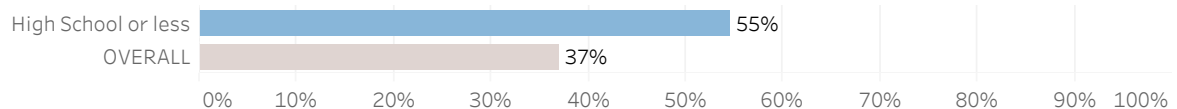
"Mixed-use" buildings



Banks & Financial Services



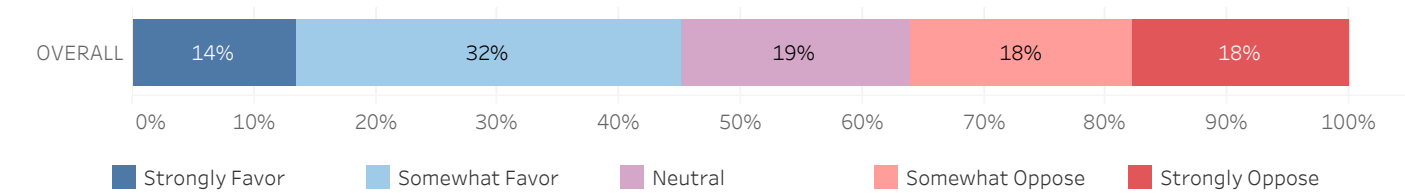
Industrial/Light Industrial Parks



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

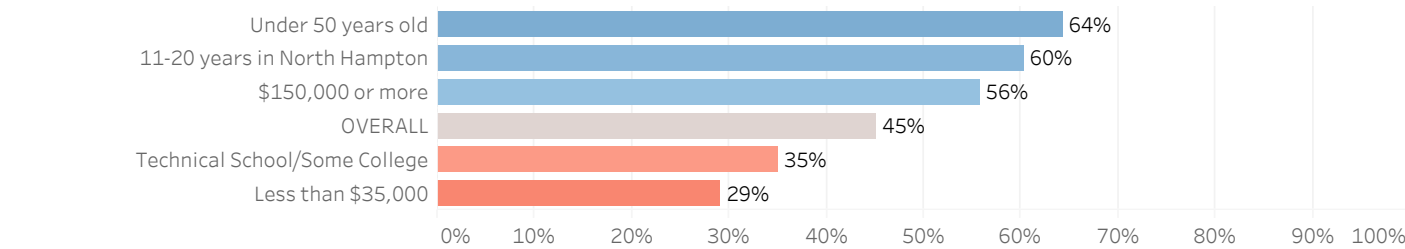
Forty-five percent of North Hampton residents strongly (14%) or somewhat (32%) support the Town allocating money in the budget to pursue greater economic development. Nineteen percent are neutral on the issue while 36% somewhat (18%) or strongly (18%) oppose the Town allocating money to pursue greater economic development (Figure 14a).

Figure 14a: Do you favor or oppose the Town allocating money in the budget to pursue greater economic development?



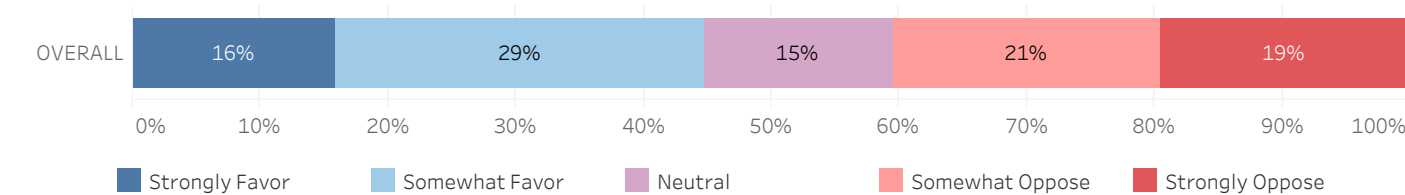
- North Hampton residents under 50 years old, those who have lived in North Hampton for 11-20 years, and those with a household income of \$150,000 or more are more likely than others to strongly or somewhat favor the Town allocating money in the budget to pursue greater economic development. Residents who went to technical school or have some college education and those with a household income below \$35,000 are less likely to be in favor (Figure 14b).

Figure 14b: Favor or Oppose Town Allocating Money to Pursue Greater Economic Development - By Selected Demographics
Strongly or Somewhat Favor



Forty-five percent of North Hampton residents are strongly (16%) or somewhat (29%) in favor of contracting with an expert at a cost of up to \$30,000 to help coordinate and implement projects and programs that support economic development. Fifteen percent are neutral on the issue while 40% somewhat (21%) or strongly (20%) oppose the idea (Figure 15a).

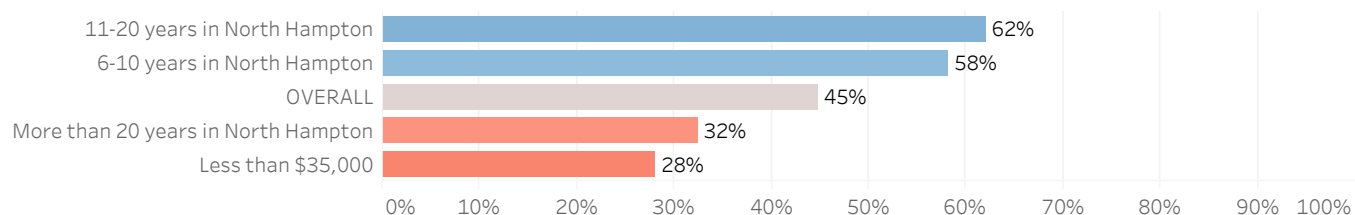
Figure 15a: The Town is considering contracting with an expert at a cost of up to \$30,000 to help coordinate and implement projects and programs that support economic development. Do you favor or oppose the Town contracting with an economic development expert?



- North Hampton residents who have lived in North Hampton for 6-20 years are more likely than others to strongly or somewhat favor the Town contracting with an economic development expert at a cost of up to \$30,000. Residents who have lived in North Hampton for more than 20 years and those with a household income below \$35,000 are less likely to be favor (Figure 15b).

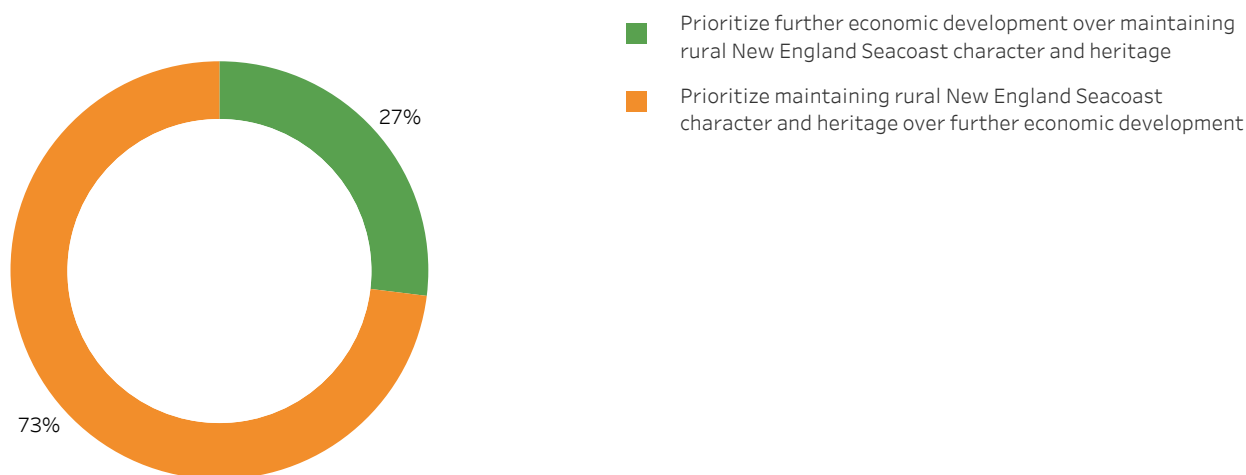
Figure 15b: Should Town Contract with Economic Development Expert - By Selected Demographics

Strongly or Somewhat Favor



When asked which of the following comes closest to their opinion regarding long-term priorities for economic development in the town, nearly three-quarters of North Hampton residents (73%) say the Town should prioritize maintaining its rural New England Seacoast character and heritage over further economic development. Just over a quarter (27%) say the Town should prioritize further economic development over maintaining its rural New England Seacoast character and heritage (Figure 16a).

Figure 16a: Which of the following comes closest to your opinion regarding long-term priorities for economic development in the town?



- North Hampton residents with a household income of \$150,000 or more, those who have lived in North Hampton for 6-10 years, and those under 50 years old are more likely than others to say the town should prioritize further economic development over maintaining rural New England Seacoast character and heritage (Figure 16b).

Figure 16b: Comes Closest to Opinion on Long-Term Economic Development Priorities - By Selected Demographics

Prioritize further economic development over maintaining rural New England Seacoast character and heritage

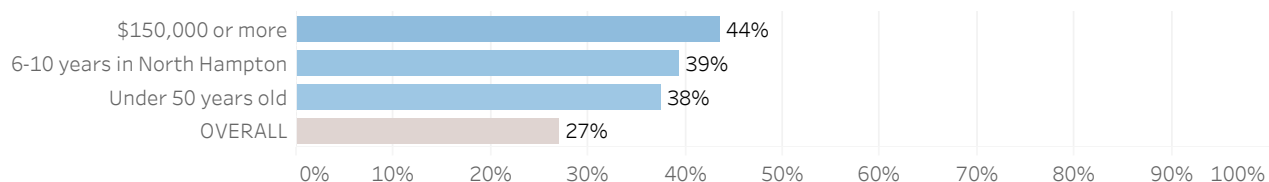
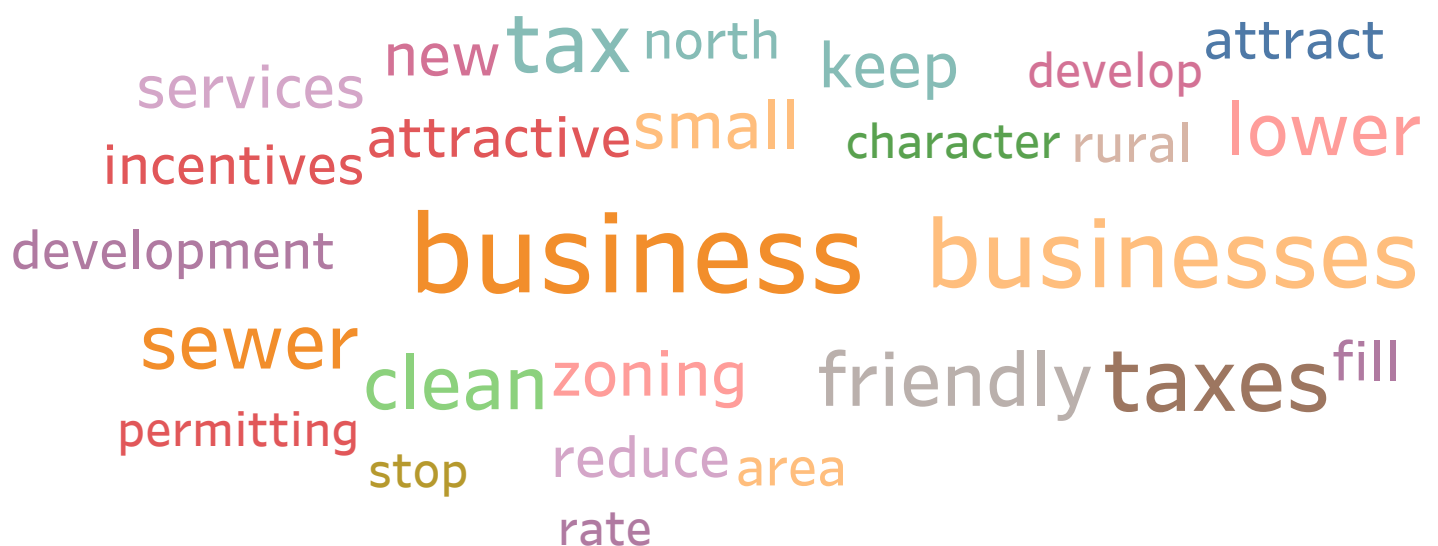


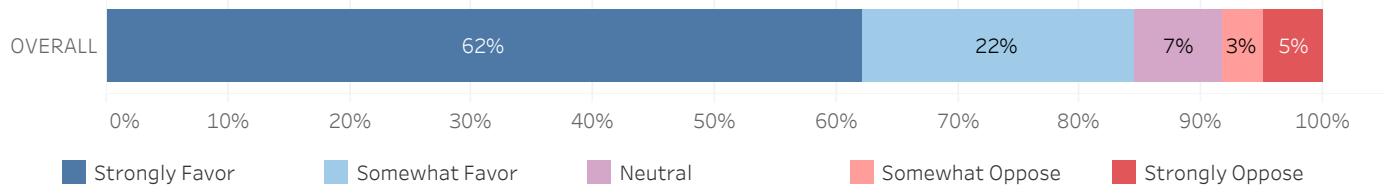
Figure 17a: In your opinion, what is the most important thing the Town can do to become more attractive to prospective business-owners? (coded)



Recreation

Most North Hampton residents (85%) would strongly (62%) or somewhat (22%) favor the Town working with nearby towns and the state to pursue developing the New Hampshire Seacoast Greenway into a multi-use recreational trail. Seven percent of residents are neutral on the issue while 8% somewhat (3%) or strongly (5%) oppose the idea (Figure 18a).

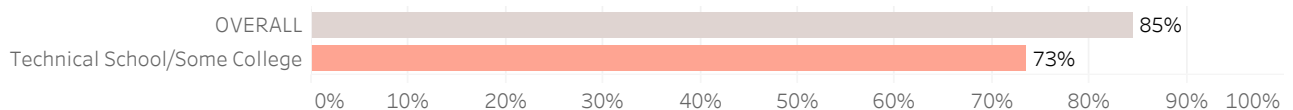
Figure 18a: The New Hampshire Seacoast Greenway is a former rail line running from Seabrook to Portsmouth that some have proposed developing into a multi-use recreational trail. Would you favor or oppose the Town working with nearby towns and the state to pursue this project?



- North Hampton residents who attended technical school or have some college education are less likely than others to be strongly or somewhat in favor of working with nearby towns and the state to pursue developing the New Hampshire Seacoast Greenway into a multi-use recreational trail (Figure 18b).

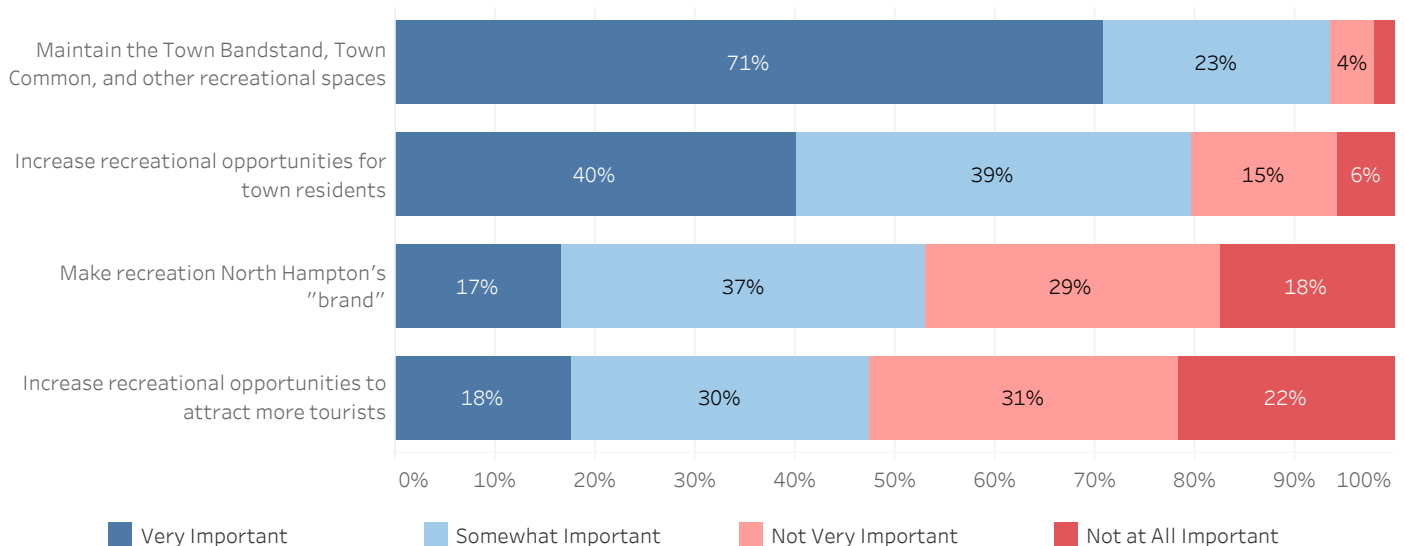
Figure 18b: Favor or Oppose the Town Working with Nearby Towns and the State to Pursue New Hampshire Seacoast Greenway Project - By Selected Demographics

Strongly or Somewhat Favor



Nearly all North Hampton residents (94%) say it is very (71%) or somewhat (23%) important for the Town to maintain the Town Bandstand, Town Common, and other recreational spaces, while four in five (80%) say it is very or somewhat important for the Town to increase recreational opportunities for residents. Residents are divided on how important it is to make recreation North Hampton's "brand," (53% very or somewhat important, 47% not very or not at all important) and how important it is to increase recreational opportunities to attract more tourists (48% very or somewhat important, 52% not very or not at all important) (Figure 19a).

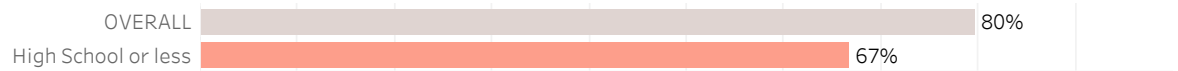
Figure 19a: How important do you think it is for the Town to do the following:



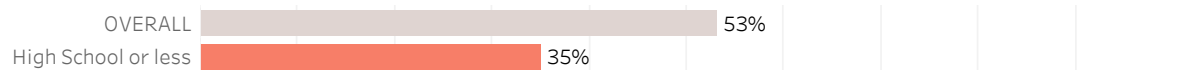
- North Hampton residents with a high school education or less are less likely than others to say it is very or somewhat important for the Town to increase recreational opportunities for town residents.
- North Hampton residents with a high school education or less are less likely than others to say it is very or somewhat important for the Town to make recreation North Hampton's "brand."
- North Hampton residents who have lived in North Hampton for less than 5 years are more likely than others to say it is very or somewhat important for the Town to increase recreational opportunities to attract more tourists while those with a high school education or less are less likely to say this is important (Figure 19b).

Figure 19b: Very or Somewhat Important for the Town to Do the Following - By Selected Demographics

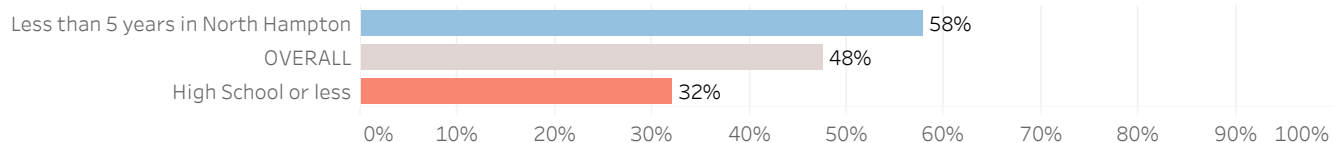
Increase recreational opportunities for town residents



Make recreation North Hampton's "brand"



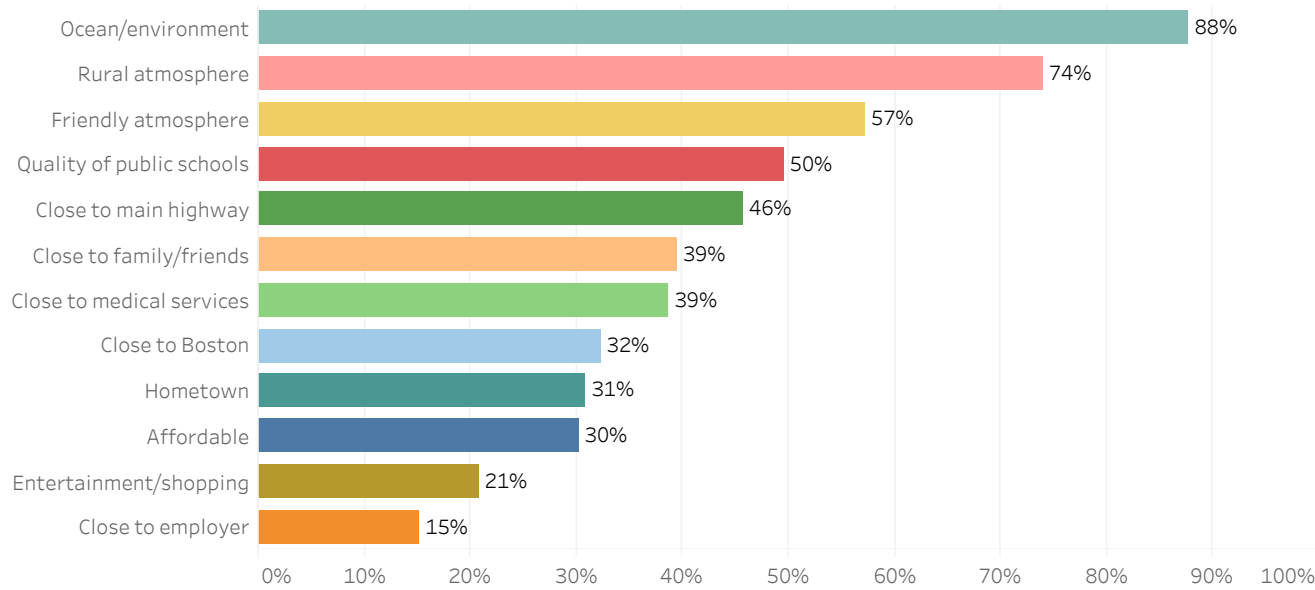
Increase recreational opportunities to attract more tourists



Quality of Life

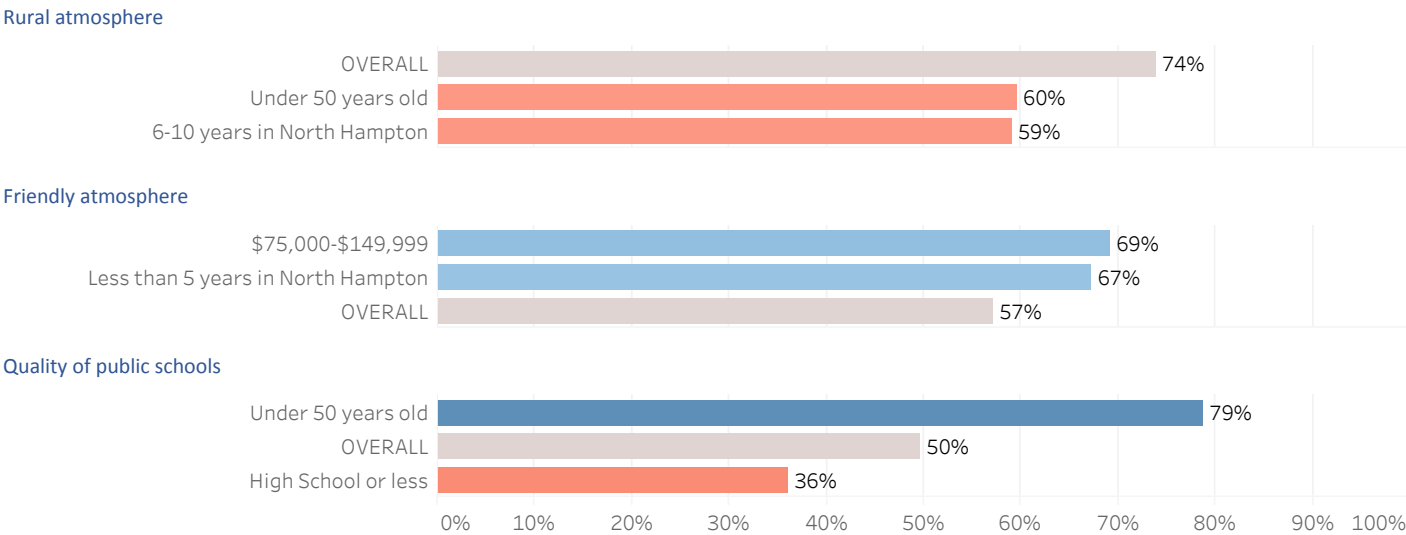
Among the following elements of life in North Hampton, residents are most likely to say the ocean or environment (88%), the rural atmosphere (74%), the friendly atmosphere (57%), or the quality of the public schools (50%) are important to them. Just under half of residents say being close to a main highway (46%), being close to family or friends (39%), or being close to medical services (39%) are important to them, while about a third say the town being close to Boston (32%), being their hometown (31%), or being affordable (30%) is important to them. Less than a quarter say entertainment or shopping (21%) or being close to their employer (15%) are important elements of living in North Hampton (Figure 20a).

Figure 20a: Which of the following are important to you about living in North Hampton? (Select all that apply)



- North Hampton residents under 50 years old and those who have lived in North Hampton for 6-10 years are less likely than others to say the rural atmosphere is important to them about living in North Hampton.
- North Hampton residents with a household income between \$75,000 and \$149,999 and those who have lived in North Hampton for less than 5 years are more likely than others to say the friendly atmosphere is important to them about living in North Hampton.
- North Hampton residents under 50 years old are more likely than others to say the quality of public schools is important to them about living in North Hampton while those with a high school education or less are less likely to say this is important to them (Figure 20b).

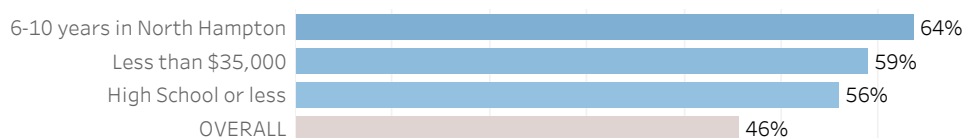
Figure 20b: Important About Living in North Hampton - By Selected Demographics



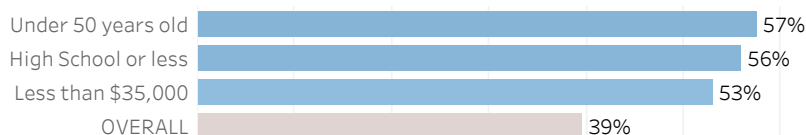
- North Hampton residents who have lived in North Hampton for 6-10 years, those with a household income below \$35,000, and those with a high school education or less are more likely than others to say being close to a main highway is important to them about living in North Hampton.
- North Hampton residents under 50 years old, those with a high school education or less, and those with a household income below \$35,000 are more likely than others to say being close to family or friends is important to them about living in North Hampton.
- North Hampton residents with a household income below \$75,000, those without a college degree, and those aged 65 and older are more likely than others to say being close to medical services is important to them about living in North Hampton. Those under 65 years old and those with a household income of \$150,000 or more are less likely to say this is important to them.
- North Hampton residents with a household income of \$150,000 or more are more likely than others to say being close to Boston is important to them about living in North Hampton.
- North Hampton residents who went to technical school or have some college education and those with a household income below \$35,000 are more likely than others to say being affordable is important to them about living in North Hampton while those with a household income of \$150,000 or more and those who have completed postgraduate work are less likely to say this is important to them (Figure 20c).

Figure 20c: Important About Living in North Hampton - By Selected Demographics

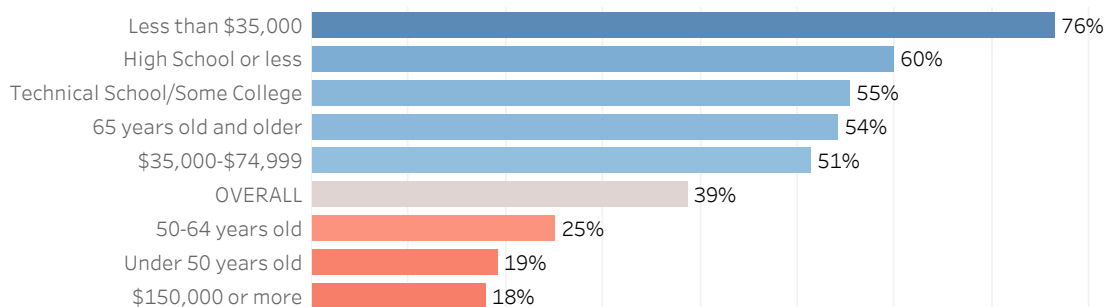
Close to main highway



Close to family/friends



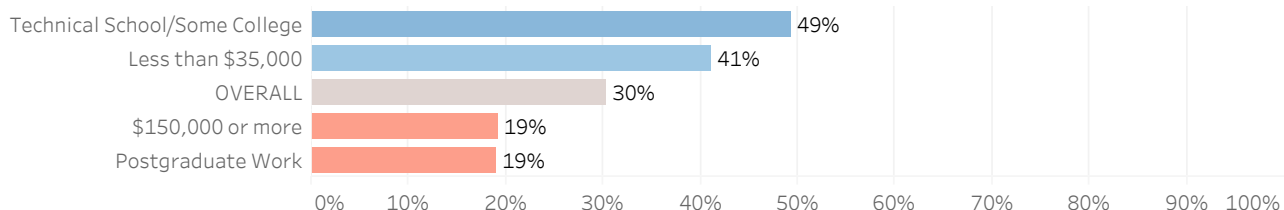
Close to medical services



Close to Boston

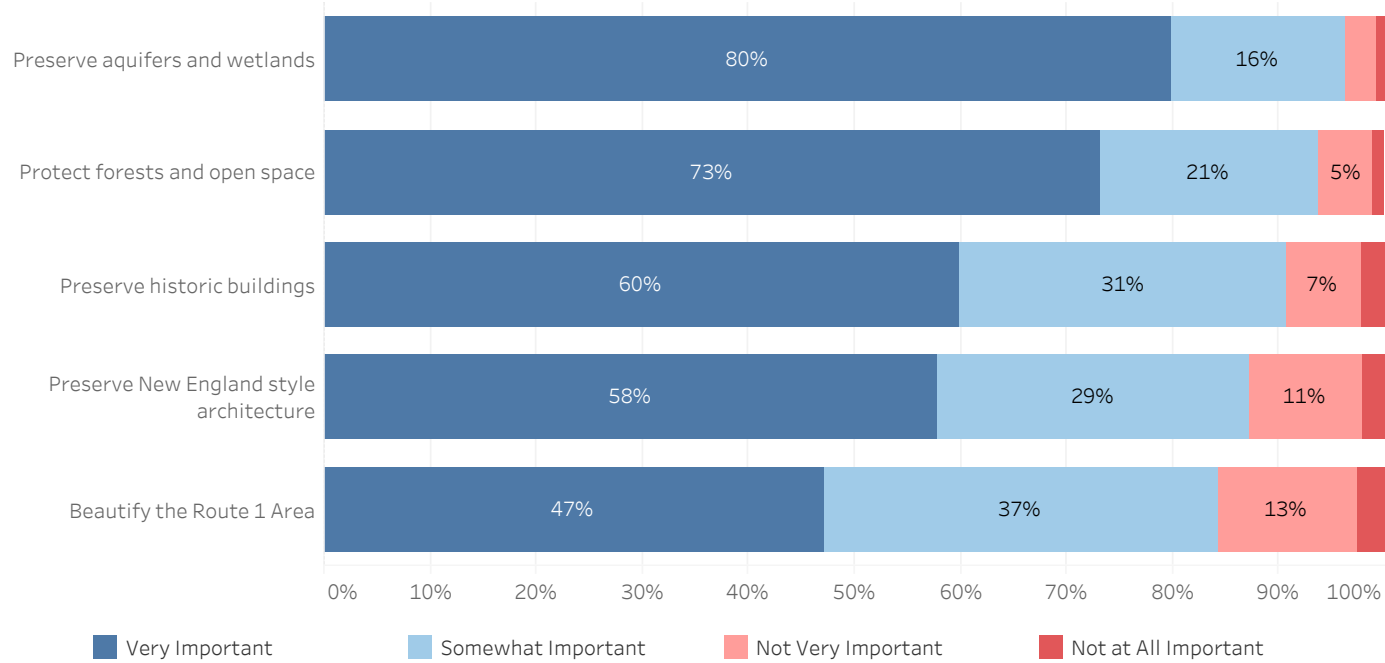


Affordable



Four in five North Hampton residents (80%) say it is very important to preserve aquifers and wetlands while just under three-quarters (73%) say it is very important to protect forests and open space. Slightly fewer residents say it is very important to preserve historic buildings (60%) or to preserve New England style architecture (58%) while just under half say it is very important to beautify the Route 1 Area (47%). Very few residents believe it is not very or not at all important for the Town to do each of these things (Figure 21a).

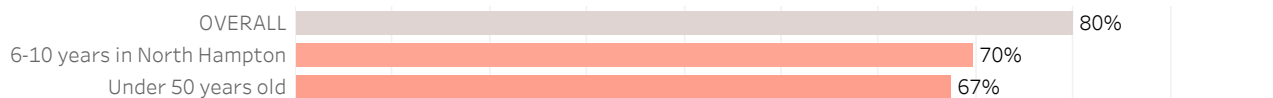
Figure 21a: How important do you think it is for the Town to do the following:



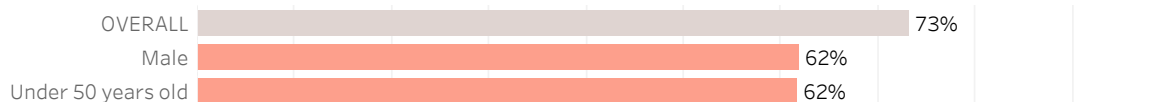
- North Hampton residents who have lived North Hampton for 6-10 years and those under 50 years old are less likely to say it is very important for the Town to preserve aquifers and wetlands in North Hampton.
- Male North Hampton residents and those under 50 years old are less likely than others to say it is very important to preserve forests and open space in North Hampton.
- North Hampton residents with a household income below \$35,000 are more likely than others to say it is very important to preserve historic buildings while college graduates and those who have lived in North Hampton for 6-10 years are less likely to say this is very important.
- North Hampton residents who have lived in North Hampton for 6-10 years are less likely to say it is very important to preserve New England style architecture.
- North Hampton residents who have lived in North Hampton for 6-10 years are less likely to say it is very important to beautify the Route 1 Area (Figure 21b).

Figure 21b: Very Important for Town to Do - By Selected Demographics

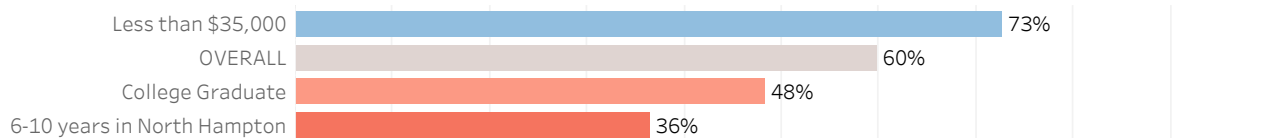
Preserve aquifers and wetlands



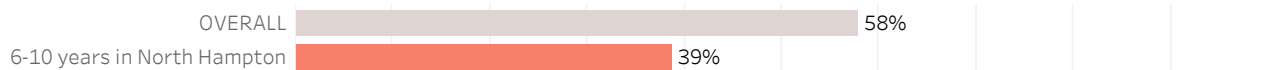
Preserve forests and open space



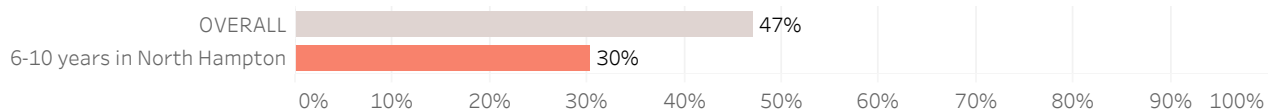
Preserve historic buildings



Preserve New England style architecture

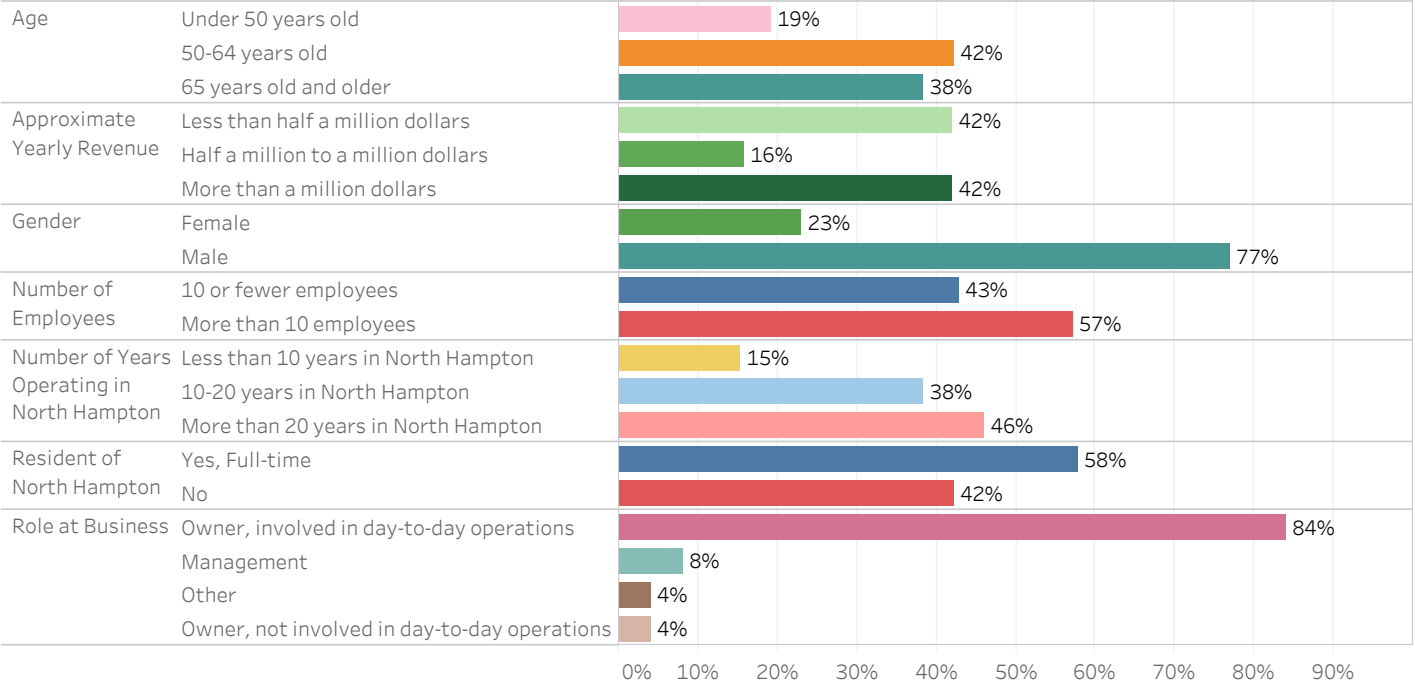


Beautify the Route 1 Area



Business Owner Demographics

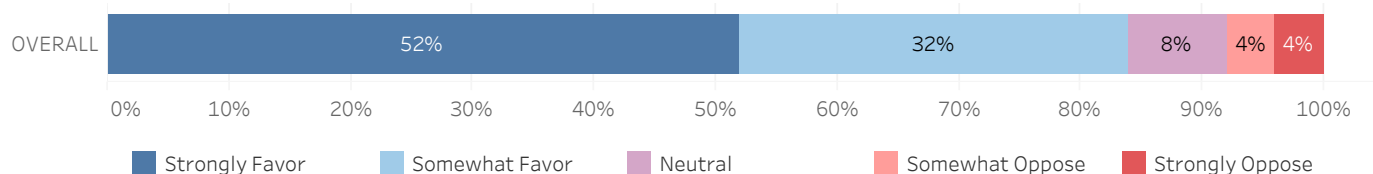
Survey Data



IBR District/Route 1 Area - Business-Owners

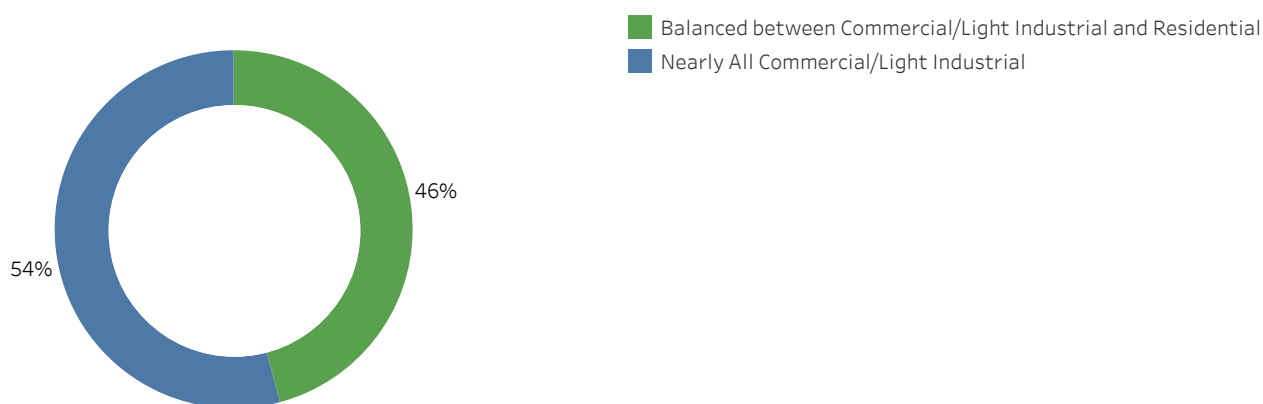
Most North Hampton business-owners (84%) strongly (52%) or somewhat (32%) favor greater development in the IBR District/Route 1 Area in the next few years. Eight percent are neutral on the issue while another 8% somewhat (4%) or strongly (4%) oppose greater development in the IBR District/Route 1 Area (Figure 22).

Figure 22: Do you favor or oppose greater development in the IBR District/Route 1 Area in the next few years?



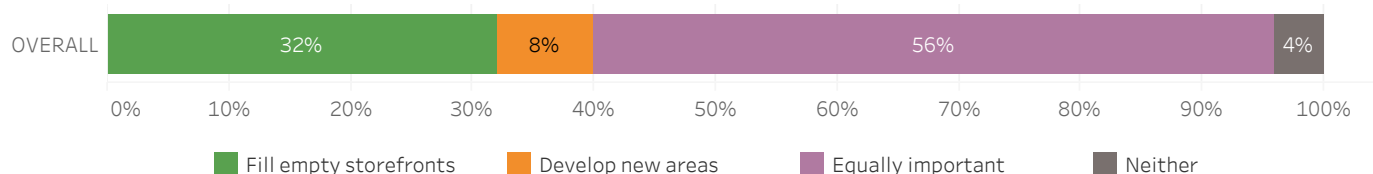
North Hampton business-owners are divided on what kind of development they would like to see in the IBR District/Route 1 Area: 46% would like development balanced between commercial/light industrial and residential while 54% would like nearly all commercial/light industrial development (Figure 23).

Figure 23: What kind of development would you like to see in the IBR District/Route 1 Area?



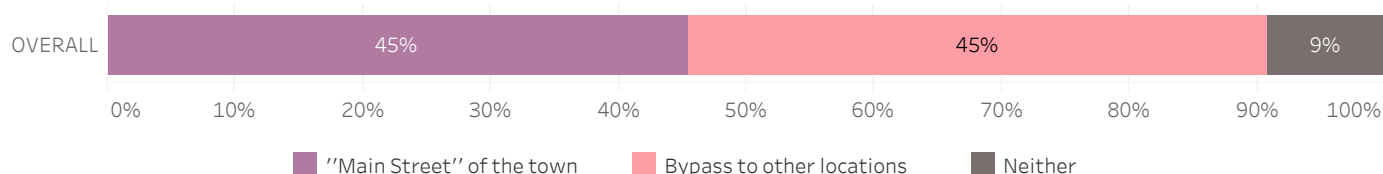
One-third of North Hampton business-owners (32%) say it is more important to fill empty storefronts than to develop new areas; only 8% say it is more important to develop new areas than it is to fill empty storefronts. More than half of business-owners (56%) say the two are equally important while 4% say neither are important (Figure 24).

Figure 24: Do you believe it is more important to fill currently empty storefronts in the town or to develop new areas?



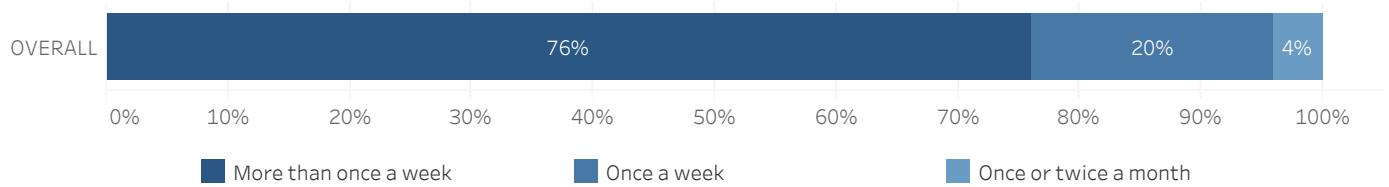
North Hampton business-owners are evenly split in how they see the Route 1 area of town: 45% see it primarily as the "Main Street" of the town, 45% primarily as a bypass to other locations, and 9% see the area as neither of these things (Figure 25).

Figure 25: Do you see the Route 1 area of town primarily as...



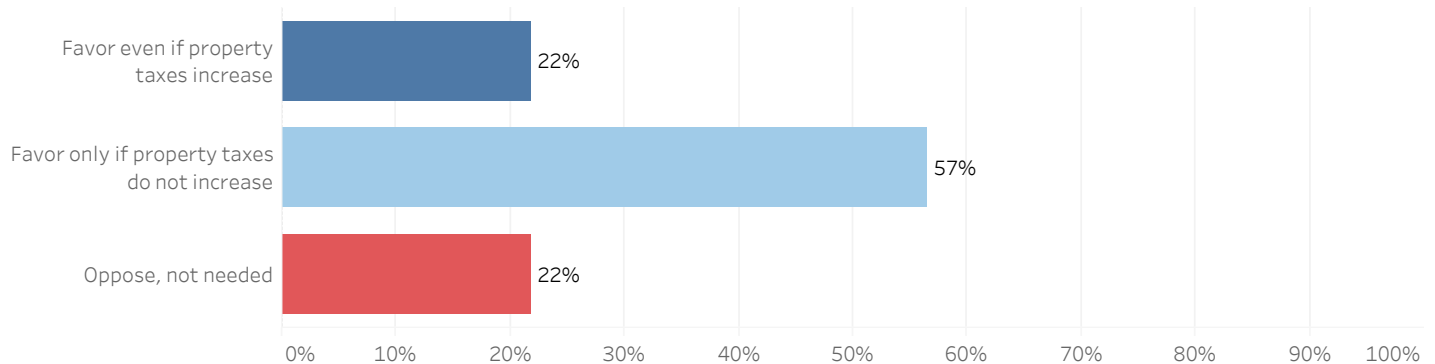
Three-quarters of North Hampton business-owners (76%) say they or their family visit businesses in the IBR District/Route 1 Area more than once a week, 20% visit these businesses once a week, and 4% visit once or twice a month (Figure 26).

Figure 26: How frequently do you or your family visit businesses in the IBR District/Route 1 Area?



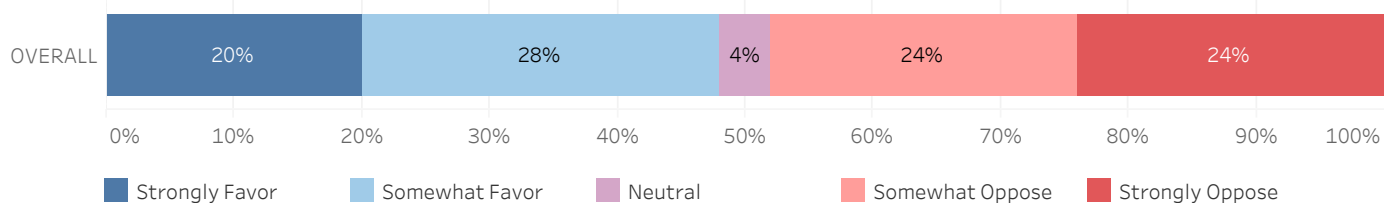
Twenty-two percent of North Hampton business-owners would favor the Town installing a sewer system in the IBR District/Route 1 Area even if property taxes increase. Just over half of business-owners (57%) would favor a sewer system only if property taxes do not increase, while 22% oppose installing a sewer system (Figure 27).

Figure 27: Currently, there are no town sewer facilities in North Hampton. Overall, what do you believe the Town should do about installing a sewer system in the IBR District/Route 1 Area?



North Hampton business-owners are evenly divided on allowing apartment buildings to be built in the IBR District/Route 1 Area if sewer facilities were installed: 48% would strongly (20%) or somewhat (28%) favor this idea, 4% are neutral, and 48% would somewhat (24%) or strongly (24%) oppose it (Figure 28).

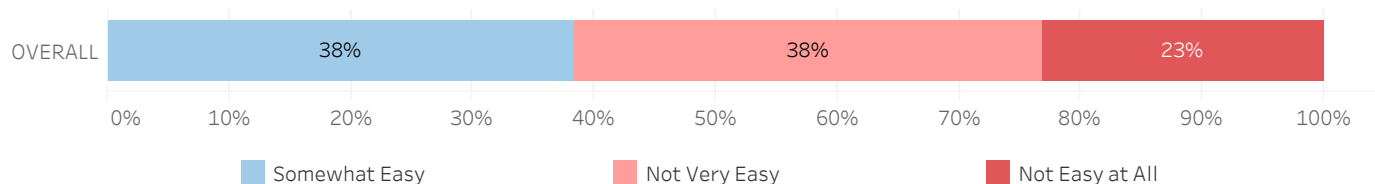
Figure 28: A sewer system in the IBR District/Route 1 Area would make it possible for higher density development to include apartment buildings. If sewer facilities were installed, would you favor or oppose allowing apartment buildings to be built in the IBR District/Route 1 Area?



Signage - Business-Owners

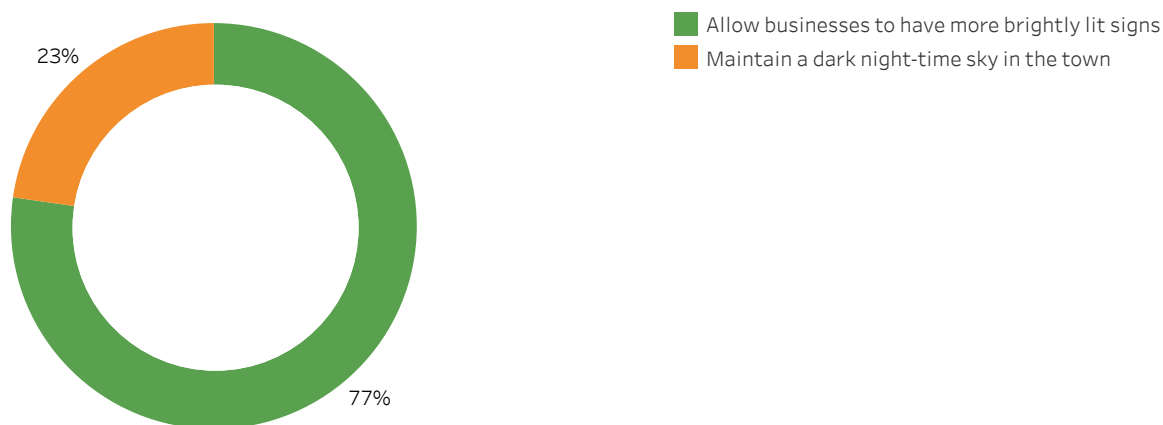
No North Hampton business-owners say it is very easy to spot businesses in town just by looking for their signs while 38% say it is somewhat easy. Nearly two-thirds (62%) say it is not very easy (38%) or not easy at all (23%) to spot businesses in town just by looking for their signs (Figure 29).

Figure 29: How easy do you think it is to spot businesses in town just by looking for their signs?



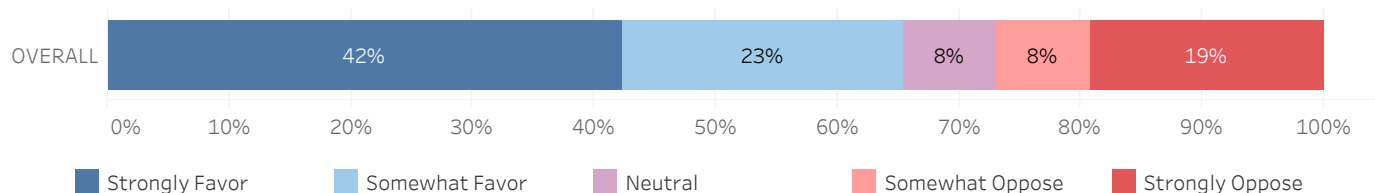
Just over three-quarters (77%) of North Hampton business-owners say it is more important to allow businesses to have more brightly lit signs than to maintain a dark night-time sky in the town, while 23% say it is more important to maintain a dark night-time sky (Figure 30).

Figure 30: Overall, do you think it is more important to allow businesses to have more brightly lit signs or to maintain a dark night-time sky in the town?



Two-thirds of North Hampton business-owners (65%) would strongly (42%) or somewhat (23%) favor allowing businesses to have brightly lit signs if they could be scheduled to be turned off every night at 9:00 PM. Eight percent of business-owners are neutral on the issue, while 27% would somewhat (8%) or strongly (19%) oppose such a measure (Figure 31).

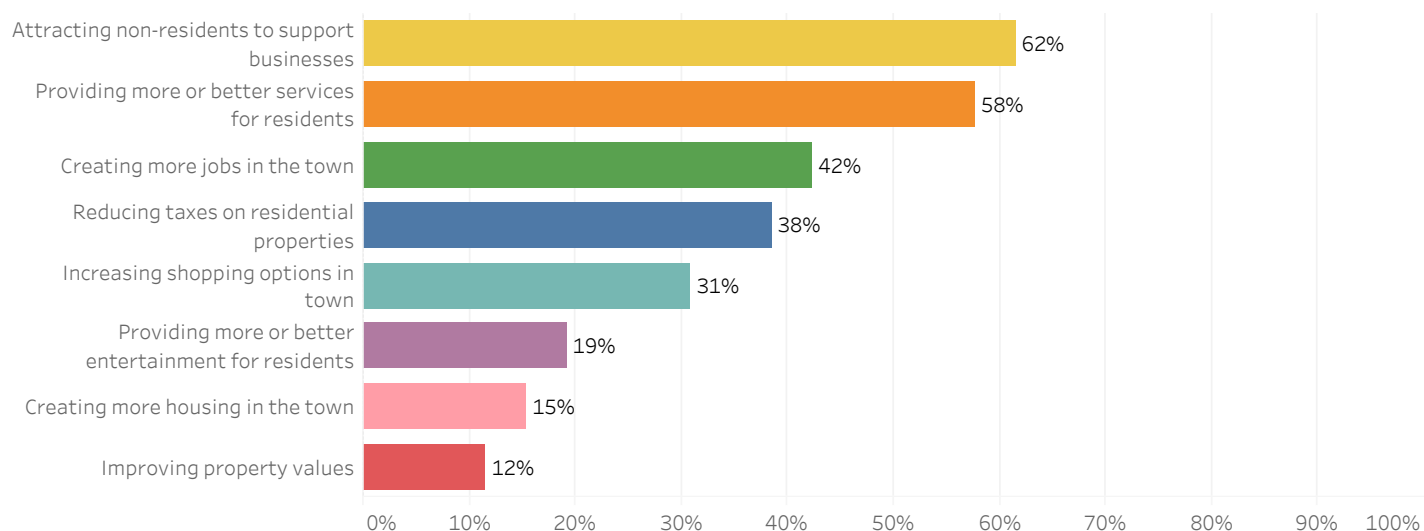
Figure 31: Would you favor or oppose allowing businesses to have brightly lit signs if they could be scheduled to be turned off every night at 9:00 PM?



General Economic Development - Business-Owners

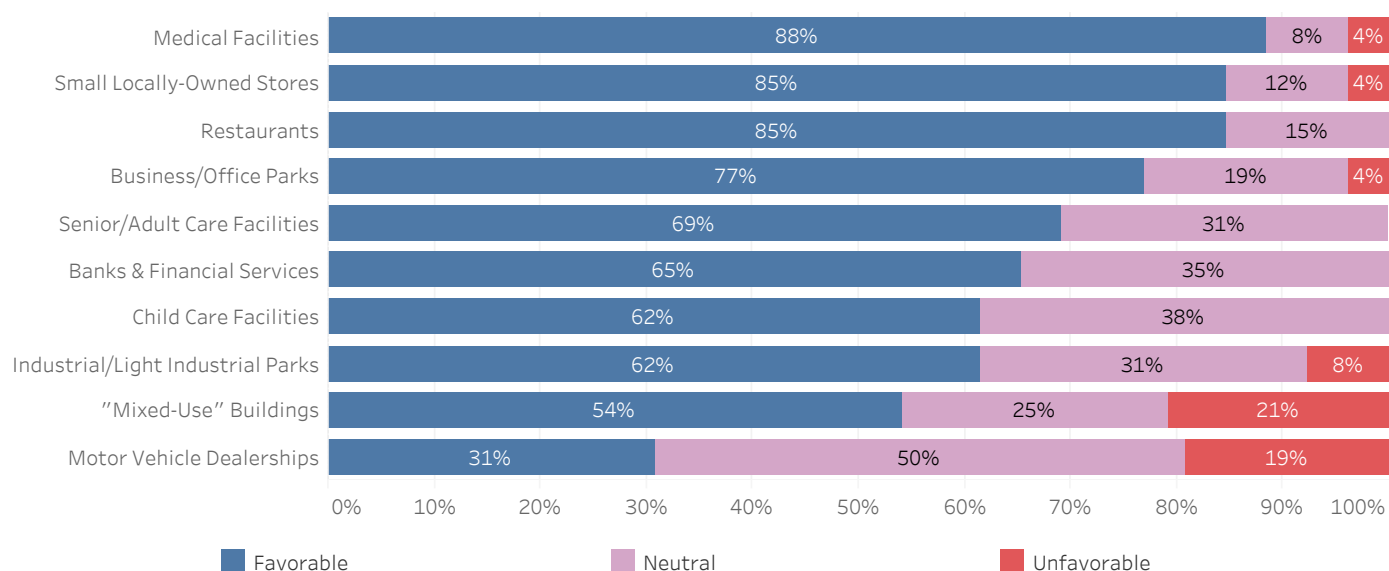
North Hampton business-owners were asked what they consider to be the most important objectives of economic development in North Hampton. Sixty-two percent consider attracting non-residents to support businesses to be one of their three most important objectives, while 58% select providing more or better services for residents. Less than half of business-owners say creating more jobs in the town (42%) or reducing taxes on residential properties (38%) are the most important objectives, while just under a third mention increasing shopping options in the town. Fewer business-owners mention providing more or better entertainment for residents (19%), creating more housing in the town (15%), or improving property values (12%) as one of the three most important objectives of economic development in North Hampton (Figure 32).

Figure 32: What do you believe should be the most important objectives of economic development in North Hampton?



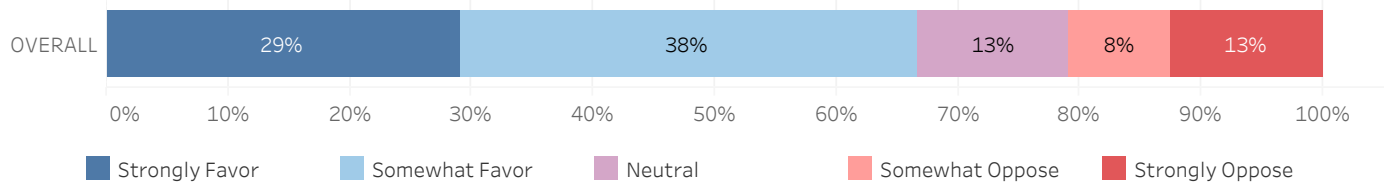
More than three-quarters of North Hampton business-owners would have a favorable opinion of the development of medical facilities (88%), small locally-owned stores (85%), restaurants (85%), or business or office parks (77%) in the town, while more than six in ten would have a favorable opinion of senior/adult care facilities (69%), banks & financial services (65%), child care facilities (62%), or industrial/light industrial parks (62%). Just over half would have a favorable opinion of "mixed-use" buildings (54%), while only 31% would have a favorable opinion of the development of motor vehicle dealerships in the town (Figure 33).

Figure 33: Would you have a favorable, unfavorable, or neutral opinion of the following kinds of development in the town?



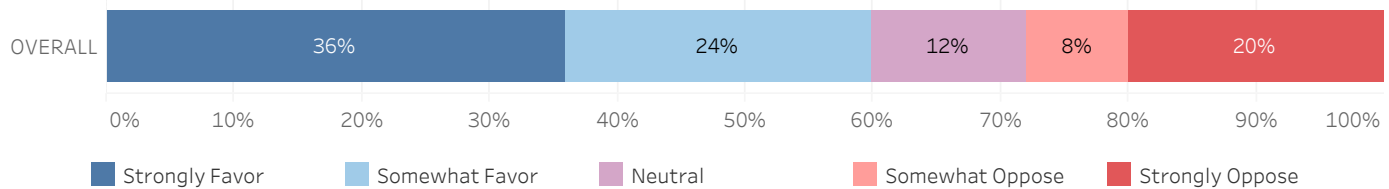
Two-thirds of North Hampton business-owners (67%) strongly (29%) or somewhat (38%) support the Town allocating money in the budget to pursue greater economic development. Thirteen percent are neutral on the issue while 21% somewhat (8%) or strongly (13%) oppose the Town allocating money to pursue greater economic development (Figure 34).

Figure 34: Do you favor or oppose the Town allocating money in the budget to pursue greater economic development?



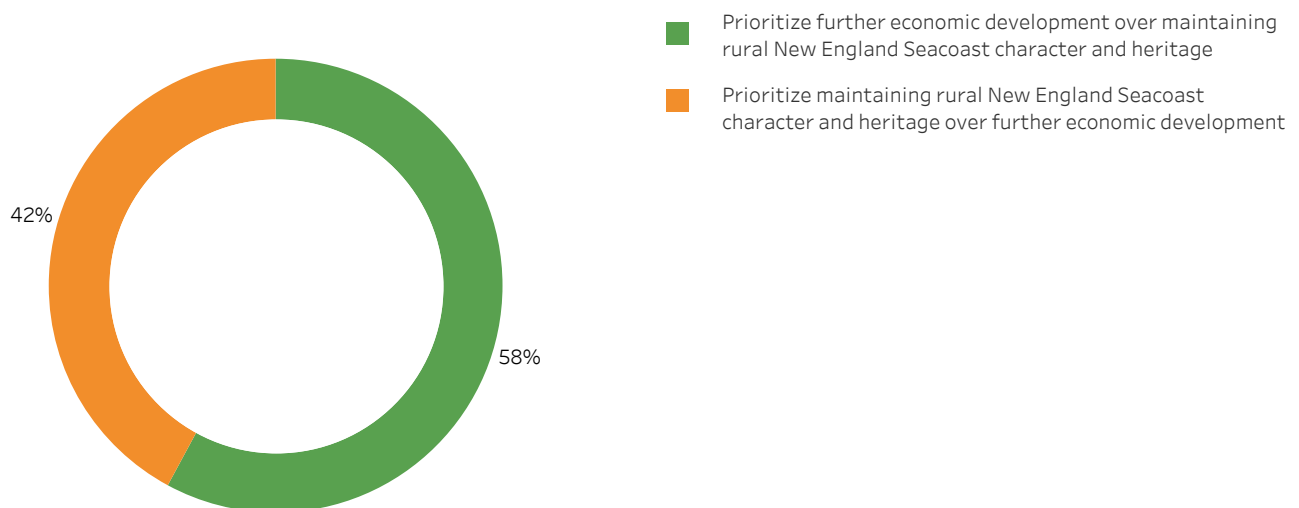
Six in ten North Hampton business-owners (60%) are strongly (36%) or somewhat (24%) in favor of contracting with an expert at a cost of up to \$30,000 to help coordinate and implement projects and programs that support economic development. Twelve percent are neutral on the issue while just over a quarter (28%) somewhat (8%) or strongly (20%) oppose the idea (Figure 35).

Figure 35: The Town is considering contracting with an expert at a cost of up to \$30,000 to help coordinate and implement projects and programs that support economic development. Do you favor or oppose the Town contracting with an economic development expert?



When asked which of the following comes closest to their opinion regarding long-term priorities for economic development in the town, a majority of North Hampton business-owners (58%) say the Town should prioritize further economic development over maintaining its rural New England Seacoast character and heritage. Forty-two percent say the Town should prioritize maintaining its rural New England Seacoast character and heritage over further economic development (Figure 36).

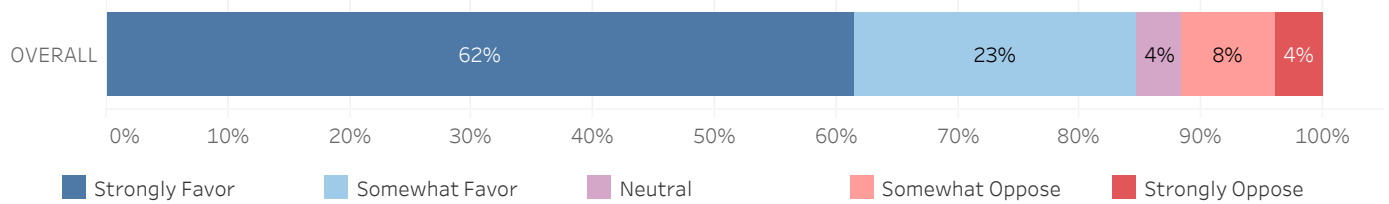
Figure 36: Which of the following comes closest to your opinion regarding long-term priorities for economic development in the town?



Recreation - Business-Owners

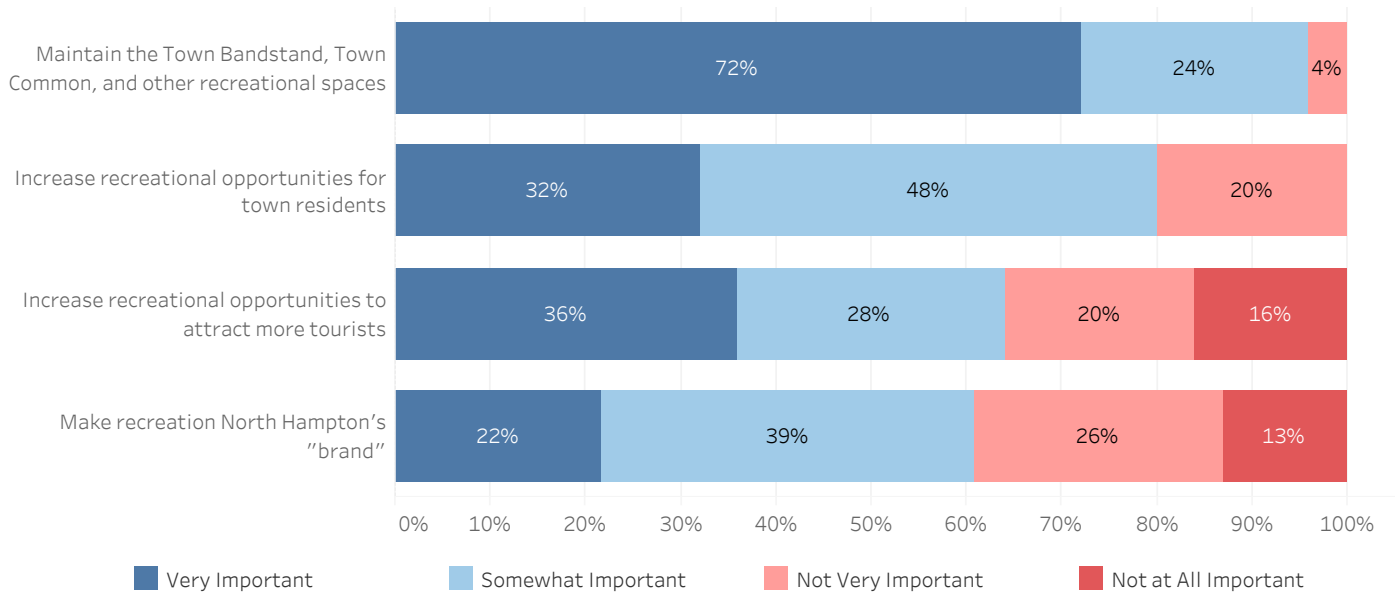
Most North Hampton business-owners (85%) would strongly (62%) or somewhat (23%) favor the Town working with nearby towns and the state to pursue developing the New Hampshire Seacoast Greenway into a multi-use recreational trail. Four percent of business-owners are neutral on the issue, while 12% are somewhat (8%) or strongly (4%) opposed to the idea (Figure 37).

Figure 37: The New Hampshire Seacoast Greenway is a former rail line running from Seabrook to Portsmouth that some have proposed developing into a multi-use recreational trail. Would you favor or oppose the Town working with nearby towns and the state to pursue this project?



Nearly all (96%) North Hampton business-owners say it is very (72%) or somewhat (24%) important for the Town to maintain the Town Bandstand, Town Common, and other recreational spaces while four in five (80%) say it is very (32%) or somewhat (48%) important to increase recreational opportunities for town residents. Fewer business-owners think it is very or somewhat important for the Town to increase recreational opportunities for town residents (64%) or to make recreation North Hampton's "brand" (61%) (Figure 38).

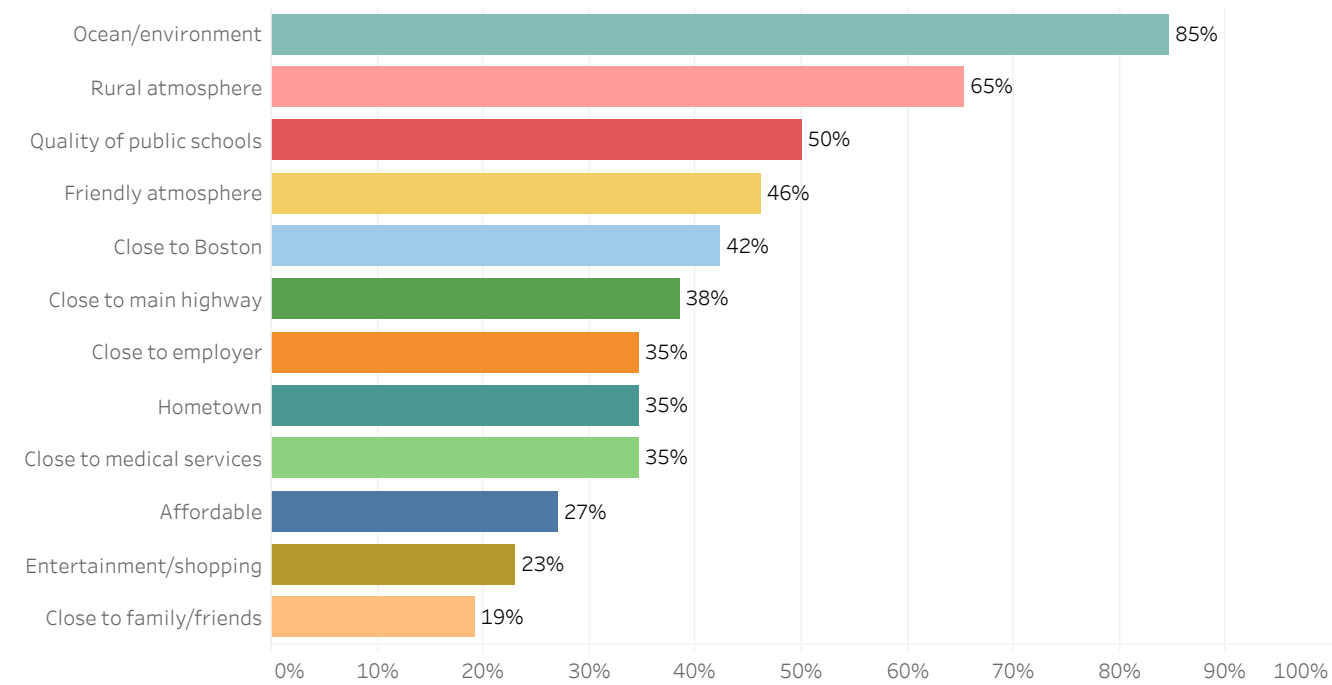
Figure 38: How important do you think it is for the Town to do the following:



Quality of Life - Business-Owners

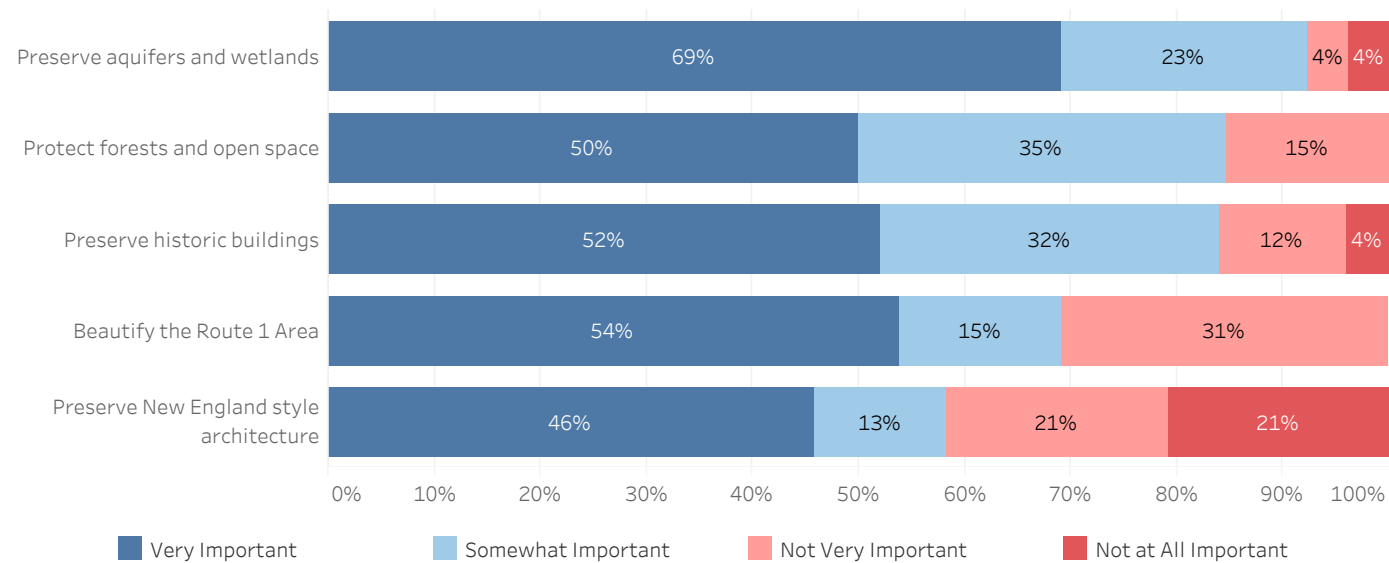
Among the following elements of life in North Hampton, business-owners are most likely to say the ocean or environment (85%), the rural atmosphere (65%), and the quality of the public schools (50%) are important to them. Just under half say the friendly atmosphere (46%), being close to Boston (42%), or being close to a main highway (38%) is important to them, while just over one-third say being close to their employer (35%), being their hometown (35%), or being close to medical services (35%) is important. Fewer business-owners say the town being affordable, entertainment or shopping (26%), or being close to family or friends (17%) are important elements of life in North Hampton to them (Figure 39).

Figure 39: Which of the following are important to you about living in North Hampton?



Nearly all North Hampton business-owners (92%) say it is very or somewhat important to preserve aquifers and wetlands while most say it is very or somewhat important to protect forests and open space (85%) and to preserve historic buildings (84%). Just over two-thirds (69%) say it is important to beautify the Route 1 Area while 58% say it is important to preserve New England style architecture (Figure 40).

Figure 40: How important do you think it is for the Town to do the following:



Appendix A

Q1: Do you favor or oppose greater development in the IBR District/Route 1 Area?

		<u>Strongly Favor</u>	<u>Somewhat Favor</u>	<u>Neutral</u>	<u>Somewhat Oppose</u>	<u>Strongly Oppose</u>	<u>N</u>
OVERALL	2018	27%	30%	12%	16%	14%	340
Age	Under 50 years old	37%	17%	20%	17%	9%	46
	50-64 years old	35%	28%	13%	12%	12%	116
	65 years old and older	20%	35%	10%	17%	18%	175
Education	High School Education	45%	23%	5%	9%	18%	22
	Technical School/Some College	16%	29%	15%	24%	16%	62
	College Graduate	30%	34%	13%	14%	9%	119
	Postgraduate Work	27%	30%	12%	14%	17%	132
Gender	Female	21%	32%	12%	19%	16%	159
	Male	35%	29%	12%	13%	12%	165
Household Income	Less than \$35,000	6%	34%	25%	3%	31%	32
	\$35,000-\$74,999	19%	37%	19%	16%	10%	70
	\$75,000-\$149,999	30%	28%	7%	24%	11%	94
	\$150,000 or more	40%	29%	10%	11%	10%	82
Own or Rent Home	Own	27%	30%	12%	16%	15%	324
	Rent	29%	43%	14%	14%		7
Years Lived in North Hampton	Less than 5 years in N. Hampton	29%	26%	20%	17%	8%	65
	6-10 years in N. Hampton	35%	26%	19%	7%	14%	43
	11-20 years in N. Hampton	37%	27%	8%	12%	17%	60
	More than 20 years in N. Hampton	22%	34%	9%	19%	16%	172

Q2: What kind of development would you like to see in the IBR District/Route 1 Area?

		<u>Nearly All Commercial/Light Industrial</u>	<u>Balanced between Commercial/Light Industrial and Residential</u>	<u>Nearly All Residential</u>	<u>None</u>	<u>N</u>
OVERALL	2018	35%	54%	4%	7%	303
Age	Under 50 years old	46%	46%	5%	2%	41
	50-64 years old	35%	57%		8%	107
	65 years old and older	33%	54%	6%	7%	153
Education	High School Education	30%	60%	10%		20
	Technical School/Some College	32%	54%	9%	5%	56
	College Graduate	36%	56%	1%	7%	107
	Postgraduate Work	38%	50%	3%	9%	116
Gender	Female	29%	61%	4%	5%	134
	Male	42%	46%	4%	8%	156
Household Income	Less than \$35,000	36%	36%	20%	8%	25
	\$35,000-\$74,999	32%	62%	2%	5%	65
	\$75,000-\$149,999	38%	49%	6%	7%	84
	\$150,000 or more	38%	59%		3%	74
Own or Rent Home	Own	35%	54%	4%	7%	288
	Rent	33%	67%			6
Years Lived in North Hampton	Less than 5 years in N. Hampton	33%	64%	4%		55
	6-10 years in N. Hampton	26%	67%	3%	5%	39
	11-20 years in N. Hampton	47%	41%	3%	9%	58
	More than 20 years in N. Hampton	34%	52%	5%	9%	151

Q3: Do you believe it is more important to fill currently empty storefronts in the town or to develop new areas?

		<u>Fill empty storefronts</u>	<u>Develop new areas</u>	<u>Equally important</u>	<u>Neither</u>	<u>N</u>
OVERALL	2018	64%	3%	32%	1%	345
Age	Under 50 years old	63%	4%	33%		46
	50-64 years old	60%	4%	36%		118
	65 years old and older	66%	3%	29%	2%	178
Education	High School Education	83%	4%	13%		24
	Technical School/Some College	71%	2%	25%	2%	63
	College Graduate	58%	5%	36%	1%	118
	Postgraduate Work	61%	3%	35%	1%	135
Gender	Female	70%	1%	28%	1%	163
	Male	56%	6%	37%	1%	167
Household Income	Less than \$35,000	76%		21%	3%	33
	\$35,000-\$74,999	63%	4%	33%		73
	\$75,000-\$149,999	61%	1%	37%	1%	94
	\$150,000 or more	57%	8%	34%	1%	83
Own or Rent Home	Own	64%	4%	32%	1%	329
	Rent	43%		57%		7
Years Lived in North Hampton	Less than 5 years in N. Hampton	59%		41%		66
	6-10 years in N. Hampton	66%	5%	30%		44
	11-20 years in N. Hampton	58%	6%	35%		62
	More than 20 years in N. Hampton	67%	3%	27%	2%	173

Q4: Do you see the Route 1 area of town primarily as:

		<u>Bypass to other locations</u>	<u>"Main Street" of the town</u>	<u>Neither</u>	<u>N</u>
OVERALL	2018	37%	43%	19%	332
Age	Under 50 years old	48%	40%	12%	42
	50-64 years old	41%	38%	21%	115
	65 years old and older	33%	47%	20%	172
Education	High School Education	29%	67%	4%	24
	Technical School/Some College	34%	51%	15%	61
	College Graduate	42%	39%	19%	113
	Postgraduate Work	36%	40%	25%	129
Gender	Female	38%	44%	18%	159
	Male	36%	45%	19%	159
Household Income	Less than \$35,000	28%	66%	6%	32
	\$35,000-\$74,999	31%	53%	16%	70
	\$75,000-\$149,999	42%	40%	18%	90
	\$150,000 or more	41%	35%	25%	81
Own or Rent Home	Own	37%	43%	20%	317
	Rent	50%	33%	17%	6
Years Lived in North Hampton	Less than 5 years in N. Hampton	43%	40%	17%	63
	6-10 years in N. Hampton	39%	41%	20%	41
	11-20 years in N. Hampton	32%	48%	20%	60
	More than 20 years in N. Hampton	37%	43%	20%	168

Q5: How frequently do you or your family visit businesses in the IBR District/Route 1 Area?

		<u>More than once a week</u>	<u>Once a week</u>	<u>Once or twice a month</u>	<u>Once every few months</u>	<u>A few times a year or less often</u>	<u>N</u>
OVERALL	2018	74%	17%	7%	1%	1%	344
Age	Under 50 years old	80%	11%	7%	2%		46
	50-64 years old	80%	11%	8%		2%	118
	65 years old and older	68%	22%	6%	2%	2%	177
Education	High School Education	61%	17%	9%	4%	9%	23
	Technical School/Some College	61%	26%	10%	2%	2%	62
	College Graduate	80%	13%	7%		1%	119
	Postgraduate Work	78%	15%	5%	1%	1%	135
Gender	Female	72%	17%	7%	2%	2%	162
	Male	77%	16%	7%	1%	1%	166
Household Income	Less than \$35,000	53%	25%	16%		6%	32
	\$35,000-\$74,999	71%	18%	8%	1%	1%	72
	\$75,000-\$149,999	77%	13%	6%	2%	1%	93
	\$150,000 or more	82%	13%	4%		1%	85
Own or Rent Home	Own	74%	17%	6%	1%	2%	329
	Rent	67%		33%			6
Years Lived in North Hampton	Less than 5 years in N. Hampton	75%	16%	7%		1%	67
	6-10 years in N. Hampton	80%	14%	5%		2%	44
	11-20 years in N. Hampton	69%	20%	8%	2%	2%	61
	More than 20 years in N. Hampton	74%	17%	6%	2%	1%	172

Q6: What types of business, services, or attractions would make you visit the IBR District/Route 1 Area more often? (coded)

		<u>Bakery/Coffee Shops/General Food Services</u>	<u>Clothing Stores</u>	<u>Department Stores/Large Chains</u>	<u>General Retail</u>	<u>Grocery Stores</u>
OVERALL	2018	5%	3%	6%	6%	6%
Age	Under 50 years old	9%	3%	6%		6%
	50-64 years old	8%		1%	4%	4%
	65 years old and older	2%	6%	9%	9%	7%
Education	High School Education	7%	7%			7%
	Technical School/Some College		3%	14%	3%	6%
	College Graduate	7%	4%	5%	9%	5%
	Postgraduate Work	5%	3%	4%	5%	7%
Gender	Female	6%	6%	7%	2%	6%
	Male	5%	1%	5%	11%	6%
Household Income	Less than \$35,000	10%	5%	10%		5%
	\$35,000-\$74,999		7%	4%	9%	9%
	\$75,000-\$149,999	7%	2%	7%	7%	3%
	\$150,000 or more	5%	2%	3%	5%	7%
Own or Rent Home	Own	5%	4%	5%	6%	5%
	Rent			20%		20%
Years Lived in North Hampton	Less than 5 years in N. Hampton	4%	4%	8%	4%	8%
	6-10 years in N. Hampton	3%		3%	3%	7%
	11-20 years in N. Hampton	4%	2%	2%	4%	2%
	More than 20 years in N. Hampton	7%	5%	7%	8%	6%

Q6: What types of business, services, or attractions would make you visit the IBR District/Route 1 Area more often? (coded)

		<u>Health/Fitness</u>	<u>Infrastructure/Public Areas</u>	<u>Restaurants</u>	<u>Small Stores/ Independents/ Boutiques</u>
OVERALL	2018	2%	3%	38%	10%
Age	Under 50 years old	3%		40%	14%
	50-64 years old	2%	1%	48%	12%
	65 years old and older	1%	4%	28%	7%
Education	High School Education	7%		47%	7%
	Technical School/Some College		3%	31%	8%
	College Graduate	2%	4%	43%	7%
	Postgraduate Work	1%	2%	34%	14%
Gender	Female	3%	3%	34%	13%
	Male	1%	2%	42%	7%
Household Income	Less than \$35,000		5%	25%	10%
	\$35,000-\$74,999	2%	2%	37%	9%
	\$75,000-\$149,999		2%	48%	8%
	\$150,000 or more	2%	2%	38%	15%
Own or Rent Home	Own	2%	3%	37%	11%
	Rent			20%	
Years Lived in North Hampton	Less than 5 years in N. Hampton		4%	35%	13%
	6-10 years in N. Hampton			37%	3%
	11-20 years in N. Hampton	4%	4%	46%	11%
	More than 20 years in N. Hampton	2%	2%	36%	10%

Q6: What types of business, services, or attractions would make you visit the IBR District/Route 1 Area more often? (coded)

		<u>Variety/Diversity</u>	<u>None/Happy Currently</u>	<u>Other</u>	<u>Don't Know/Not Sure</u>	<u>N</u>
OVERALL	2018	3%	6%	11%	1%	230
Age	Under 50 years old	3%	6%	11%		35
	50-64 years old	2%	6%	8%	2%	83
	65 years old and older	5%	6%	14%	1%	109
Education	High School Education	13%		7%		15
	Technical School/Some College	3%	8%	19%	3%	36
	College Graduate	4%	2%	9%		82
	Postgraduate Work	2%	9%	11%	2%	92
Gender	Female	3%	4%	11%	2%	115
	Male	4%	4%	12%	1%	102
Household Income	Less than \$35,000	5%	10%	15%		20
	\$35,000-\$74,999	4%	4%	9%	4%	46
	\$75,000-\$149,999	3%	7%	8%		61
	\$150,000 or more	3%	7%	12%		60
Own or Rent Home	Own	4%	6%	11%	1%	219
	Rent			20%	20%	5
Years Lived in North Hampton	Less than 5 years in N. Hampton	2%	4%	10%	2%	48
	6-10 years in N. Hampton	7%	17%	20%		30
	11-20 years in N. Hampton	4%	2%	11%	2%	46
	More than 20 years in N. Hampton	3%	6%	9%	1%	106

Q7: Currently, there are no town sewer facilities in North Hampton. Overall, what do you believe the Town should do about installing a sewer system in the IBR District/Route 1 Area?

		<u>Favor even if property taxes increase</u>	<u>Favor only if property taxes do not increase</u>	<u>Oppose, not needed</u>	<u>N</u>
OVERALL	2018	15%	51%	33%	305
Age	Under 50 years old	32%	32%	37%	41
	50-64 years old	20%	48%	32%	105
	65 years old and older	8%	59%	34%	157
Education	High School Education	10%	62%	29%	21
	Technical School/Some College	13%	50%	38%	56
	College Graduate	19%	53%	29%	108
	Postgraduate Work	16%	47%	37%	116
Gender	Female	17%	51%	32%	138
	Male	16%	53%	32%	154
Household Income	Less than \$35,000	11%	43%	46%	28
	\$35,000-\$74,999	11%	62%	27%	66
	\$75,000-\$149,999	18%	54%	28%	82
	\$150,000 or more	21%	47%	32%	75
Own or Rent Home	Own	15%	52%	33%	291
	Rent	43%	29%	29%	7
Years Lived in North Hampton	Less than 5 years in N. Hampton	26%	53%	21%	58
	6-10 years in N. Hampton	23%	49%	29%	35
	11-20 years in N. Hampton	18%	45%	37%	51
	More than 20 years in N. Hampton	9%	53%	38%	161

Q8: A sewer system in the IBR District/Route 1 Area would make it possible for higher density development to include apartment buildings. If sewer facilities were installed, would you favor or oppose allowing apartment buildings to be built in the IBR District/Route 1 Area?

		<u>Strongly Favor</u>	<u>Somewhat Favor</u>	<u>Neutral</u>	<u>Somewhat Oppose</u>	<u>Strongly Oppose</u>	<u>N</u>
OVERALL	2018	7%	20%	11%	22%	40%	342
Age	Under 50 years old	9%	22%	4%	24%	41%	46
	50-64 years old	9%	21%	9%	21%	39%	117
	65 years old and older	5%	18%	15%	22%	40%	176
Education	High School Education	8%	29%	13%	21%	29%	24
	Technical School/Some College	5%	16%	11%	25%	43%	61
	College Graduate	8%	20%	11%	25%	35%	118
	Postgraduate Work	5%	20%	11%	19%	45%	134
Gender	Female	6%	22%	10%	23%	39%	160
	Male	7%	19%	13%	22%	39%	166
Household Income	Less than \$35,000	6%	13%	13%	19%	48%	31
	\$35,000-\$74,999	1%	25%	18%	18%	38%	72
	\$75,000-\$149,999	9%	20%	10%	26%	35%	93
	\$150,000 or more	6%	24%	8%	20%	42%	84
Own or Rent Home	Own	6%	20%	11%	23%	40%	326
	Rent	29%	29%	14%		29%	7
Years Lived in North Hampton	Less than 5 years in N. Hampton	8%	26%	6%	26%	35%	66
	6-10 years in N. Hampton	14%	23%	5%	19%	40%	43
	11-20 years in N. Hampton	5%	21%	18%	21%	34%	61
	More than 20 years in N. Hampton	5%	17%	13%	22%	44%	172

Q9: How easy do you think it is to spot businesses in town just by looking for their signs?

		<u>Very Easy</u>	<u>Somewhat Easy</u>	<u>Not Very Easy</u>	<u>Not Easy at All</u>	<u>N</u>
OVERALL	2018	23%	38%	32%	7%	346
Age	Under 50 years old	30%	28%	32%	11%	47
	50-64 years old	21%	39%	30%	9%	117
	65 years old and older	23%	40%	32%	4%	179
Education	High School Education	25%	33%	29%	13%	24
	Technical School/Some College	31%	34%	32%	3%	62
	College Graduate	17%	38%	36%	9%	120
	Postgraduate Work	26%	41%	27%	6%	135
Gender	Female	27%	38%	28%	8%	162
	Male	18%	39%	36%	7%	168
Household Income	Less than \$35,000	41%	38%	19%	3%	32
	\$35,000-\$74,999	19%	42%	36%	3%	73
	\$75,000-\$149,999	21%	38%	34%	8%	92
	\$150,000 or more	24%	36%	28%	12%	89
Own or Rent Home	Own	23%	39%	31%	7%	331
	Rent	33%	17%	50%		6
Years Lived in North Hampton	Less than 5 years in N. Hampton	21%	36%	35%	8%	66
	6-10 years in N. Hampton	16%	39%	43%	2%	44
	11-20 years in N. Hampton	31%	33%	23%	13%	64
	More than 20 years in N. Hampton	23%	41%	30%	6%	172

Q10: Overall, do you think it is more important to allow business to have more brightly lit signs or to maintain a dark night-time sky in the town?

		<u>Allow businesses to have more brightly lit signs</u>	<u>Maintain a dark night-time sky in the town</u>	<u>N</u>
OVERALL	2018	26%	74%	307
Age	Under 50 years old	35%	65%	46
	50-64 years old	30%	70%	104
	65 years old and older	21%	79%	155
Education	High School Education	47%	53%	19
	Technical School/Some College	22%	78%	58
	College Graduate	29%	71%	112
	Postgraduate Work	21%	79%	115
Gender	Female	24%	76%	146
	Male	30%	70%	148
Household Income	Less than \$35,000	20%	80%	30
	\$35,000-\$74,999	20%	80%	66
	\$75,000-\$149,999	29%	71%	85
	\$150,000 or more	31%	69%	77
Own or Rent Home	Own	25%	75%	291
	Rent	57%	43%	7
Years Lived in North Hampton	Less than 5 years in N. Hampton	25%	75%	59
	6-10 years in N. Hampton	30%	70%	40
	11-20 years in N. Hampton	29%	71%	56
	More than 20 years in N. Hampton	24%	76%	152

Q11: Would you favor or oppose allowing businesses to have brightly lit signs if they could be scheduled to be turned off every night at 9:00 PM?

		<u>Strongly Favor</u>	<u>Somewhat Favor</u>	<u>Neutral</u>	<u>Somewhat Oppose</u>	<u>Strongly Oppose</u>	<u>N</u>
OVERALL	2018	22%	27%	16%	16%	20%	343
Age	Under 50 years old	38%	18%	13%	13%	18%	45
	50-64 years old	26%	24%	13%	15%	22%	116
	65 years old and older	15%	30%	18%	18%	20%	179
Education	High School Education	42%	38%	8%		13%	24
	Technical School/Some College	14%	26%	17%	20%	23%	65
	College Graduate	24%	28%	15%	20%	14%	117
	Postgraduate Work	19%	23%	17%	14%	27%	132
Gender	Female	25%	27%	11%	18%	19%	161
	Male	19%	27%	21%	15%	19%	165
Household Income	Less than \$35,000	15%	26%	9%	18%	32%	34
	\$35,000-\$74,999	21%	31%	11%	18%	18%	71
	\$75,000-\$149,999	24%	26%	21%	15%	14%	94
	\$150,000 or more	21%	25%	12%	12%	31%	85
Own or Rent Home	Own	21%	27%	16%	16%	20%	327
	Rent	43%			43%	14%	7
Years Lived in North Hampton	Less than 5 years in N. Hampton	20%	28%	18%	20%	14%	65
	6-10 years in N. Hampton	28%	16%	16%	21%	19%	43
	11-20 years in N. Hampton	28%	23%	19%	5%	25%	64
	More than 20 years in N. Hampton	18%	30%	13%	18%	21%	171

Q12: What do you believe should be the most important objectives of economic development in North Hampton? Please select the three most important

		<u>Attracting non-residents to support businesses</u>	<u>Creating more housing in the town</u>	<u>Creating more jobs in the town</u>	<u>Improving property values</u>
OVERALL	2018	32%	11%	26%	41%
Age	Under 50 years old	34%	9%	26%	40%
	50-64 years old	34%	11%	24%	53%
	65 years old and older	32%	13%	29%	36%
Education	High School Education	42%	21%	33%	33%
	Technical School/Some College	19%	16%	35%	46%
	College Graduate	38%	11%	29%	45%
	Postgraduate Work	33%	9%	19%	41%
Gender	Female	31%	14%	25%	41%
	Male	35%	9%	28%	47%
Household Income	Less than \$35,000	56%	25%	31%	28%
	\$35,000-\$74,999	23%	14%	32%	44%
	\$75,000-\$149,999	36%	11%	24%	46%
	\$150,000 or more	30%	9%	18%	46%
Own or Rent Home	Own	33%	11%	26%	44%
	Rent	29%	29%	43%	43%
Years Lived in North Hampton	Less than 5 years in N. Hampton	24%	12%	17%	56%
	6-10 years in N. Hampton	27%	14%	20%	45%
	11-20 years in N. Hampton	37%	11%	24%	42%
	More than 20 years in N. Hampton	36%	12%	33%	38%

Q12: What do you believe should be the most important objectives of economic development in North Hampton? Please select the three most important

		<u>Increasing shopping options in town</u>	<u>Providing more or better entertainment for residents</u>	<u>Providing more or better services for residents</u>	<u>Reducing taxes on residential properties</u>	<u>N</u>
OVERALL	2018	37%	18%	46%	70%	357
Age	Under 50 years old	47%	32%	53%	49%	47
	50-64 years old	29%	19%	44%	75%	120
	65 years old and older	39%	13%	46%	74%	183
Education	High School Education	46%	8%	46%	71%	25
	Technical School/Some College	40%	14%	46%	73%	65
	College Graduate	33%	16%	44%	71%	121
	Postgraduate Work	37%	24%	46%	68%	137
Gender	Female	38%	18%	48%	70%	166
	Male	37%	18%	44%	72%	170
Household Income	Less than \$35,000	34%	6%	44%	59%	34
	\$35,000-\$74,999	38%	14%	40%	78%	74
	\$75,000-\$149,999	30%	17%	55%	68%	94
	\$150,000 or more	44%	31%	43%	67%	89
Own or Rent Home	Own	37%	19%	46%	71%	337
	Rent	29%	29%	43%	43%	7
Years Lived in North Hampton	Less than 5 years in N. Hampton	29%	32%	53%	70%	67
	6-10 years in N. Hampton	48%	27%	43%	66%	44
	11-20 years in N. Hampton	48%	24%	48%	55%	65
	More than 20 years in N. Hampton	33%	9%	42%	77%	177

Q13a: Would you have a favorable, unfavorable, or neutral opinion of the following kinds of developments in the town? Motor Vehicle Dealerships

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>N</u>
OVERALL	2018	11%	28%	61%	346
Age	Under 50 years old	9%	30%	62%	47
	50-64 years old	14%	29%	57%	118
	65 years old and older	9%	27%	63%	179
Education	High School Education	12%	16%	72%	25
	Technical School/Some College	6%	28%	66%	64
	College Graduate	15%	30%	55%	118
	Postgraduate Work	10%	30%	60%	134
Gender	Female	10%	21%	68%	163
	Male	11%	34%	54%	167
Household Income	Less than \$35,000	6%	24%	70%	33
	\$35,000-\$74,999	12%	27%	61%	74
	\$75,000-\$149,999	10%	29%	61%	93
	\$150,000 or more	14%	27%	59%	86
Own or Rent Home	Own	11%	28%	62%	330
	Rent	14%	14%	71%	7
Years Lived in North Hampton	Less than 5 years in N. Hampton	14%	20%	66%	64
	6-10 years in N. Hampton	16%	35%	49%	43
	11-20 years in N. Hampton	9%	27%	64%	64
	More than 20 years in N. Hampton	9%	30%	61%	175

Q13b: Would you have a favorable, unfavorable, or neutral opinion of the following kinds of developments in the town? Restaurants

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>N</u>
OVERALL	2018	86%	13%	2%	345
Age	Under 50 years old	94%	6%		47
	50-64 years old	91%	9%	1%	117
	65 years old and older	80%	17%	3%	178
Education	High School Education	84%	12%	4%	25
	Technical School/Some College	76%	22%	2%	63
	College Graduate	91%	8%	1%	119
	Postgraduate Work	86%	12%	2%	133
Gender	Female	85%	14%	2%	162
	Male	87%	11%	2%	167
Household Income	Less than \$35,000	73%	21%	6%	33
	\$35,000-\$74,999	79%	18%	3%	73
	\$75,000-\$149,999	87%	13%		94
	\$150,000 or more	93%	6%	1%	87
Own or Rent Home	Own	85%	13%	2%	329
	Rent	86%	14%		7
Years Lived in North Hampton	Less than 5 years in N. Hampton	88%	12%		66
	6-10 years in N. Hampton	86%	11%	2%	44
	11-20 years in N. Hampton	90%	10%		63
	More than 20 years in N. Hampton	83%	15%	3%	172

Q13c: Would you have a favorable, unfavorable, or neutral opinion of the following kinds of developments in the town? Business/Office Parks

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>N</u>
OVERALL	2018	51%	32%	17%	337
Age	Under 50 years old	48%	37%	15%	46
	50-64 years old	59%	28%	14%	116
	65 years old and older	47%	34%	19%	172
Education	High School Education	61%	22%	17%	23
	Technical School/Some College	52%	34%	15%	62
	College Graduate	56%	30%	14%	116
	Postgraduate Work	45%	36%	19%	132
Gender	Female	46%	34%	20%	160
	Male	56%	32%	12%	162
Household Income	Less than \$35,000	50%	31%	19%	32
	\$35,000-\$74,999	47%	32%	21%	72
	\$75,000-\$149,999	46%	37%	18%	90
	\$150,000 or more	60%	29%	10%	86
Own or Rent Home	Own	51%	32%	17%	323
	Rent	33%	50%	17%	6
Years Lived in North Hampton	Less than 5 years in N. Hampton	50%	33%	17%	64
	6-10 years in N. Hampton	45%	41%	14%	44
	11-20 years in N. Hampton	56%	29%	16%	63
	More than 20 years in N. Hampton	51%	31%	18%	166

Q13d: Would you have a favorable, unfavorable, or neutral opinion of the following kinds of developments in the town? Industrial/Light Industrial Parks

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>N</u>
OVERALL	2018	37%	29%	34%	330
Age	Under 50 years old	28%	36%	36%	47
	50-64 years old	37%	30%	33%	112
	65 years old and older	40%	26%	34%	169
Education	High School Education	55%	23%	23%	22
	Technical School/Some College	41%	29%	29%	58
	College Graduate	35%	38%	27%	117
	Postgraduate Work	35%	22%	43%	128
Gender	Female	32%	29%	38%	154
	Male	43%	29%	28%	160
Household Income	Less than \$35,000	45%	21%	34%	29
	\$35,000-\$74,999	39%	34%	27%	71
	\$75,000-\$149,999	37%	31%	32%	90
	\$150,000 or more	32%	34%	34%	82
Own or Rent Home	Own	37%	28%	35%	314
	Rent	29%	57%	14%	7
Years Lived in North Hampton	Less than 5 years in N. Hampton	29%	32%	39%	62
	6-10 years in N. Hampton	36%	31%	33%	42
	11-20 years in N. Hampton	38%	33%	30%	61
	More than 20 years in N. Hampton	40%	25%	35%	165

Q13e: Would you have a favorable, unfavorable, or neutral opinion of the following kinds of developments in the town? Medical Facilities

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>N</u>
OVERALL	2018	66%	28%	6%	343
Age	Under 50 years old	53%	38%	9%	47
	50-64 years old	67%	26%	8%	117
	65 years old and older	69%	27%	4%	176
Education	High School Education	84%	12%	4%	25
	Technical School/Some College	59%	33%	8%	63
	College Graduate	62%	32%	7%	117
	Postgraduate Work	71%	25%	5%	133
Gender	Female	66%	26%	7%	163
	Male	66%	30%	4%	165
Household Income	Less than \$35,000	59%	28%	13%	32
	\$35,000-\$74,999	68%	32%		73
	\$75,000-\$149,999	67%	26%	7%	91
	\$150,000 or more	67%	26%	7%	87
Own or Rent Home	Own	66%	28%	6%	327
	Rent	71%	29%		7
Years Lived in North Hampton	Less than 5 years in N. Hampton	63%	27%	10%	67
	6-10 years in N. Hampton	73%	20%	7%	44
	11-20 years in N. Hampton	66%	31%	3%	62
	More than 20 years in N. Hampton	66%	29%	5%	170

Q13f: Would you have a favorable, unfavorable, or neutral opinion of the following kinds of developments in the town? Child Care Facilities

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>N</u>
OVERALL	2018	50%	43%	7%	335
Age	Under 50 years old	51%	45%	4%	47
	50-64 years old	42%	51%	7%	113
	65 years old and older	54%	38%	8%	173
Education	High School Education	76%	24%		25
	Technical School/Some College	34%	52%	13%	61
	College Graduate	50%	44%	6%	115
	Postgraduate Work	52%	42%	6%	129
Gender	Female	50%	41%	9%	159
	Male	48%	48%	4%	160
Household Income	Less than \$35,000	55%	35%	10%	31
	\$35,000-\$74,999	48%	45%	7%	71
	\$75,000-\$149,999	46%	51%	3%	90
	\$150,000 or more	51%	40%	8%	84
Own or Rent Home	Own	49%	44%	7%	319
	Rent	57%	29%	14%	7
Years Lived in North Hampton	Less than 5 years in N. Hampton	52%	42%	6%	64
	6-10 years in N. Hampton	39%	52%	9%	44
	11-20 years in N. Hampton	42%	48%	10%	60
	More than 20 years in N. Hampton	55%	40%	5%	167

Q13g: Would you have a favorable, unfavorable, or neutral opinion of the following kinds of developments in the town? Senior/Adult Care Facilities

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>N</u>
OVERALL	2018	58%	32%	9%	346
Age	Under 50 years old	49%	40%	11%	47
	50-64 years old	50%	41%	9%	116
	65 years old and older	66%	25%	9%	180
Education	High School Education	80%	16%	4%	25
	Technical School/Some College	62%	29%	9%	65
	College Graduate	54%	35%	11%	118
	Postgraduate Work	56%	35%	9%	133
Gender	Female	63%	28%	8%	165
	Male	54%	37%	10%	166
Household Income	Less than \$35,000	73%	15%	12%	33
	\$35,000-\$74,999	59%	36%	5%	73
	\$75,000-\$149,999	56%	35%	9%	94
	\$150,000 or more	51%	38%	10%	86
Own or Rent Home	Own	57%	33%	10%	330
	Rent	71%	29%		7
Years Lived in North Hampton	Less than 5 years in N. Hampton	54%	30%	16%	67
	6-10 years in N. Hampton	50%	36%	14%	44
	11-20 years in N. Hampton	52%	38%	11%	64
	More than 20 years in N. Hampton	65%	30%	5%	171

Q13h: Would you have a favorable, unfavorable, or neutral opinion of the following kinds of developments in the town? Banks & Financial Services

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>N</u>
OVERALL	2018	43%	38%	19%	342
Age	Under 50 years old	30%	51%	19%	47
	50-64 years old	43%	41%	16%	114
	65 years old and older	46%	34%	21%	178
Education	High School Education	36%	32%	32%	25
	Technical School/Some College	36%	39%	25%	64
	College Graduate	42%	44%	14%	117
	Postgraduate Work	47%	34%	19%	133
Gender	Female	40%	37%	23%	164
	Male	45%	40%	15%	164
Household Income	Less than \$35,000	27%	45%	27%	33
	\$35,000-\$74,999	36%	45%	19%	74
	\$75,000-\$149,999	38%	41%	21%	91
	\$150,000 or more	50%	35%	15%	86
Own or Rent Home	Own	43%	38%	19%	327
	Rent	43%	29%	29%	7
Years Lived in North Hampton	Less than 5 years in N. Hampton	48%	32%	20%	65
	6-10 years in N. Hampton	35%	44%	21%	43
	11-20 years in N. Hampton	38%	43%	19%	63
	More than 20 years in N. Hampton	44%	37%	18%	171

Q13i: Would you have a favorable, unfavorable, or neutral opinion of the following kinds of developments in the town? Small Locally-Owned Stores

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>N</u>
OVERALL	2018	89%	8%	3%	344
Age	Under 50 years old	93%	7%		46
	50-64 years old	91%	8%	2%	118
	65 years old and older	87%	9%	4%	177
Education	High School Education	88%	4%	8%	24
	Technical School/Some College	84%	13%	3%	64
	College Graduate	89%	9%	2%	116
	Postgraduate Work	92%	6%	2%	136
Gender	Female	93%	4%	2%	162
	Male	86%	11%	3%	167
Household Income	Less than \$35,000	91%	3%	6%	33
	\$35,000-\$74,999	85%	11%	4%	71
	\$75,000-\$149,999	88%	11%	1%	93
	\$150,000 or more	92%	7%	1%	87
Own or Rent Home	Own	89%	8%	3%	329
	Rent	86%	14%		7
Years Lived in North Hampton	Less than 5 years in N. Hampton	92%	8%		66
	6-10 years in N. Hampton	89%	9%	2%	44
	11-20 years in N. Hampton	89%	10%	2%	63
	More than 20 years in N. Hampton	88%	8%	4%	171

Q13j: Would you have a favorable, unfavorable, or neutral opinion of the following kinds of developments in the town? "Mixed-Use" Buildings
(those with both residential and commercial spaces)

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>N</u>
OVERALL	2018	49%	24%	27%	330
Age	Under 50 years old	60%	31%	9%	45
	50-64 years old	56%	21%	23%	114
	65 years old and older	41%	24%	34%	169
Education	High School Education	57%	10%	33%	21
	Technical School/Some College	40%	37%	23%	62
	College Graduate	50%	29%	21%	115
	Postgraduate Work	50%	17%	34%	127
Gender	Female	50%	22%	27%	153
	Male	49%	25%	26%	162
Household Income	Less than \$35,000	32%	26%	42%	31
	\$35,000-\$74,999	49%	26%	25%	69
	\$75,000-\$149,999	51%	27%	22%	89
	\$150,000 or more	56%	20%	24%	84
Own or Rent Home	Own	50%	23%	27%	314
	Rent	43%	43%	14%	7
Years Lived in North Hampton	Less than 5 years in N. Hampton	53%	33%	14%	64
	6-10 years in N. Hampton	60%	21%	19%	43
	11-20 years in N. Hampton	52%	16%	31%	61
	More than 20 years in N. Hampton	43%	24%	33%	162

Q14: Do you favor or oppose the Town allocating money in the budget to pursue greater economic development?

		<u>Strongly Favor</u>	<u>Somewhat Favor</u>	<u>Neutral</u>	<u>Somewhat Oppose</u>	<u>Strongly Oppose</u>	<u>N</u>
OVERALL	2018	14%	32%	19%	18%	18%	332
Age	Under 50 years old	33%	31%	10%	12%	14%	42
	50-64 years old	16%	37%	20%	11%	17%	115
	65 years old and older	8%	28%	20%	25%	20%	173
Education	High School Education	8%	32%	12%	32%	16%	25
	Technical School/Some College	15%	20%	25%	20%	20%	60
	College Graduate	16%	33%	19%	18%	15%	113
	Postgraduate Work	12%	35%	17%	16%	19%	129
Gender	Female	10%	37%	19%	18%	16%	149
	Male	18%	28%	18%	18%	17%	168
Household Income	Less than \$35,000	6%	23%	19%	32%	19%	31
	\$35,000-\$74,999	10%	31%	25%	20%	14%	71
	\$75,000-\$149,999	12%	38%	18%	19%	12%	89
	\$150,000 or more	22%	34%	16%	10%	17%	86
Own or Rent Home	Own	13%	32%	19%	19%	18%	317
	Rent	29%	43%	14%		14%	7
Years Lived in North Hampton	Less than 5 years in N. Hampton	15%	37%	26%	12%	9%	65
	6-10 years in N. Hampton	21%	30%	21%	14%	14%	43
	11-20 years in N. Hampton	22%	38%	10%	9%	21%	58
	More than 20 years in N. Hampton	8%	28%	18%	25%	21%	166

Q15: The Town is considering contracting with an expert at a cost of up to \$30,000 to help coordinate and implement projects and programs that support economic development. Do you favor or oppose the Town contracting with an economic development expert?

		<u>Strongly Favor</u>	<u>Somewhat Favor</u>	<u>Neutral</u>	<u>Somewhat Oppose</u>	<u>Strongly Oppose</u>	<u>N</u>
OVERALL	2018	16%	29%	15%	21%	19%	339
Age	Under 50 years old	27%	27%	14%	14%	18%	44
	50-64 years old	18%	32%	16%	18%	16%	115
	65 years old and older	11%	27%	14%	25%	23%	177
Education	High School Education	16%	20%	12%	16%	36%	25
	Technical School/Some College	14%	30%	16%	27%	14%	64
	College Graduate	16%	29%	19%	21%	15%	114
	Postgraduate Work	18%	31%	10%	19%	23%	131
Gender	Female	14%	29%	15%	23%	19%	154
	Male	19%	30%	15%	18%	18%	169
Household Income	Less than \$35,000	13%	16%	13%	31%	28%	32
	\$35,000-\$74,999	13%	33%	15%	17%	22%	72
	\$75,000-\$149,999	16%	33%	12%	25%	14%	92
	\$150,000 or more	21%	33%	17%	12%	17%	84
Own or Rent Home	Own	15%	29%	15%	21%	20%	323
	Rent	43%	43%			14%	7
Years Lived in North Hampton	Less than 5 years in N. Hampton	28%	26%	22%	15%	9%	65
	6-10 years in N. Hampton	16%	42%	5%	19%	19%	43
	11-20 years in N. Hampton	26%	36%	10%	10%	17%	58
	More than 20 years in N. Hampton	8%	24%	16%	27%	24%	173

Q16: Which of the following comes closest to your opinion regarding long-term priorities for economic development in the town?

		<u>Prioritize further economic development over maintaining rural New England Seacoast character and heritage</u>	<u>Prioritize maintaining rural New England Seacoast character and heritage over further economic development</u>	<u>N</u>
OVERALL	2018	27%	73%	304
Age	Under 50 years old	38%	63%	40
	50-64 years old	35%	65%	106
	65 years old and older	19%	81%	156
Education	High School Education	30%	70%	20
	Technical School/Some College	24%	76%	54
	College Graduate	33%	67%	103
	Postgraduate Work	23%	77%	124
Gender	Female	19%	81%	144
	Male	37%	63%	147
Household Income	Less than \$35,000	18%	82%	28
	\$35,000-\$74,999	22%	78%	65
	\$75,000-\$149,999	25%	75%	87
	\$150,000 or more	44%	56%	78
Own or Rent Home	Own	27%	73%	295
	Rent		100%	4
Years Lived in North Hampton	Less than 5 years in N. Hampton	27%	73%	56
	6-10 years in N. Hampton	39%	61%	33
	11-20 years in N. Hampton	34%	66%	56
	More than 20 years in N. Hampton	22%	78%	159

Q17#: In your opinion, what is the most important thing the Town can do to become more attractive to prospective business-owners? (coded)

		<u>Be More Business Friendly</u>	<u>Better Zoning/Fewer Restrictions</u>	<u>Clean/Beautify Town</u>	<u>Develop Plan/Hire Consultant</u>
OVERALL	2018	6%	10%	14%	1%
Age	Under 50 years old	7%	17%	7%	
	50-64 years old	4%	11%	20%	3%
	65 years old and older	7%	8%	13%	
Education	High School Education	7%	7%	7%	
	Technical School/Some College	6%	16%	13%	3%
	College Graduate	8%	14%	15%	1%
	Postgraduate Work	3%	6%	16%	
Gender	Female	5%	5%	17%	2%
	Male	7%	16%	11%	
Household Income	Less than \$35,000		11%	22%	
	\$35,000-\$74,999	10%	10%	10%	
	\$75,000-\$149,999	5%	11%	11%	2%
	\$150,000 or more	2%	13%	16%	2%
Own or Rent Home	Own	5%	10%	15%	1%
	Rent				
Years Lived in North Hampton	Less than 5 years in N. Hampton	6%	6%	17%	6%
	6-10 years in N. Hampton	3%	13%	3%	
	11-20 years in N. Hampton	3%	8%	21%	
	More than 20 years in N. Hampton	7%	12%	15%	

Q17#: In your opinion, what is the most important thing the Town can do to become more attractive to prospective business-owners? (coded)

		<u>Emphasize Uniqueness/Small Businesses</u>	<u>Fill Empty Stores</u>	<u>Improved Infrastructure/ Services</u>	<u>Install Sewer System</u>
OVERALL	2018	2%	3%	6%	7%
Age	Under 50 years old	3%	7%	13%	3%
	50-64 years old	1%	1%	4%	11%
	65 years old and older	1%	4%	5%	6%
Education	High School Education		14%		7%
	Technical School/Some College		3%	6%	3%
	College Graduate	3%	4%	6%	10%
	Postgraduate Work	2%	1%	7%	6%
Gender	Female	3%	3%	3%	5%
	Male	1%	4%	9%	10%
Household Income	Less than \$35,000			6%	
	\$35,000-\$74,999		2%	7%	7%
	\$75,000-\$149,999	2%	3%	8%	5%
	\$150,000 or more	4%	4%	5%	11%
Own or Rent Home	Own	2%	3%	6%	7%
	Rent			50%	
Years Lived in North Hampton	Less than 5 years in N. Hampton	6%	6%	6%	3%
	6-10 years in N. Hampton		3%	10%	13%
	11-20 years in N. Hampton			3%	
	More than 20 years in N. Hampton	2%	4%	6%	9%

Q17#: In your opinion, what is the most important thing the Town can do to become more attractive to prospective business-owners? (coded)

		<u>Lower Taxes/Less Regulation</u>	<u>Nothing/Maintain Character</u>	<u>Other</u>	<u>Don't Know/Not Sure</u>	<u>N</u>
OVERALL	2018	20%	12%	15%	3%	215
Age	Under 50 years old	13%	7%	20%	3%	30
	50-64 years old	18%	8%	14%	5%	76
	65 years old and older	25%	16%	14%	2%	106
Education	High School Education	29%	14%	14%		14
	Technical School/Some College	31%	9%	9%		32
	College Graduate	11%	9%	14%	5%	79
	Postgraduate Work	23%	15%	18%	3%	88
Gender	Female	23%	10%	19%	5%	100
	Male	18%	10%	12%	2%	105
Household Income	Less than \$35,000	22%	28%	11%		18
	\$35,000-\$74,999	24%	12%	17%	2%	42
	\$75,000-\$149,999	18%	8%	24%	3%	62
	\$150,000 or more	14%	11%	13%	7%	56
Own or Rent Home	Own	20%	12%	16%	3%	208
	Rent	50%				2
Years Lived in North Hampton	Less than 5 years in N. Hampton	17%	11%	14%	6%	36
	6-10 years in N. Hampton	16%	16%	19%	3%	31
	11-20 years in N. Hampton	28%	13%	21%	5%	39
	More than 20 years in N. Hampton	20%	10%	13%	2%	109

Q18: The New Hampshire Seacoast Greenway is a former rail line running from Seabrook to Portsmouth that some have proposed developing into a multi-use recreational trail. Would you favor or oppose the Town working with nearby towns and the state to pursue this project?

		<u>Strongly Favor</u>	<u>Somewhat Favor</u>	<u>Neutral</u>	<u>Somewhat Oppose</u>	<u>Strongly Oppose</u>	<u>N</u>
OVERALL	2018	62%	22%	7%	3%	5%	343
Age	Under 50 years old	87%	6%	2%	2%	2%	47
	50-64 years old	66%	22%	5%	3%	4%	117
	65 years old and older	53%	27%	10%	4%	6%	176
Education	High School Education	50%	25%	8%		17%	24
	Technical School/Some College	47%	27%	19%	5%	3%	64
	College Graduate	67%	23%	4%	3%	3%	119
	Postgraduate Work	68%	19%	5%	4%	5%	133
Gender	Female	60%	24%	9%	4%	4%	161
	Male	63%	22%	6%	3%	6%	167
Household Income	Less than \$35,000	48%	27%	15%	3%	6%	33
	\$35,000-\$74,999	56%	25%	13%	1%	6%	72
	\$75,000-\$149,999	71%	19%	3%	4%	2%	94
	\$150,000 or more	67%	18%	5%	5%	6%	88
Own or Rent Home	Own	62%	23%	7%	3%	5%	329
	Rent	86%	14%				7
Years Lived in North Hampton	Less than 5 years in N. Hampton	78%	16%	4%	1%		67
	6-10 years in N. Hampton	67%	14%	5%	5%	10%	42
	11-20 years in N. Hampton	71%	21%	3%		5%	63
	More than 20 years in N. Hampton	51%	27%	11%	5%	6%	171

Q19a: How important do you think it is for the Town to do the following: Make recreation North Hampton's "brand"

		<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not at All Important</u>	<u>N</u>
OVERALL	2018	17%	37%	29%	18%	320
Age	Under 50 years old	10%	52%	26%	12%	42
	50-64 years old	15%	36%	27%	22%	110
	65 years old and older	19%	33%	32%	16%	165
Education	High School Education	10%	25%	35%	30%	20
	Technical School/Some College	13%	43%	29%	16%	63
	College Graduate	14%	41%	30%	16%	111
	Postgraduate Work	22%	31%	29%	18%	124
Gender	Female	17%	43%	26%	14%	148
	Male	16%	30%	35%	19%	159
Household Income	Less than \$35,000	19%	35%	32%	13%	31
	\$35,000-\$74,999	13%	37%	32%	18%	68
	\$75,000-\$149,999	18%	44%	29%	9%	85
	\$150,000 or more	16%	30%	28%	27%	83
Own or Rent Home	Own	16%	36%	29%	18%	307
	Rent	43%	43%	14%		7
Years Lived in North Hampton	Less than 5 years in N. Hampton	25%	38%	22%	15%	65
	6-10 years in N. Hampton	10%	41%	27%	22%	41
	11-20 years in N. Hampton	13%	39%	31%	18%	62
	More than 20 years in N. Hampton	16%	34%	33%	17%	152

Q19b: How important do you think it is for the Town to do the following: Maintain the Town Bandstand, Town Common, and other recreational spaces

		<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not at All Important</u>	<u>N</u>
OVERALL	2018	71%	23%	4%	2%	344
Age	Under 50 years old	70%	23%	6%		47
	50-64 years old	65%	25%	5%	5%	116
	65 years old and older	75%	21%	3%	1%	178
Education	High School Education	72%	20%	8%		25
	Technical School/Some College	78%	17%	5%		64
	College Graduate	63%	27%	5%	4%	117
	Postgraduate Work	74%	21%	3%	1%	135
Gender	Female	80%	15%	2%	2%	163
	Male	62%	30%	7%	2%	168
Household Income	Less than \$35,000	85%	6%	9%		33
	\$35,000-\$74,999	78%	20%	1%		74
	\$75,000-\$149,999	73%	22%	4%	1%	92
	\$150,000 or more	61%	31%	4%	5%	85
Own or Rent Home	Own	70%	23%	5%	2%	330
	Rent	71%	29%			7
Years Lived in North Hampton	Less than 5 years in N. Hampton	76%	18%	5%	2%	66
	6-10 years in N. Hampton	57%	29%	10%	5%	42
	11-20 years in N. Hampton	61%	30%	6%	3%	64
	More than 20 years in N. Hampton	76%	20%	2%	1%	172

Q19c: How important do you think it is for the Town to do the following: Increase recreational opportunities for town residents

		<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not at All Important</u>	<u>N</u>
OVERALL	2018	40%	39%	15%	6%	343
Age	Under 50 years old	64%	26%	9%	2%	47
	50-64 years old	31%	42%	19%	9%	118
	65 years old and older	39%	42%	14%	5%	175
Education	High School Education	33%	33%	25%	8%	24
	Technical School/Some College	33%	52%	13%	3%	64
	College Graduate	44%	37%	13%	6%	119
	Postgraduate Work	41%	37%	15%	7%	133
Gender	Female	42%	37%	15%	5%	164
	Male	39%	41%	14%	6%	166
Household Income	Less than \$35,000	36%	36%	21%	6%	33
	\$35,000-\$74,999	36%	44%	17%	3%	72
	\$75,000-\$149,999	43%	42%	10%	4%	92
	\$150,000 or more	45%	29%	15%	10%	86
Own or Rent Home	Own	40%	39%	15%	6%	329
	Rent	71%	29%			7
Years Lived in North Hampton	Less than 5 years in N. Hampton	50%	39%	11%		66
	6-10 years in N. Hampton	40%	30%	21%	9%	43
	11-20 years in N. Hampton	42%	36%	16%	6%	64
	More than 20 years in N. Hampton	36%	43%	14%	7%	170

Q19d: How important do you think it is for the Town to do the following: Increase recreational opportunities to attract more tourists

		<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not at All Important</u>	<u>N</u>
OVERALL	2018	18%	30%	31%	22%	341
Age	Under 50 years old	21%	36%	30%	13%	47
	50-64 years old	13%	35%	29%	22%	116
	65 years old and older	19%	25%	32%	24%	175
Education	High School Education	16%	16%	32%	36%	25
	Technical School/Some College	13%	38%	31%	19%	64
	College Graduate	18%	36%	29%	18%	118
	Postgraduate Work	20%	23%	33%	24%	131
Gender	Female	14%	31%	33%	22%	159
	Male	21%	30%	29%	20%	168
Household Income	Less than \$35,000	26%	26%	24%	24%	34
	\$35,000-\$74,999	13%	29%	36%	22%	72
	\$75,000-\$149,999	20%	33%	32%	16%	92
	\$150,000 or more	20%	27%	27%	27%	83
Own or Rent Home	Own	17%	29%	31%	22%	327
	Rent	57%	14%	29%		7
Years Lived in North Hampton	Less than 5 years in N. Hampton	25%	33%	30%	13%	64
	6-10 years in N. Hampton	14%	30%	30%	26%	43
	11-20 years in N. Hampton	23%	25%	31%	20%	64
	More than 20 years in N. Hampton	14%	31%	31%	25%	170

Q20: Which of the following are important to you about living in North Hampton? Select all that apply

		<u>Affordable</u>	<u>Close to Boston</u>	<u>Close to employer</u>	<u>Close to family/friends</u>
OVERALL	2018	31%	33%	15%	40%
Age	Under 50 years old	28%	36%	19%	57%
	50-64 years old	29%	34%	23%	32%
	65 years old and older	33%	31%	9%	41%
Education	High School Education	40%	36%	20%	56%
	Technical School/Some College	49%	22%	17%	49%
	College Graduate	31%	36%	18%	42%
	Postgraduate Work	19%	36%	12%	31%
Gender	Female	28%	36%	18%	46%
	Male	32%	29%	13%	34%
Household Income	Less than \$35,000	41%	21%	24%	53%
	\$35,000-\$74,999	41%	30%	12%	45%
	\$75,000-\$149,999	32%	32%	22%	41%
	\$150,000 or more	19%	45%	13%	42%
Own or Rent Home	Own	31%	34%	15%	40%
	Rent	29%	14%	14%	57%
Years Lived in North Hampton	Less than 5 years in N. Hampton	37%	40%	15%	48%
	6-10 years in N. Hampton	23%	37%	9%	30%
	11-20 years in N. Hampton	32%	34%	14%	26%
	More than 20 years in N. Hampton	30%	29%	18%	45%

Q20: Which of the following are important to you about living in North Hampton? Select all that apply

		<u>Close to main highway</u>	<u>Close to medical services</u>	<u>Entertainment/ shopping</u>	<u>Friendly atmosphere</u>
OVERALL	2018	47%	39%	21%	58%
Age	Under 50 years old	53%	19%	23%	62%
	50-64 years old	47%	25%	20%	51%
	65 years old and older	44%	55%	22%	62%
Education	High School Education	56%	60%	36%	52%
	Technical School/Some College	48%	55%	18%	60%
	College Graduate	48%	33%	22%	65%
	Postgraduate Work	44%	33%	18%	52%
Gender	Female	46%	43%	19%	60%
	Male	46%	35%	24%	56%
Household Income	Less than \$35,000	59%	76%	29%	56%
	\$35,000-\$74,999	45%	51%	20%	59%
	\$75,000-\$149,999	38%	32%	22%	69%
	\$150,000 or more	52%	18%	24%	49%
Own or Rent Home	Own	46%	39%	22%	59%
	Rent	57%	57%		71%
Years Lived in North Hampton	Less than 5 years in N. Hampton	46%	30%	24%	67%
	6-10 years in N. Hampton	65%	37%	30%	56%
	11-20 years in N. Hampton	45%	37%	25%	63%
	More than 20 years in N. Hampton	43%	45%	17%	54%

Q20: Which of the following are important to you about living in North Hampton? Select all that apply

		<u>Hometown</u>	<u>Ocean/ environment</u>	<u>Quality of public schools</u>	<u>Rural atmosphere</u>	<u>N</u>
OVERALL	2018	31%	89%	51%	75%	357
Age	Under 50 years old	32%	89%	79%	60%	47
	50-64 years old	29%	93%	46%	72%	120
	65 years old and older	32%	87%	46%	82%	183
Education	High School Education	48%	80%	36%	76%	25
	Technical School/Some College	38%	82%	43%	71%	65
	College Graduate	33%	92%	55%	74%	121
	Postgraduate Work	24%	93%	52%	79%	137
Gender	Female	34%	92%	46%	79%	166
	Male	31%	87%	53%	71%	170
Household Income	Less than \$35,000	44%	88%	44%	82%	34
	\$35,000-\$74,999	43%	88%	46%	78%	74
	\$75,000-\$149,999	34%	85%	59%	73%	94
	\$150,000 or more	18%	98%	45%	70%	89
Own or Rent Home	Own	31%	90%	50%	76%	337
	Rent	14%	86%	71%	57%	7
Years Lived in North Hampton	Less than 5 years in N. Hampton	24%	96%	46%	73%	67
	6-10 years in N. Hampton	12%	93%	44%	60%	44
	11-20 years in N. Hampton	28%	91%	40%	75%	65
	More than 20 years in N. Hampton	41%	86%	58%	80%	177

Q21a: How important do you think it is for the Town to do the following: Beautify the Route 1 Area

		<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not at All Important</u>	<u>N</u>
OVERALL	2018	47%	37%	13%	3%	346
Age	Under 50 years old	40%	43%	13%	4%	47
	50-64 years old	46%	39%	10%	4%	119
	65 years old and older	50%	34%	15%	1%	177
Education	High School Education	52%	30%	17%		23
	Technical School/Some College	45%	44%	11%		64
	College Graduate	48%	38%	11%	3%	120
	Postgraduate Work	46%	34%	15%	4%	137
Gender	Female	48%	39%	12%	2%	162
	Male	46%	36%	14%	3%	170
Household Income	Less than \$35,000	53%	31%	13%	3%	32
	\$35,000-\$74,999	47%	41%	11%	1%	73
	\$75,000-\$149,999	52%	37%	11%		94
	\$150,000 or more	46%	39%	10%	4%	89
Own or Rent Home	Own	47%	37%	13%	3%	332
	Rent	71%	29%			7
Years Lived in North Hampton	Less than 5 years in N. Hampton	47%	44%	6%	3%	66
	6-10 years in N. Hampton	30%	47%	14%	9%	43
	11-20 years in N. Hampton	55%	28%	16%	2%	64
	More than 20 years in N. Hampton	49%	36%	14%	1%	173

Q21b: How important do you think it is for the Town to do the following: Protect forests and open space

		<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not at All Important</u>	<u>N</u>
OVERALL	2018	73%	21%	5%	1%	350
Age	Under 50 years old	62%	28%	11%		47
	50-64 years old	71%	22%	6%	2%	120
	65 years old and older	77%	18%	3%	1%	180
Education	High School Education	64%	24%	8%	4%	25
	Technical School/Some College	72%	26%	2%		65
	College Graduate	66%	23%	11%	1%	120
	Postgraduate Work	81%	16%	1%	1%	137
Gender	Female	83%	14%	2%	1%	165
	Male	62%	29%	8%	1%	170
Household Income	Less than \$35,000	76%	18%	3%	3%	34
	\$35,000-\$74,999	76%	22%	3%		74
	\$75,000-\$149,999	73%	20%	6%		94
	\$150,000 or more	67%	25%	8%		89
Own or Rent Home	Own	73%	21%	5%	1%	336
	Rent	71%	14%	14%		7
Years Lived in North Hampton	Less than 5 years in N. Hampton	74%	21%	5%		66
	6-10 years in N. Hampton	68%	23%	7%	2%	44
	11-20 years in N. Hampton	71%	20%	8%	2%	65
	More than 20 years in N. Hampton	75%	20%	4%	1%	175

Q21c: How important do you think it is for the Town to do the following: Preserve aquifers and wetlands

		<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not at All Important</u>	<u>N</u>
OVERALL	2018	80%	16%	3%	1%	348
Age	Under 50 years old	67%	20%	11%	2%	46
	50-64 years old	81%	17%	1%	2%	120
	65 years old and older	82%	16%	2%		179
Education	High School Education	75%	21%	4%		24
	Technical School/Some College	78%	20%	2%		65
	College Graduate	76%	18%	6%	1%	119
	Postgraduate Work	85%	13%	1%	1%	137
Gender	Female	89%	11%			164
	Male	70%	23%	6%	1%	169
Household Income	Less than \$35,000	88%	9%	3%		34
	\$35,000-\$74,999	83%	17%			72
	\$75,000-\$149,999	77%	19%	4%		94
	\$150,000 or more	75%	20%	3%	1%	89
Own or Rent Home	Own	80%	16%	3%	1%	334
	Rent	71%	14%	14%		7
Years Lived in North Hampton	Less than 5 years in N. Hampton	86%	11%	2%	2%	66
	6-10 years in N. Hampton	70%	23%	5%	2%	43
	11-20 years in N. Hampton	72%	22%	5%	2%	65
	More than 20 years in N. Hampton	83%	15%	2%		174

Q21d: How important do you think it is for the Town to do the following: Preserve historic buildings

		<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not at All Important</u>	<u>N</u>
OVERALL	2018	60%	31%	7%	2%	346
Age	Under 50 years old	51%	38%	11%		47
	50-64 years old	54%	35%	7%	4%	118
	65 years old and older	66%	26%	6%	2%	178
Education	High School Education	67%	21%	13%		24
	Technical School/Some College	66%	33%		2%	64
	College Graduate	48%	38%	9%	4%	120
	Postgraduate Work	66%	25%	7%	1%	135
Gender	Female	70%	27%	1%	2%	162
	Male	49%	36%	13%	2%	169
Household Income	Less than \$35,000	73%	24%	3%		33
	\$35,000-\$74,999	59%	34%	5%	1%	73
	\$75,000-\$149,999	60%	31%	8%	1%	93
	\$150,000 or more	57%	31%	8%	3%	89
Own or Rent Home	Own	59%	31%	7%	2%	332
	Rent	57%	43%			7
Years Lived in North Hampton	Less than 5 years in N. Hampton	68%	26%	6%		66
	6-10 years in N. Hampton	36%	48%	11%	5%	44
	11-20 years in N. Hampton	56%	32%	10%	3%	63
	More than 20 years in N. Hampton	64%	28%	5%	2%	173

Q21e: How important do you think it is for the Town to do the following: Preserve New England style architecture

		<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not at All Important</u>	<u>N</u>
OVERALL	2018	58%	29%	11%	2%	346
Age	Under 50 years old	57%	30%	13%		47
	50-64 years old	55%	32%	10%	3%	119
	65 years old and older	60%	28%	11%	2%	178
Education	High School Education	58%	33%	8%		24
	Technical School/Some College	61%	38%		2%	64
	College Graduate	54%	29%	15%	2%	121
	Postgraduate Work	60%	25%	13%	2%	134
Gender	Female	63%	29%	7%	1%	164
	Male	51%	31%	15%	2%	169
Household Income	Less than \$35,000	59%	35%	6%		34
	\$35,000-\$74,999	61%	30%	8%	1%	74
	\$75,000-\$149,999	55%	35%	9%	1%	92
	\$150,000 or more	58%	25%	13%	3%	89
Own or Rent Home	Own	58%	29%	11%	2%	332
	Rent	71%	29%			7
Years Lived in North Hampton	Less than 5 years in N. Hampton	65%	23%	12%		65
	6-10 years in N. Hampton	39%	36%	16%	9%	44
	11-20 years in N. Hampton	64%	23%	9%	3%	64
	More than 20 years in N. Hampton	58%	32%	9%	1%	173

Appendix B

Q6: What types of businesses, services, or attractions would make you visit the IBR District/Route 1 Area more often?

- ?
- ? Maybe a few more retail stores which closed at Shaws plaza.
- a "maker" space, fast med office?, IMax theater, farmers market
- a comcast store for new phone, nearest store is in Methuen
- a good book store, a good cafe
- A health club with classes like spin, nice womens wear shop, home decor/furnishing or tennis facility
- a Market Basket; good quality restaurants; high quality boutiques
- a panera bread, wendys, ihop, and fine clothing and shoe store
- a scheduled bus line or trolley 5VC all of Lafayette Rd would improve business
- a sidewalk, small shops, coffee and bookstores
- a Variety
- Affordable restaurants, clothing stores, bowling, drugstore
- already do
- already visit very often
- antique stores, bakeries, coffee shops, ace/true value hardware store
- Bakery, deli, kid shops for ages 6-11
- Bakery/deli, climbing wall/facility, squash courts
- Bank/drug store/gas station/grocery stores/post office/home center
- barber shop, florist, restaurant, movie theatre, increase shopping options
- Barnes and noble bookstore/cafe, french bakery, office supply store, clothing stores etc.
- better bicycle paths, large park, rail trail biking, walking, riding snowmobiles
- better restaurants and shops
- Better restaurants/ Coffee shops
- better restaurants
- Better retail
- BJ's, BestBuy
- Boutique shops, local restaurants
- boutique stores, chain stores
- Boutique, Restaurants
- Boutiques
- cafes, barnes and noble cafe, clothing store, organic stores
- casual restaurants/ independent shops/book store (not chains)
- Chain restaurants, big name per store, more dealerships, medical, industrial
- Cinema, restaurants, specialty stores
- Clothing and home decor
- clothing store, stationary store
- coffee shop and retail
- coffee shop, bookstore, restaurant, attractive retail
- coffee shops, restaurants, small businesses, professional
- commercial and residential
- craft shop-book stores-family style restaurant-something for parents to take children to play
- Decent restaurants, bakery

- decent supermarket
- department store
- Department store i.e. Target, K-Mart; Staples replacement; fast food and or inexpensive for pick up.
- Department stores, office supply, electronic stores
- department stores, restaurants
- Depends on our needs.
- Doctors, Bakeries
- dog park
- Downtown services
- dress store/shoe store/ hallmark/ flower shop/ restaurants
- Entertainment/restaurants
- family oriented
- family restaurant
- famous market, non-chain restaurants
- fast food take-out
- fast food, restaurants
- Fast food, restaurants, retail, entertainment, hotels
- Fill empty stores in Shan's plaza. More restaurants
- Fill the stores in the shaws plaza- do something with staples- get rid of the dilapidated Golden Garden. Movies? Florist?
- flower shop, bakery
- food stores, handicapping, seasonal, gasoline, banking and housing
- Food, shops
- food/restaurants/retail
- Food services - Shoe store
- fun stores and entertainment and summer family places
- Garden center, clothing stores, restaurants
- gas, grocery, post office, retail
- good bakery / coffee place; indoor walking track; music venue
- grocery, liquor, home depot, workout, post office, cleaners
- greater diversity in types of shops/higher end
- Grocery Store, Home depot
- grocery/restaurant/auto services
- Hallmark store, Staples, Cleaners
- Hi tech
- high end rather than junk, take advantage of tax
- home depot, shaws, gas, a few stores
- homegoods, panera, potterbarn, market basket/hannaford, urgent care
- horse equipment, feed stores, discount stores
- I already visit bank, grocery store, gift shop, restaurants, eye glass store, not sure what other except maybe clothing.
- I don't know but do not want it to look like Hampton's total North of the town
- I have no interest in seeing this district turn into a traffic nightmare like going through Hampton and Seabrook. Portsmouth isn't much better.
- I think we have plenty except adult and children's clothing stores
- I visit more than 6 days a week

- I visit route 1 almost daily.
- Independent businesses- No big box stores
- Interesting restaurants and unique shops (like downtown portsmouth or Kittery - not franchises)
- It has everything I need
- light industrial, office, retail, restaurant, multifamily dwellings
- market basket
- Market Basket, or large grocery chain
- Market Basket!
- Medical offices, retail
- medical, walmart, trader joes
- mixed residential and commercial. no "big box" (no gas stations, auto repair. etc)
- mixture , specialty shops and open spaces
- more apartments to support local workers, more competition for existing businesses
- More large retail
- More places like Ces't Cheese, Lunchbox, restaurant, shopping.
- More restaurants
- more restaurants & entertainment, office supply
- More Restaurants, Dept stores
- More restaurants, more services, more stores.
- more restaurants, local services, professional, small medical clinics or offices
- more restaurants/bars
- more restaurants, bakery or other foods, bookstore, antiques
- more restaurants
- more retail stores
- More retail, services, restaurants
- more takeout food options and retail stores
- more variety of services
- Multiuse- condos, multifamily, restaurants, more dense commercial
- music hall(like Tupelo Music hall in Derry, NHC previously in Londonderry, NNE) Another pharmacy and another gasoline station
- N/A
- na
- na
- na
- na
- need more local businesses, that you'd see in an established town/neighborhood. bakery, florist, a sit in/take out restaurant (healthy eating/Mediterranean deli-type plea?) coffee shop places that have character where people can congregate. how do I meet anyone here? there's only home depot, shaw's, marshall's, joe's is great but just one place like this? cute retail shops good. cheese store is great
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment

- no comment
- no comment
- no comment
- no comment
- no comment
- No interest
- none
- none
- none
- NONE
- none-Portsmouth is right around the corner, as is Seabrook
- None, we are a small town, keep it cleaner. Lots of dumpy places on route 1
- None. How/Who is going to pay for police and fire. The zoning is a joke.
- not storage. practical businesses, non industrial
- not sure (less dealerships)
- Nothing new- already a pharmacy, groceries + restaurants
- office supply, high end restaurants
- office supply/ restaurants
- ok with current business
- Pastry, jewelers, doctors offices, gift shops, barber and hair salons
- planet fitness, better retail, trader joes, needs landscaping, berstofying
- Planet Fitness, docotor's Offices, Restaurants
- recreation, i.e. sports stores etc.
- Reopen or demolish closed mobil gas station, restaurants
- Residential condo/apartments to affordable housing and local craftsman
- Restaurants
- Restaurants and coffee shop
- Restaurants.
- restaurant
- Restaurant, Retail brands
- restaurants
- restaurants
- restaurants
- restaurants
- restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- restaurants Homegoods TJ Max Marketbasket
- Restaurants and retail shops. No more hair and karate studios!!
- Restaurants and services (Trader Joe's) - No Storage Units!
- Restaurants- other cultures

- Restaurants, attractions for family/kids.
- restaurants, better big box grocery store
- restaurants, boutiques
- restaurants, clothing stores
- restaurants, clothing stores, town green/playground/gardens, florist, bakery, garden shop
- restaurants, entertainment
- restaurants, gyms, big box retailer
- Restaurants, Large Retail Stores
- restaurants, movie theatre, office supply store, healthcare
- restaurants, retail
- Restaurants, Retail
- restaurants, retail, doctor/dental/medical offices-supplies
- Restaurants, retailers, service businesses ie household services
- Restaurants, shopping, hotels, movies, summer attractions
- restaurants, shops and department stores
- restaurants, sports related, entertainment related
- restaurants; like interesting shops like c'est cheese
- Restaurants. Second gas station by the Hampton line.
- Restaurants/ Target/ Fitness
- Restaurants/less big box/more local/get rid of Shaw's Develop the plaza where Home Depot is located/bring in Market Basket
- Restaurants shops (I miss hallmark/ famous footwear!)
- restaurants, athletic carrier - Aquatic, climbing walls
- restaurants, retail stores
- restaurants
- Restaurants
- Restaurants
- restaurants and independently owned stores
- restaurants, book stores
- restaurants, hotels
- restaurants, specialty stores, no ore giant pharmacies
- restaurants, stores
- Restaurants, unique shops, we like Home Depots, grocery store
- restaurants, womens and kids apparel, supplies for children
- restaurants, clothing stores, gift shops, trader joes! starbucks
- restaurant 2 story only- Apartment buildings affordable
- restaurants
- restaurants
- restaurants
- restaurants
- restaurants and coffee shops
- restaurants clothing
- restaurants, local shops, fill shops in shaws complex
- Retail
- Retail
- Retail and Restaurants

- retail small shops
- retail, cafe's, casual restaurants, market basket!
- retail, commercial, offices
- retail, eatery
- retail, light manufacture
- retail, restaurant
- services, restaurants
- shaws gon! market basket in senior place for fun
- shaws td bank post office liquor store
- shoe stores, bakery, florist, more retail and restaurants
- shopping retail. more restaurants. outdoor mall area
- shopping services
- sidewalk
- sidewalks, crosswalks, clothing store, good breakfast place, walking trails, parks
- sit down food / casual dining / I-95 direct access (now on-off ramp)
- Small business, hotel.
- small businesses, boutiques, coffee shops
- small family owned
- Small independent businesses.
- small independently owned businesses, especially earth friendly ones
- small movie theater
- small restaurants
- small restaurants, coffee shops
- Small retail; Professional offices; Restaurants.
- Small shops and restaurants
- small, local, family-run businesses that provide meaningful work to town residents
- small, unique, pleasant exterior appearance
- soley stores (specialty foods, clothing boutiques) and dining options in keeping with rural nature of them
- specialty food/restaurant/bar/retail
- specialty food restaurants, service businesses
- Specialty food stores, healthy dining choices.
- specialty shops
- specialty shops no box chains restaurants
- staples
- staples store, "clean" businesses
- staples, walmart-type stores
- Starbucks coffee
- strong mix retail residential
- tailor, bakery, restaurants, clothing stores
- Target.
- Trader Joes, restaurants, coffee shop, outlet stores
- trader joes, small household item store
- unique restaurant not a chain, and boutique shops
- UPS and restaurants (?)
- Upscale shopping, eateries and boutiques. Just not pann, porn, or tobacco.

- whole foods
- Wholesale clubs- department stores
- womens clothing upscale CaolShop?

Q17: In your opinion, what is the most important thing the Town can do to become more attractive to prospective business-owners?

- *Sewage, water, natural gas on major roads Lafayette Rd, Rte 1 & Atlantic Ave, Rte 111 *Develop town Safety Complex on Rt 1 Lafayette Rd.
- 15000 cars pass by every day give them a reason to stop . 1E - AKA - Throw back
- 4
- 4
- a healthy balance - develop uptown, keep neighborhood with character/heritage
- additional businesses should place undue on town services, fire - police - schools
- Advertise what the community has to offer
- allow some more in home business options, while keeping appearance nice.
- allowing signage, sewer install
- As mentioned the single reason people do not got out at night is the lack of street lights. Especially older patrons don't drive at night because of poor street lighting. They use to have street lights in North Hampton and businesses did better!
- aesthetic: focus development. right now, route 1 area is a real eye sore
- Attract people to our town. Stop making it so difficult for businesses to be in North Hampton.
- attract residents and non residents for business
- attractive locations and leasing
- balance business development with "affordable" housing
- Balance growth with development
- be business friendly
- Be business friendly (signs, taxes, etc.)
- be business friendly with planning and zoning boards
- be business friendly, pro-business attitude, skilled work force, affordable municipal services, permitting, licensing, zoning regulations that make sense and help, not hinder, businesses
- Be honest, friendly; informative and fair when dealing with businesses- Do not forget the "old timers" who made the town what it is today.
- be more business friendly - less intrusive ords. to promote economic opportunities, lowering taxes
- Be more business friendly. Town has reputation through it's boards to be anti-business.
- be more proactive and receptive
- beautify route 1 area
- Beautify Rt 1, in such a way that creates a sense of character - unique, local flavor, lots of trees and greenery, more like throwback (illegible), less like shaws plaza
- become more enter taxment area rather than industrial business
- better communications from boards easier process
- better locations for businesses and tax incentives
- better sign ordinances, less zoning laws
- better tax rate and services- like a dump instead of waste management
- better zoning
- build sidewalks
- Change zoning/ add public septic- the rest will take care of itself

- clean business route, paint reduce cigarette waste trash
- Clean it up and fill the spaces we have- lower leases- It depends on what kind of business you're bringing in.
- Clean out unsightly vacant and poorly maintained properties. Landscape with trees and maintain clean cut areas for shade-caricature, peaceful uncluttered pleasant, to look at grassy shaded places on our rte. 1 roads.
- clean route 1. on Q16- couldn't there be a balance
- Clean the area up. Add green space and walkways. Attract small business/boutiques. This isn't rocket science.
- Clean up route 1- junky businesses/empty lots must go. need continuity of frontage for businesses- landscape, signage, etc
- Clean up Route 1- signage should be quainter. fix intersection at Rt1 &111 and Hobbs Rt1
- Clean up route 1. High end community and does not show that way. We can show as NE vintage town with business
- Clean up Rt. 1 business fronts and repave Rt.1
- clean up some of the beat up housing properties
- clean up these existing businesses that are somewhat of an eyesore, make area more walking and biking friendly
- Clean up trashy properties on Rte. 1.
- clean up vacated properties to entice business...
- Commer, sewage on Rt 1.
- Competitive tax breaks for businesses
- controlling costs and have strict rules- business's paying proper share of taxes and no loopholes
- create a rte 1 charter, to separate from Rye/Hampton new rte 95 on/off ramp
- create more of a small town walking feel
- cultivate a business friendly environment with policies and communication
- Decrease rental space costs.
- deter industrial uses, self storage and car dealerships, since these do not attract more favorable small scale shops, businesses and restaurants. Also create some pedestrian friendly areas, cafes with more outdoor seating, coffee shops
- determine what needs they have to see if it would be a match to what NH offers
- develop a reputation that north hampton is business friendly
- develop a user friendly restaurant approach
- Develop Rt 1 corridor
- Develop the rail trail
- Do not know
- Do something about the motorcycle traffic!
- Don't chase them away by making your small rules too difficult!
- don't know
- don't make it so difficult
- Don't do it, keep it rural
- easier permitting
- Elect more responsive planning board members. Make town willing to work with businesses. Change culture
- Encourage more attractive business exteriors, more & attractive lighting especially at night. Rt 1 at night in north hampton is depressing- "Light it up"

- encouraging landlords to lower leasing prices
- Expand IBR, reduce sign restrictions, hire econodeu consultant
- Favorable tax rate
- favorable taxes
- Fill empty storefronts-replace sad looking businesses with attractive ones.
- Fill empty stores.
- fill in empty storefronts
- fill in shaws plaza with more stores. update the quicksilver outlet with a clothing boutique, renovate the lumber liquidators area
- fill the stores we have "vacant"
- fill up/tear down empty buildings/attract visitors
- Find a niche that makes the rte 1 corridor a desirable destination. Portsmouth has the restaurants, art, and secondhand scene sawed up; the malls are losing to online sales; the discount center in No. Hampton didn't work well. How about becoming a destination for high end boutiques?
- Formulate a business plan
- Get rid of 03826 strong
- Give them a 2 year break on taxes
- give them a tax break and offer as much help as possible.
- God services-fire, ambulance, police, etc.
- good question
- Have a plan in place- not scattered look
- having clean access to the businesses
- Helping to inform new/old residents of new bus./restaurants, community newsletter?
- high tax rate in comparison with neighboring towns
- hire an expert
- I am not sure
- I haven't been a resident in north hampton long enough to say, don't know challenges or obstacles now
- I think we have enough businesses. We shouldn't lose the character of our town. we don't need the congestion, traffic, etc.
- improve aesthetic character of the two major shopping centers
- Improve and maintain quality of status quo and grow slowly and carefully.
- improve safety and cleanliness
- improve the "visual" character of the business district
- improved infrastructure, natural gas, some sidewalks, some sewer
- improved signage options, good traffic slow
- incentives to attract businesses to open in town
- Increase assessed value of vacant properties
- install sewer
- isn't their enough
- keep a low tax rate, cinemas, bars
- Keep business tax rate competitive with surrounding towns. This can be done with both considered.
- Keep it rural
- keep it small, simple and new hampshire
- Keep North Hampton rural.
- Keep rents low which means lowering taxes.

- keep seacoast clean and new business chains
- Keep taxes Low get sewer keep town attractive
- Leave it alone.
- Leave it as it is
- leave the owners alone- let them in
- Left blank
- Left blank
- Left blank
- Left blank
- Left blank
- Left blank
- Left blank.
- Left blank.
- less regulation along rt 1 - more business friendly
- Less regulations
- low tax rate, accommodating, friendly, helpful
- Low taxes
- Lower business taxes
- lower residential taxes
- Lower school taxes.
- lower taxes
- lower taxes
- lower taxes
- lower taxes
- Lower taxes
- Lower taxes and improve services
- lower taxes on new businesses
- Lower taxes!!
- low taxes
- Maintain its rural NE seacoast character and heritage
- Maintain smaller, discrete businesses. No big box stores.
- Maintain status quo, Rt1 attracts many visitors
- make it easier for them
- Make it easy to deal with town boards. Boards should have a open mind and at some time follow zoning rules that are now in place. each prospective development should be able to present a plan to town that is complete the 1st time make that clear the 1st time you meet with people.
- Make it easy to do business/less red tape. favorable taxes, favorable services(which are very few)
- Make planning board easier to deal with. Adapt more pro- business attitude!!
- make route 1 as smooth flowing as possible
- make rt 1 more attractive, salt shed coming over bridge from hampton should be screened add landscaping/trees on rt 1
- make shopping and restaurant areas more enticing
- make the permitting process transparent and efficient. train town employees to have a more customer oriented approach and attitude
- Make them feel wanted and part of the community.
- making Rte 1 aesthetically pleasing; not letting the buildings and signs get run down or blight

- market the availability of the current vacant office space
- Maybe have a unified theme such as vintage street lights. Maybe some green space of park benches, trees and flowers.
- must be economically attractive to the prospective business
- n/a
- na
- na
- na
- na
- no answer
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment
- No opinion
- No we need new business owners?
- no. hampton is a small community within easy access to services beyond our borders- let's not ruin small town charades
- not necessary
- not sure
- not sure but something to increase commercial tax revenue
- not sure- lower tax rates
- Not sure.
- nothing that would benefit the tax payers
- Nothing. I generally oppose new businesses. Stay (illegible) room.
- Nothing. Zoning is a joke. Tractor Trailer Garages in the middle of residential space? Ugly (illegible)?
- offer incentives to new businesses
- offer lower rents for small business
- Offer tax incentives.
- our town is attractive and has all the businesses, either in town or nearby, to serve the needs of residents
- planning and zoning boards to be more cooperative business have been driven away by their actions
- Planting more trees and keep new england style architecture!!
- poorly maintained buildings on route 1 need to be raised. the shopping center where LLB + shows are located need to be rehabilitated to make it look appealing
- Preserve it
- Provide economic development infrastructure.
- provide economic incentives
- provide facilities that don't require significant capital
- provide fast-track, business friendly permitting and approvals
- Provide infrastructure, make it lively, marketing the area so business became successful and attract more business owners

- providing clear language on regulations, especially for small locally owned businesses
- Put in a sewer system.
- Put in sidewalks.
- put in street lights. impossible to drive at night. won't go out at night because of lack of them.
- Quality businesses want to be near other high quality professional businesses. Route 1 is an ugly stretch of shabby businesses. Until cleaned up, others will resist coming to town.
- Question 10- above
- Reasonable permitting process, Marketing re town benefits
- reasonable prices on land and building acquisitions
- Reasonable taxes, amenities in town, schools
- Reduce erroneous laws; More flexible planning board.
- Reduce Regulations
- reduce restrictions/become more reasonable
- reduce restrictions
- reduce taxes
- Reduce taxes
- reduce taxes for commercial [pro/saty?] owners
- Relax overbearing zoning restrictions on businesses (i.e. signage/lighting). Right now it is difficult to identify businesses after dusk.
- Remove barriers(sewer, signs, zoning, permitting, etc.) to development from Hampton line to Atlantic Ave.
- Remove excess, onerous regulations, install sewer on Rt 1, bury overhead utilities on Rt 1
- restrict industrial development
- retain the small town atmosphere
- Retain whatever rural character it has.
- rt 1 sewer
- see Q16, item 2
- services
- services
- sewer
- sewer
- sewer line
- sewer line on rt 1
- sewer on rt 1
- Sewer on Rt 1
- Sewer system.
- sewer, expand natural gas
- Sewer, fair market lease options.
- Sewer!
- Sidewalks
- sidewalks and fill in empty storefronts
- SIGNS
- simplify occupancy requirements
- Slow traffic down
- small business initiatives- for example, tax breaks for the 1st 2 years of operation or financing assistance, or leasing assistance for small, family run businesses

- Step up zoning enforcement.
- Stop arguing
- stop making it so difficult to approve business's moving in
- Stop preserving land in an effort to preserve rural look of town and eliminating opts. for tax base to grow. Allow some workforce housing.
- support local small business with tax credits
- tax breaks
- tax incentives
- tax incentives, sewerage
- Tax incentives? Not sure,
- tear down junk building - close some used car shops
- tell them to go elsewhere
- The business district should be more visually attractive
- TIF/Incentives/advertise
- to attract people to stop in north hampton, it needs to be attractive, including rt 1
- update town facilities and services
- upgrade the junky businesses already here
- Use New England Seacoast Architecture - style & clean up goy cart intersection (Atlantic Rt 1)
- Value small businesses
- we are perfect now!
- we must be unique trendy but stay true to ourselves
- We need our businesses to remain open. Too many have come and gone.
- we need to retain rural appearance
- Why would the town want to attract more business
- work with them, if businesses don't come the LL's are charging too much rent. Economics will change and rents will lower. don't think you have to drastically change the rules
- ZBA and planning board are not business friendly at all!!!

ADDCOM: Please provide any additional information you would like the Town to consider below

- 1.) Why do we need additions to libraries now, because 75% of population uses I-pads etc?2.) We need to control town police and firemen salaries better. In the future we are never going to be able to pay their retirement benefits. Its not just North Hampton.3.)We need good education, but we got to use better judgement on our costs we can afford.
- A survey was completed some time ago (last May?) and I'm wondering where the results are
- Add a Hampton or Fairfield Inn to the Rt 1 area.
- allow more single family home developments, trim and clean scruffy road sites (trees, bushes), have less power lines above the ground, find a way to allow natural gas companies to support homes
- any sewer should be paid for by those hooking into it
- Appreciate and enjoy our rural atmosphere. Understand keeping costs (taxes) under control is important for all. Feel local buz have a place in helping with that so want to be inviting to all. Also feel "recreation" is a tremendous branding opportunity along with "NE style" town.
- As indicated, more pedestrian friendly areas with safe sidewalks and smaller scale businesses in clusters would help break up the highway big box feel of many parts of route one. Slow down traffic along Atlantic and post roads. Install a 4 way stop at atlantic and mill roads.
- Back in the 60's I had said "Watch Rte. 1 become an extension of Massachusetts." It has happened. Lafayette Rd. in North Hampton does not need more development. It is far too traffic ridden now,

causing side roads to be used as a bypass from Rte. 1! GPS access has not helped! The town needs a building moratorium, no more town houses, double units.

- Balanced meaningful positive growth is what the town needs. It does not have to be stagnate or over built
- better street lighting, trash drop off place, enforce speed limits, adopt noise ordinance
- Capitalize on visitation from ny, ct, and ri.
- Clean and bring rt 1 "charm" but with New England (not neon) signs close/replace Mobil gas station on corner
- Consider merging/sharing municipal services e.g. fire, police, with other towns close to N Hampton e.g. Rye, Hampton
- continue monitoring for right type of businesses in town. not overburdening our water supply. not polluting. improving in sustainability, in environmentally friendly ways
- control/ reduce spending
- develop rte 95 direct access (new on/off ramp)
- Developing the R+I corridor and providing some lower cost housing on it is not anthesis to maintaining a rural environment in the rest of the town.
- Do not raise taxes!! I always WANTED to live forever in North Hampton, But the taxes are forcing me to move! Therefore, I cannot pass our home to our children!!!
- don't turn route 1 into another "seabrook"
- economic development is good if and only if it does not harm the environment, it doesn't not diminish our town's rural, seacoast character, and it provides goods and services preferred by residents. economic development must not increase need for more town services
- encourage commercial reuse of historic bldgs (drake farm, hobbs farm, centennial hall are success stories) there are others on rt 1
- Evaluate trees that have an effect on power outages.
- Forget about tourist- our beach is small- take care of your elderly- there is not enough housing for them
- Get with the times and start planning for the next 100 years instead of living in the past! Get rid of overhead utilities, Route 1 could be a big good impact on our town.
- good luck
- GREATLY oppose any sewer system!
- I can imagine rte. 1 corridor improved by eliminating unsightly areas and landscape intersection, 2. Area of state woodend storage bldgs on right as entering north hampton 3. small unkempt area between ALS seafood and L.L. Bean alley at small brick electronic terminal bldg. It has trash uneven dirt not easy to walk by. wet nasty appearance. Clean it up. Little areas see as justins seafood hut and other places numernous and nasty to look at. Bill
- I don't want N Hampton to become over developed having seasonal residents will change who we are and we will lose the friendly know everybody feeling
- I favor mixed use development on route 1, small retail units and/or offices and/or barrier shops.
- I favor renovating what we already have and improving it, I moved here for the small town charm I don't want to look like Seabrook
- I have no town water no fire hydrant, no sewer and near zero value from insurance policies or fire dept.
- I have only lived in North Hampton for 11 years. I grew up on Hampton Beach I wish Hampton did better job protecting citizen space and put more thought into the downtown area. Development is important it will help with property

- I like the idea of building up rt 1 and attracting business, medical and residential while keeping the rural feel of the rest of the town - bring in business and medical to help with that burden while adding affordable housing
- I prefer tightening our belts to wooing business and development.
- I think a sewer system on Route 1 is a very bad idea!!!
- I think it looks like the town is not thriving and/or people only drive thru it with empty store fronts. there's no place for residents to meet each other! need/want things assortment see Q6. also dog park. no place to buy shoes anymore although one can drive somewhere to get, but liked having one before. maybe little boutique/gift store.
- I think its a shame how many stores left the outlet mall. the right stores should draw customers. I've worked in 2013 stores that closed
- I think more should be done to improve and keep snowfree the little boar's head cliff walk and beach parking lot. Promote the area and add some signs along the walk: nature/history/geography
- I think this is a biased survey favoring further development of route 1 including adding sewers, I am opposed to both. we moved to north hampton for the rural atmosphere, it is close enough to other towns
- I was not aware of all the public trails that we have in North Hampton. There may be more public land that just isn't publicized.
- I would like to see Atlantic turned into town center with a few more shops, better sidewalks and some tourist attractions like art gallery or historic museum.
- I would love a sidewalk on Rt III. It would give bike access to the beach for a large % of N. Hampton residents.
- I would recommend contacting UNH Cooperative Extension about Economic Development programs. They have several initiatives that could be helpful.
- I'd like to see rt 1 more accessible to walkers and bicycles with sidewalks and dedicated bike lanes
- if we can't discipline ourselves to control tax increases with reduction of population, including the school, then stop the NH forever program and allow more single home residences or increase businesses. the real answer is to stop spending foolishly.
- If we wanted to live in Portsmouth we would. Keep the town a beautiful, peaceful beach town.
- improve the North Hampton school to attract young families these are the people who will be buying your houses as you down size. Improvements in performance of school in the classroom and keep school modernized
- Install cell towers to provide service to all areas of town. Fire alarm systems have been removed because everyone has a cell phone. Cellphones do not work without towers. Cell tower installation should not be controlled by few residents with a NIMBY attitude. This is a safety issue.
- keep route 1 from looking like rt 1 in between boston
- Keep this place clean.
- Keep town living costs down.
- Left turn lane Hobbs Road Rt 1 or no right turn speed bump between New road and Rt 1 there is a light at 111 police dangerous to walk dog/bike
- Love North Hampton. I think we can keep the nostalgia while improving. Right now Rt 1 is not appealing. Happy to spend more to improve town value/home value.
- lower taxes,
- merge little boars head governance with the rest of the town. wanted promote more town unity and better enforcement of zoning laws-very important
- mixed use, senior living units, work force housing
- must maintain quality of schools, fire and police departments

- na
- na
- na
- na
- na
- na
- na
- Need bike paths and road biking lanes.
- need more of a downtown feel, route 1 should not be so unattractive to drive, we need to attract more young families, need housing in the 300,000 to 500000 range
- need to attract a larger business to fill the old Staples store-like Christmas Tree shop-Michael's Art- or put small shops in it.
- NH is getting older, so more resources for seniors, the staff is losing young folks, so more economic development is important. North Hampton is a nice small town and we need to emphasize that. "Spruce up" Rt 1 to attract tourists, but avoid the Rt 1 Seabrook atmosphere.
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment
- no comment
- none
- none
- none
- none
- North Hampton is known for being rural and having small businesses. It would be a shame to lose that image and have to fight traffic to go anywhere
- Once you lose the farm land, it's gone. You can't get it back. zone or district the farm land (that is left) to only farm or agricultural use. That way we keep the farm jobs here. local food here. open spaces here. Otherwise the reason we live here for the open, healthy, no traffic jams life style will be lost. Keep the farm land prosperous so we all can be prosperous (in health). Otherwise the town needs to build a large central green park (that's not a beach).
- outside of rt 1 needs to stay rural, rt 1 should be developed and support housing for working families

- Please don't allow North Hampton become a northern Massachusetts town. We don't need big retail, we need a walkable, quaint town with a real, active center that people can get out of their homes + enjoy.
- PLEASE don't let us become a Seabrook. Wish we had public transportation. Thank you.
- please mandate cohesive, attractive signage along Rt 1. Would also support visually pleasing architecture requirements for new construction. It's a hodge podge now!
- Preserve open space, especially along Route 1.
- preserve residential areas especially prohibit air b and b's and boarding houses
- Q11: Unclear what is meant by "brightly lit" If neon-type, the NO; if lighted wooden signs, then yes.Q13: All answers based on development of rte 1 corridor only.
- Q16: Bad question. No allowance for both. D7: Left blank.
- Q4. Hodge podge of junk. Q8 We can't handle a budget for 4800 people. How are you going to handle more?! Not too smart.Q10. If anyone paid attention, there is a lot of wildlife. Owls, deer, cranes, heron, etc. Q11. The traffic noise is enough. Q13. The zoning in this town is a joke. No more. Q18. Check it out! Loaded with ticks, needles, gang graffiti, and street people (in) tents. Why make it better for them? D7: Figure out how to handle the current issues before adding other variables. This place is out of control. Can't wait to move!!!!
- Rather than hiring an "expert" to tell us what we should do, better to hire an expert in facilitation skills to guide resident focus groups in planning the future
- Really need to improve the intersection of rt 1 and Rt 3- need turning light for rt 3- very dangerous corner for turning traffic left.
- reduce taxes
- renovating town complex was best, shortest and cheapest!
- retired and fixed income
- Retired/Fixed income/Want to be able to continue living here.
- route 1 is not a pretty sight! See Q21a!
- rt 1 must be carefully designed with a sense of local identity.
- RT 1 Needs to be treated differently
- Rt. 1 in N. Hampton is currently an eyesore and an economic mess.
- RTI is business for the most part- there are already auto/restaurants/office park/industrial/banks services and local owned business. Portsmouth, Seabrook, Exeter are all very close by if there is something needed not available in North Hampton. This is a small nation that without constant growth or expansion we are not doing what we should. There is only so much land and only so many people that can fit on that land without destroying what we have. Put personal agenda aside! The excess spending they promote will always fall on the shoulders of the limited taxpayers we will always have here. They need to keep things in perspective and stop trying to keep up with neighboring towns with more land, population and higher tax rates!
- safer areas for residents to walk their dogs need to be provided , it would be good to look into public sewers
- seacoast greenway would provide great recreational opportunities to members of the community and should be prioritized
- senior citizen housing open spaces walking and bike paths affordable housing excellent schools
- senior housing is needed in town. senior affordable condos would be great investment for retirees
- Sewer- if the business community wants sewer, let the private investors create a public utility. Do not use tax dollars
- Sidewalk from bandstand to ocean down Atlantic Avenue and Route 1. Crosswalk on Route 1 by Irving/Rite Aid.

- signs allow individually lighted letters it makes it easier to read at night
- slow down traffic on route 111
- Speed Limits are not enforced.
- stop spending tax money on complex. we vote no. say no SO NO. less police cars. way to many. crimp wages on all town and first responders pay and benefits. too much wasted money
- streetlights are too dim at night
- thank you for this opportunity to express my desire to retain the rural community I love- please no sewer
- thanks for asking our opinion!
- that's all folks
- The addition of a Community Center that offers recreation, sports, intellectual, class, and more opportunities, including a central gathering place. Check out Bentonrite, Arkansas Community Center. It is amazing
- the best investment the town can make is street lamps. they had them before and it was better for businesses
- The Step-Up Business has littered the town with their signs.
- The town budget must be increased to keep policemen, firemen, and quality schools.
- The town lacks affordable housing so people can live here where they work. Increasing affordable housing would bring more residents which will then use more local services/businesses.
- The town needs to maintain a rural residential character. Tourism is not important beyond the Rt 1 corridor. Traffic congestion and speed outside of congested commuter times is of concern.
- think along the lines of the intersection of route 1 and 88 in hampton falls or route 1 and 27 in hampton although they could have a lot better if they had really put forth the effort
- this town looks tired and old- general clean-up/paint/signage would do wonders for its image.
- this town should be for all financial levels and not for elite levels
- Town needs to attract younger families
- Traffic lights at Holley Road and North Rd, and Rte 1 reconfiguration of Holles rd Atlantic Ave traffic light also at Post Rd and Rte 1.
- trash pick up
- Trashy look of Rt 1- must be addressed first + foremost.
- we are missing out on the visitors we need to provide them with seacoast and trendy shops
- we cannot increase housing for people who do not pay taxes
- We choose to live in North Hampton for a small town atmosphere. After living in Hampton 18 years, they have built everywhere. Please keep North Hampton a great place to live for citizens of all ages.
- we desperately need better cell phone service - the current strength of signal is deplorable and in the event of an emergency - dangerous
- we don't need a dog park - that's a city project we're a town. new people move in and think they should change things. they should "cool" it.
- we don't want a rt1 situation like Seabrook current town businesses are not appraised at high enough values survey questions in this mailing are biased
- We doubt the honesty of some boards, esp- the planning board, after seeing what Mr. Bauer has lied about and is getting away with. Perhaps because it's not in "their" backyard! Seems like they have washed their hands of his MESS and NOISE!
- We need to attract more businesses. The school(s) budgets need to be analyzed. What are the tax dollars doing in regards to the maintenance of the town owned businesses. Share the results with the town. Not everyone has access to a Friday Folder or even know what it is.

- we need to ensure that vacant stores do not create a poor appearance (shaws etc..) perhaps we could use empty rental space for offices or library
- We need to make rent/housing affordable for our children to grow up and make their home here with start-up jobs. We need to address the rights of our senior citizens on fixed income to get affordable care in their own home town, and alleviate their tax responsibility. We need to make new small businesses to afford their rent.
- We were drawn to North Hampton because of its small town character and open spaces. It's important to have economic growth while still maintaining the things that make North Hampton special(smiley face)
- Wider Rt1/Rt111 intersection. Sidewalks from Rt1 to school. Clean water. Clean beach and ocean. Put lines on houses with failed septic or drywell
- would like to see the installation of electronic signs at school and town hall.

North Hampton Economic Development Survey



Dear North Hampton Resident,

The Town of North Hampton would like to know your opinion on the town's economic future. This survey has been commissioned by the Town of North Hampton Economic Development Committee to determine what kind of economic development residents like yourself would like to see in the town and what matters most to your quality of life as a resident.

This survey is being conducted in conjunction with the University of New Hampshire Survey Center. The UNH Survey Center will receive and compile responses to ensure confidentiality; findings will be reported in group format only. The results of this survey will be made publicly available when the analysis is complete. Thank you in advance for your participation.

If you have any questions or concerns, please contact Sean McKinley at the UNH Survey Center (603-862-2563, sean.mckinley@unh.edu) or Economic Development Committee Chairman Jim Better (EDC@northhampton-nh.gov).

INSTRUCTIONS

For most items, please circle the response that best matches your opinion.

If more than one adult in your household wishes to take the survey, additional copies are available at the Town Offices or by contacting Sean McKinley at the UNH Survey Center (603-862-2563, sean.mckinley@unh.edu).

IBR DISTRICT/ROUTE 1 AREA

Questions in this section concern the Industrial-Business/Residential (IBR) District, the area around Route 1 in North Hampton.

Q1. Do you favor or oppose greater development in the IBR District/Route 1 Area in the next few years?

- | | | | | | |
|--------------------|--------------------|------------|-------------------|-------------------|------------------------|
| 1. Strongly Oppose | 2. Somewhat Oppose | 3. Neutral | 4. Somewhat Favor | 5. Strongly Favor | 9. Don't Know/Not Sure |
|--------------------|--------------------|------------|-------------------|-------------------|------------------------|

Q2. What kind of development would you like to see in the IBR District/Route 1 Area?

- | | | | | |
|---|---|---------------------------|---------|------------------------|
| 1. Nearly All Commercial/Light Industrial | 2. Balanced between Commercial/Light Industrial and Residential | 3. Nearly All Residential | 4. None | 9. Don't Know/Not Sure |
|---|---|---------------------------|---------|------------------------|

Q3. Do you believe it is more important to fill currently empty storefronts in the town or to develop new areas?

- | | | | | |
|---------------------------|----------------------|----------------------|------------|------------------------|
| 1. Fill empty storefronts | 2. Develop new areas | 3. Equally important | 4. Neither | 9. Don't Know/Not Sure |
|---------------------------|----------------------|----------------------|------------|------------------------|

Q4. Do you see the Route 1 area of town primarily as:

- | | | | |
|------------------------------|------------------------------|------------|------------------------|
| 1. Bypass to other locations | 2. "Main Street" of the town | 3. Neither | 9. Don't Know/Not Sure |
|------------------------------|------------------------------|------------|------------------------|

Q5. How frequently do you or your family visit businesses in the IBR District/Route 1 Area?

- | | | | | | | |
|----------|-------------------------------------|--------------------------|--------------------------|----------------|--------------------------|------------------------|
| 1. Never | 2. A few times a year or less often | 3. Once every few months | 4. Once or twice a month | 5. Once a week | 6. More than once a week | 9. Don't Know/Not Sure |
|----------|-------------------------------------|--------------------------|--------------------------|----------------|--------------------------|------------------------|

Q6. What types of business, services, or attractions would make you visit the IBR District/Route 1 Area more often?

Q7. Currently, there are no town sewer facilities in North Hampton. Overall, what do you believe the Town should do about installing a sewer system in the IBR District/Route 1 Area?

- | | | | |
|-----------------------|---|--|------------------------|
| 1. Oppose, not needed | 2. Favor only if property taxes do not increase | 3. Favor even if property taxes increase | 9. Don't Know/Not Sure |
|-----------------------|---|--|------------------------|

Q8. A sewer system in the IBR District/Route 1 Area would make it possible for higher density development to include apartment buildings. If sewer facilities were installed, would you favor or oppose allowing apartment buildings to be built in the IBR District/Route 1 Area?

- | | | | | | |
|--------------------|--------------------|------------|-------------------|-------------------|------------------------|
| 1. Strongly Oppose | 2. Somewhat Oppose | 3. Neutral | 4. Somewhat Favor | 5. Strongly Favor | 9. Don't Know/Not Sure |
|--------------------|--------------------|------------|-------------------|-------------------|------------------------|

SIGNAGE

Q9. How easy do you think it is to spot businesses in town just by looking for their signs?

1. Very Difficult 2. Somewhat Difficult 3. Somewhat Easy 4. Very Easy 9. Don't Know/Not Sure

Q10. Overall, do you think it is more important to allow businesses to have more brightly lit signs or to maintain a dark night-time sky in the town?

1. Allow businesses to have more brightly lit signs 2. Maintain a dark night-time sky in the town 9. Don't Know/Not Sure

Q11. Would you favor or oppose allowing businesses to have brightly lit signs if they could be scheduled to be turned off every night at 9:00 PM?

1. Strongly Oppose 2. Somewhat Oppose 3. Neutral 4. Somewhat Favor 5. Strongly Favor 9. Don't Know/Not Sure

GENERAL ECONOMIC DEVELOPMENT

Q12. What do you believe should be the most important objectives of economic development in North Hampton?

Of the following choices, please rank the **three** most important in order of your preference by placing a "1" next to your first choice, a "2" next to your second choice, and a "3" next to your third choice.

<input type="text"/>	a. Reducing taxes on residential properties	<input type="text"/>	e. Increasing shopping options in town
<input type="text"/>	b. Attracting non-residents to support businesses	<input type="text"/>	f. Improving property values
<input type="text"/>	c. Providing more or better services for residents	<input type="text"/>	g. Creating more jobs in the town
<input type="text"/>	d. Providing more or better entertainment for residents	<input type="text"/>	h. Creating more housing in the town

Q13. Would you have a favorable, unfavorable, or neutral opinion of the following kinds of developments in the town?

	Unfavorable	Neutral	Favorable	Don't Know/Not Sure
a. Motor Vehicle Dealerships	1	2	3	9
b. Restaurants	1	2	3	9
c. Business/Office Parks	1	2	3	9
d. Industrial/Light Industrial Parks	1	2	3	9
e. Medical Facilities	1	2	3	9
f. Child Care Facilities	1	2	3	9
g. Senior/Adult Care Facilities	1	2	3	9
h. Banks & Financial Services	1	2	3	9
i. Small Locally-Owned Stores	1	2	3	9
j. "Mixed-Use" Buildings (those with both residential and commercial spaces)	1	2	3	9

Q14. Do you favor or oppose the Town allocating money in the budget to pursue greater economic development?

1. Strongly Oppose 2. Somewhat Oppose 3. Neutral 4. Somewhat Favor 5. Strongly Favor 9. Don't Know/Not Sure

Q15. The Town is considering contracting with an expert at a cost of up to \$30,000 to help coordinate and implement projects and programs that support economic development. Do you favor or oppose the Town contracting with an economic development expert?

1. Strongly Oppose 2. Somewhat Oppose 3. Neutral 4. Somewhat Favor 5. Strongly Favor 9. Don't Know/Not Sure

Q16. Which of the following comes closest to your opinion regarding long-term priorities for economic development in the town?

1. The Town should prioritize further economic development over maintaining its rural New England Seacoast character and heritage	2. The Town should prioritize maintaining its rural New England Seacoast character and heritage over further economic development	9. Don't Know/Not Sure
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Q17. In your opinion, what is the most important thing the Town can do to become more attractive to prospective business-owners?

RECREATION

Q18. The New Hampshire Seacoast Greenway is a former rail line running from Seabrook to Portsmouth that some have proposed developing into a multi-use recreational trail. Would you favor or oppose the Town working with nearby towns and the state to pursue this project?

1. Strongly Oppose 2. Somewhat Oppose 3. Neutral 4. Somewhat Favor 5. Strongly Favor 9. Don't Know/Not Sure

Q19. How important do you think it is for the Town to do the following:

	Not at All Important	Not Very Important	Somewhat Important	Very Important	Don't Know/Not Sure
a. Make recreation North Hampton's "brand"	1	2	3	4	9
b. Maintain the Town Bandstand, Town Common, and other recreational spaces	1	2	3	4	9
c. Increase recreational opportunities for town residents	1	2	3	4	9
d. Increase recreational opportunities to attract more tourists	1	2	3	4	9

QUALITY OF LIFE

Q20. Which of the following are important to you about living in North Hampton? Circle all that apply

- | | | |
|------------------------------|------------------------------|----------------------------|
| a. Rural atmosphere | e. Close to employer | i. Hometown |
| b. Quality of public schools | f. Affordable | j. Friendly atmosphere |
| c. Close to a main highway | g. Ocean/environment | k. Close to family/friends |
| d. Close to Boston | h. Close to medical services | l. Entertainment/shopping |

Q21. How important do you think it is for the Town to do the following:

	Not at All Important	Not Very Important	Somewhat Important	Very Important	Don't Know/Not Sure
a. Beautify the Route 1 Area	1	2	3	4	9
b. Protect forests and open space	1	2	3	4	9
c. Preserve aquifers and wetlands	1	2	3	4	9
d. Preserve historic buildings	1	2	3	4	9
e. Preserve New England style architecture	1	2	3	4	9

ABOUT YOU

D1. How old are you? D2. What is your gender? ☐ 1. Male ☐ 2. Female ☐ 3. Other

D3. Do you rent or own your home? ☐ 1. Own ☐ 2. Rent ☐ 3. Other D4. How many years have you lived in North Hampton?

D5. What is your highest level of education? ☐ 1. High School Graduate (or G.E.D.) or less ☐ 2. Technical School ☐ 3. Some College ☐ 4. College Graduate ☐ 5. Postgraduate Work

D6. What is your annual income? ☐ 1. Less than \$25,000 ☐ 2. \$25,000 - \$34,999 ☐ 3. \$35,000 - \$49,999 ☐ 4. \$50,000 - \$74,999 ☐ 5. \$75,000 - \$99,999 ☐ 6. \$100,000 - \$149,999 ☐ 7. \$150,000 or more

D7. Would you describe yourself as a full-time or seasonal resident of North Hampton? ☐ 1. Full-time ☐ 2. Seasonal

Please provide any additional information you would like the Town to consider below or you may send additional comments to the Economic Development Committee's email address (EDC@northhampton-nh.gov).

**Thank you for taking the time to complete this survey! Please fold the survey so that the return address is clearly displayed.
Tape the survey together and place it in the mail.**

The Survey Center
University of New Hampshire
9 Madbury Road, Suite 402
Durham, NH 03824

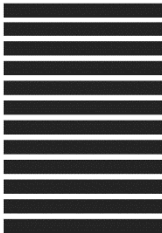
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North Hampton, NH 03862

Important Survey From the Town of North Hampton



North Hampton Economic Development Survey



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THE SURVEY CENTER
UNIVERSITY OF NEW HAMPSHIRE
10 WEST EDGE DRIVE
DURHAM NH 03824-9909

801175

North Hampton Economic Development Survey

Dear North Hampton Business Owner,

The Town of North Hampton would like to know your opinion on the town's economic future. This survey has been commissioned by the Town of North Hampton Economic Development Committee to determine what kind of economic development business owners like yourself would like to see in the town and what matters most to you.



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Q1. Do you favor or oppose greater development in the IBR District/Route 1 Area in the next few years?

- | | | | | | |
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| 1. Strongly Oppose | 2. Somewhat Oppose | 3. Neutral | 4. Somewhat Favor | 5. Strongly Favor | 9. Don't Know/Not Sure |
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Q2. What kind of development would you like to see in the IBR District/Route 1 Area?

- | | | | | |
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c. Preserve aquifers and wetlands	1	2	3	4	9
d. Preserve historic buildings	1	2	3	4	9
e. Preserve New England style architecture	1	2	3	4	9

ABOUT YOU

- D1. How old are you?
- D2. What is your gender? ☐ 1. Male ☐ 2. Female ☐ 3. Other
- D3. Which of the following best describes your role at your business? ☐ 1. Owner, not involved in day-to-day operations ☐ 2. Owner, involved in day-to-day operations ☐ 3. Management ☐ 4. Other
- D4. What is your business's approximate annual revenue? (Please provide your best estimate)
- D5. How many years have you operated your business in North Hampton?
- D6. About how many employees does your business employ?
- D7. Does your business operate year-round or seasonally? ☐ 1. Year-round ☐ 2. Seasonal
- D8. Are you currently a resident of North Hampton? ☐ 1. Yes, Full-time ☐ 2. Yes, Seasonally ☐ 3. No

Please provide any additional information you would like the Town to consider below or you may send additional comments to the Economic Development Committee's email address (EDC@northhampton-nh.gov).

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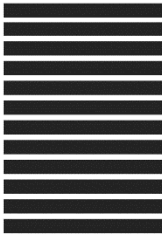
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North Hampton Economic Development Survey



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