

1. Rate how INFORMED you are about the following potential projects or activities (1=LOW, 4=HIGH):

| | 1=low | 2 | 3 | 4=high | Response Count |
|---|-------------------|------------|------------|-----------|----------------|
| Parking structure in the downtown. | 47.2% (25) | 26.4% (14) | 15.1% (8) | 11.3% (6) | 53 |
| Two-way traffic on Main Street. | 50.0% (26) | 25.0% (13) | 15.4% (8) | 9.6% (5) | 52 |
| Pedestrian-only way in downtown. | 64.0% (32) | 22.0% (11) | 8.0% (4) | 6.0% (3) | 50 |
| A new hotel/conference center in downtown. | 46.0% (23) | 14.0% (7) | 32.0% (16) | 8.0% (4) | 50 |
| UNH locating a new performing arts center in downtown. | 73.1% (38) | 13.5% (7) | 11.5% (6) | 1.9% (1) | 52 |
| Incubator office space in or near downtown. | 64.0% (32) | 16.0% (8) | 10.0% (5) | 10.0% (5) | 50 |
| Form-based zoning codes for downtown Durham redevelopment. | 69.6% (32) | 17.4% (8) | 8.7% (4) | 4.3% (2) | 46 |
| Affordable, non-student housing downtown. | 50.0% (25) | 24.0% (12) | 16.0% (8) | 10.0% (5) | 50 |
| Additional student housing developments (>100) outside of downtown. | 47.9% (23) | 10.4% (5) | 22.9% (11) | 18.8% (9) | 48 |
| Additional student housing developments (>100) in downtown. | 51.1% (24) | 12.8% (6) | 25.5% (12) | 10.6% (5) | 47 |
| Local public transportation between neighborhoods and downtown. | 54.9% (28) | 19.6% (10) | 17.6% (9) | 7.8% (4) | 51 |
| answered question | | | | | 53 |
| skipped question | | | | | 3 |

2. Rate how much you would SUPPORT the following potential projects or activities (1=LOW, 4=HIGH):

| | 1=low | 2 | 3 | 4=high | Response Count |
|---|-------------------|-------------------|-------------------|-------------------|----------------|
| Parking structure in the downtown. | 19.6% (10) | 17.6% (9) | 25.5% (13) | 37.3% (19) | 51 |
| Two-way traffic on Main Street. | 42.0% (21) | 26.0% (13) | 18.0% (9) | 14.0% (7) | 50 |
| Pedestrian-only way in downtown. | 36.7% (18) | 26.5% (13) | 18.4% (9) | 18.4% (9) | 49 |
| A new hotel/conference center in downtown. | 22.0% (11) | 30.0% (15) | 24.0% (12) | 24.0% (12) | 50 |
| UNH locating a new performing arts center in downtown. | 16.0% (8) | 14.0% (7) | 22.0% (11) | 48.0% (24) | 50 |
| Incubator office space in or near downtown. | 24.5% (12) | 26.5% (13) | 18.4% (9) | 30.6% (15) | 49 |
| Form-based zoning codes for downtown Durham redevelopment. | 20.5% (8) | 28.2% (11) | 33.3% (13) | 17.9% (7) | 39 |
| Affordable, non-student housing downtown. | 26.5% (13) | 10.2% (5) | 22.4% (11) | 40.8% (20) | 49 |
| Additional student housing developments (>100) outside of downtown. | 31.3% (15) | 12.5% (6) | 35.4% (17) | 20.8% (10) | 48 |
| Additional student housing developments (>100) in downtown. | 36.2% (17) | 25.5% (12) | 25.5% (12) | 12.8% (6) | 47 |
| Local public transportation between neighborhoods and downtown. | 15.4% (8) | 13.5% (7) | 26.9% (14) | 44.2% (23) | 52 |
| answered question | | | | | 53 |
| skipped question | | | | | 3 |






3. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

| | Strongly Disagree | Disagree | Agree | Strongly Agree | No Opinion | Response Count |
|---|-------------------|------------|-------------------|-------------------|-------------------|----------------|
| Businesses like mine must cater primarily to students in order to succeed in Durham. | 34.5% (19) | 29.1% (16) | 12.7% (7) | 18.2% (10) | 5.5% (3) | 55 |
| More student housing downtown will be positive for the business climate in Durham. | 14.5% (8) | 21.8% (12) | 38.2% (21) | 12.7% (7) | 12.7% (7) | 55 |
| More student housing outside of downtown will be positive for the business climate in Durham. | 7.4% (4) | 27.8% (15) | 35.2% (19) | 9.3% (5) | 20.4% (11) | 54 |
| More commercial office space downtown will be positive for the business climate in Durham. | 1.9% (1) | 11.3% (6) | 43.4% (23) | 34.0% (18) | 9.4% (5) | 53 |
| More commercial office space outside of downtown will be positive for the business climate in Durham. | 7.3% (4) | 25.5% (14) | 29.1% (16) | 21.8% (12) | 16.4% (9) | 55 |
| The presence of UNH has helped my business over the last 10 years. | 9.1% (5) | 9.1% (5) | 41.8% (23) | 36.4% (20) | 3.6% (2) | 55 |
| Commercial office development in Durham is most likely to succeed if it is concentrated in downtown. | 1.9% (1) | 29.6% (16) | 40.7% (22) | 13.0% (7) | 14.8% (8) | 54 |
| Zoning and regulatory procedures in Durham are favorable for new investments. | 18.9% (10) | 30.2% (16) | 11.3% (6) | 1.9% (1) | 37.7% (20) | 53 |
| Overall, more businesses in Durham are needed that focus on residents. | 1.8% (1) | 10.9% (6) | 41.8% (23) | 32.7% (18) | 12.7% (7) | 55 |
| Overall, Durham should focus on attracting more large-scale business and industry. | 9.1% (5) | 23.6% (13) | 23.6% (13) | 29.1% (16) | 14.5% (8) | 55 |
| answered question | | | | | | 56 |
| skipped question | | | | | | 0 |




4. The single most significant way that the Town could help my business thrive in the long term is:

| | Response Count |
|-------------------|----------------|
| | 32 |
| answered question | 32 |
| skipped question | 24 |




5. Type (all that apply):

| | | Response Percent | Response Count |
|------------------------|---|------------------|----------------|
| Retail |  | 27.7% | 13 |
| Restaurant |  | 14.9% | 7 |
| Service |  | 42.6% | 20 |
| Technology | | 0.0% | 0 |
| Rental housing |  | 4.3% | 2 |
| Other (please specify) |  | 23.4% | 11 |
| | answered question | | 47 |
| | skipped question | | 9 |


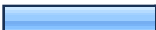



6. Primary customers (all that apply):

| | | Response Percent | Response Count |
|--------------------------|---|---------------------|-------------------|
| Students |  | 50.0% | 22 |
| Community |  | 61.4% | 27 |
| Outside Durham |  | 59.1% | 26 |
| Other (please specify) | | 0.0% | 0 |
| answered question | | | 44 |
| skipped question | | | 12 |


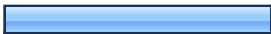







7. Number of employees:

| | | Response Percent | Response Count |
|--------------------------|---|---------------------|-------------------|
| 1-5 |  | 55.1% | 27 |
| 6-20 |  | 30.6% | 15 |
| 21+ |  | 14.3% | 7 |
| answered question | | | 49 |
| skipped question | | | 7 |

8. Number of years in Durham and headquarters location:

| | | Response Percent | Response Count |
|---------------------------------|--|---------------------|-------------------|
| 0-2 years |  | 12.2% | 6 |
| 3-10 years |  | 22.4% | 11 |
| 11+ years |  | 57.1% | 28 |
| Headquartered in Durham. |  | 73.5% | 36 |
| Headquartered elsewhere. |  | 16.3% | 8 |
| answered question | | | 49 |
| skipped question | | | 7 |

9. Zoning district:

| | | Response Percent | Response Count |
|-------------------|---|---------------------|-------------------|
| C |  | 8.9% | 4 |
| CB |  | 40.0% | 18 |
| CB-Plaza |  | 13.3% | 6 |
| CC |  | 4.4% | 2 |
| CH |  | 4.4% | 2 |
| MUDOR |  | 2.2% | 1 |
| OR | | 0.0% | 0 |
| ORLI | | 0.0% | 0 |
| PO |  | 6.7% | 3 |
| R |  | 8.9% | 4 |
| RA |  | 11.1% | 5 |
| RB | | 0.0% | 0 |
| RC | | 0.0% | 0 |
| answered question | | | 45 |
| skipped question | | | 11 |

10. Additional Comments:

| | Response Count |
|-------------------|-------------------|
| | 7 |
| answered question | 7 |
| skipped question | 49 |

Page 1, Q4. The single most significant way that the Town could help my business thrive in the long term is:

| | | |
|----|---|----------------------|
| 1 | Main St. location -> parking | Feb 5, 2011 4:06 PM |
| 2 | More adults downtown. | Feb 5, 2011 4:08 PM |
| 3 | Better parking; abatement. | Feb 5, 2011 4:09 PM |
| 4 | Taxes. | Feb 5, 2011 4:11 PM |
| 5 | Signage. Second access to Mill Plaza. Must have parking for downtown development to be successful. | Feb 5, 2011 4:12 PM |
| 6 | More traffic! | Feb 5, 2011 4:14 PM |
| 7 | Include all out of town businesses in town news and events. | Feb 7, 2011 12:17 PM |
| 8 | re-develop the downtown area into a more community based and sustainable area. | Feb 7, 2011 12:24 PM |
| 9 | Use reason and discretion when applying and enforcing building and zoning codes. | Feb 7, 2011 12:29 PM |
| 10 | Extend parking limits to 90-120 minutes. | Feb 7, 2011 12:31 PM |
| 11 | Parking garage somewhere in downtown. Zone three floors of student housing. | Feb 7, 2011 12:40 PM |
| 12 | Expand downtown. More parking. | Feb 7, 2011 12:44 PM |
| 13 | Attract people other than students. | Feb 7, 2011 12:47 PM |
| 14 | Be a partner with the community (business) in economic development. | Feb 7, 2011 12:51 PM |
| 15 | Market Durham's attractions to surrounding areas. | Feb 7, 2011 12:56 PM |
| 16 | Ease zoning regulations to allow more varied uses and easier process for getting things through. | Feb 7, 2011 1:01 PM |
| 17 | Public parking and more businesses year round to attract local and or tourist. | Feb 7, 2011 1:34 PM |
| 18 | Lower taxes and attract more industry. | Feb 7, 2011 1:36 PM |
| 19 | Support the University. | Feb 7, 2011 1:42 PM |
| 20 | I don't expect the town to help my business, that is my job. | Feb 7, 2011 1:44 PM |
| 21 | Lower property taxes | Feb 7, 2011 1:48 PM |
| 22 | Bring residents to shop and support its towns businesses. Employees of businesses should not have to pay for parking. | Feb 7, 2011 1:52 PM |
| 23 | Cut spending and lower taxes. | Feb 20, 2011 6:11 PM |
| 24 | Lower rent - long-term lease - make commercial space affordable. | Feb 20, 2011 6:16 PM |
| 25 | Not to think the only place to go for business is downtown. Improve gateway to Durham from Newmarket with sidewalk and bike path. | Feb 20, 2011 6:18 PM |

Page 1, Q4. The single most significant way that the Town could help my business thrive in the long term is:

| | | |
|----|---|----------------------|
| 26 | Not overdevelop our town and ruin what we have. | Feb 20, 2011 6:19 PM |
| 27 | Cut down the school tax. | Feb 20, 2011 6:23 PM |
| 28 | Maintain good traffic flow and provide sufficient parking | Apr 8, 2011 3:31 PM |
| 29 | To hold a regional conference on Town & Gown communities and their successes with making their communities more hospitable to business growth. | Apr 8, 2011 3:36 PM |
| 30 | Culture change towards favorable investment in Durham. | Apr 8, 2011 3:38 PM |
| 31 | 2 hr parking available surrounding my business which is located beside the Store 24. Most procedures take more than 1 hr and as a result the surrounding 1 hr parking options are inconvenient for customers. | Apr 8, 2011 4:01 PM |
| 32 | Affordable office space is vital and curret office works well. Parking for clients coming to my business is an issue. Should be more free 2 hr parking. | Apr 8, 2011 4:04 PM |

Page 2, Q1. Type (all that apply):

| | | |
|----|--------------------------------|----------------------|
| 1 | medical health center | Feb 7, 2011 12:38 PM |
| 2 | Insurance | Feb 7, 2011 12:44 PM |
| 3 | Publishing | Feb 7, 2011 12:59 PM |
| 4 | Manufacturing | Feb 7, 2011 1:49 PM |
| 5 | Professional | Feb 20, 2011 6:08 PM |
| 6 | Health care | Feb 20, 2011 6:18 PM |
| 7 | Private practice | Feb 20, 2011 6:19 PM |
| 8 | Disaster knowledge distributor | Apr 8, 2011 3:37 PM |
| 9 | Wholesale | Apr 8, 2011 3:47 PM |
| 10 | Building and Development | Apr 8, 2011 3:50 PM |
| 11 | Publisher | Apr 8, 2011 4:03 PM |

Page 2, Q6. Additional Comments:

| | | |
|---|--|----------------------|
| 1 | The Durham business community could benefit by focusing on "who our customer is" and how we can utilize the fast changing world of social media to benefit our advertising goals. | Feb 7, 2011 12:15 PM |
| 2 | The recent change to make any of the 2nd, 3rd, or 4th floor commercial was simple service to landlords and potential commercial developers. | Feb 7, 2011 12:42 PM |
| 3 | The town talks about improving business, but does little but pay its service | Feb 7, 2011 12:49 PM |
| 4 | Continue bike lane on Main Street from MUB through town. | Feb 7, 2011 12:59 PM |
| 5 | What is the downtown area? I think Main Street and within 1/16 mile- not much beyond Mill Road Plaza or the back side of parking lots behind existing commercial zone. My answers are based on these parameters. | Feb 7, 2011 1:40 PM |
| 6 | Come to Durham to work. I hear more complaints about Durham parking and people that work there don't want to pay for parking and people who try to support Durham businesses don't want parking tickets. | Feb 7, 2011 1:54 PM |
| 7 | Property taxes are far too high in Durham. The schools are mediocre at best. The curriculum is average, GPA and SATs are just slightly above average. Certainly, the results do not justify such high taxes. I have 3 children currently in the high school and one that graduated from ORHS. The school system in Lee, Madbury, and Durham is quite disappointing. Bow NH, by contrast, has a similar size high school with a tougher curriculum, higher GPA, and higher SAT scores for \$3000+ LESS PER YEAR, PER STUDENT. Just stop spending money necessarily and stop raising our taxes. Whatever you do downtown, make sure you are lowering our tax burden OR don't do it at all. | Feb 20, 2011 6:13 PM |