Fairfield Hills Master Plan Community Survey
Q1 Arts (e.g., Municipal Gallery, Arts Festival, open exhibits)


Fairfield Hills Master Plan Community Survey
Q2 Sports fields (e.g., soccer, baseball, softball)


Fairfield Hills Master Plan Community Survey
Q3 Outdoor entertainment (e.g., carnival, movie night, auto show)


Fairfield Hills Master Plan Community Survey
Q4 Food (e.g., food trucks, brew pub, Community Center Cafe)


Fairfield Hills Master Plan Community Survey
Q5 Pickle ball courts


Fairfield Hills Master Plan Community Survey

Q6 Agriculture (e.g., Fruit Trail, Victory Garden, Farmers' Markets)


Fairfield Hills Master Plan Community Survey

## Q7 Walking \& biking trails



Fairfield Hills Master Plan Community Survey

## Q8 Parking



Fairfield Hills Master Plan Community Survey

## Q9 Bathrooms



Fairfield Hills Master Plan Community Survey
Q10 Resting areas (e.g., benches, picnic tables)


Q11 I sense a growing urgency for the town to hurry up and do something more significant with the Fairfield Hills campus


Q12 Regarding my knowledge of Fairfield Hills, I would say I am:


Fairfield Hills Master Plan Community Survey
Q13 A performing arts and cultural arts center to hold music and dance performances, art exhibits, etc.


Fairfield Hills Master Plan Community Survey
Q14 A band shell for outdoor concerts in a park setting


Fairfield Hills Master Plan Community Survey

Q15 A new "main street" or "town center" destination environment with combined restaurants, retail and housing, like what you'd find in towns like Ridgefield, Westport, Bethel, West Hartford, etc.


Fairfield Hills Master Plan Community Survey

Q16 Smaller corporate/professional businesses like medical/dental offices, banks, realtors, etc.


Q17 Small retail shops including restaurant, ice cream parlor, coffee shop, etc. - all ancillary businesses to service recreational activities


Fairfield Hills Master Plan Community Survey
Q18 A town green or pedestrian plaza


Fairfield Hills Master Plan Community Survey
Q19 A small movie theater


Fairfield Hills Master Plan Community Survey

## Q20 Horse trails



Fairfield Hills Master Plan Community Survey
Q21 Playground and/or water spray park for kids


Fairfield Hills Master Plan Community Survey

Q22 A designated "events space" that would support larger outdoor events


Fairfield Hills Master Plan Community Survey
Q23 Artisan/craft market

Very favorable
Unfavorable
Favorable
Neither favorable nor unfavorable

|  | VERY FAVORABLE | FAVORABLE | NEITHER FAVORABLE NOR UNFAVORABLE | UNFAVORABLE | VERY UNFAVORABLE | TOTAL |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Q63: 18 to 24 (A) | $\begin{array}{r} 11.1 \% \\ 8 \\ \mathrm{EF} \end{array}$ | $\begin{array}{r} 50.0 \% \\ 36 \end{array}$ | $\begin{array}{r} 20.8 \% \\ 15 \end{array}$ | $\begin{array}{r} 9.7 \% \\ 7 \end{array}$ | $\begin{array}{r} 8.3 \% \\ 6 \\ \text { DEFG } \end{array}$ | $\begin{array}{r} 4.0 \% \\ 72 \end{array}$ |
| Q63: 25-34 (B) | $\begin{array}{r} 18.0 \% \\ 31 \end{array}$ | $\begin{array}{r} 39.5 \% \\ 68 \end{array}$ | $\begin{array}{r} 30.2 \% \\ 52 \\ \mathrm{E} \end{array}$ | $\begin{array}{r} 8.1 \% \\ 14 \end{array}$ | $4.1 \%$ 7 $G$ | $\begin{array}{r} 9.5 \% \\ 172 \end{array}$ |
| Q63: 35-44 (C) | $\begin{array}{r} 15.4 \% \\ 61 \\ \mathrm{EF} \end{array}$ | $\begin{array}{r} 40.2 \% \\ 159 \\ E \end{array}$ | $\begin{array}{r} 31.6 \% \\ 125 \\ \mathrm{EF} \end{array}$ | $\begin{array}{r} 8.6 \% \\ 34 \end{array}$ | $4.3 \%$ 17 G | $\begin{array}{r} 21.8 \% \\ 396 \end{array}$ |
| Q63: 45-54 (D) | $\begin{array}{r} 18.5 \% \\ 92 \end{array}$ | $\begin{array}{r} 43.3 \% \\ 215 \end{array}$ | $\begin{array}{r} 26.4 \% \\ 131 \\ \mathrm{E} \end{array}$ | $\begin{array}{r} 8.9 \% \\ 44 \end{array}$ | $2.8 \%$ 14 A | $\begin{array}{r} 27.3 \% \\ 496 \end{array}$ |
| Q63: 55-64 (E) | $\begin{array}{r} 22.5 \% \\ 82 \\ \text { AC } \end{array}$ | $\begin{array}{r} 47.7 \% \\ 174 \\ \mathrm{C} \end{array}$ | $\begin{array}{r} 19.2 \% \\ 70 \\ \text { BCDG } \end{array}$ | $\begin{array}{r} 8.5 \% \\ 31 \end{array}$ | $2.2 \%$ 8 A | $\begin{array}{r} 20.1 \% \\ 365 \end{array}$ |
| Q63: 65-74 (F) | $\begin{array}{r} 25.0 \% \\ 53 \\ \text { AC } \end{array}$ | $\begin{array}{r} 44.3 \% \\ 94 \end{array}$ | $\begin{array}{r} 23.6 \% \\ 50 \\ \mathrm{C} \end{array}$ | $\begin{array}{r} 4.7 \% \\ 10 \end{array}$ | $2.4 \%$ 5 A | $\begin{array}{r} 11.7 \% \\ 212 \end{array}$ |
| Q63: $75+(\mathrm{G})$ | $\begin{array}{r} 19.8 \% \\ 20 \end{array}$ | $\begin{array}{r} 45.5 \% \\ 46 \end{array}$ | $\begin{array}{r} 29.7 \% \\ 30 \\ E \end{array}$ | $\begin{array}{r} 5.0 \% \\ 5 \end{array}$ | $0.0 \%$ 0 ABC | $\begin{array}{r} 5.6 \% \\ 101 \end{array}$ |
| Total Respondents | 347 | 792 | 473 | 145 | 57 | 1,814 |

Fairfield Hills Master Plan Community Survey
Q24 Multi-level parking


Fairfield Hills Master Plan Community Survey

Q25 Health services center (e.g., small hospital, clinic, urgent care)


Fairfield Hills Master Plan Community Survey


Fairfield Hills Master Plan Community Survey

## Q27 Wedding/event hall



Fairfield Hills Master Plan Community Survey

## Q28 Rental housing



Fairfield Hills Master Plan Community Survey
Q29 Education Facilities


Fairfield Hills Master Plan Community Survey
Q30 Tennis Courts
Answered: 1,817 Skipped: 8


Fairfield Hills Master Plan Community Survey
Q31 Basketball Courts


Fairfield Hills Master Plan Community Survey
Q32 Water fountains


Q33 Reserve (land-bank) land for future town needs, even if we don't know what they are now


Fairfield Hills Master Plan Community Survey

Q34 Many of the buildings populating Fairfield Hills are still a tremendous asset to the town and should be renovated by the town


Q35 Many of the buildings populating Fairfield Hills are still a tremendous asset to the town and should be renovated by private developers


Q36 If the buildings on the Fairfield Hills campus aren't going to be used, they should all be demolished as soon as possible at taxpayer expense


Fairfield Hills Master Plan Community Survey
Q37 I don't mind if the unused buildings at Fairfield Hills sit empty for the next 5-10 years


Fairfield Hills Master Plan Community Survey
Q38 There should be no additional development (commercial and/or residential)


Fairfield Hills Master Plan Community Survey

Q39 It makes sense for the town to maintain control of the land by leasing the buildings and the land (rather than selling)


Q40 It makes sense to consider selling a parcel of land within Fairfield Hills for private commercial development, under strict zoning restrictions to control the future use of the commercial property.


Fairfield Hills Master Plan Community Survey
Q41 Local retail businesses (i.e., local retailers not part of a national chain)


Fairfield Hills Master Plan Community Survey
Q42 National retailers (e.g., The Gap, TJ Maxx, Pier One, etc.)


Fairfield Hills Master Plan Community Survey

## Q43 Multiplex movie theater



Fairfield Hills Master Plan Community Survey
Q44 Banks, real estate offices


Fairfield Hills Master Plan Community Survey
Q45 Small food service (coffee shop, ice cream, bakery, etc.)


Fairfield Hills Master Plan Community Survey
Q46 Restaurants (non-chain)


|  |  | Very favorable Unfavorable | Favorable Very unfavorable |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | VERY FAVORABLE | FAVORABLE | NEITHER FAVORABLE NOR UNFAVORABLE | UNFAVORABLE | VERY UNFAVORABLE | TOTAL |
| Q63: 18 to 24 (A) | $\begin{array}{r} 23.9 \% \\ 17 \end{array}$ | $\begin{array}{r} 32.4 \% \\ 23 \\ \mathrm{G} \end{array}$ | $\begin{array}{r} 15.5 \% \\ 11 \\ \mathrm{~B} \end{array}$ | $\begin{array}{r} 4.2 \% \\ 3 \\ \mathrm{G} \end{array}$ | 23.9\% 17 CDEG | $\begin{array}{r} 3.9 \% \\ 71 \end{array}$ |
| Q63: 25-34 (B) | $\begin{array}{r} 33.1 \% \\ 57 \\ \text { FG } \end{array}$ | $\begin{array}{r} 43.0 \% \\ 74 \end{array}$ | $\begin{array}{r} 5.2 \% \\ 9 \\ \text { ACEG } \end{array}$ | $\begin{array}{r} 4.7 \% \\ 8 \\ \mathrm{G} \end{array}$ | $14.0 \%$ 24 | $\begin{array}{r} 9.5 \% \\ 172 \end{array}$ |
| Q63: 35-44 (C) | 34.2\% <br> 136 <br> EFG | $\begin{array}{r} 37.4 \% \\ 149 \end{array}$ | $\begin{array}{r} 11.6 \% \\ 46 \\ B \end{array}$ | $\begin{array}{r} 6.8 \% \\ 27 \\ \mathrm{G} \end{array}$ | $\begin{array}{r} 10.1 \% \\ 40 \\ \mathrm{AF} \end{array}$ | $\begin{array}{r} 21.9 \% \\ 398 \end{array}$ |
| Q63: 45-54 (D) | $\begin{array}{r} 34.6 \% \\ 172 \\ \text { EFG } \end{array}$ | $\begin{array}{r} 36.6 \% \\ 182 \\ \text { EG } \end{array}$ | $\begin{array}{r} 9.5 \% \\ 47 \end{array}$ | $\begin{array}{r} 8.0 \% \\ 40 \\ \mathrm{G} \end{array}$ | $\begin{array}{r} 11.3 \% \\ 56 \\ \mathrm{~A} \end{array}$ | $\begin{array}{r} 27.4 \% \\ 497 \end{array}$ |
| Q63: 55-64 (E) | $\begin{array}{r} 26.9 \% \\ 98 \\ \text { CDG } \end{array}$ | $\begin{array}{r} 44.0 \% \\ 160 \\ \mathrm{D} \end{array}$ | $\begin{array}{r} 12.9 \% \\ 47 \\ \mathrm{~B} \end{array}$ | $\begin{array}{r} 5.5 \% \\ 20 \\ G \end{array}$ | $\begin{array}{r} 10.7 \% \\ 39 \\ \mathrm{~A} \end{array}$ | $\begin{array}{r} 20.1 \% \\ 364 \end{array}$ |
| Q63: 65-74 (F) | $\begin{array}{r} 22.7 \% \\ 48 \\ B C D \end{array}$ | $\begin{array}{r} 44.1 \% \\ 93 \end{array}$ | $\begin{array}{r} 9.0 \% \\ 19 \end{array}$ | $\begin{array}{r} 8.1 \% \\ 17 \\ \mathrm{G} \end{array}$ | $\begin{array}{r} 16.1 \% \\ 34 \\ \text { CG } \end{array}$ | $\begin{array}{r} 11.6 \% \\ 211 \end{array}$ |
| Q63: $75+(\mathrm{G})$ | 13.7\% <br> 14 BCDE | $\begin{array}{r} 48.0 \% \\ 49 \\ \text { AD } \end{array}$ | $\begin{array}{r} 15.7 \% \\ 16 \\ B \end{array}$ | $\begin{array}{r} 15.7 \% \\ 16 \\ \text { ABCDEF } \end{array}$ | $6.9 \%$ 7 AF | $\begin{array}{r} 5.6 \% \\ 102 \end{array}$ |
| Total Respondents | 542 | 730 | 195 | 131 | 217 | 1,815 |

Fairfield Hills Master Plan Community Survey
Q47 Pub, tavern


Fairfield Hills Master Plan Community Survey
Q48 Larger corporate offices/headquarters of 300 or more employees


Fairfield Hills Master Plan Community Survey
Q49 Smaller corporate/business offices of fewer than 300 people


Fairfield Hills Master Plan Community Survey
Q50 Business co-op, innovation center


Fairfield Hills Master Plan Community Survey

Q51 Light industrial operations (i.e., safe, clean manufacturing, warehousing, etc.)


Fairfield Hills Master Plan Community Survey

Q52 Theater for performing arts


Fairfield Hills Master Plan Community Survey
Q53 Art gallery or museum


Fairfield Hills Master Plan Community Survey

Q54 Residential development in the form of condominium complexes


Fairfield Hills Master Plan Community Survey
Q55 Residential development in the form of one or more stand-alone apartment buildings


Fairfield Hills Master Plan Community Survey

Q56 Residential development in the form of age-restricted stand-alone apartment housing or condominiums


Fairfield Hills Master Plan Community Survey

## Q57 Residential development in the form of age- and income-restricted stand-alone apartment housing or condominiums



Q58 Residential development in the form of income restricted stand-alone apartment housing or condominiums (i.e., also known as "affordable" or "diversified" housing where a qualifying annual household income would be between approximately $\$ 60,000-$ $\$ 80,000)$.


Fairfield Hills Master Plan Community Survey
Q59 Mixed-use residential buildings (rental apartments over offices/retail, typically no more than 2 bedrooms)


Fairfield Hills Master Plan Community Survey
Q60 Do you identify as ...?


Fairfield Hills Master Plan Community Survey
Q61 Do you live in Newtown?


Fairfield Hills Master Plan Community Survey
Q62 Do you currently own a home or a business in Newtown? (CHECK ALL THAT APPLY)


Fairfield Hills Master Plan Community Survey
Q63 Select your age range


## Fairfield Hills Master Plan Community Survey

Q64 Please enter the number of children, if any, who reside in your household?

|  | Answered: 1,030 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | <5 YEARS OLD | AGES 5-9 | AGES 10-12 | AGES 13-17 | TOTAL |
| Q63: 18 to 24 | $\begin{array}{r} 11.5 \% \\ 3 \end{array}$ | $\begin{array}{r} 23.1 \% \\ 6 \end{array}$ | $\begin{array}{r} 30.8 \% \\ 8 \end{array}$ | $\begin{array}{r} 92.3 \% \\ 24 \end{array}$ | $\begin{array}{r} 4.0 \% \\ 41 \end{array}$ |
| Q63: 25-34 | $\begin{array}{r} 90.3 \% \\ 102 \end{array}$ | $\begin{array}{r} 37.2 \% \\ 42 \end{array}$ | $\begin{array}{r} 17.7 \% \\ 20 \end{array}$ | $\begin{array}{r} 20.4 \% \\ 23 \end{array}$ | $\begin{array}{r} 18.2 \% \\ 187 \end{array}$ |
| Q63: 35-44 | $\begin{array}{r} 55.1 \% \\ 199 \end{array}$ | $\begin{array}{r} 60.9 \% \\ 220 \end{array}$ | $\begin{array}{r} 39.9 \% \\ 144 \end{array}$ | $\begin{array}{r} 22.4 \% \\ 81 \end{array}$ | $\begin{array}{r} 62.5 \% \\ 644 \end{array}$ |
| Q63: 45-54 | $\begin{array}{r} 11.7 \% \\ 44 \end{array}$ | $\begin{array}{r} 25.1 \% \\ 94 \end{array}$ | $\begin{array}{r} 40.0 \% \\ 150 \end{array}$ | $\begin{array}{r} 79.5 \% \\ 298 \end{array}$ | $\begin{array}{r} 56.9 \% \\ 586 \end{array}$ |
| Q63: 55-64 | $\begin{array}{r} 48.0 \% \\ 49 \end{array}$ | $\begin{array}{r} 46.1 \% \\ 47 \end{array}$ | $\begin{array}{r} 45.1 \% \\ 46 \end{array}$ | $\begin{array}{r} 88.2 \% \\ 90 \end{array}$ | $\begin{array}{r} 22.5 \% \\ 232 \end{array}$ |
| Q63: 65-74 | $\begin{array}{r} 82.5 \% \\ 33 \end{array}$ | $\begin{array}{r} 77.5 \% \\ 31 \end{array}$ | $\begin{array}{r} 77.5 \% \\ 31 \end{array}$ | $\begin{array}{r} 85.0 \% \\ 34 \end{array}$ | $\begin{array}{r} 12.5 \% \\ 129 \end{array}$ |
| Q63: 75+ | $\begin{array}{r} 76.9 \% \\ 10 \end{array}$ | $\begin{array}{r} 53.8 \% \\ 7 \end{array}$ | $\begin{array}{r} 53.8 \% \\ 7 \end{array}$ | $\begin{array}{r} 76.9 \% \\ 10 \end{array}$ | $3.3 \%$ 34 |
| Total Respondents | 440 | 447 | 406 | 560 | 1,030 |

Fairfield Hills Master Plan Community Survey
Q65 What is your employment status? (SELECT ALL THAT APPLY)


Q66 Into which of the following categories does your household's total annual income fall, before taxes? Again, we promise to keep this, and all your answers, completely confidential. Your name can never be associated with your answers.


Fairfield Hills Master Plan Community Survey

Q67 How long have you lived in Newtown?


Fairfield Hills Master Plan Community Survey
Q68 How/where did you find out about this survey (CHECK ALL THAT APPLY)?
Answered: 1,817 Skipped: 8



Fairfield Hills Master Plan Community Survey

Q69 Please share any thoughts or comments you may have regarding Fairfield Hills:


