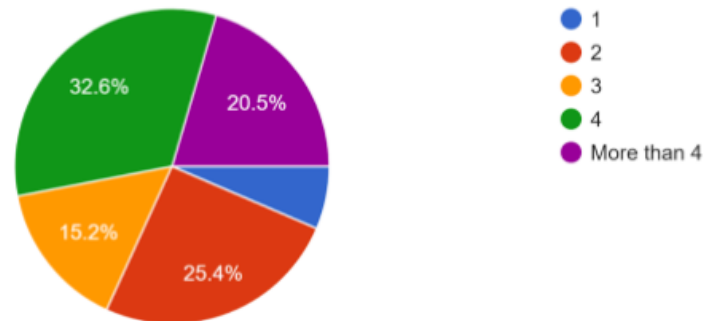


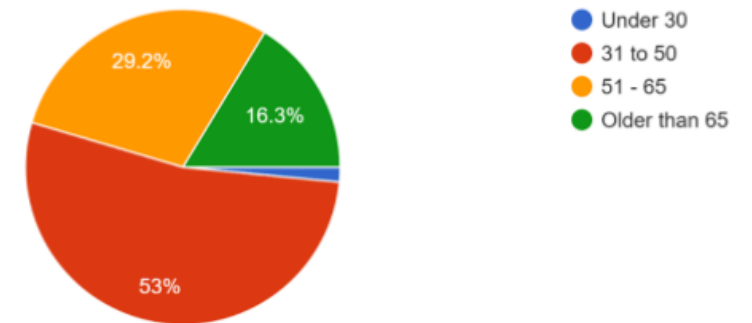
Community Survey, Spring 2022

- ▶ 264 Survey Respondents
- ▶ Marketed via Town Website and Social Media
- ▶ 95% of Respondents were Topsfield Residents
- ▶ Achieved good cross-section of Respondents by household size and age

Respondents by Household Size



Respondents by Age

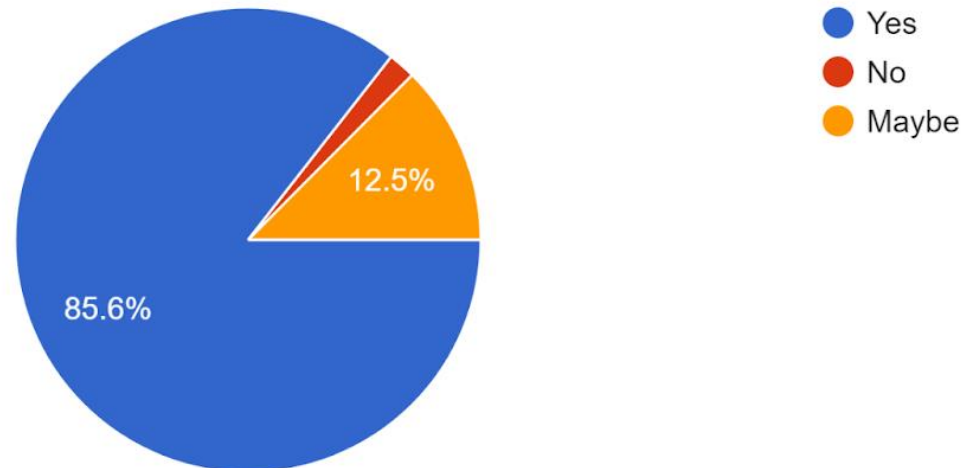


Community Survey, Spring 2022

- ▶ Respondents overwhelmingly support increased business activity in Topsfield

Do you want there to be more businesses in Topsfield?

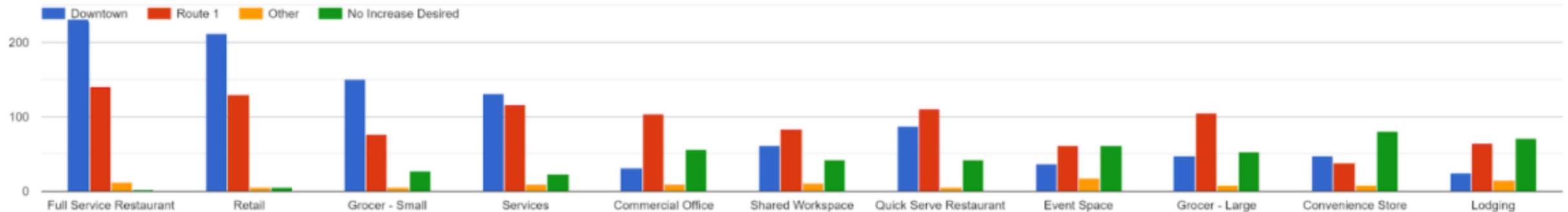
263 responses



Community Survey, Spring 2022

- ▶ Respondents support increased business activity in both the Downtown and Route 1, especially for Restaurants and Retail

In what region of town would you like to see increase in business activity by the following types of business?

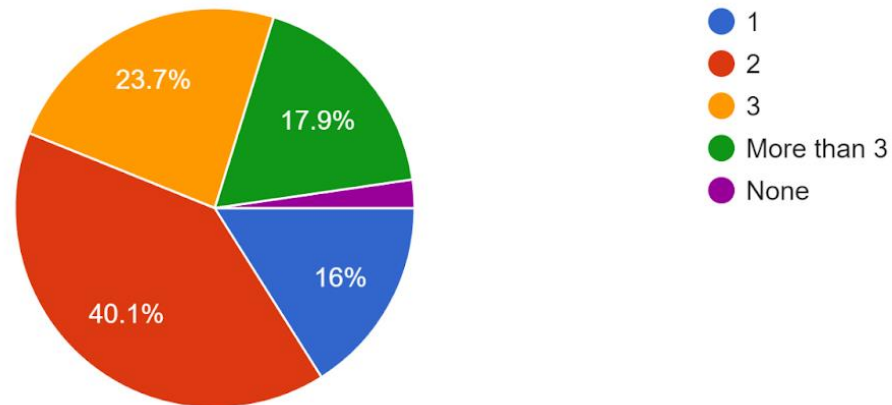


Community Survey, Spring 2022

► Strong desire for Full Service Restaurants in Topsfield

How many full-service wait-staff restaurants do you want to have in Topsfield?

262 responses



Community Survey, Spring 2022

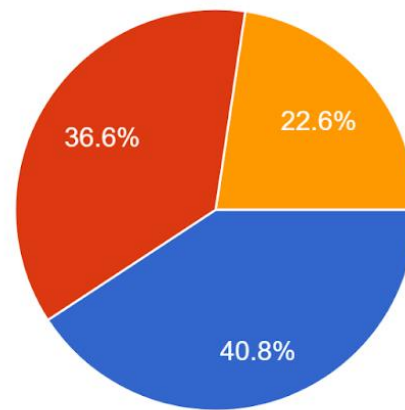
- ▶ Market conditions are favorable for Restaurants
 - ▶ Low Competition
 - ▶ Food Service currently only makes up around 2% of Topsfield Businesses
 - ▶ Over 55% of Survey Respondents travel more than 20 minutes to dine out!
 - ▶ Strong Potential Customer Base
 - ▶ Almost 70% of Survey Respondents dine out 4 or more times a month
 - ▶ 57% of Survey Respondents spend more than \$200 dining out each month
 - ▶ Low Barriers to Entry
 - ▶ Supportive local government
 - ▶ Liquor licenses available

Community Survey, Spring 2022

- ▶ Commuting behavior has changed since the pandemic: ***More Residents stay local***

Do you now expect to work more days from home than prior to the pandemic?

265 responses

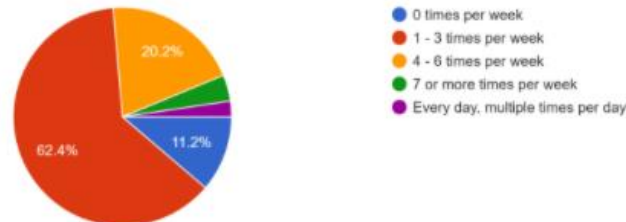


- Yes
- No
- Not applicable (Retired/Don't work)

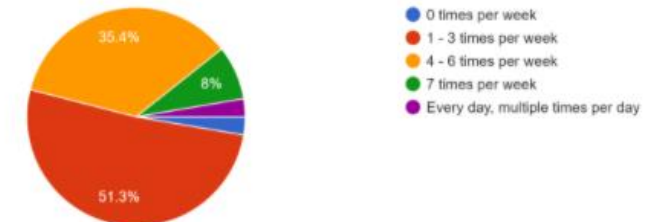
Community Survey, Spring 2022

- ▶ Shopping habits have changed since the Pandemic: ***More Residents want to shop local***
 - Prior to the pandemic: **26.4%** of Respondents patronized Topsfield-based businesses 4 or more times a week
 - Post pandemic: **46.1%** of Respondents intend to patronize Topsfield-based businesses 4 or more times a week

Before pandemic, on average, how many times per week did you patronize Topsfield-based businesses?
258 responses



Going forward, assuming a "return to normal" or a stabilized "new normal," on average how many times per week do you intend to patronize Topsfield-based businesses?
263 responses



Community Survey, Spring 2022

“It would be nice to have a restaurant as there appears to be a lot of liquor licenses available and those that would greatly enjoy one have to drive to Rowley or Danvers to enjoy this”

“Restaurants please.”

“There needs to be more business geared toward people hanging out for more than 5 minutes so that people can see each other in town purposefully, but also meet organically while frequenting these businesses.”

“Please focus on destination restaurants that can pull traffic for downtown. We have enough quick service/fast food and need sit down options. Ideally 1-2 “good” restaurants can serve as anchors for other retail/services downtown.”

“We like consistent good food and a “good pour” of wine. We enjoy to stay local and just get out for a nice meal.”

“Prefer businesses that will provide services for residents of Topsfield and neighboring towns as well as those that can contribute to the tax base in an appropriate manner reflecting the residential character of the town. Mix of businesses should promote walkability downtown (smaller shops, restaurants) as a dining and retail destination, and continued larger businesses (light industrial, chain stores, shopping centers) on the highly trafficked Route 1 corridor.”