



Electric Boat Employee Survey - New London Roundtable Presentation

November 17, 2016



Overview of Survey

- Outcome of May New London Roundtable meeting
- Created by Southeastern CT Cultural Coalition
- Distributed by Electric Boat to all employees across all campuses (approx. 10,000). Employees in:
 - Rhode Island- 3,500
 - Other locations- 500
 - Connecticut- 10,500
 - New London- 3,300**
- Survey open from Sept 15th through Oct 9th
- Purpose of survey was to gather information

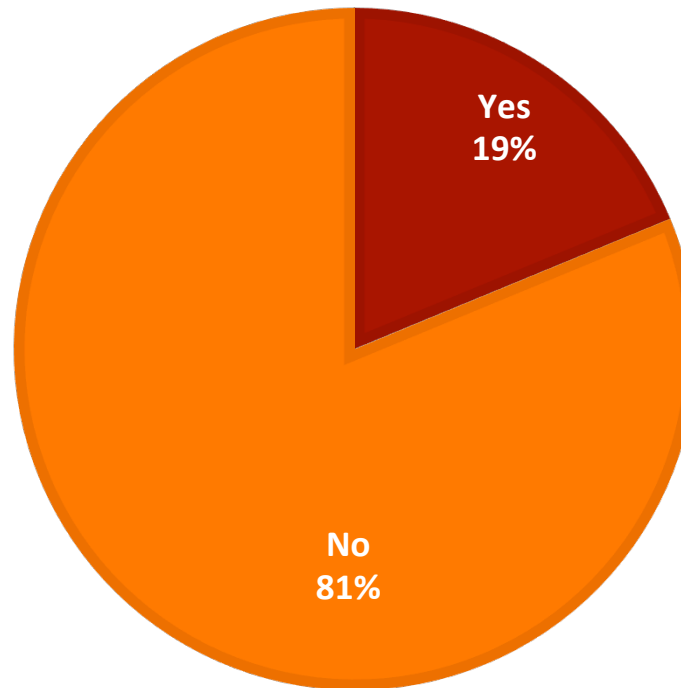
Survey Results

- 11 questions asked
- 1,554 Total Responses
- 3,290 Comments from 7 of the 11 questions
- More than 1,800 of the comments from 2 open-ended questions

Survey Data

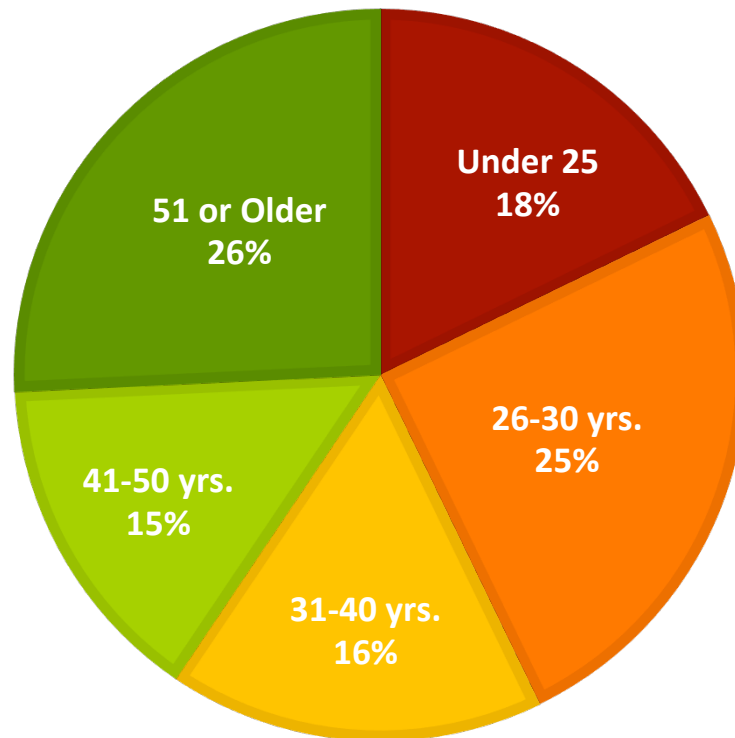
Q1: Do You Live in New London?

NEW LONDON

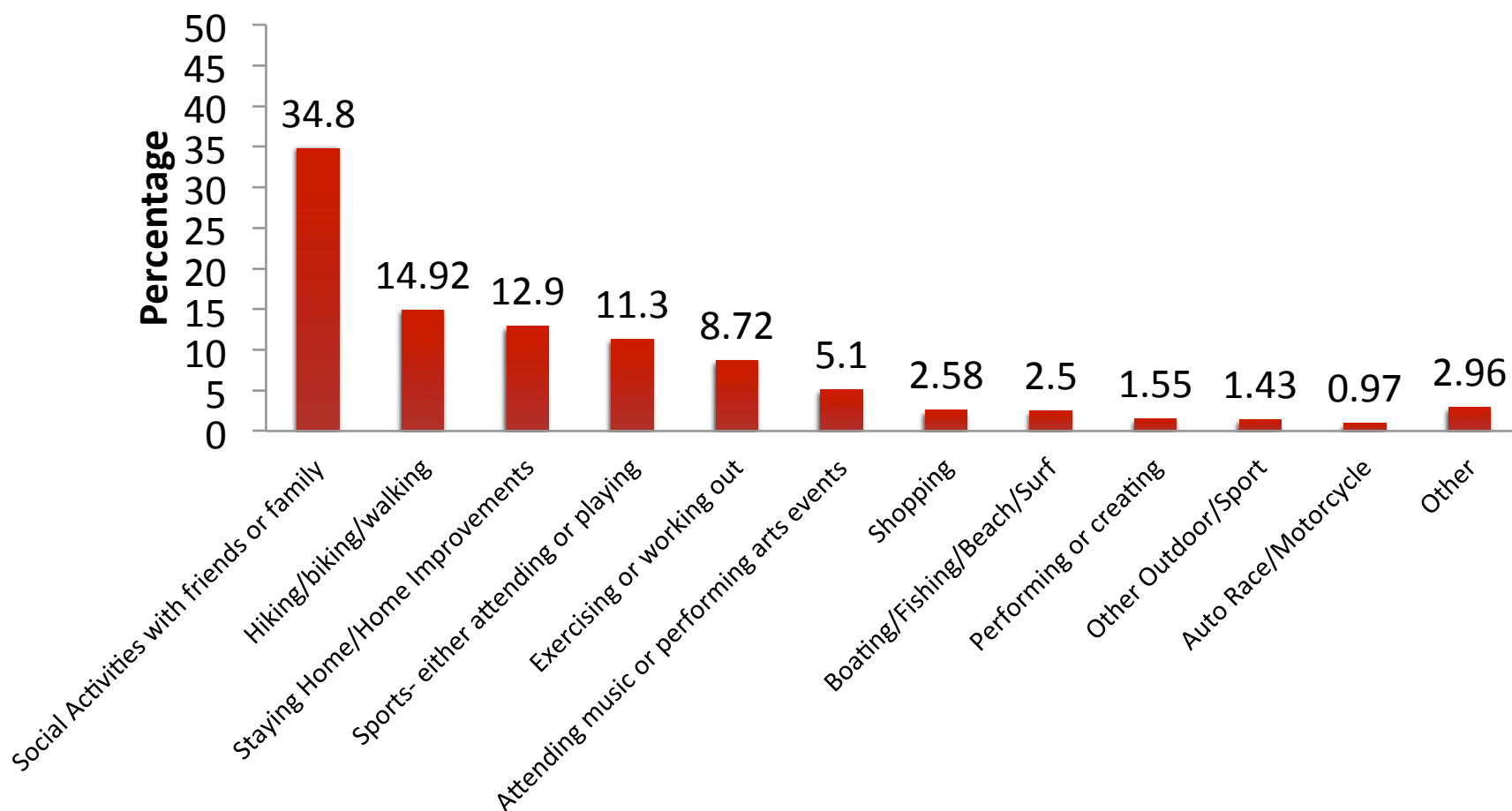


Q2: How Old Are You?

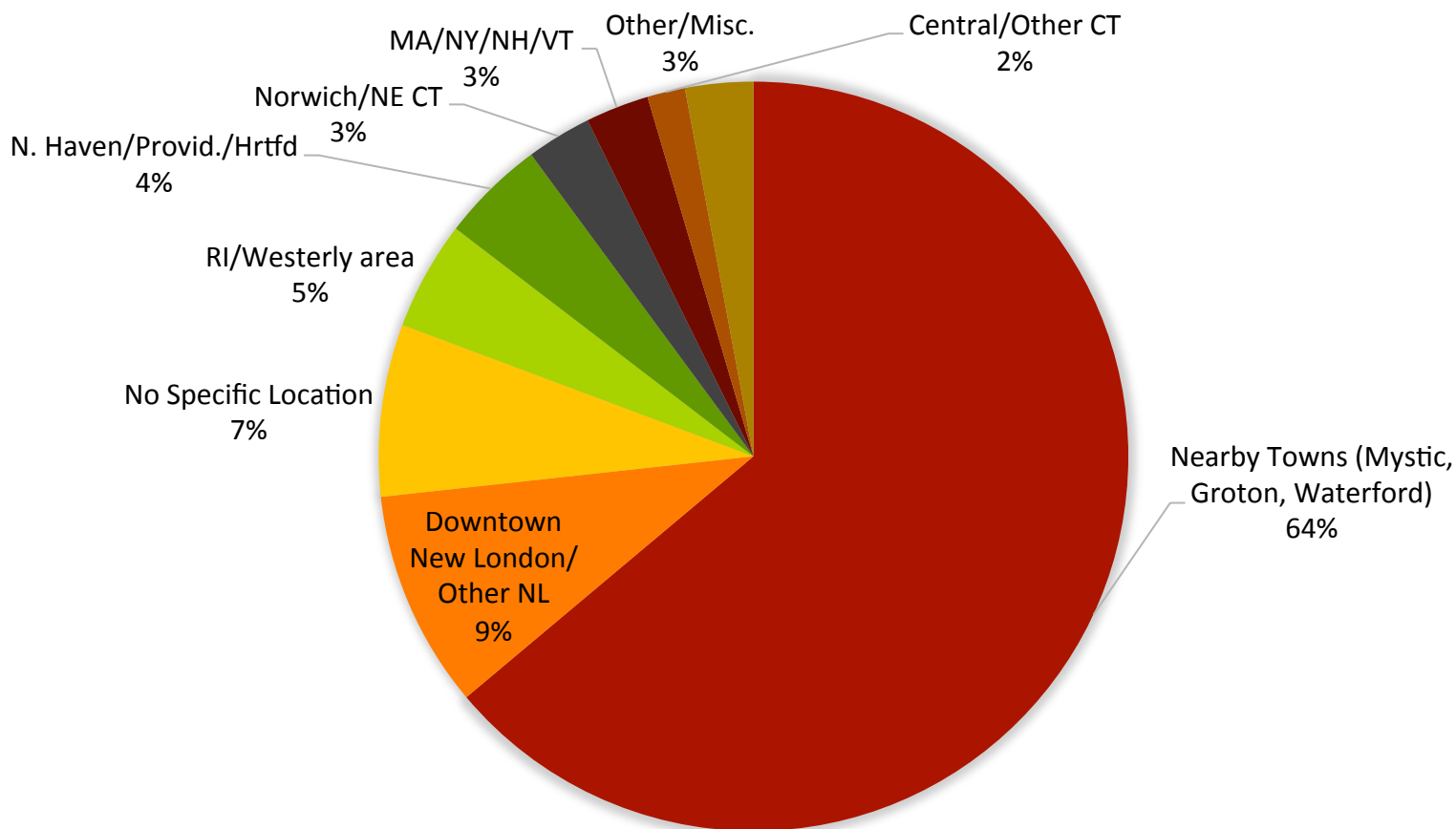
AGE



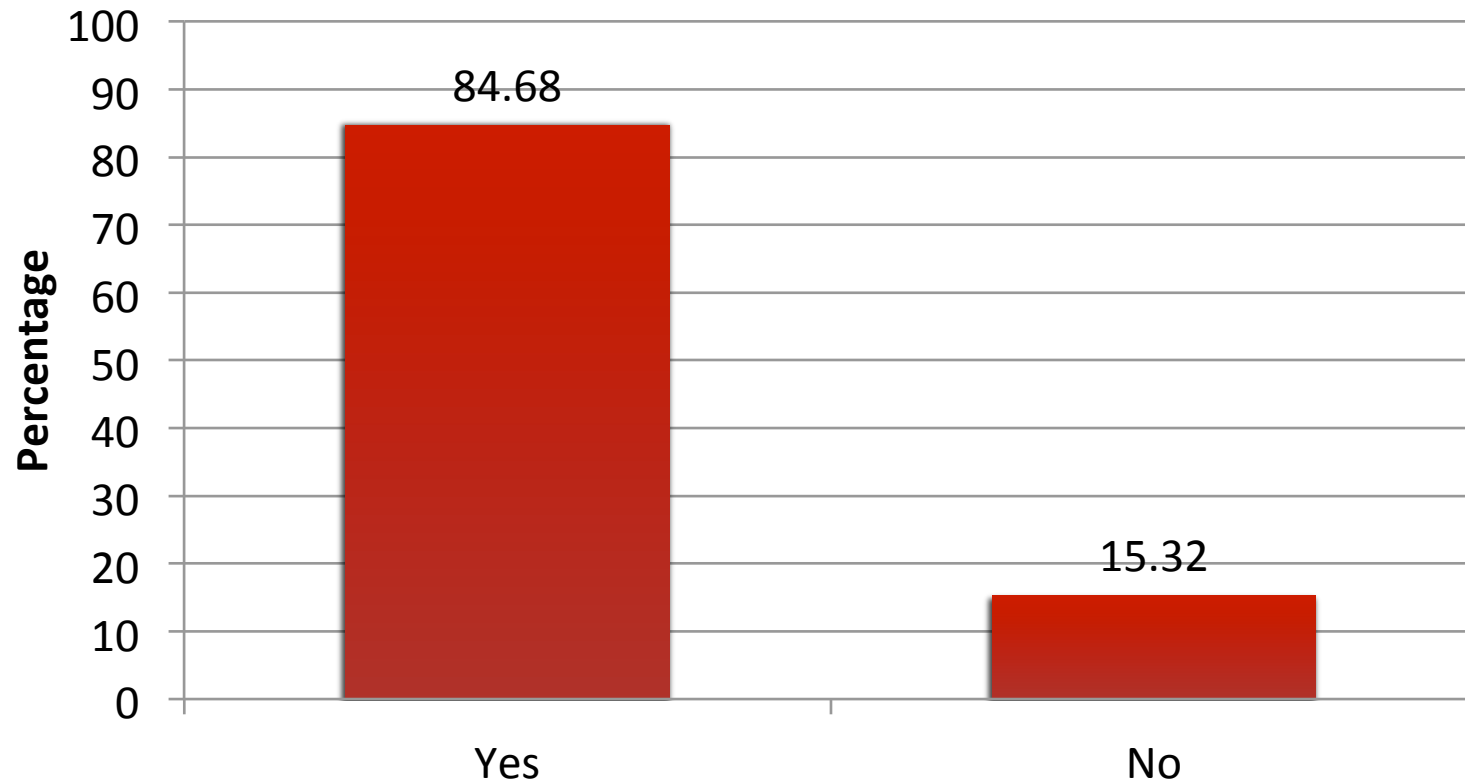
Q3: Thinking about all the different things you do when you're not at work or taking care of errands, or sleeping- which one is your overall favorite free-time activity? (choose one)



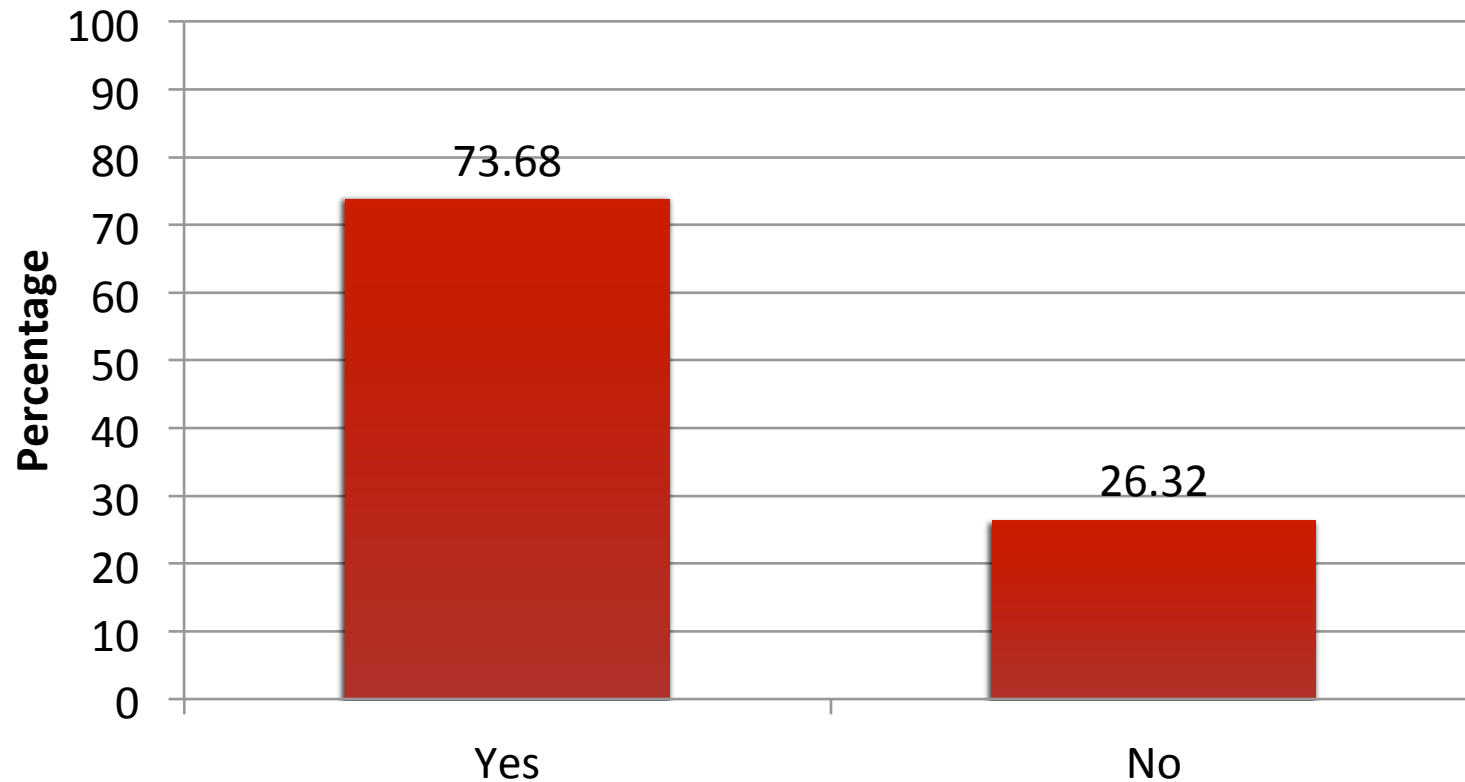
Q4: Other than being at home, where are you most likely to spend your free-time when not working? (choose one)



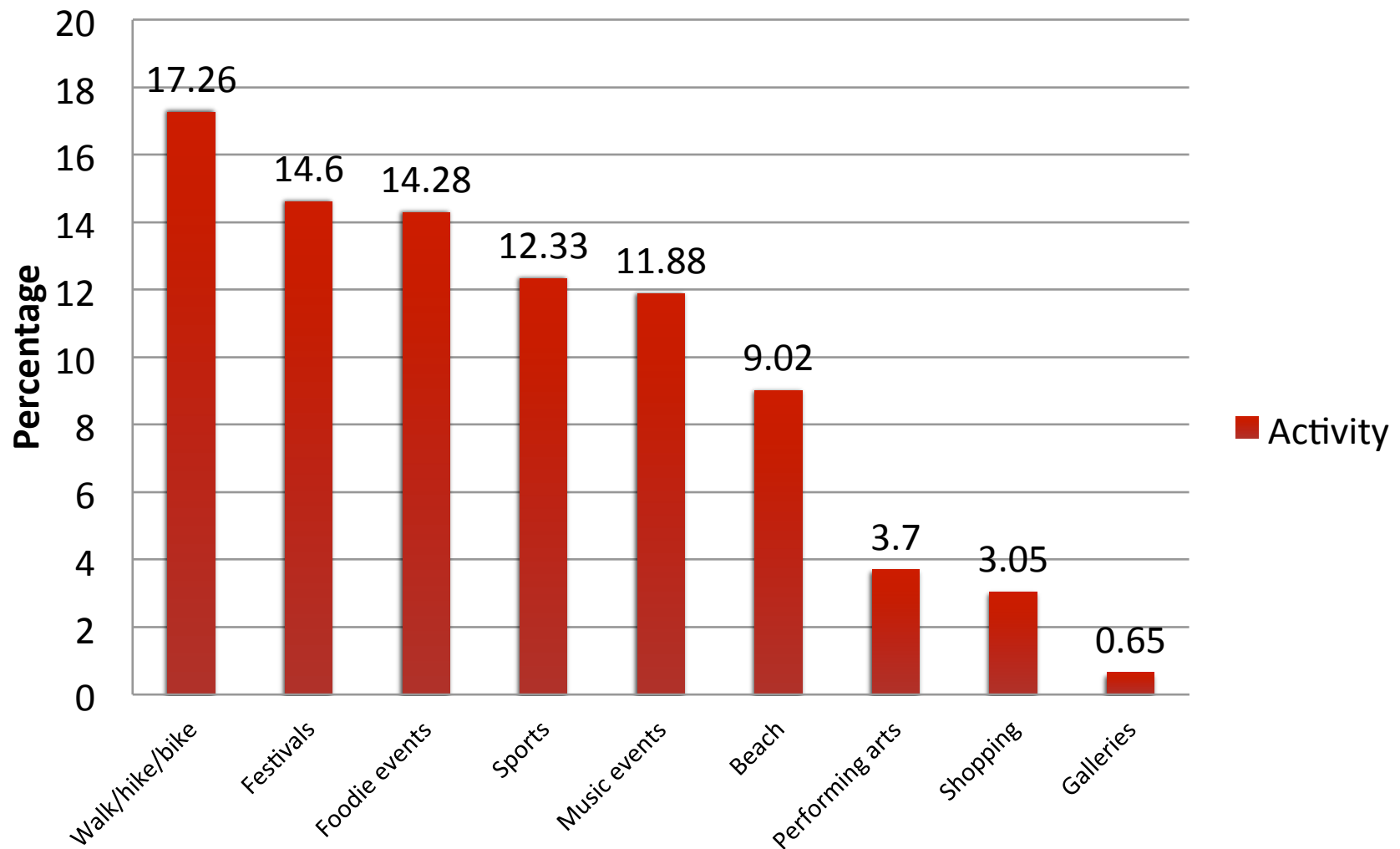
Q5: Do you attend free events?



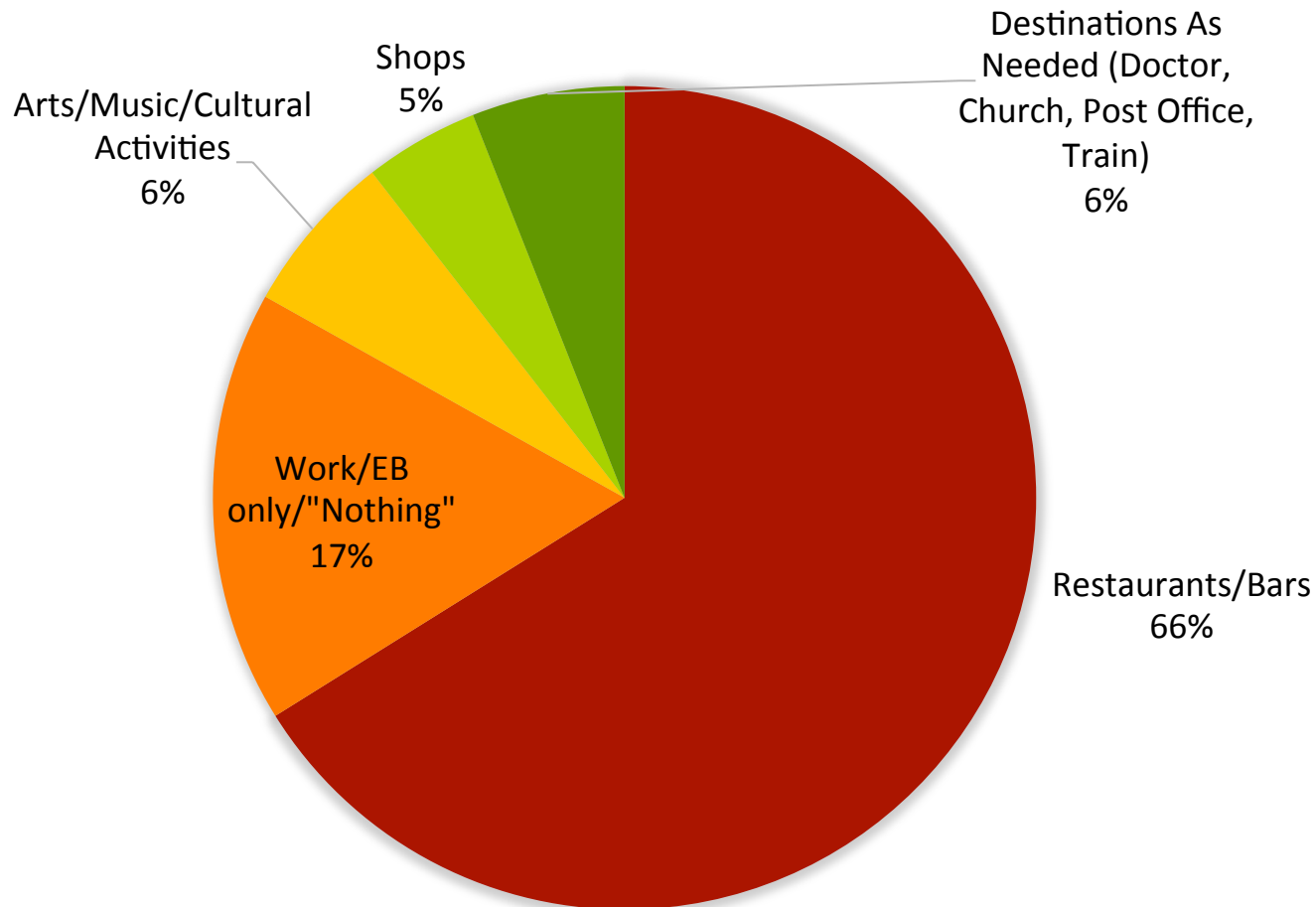
Q6: Do you buy tickets to music, arts, and cultural events (performances, concerts, admission, etc.)?



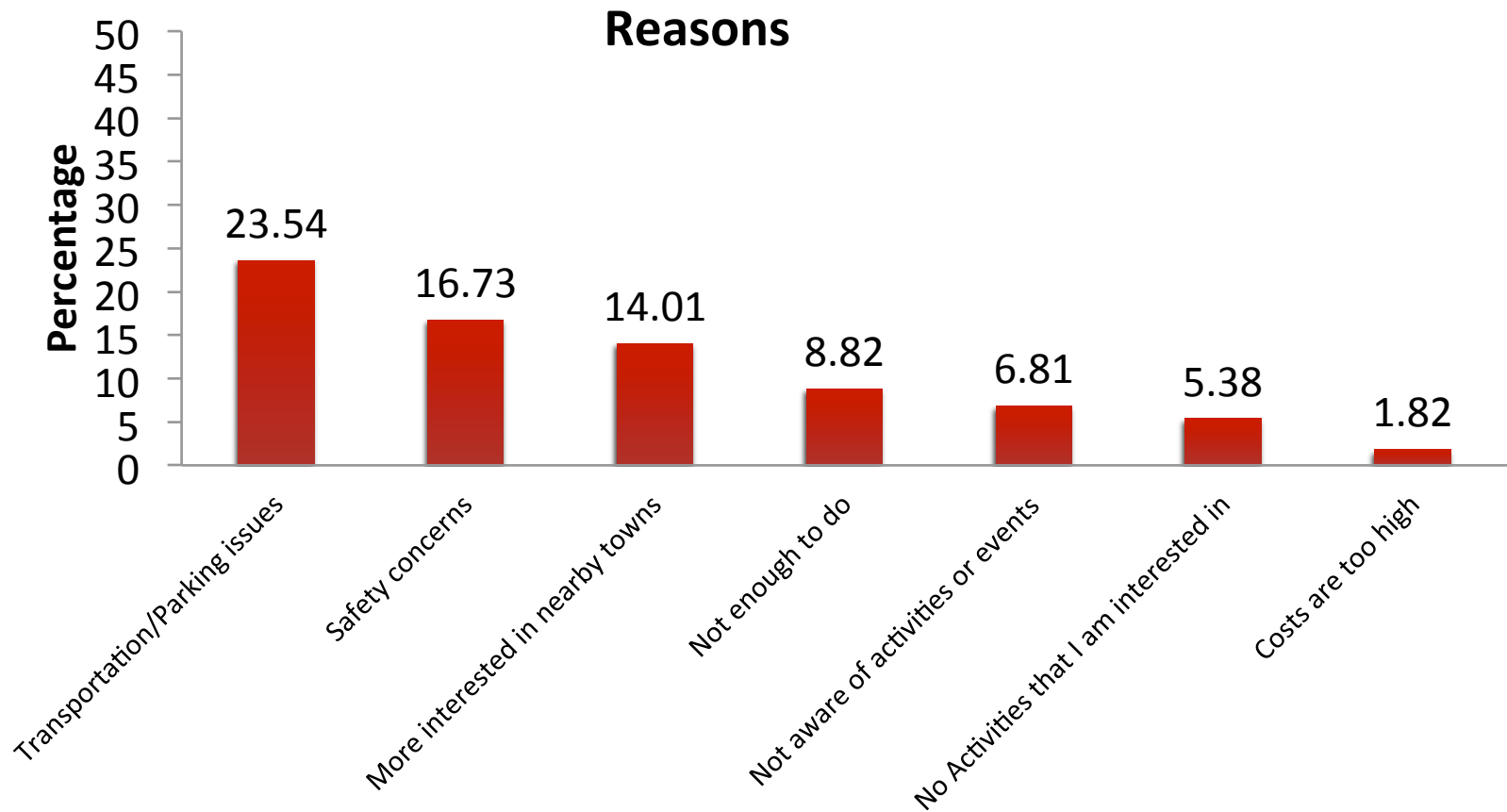
Q7: What types of activities are you most interested in on weekends and after work? (choose one)



Q8: What do you tend to frequent most in downtown New London? (choose one)



Q9: Reasons for not spending more time in downtown New London? (choose one)



Q10: What types of recreational activities would you like to see in New London?

- Events (fairs, community events, food/beer, music, sporting, family, arts, walking/running)
- Festivals (music, art, beer, food, family-friendly)
- Activities (sports and recreation, family, music, outdoor)
- Concerts (outdoor specifically, family concerts, music in summer)
- Sports (adult sport leagues like softball, dodgeball, volleyball, basketball, water sports)
- Walking (walking areas, paths, historic walks, trails)
- Water (access to water for kayaking, waterfront activities, water taxi, sailing)
- Bike Paths, Hiking, Bike Lanes
- Shopping (upscale shops, pop up shops, more shops)

Q10: What types of recreational activities would you like to see in New London?

Comments:

- *"I think New London does a great job with recreational activities. They have food truck festivals, neat boats in port to go and take a visit on, Sailfest, food strolls, 5Ks, great restaurants and bars!"*
- *"To be honest NL has it all. It's just knowing where to look."*
- *"It seems like there are plenty of fun, recreational activities happening in New London but they might benefit from more advertising, specifically at EB. A lot of times the only way I know about certain events is from the banners on the bridge just after getting off 95, which is helpful but probably not enough."*

Q11: What types of businesses would you like to see in downtown New London?

- Shops (mom & pop stores, upscale boutiques, gift shop, coffee shops, clothing, hike/bike/walk shop, brew/micro-brew pubs)
- Restaurants (healthy/organic food, tapas, gastropubs, upscale)
- Stores (clothing, health food, books, sports, bakery, shoes, grocery)
- Brewery (micro, local, craft)
- Art (arts & crafts, galleries, art supplies, art exhibits)
- Music (venues, hall, live music)
- Boutiques (specialty, clothing)

Q11: What types of businesses would you like to see in downtown New London?

Comments:

“More ethnic restaurants: Korean, Japanese, chipotle, etc. You have amazing potential with your waterfront, use it!”

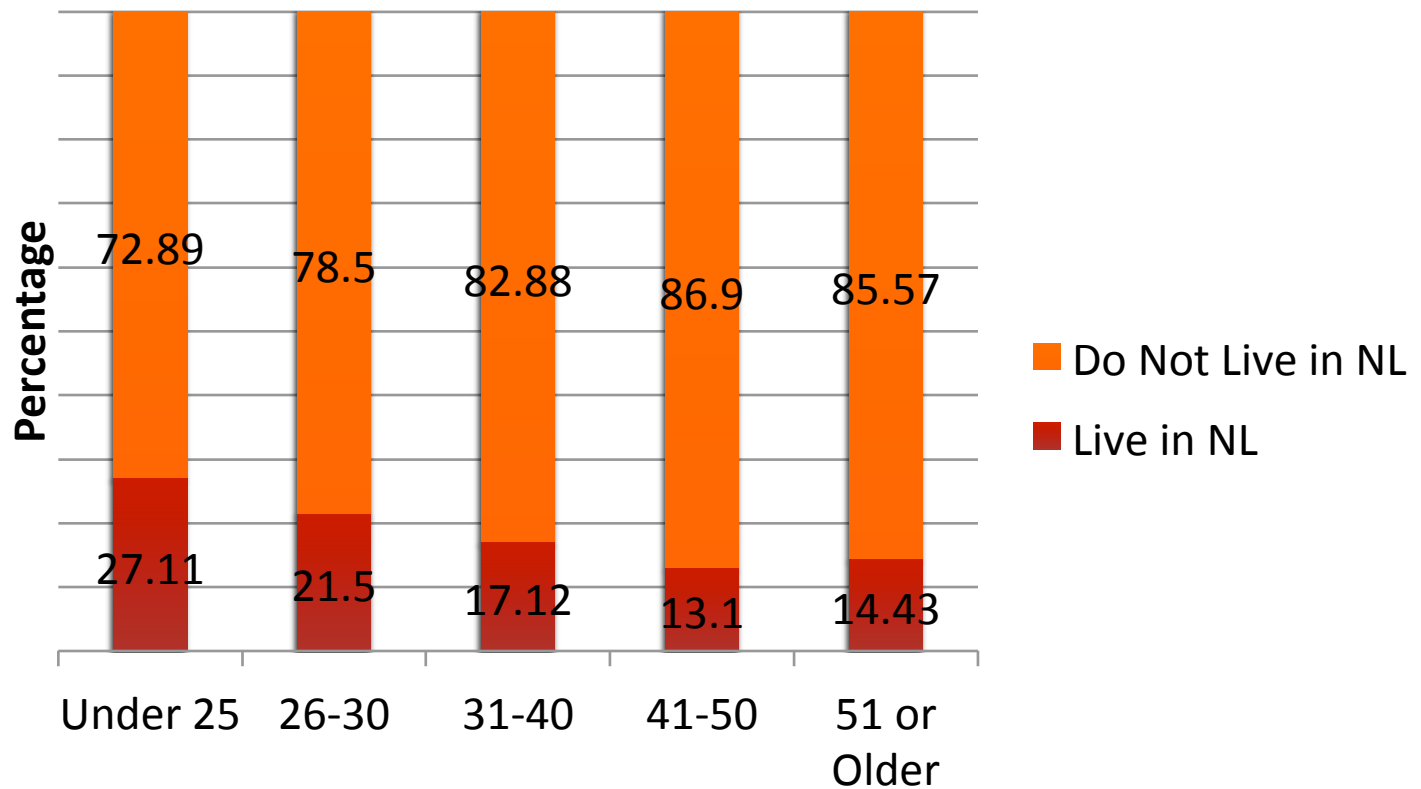
“I would love to see downtown New London feel more like Provincetown MA, or like Stonington. Some cool little shops, cafes, bars, restaurants. We have the beautiful old architecture in place we should take advantage of it.”

“I really enjoy restaurants with outdoor seating, we have such an amazing location it a shame that we don't have more nice bistros, bar and grills and cafes 'on the water'. Another thing that would be amazing is a shopping 'hub' that gives you the downtown mystic or cape cod feel. I love to roam around little shops all clustered together, giving off the feel like I'm on vacation in a true beach community.”

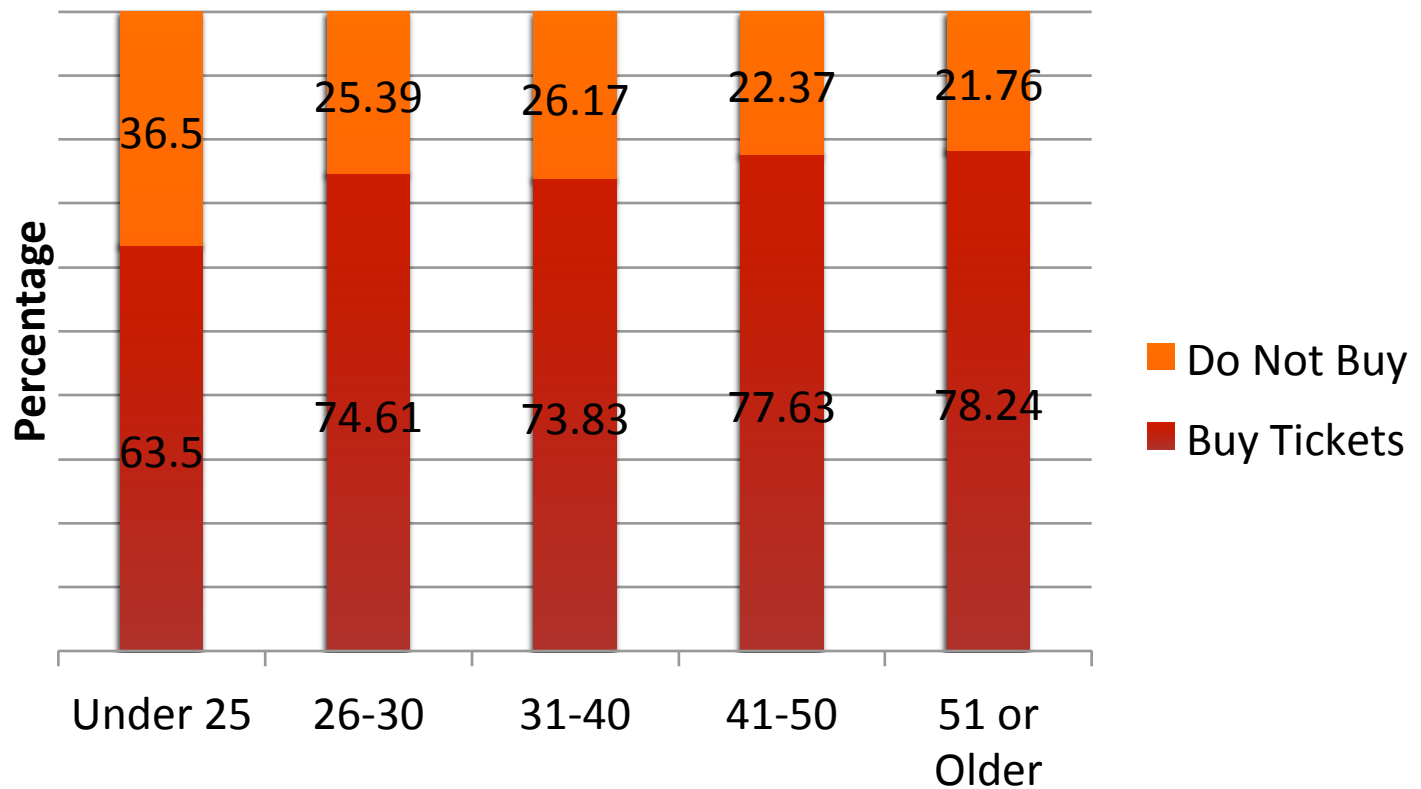


Insights & Analysis

Q1: Do You Live in New London? By Age



Q6: Do you buy tickets to music, arts, and cultural events (performances, concerts, admission, etc.)? By Age

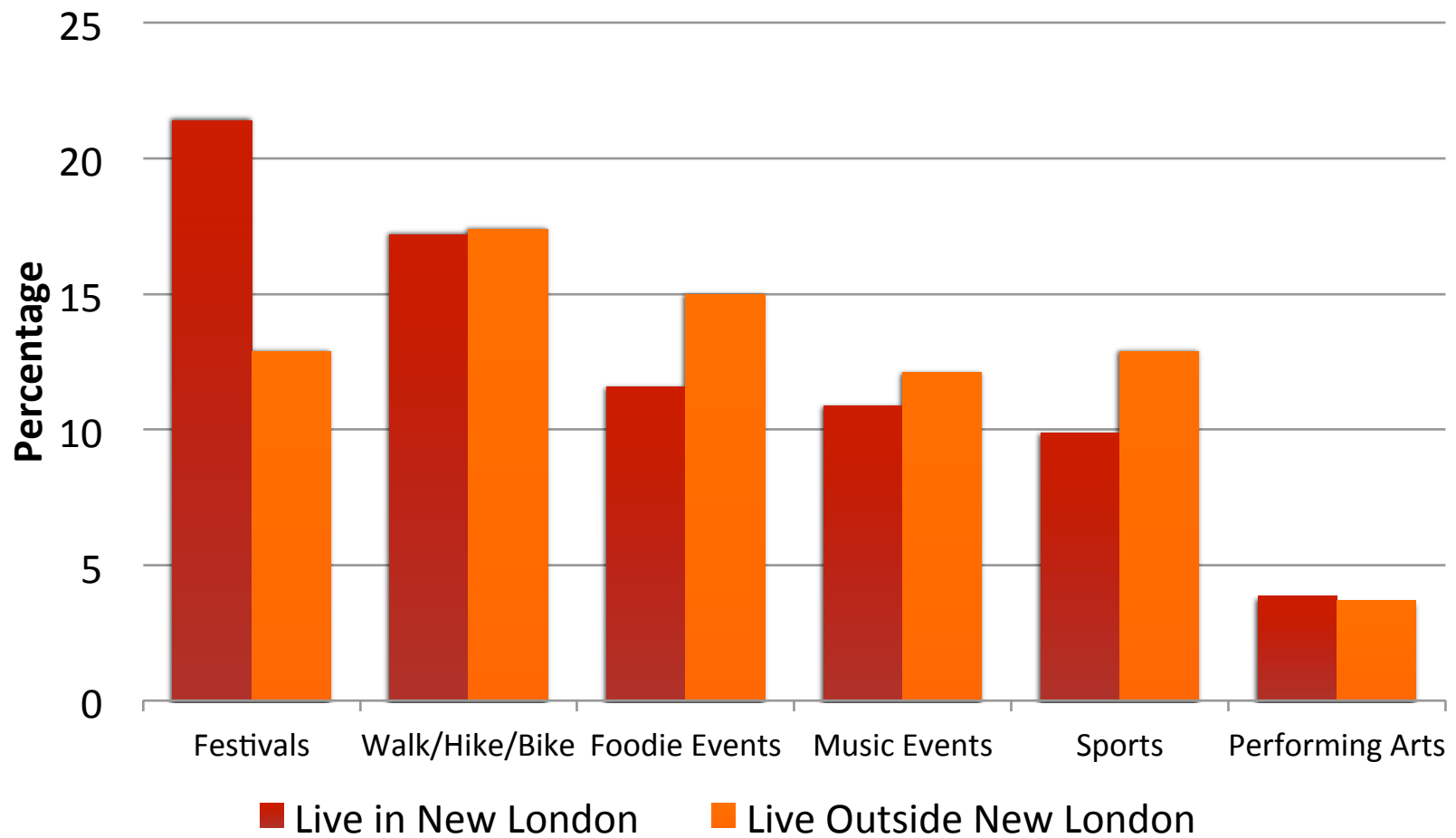


Q7: What types of activities are you most interested in on weekends and after work? By Age

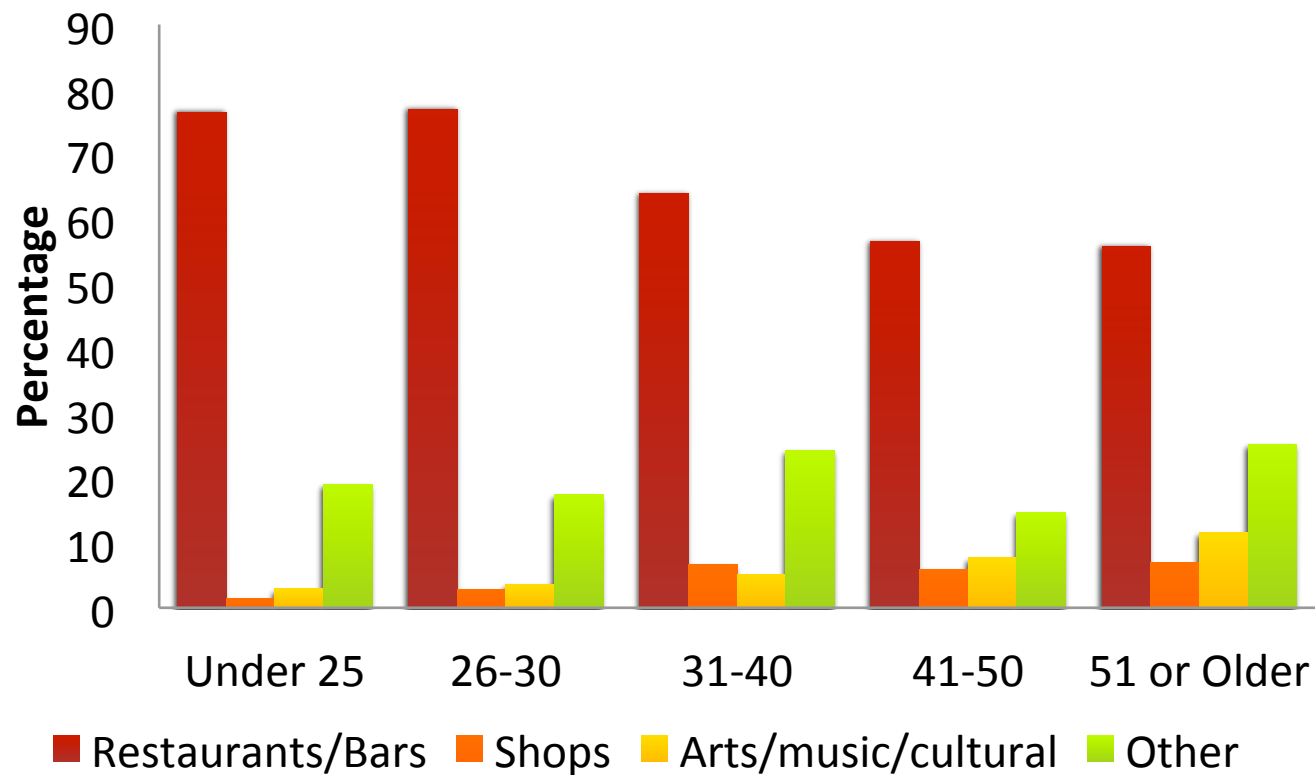
Age Group with Greatest Interest in the Activity

- | | |
|--------------|-----------------------------|
| ➤ Under 25 | Music Events
Festivals |
| ➤ 26-30 | Foodie events |
| ➤ 31-40 | Walk/hike/bike |
| ➤ 41-50 | Beach |
| ➤ 51 or Over | Performing Arts
Shopping |

Q7: What types of activities are you most interested in on weekends and after work? By Residence



Q8: What do you tend to frequent most in downtown New London? By Age



Q9: Reasons for not spending more time in downtown New London? By Age

No significant difference by age other than those who responded “Not Enough To Do” in New London

➤ 14.6% of Under 25 yr. olds

➤ Compared to:

➤ 9.82% of 26-30

➤ 6.27% of 31-40

➤ 8.37% of 41-50

➤ 5.6% of 51 or older

Q10: What types of recreational activities would you like to see in New London (or nearby towns)?

Comments:

“First off, great job reaching out and gathering our input....Also, communicating events happening in the town to those at work would help in letting us know what was going on.”

“It would be nice to have more things over by the river. New London has an awesome waterfront that is extremely underutilized... Adding more lighting behind the shops on the train side as well as behind the stores on the other side would make the area much more approachable.”

“I would like to see a continued increase of restaurants and bars with a mix of entertainment such as the arts park and Garde theatre. We need more to do all year long with parking that is accessible even in the winter.”

“Return of free music concerts at city pier.”

“Is there a kayaking club in NL?”

Q11: What types of businesses would you like to see in New London (or nearby towns)?

Comments:

"I like what The Social is going for, it represents a place the owners envision as what they want New London to be but maybe not what it currently is. It looks like they are trying to offer a community space beyond just being a restaurant /bar."

"Many restaurants and businesses don't have outdoor seating options, which is a main reason my friends and I visit the Mystic area more in the summer than New London."

"Discount days where you can get coupons for different businesses in New London and see what is really there."

"I really enjoy the restaurants and some of the bars in NL, but I don't think the shops are all that interesting."

Summary

The ability to survey all Electric Boat employees across all campuses provided an enormous opportunity to learn more about the interests and needs of one of our region's largest employers.

Additionally, with Electric Boat's plans to hire more employees, specifically under 30 years old, the data and insights gained can be shared and utilized by arts & cultural organizations, chambers of commerce, current and potential business owners, municipal leaders, and more.