

# SOUTHEASTERN CONNECTICUT CULTURAL COALITION

---

## New London Roundtable Electric Boat Employee Survey Results Summary

**New London Roundtable:** Launched in November 2015, the roundtable is a monthly meeting of New London cross-sector stakeholders representing arts & culture, business, community, City, and educational representatives. The purpose of the roundtable is to share relevant information and updates; bring projects to the table for collective brainstorming, collaborative opportunities, and support; and to help set and accomplish goals and priorities for the City of New London.

**Survey Origins:** In May, a meeting of the New London Roundtable featured Thomas Plante, Director of Strategic Planning, Electric Boat and Kristina Newman-Scott, Director of Culture, State of CT, Department of Economic & Community Development. Mr. Plante presented the robust hiring of thousands and expansion needed to support Electric Boat's submarine design and building plans. Ms. Newman-Scott spoke of the value of the arts and cultural community as an economic driver and its ability to help attract and retain employees. Of interest to the Roundtable was to better understand the needs and desires of the employees, including recently hired millennials. The outcome was to conduct a survey of Electric Boat employees.

**Purpose:** To gather information from Electric Boat employees about the types of businesses and recreational activities that are of interest, including arts & culture. Questions were focused on understanding employees' use of time when not working and geared towards activities in the City of New London.

**Distribution:** Southeastern CT Cultural Coalition prepared the survey questions and hosted the online survey. Electric Boat executives provided input and approval. Survey was distributed through Electric Boat's Human Resources to all employees on all campuses (approx. 10,000 recipients working in New London, Groton, RI). Survey sent on Sept. 15<sup>th</sup> and open for three weeks.

**Response:** 1,554 survey responses with representation across all age groups and over 3,200 comments providing further insight and details.

**Results:** Survey results include the following:

**Arts & Culture-** Arts & culture are of interest to respondents of all ages. All respondents expressed a desire for activities and events that offer social and outdoor opportunities with friends and family. Results indicate a need for Southeastern CT Cultural Coalition's efforts with arts & cultural partners to explore new ways of engaging younger and new audiences. Many of the activities and opportunities that respondents expressed desire for are already happening, though knowledge of these opportunities could be improved. Further, the Cultural Coalition is on the right track with efforts to create and support regional cooperative marketing opportunities through new tools, such as the new multi-agency C.O.R.E. calendar launched last May with the support of the Cultural Coalition.

- Of the respondents who frequent arts, cultural, and music activities in New London the most, there was a significantly higher percentage of 51 or older (11.5%) than those 25 and under (3%)
- 74% of total respondents buy tickets to music, arts, and cultural events. Percentage increases with age (64% of those under 25 and 78% of 51 or older)
- Under 25-year-olds enjoy music events and festivals while foodie events are most popular with 26-30-year-olds

# SOUTHEASTERN CONNECTICUT CULTURAL COALITION

---

- Festivals are of greater interest to respondents who live in New London (21%) than those who live outside New London (13%)

**Business & Recreational Activities-** New London and the surrounding areas offer a diverse mix of businesses that are of interest to EB employees. There are opportunities to attract new businesses of interest to millennials and/or increase exposure of existing businesses to employees working in region.

- 35% of respondents reported social activities with friends and family as overall favorite free-time activity
- 15% indicated hiking/biking/walking as second overall favorite free-time activity
- 64% of total respondents are most likely to spend their free-time when not working in nearby towns (Mystic, Groton, Waterford)
- 85% of total respondents attend free events
- Outdoor activities, including water activities, music events, and outdoor dining are popular

**City of New London-** Results affirm that the City's ongoing investment, focus, and progress on issues surrounding transportation, parking, and safety are critical to employees. The City of New London is actively addressing infrastructure issues through: recently established Director of Parking position; on-going transit-oriented planning; citywide infrastructure and streetscape improvements; and continued partnership and discussions with Electric Boat.

- 19% of total respondents live in New London
- Under 25-year-olds represent the largest group of respondents that live in New London (27%)
- 66% of respondents indicated that, in New London, they tend to frequent restaurants/bars most
- 15% of under 25-year-olds indicated the reason for not spending in more time in downtown New London was "not enough to do," compared to 6% of 51 or older and 6% of 31-40-year-olds

**Electric Boat-** Engaging in and supporting the distribution of this survey has established a new communication channel between the Cultural Coalition, City, and EB employees, which could be further utilized in the future.

- Respondents provided valuable insight with more than 1,800 comments about the types of businesses and recreational activities they are interested in and enjoy when not working

**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.

The Cultural Coalition is excited, determined, and looking forward to sharing the results with Electric Boat employees so they know their voices have been heard and will continue to shape public and private sector decision-making. Future updates, progress, and information could be shared with employees as well.