

# AVON RESIDENT SURVEY

MARCH 2004

Conducted by



## Executive Summary

Avon's residents have a strong positive view of their town. Avon's schools, location, size and neighborhoods contribute to 99% of residents rating their town as either excellent or good<sup>1</sup>. Residents of Avon share more than a common appreciation of their town, they are also concerned about the rate of growth and development in Avon.

When residents of Connecticut municipalities are asked what they consider to be the most important issue facing their town, they most often give education or taxes as their response. In the case of Avon, residents cite growth and development as their top concern at a rate three times higher than either education or taxes.

- Fully one third (33%) of Avon residents cite managing growth and development as the most important issue facing their town
- If they could change one thing about Avon, more than a quarter (27%) of residents say controlling the rate of growth and development in town.

This departure from the typical responses of education and taxes is telling. Avon residents are concerned about how their town is changing and have specific ideas about what kind of development they would like to see. Residents place a great deal of importance on preserving open space, even if open space preservation could result in higher taxes. Also, residents are supportive of the development of moderately priced housing.

- More than nine out of ten residents consider preserving open space to be important; seven out of ten are willing to pay higher taxes to preserve open space.
- In terms of housing development, a majority of residents (63%) think it is important for Avon to encourage the development of moderately priced homes.
- If there were going to be increased commercial development in Avon, residents prefer office development to either retail or manufacturing.

Resident's concerns over development and growth are reflected in their views of the town center. A majority of residents consider Avon's town center to be attractive, but there is not much consensus about what the other positive attributes of Avon center are. In fact, there are even differing ideas as to where Avon Center is. Asking residents what they do not like about Avon center however, gives a much clearer picture.

- Nearly four out of ten residents say traffic and congestion are the things they like least about Avon center.
- Making Avon center more pedestrian friendly, adding sidewalks and crosswalks to the retail areas on Route 44 are all considered to be important by majorities of Avon residents.

---

<sup>1</sup> This is the highest rating ever in a CSRA Municipal Survey

### **Avon Overall: Rating**

✓ The vast majority of Avon residents (99%) rate the overall quality of life in Avon positively, with 59% saying excellent and 40% saying good. The higher the level of education, the higher the percentage giving Avon's quality of life an excellent rating. Forty-two percent of residents with a high school diploma or less say excellent, compared with 56% of residents with a college education and 66% of those with a post graduate degree. Older Avon residents tend to have stronger positive feelings toward Avon than younger residents, with 67% of residents age 56 and older saying excellent, compared to 59% of residents ages 41-55 and 48% of residents ages 18-40.

### **Avon Overall: What residents like best**

When asked to name the best thing about the town of Avon, almost one third of residents (29%) name Avon's schools. Nearly a fifth (18%) of residents say location, accessibility, or convenience, followed by the size of the town or neighborhood, named by 12% as the best thing about Avon. Other characteristics residents like about Avon include safety (8%), quality of life (7%), beauty (6%), the people (4%), services (2%), the quiet (2%). Residents with children in Avon's public schools are much more likely to cite schools (49%) as the best thing about Avon than those residents who do not have children in the school system (13%).

### **Avon Overall: What residents would change**

When asked what aspect of Avon they would change, more than a quarter (28%) of residents say Avon's rate of growth and development. Nine percent (9%) name taxes as the issue that they would change. Another 9% cite concerns surrounding various infrastructure improvements such as improving Route 44 (5%), improving downtown (2%), improving sidewalks (1%), and adding sewers (1%). Seven percent (7%) of residents say that they would not change anything about Avon.

Residents who have lived in town for more than 20 years are more likely than shorter-term residents of town to mention controlling growth as the aspect of Avon they would like to change. Thirty-eight percent (38%) of residents who have lived in town for more than 20 years cite controlling growth, compared with 25% of residents who have lived in town for 11 to 20 years, 33% of residents who have lived in town for five to ten years, and 12% of those who have lived in town for less than five years.

Women (32%) are more likely than men (22%) to mention controlling growth and development as the aspect of Avon they would most like to change, men however are more likely to cite taxes (14%) than women (5%).

One third (33%) of Avon residents say that managing growth and development is the most important issue facing Avon. Education is the primary concern to another fifth (20%) of residents, with 10% citing school and education issues and 10% saying budget issues related to education. Tax issues are cited by 9% of residents, followed by budget issues in general and school overcrowding, both receiving 8%.

Residents with a post graduate degree are more likely to mention managing growth and development as the most important issue facing Avon (38%) than residents with either a college degree (31%) or a high school education or less (28%).

### **Housing in Avon**

Nearly two-thirds (65%) of Avon residents believe that the current ratio of multi-family to single-family homes is about right. The remaining residents are split between favoring more multi-family homes (16%), and fewer multi-family homes (14%). Avon residents with incomes of less than \$100K per year are more likely to support additional multi-family homes (23%) than residents earning \$100K to \$150K (12%), or residents earning over \$150K per year (8%). Similarly, residents with lower education levels (high school or less) are more supportive of additional multi-family housing (37%) than residents with either a college education (14%) or a postgraduate degree (11%).

About half of Avon residents (48%) say that Avon has just the right amount of elderly housing. Approximately another third (31%) say that Avon does not have enough elderly housing, and only 2% say that it has too much. Nearly two out of ten residents however, (18%) say that they do not know enough about the issue to give an answer.

Older residents are much more likely to say that Avon needs more elderly housing than younger residents. Among residents age 56 and older, 44% say Avon does not have enough elderly housing, compared with 29% of residents between the ages of 41 and 55, and 16% of residents ages 18-40.

Lower income residents are also more inclined to say that Avon does not have enough elderly housing. Thirty-six percent (36%) of residents with annual household incomes of less than \$100K say Avon does not have enough elderly housing, compared with 29% of residents with incomes of \$100-150K and 28% of residents with incomes over \$150K per year.

The longer a resident has lived in town, the more likely they are to say that Avon does not have enough elderly housing. Among residents who have lived in town for more than 20 years, 45% say Avon does not have enough elderly housing, compared to 33% of residents who have lived in town for 11 to 20 years, 27% of residents who have lived in town for 5 to ten years, and 18% of those who have lived in town for less than 5 years.

Almost two-thirds (63%) of Avon residents believe that it is at least somewhat important that the town encourage the development of more moderately priced homes, with 30% saying that it is very important and 33% saying that it is somewhat important. Sixteen percent believe that it is not too important and another fifth (20%) believe that it is not at all important.

Residents with a high school education or less are much more likely to say that it is important (86%) for Avon to develop more moderately priced homes than residents with a college education (67%) or a post graduate degree (50%). Also, residents with lower incomes are more supportive of moderately priced homes. Slightly more than three-quarters (76%) of residents with household incomes of less than \$100K say it is important, compared

with 63% of residents with incomes of \$100-150K and 45% of residents with incomes greater than \$150K.

### **Open Space in Avon**

More than nine out of ten residents (92%) say it is important to preserve open space by purchasing undeveloped land, with 71% saying it is very important and 21% saying it is somewhat important. Seven percent (7%) of residents do not consider buying open space to be important, 5% say it is not too important and 2% say not at all important.

Overall, Avon residents are willing to pay increased taxes to preserve open space, with a \$50 increase receiving the highest percentage of support from residents (71%). Increasing that amount to a \$100 increase however, causes support for an increase to drop to 54%. Overall, residents are not willing to pay a \$200 increase; only 32% say they would be willing to pay an increase of that size to preserve open space.

Among those residents who are willing to pay a \$50 tax increase, an even greater percentage (76%) is willing to pay a \$100 increase. Among the residents who are willing to support both a \$50 and \$100 increase, there is also a majority (59%) who are willing to support a \$200 increase.

Support for higher taxes to purchase open space increases with income. Sixty-seven percent (67%) of residents with annual household incomes of less than \$100K per year support a \$50 increase in taxes, compared with 74% of residents with incomes between \$100-150K, and 84% of residents with incomes higher than \$150K.

Support for higher taxes to preserve open space also correlates with education. The more education an Avon resident has, the more likely they are to support a tax increase to fund open space purchases. A narrow majority (51%) of residents with at least a high school education support paying higher taxes for open space, compared to residents who have a college (69% support) or post graduate degree (80%).

In general, women are more likely than men to consider buying open space important with 75% of women saying they consider this important, compared to 68% of men.

### **Planning and Development in Avon**

Four out of ten (41%) residents feel that the Avon town government should continue to zone for development the way it currently does, slightly more than a quarter (28%) believe that it should encourage development on large lots. Another quarter (25%) believe that Avon should encourage development on smaller lots.

Residents in Avon are nearly evenly split on whether or not the town government should encourage more commercial development such as offices and retail. Slightly less than half (47%) think it is important for Avon to encourage more commercial development, and slightly more than half (52%) say it is not important. On average, a majority of women consider increased commercial development to be less important (42% important) than men (51% important).

Avon residents in general are not interested in town government encouraging more industrial development. Over two-thirds of residents (67%) say that more industrial development is not important, compared with 32% who say it is. Residents with higher incomes are least likely to say that it is important for Avon to encourage more industrial development. Seventy-six percent (76%) of residents with annual household incomes of over \$150K say that it is unimportant for Avon to encourage this kind of development, compared with 67% of residents with incomes in the \$100-150K range and 63% of residents with annual household incomes of less than \$100K.

### **Planning and Development in Avon: Business and Commercial**

When asked about encouraging more business development in order to reduce tax burdens homeowners, 57% of respondents agree that Avon should do so (28% strongly agree, 29% somewhat agree), 41% disagree.

In general, men are more supportive of increased business development (64%) than women (51%). Also, residents with less education (high school or less) are more supportive of increased business development (63%) than residents with either a college (58%) or post graduate degree (55%).

More than seven out of ten residents (71%) do not agree that Avon should re-zone undeveloped residential areas into commercial/industrial-zoned to encourage business development, 49% disagree strongly and 22% disagree somewhat. Just over a quarter (26%) of residents agree with this development option, 8% saying they agree strongly, 17% agreeing somewhat. The largest supporters of such development strategy are those that have lived in Avon four years or less (37% agree) and respondents of forty years of age or younger (35% agree).

Residents who are relatively new to Avon (lived in town for less than five years) are more supportive of re-zoning undeveloped residential areas than longer-term residents of town. Thirty-seven (37%) of Avon residents who have lived in town for less than five years support re-zoning residential areas, compared with 29% of residents who have lived in town for five to 10 years, 19% of those who have lived in town for 11 to 20 years, and 20% of those who have lived in town for more than 20 years.

Avon residents have a clear idea of the type of commercial development they would like to see in their town. A majority of residents (53%) favor office development; a quarter (25%) favor retail development and 7% would prefer manufacturing development.

Office development is the preferred option of the majority (53%) of Avon residents. Residents who have lived in town for more than 20 years are most supportive of office development (59%); residents who have lived in town for 5 to 10 years are less supportive of office development (44%) than average, residents who have lived in town for either less than 5 years (53%) or 11 to 20 (58%) years are about as interested in increase office development as the town overall. Higher income residents are also more supportive of increased office space development than residents with lower incomes. Sixty-three percent of residents who earn more than \$150K per year prefer office development, compared to 58% of residents



with household incomes of \$100-150K and 47% of residents with incomes of less than \$100K.

### **Retail in Avon**

Overall, increased retail development is the preference of 25% of Avon residents. Younger residents are more supportive of additional retail development with thirty-nine percent (39%) of Avon residents between the ages of 18 and 40 saying they would like to see more retail development, compared with 23% of residents ages 41-55 and 16% of residents age 56 and older. In addition, residents with a high school education or less are more likely to prefer increased retail development (33%) than those residents with either a college degree (24%) or a post graduate degree (22%).

Among residents who say they prefer additional retail development, a majority (59%) would rather see smaller retail outlets than larger retail stores (40%). Women are somewhat more interested in larger retail outlets than men, with 43% saying they would like to see larger stores, compared to 35% of men.

The vast majority of residents (88%) are satisfied with current retail business and services in Avon with 49% of residents saying they are "very satisfied" and 39% saying "somewhat satisfied." Residents with a high school education or less are somewhat less likely to be satisfied (81%) than residents with either a college (89%) or postgraduate degree (90%).

More than three-quarters of residents regularly do their retail shopping in Avon, with 13% saying they always shop in town and 64% expressing that they do so most of the time. The remainder of residents shop in Avon occasionally (22%) or never (1%).

A similar percentage of respondents (72%) are also shop regularly for services in Avon. Nineteen percent (19%) of residents say they always shop for services in Avon, 53% say that they do so most of the time. A quarter (25%) of Avon residents shop occasionally in Avon and 3% say they never shop for services in Avon.

### **Avon Center Perceptions**

When asked about where they thought that the center of the town of Avon is located, respondents offered a variety of responses, about half of which are related to Route 44. About four in ten (39%) say "Route 44" specifically, 19% say the intersection of Routes 10 and 44, 4% say the intersection with Route 167 and 1% say Route 44 and West Avon Road.

The remainder of residents mention a list of alternatives. Seven percent (7%) say that Avon does not have a center; five percent (5%) say Old Avon village, four percent (4%) mention Town offices, and Simsbury Commons, Country Club and Main Street are each considered by 3% of residents to be the center of Avon.

After being given a definition of what Avon town government considers Avon center to be, residents were asked about what they like most about it. Residents have a diverse range of opinions, with thirteen percent (13%) citing it's convenience, twelve percent (12%) saying the variety of shops and 9% each saying historic area and buildings, attractive appearance

and its quaint, charming character. Fourteen percent (14%) of residents say that there is either nothing or not much to like about Avon center.

There is somewhat more consensus on what residents do not like about Avon's town center. Nearly four out of ten residents (39%) say they dislike the traffic and congestion. Others express similar concerns such as Route 44 (5%), parking (4%), and the center not being pedestrian friendly (4%). Again, some residents say that Avon does not have a center (9%).

When asked to rate the physical appearance of Avon center 69% of residents give it a positive rating, with 11% saying excellent and 58% saying good. About three in ten (31%) residents overall give Avon center's physical appearance negatively, 23% saying fair and 8% saying poor. Residents with a high school education or less are somewhat more likely to rate Avon town center's appearance positively (84% positive) than residents with a college education (73%) or a post graduate degree (50%).

A majority of residents (56%) say that it is important for the town of Avon to improve the physical appearance of the town center, with 16% saying very important and 40% saying somewhat important. Slightly more than four in ten residents (43%) do not consider improving the physical appearance of the town center that to be important, 32% saying not too important and 11% saying not at all important.

Residents with higher incomes feel more strongly about improving the physical appearance of the town center than residents with lower incomes. Sixty-six percent (66%) of residents with incomes in excess of \$150K consider improving the physical appearance of the town center important compared with 58% of residents with incomes between \$100-150K and 54% of residents with incomes of less than \$100K.

More residents consider making the town center pedestrian friendly to be important than improving the town center's physical appearance. Sixty-eight percent (68%) of residents think it at least somewhat important; while 31% say it is not important for the town to make Avon center more pedestrian friendly.

#### **Route 44 Pedestrian Issues**

More than half (55%) of Avon residents consider extending sidewalks to the areas in front of retail sites along Route 44 to be important with 26% saying very important and 29% saying somewhat important. About four out of ten residents (44%) do not think this is important. Residents under the age of 56 consider extending sidewalks along Route 44 to be more important than residents age 56 and older. Less than a majority (45%) of Avon residents age 56 and older consider these sidewalks to be important, compared to 61% of residents ages 41-55 and 58% of residents age 18-40.

Establishing crosswalks in the areas in front of retail sites along Route 44 is considered to be important by nearly two-thirds (65%) of Avon residents. Thirty-five (35%) of residents consider establishing crosswalks to be very important, 31% consider them to be somewhat important. Eighteen-percent (18%) of residents think establishing crosswalks is not too important, 16% say it is not at all important.



Residents with a high school education or less are much more likely to think that establishing crosswalks is important (83%) than either residents with a college (60%) or postgraduate (67%) degree.

### **Roads and Traffic in Avon**

Nearly nine out of ten Avon residents (89%) consider traffic congestion in town to be at least a minor problem. About one third (34%) of residents consider traffic congestion to be a major problem, and more than half (55%) say it is a minor problem. Eleven percent of residents say that traffic congestion in Avon is not a problem at all.

The longer a resident has lived in Avon, the more they consider traffic congestion in town to be a major problem. Twenty-eight percent of residents who have lived in town for less than 10 years say traffic is a major problem, compared to 36% of residents who have lived in town for 11-20 years, and 42% of residents have lived in town for more than 20 years.

Generally speaking, Avon residents are very satisfied with the roads in their town. When rating the networks of roads in Avon, 77% give a positive rating of either excellent (14%) or good (63%). About two out of ten residents give Avon's roads a negative assessment with 19% saying the network of roads in town is fair, and 4% saying poor.

### **Recreation in Avon**

Residents are evenly split in their assessment of available recreation areas in Avon. About half (49%) say there are enough recreation areas; the other half (46%) says that Avon needs more areas for recreation.

Avon residents with children in the public school system are much more likely (60%) than average to say that Avon needs more recreation areas. Residents age 56 and older are much less supportive of additional recreation areas than younger residents, with 26% of older residents saying that Avon needs more recreation areas, compared with 56% of residents age 41-55 and 57% of residents age 18-40.

Overall, a majority (69%) of Avon residents supports the installation of lighting at public tennis courts in town; about two in ten oppose the idea with 12% opposing somewhat and 10% opposing strongly. Avon's youngest residents are generally most supportive of installing lights with 77% of residents ages 18-40 supporting lights for tennis courts compared with 73% of residents.

## Avon Town Survey – Annotated Questionnaire

---

Q2. How would you rate the overall quality of life in Avon, would you say it is excellent, good, fair, or poor?

	Excellent %	Good %	Fair %	Poor %	DK/Ref. %
1/29-2/5/04	61	38	2	0	0

Q3. What is the best thing about the Town of Avon? (ASK OPEN ENDED)

1/29-2/5/04	%
Schools	29
Location/Accessibility/Convenience	18
Town/Neighborhood/Size	12
Safety	8
Quality of life	7
Beauty	6
People	4
Services	2
Quiet	2
Property	2
Other	6
Don't know	4

Q4. If you could change anything about Avon, what would it be? (ASK OPEN ENDED)

1/29-2/5/04	%
Control growth/development	27
Taxes	9
Wouldn't change anything	7
School improvements	6
Improve route 44	5
Traffic	4
People	4
More recreational activities	4
Cost of living	4
More retail businesses	3
Downtown improvement	2
Improve town services	2
Town management	2
More diversity	2
Improve sidewalks	1
Highway access	1
Add sewers	1
Planning and Zoning	1
Eliminate shopping mall	1
Help seniors	1
More parks	*
Other	3
Don't know	11

(\* represents less than 1/2 of one percent)

Q5. What would you say is the MOST important issue now facing Avon? (ASK OPEN ENDED)

1/29-2/5/04	%
Managing growth and development	33
School/education issues	10
Budget related to education	10
Tax issues	9
Budget in general	8
School overcrowding	8
Route 44/Traffic	3
Open space	2
Nothing (are no issues facing Avon)	2
Management and planning	2
Services	1
Other	3
DK/Ref.	11

IQ6. Now I'd like to ask you some questions about housing in Avon.

Q6. Right now, housing in Avon is made up of about 75% single-family homes and 25% multi family homes. Do you think that Avon should encourage more multi family homes, fewer multi family homes, or is the current ratio about right?

	More multi family homes %	Fewer multi family homes %	Ratio is about right %	DK/Ref. %
1/29-2/5/04	15	14	66	5

Q7. Which statement comes closest to your view: Avon has too much elderly housing, Avon doesn't have enough elderly housing, or Avon has just the right amount of elderly housing?

	Too much %	Not enough %	Just right %	DK/Ref. %
1/29-2/5/04	2	31	48	18

Q8. How important would you say it is that the town of Avon encourage the development of more moderately priced homes, would you say it's very important, somewhat important, not too important, or not at all important?

	Very important %	Somewhat important %	Not too important %	Not at all important %	DK/Ref. %
1/29-2/5/04	30	33	16	20	1

IQ9. Now I'd like to ask you some questions about land use and development in Avon.

Some people say that Avon town government should encourage development on SMALLER LOTS in order to preserve large blocks of open space, while others say that Avon town government should encourage development on LARGE LOTS in order to provide increased PRIVATE open space. Still others say that Avon town government should continue to zone for development the way it currently does. Which comes closest to your view? Should Avon town government:

	Encourage development on SMALLER LOTS %	Encourage development on LARGE LOTS %	Continue to zone for development the way it currently does %	DK/Ref. %
1/29-2/5/04	25	28	41	6

IQ10. I'm going to read you a list of some items that some people have suggested that the Avon town government should do about development issues. For each one, I'd like you to tell if it is very important, somewhat important, not too important, or not important at all. First...

Q10. Encourage more commercial development like offices and retail. (PROBE IF NECESSARY: How important is it that the Town of Avon does this? Would you say very important, somewhat important, not too important, or not important at all?)

	Very important %	Somewhat important %	Not too important %	Not at all important %	DK/Ref. %
1/29-2/5/04	15	32	20	31	2

Q11. Encourage more industrial development. (PROBE IF NECESSARY: How important is it that the Town of Avon does this? Would you say very important, somewhat important, not too important, or not important at all?)

	Very important %	Somewhat important %	Not too important %	Not at all important %	DK/Ref. %
1/29-2/5/04	8	24	26	41	1

Q12. Preserve open space by purchasing undeveloped land. (PROBE IF NECESSARY: How important is it that the Town of Avon does this? Would you say very important, somewhat important, not too important, or not important at all?)

	Very important %	Somewhat important %	Not too important %	Not at all important %	DK/Ref. %
1/29-2/5/04	71	21	5	2	*

Q13. Do you think Avon should purchase more open space if it could mean an increase in Avon household's taxes by \$50 per year?

	Yes %	No %	DK/Ref. %
1/29-2/5/04	71	26	3

Q14. How about \$100?

	Yes %	No %	DK/Ref. %
1/29-2/5/04	76	21	3

Q15. How about \$200?

	Yes %	No %	DK/Ref. %
1/29-2/5/04	59	40	1

IQ16. I'm going to read you some statements about development in Avon. For each one, please tell me if you agree or disagree. First...

Q16. Avon should encourage more business development in order to reduce the tax burden on homeowners. (PROBE: AGREE/DISAGREE STRONGLY/SOMEWHAT)

	Strongly agree %	Somewhat agree %	Somewhat disagree %	Strongly disagree %	DK/Ref. %
1/29-2/5/04	28	29	20	21	2

Q17. The town of Avon should consider re-zoning some existing, undeveloped areas that are residentially zoned into commercial/industrial-zoned areas to encourage business development. (PROBE: AGREE/DISAGREE STRONGLY/SOMEWHAT)

	Strongly agree %	Somewhat agree %	Somewhat disagree %	Strongly disagree %	DK/Ref. %
1/29-2/5/04	8	17	22	49	4

Q18. If there were going to be increased commercial development in Avon, what kind of development would you favor the MOST, would you favor retail development, office space development or manufacturing development?

	Retail development %	Office development %	Manufacturing development %	Combination (vol.) %	Does not want any development (vol.) %	DK/Ref. %
1/29-2/5/04	25	53	7	7	7	1

Q19. What kind of retail development would you favor MOST, would you favor collections of smaller retail stores such as those in Riverdale Farm and Old Avon Village Shops, or larger chain-type retail stores?

	Smaller retail %	Larger retail %	DK/Ref. %
1/29-2/5/04	59	40	1

Q20. How satisfied are you with the selection of current retail businesses and services in Avon, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

	Very satisfied %	Somewhat satisfied %	Somewhat dissatisfied %	Very dissatisfied %	DK/Ref. %
1/29-2/5/04	49	39	9	2	*



Q21. How often do you do your retail shopping in Avon, would you say always, most of the time, occasionally or never? (READ IF NECESSARY: By retail shopping we mean clothing, food, etc.)

	Always %	Most of the time %	Occasionally %	Never %	DK/Ref. %
1/29-2/5/04	13	64	22	1	0

Q22. How often do you shop for services in Avon, would you say always, most of the time, occasionally or never? (READ IF NECESSARY: By services we mean doctors, dentists, accountant, etc.)

	Always %	Most of the time %	Occasionally %	Never %	DK/Ref. %
1/29-2/5/04	19	53	25	3	1

Q23. Where would you say Avon Center is located? (READ IF NECESSARY: By Center, we mean what do you consider Avon Center to be, could be an intersection or neighborhood.) (ASK OPEN ENDED)

1/29-2/5/04	%
Route 44	30
10 and 44	19
Avon doesn't have a center	7
Old Avon Village	5
167 and 44	4
Town Offices	4
Simsbury Commons	3
West Avon Road and Country Club	3
East/West Main Street	3
By Police Station	2
Congregational Church	2
Town Green	2
44 and West Avon Road	1
Gazebo	1
Old Farm Road	1
Library	1
167 and Bushey Hill Rd.	1
By the small shops	1
Historic area	*
Other	10
DK/Ref.	2

IQ24. The town government in Avon considers Avon center to be the area of town near the intersection of Rt. 44, Old Farm Rd. and Rt. 10. The next few questions pertain to that area of town. First...

Q24. What do you like most about Avon center? (ASK OPEN ENDED)

1/29-2/5/04	%
Nothing/not much to like about Avon Center	14
Convenient	13
Variety of shops	12
Historic area/buildings	9
Attractive appearance	9
Quaint/Charming	9
Congregational church	4
New England feeling	3
Avon village	3
Location	2
Town green/park space	2
Restaurants	2
Clean	1
Development	1
Other	5
DK/Ref.	10

Q25. What do you like least about Avon center? (ASK OPEN ENDED)

1/29-2/5/04	%
Traffic/congestion	38
Avon does not have a center/downtown	9
Nothing - like everything	5
Route 44	5
Parking	4
Not pedestrian friendly	4
Car dealerships	4
Nothing there	4
Not visually appealing	3
Needs more development (shops, restaurants)	2
Too much development/commercialization	2
Not convenient	2
Becoming overcrowded	1
Double Down Grill issues	1
Other	5
Don't know	10
Refused	1

Q26. How would you rate the physical appearance of Avon center, would you say it is excellent, good, fair, or poor?

	Excellent %	Good %	Fair %	Poor %	DK/Ref. %
1/29-2/5/04	11	58	23	8	1

Q27. How important to you is it that the Town of Avon improves the physical appearance of the town center in Avon, would you say it is very important, somewhat important, not too important or not at all important?

	Very important %	Somewhat important %	Not too important %	Not at all important %	DK/Ref. %
1/29-2/5/04	16	40	32	11	1

Q28. How important to you is it that the Town of Avon make changes to make Avon Center more pedestrian friendly, would you say it is very important, somewhat important, not too important or not at all important?

	Very important %	Somewhat important %	Not too important %	Not at all important %	DK/Ref. %
1/29-2/5/04	33	35	20	10	1

IQ29. The next few questions are about the roads and traffic in Avon. First...

Q30. How would you rate the network of roads in Avon, would you say excellent, good, fair or poor?

	Excellent %	Good %	Fair %	Poor %	DK/Ref. %
1/29-2/5/04	14	63	19	4	1

Q31. Overall what do you think about traffic congestion in Avon. Do you think traffic congestion is a major problem, minor problem, or not a problem at all?

	Major %	Minor %	Not a problem at all %	DK/Ref. %
1/29-2/5/04	34	55	11	1

Q32. How important would you say it is that SIDEWALKS be extended to the areas in front of retail sites along Route 44, would you say it is very important, somewhat important, not too important or not at all important?

	Very important %	Somewhat important %	Not too important %	Not at all important %	DK/Ref. %
1/29-2/5/04	26	29	21	23	1

Q33. How important would you say it is that CROSSWALKS be established in the areas in front of retail sites along Route 44, would you say it is very important, somewhat important, not too important or not at all important?

	Very important %	Somewhat important %	Not too important %	Not at all important %	DK/Ref. %
1/29-2/5/04	35	31	18	16	*

Q34. Thinking about the existing areas in Avon that can be used for recreation, including parks, playing fields, pools, and tennis and basketball courts. Would you say Avon has enough of these types of places for recreation, or would you say Avon needs more?

	Has enough %	Needs more %	Has too many (vol.) %	DK/Ref. %
1/29-2/5/04	49	46	*	5

Q35. Some residents of Avon have proposed installing lighting at the public tennis courts in town so that people can play tennis in the evening. Do you support or oppose the installation of lights at Avon's public tennis courts? (PROBE: SUPPORT/OPPOSE STRONGLY/SOMEWHAT)

	Support strongly %	Support somewhat %	Oppose somewhat %	Oppose strongly %	DK/Ref. %
1/29-2/5/04	31	38	12	10	9

## Methodology

The Town of Avon commissioned the Center for Survey Research and Analysis at the University of Connecticut (CSRA) to conduct a survey of town residents. The survey was conducted with a total of 401 randomly selected respondents from Avon. The survey was conducted via telephone from January 29 to February 5, 2004 by CSRA interviewers. Interviews were conducted at CSRA's interviewing facility in Storrs, Connecticut, using a Computer Assisted Telephone Interviewing (CATI) system.

The sample telephone numbers for the population were generated through a random-digit-dial telephone methodology to ensure that each possible residential telephone number had an equal probability of selection. The sample error associated with a survey of this size is approximately  $\pm 5$  percentage points at the 95% level of confidence. This means that there is less than one chance in twenty that the results of a survey of this size would differ by more than 5 percentage points in either direction from the results which would be obtained if all residents of Avon had been selected. CSRA attempted to minimize all possible sources of error in this survey.