

Country Club of Woodbridge Land Use Survey

Results & Initial Findings

Presented to:

**Town of Woodbridge, CT
Board of Selectmen**

April 11, 2018

CCW Land Use Survey Presentation Outline

Background & Timeline

Methodology

Study Results

- CCW Land Use Proposals
- Living in Woodbridge in General
- Demographics

Conclusions

Background & Timeline

First Selectman Beth Heller wanted to give Woodbridge residents opportunity to voice opinions regarding future direction of former CCW site through a public opinion survey

In Fall 2017, Amity Superintendent Dr. Charles Dumais gave approval for assistance of Amity High School faculty/students

- Provide authentic experience for students
- Utilize Amity staff expertise
- Field and execute a professional study at minimal cost to taxpayers

Background & Timeline (cont.)

Questionnaire designed November 2017 – January 2018

One “official” questionnaire mailed to each household in Woodbridge – 3,234 in total

- To be completed by member of household and either returned by mail or placed in one of two drop boxes at the library or town hall
- Additional questionnaires provided upon request – responses counted and reviewed but not included in final analysis

Background & Timeline (cont.)

Field period originally scheduled to open first week in February 2018 and close on Monday February 12, 2018

U.S. Post Office delivery delay led to most households receiving survey late

Field period extended until Tuesday February 20, 2018

- 851 usable “official” questionnaires returned by 2/20
 - Represents 26.3% response rate
- 127 “official” surveys returned after 2/20 – counted and reviewed, not included in final analysis
- 60 supplemental surveys received – counted and reviewed, not included in final analysis

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Woodbridge First Selectman Beth Heller designed and administered this mail survey with input and assistance from the Woodbridge Board of Selectmen, Town Hall staff, the public, and Amity High School staff

Amity High School staff and students collected unopened surveys, tabulated the data, conducted the analysis, and prepared this presentation of the results and initial findings

The data were weighted by gender and age (based on most recent census data and estimates) to ensure the sample obtained is an accurate reflection of the Town of Woodbridge's householder population

Methodology (cont.)

In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed

The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question

The table on the next page represents the estimated sampling error for different percentage distributions of responses

Methodology (cont.)

Percentages Near

Sample
Size

	10%	20%	30%	40%	50%	60%	70%	80%	90%
850	2.0	2.7	3.1	3.3	3.4	3.3	3.1	2.7	2.0
800	2.1	2.8	3.2	3.4	3.5	3.4	3.2	2.8	2.1
700	2.2	3.0	3.4	3.6	3.7	3.6	3.4	3.0	2.2
600	2.4	3.2	3.7	3.9	4.0	3.9	3.7	3.2	2.4
500	2.6	3.5	4.0	4.3	4.4	4.3	4.0	3.5	2.6
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
100	5.9	7.8	9.0	9.6	9.8	9.6	9.0	7.8	5.9

For example, if a response to a given question to which all 851 respondents answered was exactly 50%, we could be 95% confident that the true percentage would fall within plus or minus 3.4% of this percentage or between 46.6% and 53.4%

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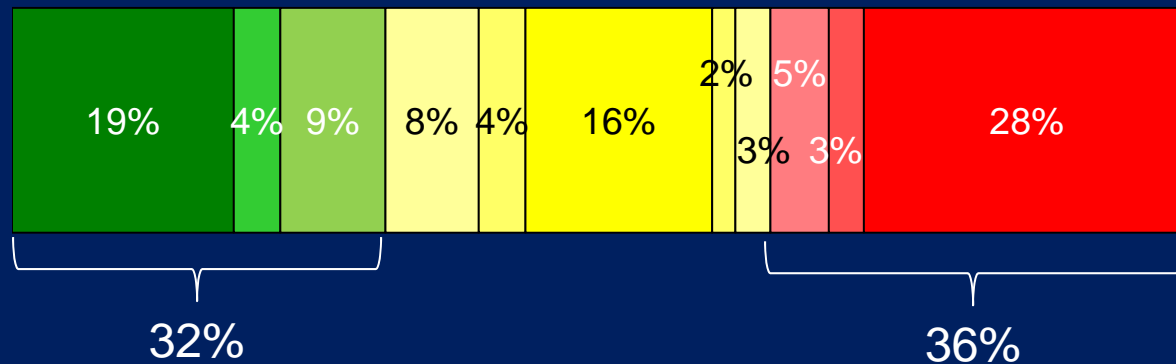
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While some would be interested in returning to the previous golf/pool arrangement, just as many, if not more, are opposed

Q1a: Please let us know what you think about each of the following ideas regarding the property...

Return to the previous arrangement where a private company operates golf while the Town operates the pool and continues to pay off existing debt



10 - Absolutely Favor 9 8 7 6 5 - Neutral 4 3 2 1 0 - Absolutely Oppose

Based on Total Answering
n = 818

Totals and subtotals may not add up due to rounding

Support for returning to the previous golf/pool arrangement is consistent among genders and age groups – older residents are more likely to be opposed

**Previous Public Golf Arrangement
by Gender and Age**

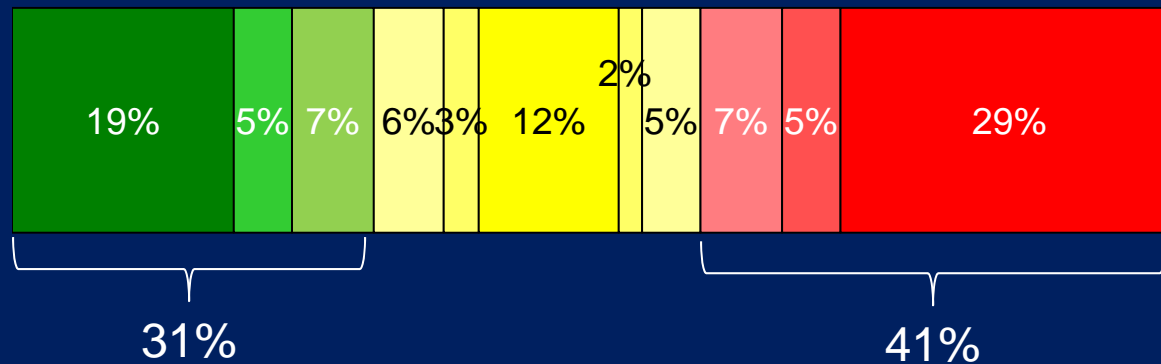
	TOTAL	Male (A)	Female (B)	Age <45 (a)	Age 45-54 (b)	Age 55-64 (c)	Age 65+ (d)
<i>Unwghtd N</i>	818	424	366	119	132	237	318
8-10	32%	32%	33%	39%	33%	27%	30%
3-7	32%	31%	32%	35%	35%	29%	27%
0-2	36%	37%	35%	26%	32%	44% a	43% a

Based on Total Answering
 May not total to 100% due to rounding
 Statistical testing at the 95% confidence level – GENDER A/B, AGE a/b/c/d

Some support dedicating the entire parcel to open space/recreation, but significantly more are opposed

Q1b: Please let us know what you think about each of the following ideas regarding the property...

Keep the entire parcel and dedicate it as open space/recreational space while the Town operates the pool and continues to pay off existing debt



10 - Absolutely Favor 9 8 7 6 5 - Neutral 4 3 2 1 0 - Absolutely Oppose

Based on Total Answering
n = 820

Totals and subtotals may not add up due to rounding

Those under 45 years old tend to be more supportive of keeping the entire parcel for open/recreational space than those 45 and older – females are more supportive to a lesser extent

Entire Parcel Open/Recreational Space by Gender and Age

	TOTAL	Male (A)	Female (B)	Age <45 (a)	Age 45-54 (b)	Age 55-64 (c)	Age 65+ (d)
<i>Unwghtd N</i>	820	424	368	120	131	236	321
8-10	31%	26%	37% A	44% bc	26%	29%	25%
3-7	28%	30%	26%	32%	29%	26%	27%
0-2	41%	44% B	37%	24%	45% a	45% a	49% a

Based on Total Answering

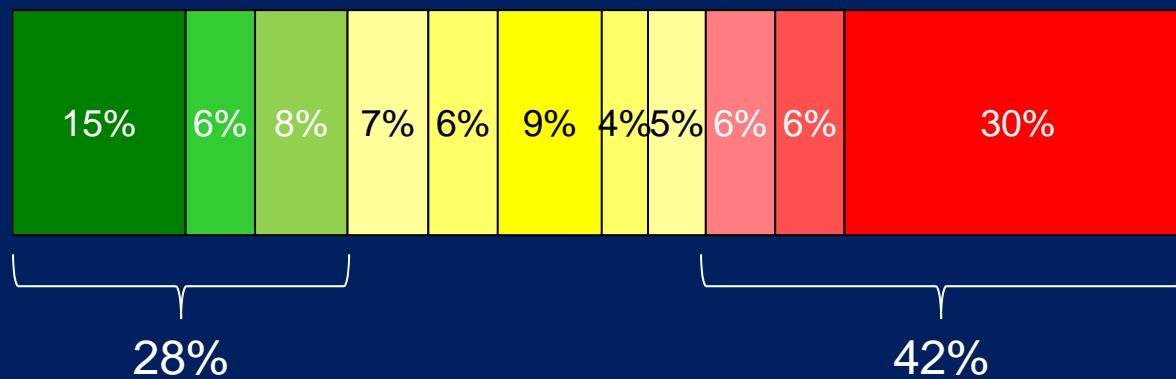
May not total to 100% due to rounding

Statistical testing at the 95% confidence level – GENDER A/B, AGE a/b/c/d

Similarly, while there is some support for the town renovating the clubhouse for town use while keeping the rest open space, significantly more oppose

Q1c: Please let us know what you think about each of the following ideas regarding the property...

The Town rehabilitates the clubhouse and reserves the building for future use by Town departments (for community uses). Preserve the remaining property as open space/recreational space/golf while the Town operates the pool and continues to pay off existing debt



■ 10 - Absolutely Favor ■ 9 ■ 8 ■ 7 ■ 6 ■ 5 - Neutral ■ 4 ■ 3 ■ 2 ■ 1 ■ 0 - Absolutely Oppose

Based on Total Answering
n = 817

Totals and subtotals may not add up due to rounding

Again, those under 45 and females tend to be more receptive to the idea

Clubhouse Community Center Open/Rec/Golf Space by Gender and Age

	TOTAL	Male (A)	Female (B)	Age <45 (a)	Age 45-54 (b)	Age 55-64 (c)	Age 65+ (d)
<i>Unwghtd N</i>	817	424	364	117	132	240	316
8-10	28%	24%	34% A	43% bcd	28%	24%	19%
3-7	30%	31%	28%	33%	33%	25%	29%
0-2	42%	45%	39%	24%	40% a	51% a	52% a

Based on Total Answering

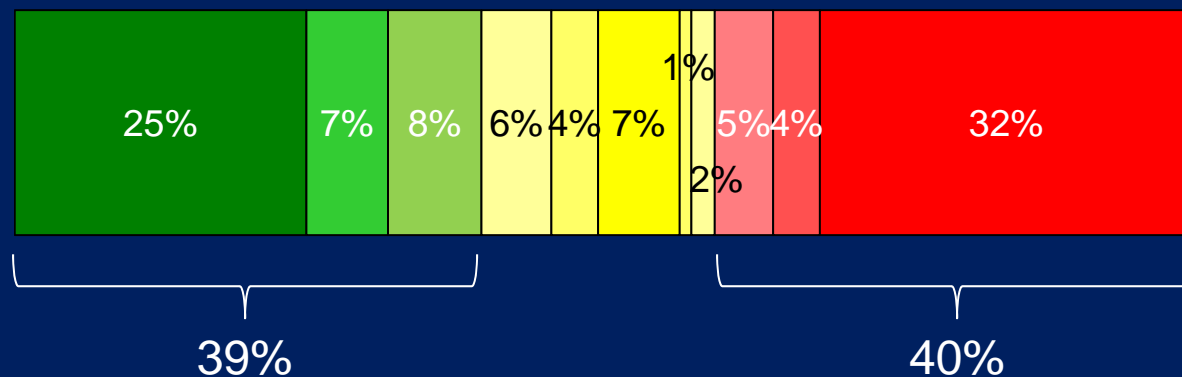
May not total to 100% due to rounding

Statistical testing at the 95% confidence level – GENDER A/B, AGE a/b/c/d

Attitudes toward the over-55 housing proposal are the strongest, both pro and con. Roughly the same number favor it vs. oppose

Q1d: Please let us know what you think about each of the following ideas regarding the property...

Sell a portion of the land for age-restricted, over-55 housing. Dedicate the remainder of the parcel as open space/recreational space/golf while the Town operates the pool and pays off any existing debt



10 - Absolutely Favor 9 8 7 6 5 - Neutral 4 3 2 1 0 - Absolutely Oppose

Based on Total Answering
 n = 821

Totals and subtotals may not add up due to rounding

Those who are near or at the age of eligibility for over-55 housing tend to be the most receptive to the idea

Over-55 Housing; Some Open/Rec/Golf Space by Gender and Age

	TOTAL	Male (A)	Female (B)	Age <45 (a)	Age 45-54 (b)	Age 55-64 (c)	Age 65+ (d)
<i>Unwghtd N</i>	821	429	364	119	131	237	322
8-10	39%	38%	40%	26%	42% a	45% a	45% a
3-7	20%	23%	19%	22%	22%	18%	19%
0-2	40%	39%	42%	52% bc	36%	37% a	36% a

Based on Total Answering

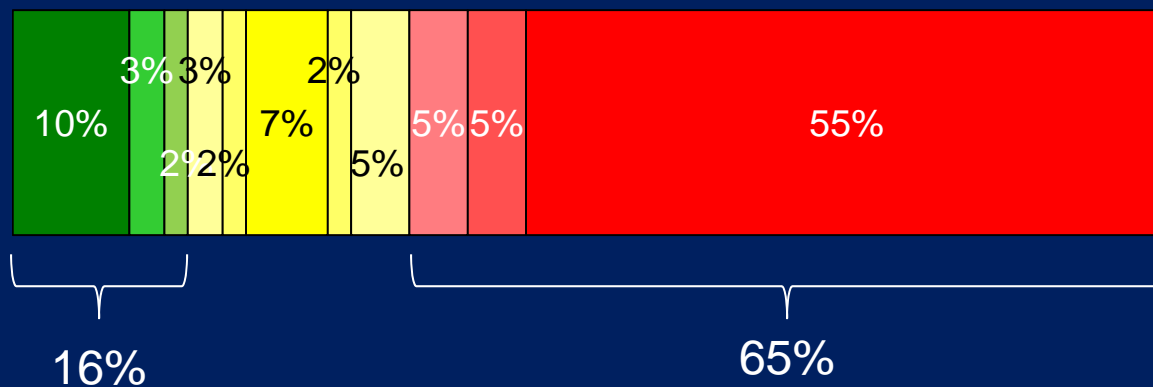
May not total to 100% due to rounding

Statistical testing at the 95% confidence level – GENDER A/B, AGE a/b/c/d

Selling the entire parcel for single-family homes is not a very popular option

Q1e: Please let us know what you think about each of the following ideas regarding the property...

Sell the entire parcel for single-family homes with no age-restriction and pays off any existing debt



10 - Absolutely Favor 9 8 7 6 5 - Neutral 4 3 2 1 0 - Absolutely Oppose

Based on Total Answering
n = 828

Totals and subtotals may not add up due to rounding

It is not a popular option across the different gender or age groupings

Entire Parcel Single Family Homes by Gender and Age

	TOTAL	Male (A)	Female (B)	Age <45 (a)	Age 45-54 (b)	Age 55-64 (c)	Age 65+ (d)
<i>Unwghtd N</i>	828	428	372	120	133	239	324
8-10	16%	20% B	13%	12%	18%	20%	16%
3-7	18%	21%	17%	19%	21%	18%	16%
0-2	65%	60%	70% B	69%	61%	62%	68%

Based on Total Answering

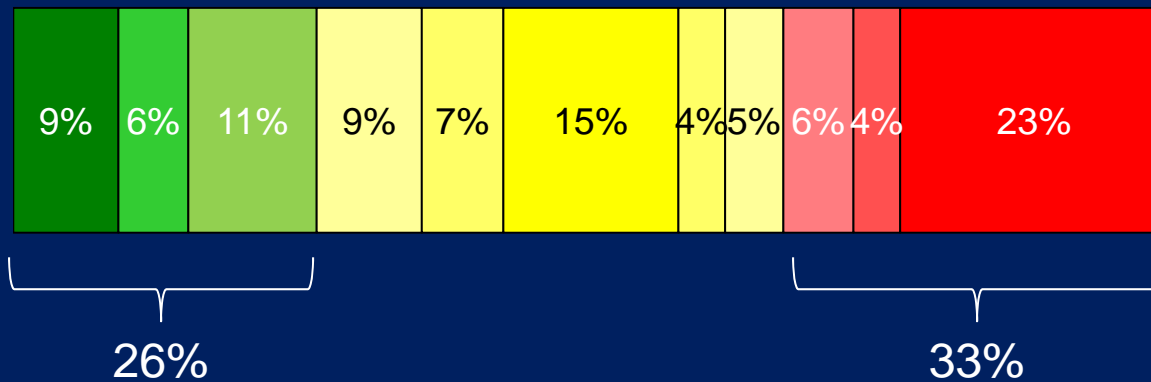
May not total to 100% due to rounding

Statistical testing at the 95% confidence level – GENDER A/B, AGE a/b/c/d

Selling the clubhouse for commercial use has some support, but more are opposed

Q1f: Please let us know what you think about each of the following ideas regarding the property...

Sell or lease the clubhouse building with or without some adjacent land for commercial use (as a recreational facility, banquet hall, or other use). Preserve the remaining property as open space/recreational space/golf while the Town operates the pool and pays off any existing debt



10 - Absolutely Favor 9 8 7 6 5 - Neutral 4 3 2 1 0 - Absolutely Oppose

Based on Total Answering
n = 822

Totals and subtotals may not add up due to rounding

Those under 45 tend to be more open to this idea;
those over 65 more opposed

Clubhouse Commercial Open/Rec/Golf Space by Gender and Age

	TOTAL	Male (A)	Female (B)	Age <45 (a)	Age 45-54 (b)	Age 55-64 (c)	Age 65+ (d)
<i>Unwghtd N</i>	822	426	368	120	130	239	321
8-10	26%	28%	23%	32% d	30%	24%	21%
3-7	40%	39%	42%	44%	40%	41%	37%
0-2	33%	33%	34%	24%	30%	35%	43% ab

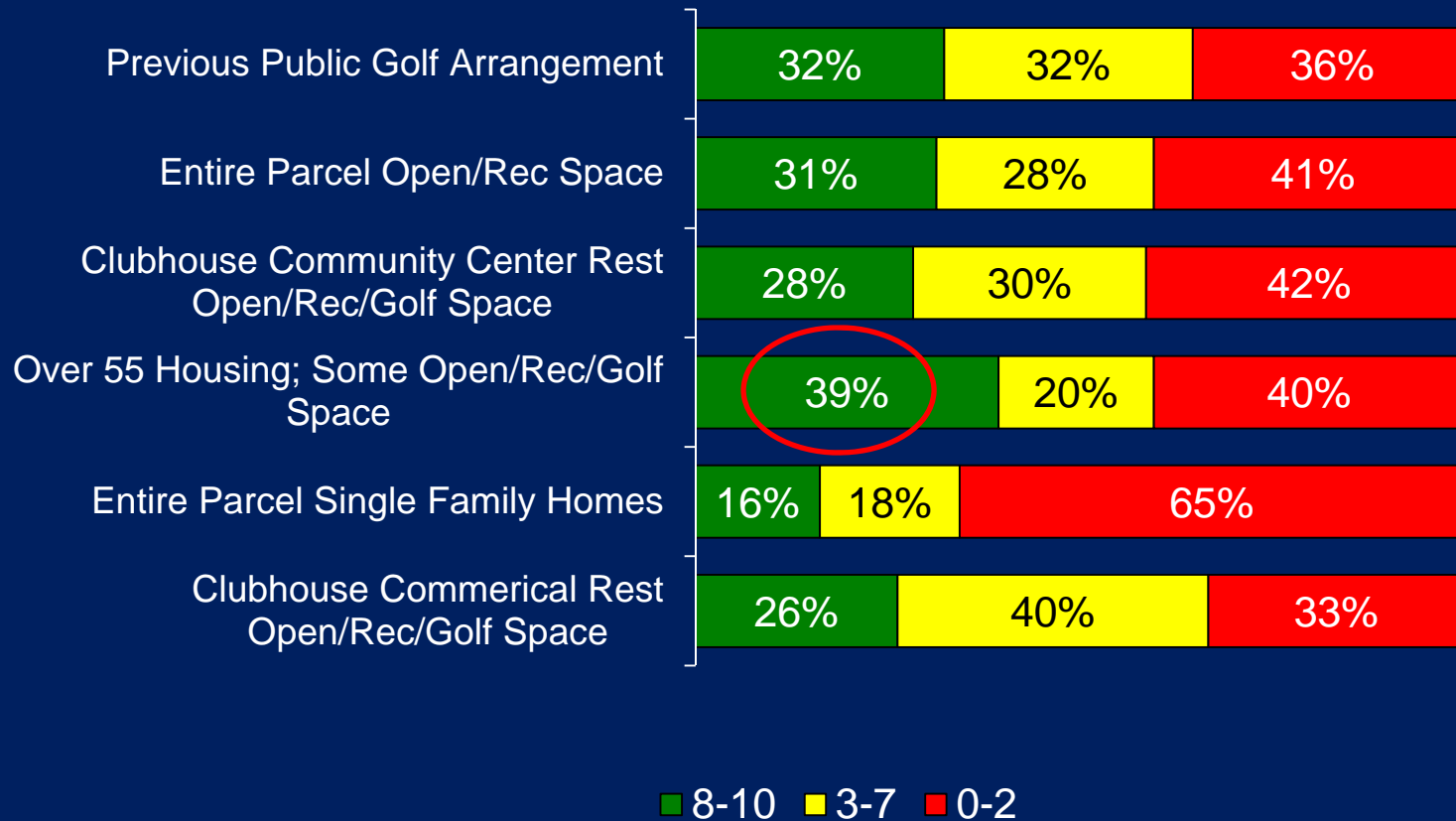
Based on Total Answering

May not total to 100% due to rounding

Statistical testing at the 95% confidence level – GENDER A/B, AGE a/b/c/d

While most proposals generate some support, all have a notable number of detractors. Slightly more favor the over-55 housing proposal compared to the others.

CCW Land Use Proposal Summary

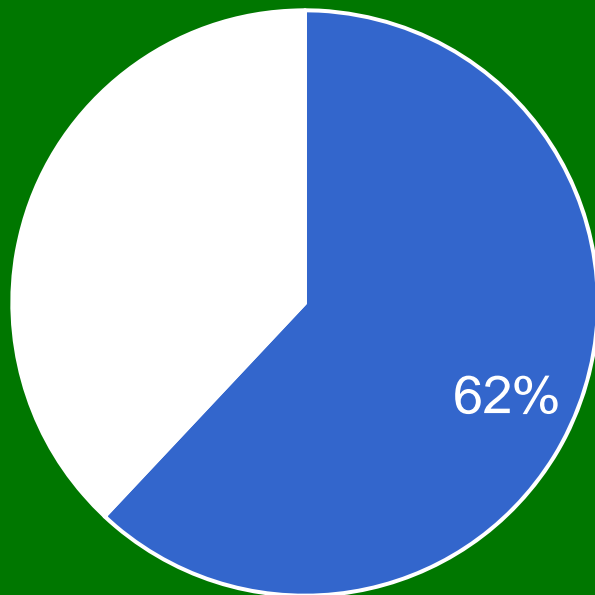


Based on Total Answering each item
Totals and subtotals may not add up due to rounding

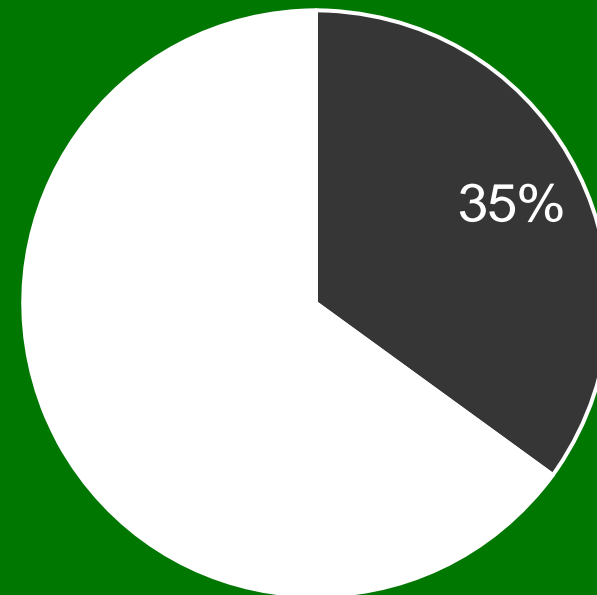
About two-thirds volunteered at least one idea for the land, about one-third volunteered at least one reason why

Q2. Based on what you know and feel right now, WHAT would you like to see done with the former Country Club property? WHY? You can mention something previously described or mention any other ideas you may have.

Mentioned at least one "WHAT"



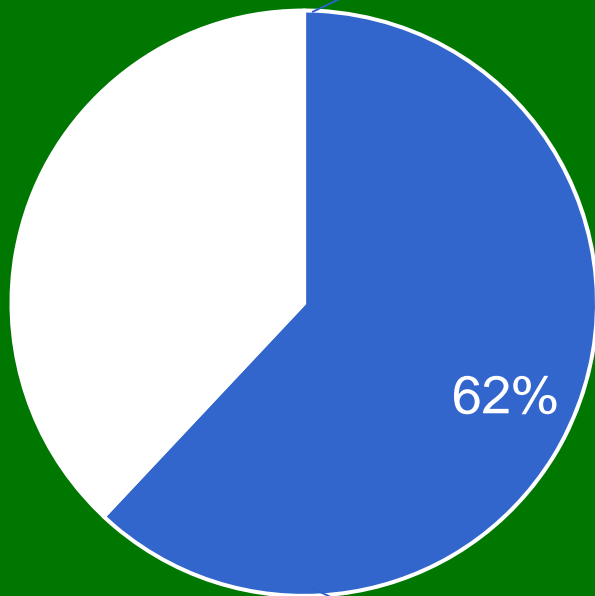
Mentioned at least one reason "WHY"



Based on Total (n = 851)

Three-quarters mentioned they would like at least some of it to remain open/recreational space. Half mentioned they want at least some kind of development.

Mentioned at least one "WHAT"



<u>At Least Some Open/Recreation Space</u>	<u>75%</u>
• Open/Recreational Space	36%
• Golf	30%
• Keep/operate existing facilities	30%
• Other recreation facilities/uses	8%
• Tear down existing facilities	8%
• Sell existing facilities/land w/o development	7%
• Keep land wild	1%
<u>At Least Some Kind Of Building/Development</u>	<u>51%</u>
• Housing	35%
• Over-55 housing	30%
• Housing with no age restriction	8%
• Other development	19%
• Other development unspecified	12%
• Commercial development unspec.	3%
• Solar panels	2%
• New restaurant	2%
• Town village with restaurants/shops	1%
Other "WHAT"	7%

Based on those mentioning at least one "WHAT" (n = 531)²⁵

Totals and subtotals may not add up due to rounding and omitting items with few responses

Illustrative “At Least Some Open/Recreation Space” Verbatims

“Age restricted housing on part of the property. Open space on rest of property. NO GOLF.” (#18)

“I’d most prefer to keep the entire parcel and dedicate it as open space w/ walking paths. It’s beautiful land that could serve as an area for exercise, running, walking, bird watching, etc.” (#35)

“Sell (some) to a college (or) business, keeping some open space.” (#48)

“The whole property needs to be kept in some fashion as preserved for the people of Woodbridge. This could mean open space, golf, other recreations, park, etc., but under NO circumstance developed for any form of housing or commercial use.” (#103)

“The property should be kept as open space with the town operating pool/recreational facilities for profit...” (#569)

“I think it could be made into a lovely town park with something for everyone. I think there could perhaps be an area reserved as an off-leash dog park in a grassy, flat area...” (#754)

“Cluster housing, 55+... combined with ample open space for town residents...” (#787)

Illustrative “Golf” Verbatims

“I liked the Yale proposal for a hotel and professional (golf) course...” (#8)

“...Attempt to return it to an operational country club through either town management or sell it to interested party with that stipulation.” (#86)

“An affordable golf venue would be great. Maybe even an executive 9 hole?...” (#156)

“Age restricted over-55 housing... open land – SMALL independent golf with 9 holes...” (#307)

“I would like to see it sold to a proper golf course operation. It’s a tremendous layout; better than competitive courses in the area...” (#458)

“Lease undeveloped land along Woodfield Rd. for over-55 housing. Use proceeds from lease and taxes to fund golf and clubhouse rehabilitation...” (#602)

“I would like to see the once beautiful golf course opened and running (for) public – clubhouse, possibly fine dining facility and town pool (for town residents only)... It would be a nice alternative to having to join a country club.” (#728)

“Continue as town golf course with reasonable member fees. Open clubhouse for facility rental space.” (#828)

Illustrative “Keep/Operate Existing Facilities” Verbatims

“My family has been pool members for the past few years. It is one of the things we most enjoy about Woodbridge. The pool provides a friendly community meeting place and a great opportunity for recreation and exercise. There is a loyal membership which I believe would increase if the pool is maintained and heated...”
(#6)

“Lease the clubhouse. Town operates the pool...” (#175)

“I would like to see the pool/rec building kept operational. I like the idea that people can rent out that rec space for parties, etc...” (#302)

“55+ over (housing) with preserving 9 holes of golf and pool operation. Town runs golf and pool. Lease clubhouse to private entity for bar/restaurant/banquet (facility). This would provide enjoyment for all age groups/interests and give the community a great place to come together.” (#460)

“...Mixed use space for clubhouse – sports facility (batting cages) and community space for gathering, workspaces, café/restaurant.” (#664)

“...Please leave me my pool. I am the resident pool queen!” (#702)

“Maintaining pool is a good idea and is popular. Addition of a kids’ splash pad would be excellent. Current pool rates are high though and are more in line with clubs₂₈ (which feature other services)...” (#781)

Illustrative “Housing” Verbatims

“As a resident in the age category of 55-64, it would be convenient to have the option of selling my home but be able to stay in the town in affordable senior housing rather than having to search for another place to live with the same things I like about Woodbridge...” (#10)

“I would love to see the pool, clubhouse, and tennis courts used for the town together with 55+ housing that is affordable. I believe this would add diversity and experience to our town and allow young families to move in when older couples transition to 55+ housing...” (#76)

“Pool and open space and senior homes...” (#154)

“I like keeping the pool for the town and like selling part of the land for 55+ housing.” (#265)

“I would most favor selling part of the property for unrestricted residential and/or commercial (not 55+). I would favor an easement to allow higher density development – which is much better for the environment. The revenue from sale could help retire the debt; keeping part of property for open space is imperative.” (#340)

“Partial 55+ housing w/remainder as open space. We need tax revenue to help pay off property and add to tax base while not adding students to school system.” (#705)

Illustrative “Other Development” Verbatims

*“Sell/lease the clubhouse with land for corporate campus...”
(#72)*

“Sell! Any sale of all or part of the property would certainly benefit the town financially as well as help the tax roll.” (#278)

“Sell the property. The town needs to grow.” (#455)

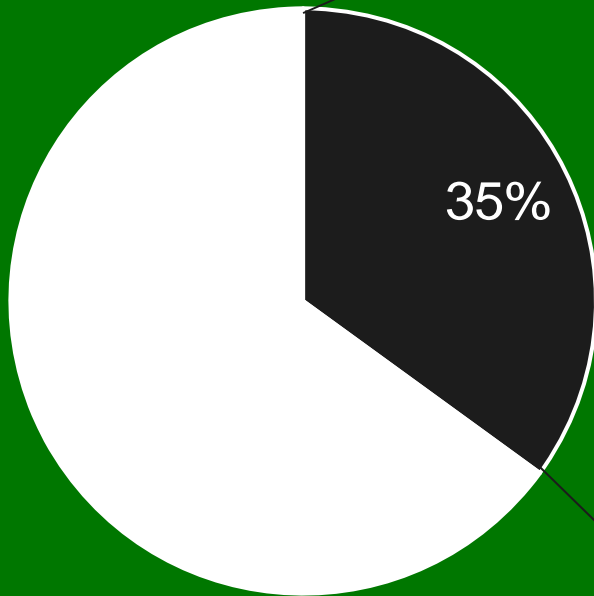
“...I’d like to see mixed-use development that would help make Woodbridge feel current, instead of like a backwoods small town. I live here solely for the school district...” (#660)

“We need to have businesses that generate money for the town. Would be great to have some nice stores, e.g. Whole Foods, Williams Sonoma, Ann Taylor...” (#804)

*“I would like to see a interesting center of town with shops, restaurants, something like New Canaan or Westport...”
(#826)*

Six in ten of those mentioning a reason why are concerned with saving money. Many are concerned with changing the nature of the town.

Mentioned at least one WHY



<u>Save money</u>	<u>62%</u>
• Need to pay off debt	28%
• Reduce taxes	19%
• Generate revenue	15%
• Cost too much maintain/operate	9%
• Cut losses	2%
<u>Preserve nature of town</u>	<u>22%</u>
• Keep rural character	9%
• Don't change zoning/slippery slope	7%
• Don't want to expand schools	4%
• Don't want development near me	2%
• No cluster housing	1%
<u>Some changes needed in town</u>	<u>14%</u>
• More recreational options needed	5%
• Increase tax base	4%
• Town too rural	1%
• Expanding schools OK	1%
<u>Spend money</u>	<u>3%</u>
<u>Other reason "WHY"</u>	<u>18%</u>
• Downsize and stay in town	5%
• Because land is ugly now	4%

Based on mentioning at least one reason "WHY" (n = 300)

Totals and subtotals may not add up due to rounding and omitting items with few responses

Illustrative “Save Money” Verbatims

“Sell ½ the property. Pay(ing) off the debt should be the priority. The remaining property can be kept for open space... Stop throwing good money after bad! How many pools, tennis courts, golf courses do we need??” (#26)

“I would like the town to use it for commercial space, and as a form of revenue for the town, since the town greatly needs more business and revenue...” (#105)

“Sell it off to reduce the debt. Sell it to developer and add to tax base.” (#176)

“You are destroying the town with your excessive taxes!” (#332)

“The taxes in Woodbridge are too high. The town should not try to operate a golf course. I would favor mixed housing and open space...” (#387)

“Cluster housing for over-55 with open space preferred so it helps with taxes and lets people stay in the community when owning/upkeeping a home is more difficult... It is important (that the) solution helps pay off at least some of the debt. We don’t need more ball fields.” (#525)

“Any plan that would result in a reduction in taxes would be appreciated.” (#695)

“If the town can’t pay the property's debt, the place needs to generate a revenue to be economically independent. We the taxpayers can’t subsidize that property.” (#701)

Illustrative “Preserve Nature of Town” Verbatims

“Our family is most in favor of preserving the land and seeing Woodbridge maintain a quiet, residential town feel. It’s the reason we moved to Woodbridge... We will gladly pay taxes to protect the land than see a development sprout up over time...” (#127)

“No housing of any kind!! No zone changes! This will set a precedent for future changes and development (#250)

“No housing! Keep Woodbridge quaint!...” (#356)

“Open space is of inherent value and cannot be replaced once lost. It makes living in Woodbridge better. It shouldn’t be given up for short term profits/tax reductions.” (#421)

“Sell it to 55+ over housing... More tax revenue, same number of kids in schools...” (#557)

“Do not develop the land with a different zoning regime from that of the rest of the town. That risks our whole town.” (#737)

“The town should place an open space restriction on the property to prevent development.” (#765)

Illustrative “Some Changes Needed In Town” Verbatims

“The Woodbridge Country Club was such an asset to the town. It should never have closed. It was used by the youth of the town to the retired aged community... The town should have supported the banquet facility, restaurant, tennis, golf course and pool collectively to restore the entire premises. We do not have a lot of recreation in Woodbridge...” (#363)

“The club should be made into a great restaurant. We need a place to go other than out of town for dining and social activities. This would help to introduce business and keep people in town to spend money. I just moved here from (other town) because of 95 traffic, but would love to see restaurants and a real town center.” (#401)

“I would like to see the entire property developed with over-55 housing. This would result in a net tax revenue increase...” (#502)

Illustrative “Other Reasons WHY” Verbatims

“Would like to see over-55 condos so we do not have to move to Orange, Branford, or another town when ready to downsize. We love Woodbridge.” (#25)

“Go back to being a golf course; as an ‘open space’ the land is currently poorly maintained.” (#101)

*“...Old golf course is an eyesore and a disgrace...”
(#364)*

*“I would like to see ‘senior’ housing options for active people over-55 who want to remain in Woodbridge.”
(#549)*

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Methodology

Study Results

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Conclusions

Not surprisingly, length of time living in town is correlated with age

Q3. How long have you lived in Woodbridge?

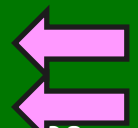
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<i>Unwghtd N</i>	840	434	381	119	135	248	330
Under 6 years	20%	18%	21%	52% bcd	19% cd	6%	3%
6-10	11%	14% B	9%	25% bcd	13% cd	4%	4%
11-20	21%	21%	20%	13%	38% acd	24% ad	12%
21-30	18%	17%	18%	4%	19% a	35% abd	16% A
31-40	14%	14%	15%	4%	4%	19% ab	26% ab
41-50	10%	10%	9%	1%	4%	4%	26% abc
Over 50 years	7%	7%	7%	-	4%	8%	14% b

Based on Total Answering
May not total to 100% due to rounding

People most like Woodbridge's rural, small town feel and the education system. The tax rate is the biggest negative, followed by the appearance of business district.

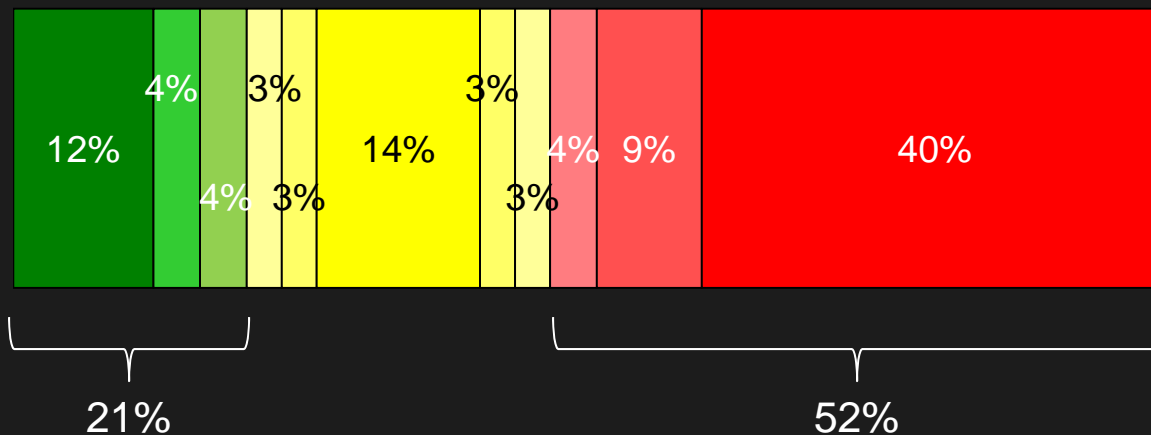
Q4 & 5. Please circle the four things you like best/dislike most about Woodbridge

	<u>LIKE</u>	<u>DISLIKE</u>	<u>NET</u>
Small town atmosphere	68%	4%	+64
Amity School System	62%	3%	+59
Open space	61%	3%	+58
Beecher School System	51%	3%	+48
Crime rate	42%	4%	+38
Close to employment centers	28%	5%	+23
Recreational facilities	13%	17%	-4
Traffic conditions	13%	21%	-7
Cultural opportunities	4%	21%	-17
Pattern of new development	2%	27%	-25
Housing affordability	3%	33%	-30
Appearance of business district	3%	50%	-47
Tax rate	2%	76%	-74



While a majority would not likely consider using the pool this year, an notable number would

Q6: How strongly would you consider paying for yourself and/or family members to use the Town pool during the summer of 2018?



10 - Absolutely Consider 9 8 7 6 5 - Not Sure 4 3 2 1 0 - Absolutely Not Consider

Based on Total Answering
n = 839

Totals and subtotals may not add up due to rounding

Younger residents show more interest in using the town pool

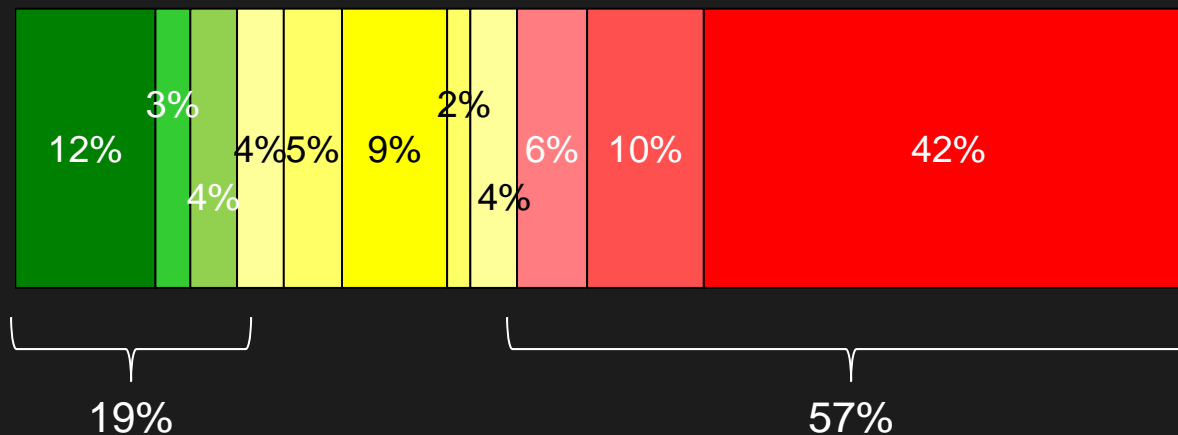
Consider Using Town Pool in 2018 by Gender and Age

	TOTAL	Male (A)	Female (B)	Age <45 (a)	Age 45-54 (b)	Age 55-64 (c)	Age 65+ (d)
<i>Unwghtd N</i>	839	431	383	119	134	248	329
8-10	21%	19%	23%	33% cd	24% d	14%	12%
3-7	27%	27%	27%	25%	34%	22%	26%
0-2	52%	54%	50%	41%	41%	63% ab	62% ab

Based on Total Answering
May not total to 100% due to rounding

While a clear majority would likely not be interested in playing golf regularly, one in five may

Q7: If public golf were available again on the property, how strongly would you and/or someone in your household consider playing on average one round a week from April to October?



■ 10 - Absolutely Consider ■ 9 ■ 8 ■ 7 ■ 6 ■ 5 - Not Sure ■ 4 ■ 3 ■ 2 ■ 1 ■ 0 - Absolutely Not Consider

Based on Total Answering

n = 836

Totals and subtotals may not add up due to rounding

45-54 year olds would be the most likely to be interested in golf

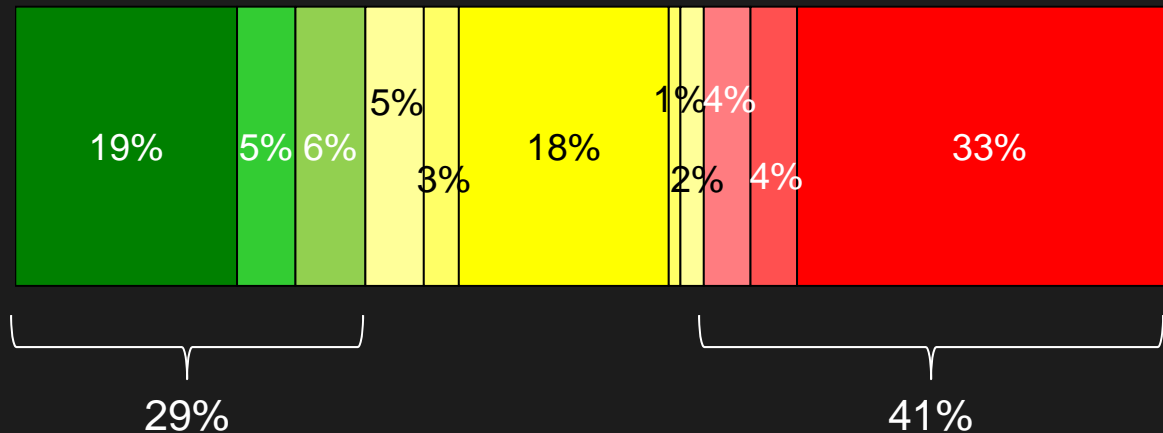
Consider Playing One Round Golf/Week by Gender and Age

	TOTAL	Male (A)	Female (B)	Age <45 (a)	Age 45-54 (b)	Age 55-64 (c)	Age 65+ (d)
<i>Unwghtd N</i>	836	431	381	120	135	246	326
8-10	19%	21%	18%	16%	27% ad	18%	17%
3-7	23%	25%	22%	25%	29%	18%	21%
0-2	57%	54%	60%	59% b	44%	64% b	62% b

Based on Total Answering
May not total to 100% due to rounding

There is notable interest in moving to over-55 housing if it were available in town...

Q9: You may or may not be considering moving any time soon. However, if you end up selling your home within the next ten years, how strongly would you consider moving into age-restricted, over-55 housing in Woodbridge, if it was available and you were eligible?



■ 10 - Absolutely Consider ■ 9 ■ 8 ■ 7 ■ 6 ■ 5 - Not Sure ■ 4 ■ 3 ■ 2 ■ 1 ■ 0 - Absolutely Not Consider

Based on Total Answering
n = 832

Totals and subtotals may not add up due to rounding

...especially among those currently 65 or older.
 Women are also more likely to consider it – men
 tend to be more on the fence

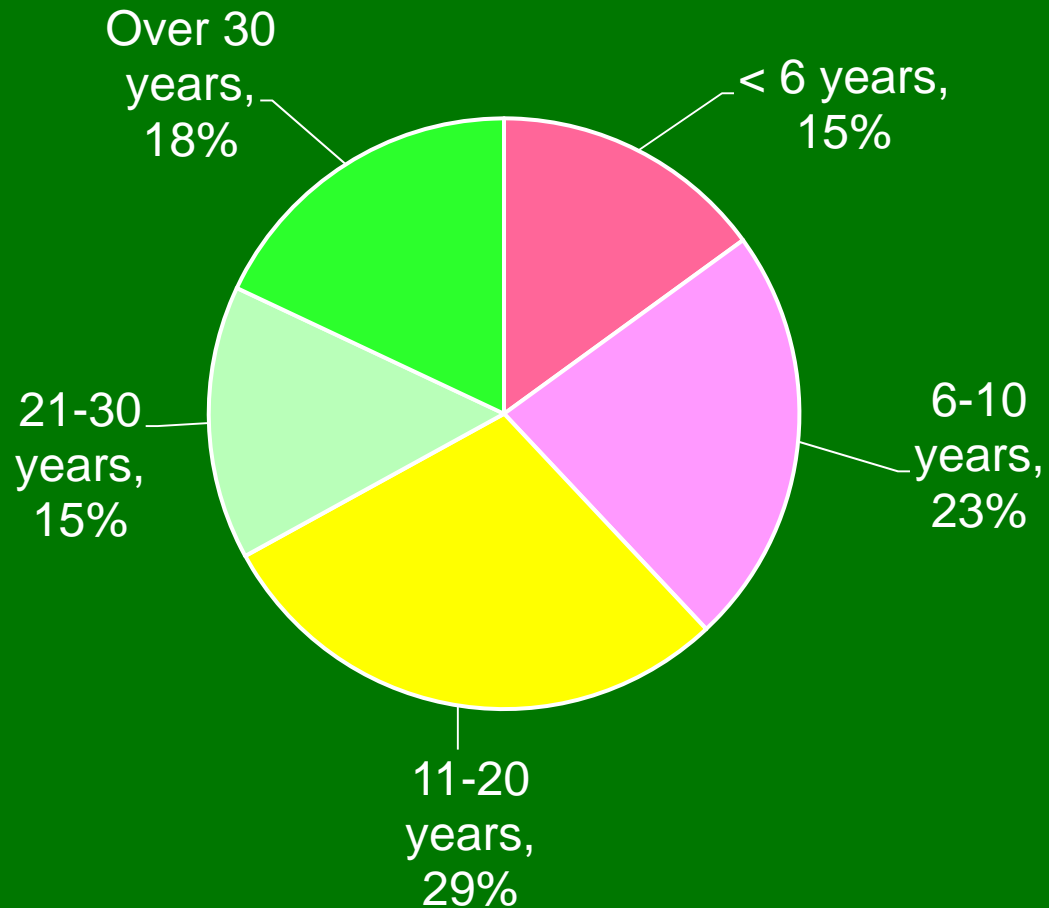
Consider Moving To Over-55 Housing Within Ten Years by Gender and Age

	TOTAL	Male (A)	Female (B)	Age <45 (a)	Age 45-54 (b)	Age 55-64 (c)	Age 65+ (d)
<i>Unwghtd N</i>	832	426	382	115	133	246	329
8-10	29%	26%	33% A	13%	31% a	33% a	40% a
3-7	30%	34% B	26%	21%	29%	36% a	32%
0-2	41%	41%	41%	66% bc	40%	31%	28%

Based on Total Answering
 May not total to 100% due to rounding

Most plan to stay in Woodbridge for 20 years or more

Q8. How much longer do you intend to stay in Woodbridge?



Based on Total Answering (n = 791)

Those considering moving in the next ten years appear slightly more likely to consider over-55 housing in town than those who aren't considering moving anytime soon

Consider Moving To Over-55 Housing Within Ten Years by How Long Staying In Woodbridge

	TOTAL	< 6 years (A)	6-10 years (B)	11-20 years (C)	21-30 years (D)	Over 30 years (E)
<i>Unwghtd N</i>	832	126	209	231	112	103
8-10	29%	34%	34%	27%	30%	27%
3-7	30%	29%	34% E	32% E	29%	18%
0-2	41%	37%	32%	41%	42%	55% AB

Based on Total Answering
May not total to 100% due to rounding

CCW Land Use Survey Presentation Outline

Background & Timeline

Methodology

Study Results

- CCW Land Use Proposals
- Living in Woodbridge in General
- Demographics

Conclusions

Demographics

Gender (n = 822)

- Male 49%
- Female 51%

Age (n = 839)

- <25 1%
- 25-34 6%
- 35-44 18%
- 45-54 23%
- 55-64 21%
- 65+ 31%

Number of people in household (n = 841)

- One 11%
- Two 38%
- Three 16%
- Four 24%
- Five 8%
- Six or more 3%

Based on Total Answering

CCW Land Use Survey Presentation Outline

Background & Timeline

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Conclusions

Conclusions

There is no clear consensus among townspeople about what to do with the former CCW property

- None of the six specific proposals asked about in the study received a majority of support
- But five out of the six had notable levels of support
 - Only selling the entire parcel for single family homes was opposed by a clear majority

There is clear and sizable support for over-55 housing in town

- But there is also clear and sizable opposition
- Nevertheless, there appears there could be a market among townspeople for over-55 housing if it is built

Conclusions

A notable number said they would consider playing golf regularly on the property and/or use the pool

- Don't need a majority to express interest to make either viable

When considering solutions, town leaders should keep in mind the following:

- Most people like Woodbridge's rural, small town feel and the education system
- Most people overwhelmingly dislike the tax rate, followed by the appearance of the business district