

MIDSTATE  
planning  
region

report 8

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RETAIL TRADE  
results  
of  
survey

Conn. P-68

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**MIDSTATE  
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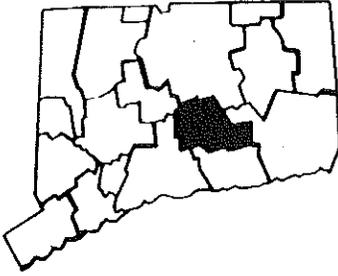
report 8

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**RETAIL TRADE  
results  
of  
survey**

# MIDSTATE REGIONAL PLANNING AGENCY

CROMWELL DURHAM EAST HADDAM EAST HAMPTON HADDAM MIDDLEFIELD MIDDLETOWN PORTLAND



P.O. BOX 139 MIDDLETOWN, CONNECTICUT 06457 203 347-7214

September 3, 1968

The Midstate Regional Planning Agency is pleased to transmit to its member communities the results of the retail trade survey for the Midstate Planning Region.

The survey was designed to serve in the development of short range programs as well as long range plans. It is expected that the results will be used not only by commissions in the formulation of realistic regional and local land use plans, but by local merchants for immediate application in the institution of practices and policies which will individually and collectively enhance the retail trade structure within the Region.

The retail trade survey represents a highly gratifying cooperative venture between Midstate and the Greater Middletown Chamber of Commerce. It is fair to say that the two organizations working together accomplished far more than either could have individually. We are looking forward to more undertakings of this type in the future.

Very truly yours,

A handwritten signature in cursive script, which appears to read "George M. Eames, III".

George M. Eames, III  
Chairman

GME/cja

MIDSTATE REGIONAL PLANNING AGENCY

SEPTEMBER, 1968

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\*Primary responsibility for preparation of report

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The Midstate Regional Planning Agency and the Greater Middletown Chamber of Commerce are indebted to the members of the Retail Trade Bureau, who gave of their time and ability to help formulate a more meaningful study; to Sheriff Joseph P. Walsh and the men and personnel of the Middlesex State Jail in Haddam, who assisted in the addressing of the envelopes for the mailing of the survey questionnaire; to Cadet Girl Scouts of Middletown, Troops 2003, 2009, and 2158, Merton A. Bozoian, Principal, and Ronald Brown, Distributive Education Instructor, Middletown High School, and the Middletown High School students, all of whom assisted in the coding and the preparation of the answer sheets; and to Raymond and May Associates, who assisted in the tabulation and overall guidance of the survey.

## GENERAL SUMMARY AND CONCLUSIONS

This survey of the retail trade trends and patterns of Midstate residents undertaken by the Midstate Regional Planning Agency with the assistance of the Greater Middletown Chamber of Commerce has determined that the Middletown Central Business District, or Downtown Middletown, has remained the primary shopping location for Midstate residents. However, Midstate residents shop in a wide variety of areas, ranging from New York City to Boston. The fact that more than half of the Region's residents have charge accounts at the leading Hartford stores indicates that the Middletown Central Business District does not have a monopoly on purchases by Midstate residents. In recent years, the communities of the Midstate Region have maintained their role as the dominant, but not the exclusive focus for the shopping needs of their residents. Although the Midstate Region has not been, and is not now a completely self-contained shopping area, the degree to which residents make purchases outside the Region depends upon such factors as: location of residence, income, size of family, place of work, specific item, and the point in time the purchase is made.

During the past five years, there has been a slight decline in patronage of Midstate shopping areas by Midstate residents. Residents who moved into the Region during the

past five years patronize the Midstate shopping areas to a lesser extent than those residents who have resided in the Region over five years. An important source of the Region's retail strength appears to be the result of long standing loyalties and traditional shopping patterns. However, new residents are not bound by these loyalties, and increasingly accessible shopping areas of great attractiveness seem to be effectively challenging tradition.

The increased population, higher residential densities, and greater mobility characteristic of area growth have contributed to the conditions necessary for new and competitive retail centers to strengthen the Region's degree of retail self-sufficiency. To date however, the core area of Middletown has been able to participate only to a limited extent in the opportunities offered by growing and shifting trade areas. It is evident that Midstate's retail expansion potential is affected by recent developments in such areas as Old Saybrook, Meriden, and New Haven, while the retail potential of downtown Middletown is affected by significant retail growth outside Middletown's core.

Specific findings of the survey indicate that Midstate residents prefer to shop in evenings and on Saturdays. In addition, the vast majority of Midstate residents prefer the traditional store charge account to the newer,

multi-store bank sponsored charge account being introduced into the region. Among those residents who held the new multi-purpose charge account, there was no clear preference for either charge account form. It should be recognized that this attitude may be conditioned by the fact that most residents do not currently own any bank charge cards.

Parking in Downtown Middletown was the subject of many comments and several of the survey questions. Most shoppers coming to Downtown Middletown expressed difficulty in parking; about half of the residents indicated that the present enforcement policy on parking meters discouraged shopping trips to Downtown Middletown. These comments about parking are not unique to Middletown; every growing retail center in urban areas must expand its parking facilities to meet the increasing mobility of the population. The two car family is virtually the rule rather than the exception, and with the advent of the second car, the families of the area have greater mobility with the result of increased competition from greater distances and greater demands upon the limited parking facilities of the older central business districts. Respondents to the survey indicated that they would utilize off street parking facilities if they were priced the same as the street parking meters. Several respondents, however, commented that free parking should be available to shoppers in the central business district as it is in the suburban

shopping centers. Many respondents singled out specific Downtown Middletown stores for favorable comment on the availability of parking which provided free parking to their customers.

The merchants of the various shopping areas within the Midstate Region can not afford to be complacent with their existing patronage. The past five years has shown a slight erosion in the percentage of Midstate residents who patronize Downtown Middletown. In most instances, a shopping area outside the Region increased its percentage of Midstate patronage during the same period. The retailers have a difficult and continuous task to improve their facilities and image simply to maintain a constant percentage of Midstate purchases.

## INTRODUCTION

Retail trade is the supply line upon which we daily depend. Each purchase of food or clothing, of necessities or luxuries, constitutes a retail trade transaction. The patterns of retail trade reflect the economic well-being of the Region as well as the quality of life of its residents. The purpose of this survey was to determine the important patterns of retail trade by Midstate residents, and the implications and trends for the future. The information obtained from this survey will be utilized in many ways, including the preparation of the Regional Plan of Development for the Midstate Planning Region.

Midstate residents purchase their goods in many areas besides those of the Midstate region. These include Hartford, New Haven, and Meriden. One of the purposes of this survey is to analyze the trends toward or away from shopping in the Midstate Region.

There seems to be an indication, although not quantifiable, that shopping is in part social and recreational in nature: that distance to shopping centers may sometimes be an inducement, rather than a barrier, to explore new areas. The ease and rapidity with which Connecticut can be traversed appears to encourage this. The survey was geared to rational answers, but it may be well to remember that shopping habits may not be clearly rational in nature.

In Appendix A, a brief description of the methodology used in the survey is given. Although most of the findings presented in this summary report are based upon returns for the entire Region, similar information is available in most instances, in unpublished form for each town of the Midstate Region in the office of the Midstate Regional Planning Agency. Appendix B is a copy of the questionnaire used in this survey. The original questionnaire was printed on both sides of an  $8\frac{1}{2} \times 14$  paper rather than on the four pages of Appendix B.

The information developed in this survey, published and unpublished, is geared for use by local merchants and governmental agencies to provide a framework to meet the needs of the Midstate residents through effective land use planning and implementation of those plans. If further needs dictate, there will be an additional summary report of implications and further refinement of survey information.

#### CHARACTERISTICS OF THE RESPONDENTS

Several of the questions in the survey form were designed to determine the characteristics of the families responding to the survey. This information provides a proper perspective for purchasing habits, since these habits may be quite different among various economic groups, family sizes, areas of residence, and so on. The general characteristics of the respondents who now live within the Midstate Region are

summarized below.

A. Place of Residence Five Years Ago

Eighty-three percent of the Midstate respondents stated that they resided within the Midstate Region five years ago. Only eight percent stated that they lived outside of Connecticut in 1963. The families which have resided in the Region for the past five years provided a means to determine trends in shopping habits over the five years, and an indication of the changes in relative strength of the Middletown shopping areas as opposed to Hartford, New Haven, and so on.

B. Family Size

The total number of people included in the family responding to the survey may influence the shopping habits of the respondent. Combined with information on the employment within the family and the family income, different shopping patterns may be expected. For example, a family of five may have a different shopping pattern than a family of two, even though both families may have the same annual family income. In addition to the size of the family, the age of the youngest child present in the family may also influence shopping patterns, especially in the family's

preference for shopping hours. Family size and age of youngest child at home of Midstate respondents are given in Table 1.

C. Income

The combined family income of the respondent directly relates to the effective buying power of the family. Combined with other available information, income may also be an indication of the mobility of the family to shop outside of their immediate area. Annual family income for Midstate respondents is presented in Table 2.

D. Employment

The place of employment of various family members may have a direct effect on the shopping habits and preferences of a family or of a family member. For example, a family with the wife working in the Hartford area may have different preferences in shopping areas when shopping for women's apparel than a family with the wife working in the Middletown area. Place of employment information is presented in Table 3.

TABLE 1  
 FAMILY SIZE AND AGE OF YOUNGEST CHILD AT HOME  
 For Respondents Living in Midstate Region

<u>FAMILY SIZE</u> (Persons)	<u>PERCENT OF</u> <u>RESPONDENTS</u>	<u>AGE OF</u> <u>YOUNGEST</u> <u>CHILD</u>	<u>PERCENT OF</u> <u>RESPONDENTS</u>
1	6.7	0-5 years	28.5
2	23.4	6-10 years	14.6
3	19.8	11-15 years	11.2
4	24.1	16 years and	10.9
5	13.6	over	
6	8.1	no answer	34.8
7 or more	4.3		

TABLE 2  
 ANNUAL FAMILY INCOME  
 For Respondents Living Within the Midstate Region

<u>INCOME RANGE</u>	<u>PERCENT OF RESPONDENTS</u>
less than \$5,000	6.4
\$5,000 - 7,499	15.0
\$7,500 - 9,999	25.0
\$10,000 - 14,999	36.0
\$15,000 - 20,000	12.0
over \$20,000	5.7

TABLE 3  
 FAMILY MEMBERS REGULARLY EMPLOYED AND  
 PLACE OF EMPLOYMENT  
 For Residents of the Midstate Region

<u>FAMILY MEMBER</u>	<u>PERCENT OF FAMILIES</u>	<u>PLACE OF EMPLOYMENT</u>	<u>PERCENT</u>
Husband	93.2	Middletown Area	57.1
		New Britain-Bristol Area	4.1
		Hartford Area	21.8
		New Haven Area	4.0
		Meriden-Wallingford Area	5.9
		Elsewhere	7.1
-----			
Wife	37.6	Middletown Area	83.5
		Hartford Area	7.8
		Elsewhere	8.7
-----			
One Additional Family Member	11.1	Middletown Area	64.4
		Hartford Area	24.4
		Elsewhere	11.2
Two or More Additional Family Members	3.5		

## SUMMARY OF SURVEY FINDINGS

This summary of the Retail Trade Survey is divided into two major sections: the first section summarizes the findings of the general questions contained in the survey on shopping hour preferences, parking, communications, and the features of the shopping areas. Part two of the summary details the trends and present shopping patterns of the Mid-state Residents on the survey item basis.

### GENERAL SHOPPING PREFERENCES AND CHARACTERISTICS

Where preferences were requested, answers appeared to be predominantly drawn from the alternatives currently available to shoppers. There were some opportunities in the questionnaire to state preferences which were outside established patterns. The questionnaire however, did not stress the importance of stating preferences regardless of whether or not they were currently available. It is not clear therefore, if such conditions as available evening shopping hours are fundamentally satisfactory, or if the respondents did not adequately assess their own needs and preferences. When alternatives were available within the individual shopper's own experience however, preferences were asked in terms of those alternatives. That is, respondents were asked to state their dissatisfaction with certain shopping areas relative to others. This approach

offered a clearer focus to selecting preferences rather than the abstract approach. This approach appeared to isolate clearer preferences.

A. Shopping Hour Preferences

Two questions were included to isolate basic differences between the preference for shopping for groceries and non-food items, and to analyze the non-food shopping hour preference with the age of the youngest child at home for the effect of the age of the youngest child on shopping hour preferences. The answers to both of these questions appeared to be conditioned by the existing pattern of store hours, as respondents often made little distinction between their preferences as their existing habits. With this limitation in mind, the following tabulation reflects grocery and non-food shopping preferences. It should be noted that each respondent was asked for three preferences. Respondents who checked more than three choices were excluded from the tabulation.

1. Grocery Shopping. Of the ninety percent of the Midstate respondents who replied, almost one out of every three included Friday evening as one of their three choices for grocery shopping. The grocery

shopping preferences are presented in Table 4.

TABLE 4  
 PREFERENCES FOR SHOPPING FOR GROCERIES  
 Percent of Respondents

<u>Day of Week</u>	<u>Percent of Residents who preferred</u>		
	<u>Morning</u>	<u>Afternoon</u>	<u>Evening</u>
Monday	7.5	4.8	6.9
Tuesday	7.3	5.0	9.4
Wednesday	14.5	11.5	19.6
Thursday	15.7	14.6	28.6
Friday	15.9	14.9	30.7
Saturday	17.4	13.0	10.2

Grocery shopping is predicated upon many factors, two of the most important being the frequency of pay periods and the day of the week on which it falls and store promotions. Table 4 reflects more accurately the existing pattern of grocery shopping in the Midstate Region rather than resident preference.

2. Non-Food Shopping (Clothing, Furniture, etc.)

Shopping hours preference for non-food items is for evenings and Saturday. Thursday and Friday evenings are most preferred, followed by Saturday afternoon and Wednesday evening. Among various income categories, with the exception of the lowest income group, (those with annual family incomes under \$5,000), evening and Saturday shopping preference

predominated. Within the lowest income group, no clear preference was indicated with the exception of Friday evening. The Friday evening preference of almost forty percent of the respondents was clearly influenced by the existing Middletown retail merchant policy of remaining open Friday evenings. The preferences shown in Table 5 clearly indicate, however, that Midstate residents do prefer Saturday and evening shopping to weekday morning and afternoon shopping. Shopping hour preferences for families with various ages of youngest children at home did not change for the various age categories; all preferred evening and Saturday shopping.

TABLE 5  
 PREFERENCES FOR SHOPPING FOR NON-FOOD ITEMS  
 Percent of Respondents

<u>Day of Week</u>	<u>Percent of Residents who preferred</u>		
	<u>Morning</u>	<u>Afternoon</u>	<u>Evening</u>
Monday	5.8	5.0	12.0
Tuesday	9.0	7.0	16.9
Wednesday	9.2	11.1	22.3
Thursday	8.2	10.0	29.9
Friday	6.8	7.9	38.8
Saturday	14.6	22.8	15.9

## Parking

Two questions concerning shopper preferences for parking were included in the questionnaire. The first concerned off-street parking in the Central Business District. Each respondent was asked if he would first look for a parking space on Main Street or drive immediately to a parking lot if off street parking were available at the same price. Respondents were about equally divided, although residents of suburban towns more distant from the Central Business District indicated they would drive directly to a parking lot, while residents of Cromwell, Middletown, Middlefield, and Portland preferred to first look along Main Street for a space. Of the total Midstate response, fifty-five percent preferred to first look for a Main Street space, while forty-five percent would drive directly to a lot. Fifty-nine percent of the Chester, Deep-River, and Essex residents would drive immediately to a parking lot. The second parking question asked whether the existing parking meter enforcement policy influences the respondents' shopping habits in downtown Middletown. Almost half of the Midstate respondents, (forty-eight percent) replied that existing parking meter enforcement policy discourages shopping trips, while

three percent replied the policy encourages shopping trips, and forty-nine percent replied the policy did not influence their shopping habits.

As Middletown attempts to strengthen its retail core and draw more people downtown, it becomes increasingly unrealistic for fifty-five percent of shoppers to cruise along Main Street before driving to a parking lot. By the same token, parking enforcement policies which discourage forty-eight percent of the shoppers, although a necessary expedient for downtown traffic conditions, may not be in the City's long term interest.

The information developed in response to this question appears to warrant further investigation.

C. Credit Practices

Three credit practices were included on the existing credit habits and the credit preferences of the respondents. The first question asked the respondent which, if any, bank-type charge card he had. Seventy-three percent of the Midstate respondents replied that they did not have one of three specified bank-type charge cards; eleven percent replied they had the CAP card, twenty percent replied they had the Connecticut Charge

Plan card, and three percent replied they had the Unicard. To the second credit preference question, however, eighty-three percent replied that they preferred a store to maintain their own charge accounts. Of the seventeen percent of the respondents who replied that they preferred a bank-type charge account system, seventy-seven percent had at least one of the bank-type charge cards, while only eighteen percent of those who preferred stores to have their own charge accounts held a bank-type charge account.

The third credit practice question asked the respondent for which of the six specified out-of-town stores he had a charge account. In Table 6, the percentage of the residents who specified they had each of the charge accounts is presented.

From the returns in Table 6, over half of Midstate residents have at least one of the specified out-of-town store charge accounts. The percentage of residents who have out-of-town store charge accounts is comparable with the percentage of residents who stated that they shop in the store areas for specific items. However, the percentages in Table 6 are higher than any comparable percentage for specific item shopping, indicating that many

TABLE 6  
 PERCENT OF RESIDENTS HAVING SPECIFIED  
 STORE CHARGE ACCOUNTS

<u>STORE</u>	<u>MIDSTATE RESIDENTS</u>	<u>CHESTER*-DEEP RIVER ESSEX RESIDENTS</u>
<u>Hartford:</u>		
G. Fox & Co.	57.4%	54.0%
Sage Allen*	29.4%	52.4%
Brown-Thompson	14.9%	10.3 %
<u>West Hartford</u>		
Lord and Taylor	9.3%	15.9%
<u>New Haven</u>		
Malley's	4.5%	19.8%
Macy's	8.8%	16.7%
<u>NONE OF THE ABOVE</u>	38.8%	30.2%

\*Also located in Old Saybrook and Wethersfield

residents who did not state that they shop in the areas listed above do utilize either the telephone or mail order services of the stores listed above or infrequently shop in these stores. Sixty-three percent of the Midstate residents responded that they do utilize the available mail order and telephone order services of out-of-town stores.

D. Communications

Respondents were asked to indicate from which communications media, radio and newspaper, did they receive useful shopping information, and

upon which medium they generally rely upon for advertising. In Table 7 the percentage of the Region's residents who obtain useful shopping information from each of the listed sources is presented. Note that the question did not ask if the respondent read a particular newspaper or listened to a particular radio station, but only if the respondent obtained useful shopping information from the particular medium.

TABLE 7  
MIDSTATE RESIDENTS  
PERCENTAGE OF RESPONDENTS OBTAINING USEFUL SHOPPING  
INFORMATION FROM SPECIFIC NEWSPAPER OR  
RADIO STATION

<u>NEWSPAPER</u>	<u>PERCENT OF MIDSTATE RESIDENTS OBTAINING USEFUL SHOPPING IN- FORMATION</u>
Hartford Courant (Daily)	58.4%
Middletown Press (Daily)	88.2%
Hartford Courant (Sunday)	59.0%
RADIO STATION	
WCNX (Middletown)	31.9%
WTIC (Hartford)	43.8%
WDRC (Hartford)	12.0%
WRCH (New Britain)	8.0%
WPOP (Hartford)	7.0%

NOTE: Totals may exceed 100% because multiple answers were permitted.

The questionnaire also asked residents if they obtained useful shopping information from any of the eight weekly newspapers and shoppers listed. Because of the limited distribution of these publications, only town by town percentages are valid for each publication. This information is available in unpublished form. However, thirty-seven percent of the Region's residents did reply that they obtained useful shopping information from weekly and shopper publications.

Respondents were also asked which of five media they generally relied upon for advertising. Of the ninety-four percent who answered this question, multiple answers being permitted, eighty-six percent replied newspaper, twenty-one percent replied mail, thirteen percent replied word of mouth, eleven percent replied free newspapers, and nine percent replied radio.

Taken together, the indications of the communications questions are that residents currently utilize the written media as their basic source of advertising information. The influence of the Hartford shopping area is evidenced by the high percentage of residents who utilize the Hartford area media for advertising information,

since such media currently carry relatively little Middletown area advertising.

E. Features of the Midstate Shopping Areas

The final general question of the survey asked respondents to indicate which of nine statements they felt described undesirable features of the shopping areas with which they were familiar. Sixteen percent of the respondents did not check any feature for any area. In Table 8, the percentage of the Midstate Residents who checked each particular feature is given for the Downtown Middletown shopping area. It should be recognized that this question was designed strictly to determine the relative priorities of problems in shopping in downtown Middletown. This in no way indicates the absolute severity of the problem.

Additional comments were made on the double parking downtown, the need for comfort stations, the need for better quality merchandise in the stores, and the need for more parking areas.

In general, the comments about downtown Middletown are what might be expected for a traditional core city shopping area which must now meet the needs of an expanding more mobile population.

Parking problems are not unique to Middletown; the traditional central business districts originally developed to serve the shoppers who arrived on foot or utilized public transit such as suburban trolleys. The traditional centers must now meet the needs of the shoppers who now arrive in private automobiles by providing the amenities which such shoppers require.

The second most cited comment concerned the selection of goods in Downtown Middletown. The selection which might be available in any shopping district is a direct function of the number and affluence of families which that shopping area may be expected to serve. With an existing population of just over seventy-one thousand persons in the Midstate Region, Downtown Middletown cannot be expected to provide the wide range of goods and services of a central business district which may serve over ten times that many families, such as Downtown Hartford. Existing shopping patterns for Midstate Residents indicates that Middletown is within the Hartford Central Business District trade area for several items, such as men's, women's, and children's apparel. Residents of the Midstate Region may

expect that as the Region grows, the selection of merchandise in those categories in which the Hartford Central Business District dominates will expand. It is unrealistic however, to expect that the Middletown Central Business District will be able in the near future to provide the variety and quality available in the Hartford shopping area.

TABLE 8  
 PERCENT OF MIDSTATE RESIDENTS CITING UNDESIRABLE  
 FEATURES OF DOWNTOWN MIDDLETOWN

<u>FEATURE</u>	<u>PERCENT OF MID- STATE RESIDENTS</u>
Difficult to get to	14.5%
Difficulty in parking	53.5%
Limited selection of goods	33.6%
Poor quality of goods	8.3%
General price level of goods	15.8%
Inconvenient shopping hours	16.8%
Poor advertising	7.5%
Lack of a place to eat while shopping	14.0%
Discourteous or inefficient personnel	21.5%

## 1968 SHOPPING PATTERNS - INTRODUCTION

The following tables summarize the shopping patterns of Midstate residents for twelve specific merchandise categories and four general categories. The shopping patterns presented are based upon the survey question which asked each respondent "where does your family now most likely buy the following items?" Multiple answers to these questions were permitted and tabulated. The percentage of Midstate residents who purchase each item excludes those respondents who failed to indicate any location for the purchase of that particular item. For example, many respondents state that they no longer had any need to purchase children's apparel; these families were not included in the tabulation of shopping patterns for that item.

Not all locations specified by respondents are included in the tables which follow; only those particular shopping areas which receive a significant percentage of Midstate patronage. Additional unpublished information is available in the office of the Midstate Regional Planning Agency.

TABLE 9

1968 SHOPPING PATTERNS FOR BACK TO SCHOOL ITEMS  
 Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA				Elsewhere
	Downtown Middletown	South Main Street area	Washington Street area	Downtown Hartford	
Cromwell	49.5%	7.5%	16.1%	32.2%	Wethersfield: 15.1% Berlin Tpk: 7.5% Barkers-Meriden: 9.1%
Durham	50.9%	25.4%	16.3%	16.4%	Hamden: 10.9% Old Saybrook: 15.2%
East Haddam	60.6%	15.2%	18.2%	24.3%	Barkers-Meriden: 21.2% Barkers-Meriden: 5.5%
East Hampton	50.0%	14.3%	27.1%	22.9%	Wethersfield: 6.8%
Haddam	64.0%	12.0%	14.0%	16.0%	Wethersfield: 7.7%
Middlefield	53.9%	9.6%	23.1%	17.3%	Barkers-Meriden: 5.8% Wethersfield: 6.8% Old Saybrook: 38.3%
Middletown	62.8%	15.0%	21.6%	16.6%	
Portland	61.5%	11.0%	14.3%	24.2%	
MIDSTATE	59.2%	14.0%	20.0%	19.8%	
Chester-Deep River-Essex	29.6%	8.6%	9.9%	14.8%	

1968 SHOPPING PATTERNS FOR BACK TO SCHOOL ITEMS

TABLE 10

INCOME CHARACTERISTICS OF FAMILIES BY  
WHERE THEY SHOP: 1968  
Showing Median Income of families by  
Shopping area

INCOME GROUP	SHOPPING AREA			
	Downtown Middletown	South Main Street	Washington Street area	Downtown Hartford
less than \$5,000	3.0%	3.6%	4.4%	1.3%
\$5,000 - 7,499	13.3%	20.0%	15.8%	7.6%
\$7,500 - 9,999	27.5%	27.3%	34.8%	20.3%
Median-----				
\$10,000 - 14,999	38.5%	33.6%	32.9%	41.2%
\$15,000 - 20,000	11.0%	9.1%	7.0%	11.0%
over \$20,000	6.7%	6.4%	5.1%	7.6%

COMMENTS:

- . 41.7% of Midstate residents purchase all of their back to school items in Downtown Middletown.
- . 10.5% of Midstate residents purchase all of their back to school items in Downtown Hartford.
- . 9.2% of Midstate residents purchase all of their back to school items in the Washington Street shopping area.
- . Less than six percent of those who purchase some of their back to school items in Downtown Hartford also shop in the Washington Street shopping area.
- . 71% of those residents who purchase some or all of their back to school items in Downtown Hartford have annual family incomes over \$10,000.
- . The income distribution of residents who shop in the three Middletown shopping areas are not significantly different for back to school items.

TABLE 11

1968 SHOPPING PATTERNS FOR CHRISTMAS ITEMS  
 Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA				Elsewhere
	Downtown Middletown Street area	South Main Street area	Washington Street area	Downtown Hartford	
Cromwell	49.1%	*	12.7%	36.4%	Barkers-Meriden: 6.4% Wethersfield: 13.6% Berlin Tpk.: 7.3% Barkers-Meriden: 9.5%
Durham	54.0%	28.6%	9.5%	22.2%	Barkers-Meriden: 6.8% Barkers-Meriden: 6.5%
East Haddam	64.0%	22.0%	8.0%	28.0%	Barkers-Meriden: 19.7% Barkers-Meriden: 7.6%
East Hampton	51.8%	12.4%	15.8%	23.6%	Wethersfield: 4.7% Barkers-Meriden: 6.5%
Haddam	56.4%	19.4%	24.2%	14.5%	Wethersfield: 4.9% Barkers-Meriden: 7.9%
Middlefield	65.6%	8.2%	*	19.9%	Wethersfield: 5.1% Old Saybrook: 34.4%
Middletown	58.7%	14.9%	16.3%	21.9%	Downtown New Haven: 6.3%
Portland	55.3%	15.4%	16.3%	37.4%	
MIDSTATE	57.0%	14.8%	15.1%	24.4%	
Chester-Deep River-Essex	36.5%	8.3%	15.6%	20.8%	

\* Sample size insufficient to indicate percentage

1968 SHOPPING PATTERNS FOR CHRISTMAS ITEMS

TABLE 12

INCOME CHARACTERISTICS OF FAMILIES  
BY WHERE THEY SHOP: 1968  
Showing Median Income of Families  
by shopping area

INCOME GROUP	SHOPPING AREA			
	Downtown Middletown	Downtown Hartford	South Main Street area	Washington Street area
less than \$5,000	6.6%	1.8%	5.4%	6.9%
\$5,000 - 7,499	14.6%	8.8%	18.8%	22.6%
\$7,500 - 9,999	25.8%	21.2%	30.1%	30.6%
\$10,000 - 14,999	34.7%	40.1%	34.9%	30.1%
Median	-----			
\$15,000 - 20,000	11.8%	21.2%	6.7%	5.8%
over \$20,000	6.6%	6.9%	4.0%	4.0%

COMMENTS:

- . 36.1% of Midstate residents purchase their Christmas items exclusively in Downtown Middletown.
- . 18.9% of Midstate residents purchase their Christmas items exclusively in Downtown Hartford.
- . Of the 20.9% of Midstate residents who state that they only purchase a portion of their Christmas items in Downtown Middletown, 26.4% purchase a portion of their Christmas items in Downtown Hartford.
- . Almost one out of every four Midstate families purchase some or all of their Christmas items in Downtown Hartford.
- . Over one percent of Midstate residents purchase some or all of their Christmas items in Old Saybrook, West Hartford, and Berlin Turnpike shopping areas.
- . A larger percentage of the South Main Street and Washington Street shopping area patrons for Christmas items have lower annual family incomes than those who shop in the Downtown Middletown and Downtown Hartford shopping areas.
- . Patrons of the Downtown Hartford shopping area have proportionately higher annual family incomes.

TABLE 13

1968 SHOPPING PATTERNS FOR EASTER ITEMS  
Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA			
	Downtown Middletown Street area	South Main Street area	Washington Street	Downtown Hartford Elsewhere
Cromwell	48.6%	*	15.9%	37.4%
Durham	50.0%	26.8%	14.1%	14.1%
East Haddam	52.0%	18.7%	20.8%	25.0%
East Hampton	53.0%	15.3%	20.0%	29.4%
Haddam	64.0%	23.0%	26.2%	16.4%
Middlefield	64.0%	*	12.5%	15.6%
Middletown	61.5%	16.8%	16.8%	22.1%
Portland	55.5%	13.7%	24.8%	39.3%
MIDSTATE	58.1%	15.6%	18.1%	25.0%
Chester-Deep River	32.2%	7.8%	16.7%	14.4%
Essex				

\* Sample size insufficient to indicate percentage

Wethersfield: 14.0%  
Berlin Tpk. area: 9.4%  
Barkers-Meriden: 15.6%  
Downtown New Haven: 9.4%  
Old Saybrook: 14.6%  
Barkers-Meriden: 8.2%  
Barkers-Meriden: 9.8%  
Barkers-Meriden: 21.9%  
Wethersfield: 7.8%  
Barkers-Meriden: 7.2%  
Wethersfield: 7.6%  
Barkers-Meriden: 5.1%  
Wethersfield: 9.4%  
West Hartford: 6.8%  
Barkers-Meriden: 8.2%  
Wethersfield: 7.0%  
West Hartford: 2.5%  
Berlin Tpk. area: 2.5%  
Old Saybrook: 35.6%  
Downtown New Haven:  
14.4%

1968 SHOPPING PATTERNS FOR EASTER ITEMS

TABLE 14

INCOME CHARACTERISTICS OF FAMILIES  
 BY WHERE THEY SHOP: 1968  
 Showing Median Income of Families  
 by shopping area

INCOME GROUP	SHOPPING AREA			
	Downtown Middletown	South Main Street	Washington Street area	Downtown Hartford
less than \$5,000	5.3%	4.7%	7.7%	1.1%
\$ 5,000 - 7,499	14.9%	20.8%	19.2%	9.5%
\$ 7,500 - 9,999	25.1%	30.2%	33.8%	18.3%
\$10,000 - 14,999	35.9%	31.1%	27.7%	40.6%
Median-----				-----Median
\$15,000 - 20,000	11.8%	7.5%	8.5%	21.7%
over \$20,000	7.1%	5.7%	3.1%	8.9%

COMMENTS:

- . 46.0% of Midstate residents purchase their Easter items exclusively in Downtown Middletown.
- . 17.2% of Midstate residents shop exclusively in Downtown Hartford for Easter items.
- . One out of every four Midstate residents shops in Downtown Hartford for Easter items.
- . Over one percent of Midstate residents purchase some or all of their Easter items in Downtown New Haven and New York City.
- . Of the 12.1% of Midstate residents who indicated that they only purchase some of their Easter items in Downtown Middletown, sixty-four percent stated they purchase some of their Easter items in Downtown Hartford.
- . Only about one out of every three Chester, Deep River, Essex residents purchase some or all of their Easter items in Downtown Middletown.

TABLE 15

1968 SHOPPING PATTERNS FOR VACATION ITEMS  
Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA				Elsewhere
	Downtown Middletown	South Main Street area	Washington Street area	Downtown Hartford	
Cromwell	46.0%	10.0%	11.0%	23.0%	Wethersfield: 16.0%
Durham	45.6%	24.6%	8.8%	19.3%	Berlin Tpk. area: 7.0%
East Haddam	53.6%	9.8%	*	17.1%	Barkers-Meriden: 8.8%
East Hampton	45.5%	11.4%	21.5%	20.2%	Hamden: 10.5%
Haddam	54.5%	20.0%	23.6%	10.9%	Old Saybrook: 12.2%
Middlefield	63.1%	*	12.3%	12.3%	
Middletown	56.8%	16.3%	16.5%	15.7%	
Portland	57.8%	15.7%	19.6%	22.5%	Barkers-Meriden: 21.1%
MIDSTATE	54.4%	14.7%	16.0%	17.3%	Barkers-Meriden: 5.8%
Chester-Deep River	26.6%	8.9%	13.9%	15.2%	Wethersfield: 5.6%
Essex					Barkers-Meriden: 6.9%
					Wethersfield: 5.7%
					Old Saybrook: 39.2%

\* Sample size insufficient to indicate percentage

1968 SHOPPING PATTERNS FOR VACATION ITEMS

TABLE 15

INCOME CHARACTERISTICS OF FAMILIES  
BY WHERE THEY SHOP: 1968  
Showing Median Income of Families  
by shopping area

INCOME GROUP	Downtown Middletown	South Main Street area	Washington Street area	Downtown Hartford
less than \$5,000	4.1%	4.5%	6.6%	2.0%
\$ 5,000 - 7,499	12.8%	21.8%	17.6%	9.5%
\$ 7,500 - 9,999	26.0%	25.6%	33.1%	20.9%
\$10,000 - 14,999	35.1%	33.1%	31.6%	37.8%
Median	-----	-----	-----	-----
\$15,000 - 20,000	13.2%	11.3%	5.9%	24.3%
over \$20,000	8.9%	3.8%	5.1%	5.9%

COMMENTS:

- . 43.0% of Midstate residents purchase their vacation items exclusively in Downtown Middletown.
- . 10.7% of Midstate residents purchase their vacation items exclusively in Downtown Hartford.
- . Over one percent of Midstate residents purchase vacation items in the following areas: Hamden, Berlin Turnpike, Old Saybrook, and West Hartford.

TABLE 16

1968 SHOPPING PATTERNS FOR MEN'S APPAREL  
Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA				Elsewhere
	Downtown Street area	South Main Street area	Washington Street area	Downtown Hartford	
Cromwell	67.0%	4.2%	10.2%	19.5%	Wethersfield: 10.2% Berlin Tpk. area: 5.1% West Hartford: 5.1% Downtown New Haven: 4.7% Hamden: 4.7% Old Saybrook: 5.6%
Durham	70.4%	15.6%	6.3%	15.6%	New York City: 4.6% Downtown Meriden: 13.5% Wethersfield: 2.6% New York City: 2.4% Wethersfield: 4.8% West Hartford: 4.0% Wethersfield: 3.2%
East Haddam	66.6%	9.3%	11.1%	13.7%	Old Saybrook: 5.6%
East Hampton	59.3%	7.7%	9.9%	25.2%	
Haddam	80.3%	13.1%	9.8%	8.2%	
Middlefield	77.0%	*	6.8%	13.5%	
Middletown	76.8%	6.7%	5.8%	14.2%	
Portland	76.0%	3.2%	7.2%	21.6%	
MIDSTATE Chester, Deep River Essex	73.7%	6.8%	7.3%	16.1%	
	40.4%	5.8%	8.7%	18.3%	Old Saybrook: 31.7% Downtown New Haven: 8.7% Chester-Deep River Essex area: 10.6%

\* Sample size insufficient to indicate percentage

1968 SHOPPING PATTERNS FOR MEN'S APPAREL

TABLE 17

INCOME CHARACTERISTICS OF FAMILIES  
BY WHERE THEY SHOP: 1968  
Showing Median Income of Families  
by shopping area

INCOME GROUP	SHOPPING AREA			
	Downtown Middletown	South Main Street	Washington Street area	Downtown Hartford
less than \$5,000	5.1%	5.6%	2.9%	1.8%
\$ 5,000 - 7,499	14.5%	22.2%	25.0%	9.4%
\$ 7,500 - 9,999	24.4%	34.7%	35.3%	22.2%
\$10,000 - 14,999	36.8%	31.9%	32.3%	40.4%
Median-----	-----	-----	-----	-----Median
\$15,000 - 20,000	12.3%	1.9%	4.4%	18.1%
over \$20,000	6.9%	-	-	8.2%

COMMENTS:

- . 62.0% of Midstate residents shop exclusively in Downtown Middletown for men's apparel.
- . 9.7% of Midstate residents shop exclusively in Downtown Hartford for men's apparel.
- . Of the 73.7% of Midstate residents who indicated that they purchase some or all of their men's apparel in Downtown Middletown, 6.5% also make purchases in Downtown Hartford, 4.1% also make purchases in Middletown's South Main Street area, and 3.7% also make purchases in the Washington Street area.
- . The Wethersfield trade area for men's apparel extends into the town of Cromwell.
- . The Hartford trade area includes Midstate in specific instances for apparel purchases. For greater selection, Midstate residents are required to travel beyond the Midstate Region to Hartford, or beyond Hartford to New York City where over 1.5% of Midstate residents purchase a portion or all of their men's apparel.
- . Aside from New York City, more than one percent of Midstate residents purchase some or all of their men's apparel in the following areas: Berlin Turnpike, West Hartford, and Downtown New Haven.
- . Chester, Deep River, Essex divide their purchases between Downtown Middletown and Old Saybrook. A significant percentage of purchases is also made by these residents in Downtown Hartford.

TABLE 18

1968 SHOPPING PATTERNS FOR WOMEN'S APPAREL  
Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA				Elsewhere
	Downtown Middletown	South Main Street area	Washington Street area	Downtown Hartford	
Cromwell	58.8%	5.6%	6.4%	32.3%	Wethersfield: 16.9% Berlin Tpk. area: 4.8% Downtown New Haven: 7.5% Old Saybrook: 5.6%
Durham	74.6%	13.4%	9.0%	16.4%	Wethersfield: 8.2% Downtown Meriden: 8.2%
East Haddam	57.4%	9.3%	14.8%	14.0%	Barkers-Meriden: 9.6% Wethersfield: 6.5%
East Hampton	63.6%	6.8%	11.4%	27.3%	New York City: 2.2% Wethersfield: 12.0%
Haddam	67.7%	18.4%	13.8%	12.3%	West Hartford: 6.4% Wethersfield: 7.2%
Middlefield	64.4%	8.2%	11.0%	19.2%	Old Saybrook: 37.7% Downtown New Haven: 13.2%
Middletown	66.4%	8.4%	7.4%	27.2%	
Portland	62.4%	*	9.6%	40.8%	
MIDSTATE Chester-Deep River	65.0%	8.2%	8.8%	27.0%	
Essex	35.9%	*	9.4%	24.5%	

\* Sample size insufficient to indicate percentage

1968 SHOPPING PATTERNS FOR WOMEN'S APPAREL

TABLE 19

INCOME CHARACTERISTICS OF FAMILIES  
BY WHERE THEY SHOP: 1968  
Showing Median Income of Families  
by shopping area

INCOME GROUP	SHOPPING AREA			
	Downtown Middletown	Downtown Hartford	South Main Street area	Washington Street area
less than \$5,000	6.7%	3.1%	5.8%	6.7%
\$ 5,000 - 7,499	15.1%	7.7%	26.8%	21.4%
\$ 7,500 - 9,999	24.3%	23.2%	30.2%	29.2%
			-----Median	
\$10,000 - 14,999	36.9%	39.5%	29.1%	36.0%
Median-----				
\$15,000 - 20,000	10.7%	19.2%	8.1%	5.6%
over 20,000	6.2%	7.3%	-	1.1%

COMMENTS:

- . 47.8% of Midstate residents shop exclusively in Downtown Middletown for women's apparel.
- . 15.6% of Midstate residents shop exclusively in Downtown Hartford for women's apparel.
- . Of the 65% of the Region's residents who indicated that they do all or a portion of their shopping in Downtown Middletown, 13% also do a portion of their shopping in Downtown Hartford, 5.7% do a portion of their shopping in Wethersfield, 5.9% do a portion of their shopping in the Washington Street area, and 5.7% do a portion of their shopping in the South Main Street area.
- . The Midstate Region is effectively part of the Hartford trade area for women's apparel. The Hartford trade area extends at least as far south as the Chester, Deep River, Essex area.
- . The Wethersfield trade area for women's apparel extends into the Midstate Region to include Cromwell and Portland.
- . The Downtown Middletown trade area covers the Midstate Region and extends south to the Chester, Deep River, Essex area. The Old Saybrook and the Downtown New Haven trade areas as well as the Downtown Hartford trade area, also extend into the Deep River, Chester, Essex area.
- . The Meriden trade area extends into Middlefield.
- . For greater selection, Midstate residents look beyond Middletown to Hartford or beyond Hartford to New York City where 1.5% of Midstate residents do a portion or all of their shopping for women's apparel.
- . Aside from New York City, more than one percent of Midstate residents purchase some or all of their women's apparel in the following areas: Connecticut Post (Milford), Berlin Turnpike, West Hartford, and Downtown New Haven.

TABLE 20

1968 SHOPPING PATTERNS FOR CHILDREN'S APPAREL  
 Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA			
	Downtown Middletown	South Main Street area	Washington Street	Downtown Hartford Elsewhere
Cromwell	48.9%	8.6%	11.8%	32.3%
Durham	59.3%	27.8%	*	14.8%
East Haddam	60.5%	16.3%	18.6%	14.0%
East Hampton	51.3%	12.5%	22.2%	23.6%
Haddam	61.8%	29.1%	20.0%	12.7%
Middlefield	63.8%	*	19.0%	*
Middletown	62.9%	14.8%	13.4%	18.2%
Portland	66.2%	*	17.3%	12.0%
MIDSTATE	60.6%	14.0%	14.9%	7.2%
Chester-Deep River	25.0%	*	11.3%	5.7%
Essex				9.6%
				7.1%
				47.5%

\* Sample size insufficient to indicate percentage

1968 SHOPPING PATTERNS FOR CHILDREN'S APPAREL

TABLE 21

INCOME CHARACTERISTICS OF FAMILIES  
BY WHERE THEY SHOP: 1968  
Showing Median Income of Families  
by shopping area

INCOME GROUP	SHOPPING AREA			
	Downtown Middletown	South Main Street area	Washington Street area	Downtown Hartford
less than \$5,000	3.5%	3.4%	5.1%	1.7%
\$ 5,000 - 7,499	13.3%	23.9%	21.2%	7.0%
\$ 7,500 - 9,999	26.4%	27.3%	30.5%	22.1%
\$10,000 - 14,999	38.2%	35.9%	33.9%	41.8%
Median-----	-----	-----	-----	-----Median
\$15,000 - 20,000	10.8%	6.8%	7.6%	19.8%
over 20,000	7.7%	2.6%	1.7%	7.6%

COMMENTS:

- . 44.3% of Midstate residents shop exclusively in Downtown Middletown for children's apparel.
- . 11.1% of Midstate residents shop exclusively in Downtown Hartford for this item.
- . Of the 60.6% of the Region's residents who indicated that they do all or a portion of their shopping for children's apparel in Downtown Middletown, 11.4% also do a portion of their shopping in Downtown Hartford, 5.7% also make some purchases in Wethersfield, 7.6% also shop in Middletown's South Main Street area, and 8.1% also shop in the Washington Street area.
- . 30% of the Chester, Deep River, Essex residents shop for children's apparel in the Midstate Region shopping areas.
- . The Midstate Region is effectively part of the Hartford trade area for children's apparel. The Hartford trade area also includes the Chester, Deep River, Essex area.
- . The Wethersfield trade area for children's apparel extends into the Midstate Region to include Cromwell.
- . For children's apparel, Midstate residents tend to shop in the Hartford area for a greater selection than that which may normally be available in the Middletown area.

TABLE 22

1968 SHOPPING PATTERNS FOR SHOES  
Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA			
	Downtown Middletown	South Main Street area	Washington Street area	Downtown Hartford Elsewhere
Cromwell	67.7%	*	*	23.4%
Durham	72.9%	10.0%	*	12.9%
East Haddam	64.8%	*	7.4%	16.7%
East Hampton	61.4%	6.3%	*	20.8%
Haddam	76.5%	8.8%	10.3%	7.4%
Middlefield	78.9%	*	*	8.5%
Middletown	79.1%	2.8%	3.8%	14.8%
Portland	74.9%	*	*	21.2%
MIDSTATE	75.0%	4.1%	4.4%	16.0%
Chester-Deep River	34.5%	5.3%	4.4%	8.0%
Essex				
				Wethersfield: 12.9%
				Downtown New Haven: 8.6%
				Wethersfield: 6.3%
				Downtown Meriden: 7.0%
				Wethersfield: 4.4%
				Wethersfield: 9.8%
				Wethersfield: 5.6%
				Downtown New Haven: 5.3%
				Old Saybrook: 53.1%
				New London area: 5.3%

\* Sample size insufficient to indicate percentage

COMMENTS:

- 64.1% of Midstate residents shop exclusively in Downtown Middletown for shoes.
- 9.9% of Midstate residents shop exclusively in Downtown Hartford for shoes.
- The New Haven trade area for shoes extends into Durham as well as the Chester, Deep River, Essex area.
- The Midstate Region, with the possible exception of Haddam and Middlefield, is part of the Hartford Central Business District trade area for shoes.
- The Wethersfield trade area for shoes extends into Cromwell.
- More than one percent of Midstate residents purchase part or all of their shoes in the following areas: Downtown Meriden, Barkers-Meriden, West Hartford, Berlin Turnpike area, and New York City.

TABLE 23

1968 SHOPPING PATTERNS FOR TOYS

Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA			
	Downtown Middletown	South Main Street area	Washington Street area	Barkers- Meriden Downtown Hartford Elsewhere
Cromwell	35.6%	14.5%	22.2%	10.0%
Durham	35.7%	35.7%	12.5%	21.4%
East Haddam	36.8%	34.2%	28.9%	7.9%
East Hampton	34.2%	19.0%	35.4%	12.6%
Haddam	33.9%	37.3%	32.2%	13.6%
Middlefield	37.7%	9.8%	26.2%	36.1%
Middletown	30.0%	31.2%	34.9%	14.6%
Portland	36.8%	21.8%	41.6%	11.9%
MIDSTATE	32.9%	27.1%	32.2%	15.2%
Chester, Deep River, Essex	12.7%	*	*	12.7%
				Old Saybrook: 63.3%
				Downtown New Haven: 7.6%

\* Sample size insufficient to indicate percentage

## 1968 SHOPPING PATTERNS FOR TOYS

### COMMENTS:

- . 23.8% of Midstate residents shop exclusively in Downtown Middletown for toys.
- . 15.9% of Midstate residents shop exclusively in the South Main Street shopping area for toys.
- . 19.3% of Midstate residents shop exclusively in the Washington Street shopping area for toys.
- . 29.8% of those who do all or a portion of their shopping in the South Main Street shopping area for toys also shop in the Washington Street shopping area.
- . The Barkers-Meriden shopping area exerts a strong influence over the entire Midstate Region.
- . Midstate shopping areas attract a minimum percentage of the Chester, Deep River, Essex residents for the purchase of toys.
- . The Hartford shopping areas attract only a small percentage of Midstate residents, with the exception of Cromwell residents.
- . The pattern of shopping in multiple areas for toys indicates that residents do not have store loyalties in the purchase of toys.

TABLE 24

1968 SHOPPING PATTERNS FOR SPORTING GOODS  
Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA					
	Downtown Middletown	South Main Street area	Washington Street	Downtown Hartford	Barkers- Meriden	Elsewhere
Cromwell	58.0%	9.1%	12.5%	18.2%	*	8.8%
Durham	52.6%	15.8%	*	10.5%	8.8%	*
East Haddam	60.0%	17.5%	10.0%	5.0%	*	8.2%
East Hampton	52.1%	10.9%	8.2%	15.1%	8.2%	7.1%
Haddam	75.0%	16.1%	8.9%	7.1%	*	31.6%
Middlefield	40.3%	7.0%	7.0%	6.8%	9.0%	7.8%
Middletown	66.1%	12.7%	10.3%	13.7%	7.8%	9.4%
Portland	66.6%	9.8%	6.9%	9.4%	*	12.4%
MIDSTATE	62.3%	12.2%	9.4%			
Chester, Deep River, Essex	27.2%	*	*			42.0%

\* Sample size insufficient to indicate percentage

COMMENTS:

- 55.1% of Midstate residents shop exclusively in Downtown Middletown for sporting goods.
- Downtown Middletown is the primary source of sporting goods for Midstate residents.
- About ten percent of Midstate residents shop for sporting goods in each of the following areas: South Main Street, Washington Street, Barkers-Meriden, and Downtown Hartford.
- The Downtown Hartford shopping area exerts its strongest influence in the sporting goods market on the northern towns of the Midstate Region.
- The Downtown Middletown area attracts an important percentage of the Chester, Deep River, Essex residents for sporting goods, but is secondary to the Old Saybrook influence.

TABLE 25  
 1968 SHOPPING PATTERNS FOR JEWELRY, WATCHES  
 Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA		
	Downtown Middletown	Downtown Hartford	Elsewhere
Cromwell	72.1%	22.1%	
Durham	66.7%	8.8%	
East Haddam	68.3%	14.6%	
East Hampton	50.0%	21.6%	
Haddam	79.6%	6.8%	
Middlefield	78.7%	*	
Middletown	80.8%	9.1%	
Portland	75.9%	16.4%	
MIDSTATE	75.8%	11.9%	
Chester, Deep River, Essex	36.8%	13.8%	Old Saybrook: 33.3%

\* Sample size insufficient to indicate percentage

COMMENTS:

- The purchase of jewelry, watches, primarily takes place in Downtown Middletown and Downtown Hartford by Midstate residents.
- 72.0% of Midstate residents shop exclusively in Downtown Middletown for jewelry, watches.
- 8.1% of Midstate residents shop only in Downtown Hartford for these items.
- The Downtown Middletown area attracts over one-third of the Chester, Deep River, Essex residents for jewelry, watches. About this same percentage of Chester, Deep River, Essex residents are attracted to Old Saybrook for the purchase of these items.

TABLE 26

1968 SHOPPING PATTERNS FOR APPLIANCES, RADIO, TV  
Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA	
	Downtown Middletown	Downtown Hartford Elsewhere
Cromwell	67.2%	15.0%
Durham	59.7%	4.8%
East Haddam	46.8%	12.8%
East Hampton	49.5%	17.6%
Haddam	60.6%	4.9%
Middlefield	62.7%	9.0%
Middletown	76.9%	7.4%
Portland	58.2%	10.5%
MIDSTATE	67.8%	9.4%
Chester, Deep River, Essex	22.3%	*
		Portland: 5.6%
		Old Saybrook: 42.7%
		Downtown New Haven: 6.8%
		Chester, Deep River, Essex area: 24.3%

\* Sample size insufficient to indicate percentage

COMMENTS:

- 62.0% of Midstate residents shop only in Downtown Middletown for appliances, radio, TV.
- 7.5% of Midstate residents shop exclusively in Downtown Hartford for these items.
- Many Midstate residents shop for these items in smaller shopping areas, indicating there is a strong sense of store loyalty in the purchase of these items.
- Midstate shopping areas are relatively unimportant in the purchase of these items by Chester, Deep River, and Essex residents.

TABLE 27

1968 SHOPPING PATTERNS FOR FURNITURE, RUGS  
Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA			Elsewhere
	Downtown Middletown	Washington Street area	Downtown Hartford	
Cromwell	48.6%	14.4%	37.8%	
Durham	56.9%	15.4%	10.8%	Downtown New Haven: 9.2%
East Haddam	55.7%	*	23.2%	
East Hampton	57.9%	9.1%	22.7%	
Haddam	71.2%	11.8%	8.5%	
Middlefield	53.9%	16.9%	16.9%	Downtown Meriden: 13.8%
Middletown	63.8%	11.3%	18.1%	
Portland	60.5%	8.9%	25.0%	
MIDSTATE	60.6%	11.3%	20.4%	
Chester, Deep River Essex	28.2%	*	9.7%	Downtown New Haven: 8.7% Old Saybrook: 39.8% Chester, Deep River Essex area: 17.5%

\* Sample size insufficient to indicate percentage

COMMENTS:

- Midstate residents currently shop for furniture, rugs, in three basic areas: Downtown Middletown, Washington Street shopping area, and Downtown Hartford.
- Chester, Deep River, and Essex residents currently only purchase about one-third of their furniture, rugs, within the Midstate Region shopping areas.
- 53.8% of Midstate residents shop exclusively in Downtown Middletown for furniture, rugs.
- 15.8% of Midstate residents shop exclusively in Downtown Hartford for these items.

TABLE 28

1968 SHOPPING PATTERNS FOR PAINT, WALLPAPER  
Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA			
	Downtown Middletown	South Main Street area	Washington Street area	Downtown Hartford Elsewhere
Cromwell	81.9%	*	7.8%	6.0%
Durham	73.8%	6.2%	9.2%	*
East Haddam	70.4%	6.8%	6.8%	*
East Hampton	68.1%	*	5.7%	8.0%
Haddam	75.8%	*	*	*
Middlefield	75.8%	*	6.1%	*
Middletown	85.5%	4.6%	5.9%	1.5%
Portland	87.0%	*	*	6.5%
MIDSTATE	81.6%	3.6%	5.8%	3.3%
Chester, Deep River				
Essex	22.6%	*	*	*

Old Saybrook: 48.1%  
Chester, Deep River  
Essex area: 23.6%

\* Sample size insufficient to indicate percentage

COMMENTS:

- Downtown Middletown is the primary location for the purchase of paint, wallpaper, by Midstate residents.
- 78.0% of Midstate residents currently shop exclusively in Downtown Middletown for paint, wallpaper.
- Chester, Deep River, and Essex residents currently only purchase less than one-third of the paint, wallpaper within the Midstate Region shopping areas.
- Purchase of paint, wallpaper, by Midstate residents outside of the Region is not significant.

TABLE 29  
 1968 SHOPPING PATTERNS FOR HARDWARE, GARDEN SUPPLIES,  
 HOME REPAIR ITEMS  
 Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA				Elsewhere
	Downtown Middletown	South Main Street area	Washington Street area	Barkers- Meriden	
Cromwell	68.4%	*	10.5%	*	Cromwell: 11.4%
Durham	42.8%	27.0%	6.4%	6.4%	Durham: 12.7%
East Haddam	55.3%	*	17.0%	*	
East Hampton	46.6%	*	15.5%	6.7%	East Hampton: 23.3%
Haddam	50.0%	*	*	*	Haddam: 29.0%
Middlefield	62.1%	10.6%	15.1%	13.6%	
Middletown	69.4%	19.2%	13.7%	5.2%	
Portland	66.5%	14.8%	17.2%	6.6%	
MIDSTATE	63.6%	15.1%	13.5%	5.5%	
Chester-Deep River	18.3%	*	*	*	Old Saybrook: 45.2%
Essex					Chester, Deep River, Essex area: 32.7%

\* Sample size insufficient to indicate percentage

COMMENT:

. Purchase of hardware, garden supplies, home repair items reflects store loyalty and residence location.

TABLE 30

1968 SHOPPING PATTERNS FOR AUTOMOBILE SUPPLIES  
Percent of residents shopping in each area

TOWN OF RESIDENCE	SHOPPING AREA				Elsewhere
	Downtown Middletown	South Main Street area	Washington Street area	Downtown Hartford	
Cromwell	58.0%	10.3%	8.4%	15.0%	
Durham	54.7%	15.6%	*	*	Durham: 15.6%
East Haddam	47.8%	*	*	*	East Haddam: 10.9%
East Hampton	51.1%	8.0%	9.1%	8.0%	East Hampton: 10.2%
Haddam	79.6%	7.8%	*	*	
Middlefield	65.6%	*	7.5%	*	
Middletown	67.3%	13.9%	12.2%	4.0%	Downtown Meriden: 13.5%
Portland	72.8%	*	*	6.4%	Barkers-Meriden: 11.9%
MIDSTATE	64.8%	10.7%	9.4%	5.1%	Barkers-Meriden: 4.3%
Chester, Deep River					Portland: 9.6%
Essex	22.9%	*	*	*	Old Saybrook: 54.3%
					Chester, Deep River,
					Essex area: 17.1%

\* Sample size insufficient to indicate percentage

COMMENTS:

- 58.5% of Midstate residents shop exclusively in Downtown Middletown for automobile supplies.
- Midstate Region shopping areas are the primary location of automobile supplies purchases by Midstate residents.

## 1968 SHOPPING PATTERNS BY INCOME GROUPS

The entire survey sample of 1,483 returns were tabulated to determine the percentage of total respondents who shopped in each area by income group. The four general seasonal groupings of back-to-school, vacation, Christmas, and Easter items; and men's, women's, and children's apparel were tabulated in this fashion and are presented in the tables below. In Table 31, the percentage of each income group which resides in the Midstate area is presented.

TABLE 31  
DISTRIBUTION OF RESPONDENTS BY RESIDENCE  
AND INCOME

INCOME GROUP	PLACE OF RESIDENCE		
	Midstate	Chester Deep River Essex	Elsewhere*
less than \$5,000	91.3%	7.5%	1.2%
\$ 5,000 - 7,499	87.7%	9.2%	3.1%
\$ 7,500 - 9,999	87.0%	7.9%	5.1%
\$10,000 - 14,999	89.4%	7.2%	3.4%
\$15,000 - 20,000	84.0%	9.2%	6.8%
over \$20,000	82.3%	12.6%	5.1%

\*Selected portions of Berlin, Colchester, Glastonbury, Meriden, Rocky Hill, and Wallingfor, all of which abut Midstate.

TABLE 32

1968 SHOPPING PATTERNS FOR BACK TO SCHOOL ITEMS BY INCOME GROUPS

Percent of total respondents shopping in each area

INCOME GROUP	SHOPPING AREA					
	Downtown Middletown	South Main Street area	Washington Street area	Downtown Hartford	Barkers- Meriden	
less than \$5,000	55.1%	13.8%	24.1%	*	*	
\$5,000 - 7,499	55.9%	18.1%	21.2%	11.0%	*	
\$7,500 - 9,999	56.0%	13.6%	24.2%	17.0%	7.6%	
\$10,000 - 14,999	55.4%	12.1%	15.5%	20.1%	5.5%	
\$15,000 - 20,000	44.7%	8.8%	9.6%	35.1%	7.0%	
over \$20,000	57.1%	12.5%	16.1%	30.4%	*	

\* Sample size insufficient to indicate percentage

TABLE 33

1968 SHOPPING PATTERNS FOR CHRISTMAS ITEMS BY INCOME GROUPS  
 Percent of total respondents shopping in each area

INCOME GROUP	SHOPPING AREA					
	Downtown Middletown	South Street area	Main Street area	Washington Street area	Downtown Hartford	Barkers- Meriden
less than \$5,000	75.0%	16.1%	16.1%	16.1%	*	*
\$ 5,000 - 7,499	54.8%	17.7%	21.4%	21.4%	14.6%	7.3%
\$ 7,500 - 9,999	54.2%	16.9%	18.0%	18.0%	21.1%	7.0%
\$10,000 - 14,999	51.5%	13.6%	11.6%	11.6%	26.0%	9.9%
\$15,000 - 20,000	47.2%	5.5%	7.5%	7.5%	43.1%	8.2%
over \$20,000	57.5%	8.2%	9.6%	9.6%	34.2%	6.8%

\* Sample size insufficient to indicate percentage

TABLE 34

1968 SHOPPING PATTERNS FOR EASTER ITEMS BY INCOME GROUPS  
 Percent of total respondents' shopping in each area

INCOME GROUP	SHOPPING AREA					
	Downtown Middletown	South Main Street area	Washington Street area	Downtown Hartford	Barkers- Meriden	
less than \$5,000	67.4%	16.3%	30.6%	*	*	*
\$ 5,000 - 7,499	55.2%	19.4%	23.8%	16.2%	9.4%	9.4%
\$ 7,500 - 9,999	52.6%	17.5%	21.9%	19.4%	8.4%	8.4%
\$10,000 - 14,999	54.1%	12.5%	14.0%	26.2%	8.7%	8.7%
\$15,000 - 20,000	48.6%	6.3%	10.4%	41.6%	6.9%	6.9%
over \$20,000	61.8%	13.2%	8.8%	30.9%	*	*

\* Sample size insufficient to indicate percentage

TABLE 35

1968 SHOPPING PATTERNS FOR VACATION ITEMS BY INCOME GROUPS  
 Percent of total respondents shopping in each area

INCOME GROUP	SHOPPING AREA			
	Downtown Middletown	South Main Street area	Washington Street area	Downtown Barkers- Hartford Meriden
less than \$5,000	55.0%	15.0%	22.5%	*
\$ 5,000 - 7,499	48.5%	21.3%	18.4%	11.3%
\$ 7,500 - 9,999	51.9%	14.8%	18.7%	16.0%
\$10,000 - 14,999	48.6%	12.2%	12.5%	16.8%
\$15,000 - 20,000	48.5%	11.6%	8.0%	31.2%
over \$20,000	66.7%	7.6%	10.6%	21.2%
				7.5%

\* Sample size insufficient to indicate percentage

TABLE 36  
 1968 SHOPPING PATTERNS FOR MEN'S APPAREL BY INCOME GROUPS  
 Percent of total respondents shopping in each area

INCOME GROUP	SHOPPING AREA		
	Downtown Middletown	South Main Street area	Washington Street area
less than \$5,000	84.4%	7.8%	*
\$ 5,000 - 7,499	68.6%	9.7%	10.9%
\$ 7,500 - 9,999	66.5%	9.0%	9.4%
\$10,000 - 14,999	68.5%	6.0%	5.7%
\$15,000 - 20,000	62.7%	*	*
over \$20,000	76.5%	*	*

Downtown  
Hartford

9.8%  
12.6%  
15.4%  
18.4%  
24.8%  
19.5%

\* Sample size insufficient to indicate percentage

TABLE 37

1968 SHOPPING PATTERNS FOR WOMEN'S APPAREL BY INCOME GROUPS  
 Percent of total respondents shopping in each area

INCOME GROUP	SHOPPING AREA		
	Downtown Middletown	South Main Street area	Washington Street area Downtown Hartford
less than \$5,000	74.6%	8.9%	8.9%
\$ 5,000 - 7,499	64.0%	13.7%	12.0%
\$ 7,500 - 9,999	60.4%	9.4%	9.7%
\$10,000 - 14,999	61.6%	6.2%	8.2%
\$15,000 - 20,000	49.7%	*	*
over \$20,000	60.0%	*	*

\* Sample size insufficient to indicate percentage

TABLE 38

1968 SHOPPING PATTERNS FOR CHILDREN'S APPAREL BY INCOME GROUPS  
 Percent of total respondents shopping in each area

INCOME GROUP	Downtown Middletown		South Main Street area	SHOPPING AREA Washington Street area		Downtown Hartford
						*
less than \$5,000	67.7%	*		19.3%		*
\$ 5,000 - 7,499	51.4%	21.0%		19.6%		9.5%
\$ 7,500 - 9,999	56.1%	13.8%		15.0%		18.6%
\$10,000 - 14,999	56.9%	12.5%		11.7%		21.7%
\$15,000 - 20,000	48.6%	7.0%		8.7%		35.6%
over \$20,000	67.7%	*		*		25.8%

\* Sample size insufficient to indicate percentage

## 1968 SHOPPING PATTERNS BY INCOME GROUPS

As was illustrated by earlier tabulation in the income of respondents purchasing the several items in the four basic shopping areas, the percentage of the respondents also purchasing the selected items in Downtown Hartford generally increases with higher income groups.

## 1968 SHOPPING PATTERNS - GENERAL COMMENTS

- .The Middletown Central Business District attracts the majority of Midstate residents for the purchase of all items covered by this survey with the exception of Toys.
- .For major purchases of wearing apparel, many Midstate families patronize Downtown Hartford in addition to the Midstate shopping areas.
- .The Hartford and West Hartford shopping areas tend to attract Midstate families among the higher income categories.
- .Many Midstate families shop exclusively in Downtown Hartford for many items, especially Women's Apparel, Christmas, and Easter items.
- .Downtown Middletown tends to receive a much lower degree of patronage from Midstate Residents in the purchase of Toys, and Back to School, Vacation, Christmas, and Easter items.
- .The South Main Street and Washington Street shopping areas attract relatively more patronage from Midstate residents in the purchase of Toys, Hardware, and Children's Apparel, and Christmas, Back-to-School, Vacation, and Easter items.
- .The external shopping area which receives the most patronage from Midstate residents is Downtown Hartford. Other shopping areas, such as Barker's-Meriden and Wethersfield, receive a significant amount of patronage by Midstate residents for particular item lines.
- .The Midstate Region is clearly not a self-contained shopping area which provides the complete range of merchandise desired by Midstate residents.

## SHOPPING TRENDS

Shopping trends over the past five years have been determined from various answers to questions on the survey form. In this section of the summary report, only trends for residents who lived within the Midstate Region both in 1963 and in 1968 are included. Seventy-six percent of present Midstate residents identified themselves as living within Midstate in 1963. Persons who failed to answer their place of residence five years ago or indicated a place of residence outside of the Region were thus specifically excluded from these tabulations and analyses.

Twelve items were considered for trend analysis, ranging from soft goods such as women's apparel to such hard goods as appliances. For each item, a summary table has been prepared which presents the percentage of Midstate residents who stated that they shopped in each of the four major shopping areas in 1963 and in 1968, and the percentage change during this five year period for each area. Where the sample was insufficient to adequately determine the percentage change, only the trend of the change is given. Immediately following this summary table is a series of comments based upon the table and, for many items, on three groups of Midstate Residents: those who exclusively shopped in the

Middletown Area both five years ago and today, those who used to shop in the Middletown Area in 1963 but do not do so in 1968, and those who shopped exclusively outside of the Middletown area in both 1963 and 1968.

The Middletown shopping area is defined as all shopping areas within the eight town Midstate Region. The Hartford shopping area includes Hartford and its suburbs, including West Hartford and Wethersfield. The Meriden shopping area includes only the shopping areas within the City of Meriden. The New Haven area includes Hamden and Milford.

## SHOPPING TRENDS FOR MEN'S APPAREL

TABLE 39

SHOPPING PATTERNS OF FAMILIES RESIDING IN  
MIDSTATE IN BOTH 1963 AND 1968 FOR MEN'S  
APPAREL - PERCENTAGE BY AREA

YEAR	SHOPPING AREA			
	Middletown	Meriden	Hartford	New Haven
1963	85.5%	3.4%	18.1%	1.5%
1968	84.3%	3.6%	19.0%	2.0%
Percent change	-1.5	+*	+5.2	+*

\*Sample size insufficient to indicate percentage and percent change

NOTE: Based upon residents who lived within the Midstate Region both in 1963 and 1968

### COMMENTS:

- . Changes in the percentage shares of the Midstate market by number of shoppers for Men's apparel were insignificant.
- . The above chart indicates the purchasing trend for the particular item. Other data further reveals that 67.2% of the respondents who purchased the specific item in 1963 were the same people who also purchased the item exclusively in Midstate in 1968. These respondents further cited the following features about Downtown Middletown:
  - Difficulty in parking (54%)
  - Limited selection of merchandise (29%)
- . 10.6% of Midstate Residents shopped exclusively outside of the Middletown area for men's apparel both in 1963 and 1968. These respondents further cited the following features about Downtown Middletown:
  - Difficulty in parking (75.5%)
  - Limited selection of merchandise (33%)
  - Inconvenient shopping hours (29%)
- . 7.3% of Midstate Residents shopped exclusively in the Hartford area for men's apparel both in 1963 and 1968.
- . 5.2% of Midstate respondents used to shop for men's apparel in 1963 in the Middletown area but now shop exclusively for men's apparel outside of the Middletown area. These respondents cited the following features about Downtown Middletown:
  - Limited selection of merchandise (56%)
  - Difficulty in parking (55%)
  - Discourteous or inefficient personnel (36%)

SHOPPING TRENDS FOR WOMEN'S APPAREL

TABLE 40

SHOPPING PATTERNS OF FAMILIES RESIDING IN  
MIDSTATE IN BOTH 1963 AND 1968 FOR WOMEN'S  
APPAREL - PERCENTAGE BY AREA

YEAR	SHOPPING AREA			
	Middletown	Meriden	Hartford	New Haven
1963	76.1%	4.0%	32.0%	1.8%
1968	74.6%	5.1%	33.5%	2.7%
Percent change	-2.1	+*	+4.6	+*

\*Sample size insufficient to indicate percent change  
NOTE: Based upon residents who lived within the Midstate  
Region both in 1963 and 1968

COMMENT:

- .The Middletown area declined in its percentage share by number of shoppers of the women's apparel market from 1963 to 1968.
- .The Hartford area increased its percentage share of the Midstate women's apparel market so that one-third of the Midstate residents do at least a portion of their shopping for women's apparel in the Hartford area.
- .The above chart indicates the purchasing trend for the particular item. Other data further reveals that 51.9% of the respondents who purchased the specific item in 1963 were the same people who also purchased the item exclusively in Midstate in 1968, indicating a basic change in shopper preference which is reflected in the trend away from shopping for this particular item in the Midstate Region. These respondents further cited the following features about Downtown Middletown:
  - Difficulty in parking (58%)
  - Limited selection of merchandise (22%)
- .18.1% of Midstate respondents indicated that they do not shop for Women's Apparel in the Middletown Area in 1963 and still do not do so in 1968. These respondents further cited the following features about downtown Middletown:
  - Difficulty in parking (57%)
  - Limited Selection of goods (64%)
  - Discourteous or inefficient personnel (33%)

- .13.9% of Midstate respondents shopped exclusively in the Hartford area for women's apparel both in 1963 and 1968.
- .7.3% of Midstate respondents used to shop for women's apparel in the Middletown area in 1963 but now shop exclusively for this merchandise outside of the Middletown area. These respondents further cited the following features about Downtown Middletown:
  - Difficulty in Parking (67%)
  - Limited selection of goods (50%)
- .4.2% of Midstate respondents who exclusively shopped in the Middletown area in 1963 for women's apparel now exclusively shop for this merchandise in the Hartford area.

SHOPPING TRENDS IN CHILDREN'S APPAREL

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TABLE 4I

SHOPPING PATTERNS OF FAMILIES RESIDING IN  
MIDSTATE IN BOTH 1963 AND 1968 FOR CHILDREN'S  
APPAREL - PERCENTAGE BY AREA

YEAR	SHOPPING AREA			
	Middletown	Meriden	Hartford	New Haven
1963	81.0%	4.5%	24.8%	1.0%
1968	79.4%	7.0%	26.2%	2.2%
Percent change	-2.0	++	+5.9	++

\*Sample size insufficient to indicate percentage and percent change

NOTE: Based upon residents who lived within the Midstate Region both in 1963 and 1968

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COMMENTS:

- .The Middletown area declined in its percentage share by number of shoppers of the children's apparel market from 1963 to 1968.
- .The Hartford area showed a significant increase in its share of the Midstate children's apparel market based upon number of persons shopping in each area.
- .The above chart indicates the purchasing trend for the particular item. Other data further reveals that 53.9% of the respondents who purchased the specific item in 1963 were the same people who also purchased the item exclusively in Midstate in 1968, indicating a basic change in shopper preference which is reflected in the trend away from shopping for this particular item in the Midstate Region. These respondents further cited the following features about Downtown Middletown:
  - Difficulty in parking (54%)
  - Limited selection of merchandise (23%)
  - Discourteous or inefficient personnel (21%)

.7.9% of Midstate respondents indicated they shopped in the Middletown Area in 1963 but do not shop in the Middletown area in 1968. These respondents further cited the following features about downtown Middletown:

- Difficulty in parking (63%)
- Limited selection of merchandise (44%)
- Discourteous or inefficient personnel (35%)

.12.7% of Midstate respondents indicated that they did not shop for Children's apparel in the Middletown area in 1963 and still do not do so in 1968. These respondents further cited the following features about Downtown Middletown:

- Difficulty in parking (61%)
- Limited selection of merchandise (60%)
- Discourteous or inefficient personnel (36%)

.9.8% of Midstate respondents shopped exclusively in the Hartford area for children's apparel both in 1963 and 1968.

SHOPPING TRENDS IN SHOES

TABLE 42

SHOPPING PATTERNS OF FAMILIES RESIDING IN  
MIDSTATE IN BOTH 1963 AND 1968 FOR SHOES -  
PERCENTAGE BY AREA

YEAR	SHOPPING AREA			
	Middletown	Meriden	Hartford	New Haven
1963	84.9%	1.8%	19.2%	0.9%
1968	83.9%	3.5%	21.8%	1.1%
Percent change	-1.2	+*	+7.3	+*

\*Sample size insufficient to indicate percentage and percent change

NOTE: Based upon residents who lived within the Midstate Region in both 1963 and 1968.

COMMENTS:

- .The Middletown area declined in its percentage share, by number of shoppers, of the Midstate shoe market from 1963 to 1968.
- .The Hartford area significantly increased its percentage share, by number of shoppers, of the Midstate shoe market during this five year period.
- .The above chart indicates the purchasing trend for the particular item. Other data further reveals that 68.0% of the respondents who purchased the specific item in 1963 were the same people who also purchased the item exclusively in Midstate in 1968, indicating a stable and consistent shopping pattern for the particular item. These respondents further cited the following features about Downtown Middletown:
  - Difficulty in parking (54%)
  - Limited selection of merchandise (27%)
- .10.3% of Midstate respondents shopped exclusively outside of the Middletown area for shoes in both 1963 and 1968. These respondents further cited the following features about Downtown Middletown:
  - Limited selection of Merchandise (59%)
  - Difficulty in parking (54%)
  - Discourteous or inefficient personnel (32%)
- .5.8% of Midstate respondents used to shop for shoes in 1963 in the Middletown area, but now shop exclusively for shoes outside of the Middletown area. These respondents further cited the following features about Downtown Middletown:
  - Difficulty in parking (67%)
  - Limited selection of merchandise (45%)
  - Discourteous or inefficient personnel (35%)

SHOPPING TRENDS FOR TOYS

TABLE 43

SHOPPING PATTERNS OF FAMILIES RESIDING IN  
MIDSTATE IN BOTH 1963 AND 1968 FOR TOYS -  
PERCENTAGE BY AREA

YEAR	SHOPPING AREA			
	Middletown	Meriden	Hartford	New Haven
1963	83.4%	7.9%	13.9%	*
1968	80.3%	16.6%	9.3%	*
Percent change	-3.1	+110.9	-33.0	+

\*Sample size insufficient to indicate percentage and percent change

NOTE: Based upon residents who lived within the Midstate Region both in 1963 and 1968

COMMENTS:

.The Meriden area has significantly increased its trade area with respect to toys. Both the Middletown and Hartford shopping areas declined, by number of shoppers, significantly in the purchase of toys although the Middletown area remains the primary shopping area for the purchase of toys.

.The above chart indicates the purchasing trend for toys. Other data further reveals that 63.7% of the respondents who purchased toys in 1963 in Midstate were the same people who also purchased the item exclusively in Midstate in 1968, indicating a basic change in shopper preference which is reflected in the trend away from shopping for this particular item in the Midstate Region.

.9.5% of Midstate respondents indicated that they exclusively shopped for toys outside of the Middletown area both in 1963 and 1968.

.9.7% of Midstate respondents indicated that they used to shop for toys in the Middletown area in 1963 but now exclusively shop for toys outside of the Middletown area.

SHOPPING TRENDS IN SPORTING GOODS

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TABLE 44

SHOPPING PATTERNS OF FAMILIES RESIDING IN  
MIDSTATE IN BOTH 1963 AND 1968 FOR SPORTING  
GOODS - PERCENTAGE BY AREA

YEAR	SHOPPING AREA			
	Middletown	Meriden	Hartford	New Haven
1963	83.7%	5.7%	12.5%	1.5%
1968	80.8%	11.5%	10.8%	1.5%
Percent change	-3.5	+100	-14	*

\*Sample size insufficient to indicate percent change  
NOTE: Based upon residents who lived within the Midstate  
Region both in 1963 and 1968

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COMMENTS:

- .The Meriden area significantly increased its percentage share, by number of shoppers, of the Midstate market for sporting goods.
- .Both Middletown and Hartford areas had significant declines in their percentage shares of the Midstate market by number of shoppers, but the Middletown area maintained its primary position in the purchase of sporting goods.
- .The above chart indicates the purchasing trend for sporting goods. Other data further reveals that 67.7% of the respondents who purchased sporting goods in 1963 were the same people who also purchased the item exclusively in Midstate in 1968.
- .9.8% of Midstate respondents indicated that they exclusively shopped for sporting goods outside of the Middletown area both in 1963 and 1968.
- .9.3% of Midstate respondents indicated that they used to shop for sporting goods in the Middletown area in 1963, but now exclusively shop for this item outside of the Middletown area.

SHOPPING TRENDS IN JEWELRY, WATCHES

TABLE 45

SHOPPING PATTERNS OF FAMILIES RESIDING IN  
MIDSTATE IN BOTH 1963 AND 1968 FOR JEWELRY,  
WATCHES - PERCENTAGE BY AREA

YEAR	SHOPPING AREA			
	Middletown	Meriden	Hartford	New Haven
1963	86.6%	2.9%	12.6%	*
1968	84.0%	3.4%	13.1%	*
Percent change	-2.9	+.*	+4.2	*

\*Sample size insufficient to indicate percentage and percent change

NOTE: Based upon residents who lived within the Midstate Region in 1963 and 1968

COMMENTS:

- .The Middletown area declined slightly, by number of shoppers, in its percentage share of the jewelry, watches market but maintained its dominant position for this item.
- .The Meriden area showed an insignificant increase in its percentage share of this market based upon number of shoppers.
- .The Hartford area showed a significant increase in its share of the Midstate market for jewelry, watches, based upon the number of shoppers.
- .The above chart indicates the purchasing trend for the particular item. Other data further reveals that 76.6% of the respondents who purchased the specific item in 1963 were the same people who also purchased the item exclusively in Midstate in 1968, indicating a stable and consistent shopping pattern for the particular item.
- .10.0% of Midstate respondents shopped exclusively outside of the Middletown area for these items in both 1963 and 1968.
- .5.9% of Midstate respondents used to shop for these items in 1963 in the Middletown area but now exclusively shop for them outside of the Middletown area.

SHOPPING TRENDS FOR APPLIANCES, RADIO, TV

TABLE 46

SHOPPING PATTERNS OF FAMILIES RESIDING IN  
MIDSTATE IN BOTH 1963 AND 1968 FOR APPLIANCES,  
RADIO, TV - PERCENTAGE BY AREA

<u>YEAR</u>	<u>SHOPPING AREA</u>			
	Middletown	Meriden	Hartford	New Haven
1963	87.0%	4.5%	10.7%	*
1968	86.6%	5.2%	9.2%	*
Percent change	-1.7	+*	-13.6	+*

\*Sample size insufficient to indicate percentage and percent change

NOTE: Based upon residents who lived within the Midstate Region both in 1963 and 1968

COMMENTS:

- .Changes in the percentage shares of the Midstate market by number of shoppers for appliances, radio, TV, were insignificant during this five year period for the Middletown, Meriden, and New Haven shopping areas.
- .The Hartford area showed a significant decrease in its percentage share of this market based upon the number of shoppers.
- .The above chart indicates the purchasing trend for this particular item. Other data further reveals that 77.6% of the respondents who purchased the specific item in 1963 were the same people who also purchased the item exclusively in Midstate in 1968, indicating a stable and consistent shopping pattern for the particular item.
- .7.4% of Midstate respondents shopped exclusively outside of the Middletown area for these items in both 1963 and 1968.
- .5.8% of Midstate respondents used to shop for these items in 1963 in the Middletown area but now shop exclusively for them outside of the Middletown area.

SHOPPING TRENDS FOR FURNITURE, RUGS

TABLE 47

SHOPPING PATTERNS OF FAMILIES RESIDING IN  
MIDSTATE IN BOTH 1963 AND 1968 FOR FURNITURE,  
RUGS - PERCENTAGE BY AREA

YEAR	SHOPPING AREA			
	Middletown	Meriden	Hartford	New Haven
1963	76.0%	2.9%	25.4%	1.5%
1968	75.0%	3.0%	24.4%	1.1%
Percent change	-1.5	+	-3.9	-*

\*Sample size insufficient to indicate percent change  
NOTE: Based upon residents who lived within the Midstate  
Region both in 1963 and 1968

COMMENTS:

- .Changes in the percentage shares, by number of shoppers, of the Midstate market for furniture, rugs, were insignificant during this five year period for all areas.
- .The above chart indicates the purchasing trend for this particular item. Other data further reveals that 62.4% of the respondents who purchased the specific item in 1963 were the same people who also purchased the item exclusively in Midstate in 1968, indicating a stable and consistent shopping pattern for this particular item.
- .18.5% of Midstate respondents shopped exclusively outside of the Middletown area during this period for furniture, rugs.
- .14.1% of Midstate respondents shopped exclusively in the Hartford area for the purchase of these items during this period.
- .6.5% of Midstate respondents used to shop for these items in 1963 in the Middletown area, but now exclusively shop for them outside of the Middletown area.
- .6.6% of Midstate respondents used to shop in 1963 for these items outside of the Middletown area, but now exclusively shop for them within the Middletown area.

SHOPPING TRENDS FOR PAINT, WALLPAPER

TABLE 48

SHOPPING PATTERNS OF FAMILIES RESIDING IN  
MIDSTATE IN BOTH 1963 AND 1968 FOR PAINT,  
WALLPAPER - PERCENTAGE BY AREA

<u>YEAR</u>	<u>SHOPPING AREA</u>			
	Middletown	Meriden	Hartford	New Haven
1963	95.4%	1.5%	3.8%	*
1968	94.0%	3.1%	3.7%	*
Percent change	-1.5	+*	-*	*

\*Sample size insufficient to indicate percentage and percent change

NOTE: Based upon residents who lived within the Midstate Region both in 1963 and 1968

COMMENTS:

.Changes in the percentage shares of the Midstate market, based upon number of shoppers, were insignificant during the 1963-1968 period for all areas.

.The above chart indicates the purchasing trend for the particular item. Other data further reveals that 90.4% of the respondents who purchased the specific item in 1963 were the same people who also purchased the item exclusively in 1968, indicating a stable and consistent shopping pattern for the particular item.

SHOPPING TRENDS FOR HARDWARE, GARDEN SUPPLIES, HOME REPAIR

TABLE 49

SHOPPING PATTERNS OF FAMILIES RESIDING IN  
MIDSTATE IN BOTH 1963 AND 1968 FOR HARDWARE,  
GARDEN SUPPLIES, HOME REPAIR -  
PERCENTAGE BY AREA

YEAR	SHOPPING AREA			
	Middletown	Meriden	Hartford	New Haven
1963	94.0%	4.9%	4.3%	*
1968	92.5%	6.7%	3.9%	*
Percent change	-1.6	+*	-*	*

\*Sample size insufficient to indicate percentage and percent change

NOTE: Based upon residents who lived within the Midstate Region both in 1963 and 1968

COMMENTS:

- .Changes in the percentage shares of the Midstate market, by number of shoppers, for hardware, etc. were insignificant with the exception of the trend in the Meriden area which showed a more substantial increase.
- .The above chart indicates the purchasing trend for the particular item. Other data further reveals that 82.8% of the respondents who purchased the specific item in 1963 were the same people who also purchased the item exclusively in Midstate in 1968, indicating a stable and consistent shopping pattern for the particular item.
- .4.5% of Midstate respondents shopped exclusively in the Middletown area in 1963 for hardware, etc., but now shop exclusively outside of Midstate for these items.

SHOPPING TRENDS FOR AUTOMOBILE SUPPLIES

TABLE 50

SHOPPING PATTERNS OF FAMILIES RESIDING IN  
MIDSTATE IN BOTH 1963 AND 1968 FOR AUTOMOBILE  
SUPPLIES - PERCENTAGE BY AREA

YEAR	SHOPPING AREA			
	Middletown	Meriden	Hartford	New Haven
1963	86.3%	3.5%	7.3%	*
1968	82.8%	6.6%	6.5%	*
Percent change	-4.0	+*	-*	-*

\*Sample size insufficient to indicate percentage and percent change

NOTE: Based upon residents who lived within the Midstate Region both in 1963 and 1968

COMMENTS:

- The Middletown area had a significant decline in its percentage share of the Midstate market for automobile supplies during the 1963 - 1968 period based upon the number of shoppers.
- The Meriden area had a significant increase in its percentage share, by number of shoppers, of the Midstate market for automobile supplies during this period.
- The above chart indicates the purchasing trend for the particular item. Other data further reveals that 75.2% of the respondents who purchased the specific item in 1963 were the same people who also purchased the item exclusively in Midstate in 1968.

## SHOPPING TRENDS - GENERAL COMMENTS

- .The Middletown area has and continues to dominate the Midstate market for the following items (based upon the number of residents shopping for each item): paint, wallpaper; hardware, garden supplies, home repair; jewelry, watches; appliances, radio, TV; and automobile supplies. For each item, over 75% of Midstate residents have shopped exclusively in the Middletown area for the item during the 1963-1968 period.
- .The Hartford area has significantly increased its share of the Midstate market for Furniture, rugs; men's, women's children's apparel, and shoes, during the past five years (based upon the number of Midstate residents shopping for each item). Over 10% of the Midstate residents have exclusively shopped outside of the Middletown area for these items during the past five years.
- .For women's and children's apparel, less than 55% of Midstate residents shopped exclusively in the Middletown area for these items during the past five years. Over 7% of Midstate residents stopped shopping in the Middletown area for these items during the past five years.
- .For toys and sporting goods, the Meriden area has become an important shopping area for Midstate residents based upon the number of residents shopping in each area.
- .For apparel, shoes, and furniture, the Midstate Region continues to be part of the Hartford trade area based upon the number of residents shopping in the various shopping areas.
- .The major contributors toward shopping trends outside Midstate are the area's newer residents. There is a fairly stable pattern of shopping habits among the residents who were residing in the Region in 1963.

## APPENDIX

### METHODOLOGY:

#### A. QUESTIONNAIRE DESIGN

The survey area was selected to obtain information about the retail trade area of the Middletown Central Business District and of the suburban shopping centers, and to determine the present shopping habits of Midstate Residents as well as changes in the shopping patterns over the past five years. Additional questions were added to the questionnaire to assist the local merchants of the Region to analyze their own strengths and weaknesses as they relate to their particular retail interest.

#### B. SELECTION OF SURVEY RECIPIENTS

The questionnaire was mailed to 5,754 households within the Region and surrounding towns, selected randomly from local telephone directories and city directories. Within the Midstate Region, 4,748 questionnaires were mailed. All households were asked to return the questionnaire in an enclosed postage paid business reply envelope. In Table A the percentage returns from the Region and Chester, Deep River, and Essex are indicated. The 27.3% return from Midstate households represents about a 6% sample of all Midstate households.

#### C. VALIDITY OF SAMPLE

The returns from the Midstate Region residents was proportionately distributed according to the number of estimated families at the time of the survey. The average income of the respondents, however, is substantially above the average income reported Midstate residents in the 1960 Census. However, in the intervening eight years, inflation and rising effective personal income have substantially raised the level of income of Midstate residents from that reported in the 1960 Census.

Several factors inherent in the methodology may also have contributed to a possible low percentage of respondents from the lower income groups. The questionnaires were mailed out third class bulk rate to

TABLE A  
DISTRIBUTION OF QUESTIONNAIRES

<u>TOWN</u>	<u>MAILED</u>	<u>RETURNED</u>	<u>PERCENT</u>
Chester	157	32	20.4
Cromwell	479	133	27.8
Deep River	273	46	16.8
Durham	236	75	31.8
East Haddam	318	59	18.5
East Hampton	540	100	18.5
Essex	239	48	20.1
Haddam	260	72	27.7
Middlefield	224	78	34.8
Middletown	2,146	644	30.0
Portland	545	135	24.8
Surrounding Towns*	337	61	18.1
TOTAL	5,754	1,483	25.8
MIDSTATE	4,748	1,296	27.3

\*Partial survey of sectors of Berlin, Colchester, Glastonbury, Meriden, Rocky Hill, and Wallingford

specific families obtained from the telephone and city directories. All survey forms incorrectly addressed or addressed to residents who had since moved were neither forwarded nor returned. Thus residents of the lower income groups, who have a greater tendency toward transiency may not have been reached by the survey to the same degree as the higher income groups. The language difficulty among residents of limited English speaking ability, who tend to be in the lower income categories, may also have contributed to a smaller proportion of returns from low income groups. In addition, 12.1% of the respondents failed to answer the income question; it is possible that the percentage distribution by income group among these respondents is not the same as those who answered the question.

#### D. TABULATION OF RESULTS

With the exception of questions 24 and 25, all responses were coded and placed on answer sheets prior to being placed on punch cards for computer tabulation. Computer programs were written in the MAD (Michigan Algorithm Decoder) language in the format for the Yale University IBM 7040-7094 Direct Coupled System batch processing.

Three basic programs were written to obtain the necessary tabulations and correlations. Program 1 tabulated all twenty-three questions by region, town, and income level. Program 2 analyzed the trends in shopping patterns over the past five years. Program 3 analyzed the comparative strengths of the various shopping areas on a shopping item basis.

Questions 24 and 25 were tabulated by the Greater Middletown Chamber of Commerce for use by local merchants.

RETAIL TRADE SURVEY  
MIDSTATE REGION

FEBRUARY, 1968.

Please answer each question by marking the appropriate answer. If possible, please have the family member who is involved in most of the family purchases answer the questionnaire.

<p>1. WHERE DO YOU LIVE AT THE PRESENT TIME?</p> <table border="0"> <tr> <td><input type="checkbox"/> Berlin</td> <td><input type="checkbox"/> Glastonbury</td> </tr> <tr> <td><input type="checkbox"/> Chester</td> <td><input type="checkbox"/> Haddam</td> </tr> <tr> <td><input type="checkbox"/> Colchester</td> <td><input type="checkbox"/> Meriden</td> </tr> <tr> <td><input type="checkbox"/> Cromwell</td> <td><input type="checkbox"/> Middlefield</td> </tr> <tr> <td><input type="checkbox"/> Deep River</td> <td><input type="checkbox"/> Middletown</td> </tr> <tr> <td><input type="checkbox"/> Durham</td> <td><input type="checkbox"/> Portland</td> </tr> <tr> <td><input type="checkbox"/> East Haddam</td> <td><input type="checkbox"/> Rocky Hill</td> </tr> <tr> <td><input type="checkbox"/> East Hampton</td> <td><input type="checkbox"/> Wallingford</td> </tr> <tr> <td><input type="checkbox"/> Essex</td> <td></td> </tr> </table> <p>IF YOU LIVE IN MIDDLETOWN, please check the public elementary school district in which you live.</p> <table border="0"> <tr> <td><input type="checkbox"/> Bielefield</td> <td><input type="checkbox"/> Macdonough</td> </tr> <tr> <td><input type="checkbox"/> Eckersley Hall</td> <td><input type="checkbox"/> Moody</td> </tr> <tr> <td><input type="checkbox"/> Farm Hill</td> <td><input type="checkbox"/> Snow</td> </tr> <tr> <td><input type="checkbox"/> Hubbard</td> <td><input type="checkbox"/> Spencer</td> </tr> <tr> <td><input type="checkbox"/> Long Hill</td> <td><input type="checkbox"/> Stillman</td> </tr> </table>	<input type="checkbox"/> Berlin	<input type="checkbox"/> Glastonbury	<input type="checkbox"/> Chester	<input type="checkbox"/> Haddam	<input type="checkbox"/> Colchester	<input type="checkbox"/> Meriden	<input type="checkbox"/> Cromwell	<input type="checkbox"/> Middlefield	<input type="checkbox"/> Deep River	<input type="checkbox"/> Middletown	<input type="checkbox"/> Durham	<input type="checkbox"/> Portland	<input type="checkbox"/> East Haddam	<input type="checkbox"/> Rocky Hill	<input type="checkbox"/> East Hampton	<input type="checkbox"/> Wallingford	<input type="checkbox"/> Essex		<input type="checkbox"/> Bielefield	<input type="checkbox"/> Macdonough	<input type="checkbox"/> Eckersley Hall	<input type="checkbox"/> Moody	<input type="checkbox"/> Farm Hill	<input type="checkbox"/> Snow	<input type="checkbox"/> Hubbard	<input type="checkbox"/> Spencer	<input type="checkbox"/> Long Hill	<input type="checkbox"/> Stillman	<p>5. WHERE DID YOU LIVE 5 YEARS AGO?</p> <table border="0"> <tr><td><input type="checkbox"/> Middletown Area</td></tr> <tr><td><input type="checkbox"/> Hartford Area</td></tr> <tr><td><input type="checkbox"/> New Haven Area</td></tr> <tr><td><input type="checkbox"/> Meriden-Wallingford Area</td></tr> <tr><td><input type="checkbox"/> Old Saybrook Area</td></tr> <tr><td><input type="checkbox"/> New London-Norwich Area</td></tr> <tr><td><input type="checkbox"/> Elsewhere in Connecticut</td></tr> <tr><td><input type="checkbox"/> New York Metropolitan Area</td></tr> <tr><td><input type="checkbox"/> Elsewhere in New England</td></tr> <tr><td><input type="checkbox"/> Elsewhere</td></tr> </table>	<input type="checkbox"/> Middletown Area	<input type="checkbox"/> Hartford Area	<input type="checkbox"/> New Haven Area	<input type="checkbox"/> Meriden-Wallingford Area	<input type="checkbox"/> Old Saybrook Area	<input type="checkbox"/> New London-Norwich Area	<input type="checkbox"/> Elsewhere in Connecticut	<input type="checkbox"/> New York Metropolitan Area	<input type="checkbox"/> Elsewhere in New England	<input type="checkbox"/> Elsewhere		
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<p>2. PLEASE CIRCLE THE NUMBER OF FAMILY MEMBERS RESIDING AT HOME.</p> <p>1    2    3    4    5    6    7 or more</p>	<p>6. PLEASE INDICATE THE AGE OF THE YOUNGEST CHILD RESIDING AT HOME.</p> <table border="0"> <tr> <td><input type="checkbox"/> 0-5 yrs.</td> <td><input type="checkbox"/> 11-15 yrs.</td> </tr> <tr> <td><input type="checkbox"/> 6-10 yrs.</td> <td><input type="checkbox"/> 16 yrs. and over</td> </tr> </table>	<input type="checkbox"/> 0-5 yrs.	<input type="checkbox"/> 11-15 yrs.	<input type="checkbox"/> 6-10 yrs.	<input type="checkbox"/> 16 yrs. and over																																				
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<p>3. PLEASE LIST THE FAMILY MEMBERS LIVING AT HOME WHO ARE REGULARLY EMPLOYED:</p> <p><input type="checkbox"/> Husband    <input type="checkbox"/> Wife</p> <p><u>In addition to the above,</u> there are ( 1 2 3 or more ) people living at home who are regularly employed (circle one)</p>	<p>7. PLEASE CIRCLE THE TOTAL NUMBER OF AUTOMOBILES OWNED BY MEMBERS OF YOUR FAMILY.</p> <p>0    1    2    3    over 3</p> <hr/> <p>8. PLEASE INDICATE THE APPROPRIATE CATEGORY OF ESTIMATE YEARLY COMBINED FAMILY INCOME.</p> <table border="0"> <tr><td><input type="checkbox"/> less than \$5,000</td></tr> <tr><td><input type="checkbox"/> \$5,000 - 7,499</td></tr> <tr><td><input type="checkbox"/> \$7,500 - 9,999</td></tr> <tr><td><input type="checkbox"/> \$10,000 - 14,999</td></tr> <tr><td><input type="checkbox"/> \$15,000 - 20,000</td></tr> <tr><td><input type="checkbox"/> over \$20,000</td></tr> </table>	<input type="checkbox"/> less than \$5,000	<input type="checkbox"/> \$5,000 - 7,499	<input type="checkbox"/> \$7,500 - 9,999	<input type="checkbox"/> \$10,000 - 14,999	<input type="checkbox"/> \$15,000 - 20,000	<input type="checkbox"/> over \$20,000																																		
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<p>4. PLEASE INDICATE THE PLACE OF EMPLOYMENT OF THE REGULARLY EMPLOYED MEMBERS OF YOUR FAMILY.</p> <table border="0"> <thead> <tr> <th></th> <th>Husband</th> <th>Wife</th> <th>Others</th> </tr> </thead> <tbody> <tr> <td>Middletown Area</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>New Britain-Bristol Area</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Hartford Area</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>New Haven Area</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Meriden-Wallingford Area</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>New London-Norwich Area</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Old Saybrook Area</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Elsewhere in Connecticut</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Out of state</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </tbody> </table>			Husband	Wife	Others	Middletown Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	New Britain-Bristol Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hartford Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	New Haven Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Meriden-Wallingford Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	New London-Norwich Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Old Saybrook Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Elsewhere in Connecticut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Out of state	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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9. WHERE DID YOUR FAMILY MOST LIKELY BUY THE FOLLOWING ITEMS FIVE YEARS AGO?

	MIDDLETOWN AREA	MERIDEN AREA	HARTFORD AREA	NEW HAVEN AREA	ELSEWHERE
Toys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Sporting goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Jewelry, Watches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Appliances, Radio, TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Furniture, Rugs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Paint, Wallpaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Hardware, Garden, Home Repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Men's Apparel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Women's Apparel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Children's Apparel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Shoes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Automobile supplies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

IN ANSWERING THE FOLLOWING TWO QUESTIONS, PLEASE INCLUDE MAIL AND TELEPHONE PURCHASES

10. WHERE DOES YOUR FAMILY PURCHASE MOST OF THEIR:

	MIDDLETOWN AREA			MERIDEN AREA			HARTFORD AREA			NEW HAVEN AREA			ELSEWHERE	
	Downtown	South Main Street	Washington Street	Downtown	Barker's	Centennial Center	Downtown	Wethersfield	West Hartford	Downtown	Hamden	Connecticut Post (Miford)	Old Saybrook	Other - please indicate location
Back-to-school items	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Vacation items	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Christmas items	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Easter items	<input type="checkbox"/>	<input type="checkbox"/>	_____											

11. WHERE DOES YOUR FAMILY NOW MOST LIKELY BUY THE FOLLOWING ITEMS?

	MIDDLETOWN AREA			MERIDEN AREA			HARTFORD AREA			NEW HAVEN AREA			ELSEWHERE	
	Downtown	South Main Street	Washington Street	Downtown	Barker's	Centennial Center	Downtown	Wethersfield	West Hartford	Downtown	Hamden	Connecticut Post (Miford)	Old Saybrook	Other - please indicate location
Food	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Drugs	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Toys	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Sporting goods	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Jewelry, Watches	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Appliances, Radio, TV	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Furniture, Rugs	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Paint, Wallpaper	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Hardware, Garden, Home Repair	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Men's Apparel	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Women's Apparel	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Children's Apparel	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Shoes	<input type="checkbox"/>	<input type="checkbox"/>	_____											
Automobile supplies	<input type="checkbox"/>	<input type="checkbox"/>	_____											

12. IF STORES WERE OPEN 6 DAYS AND EVENINGS A WEEK, WHEN WOULD IT BE MOST CONVENIENT FOR YOU TO SHOP FOR GROCERIES?

Please check 3 choices.

	Morning	Afternoon	Evening
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. IF STORES WERE OPEN 6 DAYS AND EVENINGS A WEEK, WHEN WOULD YOU PREFER TO SHOP FOR NON-FOOD ITEMS (CLOTHING, FURNITURE, ETC.)?

Please check 3 choices.

	Morning	Afternoon	Evening
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. IF OFF STREET PARKING WERE AVAILABLE AT THE SAME PRICE AS MAIN STREET PARKING METERS, WOULD YOU:

- First look along Main Street for a parking space  
 Drive immediately to a parking lot

15. HOW DOES PRESENT PARKING METERS ENFORCEMENT POLICY INFLUENCE YOUR SHOPPING HABITS IN DOWNTOWN MIDDLETOWN?

- Encourages shopping trips  
 Discourages shopping trips  
 Does not influence shopping habits

16. WHICH OF THE FOLLOWING BANK CHARGE CARDS DO YOU HAVE?

- CAP  
 Connecticut Charge Card  
 Unicard  
 None of the above

17. WHICH TYPE OF CREDIT WOULD YOU PREFER STORES TO OFFER:

- Their own charge accounts  
 A bank charge card (CAP, Unicard, etc.)

18. AT WHICH OF THE FOLLOWING STORES DO YOU HAVE A CHARGE ACCOUNT?

- G.Fox, Hartford  
 Sage-Allen, Hartford  
 Brown Thompson's, Hartford  
 Lord and Taylor, West Hartford  
 Malley's, New Haven  
 Macy's, New Haven

19. DO YOU USE THE AVAILABLE MAIL ORDER AND TELEPHONE ORDER SERVICES OF OUT OF TOWN STORES?

- Yes  No

20. FROM WHICH OF THE FOLLOWING RADIO STATIONS DO YOU OBTAIN USEFUL SHOPPING INFORMATION?

- WCNX  WTIC  
 WLIS  WDRC  
 WRCH  WPOP  
 WLAE  WCCC  
 WNLC \_\_\_\_\_ Other  
 WNHC \_\_\_\_\_  
 WELI \_\_\_\_\_

21. FROM WHICH OF THE FOLLOWING NEWSPAPERS DO YOU OBTAIN USEFUL SHOPPING INFORMATION?

- MORNING  
 Hartford Courant  
 New Haven Journal-Courier  
 Other \_\_\_\_\_
- EVENING  
 Middletown Press  
 Hartford Times  
 New Haven Register  
 Other \_\_\_\_\_
- SUNDAY  
 Hartford Courant  
 New Haven Register  
 Other \_\_\_\_\_
- WEEKLY AND SHOPPERS  
 East Hampton News Citizen  
 The New Era  
 Saybrook Pictorial  
 Penny Saver  
 Shoppers News  
 Rare Reminder  
 Regional Shopper  
 Shore Line Shopper

22. WHICH MEDIA DO YOU GENERALLY RELY UPON FOR ADVERTISING?

- Mail  Newspapers  
 Radio  Word of Mouth  
 Free newspapers

23. WHAT DO YOU THINK ARE THE UNDESIRABLE FEATURES OF THOSE SHOPPING AREAS WITH WHICH YOU ARE FAMILIAR?

	Downtown	South Main Street	Washington Street	Downtown	Wethersfield	West Hartford	Downtown Meriden	Downtown New Haven	Old Saybrook	Hamden	Other-please indicate location
	MIDDLETOWN AREA			HARTFORD AREA			ELSEWHERE				
Difficult to get to	<input type="checkbox"/>	_____									
Difficulty in parking	<input type="checkbox"/>	_____									
Limited selection of goods	<input type="checkbox"/>	_____									
Poor quality of goods	<input type="checkbox"/>	_____									
General price level of goods	<input type="checkbox"/>	_____									
Inconvenient shopping hours	<input type="checkbox"/>	_____									
Poor advertising	<input type="checkbox"/>	_____									
Lack of a place to eat while shopping	<input type="checkbox"/>	_____									
Discourteous or inefficient personnel	<input type="checkbox"/>	_____									
Other-please specify											_____

MANY RETAILERS FEEL THAT THEY WOULD BENEFIT FROM THE ANSWERS TO THE FOLLOWING QUESTIONS. IF YOU SO WISH, PLEASE ANSWER THEM.

24. PLEASE LIST THOSE STORES IN THE MIDDLETOWN AREA WHERE YOU ENJOY SHOPPING

Store Reason

25. PLEASE LIST THOSE STORES IN THE MIDDLETOWN AREA WHERE YOU DO NOT ENJOY SHOPPING.

Store Reason

Thank you for your assistance. If you have any additional comments, please include them on a separate sheet.