

# Town of North Kingstown, RI

Summary of Insights  
Residential Study

November 2013



## Equip 4ward Planning and the Town of North Kingstown with information and data-driven analytics

Key areas of investigation were:

- Travel to and/or past North Kingstown;
- Economic development issues;
- Frequency of visiting different areas of North Kingstown;
- Future business expansion and/or redevelopment; and
- Demographics.

Research objectives and scope defined by the core team

## 4ward Planning/North Kingstown

- Darlene Wynne
- Paige Bronk
- Jon Reiner

## GreatBlue Research, Inc.

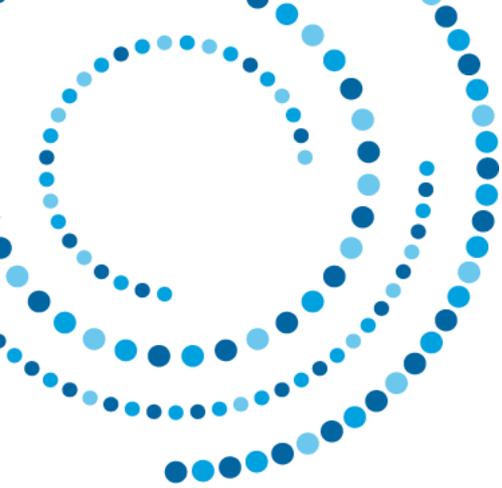
- Michael Vigeant
- Seamus McNamee
- Haley Paris
- Shawn Kincey

## Survey design components

- Telephone survey: 48 questions; approximately 15 minutes to complete
- Primarily close-ended with several open-ended questions
- Incentive: none
- Sample: proportionate to population with oversampling in North Kingstown
- Field timing: November 11 – November 21, 2013

## Completed surveys

- 400 completed interviews among residents of North Kingstown and those living within a ten-mile radius.



# INSIGHTS

# Frequency of being in North Kingstown

Two-thirds of respondents visit North Kingstown at least weekly.

This is important to note, as only one-third of the sample reported “living in North Kingstown.” Shopping and/or restaurants are also major drivers to the area.

How often are you in North Kingstown for business, pleasure, recreation or other reasons...	2013 (N=400)
Often (3-5 times per weeks or more)	47.5%
Occasionally (1-2 times per week)	20.0
Seldom (1-2 per month)	18.5
Not very often (1-2 per year)	9.5
Never	4.5
<b>Total often and occasionally</b>	<b>67.5</b>
<b>Total not very often and never</b>	<b>14.0</b>

Top 5 Reasons why:

*“Shopping/mall” (34.8%)*  
*“I live in North Kingstown” (33.3%)*  
*“Restaurants” (13.5%)*  
*“Recreation” (12.5%)*  
*“Visit family” (11.0%)*

# Traveling past North Kingstown

Two-thirds, however, also report traveling past North Kingstown for business, pleasure, recreation, etc.

Of those respondents, 12.3% were from North Kingstown, which may imply they are leaving the town to fulfill those needs. Additionally, 18.3% provided no reason, which may imply they are not aware of the offerings in North Kingstown.

How often do you travel past North Kingstown for business, pleasure, recreation or other reasons...	2013 (N=400)
Often (3-5 times per weeks or more)	40.3%
Occasionally (1-2 times per week)	27.0
Seldom (1-2 per month)	18.5
Not very often (1-2 per year)	10.3
Never	4.0
<b>Total often and occasionally</b>	<b>67.3</b>
<b>Total not very often and never</b>	<b>14.3</b>

Top 5 Reasons why:

- “Shopping/mall” (21.0%)*
- “No reason” (18.3%)*
- “I live in North Kingstown” (12.3%)*
- “Employment” (11.3%)*
- “Just pass through” (9.3%)*

# Top priority over the next 10 years

Overall, development appeared to be the key issue for respondents over the next 10 years.

34.5% reported the top priority of the town should be either “redeveloping existing commercial spaces” (21.0%) or “increasing business development spaces” (13.5%).

Top priority over the next 10 years...	2013 (N=400)
Redeveloping existing commercial spaces	21.0%
Increasing business development incentives	13.5
<b>34.5%</b>	
Improving infrastructure such as sewer systems, roadways, etc.	8.8
Developing a greater variety of industry types	6.5
Minimizing environmental impacts from development	3.5
Management of tax rates	13.3
Preserving open space	11.3
Preserving town character while developing	3.3
Increasing places for residents’ leisure activities such as dining, arts, etc.	6.3

# Biggest economic issue

“Taxes” a key issue to almost one-fourth of respondents.

13.3% reported it should be the top priority of the town and 22.8% reported “taxes” were the biggest economic issue.

<i>Biggest economic issue facing North Kingstown...</i>	<i>2013 (N=400)</i>
Taxes	22.8%
Don't know/unsure	21.5
<b>Lack of overall business development</b>	<b>19.8</b>
<b>Lack of diverse businesses</b>	<b>12.3</b>
Degradation of infrastructure	5.5
No major issues	5.3
Population growth	4.0
Degradation of town character	3.8
Local regulations	3.0
Schools/education	0.8

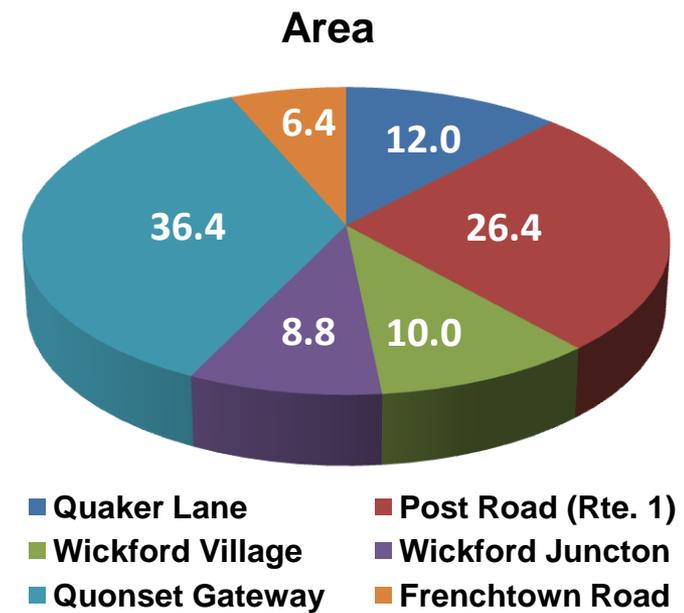
*Once again,  
Business  
development/  
diversity  
emerged as a  
need for the  
town*

# Expansion of business

Town character reported as most important factor when considering the expansion of business.

Over half reported wanting to see the expansion occur in either “Quonset Gateway” (36.4%) or “Post Road” (26.4%), while a smaller percentage wanted to see expansion in Wickford “Village” (10.0%) or “Junction” (8.8%).

Statements...	2013 Yes
Would you be in favor of new business in North Kingstown if it <b><i>maintained the current character</i></b> of the town?	88.8%
Would you be in favor of new business in North Kingstown if each business had to go through a <b><i>design review process</i></b> ?	73.3
Would you be in favor of new business in North Kingstown if it required <b><i>infrastructure development</i></b> such as sewer systems?	76.0
Would you be in favor of new business if it occurred <b><i>only in certain parts</i></b> of North Kingstown?	61.8



# Business types

Restaurants and small/medium sized stores are key areas respondents would like to see expanded upon.

It should be noted, however, “big box” stores received the least support at the time of the survey.

<i>Businesses would like to see expanded or created in North Kingstown...</i>	<i>2013 In Favor</i>
Retail stores – small/medium business	84.8%
Restaurants	83.3
Tourism	76.0
Commercial fishing/aquaculture or fish farming	74.3
Biotech/Medical	73.5
Fitness/recreation	73.5
Agricultural related business	72.0
Alternative energies	71.3
Light industry development including manufacturing, research and assembly	70.5
Office development	69.5
Financial/Investment Services	63.8
Entertainment services	60.8
Manufacturing/industrial	58.5
Retail stores – “Big Box”	50.3

*-34.5% gap in favorability between small/med stores and big box stores. Confirms the importance of “town character.”*

# Frequency of dining, shopping, going out

Post Road (50.3%) and Quonset Gateway (33.3%) frequented more than “once a week” by the highest percentage of respondents.

Very promisingly, these areas correspond with those areas respondents wanted to see the most business expansion.

*Please consider, though, that Quaker Lane (37.1%) and Frenchtown Rd. (36.3%) appeared to be frequented more often by “working aged” respondents (<55 years old)*

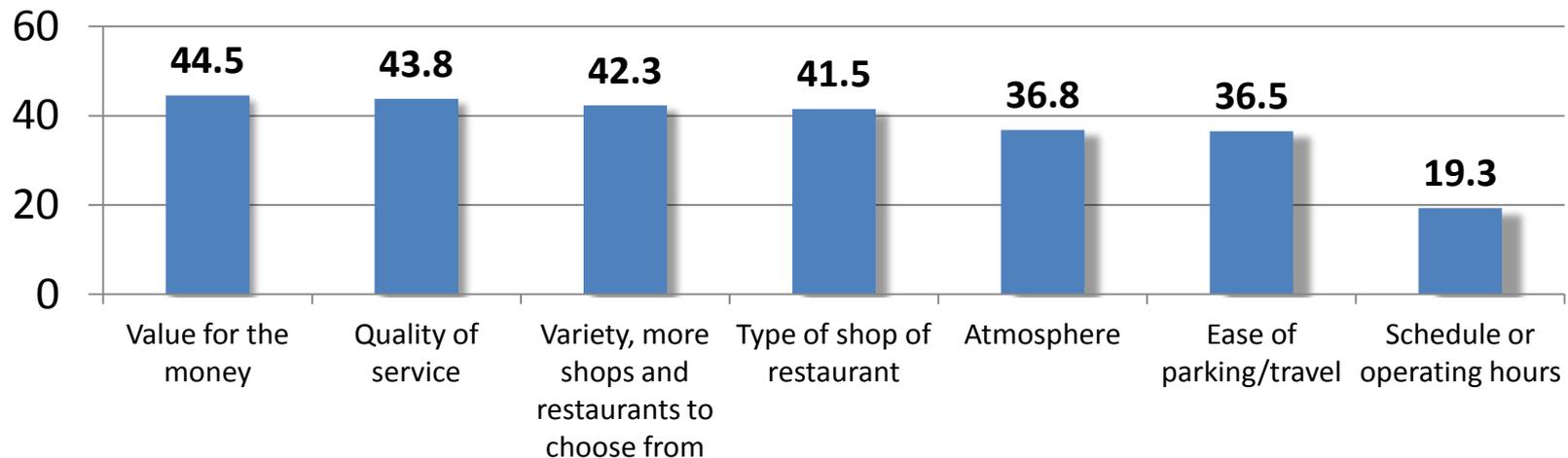
Area...	More than once a week	Once a month	A couple times a year	Almost never
Post Road (Rte. 1)	50.3%	22.8	13.8	13.3
Quonset Gateway	33.3	23.0	12.8	31.3
Wickford Village	30.8	26.5	20.5	22.3
Wickford Junction	30.3	27.5	14.5	27.8
Quaker Lane	29.8	25.5	16.5	28.3
Frenchtown Road	28.5	25.5	16.0	30.0

# Increasing Patronage in North Kingstown

Respondents suggest the town may be a viable “destination” shopping area if the overall shopping “experience” continues to improve.

Over two-fifths of respondents cited the quality of service, variety/types of shops, and value for their money all as important factors to going to North Kingstown.

## Important factors to increasing patronage in North Kingstown

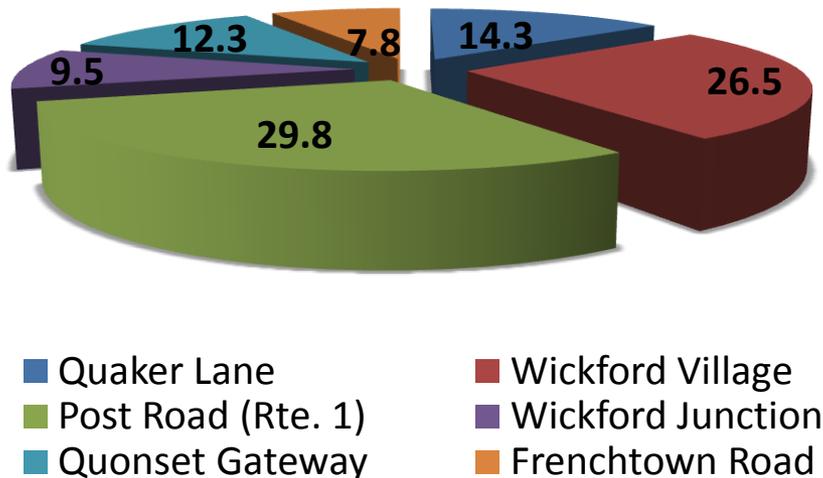


# Areas frequented and deterrents

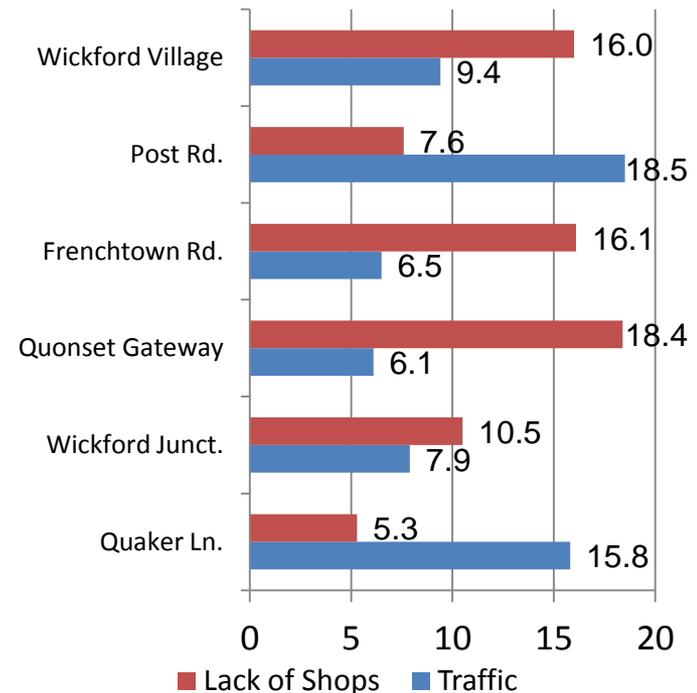
Over one-quarter of respondents report frequenting “Post Road” (29.8%) or “Wickford Village” (26.5%) most often.

While traffic was cited as biggest deterrent for Post Rd. (18.5%), lack of shops was the major deterrent for Wickford Village (16.0%).

**Area frequented most often**



**Frequently Cited Deterrents**



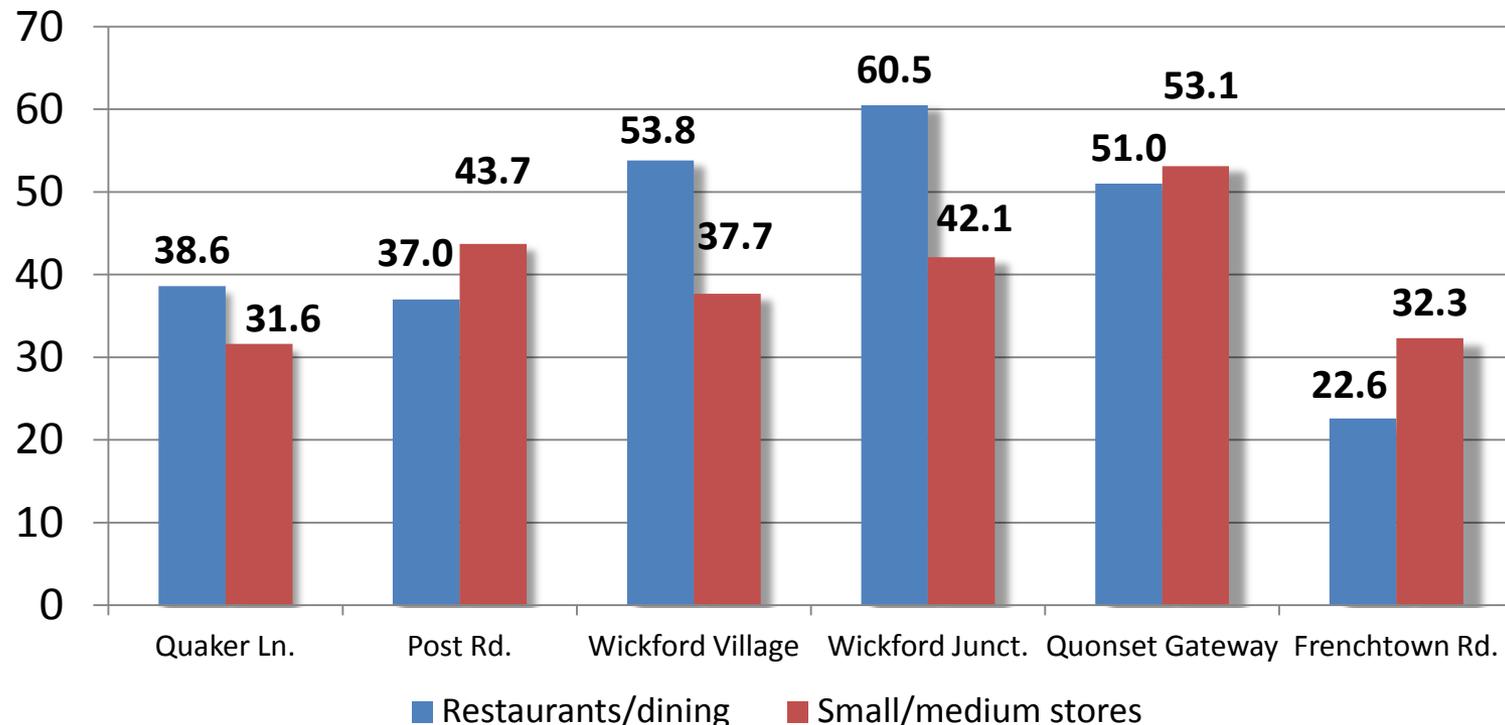
Q34: And, which one area in North Kingstown do you tend to frequent the most often?

Q35: What do you feel is the single biggest deterrent to you not visiting <PROMPT Q34> in North Kingstown more often?

# Types of Business Development

Restaurants and small/medium sized stores continue to have the strongest support.

Only those respondents whom frequent Frenchtown Road most often reported a desire to see “arts & entertainment” over restaurants or small/medium sized stores.



# Types of Business Development (cont.)

Full breakdown of results is presented below.

	Quaker Lane (N=57)	Post Road (N=119)	Wickford Village (N=106)	Wickford Junction (N=38)	Quonset Gateway (N=49)	Frenchtown Road (N=31)
Office space	15.8%	9.2	3.8	7.9	8.2	9.7
Restaurants/dining	38.6	37.0	53.8	60.5	51.0	22.6
Arts & entertainment	33.3	31.1	18.9	39.5	34.7	41.9
Retail – small/medium stores	31.6	43.7	37.7	42.1	53.1	32.3
Retail – big box stores	21.1	25.2	17.0	21.1	32.7	16.1
Professional services	17.5	14.3	4.7	18.4	12.2	6.5
Medical services	21.1	19.3	9.4	31.6	8.2	22.6
Nightlife/leisure time	15.8	13.4	11.3	21.1	20.4	19.4
Beauty services	15.8	7.6	7.5	18.4	16.3	12.9
Grocery stores	17.5	17.6	28.3	15.8	26.5	16.1
Public transportation	---	---	---	---	2.0	---
Manufacturing	---	0.8	---	---	---	---
Agricultural services	5.3	---	---	---	---	---
None at this time	---	3.4	3.8	---	2.0	3.2
Don't know/unsure	12.3	11.8	11.3	5.3	6.1	25.8

# Moving Forward...

## Recommendations\*

- Area residents appear welcoming to business development/ expansion in North Kingstown
  - Town-wide efforts should be concentrated to attracting restaurants and/or small to medium size businesses
  - It may not be as important to focus efforts on big businesses as residents were less welcoming to those types of stores and some residents fear it may damage the town character.
- Fostering the “experience” of shopping and dining in North Kingstown
  - Data suggests, a variety of “niche” shops or restaurants may cause residents whom are already going to North Kingstown to spend more time in the town.
  - This also builds off the existing strength of the town’s character and differing sections of the town.
  - As business expansion/development occurs, outreach efforts should also be undertaken as data suggest some residents may not be aware of what exists in North Kingstown.

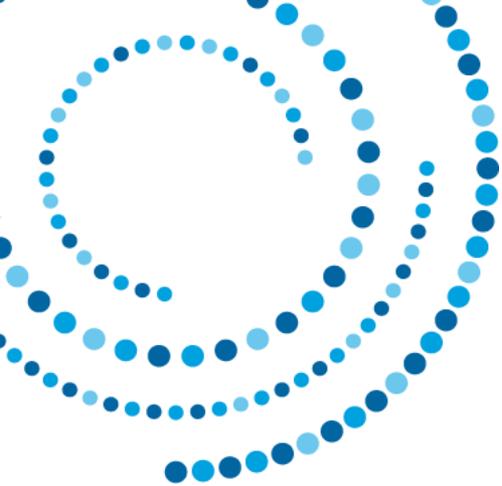
\*All recommendations reflect the thoughts of GreatBlue Research and, upon review of the data, North Kingstown/4ward Planning may develop their own conclusions/recommendations.

# Moving Forward...(cont.)

## Recommendations\*

- Post Road, Wickford Village and Quonset Gateway may be the most viable immediate options for expansion/development.
  - All three areas were frequently cited as areas residents are currently visiting and would like to see expansion.
  - While the three had unique challenges (traffic, lack of shops, etc.) residents suggest looking to see similar “new businesses” (restaurants, small/med businesses).
  - Future efforts may want to be concentrated on Quaker Lane and Frenchtown Rd as they were slightly more popular among younger/working aged respondents.
- Finally, while not as frequently mentioned, support existed for nightlife options and arts & entertainment.
  - Support emerged across all sections of North Kingstown.
  - Efforts in these areas may support the “experience” of shopping and staying in the town for longer time periods.
  - These efforts may look to be concentrated in the areas of Frenchtown Rd. and Wickford Junction.

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# DETAILED FINDINGS

see Appendix I (Word document)