



EDC BUSINESS SURVEY RESULTS

MEMBERS OF THE EDC

**Cathy Melanson, Patrick Carr, John Hinds,
Karyn Ferreira, Nils Isaken, Suzanne Dwyer
Select Board Liaison: Keith Silvia**

EDC Business Survey Results

Overview

Survey Dates: *March 1, 2024 to April 22, 2024*

Total number of Survey Takers: 506

Total number of Survey Entries: 1306

Percentage of Survey Takers who entered a First and Second Choice: 84%

Percentage of Survey Takers who entered a First, Second, and Third Choice: 66%

Methodology

The survey was promoted across multiple channels including – A banner on the main fairhaven-ma.gov website, on official Town social media pages, the Fairhaven Neighborhood News, and paper surveys offered at Town Hall.

Once the survey was closed, all entries were sorted into one of seven main categories: **Grocery, Retail, Restaurant, Entertainment, Recreation, Miscellaneous, or Comments**. Subcategories were created as a result of seeing multiple similar entries. Since survey takers could enter either generic types of businesses or specific brands, brands were also sorted into the subcategories. For counting brands, any time an entry mentioned any specific brand, it was counted towards that brand's total.

Example entry:

“Another grocery store-aldi, hanafords, whole foods or trader joe's for example.” – This would be categorized as “**Grocery – General**” and mentions of ALDI, Hanaford Supermarket, Whole Foods, and Trader Joe's would each be added to counts for the respective brands.

The Miscellaneous category acted as a catch-all for anything that did not fit into the other five main categories. On the category breakdown page, there are notes on the types of businesses sorted into the “**Miscellaneous – Other**” subcategory.

The Comments category has any survey that either contained a note of what survey takers did **not** want, or broader suggestions that did not fit into any other category. All of these Comments are listed at the end of the report, unedited.

The Next Steps

1. Sharing the Results with Residents:

- a. Posting the report on the EDC's page on the Town Website
- b. Sharing the Top Ten Results and the full report on social media and thanking residents for their support.
- c. Follow-up article in the Fairhaven Neighborhood News.
- d. Invite Residents to reach out to the EDC for more information.

2. Sharing the Results with Local Business Owners:

- a. Emailing the Town's local business owner mailing list with both the Top Ten Results and the full report.
- b. Invite Local Business Owners to also reach out to the EDC for more information.

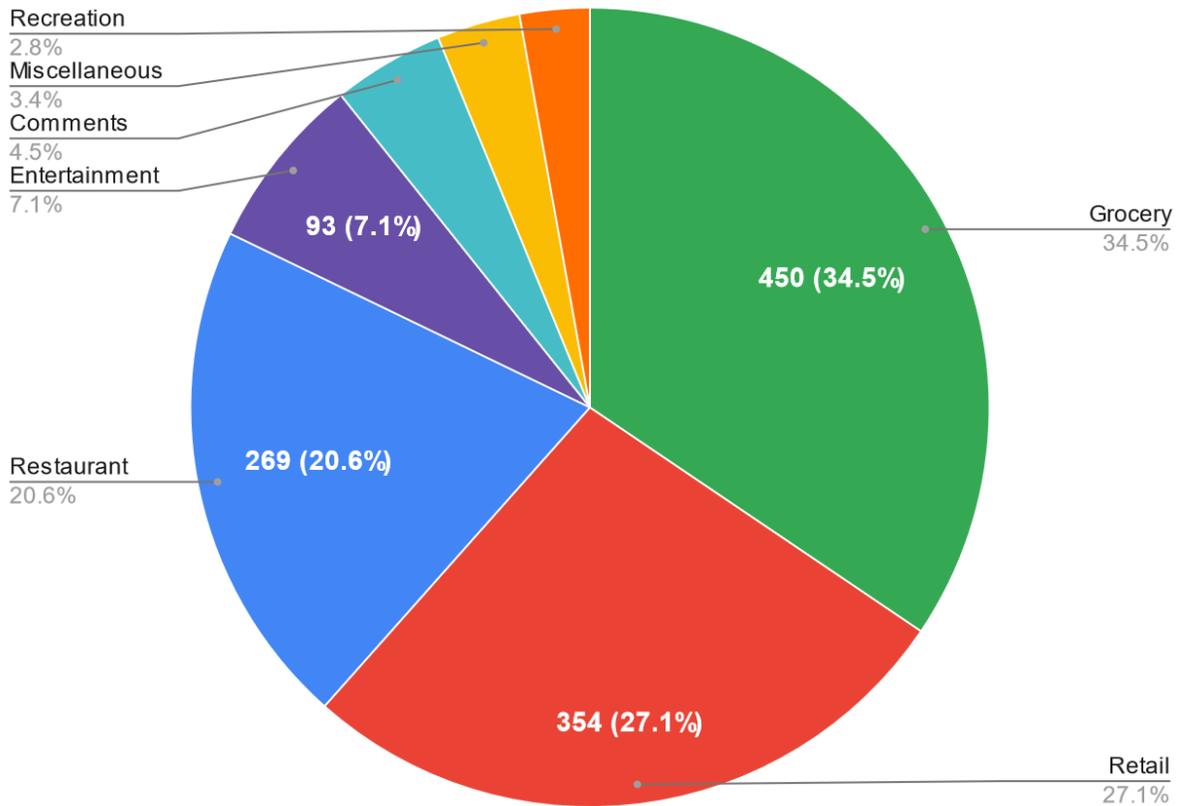
3. Targeted Contacts for Requested Business Types:

- a. Share the results with business and franchise stakeholders

EDC Business Survey Results

Basic Category Breakdown

All Responses by Category



Category Totals - Overall		
	count	percentage
Grocery	450	34.46%
Retail	354	27.11%
Restaurant	269	20.60%
Entertainment	93	7.12%
Comments	59	4.52%
Miscellaneous	44	3.37%
Recreation	37	2.83%
Total Entries	1306	

EDC Business Survey Results

Top Ten Subcategories

Rank	Category	Count
1	Grocery - General	402
2	Retail - Big Box	63
3	Restaurant - Fast Food	56
4	Restaurant - General	49
5	Restaurant - Bakery	45
6	Entertainment - Kids	42
7	Retail - Hardware / Gardening	42
8	Retail - Small Business	38
9	Retail - Arts & Crafts	35
10 - Tie	Retail - Bookstore	32
10 - Tie	Retail - Home Decor	32

Top Ten Suggested Brands

Rank	Brand	Count
1	Trader Joe's	239
2	Whole Foods	80
3	Chick-fil-A	35
4	Target	28
5	ALDI	26
6	Home Goods	24
7	Costco	20
8	Hobby Lobby	17
9	Walmart Supercenter	14
10 - Tie	Home Depot	13
10 - Tie	Lowe's	13

EDC Business Survey Results

Full Category Ranking

Rank	Category	Count	Rank	Category	Count
1	Grocery - General	402	25	Restaurant - Ice Cream / Candy	12
2	Retail - Big Box	63	26	Retail - Shoe Store	12
3	Restaurant - Fast Food	56	27	Entertainment - Movie Theater	11
4	Restaurant - General	49	28	Recreation - Bowling	11
5	Restaurant - Bakery	45	29	Restaurant - Health Food	11
6	Entertainment - Kids	42	30	Restaurant - Independent	11
7	Retail - Hardware / Gardening	42	31	Entertainment - Arcade	10
8	Retail - Small Business	38	32	Entertainment - Art	10
9	Retail - Arts & Crafts	35	33	Misc. - Manufacturing	9
10	Retail - Bookstore	32	34	Misc. - Public Services	9
11	Retail - Home Decor	32	35	Restaurant - Hot Dog Stand	8
12	Restaurant - Chain	31	36	Retail - Health / Sustainability	8
13	Retail - Clothing	29	37	Grocery - Fish Market	7
14	Entertainment - General	20	38	Restaurant - Seafood / Waterfront	7
15	Restaurant - Cafe / Coffee	18	39	Misc. - Hotels / Tourism	5
16	Retail - General	18	40	Recreation - Biking	5
17	Retail - Vintage / Second Hand	17	41	Recreation - Gyms	5
18	Grocery - Specialty	16	42	Restaurant - Food Trucks	5
19	Recreation - General	16	43	Retail - Make-up / Jewelry	5
20	Restaurant - Bar / Brewery	16	44	Retail - Cars	4
21	Retail - Sporting Goods	15	45	Retail - Tech	4
22	Grocery - Farmers Market / Local	13	46	Misc. - Education	3
23	Grocery - Health Food	12	47	Misc. - Health Care	3
24	Misc. - Other	12	48	Misc. - Residential	3

EDC Business Survey Results

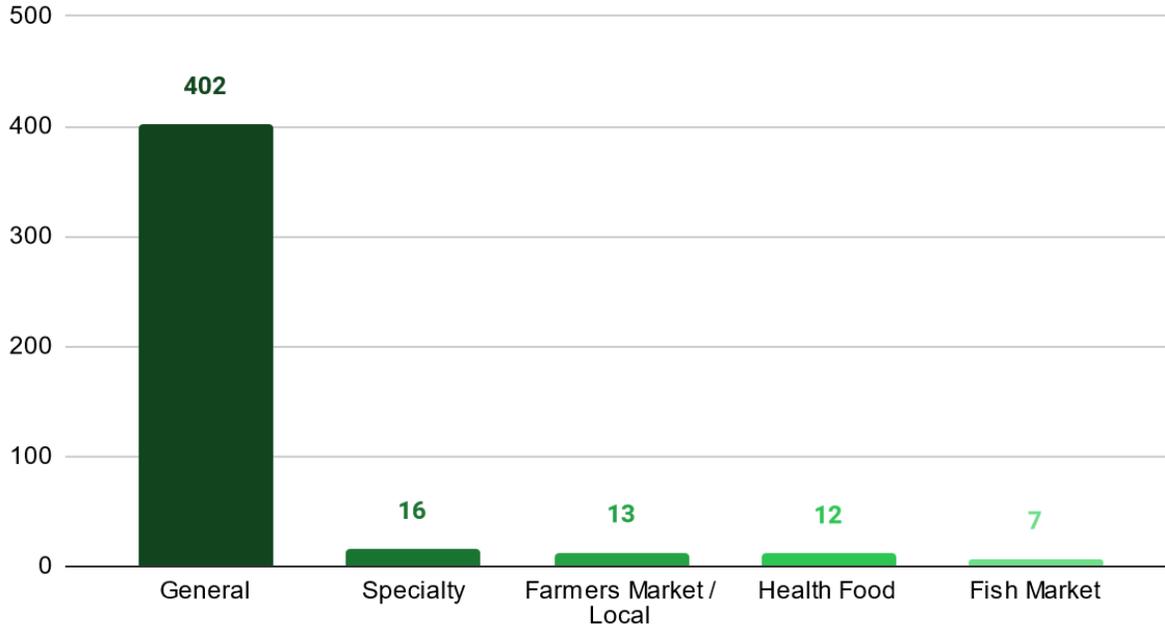
Full Brand List

Brand	Count	Brand	Count	Brand	Count
Trader Joe's	239	Kohl's	2	Jenny Craig	1
Whole Foods	80	L.L.Bean	2	Kool Moose	1
Chick-fil-A	35	Moe's Southwest Grill	2	Kroger	1
Target	28	Price Rite	2	Lancaster Video	1
ALDI	26	Savers	2	Loft	1
Home Goods	24	Sephora	2	Marathon Sports	1
Costco	20	Sprouts Farmers Market	2	Marshall's	1
Hobby Lobby	17	TJ Maxx	2	Marylou's	1
Walmart Supercenter	14	Tesla	2	McKinnon's Supermarket	1
Home Depot	13	Texas Roadhouse	2	Micro Center	1
Lowe's	13	A&W Root Beer	1	New York Bagel Co	1
Wegmans	11	Academy Sporting Goods	1	Newport Harbor restaurant group	1
Market Basket	10	Applebee's	1	Nike	1
Harbor Freight Tools	9	At Home	1	No Problemo	1
Shaw's	9	Barrett's Ale House	1	Off The Walls	1
Sonic Drive-In	8	Bath & Body Works	1	Old navy	1
Cracker Barrel	7	BillyBeez	1	Papa John's pizza	1
Dairy Queen	5	Bobby's Burger Palace	1	Poi Market	1
Bass Pro Shops	4	Boston market	1	Popeyes	1
Cava	4	Carabba's	1	REI	1
Hannaford	4	Carabiner's	1	Red Robin	1
KFC	4	Chase Bank	1	Roche Bros. Supermarkets	1
Michael's	4	Cheesecake Factory	1	SCHEELS	1
Panera Bread	4	Chopt	1	Salesforce	1
Raising Cane's	4	Cove Surf n Turf	1	Sam's Club	1
Sweetgreen	4	Crate & Barrel	1	Shake Shack	1
Arby's	3	Dave's Fresh Marketplace	1	Sugar Factory	1
Barnes & Noble	3	Denny's	1	Talbots	1
DSW	3	Dick's Sporting Goods	1	The Paper Store	1
Golden Corral	3	Eastern Mountain Sports	1	Total Wine & Spirits	1
Lazer Gate	3	Fathoms	1	Ulta	1
Lees Market	3	Fred Astaire Dance Studio	1	Wawa	1
Farm & Coast Market	2	Frugal Fannies	1	Webster Bank	1
Five Guys	2	FunZ	1	Weight Watchers	1
Goodwill	2	Hibachi Steak House	1	Wings Over	1
Joann's	2	Home Sense	1		

EDC Business Survey Results

Category Details – Grocery, 450 Entries Total

Grocery by Subcategory



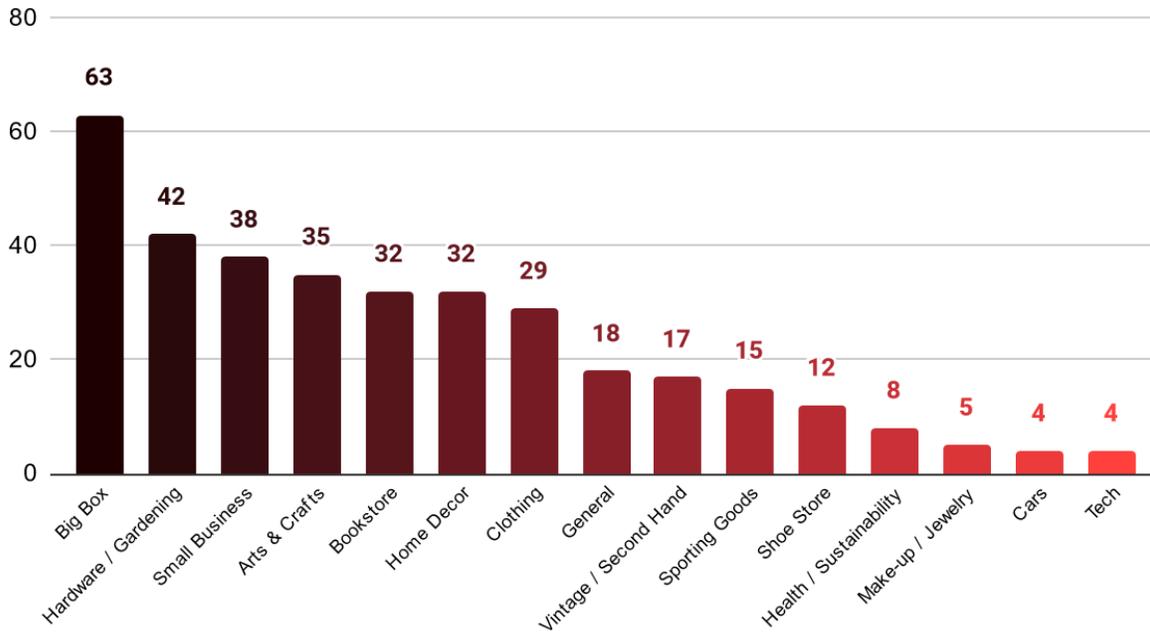
Suggested Grocery Brands

Brand	Count	Subcategory	Brand	Count	Subcategory
Trader Joe's	239	Grocery - General	Sprouts Farmers Market	2	Grocery - Specialty
Whole Foods	80	Grocery - General	Poi Market	1	Grocery - Farmers Market / Local
ALDI	26	Grocery - General	Dave's Fresh Marketplace	1	Grocery - General
Wegmans	11	Grocery - General	Kroger	1	Grocery - General
Market Basket	10	Grocery - General	McKinnon's Supermarket	1	Grocery - General
Shaw's	9	Grocery - General	Roche Bros. Supermarkets	1	Grocery - General
Hannaford	4	Grocery - General	Wawa	1	Grocery - General
Lees Market	3	Grocery - Farmers Market / Local	Total Wine & Spirits	1	Grocery - Specialty
Price Rite	2	Grocery - General			

EDC Business Survey Results

Category Details – Retail, 354 Entries Total

Retail by Subcategory



Suggested Retail Brands

Brand	Count	Subcategory	Brand	Count	Subcategory
Target	28	Retail - Big Box	Barnes & Noble	3	Retail - Bookstore
Home Goods	24	Retail - Home Decor	DSW	3	Retail - Shoe Store
Costco	20	Retail - Big Box	Joann's	2	Retail - Arts & Crafts
Hobby Lobby	17	Retail - Arts & Crafts	TJ Maxx	2	Retail - Big Box
Walmart Supercenter	14	Retail - Big Box	Tesla	2	Retail - Cars
Home Depot	13	Retail - Hardware / Gardening	Kohl's	2	Retail - Clothing
Lowe's	13	Retail - Hardware / Gardening	L.L.Bean	2	Retail - Clothing
Harbor Freight Tools	9	Retail - Hardware / Gardening	Sephora	2	Retail - Make-up / Jewelry
Michael's	4	Retail - Arts & Crafts	Goodwill	2	Retail - Vintage / Second Hand
Bass Pro Shops	4	Retail - Sporting Goods	Savers	2	Retail - Vintage / Second Hand

EDC Business Survey Results

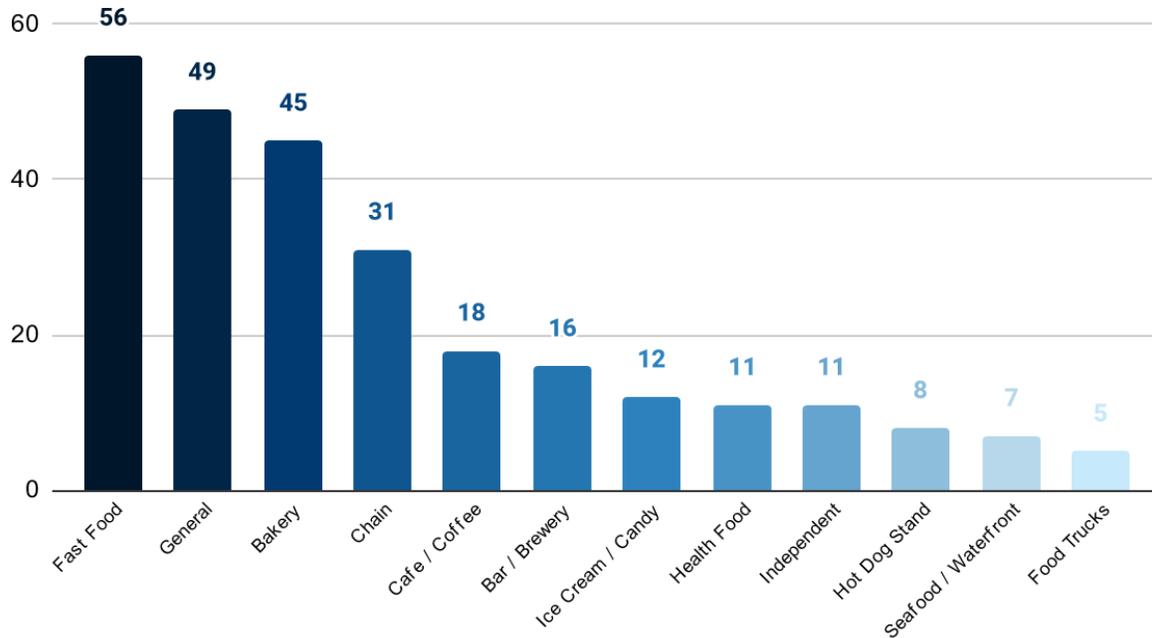
Suggested Retail Brands (cont.)

Brand	Count	Subcategory
The Paper Store	1	Retail - Arts & Crafts
Marshall's	1	Retail - Big Box
Sam's Club	1	Retail - Big Box
Frugal Fannies	1	Retail - Clothing
Loft	1	Retail - Clothing
Old navy	1	Retail - Clothing
Talbots	1	Retail - Clothing
Jenny Craig	1	Retail - Health / Sustainability
Weight Watchers	1	Retail - Health / Sustainability
At Home	1	Retail - Home Decor
Crate & Barrel	1	Retail - Home Decor
Home sense	1	Retail - Home Decor
Bath & Body Works	1	Retail - Make-up / Jewelry
Ulta	1	Retail - Make-up / Jewelry
Nike	1	Retail - Shoe Store
Academy Sporting Goods	1	Retail - Sporting Goods
Dick's Sporting Goods	1	Retail - Sporting Goods
Eastern Mountain Sports	1	Retail - Sporting Goods
Marathon Sports	1	Retail - Sporting Goods
REI	1	Retail - Sporting Goods
SCHEELS	1	Retail - Sporting Goods
Micro Center	1	Retail - Tech

EDC Business Survey Results

Category Details – Restaurant, 269 Entries Total

Restaurants by Subcategory



Suggested Restaurant Brands

Brand	Count	Subcategory	Brand	Count	Subcategory
Chick-fil-A	35	Restaurant - Fast Food	Arby's	3	Restaurant - Fast Food
Sonic Drive-In	8	Restaurant - Fast Food	Farm & Coast Market	2	Restaurant - Cafe / Coffee
Cracker Barrel	7	Restaurant - Chain	Five Guys	2	Restaurant - Chain
Dairy Queen	5	Restaurant - Ice Cream / Candy	Moe's Southwest Grill	2	Restaurant - Chain
Cava	4	Restaurant - Chain	Texas Roadhouse	2	Restaurant - Chain
Panera Bread	4	Restaurant - Chain	Barrett's Ale House	1	Restaurant - Bar / Brewery
KFC	4	Restaurant - Fast Food	Marylou's	1	Restaurant - Cafe / Coffee
Raising Cane's	4	Restaurant - Fast Food	New York Bagel Co	1	Restaurant - Cafe / Coffee
Sweetgreen	4	Restaurant - Health Food	Applebee's	1	Restaurant - Chain
Golden Corral	3	Restaurant - Chain	Boston market	1	Restaurant - Chain

EDC Business Survey Results

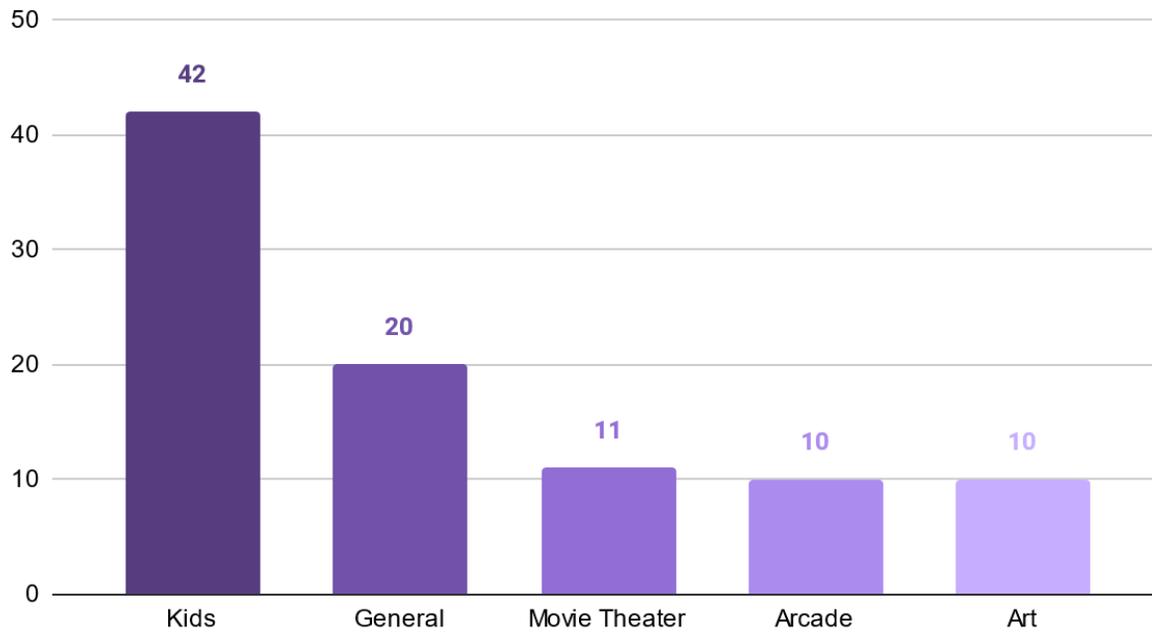
Suggested Restaurant Brands (cont.)

Brand	Count	Subcategory
Carabba's	1	Restaurant - Chain
Cheesecake Factory	1	Restaurant - Chain
Cove Surf n Turf	1	Restaurant - Chain
Denny's	1	Restaurant - Chain
Hibachi Steak House	1	Restaurant - Chain
Red Robin	1	Restaurant - Chain
A&W Root Beer	1	Restaurant - Fast Food
Bobby's Burger Palace	1	Restaurant - Fast Food
Papa John's pizza	1	Restaurant - Fast Food
Popeyes	1	Restaurant - Fast Food
Shake Shack	1	Restaurant - Fast Food
Wings Over	1	Restaurant - Fast Food
Newport Harbor Restaurant Group	1	Restaurant - General
Chopt	1	Restaurant - Health Food
Kool Moose	1	Restaurant - Ice Cream / Candy
Sugar Factory	1	Restaurant - Ice Cream / Candy
No Problemo	1	Restaurant - Independent
Fathoms	1	Restaurant - Seafood / Waterfront

EDC Business Survey Results

Category Details – Entertainment, 93 Entries Total

Entertainment by Subcategory



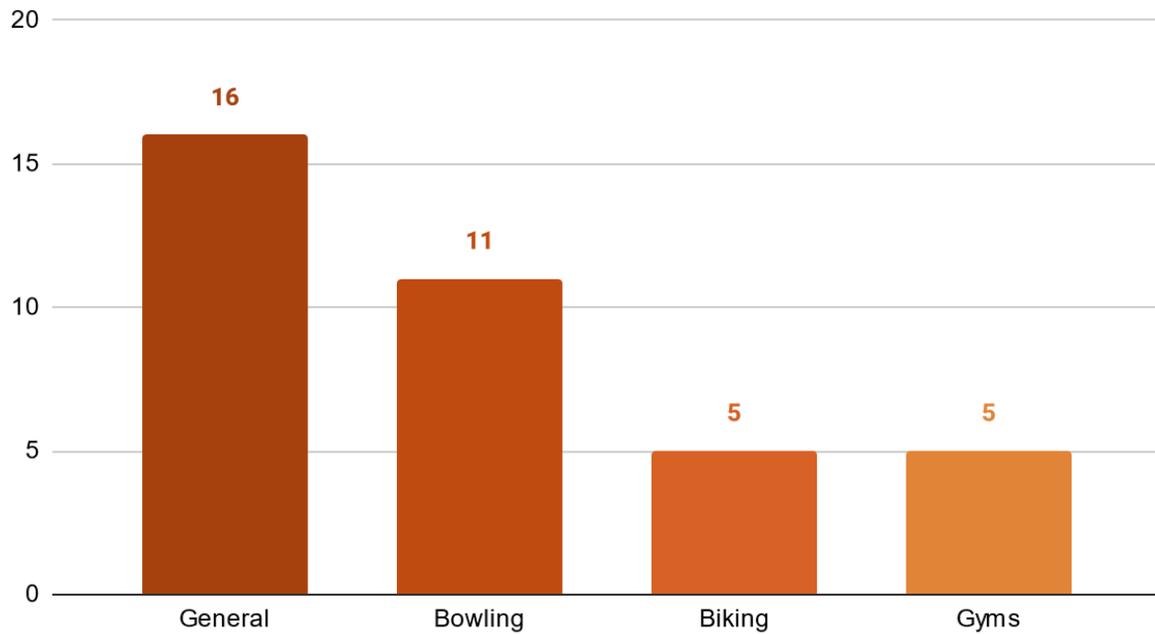
Suggested Entertainment Brands

Brand	Count	Subcategory
Lazer Gate	3	Entertainment - Kids
Lancaster Video	1	Entertainment - General
BillyBeez	1	Entertainment - Kids
Carabiner's	1	Entertainment - Kids
FunZ	1	Entertainment - Kids
Off The Walls	1	Entertainment - Kids

EDC Business Survey Results

Category Details – Recreation, 37 Entries Total

Recreation by Subcategory



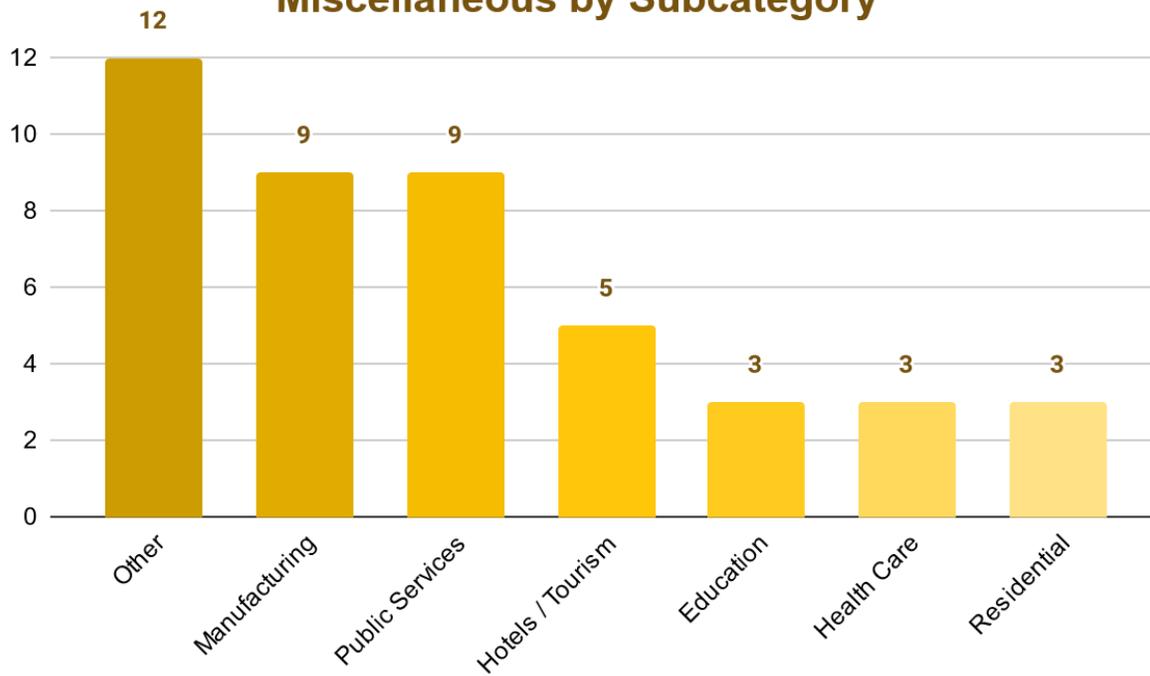
Suggested Recreation Brands

Brand	Count	Subcategory
Fred Astaire Dance Studio	1	Recreation - General

EDC Business Survey Results

Category Details – Miscellaneous, 44 Entries Total

Miscellaneous by Subcategory



Suggested Miscellaneous Brands

Brand	Count	Subcategory
Chase Bank	1	Misc - Other
Salesforce	1	Misc - Other
Webster Bank	1	Misc - Other

Business Types listed under “Other”

Banks	Dog Kennels
Business-to-Business Services	“Large Employment Opportunity”
Churches	Tax & Legal Services
Co-Working Spaces	Seafood Processing

EDC Business Survey Results

All Comments

Note: Comments have been left unedited.

Comments	
A business that offers the greatest revenue for the Town	No more coffee and real estate offices
A cheaper cable company would be nice.	no more coffee chains. ruins it for the local companies
Any retail store that isn't low end, discount. It hurts the overall perception of the town to have Big Lots, Ocean State Job Lot, Family Dollar, Dollar Tree and has a negative effect on the likelihood of higher quality businesses locating here as well as potential homebuyers	No more dollar stores or discount stores.
Any urban infill project that eliminates blight. Bonus points for well-landscaped grounds	No more dollar stores, liquor stores or dispensaries.
Anything not non-profit	No more donut shops please!
Anything that will stop the tax upon tax going on in town	NO MORE DRIVE THRUS!
Anything that'll bring taxes in.	No more fast food & cannibas stores!!!
Businesses that pay more than minimum wage.	no more fast food or big chains. we are turning into a run down city
Companies whose CEOs don't make drastically larger wages than their employees.	No more fast food or chains
Don't let Fairhaven turn into North Dartmouth!!	NO MORE FAST FOOD RESTAURANTS we have too many now
Easier access to government run recycling facilities	no more nails
I actually think we have a great mix of places. Unfortt the cool family owned stuff is mixed into route 6 big box which cheapens it and makes it much less appealing. There should be better locations available for the chic Boutique and Dorothy Cox and even the tobacco store get hidden in awful big plazas	No more restaurant/fast food chains
I would like to see the vacant mall spaces become available to small businesses and/or non-profits by charging the owners of the malls a choice of hefty tax for vacancy or truly affordable rents	No more strip plazas
I would love a prepared foods and cafe style place like Farm and Coast. In a walkable area like the Village or North Fairhaven	None
I would love to see a business that would bring more money to town. Great Wolf Lodge is the best example I could come up with. It's basically a waterpark/entertainment center with hotel. There are smaller ones like Cape Codder in Hyannis and I believe there isn't one in Plymouth.	None

EDC Business Survey Results

Comments	
I would love to see Fairhaven turn its 3 largest plaza into something clean and revenue generating like Wareham Crossing! We have the demographic for it!	None, let's keep the town as a town not a city
I'd like to see the beach host events/ have daily food trucks in the summer and offer live music!	None. We're all set for now.
Local businesses. So tired of chain restaurants and businesses coming into town and taking over. This used to be such a close town now it's turning into chains and losing its character.	North Fairhaven could be so hip with young people as it grows from gritty to arty. An independently owned burrito place a la No Problemo would be awesome
Local owned and less neon lights - design ordinance like in Marion and the cape?	Not a liquor store
Local, small businesses something to do with clean eating NO FASTFOOD it's disappointing how much of that is in town, something for the kids tumbling or roller skating like before pickle ball, or a space for teens like a library cafe idea but geared to them	NOT another variation on Dollar Stores
Look for gov. state funds to attract businesses	Please no more Dollar Store, Dollar Trees, Ocean State Job Lots, Tractor Supplies, Big Lots, discount stores, etc.
Make our town look like the cape no more big box stores Make new business create buildings that fit our neighborhoods. No more commercial buildings that are ugly	Repurpose Atlas Tack bldg
More mom & pop stores. NO MORE BIG BOX STORES AND FSST FOOD CHAINS	Shops that prioritize quality over pricing. Seems like most businesses are low-quality, low-priced. It's a race to the bottom
More than dollar stores and coffee shops please	Something that's NOT a dollar store. But that's for the free market to decide.
No commercial in residential areas.	Something useful for the town
no large retailers	STOP the low budget stores and coffee shops! NO more dollar stores no more low budget attractions!
NO MORE BARROOMS!!	We have every big business there is between fast food and stores. We need small businesses to fill in the empty buildings around town. We are losing the small town everyone loves due to all the big businesses taking up all the land.
No more chain stores. Beautify the main commercial drag. It's an eyesore.	What businesses have helped other towns and cities in similar situations
No more chains!	Zero
No more chains!!! Unless they are repurposing vacant properties. Please stop building up the rte 6 corridor!	