

# Survey Analysis: Concord Age-Friendly Businesses

March 2024



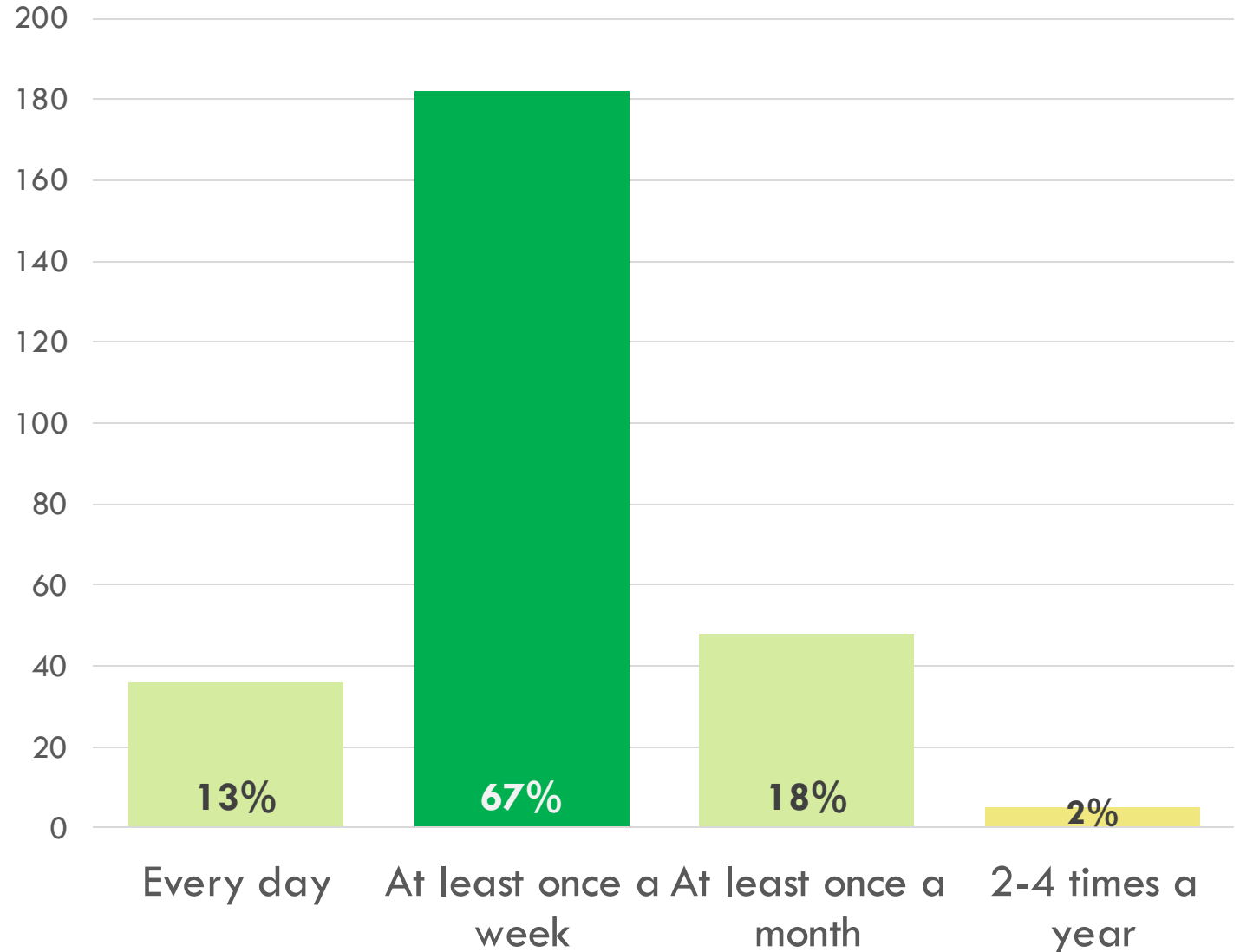
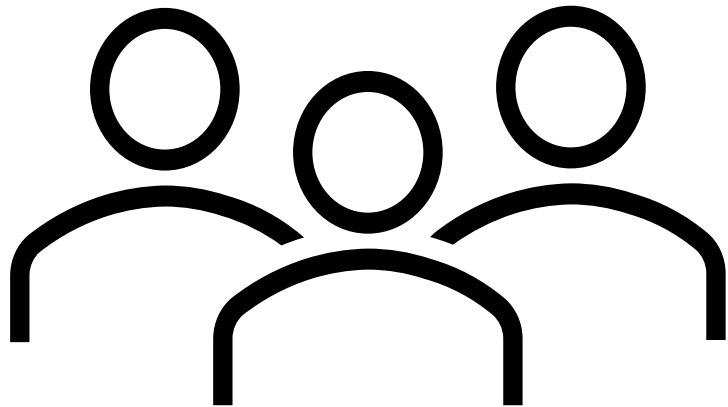
# Why conduct this survey? Our goals:

1. Understand what Concord residents over 60 enjoy or want to have improved at Concord businesses and business districts
2. Make the case to businesses about what Concord residents over 60 enjoy or want to have improved at Concord businesses
3. Make the case to the Town about what Concord residents over 60 need from Concord business districts

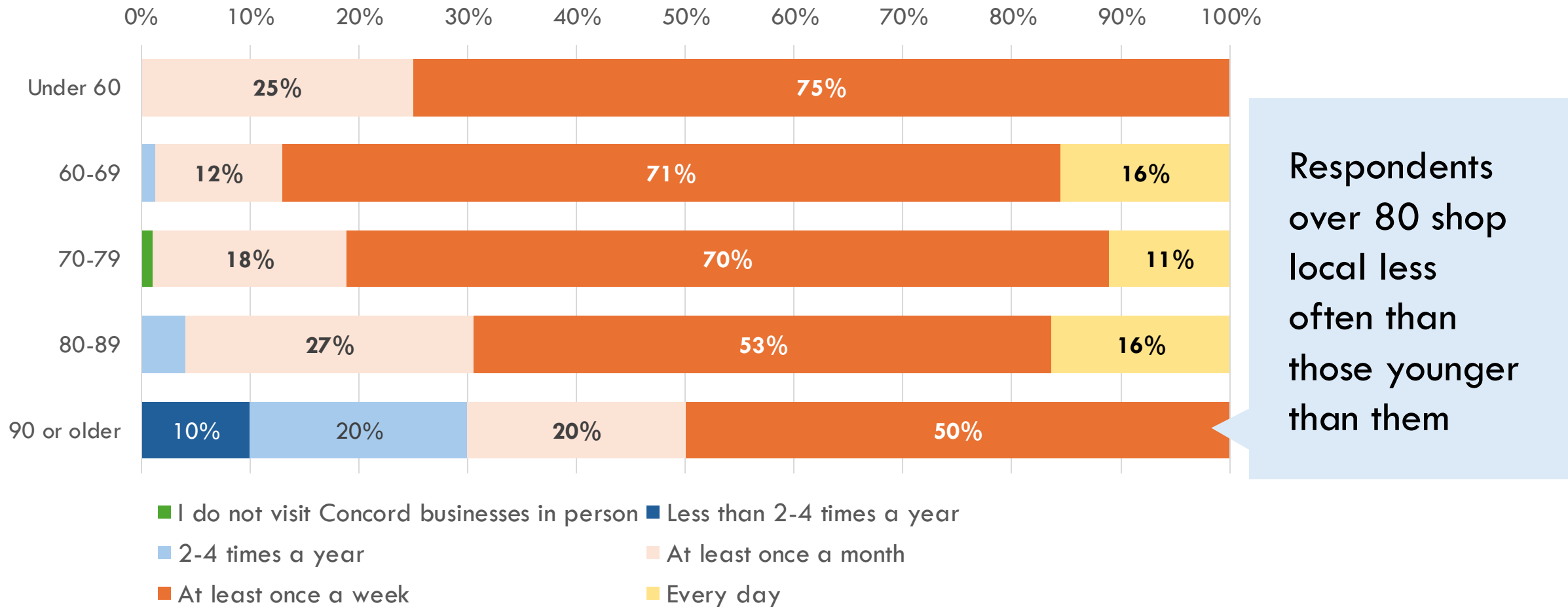


# How often do you shop at Concord businesses in person?

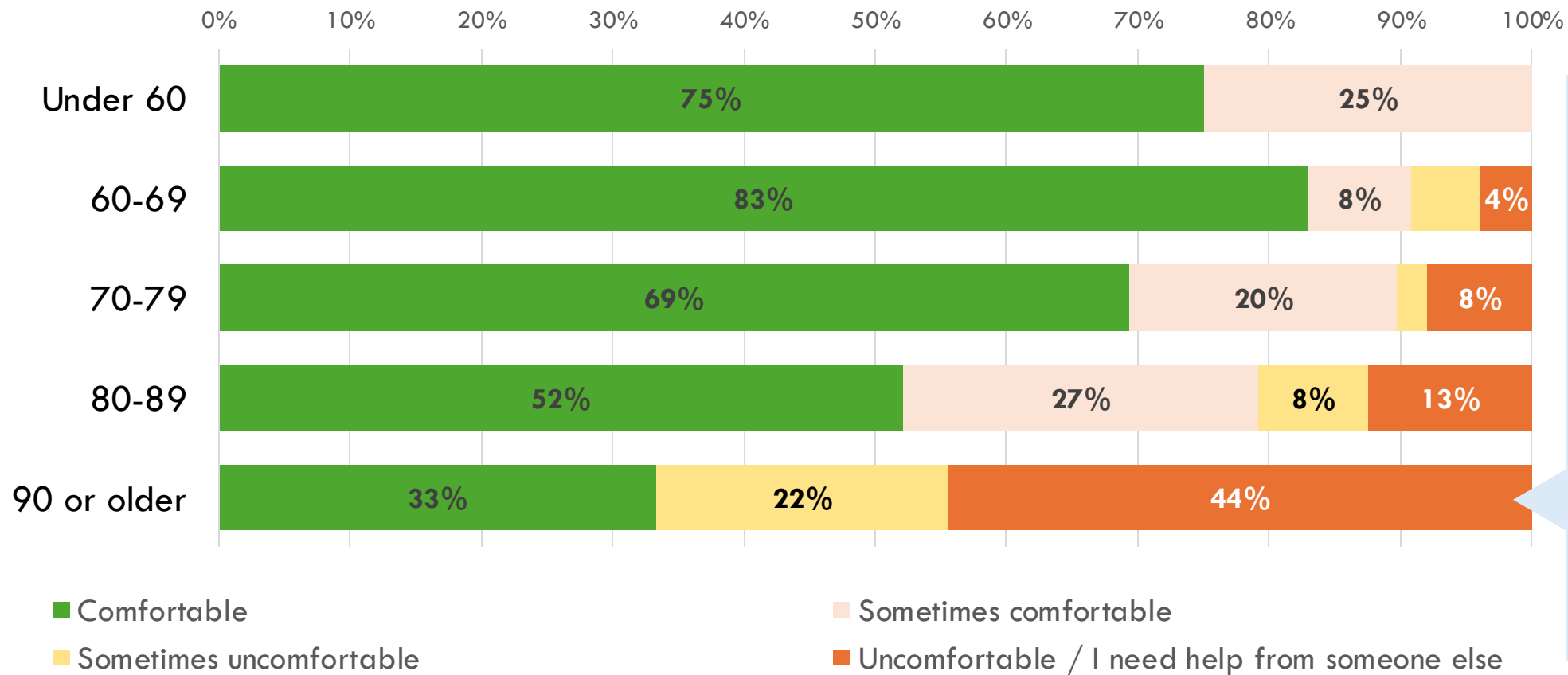
**99%** of respondents visit Concord businesses in person!



# How often do you visit Concord businesses in person?



# How comfortable are you with using digital tools for shopping at or using the services of local businesses?

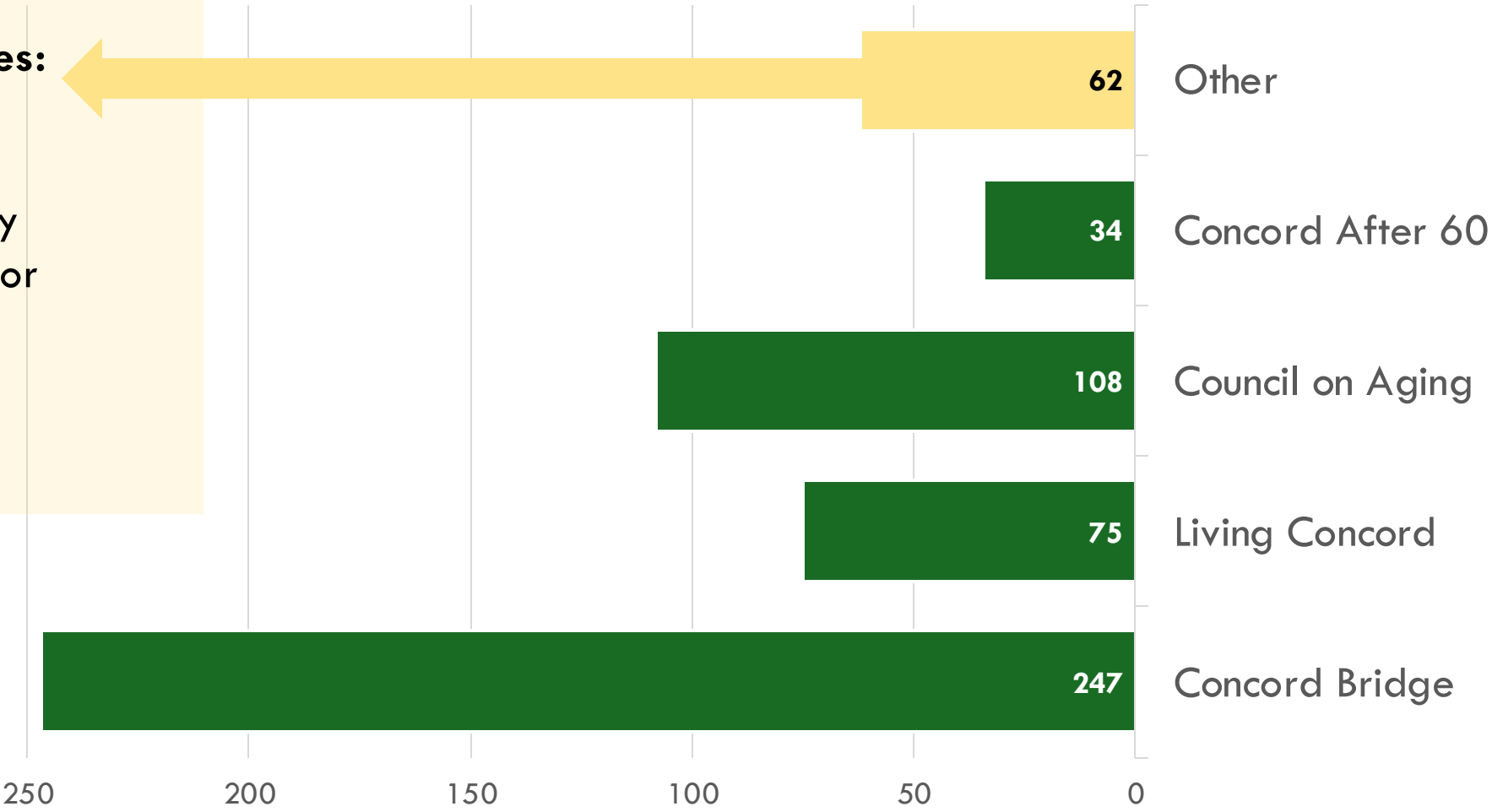


84% of respondents shop online, but comfort with digital shopping decreased with age

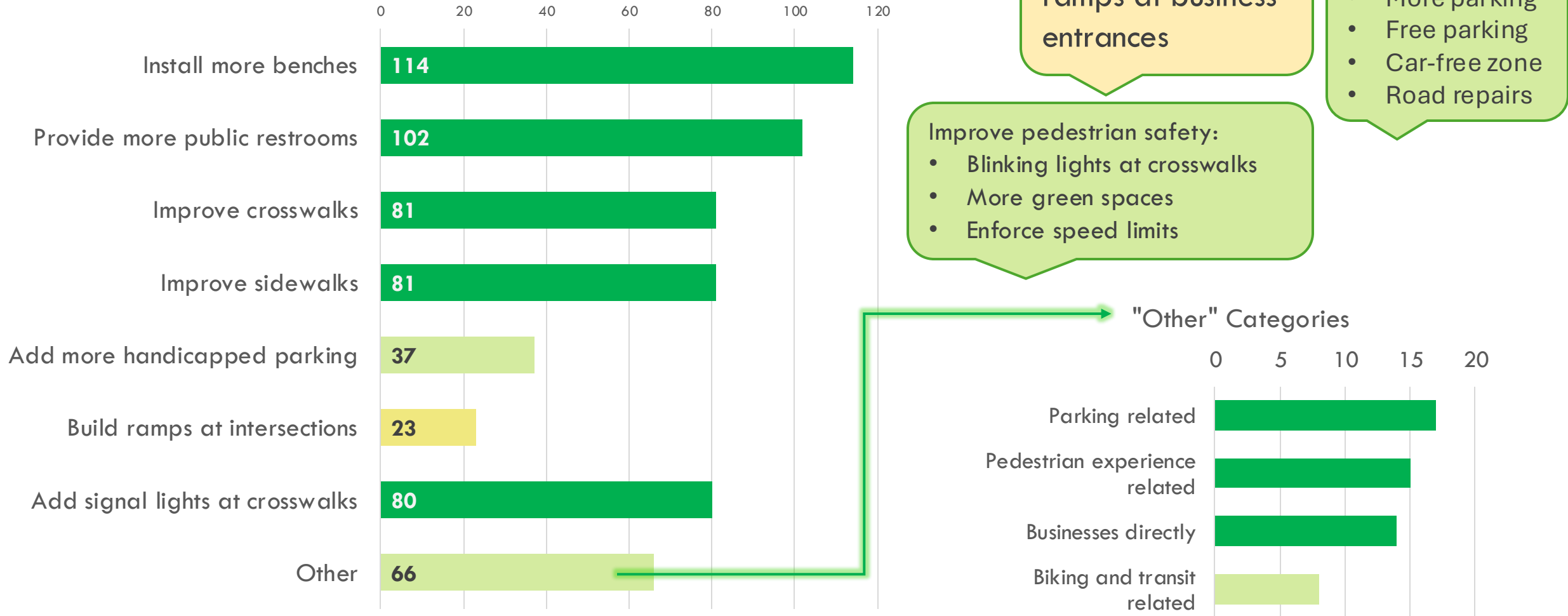
# How do you learn about things happening in Concord?

**Common responses:**

- Word of mouth
- Social media
- Town and library communications or bulletins
- Store-specific promotions



# What changes would make the most difference in Concord business districts?



# Top 5 requested changes in Concord business districts by disability status

## WITHOUT A DISABILITY

1. Install more benches (39%)
2. Provide more public restrooms (38%)
3. Improve crosswalks (37%)
4. Improve sidewalks (32%)
5. Add signal lights at crosswalks (30%)

## ANY DISABILITY & CAREGIVERS

1. Install more benches (40%)
2. Improve sidewalks (36%)
3. Provide more public restrooms (32%)
4. Add more handicapped parking (31%)
5. Other (28%)

## MOBILITY DISABILITY ONLY

1. Install more benches (52%)
2. Add more handicapped parking (50%)
3. Improve sidewalks (31%)
4. Provide more public restrooms (31%)
5. Improve crosswalks (21%)

More handicapped parking was a top need for many respondents with disabilities, especially mobility disabilities

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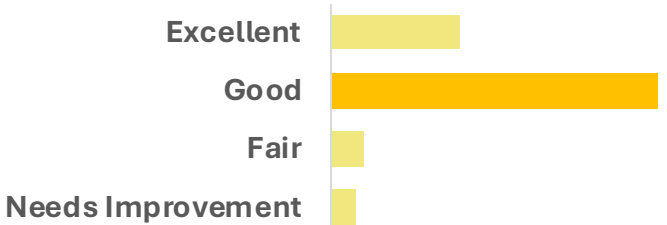
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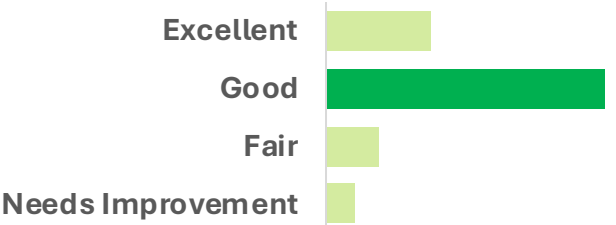
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# How do you rate Concord businesses overall in these categories?

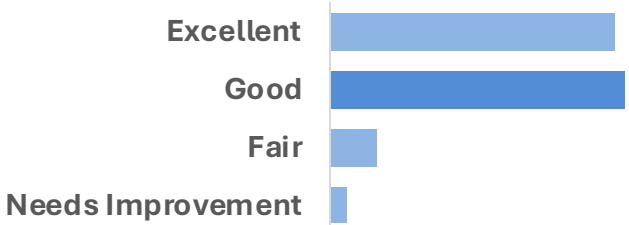
## Lighting



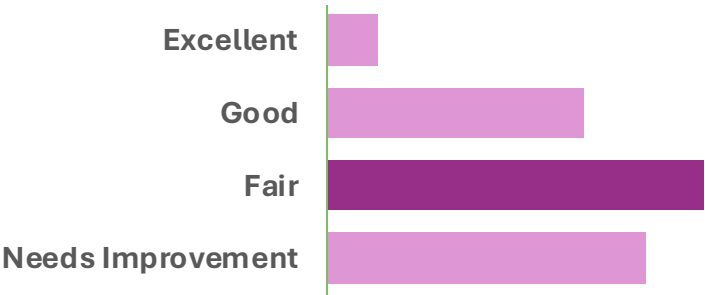
## Noise Level



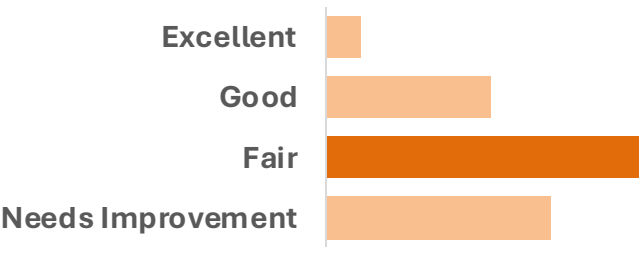
## Staff



## Ease of Finding Restroom



## Availability of Indoor Seating (excluding restaurants)

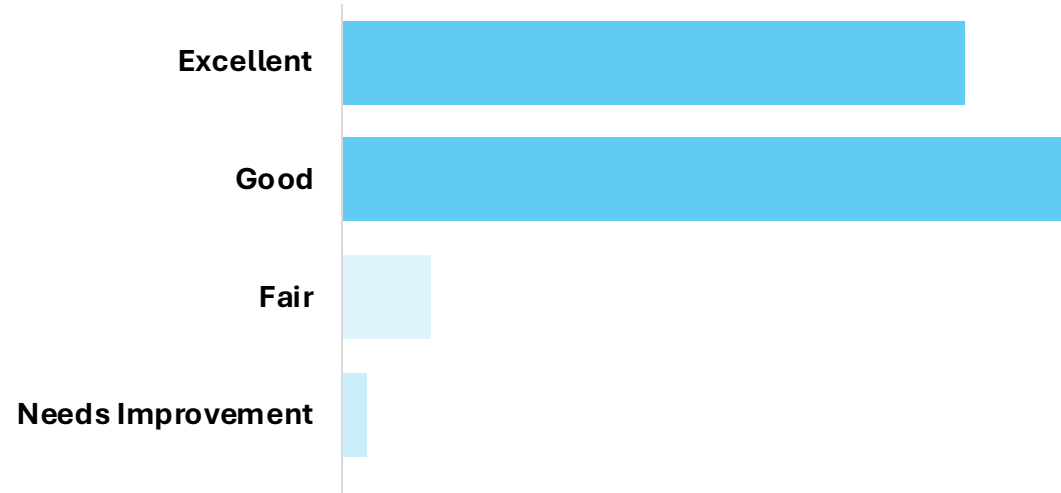


## Ease Moving Through Ailes

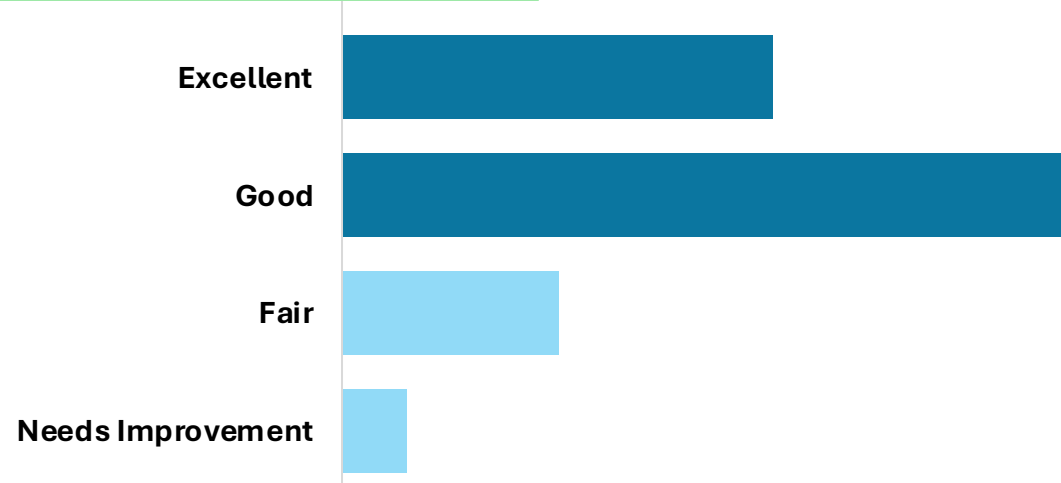


# How do you rate Concord businesses, cont.

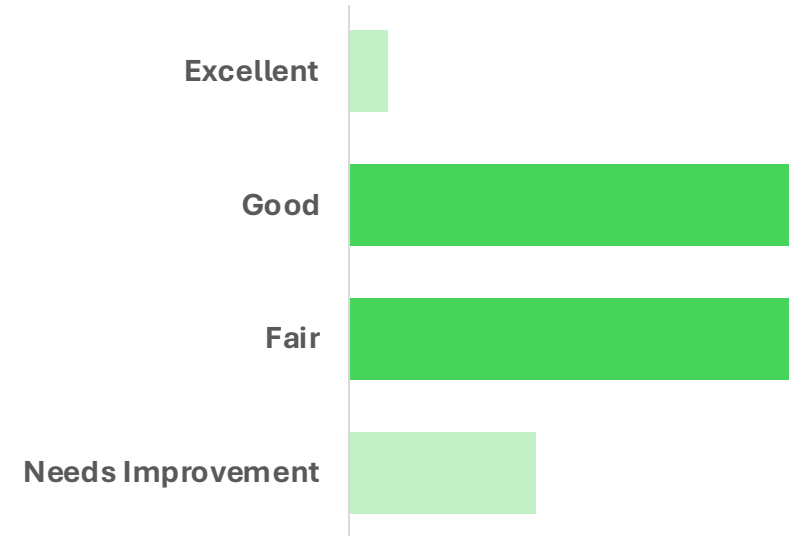
## Ease of Finding Entrance



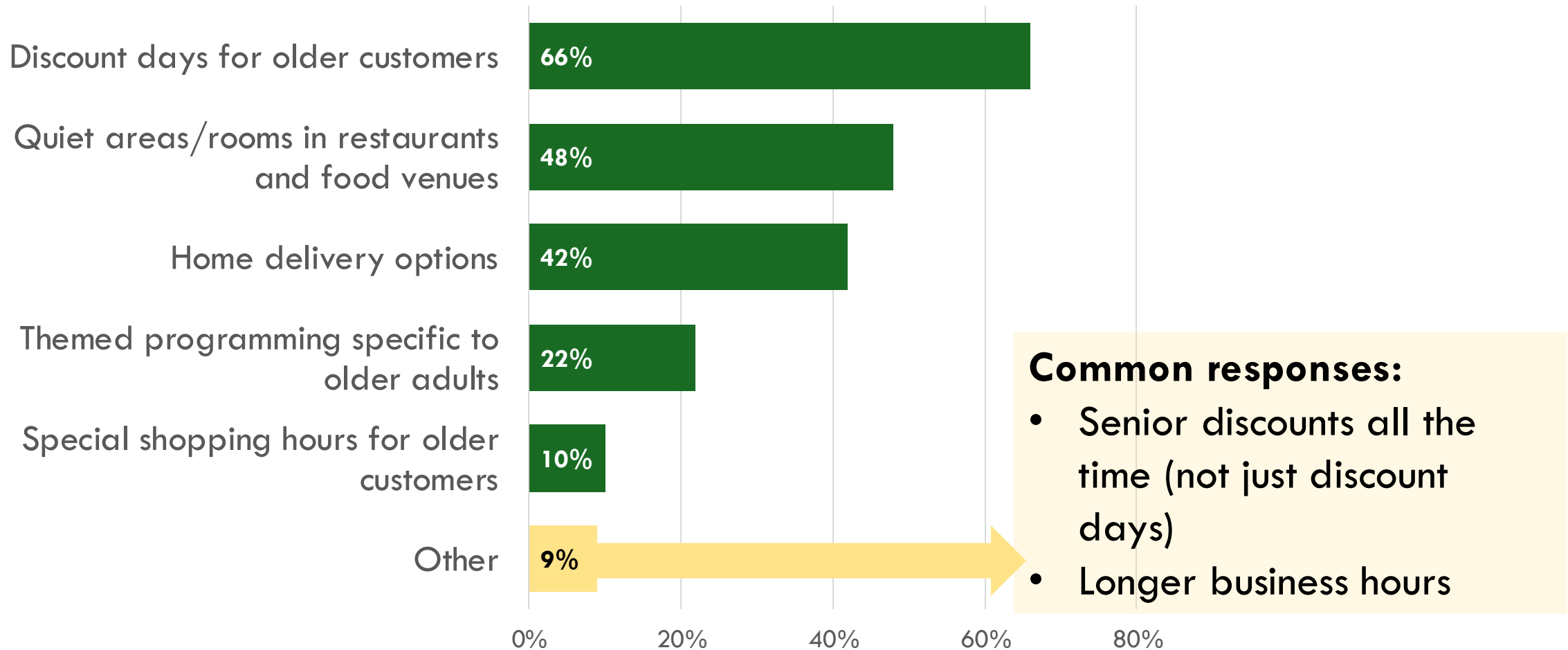
## Ease of Entering Building



## Affordability of Products/Services



# What programs would you want offered at Concord businesses?



# What businesses in Concord are a good example of...

## Helpful staff

- Vanderhoof Hardware
- Debra's Natural Gourmet
- Concord Cheese Shop
- West Concord Pharmacy

## Front entrance is easy to find and enter on your own

- Crosby's
- Debra's Natural Gourmet
- Helen's

## Well lit

- Concord Bookshop
- Debra's Natural Gourmet
- Crosbys Marketplace

## Easy to access public restrooms

- Helen's
- Dunkin Donuts
- Nashoba Brook Bakery

## Low background noise

- Concord Bookshop
- Colonial Inn

## Clear menu or list of products\*

- Concord Bookshop
- Helen's
- Nashoba Brook Bakery

\*No consensus but these appeared frequently

What changes would you like to see at Concord businesses to make them more age-friendly or accessible to you?

**HANDRAILS**

**ADA ACCESSIBLE  
ENTRANCES &  
RESTROOMS**

**EASY TO  
OPEN DOORS**

**CHAIRS/BENCHES  
FOR RESTING**

**ADDITIONAL  
HANDICAPPED  
PARKING**

# What changes would you like to see..., cont.

Debra's is the perfect example of a business that has targeted events for various needs. They offer senior discounts on all days.

Maybe a consciousness raising seminar for owners on the huge number of seniors and be more welcoming... Hospitality goes a long way.

Many stores in the Downtown shopping district have stone steps one must step up to. When my wife, who used a walker, shopped, I always had to help her into these stores. Now, when I need a walker, I won't have that help.

Lower noise levels in restaurants, to make it easier to hear your own dining companions. No background music, or very low music volume at most.

Lower noise levels in restaurants, to make it easier to hear your own dining companions. No background music, or very low music volume at most. Hearing aids do not work in the presence of background noise.

Crosswalk safety!

# Discussion

What do these survey results bring to mind?

Should we know any details about any responses, such as certain needs from certain types of businesses?

What surprises you?



# Thank you!

Camille Jonlin

[cjonlin@mapc.org](mailto:cjonlin@mapc.org)

Ursula Kiczkowski

[ukiczkowski@mapc.org](mailto:ukiczkowski@mapc.org)

Sharon Ron

[sron@mapc.org](mailto:sron@mapc.org)

