

Town of Mansfield Study



Presented By:

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Charlton College of Business
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Executive Summary

- Fifty-four percent of respondents are Mansfield residents and 46% are not.
- Twenty-one percent of respondents said they take the train daily from Mansfield, 29% said Monday-Friday, 2% said weekends only, 38% said only occasionally and 10% said never.
- Twenty percent of respondents said they walk to the train station, 1% said bike, 66% said they go by car, 11% said public transportation and 1% said taxi.
- Seven percent of respondents said they are very likely to consider residing in apartments constructed in the Mansfield train station area, 13% said somewhat likely, 9% said somewhat unlikely and 71% said very unlikely.
- Six percent of respondents said they are very likely to consider residing in condos constructed in the Mansfield train station area, 11% said somewhat likely, 11% said somewhat unlikely and 71% said very unlikely.
- Thirty percent of respondents said they are very likely to use a fine dining restaurant, 36% said somewhat likely, 14% said somewhat unlikely, 15% said very unlikely and 6% did not respond.
- Forty-six percent of respondents said they are very likely to use a casual dining restaurant, 33% said somewhat likely, 9% said somewhat unlikely, 8% said very unlikely and 4% did not respond.
- Forty-one percent of respondents said they are very likely to use a take-out restaurant, 32% said somewhat likely, 13% said somewhat unlikely, 9% said very unlikely and 5% did not respond.
- Forty-three percent of respondents said they are very likely to use a bakery/deli, 34% said somewhat likely, 10% said somewhat unlikely, 9% said very unlikely and 5% did not respond.
- Forty-six percent of respondents said they are very likely to use a coffee shop/internet cafe, 21% said somewhat likely, 13% said somewhat unlikely, 16% said very unlikely and 4% did not respond.
- Thirty-two percent of respondents said they are very likely to use a bar/tavern, 24% said somewhat likely, 13% said somewhat unlikely, 26% said very unlikely and 5% did not respond.

- Thirty-four percent of respondents said they are very likely to use a convenience store, 30% said somewhat likely, 12% said somewhat unlikely, 20% said very unlikely and 4% did not respond.
- Twenty-three percent of respondents said they are very likely to use a clothing store, 31% said somewhat likely, 18% said somewhat unlikely, 22% said very unlikely and 7% did not respond.
- Nine percent of respondents said they are very likely to use jewelry/silversmith/goldsmith shop, 14% said somewhat likely, 29% said somewhat unlikely, 38% said very unlikely and 9% did not respond.
- Twenty-nine percent of respondents said they are very likely to use a bookstore, 29% said somewhat likely, 12% said somewhat unlikely, 21% said very unlikely and 9% did not respond.
- Nine percent of respondents said they are very likely to use an artisan studio, 20% said somewhat likely, 26% said somewhat unlikely, 37% said very unlikely and 9% did not respond.
- Sixteen percent of respondents said they are very likely to use a museum/auction gallery/studio, 24% said somewhat likely, 21% said somewhat unlikely, 32% said very unlikely and 9% did not respond.
- Nine percent of respondents said they are very likely to use a bicycle sales/service shop, 21% said somewhat likely, 23% said somewhat unlikely, 38% said very unlikely and 9% did not respond.
- Eighteen percent of respondents said they are very likely to use a dry cleaner, 21% said somewhat likely, 16% said somewhat unlikely, 35% said very unlikely and 11% did not respond.
- Eleven percent of respondents said they are very likely to use professional services, 22% said somewhat likely, 22% said somewhat unlikely, 32% said very unlikely and 13% did not respond.
- Nine percent of respondents said they are very likely to use a day care, 7% said somewhat likely, 13% said somewhat unlikely, 59% said very unlikely and 12% did not respond.
- Thirteen percent of respondents said they are very likely to use a beauty/nail salon, 14% said somewhat likely, 19% said somewhat unlikely, 43% said very unlikely and 12% did not respond.

- Sixteen percent of respondents said they are very likely to use a tailor/shoe repair, 23% said somewhat likely, 15% said somewhat unlikely, 33% said very unlikely and 13% did not respond.
- Seventeen percent of respondents said they are very likely to use a full service bank, 24% said somewhat likely, 17% said somewhat unlikely, 31% said very unlikely and 12% did not respond.
- Thirty-six percent of respondents said they are very likely to use an ATM machine, 26% said somewhat likely, 9% said somewhat unlikely, 19% said very unlikely and 11% did not respond.
- Forty-four percent of respondents said they are very likely to use a cinema, 24% said somewhat likely, 7% said somewhat unlikely, 16% said very unlikely and 9% did not respond.
- Sixteen percent of respondents said they are very likely to use an arcade, 13% said somewhat likely, 21% said somewhat unlikely, 38% said very unlikely and 12% did not respond.
- Twenty-six percent of respondents said they are very likely to use a bowling alley, 27% said somewhat likely, 14% said somewhat unlikely, 22% said very unlikely and 11% did not respond.
- Fourteen percent of respondents said they are very likely to use a dance hall/other assembly use business, 14% said somewhat likely, 22% said somewhat unlikely, 37% said very unlikely and 13% did not respond.
- Nineteen percent of respondents said they are very likely to use a fitness club, 25% said somewhat likely, 12% said somewhat unlikely, 33% said very unlikely and 11% did not respond.
- Forty-nine percent of respondents said they live less than 5 miles from the Mansfield Train Station, 25% said 5-10 miles, 6% said 11-15 miles, 2% said 16-20 miles, 10% said more than 20 miles and 8% did not respond.
- Forty-five percent of respondents are male, 48% are female and 8% did not respond.
- Twenty-six percent of respondents said they are between the ages of 18-25, 13% said 26-35 years old, 14% said 36-45 years old, 19% said 46-55 years old, 12% said 56-64 years old, 7% said they are 65 years old or older and 9% did not respond.
- Thirty-nine percent of respondents said they are single, 44% said they are married, 6% said they are divorced, 2% said they are widowed and 9% did not respond.

- Thirteen percent of respondents said their annual household income is less than \$25,000, 12% said \$25,000-\$49,999, 12% said \$50,000-\$74,999, 11% said \$75,000-\$99,999, 11% said \$100,000-\$124,999, 21% said \$125,000 or more and 20% did not respond.
- Twenty-two percent of respondents said they completed high school or obtained a GED, 7% said they have an Associate's Degree, 38% said they have a Bachelor's Degree, 15% said they have a Graduate Degree, 9% said they have a Post Graduate Degree and 9% did not respond.

Research Objective

RESEARCH OBJECTIVE:

To determine the preferences of Mansfield residents, Mansfield business owners, and train commuters as they relate to business development around the Mansfield Train Station.

The research goals aim to provide the following critical insights about the development around the Mansfield Train Station.

- ❖ Explore the difference in preferences of Mansfield residents, Mansfield business owners and train commuters.
- ❖ Identify types of services and businesses most preferred by the target population.
- ❖ Ascertain which types of development would encourage commuters to increase their time spent in Mansfield.
- ❖ Determine which types of services and businesses would most complement existing Mansfield businesses.

Methodology

RESEARCH DESIGN	Survey
RESEARCH METHOD	Telephone Interviews and Intercepts
SAMPLING DESIGN	Probability
SAMPLING METHOD	Systematic Random Sample (through telephone books and intercepts around the Mansfield train station and areas surrounding)
SAMPLE POPULATION	Mansfield Residents (over the age of 18 years old) (N=15,466) Typical Weekday Train Commuters (N=1,871)
DATA COLLECTION PERIOD	September ó October 2013
SAMPLE SIZE (ERROR AT THE 95% CONFIDENCE LEVEL)	307 (\pm 5.5%)

Town of Mansfield Survey
*Conducted by the University of Massachusetts Dartmouth
 Charlton College of Business Center for Marketing Research*

1. Are you a resident of Mansfield, MA?

Yes _____
 No _____

2. How often do you take the train from Mansfield, MA?

Daily _____
 Monday ó Friday _____
 Weekends Only _____
 Only Occasionally _____
 Never _____ (If never please skip to question 5)

3. How do you usually get to the train station? (please select only one)

Walk _____ Bike _____ Car _____ Public Transportation _____ Taxi _____

4. If new condos or apartments were to be constructed in the Mansfield train station area, how likely would you be to consider residing there?

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
Apartment				
Condo				

5. If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food/beverage businesses?

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
Fine Dining Restaurant				
Casual Dining Restaurant				
Take-Out Restaurant				
Bakery/Deli				
Coffee Shop/Internet Cafe				
Bar/Tavern				
Convenience Store				

Other (please specify): _____

6. What food/beverage establishments would you like to see?

(Please provide specific business names)

1. _____ 2. _____
 3. _____ 4. _____
 5. _____ 6. _____

7. If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of specialty shops?

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
Clothing				
Jewelry/Silversmith/Goldsmith				
Bookstore				
Artisan Studio				
Museum/Auction Gallery/Studio				
Bicycle Sales/Service				

Other (please specify): _____

8. What specialty shops would you like to see?

(Please provide specific business names)

1. _____ 2. _____
 3. _____ 4. _____
 5. _____ 6. _____

9. If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
Dry Cleaner				
Professional Services				
Day Care				
Beauty/Nail Salon				
Tailor/Shoe Repair				
Full Service Bank				
ATM Machine				

Other (please specify): _____

10. What service businesses would you like to see?

(Please provide specific business names)

1. _____ 2. _____
 3. _____ 4. _____
 5. _____ 6. _____

11. If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?

	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
Cinema				
Arcade				
Bowling Alley				
Dance Hall/Other Assembly Use				
Fitness Club				

Other (please specify): _____

12. How many miles do you live from the Mansfield Train Station?

Less than 5 Miles ___ 5-10 Miles ___ 11-15 Miles ___ 16-20 Miles ___
 More than 20 Miles ___

13. What is your gender?

Male ___ Female ___

14. What is your age?

18-25 ___ 26-35 ___ 36-45 ___ 46-55 ___ 56-64 ___ 65 and Over ___

15. What is your marital status?

Single ___ Married ___ Divorced ___ Widowed ___

16. What is your annual household income?

Less than \$25,000 ___ \$25,000 - \$49,999 ___ \$50,000 - \$74,999 ___
 \$75,000 - \$99,999 ___ \$100,000 - \$124,999 ___ \$125,000 or More ___

17. What is your highest level of education completed?

High School/GED ___ Associate's Degree ___ Bachelor's Degree ___
 Graduate Degree ___ Post Graduate Degree ___

18. Do you have any additional comments?

Thank you for your participation!

The following questions pertain to business owners only

1. If constructed in the area surrounding the Mansfield Train Station, which type of business do you feel would **most** compliment yours?

(Please select only one)

Condos/Apartments ____ Food/Beverage ____
Entertainment ____ Drug Store/Pharmacy ____
Specialty Shops ____ Service ____
Convenience Store ____
Other (please specify): _____

2. If constructed in the area surrounding the Mansfield Train Station, which type of business do you feel would add the **most** value to the community?

(Please select only one)

Condos/Apartments ____ Food/Beverage ____
Entertainment ____ Drug Store/Pharmacy ____
Specialty Shops ____ Service ____
Convenience Store ____
Other (please specify): _____

Business Name:

Street Address:

Significance Test

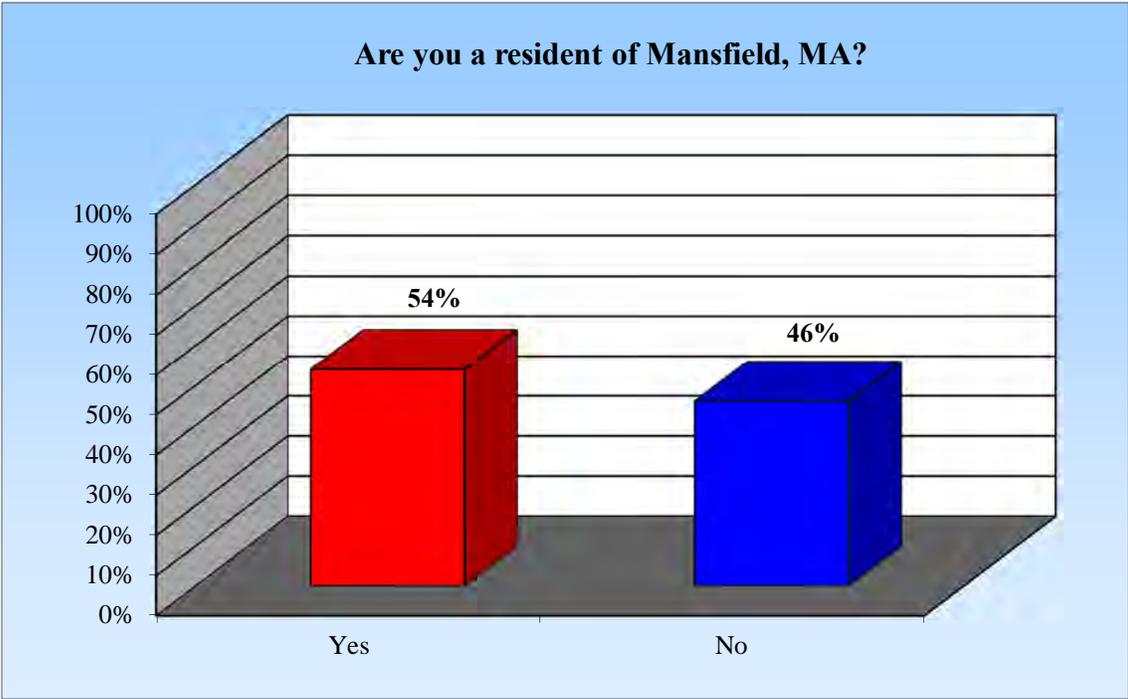
Test Statistics

	If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food beverage/businesses? (Fine Dining Restaurant)	If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food beverage/businesses? (Casual Dining Restaurant)	If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food beverage/businesses? (Take Out Restaurant)
Chi-Square	96.339 ^a	210.899 ^a	150.117 ^a
df	4	4	4
Asymp. Sig.	.000	.000	.000

A Chi-Square test was performed on this data. The data in this study test significant at .000, which indicates the findings are statistically valid.

Question 1: Are you a resident of Mansfield, MA?

Are you a resident of Mansfield, MA?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	167	54.4	54.4	54.4
No	140	45.6	45.6	100.0
Total	307	100.0	100.0	

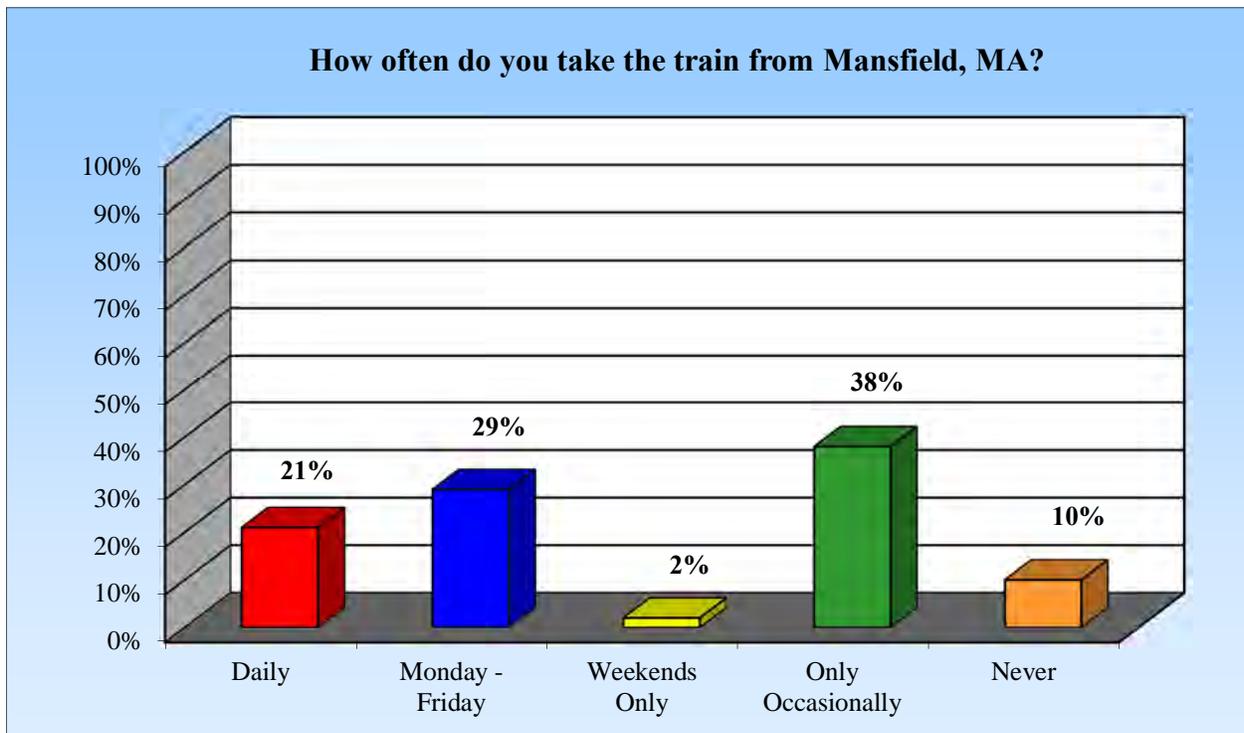


Fifty-four percent of respondents are Mansfield residents and 46% are not.

Question 2: How often do you take the train from Mansfield, MA?

How often do you take the train from Mansfield, MA?

	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	64	20.8	20.8	20.8
Monday-Friday	90	29.3	29.3	50.2
Weekends Only	5	1.6	1.6	51.8
Only Occasionally	118	38.4	38.4	90.2
Never	30	9.8	9.8	100.0
Total	307	100.0	100.0	

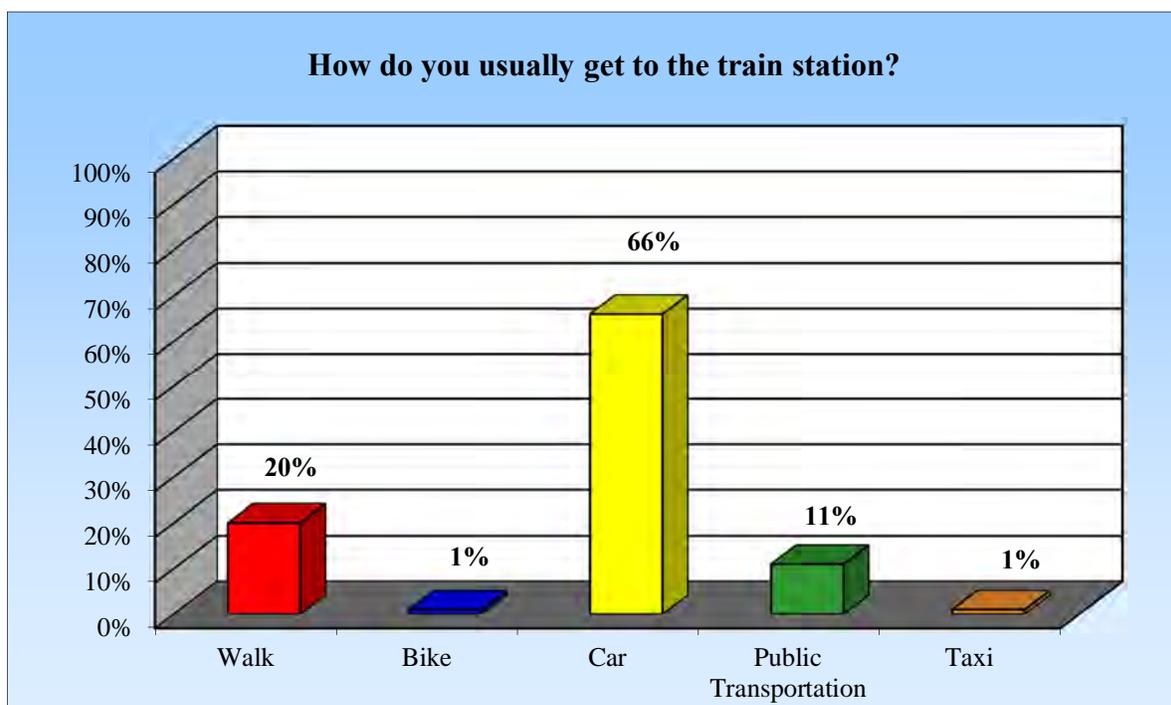


Twenty-one percent of respondents said they take the train daily from Mansfield, 29% said Monday-Friday, 2% said weekends only, 38% said only occasionally and 10% said never.

Question 3: How do you usually get to the train station?

How do you usually get to the train station?

	Frequency	Percent	Valid Percent	Cumulative Percent
Walk	56	18.2	20.2	20.2
Bike	4	1.3	1.4	21.7
Car	184	59.9	66.4	88.1
Public Transportation	30	9.8	10.8	98.9
Taxi	3	1.0	1.1	100.0
Total	277	90.2	100.0	
N/A	30	9.8		
Total	307	100.0		

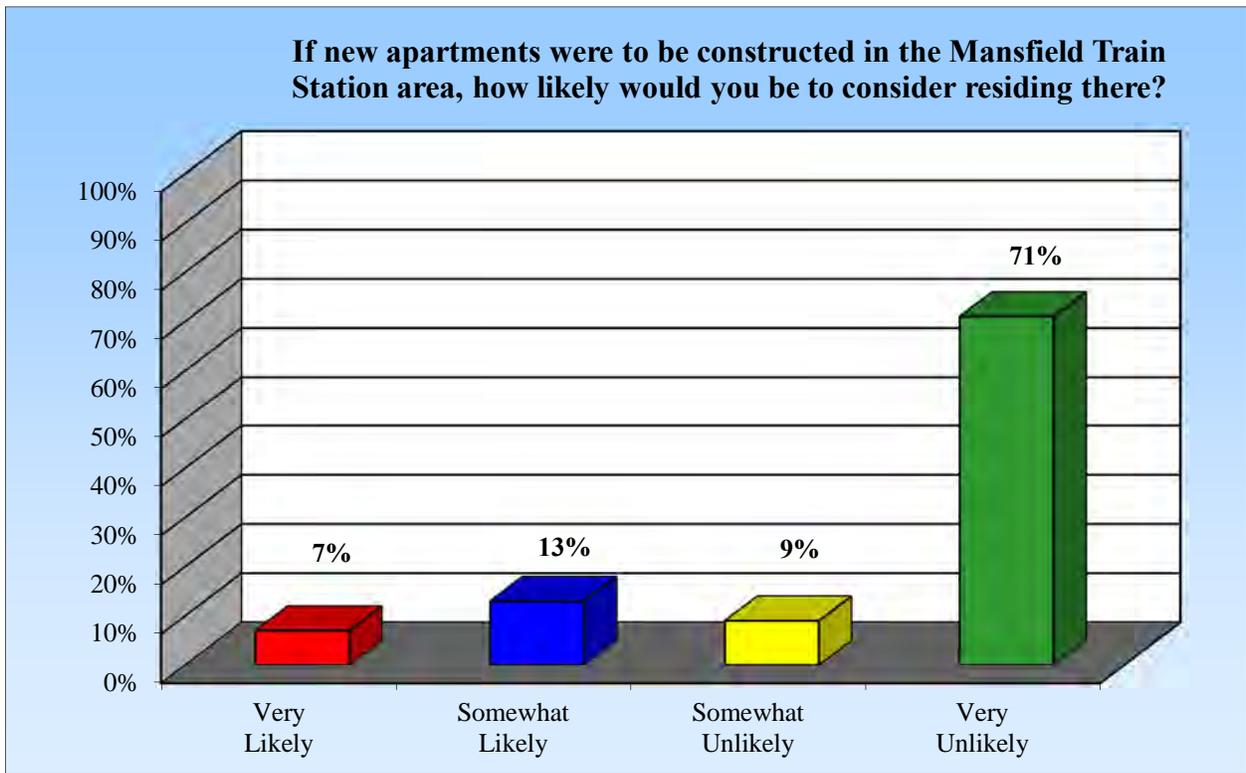


Twenty percent of respondents said they walk to the train station, 1% said they bike, 66% said they go by car, 11% said they take public transportation and 1% said they take a taxi.

Question 4a: If new apartments were to be constructed in the Mansfield Train Station area, how likely would you be to consider residing there?

If new apartments were to be constructed in the Mansfield Train Station area, how likely would you be to consider residing there?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	21	6.8	6.8	6.8
Somewhat Likely	41	13.4	13.4	20.2
Somewhat Unlikely	26	8.5	8.5	28.7
Very Unlikely	219	71.3	71.3	100.0
Total	307	100.0	100.0	

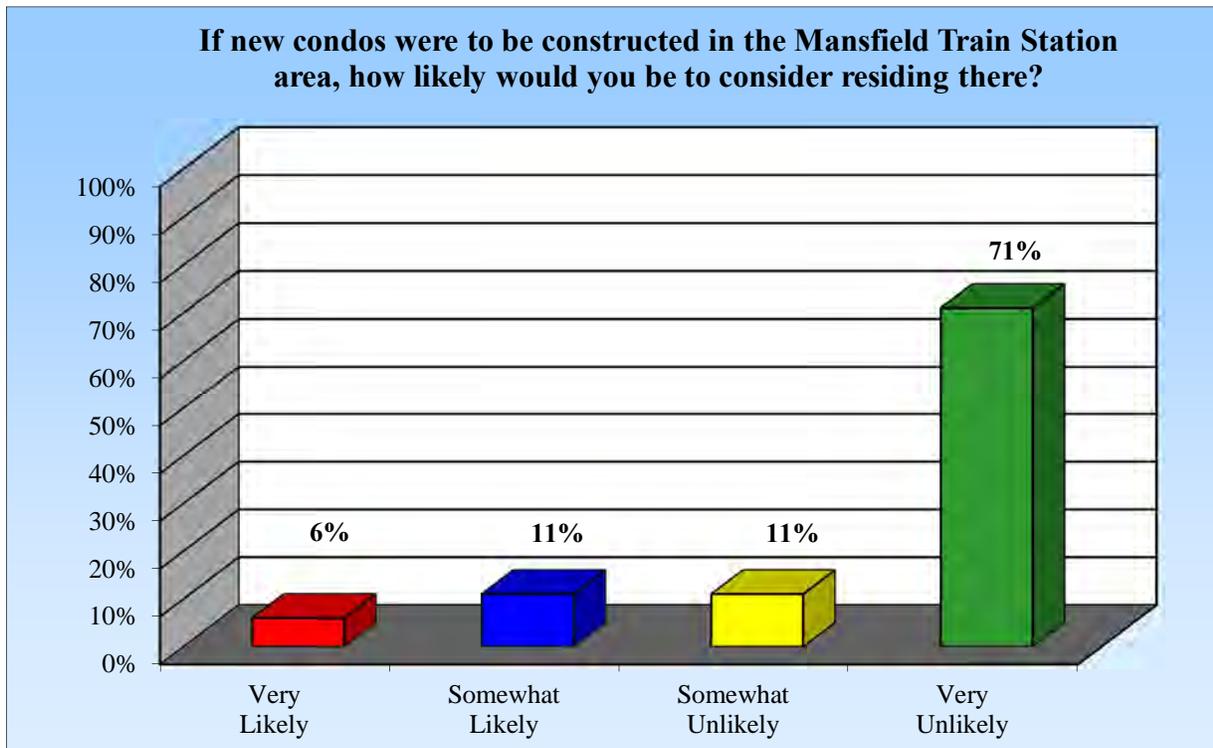


Seven percent of respondents said they are very likely to consider residing in apartments constructed in the Mansfield Train Station area, 13% said somewhat likely, 9% said somewhat unlikely and 71% said very unlikely.

Question 4b: If new condos were to be constructed in the Mansfield Train Station area, how likely would you be to consider residing there?

If new condos were to be constructed in the Mansfield Train Station area, how likely would you be to consider residing there?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	18	5.9	5.9	5.9
Somewhat Likely	35	11.4	11.4	17.3
Somewhat Unlikely	35	11.4	11.4	28.7
Very Unlikely	219	71.3	71.3	100.0
Total	307	100.0	100.0	

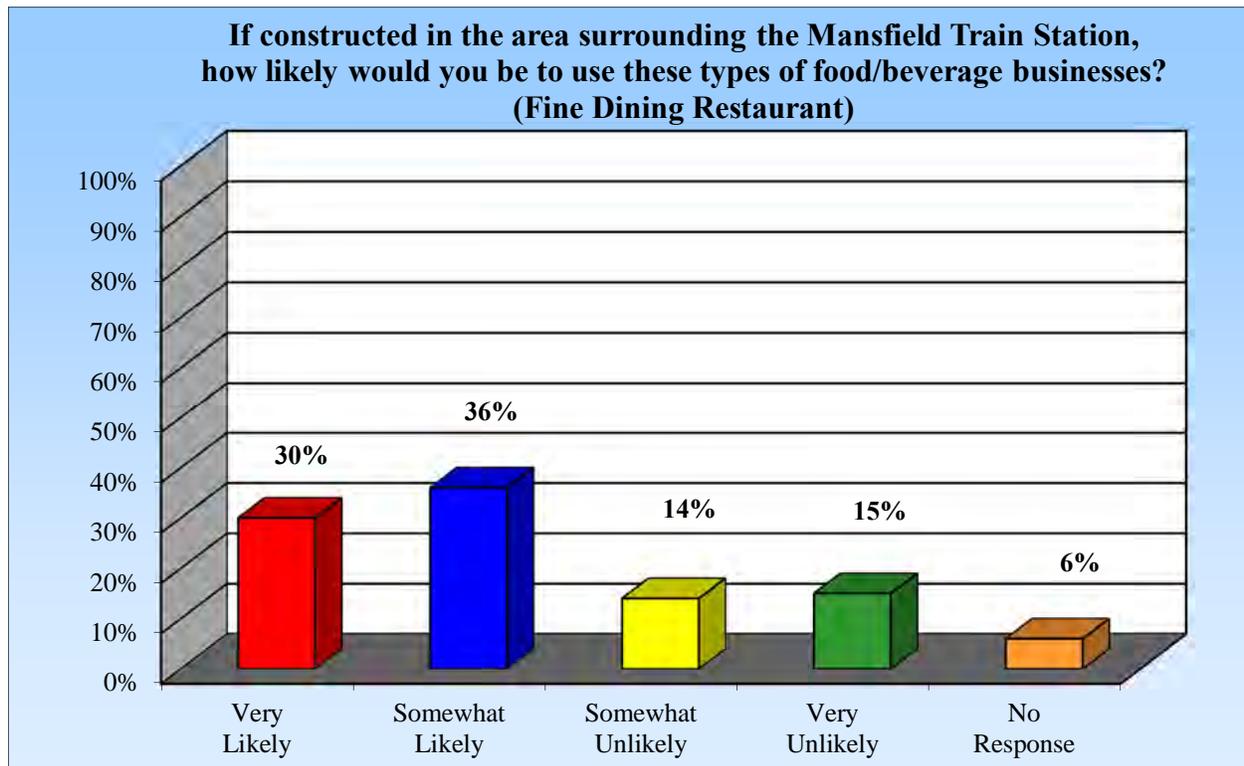


Six percent of respondents said they are very likely to consider residing in condos constructed in the Mansfield Train Station area, 11% said somewhat likely, 11% said somewhat unlikely and 71% said very unlikely.

Question 5a: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food/beverage businesses?
(Fine Dining Restaurant)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food beverage/businesses?
(Fine Dining Restaurant)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	91	29.6	29.6	29.6
Somewhat Likely	111	36.2	36.2	65.8
Somewhat Unlikely	43	14.0	14.0	79.8
Very Unlikely	45	14.7	14.7	94.5
No Response	17	5.5	5.5	100.0
Total	307	100.0	100.0	

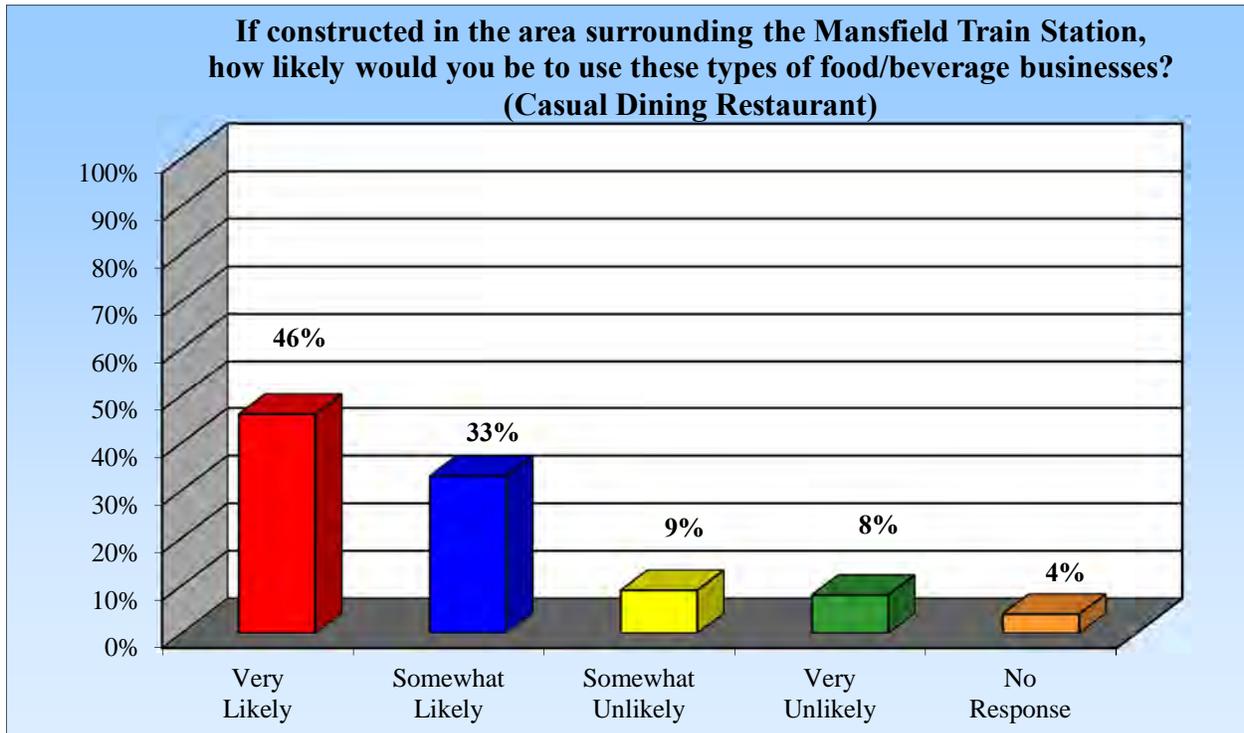


Thirty percent of respondents said they are very likely to use a fine dining restaurant, 36% said somewhat likely, 14% said somewhat unlikely, 15% said very unlikely and 6% did not respond.

Question 5b: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food/beverage businesses?
(Casual Dining Restaurant)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food beverage/businesses?
(Casual Dining Restaurant)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	141	45.9	45.9	45.9
Somewhat Likely	102	33.2	33.2	79.2
Somewhat Unlikely	29	9.4	9.4	88.6
Very Unlikely	23	7.5	7.5	96.1
No Response	12	3.9	3.9	100.0
Total	307	100.0	100.0	

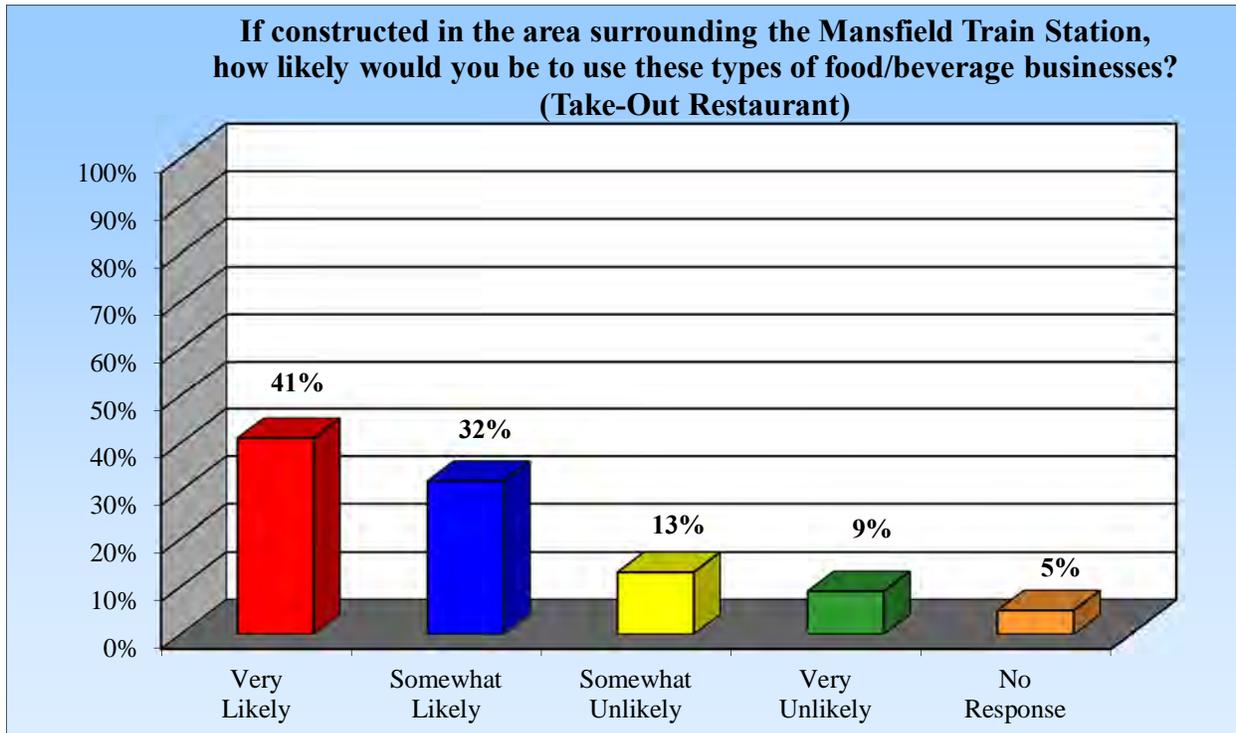


Forty-six percent of respondents said they are very likely to use a casual dining restaurant, 33% said somewhat likely, 9% said somewhat unlikely, 8% said very unlikely and 4% did not respond.

Question 5c: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food/beverage businesses?
(Take-Out Restaurant)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food beverage/businesses?
(Take-Out Restaurant)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	126	41.0	41.0	41.0
Somewhat Likely	98	31.9	31.9	73.0
Somewhat Unlikely	39	12.7	12.7	85.7
Very Unlikely	29	9.4	9.4	95.1
No Response	15	4.9	4.9	100.0
Total	307	100.0	100.0	

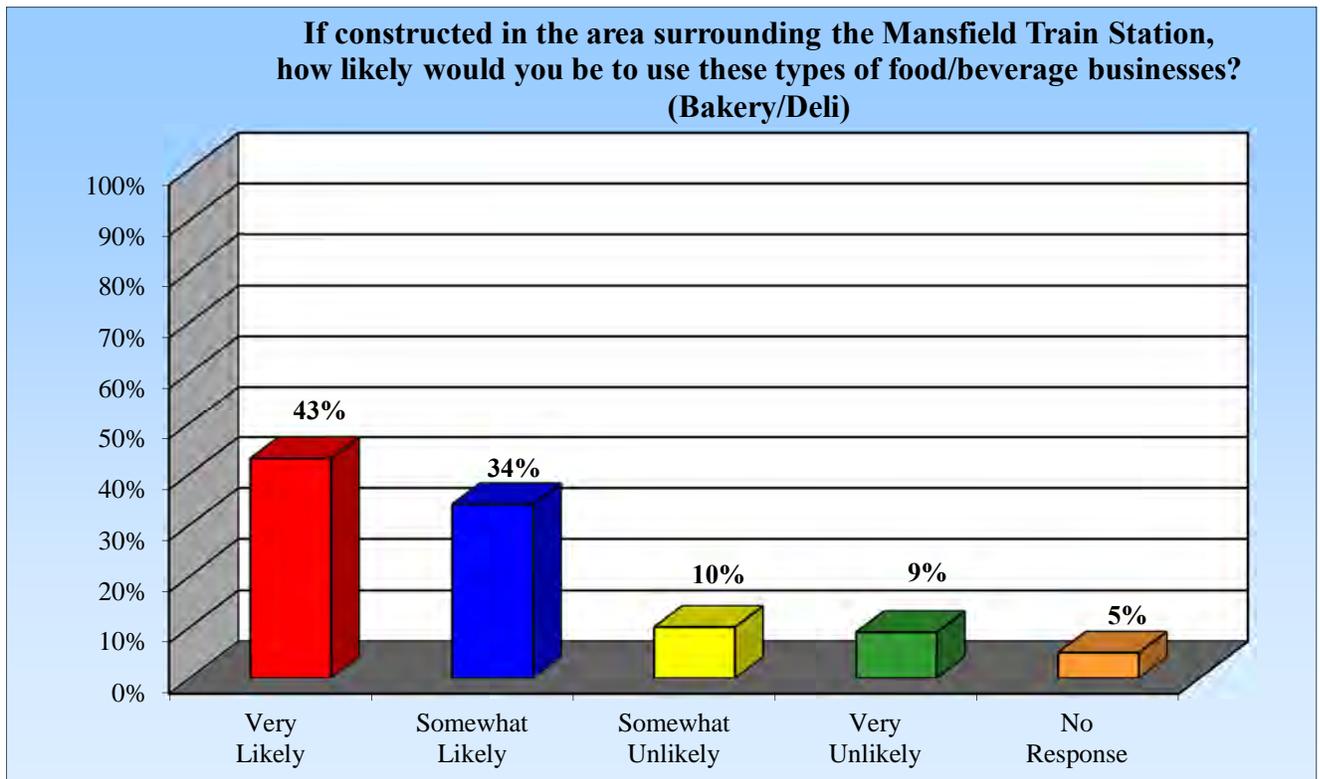


Forty-one percent of respondents said they are very likely to use a take-out restaurant, 32% said somewhat likely, 13% said somewhat unlikely, 9% said very unlikely and 5% did not respond.

Question 5d: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food/beverage businesses?
(Bakery/Deli)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food beverage/businesses?
(Bakery/Deli)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	131	42.7	42.7	42.7
Somewhat Likely	105	34.2	34.2	76.9
Somewhat Unlikely	30	9.8	9.8	86.6
Very Unlikely	27	8.8	8.8	95.4
No Response	14	4.6	4.6	100.0
Total	307	100.0	100.0	

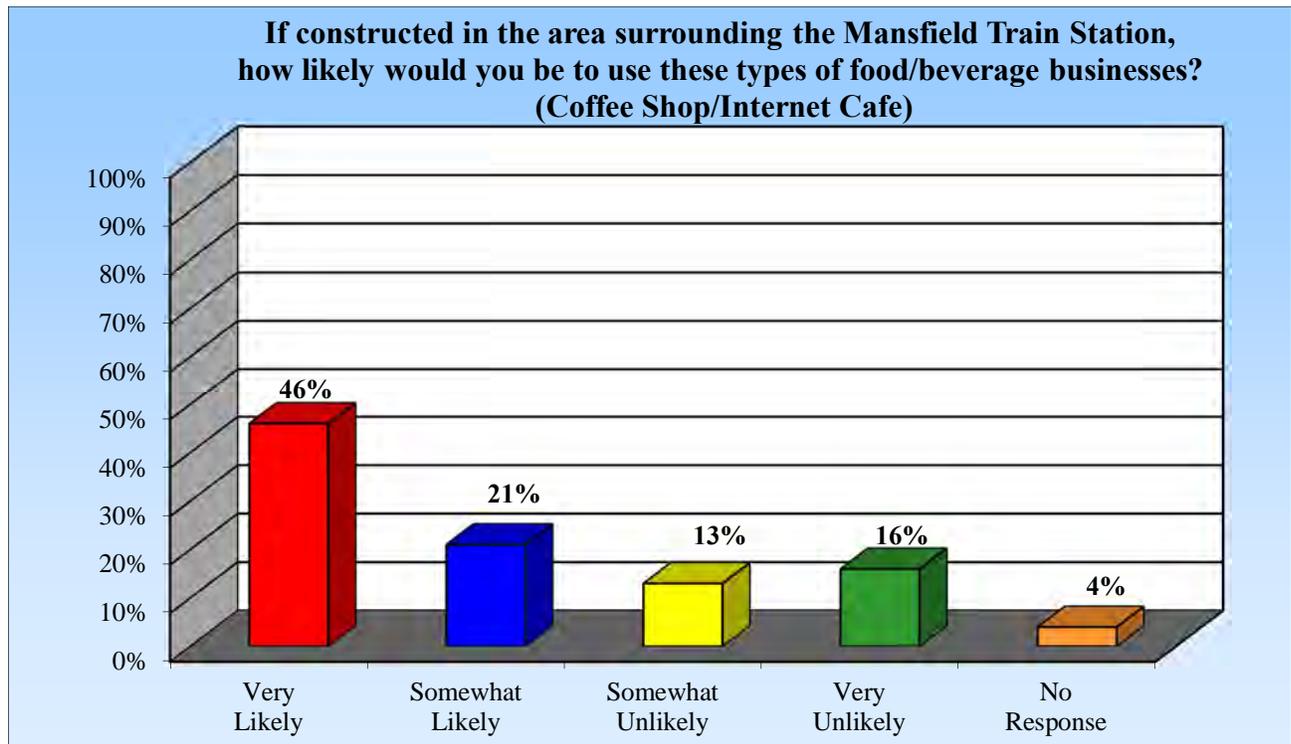


Forty-three percent of respondents said they are very likely to use a bakery/deli, 34% said somewhat likely, 10% said somewhat unlikely, 9% said very unlikely and 5% did not respond.

Question 5e: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food/beverage businesses?
(Coffee Shop/Internet Cafe)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food beverage/businesses?
(Coffee Shop/Internet Cafe)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	142	46.3	46.3	46.3
Somewhat Likely	64	20.8	20.8	67.1
Somewhat Unlikely	40	13.0	13.0	80.1
Very Unlikely	48	15.6	15.6	95.8
No Response	13	4.2	4.2	100.0
Total	307	100.0	100.0	

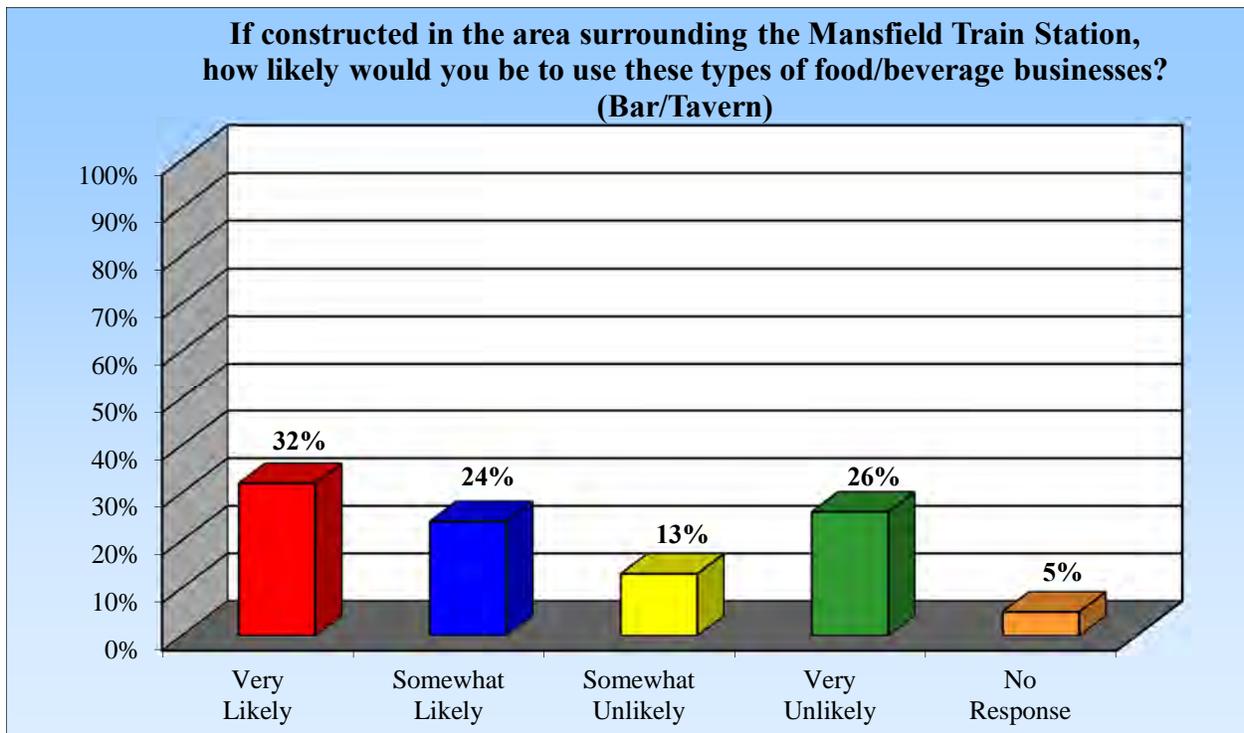


Forty-six percent of respondents said they are very likely to use a coffee shop/internet cafe, 21% said somewhat likely, 13% said somewhat unlikely, 16% said very unlikely and 4% did not respond.

Question 5f: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food/beverage businesses?
(Bar/Tavern)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food beverage/businesses?
(Bar/Tavern)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	97	31.6	31.6	31.6
Somewhat Likely	74	24.1	24.1	55.7
Somewhat Unlikely	40	13.0	13.0	68.7
Very Unlikely	81	26.4	26.4	95.1
No Response	15	4.9	4.9	100.0
Total	307	100.0	100.0	

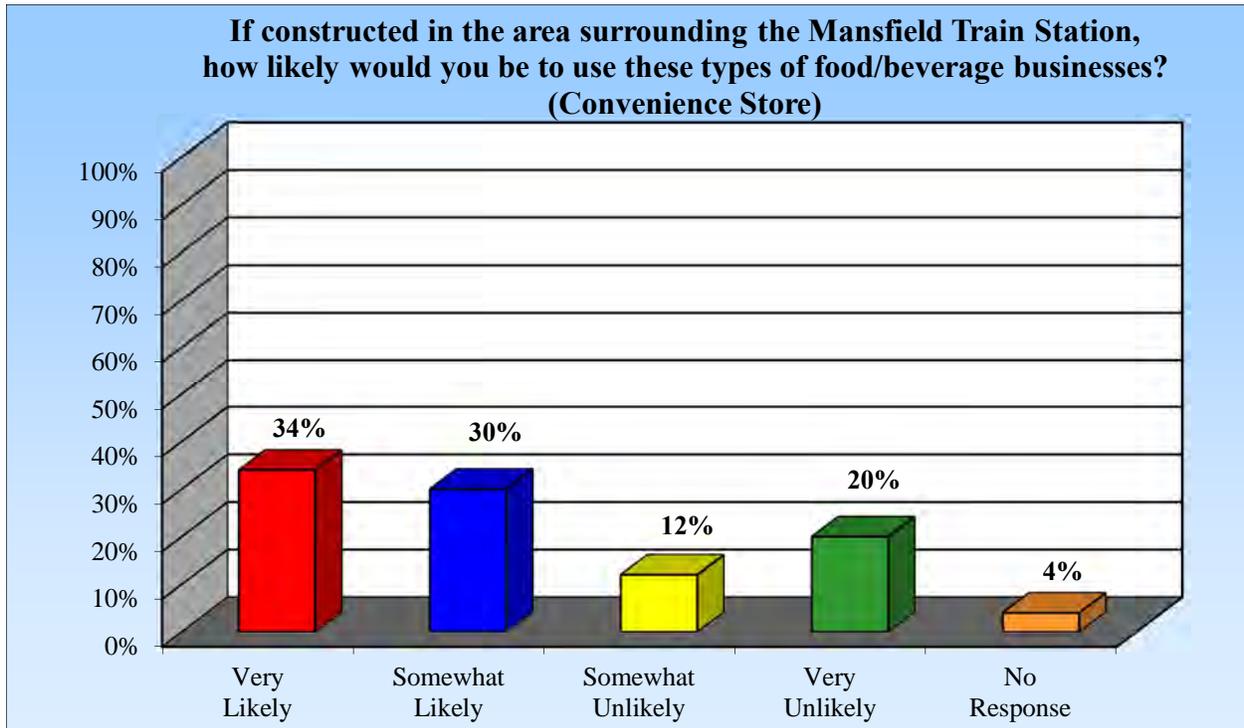


Thirty-two percent of respondents said they are very likely to use a bar/tavern, 24% said somewhat likely, 13% said somewhat unlikely, 26% said very unlikely and 5% did not respond.

Question 5g: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food/beverage businesses?
(Convenience Store)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food beverage/businesses?
(Convenience Store)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	103	33.6	33.6	33.6
Somewhat Likely	92	30.0	30.0	63.5
Somewhat Unlikely	38	12.4	12.4	75.9
Very Unlikely	62	20.2	20.2	96.1
No Response	12	3.9	3.9	100.0
Total	307	100.0	100.0	



Thirty-four percent of respondents said they are very likely to use a convenience store, 30% said somewhat likely, 12% said somewhat unlikely, 20% said very unlikely and 4% did not respond.

Question 5h: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food/beverage businesses?
(Other)

<u>Response</u>	<u>Frequency</u>
Unspecified named coffee shop	(20)
Local, small business establishments	(15)
Unspecified named bar	(9)
Unspecified named bakery	(8)
Asian food	(3)
Breakfast	(3)
Unspecified named cafe	(3)
Candy/chocolate shop	(3)
Chinese food	(3)
Unspecified named deli	(3)
Unspecified named fine dining	(3)
Health food	(3)
Pizza	(3)
Unspecified named sandwich shop	(3)
Unspecified named convenience store	(2)
Creative themed restaurants	(2)
Dessert	(2)
Fast Food	(2)
Grocery store	(2)
Japanese food	(2)
Mexican	(2)
Sports Bar	(2)
Unspecified named take-out restaurant	(2)
Thai food	(2)
Vegan	(2)
Unspecified named casual restaurant	(1)
Cigar bar	(1)
Specialty coffee shop	(1)
Diner style restaurant	(1)
Family friendly restaurant	(1)
Gluten-free specialty foods	(1)
Gourmet food shops	(1)
Islamic food	(1)
Martini bar	(1)
Seafood restaurant	(1)
West Indian food	(1)
Total Responses	115

Question 6: What food/beverage establishments would you like to see?
(Please provide specific business names)

<u>Response</u>	<u>Frequency</u>
Starbucks	(50)
DunkinøDonuts	(36)
Panera Bread	(30)
Whole Foods	(13)
Mary Lou's Coffee	(11)
McDonald's	(9)
Subway	(8)
Chipotle	(6)
Taco Bell	(6)
CVS	(5)
Olive Garden	(5)
Trader Joeø	(5)
7-Eleven	(4)
Burger King	(4)
Legal Sea Foods	(4)
Sonic	(4)
Buffalo Wild Wings	(3)
Cosi	(3)
KFC	(3)
Pinkberry	(3)
Wendy's	(3)
Bertucci's	(2)
Boloco	(2)
Costco	(2)
Cumberland Farms	(2)
Five Guys	(2)
Golden Corral	(2)
Honey Dew	(2)
Hooters	(2)
New York Bagel	(2)
Peet's Coffee	(2)
PF Chang's	(2)
The Cheesecake Factory	(2)
Uno's	(2)
White Castle	(2)
99 Restaurant	(1)
Alberto's	(1)
Ale House	(1)
American Bistro	(1)
Applebee's	(1)
Arby's	(1)

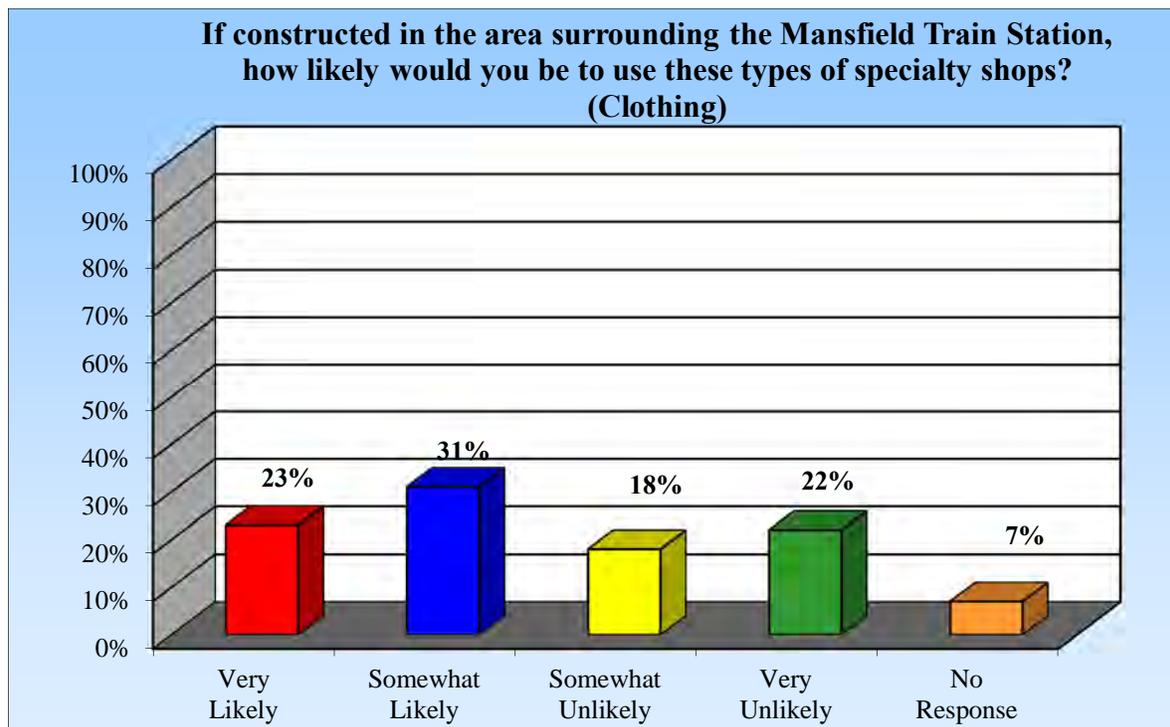
Question 6: What food/beverage establishments would you like to see?
(Continued)

<u>Response</u>	<u>Frequency</u>
Boston Beer Works	(1)
Boston Market	(1)
British Beer Company	(1)
Brugger's	(1)
California Pizza Kitchen	(1)
Chic-Fil-A	(1)
Chili's	(1)
Chop't	(1)
Chuck E. Cheese	(1)
Crystal's	(1)
Dairy Queen	(1)
Fat Cat	(1)
Hearth & Kettle	(1)
IHOP	(1)
J.P. Licks	(1)
Jimmy John's	(1)
Joe's American Bar and Grill	(1)
Krispy Kreme	(1)
Maggiano's	(1)
Not Your Average Joe's	(1)
Otto Pizza	(1)
Outback	(1)
Papa Gino's	(1)
Pizza Hut	(1)
Pizza Time	(1)
Popeye's	(1)
Roche Bros.	(1)
Ruth Chris	(1)
Smokey Bones	(1)
Store 24	(1)
Tedeschi	(1)
Texas Roadhouse	(1)
TGI Friday's	(1)
Tropical Smoothie	(1)
Wegman's	(1)
Total Responses	284

Question 7a: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of specialty shops?
(Clothing)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of specialty shops?
(Clothing)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	69	22.5	22.5	22.5
Somewhat Likely	95	30.9	30.9	53.4
Somewhat Unlikely	55	17.9	17.9	71.3
Very Unlikely	68	22.1	22.1	93.5
No Response	20	6.5	6.5	100.0
Total	307	100.0	100.0	

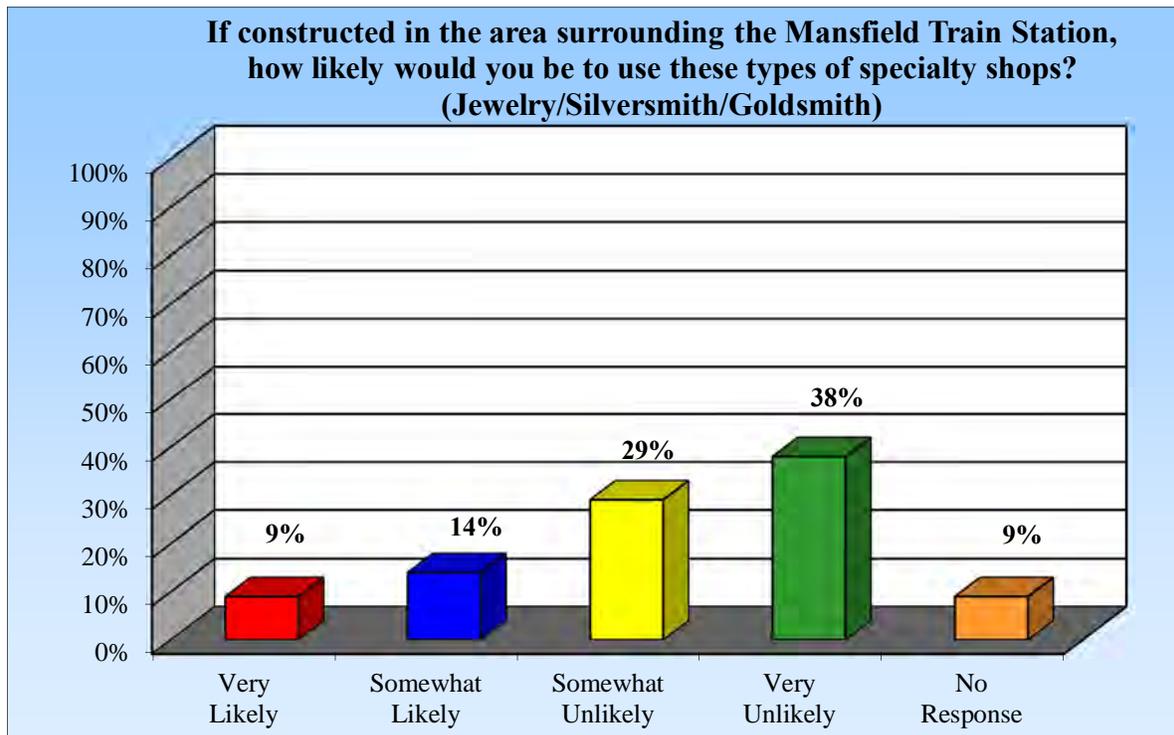


Twenty-three percent of respondents said they are very likely to use a clothing store, 31% said somewhat likely, 18% said somewhat unlikely, 22% said very unlikely and 7% did not respond.

Question 7b: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of specialty shops?
(Jewelry/Silversmith/Goldsmith)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of specialty shops?
(Jewelry/Silversmith/Goldsmith)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	28	9.1	9.1	9.1
Somewhat Likely	44	14.3	14.3	23.5
Somewhat Unlikely	90	29.3	29.3	52.8
Very Unlikely	117	38.1	38.1	90.9
No Response	28	9.1	9.1	100.0
Total	307	100.0	100.0	

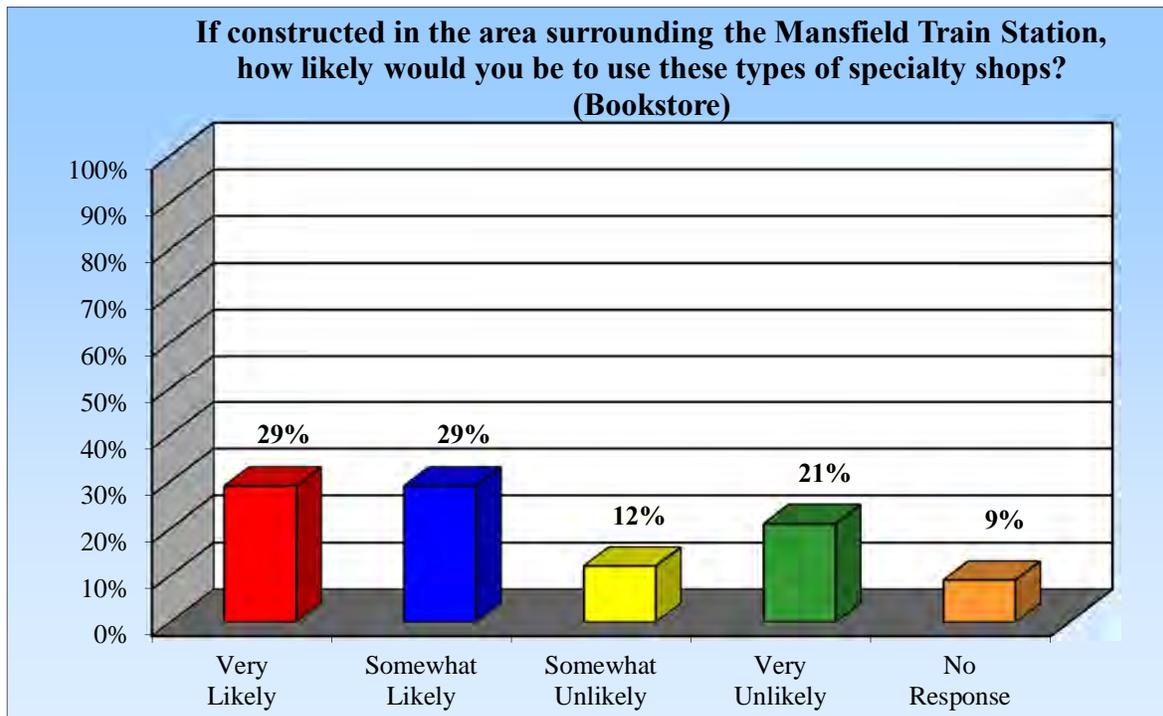


Nine percent of respondents said they are very likely to use a jewelry/silversmith/goldsmith shop, 14% said somewhat likely, 29% said somewhat unlikely, 38% said very unlikely and 9% did not respond.

Question 7c: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of specialty shops?
(Bookstore)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of specialty shops?
(Bookstore)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	90	29.3	29.3	29.3
Somewhat Likely	90	29.3	29.3	58.6
Somewhat Unlikely	36	11.7	11.7	70.4
Very Unlikely	65	21.2	21.2	91.5
No Response	26	8.5	8.5	100.0
Total	307	100.0	100.0	

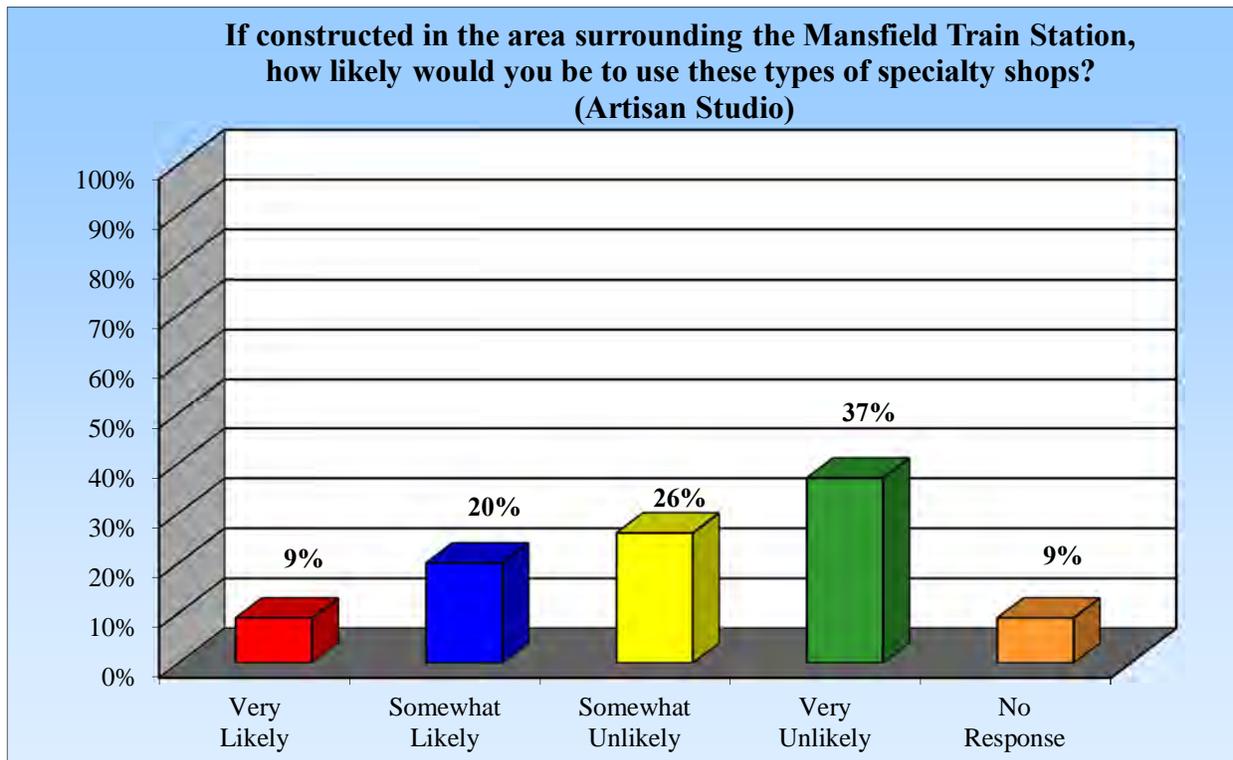


Twenty-nine percent of respondents said they are very likely to use a bookstore, 29% said somewhat likely, 12% said somewhat unlikely, 21% said very unlikely and 9% did not respond.

Question 7d: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of specialty shops?
(Artisan Studio)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of specialty shops?
(Artisan Studio)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	27	8.8	8.8	8.8
Somewhat Likely	60	19.5	19.5	28.3
Somewhat Unlikely	80	26.1	26.1	54.4
Very Unlikely	112	36.5	36.5	90.9
No Response	28	9.1	9.1	100.0
Total	307	100.0	100.0	

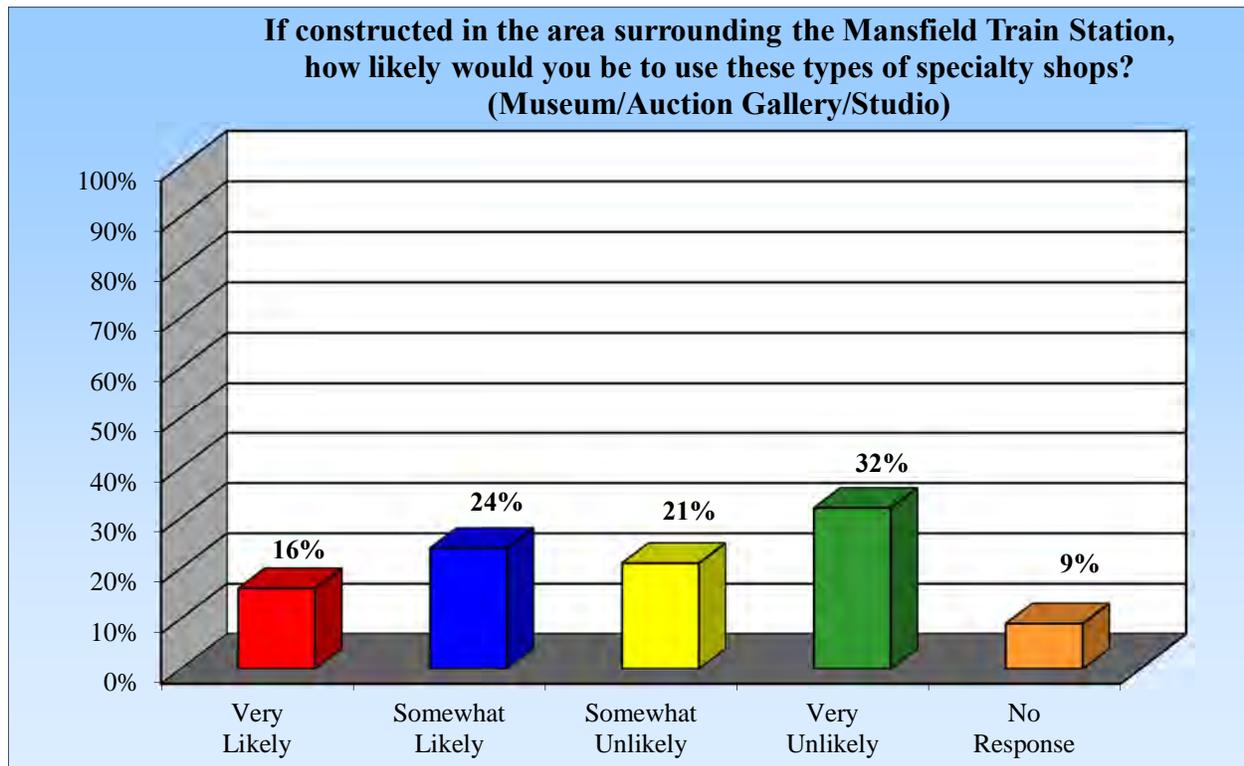


Nine percent of respondents said they are very likely to use an artisan studio, 20% said somewhat likely, 26% said somewhat unlikely, 37% said very unlikely and 9% did not respond.

Question 7e: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of specialty shops?
(Museum/Auction Gallery/Studio)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of specialty shops?
(Museum/Auction Gallery/Studio)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	48	15.6	15.6	15.6
Somewhat Likely	72	23.5	23.5	39.1
Somewhat Unlikely	63	20.5	20.5	59.6
Very Unlikely	97	31.6	31.6	91.2
No Response	27	8.8	8.8	100.0
Total	307	100.0	100.0	

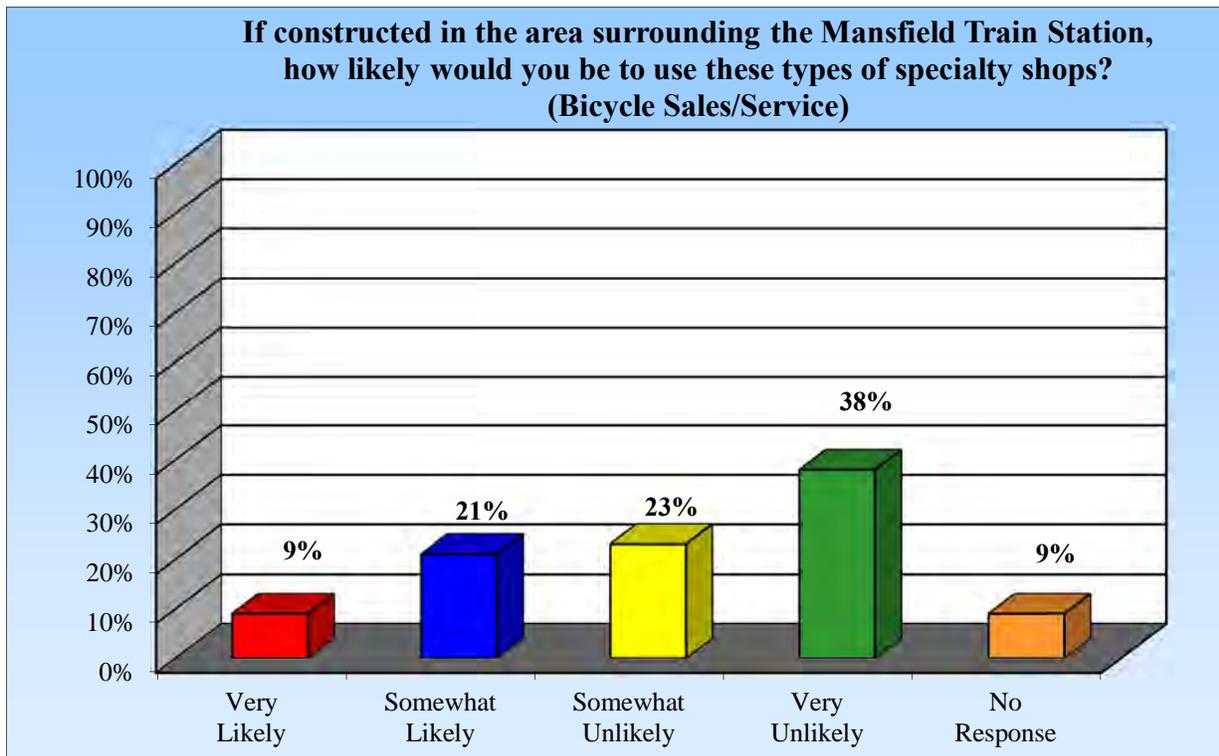


Sixteen percent of respondents said they are very likely to use a museum/auction gallery/studio, 24% said somewhat likely, 21% said somewhat unlikely, 32% said very unlikely and 9% did not respond.

Question 7f: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of specialty shops?
(Bicycle Sales/Service)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of specialty shops?
(Bicycle Sales/Service)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	29	9.4	9.4	9.4
Somewhat Likely	63	20.5	20.5	30.0
Somewhat Unlikely	71	23.1	23.1	53.1
Very Unlikely	117	38.1	38.1	91.2
No Response	27	8.8	8.8	100.0
Total	307	100.0	100.0	



Nine percent of respondents said they are very likely to use a bicycle sales/service shop, 21% said somewhat likely, 23% said somewhat unlikely, 38% said very unlikely and 9% did not respond.

Question 7g: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of specialty shops?
(Other)

<u>Response</u>	<u>Frequency</u>
Unspecified named bookstore	(7)
Craft store	(3)
Gift shop	(3)
Local, small businesses	(3)
Antique shop	(2)
Bathing suits	(2)
Bike shop	(2)
Boutiques	(2)
Unspecified named clothing stores	(2)
Auto parts store	(1)
Creative artisan shops	(1)
Children's museum	(1)
Hobby shop	(1)
Fishing	(1)
Party supplies store	(1)
Running gear	(1)
Some mall	(1)
Smoke shop	(1)
Sports store	(1)
Stationary store	(1)
Upscale consignment clothes	(1)
Unspecified name women's clothing store	(1)
X Rated	(1)
<hr/>	
Total Responses	40

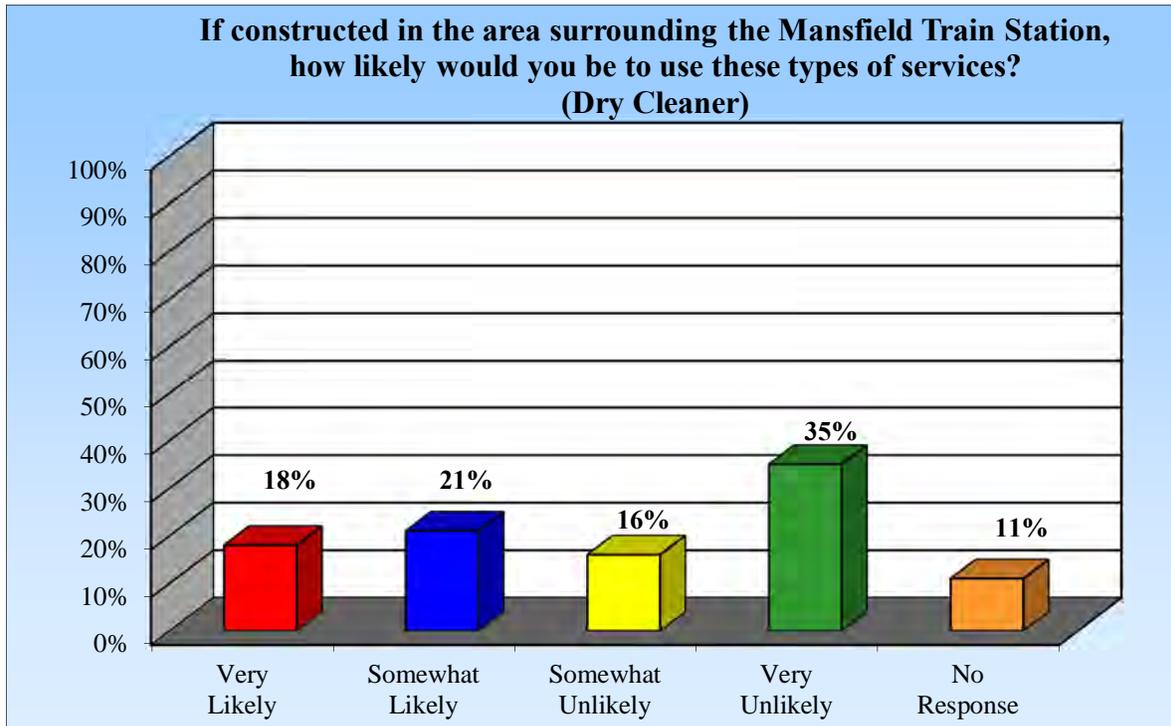
Question 8: What specialty shops would you like to see?
(Please provide specific business names)

<u>Response</u>	<u>Frequency</u>
Barnes & Noble	(15)
Forever 21	(4)
Banana Republic	(3)
Ann Taylor	(2)
Express	(2)
Gap	(2)
J.Crew	(2)
Marshall's	(2)
Newbury Comics	(2)
T.J. Maxx	(2)
Victoria's Secret	(2)
American Eagle	(1)
Ann Taylor Loft	(1)
Apple Store	(1)
Bath and Body Works	(1)
Bed Bath & Beyond	(1)
Borders	(1)
Boston Cycle Shop	(1)
Club Monaco	(1)
Delia's	(1)
Dick's Sporting Goods	(1)
DSW	(1)
EMS	(1)
Gamestop	(1)
Guitar Center	(1)
Hallmark	(1)
J.C. Penney	(1)
Jos. A. Bank	(1)
Macy's	(1)
New York and Company	(1)
Nordstrom Rack	(1)
Orvis	(1)
Ralph Lauren	(1)
Talbots	(1)
Target	(1)
True Religion	(1)
Strand	(1)
Total Responses	64

Question 9a: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Dry Cleaner)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Dry Cleaner)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	54	17.6	17.6	17.6
Somewhat Likely	63	20.5	20.5	38.1
Somewhat Unlikely	49	16.0	16.0	54.1
Very Unlikely	108	35.2	35.2	89.3
No Response	33	10.7	10.7	100.0
Total	307	100.0	100.0	

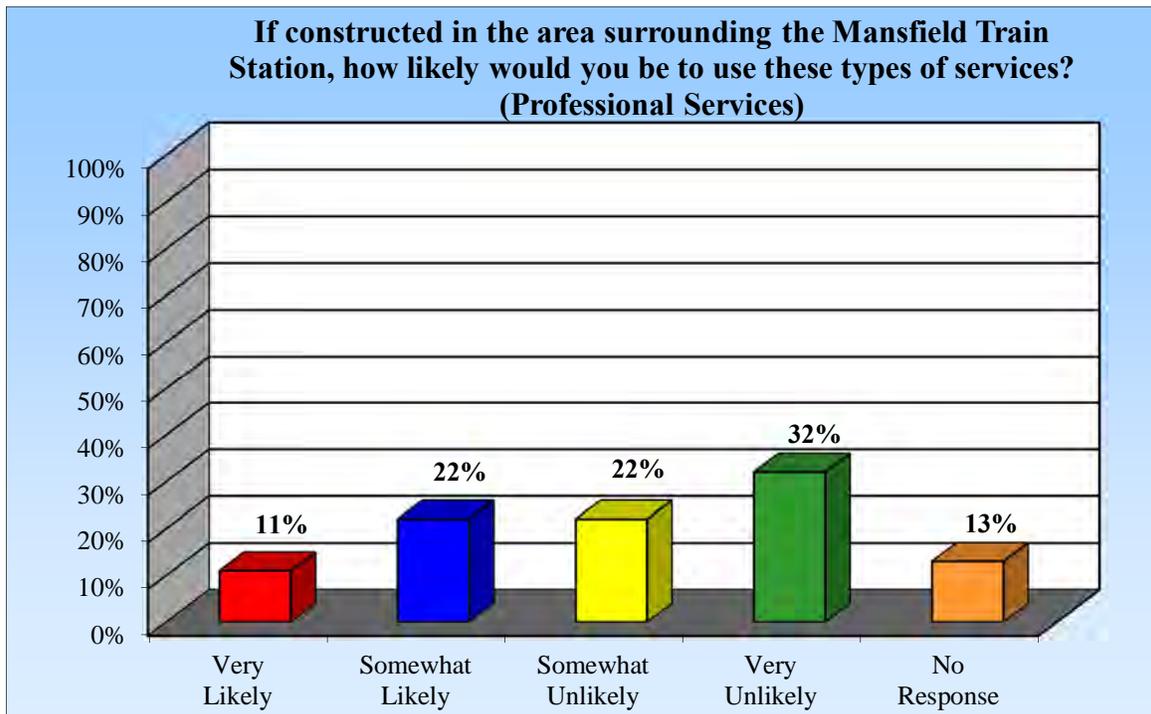


Eighteen percent of respondents said they are very likely to use a dry cleaner, 21% said somewhat likely, 16% said somewhat unlikely, 35% said very unlikely and 11% did not respond.

Question 9b: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Professional Services)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Professional Services)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	35	11.4	11.4	11.4
Somewhat Likely	66	21.5	21.5	32.9
Somewhat Unlikely	68	22.1	22.1	55.0
Very Unlikely	99	32.2	32.2	87.3
No Response	39	12.7	12.7	100.0
Total	307	100.0	100.0	

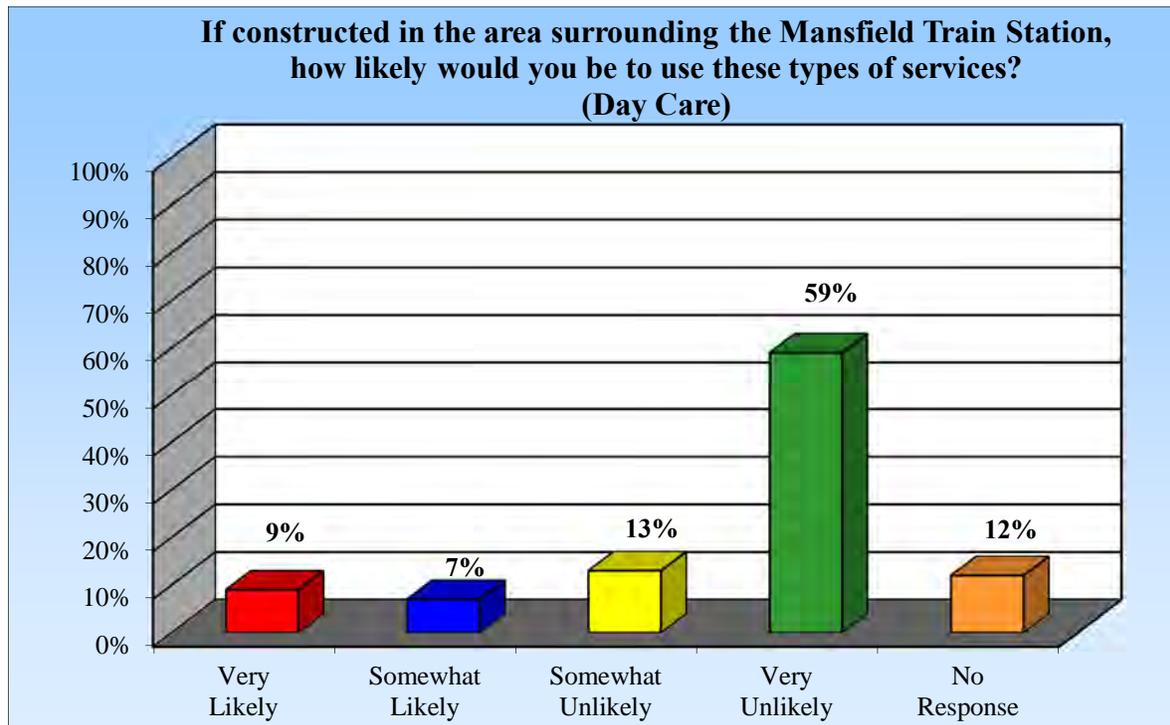


Eleven percent of respondents said they are very likely to use professional services, 22% said somewhat likely, 22% said somewhat unlikely, 32% said very unlikely and 13% did not respond.

Question 9c: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Day Care)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Day Care)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	27	8.8	8.8	8.8
Somewhat Likely	21	6.8	6.8	15.6
Somewhat Unlikely	39	12.7	12.7	28.3
Very Unlikely	182	59.3	59.3	87.6
No Response	38	12.4	12.4	100.0
Total	307	100.0	100.0	

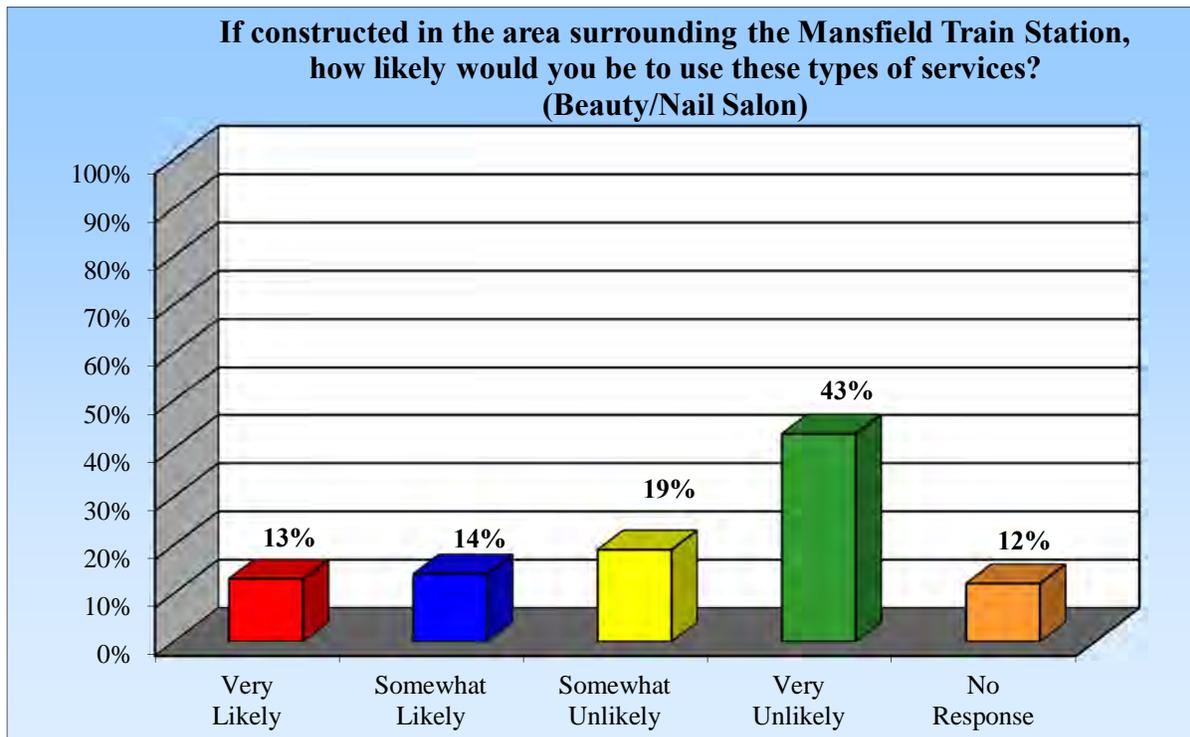


Nine percent of respondents said they are very likely to use a day care, 7% said somewhat likely, 13% said somewhat unlikely, 59% said very unlikely and 12% did not respond.

Question 9d: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Beauty/Nail Salon)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Beauty/Nail Salon)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	40	13.0	13.0	13.0
Somewhat Likely	43	14.0	14.0	27.0
Somewhat Unlikely	57	18.6	18.6	45.6
Very Unlikely	131	42.7	42.7	88.3
No Response	36	11.7	11.7	100.0
Total	307	100.0	100.0	

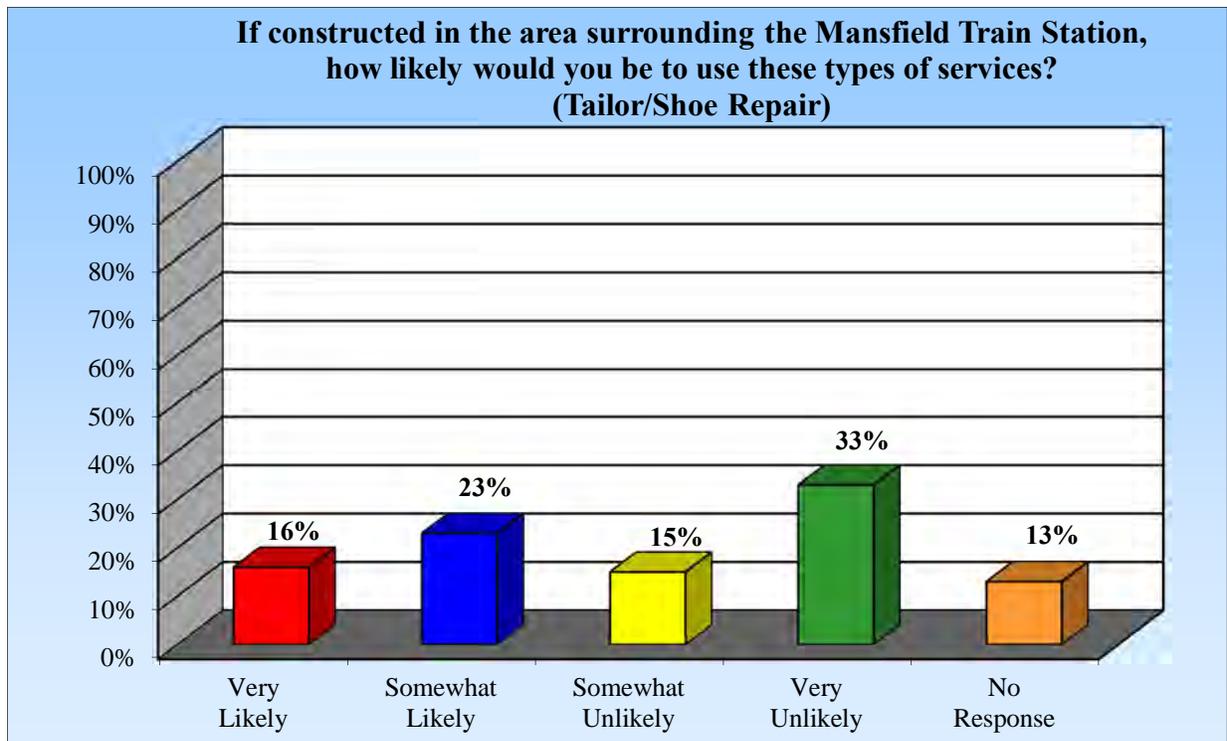


Thirteen percent of respondents said they are very likely to use a beauty/nail salon, 14% said somewhat likely, 19% said somewhat unlikely, 43% said very unlikely and 12% did not respond.

Question 9e: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Tailor/Shoe Repair)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Tailor/Shoe Repair)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	49	16.0	16.0	16.0
Somewhat Likely	71	23.1	23.1	39.1
Somewhat Unlikely	46	15.0	15.0	54.1
Very Unlikely	100	32.6	32.6	86.6
No Response	41	13.4	13.4	100.0
Total	307	100.0	100.0	

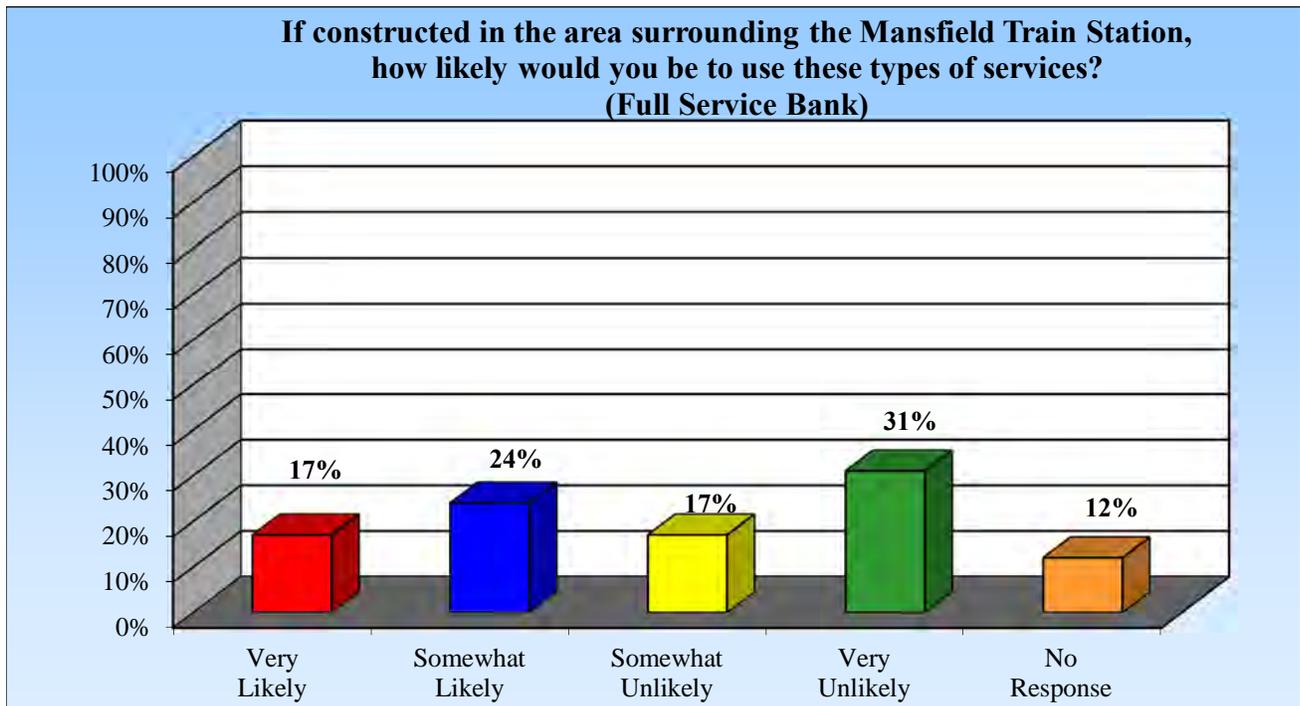


Sixteen percent of respondents said they are very likely to use a tailor/shoe repair, 23% said somewhat likely, 15% said somewhat unlikely, 33% said very unlikely and 13% did not respond.

Question 9f: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Full Service Bank)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Full Service Bank)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	51	16.6	16.6	16.6
Somewhat Likely	73	23.8	23.8	40.4
Somewhat Unlikely	51	16.6	16.6	57.0
Very Unlikely	96	31.3	31.3	88.3
No Response	36	11.7	11.7	100.0
Total	307	100.0	100.0	

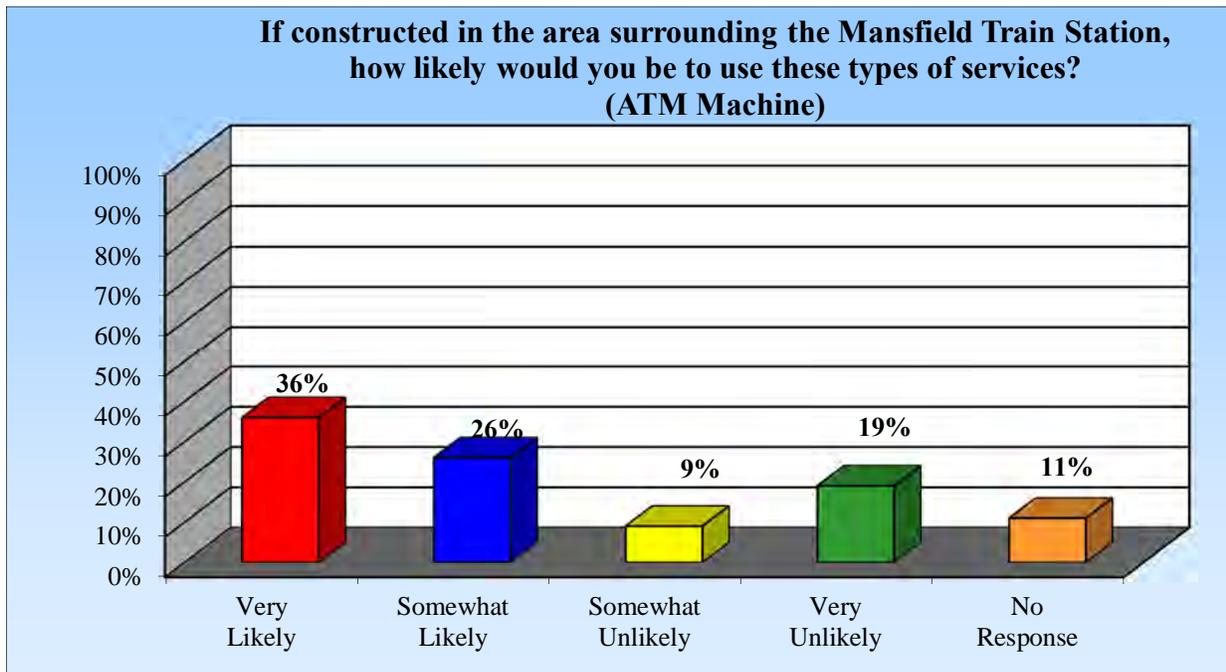


Seventeen percent of respondents said they are very likely to use a full service bank, 24% said somewhat likely, 17% said somewhat unlikely, 31% said very unlikely and 12% did not respond.

Question 9g: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(ATM Machine)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(ATM Machine)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	109	35.5	35.5	35.5
Somewhat Likely	79	25.7	25.7	61.2
Somewhat Unlikely	27	8.8	8.8	70.0
Very Unlikely	59	19.2	19.2	89.3
No Response	33	10.7	10.7	100.0
Total	307	100.0	100.0	



Thirty-six percent of respondents said they are very likely to use an ATM machine, 26% said somewhat likely, 9% said somewhat unlikely, 19% said very unlikely and 11% did not respond.

Question 9h: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Other)

<u>Response</u>	<u>Frequency</u>
Dry cleaner	(4)
Local, small businesses	(4)
Unspecified named bank	(3)
Unspecified named nail salon	(3)
Unspecified named tailor	(3)
Unspecified professional services	(3)
ATM	(2)
Tanning salon	(2)
Youth counseling	(2)
Computer repair	(1)
Unspecified named hair salon	(1)
Self-empowerment services	(1)
Mortgage company	(1)
Newspaper stands	(1)
Unspecified named shoe repair	(1)
Barber	(1)
<hr/>	
Total Responses	33

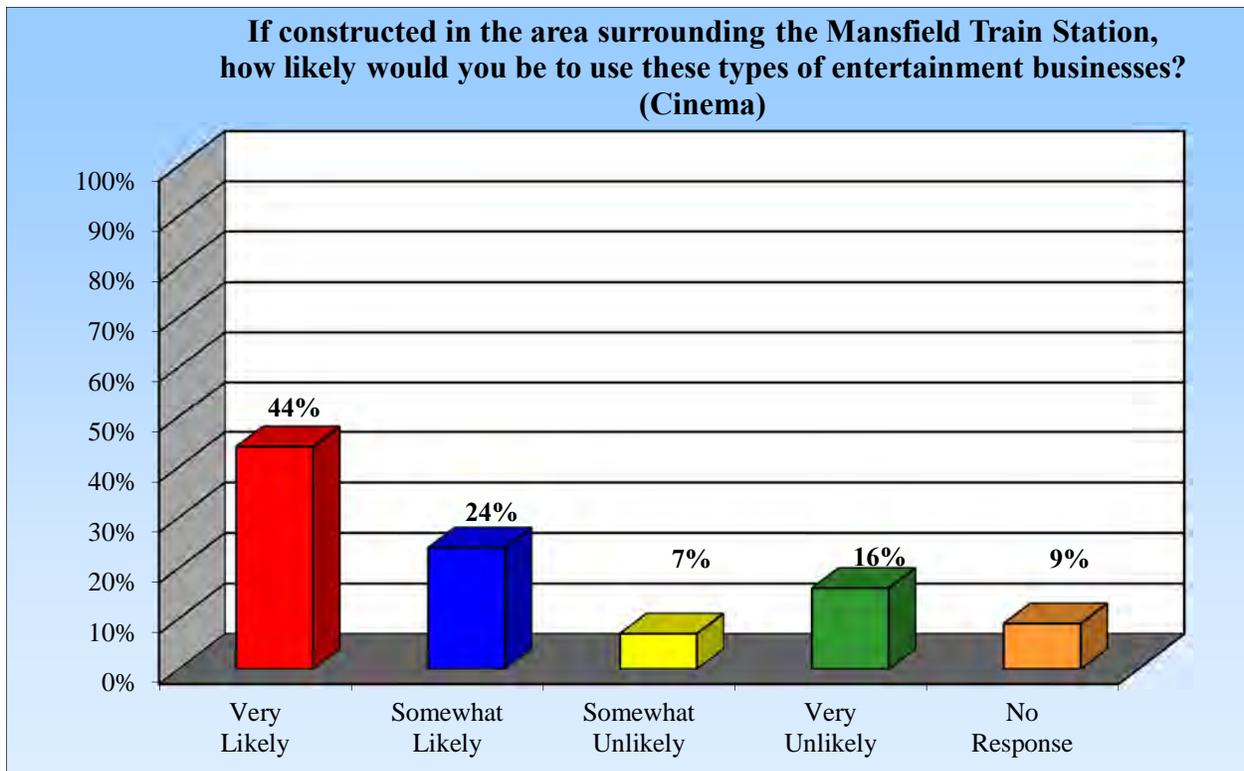
Question 10: What service businesses would you like to see?
(Please provide specific business names)

<u>Response</u>	<u>Frequency</u>
Bank of America	(6)
TD Bank	(3)
Citizens Bank	(2)
California Nails	(1)
Hair Cuttery	(1)
Mansfield Bank	(1)
Pro's Dry Cleaning	(1)
<hr/>	
Total Responses	15

Question 11a: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Cinema)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Cinema)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	134	43.6	43.6	43.6
Somewhat Likely	73	23.8	23.8	67.4
Somewhat Unlikely	22	7.2	7.2	74.6
Very Unlikely	49	16.0	16.0	90.6
No Response	29	9.4	9.4	100.0
Total	307	100.0	100.0	

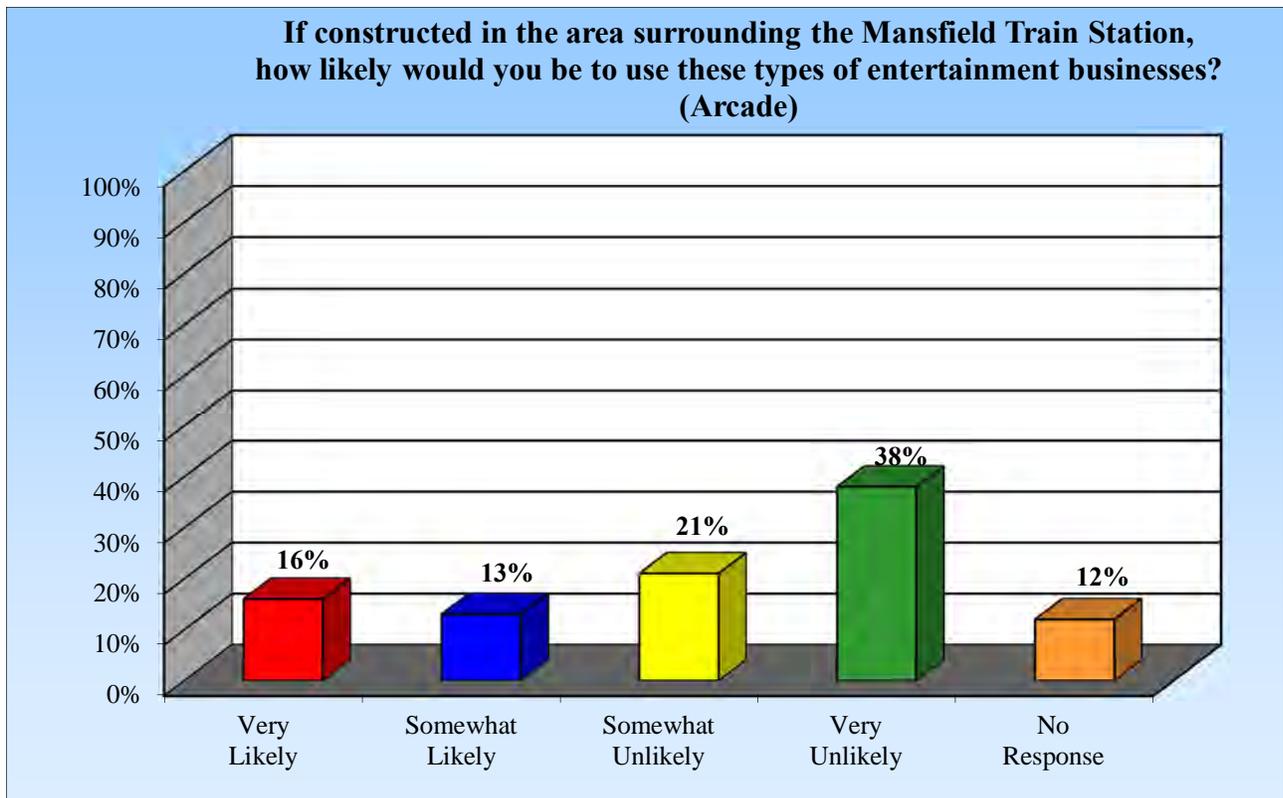


Forty-four percent of respondents said they are very likely to use a cinema, 24% said somewhat likely, 7% said somewhat unlikely, 16% said very unlikely and 9% did not respond.

Question 11b: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Arcade)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Arcade)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	50	16.3	16.3	16.3
Somewhat Likely	40	13.0	13.0	29.3
Somewhat Unlikely	64	20.8	20.8	50.2
Very Unlikely	117	38.1	38.1	88.3
No Response	36	11.7	11.7	100.0
Total	307	100.0	100.0	

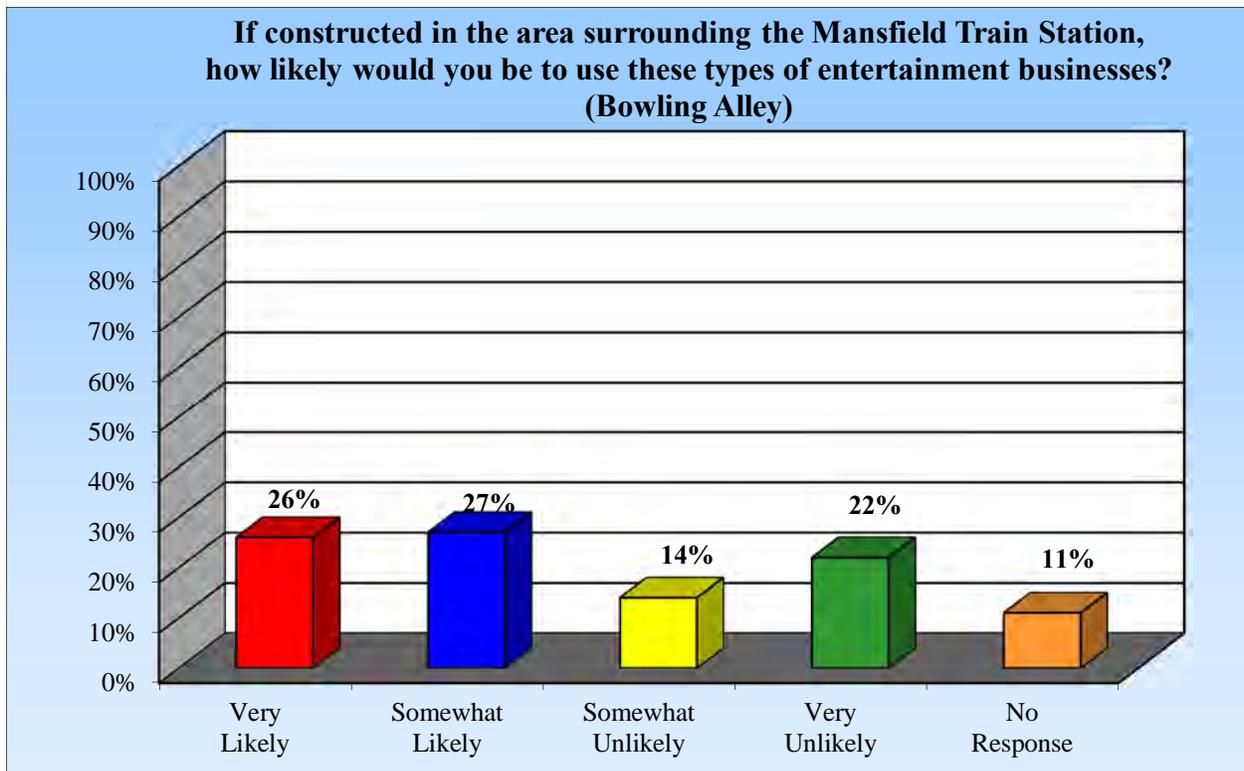


Sixteen percent of respondents said they are very likely to use an arcade, 13% said somewhat likely, 21% said somewhat unlikely, 38% said very unlikely and 12% did not respond.

Question 11c: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Bowling Alley)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Bowling Alley)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	79	25.7	25.7	25.7
Somewhat Likely	83	27.0	27.0	52.8
Somewhat Unlikely	44	14.3	14.3	67.1
Very Unlikely	68	22.1	22.1	89.3
No Response	33	10.7	10.7	100.0
Total	307	100.0	100.0	

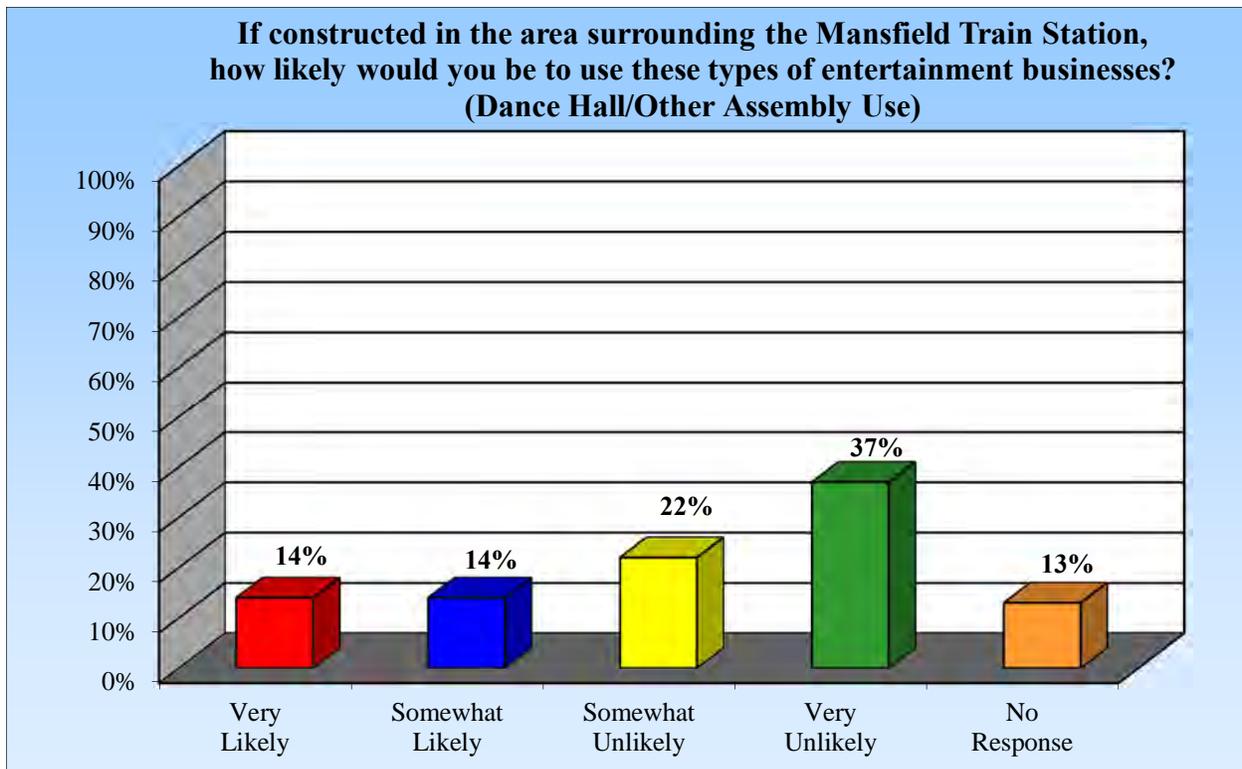


Twenty-six percent of respondents said they are very likely to use a bowling alley, 27% said somewhat likely, 14% said somewhat unlikely, 22% said very unlikely and 11% did not respond.

Question 11d: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Dance Hall/Other Assembly Use)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Dance Hall/Other Assembly Use)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	43	14.0	14.0	14.0
Somewhat Likely	42	13.7	13.7	27.7
Somewhat Unlikely	68	22.1	22.1	49.8
Very Unlikely	114	37.1	37.1	87.0
No Response	40	13.0	13.0	100.0
Total	307	100.0	100.0	

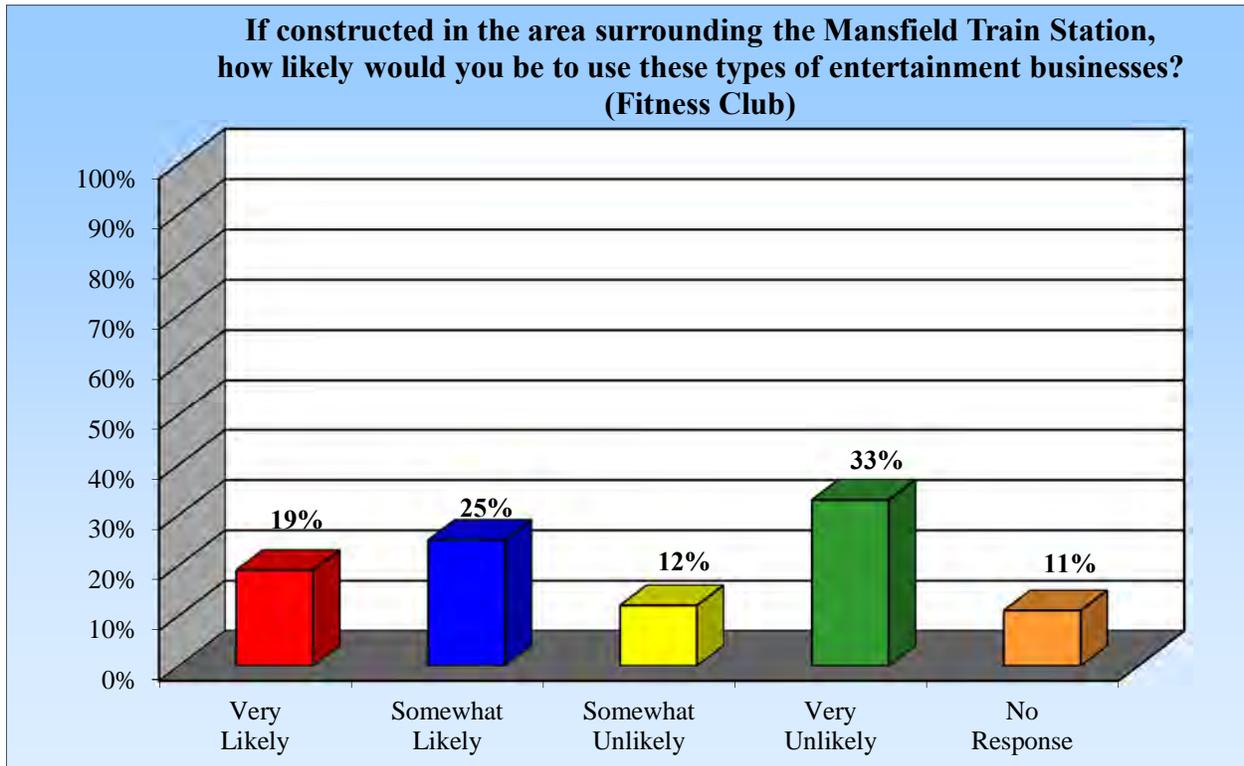


Fourteen percent of respondents said they are very likely to use a dance hall/other assembly use business, 14% said somewhat likely, 22% said somewhat unlikely, 37% said very unlikely and 13% did not respond.

Question 11e: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Fitness Club)

If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Fitness Club)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	59	19.2	19.2	19.2
Somewhat Likely	76	24.8	24.8	44.0
Somewhat Unlikely	37	12.1	12.1	56.0
Very Unlikely	100	32.6	32.6	88.6
No Response	35	11.4	11.4	100.0
Total	307	100.0	100.0	



Nineteen percent of respondents said they are very likely to use a fitness club, 25% said somewhat likely, 12% said somewhat unlikely, 33% said very unlikely and 11% did not respond.

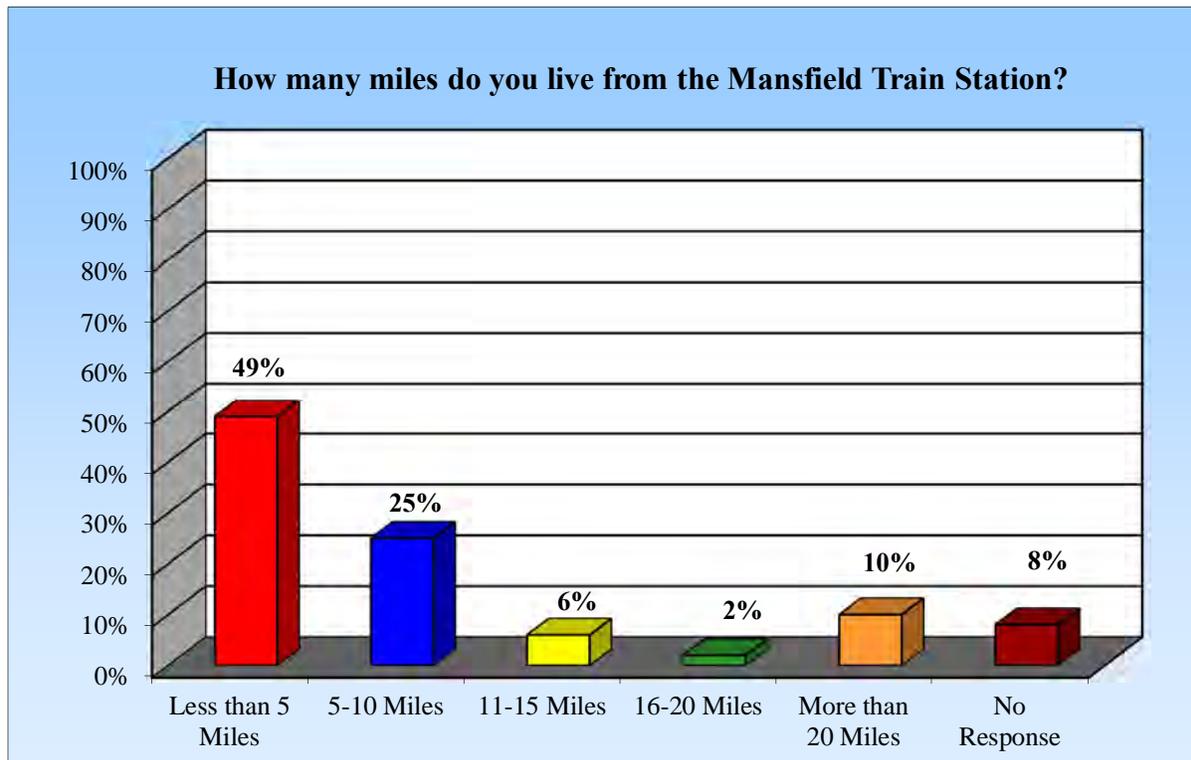
Question 11e: If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Other)

<u>Response</u>	<u>Frequency</u>
Fitness studio	(4)
Movie theater	(3)
Activities for children	(3)
Community/youth center	(2)
Barre classes	(1)
Yoga studio	(1)
Salsa clubs	(1)
Gentlemen's Club	(1)
Performance stage/area	(1)
Public pool	(1)
<hr/>	
Total Responses	18

Question 12: How many miles do you live from the Mansfield Train Station?

How many miles do you live from the Mansfield Train Station?

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 5 Miles	150	48.9	48.9	48.9
5-10 Miles	76	24.8	24.8	73.6
11-15 Miles	19	6.2	6.2	79.8
16-20 Miles	6	2.0	2.0	81.8
More than 20 Miles	31	10.1	10.1	91.9
No Response	25	8.1	8.1	100.0
Total	307	100.0	100.0	

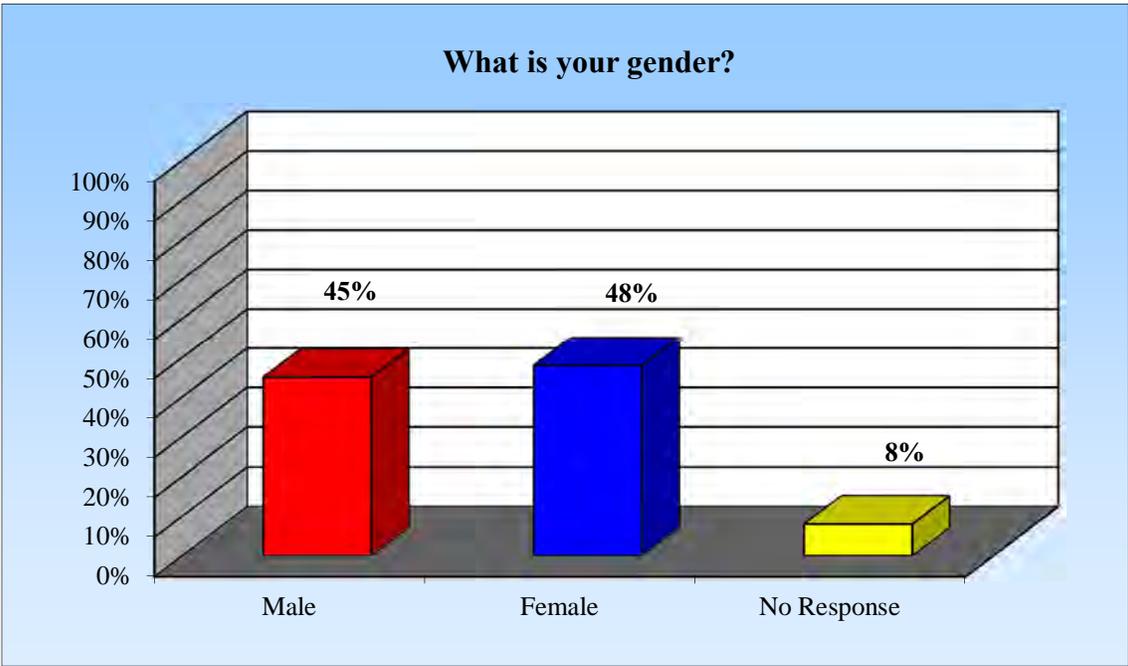


Forty-nine percent of respondents said they live less than 5 miles from the Mansfield Train Station, 25% said 5-10 miles, 6% said 11-15 miles, 2% said 16-20 miles, 10% said more than 20 miles and 8% did not respond.

Question 13: What is your gender?

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	137	44.6	44.6	44.6
Female	147	47.9	47.9	92.5
No Response	23	7.5	7.5	100.0
Total	307	100.0	100.0	



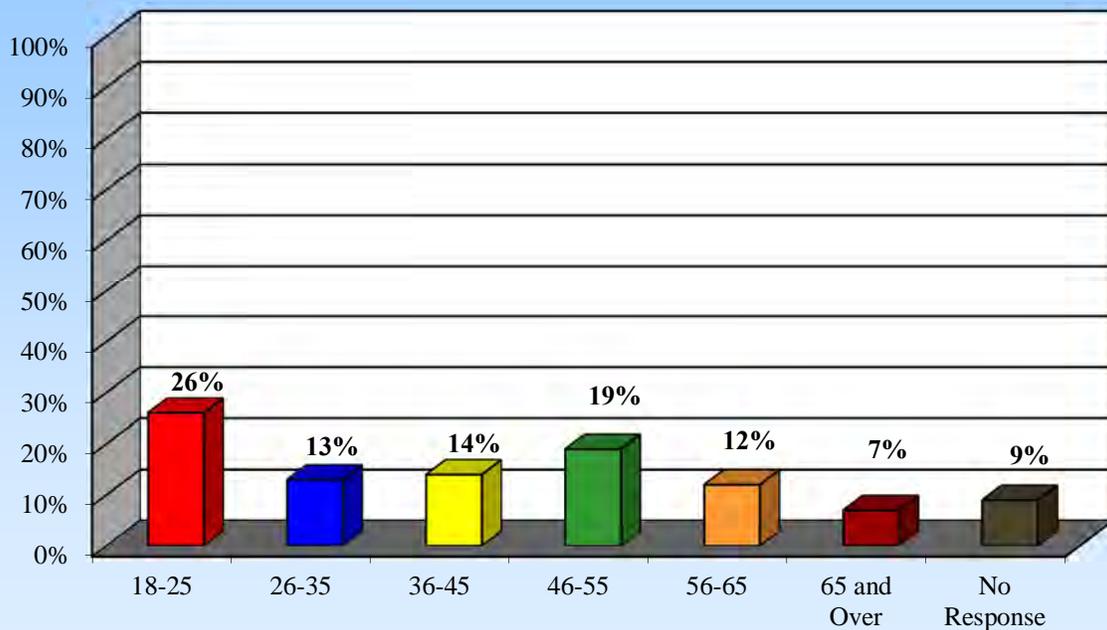
Forty-five percent of respondents are male, 48% are female and 8% did not respond.

Question 14: What is your age?

What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	80	26.1	26.1	26.1
26-35	41	13.4	13.4	39.4
36-45	44	14.3	14.3	53.7
46-55	58	18.9	18.9	72.6
56-64	36	11.7	11.7	84.4
65 and Over	22	7.2	7.2	91.5
No Response	26	8.5	8.5	100.0
Total	307	100.0	100.0	

What is your age?



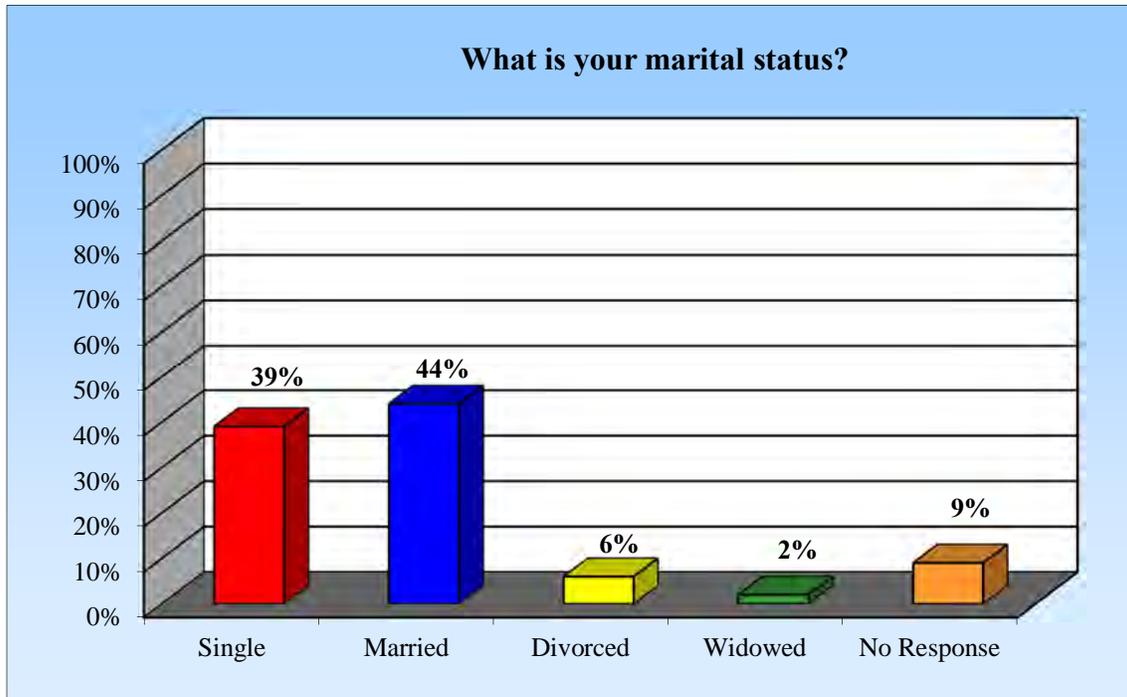
Twenty-six percent of respondents said they are between the ages of 18-25, 13% said 26-35 years old, 14% said 36-45 years old, 19% said 46-55 years old, 12% said 56-64 years old, 7% said 65 years old or older and 9% did not respond.

Question 15: What is your marital status?

What is your marital status?

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	121	39.4	39.4	39.4
Married	135	44.0	44.0	83.4
Divorced	18	5.9	5.9	89.3
Widowed	6	2.0	2.0	91.2
No Response	27	8.8	8.8	100.0
Total	307	100.0	100.0	

What is your marital status?



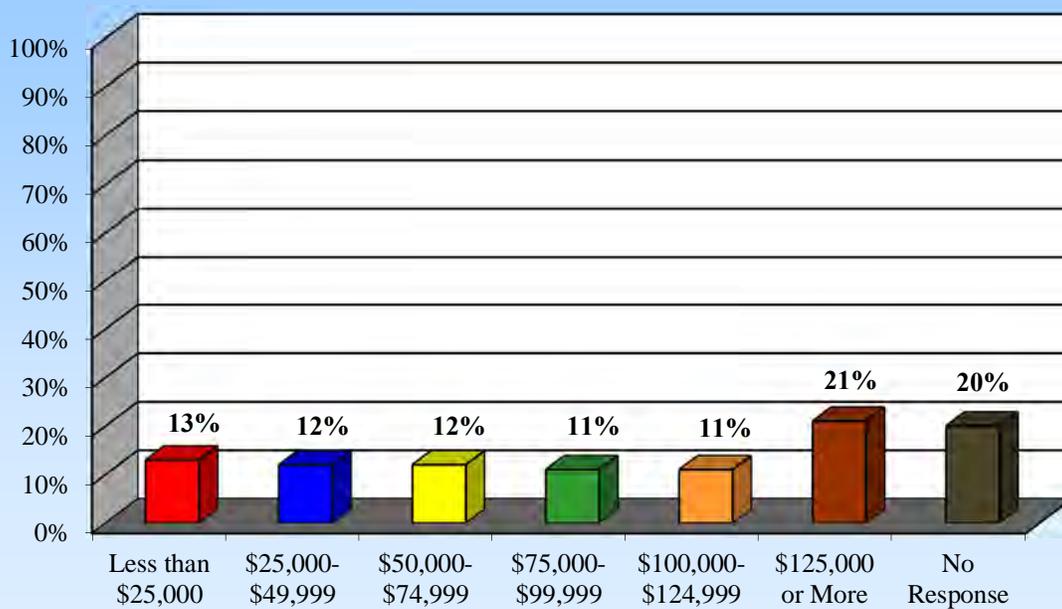
Thirty-nine percent of respondents said they are single, 44% said they are married, 6% said they are divorced, 2% said they are widowed and 9% did not respond.

Question 16: What is your annual household income?

What is your annual household income?

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than \$25,000	41	13.4	13.4	13.4
\$25,000-\$49,999	36	11.7	11.7	25.1
\$50,000-\$74,000	38	12.4	12.4	37.5
\$75,000-\$99,999	34	11.1	11.1	48.5
\$100,000-\$124,000	33	10.7	10.7	59.3
\$125,000 or More	63	20.5	20.5	79.8
No Response	62	20.2	20.2	100.0
Total	307	100.0	100.0	

What is your annual household income?



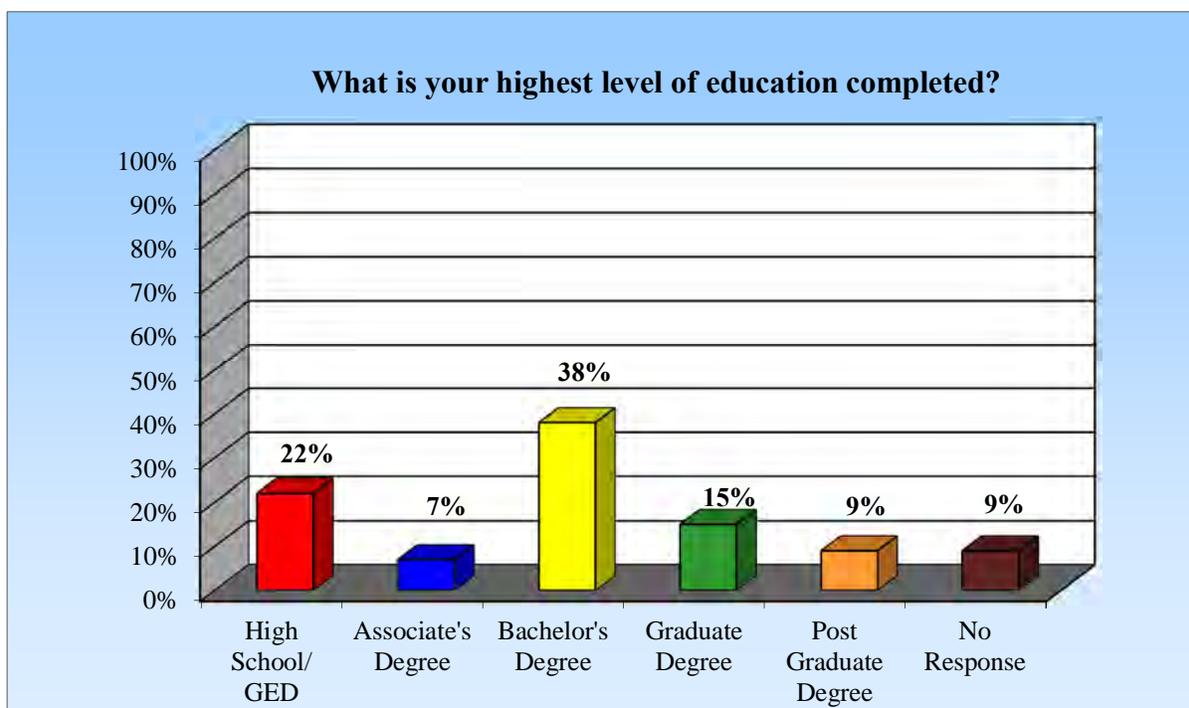
Thirteen percent of respondents said their annual household income is less than \$25,000, 12% said \$25,000-\$49,999, 12% said \$50,000-\$74,999, 11% said \$75,000-\$99,999, 11% said \$100,000-\$124,999, 21% said \$125,000 or more and 20% did not respond.

Question 17: What is your highest level of education completed?

What is your highest level of education completed?

	Frequency	Percent	Valid Percent	Cumulative Percent
High School/GED	68	22.1	22.1	22.1
Associate's Degree	22	7.2	7.2	29.3
Bachelor's Degree	115	37.5	37.5	66.8
Graduate Degree	45	14.7	14.7	81.4
Post Graduate Degree	28	9.1	9.1	90.6
No Response	29	9.4	9.4	100.0
Total	307	100.0	100.0	

What is your highest level of education completed?



Twenty-two percent of respondents said they completed high school or obtained a GED, 7% said they have an Associate's Degree, 38% said they have a Bachelor's Degree, 15% said they have a Graduate Degree, 9% said they have a Post Graduate Degree and 9% did not respond.

Question 18: Additional comments and/or recommendations

<u>Response</u>	<u>Frequency</u>
Need additional parking	(7)
No development	(5)
Keep train station facility open longer hours	(2)
Need non-Mansfield resident parking	(1)
Paint the parking spots	(1)
Available restroom facilities	(1)
Ticket machine for parking	(1)
Wind break for platform	(1)
Footbridge connecting both sides of tracks	(1)
Put Post Office back in center of town	(1)
Only food and beverage development	(1)
Mansfield is somewhat small, the more that gets built here; I will debate on selling	(1)
Your buildings are killing the small town feel	(1)
Most [facilities] are available already in the town center (6 min walk)	(1)
<hr/>	
Total Responses	25

Mansfield Businesses Surveyed

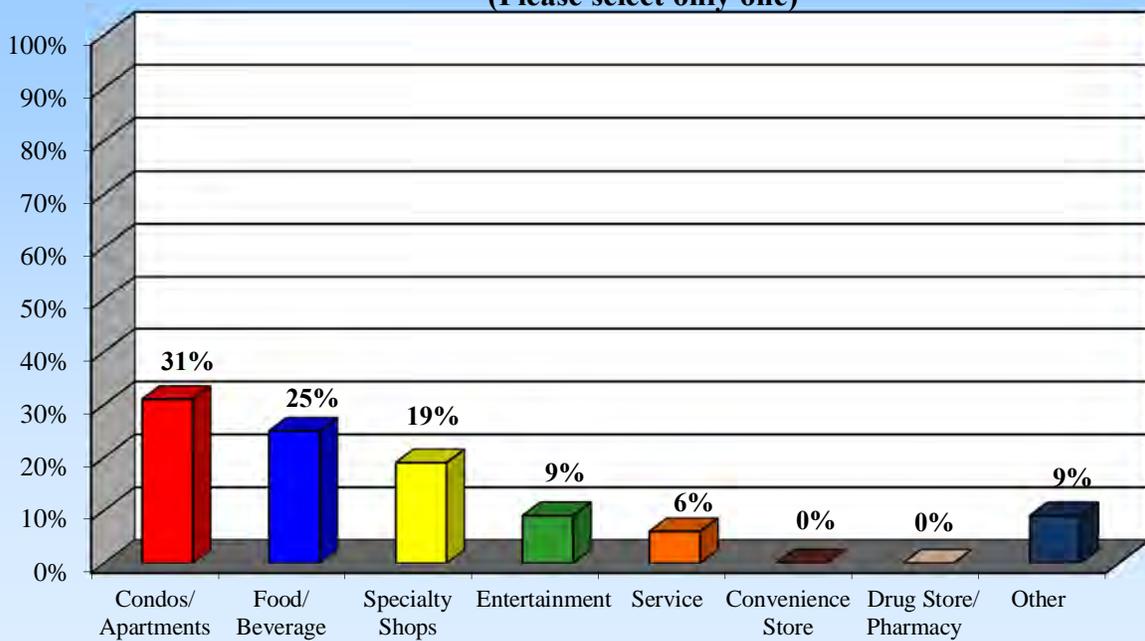
Business Name	Street Address
Andrea Greco Interiors	91 South Street
Accqtrax	46 Old North Trail
Adornos Construction	58 East Street
Advantage Appliance	127 North Main Street
Al-Noor Academy Inc.	20 Church Street
Allied Auto Parts Co.	95 S. Main Street
Barrett Distribution Centers	31 Plymouth Street
Barrows Insurance Agency	215 N Main Street
Belknap White Group	11 Plymouth Street
Canoe River Campground	137 Mill Street
CARQUEST Auto Parts	26 Wood Ave
Cedar Heights LLC	10 Connors Ave
Central Vacuums by Rogar	661 Elm Street
Certuse Adjustment Inc.	200 Chauncy Street
Image Limousine SVC Inc.	100 Union Street
Import Export Compliance	6 Hartford Road
Instock Design Supply	44 Wood Ave
Intelligent Power Solutions Ne	22 King Arthur Way
Michael Connolly & Sons Inc.	241 Francis Ave
Milton's Distribution	305 Forbes Boulevard
Monarch Realty Group, LLC	1 W Church Street
Anselone Flooring Inc.	277 N. Main Street
Alpha Analytical Labs	320 Forbes Boulevard
American Eagle	280 School Street
American Paper Recycling Corporation	100 Copeland Drive
American Portfolios/Integrated	272 Chauncy Street
Angie's Alterations	185 North Main Street
Sage Bank	1 West Church Street
IneoQuest Technologies Inc.	170 Forbes Boulevard
Integrated Systems	905 South Main Street
Mini Warehousing Inc.	241 Francis Avenue
MMAS Black Box Treasure	30 Croker Street

Question 1: If constructed in the area surrounding the Mansfield Train Station, which type of business do you feel would most compliment yours?

If constructed in the area surrounding the Mansfield Train Station, which type of business do you feel would most complement yours?

	Frequency	Percent	Valid Percent	Cumulative Percent
Condos/Apartments	10	31.3	31.3	31.3
Food/Beverage	8	25.0	25.0	56.3
Entertainment	3	9.4	9.4	65.6
Specialty Shops	6	18.8	18.8	84.4
Service	2	6.3	6.3	90.6
Other	3	9.4	9.4	100.0
Total	32	100.0	100.0	

If constructed in the area surrounding the Mansfield Train Station, which type of business do you feel would most compliment yours?
(Please select only one)

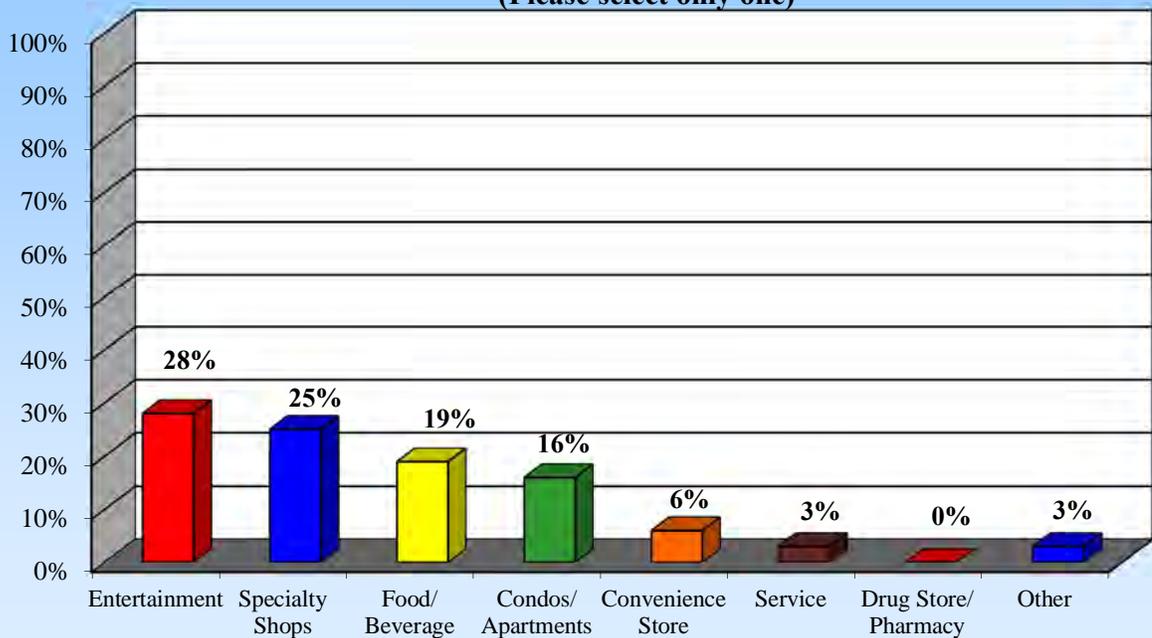


Question 2: If constructed in the area surrounding the Mansfield Train Station, which type of business do you feel would add the most value to the community?

If constructed in the area surrounding the Mansfield Train Station, which type of business do you feel would add the most value to the community?

	Frequency	Percent	Valid Percent	Cumulative Percent
Condos/Apartments	5	15.6	15.6	15.6
Food/Beverage	6	18.8	18.8	34.4
Entertainment	9	28.1	28.1	62.5
Specialty Shops	8	25.0	25.0	87.5
Service	1	3.1	3.1	90.6
Convenience Store	2	6.3	6.3	96.9
Other	1	3.1	3.1	100.0
Total	32	100.0	100.0	

If constructed in the area surrounding the Mansfield Train Station, which type of business do you feel would add the most value to the community?
(Please select only one)



**Additional Analysis
(Selected Cases – Mansfield Residents who Commute)**

This is a report of all cases in which Mansfield residents who take the train daily or Monday ó Friday responded to this survey. The question was: “Are you a resident of Mansfield, MA?” SPSS then eliminated the respondents who were not residents. The second question was: “How often do you take the train from Mansfield, MA?” SPSS then eliminated the respondents who did not take the train daily or Monday-Friday.

Are you a resident of Mansfield, MA?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	82	100.0	100.0	100.0

How often do you take the train from Mansfield, MA?

	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	33	40.2	40.2	40.2
Monday-Friday	49	59.8	59.8	100.0
Total	82	100.0	100.0	

How do you usually get to the train station?

	Frequency	Percent	Valid Percent	Cumulative Percent
Walk	26	31.7	31.7	31.7
Bike	2	2.4	2.4	34.1
Car	52	63.4	63.4	97.6
Public Transportation	1	1.2	1.2	98.8
Taxi	1	1.2	1.2	100.0
Total	82	100.0	100.0	

Selected Cases: Mansfield Residents who Commute
(Continued)

If new apartments were to be constructed in the Mansfield Train Station area, how likely would you be to consider residing there?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	8	9.8	9.8	9.8
Somewhat Likely	9	11.0	11.0	20.7
Somewhat Unlikely	4	4.9	4.9	25.6
Very Unlikely	61	74.4	74.4	100.0
Total	82	100.0	100.0	

If new condos were to be constructed in the Mansfield Train Station area, how likely would you be to consider residing there?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	4	4.9	4.9	4.9
Somewhat Likely	8	9.8	9.8	14.6
Somewhat Unlikely	8	9.8	9.8	24.4
Very Unlikely	62	75.6	75.6	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food beverage/businesses?
(Fine Dining Restaurant)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	28	34.1	34.1	34.1
Somewhat Likely	26	31.7	31.7	65.9
Somewhat Unlikely	12	14.6	14.6	80.5
Very Unlikely	11	13.4	13.4	93.9
No Response	5	6.1	6.1	100.0
Total	82	100.0	100.0	

Selected Cases: Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of food beverage/businesses?
(Casual Dining Restaurant)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	39	47.6	47.6	47.6
Somewhat Likely	25	30.5	30.5	78.0
Somewhat Unlikely	8	9.8	9.8	87.8
Very Unlikely	6	7.3	7.3	95.1
No Response	4	4.9	4.9	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of food beverage/businesses?
(Take-Out Restaurant)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	40	48.8	48.8	48.8
Somewhat Likely	23	28.0	28.0	76.8
Somewhat Unlikely	11	13.4	13.4	90.2
Very Unlikely	6	7.3	7.3	97.6
No Response	2	2.4	2.4	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of food beverage/businesses?
(Bakery/Deli)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	40	48.8	48.8	48.8
Somewhat Likely	23	28.0	28.0	76.8
Somewhat Unlikely	8	9.8	9.8	86.6
Very Unlikely	6	7.3	7.3	93.9
No Response	5	6.1	6.1	100.0
Total	82	100.0	100.0	

Selected Cases: Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of food beverage/businesses?
(Coffee Shop/Internet Cafe)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	45	54.9	54.9	54.9
Somewhat Likely	14	17.1	17.1	72.0
Somewhat Unlikely	8	9.8	9.8	81.7
Very Unlikely	10	12.2	12.2	93.9
No Response	5	6.1	6.1	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of food beverage/businesses?
(Bar/Tavern)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	30	36.6	36.6	36.6
Somewhat Likely	16	19.5	19.5	56.1
Somewhat Unlikely	14	17.1	17.1	73.2
Very Unlikely	17	20.7	20.7	93.9
No Response	5	6.1	6.1	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of food beverage/businesses?
(Convenience Store)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	36	43.9	43.9	43.9
Somewhat Likely	18	22.0	22.0	65.9
Somewhat Unlikely	10	12.2	12.2	78.0
Very Unlikely	14	17.1	17.1	95.1
No Response	4	4.9	4.9	100.0
Total	82	100.0	100.0	

Selected Cases: Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of specialty shops?
(Clothing)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	17	20.7	20.7	20.7
Somewhat Likely	26	31.7	31.7	52.4
Somewhat Unlikely	14	17.1	17.1	69.5
Very Unlikely	18	22.0	22.0	91.5
No Response	7	8.5	8.5	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of specialty shops?
(Jewelry/Silversmith/Goldsmith)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	6	7.3	7.3	7.3
Somewhat Likely	12	14.6	14.6	22.0
Somewhat Unlikely	29	35.4	35.4	57.3
Very Unlikely	24	29.3	29.3	86.6
No Response	11	13.4	13.4	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of specialty shops?
(Bookstore)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	25	30.5	30.5	30.5
Somewhat Likely	28	34.1	34.1	64.6
Somewhat Unlikely	11	13.4	13.4	78.0
Very Unlikely	9	11.0	11.0	89.0
No Response	9	11.0	11.0	100.0
Total	82	100.0	100.0	

Selected Cases: Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of specialty shops?
(Artisan Studio)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	9	11.0	11.0	11.0
Somewhat Likely	12	14.6	14.6	25.6
Somewhat Unlikely	31	37.8	37.8	63.4
Very Unlikely	21	25.6	25.6	89.0
No Response	9	11.0	11.0	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of specialty shops?
(Museum/Auction Gallery/Studio)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	13	15.9	15.9	15.9
Somewhat Likely	18	22.0	22.0	37.8
Somewhat Unlikely	19	23.2	23.2	61.0
Very Unlikely	22	26.8	26.8	87.8
No Response	10	12.2	12.2	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of specialty shops?
(Bicycle Sales/Service)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	9	11.0	11.0	11.0
Somewhat Likely	16	19.5	19.5	30.5
Somewhat Unlikely	20	24.4	24.4	54.9
Very Unlikely	27	32.9	32.9	87.8
No Response	10	12.2	12.2	100.0
Total	82	100.0	100.0	

Selected Cases: Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of services?
(Dry Cleaner)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	22	26.8	26.8	26.8
Somewhat Likely	15	18.3	18.3	45.1
Somewhat Unlikely	14	17.1	17.1	62.2
Very Unlikely	19	23.2	23.2	85.4
No Response	12	14.6	14.6	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of services?
(Professional Services)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	8	9.8	9.8	9.8
Somewhat Likely	17	20.7	20.7	30.5
Somewhat Unlikely	22	26.8	26.8	57.3
Very Unlikely	22	26.8	26.8	84.1
No Response	13	15.9	15.9	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of services?
(Day Care)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	7	8.5	8.5	8.5
Somewhat Likely	7	8.5	8.5	17.1
Somewhat Unlikely	14	17.1	17.1	34.1
Very Unlikely	41	50.0	50.0	84.1
No Response	13	15.9	15.9	100.0
Total	82	100.0	100.0	

Selected Cases: Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Beauty/Nail Salon)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	11	13.4	13.4	13.4
Somewhat Likely	12	14.6	14.6	28.0
Somewhat Unlikely	19	23.2	23.2	51.2
Very Unlikely	30	36.6	36.6	87.8
No Response	10	12.2	12.2	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Tailor/Shoe Repair)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	15	18.3	18.3	18.3
Somewhat Likely	25	30.5	30.5	48.8
Somewhat Unlikely	10	12.2	12.2	61.0
Very Unlikely	17	20.7	20.7	81.7
No Response	15	18.3	18.3	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(Full Service Bank)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	13	15.9	15.9	15.9
Somewhat Likely	23	28.0	28.0	43.9
Somewhat Unlikely	14	17.1	17.1	61.0
Very Unlikely	19	23.2	23.2	84.1
No Response	13	15.9	15.9	100.0
Total	82	100.0	100.0	

Selected Cases: Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of services?
(ATM Machine)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	31	37.8	37.8	37.8
Somewhat Likely	21	25.6	25.6	63.4
Somewhat Unlikely	4	4.9	4.9	68.3
Very Unlikely	14	17.1	17.1	85.4
No Response	12	14.6	14.6	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Cinema)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	30	36.6	36.6	36.6
Somewhat Likely	21	25.6	25.6	62.2
Somewhat Unlikely	10	12.2	12.2	74.4
Very Unlikely	8	9.8	9.8	84.1
No Response	13	15.9	15.9	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Arcade)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	15	18.3	18.3	18.3
Somewhat Likely	12	14.6	14.6	32.9
Somewhat Unlikely	18	22.0	22.0	54.9
Very Unlikely	21	25.6	25.6	80.5
No Response	16	19.5	19.5	100.0
Total	82	100.0	100.0	

Selected Cases: Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Bowling Alley)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	22	26.8	26.8	26.8
Somewhat Likely	20	24.4	24.4	51.2
Somewhat Unlikely	15	18.3	18.3	69.5
Very Unlikely	12	14.6	14.6	84.1
No Response	13	15.9	15.9	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Dance Hall/Other Assembly Use)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	7	8.5	8.5	8.5
Somewhat Likely	12	14.6	14.6	23.2
Somewhat Unlikely	23	28.0	28.0	51.2
Very Unlikely	23	28.0	28.0	79.3
No Response	17	20.7	20.7	100.0
Total	82	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of entertainment businesses?
(Fitness Club)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	15	18.3	18.3	18.3
Somewhat Likely	23	28.0	28.0	46.3
Somewhat Unlikely	11	13.4	13.4	59.8
Very Unlikely	17	20.7	20.7	80.5
No Response	16	19.5	19.5	100.0
Total	82	100.0	100.0	

Selected Cases: Mansfield Residents who Commute
(Continued)

How many miles do you live from the Mansfield Train Station?

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 5 Miles	63	76.8	76.8	76.8
5-10 Miles	6	7.3	7.3	84.1
11-15 Miles	2	2.4	2.4	86.6
16-20 Miles	1	1.2	1.2	87.8
No Response	10	12.2	12.2	100.0
Total	82	100.0	100.0	

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	38	46.3	46.3	46.3
Female	34	41.5	41.5	87.8
No Response	10	12.2	12.2	100.0
Total	82	100.0	100.0	

What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	12	14.6	14.6	14.6
26-35	16	19.5	19.5	34.1
36-45	14	17.1	17.1	51.2
46-55	18	22.0	22.0	73.2
56-64	9	11.0	11.0	84.1
65 and Over	2	2.4	2.4	86.6
No Response	11	13.4	13.4	100.0
Total	82	100.0	100.0	

Selected Cases: Mansfield Residents who Commute
(Continued)

What is your marital status?

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	18	22.0	22.0	22.0
Married	46	56.1	56.1	78.0
Divorced	6	7.3	7.3	85.4
Widowed	1	1.2	1.2	86.6
No Response	11	13.4	13.4	100.0
Total	82	100.0	100.0	

What is your annual household income?

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than \$25,000	7	8.5	8.5	8.5
\$25,000-\$49,999	5	6.1	6.1	14.6
\$50,000-\$74,000	10	12.2	12.2	26.8
\$75,000-\$99,999	10	12.2	12.2	39.0
\$100,000-\$124,000	10	12.2	12.2	51.2
\$125,000 or More	23	28.0	28.0	79.3
No Response	17	20.7	20.7	100.0
Total	82	100.0	100.0	

What is your highest level of education completed?

	Frequency	Percent	Valid Percent	Cumulative Percent
High School/GED	7	8.5	8.5	8.5
Associate's Degree	4	4.9	4.9	13.4
Bachelor's Degree	30	36.6	36.6	50.0
Graduate Degree	19	23.2	23.2	73.2
Post Graduate Degree	10	12.2	12.2	85.4
No Response	12	14.6	14.6	100.0
Total	82	100.0	100.0	

**Additional Analysis
(Selected Cases – Non-Residents who Commute)**

This is a report of all cases in which non- residents who take the train daily or Monday ó Friday responded to this survey. The question was: “Are you a resident of Mansfield, MA?” SPSS then eliminated the respondents who were residents. The second question was: “How often do you take the train from Mansfield, MA?” SPSS then eliminated the respondents who did not take the train daily or Monday-Friday.

Are you a resident of Mansfield, MA?

	Frequency	Percent	Valid Percent	Cumulative Percent
No	72	100.0	100.0	100.0

How often do you take the train from Mansfield, MA?

	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	31	43.1	43.1	43.1
Monday-Friday	41	56.9	56.9	100.0
Total	72	100.0	100.0	

How do you usually get to the train station?

	Frequency	Percent	Valid Percent	Cumulative Percent
Walk	6	8.3	8.3	8.3
Car	63	87.5	87.5	95.8
Public Transportation	3	4.2	4.2	100.0
Total	72	100.0	100.0	

Selected Cases: Non-Mansfield Residents who Commute
(Continued)

If new apartments were to be constructed in the Mansfield Train Station area, how likely would you be to consider residing there?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	5	6.9	6.9	6.9
Somewhat Likely	13	18.1	18.1	25.0
Somewhat Unlikely	9	12.5	12.5	37.5
Very Unlikely	45	62.5	62.5	100.0
Total	72	100.0	100.0	

If new condos were to be constructed in the Mansfield Train Station area, how likely would you be to consider residing there?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	5	6.9	6.9	6.9
Somewhat Likely	12	16.7	16.7	23.6
Somewhat Unlikely	12	16.7	16.7	40.3
Very Unlikely	43	59.7	59.7	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you be to use these types of food beverage/businesses?
(Fine Dining Restaurant)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	13	18.1	18.1	18.1
Somewhat Likely	31	43.1	43.1	61.1
Somewhat Unlikely	15	20.8	20.8	81.9
Very Unlikely	6	8.3	8.3	90.3
No Response	7	9.7	9.7	100.0
Total	72	100.0	100.0	

Selected Cases: Non-Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of food beverage/businesses?
(Casual Dining Restaurant)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	30	41.7	41.7	41.7
Somewhat Likely	26	36.1	36.1	77.8
Somewhat Unlikely	7	9.7	9.7	87.5
Very Unlikely	4	5.6	5.6	93.1
No Response	5	6.9	6.9	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of food beverage/businesses?
(Take-Out Restaurant)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	26	36.1	36.1	36.1
Somewhat Likely	27	37.5	37.5	73.6
Somewhat Unlikely	7	9.7	9.7	83.3
Very Unlikely	8	11.1	11.1	94.4
No Response	4	5.6	5.6	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of food beverage/businesses?
(Bakery/Deli)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	23	31.9	31.9	31.9
Somewhat Likely	31	43.1	43.1	75.0
Somewhat Unlikely	7	9.7	9.7	84.7
Very Unlikely	5	6.9	6.9	91.7
No Response	6	8.3	8.3	100.0
Total	72	100.0	100.0	

Selected Cases: Non-Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of food beverage/businesses?
(Coffee Shop/Internet Cafe)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	30	41.7	41.7	41.7
Somewhat Likely	19	26.4	26.4	68.1
Somewhat Unlikely	15	20.8	20.8	88.9
Very Unlikely	6	8.3	8.3	97.2
No Response	2	2.8	2.8	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of food beverage/businesses?
(Bar/Tavern)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	20	27.8	27.8	27.8
Somewhat Likely	23	31.9	31.9	59.7
Somewhat Unlikely	9	12.5	12.5	72.2
Very Unlikely	15	20.8	20.8	93.1
No Response	5	6.9	6.9	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of food beverage/businesses?
(Convenience Store)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	21	29.2	29.2	29.2
Somewhat Likely	28	38.9	38.9	68.1
Somewhat Unlikely	9	12.5	12.5	80.6
Very Unlikely	9	12.5	12.5	93.1
No Response	5	6.9	6.9	100.0
Total	72	100.0	100.0	

Selected Cases: Non-Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of specialty shops?
(Clothing)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	9	12.5	12.5	12.5
Somewhat Likely	23	31.9	31.9	44.4
Somewhat Unlikely	14	19.4	19.4	63.9
Very Unlikely	16	22.2	22.2	86.1
No Response	10	13.9	13.9	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of specialty shops?
(Jewelry/Silversmith/Goldsmith)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	4	5.6	5.6	5.6
Somewhat Likely	8	11.1	11.1	16.7
Somewhat Unlikely	24	33.3	33.3	50.0
Very Unlikely	26	36.1	36.1	86.1
No Response	10	13.9	13.9	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of specialty shops?
(Bookstore)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	19	26.4	26.4	26.4
Somewhat Likely	23	31.9	31.9	58.3
Somewhat Unlikely	8	11.1	11.1	69.4
Very Unlikely	11	15.3	15.3	84.7
No Response	11	15.3	15.3	100.0
Total	72	100.0	100.0	

Selected Cases: Non-Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of specialty shops?
(Artisan Studio)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	4	5.6	5.6	5.6
Somewhat Likely	14	19.4	19.4	25.0
Somewhat Unlikely	20	27.8	27.8	52.8
Very Unlikely	24	33.3	33.3	86.1
No Response	10	13.9	13.9	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of specialty shops?
(Museum/Auction Gallery/Studio)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	7	9.7	9.7	9.7
Somewhat Likely	21	29.2	29.2	38.9
Somewhat Unlikely	13	18.1	18.1	56.9
Very Unlikely	21	29.2	29.2	86.1
No Response	10	13.9	13.9	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of specialty shops?
(Bicycle Sales/Service)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	5	6.9	6.9	6.9
Somewhat Likely	14	19.4	19.4	26.4
Somewhat Unlikely	19	26.4	26.4	52.8
Very Unlikely	25	34.7	34.7	87.5
No Response	9	12.5	12.5	100.0
Total	72	100.0	100.0	

Selected Cases: Non-Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of services?
(Dry Cleaner)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	14	19.4	19.4	19.4
Somewhat Likely	18	25.0	25.0	44.4
Somewhat Unlikely	14	19.4	19.4	63.9
Very Unlikely	14	19.4	19.4	83.3
No Response	12	16.7	16.7	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of services?
(Professional Services)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	6	8.3	8.3	8.3
Somewhat Likely	16	22.2	22.2	30.6
Somewhat Unlikely	21	29.2	29.2	59.7
Very Unlikely	14	19.4	19.4	79.2
No Response	15	20.8	20.8	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of services?
(Day Care)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	3	4.2	4.2	4.2
Somewhat Likely	4	5.6	5.6	9.7
Somewhat Unlikely	12	16.7	16.7	26.4
Very Unlikely	39	54.2	54.2	80.6
No Response	14	19.4	19.4	100.0
Total	72	100.0	100.0	

Selected Cases: Non-Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of services?
(Beauty/Nail Salon)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	6	8.3	8.3	8.3
Somewhat Likely	8	11.1	11.1	19.4
Somewhat Unlikely	12	16.7	16.7	36.1
Very Unlikely	30	41.7	41.7	77.8
No Response	16	22.2	22.2	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of services?
(Tailor/Shoe Repair)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	8	11.1	11.1	11.1
Somewhat Likely	20	27.8	27.8	38.9
Somewhat Unlikely	12	16.7	16.7	55.6
Very Unlikely	19	26.4	26.4	81.9
No Response	13	18.1	18.1	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of services?
(Full Service Bank)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	13	18.1	18.1	18.1
Somewhat Likely	16	22.2	22.2	40.3
Somewhat Unlikely	16	22.2	22.2	62.5
Very Unlikely	15	20.8	20.8	83.3
No Response	12	16.7	16.7	100.0
Total	72	100.0	100.0	

Selected Cases: Non-Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of services?
(ATM Machine)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	20	27.8	27.8	27.8
Somewhat Likely	25	34.7	34.7	62.5
Somewhat Unlikely	6	8.3	8.3	70.8
Very Unlikely	8	11.1	11.1	81.9
No Response	13	18.1	18.1	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of entertainment businesses?
(Cinema)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	31	43.1	43.1	43.1
Somewhat Likely	19	26.4	26.4	69.4
Somewhat Unlikely	5	6.9	6.9	76.4
Very Unlikely	13	18.1	18.1	94.4
No Response	4	5.6	5.6	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of entertainment businesses?
(Arcade)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	6	8.3	8.3	8.3
Somewhat Likely	10	13.9	13.9	22.2
Somewhat Unlikely	23	31.9	31.9	54.2
Very Unlikely	28	38.9	38.9	93.1
No Response	5	6.9	6.9	100.0
Total	72	100.0	100.0	

Selected Cases: Non-Mansfield Residents who Commute
(Continued)

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of entertainment businesses?
(Bowling Alley)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	15	20.8	20.8	20.8
Somewhat Likely	24	33.3	33.3	54.2
Somewhat Unlikely	11	15.3	15.3	69.4
Very Unlikely	17	23.6	23.6	93.1
No Response	5	6.9	6.9	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of entertainment businesses?
(Dance Hall/Other Assembly Use)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	6	8.3	8.3	8.3
Somewhat Likely	11	15.3	15.3	23.6
Somewhat Unlikely	20	27.8	27.8	51.4
Very Unlikely	29	40.3	40.3	91.7
No Response	6	8.3	8.3	100.0
Total	72	100.0	100.0	

**If constructed in the area surrounding the Mansfield Train Station, how likely would you
be to use these types of entertainment businesses?
(Fitness Club)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	13	18.1	18.1	18.1
Somewhat Likely	18	25.0	25.0	43.1
Somewhat Unlikely	14	19.4	19.4	62.5
Very Unlikely	22	30.6	30.6	93.1
No Response	5	6.9	6.9	100.0
Total	72	100.0	100.0	

Selected Cases: Non-Mansfield Residents who Commute
(Continued)

How many miles do you live from the Mansfield Train Station?

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 5 Miles	18	25.0	25.0	25.0
5-10 Miles	30	41.7	41.7	66.7
11-15 Miles	11	15.3	15.3	81.9
16-20 Miles	4	5.6	5.6	87.5
More than 20 Miles	5	6.9	6.9	94.4
No Response	4	5.6	5.6	100.0
Total	72	100.0	100.0	

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	39	54.2	54.2	54.2
Female	30	41.7	41.7	95.8
No Response	3	4.2	4.2	100.0
Total	72	100.0	100.0	

What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	17	23.6	23.6	23.6
26-35	10	13.9	13.9	37.5
36-45	19	26.4	26.4	63.9
46-55	15	20.8	20.8	84.7
56-64	7	9.7	9.7	94.4
65 and Over	1	1.4	1.4	95.8
No Response	3	4.2	4.2	100.0
Total	72	100.0	100.0	

Selected Cases: Non-Mansfield Residents who Commute
(Continued)

What is your marital status?

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	33	45.8	45.8	45.8
Married	34	47.2	47.2	93.1
Divorced	2	2.8	2.8	95.8
No Response	3	4.2	4.2	100.0
Total	72	100.0	100.0	

What is your annual household income?

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than \$25,000	5	6.9	6.9	6.9
\$25,000-\$49,999	14	19.4	19.4	26.4
\$50,000-\$74,000	10	13.9	13.9	40.3
\$75,000-\$99,999	7	9.7	9.7	50.0
\$100,000-\$124,000	12	16.7	16.7	66.7
\$125,000 or More	19	26.4	26.4	93.1
No Response	5	6.9	6.9	100.0
Total	72	100.0	100.0	

What is your highest level of education completed?

	Frequency	Percent	Valid Percent	Cumulative Percent
High School/GED	9	12.5	12.5	12.5
Associate's Degree	5	6.9	6.9	19.4
Bachelor's Degree	34	47.2	47.2	66.7
Graduate Degree	13	18.1	18.1	84.7
Post Graduate Degree	8	11.1	11.1	95.8
No Response	3	4.2	4.2	100.0
Total	72	100.0	100.0	

Recommendations & Conclusions

1. Sixty-six percent of commuters get to the train station by car. Respondents frequently indicated the difficulty of finding available parking.
It is recommended that Mansfield create additional parking designated for residents and non-residents. A parking garage would be ideal in order to capitalize on remaining space for business development.
2. Seventy-nine percent of respondents indicated they are very likely or somewhat likely to utilize a casual dining restaurant. Of the food/beverage businesses listed, casual dining was the most popular option.
It is recommended that a casual dining restaurant be developed in the area around the Mansfield Train Station. Panera Bread was the top restaurant choice of respondents.
3. Sixty-seven percent of respondents indicated they are very likely or somewhat likely to utilize a coffee shop.
It is recommended that a coffee shop be developed in the area around the Mansfield Train Station. The coffee shop should be open early enough to serve the rush hour commute starting at the first train of the day. Starbucks was the top coffee shop choice of respondents.
4. Fifty-eight percent of respondents indicated that they are very likely or somewhat likely to utilize a bookstore. Of the specialty shops listed, bookstore was the most popular option.
Due to the demand for coffee shops, it is recommended that a bookstore with including café be developed in the area around the Mansfield Train Station. Barnes & Noble was the top choice of respondents.
5. Sixty-eight percent of respondents indicated that they were very likely and somewhat likely to utilize a cinema. Of the entertainment businesses listed, cinema was the most popular option.
It is recommended that a cinema be developed in the area around the Mansfield Train Station.
6. Based on the discussion with respondents during intercepts, a recurring issue is the inability to access restroom facilities, ATM machine and coffee shop once the station depot closes at 2:30 pm.
It is recommended that either the station depot remain open while trains are running, or facilities are made available until the last train.