



# 2023 Cranbury Resident and Visitor Survey Results

March 2024



# Cranbury Survey – How and Why

**Objective:** To gain meaningful insights and opinions on the community of Cranbury Township through a digital survey. Goal was to gain statistically significant responses to provide feedback to the Township committee of Cranbury Township.

**Methodology:** Using an existing township database, EDAC distributed a digital survey.

Questions targeted the following areas:

- Residency vs Visitor

- Voting district of the respondents

- Demographics of respondents

- Awareness and use of new “attractions” to CT

- Perception of Cranbury as a “destination”

## Results by the #'s

- 402 **Unique** responses collected

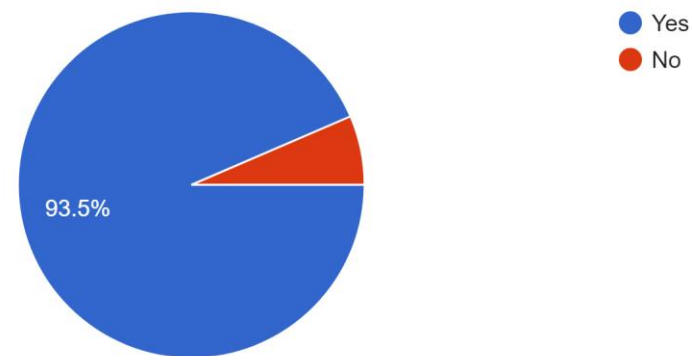
- Majority of the respondents were Cranbury residents



# Respondent Audience

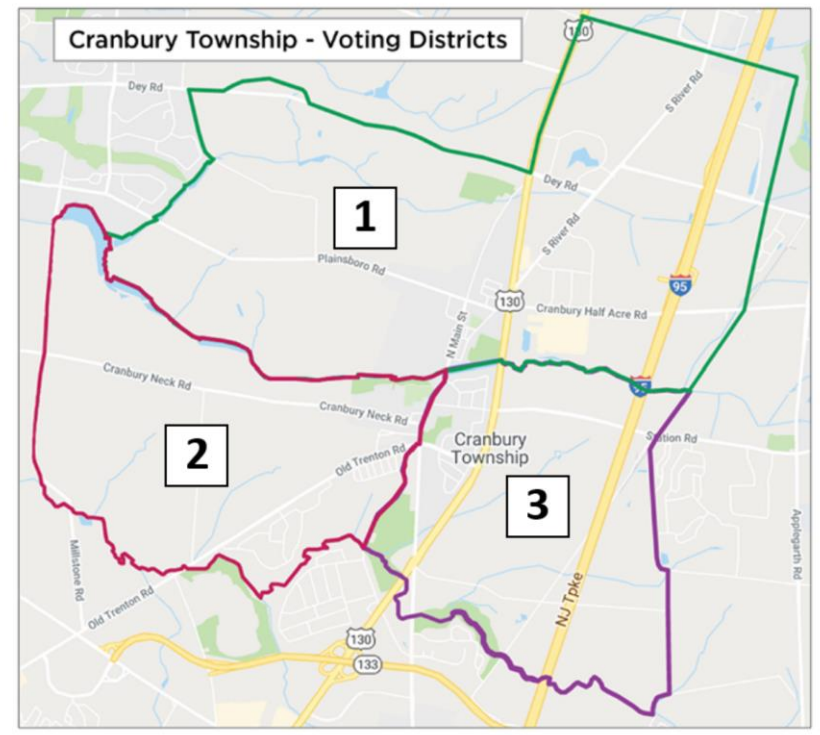
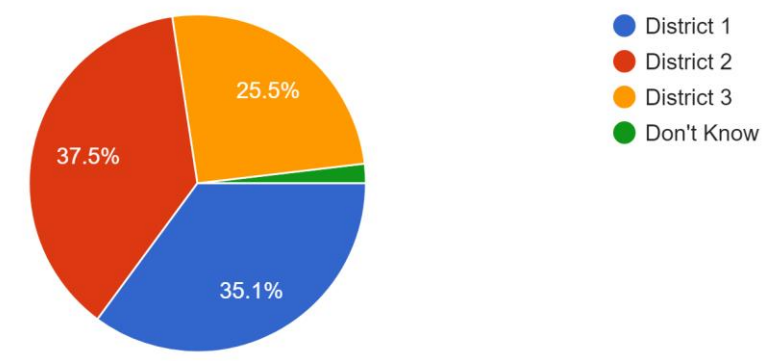
Are you a Cranbury Township resident?

402 responses



What voting District do you line in (see map below)?

376 responses



**Key Attributes:**

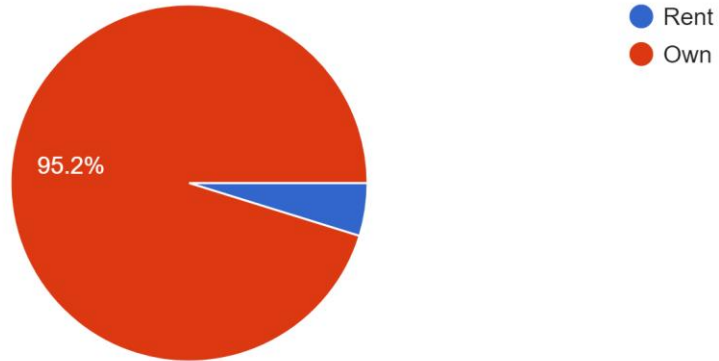
- **94% of Respondents are Residents**
  - **38% from District 2**
  - **35% from District 1**
  - **26% from District 3**
- **~17% of Population Represented**



# Resident Audience

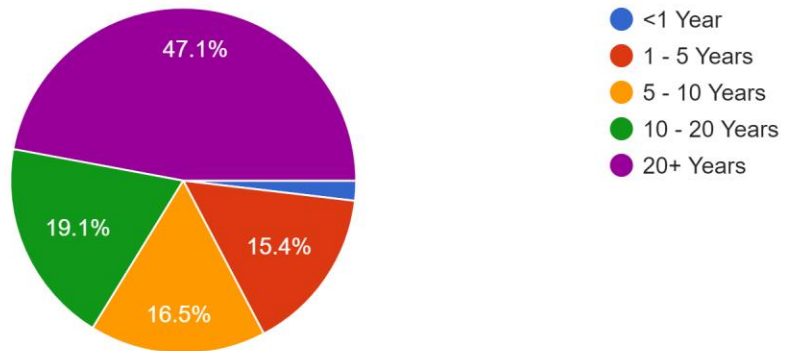
Do you rent or own your residence?

376 responses



How long have you been a Cranbury Resident?

376 responses



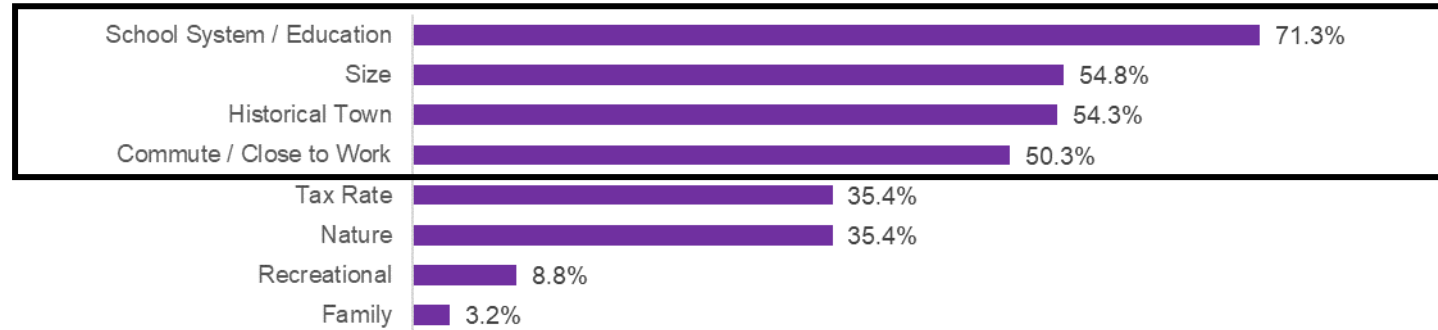
## Key Attributes:

- **95% Own Homes**
- **47% of Respondents Lived in Cranbury for 20+ Years**
- **51% Lived in Cranbury between 1 – 20 Years (Near Equal Split)**



# Why Cranbury?

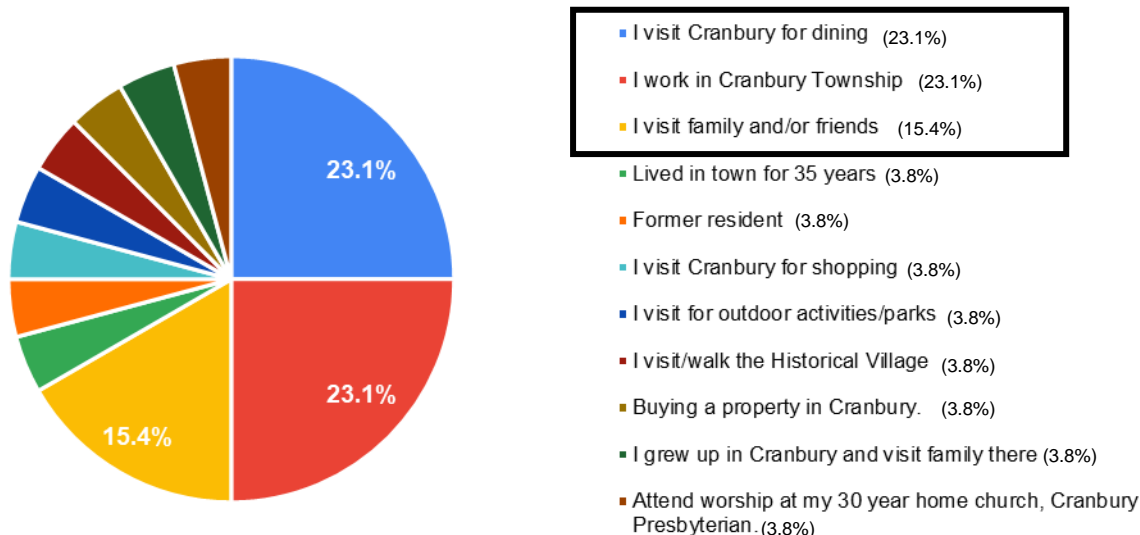
**Residents: Why did you choose Cranbury as your place of residence? (check all that apply)**



## Resident Reasons:

- **Good school system**
- **Small Sized Town**
- **Historical Town**
- **Commute**

**Non-Residents: What is your connection to Cranbury?**



## Non-Resident Connections:

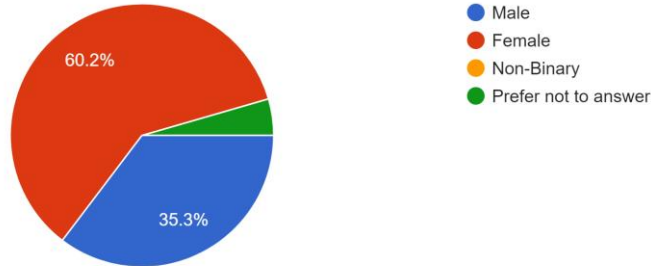
- **Dining**
- **Work**
- **Visit Family / Friends**



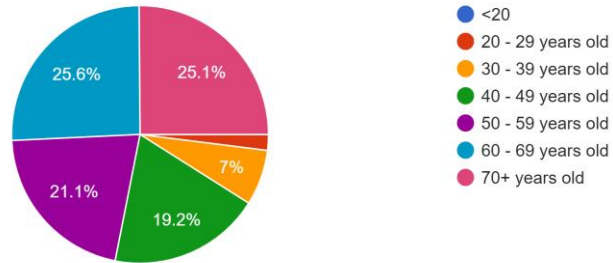
# Respondent Demographics

## Please select your gender:

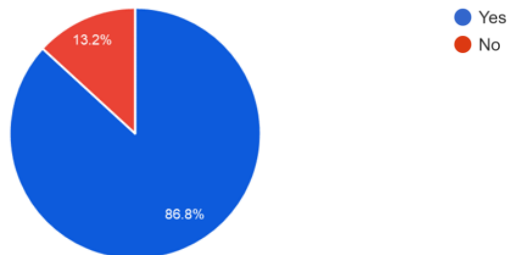
402 responses



## Please select your age:

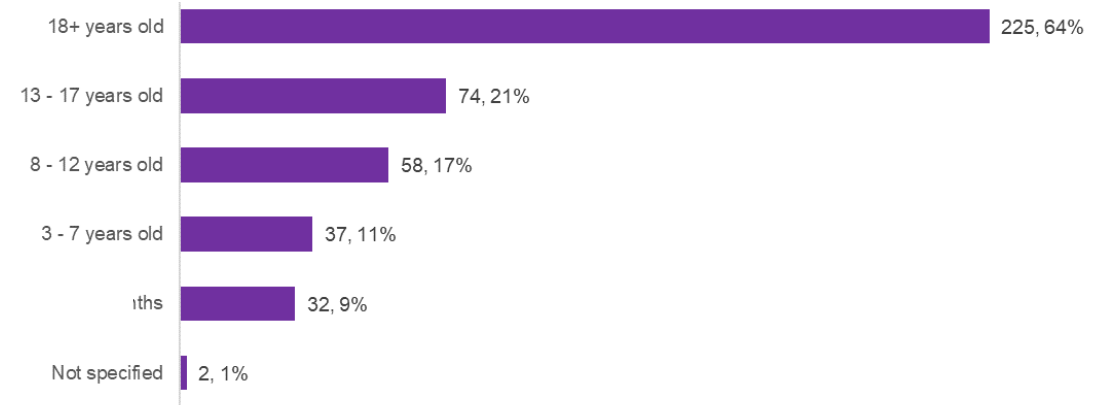


## Do you have children:



## Please select the age range of your child / children:

349 Responses



## Key Demographics:

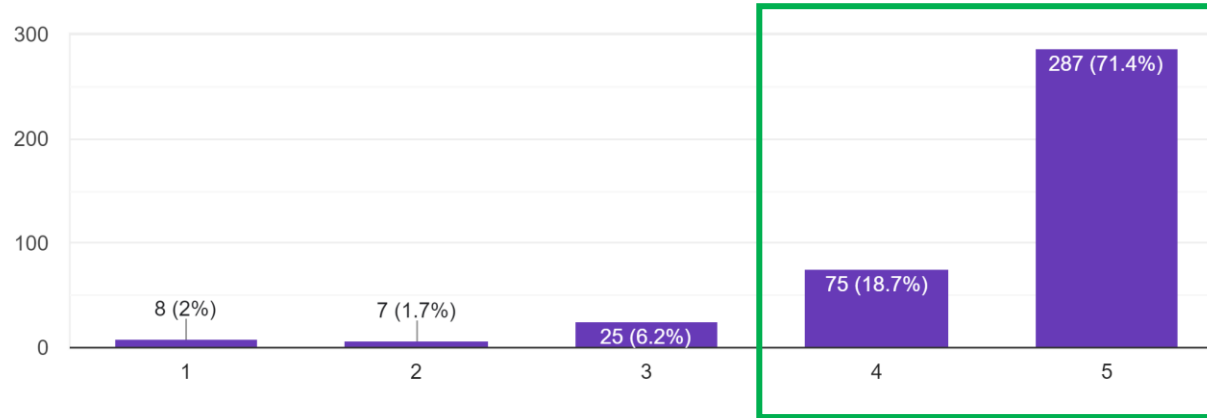
- **Majority of Respondents are Female with children**
- **72% are 50+ Years Old**
  - Relatively even split from 20 – 70+ age ranges
- **64% have children over 18 Years Old**



# Is Cranbury a Good Place to Live / Visit?

How likely are you to recommend Cranbury to friends and family as a good place to live?

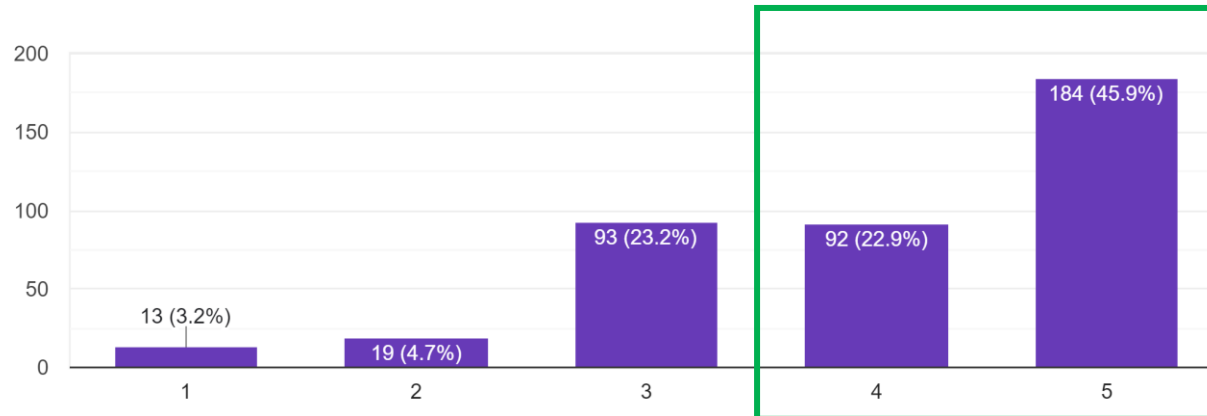
402 responses



**90% scored 4 or above  
(Good Place to Live)**

How likely are you to recommend Cranbury to friends and family as a good place to visit?

401 responses



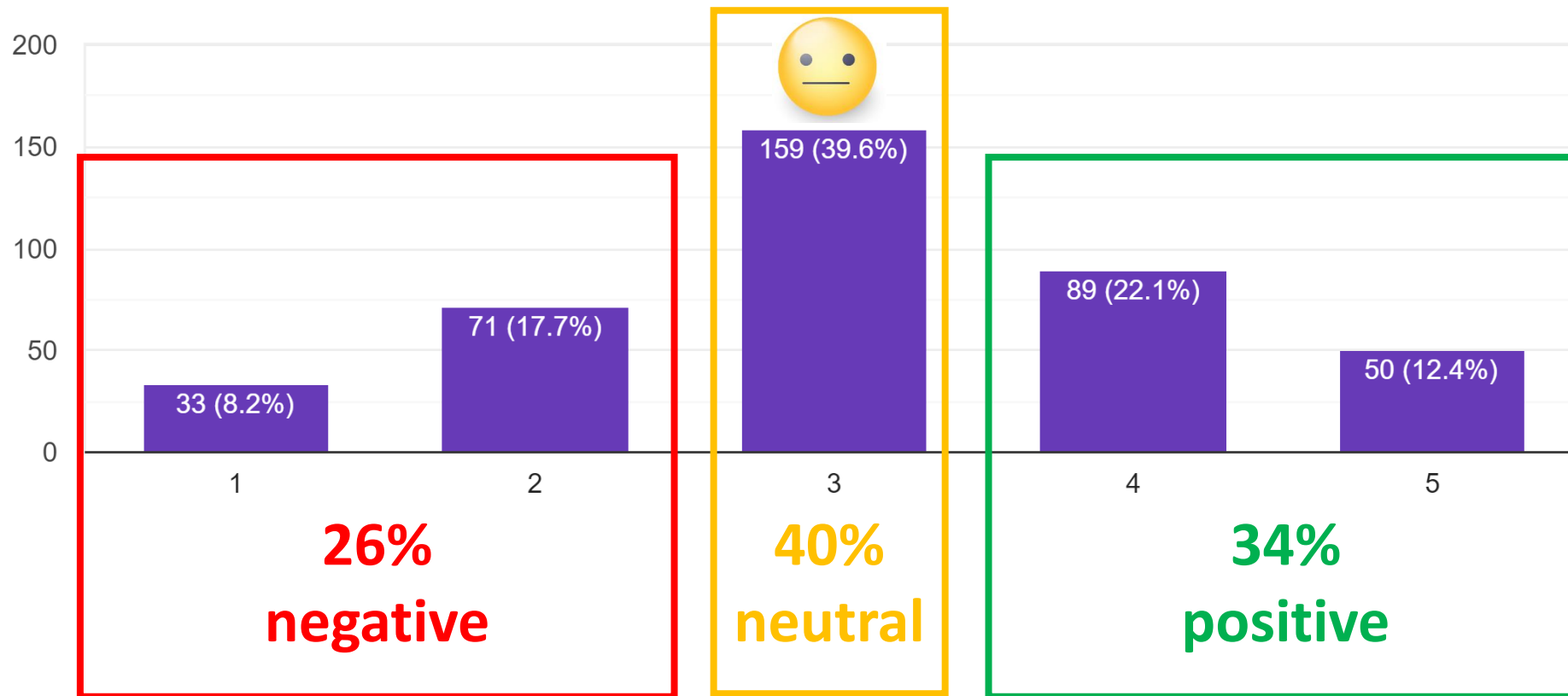
**69% scored 4 or above  
(Good Place to Visit)**



# Is Cranbury a Destination Town?

I think of downtown Cranbury (Main St.) as a destination.

402 responses

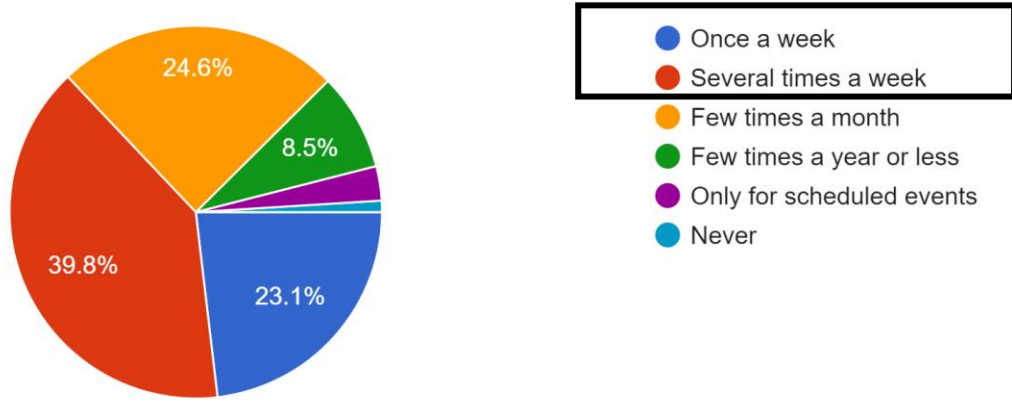






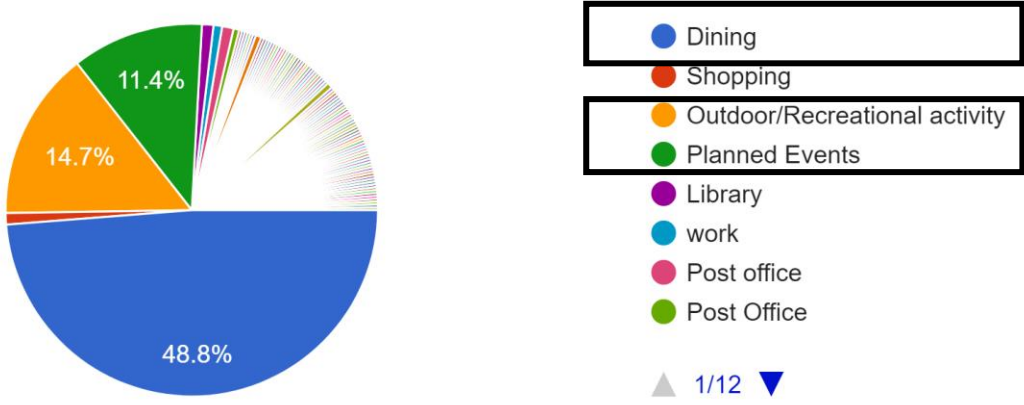
# Frequency and Reasons for Visiting Cranbury

How often do you visit downtown Cranbury?  
402 responses



**60% = Once / Several times per week**

When visiting Cranbury, what is the primary activity you take part in?  
402 responses



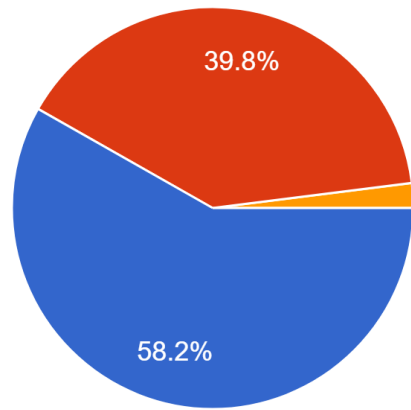
**49% = Dining**  
**15% = Outdoor activity**  
**11% = Planned Event**



# Average Monthly Spending

In a typical month, approximately how much do you spend at businesses located in Cranbury?

402 responses



• <\$100

• \$100 - \$500

• >\$500

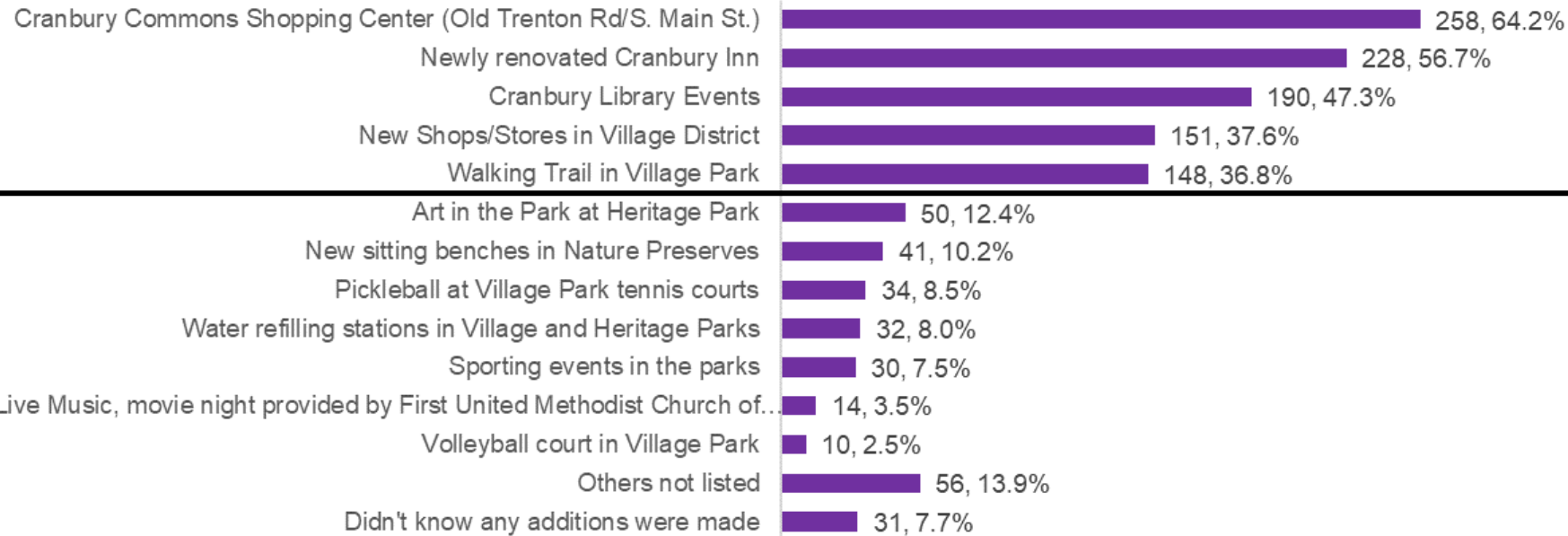
**40% spending \$100 per month or \$1,200 annually**

# Resident Response to New Additions



Have you taken advantage of the following additions to Cranbury in the past 18 months (check all that apply)

402 responses



## Key Highlights:

1. All additions were checked
2. Dining options (Cranbury Commons and Cranbury Inn) were most popular 56%+
3. Public events were popular ~50%
4. Shopping options also popular (38%)
5. Outdoor activities are popular (Walking Trail, Benches, Pickleball)



# Why is Downtown Cranbury a Destination

- Major themes listed below



- Historical town center
- Charming, quaint



- Major necessities (Library, post office, food options) are all within walking distance

- Select responses for review:

- *"It's nice and cute but outside of Village park and Brainard lake I don't see it as much to do as a destination. I go down for all the necessities like library, po etc."*
- *"Partial destination for food and activities like Porchfest, Fireworks, Cranbury Day, etc."*
- *"It is getting better but shops are sparse with varied hours of operation, parking sparse too."*



# Why isn't Downtown Cranbury a Destination

- Major themes listed below



- Not much to do
- Not enough dining variety
- Lack of shopping options

- Select responses for review:



- *"If you live here it's convenient for the few restaurants and shops we have, but as a destination versus other nearby towns I don't think we currently have the volume and variety of businesses to draw folks in looking for a place to spend a few hours. However, some of the new businesses could be destinations on their own...one draw could go a long way!"*
- *"There is a lack of diverse restaurants and stores. I only visit downtown for a haircut and occasionally pizza. There needs to be a coffee shop or bagel store. We travel outside of Cranbury constantly to shop and eat."*



# Satisfaction of Amenities and Offerings

- Highest Satisfaction responses (average of ~3.9 and higher):

- Presentation and Preservation of historic Buildings and attractions
- Public Space and open green space
- Park System
- Farming and Agricultural Businesses

- Neutral to satisfied results (average between 3.9 – 3.2):

- Township Sponsored activities & events
- Bike Circulation
- Pedestrian Circulation
- Playgrounds
- Sports and Athletic events
- Passive Recreation
- Active Recreation
- Parking

- Lowest Satisfaction responses (average of ~3.2 and lower):

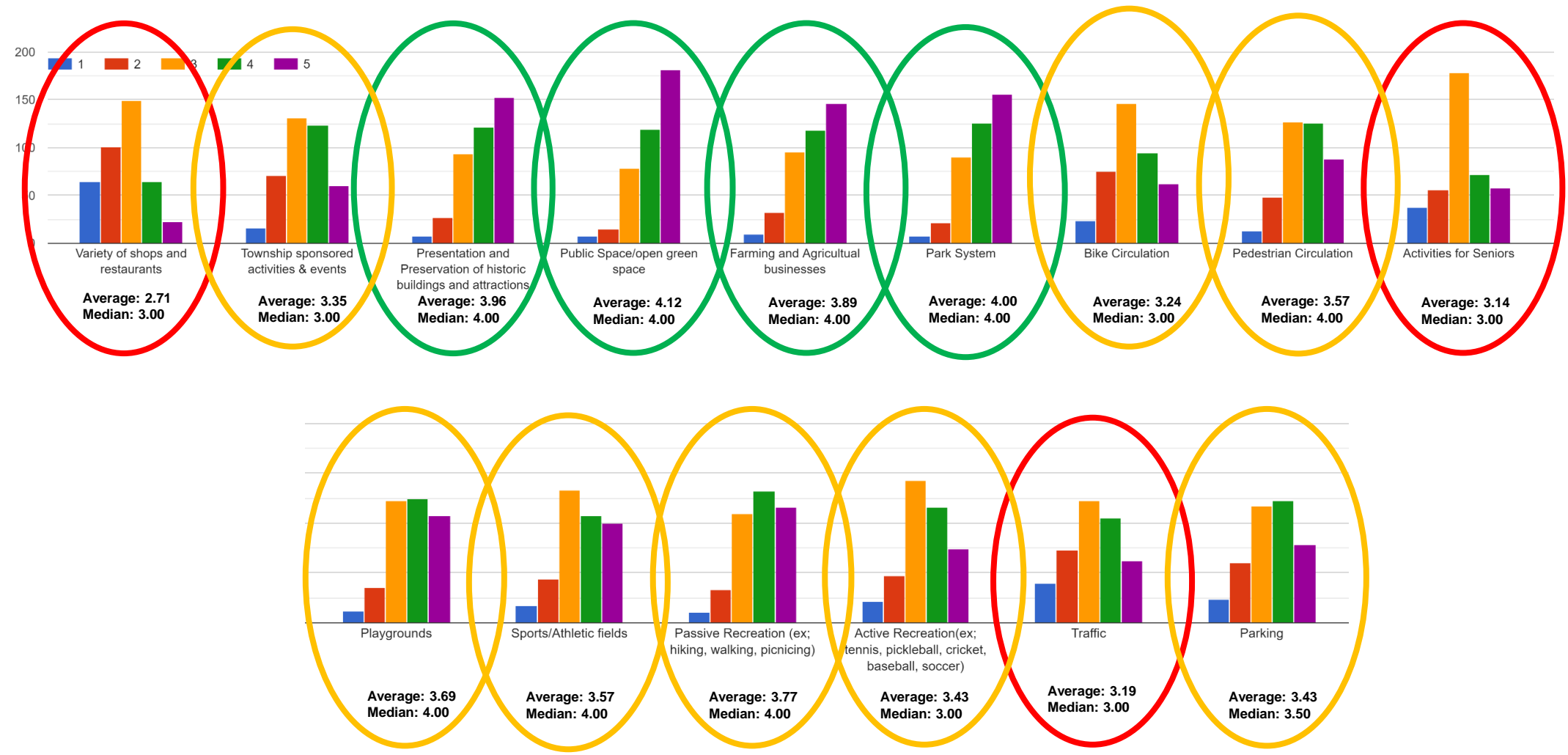
- Variety of Shops and restaurants
- Activities for Seniors
- Traffic





# Satisfaction of Amenities and Offerings - Data

Please rate your overall satisfaction with the following factors as they apply to Cranbury Township (1= Very Unsatisfied, 5=Very Satisfied)



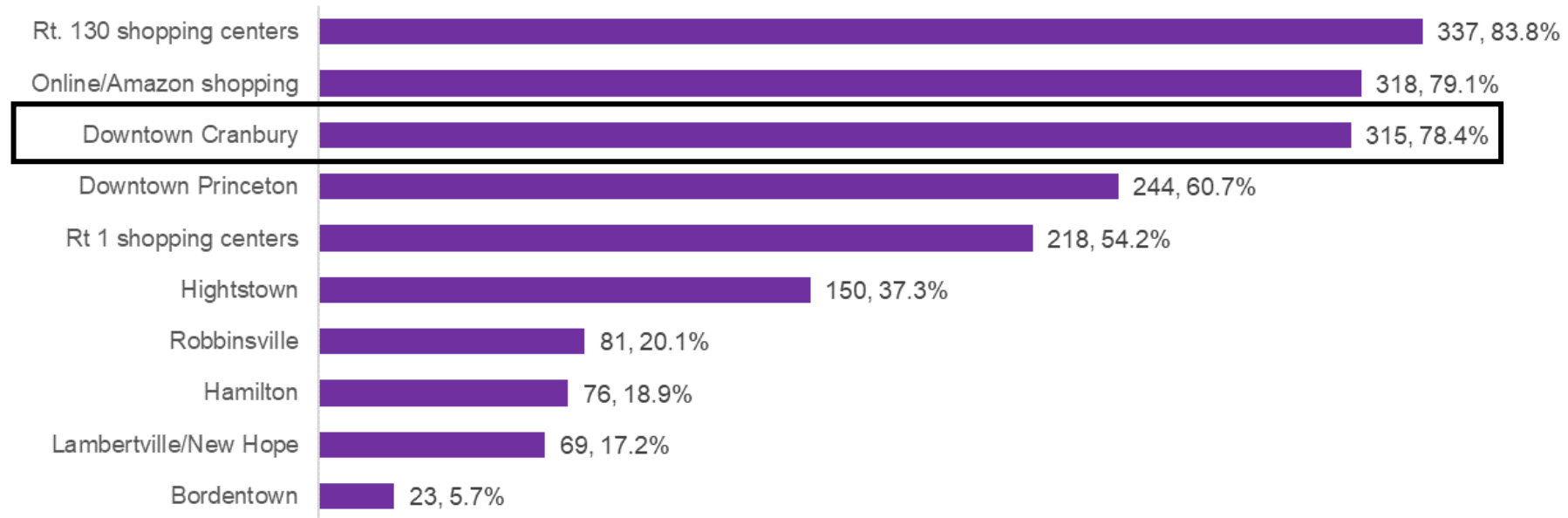




# Visiting Patterns

In an average month, do you visit these commercial areas? (Check all that apply)

402 responses



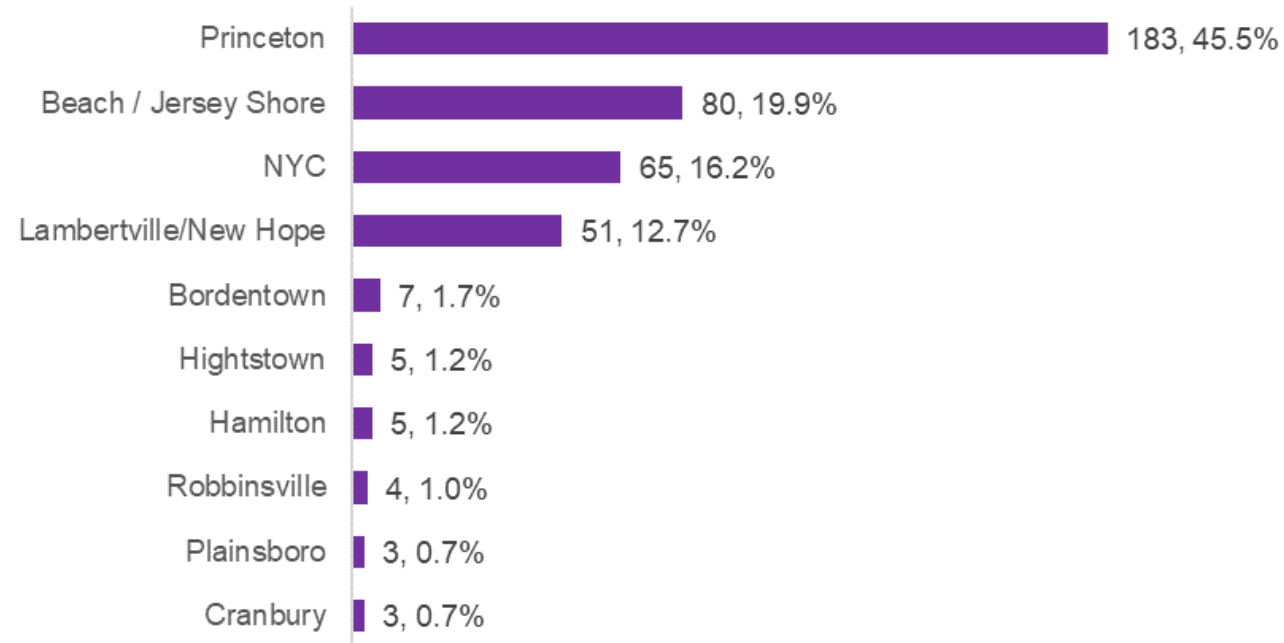
- Despite “lack of destination appeal”, respondents visit Downtown Cranbury at least monthly
- Respondents shop primarily at Rt. 130 (84%) and online (79%)





# Destination Planning

If planning a destination day trip, where do you travel to and why? (ex; Princeton)



- **46% of respondents chose Princeton as a destination due to variety of dining and retail options plus activities offered**
- **With exception of Princeton, Cranbury (as a destination) relatively in line with other neighboring areas**



# Summary and Highlights

- Resident Survey is an effective tool to gauge resident satisfaction and provides an opportunity to receive feedback for ways to improve the town
- Cranbury's strength lies in its position as a small historical town with unique character and an attractive school system
  - Park system and agricultural attributes are also key strengths for the town
  - Respondents are generally satisfied with the town with a few consistent issues
  - It is encouraging that respondents are active in visiting downtown and have taken advantage of many new offerings available in town
- Cranbury's primary weakness include a lack of variety and limited volume of shopping / dining options
  - Residential and commercial mixed zones present challenges in allowing downtown to become more like Princeton
  - Lack of senior activities is an interesting point of feedback given our demographics (primarily older, Senior Center)



# Areas for Survey Improvement

- Increase survey distribution channels (partner with businesses to help, issue QR codes for easy survey access, etc.)
- Tailor questions resident / non-resident and by District to find most important areas for specific district residents (not one size fits all)
- Rethink timing of surveys (this year's was sent before Thanksgiving; consider release as part of greater event such as Cranbury Day)



# Subjective Additions

- Double down on the “small, historical vibe”
  - Accelerate the transformation and look for any other “eye sores” within the town
  - Encourage downtown homeowners to repair uneven sidewalks or curbs
- Town is well suited to host events with its park systems and green space
  - Halloween, Cranbury Day, PorchFest, Fireworks are all staples of the town that both young families and older residents can enjoy
  - Are there other local events / sporting events Cranbury could attempt to host?
- Recruit unique businesses that fit our culture and vibe
  - Bagel shop, Niche eatery (cheese, craft brewery, etc.), Coffee shop