

FOR IMMEDIATE RELEASE – **June 28, 2013**

INFORMATION FROM THE  
**CAPE COD COMMISSION**  
Barnstable County



CAPE COD  
COMMISSION

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## CCC Seeks Residents' Input on Economic/Market Assessment

*Online questionnaire aims to assess consumer demand for goods and services  
and better understand trends and future market conditions*

BARNSTABLE COUNTY, MA – The Cape Cod Commission (CCC) today released an online questionnaire to help the regional planning agency assess and project supply and demand for a wide variety of consumer goods and services on Cape Cod. The assessment is part of a larger, ongoing study of the region's economic climate and market conditions.

CCC Executive Director Paul Niedzwiecki explains the underlying concern: "With a slowly improving national economy and changing market conditions on Cape Cod, we are pursuing this and other studies that will help us anticipate the demand for products and services and, subsequently, the demand and supply of retail, service, and office space throughout the Cape."

The online questionnaire polls residents on a wide range of topics, including grocery stores; food service and restaurant establishments; shopping options; entertainment, sports, and recreational interests; demographic and financial trends; housing, wastewater, and infrastructure needs; and the immediate and longer-term connection of respondents to the Cape Cod area.

"This is not traditional market research aimed at selling particular goods or services," notes CCC Chief Economic Development Officer Leslie Richardson. "Instead, it is research to help us understand overall consumer trends and their influence on our economy."

The questionnaire and larger study will attempt to answer questions, for example, about how saturated the market is for various types of goods or services, what the buying behavior of Cape residents is, and how Cape consumers set priorities for and make those purchases.

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"The larger goal is to gather this information so that we can work toward encouraging the type and scope of development on Cape Cod that residents desire," says Richardson.

The assessment is being prepared on behalf of the Cape Cod Commission by The Chesapeake Group, Inc., a national consulting firm focused on understanding regional markets. The findings of this and a larger fiscal-impact analysis by consultants TischlerBise will be reported in early Fall 2013.

The online questionnaire will be open for approximately three weeks at this address:

<https://www.surveymonkey.com/s/CAPEAREARES>

Individual responses to the online questionnaire will be kept confidential. Respondents will not be asked to provide, nor will the system have a way of identifying, one's name and contact information. Questions that respondents are uncomfortable answering may be skipped entirely.

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**ABOUT THE CAPE COD COMMISSION:**

Cape Cod Commission is the regional land use planning, economic development, and regulatory agency created in 1990 to serve the citizens and 15 towns that comprise Barnstable County, Massachusetts, better known as Cape Cod. The Commission works toward maintaining a healthy balance between economic progress and environmental vitality. "Keeping a special place special" describes the agency's mission to protect the region's unique qualities. The 19-member volunteer Cape Cod Commission board represents a wide spectrum of the community and provides oversight for a staff of 40 professionals. The Commission is responsible for regional planning, policy, and regulations to help manage growth, and the agency supports the Cape's 15 towns with cost-effective planning and technical services. For more information, visit: [www.capecodcommission.org](http://www.capecodcommission.org)