

*Summary Report
Planning Charette
Wilbraham, Massachusetts*

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Planning Charette for Wilbraham, Massachusetts

This report is a summary of strengths, weaknesses, threats and opportunities that emerged as a result of the planning charette held in Wilbraham on January 10, 1997. The goal of this brainstorming exercise was to articulate the strengths, weaknesses, opportunities and threats facing Wilbraham, as well as preliminary goals and action steps. This report is divided into three sections:

- Strengths, Weaknesses, Threats and Opportunities
- Preliminary Action Steps
- Our Observations and Recommendations

I. Strengths, Weaknesses, Threats and Opportunities

The facilitation process was used to bring people together and exchange ideas and issues related to the economic strengths and weaknesses of Wilbraham. The purpose of this session was to brainstorm and discuss the strengths, weaknesses, opportunities and threats as seen by the participants.

Strengths

1. Rustic charm
2. Cultural center
3. Historic district
4. Neighborhood shopping
5. Small town community and volunteer network
6. Wilbraham Academy
7. Maintained open spaces and civic organizations
8. Stability
9. Civic pride
10. Pastoral setting
11. Varied architecture
12. Easy accessibility
13. Properly controlled by zoning
14. Eclectic mix of services
15. Stable and strong property values
16. Traditional New England village
17. Variety of shops for convenience

Weaknesses

1. Lack of convenient parking
2. Street lighting
3. Pedestrian habits, more sidewalks needed
4. Traffic speed
5. Current zoning - spotty and inconsistent
6. No sewers
7. Limited employment opportunities for young people
8. Resistance to change
9. Lack of facilities to promote the community
10. Definition of town center (parameters)
11. Wetlands prevent development
12. No comprehensive Town Center plan

Threats

1. Crane Park parking
2. Must correct parking
3. Impact on neighborhood
4. Loss of small town character
5. Environmental conditions
6. Becoming too commercial
7. Resistance to change
8. Increasing traffic volume
9. Lack of space
10. Jeopardizing historic flavor of the center
11. Sidewalk condition
12. Failure to adequately support business
13. Commercial vacancies

Opportunities

1. Maintain historic flavor
2. Improve parking
3. Develop Crane Park
4. Attract new businesses

7. Provide physical fitness places, trails, and other facilities
8. Educate people
9. Concerned/involved people
10. Control growth
11. Expand town/gown relationship
12. Community policing
13. Old fire house
14. Improve lighting
15. Adult education (library and academy)
16. Broaden types of services available

II. Preliminary Actions Steps

After discussing the strengths, weaknesses, threats and opportunities facing Wilbraham, the participants were asked to formulate preliminary goals and objectives. What follows is a summary of the results.

1. Create a comprehensive plan and increase the public awareness of this process. The plan must also aim to maintain the balance between business and residential districts
2. Market the plan to businesses.
3. Improve the relationship with the Academy
4. Improve safety - traffic flow, parking, lighting, and pedestrian movement
5. Upgrade utilities - sewers, sidewalks, etc.
6. Develop a vision for the community of Wilbraham
7. Communication/education
 - Develop a strategy for community involvement
 - Improve communication among the town governing arms and media
8. Interaction among residents, businesses and the Town government
9. Preserve the character of the town center and economic viability
10. Define the boundaries of the Center
11. Address plan to deal with the infrastructure
12. Seek out grants
13. Undertake a comprehensive analysis of zoning
14. Deal with the practical, immediate problems in an expedient manner

III. Our Observations and Recommendations

Based on the results of the planning charette, we make the following observations and recommendations to the Town officials.

1. The Town should begin to explore means and methods of traffic calming.
2. The Town should consider redesigning the sidewalks such that there is a differentiation between the roads and the pedestrian walkways.
3. A clean definition of the edges of downtown should be made.
4. A landscape/beautification plan should be developed.
5. Marketing data needs to be collected and analyzed in terms of how Wilbraham citizens spend their money.
6. A downtown master plan should be developed with the Academy serving as a full partner.
7. A buildout analysis of the downtown should be undertaken to determine what could happen under present zoning. A "measles map" should be part of this study.
8. A streetscape design concept should be created for the downtown area that would integrate lighting, street furniture, paving and signage.
9. The Downtown Area is of historic significance. All materials necessary to have it placed on the National Register should be prepared and an application made.
10. The Town should undertake a "community character" analysis with the intent of establishing architectural standards to guide building development in the downtown.
11. A relook at the zoning is in order. There does not appear to be a need for four different districts. Through the use of special permits, design standards and incentive overlays, the Town's needs could be met.
12. An action plan to address the citizen's issues should be prepared immediately.

DATA REPORT

Purchase Potential Indices for Wilbraham, Massachusetts Residents

The following profile is provided by CACI Marketing Systems, Standard Rate and Data Service (SRDS) and the National Demographics and Lifestyle (NDL) Marketing firms. They use standard acceptable statistical analysis to extrapolate community profiles. The profile for Wilbraham is compared to that of Massachusetts and the United States.

Life Style Indices

I. Financial

1. Investments

Wilbraham is 63% more likely to have investments than the US and 41% more likely than the State.

Investments owned by the adult population such as Bonds, Stocks, US Treasury notes, debentures, mutual funds and investments in antiques, gold and other precious metals, book stamps, art, etc.

2. Loans

The people of Wilbraham are 30% more likely to have loans than the total US population and 28% more likely than the people of Massachusetts.

Loans include those for a car, education, personal, home improvements, mortgage, etc.

3. Used ATMs

The people of Wilbraham are 20% more likely to have used an ATM or a cash machine in the past 12 months than the total US population and 8% more likely than the people of Massachusetts.

4. Credit Cards

Wilbraham is 23% more likely to have credit card holders than the total US population and 14% more likely when compared to the state of Massachusetts.

Credit cards include Bank/Credit cards, Travel/Entertainment cards, Auto rental cards, Department store cards and Gasoline credit cards.

II. Domestic

1. Home Improvements

The town of Wilbraham is 58% more likely to have householders participate in this activity than the total US rate of participation and 48% more likely than the Massachusetts rate of participation.

Home Improvements: Households that indicate that they have spent \$1,000+ on home remodeling or \$100+ on home improvements in the last 12 months count as demand for the same.

2. Furniture

Wilbraham is 18% more likely to have its householders purchase some sort of furniture in the past 12 months than the US and 16% more likely when compared to the state of Massachusetts.

3. Lawn and Garden

Wilbraham is 50% more likely to have lawn and garden maintenance enthusiasts than the US and 42% more likely than Massachusetts.

Lawn and Garden: Households that indicate that they spent \$100+ on property and garden maintenance in the last 12 months count as demand for the same.

4. Electronics

Wilbraham is 11% less likely to have audio/video enthusiasts and 45% more likely to have householders that own PCS compared to the US. Wilbraham is 8% less likely to have audio/video enthusiasts and 30% more likely to have householders that own PCS when compared to the state of Massachusetts.

5. Pets

Wilbraham is 6% more likely to have pet-owning households as the total US and 11% more likely when compared to Massachusetts.

Households that report owning one or more pets such as cats, dogs, horses, birds, other, will count as demand for the above.

III. Personal

1. Auto After-Market

Wilbraham is 16% more likely to have auto after-market enthusiasts than the US and 13% more likely than the state of Massachusetts.

Auto after-market: Households indicating that they have had repairs such as brake lining, engine repairs, painting or a tune-up or spent \$500+ for tires in the past 12 months count as demand for the same.

2. Apparel

Wilbraham is 43% more likely to have these enthusiasts compared to the US and 30% more likely than Massachusetts.

Apparel: Adults who have spent \$250+ on high ticket clothing items (men's or women's) or spent \$50+ on low ticket clothing items count as demand for the same.

3. Mail/Phone Order

The people of Wilbraham are 44% more likely to have used mail or phone order than the total US population and 31% more likely than the population of Massachusetts.

Mail/Phone order: Adults who have spent \$200+ on mail or phone order items in the past 12 months count as demand for the product/service.

4. Child's Toys and Apparel

The people of Wilbraham are 3% more likely to have spent on child's toys and apparel than the total US population and 6% more likely than the population of Massachusetts.

Child's toys or apparel: Households that have spent \$200+ on children's apparel in the past 6 months or \$500+ on children's toys and games in the past 12 months.

5. Bought lottery tickets

The people of Wilbraham are 6% less likely to have bought lottery tickets than the total US population and 14% less likely than the population of Massachusetts.

Lottery tickets: Adults who have bought lottery tickets 6+ times in the past 30 days count as demand for the product.

6. Health Insurance

Wilbraham residents are 14% more likely to have health or medical insurance than the US and 10% more likely than the state of Massachusetts.

IV. Leisure

1. Restaurants

The people of Wilbraham are 27% more likely to have dined out and 2% less likely to have bought fast food than the total US population. As compared to Massachusetts, Wilbraham is 20% more likely to have dined out and as equally as likely to have bought fast food.

Restaurants: Adults who have dined out once or more times in a week and adults who ate or bought fast food 9+ times in the last 30 days count as demand for the product/service.

2. Sporting Goods

Wilbraham is 13% more likely to have sporting goods enthusiasts than the total US population and 5% more likely than the population of Massachusetts.

Sporting Goods: Adults that have bought goods such as a bicycle, skis, golf clubs, guns and rifles, etc. in the past 12 months count as demand for the product.

3. Travel

Wilbraham is 78% more likely to have travel enthusiasts compared to the US and 54% more likely compared to the state of Massachusetts.

Adults who have spent \$1,000+ on either domestic or foreign travel in the last 12 months.

Lifestyle Profile for Wilbraham, Massachusetts Residents

The following categories are expressed as a percentage rate of participation, as a comparison to the total US, and as a comparison to the area of dominant influence (ADI). Springfield is categorized as the ADI for Wilbraham.

I. THE GOOD LIFE.

1. Attend Cultural/Arts Events

In Wilbraham, 21.9% of all households regularly participate in cultural/arts events. Households in Wilbraham participate in cultural/arts events at a rate which is 45% more than the US rate of participation and 26% more than the ADI rate of participation.

People interested in cultural arts events are twice as likely to attend music, dance and live theater than the general US population. They are more inclined to listen to classical and easy listening music. They read more airplane, epicurean, business, finance, general editorial, science, travel, and women's fashion magazines than the general adult population.

2. Career Oriented Activities

In Wilbraham, 16.3% of all households regularly participate in career oriented activities. Households in Wilbraham participate in career oriented activities at a rate which is 37% more than the US rate of participation and 42% more than the ADI rate of participation.

People interested in career oriented activities are more likely to work in professional, technical, and managerial positions. They are more likely to attend seminars, pursue a graduate or post-graduate degree, and purchase instructional books and video tapes. The majority of these people are age 34 and younger.

3. Fashion Clothing

In Wilbraham, 13.3% of all householders are fashion enthusiasts. This rate is 5% more than the US rate and 8% more than the ADI rate.

Compared to a typical US household, male fashion enthusiasts are at least 2.8 times more likely to spend \$250 or more per item for business suits and sport jackets. Female fashion enthusiasts are at least 1.5 times more likely to spend \$75 or more per item for swim suits, sweaters, skirts, blouses, dresses and designer jeans.

4. Fine Art/Antiques

12.7% of all householders in Wilbraham are fine art/antiques enthusiasts. This rate is 24% more than the US rate and 18% more than the ADI rate.

Compared to US households overall, these enthusiasts are 1.8 times more likely to earn total household incomes of \$75,000 or more and 3.2 times more likely to collect art and antiques.

5. Gourmet Cooking/Fine Foods

In Wilbraham, 24.1% of all householders are interested in gourmet cooking and fine foods. This rate is 19% more than the US rate, and 4% more than the ADI rate.

People interested in gourmet cooking are more likely to listen to classical music, read epicurean magazines, and watch television news specials than the general adult population.

6. Real Estate Investments

In Wilbraham, 10.1% of all households are interested in real estate investments. This rate is 61% more than the US rate, and 83% more than the ADI rate.

People interested in real estate investments are approximately 5 times more likely to own investment real estate than the general adult population. They are more inclined to read business, finance, and sports magazines.

7. Wines

In Wilbraham, 14.7% of all householders are wine enthusiasts. This rate is 36% more than the US rate and 26% more than the ADI rate.

Wine enthusiasts consume a wide variety of wines and related alcohol beverages. More than 50 percent of these drink domestic dinner or table wines, 25% drink imported dinner or table wines. They are more likely to listen to classical music, read epicurean and women's fashion magazines, and watch news specials on TV.

II. HIGH TECH

1. Home Video Games

In Wilbraham, 7.5% of the households have an interest in home video games. This rate is 34% less than the US rate of interest, and 23% less than the ADI rate of interest.

Households with an interest in home video games are 2 times more likely to own a personal computer and 1.8 times more likely to play electronic games than the general adult population. Nearly 60% of households containing home video game enthusiasts also contain children under age 18 living at home.

2. Photography

In Wilbraham, 21.1% of the householders are photography enthusiasts. This rate is 7% more than the US rate, and 2% less than the ADI rate.

About 25% of photography enthusiasts participate in this activity at least once a week. Over 50% purchase at least seven rolls or pack of film a year.

3. Science Fiction

In Wilbraham, 5.4% of the householders are interested in science fiction. This rate is 29% less than the US rate and 23% less than the ADI rate.

More than 60% of science fiction enthusiasts are between 25 and 44 years of age. They are well informed on issues concerning science, nature, the environment, and new technology.

4. Science/New Technology

8.5% of the households in Wilbraham are interested in science/new technology. This rate is 3% more than the US rate, and 1% less than the ADI rate.

Science/new technology enthusiasts enjoy using personal computers (48%), keeping up with wildlife and environmental issues (37%), reading science fiction (36%), and working with electronic equipment (32%). Single male households account for nearly 35% of science/new technology aficionados.

5. Stereo/Records/Tapes

In Wilbraham, 39.2% of the householders are stereo/record/tape enthusiasts. This rate is 9% less than the US rate, and 8% less than the ADI rate.

People interested in stereo music are more likely than the general adult population to own a cassette recorder or player, equalizer, headphones, compact or laser disc player, portable radio or tape player, receiver-amplifier, speakers, reel to reel tape recorder, and turntables. 20% of stereo music enthusiasts buy at least 11 records or tapes each year. 70% buy audio records or tapes from a record club.

6. VCR Recording/Viewing

In Wilbraham, 31.8% of the householders are VCR recording/viewing enthusiasts which is 17% less than the US rate and 9% less than the ADI rate.

VCR recording/viewing householders take pleasure in owning high tech products and electronic gadgetry. They are 1.4 times more likely to own a personal computer and 2 times more likely to purchase home video games than the typical US household.

7. Watching Cable TV

In Wilbraham, 40.9% of the householders are interested in watching cable TV which is equal to the US rate and 11% more than the ADI rate.

Nearly one-third of households with an interest in watching cable TV are heavy cable TV viewers (watched 15 or more hours in the past 7 days). They regularly watch a variety of pay channels. Nearly one-half subscribe to at least one pay channel.

III. SPORTS AND LEISURE

1. Bicycling Frequently

14% of Wilbraham householders are bicycling enthusiasts. This is 16% less than both the US rate and the ADI rate.

Nearly 40% of bicycling enthusiasts bike at least once a week; more than 25% bike at least twice a week. Approximately 80% own a bicycle. They are most likely to enjoy progressive rock music, read sports magazines, and watch sports programs on TV.

2. Boating/Sailing

17.1% of Wilbraham householders have an interest in boating/sailing. This is 40% more than both the US rate of interest and the ADI rate of interest.

Over 25% of the people with an interest in boating/sailing own a boat. About 80% prefer power boating while 25% prefer sailing.

3. Bowling

In Wilbraham, 8.2% of the householders are bowling enthusiasts. This rate is 44% less and 40% less than the US and ADI rates respectively.

Over 33% of the people with an interest in bowling bowl at least once a week.

4. Golf

In Wilbraham, 32.2% of the householders are golf enthusiasts. This rate is 75% more than the US rate and 59% more than the ADI rate.

30% of the people with an interest in golf play at least once a month. 70% have their own golf clubs.

5. Physical Fitness/Exercise

36.7% of Wilbraham households have an interest in physical fitness/exercise. This rate is 10% more and 8% more than the US and ADI rates respectively.

People with an interest in physical fitness like to work out in a health club or gym (15%), participate in aerobic exercise (50%), bicycle (20%), jog (10%), and life weights (15%).

6. Running/Jogging

In Wilbraham, 11.9% of the householders are running/jogging enthusiasts. This rate is 3% more than the rate for the US and 21% more than the rate for the ADI.

Over 50% of running/jogging enthusiasts jog at least once a week.

7. Snow Skiing

In Wilbraham, 18.7% of the householders are skiing enthusiasts. This rate is 132% more than the US rate and 57% more than the ADI rate.

Over 70% of snow skiing enthusiasts prefer downhill skiing while 40% prefer cross country. Slightly over 10% enjoy both. About 33% of downhill skiing enthusiasts and 25% of cross country skiers report that they ski at least once a month.

8. Tennis Frequently

In Wilbraham, 10.6% of the householders are tennis enthusiasts. This is 58% more than the US rate and 55% more than the ADI rate.

About 25% of tennis enthusiasts play tennis at least once a week. They are inclined to belong to a country club.

9. Walking For Health

In Wilbraham, 47.7% of the householders enjoy walking for health. This is 30% more than the US rate and 19% more than the ADI rate.

People who enjoy walking for health view the activity as a recreational form of exercise. Out of all fitness walkers, more than 45% are age 55 years or older.

10. Watching Sports on TV

In Wilbraham, 38.4% of the households enjoy watching sports on TV. This is 3% more than the US rate and 12% more than the ADI rate.

This group of predominantly male sports fans enjoys viewing a wide variety of sports programming on TV. The types of sports most often viewed include professional football (60%), college football (35%), baseball (35%), professional basketball (25%), and college basketball (25%).

IV. OUTDOOR ACTIVITIES

1. Camping/Hiking

In Wilbraham, 14% of the households are interested in camping/hiking. This is 37% less than the US rate of interest and 32% less than the ADI rate of interest.

People interested in camping/hiking activities take more camping trips than the general adult population. Approximately 15% own a camper.

2. Fishing

In Wilbraham, 14.8% of the households have an interest in fishing. This is 37% less than both the US rate of interest, and the ADI rate of interest.

People with an interest in fishing are more likely to go fresh water fishing (90%) than salt water fishing (25%). More than 75% have their own fishing rods, tackle, and reels. About 20% of fresh water fishing enthusiasts fish at least once a week.

3. Hunting/Shooting

10.1% of householders in Wilbraham are hunting/shooting enthusiasts. This rate is 36% less than the US rate and 11% less than the ADI rate.

Activities of hunting/shooting enthusiasts include hunting with a rifle (60%), hunting with a shotgun (60%), target shooting (33%), and archery (20%). About 25% go hunting at least once a week.

4. Motorcycles

In Wilbraham, 3.7% of householders are motorcycle enthusiasts. This rate is 49% less than the US rate and 44% less than the ADI rate.

Motorcycle enthusiasts are most likely to own street bikes (68%) and dirt or trail bikes (21%). Single males account for over one-third of motorcyclists.

5. Recreational Vehicles/4-WD

6.3% of Wilbraham householders are recreational vehicle/4-WD enthusiasts. This rate is 19% less than the US rate, and 3% less than the ADI rate.

Recreational vehicles enthusiasts are more than 3 times more likely to own a motor home, snowmobile, power boat, all terrain vehicle, or tent trailer compared to the US population.

6. Wildlife/Environmental

In Wilbraham, 16% of householders are wildlife/environmental enthusiasts. This is 3% more than the US rate and 9% less than the ADI rate.

Wildlife/environmental enthusiasts enjoy the adventure of the great outdoors. Compared to a typical US household, they are nearly 2 times more likely to participate in camping, hiking, hunting, and shooting activities. They are likely to show a growing awareness of global issues concerning science, technology and the environment.

V. DOMESTIC

1. Automotive Work

In Wilbraham, 11.5% of the households are interested in automotive work. This rate is 22% less than the US rate, and 10% less than the ADI rate.

The activities of automotive work enthusiasts include installing spark plugs (35%), installing shock absorbers (10%), adding to changing motor oil (50%), installing oil filters (45%), draining radiators to add antifreeze (30%), installing air filters (25%), installing car batteries (15%), and installing radio or tape players (20%).

2. Avid Book Reading

In Wilbraham, 41.3% of the householders are avid book readers. This rate is 5% more and 3% less than the US and ADI rates respectively.

Avid book readers prefer paper backs over hard covers by a two-to-one margin. About half buy more than five books per year.

3. Bible/Devotional Reading

In Wilbraham, 8.3% of the householders are bible/devotional reading enthusiasts. This rate is 52% less than the US rate and equal to the ADI rate.

Bible/devotional reading enthusiasts are regular church attenders. Over 10 percent are active church board members. They are 1.4 times more likely to work as volunteers and take part in civic issues than the general US population.

4. Coin/Stamp Collecting

In Wilbraham, 5.4% of the householders are coin/stamp collecting enthusiasts. This rate is 30% less than the US rate and 39% less than the ADI rate.

Coin/stamp collecting enthusiasts enjoy collecting both as a hobby and as an investment strategy. They are 1.8 times more likely to invest in stocks, bonds, or real estate than the average US household.

5. Collectibles/Collections

In Wilbraham, 11% of the households have an interest in collectibles/collections. This rate is 3% less than both the US rate the ADI rate.

Households with an interest in collectibles/collections are 3.2 times more likely to collect art and antiques and 2.8 times more likely to collect coins and stamps than the average US household.

6. Crafts

In Wilbraham, 26.9% of the householders are crafts enthusiasts. This rate is 4% more than both the US rate the ADI rate.

Crafts enthusiasts are predominantly married females. They enjoy reading books (46%), sewing (44%), needlework and knitting (48%), and home decorating (36%).

7. Crossword Puzzles

In Wilbraham, 17.1% of the householders are crossword puzzle enthusiasts. This rate is 10% less than the US rate and 17% less than the ADI rate.

Nearly 50% of crossword puzzle enthusiasts are 55 years of age or older.

8. Current Affairs/Politics

In Wilbraham, 18.4% of the householders have an interest in current affairs/politics. This is 12% more than the US rate of interest, and 4% more than the ADI rate of interest.

Over 70% of people with an interest in current affairs/politics voted in a federal, state or local election in the past 12 months. They are nearly 4 times more likely to have actively worked for a political party or candidate than the general US population. They are also more likely to write to an elected official and belong to a civic organization, business club, or veterans group.

9. Entering Sweepstakes

In Wilbraham, 11.2% of the householders enjoy entering sweepstakes. This rate is 26% less and 19% less than the US and ADI rates respectively.

People who enjoy entering sweepstakes are in search of convenient money making opportunities. Over one-third of sweepstakes entrants are age 45 and older with total household income under \$30,000.

10. Gardening

41.4% of Wilbraham householders are gardening enthusiasts. This is 21% more than the US rate and 17% more than the ADI rate.

80% of gardening enthusiasts enjoy outdoor gardening and over half engage in indoor gardening. Gardeners like to buy flower seeds, gardening fertilizers, outdoor shrubs and plants, trees, vegetable plants, and vegetable seeds. Most spend less than \$60 per item each year.

11. Grandchildren

In Wilbraham, 17.4% of households have grandchildren. This is 7% less than the US rate and 3% less than the ADI rate.

Grandparents enjoy showering their grandchildren with gifts. Over 12% spend at least \$150 a year on toys for their grandchildren. Other prominent interests of grandparents include walking for health (56%), gardening (48%), needlework and knitting (33%), sewing (32%), and reading the bible (28%).

12. Health Foods/Vitamins

12.5% of Wilbraham householders are interested in health foods/vitamins. This is 7% less and 4% less than the US and ADI rates respectively.

People interested in health foods are twice as likely to take vitamins than the general adult population. They enjoy fashion (26%), self-improvement programs (36%), gourmet cooking (31%), and attending cultural and arts events (28%).

13. Home Workshop

In Wilbraham, 23.7% of householders are home workshop enthusiasts. This is 4% more than the US rate and 6% more than the ADI rate.

Home workshop enthusiasts are more likely to own work tools and accessories. They are also more inclined than the general adult population to order workshop tools through the mail.

14. Needlework/Knitting

In Wilbraham, 20.8% of householders are interested in needlework/knitting. This is 7% more than the US rate and 8% more than the ADI rate.

People interested in needlework/knitting are more than twice as likely to enjoy sewing garments from patterns, crocheting, crewel, and needlepoint than the general US population.

15. Self-Improvement

In Wilbraham, 15.1% of householders have an interest in self-improvement. This is 6% less than the US rate and 5% more than the ADI rate.

People with an interest in self-improvement seek to improve the physical, mental, and financial aspects of their lives. Compared to the US adult population they are 2.4 times more likely to be involved in career oriented activities such as attending seminars and night classes, 2.2 times more likely to eat health foods, 1.8 times more likely to attend cultural arts events, and 1.9 times more likely to invest in real estate.

16. Sewing

In Wilbraham, 17.4% of householders are sewing enthusiasts. This is 14% less than the US rate and 3% less than the ADI rate.

Activities of sewing enthusiasts include general mending, sewing garments from patterns, crocheting, needlepoint, and knitting. 60% own a sewing machine.

17. Veterans Benefits/Programs

In Wilbraham, 2.3% of households have an interest in veterans benefits/programs. This is 52% less than the US rate and 50% less than the ADI rate.

Households with an interest in veterans benefits/programs are primarily headed by military veterans age 55 or older. They enjoy spending their time with grandchildren (45%), entering sweepstakes (34%), participating in community and civic activities (23%) and collecting coins and stamps (17%).