



2017

**HARTFORD  
NEW HAVEN  
SPRINGFIELD  
BUSINESS  
SURVEY**

**“** The anticipated near-term retirements and issues around a talented workforce deserve focus, especially in the light of demographic trends in the region and New England.

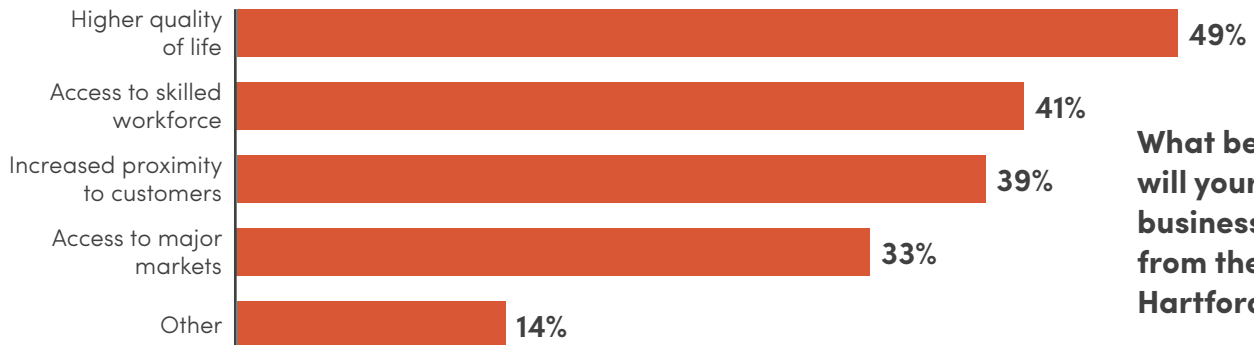
Michael Moore | Vice Chancellor for Research & Engagement, University of Massachusetts Amherst

No respondents say their workers commute by train.

Commuter rail service between New Haven and Springfield will launch in May 2018. The 62-mile Hartford Line is expected to provide 17 daily weekday round trips between New Haven and Hartford, with 12 trains continuing to Springfield. There will be slightly fewer weekend trips.

Twenty-two percent of those surveyed said they or their employees will use the Hartford Line once it begins service, 53% will not use it, and 25% were uncertain.

What are the expected benefits of the new line?



**What benefits will your business get from the new Hartford Line?**

An improved quality of life was the top benefit, cited by 49% of businesses, followed by access to skilled workers (41%), increased proximity to customers (39%) and access to major markets (33%).

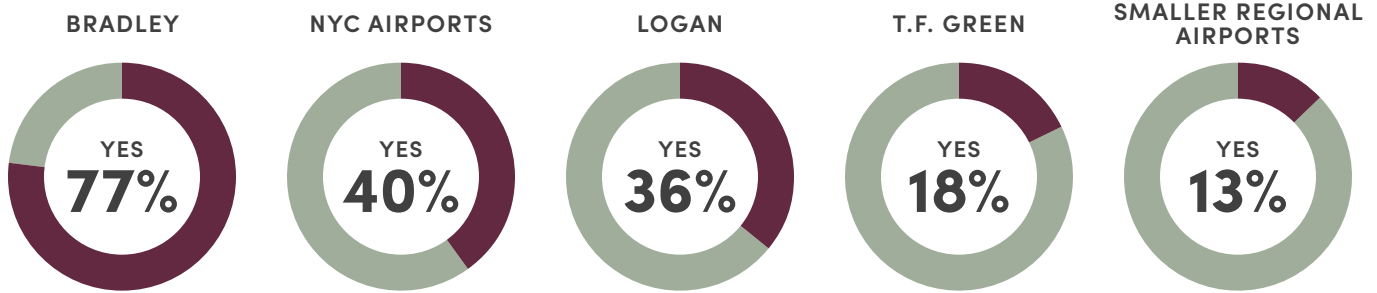
An overwhelming 90% of business leaders say expanding commuter rail service between Boston and Springfield will benefit their business, while 91% believe it will positively impact the region’s economy.

The Massachusetts legislature is considering legislation that funds a study exploring the feasibility of developing high-speed, east-west passenger rail service.

Bradley International Airport in Windsor Locks, Connecticut, is an essential component of the region’s transportation infrastructure.

Just over three-quarters (77%) of survey respondents say they use Bradley. That compares with the 40% who fly out of out of New York City airports and the 36% who use Boston Logan International Airport. T.F Green Airport in Providence draws 18% and other smaller regional airports attract 13%.

For those who fly more than six times annually, Bradley is the choice for 42%, followed by small



### What airports do you use?

regional airports (36%), Logan (30%), New York City (29%), and T.F. Green (17%).

Thirty percent say they have flown on one or more of the nonstop flights Bradley added over the last 12 months to Ireland, Scotland, two Florida cities (Orlando and Fort Lauderdale), San Francisco, Los Angeles, and Myrtle Beach, South Carolina.

How can Bradley drive greater business use of the airport?

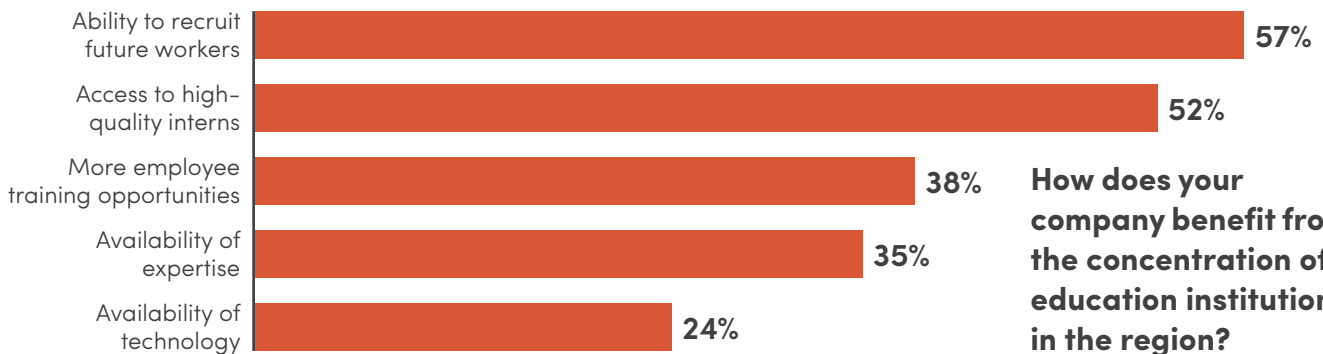
Sixty-one percent want more direct flights to major domestic destinations (particularly Seattle), 34% called for cheaper fares, and 21% are looking for expanded international nonstop service, mainly to London and Paris.

### WORKFORCE DEVELOPMENT

One of the region's major assets is the cluster of higher education institutions—the second highest concentration in the country.

The region's businesses leverage that clustering, with the following main benefits: recruiting (57%), filling internships (52%), additional employee training opportunities (38%), the availability of expertise (35%), and technology transfer (24%).

Fifty percent hire workers from area institutions—with 71% describing their campus recruiting campaigns as successful—and 48% offer internships to local students.



**How does your company benefit from the concentration of education institutions in the region?**