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Concord Town Survey  
<Unweighted> December 2020

1. How would you rate the overall quality of services provided by the Concord Town Government?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1155	119	174	248	602	12	42	162	140	810	1	301	846	8	234	480	229	122	29	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	1081	111	162	230	566	12	41	152	130	757	1	280	793	8	215	451	217	117	24	57
	94%	93%	93%	93%	94%	100%	98%	94%	93%	93%	100%	93%	94%	100%	92%	94%	95%	96%	83%	93%
a. Excellent	574	50	82	121	316	5	20	83	61	409	1	140	430	4	106	247	114	66	12	29
	50%	42%	47%	49%	52%	42%	48%	51%	44%	50%	100%	47%	51%	50%	45%	51%	50%	54%	41%	48%
b. Good	507	61	80	109	250	7	21	69	69	348	-	140	363	4	109	204	103	51	12	28
	44%	51%	46%	44%	42%	58%	50%	43%	49%	43%	-	47%	43%	50%	47%	43%	45%	42%	41%	46%
Bottom 2 NET =====	74	8	12	18	36	-	1	10	10	53	-	21	53	-	19	29	12	5	5	4
	6%	7%	7%	7%	6%	-	2%	6%	7%	7%	-	7%	6%	-	8%	6%	5%	4%	17%	7%
c. Fair	70	8	12	17	33	-	1	10	10	49	-	21	49	-	17	28	12	4	5	4
	6%	7%	7%	7%	5%	-	2%	6%	7%	6%	-	7%	6%	-	7%	6%	5%	3%	17%	7%
d. Poor	4	-	-	1	3	-	-	-	-	4	-	-	4	-	2	1	-	1	-	-
	*%			*%	*%					*%		*%		1%	*%		1%			
e. Don't Know / No Answer	34	4	4	5	20	1	7	9	6	12	-	5	29	-	2	14	5	4	2	7
MEAN	3.43	3.35	3.40	3.41	3.46	3.42	3.45	3.45	3.36	3.43	4.00	3.40	3.44	3.50	3.36	3.45	3.45	3.49	3.24	3.41
STANDARD DEVIATION	0.62	0.60	0.62	0.64	0.62	0.51	0.55	0.61	0.61	0.63	0.00	0.62	0.63	0.53	0.66	0.61	0.59	0.61	0.74	0.62
STANDARD ERROR	0.02	0.06	0.05	0.04	0.03	0.15	0.08	0.05	0.05	0.02	0.00	0.04	0.02	0.19	0.04	0.03	0.04	0.05	0.14	0.08

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

2. In relation to the property taxes you pay, how satisfied are you with the overall quality of Town services?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1085	111	164	238	561	11	37	144	130	773	1	288	789	8	213	443	227	121	28	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	974	100	144	216	505	9	34	131	116	692	1	257	710	7	184	409	202	109	23	47
=====	90%	90%	88%	91%	90%	82%	92%	91%	89%	90%	100%	89%	90%	88%	86%	92%	89%	90%	82%	89%
											HIJ				O					
a. Very satisfied	434	35	60	96	243	-	10	58	48	318	-	106	326	2	67	189	105	50	8	15
	40%	32%	37%	40%	43%		27%	40%	37%	41%		37%	41%	25%	31%	43%	46%	41%	29%	28%
					B											OT	OT			
b. Somewhat satisfied	540	65	84	120	262	9	24	73	68	374	1	151	384	5	117	220	97	59	15	32
	50%	59%	51%	50%	47%	82%	65%	51%	52%	48%	100%	52%	49%	63%	55%	50%	43%	49%	54%	60%
		E				CDE	J				GHIJ				Q					Q
Bottom 2 NET	111	11	20	22	56	2	3	13	14	81	-	31	79	1	29	34	25	12	5	6
=====	10%	10%	12%	9%	10%	18%	8%	9%	11%	10%		11%	10%	13%	14%	8%	11%	10%	18%	11%
															P					
c. Not very satisfied	92	7	18	18	48	1	1	12	11	68	-	26	65	1	26	29	19	9	4	5
	8%	6%	11%	8%	9%	9%	3%	8%	8%	9%		9%	8%	13%	12%	7%	8%	7%	14%	9%
										G					P					
d. Not at all satisfied	19	4	2	4	8	1	2	1	3	13	-	5	14	-	3	5	6	3	1	1
	2%	4%	1%	2%	1%	9%	5%	1%	2%	2%		2%	2%		1%	1%	3%	2%	4%	2%
e. Don't Know / No Answer	104	12	14	15	61	2	12	27	16	49	-	18	86	-	23	51	7	5	3	15
MEAN	3.28	3.18	3.23	3.29	3.32	2.73	3.14	3.31	3.24	3.29	3.00	3.24	3.30	3.13	3.16	3.34	3.33	3.29	3.07	3.15
		F	F	F	F											OST	O			
STANDARD DEVIATION	0.69	0.70	0.69	0.68	0.69	0.65	0.71	0.65	0.70	0.70	0.00	0.69	0.69	0.64	0.68	0.65	0.74	0.71	0.77	0.66
STANDARD ERROR	0.02	0.07	0.05	0.04	0.03	0.19	0.12	0.05	0.06	0.03	0.00	0.04	0.02	0.23	0.05	0.03	0.05	0.06	0.14	0.09

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
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Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

3. What local issue would you say is the highest priority for you?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1163	123	175	247	605	13	48	169	144	801	1	304	852	7	231	485	224	125	31	67
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
b. Preservation of the Town's Character	299	9	31	79	176	4	13	29	28	228	1	50	244	5	71	117	50	31	7	23
	26%	7%	18%	32%	29%	31%	27%	17%	19%	28%	100%	16%	29%	71%	31%	24%	22%	25%	23%	34%
			B	BC	BC					HI	GHIJ		L	LM	Q					
e. Schools	232	76	76	31	49	-	14	55	55	108	-	165	67	-	39	93	49	31	10	10
	20%	62%	43%	13%	8%		29%	33%	38%	13%		54%	8%		17%	19%	22%	25%	32%	15%
		CDE	DE				J	J	J			M								
f. Taxes	159	6	17	28	103	5	2	8	14	135	-	19	139	1	31	66	34	18	2	8
	14%	5%	10%	11%	17%	38%	4%	5%	10%	17%		6%	16%	14%	13%	14%	15%	14%	6%	12%
				B	BCD	BCD				GHI			L							
a. Affordable Housing	138	5	9	19	103	2	2	22	11	103	-	14	124	-	31	66	21	14	2	4
	12%	4%	5%	8%	17%	15%	4%	13%	8%	13%		5%	15%		13%	14%	9%	11%	6%	6%
				BCD				G		GI			L		T	T				
g. Sustainability	105	11	10	29	54	1	3	17	15	70	-	25	79	1	20	41	25	11	2	6
	9%	9%	6%	12%	9%	8%	6%	10%	10%	9%		8%	9%	14%	9%	8%	11%	9%	6%	9%
				C																
h. Economic Vitality	68	4	9	24	30	1	5	14	8	41	-	11	57	-	16	32	9	4	3	4
	6%	3%	5%	10%	5%	8%	10%	8%	6%	5%		4%	7%		7%	7%	4%	3%	10%	6%
				BE									L							
c. Public Safety	62	2	10	12	38	-	4	8	4	46	-	7	55	-	9	25	19	2	2	5
	5%	2%	6%	5%	6%		8%	5%	3%	6%		2%	6%		4%	5%	8%	2%	6%	7%
					B								L			R	OR			
d. Roads	34	5	5	7	17	-	1	7	2	24	-	6	28	-	5	17	5	3	1	3
	3%	4%	3%	3%	3%		2%	4%	1%	3%		2%	3%		2%	4%	2%	2%	3%	4%
i. Other Town Services	66	5	8	18	35	-	4	9	7	46	-	7	59	-	9	28	12	11	2	4
	6%	4%	5%	7%	6%		8%	5%	5%	6%		2%	7%		4%	6%	5%	9%	6%	6%
													L							
j. Don't Know / No Answer	26	-	3	6	17	-	1	2	2	21	-	2	23	1	5	9	10	1	-	1

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

4. What method do you utilize most often when trying to gather information about Town services, news, and events?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1152	122	175	250	594	11	46	167	143	795	1	304	841	7	227	478	232	125	29	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
b. Browsing the Town's website	615	67	105	158	278	7	36	108	87	383	1	179	433	3	109	249	120	75	19	43
	53%	55%	60%	63%	47%	64%	78%	65%	61%	48%	100%	59%	51%	43%	48%	52%	52%	60%	66%	70%
			E	E			IJ	J	J		GHIJ	M						O		OPQ
h. Reading the Concord Journal or other local publications	177	5	20	30	121	1	2	11	18	146	-	31	145	1	38	77	40	16	4	2
	15%	4%	11%	12%	20%	9%	4%	7%	13%	18%		10%	17%	14%	17%	16%	17%	13%	14%	3%
			B	B	BCD				G	GH			L		T	T	T	T		
c. Subscribing to News & Notices on the Town's website	158	16	25	35	81	1	2	19	20	117	-	40	118	-	34	65	35	17	3	4
	14%	13%	14%	14%	14%	9%	4%	11%	14%	15%		13%	14%		15%	14%	15%	14%	10%	7%
									G	G					T	T	T			
f. Calling Town Offices / Town Departments directly	90	2	5	11	71	1	4	1	7	78	-	10	79	1	20	42	17	5	1	5
	8%	2%	3%	4%	12%	9%	9%	1%	5%	10%		3%	9%	14%	9%	9%	7%	4%	3%	8%
					BCD				H	HI			L			R				
g. Viewing social media sites (@TownofConcordMA: Facebook, twitter, Instagram)	56	26	13	5	12	-	1	21	10	24	-	34	22	-	12	25	9	6	-	4
	5%	21%	7%	2%	2%		2%	13%	7%	3%		11%	3%		5%	5%	4%	5%		7%
		CDE	DE					GJ				M								
a. Visiting Town Offices in person	24	1	-	4	18	1	-	1	1	22	-	2	21	1	5	8	6	3	1	1
	2%	1%		2%	3%	9%		1%	1%	3%		1%	2%	14%	2%	2%	3%	2%	3%	2%
					B					HI			L							
e. Postal mail	23	4	6	4	9	-	1	5	-	17	-	6	16	1	7	8	4	2	-	2
	2%	3%	3%	2%	2%		2%	3%		2%		2%	2%	14%	3%	2%	2%	2%		3%
d. Email to Town Staff or committees directly	9	1	1	3	4	-	-	1	-	8	-	2	7	-	2	4	1	1	1	-
	1%	1%	1%	1%	1%			1%		1%		1%	1%		1%	1%	*%	1%	3%	
i. I don't use any of these platforms or methods	21	1	2	1	16	1	-	1	2	18	-	1	19	1	4	9	2	1	2	3
j. Don't Know / No Answer	16	-	1	2	12	1	3	3	1	9	-	1	15	-	5	7	-	-	-	4

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
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<Unweighted> December 2020

5. How would you rate your satisfaction with the manner in which you receive information from the Town?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1162	122	174	250	604	12	45	163	145	808	1	302	852	8	231	483	233	124	30	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	1062	110	159	229	555	9	45	152	133	731	1	277	778	7	204	448	208	118	27	57
	91%	90%	91%	92%	92%	75%	100%	93%	92%	90%	100%	92%	91%	88%	88%	93%	89%	95%	90%	93%
							HIJ				HIJ							OQ		
a. Very satisfied	466	48	70	94	250	4	21	71	64	309	1	120	341	5	76	204	97	47	11	31
	40%	39%	40%	38%	41%	33%	47%	44%	44%	38%	100%	40%	40%	63%	33%	42%	42%	38%	37%	51%
											GHIJ					O				O
b. Somewhat satisfied	596	62	89	135	305	5	24	81	69	422	-	157	437	2	128	244	111	71	16	26
	51%	51%	51%	54%	50%	42%	53%	50%	48%	52%		52%	51%	25%	55%	51%	48%	57%	53%	43%
Bottom 2 NET =====	100	12	15	21	49	3	-	11	12	77	-	25	74	1	27	35	25	6	3	4
	9%	10%	9%	8%	8%	25%		7%	8%	10%		8%	9%	13%	12%	7%	11%	5%	10%	7%
															R		R			
c. Not very satisfied	87	9	14	21	42	1	-	11	9	67	-	20	66	1	23	32	22	5	2	3
	7%	7%	8%	8%	7%	8%		7%	6%	8%		7%	8%	13%	10%	7%	9%	4%	7%	5%
															R		R			
d. Not at all satisfied	13	3	1	-	7	2	-	-	3	10	-	5	8	-	4	3	3	1	1	1
	1%	2%	1%		1%	17%			2%	1%		2%	1%		2%	1%	1%	1%	3%	2%
e. Don't Know / No Answer	27	1	4	3	18	1	4	8	1	14	-	4	23	-	5	11	1	2	1	7
MEAN	3.30	3.27	3.31	3.29	3.32	2.92	3.47	3.37	3.34	3.27	4.00	3.30	3.30	3.50	3.19	3.34	3.30	3.32	3.23	3.43
					F	F										O				O
STANDARD DEVIATION	0.65	0.70	0.64	0.61	0.65	1.08	0.50	0.61	0.69	0.66	0.00	0.67	0.65	0.76	0.68	0.63	0.69	0.59	0.73	0.67
STANDARD ERROR	0.02	0.06	0.05	0.04	0.03	0.31	0.08	0.05	0.06	0.02	0.00	0.04	0.02	0.27	0.04	0.03	0.05	0.05	0.13	0.09

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

6. What do you believe to be the ideal frequency for receiving communications from the Town?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1154	122	172	252	596	12	48	166	141	798	1	301	846	7	232	480	225	125	29	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Weekly; Similar to a condensed report with news/information from all departments	290	24	45	64	154	3	7	35	40	208	-	79	210	1	65	117	60	29	6	13
	25%	20%	26%	25%	26%	25%	15%	21%	28%	26%		26%	25%	14%	28%	24%	27%	23%	21%	21%
									G	G										
b. Monthly summary document with relevant news	443	54	77	104	203	5	24	75	53	290	1	131	308	4	91	175	79	47	15	36
	38%	44%	45%	41%	34%	42%	50%	45%	38%	36%	100%	44%	36%	57%	39%	36%	35%	38%	52%	57%
		E	E	E				J			GHIJ	M								OPQR
c. The Town's Annual Report only	13	2	2	1	7	1	-	3	2	8	-	4	9	-	-	6	3	3	-	1
	1%	2%	1%	*%	1%	8%		2%	1%	1%		1%	1%			1%	1%	2%		2%
d. Sporadically; no specific schedule, news sent out as it happens (i.e. news and notices)	408	42	48	83	232	3	17	53	46	292	-	87	319	2	76	182	83	46	8	13
	35%	34%	28%	33%	39%	25%	35%	32%	33%	37%		29%	38%	29%	33%	38%	37%	37%	28%	21%
					C							L		T	T	T	T			
e. Don't Know / No Answer	35	1	6	1	26	1	1	5	5	24	-	5	29	1	4	14	9	1	2	5

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

7. How satisfied have you been with Town communications related to COVID19?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1066	112	163	234	546	11	35	150	136	744	1	287	771	8	219	445	215	110	28	49
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	899	99	144	191	458	7	34	127	119	618	1	255	639	5	181	378	182	94	22	42
=====	84%	88%	88%	82%	84%	64%	97%	85%	88%	83%	100%	89%	83%	63%	83%	85%	85%	85%	79%	86%
							HIJ				HIJ	M								
a. Very satisfied	452	49	71	98	232	2	15	65	58	314	-	130	320	2	84	196	95	46	10	21
	42%	44%	44%	42%	42%	18%	43%	43%	43%	42%		45%	42%	25%	38%	44%	44%	42%	36%	43%
		F	F	F	F															
b. Somewhat satisfied	447	50	73	93	226	5	19	62	61	304	1	125	319	3	97	182	87	48	12	21
	42%	45%	45%	40%	41%	45%	54%	41%	45%	41%	100%	44%	41%	38%	44%	41%	40%	44%	43%	43%
											GHIJ									
Bottom 2 NET	167	13	19	43	88	4	1	23	17	126	-	32	132	3	38	67	33	16	6	7
=====	16%	12%	12%	18%	16%	36%	3%	15%	13%	17%		11%	17%	38%	17%	15%	15%	15%	21%	14%
								G	G	G			L							
c. Not very satisfied	126	12	17	37	59	1	1	21	15	89	-	29	95	2	30	46	28	12	5	5
	12%	11%	10%	16%	11%	9%	3%	14%	11%	12%		10%	12%	25%	14%	10%	13%	11%	18%	10%
								G	G	G										
d. Not at all satisfied	41	1	2	6	29	3	-	2	2	37	-	3	37	1	8	21	5	4	1	2
	4%	1%	1%	3%	5%	27%		1%	1%	5%		1%	5%	13%	4%	5%	2%	4%	4%	4%
					BC	B				HI			L							
e. Don't Know / No Answer	123	11	15	19	76	2	14	21	10	78	-	19	104	-	17	49	19	16	3	19
MEAN	3.23	3.31	3.31	3.21	3.21	2.55	3.40	3.27	3.29	3.20	3.00	3.33	3.20	2.75	3.17	3.24	3.27	3.24	3.11	3.24
		F	F	F	F							MN								
STANDARD DEVIATION	0.80	0.70	0.71	0.80	0.84	1.13	0.55	0.75	0.72	0.84	0.00	0.70	0.83	1.04	0.80	0.82	0.77	0.79	0.83	0.80
STANDARD ERROR	0.02	0.07	0.06	0.05	0.04	0.34	0.09	0.06	0.06	0.03	0.00	0.04	0.03	0.37	0.05	0.04	0.05	0.08	0.16	0.11

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

8. How would you rate the overall quality of services provided by the Finance Department, which includes the services of the Town Clerk, Tax Collector, and Town Assessor?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1008	90	144	222	540	12	24	127	118	738	1	243	757	8	213	420	202	108	25	40
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	903	74	124	200	495	10	19	106	109	668	1	209	687	7	188	382	182	97	20	34
=====	90%	82%	86%	90%	92%	83%	79%	83%	92%	91%	100%	86%	91%	88%	88%	91%	90%	90%	80%	85%
					B				H	H	GHIJ									
a. Excellent	448	30	58	99	259	2	8	56	44	340	-	93	353	2	90	197	93	45	5	18
	44%	33%	40%	45%	48%	17%	33%	44%	37%	46%		38%	47%	25%	42%	47%	46%	42%	20%	45%
			F	F	BF								L		S	S	S	S		S
b. Good	455	44	66	101	236	8	11	50	65	328	1	116	334	5	98	185	89	52	15	16
	45%	49%	46%	45%	44%	67%	46%	39%	55%	44%	100%	48%	44%	63%	46%	44%	44%	48%	60%	40%
									HJ		GHIJ									
Bottom 2 NET	105	16	20	22	45	2	5	21	9	70	-	34	70	1	25	38	20	11	5	6
=====	10%	18%	14%	10%	8%	17%	21%	17%	8%	9%		14%	9%	13%	12%	9%	10%	10%	20%	15%
		E						IJ												
c. Fair	92	14	17	20	40	1	4	21	7	60	-	29	62	1	23	32	18	9	4	6
	9%	16%	12%	9%	7%	8%	17%	17%	6%	8%		12%	8%	13%	11%	8%	9%	8%	16%	15%
		E						IJ												
d. Poor	13	2	3	2	5	1	1	-	2	10	-	5	8	-	2	6	2	2	1	-
	1%	2%	2%	1%	1%	8%	4%		2%	1%		2%	1%		1%	1%	1%	2%	4%	
e. Don't Know / No Answer	181	33	34	31	82	1	25	44	28	84	-	63	118	-	23	74	32	18	6	28
MEAN	3.33	3.13	3.24	3.34	3.39	2.92	3.08	3.28	3.28	3.35	3.00	3.22	3.36	3.13	3.30	3.36	3.35	3.30	2.96	3.30
				BF	BCF								L		S	S	S	S		
STANDARD DEVIATION	0.69	0.75	0.74	0.68	0.66	0.79	0.83	0.73	0.65	0.69	0.00	0.73	0.68	0.64	0.69	0.69	0.68	0.70	0.73	0.72
STANDARD ERROR	0.02	0.08	0.06	0.05	0.03	0.23	0.17	0.06	0.06	0.03	0.00	0.05	0.02	0.23	0.05	0.03	0.05	0.07	0.15	0.11

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

9. In terms of the tax assessment of your property, do you believe your property is over-assessed, under-assessed or fairly assessed relative to others similar properties in Town?

BASE = ALL RESPONDENTS

	Age																				Lived in Concord					Children in HH			Polling Place				
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA													
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)													
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68													
Total Answering	938	94	138	207	489	10	27	110	108	692	1	249	681	8	193	373	204	106	23	39													
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%													
a. Over-assessed	282	25	45	71	134	7	9	24	39	209	1	80	197	5	76	105	59	23	7	12													
	30%	27%	33%	34%	27%	70%	33%	22%	36%	30%	100%	32%	29%	63%	39%	28%	29%	22%	30%	31%													
b. Under-assessed	9	2	1	2	4	-	-	2	1	6	-	2	7	-	1	2	3	2	-	1													
	1%	2%	1%	1%	1%			2%	1%	1%		1%	1%		1%	1%	1%	2%		3%													
c. Fairly assessed	647	67	92	134	351	3	18	84	68	477	-	167	477	3	116	266	142	81	16	26													
	69%	71%	67%	65%	72%	30%	67%	76%	63%	69%		67%	70%	38%	60%	71%	70%	76%	70%	67%													
d. Rent / Does not apply	68	11	8	10	39	-	6	25	16	21	-	12	56	-	10	40	2	3	2	11													
e. Don't Know / No Answer	183	18	32	36	94	3	16	36	22	109	-	45	138	-	33	81	28	17	6	18													

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

10. How would you rate the overall quality of services provided by the Department of Planning and Land Management, which regulate matters related to buildings, zoning, health, natural resources, and historic preservation?  
BASE = ALL RESPONDENTS

	Age																				Lived in Concord					Children in HH			Polling Place				
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA													
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)													
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68													
Total Answering	984	88	142	223	520	11	31	125	112	715	1	236	742	6	203	412	197	106	24	42													
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%													
Top 2 NET =====	741	68	112	162	392	7	28	104	85	524	-	183	556	2	141	316	150	83	16	35													
	75%	77%	79%	73%	75%	64%	90%	83%	76%	73%		78%	75%	33%	69%	77%	76%	78%	67%	83%													
							IJ	J				N	N							O													
a. Excellent	263	25	47	60	127	4	12	41	29	181	-	75	188	-	41	120	51	28	7	16													
	27%	28%	33%	27%	24%	36%	39%	33%	26%	25%		32%	25%		20%	29%	26%	26%	29%	38%													
			E													O				O													
b. Good	478	43	65	102	265	3	16	63	56	343	-	108	368	2	100	196	99	55	9	19													
	49%	49%	46%	46%	51%	27%	52%	50%	50%	48%		46%	50%	33%	49%	48%	50%	52%	38%	45%													
Bottom 2 NET =====	243	20	30	61	128	4	3	21	27	191	1	53	186	4	62	96	47	23	8	7													
	25%	23%	21%	27%	25%	36%	10%	17%	24%	27%	100%	22%	25%	67%	31%	23%	24%	22%	33%	17%													
									G	GH	GHIJ				LM	T																	
c. Fair	193	13	23	49	104	4	2	18	23	149	1	39	150	4	49	74	36	22	6	6													
	20%	15%	16%	22%	20%	36%	6%	14%	21%	21%	100%	17%	20%	67%	24%	18%	18%	21%	25%	14%													
									G	G	GHIJ				LM																		
d. Poor	50	7	7	12	24	-	1	3	4	42	-	14	36	-	13	22	11	1	2	1													
	5%	8%	5%	5%	5%		3%	2%	4%	6%		6%	5%		6%	5%	6%	1%	8%	2%													
										H					R	R	R																
e. Don't Know / No Answer	205	35	36	30	102	2	18	46	34	107	-	70	133	2	33	82	37	20	7	26													
MEAN	2.97	2.98	3.07	2.94	2.95	3.00	3.26	3.14	2.98	2.93	2.00	3.03	2.95	2.33	2.83	3.00	2.96	3.04	2.88	3.19													
							J	J				N				O		O		O													
STANDARD DEVIATION	0.82	0.87	0.83	0.84	0.79	0.89	0.73	0.74	0.78	0.83	0.00	0.85	0.81	0.52	0.82	0.83	0.82	0.72	0.95	0.77													
STANDARD ERROR	0.03	0.09	0.07	0.06	0.03	0.27	0.13	0.07	0.07	0.03	0.00	0.06	0.03	0.21	0.06	0.04	0.06	0.07	0.19	0.12													

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

11. In terms of land-use and development, how would you rate your satisfaction with recent development projects in Concord?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	928	85	132	204	496	11	26	102	109	690	1	227	695	6	184	413	183	91	25	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	642	65	88	134	351	4	22	86	81	452	1	163	477	2	123	271	131	68	21	28
=====	69%	76%	67%	66%	71%	36%	85%	84%	74%	66%	100%	72%	69%	33%	67%	66%	72%	75%	84%	88%
		F	F	F	F		J	J			GHIJ	N							OP	OPQ
a. Very satisfied	158	18	24	35	80	1	6	25	28	99	-	48	109	1	23	67	31	19	4	14
	17%	21%	18%	17%	16%	9%	23%	25%	26%	14%		21%	16%	17%	13%	16%	17%	21%	16%	44%
								J	J											OPQRS
b. Somewhat satisfied	484	47	64	99	271	3	16	61	53	353	1	115	368	1	100	204	100	49	17	14
	52%	55%	48%	49%	55%	27%	62%	60%	49%	51%	100%	51%	53%	17%	54%	49%	55%	54%	68%	44%
					F							GHIJ	N	N						
Bottom 2 NET	286	20	44	70	145	7	4	16	28	238	-	64	218	4	61	142	52	23	4	4
=====	31%	24%	33%	34%	29%	64%	15%	16%	26%	34%		28%	31%	67%	33%	34%	28%	25%	16%	13%
						BCDE						GH		L	ST	ST	T			
c. Not very satisfied	214	17	32	54	106	5	4	12	24	174	-	49	162	3	43	106	39	19	4	3
	23%	20%	24%	26%	21%	45%	15%	12%	22%	25%		22%	23%	50%	23%	26%	21%	21%	16%	9%
									H	H					T	T	T			
d. Not at all satisfied	72	3	12	16	39	2	-	4	4	64	-	15	56	1	18	36	13	4	-	1
	8%	4%	9%	8%	8%	18%		4%	4%	9%		7%	8%	17%	10%	9%	7%	4%		3%
												HI								
e. Don't Know / No Answer	261	38	46	49	126	2	23	69	37	132	-	79	180	2	52	81	51	35	6	36
MEAN	2.78	2.94	2.76	2.75	2.79	2.27	3.08	3.05	2.96	2.71	3.00	2.86	2.76	2.33	2.70	2.73	2.81	2.91	3.00	3.28
		F			F		J	J	J								O			OPQR
STANDARD DEVIATION	0.82	0.75	0.86	0.83	0.80	0.90	0.63	0.72	0.79	0.83	0.00	0.82	0.81	1.03	0.81	0.83	0.80	0.77	0.58	0.77
STANDARD ERROR	0.03	0.08	0.07	0.06	0.04	0.27	0.12	0.07	0.08	0.03	0.00	0.05	0.03	0.42	0.06	0.04	0.06	0.08	0.12	0.14

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

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<Unweighted> December 2020

12. How would you rate the overall quality of services provided by the Concord Free Public Library?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1096	107	163	233	581	12	30	142	140	783	1	286	802	8	228	462	219	115	25	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1065	103	161	225	565	11	30	137	138	759	1	278	780	7	217	452	214	113	24	45
=====	97%	96%	99%	97%	97%	92%	100%	96%	99%	97%	100%	97%	97%	88%	95%	98%	98%	98%	96%	96%
							HJ				HJ									
a. Excellent	838	84	115	170	461	8	17	108	107	606	-	220	614	4	162	379	164	86	17	30
	76%	79%	71%	73%	79%	67%	57%	76%	76%	77%		77%	77%	50%	71%	82%	75%	75%	68%	64%
					C			G	G	G					OQT					
b. Good	227	19	46	55	104	3	13	29	31	153	1	58	166	3	55	73	50	27	7	15
	21%	18%	28%	24%	18%	25%	43%	20%	22%	20%	100%	20%	21%	38%	24%	16%	23%	23%	28%	32%
			BE				HIJ				GHIJ				P		P			P
Bottom 2 NET	31	4	2	8	16	1	-	5	2	24	-	8	22	1	11	10	5	2	1	2
=====	3%	4%	1%	3%	3%	8%		4%	1%	3%		3%	3%	13%	5%	2%	2%	2%	4%	4%
c. Fair	24	2	1	7	13	1	-	4	2	18	-	5	18	1	9	9	2	1	1	2
	2%	2%	1%	3%	2%	8%		3%	1%	2%		2%	2%	13%	4%	2%	1%	1%	4%	4%
															QR					
d. Poor	7	2	1	1	3	-	-	1	-	6	-	3	4	-	2	1	3	1	-	-
	1%	2%	1%	*%	1%			1%		1%		1%	*%		1%	*%	1%	1%		
e. Don't Know / No Answer	93	16	15	20	41	1	19	29	6	39	-	20	73	-	8	32	15	11	6	21
MEAN	3.73	3.73	3.69	3.69	3.76	3.58	3.57	3.72	3.75	3.74	3.00	3.73	3.73	3.38	3.65	3.80	3.71	3.72	3.64	3.60
																OQT				
STANDARD DEVIATION	0.53	0.59	0.52	0.55	0.51	0.67	0.50	0.55	0.47	0.54	0.00	0.54	0.52	0.74	0.60	0.46	0.55	0.52	0.57	0.58
STANDARD ERROR	0.02	0.06	0.04	0.04	0.02	0.19	0.09	0.05	0.04	0.02	0.00	0.03	0.02	0.26	0.04	0.02	0.04	0.05	0.11	0.08

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
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13. Within the next year, are you more likely to participate in programs or events that are:  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	833	90	128	190	416	9	39	130	115	548	1	232	594	7	175	331	169	83	26	49
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
c. Hybrid Mix	334	43	53	82	153	3	19	52	46	216	1	101	232	1	69	147	61	31	10	16
	40%	48%	41%	43%	37%	33%	49%	40%	40%	39%	100%	44%	39%	14%	39%	44%	36%	37%	38%	33%
												GHIJ	N							
b. Online / Live Streams	230	14	28	51	133	4	6	33	29	162	-	49	177	4	55	79	48	25	8	15
	28%	16%	22%	27%	32%	44%	15%	25%	25%	30%		21%	30%	57%	31%	24%	28%	30%	31%	31%
				B	BC					G			L							
a. In Person	199	21	35	40	101	2	9	34	30	126	-	64	134	1	32	76	54	19	6	12
	24%	23%	27%	21%	24%	22%	23%	26%	26%	23%		28%	23%	14%	18%	23%	32%	23%	23%	24%
																	OP			
d. Self-Guided (Not Live)	70	12	12	17	29	-	5	11	10	44	-	18	51	1	19	29	6	8	2	6
	8%	13%	9%	9%	7%		13%	8%	9%	8%		8%	9%	14%	11%	9%	4%	10%	8%	12%
															Q	Q				
e. I do not plan to participate in library programs	201	17	37	38	108	1	4	22	17	158	-	45	155	1	36	92	38	23	3	9
f. Don't Know / No Answer	155	16	13	25	98	3	6	19	14	116	-	29	126	-	25	71	27	20	2	10

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

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<Unweighted> December 2020

14. How would you rate the overall quality of services provided by the Senior Services Division / Council on Aging, which includes social and recreational programming, nursing services, transportation and clinical social work?  
BASE = ALL RESPONDENTS

	Age																				Lived in Concord				Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA													
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)													
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68													
Total Answering	447	7	26	47	362	5	5	26	32	383	1	41	401	5	87	224	79	40	6	11													
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%													
Top 2 NET =====	408	6	26	38	333	5	4	22	31	350	1	39	365	4	78	209	71	33	6	11													
	91%	86%	100%	81%	92%	100%	80%	85%	97%	91%	100%	95%	91%	80%	90%	93%	90%	83%	100%	100%													
			DE			DE					HJ								OPQR	OPQR													
a. Excellent	262	3	12	22	224	1	2	11	23	226	-	20	241	1	49	140	44	23	-	6													
	59%	43%	46%	47%	62%	20%	40%	42%	72%	59%		49%	60%	20%	56%	63%	56%	58%		55%													
					F				H				N																				
b. Good	146	3	14	16	109	4	2	11	8	124	1	19	124	3	29	69	27	10	6	5													
	33%	43%	54%	34%	30%	80%	40%	42%	25%	32%	100%	46%	31%	60%	33%	31%	34%	25%	100%	45%													
			E			DE					GHIJ								OPQRT														
Bottom 2 NET =====	39	1	-	9	29	-	1	4	1	33	-	2	36	1	9	15	8	7	-	-													
	9%	14%		19%	8%		20%	15%	3%	9%		5%	9%	20%	10%	7%	10%	18%															
c. Fair	27	1	-	6	20	-	1	4	1	21	-	2	25	-	6	11	7	3	-	-													
	6%	14%		13%	6%		20%	15%	3%	5%		5%	6%		7%	5%	9%	8%															
d. Poor	12	-	-	3	9	-	-	-	-	12	-	-	11	1	3	4	1	4	-	-													
	3%			6%	2%					3%			3%	20%	3%	2%	1%	10%															
e. Don't use service	434	64	80	117	169	4	17	72	66	279	-	139	293	2	76	177	93	43	19	26													
f. Don't Know / No Answer	308	52	72	89	91	4	27	73	48	160	-	126	181	1	73	93	62	43	6	31													
MEAN	3.47	3.29	3.46	3.21	3.51	3.20	3.20	3.27	3.69	3.47	3.00	3.44	3.48	2.80	3.43	3.54	3.44	3.30	3.00	3.55													
					D				H			N	N							S													
STANDARD DEVIATION	0.73	0.76	0.51	0.91	0.71	0.45	0.84	0.72	0.54	0.74	0.00	0.59	0.74	1.10	0.77	0.68	0.71	0.99	0.00	0.52													
STANDARD ERROR	0.03	0.29	0.10	0.13	0.04	0.20	0.37	0.14	0.09	0.04	0.00	0.09	0.04	0.49	0.08	0.05	0.08	0.16	0.00	0.16													

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

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15. How would you rate the amount of social, physical, or mental support provided to you by Senior Services/COA during the COVID19 Pandemic?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	282	4	7	26	242	3	4	13	20	245	-	15	264	3	52	149	49	21	3	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	234	3	5	16	207	3	3	9	18	204	-	11	221	2	39	128	41	15	3	8
	83%	75%	71%	62%	86%	100%	75%	69%	90%	83%		73%	84%	67%	75%	86%	84%	71%	100%	100%
					D	DE													OPQR	OPQR
a. Excellent	146	2	2	6	135	1	-	6	13	127	-	4	141	1	28	81	25	6	-	6
	52%	50%	29%	23%	56%	33%		46%	65%	52%		27%	53%	33%	54%	54%	51%	29%		75%
					D								L		R	R				R
b. Good	88	1	3	10	72	2	3	3	5	77	-	7	80	1	11	47	16	9	3	2
	31%	25%	43%	38%	30%	67%	75%	23%	25%	31%		47%	30%	33%	21%	32%	33%	43%	100%	25%
							HIJ												OPQRT	
Bottom 2 NET =====	48	1	2	10	35	-	1	4	2	41	-	4	43	1	13	21	8	6	-	-
	17%	25%	29%	38%	14%		25%	31%	10%	17%		27%	16%	33%	25%	14%	16%	29%		
				E																
c. Fair	33	1	2	6	24	-	1	4	2	26	-	4	29	-	11	16	3	3	-	-
	12%	25%	29%	23%	10%		25%	31%	10%	11%		27%	11%		21%	11%	6%	14%		
															Q					
d. Poor	15	-	-	4	11	-	-	-	-	15	-	-	14	1	2	5	5	3	-	-
	5%			15%	5%					6%		5%	33%	4%	3%	10%	14%			
e. Don't use service	588	78	105	141	257	7	22	93	86	387	-	182	402	4	113	241	119	64	20	31
f. Don't Know / No Answer	319	41	66	86	123	3	23	65	40	190	1	109	209	1	71	104	66	41	8	29
MEAN	3.29	3.25	3.00	2.69	3.37	3.33	2.75	3.15	3.55	3.29	-	3.00	3.32	2.67	3.25	3.37	3.24	2.86	3.00	3.75
					D				G							R				RS
STANDARD DEVIATION	0.87	0.96	0.82	1.01	0.84	0.58	0.50	0.90	0.69	0.89	-	0.76	0.87	1.53	0.93	0.81	0.97	1.01	0.00	0.46
STANDARD ERROR	0.05	0.48	0.31	0.20	0.05	0.33	0.25	0.25	0.15	0.06		0.20	0.05	0.88	0.13	0.07	0.14	0.22	0.00	0.16

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

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16. How would you rate the overall quality of services provided by the Concord Police Department?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1092	107	162	243	569	11	39	143	136	773	1	280	804	8	225	455	213	120	25	54
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1046	102	154	234	545	11	38	138	133	736	1	268	771	7	215	437	201	115	25	53
=====	96%	95%	95%	96%	96%	100%	97%	97%	98%	95%	100%	96%	96%	88%	96%	96%	94%	96%	100%	98%
a. Excellent	700	67	107	144	377	5	17	90	90	503	-	182	515	3	143	299	138	75	16	29
	64%	63%	66%	59%	66%	45%	44%	63%	66%	65%		65%	64%	38%	64%	66%	65%	63%	64%	54%
b. Good	346	35	47	90	168	6	21	48	43	233	1	86	256	4	72	138	63	40	9	24
	32%	33%	29%	37%	30%	55%	54%	34%	32%	30%	100%	31%	32%	50%	32%	30%	30%	33%	36%	44%
Bottom 2 NET	46	5	8	9	24	-	1	5	3	37	-	12	33	1	10	18	12	5	-	1
=====	4%	5%	5%	4%	4%		3%	3%	2%	5%		4%	4%	13%	4%	4%	6%	4%		2%
c. Fair	34	4	6	7	17	-	1	3	2	28	-	9	25	-	9	11	11	3	-	-
	3%	4%	4%	3%	3%		3%	2%	1%	4%		3%	3%		4%	2%	5%	3%		
d. Poor	12	1	2	2	7	-	-	2	1	9	-	3	8	1	1	7	1	2	-	1
	1%	1%	1%	1%	1%			1%	1%	1%		1%	1%	13%	1%	2%	1%	2%		2%
e. Don't Know / No Answer	97	16	16	10	53	2	10	28	10	49	-	26	71	-	11	39	21	6	6	14
MEAN	3.59	3.57	3.60	3.55	3.61	3.45	3.41	3.58	3.63	3.59	3.00	3.60	3.59	3.13	3.59	3.60	3.59	3.57	3.64	3.50
STANDARD DEVIATION	0.61	0.62	0.63	0.60	0.61	0.52	0.55	0.61	0.56	0.62	0.00	0.61	0.60	0.99	0.59	0.62	0.61	0.63	0.49	0.61
STANDARD ERROR	0.02	0.06	0.05	0.04	0.03	0.16	0.09	0.05	0.05	0.02	0.00	0.04	0.02	0.35	0.04	0.03	0.04	0.06	0.10	0.08

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

17. How would you rate the overall quality of services provided by the Concord Fire Department?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	994	93	137	216	535	13	29	127	118	719	1	237	750	7	211	423	189	108	23	40
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	984	92	135	214	530	13	28	125	116	714	1	236	741	7	209	419	188	105	23	40
=====	99%	99%	99%	99%	99%	100%	97%	98%	98%	99%	100%	100%	99%	100%	99%	99%	99%	97%	100%	100%
a. Excellent	772	58	98	171	437	8	15	91	85	580	1	171	597	4	155	335	153	85	16	28
	78%	62%	72%	79%	82%	62%	52%	72%	72%	81%	100%	72%	80%	57%	73%	79%	81%	79%	70%	70%
				B	BC			G	G	GHI	GHIJ		L							
b. Good	212	34	37	43	93	5	13	34	31	134	-	65	144	3	54	84	35	20	7	12
	21%	37%	27%	20%	17%	38%	45%	27%	26%	19%		27%	19%	43%	26%	20%	19%	19%	30%	30%
		DE	E				J					M								
Bottom 2 NET	10	1	2	2	5	-	1	2	2	5	-	1	9	-	2	4	1	3	-	-
=====	1%	1%	1%	1%	1%		3%	2%	2%	1%		1%	1%		1%	1%	1%	3%		
c. Fair	8	1	1	1	5	-	1	1	2	4	-	1	7	-	1	3	1	3	-	-
	1%	1%	1%	1%	1%		3%	1%	2%	1%		1%	1%		1%	1%	1%	3%		
d. Poor	2	-	1	1	-	-	-	1	-	1	-	-	2	-	1	1	-	-	-	-
	1%		1%	1%				1%		1%			1%		1%	1%				
e. Don't Know / No Answer	195	30	41	37	87	-	20	44	28	103	-	69	125	1	25	71	45	18	8	28
MEAN	3.76	3.61	3.69	3.78	3.81	3.62	3.48	3.69	3.70	3.80	4.00	3.72	3.78	3.57	3.72	3.78	3.80	3.76	3.70	3.70
STANDARD DEVIATION	0.46	0.51	0.52	0.46	0.42	0.51	0.57	0.53	0.49	0.43	0.00	0.46	0.45	0.53	0.49	0.45	0.41	0.49	0.47	0.46
STANDARD ERROR	0.01	0.05	0.04	0.03	0.02	0.14	0.11	0.05	0.05	0.02	0.00	0.03	0.02	0.20	0.03	0.02	0.03	0.05	0.10	0.07

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

18. How would you rate the overall quality of services provided by Concord Public Works?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1166	122	174	250	608	12	42	165	142	816	1	304	854	8	234	486	231	126	29	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	978	93	141	215	519	10	35	134	118	690	1	242	729	7	202	407	193	106	19	51
=====	84%	76%	81%	86%	85%	83%	83%	81%	83%	85%	100%	80%	85%	88%	86%	84%	84%	84%	66%	85%
				B	B						GHIJ		L		S	S	S	S		
a. Excellent	483	49	75	108	248	3	14	71	53	345	-	129	353	1	101	188	110	54	8	22
	41%	40%	43%	43%	41%	25%	33%	43%	37%	42%		42%	41%	13%	43%	39%	48%	43%	28%	37%
												N	N				PS			
b. Good	495	44	66	107	271	7	21	63	65	345	1	113	376	6	101	219	83	52	11	29
	42%	36%	38%	43%	45%	58%	50%	38%	46%	42%	100%	37%	44%	75%	43%	45%	36%	41%	38%	48%
												GHIJ	L	LM		Q				
Bottom 2 NET	188	29	33	35	89	2	7	31	24	126	-	62	125	1	32	79	38	20	10	9
=====	16%	24%	19%	14%	15%	17%	17%	19%	17%	15%		20%	15%	13%	14%	16%	16%	16%	34%	15%
		DE										M							OPQR	
c. Fair	149	22	25	26	74	2	5	24	19	101	-	49	99	1	25	62	29	18	7	8
	13%	18%	14%	10%	12%	17%	12%	15%	13%	12%		16%	12%	13%	11%	13%	13%	14%	24%	13%
d. Poor	39	7	8	9	15	-	2	7	5	25	-	13	26	-	7	17	9	2	3	1
	3%	6%	5%	4%	2%		5%	4%	4%	3%		4%	3%		3%	3%	4%	2%	10%	2%
e. Don't Know / No Answer	23	1	4	3	14	1	7	6	4	6	-	2	21	-	2	8	3	-	2	8
MEAN	3.22	3.11	3.20	3.26	3.24	3.08	3.12	3.20	3.17	3.24	3.00	3.18	3.24	3.00	3.26	3.19	3.27	3.25	2.83	3.20
STANDARD DEVIATION	0.79	0.90	0.85	0.79	0.76	0.67	0.80	0.84	0.79	0.78	0.00	0.85	0.77	0.53	0.77	0.79	0.83	0.76	0.97	0.73
STANDARD ERROR	0.02	0.08	0.06	0.05	0.03	0.19	0.12	0.07	0.07	0.03	0.00	0.05	0.03	0.19	0.05	0.04	0.05	0.07	0.18	0.09

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

19. How would you rate your satisfaction with the condition and maintenance of Town roadways and sidewalks?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1178	122	176	253	614	13	45	170	145	817	1	303	867	8	235	493	230	126	30	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	985	99	152	212	511	11	41	142	123	678	1	256	721	8	197	406	190	109	23	60
=====	84%	81%	86%	84%	83%	85%	91%	84%	85%	83%	100%	84%	83%	100%	84%	82%	83%	87%	77%	94%
a. Very satisfied	356	39	60	88	168	1	18	68	42	228	-	106	248	2	73	136	71	45	8	23
	30%	32%	34%	35%	27%	8%	40%	40%	29%	28%		35%	29%	25%	31%	28%	31%	36%	27%	36%
		F	F	EF	F			IJ				M								
b. Somewhat satisfied	629	60	92	124	343	10	23	74	81	450	1	150	473	6	124	270	119	64	15	37
	53%	49%	52%	49%	56%	77%	51%	44%	56%	55%	100%	50%	55%	75%	53%	55%	52%	51%	50%	58%
									H	H	GHIJ									
Bottom 2 NET	193	23	24	41	103	2	4	28	22	139	-	47	146	-	38	87	40	17	7	4
=====	16%	19%	14%	16%	17%	15%	9%	16%	15%	17%		16%	17%		16%	18%	17%	13%	23%	6%
															T	T	T		T	
c. Not very satisfied	142	16	18	24	82	2	3	16	16	107	-	31	111	-	28	63	31	14	4	2
	12%	13%	10%	9%	13%	15%	7%	9%	11%	13%		10%	13%		12%	13%	13%	11%	13%	3%
															T	T	T	T		
d. Not at all satisfied	51	7	6	17	21	-	1	12	6	32	-	16	35	-	10	24	9	3	3	2
	4%	6%	3%	7%	3%		2%	7%	4%	4%		5%	4%		4%	5%	4%	2%	10%	3%
e. Don't Know / No Answer	11	1	2	-	8	-	4	1	1	5	-	3	8	-	1	1	4	-	1	4
MEAN	3.10	3.07	3.17	3.12	3.07	2.92	3.29	3.16	3.10	3.07	3.00	3.14	3.08	3.25	3.11	3.05	3.10	3.20	2.93	3.27
																				PS
STANDARD DEVIATION	0.77	0.82	0.74	0.84	0.73	0.49	0.69	0.87	0.75	0.75	0.00	0.80	0.76	0.46	0.77	0.77	0.77	0.73	0.91	0.67
STANDARD ERROR	0.02	0.07	0.06	0.05	0.03	0.14	0.10	0.07	0.06	0.03	0.00	0.05	0.03	0.16	0.05	0.03	0.05	0.06	0.17	0.08

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

20. How would you rate your satisfaction with the Town's snow plowing and winter maintenance efforts?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1145	108	171	249	605	12	19	164	145	816	1	289	848	8	231	481	233	121	27	52
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1053	101	163	222	555	12	18	151	139	744	1	271	774	8	212	447	212	110	25	47
=====	92%	94%	95%	89%	92%	100%	95%	92%	96%	91%	100%	94%	91%	100%	92%	93%	91%	91%	93%	90%
			D			BCDE		J		HIJ			LM							
a. Very satisfied	647	63	106	144	328	6	9	109	91	437	1	175	466	6	122	258	142	83	13	29
	57%	58%	62%	58%	54%	50%	47%	66%	63%	54%	100%	61%	55%	75%	53%	54%	61%	69%	48%	56%
								J	J		GHIJ							OP		
b. Somewhat satisfied	406	38	57	78	227	6	9	42	48	307	-	96	308	2	90	189	70	27	12	18
	35%	35%	33%	31%	38%	50%	47%	26%	33%	38%		33%	36%	25%	39%	39%	30%	22%	44%	35%
										H					QR	QR			R	
Bottom 2 NET	92	7	8	27	50	-	1	13	6	72	-	18	74	-	19	34	21	11	2	5
=====	8%	6%	5%	11%	8%		5%	8%	4%	9%		6%	9%		8%	7%	9%	9%	7%	10%
				C						I										
c. Not very satisfied	69	5	5	18	41	-	1	8	5	55	-	12	57	-	13	25	16	10	1	4
	6%	5%	3%	7%	7%		5%	5%	3%	7%		4%	7%		6%	5%	7%	8%	4%	8%
				C	C															
d. Not at all satisfied	23	2	3	9	9	-	-	5	1	17	-	6	17	-	6	9	5	1	1	1
	2%	2%	2%	4%	1%			3%	1%	2%		2%	2%		3%	2%	2%	1%	4%	2%
e. Don't Know / No Answer	44	15	7	4	17	1	30	7	1	6	-	17	27	-	5	13	1	5	4	16
MEAN	3.46	3.50	3.56	3.43	3.44	3.50	3.42	3.55	3.58	3.43	4.00	3.52	3.44	3.75	3.42	3.45	3.50	3.59	3.37	3.44
								J	J									OP		
STANDARD DEVIATION	0.70	0.68	0.64	0.78	0.69	0.52	0.61	0.73	0.60	0.71	0.00	0.68	0.71	0.46	0.72	0.68	0.72	0.68	0.74	0.73
STANDARD ERROR	0.02	0.07	0.05	0.05	0.03	0.15	0.14	0.06	0.05	0.02	0.00	0.04	0.02	0.16	0.05	0.03	0.05	0.06	0.14	0.10

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

21. How would you rate your satisfaction with the Town's maintenance of parks and playgrounds?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1056	116	164	234	531	11	39	153	136	727	1	290	758	8	216	433	211	110	30	56
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	1035	112	161	231	521	10	38	150	135	711	1	283	744	8	211	423	209	107	30	55
	98%	97%	98%	99%	98%	91%	97%	98%	99%	98%	100%	98%	98%	100%	98%	98%	99%	97%	100%	98%
											J			LM					OP	
a. Very satisfied	780	81	125	163	405	6	25	112	108	535	-	211	562	7	155	335	154	81	19	36
	74%	70%	76%	70%	76%	55%	64%	73%	79%	74%		73%	74%	88%	72%	77%	73%	74%	63%	64%
b. Somewhat satisfied	255	31	36	68	116	4	13	38	27	176	1	72	182	1	56	88	55	26	11	19
	24%	27%	22%	29%	22%	36%	33%	25%	20%	24%	100%	25%	24%	13%	26%	20%	26%	24%	37%	34%
				E							GHIJ								P	
Bottom 2 NET =====	21	4	3	3	10	1	1	3	1	16	-	7	14	-	5	10	2	3	-	1
	2%	3%	2%	1%	2%	9%	3%	2%	1%	2%		2%	2%		2%	2%	1%	3%		2%
c. Not very satisfied	15	4	2	2	6	1	1	3	-	11	-	6	9	-	3	7	2	2	-	1
	1%	3%	1%	1%	1%	9%	3%	2%		2%		2%	1%		1%	2%	1%	2%		2%
d. Not at all satisfied	6	-	1	1	4	-	-	-	1	5	-	1	5	-	2	3	-	1	-	-
	1%		1%	*	1%				1%	1%		*	1%		1%	1%		1%		
e. Don't Know / No Answer	133	7	14	19	91	2	10	18	10	95	-	16	117	-	20	61	23	16	1	12
MEAN	3.71	3.66	3.74	3.68	3.74	3.45	3.62	3.71	3.78	3.71	3.00	3.70	3.72	3.88	3.69	3.74	3.72	3.70	3.63	3.63
STANDARD DEVIATION	0.52	0.54	0.51	0.51	0.51	0.69	0.54	0.50	0.47	0.53	0.00	0.52	0.52	0.35	0.55	0.51	0.47	0.55	0.49	0.52
STANDARD ERROR	0.02	0.05	0.04	0.03	0.02	0.21	0.09	0.04	0.04	0.02	0.00	0.03	0.02	0.13	0.04	0.02	0.03	0.05	0.09	0.07

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

22. Please indicate your consideration of the price of - Water Service?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	983	106	154	216	497	10	31	132	120	699	1	274	703	6	210	392	206	105	26	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	154	5	14	21	113	1	-	11	16	127	-	21	132	1	25	75	33	15	2	4
	16%	5%	9%	10%	23%	10%		8%	13%	18%		8%	19%	17%	12%	19%	16%	14%	8%	9%
					BCD					H			L			OST				
b. Reasonably Priced	692	83	109	156	339	5	24	98	78	492	-	196	493	3	148	263	154	77	18	32
	70%	78%	71%	72%	68%	50%	77%	74%	65%	70%		72%	70%	50%	70%	67%	75%	73%	69%	73%
		E																		P
c. Excessively Price	137	18	31	39	45	4	7	23	26	80	1	57	78	2	37	54	19	13	6	8
	14%	17%	20%	18%	9%	40%	23%	17%	22%	11%	100%	21%	11%	33%	18%	14%	9%	12%	23%	18%
		E	E	E		E			J		GHIJ	M			Q					
d. Don't Use Service	77	6	9	17	45	-	2	9	10	56	-	10	67	-	10	35	12	14	1	5
e. Don't Know / No Answer	129	11	15	20	80	3	16	30	16	67	-	22	105	2	16	67	16	7	4	19

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

23. Please indicate your consideration of the price of - Sewer Service?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	477	51	79	107	235	5	20	64	69	324	-	138	337	2	160	156	91	29	18	23
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	51	1	3	10	37	-	-	4	8	39	-	5	46	-	18	19	8	3	2	1
	11%	2%	4%	9%	16%			6%	12%	12%		4%	14%		11%	12%	9%	10%	11%	4%
				B	BC							L								
b. Reasonably Priced	346	45	60	78	160	3	17	51	51	227	-	109	235	2	106	115	69	23	14	19
	73%	88%	76%	73%	68%	60%	85%	80%	74%	70%		79%	70%	100%	66%	74%	76%	79%	78%	83%
		DE										M		LM						
c. Excessively Price	80	5	16	19	38	2	3	9	10	58	-	24	56	-	36	22	14	3	2	3
	17%	10%	20%	18%	16%	40%	15%	14%	14%	18%		17%	17%		23%	14%	15%	10%	11%	13%
d. Don't Use Service	506	53	73	112	264	4	13	68	61	363	1	128	377	1	52	225	113	82	9	25
e. Don't Know / No Answer	206	19	26	34	123	4	16	39	16	135	-	40	161	5	24	113	30	15	4	20

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

24. Please indicate your consideration of the price of - Trash and Recycling Pickup provided by the Town?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	880	97	150	198	425	10	27	120	111	621	1	258	614	8	182	329	199	104	23	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	91	2	7	16	66	-	-	10	10	71	-	9	82	-	19	32	21	13	3	3
	10%	2%	5%	8%	16%			8%	9%	11%		3%	13%		10%	10%	11%	13%	13%	7%
				B	BCD								L							
b. Reasonably Priced	567	54	105	129	272	7	14	74	62	416	1	167	395	5	111	216	121	73	16	30
	64%	56%	70%	65%	64%	70%	52%	62%	56%	67%	100%	65%	64%	63%	61%	66%	61%	70%	70%	70%
			B							I	GHIJ									
c. Excessively Price	222	41	38	53	87	3	13	36	39	134	-	82	137	3	52	81	57	18	4	10
	25%	42%	25%	27%	20%	30%	48%	30%	35%	22%		32%	22%	38%	29%	25%	29%	17%	17%	23%
		CDE					J		J			M		R		R				
d. Don't Use Service	220	21	20	43	134	2	14	29	26	151	-	39	181	-	34	119	28	20	4	15
e. Don't Know / No Answer	89	5	8	12	63	1	8	22	9	50	-	9	80	-	20	46	7	2	4	10

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

25. Please indicate your consideration of the price of - Electricity?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1123	117	171	240	584	11	40	159	135	788	1	292	823	8	226	465	219	123	30	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	238	13	19	37	166	3	5	28	17	188	-	29	208	1	47	104	52	21	5	9
	21%	11%	11%	15%	28%	27%	13%	18%	13%	24%		10%	25%	13%	21%	22%	24%	17%	17%	15%
					BCD					GI			L							
b. Reasonably Priced	746	91	122	163	365	5	29	113	92	511	1	217	524	5	144	308	142	85	23	44
	66%	78%	71%	68%	63%	45%	73%	71%	68%	65%	100%	74%	64%	63%	64%	66%	65%	69%	77%	73%
		DEF	E								GHIJ	M								
c. Excessively Price	139	13	30	40	53	3	6	18	26	89	-	46	91	2	35	53	25	17	2	7
	12%	11%	18%	17%	9%	27%	15%	11%	19%	11%		16%	11%	25%	15%	11%	11%	14%	7%	12%
			E	E					J			M								
d. Don't Use Service	16	1	2	2	11	-	-	1	3	12	-	3	13	-	1	11	4	-	-	-
e. Don't Know / No Answer	50	5	5	11	27	2	9	11	8	22	-	11	39	-	9	18	11	3	1	8

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

26. Please indicate your consideration of the price of - Internet Service provided by the Town's Broadband Division within the Concord Municipal Light Plant?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	411	61	77	92	177	4	16	62	57	276	-	142	267	2	88	160	100	37	12	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	141	24	19	26	71	1	4	27	15	95	-	47	94	-	29	63	31	12	5	1
	34%	39%	25%	28%	40%	25%	25%	44%	26%	34%		33%	35%		33%	39%	31%	32%	42%	7%
					CD			I							T	T	T	T	T	
b. Reasonably Priced	206	29	44	43	87	3	7	26	34	139	-	76	128	2	39	80	54	20	3	10
	50%	48%	57%	47%	49%	75%	44%	42%	60%	50%		54%	48%	100%	44%	50%	54%	54%	25%	71%
									H						LM		S			OS
c. Excessively Price	64	8	14	23	19	-	5	9	8	42	-	19	45	-	20	17	15	5	4	3
	16%	13%	18%	25%	11%		31%	15%	14%	15%		13%	17%		23%	11%	15%	14%	33%	21%
				E											P					
d. Don't Use Service	617	57	82	136	334	8	20	86	76	434	1	140	473	4	119	264	110	74	14	36
e. Don't Know / No Answer	161	5	19	25	111	1	13	23	13	112	-	24	135	2	29	70	24	15	5	18

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

27. Please indicate your consideration of the price of - Recreation Programs (such as after school programs, special events, programs and summer camp)?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	369	71	97	83	114	4	7	63	77	221	1	195	171	3	78	144	86	37	10	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	83	14	22	14	33	-	2	15	11	55	-	41	42	-	16	39	15	9	2	2
	22%	20%	23%	17%	29%		29%	24%	14%	25%		21%	25%		21%	27%	17%	24%	20%	14%
					D					I										
b. Reasonably Priced	248	47	70	56	73	2	4	42	56	145	1	132	113	3	56	89	65	22	6	10
	67%	66%	72%	67%	64%	50%	57%	67%	73%	66%	100%	68%	66%	100%	72%	62%	76%	59%	60%	71%
											GHIJ			LM			P			
c. Excessively Price	38	10	5	13	8	2	1	6	10	21	-	22	16	-	6	16	6	6	2	2
	10%	14%	5%	16%	7%	50%	14%	10%	13%	10%		11%	9%		8%	11%	7%	16%	20%	14%
				C																
d. Don't Use Service	627	41	58	136	386	6	22	81	51	473	-	83	541	3	124	262	123	71	13	34
e. Don't Know / No Answer	193	11	23	34	122	3	20	27	18	128	-	28	163	2	34	88	25	18	8	20

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

28. Please indicate your consideration of the price of - Beede Swim and Fitness Center?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	512	58	96	122	231	5	6	66	86	353	1	178	330	4	117	194	113	61	11	16
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	65	3	6	6	50	-	2	5	9	49	-	10	55	-	8	31	13	8	2	3
	13%	5%	6%	5%	22%		33%	8%	10%	14%		6%	17%		7%	16%	12%	13%	18%	19%
					BCD							L			O					
b. Reasonably Priced	246	26	47	55	117	1	4	36	47	159	-	92	152	2	61	82	62	30	4	7
	48%	45%	49%	45%	51%	20%	67%	55%	55%	45%		52%	46%	50%	52%	42%	55%	49%	36%	44%
																	P			
c. Excessively Price	201	29	43	61	64	4	-	25	30	145	1	76	123	2	48	81	38	23	5	6
	39%	50%	45%	50%	28%	80%		38%	35%	41%	100%	43%	37%	50%	41%	42%	34%	38%	45%	38%
		E	E	E		E					HIJ									
d. Don't Use Service	552	51	67	113	315	6	23	88	53	388	-	104	445	3	97	244	107	57	13	34
e. Don't Know / No Answer	125	14	15	18	76	2	20	17	7	81	-	24	100	1	22	56	14	8	7	18

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

29. Given the current health climate, how satisfied have you been with the Town's efforts to continue essential services for the public?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1083	108	164	236	563	12	38	152	138	754	1	283	792	8	225	451	214	114	24	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	1042	103	158	231	539	11	37	150	137	717	1	273	763	6	213	438	205	108	24	54
	96%	95%	96%	98%	96%	92%	97%	99%	99%	95%	100%	96%	96%	75%	95%	97%	96%	95%	100%	98%
								J	J		J								OPQR	
a. Very satisfied	702	69	105	151	372	5	27	106	88	481	-	182	517	3	141	291	145	74	12	39
	65%	64%	64%	64%	66%	42%	71%	70%	64%	64%		64%	65%	38%	63%	65%	68%	65%	50%	71%
b. Somewhat satisfied	340	34	53	80	167	6	10	44	49	236	1	91	246	3	72	147	60	34	12	15
	31%	31%	32%	34%	30%	50%	26%	29%	36%	31%	100%	32%	31%	38%	32%	33%	28%	30%	50%	27%
											GHIJ								Q	
Bottom 2 NET =====	41	5	6	5	24	1	1	2	1	37	-	10	29	2	12	13	9	6	-	1
	4%	5%	4%	2%	4%	8%	3%	1%	1%	5%		4%	4%	25%	5%	3%	4%	5%		2%
											HI									
c. Not very satisfied	29	4	3	4	17	1	1	2	1	25	-	6	21	2	6	10	7	5	-	1
	3%	4%	2%	2%	3%	8%	3%	1%	1%	3%		2%	3%	25%	3%	2%	3%	4%		2%
											I									
d. Not at all satisfied	12	1	3	1	7	-	-	-	-	12	-	4	8	-	6	3	2	1	-	-
	1%	1%	2%	*%	1%					2%		1%	1%		3%	1%	1%	1%		
e. Don't Know / No Answer	106	15	14	17	59	1	11	19	8	68	-	23	83	-	11	43	20	12	7	13
MEAN	3.60	3.58	3.59	3.61	3.61	3.33	3.68	3.68	3.63	3.57	3.00	3.59	3.61	3.13	3.55	3.61	3.63	3.59	3.50	3.69
								J				N	N							
STANDARD DEVIATION	0.60	0.61	0.63	0.55	0.61	0.65	0.53	0.49	0.50	0.64	0.00	0.61	0.59	0.83	0.68	0.57	0.60	0.62	0.51	0.50
STANDARD ERROR	0.02	0.06	0.05	0.04	0.03	0.19	0.09	0.04	0.04	0.02	0.00	0.04	0.02	0.30	0.05	0.03	0.04	0.06	0.10	0.07

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

30. If you have children under the age of 18 living in your home: How satisfied have you been with the programs offered by Concord Recreation including afterschool, childcare, and summer camps made available throughout the pandemic?

BASE = ALL RESPONDENTS

	Age							Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68	
Total Answering	153	54	67	21	10	1	6	44	42	61	-	146	6	1	28	61	35	16	8	5	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	
Top 2 NET =====	133	44	61	19	8	1	4	39	39	51	-	128	4	1	26	57	28	14	5	3	
	87%	81%	91%	90%	80%	100%	67%	89%	93%	84%		88%	67%	100%	93%	93%	80%	88%	63%	60%	
a. Very Satisfied	75	30	29	12	4	-	2	24	22	27	-	72	3	-	13	35	16	6	3	2	
	49%	56%	43%	57%	40%		33%	55%	52%	44%		49%	50%		46%	57%	46%	38%	38%	40%	
b. Somewhat Satisfied	58	14	32	7	4	1	2	15	17	24	-	56	1	1	13	22	12	8	2	1	
	38%	26%	48%	33%	40%	100%	33%	34%	40%	39%		38%	17%	100%	46%	36%	34%	50%	25%	20%	
Bottom 2 NET =====	20	10	6	2	2	-	2	5	3	10	-	18	2	-	2	4	7	2	3	2	
	13%	19%	9%	10%	20%		33%	11%	7%	16%		12%	33%		7%	7%	20%	13%	38%	40%	
c. Not Very Satisfied	12	8	4	-	-	-	2	4	2	4	-	12	-	-	-	3	3	1	3	2	
	8%	15%	6%				33%	9%	5%	7%		8%			5%	9%	6%	38%	40%		
d. Not At All Satisfied	8	2	2	2	2	-	-	1	1	6	-	6	2	-	2	1	4	1	-	-	
	5%	4%	3%	10%	20%			2%	2%	10%		4%	33%		7%	2%	11%	6%			
e. Don't have children under the age of 18 at home	790	21	32	191	536	10	24	79	59	627	1	2	783	5	162	333	157	85	11	42	
f. Don't Know / No Answer	246	48	79	41	76	2	19	48	45	134	-	158	86	2	46	100	42	25	12	21	
MEAN	3.31	3.33	3.31	3.38	3.00	3.00	3.00	3.41	3.43	3.18	-	3.33	2.83	3.00	3.32	3.49	3.14	3.19	3.00	3.00	
STANDARD DEVIATION	0.83	0.87	0.72	0.92	1.15	0.00	0.89	0.76	0.70	0.94	-	0.80	1.47	0.00	0.82	0.67	1.00	0.83	0.93	1.00	
STANDARD ERROR	0.07	0.12	0.09	0.20	0.37	0.00	0.37	0.11	0.11	0.12		0.07	0.60	0.00	0.15	0.09	0.17	0.21	0.33	0.45	

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020



Concord Town Survey  
<Unweighted> December 2020

32. How satisfied are you with the experience of using Zoom meetings for public meetings, public forums, and other community input sessions?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	571	58	95	128	282	8	22	82	82	384	1	172	396	3	120	247	105	61	18	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	516	57	89	117	247	6	21	77	79	338	1	163	351	2	108	221	94	60	18	15
	90%	98%	94%	91%	88%	75%	95%	94%	96%	88%	100%	95%	89%	67%	90%	89%	90%	98%	100%	75%
		DE							J		HJ	M						OPQT	OPQT	
a. Very satisfied	273	33	53	65	119	3	8	49	49	167	-	93	179	1	48	124	51	29	12	9
	48%	57%	56%	51%	42%	38%	36%	60%	60%	43%		54%	45%	33%	40%	50%	49%	48%	67%	45%
		E	E					GJ	GJ										O	
b. Somewhat satisfied	243	24	36	52	128	3	13	28	30	171	1	70	172	1	60	97	43	31	6	6
	43%	41%	38%	41%	45%	38%	59%	34%	37%	45%	100%	41%	43%	33%	50%	39%	41%	51%	33%	30%
							H				GHIJ									
Bottom 2 NET =====	55	1	6	11	35	2	1	5	3	46	-	9	45	1	12	26	11	1	-	5
	10%	2%	6%	9%	12%	25%	5%	6%	4%	12%		5%	11%	33%	10%	11%	10%	2%	-	25%
				B	B					I			L		R	R	R			R
c. Not very satisfied	41	-	5	10	25	1	1	5	3	32	-	7	34	-	7	23	7	-	-	4
	7%		5%	8%	9%	13%	5%	6%	4%	8%		4%	9%		6%	9%	7%			20%
													L							
d. Not at all satisfied	14	1	1	1	10	1	-	-	-	14	-	2	11	1	5	3	4	1	-	1
	2%	2%	1%	1%	4%	13%				4%		1%	3%	33%	4%	1%	4%	2%		5%
					D															
e. Don't Know / No Answer	618	65	83	125	340	5	27	89	64	438	-	134	479	5	116	247	129	65	13	48
MEAN	3.36	3.53	3.48	3.41	3.26	3.00	3.32	3.54	3.56	3.28	3.00	3.48	3.31	2.67	3.26	3.38	3.34	3.44	3.67	3.15
		EF	E					J	J			MN							OT	
STANDARD DEVIATION	0.72	0.60	0.65	0.67	0.77	1.07	0.57	0.61	0.57	0.77	0.00	0.63	0.74	1.53	0.75	0.71	0.77	0.59	0.49	0.93
STANDARD ERROR	0.03	0.08	0.07	0.06	0.05	0.38	0.12	0.07	0.06	0.04	0.00	0.05	0.04	0.88	0.07	0.04	0.08	0.08	0.11	0.21

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

33. Has your ability to participate in Town government public meetings, public forums, and other community input sessions increased with the online Zoom format?  
 BASE = ALL RESPONDENTS

	Total (A)	Age					Lived in Concord					Children in HH			Polling Place					
		< 45 (B)	45-54 (C)	55-64 (D)	65 + (E)	DK/NA (F)	<1 Yr (G)	1-5Yr (H)	6-10Yr (I)	10+Yr (J)	DK/NA (K)	Yes (L)	No (M)	DK/NA (N)	Keyes (O)	HWCC (P)	Ripley (Q)	Hunt (R)	DV (S)	DK/NA (T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	702	71	113	155	352	11	22	93	98	488	1	199	498	5	139	298	138	77	21	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Yes	357	49	69	89	144	6	14	62	62	218	1	129	225	3	79	144	67	41	13	13
	51%	69%	61%	57%	41%	55%	64%	67%	63%	45%	100%	65%	45%	60%	57%	48%	49%	53%	62%	45%
		E	E	E				J	J		GHIJ	M								
b. No	345	22	44	66	208	5	8	31	36	270	-	70	273	2	60	154	71	36	8	16
	49%	31%	39%	43%	59%	45%	36%	33%	37%	55%		35%	55%	40%	43%	52%	51%	47%	38%	55%
				BCD						HI			L							
c. Don't Know/ No Answer	487	52	65	98	270	2	27	78	48	334	-	107	377	3	97	196	96	49	10	39

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

34. How interested would you be in having Administrative offices open to the public for general business in both Concord Center and West Concord Center?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1048	106	155	225	552	10	41	147	129	731	-	267	775	6	205	453	198	108	27	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	536	56	98	108	267	7	30	83	78	345	-	163	370	3	79	275	83	46	17	36
=====	51%	53%	63%	48%	48%	70%	73%	56%	60%	47%		61%	48%	50%	39%	61%	42%	43%	63%	63%
			DE				HJ	J	J			M			OQR				OQ	OQR
a. Very Interested	214	26	35	50	103	-	11	37	29	137	-	66	148	-	26	124	26	16	9	13
	20%	25%	23%	22%	19%		27%	25%	22%	19%		25%	19%		13%	27%	13%	15%	33%	23%
															OQR				OQ	
b. Somewhat Interested	322	30	63	58	164	7	19	46	49	208	-	97	222	3	53	151	57	30	8	23
	31%	28%	41%	26%	30%	70%	46%	31%	38%	28%		36%	29%	50%	26%	33%	29%	28%	30%	40%
			BDE			BDE	J		J			M			O					O
Bottom 2 NET	512	50	57	117	285	3	11	64	51	386	-	104	405	3	126	178	115	62	10	21
=====	49%	47%	37%	52%	52%	30%	27%	44%	40%	53%		39%	52%	50%	61%	39%	58%	57%	37%	37%
				C	C			G		GHI			L		PST		PST	PT		
c. Not Very Interested	277	30	30	58	157	2	8	42	25	202	-	57	219	1	65	103	62	31	8	8
	26%	28%	19%	26%	28%	20%	20%	29%	19%	28%		21%	28%	17%	32%	23%	31%	29%	30%	14%
				C					I			L		PT		PT	T			
d. Not At All Interested	235	20	27	59	128	1	3	22	26	184	-	47	186	2	61	75	53	31	2	13
	22%	19%	17%	26%	23%	10%	7%	15%	20%	25%		18%	24%	33%	30%	17%	27%	29%	7%	23%
			C						G	GH		L		PS		PS	PS			S
e. Don't Know / No Answer	141	17	23	28	70	3	8	24	17	91	1	39	100	2	31	41	36	18	4	11
MEAN	2.49	2.58	2.68	2.44	2.44	2.60	2.93	2.67	2.63	2.41	-	2.68	2.43	2.17	2.21	2.72	2.28	2.29	2.89	2.63
			DE				J	J	J			M			OQR				OQR	OQR
STANDARD DEVIATION	1.05	1.06	1.01	1.10	1.04	0.70	0.88	1.02	1.05	1.06	-	1.03	1.05	0.98	1.01	1.04	1.00	1.04	0.97	1.08
STANDARD ERROR	0.03	0.10	0.08	0.07	0.04	0.22	0.14	0.08	0.09	0.04		0.06	0.04	0.40	0.07	0.05	0.07	0.10	0.19	0.14

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

35. Given the current health climate, are you comfortable using or accessing the Town recreational open space and park facilities?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1113	123	178	246	553	13	49	168	144	751	1	306	799	8	227	457	215	117	31	66
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	1005	112	171	232	479	11	43	153	137	671	1	287	710	8	204	426	186	106	27	56
	90%	91%	96%	94%	87%	85%	88%	91%	95%	89%	100%	94%	89%	100%	90%	93%	87%	91%	87%	85%
			E	E					J		GHIJ	M		LM		Q				
a. Very Comfortable	660	67	128	162	296	7	21	101	96	441	1	197	458	5	130	284	122	72	15	37
	59%	54%	72%	66%	54%	54%	43%	60%	67%	59%	100%	64%	57%	63%	57%	62%	57%	62%	48%	56%
			BE	BE				G	G	G	GHIJ	M								
b. Somewhat Comfortable	345	45	43	70	183	4	22	52	41	230	-	90	252	3	74	142	64	34	12	19
	31%	37%	24%	28%	33%	31%	45%	31%	28%	31%		29%	32%	38%	33%	31%	30%	29%	39%	29%
		C			C		I													
Bottom 2 NET =====	108	11	7	14	74	2	6	15	7	80	-	19	89	-	23	31	29	11	4	10
	10%	9%	4%	6%	13%	15%	12%	9%	5%	11%		6%	11%		10%	7%	13%	9%	13%	15%
					CD					I			L				P			
c. Not Very Comfortable	77	10	5	12	48	2	5	11	4	57	-	15	62	-	17	20	22	7	4	7
	7%	8%	3%	5%	9%	15%	10%	7%	3%	8%		5%	8%		7%	4%	10%	6%	13%	11%
					CD					I							P			
d. Not At All Comfortable	31	1	2	2	26	-	1	4	3	23	-	4	27	-	6	11	7	4	-	3
	3%	1%	1%	1%	5%		2%	2%	2%	3%		1%	3%		3%	2%	3%	3%		5%
					BCD								L							
e. Don't Know / No Answer	76	-	-	7	69	-	-	3	2	71	-	-	76	-	9	37	19	9	-	2
MEAN	3.47	3.45	3.67	3.59	3.35	3.38	3.29	3.49	3.60	3.45	4.00	3.57	3.43	3.63	3.44	3.53	3.40	3.49	3.35	3.36
			BE	BE					GJ			M			Q					
STANDARD DEVIATION	0.74	0.68	0.59	0.62	0.83	0.77	0.74	0.73	0.65	0.76	0.00	0.65	0.78	0.52	0.75	0.69	0.80	0.76	0.71	0.85
STANDARD ERROR	0.02	0.06	0.04	0.04	0.04	0.21	0.11	0.06	0.05	0.03	0.00	0.04	0.03	0.18	0.05	0.03	0.05	0.07	0.13	0.10

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

36. Please indicate your thinking of Town spending on - Town Government Services. This includes the Police Department, Fire Department, Public Works, Planning and Land Management, and General Government Services.

BASE = ALL RESPONDENTS

	Age																				Lived in Concord					Children in HH					Polling Place				
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)															
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68															
Total Answering	934	91	138	210	483	12	26	126	107	674	1	241	687	6	194	377	201	103	19	40															
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%															
a. Not enough money	53	7	12	11	22	1	4	5	8	36	-	20	33	-	9	29	7	4	1	3															
	6%	8%	9%	5%	5%	8%	15%	4%	7%	5%		8%	5%		5%	8%	3%	4%	5%	8%															
																Q																			
b. About the right amount of money	794	76	110	176	422	10	20	113	87	573	1	195	594	5	162	324	168	88	17	35															
	85%	84%	80%	84%	87%	83%	77%	90%	81%	85%	100%	81%	86%	83%	84%	86%	84%	85%	89%	88%															
					C															GHIJ															
c. Too much money	87	8	16	23	39	1	2	8	12	65	-	26	60	1	23	24	26	11	1	2															
	9%	9%	12%	11%	8%	8%	8%	6%	11%	10%		11%	9%	17%	12%	6%	13%	11%	5%	5%															
															P		P																		
d. Don't Know / No Answer	255	32	40	43	139	1	23	45	39	148	-	65	188	2	42	117	33	23	12	28															

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

37. Please indicate your thinking of Town spending on - Concord Public Schools (Kindergarten through 8th Grade).  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	879	96	152	199	420	12	21	108	117	632	1	275	598	6	186	358	188	94	21	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Not enough money	95	31	23	18	23	-	7	21	21	46	-	58	37	-	21	33	22	12	4	3
	11%	32%	15%	9%	5%		33%	19%	18%	7%		21%	6%		11%	9%	12%	13%	19%	9%
		CDE	E				J	J	J			M								
b. About the right amount of money	619	64	112	138	298	7	13	80	83	443	-	204	412	3	124	263	125	67	16	24
	70%	67%	74%	69%	71%	58%	62%	74%	71%	70%		74%	69%	50%	67%	73%	66%	71%	76%	75%
c. Too much money	165	1	17	43	99	5	1	7	13	143	1	13	149	3	41	62	41	15	1	5
	19%	1%	11%	22%	24%	42%	5%	6%	11%	23%	100%	5%	25%	50%	22%	17%	22%	16%	5%	16%
			B	BC	BC	BC				GHI	GHIJ		L	L	S	S	S			
d. Don't Know / No Answer	310	27	26	54	202	1	28	63	29	190	-	31	277	2	50	136	46	32	10	36

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

38. Please indicate your thinking of Town spending on - Concord - Carlisle Regional High School (9th through 12th Grades)  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	862	82	149	202	417	12	18	107	105	631	1	254	602	6	183	351	188	93	18	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Not enough money	70	14	19	17	19	1	3	17	11	39	-	41	29	-	16	24	15	10	3	2
	8%	17%	13%	8%	5%	8%	17%	16%	10%	6%		16%	5%		9%	7%	8%	11%	17%	7%
		E	E					J				M								
b. About the right amount of money	594	65	106	135	283	5	14	80	76	424	-	191	400	3	119	257	124	60	13	21
	69%	79%	71%	67%	68%	42%	78%	75%	72%	67%		75%	66%	50%	65%	73%	66%	65%	72%	72%
		DEF	F									M								
c. Too much money	198	3	24	50	115	6	1	10	18	168	1	22	173	3	48	70	49	23	2	6
	23%	4%	16%	25%	28%	50%	6%	9%	17%	27%	100%	9%	29%	50%	26%	20%	26%	25%	11%	21%
			B	BC	BC	BC				GHI	GHIJ		L	L						
d. Don't Know / No Answer	327	41	29	51	205	1	31	64	41	191	-	52	273	2	53	143	46	33	13	39

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

39. How interested are you in providing General Fund (tax dollars) support for economic vitality or Concord businesses?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1111	118	166	243	571	13	45	159	138	768	1	292	812	7	221	460	224	117	26	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	806	88	126	175	410	7	40	125	107	534	-	213	587	6	151	340	160	87	18	50
	73%	75%	76%	72%	72%	54%	89%	79%	78%	70%		73%	72%	86%	68%	74%	71%	74%	69%	79%
							J	J	J											
a. Very Interested	326	29	54	77	164	2	21	49	40	216	-	84	240	2	62	137	60	37	9	21
	29%	25%	33%	32%	29%	15%	47%	31%	29%	28%		29%	30%	29%	28%	30%	27%	32%	35%	33%
							IJ													
b. Somewhat Interested	480	59	72	98	246	5	19	76	67	318	-	129	347	4	89	203	100	50	9	29
	43%	50%	43%	40%	43%	38%	42%	48%	49%	41%		44%	43%	57%	40%	44%	45%	43%	35%	46%
Bottom 2 NET =====	305	30	40	68	161	6	5	34	31	234	1	79	225	1	70	120	64	30	8	13
	27%	25%	24%	28%	28%	46%	11%	21%	22%	30%	100%	27%	28%	14%	32%	26%	29%	26%	31%	21%
												GHI	GHIJ							
c. Not Very Interested	164	18	22	36	87	1	3	26	16	119	-	47	117	-	36	69	30	16	6	7
	15%	15%	13%	15%	15%	8%	7%	16%	12%	15%		16%	14%		16%	15%	13%	14%	23%	11%
								G		G										
d. Not At All Interested	141	12	18	32	74	5	2	8	15	115	1	32	108	1	34	51	34	14	2	6
	13%	10%	11%	13%	13%	38%	4%	5%	11%	15%	100%	11%	13%	14%	15%	11%	15%	12%	8%	10%
							BC			GH	GHIJ									
e. Don't Know / No Answer	78	5	12	10	51	-	4	12	8	54	-	14	63	1	15	34	10	9	5	5
MEAN	2.89	2.89	2.98	2.91	2.88	2.31	3.31	3.04	2.96	2.83	1.00	2.91	2.89	3.00	2.81	2.93	2.83	2.94	2.96	3.03
STANDARD DEVIATION	0.97	0.89	0.95	0.99	0.97	1.18	0.79	0.82	0.92	1.00	0.00	0.94	0.98	1.00	1.01	0.94	0.99	0.97	0.96	0.92
STANDARD ERROR	0.03	0.08	0.07	0.06	0.04	0.33	0.12	0.07	0.08	0.04	0.00	0.05	0.03	0.38	0.07	0.04	0.07	0.09	0.19	0.12

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

40. In terms of your personal household's financial situation/outlook, would you say you are doing better than you were two years ago, worse, or about the same?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1165	120	176	247	613	9	48	168	146	803	-	304	857	4	231	482	230	125	31	66
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Better	227	51	43	49	82	2	18	58	26	125	-	82	145	-	48	83	40	23	8	25
	19%	43%	24%	20%	13%	22%	38%	35%	18%	16%		27%	17%		21%	17%	17%	18%	26%	38%
		CDE	E	E			IJ	IJ				M								OPQR
b. Worse	185	17	32	48	88	-	9	25	22	129	-	59	126	-	34	77	36	21	7	10
	16%	14%	18%	19%	14%		19%	15%	15%	16%		19%	15%		15%	16%	16%	17%	23%	15%
c. About the Same	753	52	101	150	443	7	21	85	98	549	-	163	586	4	149	322	154	81	16	31
	65%	43%	57%	61%	72%	78%	44%	51%	67%	68%		54%	68%	100%	65%	67%	67%	65%	52%	47%
			B	B	BCD	B			GH	GH			L	LM	T	T	T	T		
d. Don't Know / No Answer	24	3	2	6	9	4	1	3	-	19	1	2	18	4	5	12	4	1	-	2

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
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41. Have your household finances changed due to the COVID19 pandemic?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Better	73	14	15	13	31	-	4	19	10	40	-	26	47	-	14	29	11	7	4	8
	6%	11%	8%	5%	5%		8%	11%	7%	5%		8%	5%		6%	6%	5%	6%	13%	12%
		DE						J												
b. Worse	212	25	49	53	83	2	10	38	29	135	-	81	130	1	40	98	35	18	7	14
	18%	20%	28%	21%	13%	15%	20%	22%	20%	16%		26%	15%	13%	17%	20%	15%	14%	23%	21%
			E	E								M								
c. About the Same	873	83	113	179	492	6	34	113	106	620	-	199	671	3	176	351	185	100	20	41
	73%	67%	63%	71%	79%	46%	69%	66%	73%	75%		65%	77%	38%	75%	71%	79%	79%	65%	60%
					BCDF					H			LN		T		PT	PT		
d. Don't Know / No Answer	31	1	1	8	16	5	1	1	1	27	1	-	27	4	6	16	3	1	-	5

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

Concord Town Survey  
<Unweighted> December 2020

42. In which of the following groups is your age?  
BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1176	123	178	253	622	-	49	169	144	814	-	304	868	4	233	489	233	126	31	64
	100%	100%	100%	100%	100%		100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Under 35	21	21	-	-	-	-	9	12	-	-	-	10	11	-	6	6	1	1	1	6
	2%	17%					18%	7%				3%	1%		3%	1%	*%	1%	3%	9%
																				PQR
b. 35 to 44	102	102	-	-	-	-	15	48	24	15	-	92	10	-	16	37	23	9	7	10
	9%	83%					31%	28%	17%	2%		30%	1%		7%	8%	10%	7%	23%	16%
							J	IJ	J			M								OPR
c. 45 to 54	178	-	178	-	-	-	7	36	50	85	-	140	37	1	36	71	35	14	12	10
	15%		100%				14%	21%	35%	10%		46%	4%	25%	15%	15%	15%	11%	39%	16%
								J	GHJ			M								OPQRT
d. 55 to 64	253	-	-	253	-	-	7	37	31	178	-	47	205	1	57	84	55	37	3	17
	22%			100%			14%	22%	22%	22%		15%	24%	25%	24%	17%	24%	29%	10%	27%
													L		PS		PS	PS		S
e. 65 or Over	622	-	-	-	622	-	11	36	39	536	-	15	605	2	118	291	119	65	8	21
	53%				100%		22%	21%	27%	66%		5%	70%	50%	51%	60%	51%	52%	26%	33%
													L		ST	OQST	ST	ST		
f. Don't Know / No Answer	13	-	-	-	-	13	-	2	2	8	1	2	7	4	3	5	1	-	-	4

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
Pacific Market Research - 2020

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 <Unweighted> December 2020

43. How long have you lived in Concord?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1188	123	178	253	622	12	49	171	146	822	-	306	875	7	236	494	234	126	31	67
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Less than One Year	49	24	7	7	11	-	49	-	-	-	-	22	27	-	4	12	2	4	4	23
	4%	20%	4%	3%	2%		100%					7%	3%		2%	2%	1%	3%	13%	34%
		CDE										M							Q	OPQRS
b. 1 to 5 Years	171	60	36	37	36	2	-	171	-	-	-	84	87	-	37	64	25	11	12	22
	14%	49%	20%	15%	6%	17%		100%				27%	10%		16%	13%	11%	9%	39%	33%
		CDEF		E	E							M			R				OPQR	OPQR
c. 6 to 10 years	146	24	50	31	39	2	-	-	146	-	-	81	65	-	25	60	26	21	9	5
	12%	20%	28%	12%	6%	17%			100%			26%	7%		11%	12%	11%	17%	29%	7%
		E	DE	E								M							T	OPQT
d. Over 10 Years	822	15	85	178	536	8	-	-	-	822	-	119	696	7	170	358	181	90	6	17
	69%	12%	48%	70%	86%	67%				100%		39%	80%	100%	72%	72%	77%	71%	19%	25%
			B	BC	BCD	B							L	LM	ST	ST	ST	ST		
e. Don't Know / No Answer	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	1

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

44. Do you currently have any children under the age of 18 living in your household?  
 BASE = ALL RESPONDENTS

	Total	Age					Lived in Concord					Children in HH			Polling Place					
		< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1181	123	177	252	620	9	49	171	146	815	-	306	875	-	235	491	234	125	31	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%		100%	100%	100%	100%	100%	100%
a. Yes	306	102	140	47	15	2	22	84	81	119	-	306	-	-	60	117	61	29	17	22
	26%	83%	79%	19%	2%	22%	45%	49%	55%	15%		100%			26%	24%	26%	23%	55%	34%
		DEF	DEF	E			J	J	J										OPQRT	
b. No	875	21	37	205	605	7	27	87	65	696	-	-	875	-	175	374	173	96	14	43
	74%	17%	21%	81%	98%	78%	55%	51%	45%	85%			100%		74%	76%	74%	77%	45%	66%
				BC	BCD	BC			GHI						S	S	S	S		S
c. Don't Know / No Answer	8	-	1	1	2	4	-	-	-	7	1	-	-	8	1	3	-	1	-	3

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

45. Which Polling Place do you use?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1090	99	156	233	593	9	22	137	132	799	-	267	818	5	236	494	234	126	-	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%		
a. 141 Keyes Road	236	22	36	57	118	3	4	37	25	170	-	60	175	1	236	-	-	-	-	-
	22%	22%	23%	24%	20%	33%	18%	27%	19%	21%		22%	21%	20%	100%					
b. Harvey Wheeler	494	43	71	84	291	5	12	64	60	358	-	117	374	3	-	494	-	-	-	-
	45%	43%	46%	36%	49%	56%	55%	47%	45%	45%		44%	46%	60%	100%					
					D															
c. Ripley	234	24	35	55	119	1	2	25	26	181	-	61	173	-	-	-	234	-	-	-
	21%	24%	22%	24%	20%	11%	9%	18%	20%	23%		23%	21%				100%			
										G										
d. Hunt Gym	126	10	14	37	65	-	4	11	21	90	-	29	96	1	-	-	-	126	-	-
	12%	10%	9%	16%	11%		18%	8%	16%	11%		11%	12%	20%				100%		
				C						H										
e. Don't Vote in Concord	31	8	12	3	8	-	4	12	9	6	-	17	14	-	-	-	-	-	31	-
f. Don't Know / No Answer	68	16	10	17	21	4	23	22	5	17	1	22	43	3	-	-	-	-	-	68

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020

Concord Town Survey  
 <Unweighted> December 2020

46. Do you attend Town Meeting? And if so, how often?  
 BASE = ALL RESPONDENTS

	Age						Lived in Concord					Children in HH			Polling Place					
	Total	< 45	45-54	55-64	65 +	DK/NA	<1 Yr	1-5Yr	6-10Yr	10+Yr	DK/NA	Yes	No	DK/NA	Keyes	HWCC	Ripley	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1150	116	173	246	603	12	28	164	145	812	1	295	848	7	231	483	233	123	29	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. I always attend all days/sessions	68	-	5	21	41	1	-	3	7	58	-	6	62	-	17	28	16	6	-	1
	6%		3%	9%	7%	8%		2%	5%	7%		2%	7%		7%	6%	7%	5%		2%
				C	C					H			L		T					
b. I often attend, but not all days/sessions	191	5	22	53	108	3	1	12	20	158	-	38	151	2	38	77	50	23	2	1
	17%	4%	13%	22%	18%	25%	4%	7%	14%	19%		13%	18%	29%	16%	16%	21%	19%	7%	2%
			B	BC	B				G	GH			L		T	T	ST	ST		
c. I occasionally attend if/when an article is of interest	533	51	86	112	278	6	4	61	64	403	1	150	380	3	107	232	113	57	9	15
	46%	44%	50%	46%	46%	50%	14%	37%	44%	50%	100%	51%	45%	43%	46%	48%	48%	46%	31%	29%
								G	G	GH	GHIJ				T	T	T	T		
d. I never attend	358	60	60	60	176	2	23	88	54	193	-	101	255	2	69	146	54	37	18	34
	31%	52%	35%	24%	29%	17%	82%	54%	37%	24%		34%	30%	29%	30%	30%	23%	30%	62%	67%
		CDEF		D			HIJ	IJ	J							Q			OPQR	OPQR
e. I Don't Know / No Answer	39	7	5	7	19	1	21	7	1	10	-	11	27	1	5	11	1	3	2	17

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Pacific Market Research - 2020