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Concord Town Survey
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1155	249	237	267	390	12	82	234	163	676	1	437	710	8	241	452	221	117	38	86
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	1077	230	221	247	367	12	80	215	151	629	1	405	664	8	222	427	210	111	31	75
	93%	93%	93%	93%	94%	100%	98%	92%	93%	93%	100%	93%	93%	100%	92%	94%	95%	95%	82%	88%
					BCDE						HIJ			LM						
a. Excellent	544	92	112	130	205	5	30	106	71	335	1	193	347	4	101	229	104	59	16	34
	47%	37%	47%	49%	52%	42%	36%	46%	44%	50%	100%	44%	49%	47%	42%	51%	47%	51%	43%	40%
				B	B						GHIJ									
b. Good	533	138	109	117	162	7	50	109	80	294	-	212	317	4	121	199	106	52	15	41
	46%	56%	46%	44%	42%	58%	62%	47%	49%	44%	-	49%	45%	53%	50%	44%	48%	44%	39%	48%
		E																		
Bottom 2 NET =====	78	19	16	19	23	-	2	18	11	47	-	31	46	-	18	25	11	6	7	11
	7%	7%	7%	7%	6%	-	2%	8%	7%	7%	-	7%	7%	-	8%	6%	5%	5%	18%	12%
c. Fair	75	19	16	18	21	-	2	18	11	44	-	31	43	-	17	24	11	5	7	11
	6%	7%	7%	7%	5%	-	2%	8%	7%	6%	-	7%	6%	-	7%	5%	5%	4%	18%	12%
d. Poor	3	-	-	1	2	-	-	-	-	3	-	-	3	-	2	1	-	1	-	-
	*%			*%	*%					*%			*%		1%	*%		1%		
e. Don't Know / No Answer	34	9	5	5	13	1	7	12	5	11	-	10	24	-	2	15	5	3	3	6
MEAN	3.40	3.30	3.40	3.41	3.46	3.42	3.34	3.38	3.37	3.42	4.00	3.37	3.42	3.47	3.34	3.45	3.42	3.45	3.24	3.28
STANDARD DEVIATION	0.62	0.60	0.62	0.64	0.62	0.51	0.52	0.63	0.61	0.63	0.00	0.61	0.63	0.54	0.64	0.60	0.59	0.61	0.75	0.67
STANDARD ERROR	0.02	0.06	0.05	0.04	0.03	0.15	0.10	0.06	0.05	0.02	0.00	0.04	0.02	0.19	0.05	0.03	0.04	0.06	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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1079	225	224	256	363	11	75	201	154	648	1	419	652	8	217	420	220	116	37	68
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	966	201	196	232	327	9	71	179	136	579	1	372	587	7	186	390	196	105	31	59
	90%	90%	88%	91%	90%	82%	94%	89%	88%	89%	100%	89%	90%	86%	86%	93%	89%	90%	82%	87%
											HIJ				O					
a. Very satisfied	408	65	82	103	157	-	17	73	56	262	-	146	259	2	67	177	92	46	9	17
	38%	29%	37%	40%	43%		22%	36%	37%	40%		35%	40%	26%	31%	42%	42%	40%	24%	25%
					B					G					OT		O			
b. Somewhat satisfied	559	136	115	129	170	9	54	107	80	317	1	226	328	5	118	214	104	59	22	42
	52%	61%	51%	50%	47%	82%	72%	53%	52%	49%	100%	54%	50%	60%	54%	51%	47%	51%	58%	62%
		E				CDE	J				GHIJ									
Bottom 2 NET =====	113	23	27	24	36	2	5	21	18	69	-	47	65	1	31	30	25	11	7	9
	10%	10%	12%	9%	10%	18%	6%	11%	12%	11%		11%	10%	14%	14%	7%	11%	10%	18%	13%
															P					
c. Not very satisfied	93	17	25	19	31	1	1	20	14	57	-	39	53	1	29	26	18	7	5	8
	9%	8%	11%	8%	9%	9%	2%	10%	9%	9%		9%	8%	14%	13%	6%	8%	6%	13%	12%
								G		G					P					
d. Not at all satisfied	20	6	3	4	5	1	3	1	3	12	-	8	12	-	3	4	6	4	2	1
	2%	3%	1%	2%	1%	9%	4%	*%	2%	2%		2%	2%		1%	1%	3%	3%	4%	1%
e. Don't Know / No Answer	110	34	19	16	40	2	13	44	14	39	-	28	83	-	25	47	6	4	3	24
MEAN	3.26	3.16	3.23	3.29	3.32	2.73	3.12	3.25	3.23	3.28	3.00	3.22	3.28	3.12	3.15	3.34	3.28	3.26	3.02	3.10
			F	F	BF											OST				
STANDARD DEVIATION	0.69	0.68	0.69	0.68	0.69	0.65	0.63	0.65	0.70	0.70	0.00	0.68	0.69	0.66	0.69	0.64	0.74	0.73	0.75	0.65
STANDARD ERROR	0.02	0.07	0.05	0.04	0.03	0.19	0.13	0.06	0.06	0.03	0.00	0.04	0.03	0.24	0.05	0.03	0.05	0.07	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.
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Concord Town Survey
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1167	258	239	266	392	13	88	242	166	670	1	444	717	7	239	459	219	119	41	91
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
e. Schools	323	154	104	33	32	-	36	100	76	110	-	262	61	-	56	128	66	39	14	19
	28%	60%	43%	13%	8%		41%	41%	46%	16%		59%	8%		23%	28%	30%	33%	34%	21%
		CDE	DE				J	J	J			M								
b. Preservation of the Town's Character	260	15	42	85	114	4	14	30	30	185	1	63	192	5	64	97	42	26	6	24
	22%	6%	18%	32%	29%	31%	16%	12%	18%	28%	100%	14%	27%	75%	27%	21%	19%	22%	16%	26%
			B	BC	BC					HI	GHIJ		L	LM						
f. Taxes	138	13	23	30	67	5	3	11	14	109	-	28	109	1	31	52	30	15	3	7
	12%	5%	10%	11%	17%	38%	4%	5%	9%	16%		6%	15%	10%	13%	11%	14%	13%	7%	8%
				B	BCD	BCD				GHI			L							
a. Affordable Housing	121	19	12	20	67	2	6	30	9	76	-	16	105	-	31	50	16	11	5	8
	10%	7%	5%	8%	17%	15%	7%	13%	5%	11%		4%	15%		13%	11%	7%	10%	13%	8%
					BCD					I			L							
g. Sustainability	99	18	14	31	35	1	3	23	15	57	-	34	64	1	21	37	24	8	2	6
	8%	7%	6%	12%	9%	8%	3%	10%	9%	9%		8%	9%	15%	9%	8%	11%	7%	6%	7%
				C																
h. Economic Vitality	68	9	12	26	19	1	8	15	8	36	-	14	54	-	15	33	9	4	3	4
	6%	4%	5%	10%	5%	8%	9%	6%	5%	5%		3%	7%		6%	7%	4%	3%	8%	4%
				BE									L							
c. Public Safety	60	9	14	13	25	-	7	12	5	37	-	9	51	-	8	24	15	2	3	8
	5%	3%	6%	5%	6%		8%	5%	3%	5%		2%	7%		4%	5%	7%	1%	7%	9%
													L			R	R			
d. Roads	36	11	7	8	11	-	1	12	3	20	-	8	28	-	5	15	5	3	2	7
	3%	4%	3%	3%	3%		2%	5%	2%	3%		2%	4%		2%	3%	2%	2%	4%	8%
i. Other Town Services	64	11	11	19	23	-	9	8	7	40	-	10	54	-	8	24	12	10	2	8
	5%	4%	5%	7%	6%		11%	3%	4%	6%		2%	8%		3%	5%	5%	8%	6%	9%
													L							
j. Don't Know / No Answer	22	-	4	6	11	-	1	3	1	17	-	2	18	1	4	8	8	1	-	1

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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Concord Town Survey
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1160	257	239	269	385	11	86	242	166	665	1	444	710	7	234	456	224	119	39	87
	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	637	137	143	170	180	7	69	136	99	331	1	257	376	3	118	241	124	72	26	56
	55%	53%	60%	63%	47%	64%	80%	56%	60%	50%	100%	58%	53%	51%	50%	53%	55%	61%	68%	64%
			E	E			HIJ		J		GHIJ									
c. Subscribing to News & Notices on the Town's website	160	34	34	38	52	1	6	30	24	100	-	61	99	-	34	64	32	17	4	8
	14%	13%	14%	14%	14%	9%	6%	13%	15%	15%		14%	14%		15%	14%	14%	14%	11%	9%
										G										
h. Reading the Concord Journal or other local publications	153	14	27	32	78	1	5	14	19	114	-	39	113	1	39	64	31	13	4	2
	13%	5%	11%	12%	20%	9%	6%	6%	12%	17%		9%	16%	10%	17%	14%	14%	11%	11%	2%
				B	BCD					GH			L		T	T	T	T		
g. Viewing social media sites (@TownofConcordMA: Facebook, twitter, Instagram)	87	56	18	5	8	-	2	46	16	24	-	60	27	-	15	39	13	8	-	12
	8%	22%	7%	2%	2%		2%	19%	9%	4%		14%	4%		7%	9%	6%	7%		14%
		CDE	DE					GIJ	GJ			M								Q
f. Calling Town Offices / Town Departments directly	69	3	7	12	46	1	4	1	7	57	-	13	55	1	15	31	14	4	2	3
	6%	1%	3%	4%	12%	9%	4%	1%	4%	9%		3%	8%	15%	7%	7%	6%	3%	4%	4%
				BCD						HI			L							
e. Postal mail	28	9	8	4	6	-	2	10	-	16	-	8	19	1	7	8	5	2	-	6
	2%	4%	3%	2%	2%		2%	4%		2%		2%	3%	10%	3%	2%	2%	1%		7%
a. Visiting Town Offices in person	19	2	-	4	12	1	-	2	1	16	-	3	15	1	4	6	5	2	2	1
	2%	1%		2%	3%	9%		1%	*	2%		1%	2%	15%	2%	1%	2%	2%	4%	1%
				B						I										
d. Email to Town Staff or committees directly	9	2	1	3	3	-	-	2	-	7	-	2	6	-	2	3	1	2	1	-
	1%	1%	1%	1%	1%			1%		1%		1%	1%		1%	1%	1%	1%	2%	
i. I don't use any of these platforms or methods	17	2	3	1	10	1	-	1	1	14	-	1	14	1	4	6	2	1	2	2
j. Don't Know / No Answer	12	-	1	2	8	1	2	2	1	8	-	1	11	-	4	5	-	-	-	3

Comparison Groups: BCDEF/GHIJK/LMN/OPQRST
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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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1163	254	237	269	391	12	85	234	167	676	1	442	714	8	238	459	225	118	39	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	1063	232	217	246	360	9	85	218	150	609	1	403	653	7	212	429	195	113	36	79
	91%	91%	91%	92%	92%	75%	100%	93%	90%	90%	100%	91%	92%	87%	89%	93%	86%	96%	91%	95%
							HIJ				HIJ				Q		OQ		Q	
a. Very satisfied	460	97	95	101	162	4	35	100	72	252	1	174	281	5	68	201	91	44	13	42
	40%	38%	40%	38%	41%	33%	41%	43%	43%	37%	100%	39%	39%	65%	29%	44%	40%	38%	33%	51%
											GHIJ				O		O			O
b. Somewhat satisfied	603	134	121	145	198	5	50	118	78	358	-	230	372	2	143	228	104	69	23	37
	52%	53%	51%	54%	50%	42%	59%	50%	47%	53%		52%	52%	22%	60%	50%	46%	58%	57%	44%
															PQ			Q		
Bottom 2 NET =====	100	22	20	23	32	3	-	16	17	67	-	39	60	1	27	30	31	5	4	4
	9%	9%	9%	8%	8%	25%		7%	10%	10%		9%	8%	13%	11%	7%	14%	4%	9%	5%
															R		PRT			
c. Not very satisfied	87	17	19	23	27	1	-	16	13	58	-	32	55	1	23	28	27	4	2	3
	8%	7%	8%	8%	7%	8%		7%	8%	9%		7%	8%	13%	10%	6%	12%	4%	5%	4%
																	PRT			
d. Not at all satisfied	13	5	1	-	5	2	-	-	4	9	-	7	6	-	4	2	4	1	2	1
	1%	2%	1%		1%	17%			3%	1%		2%	1%		2%	*%	2%	1%	4%	1%
e. Don't Know / No Answer	26	4	5	3	12	1	3	11	1	11	-	4	21	-	4	8	1	2	1	9
MEAN	3.30	3.28	3.31	3.29	3.32	2.92	3.41	3.36	3.30	3.26	4.00	3.29	3.30	3.52	3.16	3.37	3.25	3.33	3.20	3.45
				F	F											OQ		O		O
STANDARD DEVIATION	0.65	0.67	0.64	0.61	0.65	1.08	0.49	0.61	0.72	0.66	0.00	0.67	0.64	0.76	0.65	0.62	0.73	0.57	0.72	0.62
STANDARD ERROR	0.02	0.07	0.05	0.04	0.03	0.31	0.09	0.06	0.06	0.02	0.00	0.04	0.03	0.28	0.05	0.03	0.05	0.06	0.15	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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1160	257	235	271	386	12	87	240	163	669	1	440	714	7	239	457	220	119	38	88
	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	283	50	61	69	100	3	14	50	46	172	-	115	167	1	74	105	56	27	7	14
	24%	20%	26%	25%	26%	25%	17%	21%	29%	26%		26%	23%	10%	31%	23%	25%	23%	20%	16%
															PT					
b. Monthly summary document with relevant news	469	116	105	112	132	5	46	109	64	249	1	189	276	4	96	173	86	43	18	53
	40%	45%	45%	41%	34%	42%	53%	45%	39%	37%	100%	43%	39%	60%	40%	38%	39%	36%	47%	61%
		E	E	E							GHIJ									OPQR
c. The Town's Annual Report only	13	3	3	1	5	1	-	3	3	6	-	5	8	-	-	6	2	3	-	1
	1%	1%	1%	*%	1%	8%		1%	2%	1%		1%	1%			1%	1%	3%		1%
d. Sporadically; no specific schedule, news sent out as it happens (i.e. news and notices)	396	88	65	89	150	3	26	78	50	242	-	130	264	2	69	172	76	46	13	19
	34%	34%	28%	33%	39%	25%	30%	32%	30%	36%		30%	37%	31%	29%	38%	35%	39%	33%	22%
					C								L		OT		T			
e. Don't Know / No Answer	29	2	8	1	17	1	1	5	5	18	-	7	21	1	3	11	7	1	3	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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1073	235	222	252	354	11	69	218	158	628	1	420	645	8	228	428	208	106	37	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	914	208	196	205	297	7	67	184	139	523	1	374	535	5	189	365	178	94	30	58
=====	85%	89%	88%	82%	84%	64%	98%	84%	88%	83%	100%	89%	83%	65%	83%	85%	85%	88%	80%	89%
							HIJ				HIJ	M								
a. Very satisfied	454	99	97	105	150	2	28	90	68	267	-	184	268	2	77	195	95	46	16	25
	42%	42%	44%	42%	42%	18%	41%	41%	43%	43%		44%	42%	26%	34%	46%	45%	43%	44%	38%
			F	F	F										O	O				
b. Somewhat satisfied	460	109	100	100	146	5	39	93	71	255	1	190	267	3	112	169	83	48	14	33
	43%	46%	45%	40%	41%	45%	57%	43%	45%	41%	100%	45%	41%	39%	49%	40%	40%	45%	37%	51%
											GHIJ			P						
Bottom 2 NET	160	27	26	46	57	4	2	34	19	105	-	46	111	3	39	64	30	12	7	7
=====	15%	11%	12%	18%	16%	36%	2%	16%	12%	17%		11%	17%	35%	17%	15%	15%	12%	20%	11%
								G	G	G		L								
c. Not very satisfied	127	25	23	40	38	1	2	33	16	77	-	43	82	2	33	47	27	10	6	5
	12%	11%	10%	16%	11%	9%	2%	15%	10%	12%		10%	13%	27%	14%	11%	13%	9%	15%	8%
								G		G										
d. Not at all satisfied	33	2	3	6	19	3	-	2	3	28	-	4	28	1	6	17	4	3	2	2
	3%	1%	1%	3%	5%	27%		1%	2%	4%		1%	4%	8%	3%	4%	2%	2%	4%	3%
				BC	B					H		L								
e. Don't Know / No Answer	116	23	20	20	49	2	19	27	10	59	-	26	89	-	14	39	18	14	3	27
MEAN	3.24	3.30	3.31	3.21	3.21	2.55	3.38	3.25	3.29	3.21	3.00	3.32	3.20	2.82	3.14	3.27	3.29	3.29	3.20	3.25
		F	F	F	F															
STANDARD DEVIATION	0.78	0.68	0.71	0.80	0.84	1.13	0.54	0.73	0.73	0.83	0.00	0.69	0.82	0.98	0.76	0.81	0.76	0.74	0.86	0.71
STANDARD ERROR	0.03	0.07	0.06	0.05	0.04	0.34	0.11	0.07	0.06	0.03	0.00	0.04	0.03	0.35	0.06	0.04	0.06	0.08	0.18	0.13

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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	985	188	196	239	350	12	52	182	137	613	1	355	622	8	214	393	193	98	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 =====	868	154	169	215	321	10	42	148	126	552	1	302	560	7	186	357	171	89	23	43
	88%	82%	86%	90%	92%	83%	81%	81%	92%	90%	100%	85%	90%	87%	87%	91%	89%	90%	77%	77%
a. Excellent	412	57	79	106	168	2	16	72	48	277	-	129	281	2	85	180	83	42	5	17
	42%	30%	40%	45%	48%	17%	30%	40%	35%	45%		36%	45%	31%	39%	46%	43%	43%	16%	31%
			F	BF	BF					I			L		S	S	S	S		
b. Good	456	97	90	109	153	8	26	76	78	275	1	173	279	4	101	177	87	46	18	26
	46%	51%	46%	45%	44%	67%	51%	42%	57%	45%	100%	49%	45%	57%	47%	45%	45%	47%	61%	46%
								HJ		GHIJ										
Bottom 2 NET =====	116	34	27	24	29	2	10	34	11	61	-	53	62	1	29	36	22	10	7	13
	12%	18%	14%	10%	8%	17%	19%	19%	8%	10%		15%	10%	13%	13%	9%	11%	10%	23%	23%
		E						IJ												
c. Fair	103	31	23	22	26	1	8	34	9	51	-	46	55	1	27	30	20	7	6	13
	10%	17%	12%	9%	7%	8%	16%	19%	7%	8%		13%	9%	13%	12%	8%	10%	8%	18%	23%
		E						IJ												PR
d. Poor	14	3	4	2	3	1	2	-	2	10	-	7	7	-	2	6	2	2	1	-
	1%	2%	2%	1%	1%	8%	3%		2%	2%		2%	1%		1%	1%	1%	2%	5%	
e. Don't Know / No Answer	204	70	46	33	53	1	37	63	30	74	-	91	113	-	28	74	34	22	11	36
MEAN	3.29	3.10	3.24	3.34	3.39	2.92	3.08	3.21	3.25	3.34	3.00	3.19	3.34	3.18	3.25	3.35	3.30	3.31	2.89	3.08
				BF	BCF								L		S	S	S	S		
STANDARD DEVIATION	0.71	0.73	0.74	0.68	0.66	0.79	0.77	0.74	0.65	0.70	0.00	0.73	0.68	0.68	0.71	0.68	0.70	0.71	0.73	0.74
STANDARD ERROR	0.03	0.09	0.06	0.05	0.03	0.23	0.19	0.08	0.06	0.03	0.00	0.05	0.03	0.25	0.06	0.04	0.05	0.07	0.15	0.15

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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	932	194	188	223	317	10	63	158	130	580	1	364	560	8	198	354	197	101	31	51
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Over-assessed	283	52	61	76	87	7	19	36	47	181	1	116	163	5	81	96	58	27	9	13
	30%	27%	33%	34%	27%	70%	30%	22%	36%	31%	100%	32%	29%	66%	41%	27%	29%	27%	28%	25%
						BCDE			H		GHIJ			M	PQR					
b. Under-assessed	9	3	1	2	3	-	-	3	1	5	-	3	6	-	2	2	3	2	-	2
	1%	2%	1%	1%	1%			2%	1%	1%		1%	1%		1%	*%	1%	2%		3%
c. Fairly assessed	639	139	125	144	227	3	44	119	82	394	-	245	391	3	116	256	136	72	22	37
	69%	72%	67%	65%	72%	30%	70%	75%	63%	68%		67%	70%	34%	58%	72%	69%	72%	72%	72%
		F	F	F	F							N			O	O	O			
d. Rent / Does not apply	79	32	11	11	25	-	6	42	15	15	-	21	58	-	14	39	1	2	3	19
e. Don't Know / No Answer	178	32	44	39	61	3	19	45	23	92	-	61	117	-	30	74	29	16	7	23

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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92													
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68													
Total Answering	955	173	194	240	337	11	61	163	131	598	1	334	616	6	206	379	190	101	30	48													
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%													
Top 2 NET =====	726	138	153	174	254	7	54	137	103	433	-	262	463	2	148	295	143	79	19	41													
	76%	80%	79%	73%	75%	64%	87%	84%	79%	72%		79%	75%	29%	72%	78%	76%	78%	64%	86%													
							J	J				N	N																				
a. Excellent	264	49	64	65	82	4	21	53	37	154	-	108	156	-	42	117	48	29	8	19													
	28%	28%	33%	27%	24%	36%	34%	32%	28%	26%		32%	25%		21%	31%	25%	29%	26%	39%													
			E													O				O													
b. Good	462	89	89	110	172	3	33	84	66	279	-	154	307	2	106	177	95	50	11	22													
	48%	52%	46%	46%	51%	27%	54%	52%	50%	47%		46%	50%	29%	51%	47%	50%	49%	38%	46%													
Bottom 2 NET =====	229	35	41	66	83	4	8	26	28	165	1	72	153	4	57	85	46	22	11	7													
	24%	20%	21%	27%	25%	36%	13%	16%	21%	28%	100%	21%	25%	71%	28%	22%	24%	22%	36%	14%													
										GH	GHIJ			LM																			
c. Fair	179	24	31	53	67	4	6	22	24	127	1	52	123	4	44	67	33	21	8	6													
	19%	14%	16%	22%	20%	36%	10%	13%	18%	21%	100%	16%	20%	71%	21%	18%	17%	21%	27%	13%													
										GH	GHIJ			LM																			
d. Poor	49	11	10	13	16	-	2	5	4	39	-	20	30	-	14	18	14	1	3	1													
	5%	7%	5%	5%	5%		3%	3%	3%	6%		6%	5%		7%	5%	7%	1%	10%	1%													
															R	R	R																
e. Don't Know / No Answer	234	85	49	32	66	2	27	82	37	89	-	113	119	2	36	88	37	19	10	44													
MEAN	2.99	3.01	3.07	2.94	2.95	3.00	3.18	3.13	3.03	2.92	2.00	3.05	2.96	2.29	2.86	3.04	2.94	3.06	2.80	3.24													
								J				N	N			O				O													
STANDARD DEVIATION	0.82	0.83	0.83	0.84	0.79	0.89	0.72	0.75	0.77	0.85	0.00	0.85	0.80	0.50	0.82	0.82	0.84	0.73	0.95	0.73													
STANDARD ERROR	0.03	0.10	0.07	0.06	0.03	0.27	0.16	0.08	0.08	0.03	0.00	0.06	0.03	0.21	0.07	0.04	0.07	0.08	0.23	0.13													

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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	903	171	180	219	321	11	54	144	127	578	1	328	569	6	184	389	176	84	34	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	635	139	120	144	227	4	48	123	94	369	1	240	393	2	124	262	125	63	28	34
=====	70%	81%	67%	66%	71%	36%	89%	85%	74%	64%	100%	73%	69%	27%	67%	67%	71%	75%	82%	91%
		CDF	F	F	F		J	J	J		HIJ	N	N							OPQ
a. Very satisfied	164	40	33	38	52	1	15	36	31	82	-	78	84	1	28	69	29	19	4	15
	18%	24%	18%	17%	16%	9%	27%	25%	24%	14%		24%	15%	11%	15%	18%	16%	23%	13%	40%
								J	J			M								OPQS
b. Somewhat satisfied	471	99	87	106	176	3	33	87	63	286	1	162	308	1	96	193	96	44	23	19
	52%	58%	48%	49%	55%	27%	62%	61%	50%	50%	100%	49%	54%	17%	52%	50%	54%	52%	69%	51%
		F			F							GHIJ	N	N						
Bottom 2 NET	269	32	60	75	94	7	6	21	33	209	-	87	177	4	60	127	51	21	6	3
=====	30%	19%	33%	34%	29%	64%	11%	15%	26%	36%		27%	31%	73%	33%	33%	29%	25%	18%	9%
			B	B		BCDE				GHI				LM	T	T	T			
c. Not very satisfied	203	28	44	58	69	5	6	15	28	154	-	68	132	3	42	98	37	17	6	3
	22%	16%	24%	26%	21%	45%	11%	11%	22%	27%		21%	23%	56%	23%	25%	21%	21%	18%	7%
									H	H					T	T	T			
d. Not at all satisfied	66	5	16	17	25	2	-	6	5	55	-	20	45	1	18	30	14	3	-	1
	7%	3%	9%	8%	8%	18%		4%	4%	10%		6%	8%	17%	10%	8%	8%	4%		2%
					B					HI										
e. Don't Know / No Answer	286	87	63	53	82	2	35	101	41	109	-	119	165	2	58	78	51	36	7	55
MEAN	2.81	3.02	2.76	2.75	2.79	2.27	3.16	3.06	2.95	2.69	3.00	2.91	2.76	2.22	2.73	2.77	2.79	2.94	2.95	3.29
		CDEF			F		J	J	J			MN								OPQR
STANDARD DEVIATION	0.81	0.72	0.86	0.83	0.80	0.90	0.60	0.72	0.78	0.83	0.00	0.82	0.80	0.93	0.83	0.83	0.81	0.78	0.56	0.69
STANDARD ERROR	0.03	0.09	0.07	0.06	0.04	0.27	0.14	0.08	0.08	0.03	0.00	0.06	0.03	0.39	0.07	0.05	0.07	0.09	0.13	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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1077	215	222	251	376	12	52	207	160	656	1	412	657	8	231	434	212	105	29	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	1045	206	220	242	366	11	52	198	157	636	1	398	640	7	222	425	204	103	27	64
	97%	96%	99%	97%	97%	92%	100%	96%	98%	97%	100%	97%	97%	87%	96%	98%	96%	98%	94%	97%
							HJ				HJ									
a. Excellent	813	167	157	183	299	8	31	159	120	504	-	312	497	4	167	353	154	79	18	42
	76%	77%	71%	73%	79%	67%	59%	77%	75%	77%		76%	76%	52%	72%	81%	73%	75%	63%	65%
					C										OQ					
b. Good	231	39	63	59	67	3	21	39	38	132	1	85	143	3	55	72	50	24	9	21
	21%	18%	28%	24%	18%	25%	41%	19%	23%	20%	100%	21%	22%	35%	24%	17%	24%	23%	31%	32%
			E								GHIJ									
Bottom 2 NET =====	32	9	3	9	10	1	-	9	3	20	-	14	17	1	10	9	8	2	2	2
	3%	4%	1%	3%	3%	8%		4%	2%	3%		3%	3%	13%	4%	2%	4%	2%	6%	3%
c. Fair	22	3	1	8	8	1	-	5	3	14	-	7	14	1	8	7	2	1	2	2
	2%	2%	1%	3%	2%	8%		2%	2%	2%		2%	2%	13%	4%	2%	1%	1%	6%	3%
d. Poor	10	6	1	1	2	-	-	4	-	6	-	7	3	-	1	2	6	1	-	-
	1%	3%	1%	*%	1%			2%		1%		2%	*%		1%	*%	3%	1%		
																	OP			
e. Don't Know / No Answer	112	43	20	22	27	1	36	38	8	31	-	34	78	-	11	33	15	15	11	27
MEAN	3.72	3.70	3.69	3.69	3.76	3.58	3.59	3.70	3.73	3.73	3.00	3.71	3.73	3.39	3.67	3.79	3.66	3.71	3.58	3.62
																OQS				
STANDARD DEVIATION	0.55	0.64	0.52	0.55	0.51	0.67	0.50	0.62	0.48	0.54	0.00	0.59	0.52	0.75	0.57	0.47	0.65	0.55	0.61	0.54
STANDARD ERROR	0.02	0.07	0.04	0.04	0.02	0.19	0.11	0.06	0.04	0.02	0.00	0.04	0.02	0.27	0.04	0.02	0.05	0.05	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
<Weighted> December 2020

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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	851	194	175	204	270	9	74	186	129	462	1	343	501	6	180	326	165	79	34	67
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
c. Hybrid Mix	349	86	72	88	99	3	38	73	51	187	1	156	192	1	80	143	62	29	13	22
	41%	45%	41%	43%	37%	33%	52%	39%	39%	40%	100%	46%	38%	16%	44%	44%	37%	37%	38%	33%
											GHIJ	N								
b. Online / Live Streams	211	28	38	55	86	4	7	42	31	132	-	64	144	3	51	68	45	20	10	17
	25%	15%	22%	27%	32%	44%	9%	23%	24%	29%		19%	29%	52%	28%	21%	27%	26%	31%	25%
				B	BC					G		L								
a. In Person	203	45	48	43	65	2	16	47	37	104	-	95	107	1	28	82	53	18	5	18
	24%	23%	27%	21%	24%	22%	22%	25%	29%	22%		28%	21%	16%	15%	25%	32%	23%	16%	26%
																O	O			
d. Self-Guided (Not Live)	87	34	16	18	19	-	13	24	10	39	-	28	58	1	21	33	6	11	5	11
	10%	17%	9%	9%	7%		18%	13%	8%	8%		8%	12%	17%	12%	10%	4%	14%	15%	16%
		E													Q	Q		Q		Q
e. I do not plan to participate in library programs	198	36	50	41	70	1	8	33	21	136	-	62	135	1	38	81	36	23	4	17
f. Don't Know / No Answer	140	29	18	27	63	3	6	26	18	89	-	41	99	-	24	60	25	19	3	9

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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92													
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68													
Total Answering	340	14	35	51	235	5	10	24	26	279	1	47	289	4	68	166	55	32	6	12													
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%													
Top 2 NET	310	13	35	41	216	5	8	21	25	254	1	44	262	4	61	155	49	26	6	12													
=====	91%	89%	100%	81%	92%	100%	84%	86%	97%	91%	100%	94%	91%	85%	89%	94%	89%	82%	100%	100%													
			DE			DE					J								OPQR	OPQR													
a. Excellent	191	5	16	24	145	1	2	10	18	161	-	21	169	1	36	102	30	18	-	4													
	56%	34%	46%	47%	62%	20%	23%	41%	70%	58%	-	45%	59%	15%	54%	62%	55%	57%	-	32%													
					F				H				N																				
b. Good	119	8	19	17	71	4	6	11	7	94	1	23	93	3	24	53	19	8	6	8													
	35%	54%	54%	34%	30%	80%	61%	45%	27%	34%	100%	49%	32%	70%	35%	32%	34%	25%	100%	68%													
			E			DE					HIJ	M							OPQR														
Bottom 2 NET	30	2	-	10	19	-	2	3	1	24	-	3	27	1	8	11	6	6	-	-													
=====	9%	11%		19%	8%		16%	14%	3%	9%		6%	9%	15%	11%	6%	11%	18%															
c. Fair	21	2	-	6	13	-	2	3	1	15	-	3	18	-	5	8	5	3	-	-													
	6%	11%		13%	6%		16%	14%	3%	5%		6%	6%		8%	5%	9%	10%															
d. Poor	9	-	-	3	6	-	-	-	-	9	-	-	8	1	2	3	1	3	-	-													
	3%			6%	2%					3%			3%	15%	3%	2%	2%	8%															
e. Don't use service	480	132	109	126	109	4	27	118	82	252	-	215	263	2	82	199	97	41	24	37													
f. Don't Know / No Answer	369	112	98	96	59	4	51	102	59	156	-	185	183	1	92	102	74	47	11	43													
MEAN	3.45	3.23	3.46	3.21	3.51	3.20	3.07	3.27	3.68	3.46	3.00	3.40	3.46	2.85	3.39	3.53	3.42	3.30	3.00	3.32													
					D				H																								
STANDARD DEVIATION	0.73	0.66	0.51	0.91	0.72	0.45	0.66	0.71	0.53	0.74	0.00	0.60	0.74	0.98	0.78	0.67	0.74	0.96	0.00	0.49													
STANDARD ERROR	0.04	0.28	0.10	0.13	0.04	0.20	0.35	0.15	0.10	0.04	0.00	0.10	0.04	0.45	0.09	0.05	0.09	0.16	0.00	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
<Weighted> December 2020

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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	207	9	10	28	157	3	7	13	15	171	-	18	187	2	38	105	34	16	3	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	169	8	7	17	134	3	6	9	13	141	-	12	155	2	28	89	27	12	3	10
	82%	83%	71%	62%	86%	100%	78%	67%	91%	82%		69%	83%	72%	73%	84%	80%	73%	100%	100%
					D	DE													OPQR	OPQR
a. Excellent	101	3	3	6	87	1	-	6	9	86	-	4	96	1	19	55	17	5	-	5
	49%	35%	29%	23%	56%	33%		44%	64%	50%		21%	52%	28%	51%	52%	49%	31%		51%
					D								L							
b. Good	68	4	4	11	47	2	6	3	4	55	-	8	59	1	8	34	11	7	3	5
	33%	48%	43%	38%	30%	67%	78%	23%	27%	32%		48%	31%	44%	22%	32%	32%	42%	100%	49%
																			OPQRT	
Bottom 2 NET =====	38	2	3	11	23	-	2	4	1	30	-	5	32	1	10	17	7	4	-	-
	18%	17%	29%	38%	14%		22%	33%	9%	18%		31%	17%	28%	27%	16%	20%	27%		
				E																
c. Fair	26	2	3	6	16	-	2	4	1	19	-	5	21	-	8	13	3	2	-	-
	13%	17%	29%	23%	10%		22%	33%	9%	11%		31%	11%		22%	12%	8%	15%		
															Q					
d. Poor	11	-	-	4	7	-	-	-	-	11	-	-	11	1	2	4	4	2	-	-
	6%			15%	5%					7%			6%	28%	5%	3%	12%	12%		
e. Don't use service	628	160	143	152	166	7	38	144	106	340	-	273	351	4	118	262	119	59	24	45
f. Don't Know / No Answer	354	89	90	92	80	3	43	88	47	175	1	155	198	1	86	100	73	45	13	37
MEAN	3.25	3.17	3.00	2.69	3.37	3.33	2.78	3.11	3.55	3.26	-	2.90	3.29	2.72	3.20	3.33	3.17	2.91	3.00	3.51
					D											R				
STANDARD DEVIATION	0.88	0.74	0.80	1.01	0.84	0.58	0.45	0.91	0.67	0.90	-	0.74	0.88	1.54	0.95	0.83	1.02	1.00	0.00	0.53
STANDARD ERROR	0.06	0.42	0.30	0.20	0.05	0.33	0.29	0.26	0.16	0.06		0.20	0.06	0.91	0.14	0.07	0.15	0.23	0.00	0.26

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
<Weighted> December 2020

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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1089	227	221	261	369	11	76	206	157	648	1	407	674	8	232	432	207	114	33	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	1036	210	210	252	353	11	72	193	154	616	1	393	636	7	219	415	195	107	33	66
	95%	93%	95%	96%	96%	100%	94%	94%	98%	95%	100%	97%	94%	92%	94%	96%	94%	94%	100%	94%
									J		HJ									OPQRT
a. Excellent	681	131	146	155	244	5	34	124	104	418	-	263	414	3	136	288	134	69	23	31
	63%	58%	66%	59%	66%	45%	45%	60%	67%	64%		65%	61%	40%	59%	67%	65%	61%	69%	44%
									G	G						T	T			
b. Good	355	79	64	97	109	6	38	69	49	198	1	129	222	4	83	128	62	38	10	35
	33%	35%	29%	37%	30%	55%	49%	34%	31%	30%	100%	32%	33%	52%	36%	30%	30%	33%	31%	50%
				E																PQ
Bottom 2 NET =====	53	17	11	10	16	-	4	13	3	33	-	14	38	1	13	16	12	7	-	4
	5%	7%	5%	4%	4%		6%	6%	2%	5%		3%	6%	8%	6%	4%	6%	6%	6%	6%
										I										
c. Fair	39	12	8	8	11	-	4	7	2	26	-	11	28	-	12	10	11	6	-	-
	4%	5%	4%	3%	3%		6%	3%	1%	4%		3%	4%		5%	2%	5%	5%		
										I										
d. Poor	14	4	3	2	5	-	-	6	1	7	-	3	10	1	1	6	1	1	-	4
	1%	2%	1%	1%	1%			3%	1%	1%		1%	2%	8%	*%	1%	*%	1%		6%
																				OPQR
e. Don't Know / No Answer	100	32	22	11	34	2	12	39	11	39	-	40	61	-	10	35	19	6	8	22
MEAN	3.56	3.49	3.60	3.55	3.61	3.45	3.39	3.51	3.64	3.58	3.00	3.61	3.54	3.23	3.53	3.61	3.59	3.54	3.69	3.31
									G							T	T		T	
STANDARD DEVIATION	0.63	0.69	0.62	0.60	0.61	0.52	0.60	0.70	0.55	0.62	0.00	0.58	0.65	0.88	0.62	0.61	0.61	0.65	0.47	0.78
STANDARD ERROR	0.02	0.07	0.05	0.04	0.03	0.16	0.12	0.07	0.05	0.02	0.00	0.04	0.03	0.32	0.05	0.03	0.05	0.07	0.11	0.13

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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	974	196	187	232	347	13	61	177	136	599	1	345	623	6	218	399	177	103	26	52
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	962	191	184	230	343	13	57	175	134	596	1	344	612	6	217	396	175	96	26	52
	99%	98%	99%	99%	99%	100%	93%	99%	99%	99%	100%	100%	98%	100%	99%	99%	99%	94%	100%	100%
						E						M		M	R	R	R		R	R
a. Excellent	722	114	134	184	283	8	28	120	96	477	1	241	477	3	145	311	140	75	18	33
	74%	58%	72%	79%	82%	62%	46%	68%	71%	80%	100%	70%	77%	53%	66%	78%	80%	74%	68%	63%
			B	B	BC				G	GHI	GHIJ					O	O			
b. Good	240	78	50	46	60	5	29	54	38	118	-	102	134	3	72	85	35	21	8	19
	25%	40%	27%	20%	17%	38%	47%	31%	28%	20%	-	30%	22%	47%	33%	21%	20%	20%	32%	37%
		DE	E				J	J				M			PQR					
Bottom 2 NET =====	13	4	3	2	3	-	4	2	2	4	-	1	11	-	2	3	1	6	-	-
	1%	2%	1%	1%	1%	-	7%	1%	1%	1%	-	*%	2%	-	1%	1%	1%	6%	-	-
												L						OPQ		
c. Fair	10	4	1	1	3	-	4	1	2	3	-	1	9	-	1	2	1	6	-	-
	1%	2%	1%	*%	1%	-	7%	1%	1%	*%	-	*%	1%	-	*%	*%	1%	6%	-	-
																		OPQ		
d. Poor	2	-	1	1	-	-	-	1	-	1	-	-	2	-	1	1	-	-	-	-
	*%		1%	*%				1%		*%			*%		*%	*%				
e. Don't Know / No Answer	215	63	56	40	56	-	27	68	32	87	-	101	112	1	24	68	50	17	14	41
MEAN	3.73	3.56	3.69	3.78	3.81	3.62	3.38	3.66	3.69	3.79	4.00	3.70	3.74	3.53	3.65	3.77	3.79	3.68	3.68	3.63
				B	BC				G	G	GHI					O	O			
STANDARD DEVIATION	0.48	0.54	0.52	0.46	0.42	0.51	0.62	0.53	0.49	0.43	0.00	0.47	0.49	0.54	0.51	0.46	0.43	0.59	0.48	0.49
STANDARD ERROR	0.02	0.06	0.04	0.03	0.02	0.14	0.14	0.06	0.05	0.02	0.00	0.03	0.02	0.21	0.04	0.03	0.03	0.06	0.10	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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1169	257	237	269	394	12	81	240	165	682	1	444	717	8	241	462	224	120	38	84
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	962	193	192	231	336	10	64	188	132	577	1	346	610	7	206	389	180	97	25	66
	82%	75%	81%	86%	85%	83%	79%	78%	80%	85%	100%	78%	85%	87%	86%	84%	81%	81%	65%	78%
				B	B						GHIJ		L		S					
a. Excellent	481	99	102	116	161	3	22	104	64	291	-	180	300	1	101	190	104	51	12	22
	41%	39%	43%	43%	41%	25%	27%	44%	39%	43%		41%	42%	18%	42%	41%	47%	43%	32%	26%
													N				T			
b. Good	481	94	90	115	176	7	42	84	69	286	1	166	310	5	105	199	76	45	13	44
	41%	37%	38%	43%	45%	58%	52%	35%	42%	42%	100%	37%	43%	69%	44%	43%	34%	38%	33%	52%
											GHIJ			L		Q				Q
Bottom 2 NET =====	206	64	45	38	58	2	17	52	32	105	-	98	108	1	35	73	44	23	13	18
	18%	25%	19%	14%	15%	17%	21%	22%	20%	15%		22%	15%	13%	14%	16%	19%	19%	35%	22%
		DE										M							O	
c. Fair	159	47	34	28	48	2	11	40	25	83	-	76	82	1	27	56	30	18	10	18
	14%	18%	14%	10%	12%	17%	13%	17%	15%	12%		17%	11%	13%	11%	12%	14%	15%	25%	21%
												M								
d. Poor	47	17	11	10	10	-	6	12	7	22	-	21	26	-	7	17	13	5	4	1
	4%	7%	5%	4%	2%		7%	5%	4%	3%		5%	4%		3%	4%	6%	4%	10%	1%
																	T			
e. Don't Know / No Answer	20	2	5	3	9	1	7	5	3	5	-	3	18	-	1	5	3	-	3	8
MEAN	3.19	3.07	3.20	3.26	3.24	3.08	2.99	3.17	3.15	3.24	3.00	3.14	3.23	3.05	3.25	3.22	3.21	3.19	2.87	3.04
															S	S				
STANDARD DEVIATION	0.82	0.91	0.85	0.79	0.76	0.67	0.84	0.88	0.84	0.79	0.00	0.87	0.79	0.59	0.77	0.80	0.89	0.85	0.98	0.71
STANDARD ERROR	0.03	0.09	0.06	0.05	0.03	0.19	0.16	0.08	0.07	0.03	0.00	0.05	0.03	0.21	0.06	0.04	0.06	0.08	0.21	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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92	
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68	
Total Answering	1179	257	240	272	398	13	83	244	167	684	1	442	730	8	242	467	224	120	39	88	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Top 2 NET =====	983	205	207	228	331	11	72	202	141	567	1	366	608	8	207	378	181	102	30	84	
	83%	80%	86%	84%	83%	85%	86%	83%	84%	83%	100%	83%	83%	100%	85%	81%	81%	85%	77%	96%	
											GHIJ			LM						OPQR	
a. Very satisfied	369	83	82	95	109	1	34	92	49	194	-	149	219	1	83	133	70	44	11	27	
	31%	32%	34%	35%	27%	8%	41%	38%	29%	28%		34%	30%	17%	34%	29%	31%	37%	28%	31%	
		F	F	EF	F																
b. Somewhat satisfied	613	122	125	133	222	10	37	110	92	373	1	218	389	6	123	244	112	58	19	57	
	52%	48%	52%	49%	56%	77%	45%	45%	55%	55%	100%	49%	53%	83%	51%	52%	50%	48%	49%	65%	
											BCD										
											H	GHIJ		L							
Bottom 2 NET =====	197	51	33	44	67	2	12	43	26	116	-	76	121	-	35	89	43	18	9	4	
	17%	20%	14%	16%	17%	15%	14%	17%	16%	17%		17%	17%		15%	19%	19%	15%	23%	4%	
															T	T	T	T			
c. Not very satisfied	143	37	25	26	53	2	10	26	18	89	-	51	91	-	26	65	30	15	5	2	
	12%	14%	10%	9%	13%	15%	13%	10%	11%	13%		12%	13%		11%	14%	13%	13%	13%	2%	
															T	T	T	T			
d. Not at all satisfied	54	14	8	18	14	-	1	17	8	27	-	24	30	-	9	24	13	2	4	2	
	5%	6%	3%	7%	3%		2%	7%	5%	4%		5%	4%		4%	5%	6%	2%	10%	2%	
e. Don't Know / No Answer	10	2	3	-	5	-	5	1	1	3	-	4	5	-	1	1	3	-	1	4	
MEAN	3.10	3.07	3.17	3.12	3.07	2.92	3.25	3.13	3.09	3.07	3.00	3.11	3.09	3.17	3.16	3.04	3.06	3.20	2.96	3.25	
STANDARD DEVIATION	0.78	0.83	0.74	0.84	0.73	0.49	0.74	0.87	0.77	0.75	0.00	0.81	0.76	0.40	0.76	0.79	0.82	0.73	0.91	0.60	
STANDARD ERROR	0.03	0.08	0.06	0.05	0.03	0.14	0.14	0.08	0.07	0.03	0.00	0.05	0.03	0.15	0.06	0.04	0.06	0.07	0.19	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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1119	214	233	268	392	12	33	236	167	682	1	413	699	8	231	448	225	110	36	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	1033	200	222	239	360	12	32	219	160	622	1	386	638	8	214	418	203	101	34	63
	92%	93%	95%	89%	92%	100%	95%	93%	96%	91%	100%	94%	91%	100%	93%	93%	90%	91%	94%	92%
a. Very satisfied	637	119	145	155	212	6	10	153	103	369	1	241	390	6	125	248	135	77	15	38
	57%	55%	62%	58%	54%	50%	31%	65%	62%	54%	100%	58%	56%	74%	54%	55%	60%	69%	41%	55%
b. Somewhat satisfied	396	81	78	84	147	6	21	65	57	252	-	146	248	2	89	171	68	24	19	26
	35%	38%	33%	31%	38%	50%	64%	28%	34%	37%	-	35%	36%	26%	39%	38%	30%	22%	53%	37%
Bottom 2 NET =====	86	14	11	29	32	-	2	17	7	61	-	26	60	-	17	30	22	10	2	6
	8%	7%	5%	11%	8%	-	5%	7%	4%	9%	-	6%	9%	-	7%	7%	10%	9%	6%	8%
c. Not very satisfied	61	8	7	19	27	-	2	8	6	46	-	16	45	-	11	22	13	9	1	4
	5%	4%	3%	7%	7%	-	5%	3%	4%	7%	-	4%	6%	-	5%	5%	6%	8%	2%	6%
d. Not at all satisfied	26	6	4	10	6	-	-	9	1	15	-	11	15	-	6	8	9	1	1	2
	2%	3%	2%	4%	1%	-	-	4%	1%	2%	-	3%	2%	-	2%	2%	4%	1%	4%	2%
e. Don't Know / No Answer	70	44	10	4	11	1	55	9	1	5	-	34	36	-	12	19	1	10	5	24
MEAN	3.47	3.46	3.56	3.43	3.44	3.50	3.26	3.54	3.56	3.43	4.00	3.49	3.45	3.74	3.44	3.47	3.47	3.60	3.32	3.44
STANDARD DEVIATION	0.70	0.70	0.64	0.78	0.69	0.52	0.55	0.74	0.61	0.72	0.00	0.69	0.71	0.47	0.70	0.67	0.77	0.67	0.70	0.72
STANDARD ERROR	0.02	0.08	0.05	0.05	0.03	0.15	0.15	0.07	0.05	0.03	0.00	0.04	0.03	0.17	0.05	0.03	0.06	0.06	0.15	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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1069	238	224	252	344	11	73	221	158	616	1	422	639	8	226	415	207	105	39	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	1042	226	220	248	338	10	71	211	156	602	1	406	628	8	218	406	205	102	39	72
	97%	95%	98%	99%	98%	91%	98%	95%	99%	98%	100%	96%	98%	100%	96%	98%	99%	97%	100%	94%
									H		HJ			LM			T		OPT	
a. Very satisfied	771	156	170	175	262	6	42	155	125	448	-	305	459	7	159	323	148	76	22	42
	72%	66%	76%	70%	76%	55%	58%	70%	79%	73%		72%	72%	87%	70%	78%	72%	72%	55%	55%
					B					G					ST					
b. Somewhat satisfied	271	70	49	73	75	4	29	56	31	154	1	101	169	1	59	83	57	26	18	30
	25%	29%	22%	29%	22%	36%	40%	25%	20%	25%	100%	24%	26%	13%	26%	20%	27%	25%	45%	39%
				E			I					GHIJ							P	P
Bottom 2 NET =====	27	12	4	3	6	1	2	10	1	13	-	16	11	-	9	9	2	3	-	4
	3%	5%	2%	1%	2%	9%	2%	5%	1%	2%		4%	2%		4%	2%	1%	3%		6%
								I												Q
c. Not very satisfied	22	12	3	2	4	1	2	10	-	10	-	15	7	-	6	7	2	2	-	4
	2%	5%	1%	1%	1%	9%	2%	5%		2%		4%	1%		3%	2%	1%	2%		6%
		DE						J				M								Q
d. Not at all satisfied	5	-	1	1	3	-	-	-	1	4	-	1	4	-	2	2	-	1	-	-
	*%		1%	*%	1%				1%	1%		*%	1%		1%	*%		1%		
e. Don't Know / No Answer	120	20	19	20	59	2	15	24	10	71	-	24	96	-	16	53	20	15	1	16
MEAN	3.69	3.61	3.74	3.68	3.74	3.45	3.56	3.65	3.78	3.70	3.00	3.68	3.70	3.87	3.65	3.75	3.70	3.69	3.55	3.49
					B												T	T		
STANDARD DEVIATION	0.53	0.58	0.51	0.51	0.51	0.69	0.54	0.57	0.48	0.53	0.00	0.55	0.52	0.36	0.59	0.50	0.48	0.54	0.50	0.61
STANDARD ERROR	0.02	0.06	0.04	0.03	0.02	0.21	0.11	0.05	0.04	0.02	0.00	0.04	0.02	0.13	0.05	0.03	0.04	0.06	0.10	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
 <Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	991	217	210	232	322	10	70	189	142	589	1	400	586	5	212	379	202	100	35	62
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	124	8	19	23	73	1	-	12	16	95	-	26	97	1	19	61	26	13	2	3
	13%	4%	9%	10%	23%	10%		7%	12%	16%		7%	17%	19%	9%	16%	13%	13%	6%	5%
					BCD					H			L			O				
b. Reasonably Priced	709	168	149	168	220	5	54	141	94	420	-	291	416	2	153	262	153	72	22	47
	72%	78%	71%	72%	68%	50%	77%	75%	66%	71%		73%	71%	43%	72%	69%	76%	72%	61%	76%
c. Excessively Price	158	40	42	42	29	4	16	35	32	74	1	82	73	2	40	56	24	15	12	12
	16%	19%	20%	18%	9%	40%	23%	19%	22%	13%	100%	21%	13%	39%	19%	15%	12%	15%	32%	19%
		E	E	E		E			J		GHIJ	M							Q	
d. Don't Use Service	72	13	12	18	29	-	2	14	10	46	-	14	59	-	8	29	10	14	1	10
e. Don't Know / No Answer	126	29	20	22	52	3	16	42	16	52	-	33	90	2	22	59	14	6	4	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
 <Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	485	105	108	115	152	5	47	85	78	275	-	198	285	2	160	150	86	33	25	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	40	2	4	11	24	-	-	4	7	29	-	5	35	-	13	15	7	2	2	1
	8%	2%	4%	9%	16%			5%	9%	10%		3%	12%		8%	10%	8%	7%	9%	4%
				B	BC							L								
b. Reasonably Priced	368	95	82	84	104	3	43	70	59	195	-	161	204	2	111	113	68	28	20	28
	76%	91%	76%	73%	68%	60%	90%	83%	77%	71%		82%	72%	100%	70%	75%	79%	86%	79%	88%
		CDE					J					M		LM						
c. Excessively Price	77	8	22	20	25	2	5	10	11	51	-	31	46	-	35	22	11	2	3	2
	16%	8%	20%	18%	16%	40%	10%	12%	14%	19%		16%	16%		22%	15%	13%	7%	12%	7%
															R					
d. Don't Use Service	503	108	100	120	171	4	25	101	74	302	1	192	310	1	53	216	111	74	12	37
e. Don't Know / No Answer	201	45	35	37	80	4	16	59	16	109	-	57	139	5	29	101	29	13	4	24

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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	899	196	205	213	275	10	57	176	135	530	1	373	519	8	190	328	191	98	32	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	73	3	10	17	43	-	-	10	10	53	-	12	61	-	14	24	18	12	3	3
	8%	2%	5%	8%	16%			6%	7%	10%		3%	12%		7%	7%	9%	12%	8%	4%
				B	BCD								L							
b. Reasonably Priced	564	99	143	139	176	7	28	101	75	359	1	232	327	5	116	205	115	67	20	40
	63%	50%	70%	65%	64%	70%	48%	57%	56%	68%	100%	62%	63%	61%	61%	63%	60%	68%	64%	66%
			B	B	B					I	GHIJ									
c. Excessively Price	263	95	52	57	56	3	30	66	49	118	-	128	131	3	60	99	58	19	9	18
	29%	48%	25%	27%	20%	30%	52%	37%	37%	22%		34%	25%	39%	32%	30%	31%	20%	28%	29%
		CDE					J	J	J			M			R	R	R			
d. Don't Use Service	208	45	27	46	87	2	24	38	26	120	-	59	148	-	33	102	29	20	5	18
e. Don't Know / No Answer	82	17	11	13	41	1	7	31	7	37	-	15	68	-	19	38	7	2	4	13

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
 <Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1126	246	233	258	378	11	79	230	157	660	1	424	695	8	233	444	208	116	40	85
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	203	27	26	40	108	3	12	31	16	144	-	43	159	1	41	84	42	18	4	12
	18%	11%	11%	15%	28%	27%	16%	13%	10%	22%		10%	23%	13%	18%	19%	20%	16%	11%	14%
					BCD					HI			L							
b. Reasonably Priced	770	187	166	175	236	5	52	171	112	434	1	316	449	5	156	301	140	78	33	63
	68%	76%	71%	68%	63%	45%	66%	74%	72%	66%	100%	75%	65%	61%	67%	68%	67%	67%	83%	74%
		E	E								GHIJ	M								
c. Excessively Price	154	32	41	43	34	3	15	28	28	83	-	65	87	2	36	59	26	20	3	10
	14%	13%	18%	17%	9%	27%	19%	12%	18%	13%		15%	12%	26%	15%	13%	13%	17%	7%	12%
			E	E																
d. Don't Use Service	14	2	3	2	7	-	-	1	4	9	-	4	9	-	1	9	4	-	-	-
e. Don't Know / No Answer	49	11	7	12	17	2	10	13	7	18	-	18	31	-	9	14	14	4	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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	435	113	105	99	115	4	31	91	71	242	-	205	229	2	92	168	100	36	16	23
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	145	44	26	28	46	1	8	42	19	77	-	74	71	-	32	65	30	10	7	2
	33%	39%	25%	28%	40%	25%	27%	46%	26%	32%		36%	31%		35%	38%	30%	29%	41%	7%
					CD			I							T	T	T		T	
b. Reasonably Priced	221	55	60	46	56	3	16	39	43	123	-	104	115	2	38	88	55	20	4	18
	51%	49%	57%	47%	49%	75%	50%	43%	61%	51%		51%	50%	100%	41%	52%	55%	55%	23%	77%
														LM		S	S	S		OS
c. Excessively Price	69	13	19	25	12	-	7	10	9	42	-	26	43	-	23	16	15	6	6	4
	16%	11%	18%	25%	11%		23%	11%	13%	17%		13%	19%		25%	9%	15%	16%	36%	16%
				BE											P					
d. Don't Use Service	611	129	112	146	216	8	41	125	84	359	1	210	397	4	123	247	102	73	16	50
e. Don't Know / No Answer	142	17	26	27	72	1	16	28	12	86	-	32	109	1	27	52	24	12	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
 <Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	426	126	132	89	74	4	17	95	100	212	1	278	145	3	89	169	100	39	13	15
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	95	28	30	15	21	-	3	27	14	51	-	62	33	-	18	44	19	8	3	3
	22%	22%	23%	17%	29%		19%	28%	14%	24%		22%	23%		20%	26%	19%	21%	23%	20%
					D			I		I										
b. Reasonably Priced	287	82	95	60	47	2	12	60	72	141	1	186	98	3	66	105	74	24	7	10
	67%	65%	72%	67%	64%	50%	71%	63%	72%	66%	100%	67%	67%	100%	74%	62%	74%	63%	53%	65%
											HIJ			LM						
c. Excessively Price	44	16	7	14	5	2	2	9	14	20	-	30	14	-	6	19	7	6	3	2
	10%	13%	5%	16%	7%	50%	10%	9%	14%	9%		11%	10%		6%	11%	7%	17%	24%	15%
				C																
d. Don't Use Service	584	103	79	146	250	6	40	116	50	377	-	133	448	3	126	228	106	65	15	46
e. Don't Know / No Answer	179	29	31	37	79	3	31	33	17	98	-	36	142	2	28	70	21	16	13	31

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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	516	99	131	131	150	5	10	91	105	309	1	243	270	4	125	188	114	59	14	16
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	52	5	8	6	32	-	2	5	10	35	-	14	38	-	7	23	10	7	1	4
	10%	5%	6%	5%	22%		23%	5%	10%	11%		6%	14%		6%	12%	9%	13%	9%	23%
					BCD								L							
b. Reasonably Priced	248	48	64	59	76	1	8	51	57	132	-	123	123	2	66	80	62	26	6	6
	48%	48%	49%	45%	51%	20%	77%	56%	54%	43%		51%	46%	45%	53%	43%	55%	45%	45%	41%
c. Excessively Price	217	47	59	66	41	4	-	36	38	142	1	106	109	2	52	85	42	25	6	6
	42%	47%	45%	50%	28%	80%		39%	36%	46%	100%	44%	40%	55%	41%	45%	37%	43%	46%	37%
		E	E	E		E					HIJ									
d. Don't Use Service	551	128	91	122	204	6	48	131	55	317	-	170	377	3	98	232	101	53	15	50
e. Don't Know / No Answer	122	31	20	19	49	2	30	23	7	61	-	33	88	1	19	47	11	8	11	26

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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1077	223	224	254	365	12	72	213	158	632	1	409	660	8	229	431	204	108	29	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1039	215	215	248	349	11	71	210	158	599	1	395	638	6	217	418	195	104	29	75
=====	96%	96%	96%	98%	96%	92%	98%	98%	100%	95%	100%	96%	97%	79%	95%	97%	96%	96%	100%	99%
								J	J		J									OPQ
a. Very satisfied	700	148	143	162	241	5	52	149	102	397	-	273	424	3	143	281	135	70	16	54
	65%	67%	64%	64%	66%	42%	72%	70%	64%	63%		67%	64%	40%	63%	65%	66%	64%	54%	72%
b. Somewhat satisfied	339	66	72	86	108	6	19	61	56	202	1	122	214	3	74	137	60	34	13	21
	31%	30%	32%	34%	30%	50%	26%	28%	35%	32%	100%	30%	32%	39%	32%	32%	29%	32%	46%	27%
																				GHIJ
Bottom 2 NET	38	8	8	5	16	1	2	3	1	33	-	15	22	2	12	13	9	4	-	1
=====	4%	4%	4%	2%	4%	8%	2%	2%	*%	5%		4%	3%	21%	5%	3%	4%	4%		1%
																				HI
c. Not very satisfied	27	6	4	4	11	1	2	3	1	21	-	9	16	2	6	10	7	4	-	1
	2%	3%	2%	2%	3%	8%	2%	2%	*%	3%		2%	2%	21%	3%	2%	3%	3%		1%
																				I
d. Not at all satisfied	11	2	4	1	5	-	-	-	-	11	-	6	6	-	6	3	2	1	-	-
	1%	1%	2%	*%	1%					2%		1%	1%		3%	1%	1%	1%		
e. Don't Know / No Answer	112	36	19	18	38	1	16	32	9	55	-	37	75	-	13	36	23	12	11	17
MEAN	3.60	3.62	3.59	3.61	3.61	3.33	3.70	3.69	3.64	3.56	3.00	3.62	3.60	3.19	3.55	3.62	3.61	3.60	3.54	3.71
								J												
STANDARD DEVIATION	0.59	0.58	0.63	0.55	0.61	0.65	0.51	0.50	0.49	0.65	0.00	0.60	0.58	0.81	0.68	0.57	0.60	0.59	0.51	0.48
STANDARD ERROR	0.02	0.06	0.05	0.04	0.03	0.19	0.10	0.05	0.04	0.02	0.00	0.04	0.02	0.30	0.05	0.03	0.04	0.06	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.
Pacific Market Research - 2020

Concord Town Survey
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92													
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68													
Total Answering	214	93	91	23	6	1	12	69	60	73	-	208	5	1	41	86	51	18	11	8													
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%													
Top 2 NET	184	74	83	20	5	1	9	59	55	61	-	179	4	1	39	80	38	16	7	5													
=====	86%	80%	91%	90%	80%	100%	74%	85%	92%	84%		86%	68%	100%	95%	93%	75%	89%	60%	61%													
						BC								L	QS	Q																	
a. Very Satisfied	106	51	40	13	3	-	6	37	31	32	-	104	2	-	22	50	21	6	4	3													
	50%	55%	43%	57%	40%		49%	53%	52%	44%		50%	43%		54%	58%	41%	36%	36%	39%													
b. Somewhat Satisfied	77	23	44	8	3	1	3	22	24	29	-	75	1	1	17	30	17	9	3	2													
	36%	24%	48%	33%	40%	100%	24%	31%	40%	39%		36%	25%	100%	41%	35%	33%	53%	24%	21%													
			B			BCDE								LM																			
Bottom 2 NET	31	19	8	2	1	-	3	11	5	12	-	29	2	-	2	6	13	2	5	3													
=====	14%	20%	9%	10%	20%		26%	15%	8%	16%		14%	32%		5%	7%	25%	11%	40%	39%													
																OP			O														
c. Not Very Satisfied	18	13	5	-	-	-	3	6	3	6	-	18	-	-	-	5	5	1	5	3													
	9%	14%	6%				26%	9%	5%	8%		9%			5%	9%	8%	40%		39%													
																			P														
d. Not At All Satisfied	12	6	3	2	1	-	-	4	2	6	-	11	2	-	2	1	8	1	-	-													
	6%	7%	3%	10%	20%			6%	3%	8%		5%	32%		5%	2%	16%	4%															
																	P																
e. Don't have children under the age of 18 at home	671	65	44	205	347	10	41	96	48	485	1	2	664	5	140	262	127	75	12	55													
f. Don't Know / No Answer	303	100	108	44	49	2	35	79	60	129	-	236	65	2	62	119	48	28	17	30													
MEAN	3.30	3.28	3.31	3.38	3.00	3.00	3.23	3.32	3.41	3.20	-	3.31	2.80	3.00	3.44	3.50	3.00	3.21	2.96	3.00													
																QS																	
STANDARD DEVIATION	0.85	0.94	0.72	0.92	1.19	0.00	0.88	0.89	0.72	0.91	-	0.84	1.43	0.00	0.75	0.68	1.08	0.75	0.91	0.95													
STANDARD ERROR	0.07	0.13	0.09	0.20	0.38	0.00	0.40	0.14	0.11	0.12		0.07	0.61	0.00	0.15	0.09	0.20	0.20	0.32	0.43													

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
<Weighted> December 2020

31. How satisfied are you with the availability of Town Staff and services 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	927	207	190	223	297	11	68	185	135	538	-	364	557	6	199	361	172	104	26	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	856	194	175	208	271	9	65	178	127	485	-	341	510	5	179	333	160	97	24	62
	92%	94%	92%	93%	91%	82%	95%	96%	94%	90%		94%	92%	84%	90%	92%	93%	94%	92%	95%
a. Very satisfied	507	123	102	111	167	4	42	125	67	273	-	206	299	2	103	209	89	55	14	36
	55%	59%	54%	50%	56%	36%	61%	67%	50%	51%		57%	54%	39%	52%	58%	52%	53%	55%	55%
b. Somewhat satisfied	349	71	72	97	104	5	23	54	60	212	-	135	211	3	76	124	71	42	10	26
	38%	34%	38%	43%	35%	45%	34%	29%	45%	39%		37%	38%	45%	38%	34%	41%	40%	38%	40%
Bottom 2 NET =====	71	13	15	15	26	2	3	7	8	53	-	23	47	1	19	28	13	6	2	3
	8%	6%	8%	7%	9%	18%	5%	4%	6%	10%		6%	8%	16%	10%	8%	7%	6%	8%	5%
c. Not very satisfied	54	11	8	12	21	2	3	6	8	38	-	16	37	1	13	22	8	6	2	3
	6%	5%	4%	5%	7%	18%	5%	3%	6%	7%		4%	7%	16%	7%	6%	5%	6%	8%	5%
d. Not at all satisfied	17	2	7	3	5	-	-	2	-	15	-	7	10	-	6	6	4	1	-	-
	2%	1%	4%	1%	2%			1%		3%		2%	2%		3%	2%	3%	1%		
e. Don't Know / No Answer	262	51	53	49	106	2	20	60	33	149	1	83	178	2	44	106	54	16	14	27
MEAN	3.45	3.52	3.42	3.42	3.46	3.18	3.57	3.63	3.44	3.38	-	3.48	3.43	3.22	3.39	3.49	3.42	3.47	3.47	3.51
STANDARD DEVIATION	0.69	0.64	0.74	0.66	0.70	0.75	0.59	0.59	0.60	0.74	-	0.67	0.70	0.78	0.75	0.68	0.70	0.63	0.65	0.59
STANDARD ERROR	0.03	0.07	0.06	0.05	0.03	0.23	0.12	0.06	0.06	0.03	-	0.05	0.03	0.32	0.06	0.04	0.06	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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	566	108	130	138	183	8	38	106	99	321	1	242	321	3	120	232	106	58	23	27
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	520	106	121	126	160	6	37	101	96	285	1	230	287	2	110	211	96	57	23	22
	92%	99%	94%	91%	88%	75%	97%	95%	97%	89%	100%	95%	90%	62%	91%	91%	90%	99%	100%	83%
		DE							J		J	M					OPQ	OPQ		
a. Very satisfied	278	56	72	70	77	3	11	63	61	143	-	129	149	1	45	124	50	28	16	16
	49%	52%	56%	51%	42%	38%	29%	60%	62%	44%		53%	46%	24%	38%	53%	47%	49%	68%	58%
			E					GJ	GJ						O				O	
b. Somewhat satisfied	241	50	49	56	83	3	26	38	35	142	1	101	139	1	65	88	46	29	7	7
	43%	46%	38%	41%	45%	38%	68%	35%	35%	44%	100%	42%	43%	38%	54%	38%	44%	50%	32%	25%
							HI				GHIJ			PT						
Bottom 2 NET =====	46	2	8	12	23	2	1	6	3	37	-	12	34	1	10	21	10	1	-	5
	8%	1%	6%	9%	12%	25%	3%	5%	3%	11%		5%	10%	38%	9%	9%	10%	1%		17%
				B	B					I			L		R	R	R			
c. Not very satisfied	35	-	7	11	16	1	1	6	3	25	-	9	26	-	7	18	6	-	-	4
	6%		5%	8%	9%	13%	3%	5%	3%	8%		4%	8%		5%	8%	6%			14%
													L							
d. Not at all satisfied	12	2	1	1	6	1	-	-	-	12	-	3	8	1	4	2	4	1	-	1
	2%	1%	1%	1%	4%	13%				4%		1%	2%	38%	3%	1%	4%	1%		2%
					D															
e. Don't Know / No Answer	623	150	113	134	220	5	50	139	69	366	-	204	414	5	122	235	121	62	18	65
MEAN	3.39	3.49	3.48	3.41	3.26	3.00	3.26	3.54	3.59	3.29	3.00	3.47	3.33	2.49	3.26	3.44	3.34	3.47	3.68	3.39
		E	E					J	GJ			MN			O				O	
STANDARD DEVIATION	0.70	0.59	0.65	0.67	0.77	1.07	0.51	0.60	0.55	0.76	0.00	0.63	0.73	1.55	0.71	0.68	0.76	0.57	0.48	0.83
STANDARD ERROR	0.03	0.08	0.07	0.06	0.05	0.38	0.13	0.07	0.06	0.04	0.00	0.05	0.04	0.91	0.07	0.05	0.08	0.08	0.12	0.22

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
 <Weighted> 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	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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	692	132	154	167	228	11	37	125	117	412	1	281	405	5	137	284	134	78	25	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Yes	380	91	94	96	93	6	28	81	75	194	1	186	191	3	83	150	68	45	18	16
	55%	69%	61%	57%	41%	55%	75%	65%	64%	47%	100%	66%	47%	58%	61%	53%	51%	58%	72%	47%
		E	E	E			J	J	J		GHIJ	M								
b. No	312	41	60	71	135	5	9	43	42	218	-	96	214	2	54	134	66	33	7	18
	45%	31%	39%	43%	59%	45%	25%	35%	36%	53%		34%	53%	42%	39%	47%	49%	42%	28%	53%
					BCD					GHI			L							
c. Don't Know/ No Answer	497	126	89	105	175	2	51	120	51	275	-	165	329	3	105	184	93	42	16	58

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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1043	222	211	242	358	10	74	212	145	613	-	390	647	6	208	432	192	98	36	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	557	127	134	116	173	7	56	116	92	294	-	246	309	3	86	268	82	45	24	52
	53%	57%	63%	48%	48%	70%	75%	55%	63%	48%		63%	48%	46%	41%	62%	43%	46%	67%	67%
			DE				HJ		J			M				OQR			OQ	OQR
a. Very Interested	227	59	48	54	67	-	26	51	36	115	-	106	122	-	32	124	24	17	14	17
	22%	27%	23%	22%	19%		35%	24%	24%	19%		27%	19%		15%	29%	12%	17%	38%	23%
												M				OQR			OQ	
b. Somewhat Interested	330	68	86	62	106	7	30	65	56	179	-	140	187	3	54	144	58	29	10	34
	32%	31%	41%	26%	30%	70%	41%	31%	39%	29%		36%	29%	46%	26%	33%	30%	29%	29%	44%
			DE				BDE													O
Bottom 2 NET =====	486	95	78	126	185	3	18	96	54	319	-	144	339	3	123	163	110	53	12	26
	47%	43%	37%	52%	52%	30%	25%	45%	37%	52%		37%	52%	54%	59%	38%	57%	54%	33%	33%
				C	C			G		GI			L		PST		PST	PT		
c. Not Very Interested	270	63	41	62	102	2	14	67	24	164	-	81	188	1	64	99	58	27	9	12
	26%	28%	19%	26%	28%	20%	19%	32%	17%	27%		21%	29%	24%	31%	23%	30%	28%	24%	16%
					C			I		I			L		T		T			
d. Not At All Interested	217	32	37	63	83	1	4	29	29	155	-	64	151	2	58	65	52	25	3	13
	21%	15%	17%	26%	23%	10%	5%	14%	20%	25%		16%	23%	30%	28%	15%	27%	26%	8%	17%
				BC					G	GH			L		PS		PS	PS		
e. Don't Know / No Answer	146	36	31	30	45	3	15	33	22	74	1	56	88	2	34	35	35	22	5	15
MEAN	2.54	2.69	2.68	2.44	2.44	2.60	3.05	2.65	2.67	2.42	-	2.74	2.43	2.16	2.28	2.76	2.28	2.37	2.97	2.72
		E	DE				J	J	J			M				OQR			OQR	OQ
STANDARD DEVIATION	1.05	1.02	1.01	1.10	1.04	0.70	0.87	0.99	1.06	1.06	-	1.03	1.04	0.94	1.04	1.03	1.00	1.05	0.99	1.00
STANDARD ERROR	0.04	0.11	0.08	0.07	0.04	0.22	0.17	0.10	0.10	0.04		0.07	0.04	0.40	0.09	0.06	0.08	0.11	0.22	0.17

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

Concord Town Survey
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1137	258	243	265	358	13	88	243	166	638	1	446	683	8	237	442	213	114	41	91
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET =====	1039	235	233	250	310	11	78	223	161	577	1	422	609	8	216	420	188	105	32	78
	91%	91%	96%	94%	87%	85%	88%	92%	97%	90%	100%	94%	89%	100%	91%	95%	88%	92%	78%	86%
a. Very Comfortable	695	148	175	174	192	7	42	151	113	387	1	293	398	5	140	285	127	72	16	56
	61%	57%	72%	66%	54%	54%	48%	62%	68%	61%	100%	66%	58%	65%	59%	64%	60%	63%	40%	61%
b. Somewhat Comfortable	343	87	59	75	119	4	35	71	47	190	-	129	212	3	76	135	61	33	16	22
	30%	34%	24%	28%	33%	31%	40%	29%	28%	30%	-	29%	31%	35%	32%	31%	29%	29%	39%	25%
Bottom 2 NET =====	98	23	10	15	48	2	11	20	6	61	-	25	73	-	21	22	25	9	9	13
	9%	9%	4%	6%	13%	15%	12%	8%	3%	10%	-	6%	11%	-	9%	5%	12%	8%	22%	14%
c. Not Very Comfortable	75	22	7	13	31	2	10	16	4	45	-	20	55	-	15	15	19	6	9	11
	7%	8%	3%	5%	9%	15%	11%	7%	2%	7%	-	4%	8%	-	6%	3%	9%	5%	22%	12%
d. Not At All Comfortable	23	2	3	2	17	-	1	4	2	16	-	5	18	-	5	7	6	3	-	2
	2%	1%	1%	1%	5%	-	1%	2%	1%	3%	-	1%	3%	-	2%	2%	3%	2%	-	3%
e. Don't Know / No Answer	52	-	-	8	45	-	-	2	1	49	-	-	52	-	6	25	14	6	-	1
MEAN	3.51	3.48	3.67	3.59	3.35	3.38	3.34	3.52	3.64	3.49	4.00	3.59	3.45	3.65	3.48	3.58	3.45	3.53	3.18	3.44
STANDARD DEVIATION	0.71	0.68	0.59	0.62	0.83	0.77	0.72	0.70	0.59	0.74	0.00	0.63	0.76	0.51	0.72	0.64	0.77	0.71	0.77	0.80
STANDARD ERROR	0.02	0.07	0.04	0.04	0.04	0.21	0.13	0.06	0.05	0.03	0.00	0.04	0.03	0.19	0.06	0.03	0.06	0.07	0.16	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
 <Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92													
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68													
Total Answering	931	192	188	226	313	12	59	181	122	569	1	352	573	6	205	357	198	99	23	50													
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%													
a. Not enough money	58	14	16	12	14	1	5	9	11	33	-	31	26	-	9	33	8	4	1	3													
	6%	7%	9%	5%	5%	8%	8%	5%	9%	6%		9%	5%		4%	9%	4%	4%	3%	7%													
												M				OQR																	
b. About the right amount of money	785	162	150	189	273	10	51	158	98	477	1	286	494	5	172	302	164	86	21	41													
	84%	84%	80%	84%	87%	83%	86%	88%	80%	84%	100%	81%	86%	83%	84%	85%	83%	87%	91%	82%													
					C							HIJ																					
c. Too much money	89	16	22	25	25	1	3	13	13	59	-	35	53	1	24	22	27	9	1	6													
	10%	8%	12%	11%	8%	8%	5%	7%	11%	10%		10%	9%	17%	12%	6%	13%	9%	6%	11%													
																	P																
d. Don't Know / No Answer	258	66	55	46	90	1	29	64	46	118	-	94	162	2	38	110	29	21	17	43													

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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	892	186	207	214	272	12	44	160	141	545	1	397	489	6	198	349	190	91	26	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Not enough money	133	67	31	19	15	-	20	39	29	45	-	95	38	-	25	44	33	18	6	7
	15%	36%	15%	9%	5%		45%	24%	21%	8%		24%	8%		13%	13%	17%	19%	23%	19%
		CDE	E				J	J	J			M								
b. About the right amount of money	619	118	153	148	193	7	24	114	99	383	-	286	330	3	136	252	122	63	18	27
	69%	63%	74%	69%	71%	58%	54%	71%	70%	70%		72%	67%	48%	69%	72%	64%	69%	72%	71%
c. Too much money	140	2	23	46	64	5	1	8	13	117	1	16	121	3	36	52	35	11	1	4
	16%	1%	11%	22%	24%	42%	1%	5%	10%	22%	100%	4%	25%	52%	18%	15%	19%	12%	5%	10%
			B	BC	BC	BC				GHI	GHIJ		L	L	S		S			
d. Don't Know / No Answer	297	72	35	58	131	1	44	85	26	142	-	49	246	2	44	119	37	29	15	54

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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	866	164	203	217	270	12	40	158	123	545	1	362	499	6	192	340	190	89	21	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Not enough money	83	25	26	18	12	1	5	26	14	38	-	58	25	-	17	25	22	12	5	2
	10%	16%	13%	8%	5%	8%	11%	16%	12%	7%		16%	5%		9%	7%	12%	14%	21%	7%
		E	E					J				M								
b. About the right amount of money	611	133	145	145	183	5	34	122	89	366	-	276	333	3	131	257	124	59	14	26
	71%	81%	71%	67%	68%	42%	86%	77%	73%	67%		76%	67%	48%	69%	76%	65%	66%	66%	78%
		DEF	F									M				Q				
c. Too much money	172	5	33	54	75	6	1	11	19	140	1	28	141	3	43	58	44	18	3	5
	20%	3%	16%	25%	28%	50%	3%	7%	15%	26%	100%	8%	28%	52%	23%	17%	23%	20%	13%	15%
			B	BC	BC	BC				GHI	GHIJ		L	L						
d. Don't Know / No Answer	323	95	40	55	133	1	48	87	45	142	-	84	236	2	51	127	37	31	19	58

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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92													
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68													
Total Answering	1121	250	226	261	370	13	83	232	159	646	1	428	687	7	229	441	219	113	33	86													
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%													
Top 2 NET =====	823	190	172	188	266	7	70	184	122	447	-	320	498	6	163	336	154	85	19	67													
	73%	76%	76%	72%	72%	54%	84%	79%	77%	69%		75%	72%	85%	71%	76%	70%	75%	57%	77%													
							J	J																									
a. Very Interested	331	67	74	83	106	2	40	64	47	179	-	132	197	2	68	140	55	36	9	24													
	30%	27%	33%	32%	29%	15%	48%	28%	30%	28%		31%	29%	30%	30%	32%	25%	32%	26%	27%													
							HJ																										
b. Somewhat Interested	492	124	98	105	159	5	30	120	75	267	-	188	300	4	94	196	98	49	11	43													
	44%	49%	43%	40%	43%	38%	35%	52%	47%	41%		44%	44%	55%	41%	45%	45%	44%	31%	50%													
								J																									
Bottom 2 NET =====	298	60	55	73	104	6	13	48	36	199	1	108	189	1	66	105	65	28	14	19													
	27%	24%	24%	28%	28%	46%	16%	21%	23%	31%	100%	25%	28%	15%	29%	24%	30%	25%	43%	23%													
												GH	GHIJ																				
c. Not Very Interested	158	32	30	39	56	1	8	30	19	102	-	62	96	-	32	62	31	15	12	7													
	14%	13%	13%	15%	15%	8%	9%	13%	12%	16%		15%	14%		14%	14%	14%	14%	35%	8%													
																			OPQRT														
d. Not At All Interested	140	28	25	34	48	5	6	18	17	98	1	46	93	1	34	43	34	12	3	13													
	12%	11%	11%	13%	13%	38%	7%	8%	11%	15%	100%	11%	14%	15%	15%	10%	16%	11%	8%	15%													
						BC						GH	GHIJ																				
e. Don't Know / No Answer	68	8	16	11	33	-	5	14	9	41	-	19	48	1	14	26	8	7	7	6													
MEAN	2.91	2.92	2.98	2.91	2.88	2.31	3.25	3.00	2.96	2.82	1.00	2.95	2.88	3.00	2.86	2.98	2.80	2.96	2.75	2.90													
		F	F	F	F		JK	K	K							Q																	
STANDARD DEVIATION	0.96	0.91	0.95	0.99	0.97	1.18	0.89	0.85	0.93	1.00	0.00	0.94	0.98	1.03	1.01	0.92	0.99	0.95	0.95	0.98													
STANDARD ERROR	0.03	0.09	0.07	0.06	0.04	0.33	0.16	0.08	0.08	0.04	0.00	0.06	0.04	0.40	0.08	0.05	0.07	0.10	0.21	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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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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1165	253	240	266	397	9	87	241	168	670	-	443	718	4	236	457	223	118	41	90
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Better	297	130	59	53	53	2	46	107	32	112	-	143	154	-	68	104	44	26	13	42
	25%	51%	24%	20%	13%	22%	53%	44%	19%	17%		32%	21%		29%	23%	20%	22%	33%	46%
		CDEF	E	E			IJ	IJ				M			Q					OPQR
b. Worse	183	30	44	52	57	-	15	30	26	112	-	77	106	-	31	70	39	20	9	14
	16%	12%	18%	19%	14%		17%	12%	16%	17%		17%	15%		13%	15%	17%	17%	22%	15%
c. About the Same	686	93	138	161	287	7	26	104	109	446	-	224	458	4	137	283	140	73	18	35
	59%	37%	57%	61%	72%	78%	30%	43%	65%	67%		50%	64%	100%	58%	62%	63%	61%	44%	39%
			B	B	BCD	B		GH	GH			L	LM		T	T	T	T		
d. Don't Know / No Answer	24	5	3	6	6	4	2	4	-	17	1	3	17	4	6	11	4	2	-	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

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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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1189	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Better	86	31	20	14	20	-	5	33	13	34	-	44	42	-	14	36	12	6	5	13
	7%	12%	8%	5%	5%		6%	14%	8%	5%		10%	6%		6%	8%	5%	5%	12%	14%
		DE						J				M								
b. Worse	223	43	67	57	54	2	17	46	37	122	-	110	112	1	40	97	40	18	9	18
	19%	17%	28%	21%	13%	15%	19%	19%	22%	18%		25%	15%	13%	16%	21%	18%	15%	23%	20%
			BE	E								M								
c. About the Same	854	182	154	193	319	6	65	164	117	508	-	293	558	3	183	321	171	95	26	56
	72%	71%	63%	71%	79%	46%	74%	67%	70%	74%		66%	76%	34%	76%	69%	76%	79%	65%	61%
					CDF							LN						PT		
d. Don't Know / No Answer	27	2	1	9	10	5	1	1	1	22	1	-	23	4	6	13	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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1176	258	243	272	403	-	88	243	166	679	-	444	728	4	239	462	226	120	41	88
	100%	100%	100%	100%	100%		100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Under 35	93	93	-	-	-	-	40	53	-	-	-	44	49	-	27	27	4	4	4	27
	8%	36%					45%	22%				10%	7%		11%	6%	2%	4%	11%	30%
							H					M			PQR	QR			QR	OPQRS
b. 35 to 44	165	165	-	-	-	-	24	78	39	24	-	149	16	-	26	60	37	15	11	16
	14%	64%					27%	32%	23%	4%		34%	2%		11%	13%	16%	12%	28%	18%
							J	J	J			M					O			O
c. 45 to 54	243	-	243	-	-	-	10	49	68	116	-	191	50	1	49	97	48	19	16	14
	21%		100%				11%	20%	41%	17%		43%	7%	37%	21%	21%	21%	16%	40%	15%
									GHJ			M								RT
d. 55 to 64	272	-	-	272	-	-	8	40	33	191	-	51	220	1	61	90	59	40	3	18
	23%			100%			9%	16%	20%	28%		11%	30%	29%	26%	20%	26%	33%	8%	21%
										GHI			L		S		S	PS		
e. 65 or Over	403	-	-	-	403	-	7	23	25	347	-	10	392	1	76	189	77	42	5	14
	34%				100%		8%	10%	15%	51%		2%	54%	35%	32%	41%	34%	35%	13%	15%
										GHI			L		ST	ST	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

Concord Town Survey
 <Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1188	258	243	272	403	12	88	245	168	687	-	446	735	7	242	467	227	120	41	91
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Less than One Year	88	64	10	8	7	-	88	-	-	-	-	45	43	-	15	20	3	9	9	33
	7%	25%	4%	3%	2%		100%					10%	6%		6%	4%	1%	8%	22%	36%
		CDE										M			Q	Q		Q	OPQR	OPQR
b. 1 to 5 Years	245	131	49	40	23	2	-	245	-	-	-	141	104	-	56	88	37	12	14	38
	21%	51%	20%	15%	6%	17%		100%				32%	14%		23%	19%	16%	10%	36%	42%
		CDEF	E	E								M			R	R			R	OPQR
c. 6 to 10 years	168	39	68	33	25	2	-	-	168	-	-	113	55	-	28	65	32	25	13	5
	14%	15%	28%	12%	6%	17%			100%			25%	7%		12%	14%	14%	21%	31%	6%
		E	BDE	E								M						OT	OT	
d. Over 10 Years	687	24	116	191	347	8	-	-	-	687	-	148	533	7	144	295	154	74	5	15
	58%	9%	48%	70%	86%	67%				100%		33%	72%	100%	59%	63%	68%	62%	11%	16%
			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
 <Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1181	258	241	271	402	9	88	245	168	680	-	446	735	-	241	464	227	119	41	90
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%		100%	100%	100%	100%	100%	100%
a. Yes	446	193	191	51	10	2	45	141	113	148	-	446	-	-	93	172	87	36	25	33
	38%	75%	79%	19%	2%	22%	51%	58%	67%	22%		100%			38%	37%	39%	31%	62%	37%
		DEF	DEF	E			J	J	J										OPQRT	
b. No	735	65	50	220	392	7	43	104	55	533	-	-	735	-	149	292	139	83	16	57
	62%	25%	21%	81%	98%	78%	49%	42%	33%	78%			100%		62%	63%	61%	69%	38%	63%
				BC	BCD	BC				GHI					S	S	S	S		S
c. Don't Know / No Answer	8	-	1	1	1	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
<Weighted> 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	258	243	272	403	13	88	245	168	687	1	446	735	8	242	467	227	120	41	92
Unweighted Total	1189	123	178	253	622	13	49	171	146	822	1	306	875	8	236	494	234	126	31	68
Total Answering	1139	236	236	265	391	12	53	237	167	680	1	426	706	7	235	451	225	113	38	76
	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	57 5%	-	7 3%	23 9%	27 7%	1 8%	-	3 1%	7 4%	47 7%	-	8 2%	49 7%	-	15 6%	22 5%	15 7%	5 4%	-	1 1%
				C	C					H			L							
b. I often attend, but not all days/sessions	168 15%	8 3%	30 13%	57 22%	70 18%	3 25%	1 1%	13 6%	22 13%	132 19%	-	47 11%	119 17%	2 23%	33 14%	69 15%	44 20%	19 17%	2 5%	1 2%
			B	BC	B				G	GH			L		T	T	ST	T		
c. I occasionally attend if/when an article is of interest	512 45%	88 37%	117 50%	120 46%	180 46%	6 50%	8 16%	82 35%	78 47%	342 50%	1 100%	211 49%	298 42%	3 42%	109 46%	218 48%	108 48%	52 46%	10 26%	15 20%
								G	G	GH	GHIJ				T	ST	ST	T		
d. I never attend	402 35%	139 59%	82 35%	65 24%	114 29%	2 17%	44 83%	139 58%	60 36%	159 23%	-	160 38%	239 34%	2 34%	78 33%	143 32%	58 26%	38 33%	26 69%	59 78%
		CDEF		D			HIJ	IJ	J										OPQR	OPQR
e. I Don't Know / No Answer	50	23	7	8	12	1	35	8	1	6	-	20	29	1	7	16	1	7	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