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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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1155	53	80	40	19	57	49	95	46	19	27	60	89	58	39	20	76	182	76	40	16	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1077	51	80	38	17	43	44	90	44	18	26	55	81	56	37	19	70	171	71	40	15	84
=====	93%	97%	100%	96%	91%	76%	89%	94%	94%	93%	95%	91%	90%	96%	94%	95%	92%	94%	94%	98%	92%	89%
			F																	QR		
a. Excellent	544	19	31	16	6	20	22	57	15	8	10	18	51	30	22	10	41	90	41	23	9	37
	47%	35%	38%	40%	34%	35%	44%	60%	32%	43%	35%	30%	57%	52%	56%	47%	54%	49%	55%	58%	56%	39%
								IK					L	L	L							
b. Good	533	32	50	22	11	23	22	33	29	10	16	37	30	26	15	10	29	81	30	16	6	47
	46%	62%	62%	56%	57%	40%	44%	34%	62%	50%	60%	61%	34%	44%	39%	47%	38%	44%	39%	40%	36%	49%
									H			H	MO									
Bottom 2 NET	78	2	-	2	2	14	5	5	3	1	1	5	9	2	2	1	6	11	5	1	1	11
=====	7%	3%		4%	9%	24%	11%	6%	6%	7%	5%	9%	10%	4%	6%	5%	8%	6%	6%	2%	8%	11%
																	T	T				
c. Fair	75	2	-	2	2	14	5	5	3	1	1	4	9	2	2	1	5	10	5	-	1	11
	6%	3%		4%	9%	24%	11%	6%	6%	7%	5%	7%	10%	4%	6%	5%	7%	6%	6%		8%	11%
d. Poor	3	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	1	-	1	-	-
	*%											2%					1%	*%		2%		
e. Don't Know / No Answer	34	-	6	2	-	2	-	1	1	-	3	1	1	1	1	1	1	6	1	2	3	6
MEAN	3.40	3.32	3.38	3.36	3.26	3.11	3.33	3.54	3.26	3.36	3.30	3.20	3.47	3.48	3.50	3.42	3.45	3.43	3.49	3.55	3.48	3.28
								I					L	L	L							
STANDARD DEVIATION	0.62	0.53	0.49	0.57	0.62	0.77	0.67	0.61	0.56	0.63	0.57	0.64	0.67	0.57	0.61	0.61	0.66	0.62	0.61	0.59	0.66	0.66
STANDARD ERROR	0.02	0.13	0.08	0.12	0.21	0.18	0.11	0.07	0.10	0.17	0.13	0.09	0.07	0.08	0.10	0.14	0.06	0.04	0.06	0.08	0.13	0.10

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1079	42	79	40	19	45	48	86	48	19	23	59	84	58	38	17	66	166	75	40	16	75
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	966	38	76	35	16	37	38	79	42	18	19	51	79	52	35	16	58	152	67	36	14	65
=====	90%	89%	96%	88%	83%	83%	80%	92%	89%	93%	82%	85%	94%	89%	94%	94%	88%	91%	90%	89%	88%	86%
a. Very satisfied	408	17	24	8	8	8	12	44	16	4	5	15	40	26	16	6	23	69	41	17	6	17
	38%	41%	30%	20%	43%	17%	26%	51%	34%	21%	24%	25%	47%	44%	43%	38%	34%	42%	56%	44%	40%	23%
								GJK					L	L				QR				
b. Somewhat satisfied	559	20	52	27	8	29	26	35	26	14	14	35	39	26	19	10	36	83	25	18	8	48
	52%	48%	66%	68%	40%	66%	54%	41%	54%	71%	59%	60%	46%	44%	51%	56%	54%	50%	34%	45%	48%	64%
									H							S	S					
Bottom 2 NET	113	4	3	5	3	8	10	7	5	1	4	9	5	6	2	1	8	14	8	5	2	10
=====	10%	11%	4%	12%	17%	17%	20%	8%	11%	7%	18%	15%	6%	11%	6%	6%	12%	9%	10%	11%	12%	14%
c. Not very satisfied	93	4	3	3	-	6	10	5	4	1	4	6	5	4	2	1	7	12	6	4	2	9
	9%	11%	4%	8%		14%	20%	6%	9%	7%	18%	11%	6%	7%	6%	6%	11%	7%	9%	10%	12%	12%
d. Not at all satisfied	20	-	-	2	3	2	-	1	1	-	-	2	-	2	-	-	1	3	1	1	-	1
	2%			4%	17%	4%		2%	3%			4%		4%			1%	2%	2%	2%		1%
e. Don't Know / No Answer	110	10	8	2	-	14	1	11	-	-	7	2	6	1	2	4	10	22	3	2	3	26
MEAN	3.26	3.31	3.26	3.04	3.09	2.96	3.06	3.41	3.20	3.14	3.06	3.07	3.41	3.30	3.37	3.31	3.22	3.32	3.43	3.31	3.28	3.08
								G					L		L				Q			
STANDARD DEVIATION	0.69	0.66	0.53	0.67	1.08	0.68	0.68	0.69	0.72	0.53	0.65	0.72	0.61	0.77	0.60	0.67	0.67	0.67	0.73	0.72	0.69	0.63
STANDARD ERROR	0.02	0.17	0.09	0.15	0.37	0.18	0.12	0.09	0.12	0.14	0.16	0.10	0.07	0.10	0.10	0.15	0.07	0.04	0.07	0.09	0.14	0.10

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																							
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old					
	Total	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	DK/NA		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101		
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77		
Total Answering	1167	53	86	42	19	59	49	94	48	19	29	60	89	56	39	22	74	185	73	42	19	100		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
e. Schools	323	28	63	32	14	17	16	40	22	14	12	4	12	8	6	3	7	14	5	5	1	19		
	28%	53%	73%	77%	74%	29%	33%	42%	46%	71%	43%	7%	13%	13%	17%	15%	10%	7%	7%	12%	3%	19%		
			F	F	F					GH														
b. Preservation of the Town's Character	260	6	2	-	-	6	12	15	8	1	5	19	29	14	14	9	26	49	20	11	8	27		
	22%	12%	2%			11%	25%	16%	17%	7%	19%	32%	33%	25%	36%	40%	35%	26%	28%	26%	45%	27%		
f. Taxes	138	4	2	-	3	3	4	10	8	-	1	10	6	9	4	1	10	33	13	8	3	10		
	12%	8%	2%		17%	6%	8%	10%	17%		5%	16%	7%	15%	11%	5%	14%	18%	18%	18%	14%	10%		
a. Affordable Housing	121	9	2	-	-	9	3	7	-	1	1	4	5	5	4	1	15	35	10	6	1	10		
	10%	17%	2%			15%	6%	7%		7%	5%	7%	6%	10%	11%	5%	20%	19%	13%	14%	7%	10%		
		C															U	U						
g. Sustainability	99	3	3	6	-	5	5	4	4	-	-	9	16	4	2	-	4	14	9	6	3	6		
	8%	6%	4%	16%		8%	11%	4%	9%			14%	18%	8%	6%		5%	7%	13%	14%	14%	6%		
													O											
h. Economic Vitality	68	-	8	2	-	-	3	7	-	-	3	8	8	4	3	3	4	11	3	1	1	5		
	6%		9%	4%			6%	7%			10%	13%	8%	8%	15%	5%	6%	6%	4%	2%	7%	5%		
																		T						
c. Public Safety	60	-	4	-	-	4	4	5	1	-	3	1	3	5	1	2	3	11	8	1	1	8		
	5%		5%			8%	8%	6%	3%		10%	2%	4%	10%	3%	10%	4%	6%	12%	2%	7%	8%		
																		T	QT					
d. Roads	36	-	2	-	2	8	-	3	3	-	1	4	3	-	-	-	1	7	2	1	-	7		
	3%		2%		9%	13%		3%	6%		5%	7%	4%				1%	4%	3%	3%		7%		
																		Q						
i. Other Town Services	64	2	2	2	-	6	1	4	1	3	1	1	6	6	3	2	4	12	3	4	1	8		
	5%	3%	2%	4%		10%	3%	4%	3%	14%	5%	2%	7%	12%	8%	10%	5%	6%	4%	9%	3%	8%		
														I										
j. Don't Know / No Answer	22	-	-	-	-	-	-	3	-	-	1	1	1	3	1	-	3	4	5	-	-	1		

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<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 and Polling Place =====																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1160	53	86	40	19	59	48	95	48	19	29	58	90	59	40	22	74	179	76	41	14	95
	100%	100%	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	32	41	24	9	29	20	57	29	12	25	32	53	40	27	18	33	86	30	24	8	61
	55%	62%	48%	61%	49%	50%	43%	60%	60%	64%	86%	56%	58%	67%	68%	85%	45%	48%	39%	58%	55%	64%
											GHI					LM				S		
c. Subscribing to News & Notices on the Town's website	160	8	11	6	3	6	5	15	7	4	3	9	16	5	5	2	12	22	14	5	1	9
	14%	15%	13%	16%	17%	10%	11%	16%	14%	21%	10%	15%	18%	9%	14%	10%	16%	12%	18%	11%	5%	9%
																	U		U			
h. Reading the Concord Journal or other local publications	153	6	4	2	-	2	10	12	3	1	1	11	10	6	4	1	12	38	20	7	2	3
	13%	12%	5%	4%		3%	20%	13%	6%	7%	5%	19%	11%	11%	11%	5%	16%	21%	26%	17%	14%	3%
																			Q			
g. Viewing social media sites (@TownofConcordMA: Facebook, twitter, Instagram)	87	6	25	8	5	12	5	10	1	1	-	2	1	1	1	-	1	3	3	1	-	12
	8%	12%	29%	19%	26%	21%	11%	10%	3%	7%		4%	1%	2%	3%		2%	2%	3%	2%		13%
f. Calling Town Offices / Town Departments directly	69	-	2	-	-	2	3	1	3	-	-	2	5	3	1	-	10	22	8	3	3	4
	6%		2%			3%	6%	1%	6%			4%	6%	5%	3%		14%	12%	10%	6%	23%	4%
e. Postal mail	28	-	3	-	-	6	4	-	4	-	-	-	2	1	1	-	3	3	-	1	-	6
	2%		4%			10%	9%		9%				2%	2%	3%		4%	1%		2%		6%
a. Visiting Town Offices in person	19	-	-	-	-	2	-	-	-	-	-	1	1	2	-	-	3	5	3	2	-	1
	2%					3%						2%	1%	4%			4%	3%	3%	5%		1%
d. Email to Town Staff or committees directly	9	-	-	-	2	-	-	-	1	-	-	1	2	-	-	-	1	1	-	-	1	-
	1%				9%				3%			2%	2%				1%	1%			5%	
i. I don't use any of these platforms or methods	17	-	-	2	-	-	1	-	-	-	1	1	-	-	-	-	1	6	1	1	2	2
j. Don't Know / No Answer	12	-	-	-	-	-	-	1	-	-	-	2	-	-	-	-	1	4	-	-	3	4

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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

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

	Age and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1163	53	86	42	19	54	48	95	46	19	29	61	89	59	39	20	74	183	77	41	16	92
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1063	51	83	28	19	51	42	90	40	18	27	49	84	56	38	19	68	168	71	39	14	85
=====	91%	97%	96%	66%	100%	94%	89%	94%	85%	93%	95%	81%	94%	95%	97%	95%	92%	92%	92%	94%	88%	92%
		D	D		D	D						L	L	L								
a. Very satisfied	460	8	44	16	5	25	15	45	16	10	10	16	35	24	15	11	29	76	34	15	8	44
	40%	15%	50%	39%	26%	46%	31%	47%	35%	50%	33%	26%	40%	40%	39%	53%	39%	41%	44%	36%	52%	48%
			B												L							
b. Somewhat satisfied	603	43	40	11	14	26	27	45	23	8	18	33	48	32	23	9	39	92	37	24	6	41
	52%	82%	46%	27%	74%	49%	57%	47%	50%	43%	62%	54%	54%	55%	58%	42%	53%	50%	48%	58%	36%	44%
		CDF			D																	
Bottom 2 NET	100	2	3	14	-	3	5	5	7	1	1	12	5	3	1	1	6	15	6	3	2	7
=====	9%	3%	4%	34%		6%	11%	6%	15%	7%	5%	19%	6%	5%	3%	5%	8%	8%	8%	6%	12%	8%
				BCF								MNO										
c. Not very satisfied	87	2	3	11	-	2	4	5	7	1	1	12	5	3	1	1	5	13	6	2	1	4
	8%	3%	4%	26%		3%	9%	6%	15%	7%	5%	19%	6%	5%	3%	5%	7%	7%	8%	5%	8%	5%
				BCF								MNO										
d. Not at all satisfied	13	-	-	3	-	2	1	-	-	-	-	-	-	-	-	-	1	2	1	1	1	3
	1%			8%		3%	3%										1%	1%	1%	2%	4%	3%
e. Don't Know / No Answer	26	-	-	-	-	4	1	1	1	-	1	-	1	-	1	1	3	6	-	1	3	9
MEAN	3.30	3.12	3.47	2.97	3.26	3.37	3.17	3.41	3.21	3.43	3.29	3.07	3.34	3.35	3.36	3.47	3.31	3.32	3.34	3.28	3.36	3.38
			BD										L	L	L	L						
STANDARD DEVIATION	0.65	0.42	0.57	0.99	0.45	0.69	0.70	0.60	0.68	0.64	0.56	0.68	0.59	0.58	0.54	0.61	0.64	0.65	0.66	0.63	0.82	0.71
STANDARD ERROR	0.02	0.10	0.10	0.21	0.16	0.16	0.12	0.07	0.12	0.17	0.12	0.09	0.06	0.08	0.09	0.14	0.06	0.04	0.06	0.08	0.16	0.10

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place =====																						
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old				
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101	
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77	
Total Answering	1160	53	86	42	19	57	48	94	46	19	27	61	90	58	40	22	75	181	73	41	17	97	
	100%	100%	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	20	11	13	3	3	16	22	12	3	8	18	25	6	12	8	17	47	24	9	3	17	
	24%	38%	13%	31%	17%	6%	34%	23%	26%	14%	30%	30%	27%	11%	30%	35%	23%	26%	33%	22%	15%	18%	
		CF		F								N	N		N	N			U				
b. Monthly summary document with relevant news	469	22	36	19	6	32	22	41	19	5	18	26	31	30	14	11	27	62	17	17	8	56	
	40%	42%	42%	46%	34%	57%	46%	43%	41%	29%	65%	42%	35%	52%	35%	50%	36%	34%	24%	41%	50%	58%	
											J			M				S		S	S		
c. The Town's Annual Report only	13	-	2	-	2	-	-	3	-	-	-	-	-	-	1	-	-	2	2	1	-	1	
	1%		2%		9%			3%							3%			1%	3%	2%		1%	
d. Sporadically; no specific schedule, news sent out as it happens (i.e. news and notices)	396	11	38	10	8	21	10	29	15	11	1	17	34	22	13	3	31	69	29	15	6	22	
	34%	21%	44%	23%	40%	38%	20%	30%	32%	57%	5%	28%	38%	37%	32%	15%	42%	38%	40%	36%	35%	23%	
								K	K	GK				P	P								
e. Don't Know / No Answer	29	-	-	-	-	2	1	3	1	-	3	-	-	1	-	-	2	8	5	1	2	5	

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1073	51	83	38	17	45	46	91	45	18	22	59	85	54	35	18	69	165	71	36	14	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	914	45	71	34	17	42	40	85	38	16	18	44	67	47	32	15	58	141	59	28	11	62
=====	85%	88%	85%	87%	100%	93%	85%	93%	85%	92%	81%	75%	78%	88%	91%	82%	85%	85%	83%	78%	81%	86%
a. Very satisfied	454	13	45	18	6	17	12	44	22	10	10	18	33	28	17	9	34	72	27	12	5	26
	42%	25%	54%	46%	37%	38%	26%	48%	48%	54%	44%	31%	39%	52%	48%	47%	49%	44%	38%	35%	38%	36%
b. Somewhat satisfied	460	32	25	16	11	25	27	41	16	7	8	26	33	19	15	6	25	69	32	16	6	36
	43%	63%	31%	41%	63%	55%	59%	45%	36%	38%	38%	44%	39%	36%	42%	35%	36%	42%	45%	44%	43%	50%
Bottom 2 NET	160	6	13	5	-	3	7	7	7	1	4	15	18	6	3	3	10	24	12	8	3	10
=====	15%	12%	15%	13%		7%	15%	7%	15%	8%	19%	25%	22%	12%	9%	18%	15%	15%	17%	22%	19%	14%
c. Not very satisfied	127	6	13	5	-	2	7	4	7	1	4	13	15	5	3	3	7	14	10	5	2	6
	12%	12%	15%	13%		4%	15%	4%	15%	8%	19%	22%	18%	10%	9%	18%	10%	9%	14%	15%	14%	9%
d. Not at all satisfied	33	-	-	-	-	2	-	3	-	-	-	2	3	1	-	-	3	10	3	3	1	4
	3%					4%		3%				4%	4%	2%			5%	6%	4%	7%	5%	5%
e. Don't Know / No Answer	116	2	3	3	2	14	3	5	3	1	8	2	5	5	4	3	8	24	6	6	5	29
MEAN	3.24	3.13	3.39	3.34	3.37	3.27	3.12	3.37	3.33	3.46	3.25	3.02	3.14	3.38	3.39	3.29	3.29	3.23	3.17	3.05	3.14	3.17
STANDARD DEVIATION	0.78	0.60	0.74	0.70	0.50	0.70	0.64	0.71	0.73	0.65	0.77	0.83	0.84	0.75	0.66	0.77	0.84	0.84	0.80	0.90	0.87	0.79
STANDARD ERROR	0.03	0.15	0.13	0.16	0.18	0.18	0.11	0.09	0.13	0.18	0.19	0.11	0.09	0.11	0.11	0.19	0.08	0.05	0.08	0.12	0.19	0.13

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	985	40	66	32	11	38	45	80	38	15	18	58	80	54	34	13	68	162	68	38	14	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	868	31	61	27	10	25	41	71	29	14	15	49	72	51	32	11	62	149	63	33	13	50
=====	88%	77%	93%	85%	86%	64%	91%	88%	75%	91%	85%	85%	91%	94%	94%	83%	91%	92%	93%	88%	91%	77%
a. Excellent	412	13	25	11	5	3	16	40	8	10	5	23	35	30	13	5	33	79	34	15	7	18
	42%	31%	38%	35%	43%	8%	36%	49%	21%	64%	31%	39%	45%	56%	38%	42%	49%	49%	50%	40%	50%	28%
b. Good	456	19	36	16	5	21	25	31	20	4	10	27	37	20	19	5	29	70	30	18	6	32
	46%	46%	55%	49%	43%	56%	55%	39%	54%	27%	54%	46%	46%	38%	56%	42%	43%	43%	44%	48%	41%	49%
Bottom 2 NET	116	9	5	5	2	14	4	10	10	1	3	9	8	3	2	2	6	13	5	5	1	15
=====	12%	23%	7%	15%	14%	36%	9%	12%	25%	9%	15%	15%	9%	6%	6%	17%	9%	8%	7%	12%	9%	23%
c. Fair	103	9	3	5	-	14	4	8	8	1	1	8	8	2	2	2	6	10	5	4	1	14
	10%	23%	5%	15%		36%	9%	10%	21%	9%	8%	13%	9%	4%	6%	17%	9%	6%	7%	10%	9%	22%
d. Poor	14	-	2	-	2	-	-	1	1	-	1	1	-	1	-	-	-	3	-	1	-	1
	1%		2%		14%			2%	4%		8%	2%		2%				2%		2%		2%
e. Don't Know / No Answer	204	12	21	10	8	20	4	16	10	4	12	3	11	5	5	9	8	27	9	5	5	36
MEAN	3.29	3.08	3.28	3.20	3.14	2.73	3.27	3.36	2.93	3.55	3.08	3.22	3.35	3.48	3.31	3.25	3.40	3.39	3.43	3.26	3.41	3.03
STANDARD DEVIATION	0.71	0.74	0.67	0.69	1.04	0.61	0.62	0.74	0.76	0.68	0.85	0.74	0.65	0.68	0.59	0.75	0.65	0.68	0.62	0.72	0.67	0.75
STANDARD ERROR	0.03	0.20	0.13	0.17	0.39	0.18	0.11	0.10	0.14	0.20	0.24	0.10	0.08	0.10	0.10	0.22	0.06	0.04	0.06	0.09	0.14	0.14

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place =====																																										
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old																								
	141	Hunt	NoVt/	141	Hunt	NoVt/	141	Hunt	NoVt/	141	Hunt	NoVt/	141	Hunt	NoVt/	141	Hunt	NoVt/	141	Hunt	NoVt/	141	Hunt	NoVt/																			
	Total	Keyes	HWCC	Ripley	Gym	DK/NA	Keyes	HWCC	Ripley	Gym	DK/NA	Keyes	HWCC	Ripley	Gym	DK/NA	Keyes	HWCC	Ripley	Gym	DK/NA	Keyes	HWCC	Ripley	Gym	DK/NA																	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101																					
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77																					
Total Answering	932	39	67	35	17	36	42	72	41	16	16	57	67	53	31	15	58	143	68	36	11	57																					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%																					
a. Over-assessed	283	14	14	10	9	5	20	16	14	5	5	25	23	17	6	5	20	41	17	6	3	17																					
	30%	35%	21%	28%	53%	14%	H	23%	33%	33%	33%	O	34%	33%	21%	36%	T	T	26%	16%	24%	29%																					
b. Under-assessed	9	2	-	-	-	2	-	-	1	-	-	-	1	-	1	-	-	1	1	1	-	2																					
	1%	4%				5%			3%				2%		3%			*	2%	2%		3%																					
c. Fairly assessed	639	23	53	25	8	29	22	56	26	11	11	32	43	35	24	10	38	102	49	30	8	39																					
	69%	60%	79%	72%	47%	82%	52%	77%	63%	67%	67%	57%	65%	67%	76%	64%	66%	71%	72%	82%	76%	68%																					
d. Rent / Does not apply	79	9	11	-	-	12	-	7	-	-	4	1	5	-	1	3	5	16	1	1	2	19																					
e. Don't Know / No Answer	178	5	8	6	2	11	7	18	7	3	10	3	18	6	8	3	14	29	8	5	6	26																					

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																							
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old					
	Total	141	HWCC	Ripley	Hunt	NoVt/	141	HWCC	Ripley	Hunt	NoVt/	141	HWCC	Ripley	Hunt	NoVt/	141	HWCC	Ripley	Hunt	NoVt/	141	HWCC	Ripley
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101		
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77		
Total Answering	955	42	56	34	16	27	38	82	40	15	19	57	82	49	34	17	66	156	66	36	13	56		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Top 2 NET	726	37	48	24	10	20	29	68	29	14	14	33	58	39	30	14	47	120	51	25	11	46		
=====	76%	88%	85%	71%	62%	76%	75%	83%	72%	91%	71%	58%	71%	78%	88%	81%	71%	77%	77%	71%	85%	82%		
a. Excellent	264	8	18	11	3	9	12	34	3	10	5	8	28	14	10	5	13	38	19	6	6	22		
	28%	18%	32%	33%	21%	35%	32%	42%	7%	64%	29%	13%	34%	28%	28%	31%	20%	24%	29%	18%	45%	39%		
							I	I		I			L								QT			
b. Good	462	29	30	13	6	11	16	34	26	4	8	26	30	25	20	9	34	82	32	19	5	24		
	48%	70%	54%	39%	41%	41%	43%	42%	66%	27%	43%	45%	37%	50%	59%	50%	51%	53%	48%	53%	40%	43%		
									HJ						M									
Bottom 2 NET	229	5	8	10	6	6	10	14	11	1	5	24	24	11	4	3	19	36	15	10	2	10		
=====	24%	12%	15%	29%	38%	24%	25%	17%	28%	9%	29%	42%	29%	22%	13%	19%	29%	23%	23%	29%	15%	18%		
												NO	O											
c. Fair	179	5	6	2	6	5	5	11	10	1	4	15	22	9	4	3	18	25	13	10	1	9		
	19%	12%	12%	5%	38%	18%	14%	13%	24%	9%	21%	26%	26%	17%	13%	19%	27%	16%	20%	27%	10%	17%		
d. Poor	49	-	2	8	-	2	4	3	1	-	1	9	2	2	-	-	1	11	2	1	1	1		
	5%		3%	24%		6%	11%	3%	3%		7%	15%	3%	4%			2%	7%	3%	2%	5%	1%		
												M												
e. Don't Know / No Answer	234	11	31	8	3	32	11	15	8	4	11	4	9	10	5	4	10	32	11	6	6	45		
MEAN	2.99	3.07	3.15	2.79	2.82	3.04	2.96	3.22	2.76	3.55	2.93	2.57	3.03	3.02	3.16	3.13	2.88	2.94	3.04	2.87	3.25	3.20		
STANDARD DEVIATION	0.82	0.55	0.73	1.16	0.77	0.89	0.96	0.80	0.63	0.68	0.91	0.91	0.85	0.80	0.63	0.72	0.74	0.83	0.78	0.73	0.86	0.76		
STANDARD ERROR	0.03	0.15	0.14	0.28	0.30	0.28	0.18	0.10	0.12	0.20	0.24	0.12	0.10	0.12	0.11	0.18	0.07	0.05	0.08	0.10	0.19	0.12		

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	903	37	71	30	10	23	33	78	37	12	20	47	81	46	31	14	64	155	62	30	10	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	635	32	61	19	6	20	18	50	25	10	18	25	46	35	25	13	49	104	45	22	8	36
=====	70%	87%	86%	63%	67%	86%	54%	65%	67%	78%	87%	52%	57%	77%	79%	92%	76%	67%	73%	72%	87%	79%
a. Very satisfied	164	10	17	6	2	5	5	16	-	5	5	3	11	12	8	4	8	25	10	5	5	16
	18%	29%	24%	21%	17%	21%	17%	21%		44%	27%	7%	13%	26%	24%	31%	13%	16%	16%	15%	47%	35%
b. Somewhat satisfied	471	21	44	13	5	15	12	34	25	4	12	22	35	24	17	9	40	79	35	17	4	20
	52%	58%	63%	41%	50%	65%	38%	44%	67%	33%	60%	45%	44%	51%	55%	62%	63%	51%	57%	57%	40%	44%
Bottom 2 NET	269	5	10	11	3	3	15	27	12	3	3	23	34	11	6	1	16	52	17	8	1	9
=====	30%	13%	14%	37%	33%	14%	46%	35%	33%	22%	13%	48%	43%	23%	21%	8%	24%	33%	27%	28%	13%	21%
c. Not very satisfied	203	5	8	8	3	3	10	23	5	3	3	15	28	10	4	1	11	36	14	7	1	7
	22%	13%	11%	27%	33%	14%	29%	30%	15%	22%	13%	32%	35%	21%	14%	8%	17%	23%	22%	23%	7%	15%
d. Not at all satisfied	66	-	2	3	-	-	5	4	7	-	-	8	6	1	2	-	5	16	3	1	1	3
	7%		2%	11%			17%	5%	19%			16%	8%	2%	7%		7%	10%	5%	4%	7%	6%
e. Don't Know / No Answer	286	16	15	11	9	35	16	19	11	7	10	14	10	13	9	8	12	33	16	12	9	56
MEAN	2.81	3.15	3.08	2.73	2.83	3.07	2.54	2.81	2.48	3.22	3.13	2.43	2.63	3.00	2.97	3.23	2.82	2.73	2.83	2.83	3.27	3.09
STANDARD DEVIATION	0.81	0.64	0.67	0.93	0.73	0.60	0.97	0.83	0.80	0.82	0.63	0.85	0.82	0.76	0.82	0.60	0.75	0.85	0.76	0.74	0.90	0.86
STANDARD ERROR	0.03	0.19	0.12	0.24	0.30	0.20	0.20	0.11	0.15	0.27	0.16	0.13	0.09	0.12	0.15	0.17	0.08	0.05	0.08	0.11	0.23	0.15

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																						DK/NA (V)
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old				
	Total (A)	141 Keys (B)	HWCC (C)	Ripley (D)	Hunt Gym (E)	NoVt/ DK/NA (F)	141 Keys (G)	HWCC (H)	Ripley (I)	Hunt Gym (J)	NoVt/ DK/NA (K)	141 Keys (L)	HWCC (M)	Ripley (N)	Hunt Gym (O)	NoVt/ DK/NA (P)	141 Keys (Q)	HWCC (R)	Ripley (S)	Hunt Gym (T)	NoVt/ DK/NA (U)		
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101	
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77	
Total Answering	1077	48	78	40	13	37	48	93	42	16	23	58	83	56	37	17	75	176	73	40	14	74	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Top 2 NET =====	1045	48	74	36	13	35	46	93	42	15	23	54	83	54	35	16	71	171	71	40	14	72	
	97%	100%	96%	89%	100%	96%	97%	100%	100%	92%	100%	93%	100%	96%	97%	94%	95%	97%	98%	100%	95%	96%	
a. Excellent	813	45	59	28	11	25	26	76	27	14	14	38	69	42	24	11	56	146	56	30	10	48	
	76%	93%	76%	69%	88%	67%	54%	82%	65%	83%	59%	65%	83%	75%	65%	63%	76%	83%	78%	77%	68%	65%	
b. Good	231	3	16	8	2	10	20	16	15	1	10	16	14	12	12	5	14	25	15	9	4	23	
	21%	7%	20%	20%	13%	29%	43%	18%	35%	8%	41%	28%	17%	21%	32%	31%	19%	14%	21%	23%	27%	31%	
Bottom 2 NET =====	32	-	3	4	-	2	1	-	-	1	-	4	-	2	1	1	4	5	1	-	1	3	
	3%		4%	11%		4%	3%			8%		7%		4%	3%	6%	5%	3%	2%		5%	4%	
c. Fair	22	-	2	-	-	2	1	-	-	-	-	4	-	1	1	1	3	5	1	-	1	3	
	2%		2%			4%	3%					7%		2%	3%	6%	3%	3%	1%		5%	4%	
d. Poor	10	-	2	4	-	-	-	-	-	1	-	-	-	1	-	-	1	-	1	-	-	-	
	1%		2%	11%						8%				2%			2%		1%				
e. Don't Know / No Answer	112	4	9	2	6	22	1	4	5	3	7	3	8	3	3	4	2	13	5	3	5	27	
MEAN	3.72	3.93	3.69	3.47	3.88	3.63	3.51	3.82	3.65	3.67	3.59	3.57	3.83	3.69	3.62	3.56	3.69	3.80	3.75	3.77	3.64	3.61	
STANDARD DEVIATION	0.55	0.25	0.62	0.97	0.34	0.58	0.56	0.38	0.48	0.88	0.50	0.63	0.38	0.61	0.55	0.63	0.63	0.46	0.51	0.43	0.59	0.56	
STANDARD ERROR	0.02	0.06	0.11	0.21	0.12	0.17	0.09	0.05	0.09	0.25	0.12	0.09	0.04	0.08	0.09	0.16	0.06	0.03	0.05	0.05	0.13	0.09	

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place =====																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	851	42	69	30	13	40	35	70	34	8	27	44	66	46	30	18	56	119	54	28	13	74
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
c. Hybrid Mix	349	29	27	14	3	13	15	34	10	1	12	15	31	19	16	6	19	50	19	8	3	24
	41%	70%	39%	47%	26%	31%	42%	49%	28%	17%	45%	34%	48%	42%	54%	35%	34%	42%	35%	30%	20%	32%
		CF																U				
b. Online / Live Streams	211	8	6	3	2	9	7	11	11	3	7	14	18	14	4	4	21	32	16	12	6	20
	25%	18%	9%	11%	13%	23%	19%	16%	32%	33%	25%	32%	28%	30%	14%	24%	38%	27%	29%	42%	45%	27%
a. In Person	203	-	23	13	2	8	7	19	12	4	5	9	12	10	6	6	12	26	18	6	3	20
	24%		34%	43%	13%	19%	19%	27%	36%	50%	20%	20%	18%	21%	21%	35%	22%	22%	34%	21%	25%	26%
																			R			
d. Self-Guided (Not Live)	87	5	12	-	6	10	7	5	1	-	3	6	4	3	3	1	3	11	1	2	1	11
	10%	12%	18%		48%	26%	19%	8%	4%		10%	15%	7%	7%	11%	6%	6%	9%	2%	7%	10%	14%
																		S				
e. I do not plan to participate in library programs	198	6	10	3	3	14	11	19	12	5	3	11	13	8	8	2	10	39	13	6	2	18
f. Don't Know / No Answer	140	4	8	8	3	5	3	8	1	5	-	6	12	5	2	1	10	31	10	8	4	10

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																									
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old							
	Total	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)				
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101				
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77				
Total Answering	340	2	5	-	3	4	8	16	4	3	4	16	22	4	8	1	42	121	46	19	6	15				
	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
Top 2 NET	310	2	5	-	2	4	8	16	4	3	4	12	19	2	6	1	39	113	42	16	6	15				
=====	91%	100%	100%		50%	100%	100%	100%	100%	100%	100%	73%	90%	50%	86%	100%	92%	93%	92%	83%	100%	100%				
																LN					QRST					
a. Excellent	191	2	2	-	2	-	1	11	3	1	-	8	12	-	4	-	26	78	27	11	4	5				
	56%	100%	33%		50%		17%	67%	67%	50%		47%	55%	57%		62%	64%	58%	59%	60%	32%					
		C						G																		
b. Good	119	-	3	-	-	4	7	5	1	1	4	4	8	2	2	1	13	35	16	5	3	10				
	35%		67%			100%	83%	33%	33%	50%	100%	27%	35%	50%	29%	100%	31%	29%	34%	24%	40%	68%				
							H				HI					LMNO										
Bottom 2 NET	30	-	-	-	2	-	-	-	-	-	-	4	2	2	1	-	3	8	4	3	-	-				
=====	9%				50%							27%	10%	50%	14%		8%	7%	8%	17%						
c. Fair	21	-	-	-	2	-	-	-	-	-	-	3	1	1	1	-	2	6	4	1	-	-				
	6%				50%							20%	5%	25%	14%		5%	5%	8%	3%						
d. Poor	9	-	-	-	-	-	-	-	-	-	-	1	1	1	-	-	1	2	-	3	-	-				
	3%											7%	5%	25%			3%	2%		14%						
e. Don't use service	480	20	56	19	5	32	16	50	20	10	12	23	46	34	13	10	21	45	23	14	6	40				
f. Don't Know / No Answer	369	31	25	23	11	23	25	30	23	7	14	23	23	20	19	11	14	22	8	10	6	46				
MEAN	3.45	4.00	3.33	-	3.00	3.00	3.17	3.67	3.67	3.50	3.00	3.13	3.40	2.25	3.43	3.00	3.51	3.56	3.49	3.28	3.60	3.32				
								GK					N													
STANDARD DEVIATION	0.73	0.00	0.53	-	1.20	0.00	0.40	0.49	0.54	0.63	0.00	0.99	0.82	0.95	0.78	0.00	0.73	0.67	0.65	1.08	0.53	0.48				
STANDARD ERROR	0.04	0.00	0.31		0.85	0.00	0.16	0.14	0.31	0.44	0.00	0.26	0.18	0.47	0.30	0.00	0.09	0.05	0.08	0.20	0.17	0.17				

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	207	-	2	-	2	6	1	4	1	-	3	8	13	3	3	1	28	86	29	11	4	13
	100%		100%		100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	169	-	-	-	2	6	1	3	-	-	3	3	10	1	2	1	22	75	25	8	4	13
=====	82%				100%	100%	100%	67%			100%	43%	75%	33%	67%	100%	79%	88%	89%	71%	100%	100%
																LMN					QRST	
a. Excellent	101	-	-	-	2	2	1	1	-	-	-	1	4	-	-	1	17	49	16	3	3	6
	49%				100%	27%	100%	33%				14%	33%			100%	60%	58%	55%	29%	67%	47%
							H									LM	T	T				
b. Good	68	-	-	-	-	4	-	1	-	-	3	2	5	1	2	-	5	26	10	5	1	7
	33%					73%		33%			100%	29%	42%	33%	67%		19%	30%	34%	41%	33%	53%
											H											
Bottom 2 NET	38	-	2	-	-	-	-	1	1	-	-	4	3	2	1	-	6	10	3	3	-	-
=====	18%		100%					33%	100%			57%	25%	67%	33%		21%	12%	11%	29%		
									H													
c. Fair	26	-	2	-	-	-	-	1	1	-	-	3	2	-	1	-	5	8	1	1	-	-
	13%		100%					33%	100%			43%	17%		33%		19%	9%	5%	12%		
									H								S					
d. Poor	11	-	-	-	-	-	-	-	-	-	-	1	1	2	-	-	1	3	2	2	-	-
	6%											14%	8%	67%			2%	3%	7%	18%		
														M								
e. Don't use service	628	25	70	21	8	36	27	65	29	10	12	32	54	34	20	11	32	69	36	21	8	50
f. Don't Know / No Answer	354	27	15	21	9	17	20	27	18	10	15	22	24	22	16	10	17	34	13	10	6	38
MEAN	3.25	-	2.00	-	4.00	3.27	4.00	3.00	2.00	-	3.00	2.43	3.00	1.67	2.67	4.00	3.37	3.42	3.36	2.82	3.67	3.47
																	T	T	T			
STANDARD DEVIATION	0.88	-	0.00	-	0.00	0.48	0.00	0.94	0.00	-	0.00	0.97	0.95	1.13	0.57	0.00	0.88	0.78	0.87	1.09	0.55	0.52
STANDARD ERROR	0.06		0.00		0.00	0.38	0.00	0.54	0.00		0.00	0.37	0.27	0.66	0.33	0.00	0.13	0.07	0.13	0.27	0.22	0.21

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1089	53	82	35	16	42	45	87	46	19	23	60	85	57	40	19	73	173	69	40	15	77
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1036	48	80	34	11	37	42	83	42	19	23	57	81	55	40	19	70	166	65	37	15	73
=====	95%	92%	98%	95%	72%	89%	94%	95%	91%	100%	100%	95%	95%	96%	100%	100%	96%	96%	94%	93%	100%	94%
a. Excellent	681	23	57	25	6	19	22	65	30	14	15	38	53	31	25	9	51	112	47	25	9	34
	63%	45%	69%	72%	41%	46%	48%	75%	65%	71%	65%	63%	62%	55%	62%	44%	71%	65%	69%	62%	61%	44%
b. Good	355	25	23	8	5	18	20	18	12	5	8	19	28	24	15	11	19	54	17	12	6	39
	33%	47%	29%	23%	31%	44%	45%	20%	26%	29%	35%	32%	33%	42%	38%	56%	26%	31%	25%	31%	39%	50%
Bottom 2 NET	53	4	2	2	4	4	3	4	4	-	-	3	4	2	-	-	3	6	4	3	-	4
=====	5%	8%	2%	5%	28%	11%	6%	5%	9%			5%	5%	4%			4%	4%	6%	7%		6%
c. Fair	39	4	2	2	4	-	3	1	4	-	-	2	3	2	-	-	3	4	3	1	-	-
	4%	8%	2%	5%	28%		6%	2%	9%			4%	4%	4%			4%	2%	5%	3%		
d. Poor	14	-	-	-	-	4	-	3	-	-	-	1	1	-	-	-	-	3	1	1	-	4
	1%					11%		3%				2%	1%					1%	1%	3%		6%
e. Don't Know / No Answer	100	-	5	6	3	17	4	10	1	-	7	1	5	2	-	2	4	16	8	3	4	24
MEAN	3.56	3.36	3.67	3.68	3.13	3.24	3.42	3.67	3.56	3.71	3.65	3.55	3.56	3.51	3.62	3.44	3.67	3.60	3.62	3.52	3.61	3.32
STANDARD DEVIATION	0.63	0.64	0.51	0.57	0.85	0.92	0.61	0.67	0.66	0.46	0.49	0.66	0.64	0.58	0.49	0.51	0.54	0.61	0.63	0.72	0.51	0.76
STANDARD ERROR	0.02	0.15	0.09	0.13	0.33	0.25	0.11	0.08	0.11	0.12	0.12	0.09	0.07	0.08	0.08	0.12	0.05	0.04	0.06	0.09	0.11	0.12

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																						
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old				
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101	
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77	
Total Answering	974	51	75	26	16	28	41	78	35	15	18	55	77	49	35	15	69	164	65	36	13	61	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Top 2 NET	962	51	75	26	11	28	41	76	34	15	18	54	77	49	34	15	68	162	65	36	13	61	
=====	99%	100%	100%	100%	72%	100%	100%	98%	96%	100%	100%	98%	100%	100%	97%	100%	99%	99%	100%	98%	100%	100%	
a. Excellent	722	22	52	19	3	17	22	63	27	12	10	42	63	38	30	11	57	132	55	30	10	38	
	74%	43%	69%	75%	21%	62%	53%	81%	77%	82%	54%	76%	82%	76%	85%	71%	83%	80%	85%	82%	75%	62%	
b. Good	240	29	23	6	8	10	19	14	7	3	8	12	14	12	4	4	11	30	10	6	3	23	
	25%	57%	31%	25%	51%	38%	47%	18%	19%	18%	46%	22%	18%	24%	12%	29%	16%	19%	15%	16%	25%	38%	
Bottom 2 NET	13	-	-	-	4	-	-	1	1	-	-	1	-	-	1	-	1	2	-	1	-	-	
=====	1%				28%			2%	4%			2%			3%		1%	1%		2%			
c. Fair	10	-	-	-	4	-	-	-	1	-	-	-	-	-	1	-	1	2	-	1	-	-	
	1%				28%				4%						3%		1%	1%		2%			
d. Poor	2	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	
	*%							2%				2%											
e. Don't Know / No Answer	215	2	11	16	3	31	8	19	12	4	12	6	13	10	4	6	8	25	12	6	6	41	
MEAN	3.73	3.43	3.69	3.75	2.92	3.62	3.53	3.77	3.73	3.82	3.54	3.73	3.82	3.76	3.82	3.71	3.82	3.79	3.85	3.80	3.75	3.62	
STANDARD DEVIATION	0.48	0.50	0.47	0.44	0.72	0.49	0.51	0.53	0.53	0.40	0.51	0.57	0.39	0.43	0.46	0.47	0.41	0.44	0.36	0.45	0.45	0.49	
STANDARD ERROR	0.02	0.12	0.09	0.11	0.28	0.16	0.09	0.07	0.10	0.12	0.14	0.08	0.05	0.06	0.08	0.12	0.04	0.03	0.04	0.06	0.10	0.09	

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1169	53	86	42	19	57	49	97	46	19	26	61	90	58	40	19	75	183	76	42	17	93
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	962	45	71	31	10	37	42	85	31	16	18	51	79	49	34	18	67	151	67	36	15	73
=====	82%	85%	82%	74%	51%	65%	86%	87%	68%	86%	68%	82%	87%	85%	86%	94%	89%	82%	88%	86%	88%	78%
a. Excellent	481	23	40	16	6	13	19	46	20	11	5	24	38	30	17	8	35	65	36	17	8	24
	41%	45%	47%	39%	34%	22%	39%	48%	44%	57%	21%	39%	42%	52%	43%	39%	47%	35%	47%	40%	46%	26%
b. Good	481	21	30	15	3	24	23	38	11	5	12	27	41	19	17	11	32	86	31	19	7	49
	41%	41%	35%	35%	17%	43%	47%	39%	24%	29%	47%	44%	45%	33%	43%	56%	42%	47%	41%	46%	42%	52%
Bottom 2 NET	206	8	16	11	9	20	7	12	15	3	8	11	12	9	5	1	8	32	9	6	2	20
=====	18%	15%	18%	26%	49%	35%	14%	13%	32%	14%	32%	18%	13%	15%	14%	6%	11%	18%	12%	14%	12%	22%
c. Fair	159	6	13	5	5	19	7	5	12	3	7	6	10	5	5	1	7	27	8	5	1	20
	14%	12%	14%	12%	26%	33%	14%	6%	26%	14%	26%	11%	11%	9%	14%	6%	9%	15%	10%	12%	4%	21%
d. Poor	47	2	3	6	4	2	-	7	3	-	1	4	2	3	-	-	1	5	1	1	1	1
	4%	3%	4%	15%	23%	3%	-	7%	6%	-	5%	7%	2%	6%	-	-	2%	3%	2%	2%	8%	1%
e. Don't Know / No Answer	20	-	-	-	-	2	-	-	1	-	4	-	-	1	-	2	1	5	1	-	2	8
MEAN	3.19	3.27	3.25	2.98	2.62	2.84	3.25	3.28	3.06	3.43	2.84	3.14	3.26	3.31	3.30	3.33	3.34	3.15	3.34	3.25	3.27	3.04
STANDARD DEVIATION	0.82	0.79	0.84	1.05	1.21	0.80	0.69	0.86	0.98	0.75	0.83	0.87	0.75	0.86	0.70	0.59	0.72	0.77	0.73	0.73	0.88	0.71
STANDARD ERROR	0.03	0.19	0.14	0.23	0.42	0.19	0.11	0.10	0.17	0.20	0.19	0.12	0.08	0.12	0.12	0.14	0.07	0.05	0.07	0.09	0.17	0.11

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1179	53	86	42	19	57	49	97	48	19	27	61	90	59	40	22	76	188	75	42	17	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	983	48	63	29	13	52	45	82	40	18	23	48	73	49	37	20	63	155	62	35	15	91
=====	83%	91%	73%	70%	68%	91%	92%	85%	83%	93%	85%	79%	81%	84%	92%	95%	84%	83%	83%	83%	85%	94%
a. Very satisfied	369	28	28	10	2	15	16	29	16	14	7	18	28	23	17	9	21	49	20	12	8	28
	31%	53%	33%	23%	9%	27%	33%	30%	34%	71%	25%	30%	31%	38%	43%	40%	27%	26%	27%	28%	44%	29%
		DE								GHIK												
b. Somewhat satisfied	613	20	35	19	11	37	29	53	23	4	16	30	45	27	19	12	43	107	42	23	7	63
	52%	38%	41%	47%	60%	65%	58%	55%	49%	21%	60%	49%	50%	45%	49%	55%	56%	57%	57%	55%	41%	65%
							J	J	J		J											
Bottom 2 NET	197	5	23	13	6	5	4	15	8	1	4	13	17	10	3	1	12	32	12	7	3	6
=====	17%	9%	27%	30%	32%	9%	8%	15%	17%	7%	15%	21%	19%	16%	8%	5%	16%	17%	17%	17%	15%	6%
												P	P									
c. Not very satisfied	143	5	18	6	6	2	3	11	5	1	4	8	9	8	2	-	10	26	10	6	1	4
	12%	9%	21%	16%	32%	3%	6%	11%	11%	7%	15%	12%	10%	13%	5%		13%	14%	14%	14%	7%	4%
			F		F																	
d. Not at all satisfied	54	-	5	6	-	3	1	4	3	-	-	5	9	2	1	1	3	6	2	1	1	2
	5%		6%	15%		6%	3%	4%	6%			9%	10%	4%	3%	5%	3%	3%	3%	3%	7%	2%
e. Don't Know / No Answer	10	-	-	-	-	2	-	-	-	-	3	-	-	-	-	-	1	1	3	-	1	4
MEAN	3.10	3.44	3.00	2.79	2.77	3.13	3.22	3.10	3.11	3.64	3.10	3.00	3.02	3.18	3.32	3.30	3.08	3.05	3.08	3.08	3.22	3.22
		DE								HIK												
STANDARD DEVIATION	0.78	0.66	0.88	0.97	0.61	0.72	0.68	0.76	0.83	0.63	0.64	0.89	0.89	0.80	0.71	0.73	0.73	0.73	0.72	0.74	0.90	0.60
STANDARD ERROR	0.03	0.16	0.15	0.21	0.21	0.17	0.11	0.09	0.14	0.17	0.14	0.12	0.10	0.11	0.12	0.16	0.07	0.04	0.07	0.09	0.17	0.09

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place =====																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1119	44	73	42	11	45	48	97	46	18	25	61	90	59	40	17	75	183	77	41	15	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1033	44	70	36	10	42	44	93	45	18	23	55	81	52	35	16	69	170	70	38	13	72
=====	92%	100%	96%	85%	86%	93%	91%	96%	97%	100%	94%	89%	89%	87%	89%	94%	91%	93%	91%	91%	87%	93%
a. Very satisfied	637	27	38	24	10	20	27	67	26	14	11	32	49	38	25	11	38	91	47	29	8	42
	57%	61%	52%	58%	86%	45%	57%	69%	56%	77%	44%	53%	55%	64%	62%	63%	50%	50%	61%	69%	57%	53%
					CF					K									R	QR		
b. Somewhat satisfied	396	17	32	11	-	21	16	26	19	4	12	23	31	14	11	5	31	79	23	9	5	31
	35%	39%	43%	27%		48%	34%	27%	41%	23%	50%	37%	35%	24%	27%	31%	41%	43%	30%	22%	30%	39%
																T	ST					
Bottom 2 NET	86	-	3	6	2	3	4	4	1	-	1	6	10	8	4	1	6	13	7	4	2	6
=====	8%		4%	15%	14%	7%	9%	4%	3%		6%	11%	11%	13%	11%	6%	9%	7%	9%	9%	13%	7%
c. Not very satisfied	61	-	3	2	2	2	4	3	-	-	-	2	6	5	4	1	5	10	6	3	2	4
	5%		4%	4%	14%	4%	9%	3%				4%	7%	9%	11%	6%	7%	5%	8%	8%	13%	5%
d. Not at all satisfied	26	-	-	4	-	2	-	1	1	-	1	4	3	2	-	-	1	3	1	1	-	2
	2%			11%		4%		1%	3%		6%	7%	4%	4%			2%	2%	1%	2%		2%
e. Don't Know / No Answer	70	9	14	-	8	14	1	-	1	1	5	-	-	-	-	4	1	5	-	1	4	24
MEAN	3.47	3.61	3.48	3.33	3.71	3.34	3.49	3.63	3.50	3.77	3.33	3.35	3.40	3.47	3.51	3.56	3.40	3.41	3.50	3.58	3.43	3.44
STANDARD DEVIATION	0.70	0.49	0.59	0.98	0.73	0.72	0.66	0.61	0.66	0.43	0.76	0.85	0.78	0.81	0.69	0.63	0.70	0.68	0.69	0.71	0.74	0.69
STANDARD ERROR	0.02	0.12	0.10	0.21	0.28	0.19	0.11	0.07	0.11	0.12	0.18	0.11	0.08	0.11	0.11	0.16	0.06	0.04	0.06	0.09	0.15	0.11

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1069	53	78	42	16	51	45	91	44	18	26	60	84	53	35	19	67	157	68	36	16	84
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1042	48	78	40	14	46	44	89	44	18	26	59	82	53	35	19	66	153	67	35	16	79
=====	97%	92%	100%	96%	90%	91%	97%	97%	100%	100%	100%	98%	97%	100%	100%	100%	99%	98%	99%	96%	100%	94%
a. Very satisfied	771	37	63	28	10	19	33	72	30	16	19	37	63	40	24	12	52	122	50	27	12	46
	72%	71%	81%	66%	62%	37%	73%	79%	69%	92%	74%	61%	76%	76%	67%	61%	78%	78%	73%	73%	72%	55%
		F	F						I													
b. Somewhat satisfied	271	11	15	13	4	27	11	16	14	1	7	23	18	13	12	8	14	30	17	8	5	33
	25%	21%	19%	30%	28%	54%	24%	18%	31%	8%	26%	38%	22%	24%	33%	39%	21%	19%	26%	23%	28%	39%
						BC			J			M										
Bottom 2 NET	27	4	-	2	2	4	1	3	-	-	-	1	2	-	-	-	1	4	1	1	-	5
=====	3%	8%		4%	10%	9%	3%	3%				2%	3%				1%	2%	1%	4%		6%
c. Not very satisfied	22	4	-	2	2	4	-	3	-	-	-	-	2	-	-	-	1	2	1	1	-	5
	2%	8%		4%	10%	9%		3%					3%				1%	1%	1%	2%		6%
d. Not at all satisfied	5	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	2	-	1	-	-
	*%						3%					2%						1%		2%		
e. Don't Know / No Answer	120	-	9	-	3	8	4	5	4	1	4	1	6	6	4	2	10	32	9	6	3	17
MEAN	3.69	3.62	3.81	3.62	3.51	3.29	3.67	3.76	3.69	3.92	3.74	3.57	3.73	3.76	3.67	3.61	3.77	3.74	3.72	3.68	3.72	3.48
			F																			
STANDARD DEVIATION	0.53	0.64	0.39	0.57	0.70	0.62	0.64	0.49	0.47	0.27	0.45	0.60	0.50	0.43	0.48	0.50	0.45	0.54	0.47	0.61	0.46	0.62
STANDARD ERROR	0.02	0.15	0.07	0.12	0.27	0.15	0.11	0.06	0.08	0.08	0.10	0.08	0.06	0.06	0.08	0.12	0.04	0.03	0.05	0.08	0.09	0.10

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place =====																						
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old				
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101	
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77	
Total Answering	991	42	76	40	14	45	45	79	42	19	25	55	79	54	31	14	67	142	66	36	11	69	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
a. Good Bargain	124	-	-	5	2	2	1	15	-	1	1	6	10	3	3	-	12	35	17	6	3	4	
	13%			12%	11%	4%	3%	19%		7%	6%	12%	12%	6%	10%		17%	25%	26%	18%	24%	6%	
								G															
b. Reasonably Priced	709	39	63	28	8	31	29	52	35	16	16	35	55	45	20	12	49	91	45	28	7	50	
	72%	92%	83%	69%	54%	69%	64%	66%	84%	86%	67%	65%	70%	84%	66%	85%	73%	64%	68%	78%	65%	72%	
									H					L						R			
c. Excessively Price	158	3	13	8	5	12	15	12	7	1	7	13	14	5	8	2	6	16	4	1	1	15	
	16%	8%	17%	19%	34%	27%	33%	16%	16%	7%	28%	24%	18%	10%	24%	15%	10%	11%	6%	4%	12%	22%	
							J											T					
d. Don't Use Service	72	-	3	-	3	6	1	5	3	-	3	2	4	3	6	2	5	16	5	4	-	10	
e. Don't Know / No Answer	126	10	8	2	2	8	3	12	3	-	3	4	8	2	2	5	5	30	6	3	8	23	

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place =====																						
	Less than 45 Years Old						45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old						
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101	
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77	
Total Answering	485	30	27	14	9	25	34	34	15	8	16	43	33	24	8	8	51	54	33	8	7	36	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
a. Good Bargain	40	-	-	-	-	2	-	1	1	-	1	3	4	2	1	-	10	9	3	1	1	1	
	8%					7%		4%	9%		8%	8%	13%	9%	14%		19%	17%	10%	17%	9%	4%	
b. Reasonably Priced	368	27	24	14	9	21	26	23	11	8	14	26	27	19	5	6	32	38	23	5	5	30	
	76%	89%	88%	100%	100%	87%	76%	68%	73%	100%	83%	60%	81%	82%	71%	86%	63%	71%	71%	67%	73%	84%	
										GHI			L										
c. Excessively Price	77	3	3	-	-	2	8	10	3	-	1	14	2	2	1	1	9	6	6	1	1	4	
	16%	11%	12%			7%	24%	28%	18%		8%	33%	6%	9%	14%	14%	18%	12%	20%	17%	18%	12%	
											MN												
d. Don't Use Service	503	12	41	23	8	25	8	48	27	10	7	14	43	26	28	10	18	84	36	29	5	38	
e. Don't Know / No Answer	201	10	19	5	2	9	7	15	5	1	7	4	14	10	4	4	8	51	8	6	7	28	

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place =====																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	899	40	66	32	16	42	45	79	42	15	23	47	69	51	31	15	55	109	65	36	10	68
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	73	-	-	2	2	-	-	3	3	1	3	3	5	4	4	-	10	16	9	5	3	3
	8%			5%	10%			3%	6%	9%	12%	7%	8%	9%	14%		19%	15%	14%	13%	27%	4%
b. Reasonably Priced	564	25	24	15	10	25	30	59	27	11	16	28	47	33	20	10	32	72	40	26	6	44
	63%	62%	37%	45%	62%	60%	67%	74%	65%	73%	71%	59%	69%	66%	66%	64%	59%	66%	60%	71%	67%	65%
c. Excessively Price	263	15	42	16	4	17	15	18	12	3	4	16	16	13	6	5	12	21	17	6	1	21
	29%	38%	63%	50%	28%	40%	33%	22%	29%	18%	18%	34%	23%	26%	21%	36%	22%	19%	26%	16%	7%	31%
			E													U		U				
d. Don't Use Service	208	8	14	9	3	11	1	14	5	4	3	11	19	4	8	4	12	54	10	5	5	19
e. Don't Know / No Answer	82	4	6	-	-	6	3	4	-	-	4	3	2	4	1	2	9	25	1	1	5	14

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place =====																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1126	53	85	34	17	57	45	93	48	19	29	59	88	53	38	20	73	174	74	42	16	93
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	203	9	5	3	2	8	1	15	4	4	1	9	14	12	4	1	22	49	23	8	5	14
	18%	18%	6%	10%	9%	13%	3%	16%	9%	21%	5%	15%	16%	22%	11%	5%	30%	28%	32%	20%	33%	15%
								G						P								
b. Reasonably Priced	770	40	65	26	11	45	33	63	33	14	25	38	61	38	23	16	43	110	43	30	9	67
	68%	76%	76%	76%	65%	79%	73%	68%	69%	71%	86%	64%	70%	71%	60%	79%	59%	63%	59%	72%	58%	72%
c. Excessively Price	154	3	15	5	4	4	11	15	11	1	3	13	13	3	11	3	8	15	7	3	1	12
	14%	6%	18%	14%	26%	8%	24%	16%	23%	7%	10%	22%	15%	6%	29%	16%	11%	9%	10%	8%	8%	13%
												N			N							
d. Don't Use Service	14	-	-	2	-	-	-	3	-	-	-	-	-	2	-	-	1	6	1	-	-	-
e. Don't Know / No Answer	49	-	2	6	2	2	4	1	-	-	1	2	2	4	2	1	3	9	3	-	3	9

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place =====																					
	Less than 45 Years Old						45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	435	19	43	24	6	20	26	38	23	7	11	23	39	23	11	4	25	45	30	12	3	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	145	11	17	10	2	5	5	12	4	1	3	6	14	5	2	-	9	20	11	5	1	3
	33%	57%	41%	40%	25%	24%	21%	32%	18%	20%	25%	29%	36%	24%	20%		37%	44%	36%	44%	25%	10%
b. Reasonably Priced	221	5	24	11	3	12	12	22	18	4	4	8	20	10	6	2	13	19	16	6	2	20
	51%	26%	56%	47%	50%	60%	47%	57%	76%	60%	38%	33%	53%	43%	60%	50%	53%	43%	53%	50%	75%	75%
c. Excessively Price	69	3	2	3	2	3	8	4	1	1	4	9	4	8	2	2	3	6	3	1	-	4
	16%	17%	4%	13%	25%	16%	32%	11%	6%	20%	38%	38%	11%	33%	20%	50%	11%	13%	11%	6%		14%
							I					M										
d. Don't Use Service	611	34	42	13	11	29	14	53	22	12	11	31	45	29	27	14	42	105	38	23	8	55
e. Don't Know / No Answer	142	-	2	4	2	9	10	5	3	-	8	8	6	8	2	3	10	38	8	8	8	21

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place =====																						
	Less than 45 Years Old						45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old						
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101	
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77	
Total Answering	426	21	57	30	6	11	30	52	31	11	8	23	29	23	13	2	15	30	16	8	5	17	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
a. Good Bargain	95	5	13	8	-	3	4	18	5	-	3	5	3	1	5	-	3	11	5	3	-	3	
	22%	24%	22%	25%		29%	14%	34%	17%		33%	24%	11%	5%	42%		22%	37%	28%	31%		18%	
															MN								
b. Reasonably Priced	287	14	40	19	5	3	26	30	25	10	5	16	17	19	5	2	10	18	11	5	4	10	
	67%	69%	70%	64%	75%	29%	86%	58%	78%	88%	67%	71%	59%	86%	42%	100%	65%	61%	68%	54%	86%	57%	
			F				H			H				MO		LMO							
c. Excessively Price	44	2	5	3	2	5	-	4	1	1	-	1	9	2	2	-	2	1	1	1	1	4	
	10%	8%	8%	11%	25%	43%		8%	4%	13%		5%	30%	10%	17%		13%	2%	4%	15%	14%	25%	
															L								
d. Don't Use Service	584	32	26	8	11	26	12	37	16	4	10	33	45	31	23	14	46	118	50	27	9	50	
e. Don't Know / No Answer	179	-	3	3	2	21	7	8	-	4	12	5	16	5	4	5	16	41	11	6	5	34	

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place =====																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	516	32	29	24	6	8	27	55	26	14	10	34	40	32	20	4	31	63	32	18	6	19
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	52	2	-	2	-	2	-	4	-	3	1	2	1	1	2	-	3	17	7	3	2	4
	10%	5%		7%		20%		8%		20%	14%	6%	3%	3%	11%		10%	28%	22%	14%	33%	19%
																		Q				
b. Reasonably Priced	248	20	11	11	-	5	15	27	14	5	3	12	15	20	10	2	19	27	17	11	2	6
	48%	64%	39%	47%		60%	55%	50%	53%	40%	29%	34%	38%	63%	47%	50%	63%	42%	53%	61%	33%	34%
														LM			R					
c. Excessively Price	217	10	18	11	6	2	12	23	12	5	5	20	24	11	9	2	8	19	8	5	2	9
	42%	31%	61%	47%	100%	20%	45%	43%	47%	40%	57%	59%	59%	33%	42%	50%	27%	30%	24%	25%	33%	47%
					BCDF							N	N									
d. Don't Use Service	551	21	51	16	9	31	16	38	22	4	11	23	41	25	19	14	36	100	39	21	8	54
e. Don't Know / No Answer	122	-	6	2	3	20	5	4	-	1	10	4	10	2	-	3	9	25	6	3	5	28

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
 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 and Polling Place =====																							
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old					
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101		
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77		
Total Answering	1077	46	82	34	16	45	48	90	44	18	25	59	85	55	37	18	73	169	71	38	14	85		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Top 2 NET	1039	43	78	32	16	45	45	87	41	18	25	57	84	54	35	18	69	165	67	35	14	83		
=====	96%	93%	96%	95%	100%	100%	94%	97%	94%	100%	100%	96%	99%	98%	97%	100%	95%	97%	95%	92%	95%	98%		
a. Very satisfied	700	32	58	19	8	31	27	57	26	15	18	32	56	40	23	12	49	109	49	24	9	58		
	65%	70%	71%	57%	51%	68%	57%	64%	59%	85%	72%	55%	66%	73%	62%	65%	68%	65%	70%	63%	64%	69%		
b. Somewhat satisfied	339	11	21	13	8	14	18	30	15	3	7	25	28	14	13	6	19	55	18	11	5	25		
	31%	23%	25%	38%	49%	32%	37%	33%	34%	15%	28%	42%	33%	25%	35%	35%	27%	33%	26%	29%	32%	29%		
Bottom 2 NET	38	3	3	2	-	-	3	3	3	-	-	2	1	1	1	-	4	5	3	3	1	2		
=====	4%	7%	4%	5%			6%	3%	6%			4%	1%	2%	3%		5%	3%	5%	8%	5%	2%		
c. Not very satisfied	27	2	3	2	-	-	1	1	1	-	-	1	1	1	1	-	2	3	3	3	1	2		
	2%	3%	4%	5%			3%	2%	3%			2%	1%	2%	3%		3%	2%	4%	7%	5%	2%		
d. Not at all satisfied	11	2	-	-	-	-	1	1	1	-	-	1	-	-	-	-	2	1	1	1	-	-		
	1%	3%					3%	2%	3%			2%					3%	1%	1%	2%				
e. Don't Know / No Answer	112	6	5	8	3	14	1	7	4	1	5	2	5	4	3	3	4	19	6	4	5	17		
MEAN	3.60	3.59	3.67	3.52	3.51	3.68	3.49	3.59	3.50	3.85	3.72	3.49	3.65	3.71	3.59	3.65	3.60	3.61	3.64	3.53	3.59	3.67		
STANDARD DEVIATION	0.59	0.73	0.55	0.60	0.52	0.47	0.70	0.61	0.72	0.37	0.46	0.63	0.51	0.50	0.56	0.49	0.68	0.57	0.60	0.71	0.60	0.51		
STANDARD ERROR	0.02	0.18	0.10	0.13	0.20	0.12	0.12	0.07	0.13	0.10	0.11	0.09	0.06	0.07	0.10	0.12	0.06	0.04	0.06	0.09	0.13	0.08		

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																									
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old							
	Total	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)				
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101				
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77				
Total Answering	214	16	40	25	3	8	20	35	19	5	11	3	8	5	6	-	1	1	1	3	-	9				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%		100%				
Top 2 NET	184	16	37	15	3	3	19	33	19	4	8	3	8	3	6	-	1	1	1	2	-	6				
=====	86%	100%	92%	57%	100%	40%	93%	92%	100%	75%	75%	100%	100%	60%	100%		50%	100%	100%	75%		65%				
a. Very Satisfied	106	14	26	10	-	2	7	19	7	1	5	1	4	3	4	-	-	1	1	1	-	3				
	50%	90%	64%	38%		20%	33%	54%	36%	25%	50%	33%	57%	60%	67%			50%	100%	25%		35%				
b. Somewhat Satisfied	77	2	11	5	3	2	12	14	12	3	3	2	3	-	2	-	1	1	-	1	-	3				
	36%	10%	28%	19%	100%	20%	60%	38%	64%	50%	25%	67%	43%		33%		50%	50%		50%		31%				
Bottom 2 NET	31	-	3	11	-	5	1	3	-	1	3	-	-	2	-	-	1	-	-	1	-	3				
=====	14%		8%	43%		60%	7%	8%		25%	25%			40%			50%			25%		35%				
c. Not Very Satisfied	18	-	3	5	-	5	-	1	-	1	3	-	-	-	-	-	-	-	-	-	-	3				
	9%		8%	19%		60%		4%		25%	25%											35%				
d. Not At All Satisfied	12	-	-	6	-	-	1	1	-	-	-	-	-	2	-	-	1	-	-	1	-	-				
	6%			24%			7%	4%						40%			50%			25%						
e. Don't have children under the age of 18 at home	671	12	12	2	9	30	10	18	10	4	3	49	67	48	27	14	67	163	67	34	17	61				
f. Don't Know / No Answer	303	25	34	15	6	21	19	44	19	10	16	9	16	5	6	8	8	25	9	5	2	32				
MEAN	3.30	3.90	3.56	2.72	3.00	2.60	3.20	3.42	3.36	3.00	3.25	3.33	3.57	2.80	3.67	-	2.00	3.50	4.00	2.75	-	3.00				
STANDARD DEVIATION	0.85	0.31	0.65	1.22	0.00	0.85	0.77	0.75	0.49	0.78	0.87	0.57	0.53	1.63	0.51	-	2.09	1.05	0.00	1.39	-	0.89				
STANDARD ERROR	0.07	0.12	0.13	0.35	0.00	0.38	0.20	0.15	0.13	0.39	0.31	0.33	0.20	0.73	0.21		1.48	0.74	0.00	0.70		0.37				

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	927	42	74	28	17	46	38	74	41	18	19	52	72	48	35	15	64	136	54	33	9	74
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	856	42	67	23	16	46	33	70	38	18	16	47	66	47	33	14	56	126	51	30	8	69
=====	92%	100%	91%	82%	91%	100%	86%	94%	93%	100%	86%	92%	91%	98%	94%	93%	87%	93%	93%	92%	86%	93%
a. Very satisfied	507	29	48	10	10	26	16	45	19	11	11	19	39	28	17	8	38	75	31	17	6	40
	55%	70%	65%	35%	56%	57%	43%	61%	47%	62%	57%	38%	54%	58%	48%	50%	59%	55%	57%	53%	64%	54%
b. Somewhat satisfied	349	13	19	13	6	20	16	25	19	7	5	28	27	19	16	6	18	51	19	13	2	29
	38%	30%	26%	47%	35%	43%	43%	33%	47%	38%	29%	54%	37%	40%	45%	43%	28%	38%	36%	39%	21%	39%
Bottom 2 NET	71	-	6	5	2	-	5	4	3	-	3	4	6	1	2	1	8	10	4	3	1	5
=====	8%		9%	18%	9%		14%	6%	7%		14%	8%	9%	2%	6%	7%	13%	7%	7%	8%	14%	7%
c. Not very satisfied	54	-	6	3	2	-	4	1	-	-	3	2	5	1	2	1	6	8	4	2	1	5
	6%		9%	12%	9%		11%	2%			14%	4%	7%	2%	6%	7%	9%	6%	7%	6%	14%	7%
d. Not at all satisfied	17	-	-	2	-	-	1	3	3	-	-	2	1	-	-	-	3	2	-	1	-	-
	2%			6%			4%	4%	7%			4%	1%				4%	1%		2%		
e. Don't Know / No Answer	262	11	13	14	2	12	11	23	7	1	11	10	18	11	4	6	12	52	23	9	10	27
MEAN	3.45	3.70	3.56	3.12	3.47	3.57	3.25	3.52	3.33	3.62	3.43	3.25	3.43	3.56	3.42	3.43	3.41	3.47	3.50	3.43	3.50	3.47
STANDARD DEVIATION	0.69	0.46	0.65	0.85	0.68	0.50	0.80	0.72	0.80	0.50	0.75	0.73	0.70	0.55	0.61	0.64	0.82	0.67	0.63	0.70	0.78	0.63
STANDARD ERROR	0.03	0.13	0.12	0.21	0.25	0.13	0.15	0.10	0.15	0.14	0.20	0.11	0.09	0.08	0.11	0.17	0.08	0.05	0.07	0.10	0.21	0.11

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	566	22	35	25	6	19	27	55	20	12	15	30	51	26	20	11	38	89	33	19	4	34
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	520	22	35	24	6	19	25	50	19	12	15	27	48	23	20	8	34	76	29	18	3	27
=====	92%	100%	100%	94%	100%	100%	90%	93%	93%	100%	100%	89%	96%	88%	100%	70%	88%	86%	88%	97%	67%	81%
a. Very satisfied	278	6	24	10	2	14	11	37	7	7	11	11	24	17	13	5	16	38	15	7	1	19
	49%	30%	69%	38%	25%	74%	40%	68%	33%	56%	73%	36%	47%	67%	63%	50%	42%	43%	45%	38%	17%	55%
b. Somewhat satisfied	241	15	11	14	5	5	14	14	12	5	4	16	25	5	8	2	17	38	14	11	2	9
	43%	70%	31%	56%	75%	26%	50%	25%	60%	44%	27%	54%	49%	21%	37%	20%	46%	43%	43%	59%	50%	26%
Bottom 2 NET	46	-	-	2	-	-	3	4	1	-	-	3	2	3	-	3	5	12	4	1	1	7
=====	8%			6%			10%	8%	7%			11%	4%	13%		30%	12%	14%	12%	3%	33%	19%
c. Not very satisfied	35	-	-	-	-	-	1	4	1	-	-	3	2	2	-	3	2	11	3	-	1	5
	6%						5%	8%	7%			11%	4%	8%		30%	5%	12%	8%		17%	14%
d. Not at all satisfied	12	-	-	2	-	-	1	-	-	-	-	-	-	1	-	-	3	1	1	1	1	2
	2%			6%			5%							4%			7%	1%	4%	3%	17%	5%
e. Don't Know / No Answer	623	31	51	16	13	40	22	42	27	7	15	31	40	33	19	11	38	100	44	23	15	67
MEAN	3.39	3.30	3.69	3.25	3.25	3.74	3.25	3.60	3.27	3.56	3.73	3.25	3.43	3.50	3.63	3.20	3.24	3.28	3.29	3.31	2.67	3.31
STANDARD DEVIATION	0.70	0.47	0.47	0.77	0.47	0.45	0.78	0.63	0.59	0.52	0.46	0.64	0.58	0.83	0.49	0.92	0.84	0.74	0.79	0.67	1.09	0.90
STANDARD ERROR	0.03	0.17	0.11	0.22	0.24	0.16	0.17	0.10	0.15	0.17	0.14	0.12	0.08	0.17	0.11	0.29	0.11	0.06	0.11	0.12	0.45	0.20

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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

	===== Age and Polling Place =====																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	692	24	49	28	13	19	33	63	29	16	14	33	58	31	28	16	44	109	45	21	8	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Yes	380	21	32	15	9	15	19	40	15	11	10	18	35	18	16	8	22	42	19	9	1	21
	55%	86%	64%	53%	74%	77%	58%	63%	52%	67%	70%	55%	61%	59%	58%	47%	50%	39%	41%	42%	15%	49%
		D														U	U	U	U			
b. No	312	3	17	13	3	4	14	23	14	5	4	15	23	13	12	9	22	67	27	12	7	22
	45%	14%	36%	47%	26%	23%	42%	37%	48%	33%	30%	45%	39%	41%	42%	53%	50%	61%	59%	58%	85%	51%
				B																	QRST	
c. Don't Know/ No Answer	497	29	38	14	6	40	16	34	19	3	16	28	32	28	12	5	32	80	32	21	10	58

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
 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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1043	43	83	34	11	51	41	90	41	15	25	54	83	52	33	20	67	172	65	38	16	86
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	557	21	55	13	3	35	18	60	23	14	19	20	51	18	16	11	24	100	28	12	9	57
=====	53%	50%	66%	37%	29%	69%	43%	67%	57%	91%	78%	38%	61%	35%	48%	53%	36%	58%	43%	32%	58%	66%
			DE					G		GHI	G		LN					QST			QT	
a. Very Interested	227	12	25	5	2	15	7	31	1	3	5	4	25	9	10	6	8	43	9	3	4	17
	22%	28%	30%	14%	14%	30%	17%	35%	3%	18%	22%	8%	30%	17%	29%	32%	13%	25%	14%	7%	25%	20%
								GI					L		L	L		QST				
b. Somewhat Interested	330	9	30	8	2	20	11	29	22	11	14	16	26	10	6	4	16	57	19	10	5	39
	32%	21%	36%	23%	14%	39%	27%	32%	53%	73%	56%	30%	31%	19%	19%	21%	23%	33%	29%	25%	33%	46%
									GH	GH	G											
Bottom 2 NET	486	22	28	21	8	16	23	30	18	1	5	33	32	33	17	10	43	72	37	26	6	29
=====	47%	50%	34%	63%	71%	31%	57%	33%	43%	9%	22%	62%	39%	65%	52%	47%	64%	42%	57%	68%	42%	34%
				C	C		HJK	J	J			M		M			RU		R	RU		
c. Not Very Interested	270	15	20	10	6	11	11	18	8	1	3	12	20	19	6	4	25	40	21	13	3	14
	26%	36%	24%	29%	57%	21%	27%	20%	20%	9%	11%	22%	25%	38%	19%	21%	38%	23%	32%	34%	21%	17%
d. Not At All Interested	217	6	8	11	2	5	12	12	10	-	3	22	12	14	11	5	18	32	16	13	3	14
	21%	15%	10%	34%	14%	10%	30%	14%	23%		11%	40%	14%	27%	32%	26%	27%	19%	25%	34%	21%	17%
												M									R	
e. Don't Know / No Answer	146	9	3	8	8	8	8	7	7	4	5	8	8	8	6	1	9	17	12	4	3	16
MEAN	2.54	2.63	2.86	2.18	2.29	2.90	2.30	2.88	2.37	3.09	2.89	2.06	2.77	2.25	2.45	2.58	2.21	2.64	2.32	2.05	2.63	2.70
			D					GI		GI			LN					QST			T	
STANDARD DEVIATION	1.05	1.06	0.96	1.07	0.92	0.95	1.08	1.04	0.89	0.53	0.89	1.02	1.04	1.04	1.23	1.21	0.98	1.05	1.01	0.94	1.11	0.98
STANDARD ERROR	0.04	0.28	0.17	0.26	0.35	0.23	0.20	0.13	0.16	0.16	0.21	0.14	0.12	0.15	0.22	0.28	0.10	0.06	0.10	0.12	0.23	0.15

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1137	53	86	42	19	59	49	97	48	19	30	61	87	56	39	22	71	166	67	37	17	100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1039	49	85	37	19	45	45	95	46	19	27	59	86	51	34	19	62	148	54	32	14	85
=====	91%	94%	98%	88%	100%	77%	92%	99%	97%	100%	91%	96%	99%	90%	89%	90%	87%	89%	81%	88%	81%	85%
a. Very Comfortable	695	32	51	25	6	32	31	75	35	19	14	38	61	33	28	14	38	95	33	18	8	59
	61%	62%	59%	61%	34%	55%	64%	77%	74%	100%	45%	61%	70%	60%	72%	65%	53%	57%	50%	49%	44%	59%
b. Somewhat Comfortable	343	17	34	11	13	13	14	20	11	-	14	22	25	17	6	5	24	53	21	14	6	26
	30%	32%	39%	27%	66%	21%	28%	21%	23%		45%	35%	28%	31%	17%	25%	34%	32%	31%	39%	37%	26%
Bottom 2 NET	98	3	2	5	-	14	4	1	1	-	3	2	1	5	4	2	9	18	13	5	3	15
=====	9%	6%	2%	12%		23%	8%	1%	3%		9%	4%	1%	10%	11%	10%	13%	11%	19%	12%	19%	15%
c. Not Very Comfortable	75	3	2	3	-	14	1	1	1	-	3	2	1	4	4	1	6	11	10	2	2	13
	7%	6%	2%	8%		23%	3%	1%	3%		9%	4%	1%	8%	11%	5%	9%	7%	15%	5%	11%	13%
d. Not At All Comfortable	23	-	-	2	-	-	3	-	-	-	-	-	-	1	-	1	3	7	3	3	1	2
	2%			4%			6%							2%		5%	4%	4%	5%	7%	7%	2%
e. Don't Know / No Answer	52	-	-	-	-	-	-	-	-	-	-	-	3	3	1	-	6	22	10	5	1	1
MEAN	3.51	3.55	3.57	3.46	3.34	3.32	3.50	3.76	3.71	4.00	3.36	3.58	3.69	3.48	3.61	3.50	3.37	3.42	3.25	3.30	3.19	3.41
STANDARD DEVIATION	0.71	0.61	0.53	0.81	0.49	0.84	0.81	0.46	0.52	0.00	0.65	0.56	0.49	0.73	0.69	0.83	0.80	0.80	0.88	0.87	0.93	0.80
STANDARD ERROR	0.02	0.15	0.09	0.17	0.17	0.19	0.13	0.05	0.09	0.00	0.14	0.07	0.05	0.10	0.11	0.18	0.08	0.05	0.09	0.12	0.18	0.11

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place =====																							
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old					
	141	Hunt	NoVt/	141	Hunt	NoVt/	141	Hunt	NoVt/	141	Hunt	NoVt/	141	Hunt	NoVt/	141	Hunt	NoVt/	141	Hunt	NoVt/	141		
	Total	Keyes	HWCC	Ripley	Gym	DK/NA	Keyes	HWCC	Ripley	Gym	DK/NA	Keyes	HWCC	Ripley	Gym	DK/NA	Keyes	HWCC	Ripley	Gym	DK/NA	DK/NA		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101		
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77		
Total Answering	931	51	67	35	14	25	41	68	45	16	18	48	73	54	34	16	62	143	63	34	12	59		
	100%	100%	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	3	11	-	-	-	-	10	4	1	1	3	4	2	1	1	3	8	1	1	1	3		
	6%	6%	16%					14%	9%	8%	8%	7%	6%	4%	3%	7%	4%	6%	2%	4%	6%	6%		
b. About the right amount of money	785	44	53	32	13	20	33	55	33	15	15	38	63	43	31	14	54	126	55	27	11	49		
	84%	87%	79%	91%	89%	82%	80%	80%	73%	92%	85%	78%	87%	80%	91%	87%	87%	88%	88%	81%	94%	83%		
c. Too much money	89	3	3	3	2	4	8	4	8	-	1	8	5	9	2	1	5	8	6	5	-	7		
	10%	6%	5%	9%	11%	18%	20%	6%	18%		8%	16%	7%	16%	6%	7%	8%	6%	10%	15%		11%		
d. Don't Know / No Answer	258	2	19	6	5	34	8	29	3	3	12	13	17	5	5	5	15	45	14	8	7	43		

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	892	45	68	37	14	22	45	80	45	16	20	52	71	53	30	9	54	124	54	30	10	47
	100%	100%	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	11	22	17	8	9	5	10	11	3	3	3	5	3	6	1	6	7	1	1	-	7
	15%	24%	32%	47%	54%	42%	12%	12%	24%	17%	13%	6%	8%	6%	21%	13%	11%	6%	2%	2%		15%
																ST						
b. About the right amount of money	619	34	47	18	6	13	33	60	30	14	16	33	52	35	20	8	34	91	38	22	8	33
	69%	76%	68%	48%	46%	58%	73%	75%	67%	83%	80%	65%	73%	67%	68%	88%	64%	74%	69%	72%	80%	70%
c. Too much money	140	-	-	2	-	-	7	11	4	-	1	15	14	14	3	-	14	25	16	8	2	7
	16%			4%			15%	14%	9%		7%	29%	20%	27%	11%		25%	20%	29%	26%	20%	15%
												O										
d. Don't Know / No Answer	297	8	18	5	5	36	4	16	3	3	10	10	19	6	10	13	23	65	23	12	9	54

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place =====																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	866	39	60	37	13	16	45	80	45	15	18	52	72	53	31	10	53	123	54	30	9	43
	100%	100%	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	5	6	9	2	3	5	5	8	4	3	2	5	3	6	1	5	6	1	-	-	3
	10%	13%	11%	25%	13%	21%	12%	7%	18%	27%	15%	4%	7%	6%	21%	11%	9%	5%	2%			8%
b. About the right amount of money	611	34	53	24	9	13	30	63	29	11	12	33	52	33	19	8	33	87	36	19	7	30
	71%	87%	89%	66%	74%	79%	67%	78%	64%	73%	69%	65%	72%	63%	62%	78%	62%	71%	67%	64%	79%	71%
c. Too much money	172	-	-	3	2	-	10	12	8	-	3	16	15	16	5	1	16	29	17	11	2	9
	20%			9%	13%		21%	15%	18%		15%	31%	21%	31%	17%	11%	29%	24%	31%	36%	21%	21%
d. Don't Know / No Answer	323	14	27	5	6	43	4	16	3	4	12	10	18	6	9	12	23	65	23	12	10	58

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																					
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old			
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1121	51	85	42	19	54	45	93	46	19	23	59	87	58	37	20	71	171	72	38	18	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	823	42	77	25	13	34	34	70	33	18	18	41	63	41	27	16	46	123	54	28	15	71
=====	73%	82%	90%	61%	66%	63%	76%	75%	71%	93%	76%	69%	73%	70%	74%	79%	65%	72%	75%	73%	82%	74%
			DF							HI											Q	
a. Very Interested	331	18	31	6	3	8	11	35	10	8	10	20	26	16	14	6	19	47	23	10	7	25
	30%	36%	37%	15%	17%	15%	24%	38%	21%	43%	41%	35%	30%	28%	38%	32%	27%	28%	32%	27%	39%	26%
			D																			
b. Somewhat Interested	492	23	46	19	9	26	23	34	23	10	8	20	38	25	13	10	27	76	31	17	8	46
	44%	46%	54%	47%	49%	48%	52%	37%	50%	50%	35%	35%	43%	43%	35%	47%	39%	44%	43%	46%	43%	48%
Bottom 2 NET	298	9	8	16	6	20	11	23	14	1	5	18	24	17	10	4	25	48	18	10	3	24
=====	27%	18%	10%	39%	34%	37%	24%	25%	29%	7%	24%	31%	27%	30%	26%	21%	35%	28%	25%	27%	18%	26%
				C		C			J	J							U					
c. Not Very Interested	158	3	3	10	5	11	5	16	7	-	1	10	15	5	5	3	14	26	9	5	3	8
	14%	6%	4%	23%	26%	20%	12%	18%	15%		6%	16%	17%	9%	15%	16%	19%	15%	13%	14%	14%	8%
d. Not At All Interested	140	6	5	6	2	9	5	7	7	1	4	9	9	12	4	1	11	22	9	5	1	17
	12%	12%	6%	16%	9%	17%	12%	7%	15%	7%	18%	15%	10%	20%	12%	5%	16%	13%	13%	14%	4%	18%
														P			U	U				
e. Don't Know / No Answer	68	2	2	-	-	5	4	4	1	-	7	2	3	1	3	1	6	17	5	4	1	6
MEAN	2.91	3.06	3.21	2.60	2.74	2.62	2.88	3.06	2.76	3.29	3.00	2.89	2.93	2.78	3.00	3.05	2.76	2.87	2.94	2.86	3.18	2.82
			DF																		Q	
STANDARD DEVIATION	0.96	0.95	0.77	0.93	0.86	0.94	0.92	0.93	0.95	0.82	1.11	1.05	0.93	1.08	1.01	0.85	1.02	0.96	0.98	0.98	0.83	1.02
STANDARD ERROR	0.03	0.24	0.13	0.20	0.30	0.23	0.16	0.11	0.16	0.22	0.27	0.14	0.10	0.15	0.17	0.19	0.10	0.06	0.09	0.13	0.16	0.15

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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

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 and Polling Place =====																					
	Less than 45 Years Old						45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77
Total Answering	1165	51	85	42	17	59	49	95	46	19	30	57	89	58	40	22	76	184	76	42	19	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Better	297	34	42	14	8	34	12	23	10	4	10	12	17	9	8	8	10	21	12	6	4	43
	25%	66%	49%	34%	44%	57%	25%	24%	21%	21%	32%	21%	19%	15%	19%	35%	14%	11%	15%	15%	21%	44%
		D																				
b. Worse	183	2	3	11	5	9	7	25	5	-	7	12	14	14	9	3	11	29	8	6	3	14
	16%	3%	4%	27%	28%	16%	14%	26%	12%	23%	21%	16%	24%	22%	15%	14%	15%	10%	15%	17%	14%	
				BC																		
c. About the Same	686	16	40	16	5	16	30	48	31	15	14	33	58	35	24	11	55	135	56	29	12	41
	59%	31%	47%	39%	28%	27%	61%	50%	68%	79%	45%	58%	65%	61%	59%	50%	72%	73%	74%	69%	62%	42%
										HK												
d. Don't Know / No Answer	24	2	2	-	2	-	-	1	1	-	-	4	1	1	-	-	-	5	1	-	-	4

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
 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

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

	===== Age and Polling Place =====																						
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old				
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101	
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77	
Total Answering	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
a. Better	86	5	14	5	-	8	1	10	3	1	5	3	3	2	2	3	5	9	3	3	1	13	
	7%	9%	16%	12%		13%	3%	10%	6%	7%	18%	5%	4%	4%	5%	15%	6%	5%	3%	6%	7%	13%	
b. Worse	223	3	13	13	5	9	14	33	7	3	11	12	20	15	5	4	11	29	5	5	3	20	
	19%	6%	15%	31%	26%	16%	28%	34%	14%	14%	36%	19%	23%	25%	14%	20%	14%	15%	7%	12%	17%	20%	
				B				I										S					
c. About the Same	854	44	58	24	14	42	34	55	37	15	14	42	65	41	32	13	60	143	69	34	14	61	
	72%	85%	67%	57%	74%	71%	69%	56%	77%	79%	45%	68%	71%	69%	81%	60%	78%	76%	89%	80%	72%	60%	
									HK	K									QR				
d. Don't Know / No Answer	27	-	2	-	-	-	-	-	1	-	-	4	2	1	-	1	1	7	1	1	1	7	

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																						
	Less than 45 Years Old						45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old						
	Total	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/DK/NA	DK/NA	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101	
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77	
Total Answering	1176	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	88	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
a. Under 35	93	27	27	4	4	31	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27	
	8%	51%	31%	11%	23%	53%																30%	
		D	D			DE																	
b. 35 to 44	165	26	60	37	15	28	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	
	14%	49%	69%	89%	77%	47%																18%	
				BCF	F																		
c. 45 to 54	243	-	-	-	-	-	49	97	48	19	30	-	-	-	-	-	-	-	-	-	-	14	
	21%						100%	100%	100%	100%	100%											15%	
d. 55 to 64	272	-	-	-	-	-	-	-	-	-	-	61	90	59	40	22	-	-	-	-	-	18	
	23%											100%	100%	100%	100%	100%						21%	
e. 65 or Over	403	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76	189	77	42	19	14	
	34%																100%	100%	100%	100%	100%	15%	
f. Don't Know / No Answer	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
 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 and Polling Place =====																						
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old				
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101	
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77	
Total Answering	1188	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	100	
	100%	100%	100%	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	15	15	-	8	26	-	-	3	1	5	-	1	-	-	6	-	3	-	-	4	33	
	7%	28%	18%		40%	45%			6%	7%	18%		1%			30%		2%			21%	33%	
						C										M						R	
b. 1 to 5 Years	245	31	45	22	5	27	10	20	7	-	12	12	11	6	4	6	3	12	1	3	5	39	
	21%	59%	52%	53%	26%	47%	19%	21%	14%		41%	19%	12%	11%	11%	30%	4%	6%	1%	6%	28%	39%	
											I							S				QRST	
c. 6 to 10 years	168	3	16	10	5	5	12	22	15	11	8	8	11	4	6	4	4	15	3	3	1	7	
	14%	6%	19%	23%	26%	8%	25%	23%	31%	57%	27%	12%	12%	7%	16%	20%	5%	8%	4%	6%	3%	7%	
											GH												
d. Over 10 Years	687	3	10	10	2	-	27	55	23	7	4	42	68	48	29	4	69	159	73	37	9	21	
	58%	6%	11%	23%	9%		56%	56%	49%	36%	14%	68%	75%	82%	73%	20%	91%	84%	95%	88%	48%	21%	
							K	K	K			P	P	P	P		U	U	RU	U			
e. Don't Know / No Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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

	Age and Polling Place																						
	Less than 45 Years Old						45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old						
	Total	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	141	HWCC	Ripley	Hunt	NoVt/ DK/NA	DK/NA	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101	
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77	
Total Answering	1181	53	86	42	19	59	49	95	48	19	30	60	90	59	40	22	76	189	77	41	18	97	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
a. Yes	446	40	74	40	10	29	40	76	38	14	23	10	17	6	12	5	2	3	3	1	1	35	
	38%	77%	86%	96%	51%	49%	81%	80%	80%	71%	77%	16%	19%	11%	30%	25%	3%	2%	3%	3%	4%	36%	
			EF	EF											N								
b. No	735	12	12	2	9	30	10	19	10	5	7	51	73	53	28	16	75	185	75	40	17	62	
	62%	23%	14%	4%	49%	51%	19%	20%	20%	29%	23%	84%	81%	89%	70%	75%	97%	98%	97%	97%	96%	64%	
					CD	CD									O								
c. Don't Know / No Answer	8	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	1	5	

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
 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

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

	===== Age and Polling Place =====																						
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old				
	Total	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	DK/NA	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101	
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77	
Total Answering	1056	53	86	42	19	-	49	97	48	19	-	61	90	59	40	-	76	189	77	42	-	9	
	100%	100%	100%	100%	100%		100%	100%	100%	100%		100%	100%	100%	100%		100%	100%	100%	100%		100%	
a. 141 Keyes Road	242	53	-	-	-	-	49	-	-	-	-	61	-	-	-	-	76	-	-	-	-	3	
	23%	100%					100%					100%					100%					33%	
b. Harvey Wheeler	467	-	86	-	-	-	-	97	-	-	-	-	90	-	-	-	-	189	-	-	-	5	
	44%		100%					100%					100%					100%				56%	
c. Ripley	227	-	-	42	-	-	-	-	48	-	-	-	-	59	-	-	-	-	77	-	-	1	
	21%			100%					100%					100%					100%			11%	
d. Hunt Gym	120	-	-	-	19	-	-	-	-	19	-	-	-	-	40	-	-	-	-	42	-	-	
	11%				100%					100%					100%					100%			
e. Don't Vote in Concord	41	-	-	-	-	16	-	-	-	-	16	-	-	-	-	3	-	-	-	-	-	5	
f. Don't Know / No Answer	92	-	-	-	-	43	-	-	-	-	14	-	-	-	-	18	-	-	-	-	14	92	

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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 and Polling Place																						
	Less than 45 Years Old						45 to 54 Years Old						55 to 64 Years Old						65 Plus Years Old				
	Total	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	141	HWCC	Ripley	Hunt Gym	NoVt/ DK/NA	DK/NA	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	1189	53	86	42	19	59	49	97	48	19	30	61	90	59	40	22	76	189	77	42	19	101	
Unweighted Total	1189	22	43	24	10	24	36	71	35	14	22	57	84	55	37	20	118	291	119	65	29	77	
Total Answering	1139	48	76	42	13	57	49	97	46	19	25	61	89	59	40	15	74	184	77	41	14	85	
	100%	100%	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%	-	-	-	-	-	4 8%	1 1%	1 3%	-	-	4 7%	6 7%	10 16%	2 5%	-	6 9%	13 7%	4 5%	3 6%	1 5%	2 2%	
b. I often attend, but not all days/sessions	168 15%	2 3%	2 2%	5 12%	-	-	4 8%	14 14%	8 18%	3 14%	1 6%	13 21%	26 29%	11 18%	6 16%	1 7%	14 18%	27 14%	19 25%	10 23%	1 5%	4 5%	
													P				U	U	RU	U			
c. I occasionally attend if/when an article is of interest	512 45%	21 43%	38 51%	21 51%	5 38%	3 6%	26 53%	49 51%	23 50%	11 57%	8 33%	30 49%	43 48%	26 44%	16 41%	5 36%	31 42%	86 46%	38 50%	20 48%	5 36%	18 21%	
		F	F	F																			
d. I never attend	402 35%	26 54%	36 47%	16 38%	8 63%	54 94%	15 31%	33 34%	14 29%	5 29%	15 61%	14 23%	14 16%	13 22%	15 38%	9 57%	23 31%	59 32%	16 20%	9 22%	8 55%	61 72%	
						BCD					GHI				M	LMN		S			QRST		
e. I Don't Know / No Answer	50	4	10	-	6	2	-	-	1	-	5	-	1	-	-	6	3	5	-	1	5	17	

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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