

Citizen Survey - Fall 2012

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BASE = ALL RESPONDENTS

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BASE = ALL RESPONDENTS

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BASE = ALL RESPONDENTS

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BASE = ALL RESPONDENTS

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BASE = ALL RESPONDENTS

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provided by the Finance Department, which includes the
services of the Town Clerk, Tax Collector, and Town
Assessor?
BASE = ALL RESPONDENTS

Table Q6 Page 10.....Q6 In terms of the assessment of your property, do you
believe your property is over-assessed, under-assessed or
fairly assessed relative to others in Town?
BASE = ALL RESPONDENTS

Table Q7 Page 11.....Q7 What would be the most convenient way for you to find
out about Town services, news, and events?
BASE = ALL RESPONDENTS

Table Q8 Page 13.....Q8 How would you rate your satisfaction with the way you
receive information from the Town?
BASE = ALL RESPONDENTS

Table Q9 Page 14.....Q9 How important is it for you to be able to pay bills
online?
BASE = ALL RESPONDENTS

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BASE = ALL RESPONDENTS

Table Q11 Page 16.....Q11 In terms of land-use and development, how would you rate your satisfaction with the way that Concord is being developed?
BASE = ALL RESPONDENTS

Table Q13 Page 17.....Q12 I'd like to ask you some questions about Concord Libraries. How would you rate the overall quality of services provided by Concord Public Libraries?
BASE = ALL RESPONDENTS

Table Q14 Page 18.....Q13 In which of the following areas would you like to see the Library add or expand its offerings?
BASE = ALL RESPONDENTS

Table Q15 Page 19.....Q14 When is it most convenient for you to visit the Concord Public Libraries?
BASE = ALL RESPONDENTS

Table Q16 Page 21.....Q15 How would you rate the overall quality of services provided by the Council on Aging, Veterans Services, and Community Services?
BASE = ALL RESPONDENTS

Table Q17 Page 22.....Q16 How would you rate the overall quality of services provided by the Concord Police Department?
BASE = ALL RESPONDENTS

Table Q18 Page 23.....Q17 How would you rate the overall quality of services provided by the Concord Fire Department, which provides Fire as well as Emergency Ambulance services?
BASE = ALL RESPONDENTS

Table Q19 Page 24.....Q18 Now, I'd like to ask you about matters relating to Public Works in Concord. How would you rate the overall quality of services provided by Concord Public Works?
BASE = ALL RESPONDENTS

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Table Q20 Page 25.....Q19 How would you rate your satisfaction with the maintenance of Town roads?
BASE = ALL RESPONDENTS

Table Q21 Page 26.....Q20 How would you rate your satisfaction with the Town's snow plowing and winter maintenance?
BASE = ALL RESPONDENTS

Table Q22 Page 27.....Q21 How would you rate your satisfaction with the Town's water service?
BASE = ALL RESPONDENTS

Table Q24 Page 28.....Q22 Town Water Services - Please tell me whether you consider the price to be a Good Bargain, Reasonably Priced, or Excessively Priced, or that you don't use the service.
BASE = ALL RESPONDENTS

Table Q25 Page 29.....Q23 Sewer Services - Please tell me whether you consider the price to be a Good Bargain, Reasonably Priced, or Excessively Priced, or that you don't use the service.
BASE = ALL RESPONDENTS

Table Q26 Page 30.....Q24 Trash and Recycling Pickup - Please tell me whether you consider the price to be a Good Bargain, Reasonably Priced, or Excessively Priced, or that you don't use the service.
BASE = ALL RESPONDENTS

Table Q27 Page 31.....Q25 Electricity - Please tell me whether you consider the price to be a Good Bargain, Reasonably Priced, or Excessively Priced, or that you don't use the service.
BASE = ALL RESPONDENTS

Table Q28 Page 32.....Q26 Beede Swim and Fitness Center - Please tell me whether you consider the price to be a Good Bargain, Reasonably Priced, or Excessively Priced, or that you don't use the service.
BASE = ALL RESPONDENTS

Table Q29 Page 33.....Q27 Recreation Programs (like after school programs and summer camp) - Please tell me whether you consider the price to be a Good Bargain, Reasonably Priced, or Excessively Priced, or that you don't use the service.
BASE = ALL RESPONDENTS

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Table Q31 Page 34.....Q28 You may have Internet service provided to your home by a private company. How would you rate your satisfaction with this service?
BASE = ALL RESPONDENTS

Table NQ29 Page 36.....Q29 If the Town were to offer a high-speed internet service to your home, how likely would you be to subscribe to this service?
BASE = NEW IN 2012

Table NQ30 Page 38.....Q30 Which of the following internet activities do you perform at least three-times-a-week?
BASE = NEW IN 2012 AND INTERESTED IN INTERNET

Table NQ31 Page 40.....Q31 How many computers and internet devices do you have in your home?
BASE = NEW IN 2012 AND INTERESTED IN INTERNET

Table Q32 Page 41.....Q32 Next, I'd like you to tell me if you think the Town has been spending not enough money, about the right amount of money, or too much money in Town Government Services.
BASE = ALL RESPONDENTS

Table Q33 Page 42.....Q33 Next, I'd like you to tell me if you think the Town has been spending not enough money, about the right amount of money, or too much money in Concord Public Schools (K through 8).
BASE = ALL RESPONDENTS

Table Q34 Page 43.....Q34 I'd like you to tell me if you think the Town has been spending not enough money, about the right amount of money, or too much money in Concord - Carlisle Regional High School.
BASE = ALL RESPONDENTS

Table Q35 Page 44.....Q35 In terms of your household finances, would you say that you are doing better than you were two years ago, worse, or about the same?
BASE = ALL RESPONDENTS

Table Q37 Page 45.....Q37 How long have you lived in Concord?
BASE = ALL RESPONDENTS

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Table Q38 Page 46.....Q38 Do you currently have any children under the age of 18
in your household?

BASE = ALL RESPONDENTS

Table Q39 Page 47.....Q39 Which Polling Place do you use?

BASE = ALL RESPONDENTS

Table Q40 Page 48.....Q40 How often do you attend Town Meeting?

BASE = ALL RESPONDENTS

Table Q41 Page 49.....Gender

BASE = ALL RESPONDENTS

Citizen Survey - Fall 2012

Q36 In which of the following groups is your age?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT RIGHT					TOO				*****MALE*****					*****FEMALE*****					
	TOTAL	ENOUGH	AMNT	MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	375	6	293	35	41	67	89	214	5	1	13	34	43	70	2	16	63	53	80	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Under 35	3		3				1	2		1					2					
	1%		1%				1%	1%		100%					100%					
35 to 44	29	1	20	4	4	8	6	15			13					16				
	8%	17%	7%	11%	10%	12%	7%	7%			100%					100%				
45 to 54	97	1	76	12	8	25	18	53	1			34					63			
	26%	17%	26%	34%	20%	37%	20%	25%	20%			100%					100%			
						G														
55 to 64	96	3	74	9	10	23	32	40	1				43					53		
	26%	50%	25%	26%	24%	34%	36%	19%	20%				100%					100%		
						H	H													
65 or Over	150	1	120	10	19	11	32	104	3					70					80	
	40%	17%	41%	29%	46%	16%	36%	49%	60%					100%					100%	
						F	FG													
Don't know / No answer	1		1						1											1

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q1 How would you rate the overall quality of services provided by the Town Government in Concord?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****					DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	374	6	293	35	40	66	88	215	5	1	13	34	42	69	2	16	63	53	80	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Poor	5		2	3			3	2								1	2		2	
	1%		1%	9%			3%	1%								6%	3%		3%	
Fair	29		16	9	4	5	8	15	1		3	5	5	3	1	1	4	2	5	
	8%		5%	26%	10%	8%	9%	7%	20%		23%	15%	12%	4%	50%	6%	6%	4%	6%	
				C																
Good	169	2	125	20	22	22	39	105	3	1	5	18	16	33		9	25	27	34	1
	45%	33%	43%	57%	55%	33%	44%	49%	60%	100%	38%	53%	38%	48%		56%	40%	51%	43%	100%
								F		NPQRS									NPQRS	KLM
										KLM										
Excellent	171	4	150	3	14	39	38	93	1		5	11	21	33	1	5	32	24	39	
	46%	67%	51%	9%	35%	59%	43%	43%	20%		38%	32%	50%	48%	50%	31%	51%	45%	49%	
		D	DE		D	GHI														
Don't know / No answer	2		1		1	1	1						1	1						
MEAN	3.35	3.67	3.44	2.66	3.25	3.52	3.27	3.34	3.00	3.00	3.15	3.18	3.38	3.43	3.00	3.13	3.38	3.42	3.38	3.00
		D	D		D	G								L						
STANDARD DEVIATION	0.68	0.52	0.63	0.76	0.63	0.64	0.77	0.65	0.71	0.00	0.80	0.67	0.70	0.58	1.41	0.81	0.75	0.57	0.72	0.00
STANDARD ERROR	0.04	0.21	0.04	0.13	0.10	0.08	0.08	0.04	0.32	0.00	0.22	0.12	0.11	0.07	1.00	0.20	0.09	0.08	0.08	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q2 In relation to the property taxes you pay, how satisfied are you with the overall quality of Town services?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	349	6	275	34	34	65	80	199	5	1	13	33	38	67	2	15	62	51	66	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all satisfied	10		4	5	1	1	6	3						1	2		1	2	2	2
	3%		1%	15%	3%	2%	8%	2%						3%	3%		7%	3%	4%	3%
				C																
Not very satisfied	24		16	7	1	4	7	12	1		2	4	3	5			3	3	4	
	7%		6%	21%	3%	6%	9%	6%	20%		15%	12%	8%	7%			5%	6%	6%	
				CE																
Somewhat satisfied	149	3	109	19	18	24	42	82	1		7	16	13	28	2	10	21	26	26	
	43%	50%	40%	56%	53%	37%	53%	41%	20%		54%	48%	34%	42%	100%	67%	34%	51%	39%	
															NPQRS	MQS				
															KLM					
Very satisfied	166	3	146	3	14	36	25	102	3	1	4	13	21	32		4	36	20	34	1
	48%	50%	53%	9%	41%	55%	31%	51%	60%	100%	31%	39%	55%	48%		27%	58%	39%	52%	100%
		D	D		D	G		G		NPQRS		P				PR			NPQRS	KLM
										KLM										
Don't know / No answer	27		19	1	7	2	9	16				1	5	3		1	1	2	14	
MEAN	3.35	3.50	3.44	2.59	3.32	3.46	3.08	3.42	3.40	4.00	3.15	3.27	3.42	3.34	3.00	3.13	3.47	3.25	3.39	4.00
		D	D		D	G		G												
STANDARD DEVIATION	0.73	0.55	0.67	0.86	0.68	0.69	0.84	0.68	0.89	0.00	0.69	0.67	0.76	0.75	0.00	0.74	0.74	0.74	0.74	0.00
STANDARD ERROR	0.04	0.22	0.04	0.15	0.12	0.09	0.09	0.05	0.40	0.00	0.19	0.12	0.12	0.09	0.00	0.19	0.09	0.10	0.09	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q3 What local issue would you say is the highest priority for you?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****					DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	365	6	284	35	40	65	86	209	5	1	13	34	42	67	2	15	62	51	77	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Schools	144	2	118	9	15	27	30	85	2		10	19	10	16	1	9	34	19	25	1
	39%	33%	42%	26%	38%	42%	35%	41%	40%		77%	56%	24%	24%	50%	60%	55%	37%	32%	100%
			D								MNRS	MNS				MNS	MNS			NPQRS KLM
Taxes	80	1	58	18	3	7	32	40	1		3	4	9	19	1	2	11	12	19	
	22%	17%	20%	51%	8%	11%	37%	19%	20%		23%	12%	21%	28%	50%	13%	18%	24%	25%	
			E	BCE			FH							L						
Preservation of the Town's Character	67	1	55	4	7	18	8	40	1	1		4	16	17		1	5	12	11	
	18%	17%	19%	11%	18%	28%	9%	19%	20%	100%		12%	38%	25%		7%	8%	24%	14%	
						G		G		NPQRS LM			LPQS	PQ				Q		
Affordable Housing	21		13	2	6	2	3	15	1			3	2	4			2	2	8	
	6%		5%	6%	15%	3%	3%	7%	20%			9%	5%	6%			3%	4%	10%	
Public Safety	18	2	13		3	2	3	13				1	1	5		1	3	2	5	
	5%	33%	5%		8%	3%	3%	6%				3%	2%	7%		7%	5%	4%	6%	
Roads	17		14		3	2	7	8				3	1	1		1	5	2	4	
	5%		5%		8%	3%	8%	4%				9%	2%	1%		7%	8%	4%	5%	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q3 What local issue would you say is the highest priority for you?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago								Gender and Age											
	NOT ENOUGH		RIGHT AMNT		TOO MUCH		DK/NA		*****MALE*****					*****FEMALE*****					DK/NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		(S)
Governmental Services	15		11	2	2	5	2	8					2	5		1	2	1	4	
	4%		4%	6%	5%	8%	2%	4%					5%	7%		7%	3%	2%	5%	
Other (SPECIFY)	3		2		1	2	1						1					1	1	
	1%		1%		3%	3%	1%						2%					2%	1%	
Don't know / No answer	11		10		1	2	3	6					1	3		1	1	2	3	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q4 What do you think is the greatest concern or issue facing Concord?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	338	6	267	32	33	57	81	197	3	1	12	31	38	60	2	16	57	49	71	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taxes / tax increases	46	1	35	7	3	3	15	28			1	4	4	12	1	2	7	3	12	
	14%	17%	13%	22%	9%	5%	19%	14%			8%	13%	11%	20%	50%	13%	12%	6%	17%	
							F	F						R						
Education / school budget / quality of schools	41	1	33	2	5	12	9	20			4	4	3	9		2	9	7	3	
	12%	17%	12%	6%	15%	21%	11%	10%			33%	13%	8%	15%		13%	16%	14%	4%	
											S			S			S			
Building a new school / cost of new schools / the high school project	38		36	2	8	6	24				1	8	6	7	1	2	4	1	8	
	11%		13%	6%	14%	7%	12%				8%	26%	16%	12%	50%	13%	7%	2%	11%	
												QR	R	R						R
Affordability / cost of living / low wages	27	1	19	2	5	3	7	17				1	3	3			6	5	9	
	8%	17%	7%	6%	15%	5%	9%	9%				3%	8%	5%			11%	10%	13%	
Affordable housing	24		20	1	3	2	7	14	1		1	2	1	4		1	4	4	7	
	7%		7%	3%	9%	4%	9%	7%	33%		8%	6%	3%	7%		6%	7%	8%	10%	
Overdevelopment / preserving open space / controlling growth	21	1	18	1	1	3	4	14			1	1	1	4		1	3	4	6	
	6%	17%	7%	3%	3%	5%	5%	7%			8%	3%	3%	7%		6%	5%	8%	8%	
Local government/ government communication / trust / working together	21		16	3	2	3	3	15				1	1	2		2	6	5	4	
	6%		6%	9%	6%	5%	4%	8%				3%	3%	3%		13%	11%	10%	6%	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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Citizen Survey - Fall 2012

Q4 What do you think is the greatest concern or issue facing Concord?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age											
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA	
Character / maintaining character of the town	16 5%		15 6%	1 3%		3 5%	2 2%	11 6%				2 6%	4 11%	2 3%					2 4%	5 7%	1 100%
Traffic	13 4%		13 5%			3 5%	5 6%	5 3%			1 8%	1 3%	2 5%	2 3%				3 5%	2 4%	2 3%	
Budget / balancing the budget / wasteful government spending	12 4%		5 2%	6 19% CE	1 3%		4 5%	8 4%					2 5%	3 5%				4 7%	2 4%	1 1%	
Maintaining services on limited budget / having enough money	11 3%		9 3%	1 3%	1 3%	2 4%	2 2%	7 4%				1 3%	5 13%	4 7%					1 2%		
Property taxes / high property taxes	8 2%		5 2%	1 3%	2 6%		2 2%	6 3%							1 2%			2 4%	2 4%	3 4%	
Environmental / energy concerns	8 2%		6 2%		2 6%	3 5%	1 1%	4 2%		1 100% MPQRS			1 3%				1 6%	1 2%	3 6%	1 1%	
Diverse community / not enough diversity	8 2%		6 2%	1 3%	1 3%		3 4%	5 3%				1 3%	1 3%	1 2%			1 6%	2 4%	2 4%		
Development / smart development planning	7 2%		6 2%		1 3%	2 4%	1 1%	2 1%	2 67% FGH		1 8%	1 3%	1 3%	2 3%						2 3%	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q4 What do you think is the greatest concern or issue facing Concord?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****					DK/NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	(T)
Economy / businesses closing / keeping businesses	6 2%		3 1%	3 9%			3 4%	3 2%						1 2%			2 4%	2 4%	1 1%	
Lighting on roadways / street lights	3 1%		3 1%					3 2%				1 3%				1 6%	1 2%			
Infrastructure / fixing roads	3 1%		2 1%	1 3%				3 2%			1 8%			1 2%						1 1%
Public safety	2 1%		1 *%	1 3%		1 2%		1 1%								1 6%				1 1%
Other	10 3%	1 17%	5 2%	1 3%	3 9%	2 4%	5 6%	3 2%				1 3%	1 3%				2 13%	2 4%	3 6%	1 1%
None / nothing	13 4%	1 17%	11 4%		1 3%	7 12%	2 2%	4 2%			1 8%	2 6%	2 5%	2 3%				1 2%	1 2%	4 6%
Don't know	1		1			1								1						
Refused / No Answer	37		26	3	8	9	8	18	2		1	3	5	9				6	4	9

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q5 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

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	346	6	280	30	30	62	81	199	4	1	13	30	40	67	2	11	60	51	70	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Poor	6		3	2	1		4	2						1			1	1	1	
	2%		1%	7%	3%		5%	1%						3%			2%	2%	1%	
Fair	41		27	11	3	5	17	19			4	6	1	8	1	2	8	5	6	
	12%		10%	37%	10%	8%	21%	10%			31%	20%	3%	12%	50%	18%	13%	10%	9%	
			CE				FH				M	M		M			M			
Good	169	2	136	12	19	32	38	97	2		6	13	19	25		6	34	28	37	1
	49%	33%	49%	40%	63%	52%	47%	49%	50%		46%	43%	48%	37%		55%	57%	55%	53%	100%
																N				NPQRS KLM
Excellent	130	4	114	5	7	25	22	81	2	1	3	11	19	32	1	3	17	17	26	
	38%	67%	41%	17%	23%	40%	27%	41%	50%	100%	23%	37%	48%	48%	50%	27%	28%	33%	37%	
		DE	DE					G		NPQRS KLM				Q						
Don't know / No answer	30		14	5	11	5	8	16	1			4	3	3		5	3	2	10	
MEAN	3.22	3.67	3.29	2.67	3.07	3.32	2.96	3.29	3.50	4.00	2.92	3.17	3.40	3.30	3.00	3.09	3.12	3.20	3.26	3.00
		D	D		D	G		G					KQ							
STANDARD DEVIATION	0.72	0.52	0.68	0.84	0.69	0.62	0.83	0.68	0.58	0.00	0.76	0.75	0.67	0.80	1.41	0.70	0.69	0.69	0.67	0.00
STANDARD ERROR	0.04	0.21	0.04	0.15	0.13	0.08	0.09	0.05	0.29	0.00	0.21	0.14	0.11	0.10	1.00	0.21	0.09	0.10	0.08	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q6 In terms of the assessment of your property, do you believe your property is over-assessed, under-assessed or fairly assessed relative to others in Town?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	353	6	279	32	36	61	83	205	4	1	13	33	40	68	2	13	57	49	76	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Over-assessed	97	1	71	19	6	13	37	47			2	4	9	22		2	19	16	22	1
	27%	17%	25%	59%	17%	21%	45%	23%			15%	12%	23%	32%		15%	33%	33%	29%	100%
				BCE			FH							L			L	L	L	NPQRS
Under-assessed	11		8	1	2	2	2	7		1		2	2	1		1	1	2	1	
	3%		3%	3%	6%	3%	2%	3%		100%		6%	5%	1%		8%	2%	4%	1%	
										NPQRS										LM
Fairly assessed	217	5	181	11	20	44	34	135	4		11	26	25	42	2	9	34	30	38	
	61%	83%	65%	34%	56%	72%	41%	66%	100%		85%	79%	63%	62%	100%	69%	60%	61%	50%	
		D	D			G	G	FGH			NQS	QS			NPQRS					LM
Rent / Does not apply	28		19	1	8	2	10	16				1	4	3		1	3	1	15	
	8%		7%	3%	22%	3%	12%	8%				3%	10%	4%		8%	5%	2%	20%	
				CD		F													LNQR	
Don't know / No answer	23		15	3	5	6	6	10	1			1	3	2		3	6	4	4	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q7 What would be the most convenient way for you to find out about Town services, news, and events?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****					DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	370	6	290	34	40	66	87	213	4	1	13	33	43	68	2	16	63	53	77	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
By reading the Concord Journal	104	1	87	3	13	14	29	59	2		1	7	6	21	1	3	14	16	35	
	28%	17%	30%	9%	33%	21%	33%	28%	50%		8%	21%	14%	31%	50%	19%	22%	30%	45%	
			D		D									KM				KM	KLMPQ	
By visiting the Town's website	102	2	84	11	5	19	20	62	1		8	17	16	11	1	6	19	15	9	
	28%	33%	29%	32%	13%	29%	23%	29%	25%		62%	52%	37%	16%	50%	38%	30%	28%	12%	
			E	E							NQRS	NQRS	NS			S	S	S		
By email	70	1	51	7	11	20	16	34			3	2	9	11		3	19	15	8	
	19%	17%	18%	21%	28%	30%	18%	16%			23%	6%	21%	16%		19%	30%	28%	10%	
					H								L				LS	LS		
By regular mail	21	1	14	3	3	3	5	13		1		2	1	5		2	1	2	7	
	6%	17%	5%	9%	8%	5%	6%	6%		100%		6%	2%	7%		13%	2%	4%	9%	
										NPQRS									Q	
										LM										
By visiting Town Offices	18		14	3	1	1	4	12	1				3	8		1			6	
	5%		5%	9%	3%	2%	5%	6%	25%				7%	12%		6%			8%	
By visiting a specific departments' webpage	15		12	2	1	2	2	11					4	3			3	2	2	1
	4%		4%	6%	3%	3%	2%	5%					9%	4%			5%	4%	3%	100%
																			3%	MNQRS

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q7 What would be the most convenient way for you to find out about Town services, news, and events?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****					DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	(T)
By subscribing to electronic News & Notices	15 4%	1 17%	12 4%	2 6%		3 5%	6 7%	6 3%				4 12%	2 5%	3 4%			2 3%	2 4%	2 3%	
By telephone	11 3%		6 2%	1 3%	4 10%	1 2%	4 5%	6 3%					1 2%	4 6%						6 8%
By using social networking media (Facebook, Twitter, etc.)	11 3%		7 2%	2 6%	2 5%	2 3%	1 1%	8 4%			1 8%	1 3%		2 3%		1 6%	4 6%	1 2%	1 1%	
By reading the Town Manager's Report	3 1%		3 1%			1 2%		2 1%					1 2%			1 2%			1 1%	
Don't know / No answer	6		4	1	1	1	2	2	1			1		2						3

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q8 How would you rate your satisfaction with the way you receive information from the Town?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	370	6	291	33	40	67	88	210	5	1	13	34	43	69	2	16	63	53	75	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all satisfied	6			5	1		3	2	1			2	1				1	2		
	2%			15%	3%		3%	1%	20%			6%	2%				2%	4%		
Not very satisfied	38	1	28	8	1	10	14	14			3	2	5	4	1	2	9	8	4	
	10%	17%	10%	24%	3%	15%	16%	7%			23%	6%	12%	6%	50%	13%	14%	15%	5%	
			E	E			H													
Somewhat satisfied	177	2	141	15	19	33	39	104	1		5	21	17	31		9	30	29	35	
	48%	33%	48%	45%	48%	49%	44%	50%	20%		38%	62%	40%	45%		56%	48%	55%	47%	
											M									
Very satisfied	149	3	122	5	19	24	32	90	3	1	5	9	20	34	1	5	23	14	36	1
	40%	50%	42%	15%	48%	36%	36%	43%	60%	100%	38%	26%	47%	49%	50%	31%	37%	26%	48%	100%
			D	D						NPQRS			R	LR					LR	NPQRS
										KLM									KLM	
Don't know / No answer	6		3	2	1		1	5						1					5	
MEAN	3.27	3.33	3.32	2.61	3.40	3.21	3.14	3.34	3.20	4.00	3.15	3.09	3.30	3.43	3.00	3.19	3.19	3.04	3.43	4.00
			D	D	D		G							LQR					LQR	
STANDARD DEVIATION	0.71	0.82	0.64	0.93	0.67	0.69	0.80	0.65	1.30	0.00	0.80	0.75	0.77	0.61	1.41	0.66	0.74	0.76	0.60	0.00
STANDARD ERROR	0.04	0.33	0.04	0.16	0.11	0.08	0.09	0.04	0.58	0.00	0.22	0.13	0.12	0.07	1.00	0.16	0.09	0.10	0.07	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q9 How important is it for you to be able to pay bills online?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****					DK/NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	(T)
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	372	6	292	35	39	66	89	212	5	1	13	34	42	70	2	16	63	53	77	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all important	90		67	14	9	11	21	55	3		1	5	9	27	1	1	5	10	31	
	24%		23%	40%	23%	17%	24%	26%	60%		8%	15%	21%	39%	50%	6%	8%	19%	40%	
				C										LMPQR K					LMPQR K	
Not very important	81	2	67	4	8	13	17	51			3	7	7	18		3	15	9	19	
	22%	33%	23%	11%	21%	20%	19%	24%			23%	21%	17%	26%		19%	24%	17%	25%	
Somewhat Important	87	1	76	4	6	14	19	52	2	1	3	8	12	12	1	1	16	19	13	1
	23%	17%	26%	11%	15%	21%	21%	25%	40%	100%	23%	24%	29%	17%	50%	6%	25%	36%	17%	100%
			D							NPQRS KLM			P			P	NPS		NPQRS KLM	
Very Important	114	3	82	13	16	28	32	54			6	14	14	13		11	27	15	14	
	31%	50%	28%	37%	41%	42%	36%	25%			46%	41%	33%	19%		69%	43%	28%	18%	
					H							NS				MNQRS	NS			
Don't know / No answer	4		2		2	1		3						1						3
MEAN	2.60	3.17	2.59	2.46	2.74	2.89	2.70	2.50	1.80	3.00	3.08	2.91	2.74	2.16	2.00	3.38	3.03	2.74	2.13	3.00
						HI					NS	NS	NS			NRS	NS	NS		
STANDARD DEVIATION	1.16	0.98	1.13	1.36	1.23	1.14	1.19	1.13	1.10	0.00	1.04	1.11	1.15	1.14	1.41	1.02	1.00	1.08	1.14	0.00
STANDARD ERROR	0.06	0.40	0.07	0.23	0.20	0.14	0.13	0.08	0.49	0.00	0.29	0.19	0.18	0.14	1.00	0.26	0.13	0.15	0.13	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q10 How would you rate the overall quality of services that you receive from the Planning Department, which regulates building, zoning, environmental protection, and other land use.

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	328	6	262	27	33	62	78	184	4	1	11	34	35	59	2	14	57	47	67	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Poor	22		15	5	2	4	7	10	1		2	6	1	1		1	5	2	4	
	7%		6%	19%	6%	6%	9%	5%	25%		18%	18%	3%	2%		7%	9%	4%	6%	
												MN								
Fair	64	3	48	7	6	14	20	30			1	8	7	13	1	2	10	12	10	
	20%	50%	18%	26%	18%	23%	26%	16%			9%	24%	20%	22%	50%	14%	18%	26%	15%	
Good	174	1	143	12	18	30	44	98	2	1	6	14	20	33		7	26	27	39	1
	53%	17%	55%	44%	55%	48%	56%	53%	50%	100%	55%	41%	57%	56%		50%	46%	57%	58%	100%
			B		B						NPQRS									NPQRS
											KLM									KLM
Excellent	68	2	56	3	7	14	7	46	1		2	6	7	12	1	4	16	6	14	
	21%	33%	21%	11%	21%	23%	9%	25%	25%		18%	18%	20%	20%	50%	29%	28%	13%	21%	
						G		G									R			
Don't know / No answer	48		32	8	8	5	11	31	1		2		8	11		2	6	6	13	
MEAN	2.88	2.83	2.92	2.48	2.91	2.87	2.65	2.98	2.75	3.00	2.73	2.59	2.94	2.95	3.00	3.00	2.93	2.79	2.94	3.00
			D					G						I						
STANDARD DEVIATION	0.81	0.98	0.79	0.94	0.80	0.84	0.77	0.80	1.26	0.00	1.01	0.99	0.73	0.71	1.41	0.88	0.90	0.72	0.78	0.00
STANDARD ERROR	0.04	0.40	0.05	0.18	0.14	0.11	0.09	0.06	0.63	0.00	0.30	0.17	0.12	0.09	1.00	0.23	0.12	0.11	0.09	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q11 In terms of land-use and development, how would you rate your satisfaction with the way that Concord is being developed?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT RIGHT TOO									*****MALE*****					*****FEMALE*****					
	TOTAL	ENOUGH	AMNT	MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	368	6	293	33	36	67	86	212	3	1	13	34	41	67	2	16	63	53	77	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all satisfied	18		9	6	3	1	8	8	1		1	3	2	3		1	5	1	2	
	5%		3%	18%	8%	1%	9%	4%	33%		8%	9%	5%	4%		6%	8%	2%	3%	
				C			F													
Not very satisfied	67	3	48	12	4	8	25	34			4	7	3	7	1	3	11	19	12	
	18%	50%	16%	36%	11%	12%	29%	16%			31%	21%	7%	10%	50%	19%	17%	36%	16%	
				CE			FH											MNQS		
Somewhat satisfied	196	2	162	13	19	37	39	118	2		6	14	26	36		9	33	27	45	
	53%	33%	55%	39%	53%	55%	45%	56%	67%		46%	41%	63%	54%		56%	52%	51%	58%	
												L								
Very satisfied	87	1	74	2	10	21	14	52		1	2	10	10	21	1	3	14	6	18	1
	24%	17%	25%	6%	28%	31%	16%	25%		100%	15%	29%	24%	31%	50%	19%	22%	11%	23%	100%
			D		D	G				NPQRS		R		R					NPQRS	KLM
										KLM										KLM
Don't know / No answer	8		1	2	5		3	3	2				2	3					3	
MEAN	2.96	2.67	3.03	2.33	3.00	3.16	2.69	3.01	2.33	4.00	2.69	2.91	3.07	3.12	3.00	2.88	2.89	2.72	3.03	4.00
			D		D	GI		G					R	R					R	
STANDARD DEVIATION	0.78	0.82	0.74	0.85	0.86	0.69	0.86	0.75	1.15	0.00	0.85	0.93	0.72	0.77	1.41	0.81	0.84	0.69	0.71	0.00
STANDARD ERROR	0.04	0.33	0.04	0.15	0.14	0.08	0.09	0.05	0.67	0.00	0.24	0.16	0.11	0.09	1.00	0.20	0.11	0.09	0.08	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q12 I'd like to ask you some questions about Concord Libraries. How would you rate the overall quality of services provided by Concord Public Libraries?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT RIGHT TOO									*****MALE*****					*****FEMALE*****					
	TOTAL ENOUGH	AMNT	MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	354	5	280	31	38	65	81	205	3	1	13	33	39	61	2	16	60	50	78	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Poor	3		2		1		1	2				1			1	1				
	1%		1%		3%		1%	1%				3%			6%	2%				
Fair	10		9	1		1	4	5							1	3	5	1		
	3%		3%	3%		2%	5%	2%							6%	5%	10%	1%		S
Good	79	2	53	11	13	16	21	41	1		6	9	6	9		5	19	9	16	
	22%	40%	19%	35%	34%	25%	26%	20%	33%		46%	27%	15%	15%		31%	32%	18%	21%	
											MN						N			
Excellent	262	3	216	19	24	48	55	157	2	1	7	23	33	52	2	9	37	36	61	1
	74%	60%	77%	61%	63%	74%	68%	77%	67%	100%	54%	70%	85%	85%	100%	56%	62%	72%	78%	100%
										NPQRS			KPQ	KPQ	NPQRS				Q	NPQRS
										KLM					KLM					KLM
Don't know / No answer	22	1	14	4	3	2	8	10	2			1	4	9			3	3	2	
MEAN	3.69	3.60	3.73	3.58	3.58	3.72	3.60	3.72	3.67	4.00	3.54	3.64	3.85	3.85	4.00	3.38	3.53	3.62	3.77	4.00
STANDARD DEVIATION	0.57	0.55	0.55	0.56	0.64	0.48	0.65	0.56	0.58	0.00	0.52	0.65	0.37	0.36	0.00	0.89	0.68	0.67	0.45	0.00
STANDARD ERROR	0.03	0.24	0.03	0.10	0.10	0.06	0.07	0.04	0.33	0.00	0.14	0.11	0.06	0.05	0.00	0.22	0.09	0.09	0.05	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q13 In which of the following areas would you like to see the Library add or expand its offerings?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	293	4	240	22	27	53	67	171	2		13	29	35	50	2	11	55	37	60	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Electronic resources	103	1	89	6	7	28	25	49	1		9	11	21	18		5	20	9	10	
	35%	25%	37%	27%	26%	53%	37%	29%	50%		69%	38%	60%	36%		45%	36%	24%	17%	
						H					LNQRS	S	NQRS	S			S			
Lectures on current events	81	1	62	5	13	9	17	54	1			8	6	12	2	3	18	14	17	1
	28%	25%	26%	23%	48%	17%	25%	32%	50%			28%	17%	24%	100%	27%	33%	38%	28%	100%
					C			F							NPQRS	LM		M		NPQRS
																				LM
Bestseller / popular interest collections	65	1	54	8	2	9	18	38			2	5	6	13		2	8	7	22	
	22%	25%	23%	36%	7%	17%	27%	22%			15%	17%	17%	26%		18%	15%	19%	37%	
			E	E																LMQR
Multi-cultural programs	44	1	35	3	5	7	7	30			2	5	2	7		1	9	7	11	
	15%	25%	15%	14%	19%	13%	10%	18%			15%	17%	6%	14%		9%	16%	19%	18%	
																				M
Don't know / No answer	83	2	54	13	14	14	22	44	3	1		5	8	20		5	8	16	20	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q14 When is it most convenient for you to visit the Concord
Public Libraries?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age									
	NOT	RIGHT	TOO	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****					DK/NA
	ENOUGH	AMNT	MUCH						<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Don't know / No answer	62	2	41	7	12	11	17	33	1			4	6	14		1	6	9	22

Comparison Groups: BCDE/FGHI/JKLMNOPQRST

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q15 How would you rate the overall quality of services provided by the Council on Aging, Veterans Services, and Community Services?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH			RIGHT AMNT		TOO MUCH		DK/NA		*****MALE*****					*****FEMALE*****					DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	(T)
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	246	6	195	21	24	37	61	146	2	1	4	18	19	58	1	8	37	28	71	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Poor	3		1	2			2	1									3			
	1%		1%	10%			3%	1%									8%			
Fair	15		11	4		2	7	6				3	3			1	3	2	3	
	6%		6%	19%		5%	11%	4%				17%	16%			13%	8%	7%	4%	
Good	113	2	87	10	14	17	32	64		1	3	10	5	18		2	19	14	40	1
	46%	33%	45%	48%	58%	46%	52%	44%		100%	75%	56%	26%	31%		25%	51%	50%	56%	100%
										NPQRS	M						N		MN	NPQRS
										LM									LM	
Excellent	115	4	96	5	10	18	20	75	2		1	5	11	40	1	5	12	12	28	
	47%	67%	49%	24%	42%	49%	33%	51%	100%		25%	28%	58%	69%	100%	63%	32%	43%	39%	
		D	D					G	FGH					LQRS	NPQRS					
															KLM					
Don't know / No answer	130		99	14	17	30	28	69	3		9	16	24	12	1	8	26	25	9	
MEAN	3.38	3.67	3.43	2.86	3.42	3.43	3.15	3.46	4.00	3.00	3.25	3.11	3.42	3.69	4.00	3.50	3.08	3.36	3.35	3.00
		D	D		D			G						LQRS						
STANDARD DEVIATION	0.66	0.52	0.62	0.91	0.50	0.60	0.75	0.61	0.00	0.00	0.50	0.68	0.77	0.47	0.00	0.76	0.86	0.62	0.56	0.00
STANDARD ERROR	0.04	0.21	0.04	0.20	0.10	0.10	0.10	0.05	0.00	0.00	0.25	0.16	0.18	0.06	0.00	0.27	0.14	0.12	0.07	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q16 How would you rate the overall quality of services provided by the Concord Police Department?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	367	5	291	33	38	65	86	211	5	1	13	34	42	67	2	15	62	53	77	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Poor	3		2		1		1	2						1				1	1	
	1%		1%		3%		1%	1%						1%				2%	1%	
Fair	9		5	3	1	1	2	5	1			1		1	1	1	2	1	2	
	2%		2%	9%	3%	2%	2%	2%	20%			3%		1%	50%	7%	3%	2%	3%	
Good	87	1	56	18	12	13	29	45			5	8	8	13		5	12	16	20	
	24%	20%	19%	55%	32%	20%	34%	21%			38%	24%	19%	19%		33%	19%	30%	26%	
				CE			H													
Excellent	268	4	228	12	24	51	54	159	4	1	8	25	34	52	1	9	48	35	54	1
	73%	80%	78%	36%	63%	78%	63%	75%	80%	100%	62%	74%	81%	78%	50%	60%	77%	66%	70%	100%
		D	D		D	G		G		NPQRS										NPQRS
										KLM										KLM
Don't know / No answer	9	1	3	2	3	2	3	4						1	3		1	1		3
MEAN	3.69	3.80	3.75	3.27	3.55	3.77	3.58	3.71	3.60	4.00	3.62	3.71	3.81	3.73	3.00	3.53	3.74	3.60	3.65	4.00
			DE			G							O							
STANDARD DEVIATION	0.56	0.45	0.51	0.63	0.69	0.46	0.60	0.56	0.89	0.00	0.51	0.52	0.40	0.57	1.41	0.64	0.51	0.63	0.60	0.00
STANDARD ERROR	0.03	0.20	0.03	0.11	0.11	0.06	0.07	0.04	0.40	0.00	0.14	0.09	0.06	0.07	1.00	0.17	0.06	0.09	0.07	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q17 How would you rate the overall quality of services provided by the Concord Fire Department, which provides Fire as well as Emergency Ambulance services?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT RIGHT TOO									*****MALE*****					*****FEMALE*****					
	TOTAL	ENOUGH	AMNT	MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	360	5	287	34	34	62	83	211	4	1	13	34	42	66	2	13	60	52	76	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fair	1		1			1							1							
	*%		*%			2%							2%							
Good	81	1	53	17	10	11	22	47	1		4	10	7	11	1	3	13	15	17	
	23%	20%	18%	50%	29%	18%	27%	22%	25%		31%	29%	17%	17%	50%	23%	22%	29%	22%	
				C																
Excellent	278	4	233	17	24	50	61	164	3	1	9	24	34	55	1	10	47	37	59	1
	77%	80%	81%	50%	71%	81%	73%	78%	75%	100%	69%	71%	81%	83%	50%	77%	78%	71%	78%	100%
			D							NPQRS										NPQRS
										KLM										KLM
Don't know / No answer	16	1	7	1	7	5	6	4	1				1	4		3	3	1	4	
MEAN	3.77	3.80	3.81	3.50	3.71	3.79	3.73	3.78	3.75	4.00	3.69	3.71	3.79	3.83	3.50	3.77	3.78	3.71	3.78	4.00
			D																	
STANDARD DEVIATION	0.43	0.45	0.40	0.51	0.46	0.45	0.44	0.42	0.50	0.00	0.48	0.46	0.47	0.38	0.71	0.44	0.42	0.46	0.42	0.00
STANDARD ERROR	0.02	0.20	0.02	0.09	0.08	0.06	0.05	0.03	0.25	0.00	0.13	0.08	0.07	0.05	0.50	0.12	0.05	0.06	0.05	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q18 Now, I'd like to ask you about matters relating to Public Works in Concord. How would you rate the overall quality of services provided by Concord Public Works?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT RIGHT				TOO MUCH				DK/NA	*****MALE*****					*****FEMALE*****					DK/NA
	TOTAL	ENOUGH	AMNT	MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	355	6	279	34	36	63	82	205	5		13	33	41	70	2	16	60	48	71	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Poor	4	1	1	2			1	2	1		1	1		1					1	
	1%	17%	*%	6%			1%	1%	20%		8%	3%		1%					1%	
Fair	36		24	7	5	4	12	20			1	4	3	4	1	2	5	7	9	
	10%		9%	21%	14%	6%	15%	10%			8%	12%	7%	6%	50%	13%	8%	15%	13%	
Good	154	3	116	21	14	25	45	83	1		6	18	17	31		8	21	20	33	
	43%	50%	42%	62%	39%	40%	55%	40%	20%		46%	55%	41%	44%		50%	35%	42%	46%	
				CE			H													
Excellent	161	2	138	4	17	34	24	100	3		5	10	21	34	1	6	34	21	28	1
	45%	33%	49%	12%	47%	54%	29%	49%	60%		38%	30%	51%	49%	50%	38%	57%	44%	39%	100%
			D		D	G		G									LS		NPQRS	KLM
Don't know / No answer	21		15	1	5	4	7	10		1		1	2				3	5	9	
MEAN	3.33	3.00	3.40	2.79	3.33	3.48	3.12	3.37	3.20		3.15	3.12	3.44	3.40	3.00	3.25	3.48	3.29	3.24	4.00
			D		D	G		G					L				LS			
STANDARD DEVIATION	0.70	1.10	0.66	0.73	0.72	0.62	0.69	0.70	1.30		0.90	0.74	0.63	0.67	1.41	0.68	0.65	0.71	0.73	0.00
STANDARD ERROR	0.04	0.45	0.04	0.13	0.12	0.08	0.08	0.05	0.58		0.25	0.13	0.10	0.08	1.00	0.17	0.08	0.10	0.09	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q19 How would you rate your satisfaction with the maintenance of Town roads?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	374	6	294	34	40	67	89	213	5	1	13	34	43	70	2	16	63	52	79	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all satisfied	5		3	2		2	2		1			3	1					1		
	1%		1%	6%		3%	2%		20%			9%	2%					2%		
Not very satisfied	38	2	28	3	5	3	8	25	2		3	5	4	5	1	2	5	4	9	
	10%	33%	10%	9%	13%	4%	9%	12%	40%		23%	15%	9%	7%	50%	13%	8%	8%	11%	
								F												
Somewhat satisfied	184	2	146	20	16	36	41	106	1		6	13	21	35	1	13	30	28	37	
	49%	33%	50%	59%	40%	54%	46%	50%	20%		46%	38%	49%	50%	50%	81%	48%	54%	47%	
																MNQRS				
																KL				
Very satisfied	147	2	117	9	19	26	38	82	1	1	4	13	17	30		1	28	19	33	1
	39%	33%	40%	26%	48%	39%	43%	38%	20%	100%	31%	38%	40%	43%		6%	44%	37%	42%	100%
										NPQRS		P	P	P		P	P	P	NPQRS	
										KLM									KLM	
Don't know / No answer	2			1	1			2										1	1	
MEAN	3.26	3.00	3.28	3.06	3.35	3.28	3.29	3.27	2.40	4.00	3.08	3.06	3.26	3.36	2.50	2.94	3.37	3.25	3.30	4.00
						I	I	I		P				P			P		P	P
STANDARD DEVIATION	0.69	0.89	0.68	0.78	0.70	0.69	0.73	0.66	1.14	0.00	0.76	0.95	0.73	0.61	0.71	0.44	0.63	0.68	0.67	0.00
STANDARD ERROR	0.04	0.37	0.04	0.13	0.11	0.08	0.08	0.05	0.51	0.00	0.21	0.16	0.11	0.07	0.50	0.11	0.08	0.09	0.08	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q20 How would you rate your satisfaction with the Town's snow plowing and winter maintenance?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	372	6	291	35	40	66	89	212	5	1	13	34	43	69	2	16	63	53	77	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all satisfied	6		4	2			2	4						2			2	1	1	
	2%		1%	6%			2%	2%						3%			3%	2%	1%	
Not very satisfied	26		21	5		4	8	13	1		3	5	1	3	1	2	5	4	2	
	7%		7%	14%		6%	9%	6%	20%		23%	15%	2%	4%	50%	13%	8%	8%	3%	
Somewhat satisfied	124	4	98	10	12	20	27	76	1	1	5	12	17	17	1	4	19	23	25	
	33%	67%	34%	29%	30%	30%	30%	36%	20%	100%	38%	35%	40%	25%	50%	25%	30%	43%	32%	
										NPQRS								N		
										KLM										
Very satisfied	216	2	168	18	28	42	52	119	3		5	17	25	47		10	37	25	49	1
	58%	33%	58%	51%	70%	64%	58%	56%	60%		38%	50%	58%	68%		63%	59%	47%	64%	100%
														KR						NPQRS
																				KLM
Don't know / No answer	4		3		1	1		3						1					3	
MEAN	3.48	3.33	3.48	3.26	3.70	3.58	3.45	3.46	3.40	3.00	3.15	3.35	3.56	3.58	2.50	3.50	3.44	3.36	3.58	4.00
					CD								KO	O						KO
STANDARD DEVIATION	0.70	0.52	0.69	0.92	0.46	0.61	0.75	0.70	0.89	0.00	0.80	0.73	0.55	0.72	0.71	0.73	0.78	0.71	0.61	0.00
STANDARD ERROR	0.04	0.21	0.04	0.16	0.07	0.07	0.08	0.05	0.40	0.00	0.22	0.13	0.08	0.09	0.50	0.18	0.10	0.10	0.07	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q21 How would you rate your satisfaction with the Town's water service?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	360	6	286	31	37	63	85	209	3	1	13	32	40	64	2	16	61	51	79	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all satisfied	3		1	2			2	1						1		1	1			
	1%		*%	6%			2%	*%						2%		6%	2%			
Not very satisfied	16		11	3	2	6	5	5			1	1	2	1		2	5	1	3	
	4%		4%	10%	5%	10%	6%	2%			8%	3%	5%	2%		13%	8%	2%	4%	
Somewhat satisfied	73	1	51	11	10	11	21	40	1		5	6	7	11		3	13	12	16	
	20%	17%	18%	35%	27%	17%	25%	19%	33%		38%	19%	18%	17%		19%	21%	24%	20%	
				C																
Very satisfied	268	5	223	15	25	46	57	163	2	1	7	25	31	51	2	10	42	38	60	1
	74%	83%	78%	48%	68%	73%	67%	78%	67%	100%	54%	78%	78%	80%	100%	63%	69%	75%	76%	100%
		D	D							NPQRS KLM					NPQRS KLM					NPQRS KLM
Don't know / No answer	16		8	4	4	4	4	6	2			2	3	6			2	2	1	
MEAN	3.68	3.83	3.73	3.26	3.62	3.63	3.56	3.75	3.67	4.00	3.46	3.75	3.73	3.75	4.00	3.38	3.57	3.73	3.72	4.00
			D		D			G						P					P	
STANDARD DEVIATION	0.60	0.41	0.54	0.89	0.59	0.66	0.71	0.52	0.58	0.00	0.66	0.51	0.55	0.56	0.00	0.96	0.72	0.49	0.53	0.00
STANDARD ERROR	0.03	0.17	0.03	0.16	0.10	0.08	0.08	0.04	0.33	0.00	0.18	0.09	0.09	0.07	0.00	0.24	0.09	0.07	0.06	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q22 Town Water Services - Please tell me whether you consider the price to be a Good Bargain, Reasonably Priced, or Excessively Priced, or that you don't use the service.

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT RIGHT			TOO MUCH			DK/NA			*****MALE*****					*****FEMALE*****					
	TOTAL	ENOUGH	AMNT	MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	346	4	272	34	36	62	83	197	4	1	12	33	42	62	2	16	59	48	70	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Good Bargain	81		73	6	2	17	17	45	2	1	4	6	10	15		3	10	7	24	1
	23%		27%	18%	6%	27%	20%	23%	50%	100%	33%	18%	24%	24%		19%	17%	15%	34%	100%
			E							NPQRS									QR	NPQRS
										KLM										KLM
Reasonably Priced	205	4	156	17	28	32	48	125			7	21	25	35	2	11	39	33	32	
	59%	100%	57%	50%	78%	52%	58%	63%			58%	64%	60%	56%	100%	69%	66%	69%	46%	
			CDE		CD										NPQRS		S	S		
															KLM					
Excessively Priced	28		21	6	1	6	11	11			1	3	1	4		1	8	6	4	
	8%		8%	18%	3%	10%	13%	6%			8%	9%	2%	6%		6%	14%	13%	6%	
				E													M			
Don't Use Service	32		22	5	5	7	7	16	2			3	6	8		1	2	2	10	
	9%		8%	15%	14%	11%	8%	8%	50%			9%	14%	13%		6%	3%	4%	14%	
																			QR	
Don't know / No answer	30	2	22	1	5	5	6	18	1		1	1	1	8			4	5	10	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q23 Sewer Services - Please tell me whether you consider the price to be a Good Bargain, Reasonably Priced, or Excessively Priced, or that you don't use the service.

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT RIGHT TOO									*****MALE*****					*****FEMALE*****					
	TOTAL	ENOUGH	AMNT	MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	353	5	278	35	35	64	82	202	5	1	12	34	42	67	2	16	61	50	67	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Good Bargain	40		33	5	2	8	11	20	1			5	4	9		1	6	4	10	1
	11%		12%	14%	6%	13%	13%	10%	20%			15%	10%	13%		6%	10%	8%	15%	100%
																				NPQRS LM
Reasonably Priced	97		79	4	14	19	21	56	1		3	9	14	17	2	5	22	13	12	
	27%		28%	11%	40%	30%	26%	28%	20%		25%	26%	33%	25%	100%	31%	36%	26%	18%	
			D		D										NPQRS KLM		S			
Excessively Priced	21	1	13	5	2	4	9	8			1	2		4		1	9	3	1	
	6%	20%	5%	14%	6%	6%	11%	4%			8%	6%		6%		6%	15%	6%	1%	
																	S			
Don't Use Service	195	4	153	21	17	33	41	118	3	1	8	18	24	37		9	24	30	44	
	55%	80%	55%	60%	49%	52%	50%	58%	60%	100%	67%	53%	57%	55%		56%	39%	60%	66%	
										NPQRS KLM								Q	Q	
Don't know / No answer	23	1	16		6	3	7	13						3			2	3	13	
														1						
														1						

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q24 Trash and Recycling Pickup - Please tell me whether you consider the price to be a Good Bargain, Reasonably Priced, or Excessively Priced, or that you don't use the service.

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****					DK/NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	(T)
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	362	5	286	35	36	64	86	207	5	1	12	34	43	69	2	15	60	52	73	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Good Bargain	72	2	62	5	3	14	15	42	1	1	1	7	6	23			9	8	16	1
	20%	40%	22%	14%	8%	22%	17%	20%	20%	100%	8%	21%	14%	33%			15%	15%	22%	100%
			E							MNQRS				KMQR						MNQRS
										KL										KL
Reasonably Priced	153	1	128	10	14	24	31	97	1		6	16	14	26	1	9	26	27	28	
	42%	20%	45%	29%	39%	38%	36%	47%	20%		50%	47%	33%	38%	50%	60%	43%	52%	38%	
			D																	
Excessively Priced	63		45	9	9	12	18	32	1		5	4	7	10		4	18	6	9	
	17%		16%	26%	25%	19%	21%	15%	20%		42%	12%	16%	14%		27%	30%	12%	12%	
											RS						LNRS			
Don't Use Service	74	2	51	11	10	14	22	36	2			7	16	10	1	2	7	11	20	
	20%	40%	18%	31%	28%	22%	26%	17%	40%			21%	37%	14%	50%	13%	12%	21%	27%	
												NPQ							Q	
Don't know / No answer	14	1	8		5	3	3	8			1			1		1	3	1	7	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q25 Electricity - Please tell me whether you consider the price to be a Good Bargain, Reasonably Priced, or Excessively Priced, or that you don't use the service.

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT RIGHT			TOO MUCH			DK/NA			*****MALE*****					*****FEMALE*****					DK/NA
	TOTAL	ENOUGH	AMNT	MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	366	6	289	33	38	66	89	206	5	1	12	34	43	66	2	16	63	53	75	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Good Bargain	124	3	105	8	8	23	25	75	1		1	10	14	27		5	20	12	34	1
	34%	50%	36%	24%	21%	35%	28%	36%	20%		8%	29%	33%	41%		31%	32%	23%	45%	100%
			E									K	KR			K		KR	NPQRS	KLM
Reasonably Priced	196	3	157	14	22	33	48	112	3	1	10	20	24	35	1	7	33	32	33	
	54%	50%	54%	42%	58%	50%	54%	54%	60%	100%	83%	59%	56%	53%	50%	44%	52%	60%	44%	
										NPQRS	MNPQS									
										LM										
Excessively Priced	40		22	11	7	7	16	16	1		1	3	3	4	1	4	10	8	6	
	11%		8%	33%	18%	11%	18%	8%	20%		8%	9%	7%	6%	50%	25%	16%	15%	8%	
				C			H													
Don't Use Service	6		5		1	3		3				1	2					1	2	
	2%		2%		3%	5%		1%				3%	5%					2%	3%	
Don't know / No answer	10		5	2	3	1		9			1			4					5	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q26 Beede Swim and Fitness Center - Please tell me whether you consider the price to be a Good Bargain, Reasonably Priced, or Excessively Priced, or that you don't use the service.

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****					DK/NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	(T)
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	360	6	284	35	35	63	84	208	5	1	12	34	42	65	2	16	62	51	74	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Good Bargain	45	1	38	3	3	7	6	31	1		1	3	6	17		2	4	3	9	
	13%	17%	13%	9%	9%	11%	7%	15%	20%		8%	9%	14%	26%		13%	6%	6%	12%	
								G						LQRS						
Reasonably Priced	63	2	54	3	4	12	12	39		1	2	13	4	13	1	2	13	9	5	
	18%	33%	19%	9%	11%	19%	14%	19%		100%	17%	38%	10%	20%	50%	13%	21%	18%	7%	
			D							NPQRS		MPRS		S			S			
										KLM										
Excessively Priced	81	2	56	13	10	17	25	39			4	7	10	2		10	21	17	9	1
	23%	33%	20%	37%	29%	27%	30%	19%			33%	21%	24%	3%		63%	34%	33%	12%	100%
			C								N	N	N			MNQRS	NS	NS	N	NPQRS
																L				KLM
Don't Use Service	171	1	136	16	18	27	41	99	4		5	11	22	33	1	2	24	22	51	
	48%	17%	48%	46%	51%	43%	49%	48%	80%		42%	32%	52%	51%	50%	13%	39%	43%	69%	
			B		B				F				P	P		P	P	P	LNPQR	
Don't know / No answer	16		10		6	4	5	7			1		1	5			1	2	6	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q27 Recreation Programs (like after school programs and summer camp) - Please tell me whether you consider the price to be a Good Bargain, Reasonably Priced, or Excessively Priced, or that you don't use the service.

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****					DK/NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	(T)
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	352	6	277	34	35	65	79	203	5	1	12	34	41	62	2	15	60	52	73	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Good Bargain	47	1	40	4	2	8	12	26	1			7	8	7			10	6	9	
	13%	17%	14%	12%	6%	12%	15%	13%	20%			21%	20%	11%			17%	12%	12%	
Reasonably Priced	85	2	71	6	6	23	18	44			7	18	9	7	1	5	21	14	3	
	24%	33%	26%	18%	17%	35%	23%	22%			58%	53%	22%	11%	50%	33%	35%	27%	4%	
						H					MNRS	MNRS	S			S	NS	NS		
Excessively Priced	12		7	2	3	3	5	4								4	6	2		
	3%		3%	6%	9%	5%	6%	2%								27%	10%	4%		
Don't Use Service	208	3	159	22	24	31	44	129	4	1	5	9	24	48	1	6	23	30	61	
	59%	50%	57%	65%	69%	48%	56%	64%	80%	100%	42%	26%	59%	77%	50%	40%	38%	58%	84%	
								F		NPQRS			LQ	LMPQR			LQ	LMPQR		
										KLM				K				K		
Don't know / No answer	24		17	1	6	2	10	12					2	8		1	3	1	7	1
													1							

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q28 You may have Internet service provided to your home by a private company. How would you rate your satisfaction with this service?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT RIGHT TOO									*****MALE*****					*****FEMALE*****					
	TOTAL ENOUGH AMNT	MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	372	6	292	35	39	66	89	212	5	1	13	34	42	70	2	15	63	53	78	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all satisfied	16	1	13	1	1	3	6	7			3	1	2		1	5	4			
	4%	17%	4%	3%	3%	5%	7%	3%			23%	3%	5%		7%	8%	8%			
Not very satisfied	62	2	43	10	7	18	10	34			2	10	5	8		4	12	11	9	1
	17%	33%	15%	29%	18%	27%	11%	16%			15%	29%	12%	11%		27%	19%	21%	12%	100%
						G						NS								NPQRS KLM
Somewhat satisfied	169		141	13	15	26	45	95	3	1	6	14	21	35		3	33	25	31	
	45%		48%	37%	38%	39%	51%	45%	60%	100%	46%	41%	50%	50%		20%	52%	47%	40%	
										NPQRS KLM			P	P			P	P		
Very satisfied	94	3	72	9	10	17	19	56	2		2	9	12	21	1	6	10	13	20	
	25%	50%	25%	26%	26%	26%	21%	26%	40%		15%	26%	29%	30%	50%	40%	16%	25%	26%	
														Q						
Don't have this service	31		23	2	6	2	9	20					2	6	1	1	3		18	
	8%		8%	6%	15%	3%	10%	9%					5%	9%	50%	7%	5%		23%	
								F											MNPQ	
Don't know / No answer	4		2		2	1		3					1			1				2

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q28 You may have Internet service provided to your home by a private company. How would you rate your satisfaction with this service?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT RIGHT									*****MALE*****					*****FEMALE*****					
	TOTAL	ENOUGH	AMNT	MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
MEAN	3.00	2.83	3.01	2.91	3.03	2.89	2.96	3.04	3.40	3.00	2.54	2.91	3.08	3.20	4.00	3.00	2.80	2.89	3.18	2.00
STANDARD DEVIATION	0.80	1.33	0.79	0.84	0.81	0.86	0.82	0.78	0.55	0.00	1.05	0.83	0.80	0.65	0.00	1.04	0.82	0.87	0.68	0.00
STANDARD ERROR	0.04	0.54	0.05	0.15	0.14	0.11	0.09	0.06	0.24	0.00	0.29	0.14	0.13	0.08	0.00	0.28	0.11	0.12	0.09	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q29 If the Town were to offer a high-speed internet service to your home, how likely would you be to subscribe to this service?

BASE = NEW IN 2012

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
MEAN	3.41	3.67	3.46	3.06	3.24	3.59	3.31	3.39	3.25	2.00	3.85	3.59	3.49	3.39	3.50	3.50	3.58	3.40	3.03	4.00
STANDARD DEVIATION	0.84	0.52	0.78	1.12	0.95	0.73	0.88	0.85	0.96	0.00	0.38	0.84	0.72	0.94	0.71	0.89	0.64	0.67	1.01	0.00
STANDARD ERROR	0.04	0.21	0.05	0.19	0.16	0.09	0.10	0.06	0.48	0.00	0.10	0.15	0.12	0.11	0.50	0.22	0.08	0.09	0.12	0.00

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q30 Which of the following internet activities do you perform at least three-times-a-week?

BASE = NEW IN 2012 AND INTERESTED IN INTERNET

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	365	6	287	34	38	66	88	206	5	1	13	33	42	68	2	16	63	53	73	1
TOTAL ANSWERING	341	6	269	32	34	64	80	192	5	1	13	33	41	59	2	15	63	53	60	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Checking Email	337	6	267	31	33	62	80	190	5	1	12	33	41	57	2	15	63	53	59	1
	99%	100%	99%	97%	97%	97%	100%	99%	100%	100%	92%	100%	100%	97%	100%	100%	100%	100%	98%	100%
Web Browsing	303	5	245	25	28	61	73	166	3	1	12	30	38	46	1	14	62	51	47	1
	89%	83%	91%	78%	82%	95%	91%	86%	60%	100%	92%	91%	93%	78%	50%	93%	98%	96%	78%	100%
						H				NS		NS				NS	NS			NS
Telecommuting, Home-Office	167	3	131	16	17	35	45	84	3		10	20	28	22		10	41	24	11	1
	49%	50%	49%	50%	50%	55%	56%	44%	60%		77%	61%	68%	37%		67%	65%	45%	18%	100%
											NRS	NS	NRS	S		NS	NRS	S		NPQRS
																				KLM
Video Streaming (such as with Netflix or Hulu)	129	3	102	11	13	33	31	64	1	1	8	17	20	13	1	11	31	20	6	1
	38%	50%	38%	34%	38%	52%	39%	33%	20%	100%	62%	52%	49%	22%	50%	73%	49%	38%	10%	100%
						H				NPQRS	NS	NS	NS			NRS	NS	S		NPQRS
										KLM										KLM
Music Streaming	115	4	86	13	12	29	32	52	2	1	7	16	17	13	1	10	29	16	5	
	34%	67%	32%	41%	35%	45%	40%	27%	40%	100%	54%	48%	41%	22%	50%	67%	46%	30%	8%	
						H	H			NPQRS	NS	NS	NS	S		NRS	NS	S		
										KLM										
Using a Telephone over the Internet service (such as with Skype or Vonage)	110	3	80	15	12	24	34	50	2		4	11	16	19	1	7	27	16	9	
	32%	50%	30%	47%	35%	38%	43%	26%	40%		31%	33%	39%	32%	50%	47%	43%	30%	15%	
						H							S	S		S	S			

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Citizen Survey - Fall 2012

Q30 Which of the following internet activities do you perform at least three-times-a-week?

BASE = NEW IN 2012 AND INTERESTED IN INTERNET

	Spending on Town Govrn. Compared to Two Yrs Ago								Gender and Age													
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****					DK/NA			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	(T)		
Don't know/No Answer	24		18	2	4	2	8	14						1	9				1			13

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q31 How many computers and internet devices do you have in your home?

BASE = NEW IN 2012 AND INTERESTED IN INTERNET

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	365	6	287	34	38	66	88	206	5	1	13	33	42	68	2	16	63	53	73	1
TOTAL ANSWERING	360	6	284	33	37	65	87	204	4	1	13	32	41	68	2	16	62	52	72	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
3-5	136	3	112	13	8	27	34	75		1	3	10	18	27		8	28	25	15	1
	38%	50%	39%	39%	22%	42%	39%	37%		100%	23%	31%	44%	40%		50%	45%	48%	21%	100%
			E							NPQRS			S	S		S	S	S		NPQRS
										KLM										KLM
1-2	125	1	96	11	17	15	24	83	3		2	7	7	33	1	1	15	16	43	
	35%	17%	34%	33%	46%	23%	28%	41%	75%		15%	22%	17%	49%	50%	6%	24%	31%	60%	
								FG	FG					LMPQR			P	P	LMPQR	
													K						K	
5-10	64	2	53	4	5	20	14	29	1		8	14	11	4		4	14	7	2	
	18%	33%	19%	12%	14%	31%	16%	14%	25%		62%	44%	27%	6%		25%	23%	13%	3%	
						GH					NPQRS	NQRS	NS			S	NS	S		
											M									
None	20		14	3	3	1	8	11					1	4	1	1		1	12	
	6%		5%	9%	8%	2%	9%	5%					2%	6%	50%	6%		2%	17%	
							F												MNR	
More than 10	15		9	2	4	2	7	6				1	4			2	5	3		
	4%		3%	6%	11%	3%	8%	3%				3%	10%			13%	8%	6%		
Don't know/No answer	5		3	1	1	1	1	2	1			1	1				1	1	1	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Citizen Survey - Fall 2012

Q32 Next, I'd like you to tell me if you think the Town has been spending not enough money, about the right amount of money, or too much money in Town Government Services.

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH			RIGHT AMNT		TOO MUCH		DK/NA		*****MALE*****					*****FEMALE*****					DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	335	6	294	35		61	78	192	4	1	12	33	38	65	2	13	56	48	66	1
	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not enough money	6	6				1	2	3				1		1		1		3		
	2%	100%				2%	3%	2%				3%		2%		8%		6%		
About the right amount of money	294		294			56	60	175	3	1	11	27	32	56	2	9	49	42	64	1
	88%		100%			92%	77%	91%	75%	100%	92%	82%	84%	86%	100%	69%	88%	88%	97%	100%
						G		G		MNPQR					MNPQR				LMNP	MNPQR
										L					L					L
Too much money	35			35		4	16	14	1		1	5	6	8		3	7	3	2	
	10%			100%		7%	21%	7%	25%		8%	15%	16%	12%		23%	13%	6%	3%	
						FH					S		S							
Don't know / No answer	41				41	6	11	23	1		1	1	5	5		3	7	5	14	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q33 Next, I'd like you to tell me if you think the Town has been spending not enough money, about the right amount of money, or too much money in Concord Public Schools (K through 8).

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****					DK/NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	(T)
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	330	6	268	33	23	61	79	186	4		12	31	40	57	2	15	60	50	62	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not enough money	37		29	4	4	9	5	23				9	2	4	1	2	9	6	4	
	11%		11%	12%	17%	15%	6%	12%				29%	5%	7%	50%	13%	15%	12%	6%	
												MNS								
About the right amount of money	220	3	193	9	15	45	48	124	3		12	15	31	34	1	11	41	31	43	1
	67%	50%	72%	27%	65%	74%	61%	67%	75%		100%	48%	78%	60%	50%	73%	68%	62%	69%	100%
			D		D						NPQRS		L							LM
											LM									LM
Too much money	73	3	46	20	4	7	26	39	1			7	7	19		2	10	13	15	
	22%	50%	17%	61%	17%	11%	33%	21%	25%			23%	18%	33%		13%	17%	26%	24%	
				CE			FH							Q						
Don't know / No answer	46		26	2	18	6	10	29	1	1	1	3	3	13		1	3	3	18	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q34 I'd like you to tell me if you think the Town has been spending not enough money, about the right amount of money, or too much money in Concord - Carlisle Regional High School.

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age											
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA		*****MALE*****					*****FEMALE*****					DK/NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	(T)	
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1	
TOTAL ANSWERING	327	6	266	32	23	59	81	184	3		12	31	40	58	2	14	61	51	57	1	
	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Not enough money	49		42	3	4	10	9	30			2	12	3	2	1	3	12	6	8		
	15%		16%	9%	17%	17%	11%	16%			17%	39%	8%	3%	50%	21%	20%	12%	14%		
											MNRS										
About the right amount of money	199	3	173	8	15	42	44	111	2		8	11	29	35	1	9	39	33	33	1	
	61%	50%	65%	25%	65%	71%	54%	60%	67%		67%	35%	73%	60%	50%	64%	64%	65%	58%	100%	
			D		D	G						L	L			L	L	L	L	NPQRS	
																				KLM	
Too much money	79	3	51	21	4	7	28	43	1		2	8	8	21		2	10	12	16		
	24%	50%	19%	66%	17%	12%	35%	23%	33%		17%	26%	20%	36%		14%	16%	24%	28%		
				CE			F	F						Q							
Don't know / No answer	49		28	3	18	8	8	31	2	1	1	3	3	12		2	2	2	23		

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q35 In terms of your household finances, would you say that you are doing better than you were two years ago, worse, or about the same?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT RIGHT TOO									*****MALE*****					*****FEMALE*****					
	TOTAL	ENOUGH	AMNT	MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	371	6	291	34	40	67	89	215		1	13	33	42	68	2	16	63	53	79	1
	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Better	67	1	56	4	6	67					4	14	11	7		4	11	12	4	
	18%	17%	19%	12%	15%	100%					31%	42%	26%	10%		25%	17%	23%	5%	
											S	NQS	NS			S	S			
Worse	89	2	60	16	11		89			1	1	2	15	12		5	16	17	20	
	24%	33%	21%	47%	28%		100%			100%	8%	6%	36%	18%		31%	25%	32%	25%	
				C						NPQRS		KLN				L	L	KL	KL	
										KLM										
About the same	215	3	175	14	23			215			8	17	16	49	2	7	36	24	55	1
	58%	50%	60%	41%	58%			100%			62%	52%	38%	72%	100%	44%	57%	45%	70%	100%
			D											LMPR	NPQRS				MR	NPQRS
														KLM					KLM	KLM
Don't know / No answer	5		3	1	1				5			1	1	2						1

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q37 How long have you lived in Concord?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT RIGHT				TOO					*****MALE*****					*****FEMALE*****					
	TOTAL	ENOUGH	AMNT	MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	375	6	293	35	41	67	89	215	4	1	13	34	43	70	2	16	63	53	79	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than One Year	2		2			1		1						1					1	
	1%		1%			1%		*%						1%					1%	
1 to 5 Years	51		35	6	10	13	11	26	1		7	4	8	3		9	12		8	
	14%		12%	17%	24%	19%	12%	12%	25%		54%	12%	19%	4%		56%	19%		10%	
											LMNQS		N			LMNQS	N			
6 to 10 Years	29		19	6	4	6	13	10		1	1	4	5	3		2	8		4	1
	8%		6%	17%	10%	9%	15%	5%		100%	8%	12%	12%	4%		13%	13%		5%	100%
							H			MNPQS										MNPQS
										KL										KL
Over 10 Years	293	6	237	23	27	47	65	178	3		5	26	30	63	2	5	43	53	66	
	78%	100%	81%	66%	66%	70%	73%	83%	75%		38%	76%	70%	90%	100%	31%	68%	100%	84%	
		CDE						F				KP	KP	KMPQ	MNPQS		KP	MNPQS	KPQ	
															KL			KL		
Don't know / No answer	1		1						1										1	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q38 Do you currently have any children under the age of 18 in your household?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	375	6	293	35	41	67	89	215	4	1	13	34	43	70	2	16	63	53	79	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	116	2	90	13	11	32	25	57	2		13	26	13	1		15	42	6		
	31%	33%	31%	37%	27%	48%	28%	27%	50%		100%	76%	30%	1%		94%	67%	11%		
						GH					LMNQR	MNR	NR			MNQR	MNR	N		
No	259	4	203	22	30	35	64	158	2	1		8	30	69	2	1	21	47	79	1
	69%	67%	69%	63%	73%	52%	72%	73%	50%	100%		24%	70%	99%	100%	6%	33%	89%	100%	100%
							F	F			LMPQR		LPQ	LMPQR	LMPQR		P	LMPQ	LMPQR	LMPQR
Don't know / No answer	1		1							1										1

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q39 Which Polling Place do you use?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT RIGHT					TOO				*****MALE*****					*****FEMALE*****					
	TOTAL	ENOUGH	AMNT	MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	362	6	285	32	39	64	86	208	4	1	13	33	42	67	2	13	63	53	74	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Harvey Wheeler	157	3	130	8	16	32	38	86	1		5	18	19	23		3	26	23	40	
	43%	50%	46%	25%	41%	50%	44%	41%	25%		38%	55%	45%	34%		23%	41%	43%	54%	
			D								P								NP	
141 Keyes (pronounced 'KIZE') Road	87	2	63	8	14	7	21	58	1		2	2	11	18	1	3	17	13	19	1
	24%	33%	22%	25%	36%	11%	24%	28%	25%		15%	6%	26%	27%	50%	23%	27%	25%	26%	100%
							F	F				L	L				L	L	L	NPQRS
																			L	KLM
Ripley	69	1	56	8	4	12	16	40	1		5	5	5	19	1	5	13	9	7	
	19%	17%	20%	25%	10%	19%	19%	19%	25%		38%	15%	12%	28%	50%	38%	21%	17%	9%	
											S			MS		S				
Hunt Gym	41		32	5	4	11	7	22	1	1		7	7	5		1	5	8	7	
	11%		11%	16%	10%	17%	8%	11%	25%	100%		21%	17%	7%		8%	8%	15%	9%	
										NPQRS										LM
Don't Vote in Concord	8		4	3	1	2	4	2			1	1		2		1	2		1	
	2%		1%	9%	3%	3%	5%	1%			8%	3%		3%		8%	3%		1%	
Don't know / No answer	14		9	3	2	3	3	7	1			1	1	3		3			6	

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Q40 How often do you attend Town Meeting?

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	NOT RIGHT				TOO				*****MALE*****					*****FEMALE*****					DK/NA	
	TOTAL	ENOUGH	AMNT	MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64		65+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	374	6	292	35	41	67	89	214	4	1	13	34	43	69	2	16	63	53	79	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Always	45	1	41	2	1	8	7	30			2	4	3	7	1	3	8	7	9	1
	12%	17%	14%	6%	2%	12%	8%	14%			15%	12%	7%	10%	50%	19%	13%	13%	11%	100%
			E																	NPQRS KLM
Often	66	1	52	7	6	6	13	45	2		2	5	6	13	1	2	12	13	12	
	18%	17%	18%	20%	15%	9%	15%	21%	50%		15%	15%	14%	19%	50%	13%	19%	25%	15%	
								F												
Occasionally	160	2	125	16	17	34	40	86			7	22	18	31		6	26	25	25	
	43%	33%	43%	46%	41%	51%	45%	40%			54%	65%	42%	45%		38%	41%	47%	32%	
												MQS								
Never	103	2	74	10	17	19	29	53	2	1	2	3	16	18		5	17	8	33	
	28%	33%	25%	29%	41%	28%	33%	25%	50%	100%	15%	9%	37%	26%		31%	27%	15%	42%	
					C					NPQRS KLM		LR	L			L		KLNR		
Don't know / No answer	2		2						1	1				1						1

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012

Citizen Survey - Fall 2012

Gender

BASE = ALL RESPONDENTS

	Spending on Town Govrn. Compared to Two Yrs Ago									Gender and Age										
	TOTAL	NOT ENOUGH	RIGHT AMNT	TOO MUCH	DK/NA	BETTR	WORSE	SAME	DK/NA	*****MALE*****					*****FEMALE*****					DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	<35	35-44	45-54	55-64	65+	<35	35-44	45-54	55-64	65+	DK/NA
TOTAL	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
TOTAL ANSWERING	376	6	294	35	41	67	89	215	5	1	13	34	43	70	2	16	63	53	80	1
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	162	2	128	20	12	36	31	91	4	1	13	34	43	70						1
	43%	33%	44%	57%	29%	54%	35%	42%	80%	100%	100%	100%	100%	100%						100%
				E		G			GH											
Female	214	4	166	15	29	31	58	124	1						2	16	63	53	80	
	57%	67%	56%	43%	71%	46%	65%	58%	20%						100%	100%	100%	100%	100%	
					D		FI	I												

Comparison Groups: BCDE/FGHI/JKLMNOPQRST
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

Prepared by: Pacific Market Research - November 27, 2012