

Citizen Survey - Fall 2012

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BANNER1

Table Q36 Page 1.....Q36 In which of the following groups is your age?
BASE = ALL RESPONDENTS

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provided by the Town Government in Concord?
BASE = ALL RESPONDENTS

Table Q2 Page 3.....Q2 In relation to the property taxes you pay, how satisfied
are you with the overall quality of Town services?
BASE = ALL RESPONDENTS

Table Q3 Page 4.....Q3 What local issue would you say is the highest priority
for you?
BASE = ALL RESPONDENTS

Table Q4CODE Page 6.....Q4 What do you think is the greatest concern or issue
facing Concord?
BASE = ALL RESPONDENTS

Table Q5 Page 9.....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

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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Table Q10 Page 15.....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

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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	MALE	FE-MALE	UNDR 35	35 -44	45 -54	55 -64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	375	161	214	3	29	97	96	150		2	51	28	293	1	116	258	1	86	157	69	41	8	14
	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Under 35	3	1	2	3								1	2			3		1		1	1		
	1%	1%	1%	100%								4%	1%			1%		1%		1%	2%		
35 to 44	29	13	16		29						16	3	10		28	1		5	8	10	1	2	3
	8%	8%	7%		100%						31%	11%	3%		24%	*%		6%	5%	14%	2%	25%	21%
											LM				P					SU			
45 to 54	97	34	63			97					16	12	69		68	29		19	44	18	12	3	1
	26%	21%	29%			100%					31%	43%	24%		59%	11%		22%	28%	26%	29%	38%	7%
											M				P				W	W	W		
55 to 64	96	43	53				96				8	5	83		19	77		24	42	14	15		1
	26%	27%	25%				100%				16%	18%	28%		16%	30%		28%	27%	20%	37%		7%
											K				O			W	W		W		
65 or Over	150	70	80					150		2	11	7	129	1	1	148	1	37	63	26	12	3	9
	40%	43%	37%					100%		100%	22%	25%	44%	100%	1%	57%	100%	43%	40%	38%	29%	38%	64%
										KLM			KL	KLM		O	OP						U
Don't know / No answer	1	1							1			1					1		1				

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place							
	TOTL	MALE	MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14	
TOTAL ANSWERING	374	160	214	3	29	97	95	149	1	2	51	29	291	1	116	257	1	87	157	69	40	8	13	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Poor		5	5		1	2		2			1		4		1	4		1	2	1		1		
		1%	2%		3%	2%		1%			2%		1%		1%	2%		1%	1%	1%		13%		
Fair		29	16	13	1	4	9	7	8		6	2	21		11	18		5	13	7	3		1	
		8%	10%	6%	33%	14%	9%	7%	5%		12%	7%	7%		9%	7%		6%	8%	10%	8%		8%	
Good		169	74	95	1	14	43	43	67	1	22	18	128	1	49	119	1	47	66	27	17	4	8	
		45%	46%	44%	33%	48%	44%	45%	45%	100%	43%	62%	44%	100%	42%	46%	100%	54%	42%	39%	43%	50%	62%	
		EFGH								KLM				OP										
Excellent		171	70	101	1	10	43	45	72		2	22	9	138		55	116		34	76	34	20	3	4
		46%	44%	47%	33%	34%	44%	47%	48%		100%	43%	31%	47%		47%	45%		39%	48%	49%	50%	38%	31%
		KLM																						
Don't know / No answer		2	2					1	1					2		2					1		1	
MEAN		3.35	3.34	3.36	3.00	3.14	3.31	3.40	3.40	3.00	4.00	3.27	3.24	3.37	3.00	3.36	3.35	3.00	3.31	3.38	3.36	3.43	3.13	3.23
STANDARD DEVIATION		0.68	0.65	0.70	1.00	0.79	0.73	0.63	0.66	0.00	0.00	0.75	0.58	0.68	0.00	0.69	0.68	0.00	0.63	0.69	0.73	0.64	0.99	0.60
STANDARD ERROR		0.04	0.05	0.05	0.58	0.15	0.07	0.06	0.05	0.00	0.00	0.11	0.11	0.04	0.00	0.06	0.04	0.00	0.07	0.06	0.09	0.10	0.35	0.17

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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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

	Gender			Age					Lived In Concord					Children HH			Polling Place							
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14	
TOTAL ANSWERING	349	153	196	3	28	95	89	133	1	2	44	24	278	1	111	237	1	78	146	67	39	8	11	
	100%	100%	100%	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	3	7		1	2	3	4					1	9		1	9		1	2	2	2	1	2
	3%	2%	4%		4%	2%	3%	3%					4%	3%		1%	4%		1%	1%	3%	5%	13%	18%
Not very satisfied	24	14	10		2	7	6	9					1	23		8	16		7	5	7	5		
	7%	9%	5%		7%	7%	7%	7%					4%	8%		7%	7%		9%	3%	10%	13%		
Somewhat satisfied	149	64	85	2	17	37	39	54			24	16	109		52	97		35	55	31	18	5	5	
	43%	42%	43%	67%	61%	39%	44%	41%			55%	67%	39%		47%	41%		45%	38%	46%	46%	63%	45%	
					FH							M												
Very satisfied	166	72	94	1	8	49	41	66	1	2	20	6	137	1	50	115	1	35	84	27	14	2	4	
	48%	47%	48%	33%	29%	52%	46%	50%	100%	100%	45%	25%	49%	100%	45%	49%	100%	45%	58%	40%	36%	25%	36%	
					E			E	EFGH	KLM			L	KLM			OP		TUV					
									D															
Don't know / No answer	27	9	18		1	2	7	17			7	5	15		5	22		9	11	2	2		3	
MEAN	3.35	3.34	3.36	3.33	3.14	3.40	3.33	3.37	4.00	4.00	3.45	3.13	3.35	4.00	3.36	3.34	4.00	3.33	3.51	3.24	3.13	3.00	3.00	
											L								TUVW					
STANDARD DEVIATION	0.73	0.73	0.74	0.58	0.71	0.72	0.75	0.74	0.00	0.00	0.50	0.68	0.77	0.00	0.66	0.77	0.00	0.70	0.64	0.76	0.83	0.93	1.10	
STANDARD ERROR	0.04	0.06	0.05	0.33	0.13	0.07	0.08	0.06	0.00	0.00	0.08	0.14	0.05	0.00	0.06	0.05	0.00	0.08	0.05	0.09	0.13	0.33	0.33	

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.

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Citizen Survey - Fall 2012

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

BASE = ALL RESPONDENTS

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	365	158	207	3	28	96	93	144	1	2	50	29	283	1	115	249	1	84	151	68	41	8	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Schools	144	56	88	1	19	53	29	41	1	1	25	14	103	1	74	69	1	31	63	23	17	5	5
	39%	35%	43%	33%	68%	55%	31%	28%	100%	50%	50%	48%	36%	100%	64%	28%	100%	37%	42%	34%	41%	63%	38%
					GH	GH			EFGH					KLM	P	OP							
									D														
Taxes	80	35	45	1	5	15	21	38			8	8	64		17	63		21	24	20	9	3	3
	22%	22%	22%	33%	18%	16%	23%	26%			16%	28%	23%		15%	25%		25%	16%	29%	22%	38%	23%
								F							O					S			
Preservation of the Town's Character	67	38	29	1	1	9	28	28			7	3	57		9	58		15	29	10	11		2
	18%	24%	14%	33%	4%	9%	30%	19%			14%	10%	20%		8%	23%		18%	19%	15%	27%		15%
			C				EF	EF								O							
Affordable Housing	21	9	12			5	4	12			4		17		2	19		9	6	3	2		1
	6%	6%	6%			5%	4%	8%			8%		6%		2%	8%		11%	4%	4%	5%		8%
																O							
Public Safety	18	7	11		1	4	3	10				2	16		3	15		6	10	1			1
	5%	4%	5%		4%	4%	3%	7%				7%	6%		3%	6%		7%	7%	1%			8%
																				T			
Roads	17	5	12		1	8	3	5			3	2	12		6	11		1	9	5	2		
	5%	3%	6%		4%	8%	3%	3%			6%	7%	4%		5%	4%		1%	6%	7%	5%		
																				R			

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
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 Upper case letters indicate significance at the 95% level.

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Citizen Survey - Fall 2012

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

BASE = ALL RESPONDENTS

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	10YR OVER	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Governmental Services	15 4%	7 4%	8 4%		1 4%	2 2%	3 3%	9 6%		1 50%	2 4%		12 4%		3 3%	12 5%		1 1%	8 5%	5 7%			1 8%
Other (SPECIFY)	3 1%	1 1%	2 1%					2 2%	1 1%		1 2%		2 1%		1 1%	2 1%			2 1%	1 1%			
Don't know / No answer	11	4	7		1	1	3	6			1		10		1	10		3	6	1			1

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

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Citizen Survey - Fall 2012

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

BASE = ALL RESPONDENTS

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	338	143	195	3	28	88	87	131	1	1	42	26	268	1	107	230	1	80	141	62	37	6	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taxes / tax increases	46	21	25	1	3	11	7	24			4	3	39		10	36		14	16	7	6	1	2
	14%	15%	13%	33%	11%	13%	8%	18%			10%	12%	15%		9%	16%		18%	11%	11%	16%	17%	17%
Education / school budget / quality of schools	41	20	21		6	13	10	12			8	3	30		18	23		4	17	12	7	1	
	12%	14%	11%		21%	15%	11%	9%			19%	12%	11%		17%	10%		5%	12%	19%	19%	17%	
																				R	R		
Building a new school / cost of new schools / the high school project	38	22	16	1	3	12	7	15			5	3	30		16	22		10	15	7	3		3
	11%	15%	8%	33%	11%	14%	8%	11%			12%	12%	11%		15%	10%		13%	11%	11%	8%		25%
Affordability / cost of living / low wages	27	7	20			7	8	12			1	1	25		5	22		10	12	5			
	8%	5%	10%			8%	9%	9%			2%	4%	9%		5%	10%		13%	9%	8%			
Affordable housing	24	8	16		2	6	5	11			2	2	20		6	18		4	13	3	2	1	1
	7%	6%	8%		7%	7%	6%	8%			5%	8%	7%		6%	8%		5%	9%	5%	5%	17%	8%
Overdevelopment / preserving open space / controlling growth	21	7	14		2	4	5	10			1	1	19		4	17		5	13	3			
	6%	5%	7%		7%	5%	6%	8%			2%	4%	7%		4%	7%		6%	9%	5%			

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Local government/ government communication / trust / working together	21 6%	4 3%	17 9% B		2 7%	7 8%	6 7%	6 5%			3 7%		18 7%		9 8%	12 5%		5 6%	15 11% U		1 3%		
Character / maintaining character of the town	16 5%	9 6%	7 4%		2 2%	6 7%	7 5%	1 100% FGH			2 5%	1 4%	13 5%		2 2%	14 6% O		1 1%	8 6%	5 8%	1 3%		1 8%
Traffic	13 4%	6 4%	7 4%		1 4%	4 5%	4 5%	4 3%			3 7%	1 4%	9 3%		6 6%	7 3%		2 3%	7 5%	3 5%	1 3%		
Budget / balancing the budget / wasteful government spending	12 4%	5 3%	7 4%			4 5%	4 5%	4 3%			1 2%	1 4%	10 4%		3 3%	9 4%		4 5%	4 3%	2 3%	1 3%		1 8%
Maintaining services on limited budget / having enough money	11 3%	10 7%	1 1% C		1 1%	6 7%	4 3%				1 2%	2 8%	8 3%		4 4%	7 3%		4 5%	1 1%	3 5%	3 8%		
Property taxes / high property taxes	8 2%	1 1%	7 4%			2 2%	2 2%	4 3%				1 4%	7 3%		2 2%	6 3%		3 4%	1 1%	1 2%	3 8%		
Environmental / energy concerns	8 2%	2 1%	6 3%	1 33%	1 4%	1 1%	4 5%	1 1%			2 5%	1 4%	5 2%		4 4%	4 2%		2 3%	2 1%	1 2%	3 8%		
Diverse community / not enough diversity	8 2%	3 2%	5 3%		1 4%	3 3%	3 3%	1 1%			2 5%		6 2%		4 4%	4 2%		1 1%	3 2%	1 2%	1 3%	1 33%	2

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Development / smart development planning	7 2%	5 3%	2 1%		1 4%	1 1%	1 1%	4 3%		1 2%	2 8%	3 1%	1 100%	3 3%	3 1%	1 100%		4 3%	1 2%				2 17%
Economy / businesses closing / keeping businesses	6 2%	1 1%	5 3%			2 2%	2 2%	2 2%				1 4%	5 2%		1 1%	5 2%			3 2%	2 3%	1 3%		
Lighting on roadways / street lights	3 1%	1 1%	2 1%		1 4%	2 2%							3 1%		1 1%	2 1%		1 1%			1 3%		1 8%
Infrastructure / fixing roads	3 1%	2 1%	1 1%		1 4%			2 2%		1 2%		2 1%		1 1%	2 1%		1 1%			2 3%			
Public safety	2 1%		2 1%		1 4%			1 1%		1 2%		1 *		1 1%	1 *		1 1%						1 8%
Other	10 3%	2 1%	8 4%		2 7%	3 3%	4 5%	1 1%		2 5%	1 4%	7 3%		5 5%	5 2%		3 4%	3 2%	2 3%	2 5%			
None / nothing	13 4%	7 5%	6 3%		1 4%	3 3%	3 3%	6 5%		1 100%	2 5%	2 8%	8 3%		2 2%	11 5%		5 6%	4 3%	2 3%	1 3%	1 17%	
Don't know	1	1						1				1			1								1
Refused / No Answer	37	18	19		1	9	9	18		1	9	3	24		9	28		7	16	7	4	2	1

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	346	152	194	3	24	90	91	137	1	2	40	27	276	1	109	236	1	82	144	64	38	8	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Poor	6	3	3			1	2	3			1		5		1	5		2	2		1	1	
	2%	2%	2%			1%	2%	2%			3%		2%		1%	2%		2%	1%		3%	13%	
Fair	41	19	22	1	6	14	6	14		1	5	5	30		18	23		12	16	8	3	2	
	12%	13%	11%	33%	25%	16%	7%	10%		50%	13%	19%	11%		17%	10%		15%	11%	13%	8%	25%	
					G																		
Good	169	64	105		12	47	47	62	1		22	15	132		56	113		39	65	38	16	3	8
	49%	42%	54%		50%	52%	52%	45%	100%		55%	56%	48%		51%	48%		48%	45%	59%	42%	38%	80%
					B				EFGH														RSUV
Excellent	130	66	64	2	6	28	36	58		1	12	7	109	1	34	95	1	29	61	18	18	2	2
	38%	43%	33%	67%	25%	31%	40%	42%		50%	30%	26%	39%	100%	31%	40%	100%	35%	42%	28%	47%	25%	20%
					C									KLM			OP		T				
Don't know / No answer	30	10	20		5	7	5	13			11	2	17		7	23		5	13	5	3		4
MEAN	3.22	3.27	3.19	3.33	3.00	3.13	3.29	3.28	3.00	3.00	3.13	3.07	3.25	4.00	3.13	3.26	4.00	3.16	3.28	3.16	3.34	2.75	3.20
STANDARD DEVIATION	0.72	0.75	0.69	1.15	0.72	0.71	0.69	0.73	0.00	1.41	0.72	0.68	0.72	0.00	0.71	0.72	0.00	0.76	0.72	0.62	0.75	1.04	0.42
STANDARD ERROR	0.04	0.06	0.05	0.67	0.15	0.07	0.07	0.06	0.00	1.00	0.11	0.13	0.04	0.00	0.07	0.05	0.00	0.08	0.06	0.08	0.12	0.37	0.13

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	353	156	197	3	26	90	89	144	1	2	49	27	274	1	108	244	1	82	148	66	37	8	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Over-assessed	97	38	59		4	23	25	44	1	2	8	12	75		25	72		28	33	16	11	4	5
	27%	24%	30%		15%	26%	28%	31%	100%	100%	16%	44%	27%		23%	30%		34%	22%	24%	30%	50%	42%
									EFGH	KLM		K											
Under-assessed	11	6	5	1	1	3	4	2			2	1	8		4	7		3	2	1	4		1
	3%	4%	3%	33%	4%	3%	4%	1%			4%	4%	3%		4%	3%		4%	1%	2%	11%		8%
Fairly assessed	217	104	113	2	20	60	55	80			30	9	177	1	73	143	1	42	103	45	21	4	2
	61%	67%	57%	67%	77%	67%	62%	56%			61%	33%	65%	100%	68%	59%	100%	51%	70%	68%	57%	50%	17%
					H						L		L	KLM			OP	W	RW	RW	W		
Rent / Does not apply	28	8	20		1	4	5	18			9	5	14		6	22		9	10	4	1		4
	8%	5%	10%		4%	4%	6%	13%			18%	19%	5%		6%	9%		11%	7%	6%	3%		33%
								F			M												U
Don't know / No answer	23	6	17		3	7	7	6			2	2	19		8	15		5	9	3	4		2

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	370	159	211	3	29	96	96	145	1	2	51	29	287	1	115	254	1	87	156	67	39	7	14
	100%	100%	100%	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	35	69	1	4	21	22	56		1	11	6	85	1	22	81	1	19	46	16	14	3	6
	28%	22%	33%	33%	14%	22%	23%	39%		50%	22%	21%	30%	100%	19%	32%	100%	22%	29%	24%	36%	43%	43%
			B					EFG						KLM		O	OP						
By visiting the Town's website	102	52	50	1	14	36	31	20		1	18	9	74		47	55		24	48	17	8	3	2
	28%	33%	24%	33%	48%	38%	32%	14%		50%	35%	31%	26%		41%	22%		28%	31%	25%	21%	43%	14%
				H	H	H									P								
By email	70	25	45		6	21	24	19			11	5	54		26	44		18	27	17	7		1
	19%	16%	21%		21%	22%	25%	13%			22%	17%	19%		23%	17%		21%	17%	25%	18%		7%
							H													W			
By regular mail	21	9	12	1	2	3	3	12			6	3	12		5	16		6	9	1	3		2
	6%	6%	6%	33%	7%	3%	3%	8%			12%	10%	4%		4%	6%		7%	6%	1%	8%		14%
By visiting Town Offices	18	11	7		1		3	14			1	2	15		2	16		5	7	4	1		1
	5%	7%	3%		3%		3%	10%			2%	7%	5%		2%	6%		6%	4%	6%	3%		7%
							G									O							
By visiting a specific departments' webpage	15	8	7			3	6	5	1		1	1	13		2	13		5	6	2	2		
	4%	5%	3%			3%	6%	3%	100%		2%	3%	5%		2%	5%		6%	4%	3%	5%		
									FGH														

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
By subscribing to electronic News & Notices	15 4%	9 6%	6 3%		6 6%	4 4%	5 3%			1 2%	2 7%	12 4%		5 4%	10 4%		5 6%	4 3%	4 6%	1 3%		1 7%	
By telephone	11 3%	5 3%	6 3%				1 1%	10 7%					11 4%			11 4%		3 3%	7 4%				1 7%
By using social networking media (Facebook, Twitter, etc.)	11 3%	4 3%	7 3%		2 7%	5 5%	1 1%	3 2%			2 4%	1 3%	8 3%		6 5%	5 2%		2 2%		5 7%	3 8%	1 14%	
By reading the Town Manager's Report	3 1%	1 1%	2 1%			1 1%	1 1%	1 1%					3 1%			3 1%			2 1%	1 1%			
Don't know / No answer	6	3	3			1		5					6		1	5			1	2	2	1	

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	370	161	209	3	29	97	96	144	1	2	51	29	287	1	116	253	1	85	154	69	40	8	14
	100%	100%	100%	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	3	3			3	3						6		3	3			3		2	1	
	2%	2%	1%			3%	3%						2%		3%	1%			2%		5%	13%	
Not very satisfied	38	14	24	1	5	11	13	8			5	5	28		15	23		8	10	11	6	2	1
	10%	9%	11%	33%	17%	11%	14%	6%			10%	17%	10%		13%	9%		9%	6%	16%	15%	25%	7%
							H																
Somewhat satisfied	177	74	103		14	51	46	66		2	25	13	137		55	122		39	79	28	22	2	7
	48%	46%	49%		48%	53%	48%	46%		100%	49%	45%	48%		47%	48%		46%	51%	41%	55%	25%	50%
										KLM													
Very satisfied	149	70	79	2	10	32	34	70	1		21	11	116	1	43	105	1	38	62	30	10	3	6
	40%	43%	38%	67%	34%	33%	35%	49%	100%		41%	38%	40%	100%	37%	42%	100%	45%	40%	43%	25%	38%	43%
								FG	EFGH					KLM			OP	U		U			
Don't know / No answer	6	1	5					6					6		6		2	3			1		
MEAN	3.27	3.31	3.23	3.33	3.17	3.15	3.16	3.43	4.00	3.00	3.31	3.21	3.26	4.00	3.19	3.30	4.00	3.35	3.30	3.28	3.00	2.88	3.36
								EFG										U	U				
STANDARD DEVIATION	0.71	0.71	0.71	1.15	0.71	0.74	0.77	0.60	0.00	0.00	0.65	0.73	0.72	0.00	0.76	0.68	0.00	0.65	0.68	0.73	0.78	1.13	0.63
STANDARD ERROR	0.04	0.06	0.05	0.67	0.13	0.08	0.08	0.05	0.00	0.00	0.09	0.13	0.04	0.00	0.07	0.04	0.00	0.07	0.05	0.09	0.12	0.40	0.17

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	372	161	211	3	29	97	95	147	1	2	50	29	290	1	116	255	1	85	156	69	41	8	13
	100%	100%	100%	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	42	48	1	2	10	19	58		1	9	3	77		13	77		26	36	14	7		7
	24%	26%	23%	33%	7%	10%	20%	39%		50%	18%	10%	27%		11%	30%		31%	23%	20%	17%		54%
							E	EFG					L			O							STU
Not very important	81	35	46		6	22	16	37			8	7	66		23	58		16	35	16	11	2	1
	22%	22%	22%		21%	23%	17%	25%			16%	24%	23%		20%	23%		19%	22%	23%	27%	25%	8%
Somewhat Important	87	37	50	2	4	24	31	25	1	1	9	5	71	1	29	57	1	15	39	23	6	1	3
	23%	23%	24%	67%	14%	25%	33%	17%	100%	50%	18%	17%	24%	100%	25%	22%	100%	18%	25%	33%	15%	13%	23%
							EH	EF					KLM			OP				RU			
Very Important	114	47	67		17	41	29	27			24	14	76		51	63		28	46	16	17	5	2
	31%	29%	32%		59%	42%	31%	18%			48%	48%	26%		44%	25%		33%	29%	23%	41%	63%	15%
					GH	H	H				M	M			P						TW	TW	
Don't know / No answer	4	1	3					1	3		1		3			4		2	1				1
MEAN	2.60	2.55	2.64	2.33	3.24	2.99	2.74	2.14	3.00	2.00	2.96	3.03	2.50	3.00	3.02	2.42	3.00	2.53	2.61	2.59	2.80	3.38	2.00
					GH	H	H				M	M			P						W	TW	
STANDARD DEVIATION	1.16	1.17	1.15	1.15	1.02	1.04	1.10	1.13	0.00	1.41	1.18	1.09	1.14	0.00	1.05	1.16	0.00	1.24	1.14	1.06	1.17	0.92	1.22
STANDARD ERROR	0.06	0.09	0.08	0.67	0.19	0.11	0.11	0.09	0.00	1.00	0.17	0.20	0.07	0.00	0.10	0.07	0.00	0.13	0.09	0.13	0.18	0.32	0.34

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	FE-MALE	UNDR MALE	35-44	45-54	55-64	65 PLUS	DK/NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK/NA	YES	NO	DK/NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK/NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	328	141	187	3	25	91	82	126	1	2	42	26	257	1	106	221	1	81	136	58	34	8	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Poor	22	10	12		3	11	3	5			1	1	20		9	13		5	10	2	4	1	
	7%	7%	6%		12%	12%	4%	4%			2%	4%	8%		8%	6%		6%	7%	3%	12%	13%	
						GH																	
Fair	64	29	35	1	3	18	19	23			7	3	54		18	46		20	28	10	3	2	1
	20%	21%	19%	33%	12%	20%	23%	18%			17%	12%	21%		17%	21%		25%	21%	17%	9%	25%	9%
																		U	U				
Good	174	75	99	1	13	40	47	72	1	2	17	19	135	1	51	122	1	39	74	32	19	1	9
	53%	53%	53%	33%	52%	44%	57%	57%	100%	100%	40%	73%	53%	100%	48%	55%	100%	48%	54%	55%	56%	13%	82%
									EFGH	KLM		KM		KLM			OP	V	V	V	V		RSTV
									D														
Excellent	68	27	41	1	6	22	13	26			17	3	48		28	40		17	24	14	8	4	1
	21%	19%	22%	33%	24%	24%	16%	21%			40%	12%	19%		26%	18%		21%	18%	24%	24%	50%	9%
											LM												W
Don't know / No answer	48	21	27		4	6	14	24			9	3	36		10	38		6	21	11	7		3
MEAN	2.88	2.84	2.90	3.00	2.88	2.80	2.85	2.94	3.00	3.00	3.19	2.92	2.82	3.00	2.92	2.86	3.00	2.84	2.82	3.00	2.91	3.00	3.00
											M												
STANDARD DEVIATION	0.81	0.81	0.81	1.00	0.93	0.95	0.72	0.74	0.00	0.00	0.80	0.63	0.82	0.00	0.88	0.78	0.00	0.83	0.81	0.75	0.90	1.20	0.45
STANDARD ERROR	0.04	0.07	0.06	0.58	0.19	0.10	0.08	0.07	0.00	0.00	0.12	0.12	0.05	0.00	0.09	0.05	0.00	0.09	0.07	0.10	0.15	0.42	0.13

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	10YR OVER	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	368	157	211	3	29	97	94	144	1	2	51	28	286	1	115	252	1	86	155	68	38	8	13
	100%	100%	100%	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	9		2	8	3	5			2	1	15		6	12		5	8	1	3	1	
	5%	6%	4%		7%	8%	3%	3%			4%	4%	5%		5%	5%		6%	5%	1%	8%	13%	
Not very satisfied	67	21	46	1	7	18	22	19			6	3	58		24	43		17	30	14	4	1	1
	18%	13%	22%	33%	24%	19%	23%	13%			12%	11%	20%		21%	17%		20%	19%	21%	11%	13%	8%
			B				H																
Somewhat satisfied	196	82	114		15	47	53	81		2	24	15	154	1	57	138	1	42	85	40	19	2	8
	53%	52%	54%		52%	48%	56%	56%		100%	47%	54%	54%	100%	50%	55%	100%	49%	55%	59%	50%	25%	62%
										KLM				KLM			OP			V			
Very satisfied	87	45	42	2	5	24	16	39	1		19	9	59		28	59		22	32	13	12	4	4
	24%	29%	20%	67%	17%	25%	17%	27%	100%		37%	32%	21%		24%	23%		26%	21%	19%	32%	50%	31%
									EFGH		M												
Don't know / No answer	8	5	3				2	6				1	7		1	7		1	2	1	3		1
MEAN	2.96	3.04	2.90	3.33	2.79	2.90	2.87	3.07	4.00	3.00	3.18	3.14	2.90	3.00	2.93	2.97	3.00	2.94	2.91	2.96	3.05	3.13	3.23
									G		M												
STANDARD DEVIATION	0.78	0.81	0.76	1.15	0.82	0.87	0.72	0.74	0.00	0.00	0.79	0.76	0.78	0.00	0.81	0.77	0.00	0.83	0.78	0.68	0.87	1.13	0.60
STANDARD ERROR	0.04	0.06	0.05	0.67	0.15	0.09	0.07	0.06	0.00	0.00	0.11	0.14	0.05	0.00	0.08	0.05	0.00	0.09	0.06	0.08	0.14	0.40	0.17

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	FE-MALE	UNDR MALE	35	45	55	65	DK	UNDR	1 TO 5	TO 10YR	OVER 10YR	DK	YES	NO	DK	141	HRVY	RIP	HUNT	DONT	DK	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	354	148	206	3	29	93	89	139	1	2	48	29	274	1	114	239	1	80	152	63	38	8	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Poor	3	1	2		1	2					2		1		3			1		2			
	1%	1%	1%		3%	2%					4%		*%		3%			1%		5%			
Fair	10		10		1	3	5	1				2	8		5	5		2	3	3	1		1
	3%		5%		3%	3%	6%	1%				7%	3%		4%	2%		3%	2%	5%	3%		8%
Good	79	30	49		11	28	15	25		1	14	5	59		31	48		16	34	12	10	3	4
	22%	20%	24%		38%	30%	17%	18%		50%	29%	17%	22%		27%	20%		20%	22%	19%	26%	38%	31%
					GH	GH																	
Excellent	262	117	145	3	16	60	69	113	1	1	32	22	206	1	75	186	1	62	114	48	25	5	8
	74%	79%	70%	100%	55%	65%	78%	81%	100%	50%	67%	76%	75%	100%	66%	78%	100%	78%	75%	76%	66%	63%	62%
				EFGH			E	EF	EFGH					KLM		O	OP						
Don't know / No answer	22	14	8		4	7	11				3		19		2	20		7	5	6	3		1
MEAN	3.69	3.78	3.64	4.00	3.45	3.57	3.72	3.81	4.00	3.50	3.58	3.69	3.72	4.00	3.56	3.76	4.00	3.75	3.72	3.71	3.53	3.63	3.54
		C					E	EF							O								
STANDARD DEVIATION	0.57	0.46	0.62	0.00	0.74	0.67	0.56	0.41	0.00	0.71	0.71	0.60	0.53	0.00	0.70	0.48	0.00	0.49	0.53	0.55	0.80	0.52	0.66
STANDARD ERROR	0.03	0.04	0.04	0.00	0.14	0.07	0.06	0.04	0.00	0.50	0.10	0.11	0.03	0.00	0.07	0.03	0.00	0.05	0.04	0.07	0.13	0.18	0.18

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	293	128	165	2	24	84	72	110	1	2	41	24	225	1	99	193	1	61	128	53	33	7	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Electronic resources	103	59	44		14	31	30	28			20	11	71	1	48	54	1	23	41	18	13	5	3
	35%	46%	27%		58%	37%	42%	25%			49%	46%	32%	100%	48%	28%	100%	38%	32%	34%	39%	71%	27%
		C			H		H				M				P		OP					STW	
Lectures on current events	81	27	54	2	3	26	20	29	1	1	7	5	68		24	57		20	45	10	2		4
	28%	21%	33%	100%	13%	31%	28%	26%	100%	50%	17%	21%	30%		24%	30%		33%	35%	19%	6%		36%
			B	EFGH		E			EFGH				K				U	TU					U
Bestseller / popular interest collections	65	26	39		4	13	13	35			7	6	52		16	49		9	23	15	13	1	4
	22%	20%	24%		17%	15%	18%	32%			17%	25%	23%		16%	25%		15%	18%	28%	39%	14%	36%
							FG														RS		
Multi-cultural programs	44	16	28		3	14	9	18		1	7	2	34		11	33		9	19	10	5	1	
	15%	13%	17%		13%	17%	13%	16%		50%	17%	8%	15%		11%	17%		15%	15%	19%	15%	14%	
Don't know / No answer	83	34	49	1	5	13	24	40			10	5	68		17	66		26	29	16	8	1	3

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	314	138	176	3	28	87	81	114	1	1	44	26	242	1	107	206	1	70	131	62	33	7	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weekday Mornings	48	15	33		3	2	9	34			4	3	41		4	44		10	20	12	4		2
	15%	11%	19%		11%	2%	11%	30%			9%	12%	17%		4%	21%		14%	15%	19%	12%		18%
			B				F	EFG								O							
Weekday Afternoons	94	33	61	1	6	17	18	52		1	11	7	74	1	20	73	1	19	40	14	11	4	6
	30%	24%	35%	33%	21%	20%	22%	46%		100%	25%	27%	31%	100%	19%	35%	100%	27%	31%	23%	33%	57%	55%
			B				EFG			KLM						O	OP						T
Weekday Evenings	52	23	29	2	8	19	15	7	1		12	5	35		29	23		17	16	10	7		2
	17%	17%	16%	67%	29%	22%	19%	6%	100%		27%	19%	14%		27%	11%		24%	12%	16%	21%		29%
				H	H	H	H		EFGH						P			S					
Saturday Mornings	23	16	7		4	7	8	4			4	1	18		12	11		3	11	6	2		1
	7%	12%	4%		14%	8%	10%	4%			9%	4%	7%		11%	5%		4%	8%	10%	6%		9%
			C																				
Saturday Afternoons	52	30	22		3	22	16	11			6	6	40		21	31		12	21	11	6		2
	17%	22%	13%		11%	25%	20%	10%			14%	23%	17%		20%	15%		17%	16%	18%	18%		18%
			C			H																	
Sunday Afternoons	45	21	24		4	20	15	6			7	4	34		21	24		9	23	9	3		1
	14%	15%	14%		14%	23%	19%	5%			16%	15%	14%		20%	12%		13%	18%	15%	9%		14%
					H	H																	

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

TOTL	Gender			Age					Lived In Concord					Children HH			Polling Place						
	MALE	FE- MALE	UNDR	35 -44	45 -54	55 -64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
Don't know / No answer	62	24	38		1	10	15	36		1	7	3	51		9	53		17	26	7	8	1	3

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	10YR OVER	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	246	101	145	2	12	55	47	129	1	2	27	17	199	1	51	194	1	55	110	45	22	6	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Poor	3		3			3							3			3			1	1		1	
	1%		2%			5%							2%			2%			1%	2%		17%	
Fair	15	6	9		1	6	5	3			1	2	12		8	7		4	6	4	1		
	6%	6%	6%		8%	11%	11%	2%			4%	12%	6%		16%	4%		7%	5%	9%	5%		
															P								
Good	113	38	75	1	5	29	19	58	1	2	11	10	90		23	90		29	45	19	15	2	3
	46%	38%	52%	50%	42%	53%	40%	45%	100%	100%	41%	59%	45%		45%	46%		53%	41%	42%	68%	33%	38%
			B						EFGH	KLM											ST		
Excellent	115	57	58	1	6	17	23	68			15	5	94	1	20	94	1	22	58	21	6	3	5
	47%	56%	40%	50%	50%	31%	49%	53%			56%	29%	47%	100%	39%	48%	100%	40%	53%	47%	27%	50%	63%
		C						F						KLM			OP		U				
Don't know / No answer	130	61	69	1	17	42	49	21			24	12	94		65	65		32	47	24	19	2	6
MEAN	3.38	3.50	3.30	3.50	3.42	3.09	3.38	3.50	3.00	3.00	3.52	3.18	3.38	4.00	3.24	3.42	4.00	3.33	3.45	3.33	3.23	3.17	3.63
		C						F															
STANDARD DEVIATION	0.66	0.61	0.68	0.71	0.67	0.80	0.68	0.55	0.00	0.00	0.58	0.64	0.67	0.00	0.71	0.64	0.00	0.61	0.64	0.74	0.53	1.17	0.52
STANDARD ERROR	0.04	0.06	0.06	0.50	0.19	0.11	0.10	0.05	0.00	0.00	0.11	0.15	0.05	0.00	0.10	0.05	0.00	0.08	0.06	0.11	0.11	0.48	0.18

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	367	158	209	3	28	96	95	144	1	2	48	29	287	1	113	253	1	84	153	68	40	8	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Poor	3	1	2					1	2					3		3		1	2				
	1%	1%	1%					1%	1%					1%		1%		1%	1%				
Fair	9	2	7	1	1	3	1	3			1		8		2	7		1	2	3	2	1	
	2%	1%	3%	33%	4%	3%	1%	2%			2%		3%		2%	3%		1%	1%	4%	5%	13%	
Good	87	34	53		10	20	24	33		2	11	9	65		28	59		16	31	16	17	2	5
	24%	22%	25%		36%	21%	25%	23%		100%	23%	31%	23%		25%	23%		19%	20%	24%	43%	25%	36%
										KLM											RST		
Excellent	268	121	147	2	17	73	69	106	1		36	20	211	1	83	184	1	66	118	49	21	5	9
	73%	77%	70%	67%	61%	76%	73%	74%	100%		75%	69%	74%	100%	73%	73%	100%	79%	77%	72%	53%	63%	64%
									EFGH					KLM			OP	U	U	U			
Don't know / No answer	9	4	5		1	1	1	6			3		6		3	6		3	4	1	1		
MEAN	3.69	3.74	3.65	3.33	3.57	3.73	3.69	3.69	4.00	3.00	3.73	3.69	3.69	4.00	3.72	3.68	4.00	3.75	3.73	3.68	3.48	3.50	3.64
											J							U	U				
STANDARD DEVIATION	0.56	0.51	0.59	1.15	0.57	0.51	0.55	0.58	0.00	0.00	0.49	0.47	0.58	0.00	0.49	0.59	0.00	0.53	0.55	0.56	0.60	0.76	0.50
STANDARD ERROR	0.03	0.04	0.04	0.67	0.11	0.05	0.06	0.05	0.00	0.00	0.07	0.09	0.03	0.00	0.05	0.04	0.00	0.06	0.04	0.07	0.09	0.27	0.13

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	360	157	203	3	26	94	94	142	1	2	45	29	284		109	251		83	152	65	40	8	12
	100%	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		1				1				
	*%	1%					1%						*%		1%				1%				
Good	81	32	49	1	7	23	22	28		2	8	9	62		25	56		17	29	20	7	2	6
	23%	20%	24%	33%	27%	24%	23%	20%		100%	18%	31%	22%		23%	22%		20%	19%	31%	18%	25%	50%
										KLM													SU
Excellent	278	124	154	2	19	71	71	114	1		37	20	221		83	195		66	122	45	33	6	6
	77%	79%	76%	67%	73%	76%	76%	80%	100%		82%	69%	78%		76%	78%		80%	80%	69%	83%	75%	50%
									EFGH										W		W		
Don't know / No answer	16	5	11		3	3	2	8			6		9	1	7	8	1	4	5	4	1		2
MEAN	3.77	3.78	3.76	3.67	3.73	3.76	3.74	3.80	4.00	3.00	3.82	3.69	3.77		3.75	3.78		3.80	3.80	3.69	3.83	3.75	3.50
											J		J					W	W		W		
STANDARD DEVIATION	0.43	0.43	0.43	0.58	0.45	0.43	0.46	0.40	0.00	0.00	0.39	0.47	0.43		0.45	0.42		0.41	0.42	0.47	0.38	0.46	0.52
STANDARD ERROR	0.02	0.03	0.03	0.33	0.09	0.04	0.05	0.03	0.00	0.00	0.06	0.09	0.03		0.04	0.03		0.04	0.03	0.06	0.06	0.16	0.15

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	10YR OVER	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	355	158	197	2	29	93	89	141	1	2	46	24	282	1	114	240	1	84	149	66	38	8	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Poor	4	3	1		1	1		2			1		3		2	2			1	2	1		
	1%	2%	1%		3%	1%		1%			2%		1%		2%	1%			1%	3%	3%		
Fair	36	12	24	1	3	9	10	13			2	1	33		8	28		10	14	7	3	2	
	10%	8%	12%	50%	10%	10%	11%	9%			4%	4%	12%		7%	12%		12%	9%	11%	8%	25%	
													K										
Good	154	72	82		14	39	37	64		2	17	18	117		54	100		37	66	27	17	3	4
	43%	46%	42%		48%	42%	42%	45%		100%	37%	75%	41%		47%	42%		44%	44%	41%	45%	38%	40%
										KLM		KM											
Excellent	161	71	90	1	11	44	42	62	1		26	5	129	1	50	110	1	37	68	30	17	3	6
	45%	45%	46%	50%	38%	47%	47%	44%	100%		57%	21%	46%	100%	44%	46%	100%	44%	46%	45%	45%	38%	60%
									EFGH		L		L	KLM			OP						
Don't know / No answer	21	4	17	1		4	7	9			5	5	11		2	19		3	8	3	3		4
MEAN	3.33	3.34	3.32	3.00	3.21	3.35	3.36	3.32	4.00	3.00	3.48	3.17	3.32	4.00	3.33	3.33	4.00	3.32	3.35	3.29	3.32	3.13	3.60
STANDARD DEVIATION	0.70	0.70	0.70	1.41	0.77	0.70	0.68	0.70	0.00	0.00	0.69	0.48	0.72	0.00	0.69	0.71	0.00	0.68	0.68	0.78	0.74	0.83	0.52
STANDARD ERROR	0.04	0.06	0.05	1.00	0.14	0.07	0.07	0.06	0.00	0.00	0.10	0.10	0.04	0.00	0.06	0.05	0.00	0.07	0.06	0.10	0.12	0.30	0.16

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	374	162	212	3	29	97	95	149	1	2	51	29	291	1	116	257	1	86	157	69	40	8	14
	100%	100%	100%	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	4	1			3	2					2	3		2	3			2		2		1
	1%	2%	*%			3%	2%					7%	1%		2%	1%			1%		5%		7%
Not very satisfied	38	17	21	1	5	10	8	14			6	2	29	1	12	25	1	11	12	6	4	4	1
	10%	10%	10%	33%	17%	10%	8%	9%			12%	7%	10%	100%	10%	10%	100%	13%	8%	9%	10%	50%	7%
														KLM			OP					STUW	R
Somewhat satisfied	184	75	109	1	19	43	49	72			25	13	146		55	129		44	79	39	14	2	6
	49%	46%	51%	33%	66%	44%	52%	48%			49%	45%	50%		47%	50%		51%	50%	57%	35%	25%	43%
					F															U			
Very satisfied	147	66	81	1	5	41	36	63	1	2	20	12	113		47	100		31	64	24	20	2	6
	39%	41%	38%	33%	17%	42%	38%	42%	100%	100%	39%	41%	39%		41%	39%		36%	41%	35%	50%	25%	43%
					E	E		E	EFGH	KLM													
									D														
Don't know / No answer	2		2					1	1							2							1
MEAN	3.26	3.25	3.27	3.00	3.00	3.26	3.25	3.33	4.00	4.00	3.27	3.21	3.27	2.00	3.27	3.27	2.00	3.23	3.31	3.26	3.30	2.75	3.21
									E											V	V		
STANDARD DEVIATION	0.69	0.74	0.65	1.00	0.60	0.77	0.70	0.64	0.00	0.00	0.67	0.86	0.68	0.00	0.71	0.68	0.00	0.66	0.67	0.61	0.85	0.89	0.89
STANDARD ERROR	0.04	0.06	0.04	0.58	0.11	0.08	0.07	0.05	0.00	0.00	0.09	0.16	0.04	0.00	0.07	0.04	0.00	0.07	0.05	0.07	0.13	0.31	0.24

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	372	161	211	3	29	97	96	146	1		49	29	293	1	116	255	1	86	154	69	41	8	14
	100%	100%	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	2	4			2	1	3						6	1	5		1	1	2	1	1	
	2%	1%	2%			2%	1%	2%						2%	1%	2%		1%	1%	3%	2%	13%	
Not very satisfied	26	12	14	1	5	10	5	5			3	2	21		11	15		5	11	4	4	2	
	7%	7%	7%	33%	17%	10%	5%	3%			6%	7%	7%		9%	6%		6%	7%	6%	10%	25%	
						H																	
Somewhat satisfied	124	52	72	2	9	31	40	42			14	11	99		37	87		29	55	27	10	1	2
	33%	32%	34%	67%	31%	32%	42%	29%			29%	38%	34%		32%	34%		34%	36%	39%	24%	13%	14%
						H														W	VW		
Very satisfied	216	95	121		15	54	50	96	1		32	16	167	1	67	148	1	51	87	36	26	4	12
	58%	59%	57%		52%	56%	52%	66%	100%		65%	55%	57%	100%	58%	58%	100%	59%	56%	52%	63%	50%	86%
								G	EFGH					KLM			OP						RST
Don't know / No answer	4	1	3					4		2	2					4		1	3				
MEAN	3.48	3.49	3.47	2.67	3.34	3.41	3.45	3.58	4.00		3.59	3.48	3.46	4.00	3.47	3.48	4.00	3.51	3.48	3.41	3.49	3.00	3.86
								D	D														STV
STANDARD DEVIATION	0.70	0.69	0.71	0.58	0.77	0.76	0.65	0.66	0.00		0.61	0.63	0.72	0.00	0.70	0.70	0.00	0.66	0.66	0.73	0.78	1.20	0.36
STANDARD ERROR	0.04	0.05	0.05	0.33	0.14	0.08	0.07	0.05	0.00		0.09	0.12	0.04	0.00	0.07	0.04	0.00	0.07	0.05	0.09	0.12	0.42	0.10

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	360	151	209	3	29	93	91	143	1	2	49	27	281	1	111	248	1	85	154	64	36	8	13
	100%	100%	100%	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		1	1		1			1		2		1	2			1	1		1	
	1%	1%	1%		3%	1%		1%			2%		1%		1%	1%			1%	2%		13%	
Not very satisfied	16	5	11		3	6	3	4		1	4	1	10		7	9		5	9	2			
	4%	3%	5%		10%	6%	3%	3%		50%	8%	4%	4%		6%	4%		6%	6%	3%			
Somewhat satisfied	73	29	44		8	19	19	27		1	6	8	57	1	21	51	1	18	31	10	7	3	4
	20%	19%	21%		28%	20%	21%	19%		50%	12%	30%	20%	100%	19%	21%	100%	21%	20%	16%	19%	38%	31%
														KLM			OP						
Very satisfied	268	116	152	3	17	67	69	111	1		38	18	212		82	186		62	113	51	29	4	9
	74%	77%	73%	100%	59%	72%	76%	78%	100%		78%	67%	75%		74%	75%		73%	73%	80%	81%	50%	69%
				EFGH				EFGH															
Don't know / No answer	16	11	5			4	5	7			2	2	12		5	11		2	3	5	5		1
MEAN	3.68	3.72	3.66	4.00	3.41	3.63	3.73	3.73	4.00	2.50	3.65	3.63	3.70	3.00	3.66	3.70	3.00	3.67	3.66	3.73	3.81	3.25	3.69
STANDARD DEVIATION	0.60	0.56	0.62	0.00	0.82	0.66	0.52	0.54	0.00	0.71	0.72	0.56	0.57	0.00	0.64	0.58	0.00	0.59	0.62	0.60	0.40	1.04	0.48
STANDARD ERROR	0.03	0.05	0.04	0.00	0.15	0.07	0.05	0.05	0.00	0.50	0.10	0.11	0.03	0.00	0.06	0.04	0.00	0.06	0.05	0.07	0.07	0.37	0.13

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14	
TOTAL ANSWERING	346	151	195	3	28	92	90	132	1		46	26	273	1	111	234	1	80	142	65	39	7	13	
	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Good Bargain	81	37	44	1	7	16	17	39	1		9	7	64	1	23	57	1	15	38	18	7		3	
	23%	25%	23%	33%	25%	17%	19%	30%	100%		20%	27%	23%	100%	21%	24%	100%	19%	27%	28%	18%		23%	
									F					KLM			OP							
									D															
Reasonably Priced	205	88	117	2	18	60	58	67			25	13	167		67	138		47	90	39	19	5	5	
	59%	58%	60%	67%	64%	65%	64%	51%			54%	50%	61%		60%	59%		59%	63%	60%	49%	71%	38%	
						H	H																	
Excessively Priced	28	9	19		2	11	7	8			4	3	21		12	16		9	10	3	4	1	1	
	8%	6%	10%		7%	12%	8%	6%			9%	12%	8%		11%	7%		11%	7%	5%	10%	14%	8%	
Don't Use Service	32	17	15		1	5	8	18			8	3	21		9	23		9	4	5	9	1	4	
	9%	11%	8%		4%	5%	9%	14%			17%	12%	8%		8%	10%		11%	3%	8%	23%	14%	31%	
									EF									S			ST		S	
Don't know / No answer	30	11	19		1	5	6	18			2	5	3	20		5	25		7	15	4	2	1	1

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	353	157	196	3	28	95	92	134	1	2	46	26	278	1	112	240	1	81	145	67	39	8	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Good Bargain	40	19	21		1	11	8	19	1		6	7	27		12	28		13	15	6	5	1	
	11%	12%	11%		4%	12%	9%	14%	100%		13%	27%	10%		11%	12%		16%	10%	9%	13%	13%	
									E														
Reasonably Priced	97	43	54	2	8	31	27	29			14	9	74		33	64		32	37	14	10	2	2
	27%	27%	28%	67%	29%	33%	29%	22%			30%	35%	27%		29%	27%		40%	26%	21%	26%	25%	15%
																		STW					
Excessively Priced	21	7	14		2	11	3	5			3	3	15		10	11		7	7	6			1
	6%	4%	7%		7%	12%	3%	4%			7%	12%	5%		9%	5%		9%	5%	9%			8%
Don't Use Service	195	88	107	1	17	42	54	81		2	23	7	162	1	57	137	1	29	86	41	24	5	10
	55%	56%	55%	33%	61%	44%	59%	60%		100%	50%	27%	58%	100%	51%	57%	100%	36%	59%	61%	62%	63%	77%
							F	F		KLM	L		L	KLM			OP		R	R	R		R
Don't know / No answer	23	5	18		1	2	4	16			5	3	15		4	19		6	12	2	2		1

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	FE-	UNDR	35	45	55	65	DK	UNDR	1 TO	5 TO	TO OVER	DK	YES	NO	DK	141	HRVY	RIP	HUNT	DONT	DK		
	TOTL MALE	MALE	35	-44	-54	-64	PLUS /NA	1 YR	5 YR	10YR	10YR	/NA	YES	NO	/NA	KEYE	WHLR	-LEY	GYM	VOTE	/NA		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	362	160	202	3	27	94	95	142	1	2	47	29	283	1	111	250	1	84	148	68	41	8	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Good Bargain	72	39	33	1	1	16	14	39	1	1	4	7	60		18	54		12	24	20	11	2	3
	20%	24%	16%	33%	4%	17%	15%	27%	100%	50%	9%	24%	21%		16%	22%		14%	16%	29%	27%	25%	23%
					E	E		EG	EFGH												RS		
Reasonably Priced	153	62	91	1	15	42	41	54			22	9	121	1	52	100	1	36	72	31	9	2	3
	42%	39%	45%	33%	56%	45%	43%	38%			47%	31%	43%	100%	47%	40%	100%	43%	49%	46%	22%	25%	23%
Excessively Priced	63	26	37		9	22	13	19			13	4	46		25	38		14	20	14	12	2	1
	17%	16%	18%		33%	23%	14%	13%			28%	14%	16%		23%	15%		17%	14%	21%	29%	25%	8%
					GH																		SW
Don't Use Service	74	33	41	1	2	14	27	30		1	8	9	56		16	58		22	32	3	9	2	6
	20%	21%	20%	33%	7%	15%	28%	21%		50%	17%	31%	20%		14%	23%		26%	22%	4%	22%	25%	46%
							EF	E								O		T	T		T		T
Don't know / No answer	14	2	12		2	3	1	8			4		10		5	9		3	9	1			1

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	366	157	209	3	28	97	96	141	1	1	50	28	286	1	115	250	1	85	153	67	41	8	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Good Bargain	124	53	71		6	30	26	61	1	1	11	9	103		29	95		24	54	29	14	1	2
	34%	34%	34%		21%	31%	27%	43%	100%	100%	22%	32%	36%		25%	38%		28%	35%	43%	34%	13%	17%
								EFG	EFGH	KLM			K			O				VW			
Reasonably Priced	196	90	106	2	17	53	56	68			28	16	151	1	68	127	1	52	83	32	18	5	6
	54%	57%	51%	67%	61%	55%	58%	48%			56%	57%	53%	100%	59%	51%	100%	61%	54%	48%	44%	63%	50%
													KLM			OP							
Excessively Priced	40	11	29	1	5	13	11	10			9	3	28		16	24		8	15	5	7	2	3
	11%	7%	14%	33%	18%	13%	11%	7%			18%	11%	10%		14%	10%		9%	10%	7%	17%	25%	25%
				B																			
Don't Use Service	6	3	3		1	3	2				2		4		2	4		1	1	1	2		1
	2%	2%	1%		1%	3%	1%				4%		1%		2%	2%		1%	1%	1%	5%		8%
Don't know / No answer	10	5	5		1			9		1	1	1	7		1	9		2	4	2			2

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	360	155	205	3	28	96	93	139	1	1	49	29	280	1	114	245	1	83	150	66	40	7	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Good Bargain	45	27	18		3	7	9	26			3	4	38		8	37		12	17	11	4		1
	13%	17%	9%		11%	7%	10%	19%			6%	14%	14%		7%	15%		14%	11%	17%	10%		7%
			C					FG								O							
Reasonably Priced	63	33	30	2	4	26	13	18		1	11	3	48		26	37		19	23	10	7	1	3
	18%	21%	15%	67%	14%	27%	14%	13%		100%	22%	10%	17%		23%	15%		23%	15%	15%	18%	14%	21%
				H		GH				KLM													
Excessively Priced	81	24	57		14	28	27	11	1		16	10	55		43	38		13	38	14	14	1	1
	23%	15%	28%		50%	29%	29%	8%	100%		33%	34%	20%		38%	16%		16%	25%	21%	35%	14%	7%
			B		FGH	H	H		EFGH						P				W		RW		
Don't Use Service	171	71	100	1	7	35	44	84			19	12	139	1	37	133	1	39	72	31	15	5	9
	48%	46%	49%	33%	25%	36%	47%	60%			39%	41%	50%	100%	32%	54%	100%	47%	48%	47%	38%	71%	64%
							E	EFG						KLM		O	OP						
Don't know / No answer	16	7	9		1	1	3	11		1	2		13		2	14		4	7	3	1	1	

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	10YR OVER	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	352	150	202	3	27	94	93	135		2	49	28	272	1	113	238	1	81	146	66	39	7	13
	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Good Bargain	47	22	25			17	14	16		1	5	4	36	1	21	25	1	10	21	9	5	1	1
	13%	15%	12%			18%	15%	12%		50%	10%	14%	13%	100%	19%	11%	100%	12%	14%	14%	13%	14%	8%
														KLM			OP						
Reasonably Priced	85	41	44	1	12	39	23	10			16	8	61		50	35		19	35	16	11	2	2
	24%	27%	22%	33%	44%	41%	25%	7%			33%	29%	22%		44%	15%		23%	24%	24%	28%	29%	15%
					H	GH	H								P								
Excessively Priced	12		12		4	6	2				4		8		8	4			8	2	1	1	
	3%		6%		15%	6%	2%				8%		3%		7%	2%			5%	3%	3%	14%	
															P								
Don't Use Service	208	87	121	2	11	32	54	109		1	24	16	167		34	174		52	82	39	22	3	10
	59%	58%	60%	67%	41%	34%	58%	81%		50%	49%	57%	61%		30%	73%		64%	56%	59%	56%	43%	77%
							F	EFG							O								
Don't know / No answer	24	12	12		2	3	3	15	1		2	1	21		3	21		6	11	3	2	1	1

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	10YR OVER	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	372	161	211	3	28	97	95	148	1	2	51	29	289	1	116	255	1	85	157	69	40	8	13
	100%	100%	100%	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	6	10		4	6	6				4		12		9	7		3	11		2		
	4%	4%	5%		14%	6%	6%				8%		4%		8%	3%		4%	7%		5%		
Not very satisfied	62	26	36		6	22	16	17	1	1	9	5	47		26	36		8	29	13	7	3	2
	17%	16%	17%		21%	23%	17%	11%	100%	50%	18%	17%	16%		22%	14%		9%	18%	19%	18%	38%	15%
						H			EFGH										R				
Somewhat satisfied	169	77	92	1	9	47	46	66		1	21	19	128		56	113		41	69	31	21	3	4
	45%	48%	44%	33%	32%	48%	48%	45%		50%	41%	66%	44%		48%	44%		48%	44%	45%	53%	38%	31%
											KM												
Very satisfied	94	44	50	1	8	19	25	41			10	4	79	1	20	73	1	20	44	15	9	1	5
	25%	27%	24%	33%	29%	20%	26%	28%			20%	14%	27%	100%	17%	29%	100%	24%	28%	22%	23%	13%	38%
														KLM		O	OP						
Don't have this service	31	8	23	1	1	3	2	24			7	1	23		5	26		13	4	10	1	1	2
	8%	5%	11%	33%	4%	3%	2%	16%			14%	3%	8%		4%	10%		15%	3%	14%	3%	13%	15%
				B				EFG								O		SU		SU			
Don't know / No answer	4	1	3		1		1	2					4		4			2			1		1

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	MALE	UNDR 35	35 -44	45 -54	55 -64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
MEAN	3.00	3.04	2.97	3.50	2.78	2.84	2.97	3.19	2.00	2.50	2.84	2.96	3.03	4.00	2.78	3.10	4.00	3.08	2.95	3.03	2.95	2.71	3.27
STANDARD DEVIATION	0.80	0.79	0.82	0.71	1.05	0.82	0.84	0.66	0.00	0.71	0.89	0.58	0.81	0.00	0.84	0.77	0.00	0.75	0.88	0.69	0.79	0.76	0.79
STANDARD ERROR	0.04	0.06	0.06	0.50	0.20	0.08	0.09	0.06	0.00	0.50	0.13	0.11	0.05	0.00	0.08	0.05	0.00	0.09	0.07	0.09	0.13	0.29	0.24

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	361	157	204	3	29	95	90	143	1	2	49	28	281	1	116	244	1	84	149	66	40	8	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not at all likely	18 5%	8 5%	10 5%		1 3%	2 2%	1 1%	14 10% FG			4 8%		14 5%		2 2%	16 7% O		5 6%	6 4%	3 5%	1 3%	1 13%	2 14%
Not very likely	27 7%	10 6%	17 8%	1 33%	1 3%	6 6%	7 8%	12 8%			1 2%	3 11%	23 8%		5 4%	22 9%		7 8%	14 9%	2 3%	4 10%		
Somewhat likely	100 28%	34 22%	66 32%	1 33%	5 17%	21 22%	33 37%	40 28%			12 24%	7 25%	81 29%		23 20%	77 32% O		21 25%	40 27%	23 35%	10 25%		6 43%
Very likely	205 57%	101 64%	104 51%	1 33%	22 76%	65 68%	48 53%	68 48%	1 100%	2 100%	31 63%	17 61%	154 55%	1 100%	84 72%	120 49%	1 100%	49 58%	86 58%	37 56%	23 58%	7 88%	3 21%
Not interested in this service	11 3%	4 3%	7 3%		1 1%	1 1%	9 6%				1 2%	1 4%	9 3%		2 2%	9 4%		2 2%	3 2%	1 2%	2 5%		3 21%
Don't know / No answer	15	5	10		2	6	7			2	1	12				15		3	8	3	1		

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	MALE	UNDR 35	35 -44	45 -54	55 -64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
MEAN	3.41	3.49	3.34	3.00	3.66	3.59	3.44	3.21	4.00	4.00	3.46	3.52	3.38	4.00	3.66	3.28	4.00	3.39	3.41	3.45	3.45	3.63	2.91
STANDARD DEVIATION	0.84	0.84	0.84	1.00	0.72	0.71	0.69	0.99	0.00	0.00	0.90	0.70	0.85	0.00	0.65	0.90	0.00	0.89	0.83	0.77	0.80	1.06	1.04
STANDARD ERROR	0.04	0.07	0.06	0.58	0.13	0.07	0.07	0.09	0.00	0.00	0.13	0.13	0.05	0.00	0.06	0.06	0.00	0.10	0.07	0.10	0.13	0.38	0.31

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	365	158	207	3	29	96	95	141	1	2	50	28	284	1	114	250	1	85	154	68	39	8	11
TOTAL ANSWERING	341	148	193	3	28	96	94	119	1	2	49	27	262	1	114	226	1	73	148	63	39	8	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Checking Email	337	145	192	3	27	96	94	116	1	2	47	27	260	1	113	223	1	72	146	63	39	8	9
	99%	98%	99%	100%	96%	100%	100%	97%	100%	100%	96%	100%	99%	100%	99%	99%	100%	99%	99%	100%	100%	100%	90%
Web Browsing	303	128	175	2	26	92	89	93	1	2	43	26	231	1	109	193	1	63	134	57	34	8	7
	89%	86%	91%	67%	93%	96%	95%	78%	100%	100%	88%	96%	88%	100%	96%	85%	100%	86%	91%	90%	87%	100%	70%
					H	H	H		FGH	KM		M		KM	P		OP					STUW	R
Telecommuting, Home-Office	167	81	86		20	61	52	33	1		24	16	127		75	92		39	73	31	17	4	3
	49%	55%	45%		71%	64%	55%	28%	100%		49%	59%	48%		66%	41%		53%	49%	49%	44%	50%	30%
					H	H	H		EFGH						P								
Video Streaming (such as with Netflix or Hulu)	129	60	69	2	19	48	40	19	1	2	21	18	88		64	65		22	56	24	17	7	3
	38%	41%	36%	67%	68%	50%	43%	16%	100%	100%	43%	67%	34%		56%	29%		30%	38%	38%	44%	88%	30%
					GH	H	H		EFGH	KLM		KM			P							STUW	R
Music Streaming	115	54	61	2	17	45	33	18		1	18	16	80		60	55		21	48	20	17	5	4
	34%	36%	32%	67%	61%	47%	35%	15%		50%	37%	59%	31%		53%	24%		29%	32%	32%	44%	63%	40%
					GH	H	H				M				P								
Using a Telephone over the Internet service (such as with Skype or Vonage)	110	50	60	1	11	38	32	28		2	18	12	78		45	65		24	46	18	15	5	2
	32%	34%	31%	33%	39%	40%	34%	24%		100%	37%	44%	30%		39%	29%		33%	31%	29%	38%	63%	20%
					H					KLM												W	

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	10YR OVER	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't know/No Answer	24	10	14		1		1	22			1	1	22		24		12	6	5				1

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

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

BASE = NEW IN 2012 AND INTERESTED IN INTERNET

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	365	158	207	3	29	96	95	141	1	2	50	28	284	1	114	250	1	85	154	68	39	8	11
TOTAL ANSWERING	360	156	204	3	29	94	93	140	1	2	50	28	279	1	113	246	1	82	153	68	38	8	11
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
3-5	136	60	76	1	11	38	43	42	1	1	23	12	100		49	87		29	54	23	22	4	4
	38%	38%	37%	33%	38%	40%	46%	30%	100%	50%	46%	43%	36%		43%	35%		35%	35%	34%	58%	50%	36%
							H		EFGH												RST		
1-2	125	49	76	1	3	22	23	76		1	11	6	106	1	19	105	1	29	61	22	7	2	4
	35%	31%	37%	33%	10%	23%	25%	54%		50%	22%	21%	38%	100%	17%	43%	100%	35%	40%	32%	18%	25%	36%
							E	EFG										U	U				
5-10	64	37	27		12	28	18	6			12	5	47		34	30		13	27	15	5	2	2
	18%	24%	13%		41%	30%	19%	4%			24%	18%	17%		30%	12%		16%	18%	22%	13%	25%	18%
		C			GH	H	H								P								
None	20	5	15	1	1		2	16			2	1	17			20		8	5	6			1
	6%	3%	7%	33%	3%		2%	11%			4%	4%	6%			8%		10%	3%	9%			9%
								G															
More than 10	15	5	10		2	6	7				2	4	9		11	4		3	6	2	4		
	4%	3%	5%		7%	6%	8%				4%	14%	3%		10%	2%		4%	4%	3%	11%		
															P								
Don't know/No answer	5	2	3			2	2	1							5	1	4		3	1		1	

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	10YR OVER	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	335	150	185	3	25	89	86	131	1	2	41	25	266	1	105	229	1	73	141	65	37	7	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not enough money	6	2	4		1	1	3	1					6		2	4		2	3	1			
	2%	1%	2%		4%	1%	3%	1%					2%		2%	2%		3%	2%	2%			
About the right amount of money	294	128	166	3	20	76	74	120	1	2	35	19	237	1	90	203	1	63	130	56	32	4	9
	88%	85%	90%	100%	80%	85%	86%	92%	100%	100%	85%	76%	89%	100%	86%	89%	100%	86%	92%	86%	86%	57%	75%
				EF	FG	GH			EF	GH	KL			KL			OP						
Too much money	35	20	15		4	12	9	10			6	6	23		13	22		8	8	8	5	3	3
	10%	13%	8%		16%	13%	10%	8%			15%	24%	9%		12%	10%		11%	6%	12%	14%	43%	25%
																						S	
Don't know / No answer	41	12	29		4	8	10	19			10	4	27		11	30		14	16	4	4	1	2

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	330	141	189	2	27	91	90	119	1	2	41	25	261	1	110	219	1	76	140	62	36	8	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Not enough money	37	15	22	1	2	18	8	8			7	6	24		18	19		4	17	5	8	2	1
	11%	11%	12%	50%	7%	20%	9%	7%			17%	24%	9%		16%	9%		5%	12%	8%	22%	25%	13%
						GH															R		
About the right amount of money	220	93	127	1	23	56	62	77	1	2	29	15	173	1	78	141	1	53	96	39	21	5	6
	67%	66%	67%	50%	85%	62%	69%	65%	100%	100%	71%	60%	66%	100%	71%	64%	100%	70%	69%	63%	58%	63%	75%
					FH				EF	FGH				KLM			OP						
Too much money	73	33	40		2	17	20	34			5	4	64		14	59		19	27	18	7	1	1
	22%	23%	21%		7%	19%	22%	29%			12%	16%	25%		13%	27%		25%	19%	29%	19%	13%	13%
						E		E								O							
Don't know / No answer	46	21	25	1	2	6	6	31			10	4	32		6	40		11	17	7	5		6

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	327	142	185	2	26	92	91	115	1	1	42	24	260		112	215		74	137	64	38	8	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%		100%	100%	100%	100%	100%	100%
Not enough money	49	19	30	1	5	24	9	10			12	7	30		27	22		12	22	4	8	2	1
	15%	13%	16%	50%	19%	26%	10%	9%			29%	29%	12%		24%	10%		16%	16%	6%	21%	25%	17%
						GH					M				P				T		T		
About the right amount of money	199	84	115	1	17	50	62	68	1	1	24	13	161		69	130		44	83	41	22	5	4
	61%	59%	62%	50%	65%	54%	68%	59%	100%	100%	57%	54%	62%		62%	60%		59%	61%	64%	58%	63%	67%
										EF													
Too much money	79	39	40		4	18	20	37			6	4	69		16	63		18	32	19	8	1	1
	24%	27%	22%		15%	20%	22%	32%			14%	17%	27%		14%	29%		24%	23%	30%	21%	13%	17%
								EF															
Don't know / No answer	49	20	29	1	3	5	5	35		1	9	5	33	1	4	44	1	13	20	5	3		8

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	371	158	213	3	29	96	95	147	1	2	50	29	290		114	257		86	156	68	40	8	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%		100%	100%	100%	100%	100%	100%
Better	67	36	31		8	25	23	11		1	13	6	47		32	35		7	32	12	11	2	3
	18%	23%	15%		28%	26%	24%	7%		50%	26%	21%	16%		28%	14%		8%	21%	18%	28%	25%	23%
			C		H	H	H								P				R		R		
Worse	89	31	58	1	6	18	32	32			11	13	65		25	64		21	38	16	7	4	3
	24%	20%	27%	33%	21%	19%	34%	22%			22%	45%	22%		22%	25%		24%	24%	24%	18%	50%	23%
							FH					KM											
About the same	215	91	124	2	15	53	40	104	1	1	26	10	178		57	158		58	86	40	22	2	7
	58%	58%	58%	67%	52%	55%	42%	71%	100%	50%	52%	34%	61%		50%	61%		67%	55%	59%	55%	25%	54%
								FG EFGH					L			O		V		V			
Don't know / No answer	5	4	1			1	1	3			1		3	1	2	2	1	1	1	1	1		1

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	375	162	213	3	29	97	96	149	1	2	51	29	293		116	259		87	157	69	41	8	13
	100%	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	1	1						2	2					2			2					
	1%	1%	*%						1%	100%					1%			1%					
1 to 5 Years	51	22	29		16	16	8	11			51				31	20		10	20	8	6	3	4
	14%	14%	14%		55%	16%	8%	7%			100%				27%	8%		11%	13%	12%	15%	38%	31%
					FGH	H									P								
6 to 10 Years	29	15	14	1	3	12	5	7	1			29			18	11		8	7	3	6	2	3
	8%	9%	7%	33%	10%	12%	5%	5%	100%			100%			16%	4%		9%	4%	4%	15%	25%	23%
					H				EFGH						P								
									D														
Over 10 Years	293	124	169	2	10	69	83	129					293		67	226		69	128	58	29	3	6
	78%	77%	79%	67%	34%	71%	86%	87%					100%		58%	87%		79%	82%	84%	71%	38%	46%
					E	EF	EF								O			VW	VW	VW			
Don't know / No answer	1		1						1					1			1						1

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age					Lived In Concord					Children HH			Polling Place						
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	375	162	213	3	29	97	96	149	1	2	51	29	293		116	259		87	157	69	41	8	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%		100%	100%	100%	100%	100%	100%
Yes	116	53	63		28	68	19	1			31	18	67		116			24	41	27	18	3	3
	31%	33%	30%		97%	70%	20%	1%			61%	62%	23%		100%			28%	26%	39%	44%	38%	23%
					FGH	GH	H				M	M									S		
No	259	109	150	3	1	29	77	148	1	2	20	11	226		259			63	116	42	23	5	10
	69%	67%	70%	100%	3%	30%	80%	99%	100%	100%	39%	38%	77%		100%			72%	74%	61%	56%	63%	77%
				EFG		E	EF	EFG	EFG	KLM			KL								U		
Don't know / No answer	1		1						1						1		1						1

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	362	157	205	3	26	96	95	141	1	2	47	26	287		113	249		87	157	69	41	8	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%		100%	100%	100%	100%	100%	
Harvey Wheeler	157	65	92		8	44	42	63		2	20	7	128		41	116			157				
	43%	41%	45%		31%	46%	44%	45%		100%	43%	27%	45%		36%	47%			100%				
										KLM													
141 Keyes (pronounced 'KIZE') Road	87	34	53	1	5	19	24	37	1		10	8	69		24	63		87					
	24%	22%	26%	33%	19%	20%	25%	26%	100%		21%	31%	24%		21%	25%		100%					
										EFGH													
										D													
Ripley	69	34	35	1	10	18	14	26			8	3	58		27	42			69				
	19%	22%	17%	33%	38%	19%	15%	18%			17%	12%	20%		24%	17%			100%				
					GH																		
Hunt Gym	41	20	21	1	1	12	15	12			6	6	29		18	23					41		
	11%	13%	10%	33%	4%	13%	16%	9%			13%	23%	10%		16%	9%					100%		
					E																		
Don't Vote in Concord	8	4	4		2	3		3			3	2	3		3	5						8	
	2%	3%	2%		8%	3%		2%			6%	8%	1%		3%	2%						100%	
Don't know / No answer	14	5	9		3	1	1	9			4	3	6	1	3	10	1						14

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	TO OVER 10YR	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	374	161	213	3	29	97	96	148	1	2	50	29	293		116	258		87	157	69	41	8	12
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%		100%	100%	100%	100%	100%	100%
Always	45	17	28	1	5	12	10	16	1	1	6	3	35		15	30		13	23	5	3	1	
	12%	11%	13%	33%	17%	12%	10%	11%	100%	50%	12%	10%	12%		13%	12%		15%	15%	7%	7%	13%	
	EFGH D																						
Often	66	26	40	1	4	17	19	25			1	4	61		19	47		17	29	10	7	1	2
	18%	16%	19%	33%	14%	18%	20%	17%			2%	14%	21%		16%	18%		20%	18%	14%	17%	13%	17%
	K																						
Occasionally	160	78	82		13	48	43	56			21	11	128		60	100		32	66	36	22	3	1
	43%	48%	38%		45%	49%	45%	38%			42%	38%	44%		52%	39%		37%	42%	52%	54%	38%	8%
	P W W W W																						
Never	103	40	63	1	7	20	24	51		1	22	11	69		22	81		25	39	18	9	3	9
	28%	25%	30%	33%	24%	21%	25%	34%		50%	44%	38%	24%		19%	31%		29%	25%	26%	22%	38%	75%
	F M O RSTU																						
Don't know / No answer	2	1	1					2			1				1	1	1						2

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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

	Gender			Age						Lived In Concord					Children HH			Polling Place					
	TOTL	MALE	FE-MALE	UNDR 35	35-44	45-54	55-64	65 PLUS	DK /NA	UNDR 1 YR	1 TO 5 YR	5 TO 10YR	10YR OVER	DK /NA	YES	NO	DK /NA	141 KEYE	HRVY WHLR	RIP -LEY	HUNT GYM	DONT VOTE	DK /NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
TOTAL	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
TOTAL ANSWERING	376	162	214	3	29	97	96	150	1	2	51	29	293	1	116	259	1	87	157	69	41	8	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	162	162		1	13	34	43	70	1	1	22	15	124		53	109		34	65	34	20	4	5
	43%	100%		33%	45%	35%	45%	47%	100%	50%	43%	52%	42%		46%	42%		39%	41%	49%	49%	50%	36%
									EFGH														
									D														
Female	214		214	2	16	63	53	80		1	29	14	169	1	63	150	1	53	92	35	21	4	9
	57%		100%	67%	55%	65%	55%	53%		50%	57%	48%	58%	100%	54%	58%	100%	61%	59%	51%	51%	50%	64%
														KLM									
																							OP

Comparison Groups: BC/DEFGHI/JKLMN/OPQ/RSTUVW
 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