Concord Town Survey
<Weighted> October 2018

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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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BASE = ALL RESPONDENTS
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Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1215	56	797	108	254	334	188	660	33	105	114	133	176	113	132	142	220	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1138	53	765	79	241	319	164	629	26	98	107	120	166	110	125	136	210	67
=========	94%	96%	96%	73%	95%	96%	87%	95%	79%	94%	93%	91%	94%	97%	95%	96%	95%	84%
		D	D		D	GI		GI					R	R	R	R	R	
a. Excellent	516	20	369	25	103	152	60	295	10	48	58	58	77	35	56	57	99	27
	43%	36%	46%	23%	40%	45%	32%	45%	32%	46%	51%	44%	44%	31%	43%	40%	45%	34%
			D		D	G		G			R						N	
b. Good	622	33	397	54	138	168	105	334	15	50	48	62	89	74	69	79	111	40
	51%	60%	50%	50%	54%	50%	56%	51%	47%	47%	42%	47%	51%	66%	52%	55%	51%	50%
														Q				
Bottom 2 NET	77	2	32	29	14	15	24	31	7	7	8	13	10	3	7	6	10	13
==========	6%	4%	4%	27%	5%	4%	13%	5%	21%	6%	7%	9%	6%	3%	5%	4%	5%	16%
				BCE			FH		FH									NOPQM
c. Fair	69	2	31	22	13	14	19	30	6	7	8	10	9	3	5	6	10	11
	6%	4%	4%	21%	5%	4%	10%	4%	18%	6%	7%	8%	5%	3%	3%	4%	5%	14%
				BCE			FH		FH									NOPQM
d. Poor	8	-	1	6	1	1	5	1	1	-	-	2	1	-	2	-	-	2
	1%		*%	6%	*%	*%	3%	*%	3%			2%	1%		2%			3%
				CE														
e. Don’t Know / No Answer	39	3	11	1	24	6	13	17	3	-	1	1	4	9	5	2	15	3
MEAN	3.36	3.32	3.42	2.90	3.35	3.41	3.16	3.40	3.08	3.40	3.44	3.33	3.37	3.28	3.36	3.36	3.40	3.15
		D	D		D	GI		GI		R	R		R		R	R	R	
STANDARD DEVIATION	0.62	0.55	0.57	0.82	0.59	0.59	0.71	0.58	0.80	0.61	0.62	0.69	0.62	0.52	0.64	0.57	0.58	0.75
STANDARD ERROR	0.02	0.07	0.02	0.08	0.04	0.04	0.05	0.02	0.14	0.08	0.07	0.06	0.04	0.06	0.06	0.05	0.03	0.08

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1141	50	769	103	219	316	174	625	27	97	111	127	163	99	128	133	204	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1023	44	706	73	200	292	148	560	23	88	99	113	141	89	117	121	188	68
=========	90%	88%	92%	71%	91%	92%	85%	90%	87%	91%	90%	89%	86%	89%	91%	91%	92%	85%
		D	D		D	G												
a. Very satisfied	429	15	325	11	79	138	50	231	8	35	39	45	59	31	47	53	93	26
	38%	30%	42%	10%	36%	44%	29%	37%	31%	36%	36%	35%	36%	32%	37%	40%	46%	33%
		D	D		D	G		G									NR	
b. Somewhat satisfied	595	29	382	62	122	153	98	329	15	52	60	69	82	57	70	69	95	42
	52%	58%	50%	60%	56%	48%	56%	53%	56%	54%	54%	54%	50%	58%	54%	52%	47%	53%
				C														
Bottom 2 NET	118	6	63	30	19	24	25	65	3	9	11	14	22	11	11	11	16	12
==========	10%	12%	8%	29%	9%	8%	15%	10%	13%	9%	10%	11%	14%	11%	9%	9%	8%	15%
				BCE			F											
c. Not very satisfied	93	5	52	20	16	17	18	54	3	3	8	10	18	9	9	10	14	11
	8%	10%	7%	19%	7%	5%	10%	9%	13%	3%	7%	8%	11%	9%	7%	8%	7%	14%
				CE									J					J
d. Not at all satisfied	25	1	11	11	3	7	7	11	-	7	4	3	4	1	2	1	2	1
	2%	2%	1%	10%	1%	2%	4%	2%		7%	3%	3%	3%	1%	2%	1%	1%	1%
				BCE														
e. Don’t Know / No Answer	113	9	40	5	59	24	27	52	9	8	5	7	17	22	8	11	32	3
MEAN	3.25	3.15	3.33	2.71	3.26	3.34	3.10	3.25	3.18	3.20	3.22	3.22	3.20	3.20	3.26	3.30	3.37	3.16
		D	D		D	G		G									NR	
STANDARD DEVIATION	0.69	0.68	0.66	0.79	0.65	0.68	0.74	0.68	0.65	0.79	0.72	0.71	0.74	0.65	0.67	0.65	0.65	0.70
STANDARD ERROR	0.02	0.10	0.02	0.08	0.05	0.04	0.06	0.03	0.13	0.11	0.08	0.07	0.05	0.08	0.06	0.06	0.04	0.08

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1228	58	798	106	266	337	197	659	35	103	116	131	173	120	135	141	227	81
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
e. Schools	318	10	226	22	61	125	44	140	10	47	53	26	17	66	66	10	18	15
	26%	18%	28%	20%	23%	37%	22%	21%	29%	45%	46%	20%	10%	54%	49%	7%	8%	19%
			B			GH				LMR	LMR	M		PQR	PQR			PQ
b. Preservation of the Town's Character	304	13	215	17	59	81	38	178	7	14	19	32	54	9	26	55	75	19
	25%	23%	27%	16%	22%	24%	20%	27%	19%	14%	16%	24%	31%	8%	19%	39%	33%	23%
			D					G					JK		N	NOR	NO	N
f. Taxes	161	4	106	26	25	25	43	88	5	12	11	16	37	3	9	17	43	13
	13%	7%	13%	24%	9%	8%	22%	13%	13%	11%	10%	12%	21%	3%	7%	12%	19%	16%
				BCE			FH	F					JKL			N	NOP	NO
a. Affordable Housing	153	9	83	17	44	29	34	86	5	12	5	15	23	20	13	19	37	10
	12%	16%	10%	16%	16%	9%	17%	13%	14%	12%	4%	11%	13%	16%	9%	13%	16%	12%
					C		F	F					K				O	
d. Roads	110	14	57	9	29	31	13	62	4	9	13	18	21	5	7	15	17	6
	9%	24%	7%	9%	11%	9%	7%	9%	12%	9%	11%	14%	12%	4%	5%	10%	7%	7%
		CDE																
c. Public Safety	74	3	43	4	24	21	8	45	1	4	8	6	9	12	5	10	15	6
	6%	6%	5%	4%	9%	6%	4%	7%	2%	4%	7%	4%	5%	10%	3%	7%	7%	7%
j. Environment//Conservation	40	3	26	2	9	11	6	21	1	1	5	8	4	3	3	5	5	5
	3%	5%	3%	2%	3%	3%	3%	3%	3%	1%	4%	6%	2%	3%	3%	4%	2%	6%
g. Town Government Services	36	1	21	6	8	6	7	21	2	3	-	7	7	-	2	4	9	4
	3%	1%	3%	5%	3%	2%	3%	3%	5%	3%		5%	4%		2%	3%	4%	5%
h. Other (Please Specify)	32	-	20	4	8	8	4	19	1	1	1	3	3	2	3	6	8	3
	3%		3%	3%	3%	2%	2%	3%	3%	1%	1%	3%	2%	2%	3%	4%	3%	4%
i. Don't Know / No Answer	26	1	10	2	13	3	5	18	1	1	-	2	6	1	1	3	9	2

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

4. What is the most convenient way for you to find out about Town services, news, and events?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1223	58	793	107	264	332	197	661	34	105	112	133	175	119	134	142	225	79
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
b. By visiting the Town's website	339	16	226	33	65	88	53	193	5	26	39	49	46	31	41	37	45	24
	28%	27%	28%	31%	24%	26%	27%	29%	16%	25%	35%	37%	26%	26%	31%	26%	20%	30%
								I				M			Q			
h. By reading the Concord Journal	285	13	190	21	61	56	44	173	11	10	18	31	58	5	16	36	90	20
	23%	22%	24%	19%	23%	17%	22%	26%	33%	10%	16%	23%	33%	4%	12%	26%	40%	25%
								F				J	JKL		N	NO	NOPR	NOJ
d. By email	249	11	152	16	70	81	35	128	6	35	25	24	23	35	37	25	32	13
	20%	19%	19%	15%	27%	24%	18%	19%	18%	34%	23%	18%	13%	30%	27%	18%	14%	16%
					CD					LMR				QR	Q			
c. By subscribing to News & Notices on the Town's website	196	12	136	17	30	54	32	107	4	9	15	13	29	25	25	33	39	8
	16%	21%	17%	16%	11%	16%	16%	16%	11%	9%	14%	9%	16%	21%	19%	23%	17%	10%
			E													R		
e. By postal mail	95	2	47	18	28	26	26	40	3	12	10	10	13	14	6	8	15	7
	8%	3%	6%	17%	11%	8%	13%	6%	7%	11%	9%	8%	7%	11%	4%	6%	7%	9%
				BC	BC		H											
g. By using social networking media (Facebook, twitter, etc.)	43	3	32	1	6	22	6	12	4	11	4	3	1	9	9	1	1	4
	4%	6%	4%	1%	2%	7%	3%	2%	12%	10%	3%	3%	*%	8%	7%	1%	*%	5%
			D			GH				M				PQ	PQ			
a. By visiting Town Offices	12	1	7	1	3	6	-	5	1	1	-	2	4	-	-	1	2	2
	1%	1%	1%	1%	1%	2%		1%	3%	1%		2%	2%			1%	1%	3%
f. By telephone	5	-	3	-	2	-	1	4	-	-	-	-	1	-	-	-	2	1
	*%		*%		1%		1%	1%					1%				1%	1%
i. Don't Know / No Answer	31	-	15	1	15	8	5	16	2	-	4	1	5	2	2	2	10	4

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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5. How would you rate your satisfaction with the way you receive information from the Town?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1211	58	790	109	254	326	193	658	34	101	112	129	178	113	134	139	223	81
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1060	47	707	90	216	278	158	594	30	85	105	118	161	89	119	119	204	60
=========	88%	81%	90%	83%	85%	85%	82%	90%	88%	84%	94%	91%	90%	79%	89%	86%	91%	74%
								FG			JR	R	R		R	R	NR	
a. Very satisfied	382	13	275	19	75	94	59	222	8	27	37	30	66	32	43	45	85	17
	32%	22%	35%	17%	30%	29%	30%	34%	23%	27%	33%	23%	37%	28%	32%	32%	38%	21%
			BD		D								LR				R	
b. Somewhat satisfied	678	34	432	71	141	185	99	372	22	58	69	88	95	57	76	75	118	43
	56%	58%	55%	65%	56%	57%	51%	57%	65%	57%	61%	68%	53%	51%	56%	54%	53%	53%
				C								MR						
Bottom 2 NET	150	11	82	19	38	47	35	64	4	16	6	11	17	24	15	20	20	21
==========	12%	19%	10%	17%	15%	15%	18%	10%	12%	16%	6%	9%	10%	21%	11%	14%	9%	26%
						H	H			K				Q				PQKLM
																		O
c. Not very satisfied	123	11	67	14	30	38	26	55	4	16	4	7	14	19	11	18	17	17
	10%	19%	9%	13%	12%	12%	13%	8%	12%	16%	3%	5%	8%	17%	9%	13%	8%	21%
		C								KL				Q				OQKLM
d. Not at all satisfied	27	-	15	5	8	9	10	9	-	-	3	5	4	5	3	2	2	4
	2%		2%	4%	3%	3%	5%	1%			2%	4%	2%	4%	3%	1%	1%	5%
							H											
e. Don’t Know / No Answer	43	-	19	-	25	14	8	19	2	4	4	5	1	8	2	5	12	2
MEAN	3.17	3.03	3.22	2.96	3.12	3.11	3.07	3.23	3.11	3.11	3.25	3.11	3.25	3.03	3.19	3.16	3.28	2.90
			BDE					FG			R	R	R		R	R	NR	
STANDARD DEVIATION	0.69	0.65	0.68	0.69	0.72	0.71	0.80	0.65	0.59	0.65	0.63	0.65	0.68	0.79	0.69	0.70	0.65	0.78
STANDARD ERROR	0.02	0.09	0.02	0.07	0.05	0.04	0.06	0.03	0.11	0.09	0.07	0.06	0.04	0.09	0.06	0.06	0.04	0.09

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

6. How would you rate the overall quality of services provided by the Finance Department?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1085	52	728	105	200	285	177	598	26	89	99	123	163	89	116	129	207	71
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	979	50	677	74	178	258	139	557	25	77	93	111	149	73	100	122	195	59
=========	90%	96%	93%	71%	89%	90%	79%	93%	96%	87%	94%	90%	91%	83%	86%	95%	94%	83%
		D	D		D	G		G	G		R					NOR	NOR	
a. Excellent	456	20	347	15	74	115	59	274	8	25	46	42	86	25	50	57	100	25
	42%	38%	48%	15%	37%	40%	33%	46%	33%	28%	46%	34%	52%	29%	44%	44%	48%	35%
		D	DE		D			G			J		JLR			N	NR	
b. Good	523	30	330	59	104	143	80	284	16	52	47	69	63	48	49	65	95	34
	48%	58%	45%	56%	52%	50%	45%	47%	63%	59%	47%	56%	39%	54%	43%	51%	46%	48%
										M		M						
Bottom 2 NET	106	2	51	31	22	27	37	41	1	12	6	13	14	15	16	6	12	12
==========	10%	4%	7%	29%	11%	10%	21%	7%	4%	13%	6%	10%	9%	17%	14%	5%	6%	17%
				BCE			FHI							PQ	PQ			PQK
c. Fair	89	1	45	26	17	21	31	35	1	11	5	8	12	15	14	6	9	9
	8%	2%	6%	25%	9%	8%	18%	6%	4%	12%	5%	6%	7%	17%	12%	5%	5%	13%
				BCE	B		FHI							PQ	Q			
d. Poor	17	1	6	5	5	6	6	5	-	1	1	5	2	-	2	-	2	3
	2%	2%	1%	5%	2%	2%	3%	1%		1%	1%	4%	1%		2%		1%	4%
e. Don’t Know / No Answer	169	6	80	3	79	55	24	79	10	16	17	10	17	33	21	16	28	12
MEAN	3.31	3.31	3.40	2.81	3.24	3.29	3.09	3.38	3.29	3.13	3.38	3.20	3.42	3.12	3.28	3.40	3.42	3.14
		D	DE		D	G		G			JR		JLR			NR	NR	
STANDARD DEVIATION	0.69	0.62	0.64	0.74	0.71	0.69	0.80	0.64	0.54	0.67	0.65	0.72	0.69	0.67	0.75	0.58	0.64	0.80
STANDARD ERROR	0.02	0.09	0.02	0.08	0.05	0.05	0.06	0.03	0.11	0.09	0.07	0.07	0.05	0.09	0.07	0.05	0.04	0.09

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	992	43	692	95	162	279	145	543	24	77	100	109	148	77	117	126	173	66
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Over-assessed	294	17	184	52	40	77	58	154	5	18	34	35	53	11	43	32	43	24
	30%	40%	27%	55%	25%	27%	40%	28%	21%	24%	34%	33%	35%	15%	37%	26%	25%	36%
				CE			FH								NQ			N
b. Under-assessed	16	1	10	2	3	3	2	11	1	3	1	1	4	2	-	1	3	1
	2%	3%	1%	2%	2%	1%	1%	2%	3%	3%	1%	1%	2%	3%		1%	2%	2%
c. Fairly assessed	682	25	498	41	119	200	85	379	18	56	65	72	92	63	73	92	127	41
	69%	57%	72%	43%	73%	72%	58%	70%	75%	73%	65%	66%	62%	82%	63%	74%	74%	62%
			BD		BD	G		G						OR				
d. Rent / Does not apply	80	8	38	7	28	18	14	44	5	9	5	8	12	16	3	6	20	1
e. Don’t Know / No Answer	182	7	79	7	89	43	42	90	7	18	10	17	20	29	16	12	43	16

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

8. How important is it for you to be able to pay bills and fees at Town departments with a credit card, given there would be a convenience fee?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1219	57	791	106	265	336	195	657	30	102	114	133	176	118	135	142	219	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	371	20	236	29	86	147	53	163	9	62	39	35	27	71	58	31	36	11
=========	30%	34%	30%	27%	33%	44%	27%	25%	30%	60%	34%	27%	15%	60%	43%	22%	17%	14%
						GH				KLMR	MR	MR		OPQR	PQR			
a. Very important	143	9	93	13	29	55	27	60	2	18	18	10	15	27	26	12	11	5
	12%	16%	12%	12%	11%	16%	14%	9%	7%	18%	16%	8%	9%	23%	19%	9%	5%	6%
						H				R	R			PQR	PQR			
b. Somewhat important	228	11	144	16	57	92	26	103	7	43	22	25	12	44	32	19	25	6
	19%	19%	18%	15%	22%	27%	13%	16%	23%	42%	19%	19%	7%	37%	24%	13%	12%	8%
						GH				KLMR	MR	MR		OPQR	PQR			
Bottom 2 NET	848	37	555	78	178	190	143	494	21	40	75	97	149	47	77	111	183	69
==========	70%	66%	70%	73%	67%	56%	73%	75%	70%	40%	66%	73%	85%	40%	57%	78%	83%	86%
							F	F			J	J	JKL		N	NO	NO	NOJKL
c. Not very important	412	15	279	36	81	100	62	241	9	29	52	53	55	29	39	51	81	24
	34%	27%	35%	34%	31%	30%	32%	37%	29%	28%	46%	40%	31%	24%	29%	36%	37%	30%
								F			JMR						N	
d. Not at all important	436	22	275	41	97	90	81	253	12	12	23	45	94	18	38	60	102	45
	36%	39%	35%	39%	37%	27%	41%	39%	41%	11%	20%	34%	54%	15%	28%	42%	46%	56%
							F	F				JK	JKL		N	NO	NO	OPJKL
																		N
e. Don’t Know / No Answer	35	1	17	2	14	4	6	19	6	3	1	1	4	4	1	2	16	3
MEAN	2.06	2.11	2.07	2.00	2.07	2.33	1.99	1.95	1.95	2.67	2.30	2.01	1.70	2.68	2.35	1.88	1.75	1.64
						GH				KLMR	LMR	MR		OPQR	PQR			
STANDARD DEVIATION	1.01	1.10	1.00	1.01	1.01	1.04	1.05	0.95	0.97	0.90	0.96	0.92	0.93	1.00	1.09	0.95	0.85	0.88
STANDARD ERROR	0.03	0.14	0.04	0.11	0.07	0.06	0.08	0.04	0.19	0.12	0.10	0.09	0.06	0.11	0.10	0.08	0.05	0.10

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age								
										Male				Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1085	56	737	102	191	282	179	596	28	86	99	121	157	89	118	134	208	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	754	35	537	52	130	204	106	425	19	72	70	87	119	63	77	84	144	40
=========	69%	62%	73%	51%	68%	72%	59%	71%	69%	83%	71%	72%	76%	70%	65%	63%	69%	55%
			D		D	G		G		R	R	R	R				R	
a. Excellent	254	7	190	9	48	73	27	148	6	27	36	27	44	18	22	29	39	12
	23%	13%	26%	9%	25%	26%	15%	25%	22%	32%	36%	23%	28%	20%	18%	22%	19%	16%
			BD		BD	G		G		R	R		R					
b. Good	500	28	347	43	83	131	79	277	13	44	34	59	75	45	55	55	104	28
	46%	49%	47%	42%	43%	46%	44%	46%	47%	51%	35%	49%	48%	50%	47%	41%	50%	38%
												K	K					
Bottom 2 NET	331	21	200	50	60	78	73	171	9	14	29	34	38	26	41	50	65	33
==========	31%	38%	27%	49%	32%	28%	41%	29%	31%	17%	29%	28%	24%	30%	35%	37%	31%	45%
				CE			FH											QJKLM
c. Fair	239	16	151	29	42	51	51	133	4	9	20	23	27	23	25	34	52	25
	22%	29%	21%	29%	22%	18%	28%	22%	13%	11%	21%	19%	17%	26%	21%	26%	25%	34%
							FI											JLM
d. Poor	92	5	49	20	18	27	22	37	5	5	9	11	11	3	16	16	13	8
	8%	8%	7%	20%	9%	10%	12%	6%	18%	6%	9%	9%	7%	4%	14%	12%	6%	11%
				BCE			H								NQ	N		
e. Don’t Know / No Answer	169	2	72	7	88	58	22	81	8	18	17	13	23	33	18	10	27	10
MEAN	2.84	2.67	2.92	2.40	2.84	2.88	2.62	2.90	2.72	3.09	2.97	2.85	2.97	2.86	2.70	2.73	2.82	2.60
			BD		D	G		G		R	R		R				R	
STANDARD DEVIATION	0.88	0.81	0.85	0.91	0.91	0.90	0.89	0.85	1.02	0.82	0.97	0.88	0.86	0.77	0.93	0.93	0.81	0.89
STANDARD ERROR	0.03	0.11	0.03	0.10	0.07	0.06	0.07	0.03	0.19	0.11	0.11	0.09	0.06	0.10	0.09	0.08	0.05	0.10

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1198	58	785	108	247	326	190	650	31	102	111	126	173	113	133	140	219	81
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	827	30	564	52	181	241	111	458	16	83	88	93	129	80	87	80	141	46
=========	69%	51%	72%	49%	73%	74%	58%	70%	53%	81%	79%	74%	75%	71%	66%	57%	64%	57%
			BD		BD	GI		G		R	R	R	R	P				
a. Very satisfied	227	10	166	3	48	81	27	116	3	20	27	31	35	23	26	24	33	8
	19%	18%	21%	2%	20%	25%	14%	18%	9%	19%	24%	25%	20%	21%	20%	17%	15%	10%
		D	D		D	GHI					R	R	R		R			
b. Somewhat satisfied	599	19	398	50	132	160	84	342	14	63	61	62	94	57	61	56	108	38
	50%	33%	51%	46%	54%	49%	44%	53%	44%	62%	55%	49%	54%	50%	46%	40%	49%	47%
			B		B													
Bottom 2 NET	371	29	221	55	67	85	79	192	14	20	23	33	44	33	46	60	78	35
==========	31%	49%	28%	51%	27%	26%	42%	30%	47%	19%	21%	26%	25%	29%	34%	43%	36%	43%
		CE		CE			FH		F							N		JKLM
c. Not very satisfied	276	21	166	38	51	66	52	148	10	18	19	26	32	24	31	44	59	22
	23%	36%	21%	36%	21%	20%	27%	23%	33%	18%	17%	21%	19%	22%	23%	31%	27%	27%
		CE		CE														
d. Not at all satisfied	95	8	55	17	16	19	28	44	4	1	4	7	12	8	15	17	19	13
	8%	14%	7%	15%	6%	6%	14%	7%	13%	1%	3%	5%	7%	7%	11%	12%	9%	16%
				CE			FH						J					JKLM
e. Don’t Know / No Answer	56	-	24	1	31	14	11	26	5	3	5	8	6	9	3	4	16	2
MEAN	2.80	2.55	2.86	2.36	2.86	2.93	2.58	2.81	2.49	2.99	3.00	2.93	2.88	2.84	2.74	2.62	2.71	2.51
			BD		BD	GI		GI		R	R	R	R	R				
STANDARD DEVIATION	0.84	0.95	0.83	0.77	0.80	0.83	0.90	0.80	0.85	0.65	0.75	0.82	0.80	0.84	0.90	0.90	0.83	0.88
STANDARD ERROR	0.03	0.12	0.03	0.08	0.05	0.05	0.07	0.03	0.16	0.09	0.08	0.08	0.05	0.10	0.08	0.08	0.05	0.10

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1190	56	772	107	255	320	193	642	35	95	111	126	167	113	132	140	227	81
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1154	54	754	99	248	312	183	627	33	90	107	122	165	104	126	138	223	79
=========	97%	96%	98%	93%	97%	97%	95%	98%	93%	94%	97%	97%	99%	93%	96%	99%	99%	98%
a. Excellent	914	39	611	68	196	248	131	512	23	76	74	96	137	74	92	112	192	62
	77%	70%	79%	64%	77%	78%	68%	80%	65%	79%	67%	76%	82%	66%	70%	80%	85%	77%
			D		D	G		G					K			N	NO	
b. Good	240	14	143	31	51	64	52	115	10	14	33	26	27	31	34	26	32	17
	20%	26%	19%	29%	20%	20%	27%	18%	29%	15%	30%	21%	16%	27%	26%	19%	14%	21%
				C			H				JM			Q	Q			
Bottom 2 NET	36	2	19	8	8	8	10	15	2	5	4	3	2	8	6	2	3	2
==========	3%	4%	2%	7%	3%	3%	5%	2%	7%	6%	3%	3%	1%	7%	4%	1%	1%	2%
c. Fair	23	1	12	3	6	4	5	12	1	1	3	1	2	5	6	1	3	1
	2%	2%	2%	2%	3%	1%	2%	2%	4%	1%	2%	1%	1%	4%	4%	1%	1%	1%
d. Poor	13	1	6	5	1	4	5	3	1	4	1	2	-	4	-	1	-	1
	1%	2%	1%	5%	*%	1%	3%	*%	3%	4%	1%	2%		3%		1%		1%
				CE			H											
e. Don’t Know / No Answer	64	2	36	1	24	20	8	35	1	9	5	8	13	9	5	4	9	2
MEAN	3.73	3.65	3.76	3.52	3.73	3.74	3.60	3.77	3.54	3.70	3.62	3.72	3.81	3.55	3.65	3.78	3.83	3.73
			D		D	G		GI					K			N	NO	
STANDARD DEVIATION	0.55	0.62	0.51	0.76	0.52	0.54	0.67	0.50	0.73	0.70	0.59	0.58	0.43	0.73	0.56	0.48	0.41	0.55
STANDARD ERROR	0.02	0.08	0.02	0.08	0.04	0.03	0.05	0.02	0.13	0.09	0.06	0.05	0.03	0.08	0.05	0.04	0.02	0.06

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

12. What types of lectures on current events would you like to attend, if they were offered by the Library?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	924	43	604	81	196	263	152	487	22	71	91	97	122	93	108	110	171	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Community Issues	297	13	203	21	59	82	51	158	6	12	32	32	37	35	33	32	65	19
	32%	30%	34%	26%	30%	31%	33%	33%	25%	17%	35%	33%	31%	37%	31%	29%	38%	32%
											J	J	J					
d. World Affairs	257	18	155	27	57	62	43	143	9	14	30	23	42	15	25	30	59	18
	28%	42%	26%	33%	29%	24%	28%	29%	39%	20%	33%	24%	34%	17%	23%	27%	35%	30%
		C															NO	
c. Science and Technology	213	6	144	18	45	67	35	110	1	37	23	27	32	20	18	20	21	14
	23%	13%	24%	23%	23%	25%	23%	23%	5%	52%	25%	28%	26%	22%	17%	18%	12%	23%
			B			I	I	I		KLMR								
b. Health and Wellness	157	6	101	15	35	51	23	76	7	8	6	15	11	23	31	28	26	9
	17%	14%	17%	18%	18%	20%	15%	16%	31%	11%	7%	15%	9%	25%	29%	25%	15%	15%
															QR	Q		
e. Don’t Know / No Answer	330	16	205	27	82	77	49	190	14	34	24	37	58	28	29	34	64	23

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	410	18	265	44	83	59	70	268	13	9	13	24	99	9	17	38	162	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	375	16	243	37	79	54	59	249	13	8	11	18	92	9	15	35	150	36
=========	92%	90%	92%	85%	95%	92%	84%	93%	100%	86%	90%	76%	93%	100%	87%	92%	93%	95%
									FGH					Q				
a. Excellent	238	9	161	15	54	35	37	158	8	1	5	7	61	6	9	20	104	25
	58%	47%	61%	34%	65%	60%	53%	59%	62%	14%	40%	29%	62%	64%	53%	51%	64%	66%
			D		D								JL					JL
b. Good	137	8	82	22	25	19	22	91	5	7	6	11	31	3	6	16	46	11
	33%	42%	31%	51%	30%	32%	32%	34%	38%	72%	50%	48%	31%	36%	33%	41%	28%	29%
				CE														
Bottom 2 NET	35	2	22	6	4	5	11	19	-	1	1	6	7	-	2	3	12	2
==========	8%	10%	8%	15%	5%	8%	16%	7%		14%	10%	24%	7%		13%	8%	7%	5%
c. Fair	23	-	17	3	3	4	6	13	-	1	-	3	6	-	-	2	9	1
	6%		6%	7%	4%	7%	8%	5%		14%		14%	7%			5%	5%	3%
d. Poor	12	2	6	3	1	1	5	6	-	-	1	2	1	-	2	1	3	1
	3%	10%	2%	8%	1%	1%	8%	2%			10%	10%	1%		13%	3%	2%	3%
e. Don’t use service	566	30	362	43	131	183	88	280	15	52	67	70	53	81	79	77	55	32
f. Don’t Know / No Answer	278	11	181	22	65	98	43	129	8	43	36	40	28	31	40	29	18	13
MEAN	3.47	3.27	3.50	3.11	3.59	3.50	3.30	3.50	3.62	3.00	3.20	2.95	3.54	3.64	3.27	3.41	3.55	3.58
			D		D			G					L					L
STANDARD DEVIATION	0.73	0.92	0.71	0.85	0.62	0.69	0.92	0.69	0.50	0.56	0.91	0.92	0.65	0.51	1.03	0.72	0.69	0.68
STANDARD ERROR	0.03	0.20	0.04	0.14	0.06	0.09	0.11	0.04	0.13	0.27	0.29	0.20	0.06	0.21	0.27	0.12	0.05	0.11

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1143	58	754	106	226	297	182	634	30	86	100	125	174	98	130	129	223	77
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1104	55	737	91	222	290	169	616	30	84	97	120	168	92	125	128	218	74
=========	97%	96%	98%	86%	98%	98%	92%	97%	100%	97%	96%	96%	96%	94%	96%	99%	98%	96%
		D	D		D	G		G	FGH									
a. Excellent	739	33	522	40	144	191	108	421	19	52	67	67	116	55	89	83	163	46
	65%	58%	69%	38%	64%	64%	59%	66%	63%	61%	67%	54%	67%	56%	68%	65%	73%	60%
		D	D		D								L				NR	
b. Good	365	22	215	51	78	99	60	195	11	31	29	53	52	38	35	45	54	28
	32%	38%	28%	48%	35%	33%	33%	31%	37%	36%	29%	42%	30%	38%	27%	35%	24%	36%
				CE								M		Q		Q		Q
Bottom 2 NET	39	2	18	15	4	7	14	18	-	3	4	5	6	6	6	1	6	3
==========	3%	4%	2%	14%	2%	2%	8%	3%		3%	4%	4%	4%	6%	4%	1%	2%	4%
				BCE			FH											
c. Fair	29	1	13	11	4	7	8	15	-	3	4	3	5	3	2	1	5	3
	3%	2%	2%	10%	2%	2%	4%	2%		3%	4%	3%	3%	3%	2%	1%	2%	4%
				BCE														
d. Poor	9	1	4	4	-	-	6	3	-	-	-	1	1	3	3	-	1	-
	1%	2%	1%	4%			3%	1%				1%	1%	3%	3%		*%	
							H											
e. Don’t Know / No Answer	111	1	54	3	53	43	19	43	6	18	15	9	6	23	6	16	12	6
MEAN	3.60	3.52	3.66	3.20	3.62	3.62	3.49	3.63	3.63	3.58	3.63	3.50	3.62	3.47	3.61	3.64	3.70	3.56
		D	D		D	G		G								N	NR	
STANDARD DEVIATION	0.58	0.64	0.54	0.78	0.52	0.53	0.73	0.56	0.49	0.55	0.56	0.60	0.59	0.69	0.66	0.50	0.52	0.57
STANDARD ERROR	0.02	0.08	0.02	0.08	0.04	0.03	0.06	0.02	0.09	0.08	0.06	0.06	0.04	0.09	0.06	0.04	0.03	0.07

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1070	54	722	94	199	276	169	594	30	83	94	111	169	89	118	120	215	71
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1057	52	719	89	198	274	168	587	29	80	94	109	168	89	114	120	212	71
=========	99%	96%	100%	94%	99%	99%	99%	99%	96%	97%	100%	98%	99%	100%	97%	100%	99%	100%
			D															
a. Excellent	819	41	581	44	152	217	126	454	22	58	72	72	132	64	93	100	178	50
	77%	76%	80%	47%	76%	79%	74%	76%	75%	70%	77%	65%	78%	71%	79%	83%	83%	70%
		D	D		D								L				R	
b. Good	239	11	138	44	46	57	42	133	6	22	22	37	35	26	22	21	34	21
	22%	19%	19%	47%	23%	21%	25%	22%	21%	27%	23%	33%	21%	29%	18%	17%	16%	30%
				BCE								M		Q				Q
Bottom 2 NET	12	2	3	5	2	2	2	7	1	3	-	2	1	-	3	-	2	-
==========	1%	4%	*%	6%	1%	1%	1%	1%	4%	3%		2%	1%		3%		1%	
				C														
c. Fair	10	1	2	5	2	2	2	5	1	3	-	2	1	-	2	-	2	-
	1%	2%	*%	6%	1%	1%	1%	1%	4%	3%		2%	1%		2%		1%	
				C														
d. Poor	2	1	1	-	-	-	-	2	-	-	-	-	-	-	1	-	1	-
	*%	2%	*%					*%							1%		*%	
e. Don’t Know / No Answer	184	4	87	15	79	64	32	83	6	22	22	23	11	32	18	24	21	12
MEAN	3.75	3.70	3.80	3.41	3.76	3.78	3.73	3.75	3.70	3.67	3.77	3.63	3.77	3.71	3.75	3.83	3.82	3.70
		D	D		D								L			R		
STANDARD DEVIATION	0.47	0.63	0.42	0.60	0.45	0.43	0.46	0.48	0.55	0.54	0.42	0.53	0.44	0.45	0.54	0.38	0.43	0.46
STANDARD ERROR	0.01	0.08	0.02	0.07	0.03	0.03	0.04	0.02	0.10	0.08	0.05	0.05	0.03	0.06	0.05	0.04	0.03	0.05

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1234	58	806	107	263	337	200	664	32	103	113	134	178	118	136	144	229	79
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	993	39	672	68	214	282	142	547	22	75	86	109	145	101	112	113	190	61
=========	80%	68%	83%	63%	81%	84%	71%	82%	69%	72%	76%	81%	82%	86%	82%	78%	83%	77%
			BD		BD	G		G										
a. Excellent	464	19	354	15	76	144	70	241	10	33	38	55	66	42	54	61	87	28
	38%	34%	44%	14%	29%	43%	35%	36%	31%	32%	34%	41%	37%	36%	39%	42%	38%	35%
		D	DE		D													
b. Good	529	20	318	53	138	138	72	306	12	42	48	54	79	59	58	52	103	33
	43%	34%	39%	50%	52%	41%	36%	46%	38%	40%	43%	40%	45%	50%	43%	36%	45%	42%
					BC			G						P				
Bottom 2 NET	241	19	134	39	50	55	58	118	10	29	27	25	32	17	24	31	39	18
==========	20%	32%	17%	37%	19%	16%	29%	18%	31%	28%	24%	19%	18%	14%	18%	22%	17%	23%
		CE		CE			FH											
c. Fair	190	13	114	24	39	43	40	99	8	21	19	22	28	13	19	24	32	12
	15%	22%	14%	23%	15%	13%	20%	15%	26%	20%	17%	16%	16%	11%	14%	17%	14%	15%
d. Poor	51	6	20	15	11	12	19	19	2	8	8	3	4	4	5	7	6	6
	4%	10%	2%	14%	4%	4%	9%	3%	6%	8%	7%	3%	2%	3%	3%	5%	3%	8%
				CE			FH											
e. Don’t Know / No Answer	20	1	2	2	15	3	1	12	4	1	3	-	2	4	-	-	6	4
MEAN	3.14	2.91	3.25	2.63	3.06	3.23	2.96	3.16	2.94	2.96	3.03	3.20	3.17	3.19	3.18	3.16	3.18	3.05
			BDE		D	G		G										
STANDARD DEVIATION	0.82	0.98	0.79	0.89	0.77	0.80	0.96	0.78	0.90	0.91	0.88	0.80	0.78	0.75	0.80	0.88	0.77	0.90
STANDARD ERROR	0.02	0.13	0.03	0.09	0.05	0.05	0.07	0.03	0.17	0.12	0.09	0.07	0.05	0.09	0.07	0.07	0.05	0.10

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

17. How would you rate your satisfaction with the maintenance of Town roads?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1249	58	808	109	275	339	201	676	33	105	114	134	180	122	136	144	233	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	988	33	658	71	226	278	153	533	24	89	84	102	133	109	108	115	186	63
=========	79%	57%	81%	66%	82%	82%	76%	79%	73%	85%	73%	76%	74%	89%	79%	80%	80%	77%
			BD		BD					M				OQR				
a. Very satisfied	304	8	216	19	62	91	46	159	8	23	28	38	40	27	27	48	58	14
	24%	13%	27%	18%	22%	27%	23%	24%	23%	22%	24%	28%	22%	22%	20%	33%	25%	17%
			BD													OR		
b. Somewhat satisfied	684	26	442	52	164	187	107	374	17	65	56	64	93	82	80	67	128	49
	55%	44%	55%	48%	60%	55%	53%	55%	50%	62%	49%	48%	52%	67%	59%	47%	55%	60%
					B									PQ				
Bottom 2 NET	261	25	150	37	49	61	48	143	9	16	30	32	47	13	29	29	47	19
==========	21%	43%	19%	34%	18%	18%	24%	21%	27%	15%	27%	24%	26%	11%	21%	20%	20%	23%
		CE		CE									J		N		N	N
c. Not very satisfied	194	20	112	21	40	41	33	113	7	8	20	23	39	9	22	20	39	14
	15%	35%	14%	20%	15%	12%	16%	17%	20%	8%	18%	17%	22%	8%	16%	14%	17%	17%
		CDE									J	J	J				N	
d. Not at all satisfied	68	5	38	16	9	19	16	30	2	8	10	9	8	3	7	9	8	5
	5%	9%	5%	15%	3%	6%	8%	4%	7%	8%	9%	7%	4%	3%	5%	6%	3%	6%
				CE														
e. Don't Know / No Answer	5	-	1	-	4	1	-	1	3	-	1	-	-	-	-	-	2	1
MEAN	2.98	2.61	3.03	2.69	3.01	3.03	2.91	2.98	2.90	3.00	2.89	2.97	2.92	3.09	2.94	3.06	3.02	2.88
			BD		BD													
STANDARD DEVIATION	0.78	0.83	0.77	0.93	0.71	0.79	0.84	0.76	0.85	0.78	0.88	0.86	0.78	0.64	0.75	0.85	0.74	0.76
STANDARD ERROR	0.02	0.11	0.03	0.10	0.05	0.05	0.06	0.03	0.16	0.10	0.09	0.08	0.05	0.07	0.07	0.07	0.04	0.08

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1218	58	795	109	257	323	199	664	33	96	112	130	177	114	135	142	230	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1110	48	737	89	235	298	180	602	29	92	102	120	159	110	121	126	213	68
=========	91%	84%	93%	82%	92%	92%	91%	91%	88%	96%	91%	92%	90%	96%	90%	88%	92%	83%
			D		D					MR				PR			R	
a. Very satisfied	655	24	447	39	145	183	94	365	14	51	70	77	94	64	66	80	118	36
	54%	41%	56%	36%	57%	57%	47%	55%	43%	53%	63%	59%	53%	56%	49%	56%	51%	44%
			BD		BD	G					R	R						
b. Somewhat satisfied	454	24	290	50	90	115	87	237	15	41	32	43	65	45	55	46	95	32
	37%	43%	36%	46%	35%	36%	44%	36%	45%	43%	28%	33%	37%	40%	41%	32%	41%	39%
Bottom 2 NET	109	9	59	19	22	25	18	62	4	4	10	10	18	5	14	17	17	14
==========	9%	16%	7%	18%	8%	8%	9%	9%	12%	4%	9%	8%	10%	4%	10%	12%	8%	17%
				CE									J			N		NQJ
c. Not very satisfied	82	7	49	11	14	17	12	49	3	4	6	8	13	5	9	13	14	9
	7%	11%	6%	11%	6%	5%	6%	7%	9%	4%	6%	6%	7%	4%	7%	9%	6%	11%
d. Not at all satisfied	27	3	9	8	7	7	6	12	1	-	4	2	5	-	5	3	3	5
	2%	5%	1%	7%	3%	2%	3%	2%	3%		3%	2%	3%		3%	2%	1%	6%
				C														
e. Don't Know / No Answer	36	1	13	-	22	18	2	13	3	9	4	3	3	7	1	2	5	1
MEAN	3.43	3.20	3.48	3.11	3.45	3.47	3.35	3.44	3.27	3.49	3.50	3.49	3.40	3.52	3.36	3.42	3.42	3.21
			BD		BD					R	R	R	R	R			R	
STANDARD DEVIATION	0.72	0.83	0.67	0.87	0.73	0.70	0.73	0.71	0.76	0.58	0.76	0.69	0.75	0.58	0.76	0.75	0.67	0.87
STANDARD ERROR	0.02	0.11	0.02	0.09	0.05	0.04	0.05	0.03	0.14	0.08	0.08	0.07	0.05	0.07	0.07	0.06	0.04	0.10

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

19. How would you rate your satisfaction with the Town's water service?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1154	51	765	100	238	310	184	633	28	97	109	129	169	107	126	129	212	77
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1099	46	739	85	228	297	166	610	26	92	105	122	163	98	121	122	206	69
=========	95%	91%	97%	85%	96%	96%	90%	96%	94%	95%	97%	95%	97%	91%	96%	95%	97%	90%
			D		D	G		G									R	
a. Very satisfied	778	33	543	45	157	209	107	447	15	54	70	90	122	62	87	93	154	46
	67%	64%	71%	45%	66%	68%	58%	71%	52%	55%	64%	70%	72%	58%	69%	73%	73%	60%
		D	D		D			G					JR			N	NR	
b. Somewhat satisfied	321	14	197	40	71	88	59	163	12	38	36	32	41	36	34	29	52	23
	28%	26%	26%	40%	30%	28%	32%	26%	42%	39%	33%	25%	24%	33%	27%	23%	25%	30%
				C						M								
Bottom 2 NET	55	5	26	15	10	13	18	23	2	5	4	7	6	9	5	6	6	8
==========	5%	9%	3%	15%	4%	4%	10%	4%	6%	5%	3%	5%	3%	9%	4%	5%	3%	10%
				CE			FH											Q
c. Not very satisfied	35	3	16	8	9	9	8	16	2	5	1	2	4	6	2	4	5	5
	3%	5%	2%	8%	4%	3%	5%	2%	6%	5%	1%	2%	3%	5%	2%	3%	2%	6%
				C														
d. Not at all satisfied	20	2	10	7	1	3	9	8	-	-	3	5	1	4	2	2	1	3
	2%	4%	1%	7%	*%	1%	5%	1%			2%	4%	1%	4%	2%	2%	*%	4%
				CE			FH											
e. Don't Know / No Answer	100	7	43	9	41	30	18	44	8	8	6	5	11	15	10	16	24	6
MEAN	3.61	3.52	3.66	3.23	3.62	3.62	3.44	3.66	3.45	3.50	3.58	3.61	3.68	3.45	3.64	3.66	3.70	3.45
		D	D		D	G		G					JR			NR	NR	
STANDARD DEVIATION	0.64	0.77	0.59	0.88	0.58	0.60	0.80	0.59	0.62	0.60	0.64	0.70	0.57	0.75	0.62	0.62	0.53	0.79
STANDARD ERROR	0.02	0.11	0.02	0.10	0.04	0.04	0.06	0.02	0.12	0.08	0.07	0.07	0.04	0.09	0.06	0.06	0.03	0.09

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1011	45	706	85	175	281	157	550	23	88	104	115	150	87	112	114	170	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	150	12	107	6	25	30	20	97	4	4	6	14	29	8	10	25	41	12
	15%	28%	15%	7%	14%	11%	12%	18%	16%	4%	6%	12%	20%	9%	9%	22%	24%	17%
		D	D					F					JK			NO	NO	JK
b. Reasonably Priced	728	30	521	53	125	215	107	391	16	68	74	81	107	69	85	84	114	47
	72%	67%	74%	63%	71%	76%	68%	71%	71%	78%	71%	70%	71%	79%	76%	74%	67%	67%
c. Excessively Price	133	2	78	26	26	36	31	62	3	16	24	21	14	10	17	5	15	11
	13%	5%	11%	30%	15%	13%	20%	11%	13%	18%	23%	18%	9%	12%	15%	5%	9%	16%
				BCE	B		H				M	M			P			P
d. Don’t Use Service	80	7	38	8	26	21	14	39	6	7	4	3	9	12	7	11	23	3
e. Don’t Know / No Answer	164	6	65	15	77	38	30	88	7	11	8	15	20	22	17	19	43	10

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	482	22	334	52	73	149	73	248	11	44	55	43	66	43	63	55	70	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	53	6	35	2	10	12	8	33	-	3	1	5	13	1	5	8	13	5
	11%	27%	10%	3%	14%	8%	10%	13%		6%	2%	11%	20%	3%	7%	15%	18%	12%
		D	D		D								JK			N	NO	
b. Reasonably Priced	357	11	266	28	52	110	48	190	9	34	43	29	41	37	53	39	53	28
	74%	49%	80%	53%	71%	73%	66%	77%	82%	77%	79%	66%	62%	87%	84%	72%	75%	67%
			BD								M			R				
c. Excessively Price	72	5	33	23	11	28	17	25	2	8	10	10	12	5	6	7	5	9
	15%	24%	10%	44%	15%	19%	24%	10%	18%	17%	19%	24%	18%	11%	9%	13%	7%	21%
				CE		H	H											Q
d. Don’t Use Service	535	27	356	37	114	134	86	304	10	37	48	65	81	49	54	65	106	29
e. Don’t Know / No Answer	238	9	118	19	92	57	42	124	15	24	13	25	32	29	19	24	59	12

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	923	42	624	81	176	272	145	493	13	82	95	104	128	87	111	114	144	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	93	7	64	7	15	30	5	59	-	4	9	8	23	6	3	9	22	9
	10%	17%	10%	9%	8%	11%	4%	12%		5%	9%	8%	18%	7%	3%	8%	15%	16%
						G		G					JL				NO	OJ
b. Reasonably Priced	596	27	422	38	108	180	85	322	8	50	70	78	76	47	76	80	89	31
	65%	64%	68%	47%	61%	66%	59%	65%	64%	60%	73%	75%	60%	54%	68%	70%	62%	54%
			D		D						MR	MR				NR		
c. Excessively Price	234	8	137	35	53	62	54	112	5	29	17	18	29	34	32	25	33	17
	25%	18%	22%	44%	30%	23%	37%	23%	36%	35%	17%	18%	22%	40%	29%	22%	23%	30%
				BC	C		FH			KL				PQ				
d. Don’t Use Service	229	11	138	19	61	47	40	128	13	17	11	22	36	19	18	23	61	22
e. Don’t Know / No Answer	102	4	47	9	42	21	16	56	10	5	9	8	16	16	7	7	30	4

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1165	56	779	104	226	318	191	633	24	101	108	127	169	105	126	141	212	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	232	17	156	13	47	52	23	154	3	14	18	19	47	11	11	25	67	18
	20%	30%	20%	12%	21%	16%	12%	24%	13%	14%	16%	15%	28%	11%	9%	18%	32%	24%
		D	D					FG					JKL			O	NOP	NO
b. Reasonably Priced	768	32	523	58	155	229	128	394	17	66	75	86	106	82	87	94	130	42
	66%	56%	67%	56%	69%	72%	67%	62%	70%	65%	69%	68%	63%	78%	69%	67%	61%	55%
			D		D	H								QR				
c. Excessively Price	166	7	100	33	24	37	40	85	4	21	15	22	16	12	27	22	15	16
	14%	13%	13%	32%	11%	12%	21%	13%	16%	21%	14%	17%	9%	11%	22%	15%	7%	21%
				BCE			FH			M					NQ	Q		QM
d. Don’t Use Service	11	1	5	-	6	-	2	8	2	-	-	-	3	-	-	-	7	1
e. Don’t Know / No Answer	78	1	25	5	47	22	8	36	11	4	8	7	8	16	10	3	16	6

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

24. Please indicate your consideration of the price of - Internet Service provided by the Town through the Light Plant?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	428	19	281	42	86	129	80	212	7	48	48	49	50	50	51	46	48	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	155	6	113	10	26	45	15	94	1	20	14	19	19	15	15	17	26	11
	36%	33%	40%	23%	31%	35%	19%	44%	15%	40%	29%	40%	38%	30%	29%	36%	54%	29%
			D			G		GI									NOR	
b. Reasonably Priced	210	7	138	19	46	71	38	95	6	18	27	24	24	29	30	22	18	19
	49%	39%	49%	45%	53%	55%	48%	45%	85%	38%	55%	49%	48%	58%	58%	48%	38%	50%
									FGH						Q			
c. Excessively Price	63	5	30	13	14	13	27	23	-	10	8	6	7	6	7	7	4	8
	15%	28%	11%	32%	16%	10%	34%	11%		22%	16%	12%	14%	12%	13%	16%	8%	21%
				C			FH											
d. Don’t Use Service	674	33	438	53	150	178	104	372	20	45	64	70	99	65	70	84	140	37
e. Don’t Know / No Answer	152	6	90	13	42	33	17	92	9	12	4	15	31	6	15	15	47	8

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	486	27	314	58	87	161	81	233	11	55	56	38	38	79	81	50	54	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	132	10	89	12	21	45	13	73	1	13	15	14	14	10	22	13	18	12
	27%	37%	28%	21%	24%	28%	16%	31%	9%	24%	27%	36%	38%	13%	27%	27%	33%	34%
						I		GI							N		N	N
b. Reasonably Priced	281	13	190	29	49	93	41	140	8	34	32	19	22	47	50	29	32	16
	58%	47%	61%	50%	57%	58%	50%	60%	72%	62%	57%	52%	58%	60%	62%	58%	58%	46%
c. Excessively Price	72	4	35	17	17	23	27	21	2	8	9	5	1	21	9	7	5	7
	15%	15%	11%	29%	19%	14%	33%	9%	19%	14%	16%	12%	4%	27%	11%	15%	9%	20%
				C			FH				M			OQ				M
d. Don’t Use Service	643	27	429	41	146	152	101	373	16	41	50	87	114	36	45	84	143	44
e. Don’t Know / No Answer	125	4	65	10	46	27	19	71	8	9	10	9	28	6	10	10	38	4

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	625	30	390	72	133	163	118	331	13	58	71	65	73	70	79	76	87	46
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	57	2	38	4	13	14	4	35	3	-	8	2	19	1	2	2	17	6
	9%	7%	10%	6%	10%	9%	3%	11%	21%		11%	4%	25%	2%	3%	3%	19%	13%
								G					KL				NOP	N
b. Reasonably Priced	253	14	171	19	48	73	35	143	3	22	32	31	35	19	27	29	43	15
	40%	48%	44%	26%	36%	45%	29%	43%	22%	39%	45%	47%	48%	27%	35%	38%	49%	33%
		D	D			G		G									NR	
c. Excessively Price	316	14	181	49	72	75	79	153	8	35	32	32	19	50	49	45	28	25
	50%	45%	46%	68%	54%	46%	67%	46%	57%	61%	45%	49%	26%	72%	62%	59%	32%	54%
				BC			FH			M	M	M		Q	Q	Q		QM
d. Don’t Use Service	529	25	360	30	113	150	74	288	17	34	43	61	83	42	46	65	122	33
e. Don’t Know / No Answer	100	3	58	7	33	28	10	57	6	13	1	8	23	9	11	3	27	4

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

27. If you go to a fitness center or athletic club, please tell us which one.
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	699	38	458	56	147	215	105	364	15	59	72	74	94	63	93	87	111	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. The Beede Center	269	15	168	26	60	79	30	153	7	20	30	31	52	11	25	28	53	19
	39%	41%	37%	46%	41%	37%	29%	42%	46%	33%	42%	42%	55%	18%	27%	32%	48%	42%
								G					J				NOP	N
f. A fitness center or athletic club outside of Concord	157	7	109	9	32	55	28	69	5	18	17	19	11	19	30	16	16	12
	22%	19%	24%	15%	22%	25%	26%	19%	35%	31%	23%	26%	11%	30%	32%	18%	14%	27%
										M		M		Q	PQ			M
d. The Thoreau Club	102	5	68	9	20	23	17	61	2	10	10	3	16	9	7	19	22	6
	15%	13%	15%	16%	14%	11%	16%	17%	13%	18%	14%	5%	17%	14%	7%	21%	20%	13%
													L			O	O	
e. Another fitness center or athletic club in Concord	89	8	57	2	22	32	16	39	1	3	6	8	7	13	15	15	17	5
	13%	21%	12%	4%	15%	15%	16%	11%	7%	5%	9%	11%	8%	20%	16%	17%	16%	11%
		D	D		D													
b. Gold’s Gym	46	1	32	6	8	7	10	30	-	-	3	11	8	5	8	6	3	2
	7%	3%	7%	10%	5%	3%	9%	8%			4%	15%	8%	8%	9%	7%	3%	4%
								F				KR						
c. Orangetheory Fitness	35	1	24	5	5	19	4	12	-	8	6	1	1	6	8	4	-	1
	5%	3%	5%	9%	3%	9%	4%	3%		13%	9%	2%	1%	10%	9%	5%		2%
						H				LM	M							
g. Do not belong to a fitness center or athletic club	517	20	329	45	124	124	91	291	11	45	43	53	76	58	43	56	114	29
h. Don’t Know / No Answer	38	1	22	8	8	2	6	21	10	1	-	7	9	1	-	1	9	9

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

28-Total. What is the most important aspect for you in choosing a fitness center or athletic club?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age								
										Male				Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	859	45	561	79	174	259	135	450	15	77	90	95	99	92	114	110	130	52
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
b. Location	194	10	128	19	37	57	22	113	2	20	22	18	28	15	26	22	35	9
	23%	22%	23%	24%	22%	22%	16%	25%	15%	25%	24%	19%	28%	16%	23%	20%	27%	17%
								G										
a. Price	189	10	115	23	41	47	52	85	5	20	18	15	15	31	30	23	19	20
	22%	23%	20%	29%	24%	18%	39%	19%	34%	25%	20%	16%	15%	33%	26%	21%	15%	38%
							FH							Q	Q			PQKLM
f. Programming / Classes	175	6	113	13	43	52	26	94	3	9	17	13	5	23	34	35	29	10
	20%	14%	20%	17%	25%	20%	19%	21%	19%	12%	18%	13%	5%	26%	30%	32%	22%	19%
											M							M
e. Fitness Facilities	130	12	89	8	20	47	16	68	-	10	17	30	22	9	11	13	12	5
	15%	27%	16%	10%	12%	18%	12%	15%		14%	18%	31%	23%	10%	10%	12%	9%	10%
		DE										JR	R					
d. Swim Facilities	119	4	83	11	21	42	11	63	3	14	13	14	21	8	9	8	26	6
	14%	8%	15%	14%	12%	16%	8%	14%	23%	19%	14%	14%	21%	9%	8%	8%	20%	12%
						G											NOP	
c. Cleanliness	50	3	32	4	11	13	8	27	1	4	5	6	7	5	3	8	9	2
	6%	7%	6%	5%	6%	5%	6%	6%	9%	5%	6%	6%	7%	5%	3%	8%	7%	4%
g. Do not belong to a fitness center or athletic club	330	12	211	24	83	72	57	191	11	18	23	33	65	28	22	32	88	21
h. Don’t Know / No Answer	65	2	36	5	22	10	9	36	10	9	3	6	16	2	-	2	17	10

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

28-Belong to fitness Center (Q27). What is the most important aspect for you in choosing a fitness center or athletic club?
BASE = BELONG TO A FITNESS CENTER

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	699	38	458	56	147	215	105	364	15	59	72	74	94	63	93	87	111	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	693	39	455	54	145	188	105	385	15	40	57	65	131	49	81	84	141	45
Total Answering	673	37	441	56	138	209	100	349	14	55	71	72	91	62	93	85	103	41
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
b. Location	172	10	112	15	34	51	18	100	2	16	17	16	26	14	25	19	31	9
	26%	26%	25%	27%	25%	24%	18%	29%	16%	28%	23%	22%	29%	23%	27%	22%	30%	22%
								G										
f. Programming / Classes	139	5	93	11	30	43	22	71	3	8	14	10	5	14	29	28	24	8
	21%	14%	21%	20%	22%	21%	22%	20%	21%	14%	20%	14%	6%	23%	31%	33%	23%	20%
											M							M
e. Fitness Facilities	111	12	75	7	17	42	12	56	-	10	10	22	21	9	11	11	10	5
	16%	33%	17%	13%	12%	20%	12%	16%		19%	14%	30%	23%	15%	12%	13%	10%	12%
		CDE										KR						
d. Swim Facilities	104	4	69	10	21	35	11	55	3	12	13	13	21	6	8	8	21	4
	16%	10%	16%	18%	15%	17%	11%	16%	24%	22%	18%	17%	23%	9%	9%	10%	20%	10%
													R				OP	
a. Price	104	4	61	9	29	25	29	45	4	5	13	6	12	15	17	11	10	14
	15%	12%	14%	17%	21%	12%	29%	13%	30%	9%	18%	8%	13%	24%	19%	13%	10%	34%
							FH							Q				PQJLM
c. Cleanliness	43	2	31	3	7	12	7	22	1	4	5	6	6	4	2	7	8	1
	6%	5%	7%	5%	5%	6%	7%	6%	9%	7%	7%	8%	6%	6%	2%	9%	8%	2%
h. Don’t Know / No Answer	26	1	17	-	9	6	5	15	1	4	1	2	4	1	-	2	8	4

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

29. how much of a priority is it for you that the Town Government uses its financial resources to make its buildings and vehicles more energy efficient?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1237	58	803	108	268	339	199	666	33	105	116	130	178	122	135	144	228	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. High Priority	468	26	322	18	102	119	55	284	11	23	44	41	76	36	48	56	114	28
	38%	44%	40%	17%	38%	35%	28%	43%	31%	22%	38%	32%	43%	30%	36%	39%	50%	35%
		D	D		D			FG			J		JL				NOPR	
b. Moderate Priority	579	26	357	61	134	157	97	306	18	54	48	69	81	67	62	67	99	33
	47%	45%	44%	57%	50%	46%	49%	46%	55%	51%	42%	53%	45%	55%	46%	47%	43%	41%
				C														
c. Low Priority	191	6	124	29	32	63	47	76	5	28	23	21	21	19	25	21	15	19
	15%	10%	15%	27%	12%	19%	24%	11%	13%	26%	20%	16%	12%	15%	19%	14%	7%	24%
				BCE		H	H			M				Q	Q	Q		QM
d. Don’t Know / No Answer	17	-	5	1	11	1	3	11	3	-	-	3	2	-	1	-	7	3

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

30. How much of a priority is it for you that the Town Government uses its financial resources to make its buildings and landscapes more water-resource efficient?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1233	58	798	108	269	337	199	664	33	105	116	133	177	122	135	144	223	79
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. High Priority	458	32	309	17	101	127	52	270	9	26	36	40	55	38	55	62	114	31
	37%	54%	39%	15%	37%	38%	26%	41%	26%	25%	31%	30%	31%	31%	41%	43%	51%	39%
		CDE	D		D	G		G									N	
b. Moderate Priority	584	22	368	62	132	155	108	301	20	51	58	64	96	67	59	67	90	31
	47%	39%	46%	58%	49%	46%	54%	45%	62%	49%	51%	48%	54%	55%	44%	47%	40%	39%
				BC			H						R	QR				
c. Low Priority	191	4	121	29	37	55	39	93	4	27	22	29	26	17	21	15	19	17
	16%	7%	15%	27%	14%	16%	20%	14%	12%	26%	19%	22%	15%	14%	15%	10%	8%	22%
			B	BCE														PQ
d. Don’t Know / No Answer	21	-	10	1	10	3	2	13	3	-	-	1	3	-	1	-	12	4

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

31. The Town has a goal of reducing community-wide greenhouse gas emissions by 80% by 2050 to mitigate the effects of climate change. How do you think Concord should best prioritize the effort to achieve this goal?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age								
										Male				Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1107	54	737	101	214	315	173	593	26	98	112	121	160	109	122	127	188	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Promote renewable energy initiatives, such as the use of solar power, by both the Light Plant and residences / businesses	438	21	297	34	87	132	65	231	10	48	48	46	65	43	48	47	68	25
	40%	39%	40%	33%	41%	42%	37%	39%	40%	49%	43%	38%	41%	39%	39%	37%	36%	36%
b. Promote energy conservation measures by encouraging efforts; upgrading insulation / installing EE lighting in buildings / purchase EE vehicles	313	12	214	29	57	84	41	179	9	20	33	42	49	30	26	39	53	21
	28%	23%	29%	29%	27%	27%	24%	30%	33%	20%	30%	35%	31%	27%	21%	31%	28%	30%
												J						
c. Promote alternatives to the use of gasoline-powered cars through efforts such as designating bike lanes, electric vehicle stations, encourage public transportation	167	12	105	13	36	53	29	83	2	10	19	22	21	23	22	19	19	12
	15%	22%	14%	13%	17%	17%	17%	14%	7%	11%	17%	18%	13%	21%	18%	15%	10%	17%
														Q				
d. Promote waste reduction through recycling, reuse and composting of goods	123	4	75	17	26	33	21	66	4	20	6	7	15	10	21	10	28	6
	11%	7%	10%	17%	12%	11%	12%	11%	14%	20%	6%	6%	9%	9%	17%	8%	15%	9%
										KLM					P		P	
e. Promote the reduction of indoor and outdoor water consumption to alleviate pressure on the water supply and reduce energy needs for H2O treatment	42	2	30	5	4	5	12	24	1	-	4	3	4	-	6	7	14	3
	4%	4%	4%	5%	2%	2%	7%	4%	3%		3%	3%	3%		5%	6%	8%	4%
							F	F										
f. Promote another method of reducing greenhouse gas emissions	24	3	16	3	3	9	5	9	1	-	1	1	5	3	-	4	6	3
	2%	5%	2%	3%	1%	3%	3%	2%	3%		1%	1%	3%	3%		3%	3%	4%
g. Don’t Know / No Answer	147	4	71	7	65	25	28	84	10	6	4	13	20	12	14	18	47	13

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

32. If you watch PEG Access channels, which PEG programming do you watch the most?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	238	22	161	26	30	51	50	129	7	4	25	29	34	7	26	43	50	21
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
c. Government (which includes Town Meeting, Select Board meetings, and Town Committee meetings) – Channel 9	187	18	133	18	18	43	36	101	6	4	22	25	27	3	19	37	32	16
	78%	83%	82%	70%	60%	84%	72%	78%	79%	100%	85%	88%	81%	50%	74%	88%	65%	76%
			E							MR						Q		
a. Public (which includes local theatre and recitals, COA programming, and Concord Talks) – Channel 8	37	3	21	5	9	3	9	23	1	-	1	2	5	1	2	4	17	4
	15%	12%	13%	19%	29%	7%	18%	18%	11%		5%	8%	15%	17%	9%	10%	33%	19%
								F									OP	
b. Educational (which includes CCHS Band concerts and School Committee meetings) – Channel 99	15	1	8	3	3	5	5	4	1	-	3	1	1	2	5	1	1	1
	6%	5%	5%	11%	11%	9%	10%	3%	11%		10%	4%	4%	33%	17%	2%	2%	5%
															Q			
d. Don't watch PEG Access channels	925	33	590	81	222	267	144	494	20	96	81	101	129	110	98	98	163	49
e. Don't Know / No Answer	91	4	58	2	28	22	6	54	9	5	9	5	17	5	11	4	22	13

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

33. If you don't watch PEG Access channels, why not?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	981	37	642	84	218	286	147	528	19	94	86	102	136	106	114	107	178	58
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
e. Didn't know that PEG Access channels existed	386	10	241	23	112	142	61	178	4	69	41	33	42	71	42	28	42	18
	39%	26%	38%	27%	52%	50%	42%	34%	22%	73%	47%	33%	31%	67%	37%	26%	24%	31%
					BCD	HI				KLMR	M			OPQR	Q			
a. Can't easily find out what programs are being broadcast	146	6	102	13	25	26	23	94	4	1	14	14	24	3	13	18	43	16
	15%	15%	16%	15%	12%	9%	15%	18%	19%	1%	16%	13%	18%	3%	11%	17%	24%	28%
								F			J	J	J		N	N	NO	NOJL
c. Don't find that the programs are interesting	124	2	94	15	13	38	18	67	1	8	15	10	25	7	22	10	21	5
	13%	5%	15%	17%	6%	13%	12%	13%	6%	8%	18%	10%	19%	7%	19%	10%	12%	9%
			BE	BE									JLR		N			
d. Have no interest since many of the programs are school-related	101	7	61	12	21	16	14	65	6	8	-	16	16	5	5	17	28	6
	10%	19%	10%	14%	9%	6%	10%	12%	29%	8%		16%	12%	5%	4%	16%	16%	10%
								F	F							NO	NO	
b. Don't find that the programs are of good quality	32	2	20	6	5	10	4	18	-	4	5	5	4	2	2	2	5	3
	3%	6%	3%	7%	2%	3%	3%	3%		4%	6%	4%	3%	2%	2%	2%	3%	5%
f. Other	192	11	124	16	42	55	27	106	5	4	11	24	24	17	31	32	39	10
	20%	29%	19%	19%	19%	19%	18%	20%	24%	4%	13%	24%	18%	16%	27%	30%	22%	17%
												J	J			N		J
g. Don't Know / No Answer	273	21	166	24	61	54	54	148	17	10	29	32	44	16	22	37	58	25

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

34. Town spending on - Town Government Services
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	975	58	808	109	-	263	154	534	23	78	100	115	149	72	110	114	170	66
	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Not enough money	58	58	-	-	-	18	8	29	2	3	3	3	11	5	10	10	9	5
	6%	100%				7%	5%	5%	10%	3%	3%	3%	7%	6%	9%	9%	5%	8%
b. About the right amount of money	808	-	808	-	-	225	116	450	17	60	84	95	122	64	88	98	146	52
	83%		100%			86%	75%	84%	72%	77%	84%	82%	82%	89%	80%	85%	86%	79%
						G		G										
c. Too much money	109	-	-	109	-	20	30	55	4	16	14	17	17	3	11	6	15	9
	11%			100%		7%	19%	10%	18%	20%	14%	15%	11%	5%	10%	5%	9%	14%
							FH											
d. Don't Know / No Answer	279	-	-	-	279	77	47	143	13	26	15	18	31	49	26	30	66	17

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

35. Town spending on - Concord Public Schools (Kindergarten through 8th Grade).
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age								
										Male				Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	982	56	733	102	92	270	158	532	23	88	105	113	143	84	116	109	160	64
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Not enough money	136	13	101	12	9	59	20	55	1	21	19	8	8	29	24	3	18	5
	14%	24%	14%	12%	10%	22%	13%	10%	5%	24%	18%	7%	6%	35%	21%	3%	11%	8%
		E				GHI				LMR	LM			PQR	PQR		P	
b. About the right amount of money	664	28	523	42	71	180	95	372	16	58	77	73	95	53	79	80	108	41
	68%	50%	71%	41%	77%	67%	60%	70%	72%	66%	73%	65%	66%	63%	68%	73%	67%	64%
			BD		BD			G										
c. Too much money	183	15	108	48	13	31	42	105	5	9	9	32	40	2	13	26	34	18
	19%	26%	15%	47%	14%	11%	27%	20%	23%	10%	8%	28%	28%	3%	11%	24%	21%	28%
				BCE			F	F				JK	JK		N	NO	NO	NOJK
d. Don't Know / No Answer	272	2	76	7	187	71	43	145	13	17	10	21	37	37	21	35	75	19

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

36. Town spending on - Concord – Carlisle Regional High School (9th through 12th Grades)
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age								
										Male				Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	972	55	728	103	87	264	154	533	22	80	104	115	147	77	116	109	163	62
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Not enough money	90	8	67	8	7	35	8	46	1	10	10	7	6	9	25	2	16	4
	9%	15%	9%	8%	8%	13%	5%	9%	5%	13%	10%	6%	4%	12%	22%	2%	10%	6%
						G								P	PQR		P	
b. About the right amount of money	635	22	513	37	64	187	89	345	13	57	83	71	90	60	70	77	92	36
	65%	40%	70%	36%	73%	71%	58%	65%	62%	72%	79%	61%	61%	79%	60%	70%	56%	58%
			BD		BD	G					LMR			OQR		Q		
c. Too much money	248	25	148	58	16	42	57	142	7	12	11	38	51	7	21	30	56	22
	25%	46%	20%	57%	18%	16%	37%	27%	33%	15%	11%	33%	35%	9%	18%	28%	34%	35%
		CE		CE			FH	F				JK	JK			N	NO	NOJK
d. Don't Know / No Answer	282	3	81	6	192	76	47	144	14	25	11	18	33	45	21	35	72	21

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

37. Please indicate whether in terms of your household finances you are doing better than you were two years ago, worse, or about the same?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1218	56	792	104	266	340	201	677	-	102	113	131	177	118	133	143	230	71
	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Better	340	18	225	20	77	340	-	-	-	58	46	32	29	61	40	38	25	10
	28%	33%	28%	19%	29%	100%				57%	40%	24%	17%	52%	30%	27%	11%	14%
			D		D					LMR	LMR			OPQR	QR	QR		
b. Worse	201	8	116	30	47	-	201	-	-	16	10	24	34	19	27	28	31	12
	17%	15%	15%	29%	18%		100%			15%	9%	18%	19%	16%	21%	20%	13%	17%
				BCE								K	K					
c. About the same	677	29	450	55	143	-	-	677	-	29	57	75	114	37	65	77	174	49
	56%	52%	57%	53%	54%			100%		28%	51%	57%	64%	32%	49%	54%	76%	69%
											J	J	JK		N	N	NOP	NOPJK
d. Don't Know / No Answer	36	2	17	4	13	-	-	-	36	3	3	2	3	4	3	1	6	12

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1231	57	798	106	270	337	199	668	27	105	116	134	180	122	136	144	235	60
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Under 35	69	-	29	8	32	42	13	11	3	32	-	-	-	37	-	-	-	-
	6%		4%	8%	12%	13%	7%	2%	10%	31%				30%				
				C	C	GH	H		H									
b. 35 to 44	161	7	98	11	44	78	22	57	4	73	-	-	-	85	-	-	-	3
	13%	12%	12%	11%	16%	23%	11%	9%	14%	69%				70%				5%
						GH				R				R				
c. 45 to 54	261	14	176	27	44	88	39	127	7	-	116	-	-	-	136	-	-	9
	21%	24%	22%	26%	16%	26%	19%	19%	26%		100%				100%			15%
			E	E		H					R				R			
d. 55 to 64	295	16	202	26	50	72	55	163	4	-	-	134	-	-	-	144	-	17
	24%	28%	25%	25%	19%	21%	28%	24%	16%			100%				100%		28%
			E									R				R		
e. 65 or Over	446	20	293	33	100	57	71	309	9	-	-	-	180	-	-	-	235	31
	36%	36%	37%	31%	37%	17%	35%	46%	35%				100%				100%	52%
							F	FG					R				R	
f. Don't Know / No Answer	23	1	10	3	9	3	2	9	9	-	-	-	-	-	-	-	-	23

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1248	58	805	109	277	338	199	677	34	105	116	134	179	120	136	144	235	79
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Less than One Year	43	-	25	-	17	28	4	11	-	16	5	1	1	11	3	2	2	-
	3%		3%		6%	8%	2%	2%		15%	4%	1%	1%	9%	3%	1%	1%	
					C	GH				KLM				OPQ				
b. 1 to 5 Years	259	11	151	23	74	103	43	108	5	54	24	18	15	74	34	12	17	10
	21%	19%	19%	21%	27%	31%	22%	16%	14%	51%	21%	14%	8%	61%	25%	9%	7%	13%
					C	GHI				KLMR	M			OPQR	PQR			
c. 6 to 10 years	154	11	102	12	29	52	29	69	5	22	27	16	9	24	25	9	17	6
	12%	19%	13%	11%	11%	15%	14%	10%	15%	21%	23%	12%	5%	20%	18%	6%	7%	8%
						H				MR	LMR	M		PQR	PQR			
d. Over 10 Years	792	36	526	74	156	155	124	489	24	13	60	98	154	11	73	120	199	63
	63%	62%	65%	68%	56%	46%	62%	72%	71%	13%	52%	74%	86%	9%	54%	83%	85%	80%
			E	E			F	FG	F		J	JK	JKL		N	NO	NO	NOJK
e. Don't Know / No Answer	6	-	4	-	2	2	2	-	2	-	-	-	1	1	-	-	-	4

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1243	58	803	107	275	338	198	673	33	105	116	134	178	122	136	144	235	73
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Yes	461	19	289	49	104	185	76	191	8	86	99	34	6	96	100	17	4	18
	37%	33%	36%	46%	38%	55%	38%	28%	23%	82%	86%	26%	4%	79%	73%	12%	2%	25%
						GHI	H			LMR	LMR	M		PQR	PQR	Q		PQM
b. No	782	39	514	58	171	153	122	481	25	19	17	99	172	25	37	128	231	55
	63%	67%	64%	54%	62%	45%	62%	72%	77%	18%	14%	74%	96%	21%	27%	88%	98%	75%
							F	FG	F			JK	JKLR			NOR	NOPR	NOJK
c. Don't Know / No Answer	11	-	6	2	4	2	3	4	3	-	-	-	1	-	-	-	-	10

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

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

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1137	56	737	100	244	292	183	633	30	81	102	122	170	97	126	140	227	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. 141 Keyes Road	237	10	152	23	53	73	29	132	3	25	22	21	40	20	29	23	44	15
	21%	18%	21%	23%	22%	25%	16%	21%	11%	30%	21%	17%	23%	21%	23%	16%	19%	21%
						GI												
b. Harvey Wheeler	527	29	330	44	124	125	100	287	15	30	44	53	76	49	57	67	118	33
	46%	51%	45%	44%	51%	43%	55%	45%	50%	37%	44%	43%	44%	50%	45%	48%	52%	46%
							FH											
c. Ripley	237	9	165	23	40	60	33	133	10	21	22	30	32	17	27	28	45	15
	21%	16%	22%	23%	16%	21%	18%	21%	32%	26%	21%	24%	19%	18%	22%	20%	20%	21%
			E															
d. Hunt Gym	136	8	90	11	27	34	20	80	2	5	14	19	23	11	13	22	21	9
	12%	14%	12%	11%	11%	12%	11%	13%	7%	7%	14%	16%	14%	11%	10%	16%	9%	13%
e. Don’t Vote in Concord	39	-	23	4	12	18	9	11	1	9	8	5	4	5	2	1	3	2
f. Don’t Know / No Answer	78	2	48	4	23	30	10	33	5	14	6	7	6	20	8	3	5	9

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

42. How often do you attend Town Meeting?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1220	58	792	107	263	325	196	667	33	98	111	131	178	117	135	142	231	77
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Always	94	6	65	7	16	18	17	58	1	3	8	9	15	3	5	18	27	7
	8%	10%	8%	7%	6%	6%	8%	9%	3%	3%	7%	7%	8%	3%	3%	12%	12%	9%
													J			NO	NO	
b. Often	205	13	149	12	32	49	37	112	7	12	15	18	27	7	24	42	37	23
	17%	23%	19%	11%	12%	15%	19%	17%	20%	12%	14%	14%	15%	6%	18%	29%	16%	30%
			DE												N	NOQ	N	QJKLM
																		N
c. Occasionally	474	20	327	47	79	101	68	291	14	13	51	58	84	21	63	52	105	27
	39%	35%	41%	44%	30%	31%	35%	44%	43%	13%	46%	44%	47%	18%	47%	36%	45%	35%
			E	E				FG			J	J	J		N	N	N	NJ
d. Never	448	19	252	40	137	157	74	206	11	71	37	46	52	86	43	31	62	20
	37%	33%	32%	38%	52%	48%	38%	31%	34%	72%	33%	35%	29%	73%	32%	22%	27%	26%
					BCD	GH				KLMR				OPQR				
e. Don't Know / No Answer	34	1	16	1	15	16	5	10	3	7	5	2	1	5	1	2	4	6

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018

Concord Town Survey
<Weighted> October 2018

43. What is your gender?
BASE = ALL RESPONDENTS

		Spending on Town Govnt				Compare to 2 Yrs Ago				Gender and Age: Male				Gender and Age: Female				
	Total	Not Enough	Right Amount	Too Much	DK/NA	Better	Worse	About Same	DK/NA	< 44	45-54	55-65	65+	< 44	45-54	55-65	65+	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Total	1254	58	808	109	279	340	201	677	36	105	116	134	180	122	136	144	235	83
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	61	816	105	272	299	201	719	35	68	91	117	250	89	119	139	298	83
Total Answering	1181	53	759	100	269	330	189	634	28	105	116	134	180	122	136	144	235	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Male	536	19	361	63	92	165	84	276	11	105	116	134	180	-	-	-	-	2
	45%	36%	48%	64%	34%	50%	44%	44%	40%	100%	100%	100%	100%					20%
			E	BCE						R	R	R	R					
b. Female	645	34	398	36	177	165	105	358	17	-	-	-	-	122	136	144	235	8
	55%	64%	52%	36%	66%	50%	56%	56%	60%					100%	100%	100%	100%	80%
		D	D		CD													
c. Don't Know / No Answer	73	5	49	9	10	10	12	43	8	-	-	-	-	-	-	-	-	73

Comparison Groups: BCDE/FGHI/JKLMR/NOPQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 2018