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
Table q27	Page 27	27. If you go to a fitness center or athletic club, please tell us which one.
		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

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1215	20	45	16	9	5	29	56	26	13	1	23	67	28	21	-	42	108	43	21	3	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
Top 2 NET	1138	20	43	16	8	5	29	51	26	11	1	22	66	25	20	-	39	104	39	21	3	127
=========	94%	100%	95%	100%	88%	100%	100%	92%	100%	91%	100%	95%	98%	89%	95%		92%	96%	93%	100%	100%	89%
							H		H		H									QRS	QRS	
a. Excellent	516	7	11	8	1	1	17	19	11	6	-	11	25	9	9	-	12	51	24	6	3	52
	43%	33%	25%	49%	12%	23%	60%	35%	43%	45%		50%	37%	33%	45%		28%	47%	57%	31%	100%	36%
							H											Q	QT		QRST	
b. Good	622	14	32	8	7	4	11	32	15	6	1	10	42	16	10	-	27	54	15	14	-	74
	51%	67%	70%	51%	76%	77%	40%	57%	57%	45%	100%	45%	62%	56%	50%		64%	50%	35%	69%		52%
											GHIJ						S			S		
Bottom 2 NET	77	-	2	-	1	-	-	5	-	1	-	1	1	3	1	-	3	4	3	-	-	16
==========	6%		5%		12%			8%		9%		5%	2%	11%	5%		8%	4%	7%			11%
c. Fair	69	-	2	-	1	-	-	3	-	-	-	1	1	3	1	-	3	4	3	-	-	14
	6%		5%		12%			6%				5%	2%	11%	5%		8%	4%	7%			10%
d. Poor	8	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	2
	1%							2%		9%												1%
e. Don’t Know / No Answer	39	-	4	1	1	-	-	1	1	-	1	-	-	-	1	1	2	9	2	-	-	9
MEAN	3.36	3.33	3.20	3.49	3.00	3.23	3.60	3.24	3.43	3.27	3.00	3.45	3.35	3.22	3.40	-	3.21	3.43	3.50	3.31	4.00	3.24
							H											Q	Q		QRT	
STANDARD DEVIATION	0.62	0.48	0.52	0.52	0.52	0.47	0.50	0.66	0.51	0.90	0.00	0.60	0.51	0.64	0.60	-	0.57	0.57	0.64	0.47	0.00	0.68
STANDARD ERROR	0.02	0.14	0.09	0.15	0.21	0.30	0.10	0.09	0.11	0.27	0.00	0.13	0.06	0.12	0.13		0.08	0.05	0.09	0.09	0.00	0.06

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1141	14	42	17	9	5	26	56	26	13	2	22	63	26	22	-	35	101	41	21	3	130
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
Top 2 NET	1023	14	38	16	7	2	24	51	25	11	-	18	59	25	20	-	32	92	40	18	3	111
=========	90%	100%	92%	93%	76%	46%	91%	92%	96%	91%		81%	93%	96%	90%		91%	91%	98%	88%	100%	85%
																			R		QR	
a. Very satisfied	429	9	7	7	3	1	9	23	10	3	-	8	28	6	10	-	12	43	26	7	3	41
	38%	67%	16%	41%	36%	23%	35%	41%	39%	27%		38%	44%	24%	48%		34%	42%	63%	35%	100%	32%
		C																	QRT		QRST	
b. Somewhat satisfied	595	5	32	9	4	1	15	29	15	8	-	9	31	19	9	-	20	49	14	11	-	69
	52%	33%	76%	52%	40%	23%	57%	51%	57%	64%		43%	49%	72%	43%		57%	48%	35%	54%		53%
			B											LMO			S					
Bottom 2 NET	118	-	3	1	2	3	2	5	1	1	2	4	4	1	2	-	3	9	1	2	-	20
==========	10%		8%	7%	24%	54%	9%	8%	4%	9%	100%	19%	7%	4%	10%		9%	9%	2%	12%		15%
											GHIJ							S				
c. Not very satisfied	93	-	3	-	2	3	2	3	1	1	1	3	4	1	2	-	2	9	1	2	-	16
	8%		8%		24%	54%	9%	6%	4%	9%	50%	14%	7%	4%	10%		7%	9%	2%	8%		12%
																		S				
d. Not at all satisfied	25	-	-	1	-	-	-	1	-	-	1	1	-	-	-	-	1	-	-	1	-	4
	2%			7%				2%			50%	5%					2%			4%		3%
e. Don’t Know / No Answer	113	6	7	-	1	-	2	1	1	-	-	1	4	2	-	1	9	17	4	-	-	21
MEAN	3.25	3.67	3.08	3.28	3.12	2.70	3.26	3.31	3.35	3.18	1.50	3.14	3.38	3.20	3.38	-	3.23	3.33	3.62	3.19	4.00	3.13
		CF					K	K	K	K									QRT		QRT	
STANDARD DEVIATION	0.69	0.49	0.49	0.79	0.81	0.92	0.62	0.68	0.57	0.60	0.67	0.85	0.61	0.50	0.67	-	0.68	0.64	0.53	0.75	0.00	0.74
STANDARD ERROR	0.02	0.15	0.09	0.22	0.33	0.58	0.13	0.10	0.12	0.18	0.47	0.19	0.08	0.10	0.15		0.10	0.06	0.07	0.15	0.00	0.07

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
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3. What local issue would you say is the highest priority for you?
BASE = ALL RESPONDENTS

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1228	20	49	17	9	5	29	57	27	11	2	23	66	26	22	1	43	114	43	20	3	147
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
e. Schools	318	8	29	11	6	3	10	29	16	6	1	2	3	3	2	-	3	6	7	1	1	36
	26%	39%	59%	61%	64%	54%	36%	50%	58%	50%	50%	9%	5%	12%	10%		7%	6%	17%	4%	25%	25%
																			RT			
b. Preservation of the Town's Character	304	1	3	1	1	1	6	13	6	2	-	13	25	10	5	-	16	32	13	12	2	30
	25%	6%	7%	7%	12%	23%	20%	22%	21%	20%		59%	38%	40%	24%		37%	28%	30%	60%	50%	20%
												O								RS		
f. Taxes	161	-	2	1	-	-	2	2	1	-	1	1	8	3	4	-	9	21	7	5	-	22
	13%		5%	7%			8%	4%	4%		50%	5%	13%	12%	19%		22%	19%	17%	24%		15%
a. Affordable Housing	153	4	9	1	-	-	5	5	1	2	-	1	12	3	-	1	7	20	9	-	1	22
	12%	18%	18%	7%			16%	8%	4%	20%		5%	19%	12%		100%	17%	17%	20%		25%	15%
													L			LMN						
d. Roads	110	-	1	1	1	1	5	2	-	-	-	-	6	3	5	-	2	10	2	2	-	10
	9%		2%	7%	12%	23%	16%	4%					9%	12%	24%		6%	9%	6%	8%		7%
c. Public Safety	74	6	2	-	1	-	-	3	1	-	-	3	4	-	2	-	2	9	4	-	-	12
	6%	31%	5%		12%			6%	4%			14%	6%		10%		4%	8%	9%			8%
		C																				
j. Environment//Conservation	40	1	1	1	-	-	-	2	-	-	-	1	2	1	1	-	-	5	-	-	-	6
	3%	6%	2%	7%				4%				5%	3%	4%	5%			4%				4%
g. Town Government Services	36	-	-	-	-	-	1	-	-	1	-	-	1	2	1	-	2	7	-	-	-	4
	3%						4%			10%			2%	8%	5%		4%	6%				3%
h. Other (Please Specify)	32	-	1	1	-	-	-	1	2	-	-	1	4	-	1	-	2	5	1	1	-	4
	3%		2%	7%				2%	8%			5%	6%		5%		4%	4%	2%	4%		3%
i. Don't Know / No Answer	26	-	-	-	1	-	-	-	-	1	-	-	1	2	-	-	2	3	2	1	-	5

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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4. What is the most convenient way for you to find out about Town services, news, and events?
BASE = ALL RESPONDENTS

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1223	20	49	16	11	4	29	56	27	11	2	23	67	28	20	1	41	113	43	21	3	147
	100%	100%	100%	100%	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	7	9	5	-	3	10	15	10	1	2	7	17	9	3	-	9	24	8	4	-	47
	28%	35%	19%	28%		70%	36%	27%	38%	10%	100%	32%	25%	33%	16%		21%	22%	18%	19%		32%
									J		GHIJ											
h. By reading the Concord Journal	285	-	4	1	-	-	6	5	2	3	-	3	17	11	4	1	17	47	17	5	2	25
	23%		8%	7%			20%	8%	8%	30%		14%	25%	41%	21%	100%	42%	41%	40%	23%	50%	17%
														L		LMNO		T				
d. By email	249	1	13	6	7	1	6	15	9	2	-	3	9	4	6	-	4	16	4	7	1	38
	20%	6%	26%	37%	68%	30%	20%	27%	33%	20%		14%	14%	15%	32%		10%	14%	9%	35%	25%	26%
				B	BC															QRS		
c. By subscribing to News & Notices on the Town's website	196	6	14	2	2	-	1	16	5	3	-	8	17	3	5	-	9	17	10	2	-	11
	16%	28%	28%	14%	21%		4%	29%	17%	30%		36%	25%	11%	26%		21%	15%	24%	12%		7%
								G				N										
e. By postal mail	95	4	4	2	1	-	-	3	1	1	-	1	7	-	-	-	2	9	3	1	1	13
	8%	18%	8%	14%	11%			6%	4%	10%		5%	11%				4%	8%	7%	4%	25%	9%
g. By using social networking media (Facebook, twitter, etc.)	43	3	6	-	-	-	6	2	-	-	-	-	-	-	1	-	1	-	-	-	-	6
	4%	13%	12%				20%	4%							5%		2%					4%
a. By visiting Town Offices	12	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	5
	1%												2%							4%		3%
f. By telephone	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	2
	*%																		2%	4%		1%
i. Don't Know / No Answer	31	-	-	1	-	1	-	1	-	1	-	-	-	-	2	-	3	5	2	-	-	5

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
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5. How would you rate your satisfaction with the way you receive information from the Town?
BASE = ALL RESPONDENTS

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1211	20	47	16	11	3	29	57	27	11	2	23	65	27	22	-	43	111	43	20	3	137
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
Top 2 NET	1060	18	40	13	5	-	25	53	24	10	1	18	57	25	18	-	39	99	42	17	3	108
=========	88%	87%	85%	79%	43%		88%	92%	88%	90%	50%	77%	87%	92%	81%		91%	89%	98%	88%	100%	79%
		E	E																R		QR	
a. Very satisfied	382	7	14	5	1	-	9	19	6	6	-	10	19	9	5	-	17	47	13	6	2	37
	32%	35%	31%	28%	11%		32%	34%	21%	50%		45%	29%	35%	24%		39%	42%	30%	28%	50%	27%
b. Somewhat satisfied	678	11	25	8	3	-	16	33	18	5	1	7	38	16	12	-	22	52	29	12	2	71
	56%	52%	54%	51%	32%		56%	58%	67%	40%	50%	32%	59%	58%	57%		52%	47%	69%	60%	50%	52%
													L						R			
Bottom 2 NET	150	3	7	3	6	3	3	5	3	1	1	5	8	2	4	-	4	13	1	2	-	29
==========	12%	13%	15%	21%	57%	100%	12%	8%	13%	10%	50%	23%	13%	8%	19%		9%	11%	2%	12%		21%
					BC	BCDE												S				
c. Not very satisfied	123	3	5	2	6	3	2	3	3	1	-	5	6	2	4	-	4	11	1	2	-	23
	10%	13%	10%	14%	57%	100%	8%	6%	13%	10%		23%	10%	8%	19%		9%	10%	2%	8%		17%
					BCD	BCDE												S				
d. Not at all satisfied	27	-	3	1	-	-	1	1	-	-	1	-	2	-	-	-	-	2	-	1	-	6
	2%		6%	7%			4%	2%			50%		3%					1%		4%		5%
e. Don’t Know / No Answer	43	-	2	1	-	2	-	-	-	1	-	-	2	1	-	1	2	6	2	1	-	15
MEAN	3.17	3.22	3.10	3.00	2.54	2.00	3.16	3.24	3.08	3.40	2.00	3.23	3.13	3.27	3.05	-	3.30	3.29	3.28	3.12	3.50	3.01
		E						K	K	K												
STANDARD DEVIATION	0.69	0.67	0.79	0.86	0.72	0.00	0.74	0.66	0.58	0.69	1.33	0.81	0.71	0.60	0.67	-	0.63	0.70	0.49	0.73	0.60	0.79
STANDARD ERROR	0.02	0.19	0.14	0.25	0.27	0.00	0.15	0.09	0.12	0.22	0.94	0.17	0.09	0.12	0.15		0.09	0.06	0.07	0.15	0.30	0.07

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1085	12	38	13	11	5	27	48	26	9	-	21	59	27	20	-	38	100	42	20	3	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
Top 2 NET	979	11	34	11	6	4	24	41	22	9	-	19	56	26	20	-	34	94	42	18	3	99
=========	90%	90%	88%	82%	54%	77%	88%	86%	83%	100%		90%	95%	96%	100%		90%	94%	100%	92%	100%	84%
										HI									QR		QR	
a. Excellent	456	5	9	2	3	-	14	23	8	3	-	10	26	12	8	-	16	51	24	6	2	43
	42%	39%	24%	18%	32%		50%	48%	30%	38%		50%	44%	46%	42%		42%	51%	58%	28%	50%	36%
																		T	T			
b. Good	523	6	24	8	2	4	10	18	14	6	-	8	30	13	11	-	18	43	17	13	2	56
	48%	51%	64%	65%	21%	77%	38%	38%	52%	63%		40%	51%	50%	58%		48%	43%	42%	64%	50%	48%
			E																	R		
Bottom 2 NET	106	1	5	2	5	1	3	7	5	-	-	2	3	1	-	-	4	6	-	2	-	19
==========	10%	10%	12%	18%	46%	23%	13%	14%	17%			10%	5%	4%			10%	6%		8%		16%
c. Fair	89	1	5	2	5	1	2	6	5	-	-	2	3	1	-	-	3	5	-	2	-	14
	8%	10%	12%	18%	46%	23%	8%	12%	17%			10%	5%	4%			8%	5%		8%		12%
d. Poor	17	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	1	2	-	-	-	5
	2%						4%	2%									2%	2%				4%
e. Don’t Know / No Answer	169	9	11	5	-	-	1	9	1	3	2	2	8	1	2	1	6	17	3	1	-	33
MEAN	3.31	3.29	3.12	3.00	2.86	2.77	3.33	3.31	3.13	3.38	-	3.40	3.39	3.42	3.42	-	3.29	3.43	3.58	3.20	3.50	3.15
																			QT			
STANDARD DEVIATION	0.69	0.66	0.59	0.62	0.92	0.47	0.81	0.78	0.69	0.51	-	0.68	0.59	0.58	0.51	-	0.72	0.66	0.50	0.58	0.60	0.80
STANDARD ERROR	0.02	0.23	0.11	0.21	0.35	0.30	0.17	0.12	0.14	0.18		0.15	0.08	0.11	0.12		0.10	0.06	0.07	0.12	0.30	0.08

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	992	11	31	12	8	4	25	49	23	13	1	21	62	21	21	-	28	84	38	17	2	116
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
a. Over-assessed	294	1	7	1	-	-	10	15	10	7	-	9	15	4	4	-	10	23	6	4	-	37
	30%	11%	22%	10%			41%	30%	45%	55%		45%	23%	20%	20%		36%	27%	15%	23%		32%
																	S					
b. Under-assessed	16	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	2	1	1	-	1
	2%	11%			14%										5%			2%	2%	5%		1%
c. Fairly assessed	682	8	24	11	7	4	15	34	13	6	1	11	48	17	16	-	18	60	32	13	2	78
	69%	79%	78%	90%	86%	100%	59%	70%	55%	45%	100%	55%	77%	80%	75%		64%	71%	83%	73%	100%	67%
						C					GHIJ								Q		QRST	
d. Rent / Does not apply	80	6	6	1	-	-	1	1	-	-	-	1	3	1	-	1	5	13	2	-	1	7
e. Don’t Know / No Answer	182	3	12	5	3	1	2	7	5	-	1	1	2	6	1	-	11	21	6	3	-	29

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1219	18	48	17	11	5	29	56	27	13	2	23	66	27	22	1	41	111	43	18	3	146
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	371	7	32	12	7	3	11	27	11	2	2	6	11	8	3	-	5	19	7	5	-	45
=========	30%	40%	66%	67%	68%	54%	40%	49%	42%	18%	100%	27%	17%	31%	14%		12%	17%	17%	26%		31%
								J			GHIJ											
a. Very important	143	4	13	8	2	-	6	10	7	-	1	2	5	3	1	-	2	6	1	2	-	16
	12%	21%	27%	48%	21%		20%	18%	25%		50%	9%	8%	12%	5%		6%	5%	2%	9%		11%
b. Somewhat important	228	3	19	3	5	3	6	17	5	2	1	4	6	5	2	-	2	13	6	3	-	29
	19%	19%	39%	20%	46%	54%	20%	31%	17%	18%	50%	18%	9%	19%	10%		6%	12%	15%	17%		20%
Bottom 2 NET	848	11	16	6	3	2	17	29	16	10	-	17	55	19	19	1	36	92	36	13	3	101
==========	70%	60%	34%	33%	32%	46%	60%	51%	58%	82%		73%	83%	69%	86%	100%	88%	83%	83%	74%	100%	69%
										H						LMN					QRST	
c. Not very important	412	3	11	3	3	1	6	16	7	6	-	7	25	10	8	-	13	46	15	6	1	47
	34%	19%	24%	20%	32%	23%	20%	29%	25%	45%		32%	38%	38%	38%		33%	41%	35%	30%	25%	32%
d. Not at all important	436	7	5	2	-	1	11	13	9	5	-	9	30	8	10	1	23	47	21	8	2	54
	36%	40%	10%	13%		23%	40%	22%	33%	36%		41%	45%	31%	48%	100%	56%	42%	48%	43%	75%	37%
		C														LMNO						
e. Don’t Know / No Answer	35	3	1	-	-	-	-	1	-	-	-	-	1	1	-	-	3	6	2	2	-	6
MEAN	2.06	2.21	2.83	3.02	2.89	2.30	2.20	2.45	2.33	1.82	3.50	1.95	1.80	2.12	1.71	1.00	1.62	1.80	1.70	1.91	1.25	2.05
											J											
STANDARD DEVIATION	1.01	1.22	0.95	1.13	0.76	0.92	1.19	1.04	1.20	0.75	0.67	1.00	0.91	0.99	0.84	0.00	0.85	0.84	0.79	1.00	0.52	1.01
STANDARD ERROR	0.03	0.36	0.17	0.31	0.29	0.58	0.24	0.15	0.25	0.22	0.47	0.21	0.11	0.19	0.18	0.00	0.12	0.07	0.11	0.21	0.26	0.09

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1085	11	39	14	8	4	26	53	24	10	1	23	62	27	20	-	36	107	40	20	3	118
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
Top 2 NET	754	8	26	13	3	-	17	35	17	3	-	15	42	15	11	-	24	74	29	12	2	75
=========	69%	79%	66%	92%	41%		65%	67%	71%	33%		64%	67%	54%	58%		67%	70%	73%	60%	75%	64%
				CE				J	J													
a. Excellent	254	1	7	3	-	-	6	9	5	1	-	7	11	3	6	-	3	25	8	2	1	29
	23%	11%	17%	24%			22%	17%	19%	11%		32%	18%	12%	32%		9%	24%	20%	8%	25%	25%
																		QT				
b. Good	500	7	19	9	3	-	11	26	13	2	-	7	30	11	5	-	21	49	21	10	2	46
	46%	68%	49%	67%	41%		43%	50%	52%	22%		32%	48%	42%	26%		59%	46%	53%	52%	50%	39%
Bottom 2 NET	331	2	13	1	5	4	9	17	7	7	1	8	21	12	8	-	12	32	11	8	1	43
==========	31%	21%	34%	8%	59%	100%	35%	33%	29%	67%	100%	36%	33%	46%	42%		33%	30%	27%	40%	25%	36%
			D		D	BCD				HI	GHIJ											
c. Fair	239	2	12	-	5	4	7	8	5	5	1	7	12	7	7	-	9	27	9	7	1	30
	22%	21%	31%		59%	100%	26%	15%	19%	44%	100%	32%	20%	27%	37%		24%	25%	22%	36%	25%	26%
						BC					GHIJ											
d. Poor	92	-	1	1	-	-	2	9	2	2	-	1	8	5	1	-	3	6	2	1	-	12
	8%		3%	8%			9%	17%	10%	22%		5%	13%	19%	5%		9%	5%	6%	4%		11%
e. Don’t Know / No Answer	169	10	10	3	2	1	2	5	3	2	1	-	5	1	2	1	8	11	5	1	-	34
MEAN	2.84	2.89	2.81	3.08	2.41	2.00	2.78	2.67	2.81	2.22	2.00	2.91	2.72	2.46	2.84	-	2.67	2.88	2.86	2.64	3.00	2.78
STANDARD DEVIATION	0.88	0.59	0.76	0.78	0.52	0.00	0.90	0.97	0.87	0.96	0.00	0.92	0.92	0.95	0.96	-	0.76	0.83	0.80	0.70	0.86	0.94
STANDARD ERROR	0.03	0.22	0.14	0.25	0.23	0.00	0.19	0.14	0.19	0.32	0.00	0.20	0.12	0.19	0.22		0.11	0.07	0.11	0.14	0.43	0.09

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1198	19	46	16	11	4	29	57	26	13	2	22	65	28	22	-	39	114	40	19	3	142
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
Top 2 NET	827	16	30	11	7	1	18	38	16	9	1	16	35	10	16	-	27	66	33	9	3	96
=========	69%	82%	64%	65%	68%	30%	64%	66%	61%	73%	50%	71%	54%	37%	71%		68%	58%	82%	50%	100%	68%
												N			N				RT		QRST	
a. Very satisfied	227	1	9	3	1	-	7	10	3	2	-	4	11	3	4	-	6	13	7	4	2	32
	19%	6%	20%	21%	11%		24%	18%	13%	18%		19%	17%	11%	19%		14%	12%	18%	21%	50%	23%
b. Somewhat satisfied	599	15	21	7	6	1	11	27	13	7	1	11	24	7	11	-	21	53	26	6	2	64
	50%	76%	45%	44%	57%	30%	40%	48%	48%	55%	50%	52%	37%	26%	52%		54%	47%	65%	29%	50%	45%
																	T		RT			
Bottom 2 NET	371	3	17	6	3	3	10	19	10	3	1	6	30	18	6	-	13	47	7	9	-	46
==========	31%	18%	36%	35%	32%	70%	36%	34%	39%	27%	50%	29%	46%	63%	29%		32%	42%	18%	50%		32%
														LO				S		S		
c. Not very satisfied	276	3	12	3	3	3	9	13	8	1	-	4	20	17	3	-	9	35	4	9	-	29
	23%	18%	25%	21%	32%	70%	32%	22%	30%	9%		19%	30%	59%	14%		24%	31%	10%	50%		21%
														LMO				S		QS		
d. Not at all satisfied	95	-	5	2	-	-	1	7	2	2	1	2	10	1	3	-	3	13	3	-	-	17
	8%		11%	14%			4%	12%	9%	18%	50%	10%	16%	4%	14%		8%	11%	8%			12%
													N									
e. Don’t Know / No Answer	56	1	3	1	-	1	-	-	1	-	-	1	2	-	-	1	5	4	5	2	-	10
MEAN	2.80	2.88	2.73	2.72	2.79	2.30	2.84	2.72	2.65	2.73	2.00	2.81	2.56	2.44	2.76	-	2.74	2.59	2.92	2.71	3.50	2.79
																			R		R	
STANDARD DEVIATION	0.84	0.48	0.90	0.98	0.65	0.54	0.85	0.90	0.83	1.00	1.33	0.87	0.96	0.75	0.94	-	0.81	0.84	0.77	0.81	0.60	0.93
STANDARD ERROR	0.03	0.15	0.16	0.28	0.25	0.41	0.17	0.13	0.17	0.30	0.94	0.19	0.12	0.14	0.21		0.11	0.07	0.11	0.17	0.30	0.08

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1190	15	49	17	9	5	27	55	27	13	2	23	64	28	21	1	43	113	45	19	3	141
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1154	15	46	17	8	2	26	55	26	11	1	23	64	26	21	1	43	111	43	19	3	134
=========	97%	100%	93%	100%	88%	46%	96%	100%	96%	91%	50%	100%	100%	93%	100%	100%	100%	99%	96%	100%	100%	95%
a. Excellent	914	12	31	13	7	1	19	42	19	8	-	19	53	22	17	-	34	97	39	17	3	98
	77%	77%	64%	74%	76%	23%	71%	77%	71%	64%		82%	82%	78%	80%		80%	86%	86%	88%	100%	69%
																					QRS	
b. Good	240	3	14	5	1	1	7	13	7	3	1	4	11	4	4	1	9	14	5	2	-	36
	20%	23%	29%	26%	12%	23%	25%	23%	25%	27%	50%	18%	18%	15%	20%	100%	20%	13%	11%	13%		26%
																LMNO						
Bottom 2 NET	36	-	3	-	1	3	1	-	1	1	1	-	-	2	-	-	-	2	2	-	-	7
==========	3%		7%		12%	54%	4%		4%	9%	50%			7%				1%	4%			5%
c. Fair	23	-	3	-	-	-	1	-	1	1	1	-	-	1	-	-	-	2	2	-	-	5
	2%		7%				4%		4%	9%	50%			4%				1%	4%			3%
d. Poor	13	-	-	-	1	3	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	2
	1%				12%	54%								4%								2%
e. Don’t Know / No Answer	64	5	-	-	1	-	1	2	-	-	-	-	3	-	1	-	2	5	-	2	-	11
MEAN	3.73	3.77	3.57	3.74	3.52	2.16	3.67	3.77	3.67	3.55	2.50	3.82	3.82	3.67	3.80	3.00	3.80	3.85	3.82	3.88	4.00	3.63
		F	F	F			K	K	K				P									
STANDARD DEVIATION	0.55	0.43	0.63	0.45	1.04	1.45	0.56	0.42	0.56	0.68	0.67	0.39	0.39	0.73	0.41	0.00	0.41	0.40	0.47	0.34	0.00	0.63
STANDARD ERROR	0.02	0.13	0.11	0.13	0.42	0.91	0.11	0.06	0.11	0.21	0.47	0.08	0.05	0.14	0.09	0.00	0.06	0.03	0.06	0.07	0.00	0.06

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	924	18	37	17	6	3	21	47	23	8	1	19	51	21	17	-	35	86	32	14	2	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
a. Community Issues	297	6	14	9	-	3	6	16	8	1	1	2	20	4	6	-	16	38	6	4	-	34
	32%	31%	36%	54%		100%	28%	34%	35%	14%	100%	11%	39%	20%	38%		45%	44%	20%	28%		32%
						BCD					GHIJ		L				S	S				
d. World Affairs	257	5	7	3	-	-	5	14	5	2	-	8	8	6	6	-	9	25	15	7	2	24
	28%	27%	19%	20%			22%	29%	20%	29%		44%	16%	30%	38%		25%	29%	48%	50%	100%	22%
												M							QR		QRST	
c. Science and Technology	213	4	6	3	1	-	2	8	6	-	-	4	7	6	2	-	3	12	5	2	-	26
	23%	21%	15%	20%	20%		11%	17%	25%			22%	14%	30%	13%		9%	14%	15%	11%		24%
b. Health and Wellness	157	4	11	1	5	-	8	9	5	5	-	4	16	4	2	-	7	11	6	2	-	23
	17%	21%	29%	7%	80%		39%	20%	20%	57%		22%	31%	20%	13%		20%	13%	18%	11%		21%
			D		BCD																	
e. Don’t Know / No Answer	330	2	12	-	5	2	8	10	5	5	1	4	17	7	5	1	9	32	13	6	1	45

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	410	1	2	2	1	-	5	8	5	-	-	9	18	6	4	-	31	88	28	9	2	53
	100%	100%	100%	100%	100%		100%	100%	100%			100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
Top 2 NET	375	1	2	2	1	-	3	7	5	-	-	8	16	6	4	-	31	81	25	7	2	51
=========	92%	100%	100%	100%	100%		75%	86%	100%			89%	88%	100%	100%		100%	92%	89%	82%	100%	96%
																	RS				RS	
a. Excellent	238	1	2	-	-	-	2	3	3	-	-	5	9	2	3	-	21	60	16	6	1	33
	58%	100%	100%				50%	43%	75%			56%	53%	33%	75%		67%	68%	56%	64%	33%	63%
b. Good	137	-	-	2	1	-	1	3	1	-	-	3	6	4	1	-	10	21	9	2	2	18
	33%			100%	100%		25%	43%	25%			33%	35%	67%	25%		33%	24%	33%	18%	67%	34%
Bottom 2 NET	35	-	-	-	-	-	1	1	-	-	-	1	2	-	-	-	-	7	3	2	-	2
==========	8%						25%	14%				11%	12%					8%	11%	18%		4%
c. Fair	23	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	6	2	1	-	1
	6%											11%	6%					6%	8%	9%		2%
d. Poor	12	-	-	-	-	-	1	1	-	-	-	-	1	-	-	-	-	2	1	1	-	1
	3%						25%	14%					6%					2%	3%	9%		2%
e. Don’t use service	566	16	33	11	8	2	14	30	21	9	2	10	38	13	12	1	9	21	14	9	-	61
f. Don’t Know / No Answer	278	3	14	5	1	3	10	19	2	3	-	3	11	8	5	-	4	8	2	3	1	38
MEAN	3.47	4.00	4.00	3.00	3.00	-	3.00	3.14	3.75	-	-	3.44	3.35	3.33	3.75	-	3.67	3.58	3.42	3.36	3.33	3.57
STANDARD DEVIATION	0.73	0.00	0.00	0.00	0.00	-	1.39	1.06	0.49	-	-	0.72	0.86	0.51	0.50	-	0.48	0.69	0.77	1.04	0.62	0.64
STANDARD ERROR	0.03	0.00	0.00	0.00	0.00		0.69	0.40	0.24			0.24	0.21	0.21	0.25		0.08	0.07	0.13	0.31	0.36	0.09

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1143	17	42	16	11	3	29	56	27	11	1	19	60	25	21	1	42	109	44	21	3	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1104	14	39	15	11	3	29	51	26	11	1	19	60	24	21	1	42	107	43	20	3	123
=========	97%	86%	94%	93%	100%	100%	100%	92%	96%	100%	100%	100%	100%	96%	100%	100%	100%	98%	98%	96%	100%	95%
					C	C	H			H	H											
a. Excellent	739	9	21	11	5	-	21	40	17	8	-	13	33	19	15	1	29	81	35	14	2	77
	65%	57%	50%	70%	43%		72%	71%	63%	70%		72%	55%	75%	70%	100%	70%	74%	79%	69%	75%	60%
																LMNO						
b. Good	365	5	18	4	6	3	8	11	9	3	1	5	27	5	6	-	13	26	9	6	1	46
	32%	29%	43%	23%	57%	100%	28%	20%	33%	30%	100%	28%	45%	21%	30%		30%	24%	20%	27%	25%	36%
						BCDE					GHIJ		N									
Bottom 2 NET	39	2	3	1	-	-	-	5	1	-	-	-	-	1	-	-	-	2	1	1	-	6
==========	3%	14%	6%	7%				8%	4%					4%				2%	2%	4%		5%
c. Fair	29	2	-	1	-	-	-	1	1	-	-	-	-	1	-	-	-	2	1	-	-	6
	3%	14%		7%				2%	4%					4%				2%	2%			5%
d. Poor	9	-	3	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	1%		6%					6%												4%		
e. Don’t Know / No Answer	111	4	7	1	-	2	-	1	-	1	1	4	7	3	1	-	2	9	1	-	-	22
MEAN	3.60	3.43	3.38	3.63	3.43	3.00	3.72	3.57	3.58	3.70	3.00	3.72	3.55	3.71	3.70	4.00	3.70	3.72	3.77	3.62	3.75	3.55
STANDARD DEVIATION	0.58	0.74	0.79	0.63	0.52	0.00	0.46	0.82	0.58	0.48	0.00	0.46	0.50	0.55	0.47	0.00	0.46	0.50	0.47	0.70	0.52	0.58
STANDARD ERROR	0.02	0.23	0.15	0.18	0.20	0.00	0.09	0.12	0.12	0.15	0.00	0.11	0.07	0.11	0.11	0.00	0.06	0.04	0.06	0.14	0.26	0.05

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1070	13	41	13	8	4	26	50	25	9	1	18	56	24	20	1	40	105	42	20	3	121
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1057	13	41	13	8	4	25	48	25	9	1	18	56	24	20	1	40	103	42	20	3	120
=========	99%	100%	100%	100%	100%	100%	96%	95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	98%	100%	100%	100%	99%
a. Excellent	819	13	27	9	6	1	21	41	21	7	-	15	45	22	17	1	31	88	36	17	3	82
	77%	100%	67%	71%	73%	30%	78%	82%	82%	75%		82%	80%	91%	84%	100%	76%	84%	87%	84%	100%	68%
		CD														M					QRST	
b. Good	239	-	14	4	2	3	5	7	5	2	1	3	11	2	3	-	9	15	6	3	-	38
	22%		33%	29%	27%	70%	17%	14%	18%	25%	100%	18%	20%	9%	16%		24%	14%	13%	16%		31%
											GHIJ											
Bottom 2 NET	12	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	2	-	-	-	1
==========	1%						4%	5%										2%				1%
c. Fair	10	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1
	1%						4%	2%										1%				1%
d. Poor	2	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	*%							2%										1%				
e. Don’t Know / No Answer	184	7	8	5	2	1	2	7	2	3	1	5	11	4	2	-	4	13	3	1	-	31
MEAN	3.75	4.00	3.67	3.71	3.73	3.30	3.74	3.75	3.82	3.75	3.00	3.82	3.80	3.91	3.84	4.00	3.76	3.82	3.87	3.84	4.00	3.67
		F																				
STANDARD DEVIATION	0.47	0.00	0.48	0.47	0.48	0.54	0.54	0.61	0.39	0.46	0.00	0.39	0.41	0.29	0.37	0.00	0.43	0.46	0.34	0.38	0.00	0.48
STANDARD ERROR	0.01	0.00	0.09	0.16	0.21	0.41	0.11	0.09	0.08	0.16	0.00	0.10	0.06	0.06	0.09	0.00	0.06	0.04	0.05	0.08	0.00	0.05

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1234	19	49	17	11	5	29	57	27	13	2	23	67	28	22	1	43	113	45	21	3	145
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	993	18	41	15	6	5	22	46	24	13	1	17	53	22	18	1	36	92	39	17	3	118
=========	80%	94%	83%	87%	54%	100%	76%	80%	88%	100%	50%	73%	78%	78%	81%	100%	83%	82%	88%	81%	100%	82%
		E				CE				GH						LMNO					QRST	
a. Excellent	464	6	19	7	5	1	11	18	14	7	-	9	26	12	11	1	16	39	25	6	1	54
	38%	31%	38%	39%	43%	23%	40%	32%	50%	55%		41%	38%	44%	52%	100%	37%	34%	56%	31%	25%	37%
																LMNO			QRT			
b. Good	529	12	22	8	1	4	10	27	10	6	1	7	27	9	6	-	20	54	14	10	2	65
	43%	63%	45%	48%	11%	77%	36%	48%	38%	45%	50%	32%	40%	33%	29%		46%	48%	32%	50%	75%	45%
		E	E	E		E												S				
Bottom 2 NET	241	1	8	2	5	-	7	11	3	-	1	6	15	6	4	-	7	21	6	4	-	27
==========	20%	6%	17%	13%	46%		24%	20%	13%		50%	27%	22%	22%	19%		17%	18%	12%	19%		18%
					B																	
c. Fair	190	1	8	2	1	-	6	9	3	-	-	6	10	5	2	-	6	19	2	3	-	20
	15%	6%	17%	13%	11%		20%	16%	13%			27%	15%	19%	10%		15%	17%	5%	15%		13%
																		S				
d. Poor	51	-	-	-	4	-	1	2	-	-	1	-	4	1	2	-	1	2	3	1	-	7
	4%				36%		4%	4%			50%		6%	4%	10%		2%	1%	7%	4%		5%
e. Don’t Know / No Answer	20	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	5	-	-	-	7
MEAN	3.14	3.25	3.22	3.26	2.61	3.23	3.12	3.08	3.38	3.55	2.00	3.14	3.11	3.19	3.24	4.00	3.19	3.15	3.37	3.08	3.25	3.14
									K	K												
STANDARD DEVIATION	0.82	0.57	0.72	0.69	1.41	0.47	0.88	0.80	0.71	0.52	1.33	0.83	0.89	0.88	0.99	0.00	0.76	0.74	0.88	0.80	0.52	0.83
STANDARD ERROR	0.02	0.17	0.12	0.19	0.53	0.30	0.18	0.11	0.14	0.16	0.94	0.18	0.11	0.17	0.22	0.00	0.10	0.06	0.12	0.16	0.26	0.07

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1249	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	115	45	21	3	151
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	988	19	43	15	8	5	22	46	22	10	1	21	53	20	18	1	37	88	39	14	3	128
=========	79%	94%	88%	87%	79%	100%	76%	80%	79%	82%	50%	91%	78%	70%	81%	100%	84%	76%	88%	69%	100%	85%
						C										MNO			R		QRST	
a. Very satisfied	304	3	8	5	2	1	6	8	9	2	-	10	19	8	8	1	14	24	15	2	2	35
	24%	17%	17%	26%	21%	23%	20%	14%	33%	18%		45%	28%	30%	38%	100%	32%	21%	33%	12%	50%	23%
																LMNO	T		T			
b. Somewhat satisfied	684	16	35	11	6	4	16	38	13	8	1	10	34	11	9	-	23	63	24	12	2	93
	55%	78%	71%	61%	57%	77%	56%	66%	46%	64%	50%	45%	51%	41%	43%		52%	55%	54%	58%	50%	62%
Bottom 2 NET	261	1	6	2	2	-	7	11	6	2	1	2	15	8	4	-	7	28	6	6	-	22
==========	21%	6%	12%	13%	21%		24%	20%	21%	18%	50%	9%	22%	30%	19%		16%	24%	12%	31%		15%
																		S				
c. Not very satisfied	194	1	4	2	1	-	6	8	5	1	1	2	8	6	3	-	6	25	3	4	-	16
	15%	6%	8%	13%	11%		20%	14%	17%	9%	50%	9%	12%	22%	14%		14%	22%	7%	19%		11%
																		S				
d. Not at all satisfied	68	-	2	-	1	-	1	3	1	1	-	-	6	2	1	-	1	2	2	2	-	6
	5%		5%		11%		4%	6%	4%	9%			9%	7%	5%		2%	2%	5%	12%		4%
e. Don’t Know / No Answer	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	1
MEAN	2.98	3.11	3.00	3.13	2.89	3.23	2.92	2.88	3.08	2.91	2.50	3.36	2.97	2.93	3.14	4.00	3.14	2.95	3.16	2.69	3.50	3.04
																	T		T			
STANDARD DEVIATION	0.78	0.47	0.66	0.63	0.90	0.47	0.76	0.72	0.83	0.83	0.67	0.66	0.88	0.92	0.85	0.00	0.73	0.72	0.78	0.84	0.60	0.71
STANDARD ERROR	0.02	0.14	0.11	0.18	0.34	0.30	0.15	0.10	0.17	0.25	0.47	0.14	0.11	0.18	0.19	0.00	0.10	0.06	0.10	0.17	0.30	0.06

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1218	20	48	17	11	5	29	57	27	13	2	23	67	28	21	1	43	114	45	21	3	134
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1110	20	46	17	9	5	27	48	25	13	1	17	59	27	20	1	41	105	42	17	3	117
=========	91%	100%	95%	100%	89%	100%	96%	84%	92%	100%	50%	73%	88%	96%	95%	100%	95%	92%	93%	85%	100%	88%
										H				L	L	LM					RST	
a. Very satisfied	655	13	26	11	5	1	18	23	14	8	-	15	30	18	15	1	19	56	28	9	3	63
	54%	65%	54%	65%	43%	23%	64%	40%	50%	64%		64%	45%	63%	70%	100%	44%	49%	63%	46%	100%	47%
							H								M	LMNO			Q		QRST	
b. Somewhat satisfied	454	7	20	6	5	4	9	25	11	5	1	2	29	9	5	-	22	49	13	8	-	54
	37%	35%	42%	35%	46%	77%	32%	44%	42%	36%	50%	9%	43%	33%	25%		51%	43%	30%	38%		40%
													L	L			S					
Bottom 2 NET	109	-	2	-	1	-	1	9	2	-	1	6	8	1	1	-	2	9	3	3	-	16
==========	9%		5%		11%		4%	16%	8%		50%	27%	12%	4%	5%		5%	8%	7%	15%		12%
												NO										
c. Not very satisfied	82	-	2	-	1	-	1	7	1	-	-	5	7	-	1	-	1	8	2	3	-	11
	7%		5%		11%		4%	12%	4%			23%	11%		5%		2%	7%	5%	15%		9%
d. Not at all satisfied	27	-	-	-	-	-	-	2	1	-	1	1	1	1	-	-	2	1	1	-	-	5
	2%							4%	4%		50%	5%	2%	4%			4%	1%	2%			4%
e. Don't Know / No Answer	36	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	4	-	-	-	18
MEAN	3.43	3.65	3.49	3.65	3.32	3.23	3.60	3.20	3.38	3.64	2.00	3.32	3.31	3.56	3.65	4.00	3.35	3.41	3.54	3.31	4.00	3.31
							HK	K	K	K												
STANDARD DEVIATION	0.72	0.49	0.59	0.49	0.69	0.47	0.58	0.81	0.77	0.50	1.33	0.99	0.73	0.70	0.59	0.00	0.70	0.65	0.68	0.74	0.00	0.78
STANDARD ERROR	0.02	0.14	0.10	0.14	0.26	0.30	0.12	0.11	0.16	0.15	0.94	0.21	0.09	0.13	0.13	0.00	0.09	0.05	0.09	0.15	0.00	0.07

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1154	17	43	17	8	5	29	53	26	10	1	23	60	25	19	1	41	106	41	18	2	137
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 NET	1099	14	39	15	7	5	29	50	25	9	1	20	58	25	18	1	40	103	39	18	2	127
=========	95%	86%	91%	87%	86%	100%	100%	96%	96%	89%	100%	86%	97%	100%	94%	100%	98%	98%	94%	100%	100%	93%
						C																
a. Very satisfied	778	7	28	10	6	2	21	35	19	8	-	13	48	19	12	-	25	77	33	15	1	76
	67%	43%	65%	59%	73%	46%	72%	67%	74%	78%		59%	79%	75%	67%		62%	73%	81%	83%	50%	56%
																			Q	Q		
b. Somewhat satisfied	321	7	11	5	1	3	8	15	6	1	1	6	10	6	5	1	15	26	6	3	1	51
	28%	43%	26%	28%	14%	54%	28%	28%	22%	11%	100%	27%	17%	25%	28%	100%	37%	25%	13%	17%	50%	38%
											GHIJ					LMNO	S					
Bottom 2 NET	55	2	4	2	1	-	-	2	1	1	-	3	2	-	1	-	1	2	2	-	-	9
==========	5%	14%	9%	13%	14%			4%	4%	11%		14%	3%		6%		2%	2%	6%			7%
c. Not very satisfied	35	1	1	2	1	-	-	1	-	1	-	2	2	-	-	-	1	2	2	-	-	6
	3%	7%	3%	13%	14%			2%		11%		9%	3%				2%	2%	4%			5%
d. Not at all satisfied	20	1	3	-	-	-	-	1	1	-	-	1	-	-	1	-	-	-	1	-	-	3
	2%	7%	6%					2%	4%			5%			6%				2%			2%
e. Don't Know / No Answer	100	4	6	-	2	-	-	5	1	2	1	-	7	3	3	-	3	12	4	2	2	15
MEAN	3.61	3.23	3.50	3.46	3.59	3.46	3.72	3.61	3.65	3.67	3.00	3.41	3.76	3.75	3.56	3.00	3.60	3.71	3.73	3.83	3.50	3.47
													L									
STANDARD DEVIATION	0.64	0.88	0.83	0.74	0.77	0.56	0.46	0.65	0.71	0.70	0.00	0.85	0.51	0.44	0.78	0.00	0.53	0.50	0.63	0.39	0.83	0.69
STANDARD ERROR	0.02	0.27	0.15	0.21	0.34	0.35	0.09	0.10	0.15	0.23	0.00	0.18	0.07	0.09	0.18	0.00	0.07	0.04	0.09	0.08	0.58	0.06

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1011	13	33	17	8	5	23	48	24	10	2	20	56	20	19	-	30	81	38	16	2	114
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
a. Good Bargain	150	-	3	3	-	-	-	7	2	1	-	5	16	2	2	-	8	23	8	2	-	16
	15%		10%	20%				14%	10%	11%		26%	28%	11%	11%		26%	28%	21%	15%		14%
b. Reasonably Priced	728	12	25	12	8	5	18	35	19	8	1	12	38	18	16	-	17	53	28	12	2	73
	72%	91%	76%	67%	100%	100%	80%	74%	81%	78%	50%	63%	69%	89%	83%		58%	65%	75%	75%	100%	64%
					CD	CD								LM							QRST	
c. Excessively Price	133	1	5	2	-	-	5	6	2	1	1	2	2	-	1	-	5	6	2	2	-	24
	13%	9%	14%	13%			20%	12%	10%	11%	50%	11%	4%		6%		16%	7%	4%	10%		21%
d. Don’t Use Service	80	5	5	-	2	-	1	3	1	1	-	-	4	2	3	1	4	13	3	2	1	7
e. Don’t Know / No Answer	164	2	11	-	-	-	5	6	2	1	-	3	7	6	-	-	10	24	4	2	1	31

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	482	12	18	6	2	1	14	24	15	5	1	17	22	8	8	-	19	28	16	6	-	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%		100%
a. Good Bargain	53	-	1	-	-	-	-	1	2	1	-	1	7	-	-	-	4	7	1	1	-	7
	11%		6%					5%	15%	25%		6%	33%				21%	25%	5%	13%		11%
													L					S				
b. Reasonably Priced	357	11	14	6	2	1	14	19	11	3	-	10	15	7	7	-	14	20	13	6	-	42
	74%	90%	75%	100%	100%	100%	100%	81%	77%	75%		63%	67%	88%	88%		75%	69%	80%	88%		67%
				C	C	C	HI															
c. Excessively Price	72	1	3	-	-	-	-	3	1	-	1	5	-	1	1	-	1	2	2	-	-	14
	15%	10%	18%					14%	8%		100%	31%		13%	13%		4%	6%	15%			22%
											HI											
d. Don’t Use Service	535	6	17	9	7	1	10	24	11	7	-	2	36	12	12	1	12	55	24	11	2	55
e. Don’t Know / No Answer	238	2	13	2	1	3	5	9	1	1	1	4	9	7	1	-	13	34	6	3	2	34

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	923	12	35	17	8	4	23	46	26	9	2	21	53	22	17	-	28	62	37	13	2	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
a. Good Bargain	93	1	1	3	-	-	-	1	2	-	-	1	5	1	1	-	5	10	6	2	-	11
	10%	10%	3%	20%				3%	9%			5%	10%	5%	6%		17%	17%	15%	13%		12%
b. Reasonably Priced	596	8	21	7	2	1	18	27	17	9	1	18	37	12	12	-	14	37	27	9	1	58
	65%	71%	60%	39%	27%	30%	80%	60%	65%	100%	50%	85%	71%	57%	75%		50%	60%	72%	69%	50%	59%
										GHI		N							Q			
c. Excessively Price	234	2	13	7	6	3	5	17	7	-	1	2	10	8	3	-	9	14	5	2	1	29
	25%	19%	37%	41%	73%	70%	20%	38%	26%		50%	10%	20%	38%	19%		33%	23%	13%	19%	50%	29%
					B									L			S					
d. Don’t Use Service	229	5	9	-	2	1	5	9	-	3	-	1	10	5	4	1	9	39	6	6	2	35
e. Don’t Know / No Answer	102	4	5	-	-	-	1	2	1	-	-	1	4	1	1	-	7	17	2	2	-	19

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1165	19	41	17	11	5	26	55	25	11	1	23	67	26	22	1	43	106	41	17	2	131
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Good Bargain	232	2	5	3	1	-	1	5	3	2	-	3	15	4	2	-	15	38	10	3	1	22
	20%	12%	11%	20%	11%		4%	8%	14%	20%		14%	22%	16%	10%		35%	36%	25%	18%	33%	17%
b. Reasonably Priced	768	13	32	12	8	5	18	40	16	8	-	17	43	21	13	1	25	59	29	12	2	81
	66%	69%	78%	67%	79%	100%	70%	73%	64%	70%		73%	63%	80%	62%	100%	59%	56%	71%	68%	67%	62%
						BCD										LMNO			R			
c. Excessively Price	166	4	5	2	1	-	7	10	6	1	1	3	10	1	6	-	2	9	2	2	-	28
	14%	20%	11%	13%	11%		26%	19%	23%	10%	100%	14%	15%	4%	29%		6%	8%	4%	14%		21%
											GHIJ				N							
d. Don’t Use Service	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	5	-	2	-	1
e. Don’t Know / No Answer	78	1	7	-	-	-	2	2	2	1	1	-	-	2	-	-	1	7	4	2	1	20

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	428	9	22	9	7	-	11	23	10	3	-	7	22	8	8	-	5	26	11	4	2	58
	100%	100%	100%	100%	100%		100%	100%	100%	100%		100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
a. Good Bargain	155	2	9	2	1	-	3	6	3	1	-	2	7	5	2	-	1	17	6	2	1	16
	36%	24%	43%	25%	16%		30%	25%	33%	33%		29%	33%	63%	25%		17%	67%	50%	40%	50%	27%
																		Q				
b. Reasonably Priced	210	3	10	7	6	-	8	11	6	2	-	4	11	2	4	-	2	7	6	2	-	30
	49%	36%	47%	75%	84%		70%	50%	56%	67%		57%	52%	25%	50%		50%	27%	50%	60%		52%
c. Excessively Price	63	4	2	-	-	-	-	6	1	-	-	1	3	1	2	-	2	2	-	-	1	12
	15%	40%	10%					25%	11%			14%	14%	13%	25%		33%	6%			50%	21%
d. Don’t Use Service	674	11	27	7	3	2	14	27	16	8	1	13	37	19	10	1	29	68	28	13	1	76
e. Don’t Know / No Answer	152	-	-	1	-	3	3	7	1	1	1	2	8	1	3	-	10	24	6	4	1	18

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	486	14	36	10	7	1	18	33	18	7	-	10	23	9	7	-	15	21	12	5	-	57
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%		100%	100%	100%	100%		100%
a. Good Bargain	132	6	1	2	1	-	2	10	3	5	-	3	5	2	3	-	4	8	3	3	-	14
	27%	41%	3%	22%	16%		13%	31%	19%	67%		30%	23%	22%	43%		26%	37%	27%	67%		25%
		C								GI												
b. Reasonably Priced	281	8	23	6	3	-	14	19	13	2	-	7	11	7	3	-	9	11	8	2	-	29
	58%	59%	64%	56%	48%		75%	59%	69%	33%		70%	50%	78%	43%		63%	52%	67%	33%		52%
c. Excessively Price	72	-	12	2	3	1	2	3	2	-	-	-	6	-	1	-	2	2	1	-	-	13
	15%		33%	22%	37%	100%	13%	10%	13%				27%		14%		11%	11%	7%			23%
						CDE																
d. Don’t Use Service	643	6	13	6	3	1	8	19	9	5	1	10	42	18	10	1	24	72	28	13	2	81
e. Don’t Know / No Answer	125	-	-	1	-	3	2	5	-	1	1	2	3	1	4	-	5	24	5	3	1	14

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	625	16	29	6	8	2	14	33	21	9	1	16	33	13	13	-	17	43	17	10	-	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%		100%
a. Good Bargain	57	-	-	-	1	-	1	1	-	-	-	-	1	1	-	-	2	7	5	2	-	8
	9%				14%		8%	3%					3%	8%			14%	17%	27%	23%		11%
b. Reasonably Priced	253	6	5	1	-	1	6	13	7	2	-	7	8	7	6	-	9	21	9	4	-	25
	40%	38%	16%	20%		50%	42%	38%	33%	25%		47%	25%	54%	46%		52%	48%	55%	38%		36%
c. Excessively Price	316	10	24	5	7	1	7	19	14	7	1	8	24	5	7	-	6	15	3	4	-	37
	50%	62%	84%	80%	86%	50%	50%	59%	67%	75%	100%	53%	72%	38%	54%		33%	35%	18%	38%		53%
											GHI		N									
d. Don’t Use Service	529	3	19	8	2	-	10	19	7	3	-	6	33	15	7	1	23	62	24	8	2	69
e. Don’t Know / No Answer	100	1	1	3	-	3	5	5	-	-	1	1	1	-	1	-	5	13	3	2	1	12

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	699	15	22	13	3	2	21	41	18	7	1	12	45	13	16	-	17	58	20	13	1	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
a. The Beede Center	269	5	5	-	1	-	3	11	8	2	-	6	9	6	6	-	11	24	11	7	-	25
	39%	29%	21%		33%		17%	28%	44%	33%		50%	21%	46%	40%		67%	41%	56%	53%		32%
																	R					
f. A fitness center or athletic club outside of Concord	157	4	6	6	-	1	7	13	7	1	1	2	8	4	1	-	2	9	3	2	-	22
	22%	24%	27%	44%		50%	33%	31%	38%	17%	100%	17%	19%	31%	7%		14%	15%	16%	12%		29%
											GHIJ											
d. The Thoreau Club	102	1	6	2	-	-	1	5	1	-	-	4	11	-	3	-	2	15	2	2	1	11
	15%	7%	26%	18%			6%	11%	6%			33%	26%		20%		10%	26%	12%	18%	100%	14%
																		Q			QRST	
e. Another fitness center or athletic club in Concord	89	3	3	4	2	-	5	3	2	2	-	-	7	2	4	-	1	9	3	2	-	11
	13%	22%	16%	29%	67%		22%	8%	13%	33%			16%	15%	27%		5%	15%	16%	18%		15%
b. Gold’s Gym	46	-	-	1	-	1	-	8	-	-	-	-	5	-	1	-	1	2	-	-	-	5
	7%			9%		50%		19%					12%		7%		5%	4%				6%
c. Orangetheory Fitness	35	3	2	-	-	-	5	1	-	1	-	-	3	1	-	-	-	-	-	-	-	3
	5%	17%	10%				22%	3%		17%			7%	8%								4%
g. Do not belong to a fitness center or athletic club	517	5	26	5	7	3	8	16	9	6	1	10	22	15	6	1	25	55	24	6	2	62
h. Don’t Know / No Answer	38	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	2	4	2	2	-	12

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	859	19	35	14	9	5	23	51	22	9	2	20	50	20	20	-	23	66	22	16	-	93
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%		100%
b. Location	194	6	6	2	-	1	9	9	3	3	-	6	5	5	5	-	8	13	6	6	-	16
	23%	31%	16%	16%		23%	40%	18%	16%	38%		32%	10%	26%	26%		34%	20%	29%	35%		17%
a. Price	189	5	13	2	5	-	-	18	6	2	2	2	10	5	5	-	3	10	4	1	-	34
	22%	24%	37%	16%	52%			36%	26%	25%	100%	11%	21%	26%	26%		14%	16%	18%	5%		36%
											HIJ											
f. Programming / Classes	175	4	8	8	2	-	9	9	8	3	-	4	22	5	3	-	6	17	2	3	-	21
	20%	20%	23%	59%	24%		40%	18%	37%	38%		21%	44%	26%	16%		24%	25%	11%	20%		22%
				BC									O									
e. Fitness Facilities	130	5	1	1	-	1	3	6	2	-	-	3	3	2	5	-	2	7	-	3	-	11
	15%	25%	3%	8%		23%	15%	11%	11%			16%	6%	11%	26%		7%	11%		20%		12%
d. Swim Facilities	119	-	3	-	1	3	1	7	1	-	-	3	4	1	-	-	3	16	5	2	-	8
	14%		10%		12%	54%	5%	13%	5%			16%	8%	5%			14%	24%	21%	15%		9%
c. Cleanliness	50	-	4	-	1	-	-	2	1	-	-	1	5	1	1	-	2	2	5	1	-	3
	6%		11%		12%			4%	5%			5%	10%	5%	5%		7%	4%	21%	5%		3%
																			R			
g. Do not belong to a fitness center or athletic club	330	1	13	2	1	-	6	6	6	3	-	3	16	8	2	1	18	42	21	4	2	42
h. Don’t Know / No Answer	65	-	1	1	-	-	-	-	-	-	-	-	2	-	-	-	3	10	2	1	1	16

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	699	15	22	13	3	2	21	41	18	7	1	12	45	13	16	-	17	58	20	13	1	78
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
Unweighted Total	693	11	18	10	3	2	18	36	16	6	1	12	43	13	15	-	21	74	25	17	1	75
Total Answering	673	15	22	12	3	2	21	41	18	7	1	12	43	13	16	-	17	53	18	13	-	72
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%		100%
b. Location	172	6	5	2	-	1	9	9	3	2	-	5	4	4	5	-	6	13	6	6	-	15
	26%	39%	21%	19%		50%	44%	22%	19%	33%		42%	10%	31%	33%		33%	25%	30%	41%		21%
												M										
f. Programming / Classes	139	1	6	6	1	-	7	8	7	3	-	2	20	4	1	-	4	14	2	2	-	17
	21%	7%	26%	51%	33%		33%	19%	38%	50%		17%	46%	31%	7%		24%	27%	9%	18%		23%
				B									LO					S				
e. Fitness Facilities	111	5	1	1	-	1	3	6	2	-	-	2	3	2	4	-	2	6	-	3	-	10
	16%	32%	5%	10%		50%	17%	14%	13%			17%	7%	15%	27%		10%	10%		24%		14%
d. Swim Facilities	104	-	3	-	1	-	1	6	1	-	-	3	4	1	-	-	2	13	4	2	-	6
	16%		16%		33%		6%	14%	6%			25%	10%	8%			10%	25%	22%	12%		9%
a. Price	104	3	5	2	-	-	-	11	3	1	1	-	6	1	4	-	2	6	2	-	-	22
	15%	22%	21%	19%				28%	19%	17%	100%		15%	8%	27%		14%	10%	13%			31%
											HIJ											
c. Cleanliness	43	-	3	-	1	-	-	1	1	-	-	-	5	1	1	-	2	1	5	1	-	2
	6%		12%		33%			3%	6%				12%	8%	7%		10%	1%	26%	6%		2%
																			R			
h. Don’t Know / No Answer	26	-	-	1	-	-	-	-	-	-	-	-	2	-	-	-	-	6	2	-	1	6

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1237	20	49	17	11	5	27	57	27	13	2	23	67	28	22	1	43	114	43	20	3	149
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. High Priority	468	6	15	6	1	1	14	23	6	3	-	9	31	9	4	-	19	58	24	8	3	51
	38%	30%	30%	33%	11%	23%	50%	40%	21%	27%		41%	46%	33%	19%		44%	51%	56%	40%	100%	35%
							I						O								QRST	
b. Moderate Priority	579	12	29	9	5	1	7	24	17	7	1	10	26	15	16	1	21	48	17	10	-	73
	47%	59%	58%	54%	43%	23%	25%	42%	63%	55%	50%	45%	38%	52%	71%	100%	49%	42%	38%	52%		49%
									G						M	LMNO						
c. Low Priority	191	2	6	2	5	3	7	10	5	2	1	3	10	4	2	-	3	7	2	2	-	25
	15%	11%	12%	13%	46%	54%	25%	18%	17%	18%	50%	14%	15%	15%	10%		7%	6%	5%	8%		17%
d. Don’t Know / No Answer	17	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	4	2	1	-	3

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1233	20	49	17	11	5	29	57	27	13	1	23	67	28	22	1	42	111	43	19	3	148
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. High Priority	458	5	16	6	2	1	14	22	11	5	-	11	30	10	7	-	20	57	25	9	2	58
	37%	24%	33%	33%	21%	23%	48%	38%	42%	36%		50%	45%	37%	33%		47%	51%	58%	46%	75%	39%
b. Moderate Priority	584	14	27	11	3	1	7	30	13	6	-	9	30	16	11	1	19	44	14	9	1	68
	47%	70%	55%	61%	32%	23%	24%	52%	46%	45%		41%	45%	56%	52%	100%	45%	40%	33%	46%	25%	46%
								G								LMNO						
c. Low Priority	191	1	6	1	5	3	8	6	3	2	1	2	7	2	3	-	3	10	4	2	-	22
	16%	6%	12%	7%	46%	54%	28%	10%	13%	18%	100%	9%	11%	7%	14%		8%	9%	9%	8%		15%
					BD						GHIJ											
d. Don’t Know / No Answer	21	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	2	6	2	2	-	4

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1107	19	43	15	9	4	29	53	24	9	-	22	61	23	18	-	30	97	39	16	2	134
	100%	100%	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	5	24	5	2	-	11	26	3	3	-	8	21	9	7	-	11	36	13	6	1	54
	40%	25%	56%	30%	24%		40%	50%	14%	38%		38%	34%	41%	41%		37%	37%	34%	35%	33%	40%
							I	I														
b. Promote energy conservation measures by encouraging efforts; upgrading insulation / installing EE lighting in buildings / purchase EE vehicles	313	2	7	9	2	3	7	7	8	3	-	6	19	8	5	-	8	22	16	4	2	40
	28%	12%	16%	62%	24%	70%	24%	13%	33%	38%		29%	31%	36%	29%		26%	23%	40%	25%	67%	30%
				BC															R			
c. Promote alternatives to the use of gasoline-powered cars through efforts such as designating bike lanes, electric vehicle stations, encourage public transportation	167	11	6	1	3	-	6	11	2	1	-	2	11	3	2	-	2	13	2	2	-	18
	15%	57%	14%	8%	28%		20%	22%	10%	13%		10%	19%	14%	12%		5%	13%	6%	15%		13%
		CD																				
d. Promote waste reduction through recycling, reuse and composting of goods	123	-	4	-	2	1	5	6	7	1	-	3	5	1	1	-	6	14	6	2	-	15
	11%		9%		24%	30%	16%	11%	29%	13%		14%	8%	5%	6%		18%	15%	14%	15%		11%
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	3	-	-	2	1	1	2	-	3	8	2	2	-	4
	4%							4%	14%			10%	2%	5%	12%		11%	8%	4%	10%		3%
f. Promote another method of reducing greenhouse gas emissions	24	1	2	-	-	-	-	-	-	-	-	-	4	-	-	-	1	4	1	-	-	3
	2%	6%	5%										7%				3%	4%	2%			2%
g. Don't Know / No Answer	147	1	6	2	1	1	-	5	3	3	2	1	6	5	4	1	14	21	6	5	1	18

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	238	2	2	2	-	-	7	14	3	2	-	6	23	8	5	-	10	25	11	3	-	22
	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	1	1	1	-	-	6	8	3	2	-	6	19	7	5	-	6	14	9	3	-	17
	78%	50%	50%	50%			83%	58%	100%	100%		100%	82%	88%	100%		62%	56%	79%	100%		77%
									H	H		M			M					QR		
a. Public (which includes local theatre and recitals, COA programming, and Concord Talks) – Channel 8	37	-	-	1	-	-	-	2	-	-	-	-	3	1	-	-	4	10	2	-	-	4
	15%			50%				17%					14%	13%			38%	41%	21%			18%
b. Educational (which includes CCHS Band concerts and School Committee meetings) – Channel 99	15	1	1	-	-	-	1	3	-	-	-	-	1	-	-	-	-	1	-	-	-	1
	6%	50%	50%				17%	25%					5%					3%				5%
d. Don’t watch PEG Access channels	925	18	46	15	11	2	21	38	21	10	1	17	44	19	16	1	29	82	30	15	3	109
e. Don’t Know / No Answer	91	-	1	-	-	3	1	6	3	-	1	-	1	1	1	-	5	10	4	2	-	21

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	981	19	39	16	8	5	24	46	23	11	2	18	46	22	19	1	31	92	32	15	3	115
	100%	100%	100%	100%	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	11	22	9	6	5	8	16	7	3	-	4	10	7	5	-	7	22	6	2	2	65
	39%	55%	56%	58%	73%	100%	33%	35%	30%	30%		24%	23%	33%	28%		23%	24%	20%	16%	75%	56%
						BCD															QRST	
a. Can't easily find out what programs are being broadcast	146	1	1	-	1	-	-	7	5	-	1	4	7	3	3	-	9	24	6	3	1	17
	15%	6%	3%		14%			15%	20%		50%	24%	16%	14%	17%		31%	26%	18%	21%	25%	15%
c. Don't find that the programs are interesting	124	4	1	2	-	-	8	8	3	2	-	-	4	3	3	-	5	10	5	2	-	8
	13%	20%	3%	14%			33%	18%	15%	20%			9%	14%	17%		15%	11%	15%	11%		7%
d. Have no interest since many of the programs are school-related	101	-	5	-	-	-	2	-	1	1	-	2	8	2	4	-	4	14	6	5	-	6
	10%		13%				10%		5%	10%		12%	18%	10%	22%		13%	15%	18%	32%		5%
b. Don't find that the programs are of good quality	32	-	1	-	1	-	1	-	1	-	-	1	1	-	-	-	2	2	1	-	-	4
	3%		3%		14%		5%		5%			6%	2%				5%	3%	3%			4%
f. Other	192	4	8	5	-	-	5	15	6	5	1	6	15	6	3	1	4	20	9	3	-	15
	20%	20%	21%	28%			19%	33%	25%	40%	50%	35%	32%	29%	17%	100%	13%	21%	28%	21%		13%
																LMNO						
g. Don't Know / No Answer	273	1	10	1	2	-	5	11	5	1	-	5	22	6	3	-	13	25	13	6	-	37

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	975	13	30	13	3	3	22	47	24	10	1	20	51	24	18	-	31	84	35	17	2	113
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
a. Not enough money	58	-	3	1	-	-	3	5	2	-	-	1	7	-	1	-	2	6	2	-	-	6
	6%		11%	9%			16%	10%	10%			5%	14%		6%		5%	7%	5%			5%
b. About the right amount of money	808	12	25	11	3	3	14	37	22	9	1	18	40	24	15	-	23	73	31	17	2	95
	83%	91%	85%	82%	100%	100%	63%	78%	90%	89%	100%	89%	80%	100%	82%		74%	86%	89%	100%	100%	84%
					C	C			G		GH			M						QRS	QRS	
c. Too much money	109	1	1	1	-	-	5	6	-	1	-	1	3	-	2	-	6	6	2	-	-	12
	11%	9%	4%	9%			21%	12%		11%		5%	6%		12%		21%	7%	7%			11%
d. Don't Know / No Answer	279	7	19	5	7	2	7	10	3	2	1	3	17	4	4	1	13	33	10	4	1	38

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	982	12	35	14	6	4	23	48	26	9	2	19	49	23	17	-	31	75	35	14	2	115
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
a. Not enough money	136	1	15	5	3	3	1	14	5	2	1	-	1	-	1	-	6	7	3	1	1	16
	14%	9%	42%	35%	60%	70%	5%	29%	17%	25%	50%		2%		6%		18%	9%	9%	6%	33%	14%
			B		B			G														
b. About the right amount of money	664	11	20	8	1	1	21	25	19	7	1	15	33	20	11	-	17	52	25	10	2	76
	68%	91%	58%	57%	20%	30%	90%	52%	74%	75%	50%	78%	68%	86%	69%		54%	69%	73%	72%	67%	66%
		CE					H															
c. Too much money	183	-	-	1	1	-	1	9	2	-	-	4	15	3	4	-	9	16	6	3	-	23
	19%			8%	20%		5%	19%	9%			22%	30%	14%	25%		28%	21%	18%	22%		20%
d. Don't Know / No Answer	272	8	14	3	5	1	6	9	1	3	-	4	19	5	5	1	13	43	10	6	1	37

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	972	12	34	12	6	3	23	48	26	10	1	19	50	23	17	-	29	78	35	16	2	106
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%
a. Not enough money	90	1	7	-	-	-	2	14	6	2	-	-	1	-	1	-	4	7	3	-	1	10
	9%	9%	21%				10%	29%	22%	22%			2%		6%		14%	9%	9%		33%	10%
b. About the right amount of money	635	10	24	11	5	3	15	24	17	7	1	15	32	19	10	-	14	42	21	10	2	67
	65%	82%	69%	90%	80%	100%	65%	50%	65%	67%	100%	78%	65%	82%	63%		49%	54%	61%	65%	67%	63%
						C					GHIJ											
c. Too much money	248	1	3	1	1	-	6	10	3	1	-	4	17	4	5	-	11	29	10	6	-	29
	25%	9%	10%	10%	20%		25%	21%	13%	11%		22%	33%	18%	31%		38%	37%	30%	35%		27%
d. Don't Know / No Answer	282	8	15	6	5	2	6	9	1	2	1	4	18	5	5	1	15	39	10	5	1	46

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1218	20	45	17	11	5	29	55	26	13	2	23	67	28	21	1	44	114	43	21	3	137
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Better	340	13	24	11	3	4	9	16	7	5	1	6	18	9	5	-	7	9	4	3	1	39
	28%	65%	54%	61%	32%	77%	32%	29%	26%	36%	50%	27%	26%	33%	25%		16%	8%	9%	15%	25%	28%
b. Worse	201	1	8	3	3	1	5	14	3	1	1	3	17	5	2	1	6	17	6	1	1	21
	17%	6%	18%	20%	25%	23%	16%	25%	13%	9%	50%	14%	25%	19%	10%	100%	14%	15%	15%	4%	25%	15%
																LMNO		T				
c. About the same	677	6	12	3	5	-	15	25	16	7	-	13	33	13	13	-	31	88	33	17	2	78
	56%	30%	28%	20%	43%		52%	46%	61%	55%		59%	49%	48%	65%		70%	77%	76%	81%	50%	56%
d. Don't Know / No Answer	36	-	4	-	-	-	-	2	1	-	-	-	-	-	1	-	-	4	2	-	-	14

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1231	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Under 35	69	8	10	3	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16
	6%	39%	21%	15%	25%	54%																12%
b. 35 to 44	161	12	39	15	8	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21
	13%	61%	79%	85%	75%	46%																16%
c. 45 to 54	261	-	-	-	-	-	29	57	27	13	2	-	-	-	-	-	-	-	-	-	-	23
	21%						100%	100%	100%	100%	100%											18%
d. 55 to 64	295	-	-	-	-	-	-	-	-	-	-	23	67	28	22	1	-	-	-	-	-	27
	24%											100%	100%	100%	100%	100%						21%
e. 65 or Over	446	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44	118	45	21	3	41
	36%																100%	100%	100%	100%	100%	32%
f. Don't Know / No Answer	23	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1248	20	48	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	148
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Less than One Year	43	-	2	3	-	-	-	1	-	-	-	-	-	-	1	-	-	2	-	-	-	21
	3%		5%	15%				2%							5%			2%				14%
b. 1 to 5 Years	259	16	30	8	4	4	5	14	5	5	2	2	5	4	-	-	5	7	3	-	-	47
	21%	78%	62%	46%	36%	77%	16%	24%	17%	36%	100%	9%	8%	15%			11%	6%	7%			32%
		E									GHIJ											
c. 6 to 10 years	154	-	14	6	5	-	8	7	7	2	-	1	3	-	4	-	4	9	1	1	1	9
	12%		28%	33%	43%		28%	12%	25%	18%		5%	5%		19%		9%	8%	2%	4%	25%	6%
																		S				
d. Over 10 Years	792	5	2	1	2	1	16	35	16	6	-	20	59	24	17	1	36	99	41	20	2	71
	63%	22%	5%	7%	21%	23%	56%	62%	58%	45%		86%	88%	85%	76%	100%	80%	84%	91%	96%	75%	48%
																MNO				QR		
e. Don't Know / No Answer	6	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4

Comparison Groups: BCDEF/GHIJK/LMNOP/QRSTU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Pacific Market Research - 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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1243	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	142
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Yes	461	11	39	17	9	5	23	41	24	6	1	2	7	6	1	-	1	2	1	1	-	55
	37%	56%	80%	100%	89%	100%	80%	72%	88%	45%	50%	9%	11%	22%	5%		2%	1%	2%	4%		39%
				BC		BC	J		J													
b. No	782	9	10	-	1	-	6	16	3	7	1	21	60	22	21	1	43	116	44	20	3	87
	63%	44%	20%		11%		20%	28%	13%	55%	50%	91%	89%	78%	95%	100%	98%	99%	98%	96%	100%	61%
										GI						MN						
c. Don't Know / No Answer	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1137	20	49	17	11	-	29	57	27	13	-	23	67	28	22	-	44	118	45	21	-	72
	100%	100%	100%	100%	100%		100%	100%	100%	100%		100%	100%	100%	100%		100%	100%	100%	100%		100%
a. 141 Keyes Road	237	20	-	-	-	-	29	-	-	-	-	23	-	-	-	-	44	-	-	-	-	15
	21%	100%					100%					100%					100%					21%
b. Harvey Wheeler	527	-	49	-	-	-	-	57	-	-	-	-	67	-	-	-	-	118	-	-	-	33
	46%		100%					100%					100%					100%				46%
c. Ripley	237	-	-	17	-	-	-	-	27	-	-	-	-	28	-	-	-	-	45	-	-	15
	21%			100%					100%					100%					100%			21%
d. Hunt Gym	136	-	-	-	11	-	-	-	-	13	-	-	-	-	22	-	-	-	-	21	-	9
	12%				100%					100%					100%					100%		13%
e. Don’t Vote in Concord	39	-	-	-	-	5	-	-	-	-	2	-	-	-	-	1	-	-	-	-	3	2
f. Don’t Know / No Answer	78	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78

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

Concord Town Survey
<Weighted> October 2018

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

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1220	20	48	17	11	5	29	56	27	13	2	23	67	28	21	1	43	115	44	21	3	137
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Always	94	-	2	1	-	-	-	2	2	-	-	1	12	4	-	-	4	17	4	2	-	8
	8%		5%	7%				4%	8%			5%	18%	15%			9%	15%	9%	8%		6%
													L									
b. Often	205	5	1	1	-	-	2	16	3	2	-	10	18	7	6	-	6	20	9	3	-	23
	17%	22%	2%	7%			8%	29%	13%	18%		45%	26%	26%	30%		13%	17%	20%	15%		17%
								G														
c. Occasionally	474	-	11	5	1	3	18	19	16	9	-	6	25	9	11	-	21	51	20	11	2	36
	39%		24%	26%	11%	54%	64%	35%	58%	73%		27%	37%	33%	55%		47%	44%	45%	54%	50%	26%
							H			H												
d. Never	448	16	33	11	9	2	8	18	6	1	2	5	12	7	3	1	13	28	12	5	2	70
	37%	78%	69%	61%	89%	46%	28%	33%	21%	9%	100%	23%	18%	26%	15%	100%	31%	24%	27%	23%	50%	51%
								J			GHIJ					LMNO						
e. Don't Know / No Answer	34	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	1	2	1	-	-	15

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

Concord Town Survey
<Weighted> October 2018

43. What is your gender?
BASE = ALL RESPONDENTS

		========== Female and Age and Polling Place ==========																				
		Less than 45 Years Old					45 to 54 Years Old					55 to 64 Years Old					65 Plus Years Old					
	Total	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	Keyes	HWCC	Rply	Hunt	DV	DK/NA
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1254	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	152
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1254	14	38	14	8	3	25	50	24	11	2	22	65	27	21	1	56	149	57	26	4	139
Total Answering	1181	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	79
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
a. Male	536	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35
	45%																					45%
b. Female	645	20	49	17	11	5	29	57	27	13	2	23	67	28	22	1	44	118	45	21	3	43
	55%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	55%
c. Don't Know / No Answer	73	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73

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