



TOWN OF HOPKINTON, MA 2013



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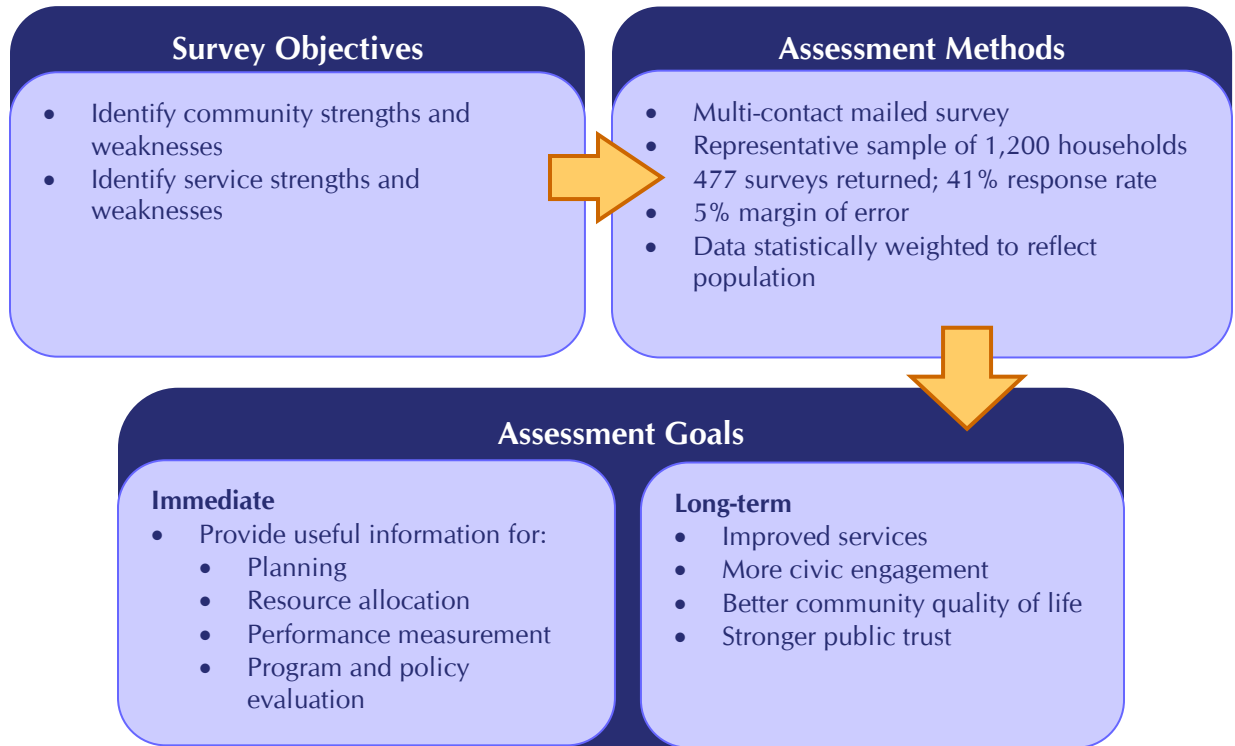
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 477 completed surveys were obtained, providing an overall response rate of 41%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the Town of Hopkinton was developed in close cooperation with local jurisdiction staff. Hopkinton staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. Town of Hopkinton staff also augmented The National Citizen Survey™ basic service through a variety of options including the option to complete the survey online and custom questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the Town of Hopkinton Survey (477 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the Town of Hopkinton, but from Town of Hopkinton services to services like them provided by other jurisdictions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Town of Hopkinton chose to have comparisons made to the entire database of jurisdictions. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Town of Hopkinton survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the Town of Hopkinton results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the Town of Hopkinton's rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the Town of Hopkinton survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the Town of Hopkinton and believed the Town was a good place to live. The overall quality of life in the Town of Hopkinton was rated as “excellent” or “good” by 94% of respondents. A strong majority reported they plan on staying in the Town of Hopkinton for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were the overall image or reputation of Hopkinton, quality of the overall natural environment in Hopkinton and air quality. Among the characteristics receiving the least positive ratings were traffic flow on major streets, the availability of affordable quality housing, ease of bus travel in Hopkinton and shopping opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, ten were above the national benchmark comparison, seven were similar to the national benchmark comparison and 14 were below.

Residents in the Town of Hopkinton were very civically engaged. About half of the survey respondents had attended a meeting of local elected public officials or other local public meeting in the previous 12 months and 95% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in the Town of Hopkinton, which was much higher than the benchmark.

In general, survey respondents demonstrated trust in local government. About half of Hopkinton residents rated the overall direction being taken by the Town of Hopkinton as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of the Town of Hopkinton in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to most local government services. Town services rated were able to be compared to the benchmark database. Of the 36 services for which comparisons were available, 23 were above the benchmark comparison, nine were similar to the benchmark comparison and three were below.

Respondents were asked to rate how frequently they participated in various activities in Hopkinton. The most popular activities included providing help to a friend or neighbor and recycling; while the least popular activities were riding a bus within Hopkinton and participating in a club or civic group in Hopkinton. Generally, participation rates in the various activities in the community were higher than other communities.

A Key Driver Analysis was conducted for the Town of Hopkinton which examined the relationships between ratings of each service and ratings of the Town of Hopkinton's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall Town service quality have been identified. By targeting improvements in key services, the Town of Hopkinton can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Police services
- Public information services

For both of these services, the Town of Hopkinton was above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the Town of Hopkinton – not only direct questions about quality of life overall and in neighborhoods, but also questions to measure residents’ commitment to the Town of Hopkinton. Residents were asked whether they planned to move soon or if they would recommend the Town of Hopkinton to others. Intentions to stay and willingness to make recommendations provide evidence that the Town of Hopkinton offers services and amenities that work.

Most of the Town of Hopkinton’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, nearly all reported they would recommend the community to others and plan to stay for the next five years. When compared to the national benchmarks, Hopkinton residents rated these characteristics much higher than the rest of the country.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

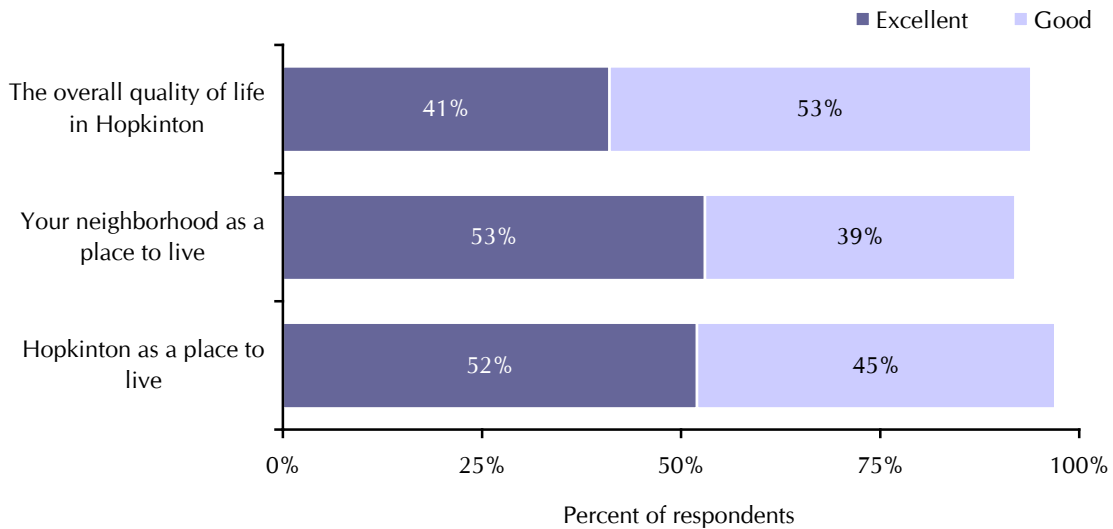


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

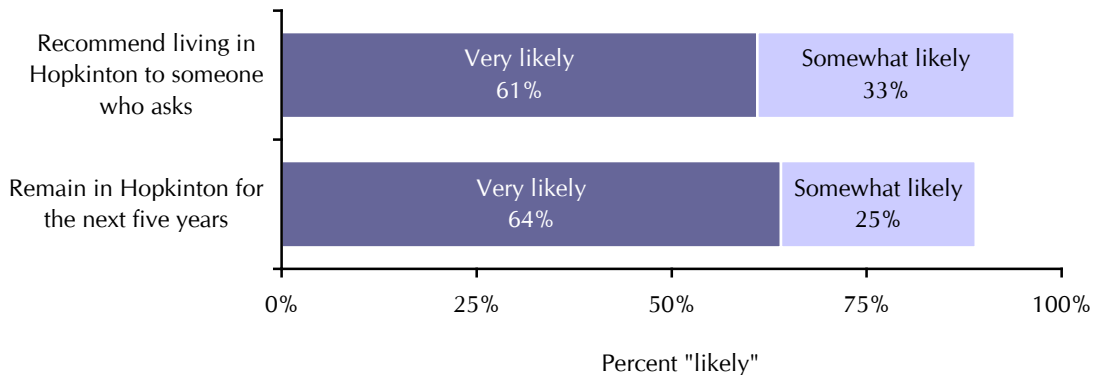


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Hopkinton	Much above
Your neighborhood as place to live	Much above
Hopkinton as a place to live	Much above
Recommend living in Hopkinton to someone who asks	Much above
Remain in Hopkinton for the next five years	Much above

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” The availability of paths and walking trails was given the most positive rating, followed by the ease of car travel in Hopkinton.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

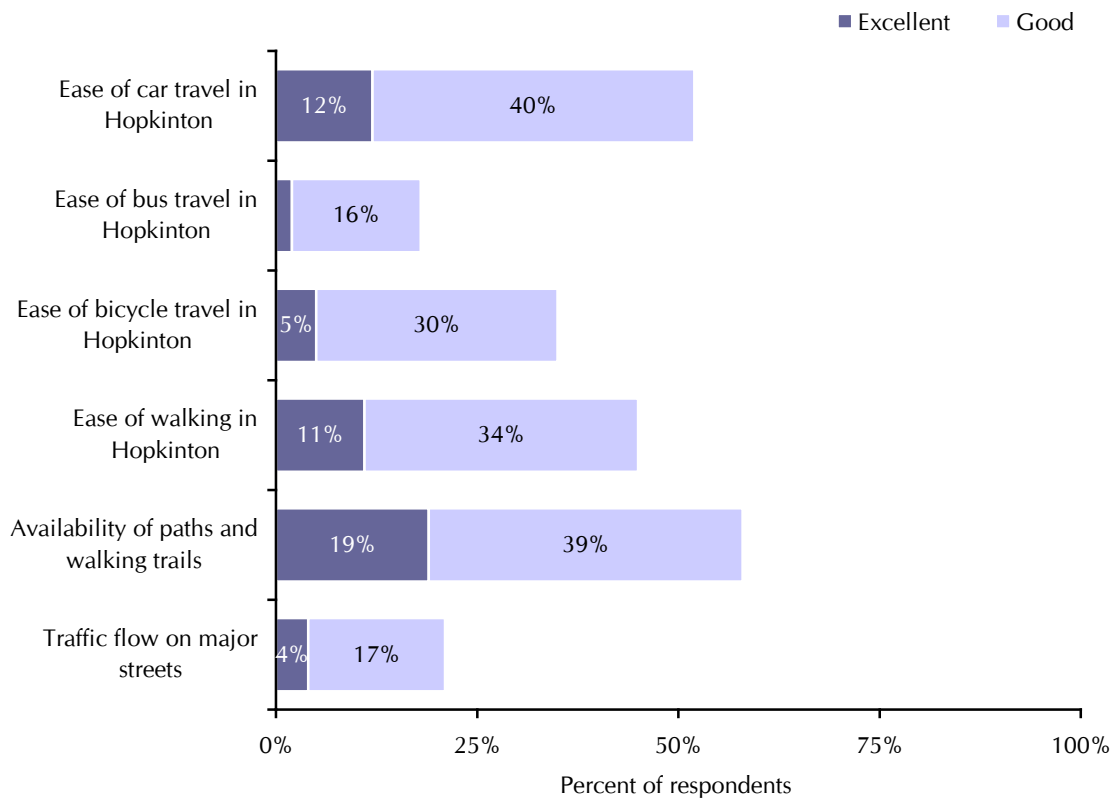


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Hopkinton	Much below
Ease of bus travel in Hopkinton	Much below
Ease of bicycle travel in Hopkinton	Much below
Ease of walking in Hopkinton	Much below
Availability of paths and walking trails	Similar
Traffic flow on major streets	Much below

Eight transportation services were rated in Hopkinton.. Snow removal was much above the benchmark; street lighting, bus or transit services and amount of public parking were much below the benchmark; and street repair, street cleaning, sidewalk maintenance and traffic signal timing were similar to the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

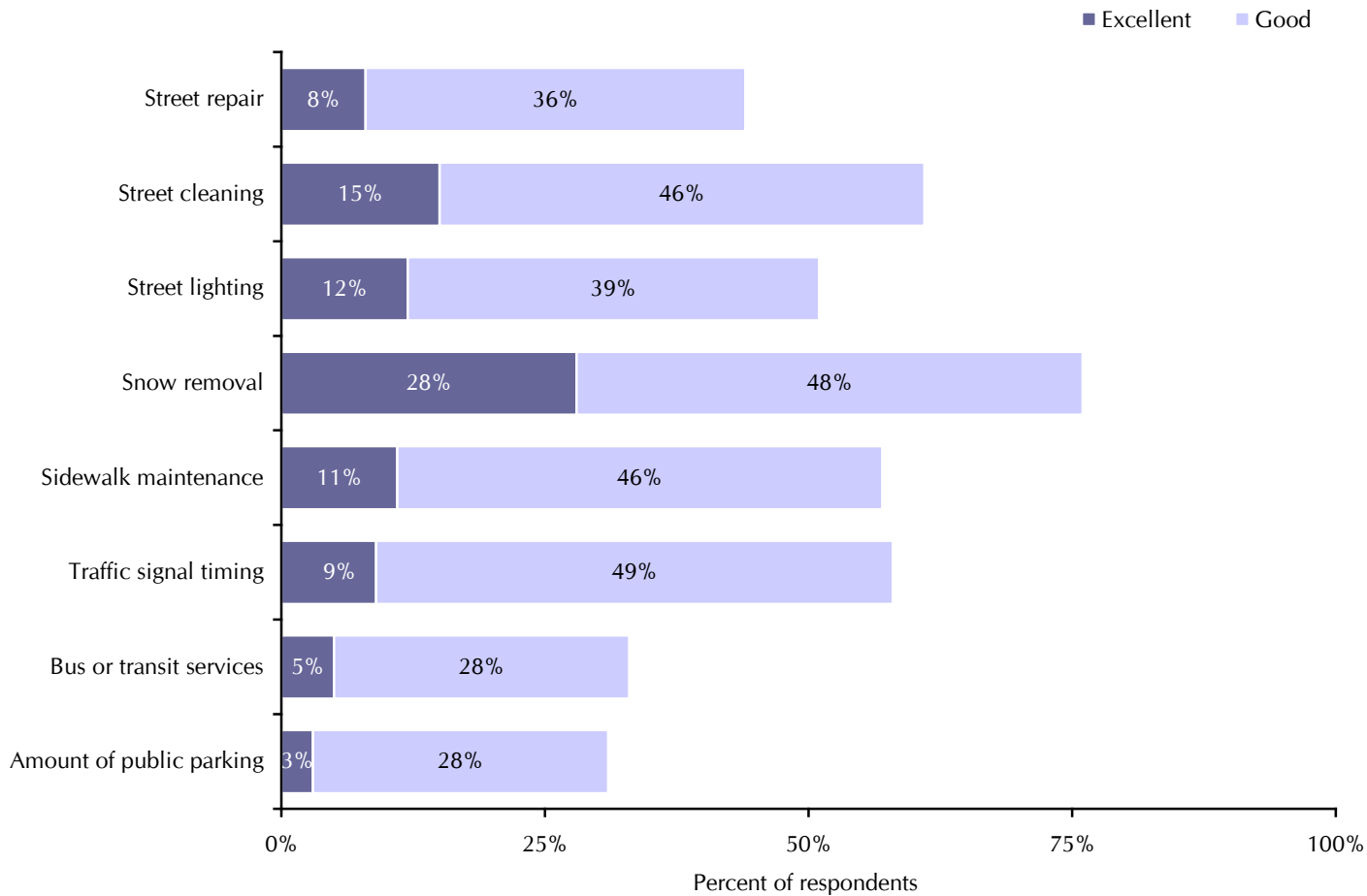


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Similar
Street cleaning	Similar
Street lighting	Much below
Snow removal	Much above
Sidewalk maintenance	Similar
Traffic signal timing	Similar
Bus or transit services	Much below
Amount of public parking	Much below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, three percent of work commute trips were made by transit and one percent by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

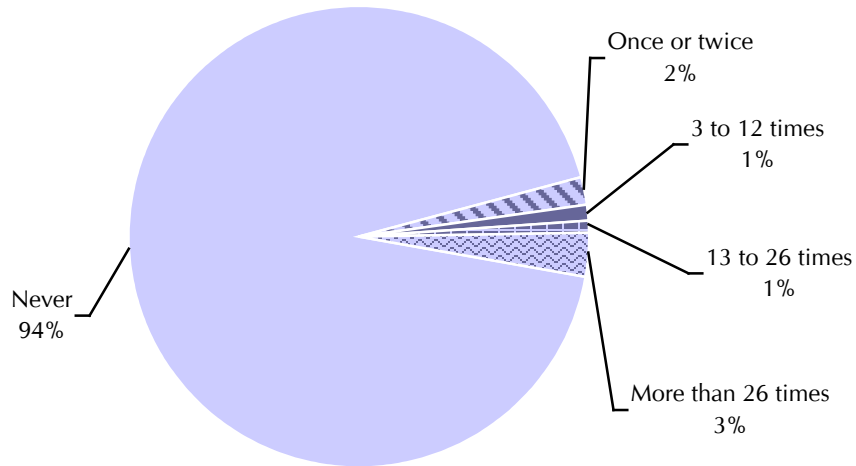


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Hopkinton	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

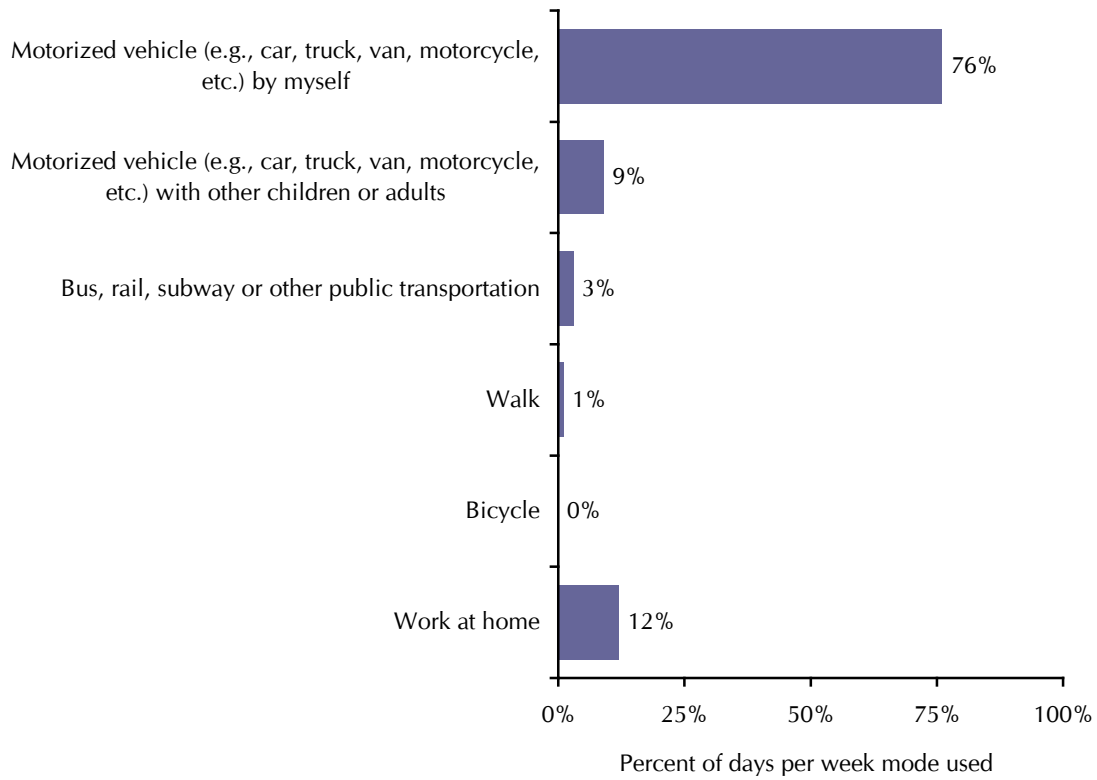


FIGURE 13: DRIVE ALONE BENCHMARKS

Comparison to benchmark	
Average percent of work commute trips made by driving alone	Similar

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the Town of Hopkinton residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 27% of respondents, while the variety of housing options was rated as “excellent” or “good” by 47% of respondents. The rating of perceived affordable housing availability was worse in the Town of Hopkinton than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY

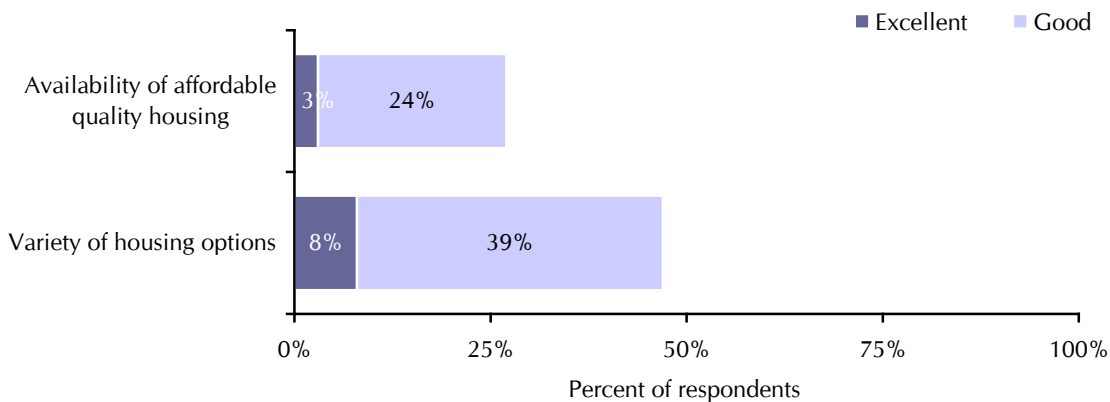


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much below
Variety of housing options	Much below

To augment the perceptions of affordable housing in Hopkinton, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the Town of Hopkinton experiencing housing cost stress. Almost 40% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

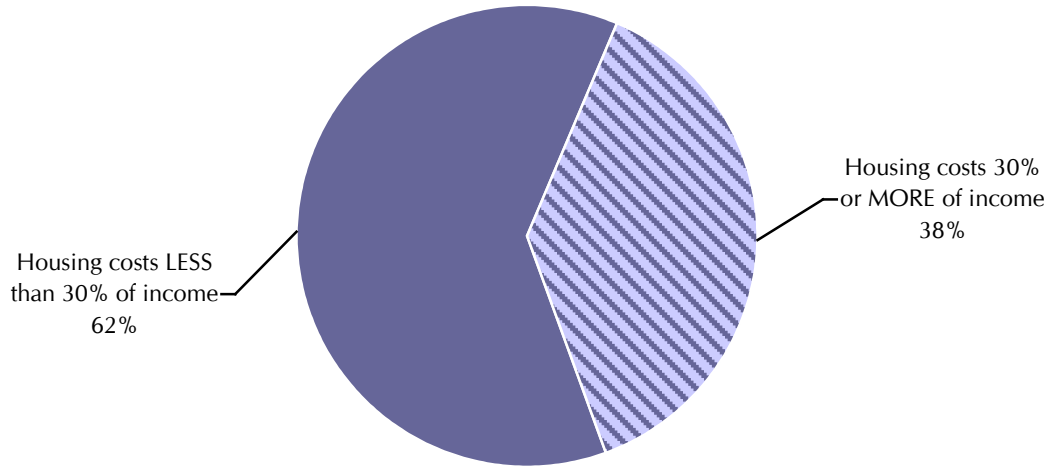


FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	More

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the Town of Hopkinton and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the Town of Hopkinton was rated as “excellent” by 44% of respondents and as “good” by an additional 14%. The overall appearance of Hopkinton was rated as “excellent” or “good” by 81% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the Town of Hopkinton, 5% thought they were a “major” problem. Animal control and code enforcement services were rated above the benchmark and land use planning, and zoning services were similar to the benchmark.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

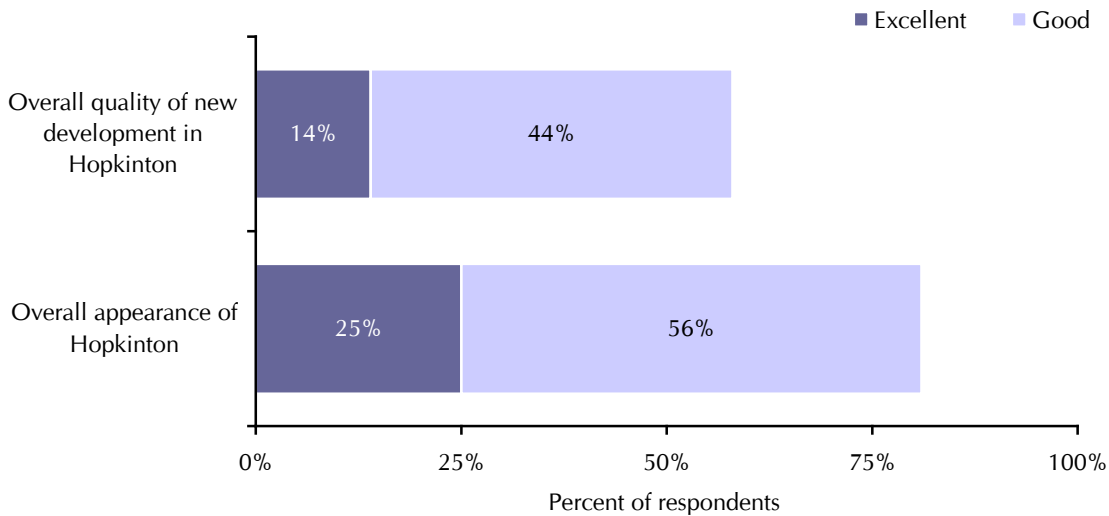


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Hopkinton	Similar
Overall appearance of Hopkinton	Much above

FIGURE 20: RATINGS OF POPULATION GROWTH

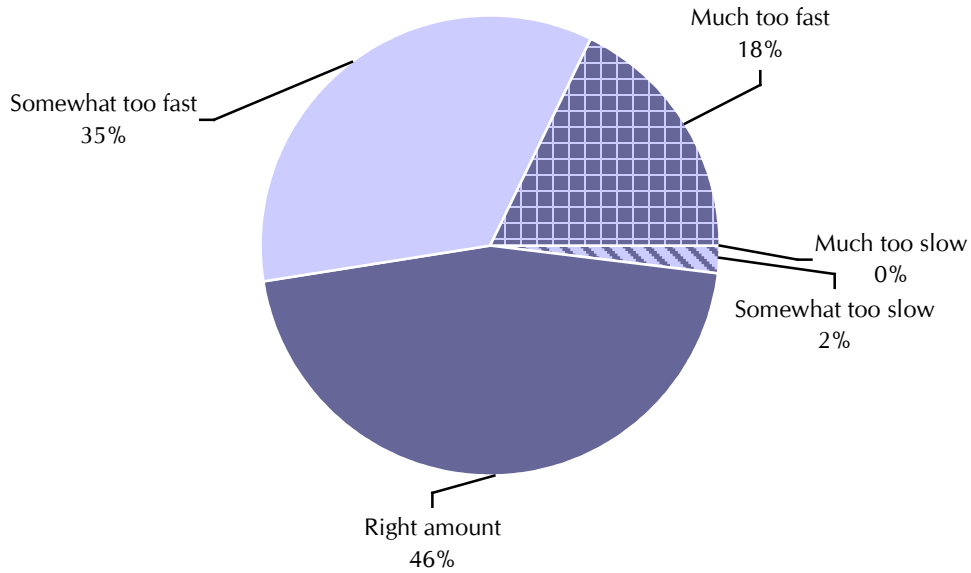


FIGURE 21: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Much more

FIGURE 22: RATINGS OF NUISANCE PROBLEMS

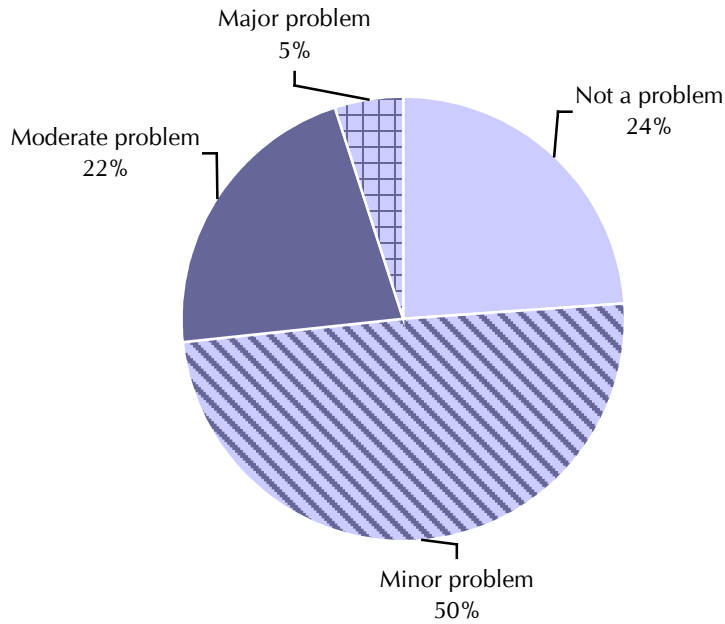


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

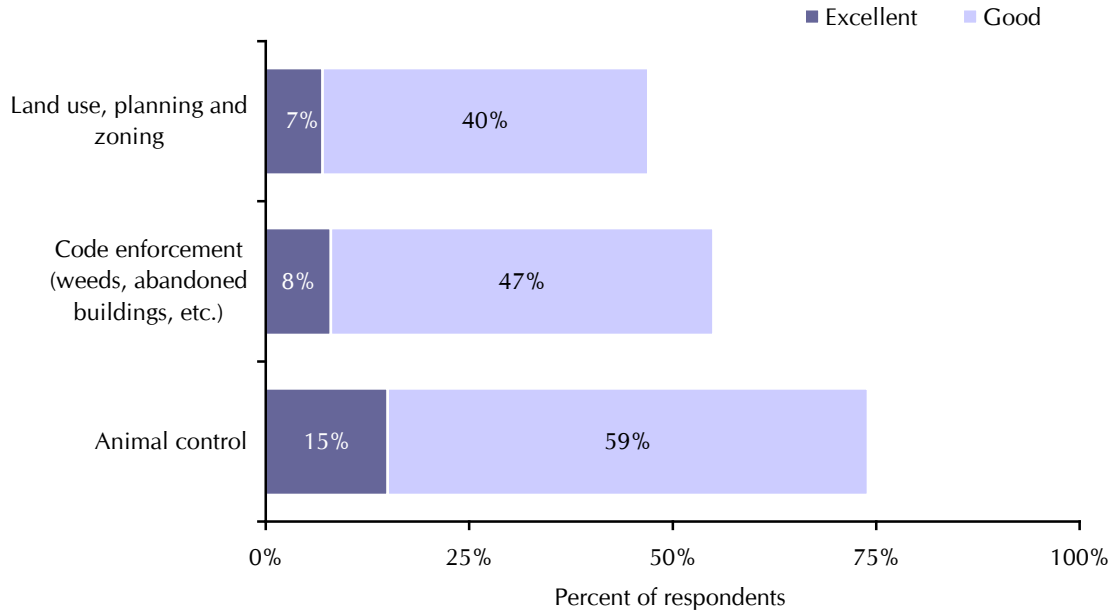


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Similar
Code enforcement (weeds, abandoned buildings, etc.)	Above
Animal control	Above

ECONOMIC SUSTAINABILITY

The United States went into recession in late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Hopkinton as a place to work and the overall quality of business and service establishments in the town. Receiving the lowest rating was shopping opportunities.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

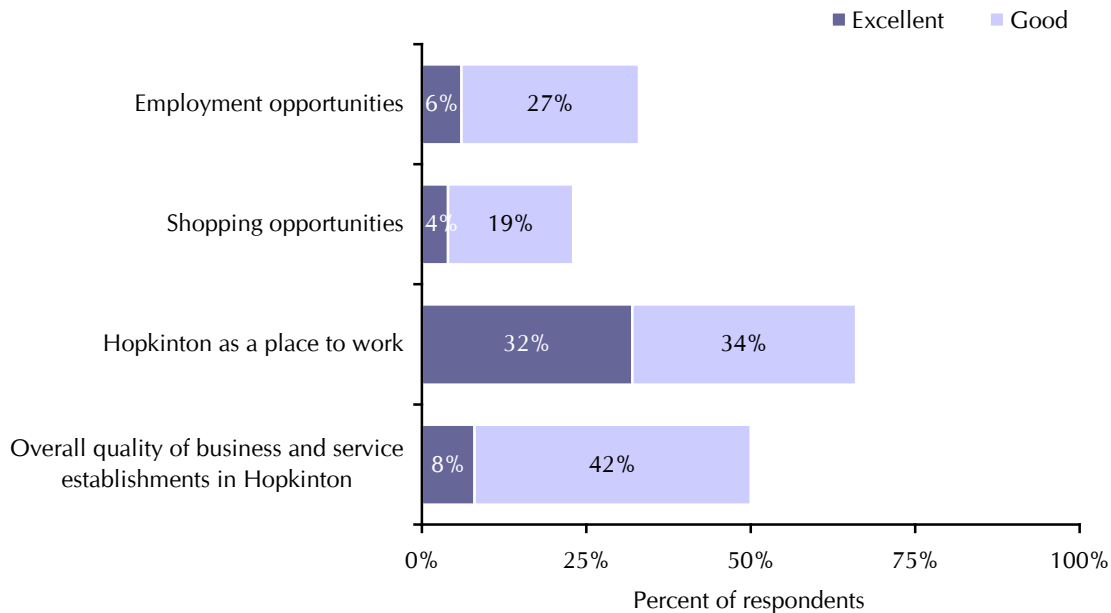


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Similar
Shopping opportunities	Much below
Hopkinton as a place to work	Much above
Overall quality of business and service establishments in Hopkinton	Much below

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Hopkinton, 66% responded that it was “too slow,” while 49% reported retail growth as “too slow.” Many more residents in Hopkinton compared to other jurisdictions believed that retail growth was too slow and far fewer residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOBS GROWTH

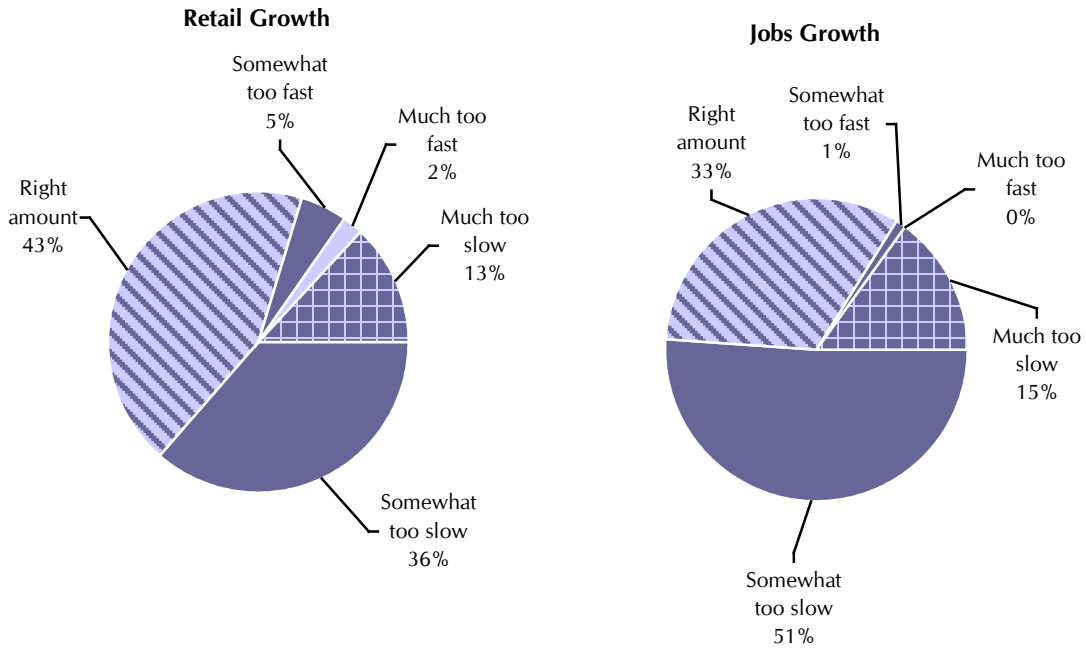


FIGURE 29: RETAIL AND JOBS GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much more
Jobs growth seen as too slow	Much less

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

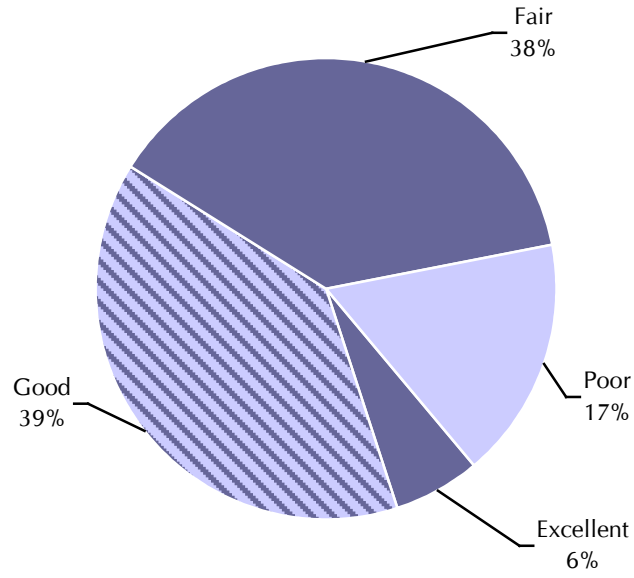


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

Comparison to benchmark	
Economic development	Similar

Residents were asked to reflect on their economic prospects in the near term. Twenty-four percent of Hopkinton residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 22% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was more than in comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE

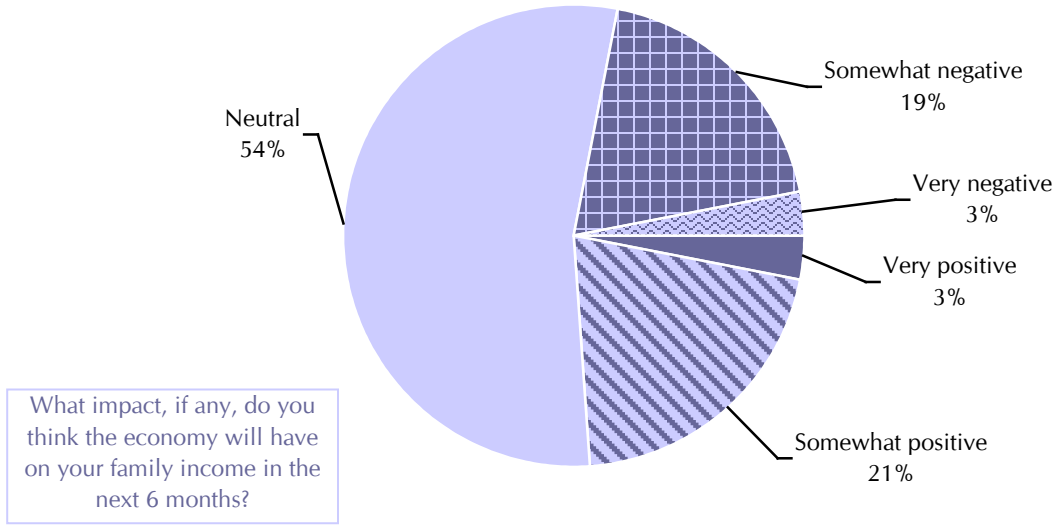


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Above

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the Town of Hopkinton. About 93% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 87% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

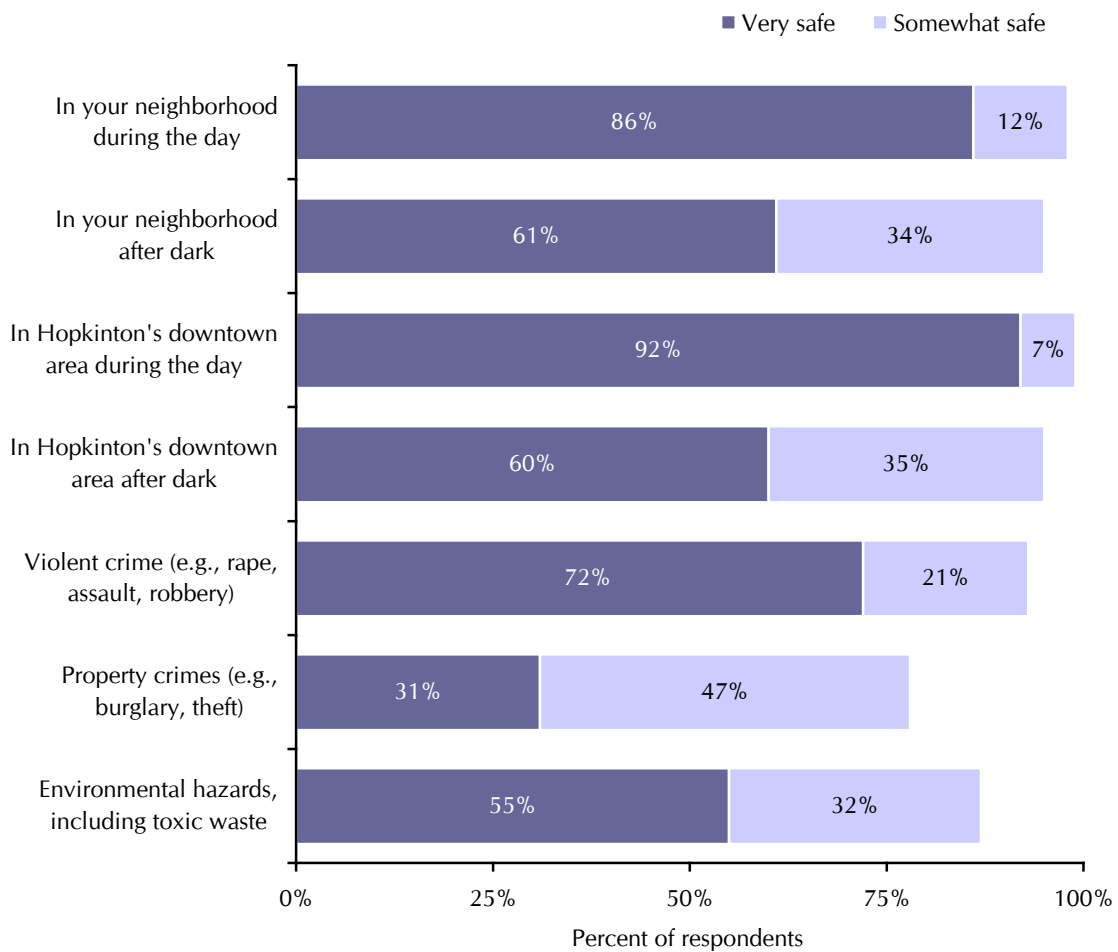


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Much above
In your neighborhood after dark	Much above
In Hopkinton's downtown area during the day	Much above
In Hopkinton's downtown area after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Much above
Property crimes (e.g., burglary, theft)	Much above
Environmental hazards, including toxic waste	Much above

As assessed by the survey, 5% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 97% had reported it to police. Compared to other jurisdictions far fewer Hopkinton residents had been victims of crime in the 12 months preceding the survey and many more Hopkinton residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING

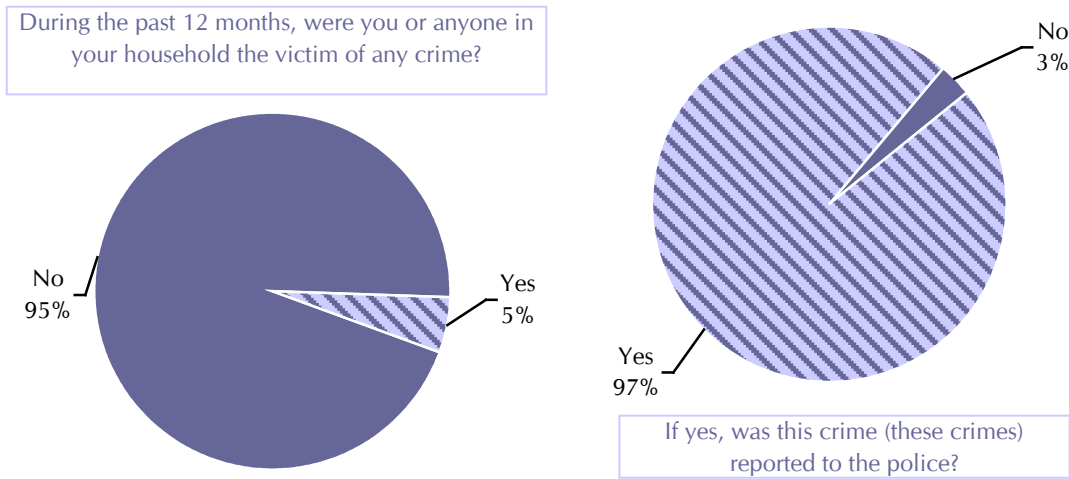


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Much less
Reported crimes	Much more

Residents rated seven Town public safety services; of these, all were rated much above the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES

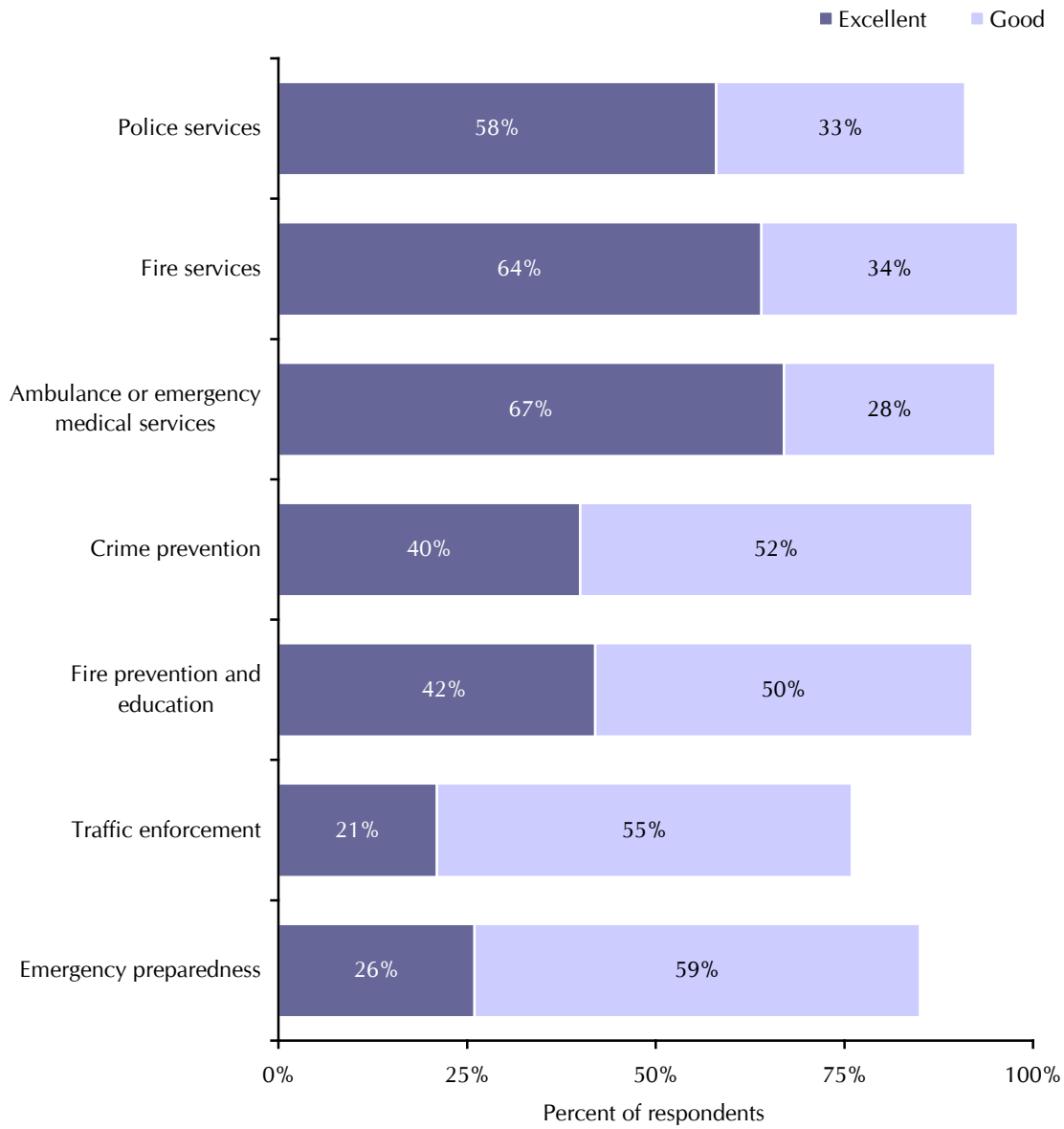


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Much above
Fire services	Much above
Ambulance or emergency medical services	Much above
Crime prevention	Much above
Fire prevention and education	Much above
Traffic enforcement	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much above

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

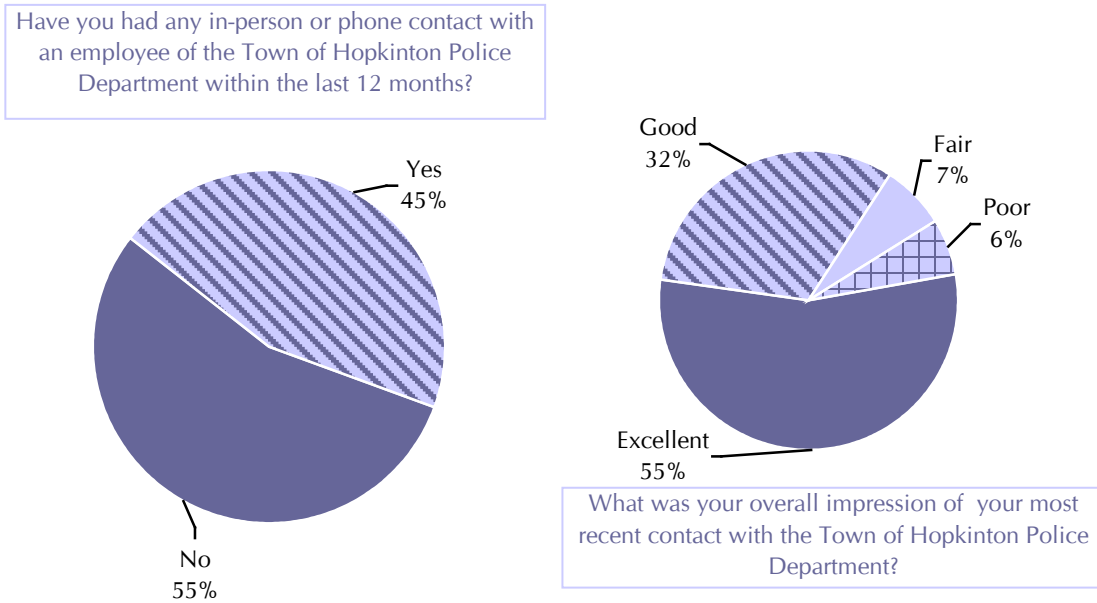


FIGURE 41: CONTACT WITH FIRE DEPARTMENT

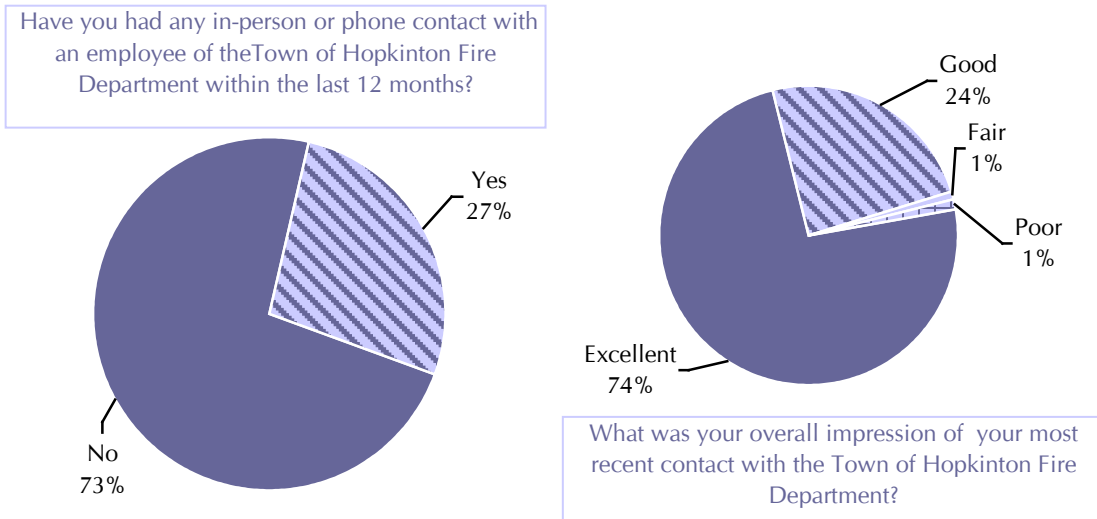


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the Town of Hopkinton Police Department	Much more
Overall impression of most recent contact with the Town of Hopkinton Police Department	Much above
Had contact with the Town of Hopkinton Fire Department	Much more
Overall impression of most recent contact with the Town of Hopkinton Fire Department	Much above

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the Town of Hopkinton were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 92% of survey respondents. All of these ratings were much above the national benchmark.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

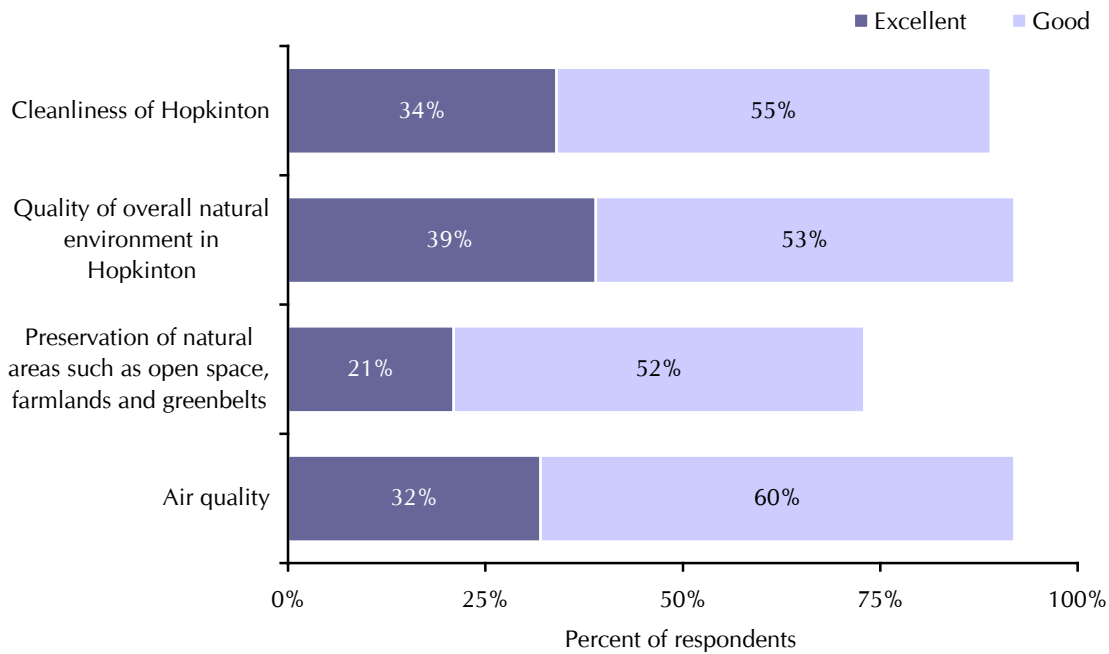


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Hopkinton	Much above
Quality of overall natural environment in Hopkinton	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above
Air quality	Much above

Resident recycling was much greater than recycling reported in comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

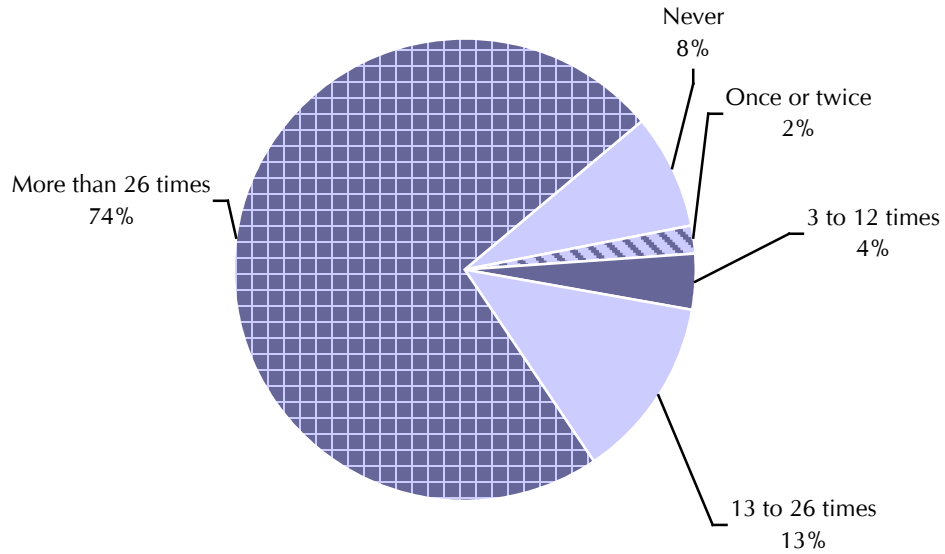


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

Of the six utility services rated by those completing the questionnaire, garbage collection, recycling, storm drainage drinking water and sewer services were higher than the benchmark comparison, while the power utility was rated similar to the benchmark comparison.

FIGURE 47: RATINGS OF UTILITY SERVICES

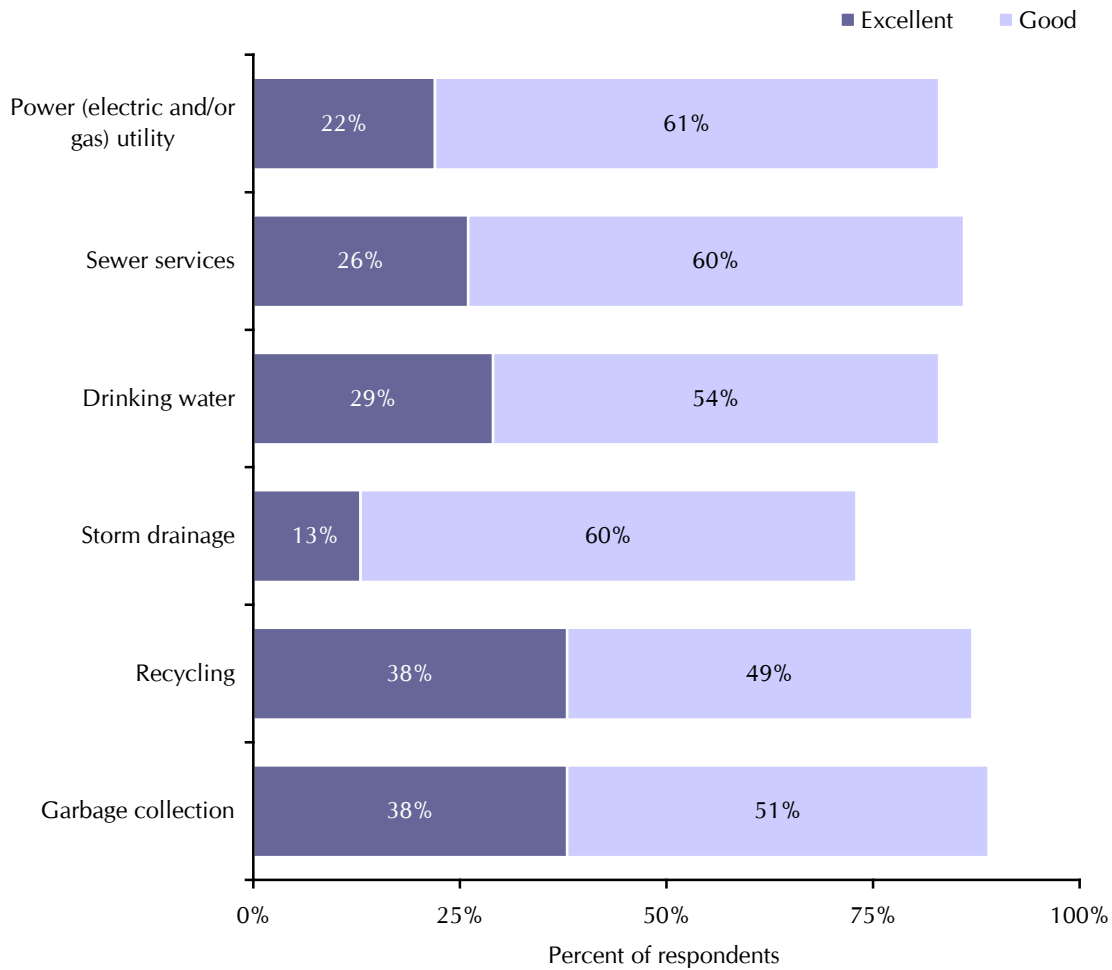


FIGURE 48: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Similar
Sewer services	Above
Drinking water	Much above
Storm drainage	Above
Recycling	Much above
Garbage collection	Above

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the Town of Hopkinton were rated positively as were services related to parks and recreation. Town Parks and recreation programs or classes were rated above the benchmark, while recreation centers or facilities were rated below the benchmark.

Resident use of Hopkinton parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Hopkinton recreation centers was about the same as the percent of users in comparison jurisdictions. However, recreation program use in Hopkinton was higher than recreation program use in comparison jurisdictions.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

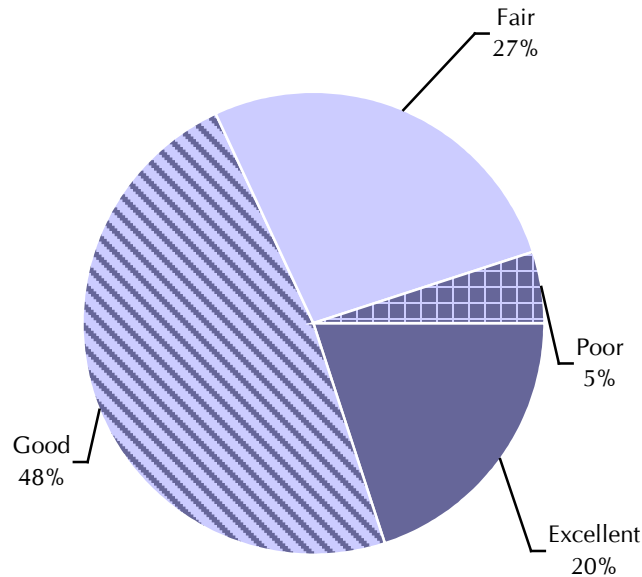


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Recreation opportunities	Similar

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

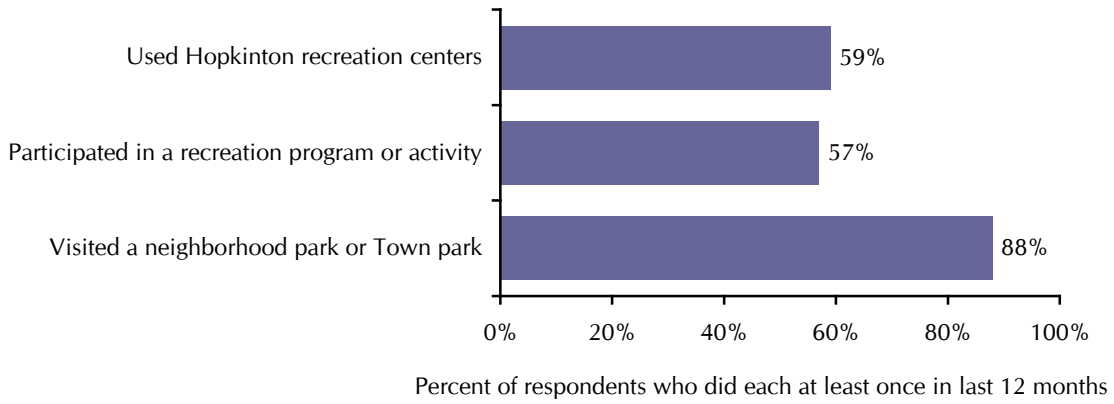


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Hopkinton recreation centers	Similar
Participated in a recreation program or activity	Much more
Visited a neighborhood park or Town park	Similar

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES

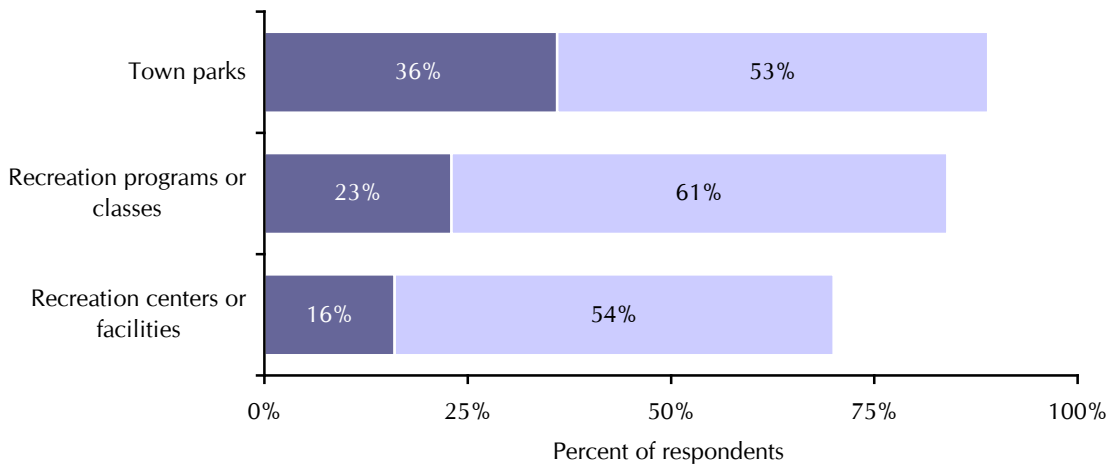


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
Town parks	Above
Recreation programs or classes	Above
Recreation centers or facilities	Below

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 40% of respondents. Educational opportunities were rated as “excellent” or “good” by 80% of respondents. Compared to the benchmark data, educational opportunities were much above comparison jurisdictions, while cultural activity opportunities were rated much below the benchmarks.

About 71% of Hopkinton residents used a Town library at least once in the 12 months preceding the survey. This participation rate for library use was similar to comparison jurisdictions.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

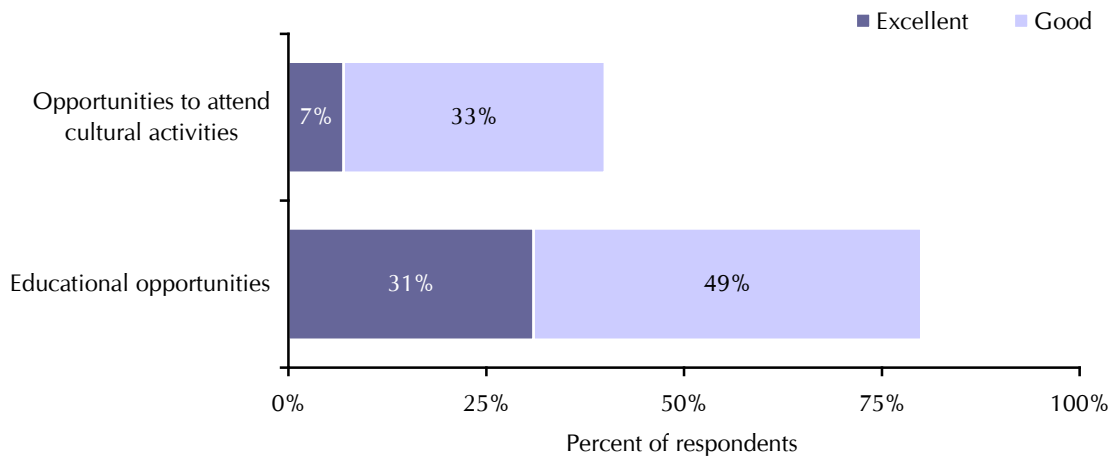


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much below
Educational opportunities	Much above

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

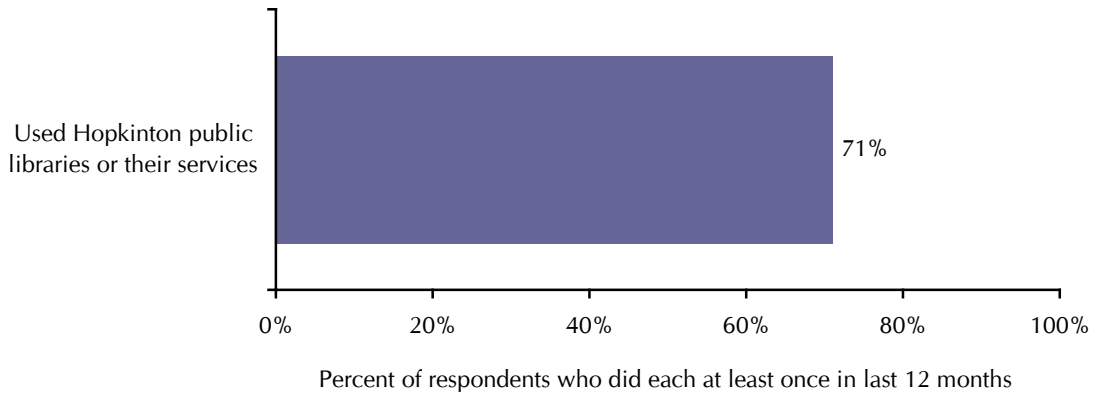


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Used Hopkinton public libraries or their services	Similar

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

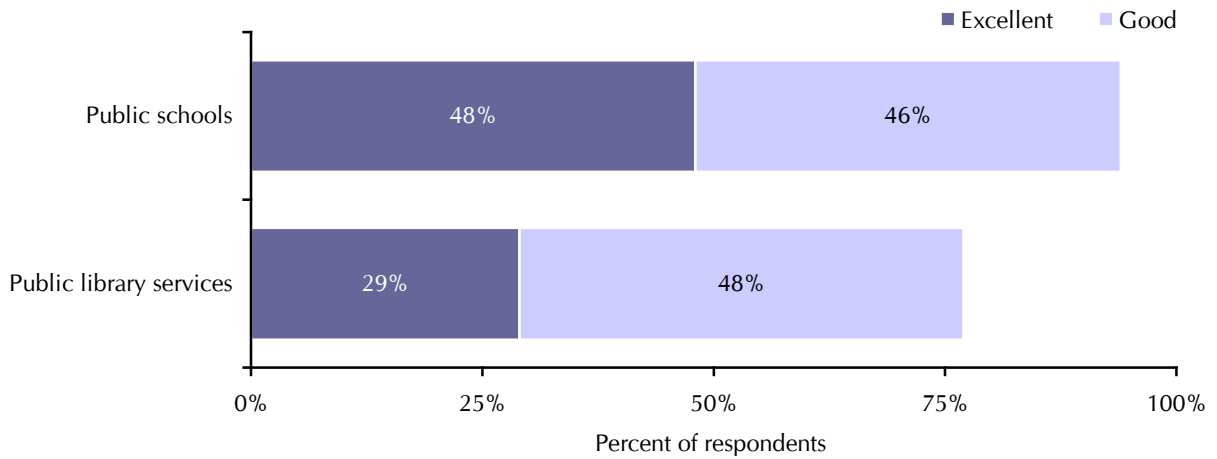


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

Comparison to benchmark	
Public schools	Much above
Public library services	Much below

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the Town of Hopkinton were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for the Town of Hopkinton, while the availability of preventive health services and affordable quality health care were rated less favorably by residents.

Among Hopkinton residents, 40% rated affordable quality health care as “excellent” while six percent rated it as “good.” Those ratings were below the ratings of comparison communities.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

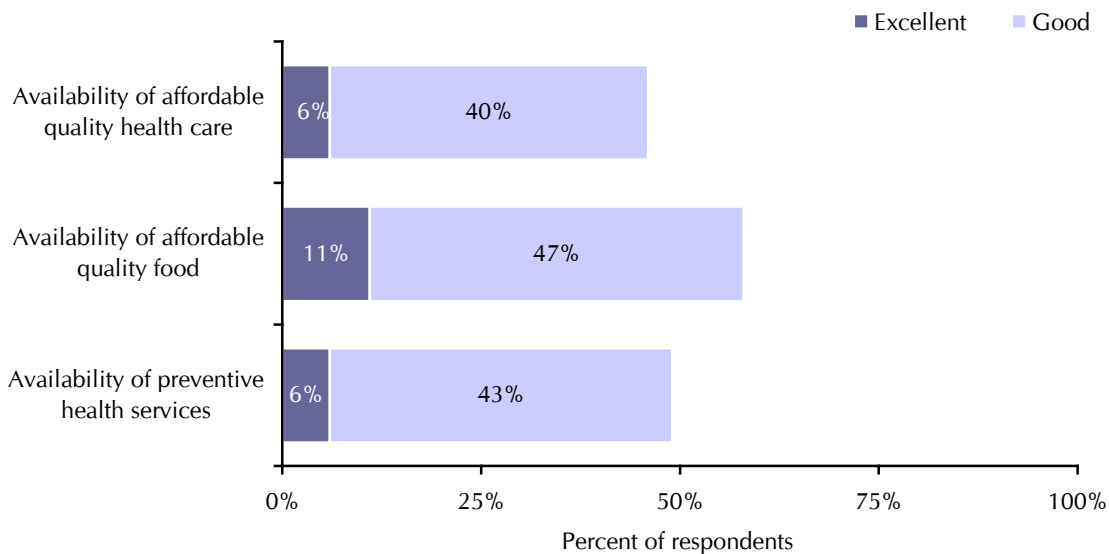


FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Below
Availability of affordable quality food	Below
Availability of preventive health services	Much below

Health services in Hopkinton were rated “excellent” or “good” by 65% of respondents and were similar to comparison jurisdictions.

FIGURE 63: RATINGS OF HEALTH AND WELLNESS SERVICES

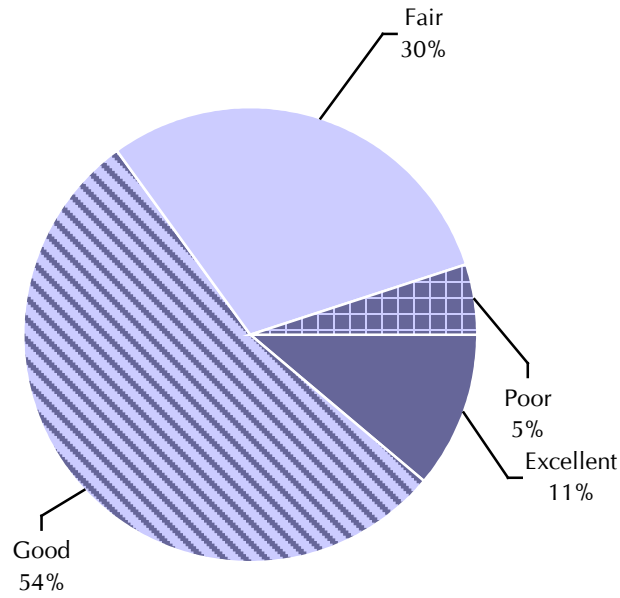


FIGURE 64: HEALTH AND WELLNESS SERVICES BENCHMARKS

Comparison to benchmark	
Health services	Similar

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the Town of Hopkinton as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including youth, seniors and low-income residents. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

Almost all residents rated the Town of Hopkinton as an “excellent” or “good” place to raise kids and a moderate percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Most survey respondents felt the Town of Hopkinton was open and accepting towards people of diverse backgrounds. Hopkinton as a place to retire was rated the lowest by residents and was lower than the benchmark.

FIGURE 65: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

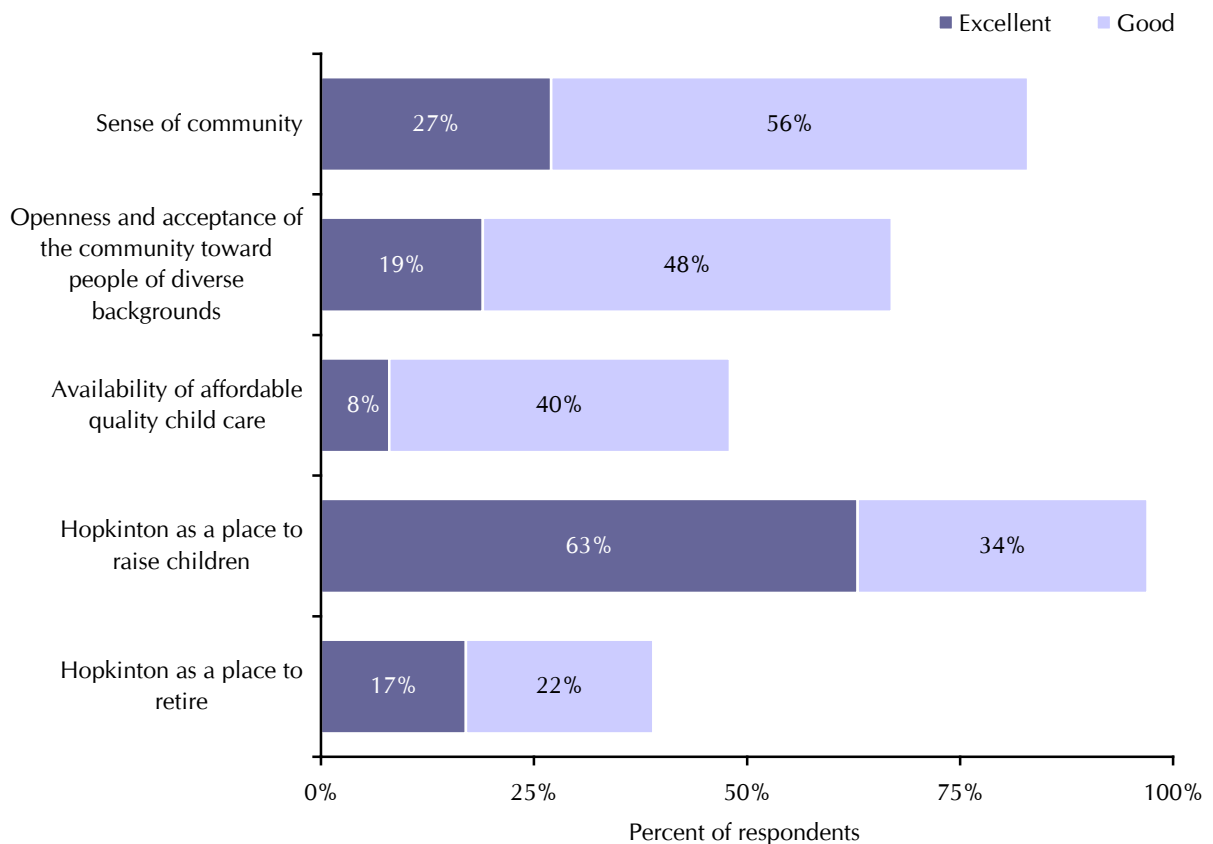


FIGURE 66: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Much above
Openness and acceptance of the community toward people of diverse backgrounds	Similar
Availability of affordable quality child care	Above
Hopkinton as a place to raise kids	Much above
Hopkinton as a place to retire	Much below

Services to more vulnerable populations (e.g. seniors, youth or low-income residents) ranged from 53% to 87% with ratings of “excellent” or “good.” Services to youth and services to seniors were above the benchmark while services to low-income residents were similar to the benchmark.

FIGURE 67: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

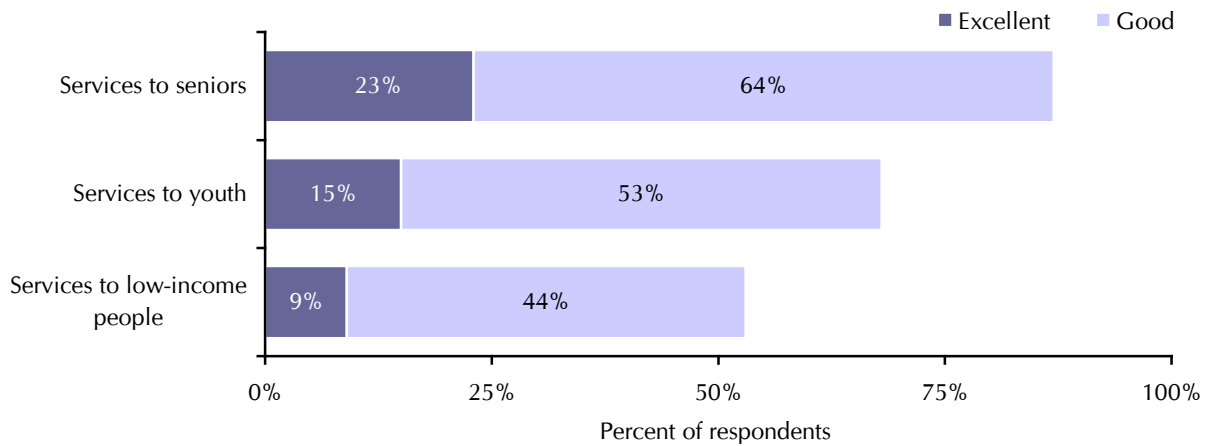


FIGURE 68: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much above
Services to youth	Above
Services to low income people	Similar

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the Town can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the Town of Hopkinton. Survey participants rated the volunteer opportunities in the Town of Hopkinton favorably. Opportunities to attend or participate in community matters were also rated favorably.

Ratings of civic engagement opportunities were much above ratings from comparison jurisdictions where these questions were asked.

FIGURE 69: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

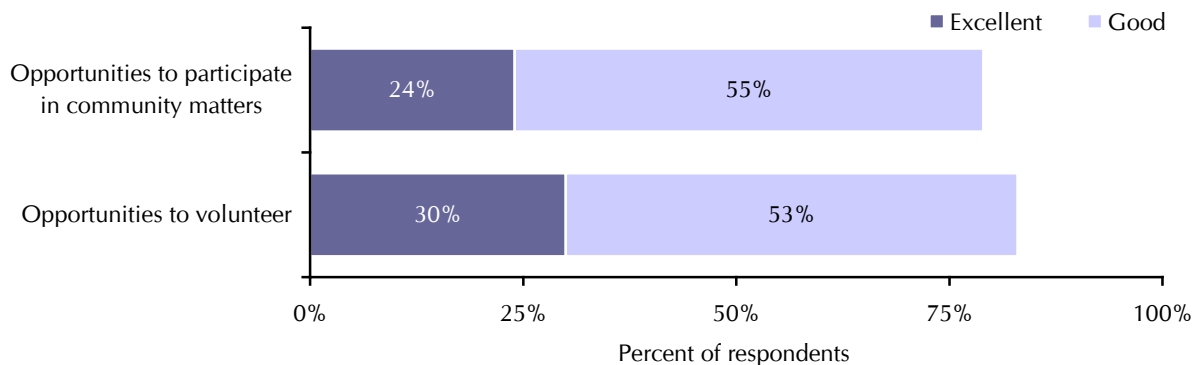


FIGURE 70: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Much above
Opportunities to volunteer	Much above

About half of the participants in this survey had attended or watched a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, and the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Providing help to a friend or neighbor showed similar rates of involvement; while attending meetings of local elected officials or other local public meetings, watching a meeting of local elected officials or other public meetings on cable television, the Internet or other media, volunteering your time to some group or activity in Hopkinton, and participating in a club or a civic group in Hopkinton showed higher rates.

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

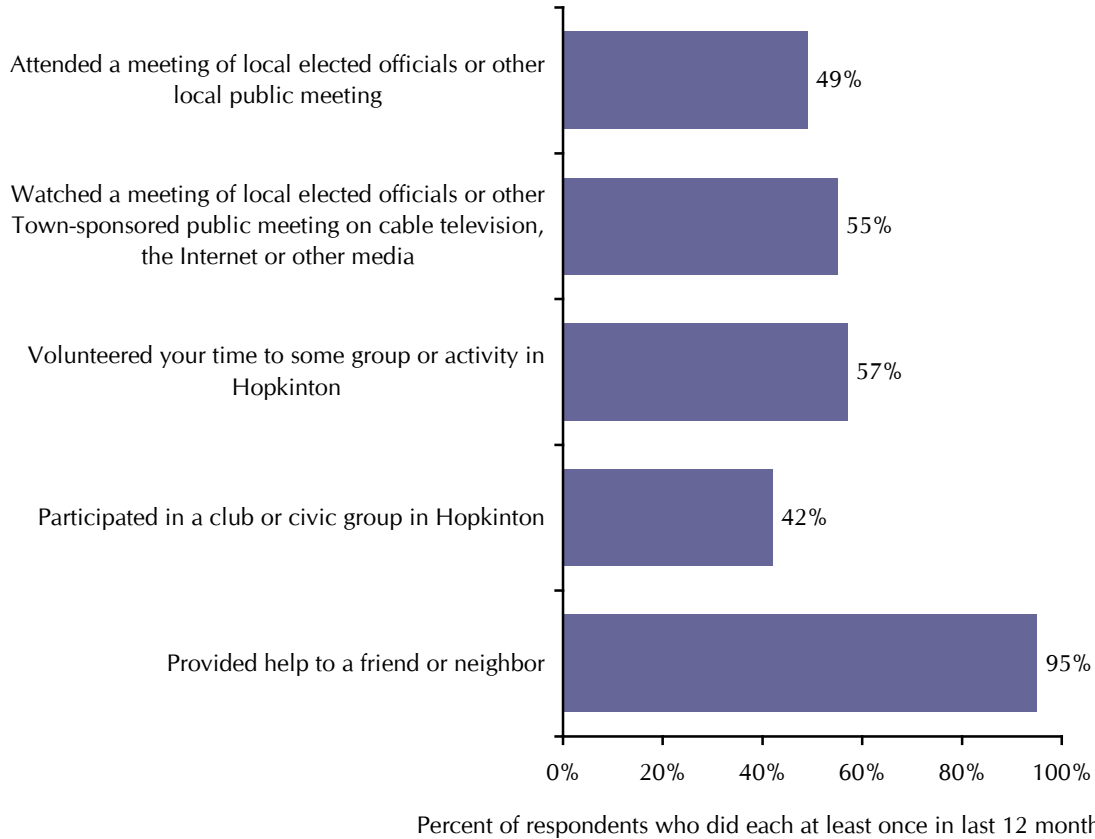


FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much more
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much more
Volunteered your time to some group or activity in Hopkinton	Much more
Participated in a club or civic group in Hopkinton	Much more
Provided help to a friend or neighbor	Similar

Town of Hopkinton residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-three percent reported they were registered to vote and 85% indicated they had voted in the last general election. This rate of self-reported voting was much higher than that of comparison communities.

FIGURE 73: REPORTED VOTING BEHAVIOR

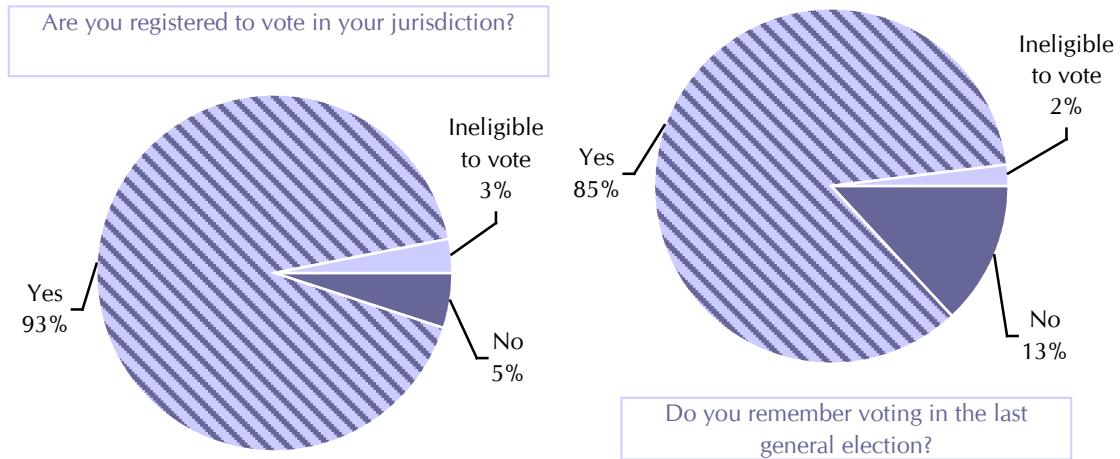


FIGURE 74: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Much more
Voted in last general election	Much more

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Town of Hopkinton Web site in the previous 12 months, 85% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 75: USE OF INFORMATION SOURCES

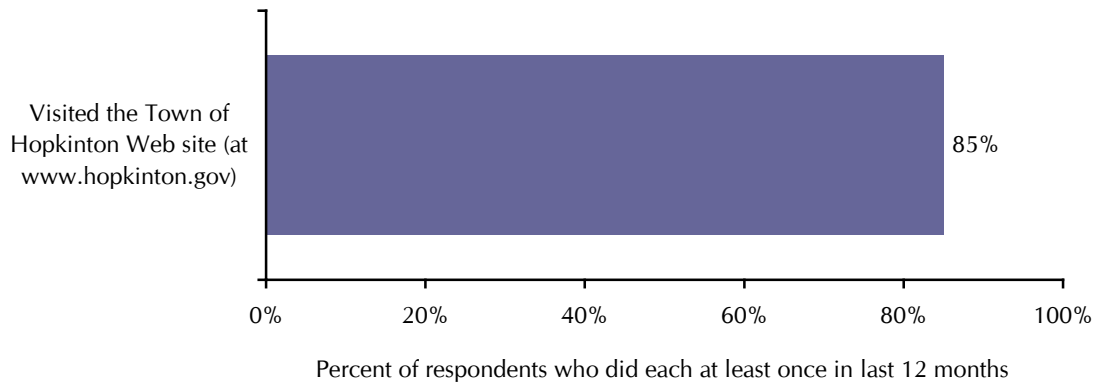


FIGURE 76: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Visited the Town of Hopkinton Web site	Much more

FIGURE 77: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

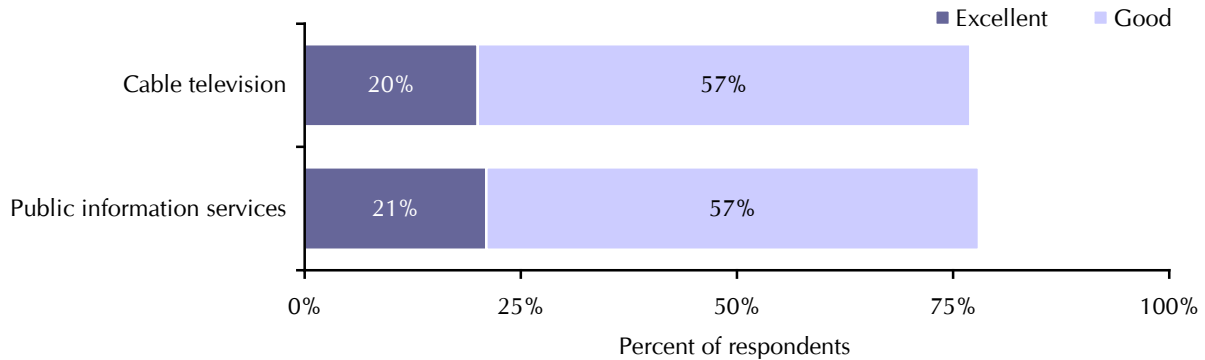


FIGURE 78: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Much above
Public information services	Much above

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 66% of respondents, while 80% rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 79: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

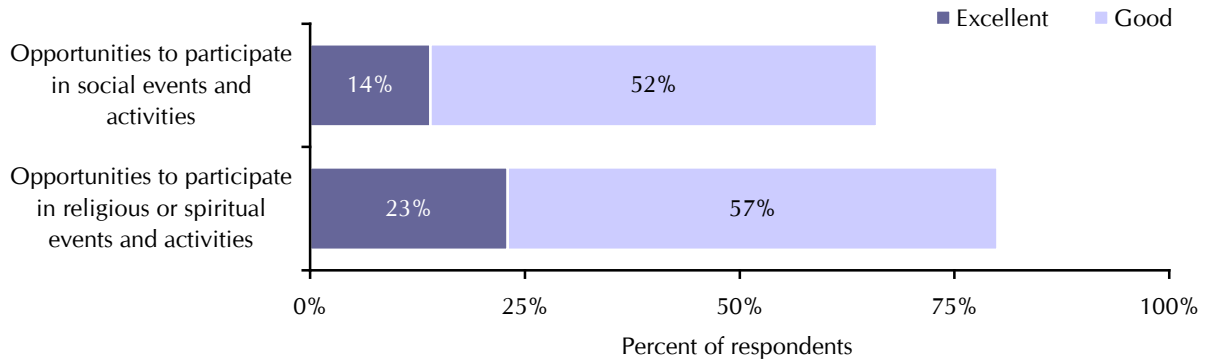


FIGURE 80: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Similar
Opportunities to participate in religious or spiritual events and activities	Similar

Residents in Hopkinton reported a fair amount of neighborliness. About half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was similar to the amount of contact reported in other communities.

FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS

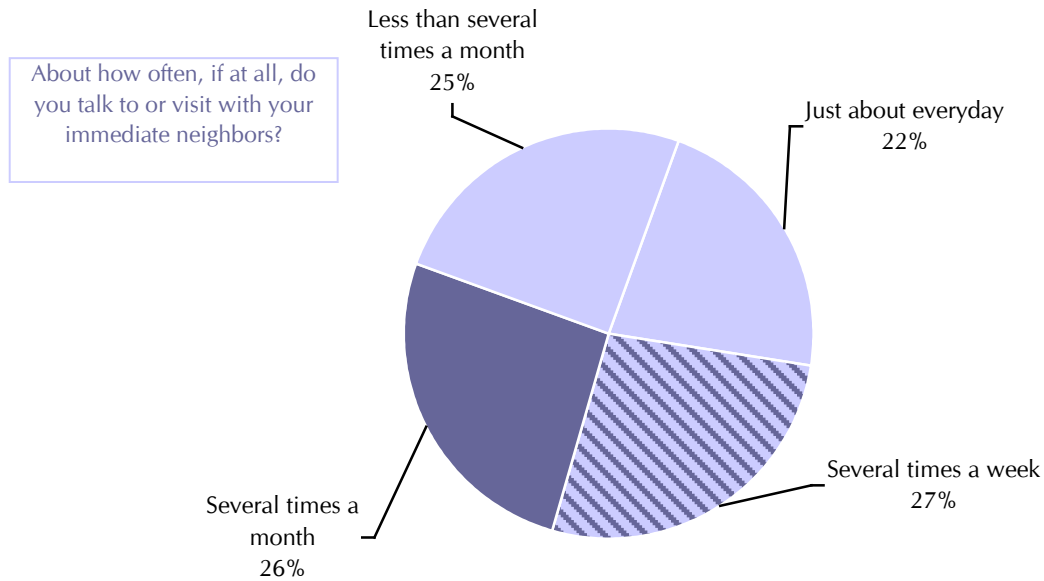


FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Similar

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the Town of Hopkinton is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the Town of Hopkinton could be compared to their opinion about services provided by the State and Federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the Town of Hopkinton may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the Town of Hopkinton does at welcoming citizen involvement, 54% rated it as "excellent" or "good." Of these four ratings, one was above the benchmark, two were similar, and one was below.

FIGURE 83: PUBLIC TRUST RATINGS

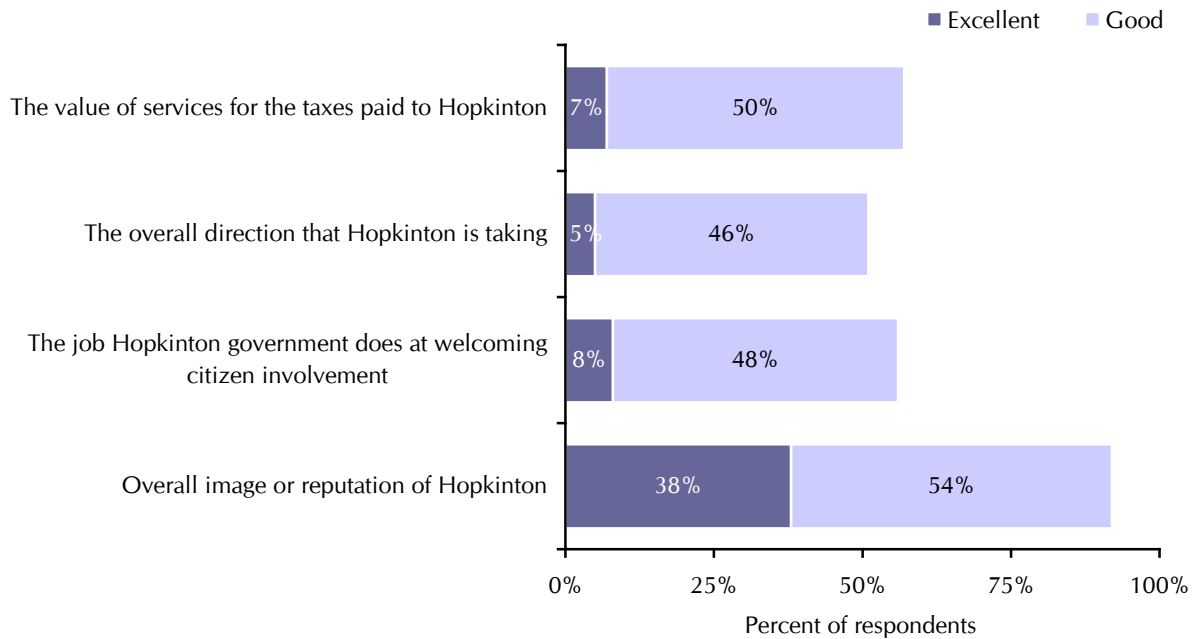


FIGURE 84: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Hopkinton	Similar
The overall direction that Hopkinton is taking	Below
Job Hopkinton government does at welcoming citizen involvement	Similar
Overall image or reputation of Hopkinton	Much above

On average, residents of the Town of Hopkinton gave the highest evaluations to their own local government and the lowest average rating to services provided by the Federal Government. The overall quality of services delivered by the Town of Hopkinton was rated as “excellent” or “good” by 83% of survey participants. The Town of Hopkinton’s rating was above the benchmark when compared to other communities in the nation.

FIGURE 85: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

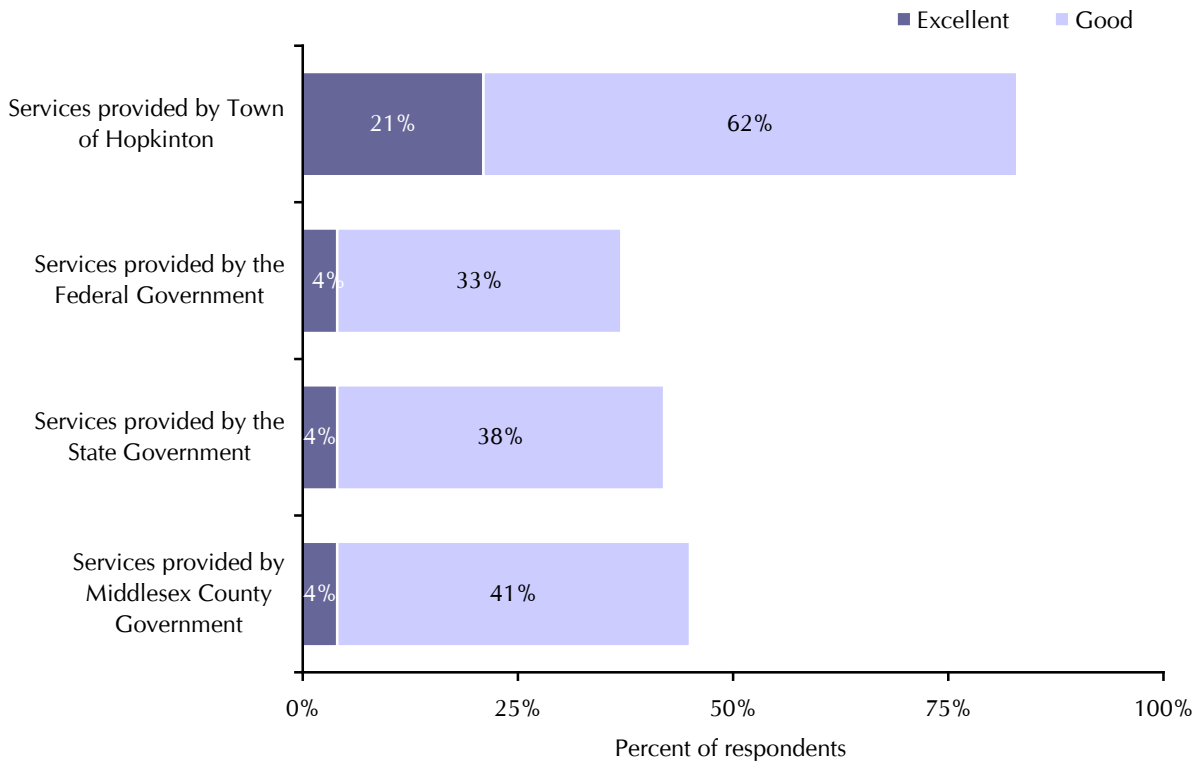


FIGURE 86: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the Town of Hopkinton	Above
Services provided by the Federal Government	Similar
Services provided by the State Government	Similar
Services provided by Middlesex County Government	Below

Town of Hopkinton Employees

The employees of the Town of Hopkinton who interact with the public create the first impression that most residents have of the Town of Hopkinton. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the Town of Hopkinton. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the Town of Hopkinton staff.

Those completing the survey were asked if they had been in contact with a Town employee either in-person, over the phone or via email in the last 12 months; the 64% who reported that they had been in contact (a percent that is much more than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. Town employees were rated highly; 86% of respondents rated their overall impression as "excellent" or "good."

FIGURE 87: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH TOWN EMPLOYEES IN PREVIOUS 12 MONTHS

Have you had any in-person, phone or email contact with an employee of Hopkinton within the last 12 months?

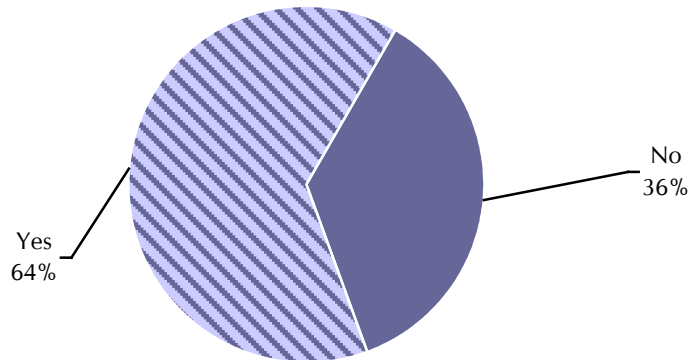


FIGURE 88: CONTACT WITH TOWN EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with Town employee(s) in last 12 months	Much more

FIGURE 89: RATINGS OF TOWN EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

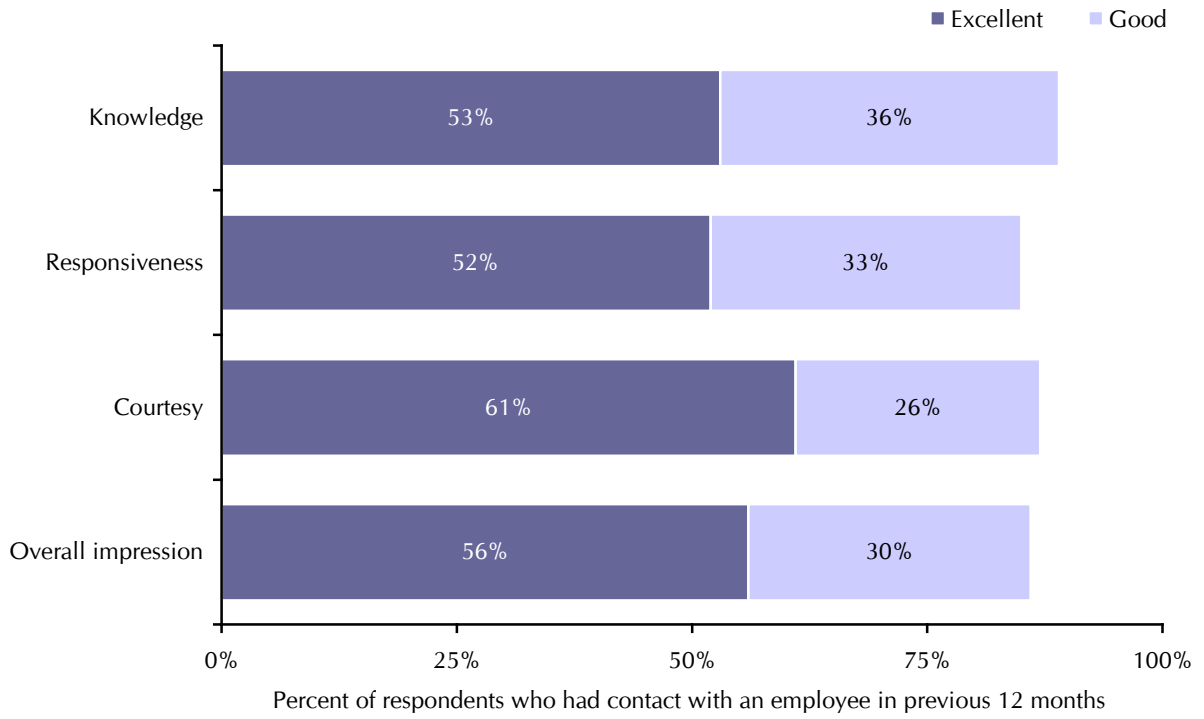


FIGURE 90: RATINGS OF TOWN EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Much above
Responsiveness	Much above
Courteousness	Much above
Overall impression	Much above

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the Town of Hopkinton by examining the relationships between ratings of each service and ratings of the Town of Hopkinton's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall Town service quality have been identified. By targeting improvements in key services, the Town of Hopkinton can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Hopkinton Key Driver Analysis were:

- Police services
- Public information services

TOWN OF HOPKINTON ACTION CHART™

The 2013 Town of Hopkinton Action Chart™ on the following page combines two dimensions of performance:

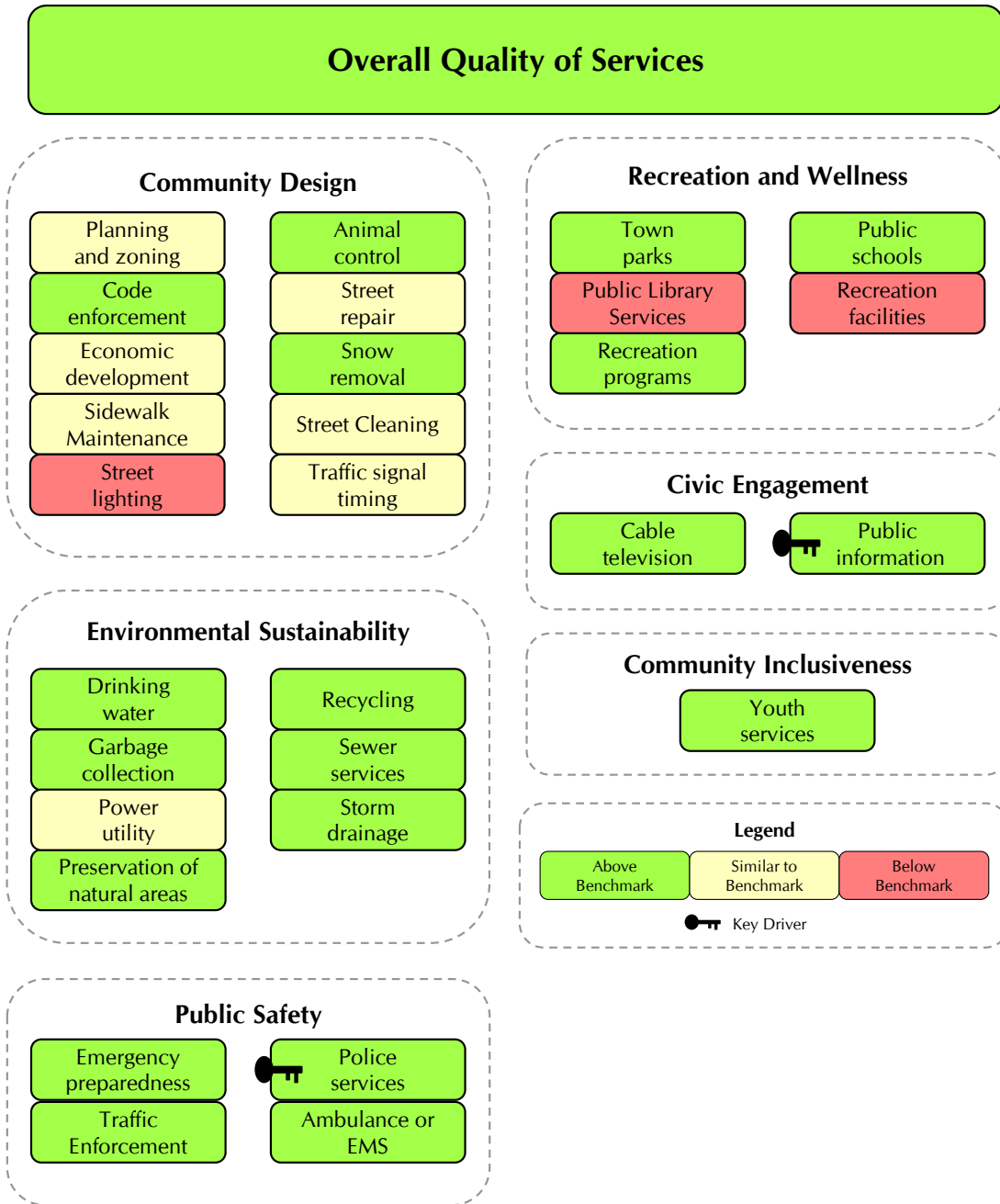
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the Town.

Twenty-nine services were included in the KDA for the Town of Hopkinton. Of these, 19 were above the benchmark, three were below the benchmark and seven were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Hopkinton, both key drivers were above the benchmark comparison. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Excluding “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 91: TOWN OF HOPKINTON ACTION CHART



Using Your Action Chart™

The key drivers derived for the Town of Hopkinton provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the Town of Hopkinton, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Hopkinton, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Hopkinton residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the Town of Hopkinton key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 92: KEY DRIVERS COMPARED

Service	Town of Hopkinton Key Driver	National Key Driver	Core Service
• Police services	✓	✓	✓
Ambulance and emergency medical services			✓
◦ Municipal courts			
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Snow removal			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
Power (electric and/or gas) utility			✓
◦ City parks			
◦ Recreation programs or classes			
◦ Recreation centers or facilities			
Land use planning and zoning		✓	
Code enforcement			✓
◦ Animal control			
Economic development		✓	
◦ Services to youth			
◦ Public library			
• Public information services	✓	✓	
Public schools		✓	
◦ Cable television			
◦ Emergency preparedness			
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

CUSTOM QUESTIONS

“Don’t know” responses have been removed from the following questions, when applicable

Custom Question 1					
If the Town were to propose a budget increase, to what extent you would support or oppose a budget increase to increase funding for each of the following?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Public school programs	37%	34%	19%	9%	100%
Public school maintenance	33%	41%	20%	6%	100%
Library services	27%	39%	22%	12%	100%
Road maintenance	25%	57%	14%	5%	100%
Parks/recreation maintenance	25%	44%	24%	6%	100%
Senior center services	21%	46%	25%	8%	100%
Police services	21%	50%	20%	9%	100%
Parks/recreation programs	21%	46%	26%	7%	100%
Ambulance services	21%	54%	18%	7%	100%
Fire services	19%	54%	19%	8%	100%
Snow plowing	15%	55%	24%	6%	100%
General administration (Town Hall services)	3%	41%	37%	20%	100%

Question 23: Custom Question 2					
Please rate the quality of the following services at Hopkinton Public Library:	Excellent	Good	Fair	Poor	Total
Library resources (books, DVDs, audio books, e-books, magazines, etc.)	19%	50%	27%	4%	100%
Library programs	19%	53%	25%	4%	100%
Access to technology	16%	45%	30%	9%	100%
Library hours	13%	53%	27%	7%	100%

Question 24: Custom Question 3	
Please indicate how likely or unlikely you would be to support an automated trash and recycling curbside collection program, at no additional cost to residents, that includes single stream recycling (all recyclables comingled and collected in a single cart); a free, wheeled cart for recyclables; and a free, wheeled cart for trash?	Percent of respondents
Very likely	66%
Somewhat likely	25%
Somewhat unlikely	3%
Very unlikely	6%
Total	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Hopkinton:	Excellent	Good	Fair	Poor	Total
Hopkinton as a place to live	52%	45%	3%	0%	100%
Your neighborhood as a place to live	53%	39%	8%	1%	100%
Hopkinton as a place to raise children	63%	34%	3%	0%	100%
Hopkinton as a place to work	32%	34%	26%	8%	100%
Hopkinton as a place to retire	17%	22%	36%	26%	100%
The overall quality of life in Hopkinton	41%	53%	6%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Hopkinton as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	27%	56%	15%	2%	100%
Openness and acceptance of the community toward people of diverse backgrounds	19%	48%	23%	11%	100%
Overall appearance of Hopkinton	25%	56%	17%	2%	100%
Cleanliness of Hopkinton	34%	55%	10%	1%	100%
Overall quality of new development in Hopkinton	14%	44%	29%	12%	100%
Variety of housing options	8%	39%	40%	12%	100%
Overall quality of business and service establishments in Hopkinton	8%	42%	33%	17%	100%
Shopping opportunities	4%	19%	43%	34%	100%
Opportunities to attend cultural activities	7%	33%	43%	17%	100%
Recreational opportunities	20%	48%	27%	5%	100%
Employment opportunities	6%	27%	44%	23%	100%
Educational opportunities	31%	49%	16%	5%	100%
Opportunities to participate in social events and activities	14%	52%	29%	5%	100%
Opportunities to participate in religious or spiritual events and activities	23%	57%	17%	2%	100%
Opportunities to volunteer	30%	53%	15%	2%	100%
Opportunities to participate in community matters	24%	55%	19%	2%	100%
Ease of car travel in Hopkinton	12%	40%	31%	17%	100%
Ease of bus travel in Hopkinton	2%	16%	28%	54%	100%
Ease of bicycle travel in Hopkinton	5%	30%	36%	29%	100%
Ease of walking in Hopkinton	11%	34%	32%	22%	100%
Availability of paths and walking trails	19%	39%	29%	13%	100%
Traffic flow on major streets	4%	17%	44%	35%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Hopkinton as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	3%	28%	45%	23%	100%
Availability of affordable quality housing	3%	24%	43%	30%	100%
Availability of affordable quality child care	8%	40%	43%	10%	100%
Availability of affordable quality health care	6%	40%	43%	11%	100%
Availability of affordable quality food	11%	47%	32%	10%	100%
Availability of preventive health services	6%	43%	41%	10%	100%
Air quality	32%	60%	7%	1%	100%
Quality of overall natural environment in Hopkinton	39%	53%	8%	0%	100%
Overall image or reputation of Hopkinton	38%	54%	7%	1%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Hopkinton over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	2%	46%	35%	18%	100%
Retail growth (stores, restaurants, etc.)	13%	36%	43%	5%	2%	100%
Jobs growth	15%	51%	33%	1%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Hopkinton?	Percent of respondents
Not a problem	24%
Minor problem	50%
Moderate problem	22%
Major problem	5%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Hopkinton:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	72%	21%	6%	0%	0%	100%
Property crimes (e.g., burglary, theft)	31%	47%	11%	9%	1%	100%
Environmental hazards, including toxic waste	55%	32%	10%	2%	2%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	86%	12%	1%	1%	0%	100%
In your neighborhood after dark	61%	34%	4%	1%	1%	100%
In Hopkinton's downtown area during the day	92%	7%	1%	0%	0%	100%
In Hopkinton's downtown area after dark	60%	35%	4%	1%	0%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the Town of Hopkinton Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the Town of Hopkinton Police Department within the last 12 months?	55%	45%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the Town of Hopkinton Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the Town of Hopkinton Police Department?	55%	32%	7%	6%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	95%
Yes	5%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	3%
Yes	97%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Hopkinton?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Hopkinton public libraries or their services	29%	21%	26%	12%	12%	100%
Used Hopkinton recreation centers	41%	23%	18%	7%	10%	100%
Participated in a recreation program or activity	43%	25%	19%	5%	8%	100%
Visited a neighborhood park or Town park	12%	27%	31%	15%	15%	100%
Ridden a local bus within Hopkinton	94%	2%	1%	1%	3%	100%
Attended a meeting of local elected officials or other local public meeting	51%	31%	14%	3%	1%	100%
Watched a meeting of local elected officials or other Town-sponsored public meeting on cable television, the Internet or other media	45%	33%	17%	4%	1%	100%
Visited the Town of Hopkinton Web site (at www.hopkinton.gov)	15%	20%	40%	20%	5%	100%
Recycled used paper, cans or bottles from your home	8%	2%	4%	13%	74%	100%
Volunteered your time to some group or activity in Hopkinton	43%	17%	19%	10%	12%	100%
Participated in a club or civic group in Hopkinton	58%	15%	12%	6%	9%	100%
Provided help to a friend or neighbor	5%	18%	46%	17%	14%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	22%
Several times a week	27%
Several times a month	26%
Less than several times a month	25%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Hopkinton:	Excellent	Good	Fair	Poor	Total
Police services	58%	33%	7%	2%	100%
Fire services	64%	34%	2%	0%	100%
Ambulance or emergency medical services	67%	28%	5%	0%	100%
Crime prevention	40%	52%	7%	1%	100%
Fire prevention and education	42%	50%	7%	1%	100%
Traffic enforcement	21%	55%	18%	6%	100%
Street repair	8%	36%	39%	17%	100%
Street cleaning	15%	46%	28%	11%	100%
Street lighting	12%	39%	34%	15%	100%
Snow removal	28%	48%	20%	4%	100%
Sidewalk maintenance	11%	46%	34%	9%	100%
Traffic signal timing	9%	49%	26%	16%	100%
Bus or transit services	5%	28%	22%	45%	100%
Garbage collection	38%	51%	8%	3%	100%
Recycling	38%	49%	10%	3%	100%
Storm drainage	13%	60%	24%	3%	100%
Drinking water	29%	54%	15%	2%	100%
Sewer services	26%	60%	11%	4%	100%
Power (electric and/or gas) utility	22%	61%	13%	4%	100%
Town parks	36%	53%	10%	1%	100%
Recreation programs or classes	23%	61%	13%	3%	100%
Recreation centers or facilities	16%	54%	22%	8%	100%
Land use, planning and zoning	7%	40%	38%	15%	100%
Code enforcement (weeds, abandoned buildings, etc.)	8%	47%	33%	11%	100%
Animal control	15%	59%	18%	9%	100%
Economic development	6%	39%	38%	17%	100%
Health services	11%	54%	30%	5%	100%
Services to seniors	23%	64%	11%	1%	100%
Services to youth	15%	53%	22%	10%	100%
Services to low-income people	9%	44%	27%	20%	100%
Public library services	29%	48%	17%	6%	100%
Public information services	21%	57%	19%	3%	100%
Public schools	48%	46%	5%	1%	100%
Cable television	20%	57%	18%	5%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	26%	59%	10%	5%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	21%	52%	19%	8%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Hopkinton:	Excellent	Good	Fair	Poor	Total
Veteran services	17%	57%	22%	4%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The Town of Hopkinton	21%	62%	15%	2%	100%
The Federal Government	4%	33%	47%	16%	100%
The State Government	4%	38%	47%	12%	100%
Middlesex County Government	4%	41%	45%	10%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Hopkinton to someone who asks	61%	33%	4%	2%	100%
Remain in Hopkinton for the next five years	64%	25%	5%	6%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	3%
Somewhat positive	21%
Neutral	54%
Somewhat negative	19%
Very negative	3%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the Town of Hopkinton Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the Town of Hopkinton Fire Department within the last 12 months?	73%	27%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the Town of Hopkinton Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the Town of Hopkinton Fire Department?	74%	24%	1%	1%	100%

Question 19: Contact with Town Employees	
Have you had any in-person, phone or email with an employee of the Town of Hopkinton within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	36%
Yes	64%
Total	100%

Question 20: Town Employees					
What was your impression of the employee(s) of the Town of Hopkinton in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	53%	36%	10%	2%	100%
Responsiveness	52%	33%	10%	5%	100%
Courtesy	61%	26%	8%	5%	100%
Overall impression	56%	30%	9%	5%	100%

Question 21: Government Performance					
Please rate the following categories of Hopkinton government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Hopkinton	7%	50%	33%	10%	100%
The overall direction that Hopkinton is taking	5%	46%	39%	10%	100%
The job Hopkinton government does at welcoming citizen involvement	8%	48%	34%	10%	100%

Question 22: Custom Question 1					
If the Town were to propose a budget increase, to what extent you would support or oppose a budget increase to increase funding for each of the following?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
General administration (Town Hall services)	3%	41%	37%	20%	100%
Fire services	19%	54%	19%	8%	100%
Ambulance services	21%	54%	18%	7%	100%
Police services	21%	50%	20%	9%	100%
Public school programs	37%	34%	19%	9%	100%
Public school maintenance	33%	41%	20%	6%	100%
Snow plowing	15%	55%	24%	6%	100%
Road maintenance	25%	57%	14%	5%	100%
Parks/recreation programs	21%	46%	26%	7%	100%
Parks/recreation maintenance	25%	44%	24%	6%	100%
Library services	27%	39%	22%	12%	100%
Senior center services	21%	46%	25%	8%	100%

Question 23: Custom Question 2					
Please rate the quality of the following services at Hopkinton Public Library:	Excellent	Good	Fair	Poor	Total
Library hours	13%	53%	27%	7%	100%
Library resources (books, DVDs, audio books, e-books, magazines, etc.)	19%	50%	27%	4%	100%
Library programs	19%	53%	25%	4%	100%
Access to technology	16%	45%	30%	9%	100%

Question 24: Custom Question 3	
Please indicate how likely or unlikely you would be to support an automated trash and recycling curbside collection program, at no additional cost to residents, that includes single stream recycling (all recyclables comingled and collected in a single cart); a free, wheeled cart for recyclables; and a free, wheeled cart for trash?	Percent of respondents
Very likely	66%
Somewhat likely	25%
Somewhat unlikely	3%
Very unlikely	6%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	20%
Yes, full-time	68%
Yes, part-time	13%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	76%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	3%
Walk	1%
Bicycle	0%
Work at home	12%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Hopkinton?	Percent of respondents
Less than 2 years	9%
2 to 5 years	18%
6 to 10 years	14%
11 to 20 years	25%
More than 20 years	34%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	84%
House attached to one or more houses (e.g., a duplex or townhome)	5%
Building with two or more apartments or condominiums	11%
Mobile home	0%
Other	0%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	11%
Owned by you or someone in this house with a mortgage or free and clear	89%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	1%
\$300 to \$599 per month	4%
\$600 to \$999 per month	9%
\$1,000 to \$1,499 per month	16%
\$1,500 to \$2,499 per month	27%
\$2,500 to \$3,999 per month	32%
\$4,000 or more per month	12%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	48%
Yes	52%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	81%
Yes	19%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	4%
\$25,000 to \$49,999	9%
\$50,000 to \$99,999	22%
\$100,000 to \$149,999	20%
\$150,000 to \$199,999	15%
\$200,000 or more	30%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	98%
Yes, I consider myself to be Spanish, Hispanic or Latino	2%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	5%
Black or African American	0%
White	96%
Other	1%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	2%
25 to 34 years	14%
35 to 44 years	22%
45 to 54 years	33%
55 to 64 years	15%
65 to 74 years	10%
75 years or older	5%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	52%
Male	48%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	5%
Yes	93%
Ineligible to vote	3%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	13%
Yes	85%
Ineligible to vote	2%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	3%
Yes	97%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	14%
Yes	86%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	35%
Land line	45%
Both	20%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Hopkinton:	Excellent		Good		Fair		Poor		Don't know		Total	
	Hopkinton as a place to live	52%	245	45%	212	3%	14	0%	1	0%	0	100%
Your neighborhood as a place to live	53%	249	39%	184	8%	35	1%	4	0%	0	100%	472
Hopkinton as a place to raise children	60%	281	32%	151	3%	13	0%	1	5%	24	100%	469
Hopkinton as a place to work	19%	88	20%	93	15%	72	5%	22	41%	194	100%	469
Hopkinton as a place to retire	12%	58	16%	74	26%	123	19%	88	27%	129	100%	472
The overall quality of life in Hopkinton	41%	192	53%	248	6%	29	0%	1	0%	0	100%	470

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Hopkinton as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	26%	123	54%	253	15%	69	2%	10	2%	10	100%
Openness and acceptance of the community toward people of diverse backgrounds	17%	77	43%	199	20%	94	9%	44	11%	49	100%	464
Overall appearance of Hopkinton	25%	117	56%	264	17%	78	2%	12	0%	0	100%	470
Cleanliness of Hopkinton	34%	158	54%	255	10%	48	1%	6	0%	1	100%	468
Overall quality of new development in Hopkinton	13%	61	41%	191	27%	127	11%	54	8%	38	100%	470
Variety of housing options	8%	36	36%	169	37%	172	11%	53	8%	39	100%	468
Overall quality of business and service establishments in Hopkinton	8%	36	42%	199	33%	154	17%	80	1%	2	100%	471
Shopping opportunities	4%	18	19%	89	43%	202	34%	159	0%	2	100%	470
Opportunities to attend cultural activities	6%	28	31%	145	40%	186	16%	75	7%	34	100%	468
Recreational opportunities	19%	90	46%	215	26%	122	4%	21	4%	21	100%	468
Employment opportunities	4%	19	18%	82	29%	135	15%	69	35%	164	100%	469

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Hopkinton as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Educational opportunities	27%	127	43%	203	14%	65	4%	20	12%	55	100%	470
Opportunities to participate in social events and activities	13%	61	48%	227	26%	124	5%	22	7%	35	100%	469
Opportunities to participate in religious or spiritual events and activities	19%	90	47%	221	15%	68	2%	10	17%	78	100%	467
Opportunities to volunteer	26%	122	45%	211	13%	61	2%	8	15%	68	100%	471
Opportunities to participate in community matters	22%	100	50%	231	17%	81	2%	10	9%	44	100%	466
Ease of car travel in Hopkinton	12%	57	39%	184	30%	143	17%	81	1%	7	100%	472
Ease of bus travel in Hopkinton	1%	6	10%	46	17%	79	33%	152	39%	183	100%	465
Ease of bicycle travel in Hopkinton	4%	19	26%	119	31%	143	25%	117	14%	65	100%	463
Ease of walking in Hopkinton	11%	53	34%	159	32%	149	22%	103	1%	6	100%	469
Availability of paths and walking trails	18%	84	37%	175	28%	131	12%	56	5%	21	100%	466
Traffic flow on major streets	4%	18	17%	79	44%	205	35%	165	1%	3	100%	469
Amount of public parking	3%	15	27%	126	42%	198	22%	104	6%	26	100%	470
Availability of affordable quality housing	2%	9	16%	76	29%	134	20%	95	32%	149	100%	463
Availability of affordable quality child care	4%	20	21%	100	23%	107	5%	25	46%	215	100%	466
Availability of affordable quality health care	4%	18	27%	125	29%	134	8%	35	33%	153	100%	465
Availability of affordable quality food	11%	51	45%	211	31%	147	9%	44	4%	18	100%	470
Availability of preventive health services	4%	20	28%	132	27%	126	7%	33	33%	155	100%	465
Air quality	30%	142	57%	266	7%	32	1%	3	5%	26	100%	469
Quality of overall natural environment in Hopkinton	39%	181	53%	246	8%	39	0%	1	0%	2	100%	468
Overall image or reputation of Hopkinton	38%	180	54%	254	7%	31	1%	4	0%	1	100%	471

Question 3: Growth														
Please rate the speed of growth in the following categories in Hopkinton over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	0%	0	1%	7	39%	185	29%	138	15%	71	15%	69	100%
Retail growth (stores, restaurants, etc.)	13%	59	34%	162	41%	195	5%	24	2%	11	4%	20	100%	472
Jobs growth	7%	33	24%	114	16%	75	1%	3	0%	1	52%	247	100%	472

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Hopkinton?	Percent of respondents	Count
Not a problem	23%	108
Minor problem	48%	225
Moderate problem	21%	98
Major problem	4%	21
Don't know	4%	20
Total	100%	471

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Hopkinton:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	72%	342	21%	99	6%	27	0%	2	0%	1	1%	3	100%
Property crimes (e.g., burglary, theft)	31%	146	47%	223	11%	52	9%	43	1%	6	1%	3	100%	474
Environmental hazards, including toxic waste	51%	243	30%	141	9%	43	2%	8	2%	7	7%	32	100%	474

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	86%	408	12%	58	1%	4	1%	4	0%	1	0%	0	100%
In your neighborhood after dark	61%	287	34%	160	4%	17	1%	7	1%	4	0%	0	100%	475
In Hopkinton's downtown area during the day	91%	431	7%	33	1%	4	0%	1	0%	0	1%	3	100%	472
In Hopkinton's downtown area after dark	57%	269	33%	158	3%	16	1%	4	0%	0	5%	26	100%	473

Question 7: Contact with Police Department									
Have you had any in-person or phone contact with an employee of the Town of Hopkinton Police Department within the last 12 months?	No		Yes		Don't know		Total		
	Have you had any in-person or phone contact with an employee of the Town of Hopkinton Police Department within the last 12 months?	54%	257	45%	213	1%	3	100%	473

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the Town of Hopkinton Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
	What was your overall impression of your most recent contact with the Town of Hopkinton Police Department?	54%	115	32%	68	7%	14	6%	13	1%	2	100%

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	95%	446
Yes	5%	24
Don't know	0%	2
Total	100%	472

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	3%	1
Yes	97%	23
Don't know	0%	0
Total	100%	24

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Hopkinton?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Used Hopkinton public libraries or their services	29%	138	21%	100	26%	124	12%	57	12%	55	100%	474
Used Hopkinton recreation centers	41%	193	23%	108	18%	85	7%	34	10%	47	100%	468
Participated in a recreation program or activity	43%	201	25%	119	19%	89	5%	24	8%	38	100%	471
Visited a neighborhood park or Town park	12%	57	27%	128	31%	147	15%	70	15%	70	100%	471
Ridden a local bus within Hopkinton	94%	437	2%	11	1%	3	1%	3	3%	13	100%	467
Attended a meeting of local elected officials or other local public meeting	51%	241	31%	146	14%	67	3%	12	1%	6	100%	472
Watched a meeting of local elected officials or other Town-sponsored public meeting on cable television, the Internet or other media	45%	211	33%	155	17%	81	4%	18	1%	6	100%	471
Visited the Town of Hopkinton Web site (at www.hopkinton.gov)	15%	69	20%	95	40%	186	20%	94	5%	22	100%	466
Recycled used paper, cans or bottles from your home	8%	37	2%	7	4%	17	13%	60	74%	346	100%	467
Volunteered your time to some group or activity in Hopkinton	43%	200	17%	79	19%	89	10%	44	12%	55	100%	468
Participated in a club or civic group in Hopkinton	58%	276	15%	69	12%	58	6%	29	9%	42	100%	473
Provided help to a friend or neighbor	5%	22	18%	84	46%	217	17%	82	14%	67	100%	473

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	22%	104
Several times a week	27%	125
Several times a month	26%	125
Less than several times a month	25%	118
Total	100%	472

Question 13: Service Quality												
Please rate the quality of each of the following services in Hopkinton:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Police services	54%	253	31%	144	7%	31	2%	9	6%	29	100%	466
Fire services	54%	254	29%	134	2%	10	0%	0	15%	69	100%	466
Ambulance or emergency medical services	46%	214	19%	89	3%	14	0%	0	32%	147	100%	464
Crime prevention	32%	148	42%	192	6%	28	1%	4	19%	89	100%	460
Fire prevention and education	29%	134	34%	158	5%	24	0%	2	31%	143	100%	460
Traffic enforcement	19%	89	51%	234	17%	76	5%	25	8%	36	100%	460
Street repair	8%	37	35%	162	38%	175	17%	77	3%	13	100%	464
Street cleaning	14%	66	45%	208	27%	125	10%	48	4%	17	100%	464
Street lighting	11%	53	39%	178	33%	154	15%	69	2%	8	100%	462
Snow removal	27%	128	47%	220	20%	94	4%	17	1%	7	100%	465
Sidewalk maintenance	10%	47	41%	188	30%	138	8%	38	11%	52	100%	462
Traffic signal timing	9%	40	47%	218	26%	118	15%	71	3%	12	100%	459
Bus or transit services	2%	9	10%	47	8%	37	17%	76	63%	292	100%	461
Garbage collection	36%	169	48%	225	8%	38	3%	12	5%	23	100%	466
Recycling	36%	169	47%	217	10%	45	3%	12	5%	23	100%	466
Storm drainage	12%	53	53%	244	21%	97	2%	11	12%	55	100%	460

Question 13: Service Quality												
Please rate the quality of each of the following services in Hopkinton:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Drinking water	24%	110	43%	201	12%	57	1%	7	19%	90	100%	464
Sewer services	16%	72	36%	167	6%	29	2%	11	40%	184	100%	463
Power (electric and/or gas) utility	22%	101	59%	272	13%	59	4%	17	2%	11	100%	461
Town parks	35%	163	51%	236	9%	44	1%	4	3%	15	100%	461
Recreation programs or classes	16%	74	42%	195	9%	42	2%	9	31%	142	100%	462
Recreation centers or facilities	11%	51	39%	179	16%	74	6%	26	28%	127	100%	457
Land use, planning and zoning	5%	24	31%	144	30%	138	12%	54	22%	99	100%	458
Code enforcement (weeds, abandoned buildings, etc.)	6%	27	33%	151	23%	106	8%	36	31%	142	100%	462
Animal control	10%	47	40%	186	12%	56	6%	27	31%	145	100%	462
Economic development	5%	23	30%	136	29%	133	13%	60	23%	106	100%	458
Health services	6%	29	32%	148	18%	84	3%	14	40%	184	100%	459
Services to seniors	13%	59	35%	162	6%	29	1%	3	46%	213	100%	465
Services to youth	10%	48	36%	167	15%	70	7%	33	31%	143	100%	462
Services to low-income people	3%	14	15%	69	9%	42	7%	32	65%	297	100%	454
Public library services	24%	111	41%	188	14%	66	5%	23	16%	75	100%	463
Public information services	18%	81	47%	219	16%	74	2%	11	17%	78	100%	462
Public schools	42%	195	40%	186	4%	19	1%	4	12%	55	100%	460
Cable television	17%	79	48%	220	15%	71	4%	19	16%	74	100%	462
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	90	45%	208	8%	37	4%	18	23%	104	100%	457
Preservation of natural areas such as open space, farmlands and greenbelts	19%	85	45%	206	17%	77	7%	31	13%	61	100%	461
Veteran services	4%	20	15%	68	6%	26	1%	5	74%	338	100%	457

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The Town of Hopkinton	20%	93	61%	278	14%	66	2%	8	3%	14	100%
The Federal Government	4%	16	28%	127	39%	181	14%	62	16%	73	100%	459
The State Government	3%	14	32%	146	40%	182	10%	47	15%	70	100%	458
Middlesex County Government	2%	10	25%	113	27%	122	6%	27	41%	185	100%	458

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Hopkinton to someone who asks	61%	286	33%	153	3%	16	2%	10	0%	1	100%
Remain in Hopkinton for the next five years	64%	297	25%	117	5%	22	6%	27	1%	4	100%	467

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	3%	15
Somewhat positive	21%	97
Neutral	54%	253
Somewhat negative	19%	89
Very negative	3%	14
Total	100%	467

Question 17: Contact with Fire Department									
Have you had any in-person or phone contact with an employee of the Town of Hopkinton Fire Department within the last 12 months?	No		Yes		Don't know		Total		
Have you had any in-person or phone contact with an employee of the Town of Hopkinton Fire Department within the last 12 months?	73%	346	27%	127	0%	1	100%	474	

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the Town of Hopkinton Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the Town of Hopkinton Fire Department?	74%	93	24%	30	1%	1	1%	1	0%	0	100%	126

Question 19: Contact with Town Employees		
Have you had any in-person, phone or email with an employee of the Town of Hopkinton within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	36%	159
Yes	64%	284
Total	100%	443

Question 20: Town Employees												
What was your impression of the employee(s) of the Town of Hopkinton in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	52%	147	35%	99	10%	27	2%	5	2%	4	100%	283
Responsiveness	52%	147	32%	91	10%	28	5%	15	0%	1	100%	282
Courtesy	61%	171	26%	74	8%	22	5%	14	0%	1	100%	282
Overall impression	56%	157	30%	84	9%	26	5%	14	0%	1	100%	282

Question 21: Government Performance												
Please rate the following categories of Hopkinton government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Hopkinton	7%	31	47%	218	31%	143	9%	42	7%	33	100%
The overall direction that Hopkinton is taking	5%	22	43%	203	36%	169	9%	44	7%	32	100%	469
The job Hopkinton government does at welcoming citizen involvement	7%	32	40%	187	29%	135	8%	39	16%	76	100%	469

Question 22: Custom Question 1											
If the Town were to propose a budget increase, to what extent you would support or oppose a budget increase to increase funding for each of the following?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total		
	General administration (Town Hall services)	3%	14	41%	185	37%	167	20%	89	100%	454
Fire services	19%	90	54%	250	19%	86	8%	37	100%	463	
Ambulance services	21%	97	54%	250	18%	81	7%	33	100%	461	
Police services	21%	96	50%	231	20%	91	9%	40	100%	458	
Public school programs	37%	170	34%	158	19%	88	9%	43	100%	460	
Public school maintenance	33%	154	41%	187	20%	91	6%	29	100%	462	
Snow plowing	15%	71	55%	253	24%	111	6%	26	100%	461	
Road maintenance	25%	115	57%	262	14%	64	5%	22	100%	464	
Parks/recreation programs	21%	99	46%	211	26%	119	7%	34	100%	463	
Parks/recreation maintenance	25%	114	44%	204	24%	111	6%	30	100%	459	
Library services	27%	125	39%	180	22%	102	12%	57	100%	463	
Senior center services	21%	98	46%	214	25%	113	8%	36	100%	461	

Question 23: Custom Question 2												
Please rate the quality of the following services as Hopkinton Public Library:	Excellent		Good		Fair		Poor		Don't know		Total	
	Library hours	9%	42	38%	176	19%	91	5%	24	29%	134	100%
Library resources (books, DVDs, audio books, e-books, magazines, etc.)	13%	63	36%	168	19%	90	3%	12	29%	134	100%	467
Library programs	12%	54	33%	157	15%	72	2%	11	37%	174	100%	468
Access to technology	9%	42	26%	122	17%	79	5%	25	43%	199	100%	467

Question 24: Custom Question 3		
Please indicate how likely or unlikely you would be to support an automated trash and recycling curbside collection program, at no additional cost to residents, that includes single stream recycling (all recyclables comingled and collected in a single cart); a free, wheeled cart for recyclables; and a free, wheeled cart for trash?	Percent of respondents	Count
Very likely	59%	274
Somewhat likely	22%	104
Somewhat unlikely	3%	13
Very unlikely	6%	26
Don't know	10%	47
Total	100%	465

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	20%	93
Yes, full-time	68%	318
Yes, part-time	13%	60
Total	100%	470

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	76%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	3%
Walk	1%
Bicycle	0%
Work at home	12%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Hopkinton?	Percent of respondents	Count
Less than 2 years	9%	42
2 to 5 years	18%	84
6 to 10 years	14%	68
11 to 20 years	25%	119
More than 20 years	34%	160
Total	100%	473

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	84%	396
House attached to one or more houses (e.g., a duplex or townhome)	5%	24
Building with two or more apartments or condominiums	11%	52
Mobile home	0%	0
Other	0%	1
Total	100%	473

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	11%	49
Owned by you or someone in this house with a mortgage or free and clear	89%	411
Total	100%	459

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	1%	3
\$300 to \$599 per month	4%	19
\$600 to \$999 per month	9%	39
\$1,000 to \$1,499 per month	16%	72
\$1,500 to \$2,499 per month	27%	124
\$2,500 to \$3,999 per month	32%	143
\$4,000 or more per month	12%	54
Total	100%	455

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	48%	223
Yes	52%	245
Total	100%	468

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	81%	381
Yes	19%	90
Total	100%	471

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	4%	16
\$25,000 to \$49,999	9%	41
\$50,000 to \$99,999	22%	95
\$100,000 to \$149,999	20%	90
\$150,000 to \$199,999	15%	67
\$200,000 or more	30%	133
Total	100%	441

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	98%	458
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	9
Total	100%	467

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	3
Asian, Asian Indian or Pacific Islander	5%	22
Black or African American	0%	2
White	96%	447
Other	1%	4
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	2%	8
25 to 34 years	14%	66
35 to 44 years	22%	103
45 to 54 years	33%	154
55 to 64 years	15%	68
65 to 74 years	10%	46
75 years or older	5%	22
Total	100%	468

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	241
Male	48%	225
Total	100%	466

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	5%	23
Yes	92%	436
Ineligible to vote	3%	12
Don't know	0%	1
Total	100%	472

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	12%	59
Yes	85%	400
Ineligible to vote	2%	11
Don't know	1%	3
Total	100%	473

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	3%	15
Yes	97%	457
Total	100%	472

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	14%	68
Yes	86%	404
Total	100%	472

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	35%	135
Land line	45%	177
Both	20%	78
Total	100%	390

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by Town officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

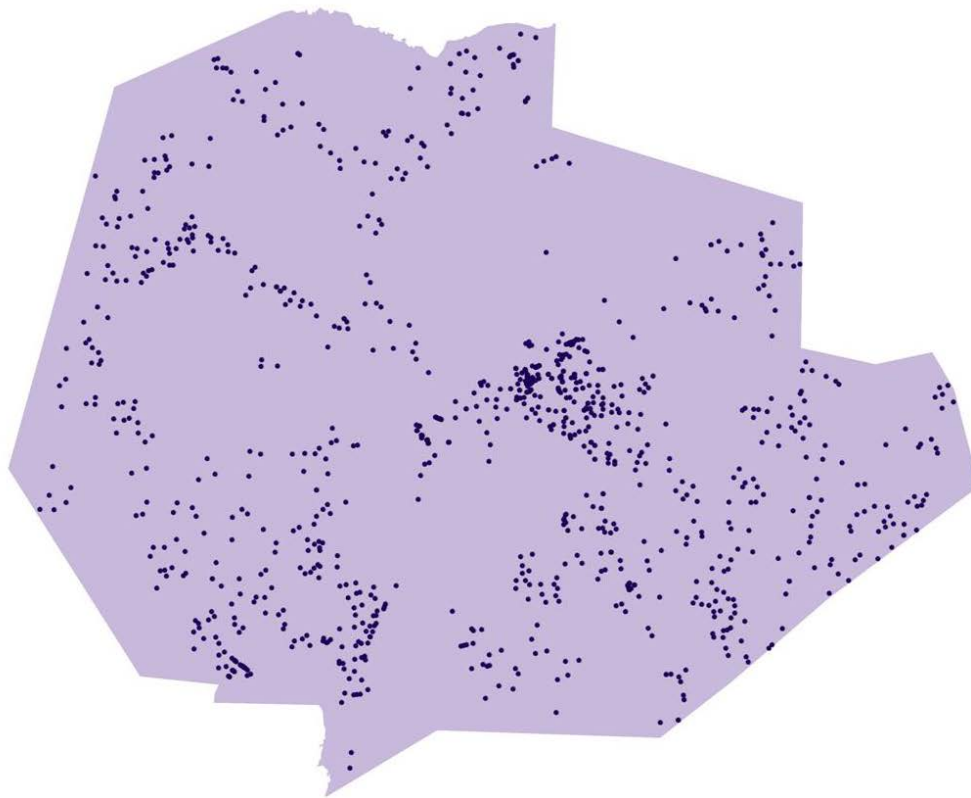
SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the Town of Hopkinton were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the Town of Hopkinton boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the Town of Hopkinton households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the Town of Hopkinton boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the Town of Hopkinton. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 93: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™
Hopkinton, MA 2013



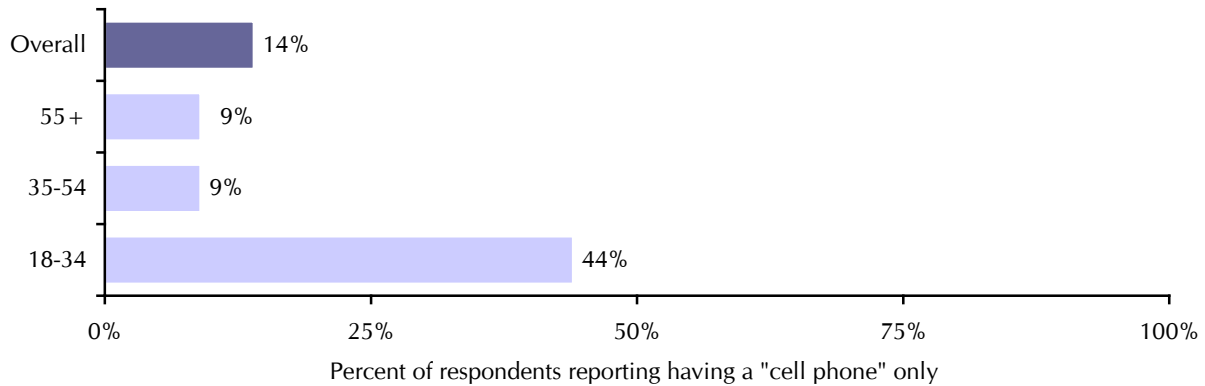
● Survey Recipient

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of

birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.¹ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Hopkinton has a “cord cutter” population less than the nationwide 2010 estimates

FIGURE 94: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN HOPKINTON



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning June 6, 2013. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Town Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following seven weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the Town of Hopkinton survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (477 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as

¹ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

“excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates for adults in the Town of Hopkinton and in the 2011 American Community Survey. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were gender and age, and race. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to five demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Hopkinton, MA Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	10%	10%	11%
Own home	90%	90%	89%
Detached unit	86%	83%	84%
Attached unit	14%	17%	16%
Race and Ethnicity			
White	94%	93%	94%
Not white	6%	7%	6%
Not Hispanic	98%	98%	98%
Hispanic	2%	2%	2%
White alone, not Hispanic	92%	91%	92%
Hispanic and/or other race	8%	9%	8%
Sex and Age			
Female	52%	59%	52%
Male	48%	41%	48%
18-34 years of age	16%	6%	16%
35-54 years of age	55%	50%	55%
55+ years of age	29%	44%	29%
Females 18-34	8%	4%	8%
Females 35-54	28%	32%	28%
Females 55+	15%	23%	15%
Males 18-34	8%	3%	8%
Males 35-54	26%	18%	27%
Males 55+	14%	21%	14%

¹Source: 2010 Census/2011 ACS

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Hopkinton to the Benchmark Database

The Town of Hopkinton chose to have comparisons made to the entire database of jurisdictions. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar

question was asked) has been provided when a similar question on the Town of Hopkinton Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the Town of Hopkinton's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the Town of Hopkinton's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the Town of Hopkinton.

Dear Hopkinton Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the Town of Hopkinton. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Norman Khumalo
Town Manager

Dear Hopkinton Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the Town of Hopkinton. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Norman Khumalo
Town Manager

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Sincerely,



Norman Khumalo
Town Manager



Town of Hopkinton
Town Manager's Office
18 Main Street
Hopkinton, MA 01748

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Town of Hopkinton
Town Manager's Office
18 Main Street
Hopkinton, MA 01748

Presorted
First Class Mail
US Postage
PAID
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TOWN OF HOPKINTON
TOWN MANAGER'S OFFICE
Norman Khumalo
Town Manager

June 2013

Dear Town of Hopkinton Resident:

The Town of Hopkinton wants to know what you think about our community and municipal government. You have been randomly selected to participate in Hopkinton's 2013 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the Town set benchmarks for tracking the quality of services provided to residents. Your answers will help the Board of Selectmen make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Hopkinton residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You may complete the survey online if you would prefer, at:

<http://www.n-r-c.com/survey/hopkintonsurvey2013.htm>

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 508-497-9701.

Please help us shape the future of Hopkinton. Thank you for your time and participation.

Sincerely,

Norman Khumalo
Town Manager



TOWN OF HOPKINTON
TOWN MANAGER'S OFFICE
Norman Khumalo
Town Manager

June 2013

Dear Town of Hopkinton Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The Town of Hopkinton wants to know what you think about our community and municipal government. You have been randomly selected to participate in the Town of Hopkinton's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the Town set benchmarks for tracking the quality of services provided to residents. Your answers will help the Board of Selectmen make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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<http://www.n-r-c.com/survey/hopkintonsurvey2013.htm>

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Please help us shape the future of Hopkinton. Thank you for your time and participation.

Sincerely,

Norman Khumalo
Town Manager

The Town of Hopkinton 2013 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Hopkinton:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Hopkinton as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Hopkinton as a place to raise children	1	2	3	4	5
Hopkinton as a place to work	1	2	3	4	5
Hopkinton as a place to retire	1	2	3	4	5
The overall quality of life in Hopkinton.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Hopkinton as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of Hopkinton	1	2	3	4	5
Cleanliness of Hopkinton.....	1	2	3	4	5
Overall quality of new development in Hopkinton	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Hopkinton	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Hopkinton	1	2	3	4	5
Ease of bus travel in Hopkinton.....	1	2	3	4	5
Ease of bicycle travel in Hopkinton.....	1	2	3	4	5
Ease of walking in Hopkinton	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Hopkinton.....	1	2	3	4	5
Overall image or reputation of Hopkinton	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Hopkinton over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Hopkinton?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Hopkinton:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Hopkinton's downtown area during the day	1	2	3	4	5	6
In Hopkinton's downtown area after dark	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the Town of Hopkinton Police Department within the last 12 months?

- No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the Town of Hopkinton Police Department?

- Excellent Good Fair Poor Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11 Yes → Go to Question 10 Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No Yes Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Hopkinton?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Hopkinton public libraries or their services.....	1	2	3	4	5
Used Hopkinton recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or Town park	1	2	3	4	5
Ridden a local bus within Hopkinton.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other Town-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Visited the Town of Hopkinton Web site (at www.hopkintonma.gov)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Hopkinton	1	2	3	4	5
Participated in a club or civic group in Hopkinton	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Several times a week
 Several times a month
 Less than several times a month

The Town of Hopkinton 2013 Citizen Survey

13. Please rate the quality of each of the following services in Hopkinton:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Town parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Veteran services.....	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The Town of Hopkinton.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Middlesex County Government	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Hopkinton to someone who asks.....	1	2	3	4	5
Remain in Hopkinton for the next five years	1	2	3	4	5

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

17. Have you had any in-person or phone contact with an employee of the Town of Hopkinton Fire Department within the last 12 months?

- No → Go to Question 19
 Yes → Go to Question 18
 Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the Town of Hopkinton Fire Department?

- Excellent
 Good
 Fair
 Poor
 Don't know

19. Have you had any in-person, phone or email contact with an employee of the Town of Hopkinton within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 21
 Yes → Go to Question 20

20. What was your impression of the employee(s) of the Town of Hopkinton in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Hopkinton government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Hopkinton.....	1	2	3	4	5
The overall direction that Hopkinton is taking.....	1	2	3	4	5
The job Hopkinton government does at welcoming citizen involvement.....	1	2	3	4	5

22. If the Town were to propose a budget increase, to what extent you would support or oppose a budget increase to increase funding for each of the following?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
General administration (Town Hall services).....	1	2	3	4
Fire services.....	1	2	3	4
Ambulance services.....	1	2	3	4
Police services.....	1	2	3	4
Public school programs.....	1	2	3	4
Public school maintenance.....	1	2	3	4
Snow plowing.....	1	2	3	4
Road maintenance.....	1	2	3	4
Parks/recreation programs.....	1	2	3	4
Parks/recreation maintenance.....	1	2	3	4
Library services.....	1	2	3	4
Senior center services.....	1	2	3	4

23. Please rate the quality of the following services at Hopkinton Public Library:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Library hours.....	1	2	3	4	5
Library resources (books, DVDs, audio books, e-books, magazines, etc.).....	1	2	3	4	5
Library programs.....	1	2	3	4	5
Access to technology.....	1	2	3	4	5

24. Please indicate how likely or unlikely you would be to support an automated trash and recycling curbside collection program, at no additional cost to residents, that includes single stream recycling (all recyclables comingled and collected in a single cart); a free, wheeled cart for recyclables; and a free, wheeled cart for trash?

- Very likely
 Somewhat likely
 Somewhat unlikely
 Not at all likely
 Don't know

The Town of Hopkinton 2013 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days
- Bus, rail, subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Hopkinton?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 to \$3,999 month
- \$4,000 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

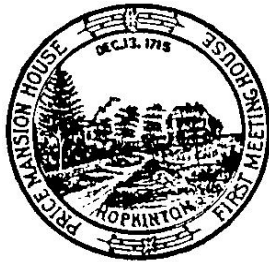
D17. Do you have a land line at home?

- No Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



Town of Hopkinton
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