



TOWN OF HOPKINTON, MA  
2013

Supplemental Web Survey Results



2955 Valmont Road, Suite 300  
Boulder, CO 80301  
www.n-r-c.com • 303-444-7863



777 North Capitol Street NE, Suite 500  
Washington, DC 20002  
www.icma.org • 202-289-ICMA

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## ABOUT THIS REPORT

As part of its participation in The National Citizen Survey™ (The NCS), the Town of Hopkinton conducted a mailed survey of 1,200 residents. Surveys were mailed to randomly selected households in June of 2013 and data was collected through July 18, 2013. After the official data collection period was over and the data were reported (see the report, *The National Citizen Survey: Town of Hopkinton, MA 2013*), the Town made available the Web-based survey to its residents through a link on the Town's Web site. Visitors to the site were able to complete the survey during August and 295 surveys were received.

This report contains the results of this administration of the Web-based survey and have not been weighted to current population estimates of the Town.

## 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	42%	51%	5%	1%	100%
Your neighborhood as a place to live	50%	43%	6%	1%	100%
Hopkinton as a place to raise children	49%	45%	5%	1%	100%
Hopkinton as a place to work	20%	33%	34%	13%	100%
Hopkinton as a place to retire	12%	14%	28%	46%	100%
The overall quality of life in Hopkinton	28%	60%	11%	1%	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	19%	62%	17%	1%	100%
Openness and acceptance of the community toward people of diverse backgrounds	12%	52%	29%	7%	100%
Overall appearance of Hopkinton	17%	57%	24%	2%	100%
Cleanliness of Hopkinton	26%	58%	14%	2%	100%
Overall quality of new development in Hopkinton	8%	52%	31%	9%	100%
Variety of housing options	7%	41%	36%	16%	100%
Overall quality of business and service establishments in Hopkinton	7%	37%	42%	13%	100%
Shopping opportunities	1%	18%	41%	40%	100%
Opportunities to attend cultural activities	6%	43%	37%	14%	100%
Recreational opportunities	16%	46%	32%	6%	100%
Employment opportunities	4%	21%	47%	28%	100%
Educational opportunities	30%	42%	21%	7%	100%
Opportunities to participate in social events and activities	13%	50%	30%	6%	100%
Opportunities to participate in religious or spiritual events and activities	22%	57%	16%	5%	100%
Opportunities to volunteer	31%	54%	11%	4%	100%
Opportunities to participate in community matters	24%	55%	18%	4%	100%
Ease of car travel in Hopkinton	14%	47%	26%	13%	100%
Ease of bus travel in Hopkinton	1%	12%	25%	62%	100%
Ease of bicycle travel in Hopkinton	5%	23%	39%	33%	100%
Ease of walking in Hopkinton	10%	29%	37%	24%	100%
Availability of paths and walking trails	14%	42%	24%	19%	100%
Traffic flow on major streets	2%	30%	40%	27%	100%
Amount of public parking	4%	23%	39%	34%	100%
Availability of affordable quality housing	5%	23%	34%	38%	100%
Availability of affordable quality child care	8%	41%	33%	18%	100%
Availability of affordable quality health care	6%	41%	39%	14%	100%
Availability of affordable quality food	14%	45%	30%	10%	100%
Availability of preventive health services	5%	45%	34%	15%	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
Air quality	34%	60%	5%	1%	100%
Quality of overall natural environment in Hopkinton	38%	54%	6%	2%	100%
Overall image or reputation of Hopkinton	34%	56%	9%	2%	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	1%	1%	39%	39%	20%	100%
Retail growth (stores, restaurants, etc.)	19%	39%	31%	7%	3%	100%
Jobs growth	25%	54%	20%	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	15%
Minor problem	56%
Moderate problem	22%
Major problem	6%
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)	65%	27%	6%	1%	1%	100%
Property crimes (e.g., burglary, theft)	25%	49%	10%	15%	1%	100%
Environmental hazards, including toxic waste	47%	35%	14%	3%	1%	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	78%	18%	1%	1%	1%	100%
In your neighborhood after dark	57%	35%	3%	3%	2%	100%
In Hopkinton's downtown area during the day	85%	12%	1%	0%	1%	100%
In Hopkinton's downtown area after dark	55%	36%	6%	2%	1%	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?	48%	52%	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?	62%	27%	7%	4%	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	92%
Yes	8%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	0%
Yes	100%
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	27%	24%	22%	14%	13%	100%
Used Hopkinton recreation centers	44%	28%	13%	7%	8%	100%
Participated in a recreation program or activity	40%	26%	19%	6%	8%	100%
Visited a neighborhood park or Town park	11%	27%	36%	15%	11%	100%
Ridden a local bus within Hopkinton	94%	3%	1%	0%	2%	100%
Attended a meeting of local elected officials or other local public meeting	35%	35%	19%	6%	4%	100%
Watched a meeting of local elected officials or other Town-sponsored public meeting on cable television, the Internet or other media	26%	33%	30%	10%	2%	100%
Visited the Town of Hopkinton Web site (at www.hopkinton.gov)	4%	12%	47%	25%	13%	100%
Recycled used paper, cans or bottles from your home	2%	3%	3%	15%	77%	100%
Volunteered your time to some group or activity in Hopkinton	28%	21%	23%	10%	19%	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
Participated in a club or civic group in Hopkinton	45%	16%	17%	8%	13%	100%
Provided help to a friend or neighbor	4%	19%	43%	17%	16%	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	17%
Several times a week	31%
Several times a month	25%
Less than several times a month	28%
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	61%	33%	5%	2%	100%
Fire services	69%	30%	1%	0%	100%
Ambulance or emergency medical services	76%	20%	3%	1%	100%
Crime prevention	43%	46%	10%	1%	100%
Fire prevention and education	45%	49%	4%	2%	100%
Traffic enforcement	32%	49%	13%	6%	100%
Street repair	9%	44%	37%	10%	100%
Street cleaning	14%	49%	29%	9%	100%
Street lighting	10%	47%	33%	10%	100%
Snow removal	35%	46%	17%	3%	100%
Sidewalk maintenance	10%	45%	31%	14%	100%
Traffic signal timing	9%	45%	28%	17%	100%
Bus or transit services	4%	16%	30%	50%	100%
Garbage collection	35%	54%	7%	4%	100%
Recycling	35%	49%	11%	6%	100%
Storm drainage	16%	56%	17%	10%	100%
Drinking water	41%	43%	13%	4%	100%
Sewer services	35%	51%	11%	3%	100%
Power (electric and/or gas) utility	28%	55%	13%	3%	100%
Town parks	33%	55%	10%	1%	100%
Recreation programs or classes	22%	52%	18%	8%	100%
Recreation centers or facilities	19%	46%	23%	13%	100%
Land use, planning and zoning	12%	39%	32%	17%	100%
Code enforcement (weeds, abandoned buildings, etc.)	10%	42%	33%	15%	100%
Animal control	12%	52%	22%	14%	100%
Economic development	4%	39%	43%	14%	100%
Health services	10%	58%	27%	5%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Hopkinton:	Excellent	Good	Fair	Poor	Total
Services to seniors	30%	51%	15%	3%	100%
Services to youth	11%	41%	35%	14%	100%
Services to low-income people	12%	30%	34%	24%	100%
Public library services	30%	49%	18%	4%	100%
Public information services	17%	58%	21%	5%	100%
Public schools	49%	42%	7%	1%	100%
Cable television	26%	54%	18%	2%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	35%	50%	12%	2%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	28%	46%	17%	8%	100%
Veteran services	19%	46%	24%	11%	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%	61%	15%	3%	100%
The Federal Government	3%	39%	41%	17%	100%
The State Government	5%	40%	39%	17%	100%
Middlesex County Government	5%	43%	38%	14%	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	51%	37%	8%	4%	100%
Remain in Hopkinton for the next five years	58%	24%	10%	8%	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	6%
Somewhat positive	15%
Neutral	48%
Somewhat negative	29%
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?	64%	36%	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?	83%	16%	1%	0%	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	12%
Yes	88%
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	41%	41%	14%	4%	100%
Responsiveness	41%	36%	15%	8%	100%
Courtesy	49%	39%	6%	6%	100%
Overall impression	44%	34%	15%	7%	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	12%	42%	31%	15%	100%
The overall direction that Hopkinton is taking	6%	41%	38%	15%	100%
The job Hopkinton government does at welcoming citizen involvement	9%	45%	29%	16%	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)	5%	38%	36%	22%	100%
Fire services	30%	46%	19%	5%	100%
Ambulance services	31%	48%	16%	5%	100%
Police services	30%	45%	18%	7%	100%
Public school programs	33%	35%	20%	13%	100%
Public school maintenance	34%	46%	15%	6%	100%
Snow plowing	22%	57%	17%	5%	100%
Road maintenance	28%	58%	11%	3%	100%
Parks/recreation programs	21%	47%	25%	7%	100%
Parks/recreation maintenance	20%	50%	26%	4%	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
Library services	26%	40%	22%	12%	100%
Senior center services	23%	45%	25%	6%	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	14%	52%	26%	7%	100%
Library resources (books, DVDs, audio books, e-books, magazines, etc.)	27%	48%	21%	5%	100%
Library programs	24%	48%	20%	8%	100%
Access to technology	18%	48%	26%	8%	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	64%
Somewhat likely	24%
Somewhat unlikely	5%
Very unlikely	8%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	29%
Yes, full-time	57%
Yes, part-time	15%
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	70%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	4%
Walk	1%
Bicycle	1%
Work at home	16%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Hopkinton?	Percent of respondents
Less than 2 years	7%
2 to 5 years	9%
6 to 10 years	15%
11 to 20 years	31%
More than 20 years	38%
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	93%
House attached to one or more houses (e.g., a duplex or townhome)	4%
Building with two or more apartments or condominiums	2%
Mobile home	0%
Other	1%
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	5%
Owned by you or someone in this house with a mortgage or free and clear	95%
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	2%
\$300 to \$599 per month	6%
\$600 to \$999 per month	8%
\$1,000 to \$1,499 per month	11%
\$1,500 to \$2,499 per month	33%
\$2,500 to \$3,999 per month	30%
\$4,000 or more per month	10%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	47%
Yes	53%
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	76%
Yes	24%
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	2%
\$25,000 to \$49,999	9%
\$50,000 to \$99,999	22%
\$100,000 to \$149,999	25%
\$150,000 to \$199,999	16%
\$200,000 or more	26%
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	3%
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	2%
Asian, Asian Indian or Pacific Islander	3%
Black or African American	1%
White	95%
Other	2%
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	3%
25 to 34 years	5%
35 to 44 years	23%
45 to 54 years	35%
55 to 64 years	18%
65 to 74 years	14%

Question D12: Age	
In which category is your age?	Percent of respondents
75 years or older	3%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	57%
Male	43%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	5%
Yes	94%
Ineligible to vote	1%
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	9%
Yes	89%
Ineligible to vote	2%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	2%
Yes	98%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	12%
Yes	88%
Total	100%

<b>Question D18: Primary Phone</b>	
<b>If you have both a cell phone and a land line, which do you consider your primary telephone number?</b>	<b>Percent of respondents</b>
Cell	26%
Land line	53%
Both	21%
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	42%	124	51%	150	5%	16	1%	3	0%	0	100%
Your neighborhood as a place to live	50%	146	43%	126	6%	18	1%	4	0%	0	100%	294
Hopkinton as a place to raise children	47%	139	43%	126	4%	13	1%	3	4%	12	100%	293
Hopkinton as a place to work	12%	36	21%	61	22%	63	8%	24	37%	106	100%	290
Hopkinton as a place to retire	9%	26	11%	32	21%	62	35%	101	24%	70	100%	291
The overall quality of life in Hopkinton	28%	84	60%	177	11%	31	1%	3	0%	0	100%	295

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	19%	44	62%	141	17%	39	1%	3	1%	2	100%
Openness and acceptance of the community toward people of diverse backgrounds	11%	30	48%	126	27%	71	7%	17	7%	17	100%	261
Overall appearance of Hopkinton	17%	45	56%	153	24%	66	2%	6	0%	1	100%	271
Cleanliness of Hopkinton	26%	69	58%	154	14%	36	2%	6	0%	1	100%	266
Overall quality of new development in Hopkinton	7%	19	48%	130	29%	78	8%	22	7%	20	100%	269
Variety of housing options	7%	19	39%	106	34%	93	15%	40	4%	12	100%	270
Overall quality of business and service establishments in Hopkinton	7%	20	37%	100	42%	113	13%	35	1%	2	100%	270
Shopping opportunities	1%	3	18%	48	41%	109	40%	107	0%	1	100%	268
Opportunities to attend cultural activities	6%	15	41%	110	35%	94	13%	35	5%	14	100%	268
Recreational opportunities	16%	42	46%	123	31%	84	6%	16	1%	4	100%	269
Employment opportunities	3%	8	16%	42	36%	96	21%	57	24%	64	100%	267
Educational opportunities	28%	74	39%	104	19%	52	6%	16	8%	22	100%	268
Opportunities to participate in social events and activities	13%	34	49%	132	29%	79	6%	17	3%	7	100%	269
Opportunities to participate in religious or spiritual events and activities	18%	48	46%	122	13%	34	4%	10	20%	53	100%	267
Opportunities to volunteer	29%	77	51%	136	10%	28	4%	10	6%	17	100%	268

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	
	Opportunities to participate in community matters	22%	60	52%	140	17%	45	4%	10	4%	12	100%
Ease of car travel in Hopkinton	14%	37	47%	125	26%	69	13%	34	1%	3	100%	268
Ease of bus travel in Hopkinton	0%	1	8%	20	16%	41	39%	101	38%	99	100%	262
Ease of bicycle travel in Hopkinton	4%	11	20%	53	35%	92	29%	77	12%	33	100%	266
Ease of walking in Hopkinton	10%	26	28%	75	37%	98	24%	64	2%	5	100%	268
Availability of paths and walking trails	14%	37	41%	109	24%	63	18%	49	3%	9	100%	267
Traffic flow on major streets	2%	5	30%	81	40%	108	27%	73	0%	1	100%	268
Amount of public parking	4%	11	22%	60	38%	103	34%	90	1%	4	100%	268
Availability of affordable quality housing	4%	10	16%	44	25%	66	27%	73	28%	76	100%	269
Availability of affordable quality child care	5%	12	23%	62	19%	51	11%	28	42%	113	100%	266
Availability of affordable quality health care	4%	11	29%	77	27%	73	10%	27	30%	79	100%	267
Availability of affordable quality food	14%	37	44%	118	29%	78	10%	27	2%	6	100%	266
Availability of preventive health services	4%	11	34%	92	26%	69	12%	31	24%	65	100%	268
Air quality	33%	87	58%	154	5%	12	1%	3	3%	9	100%	265
Quality of overall natural environment in Hopkinton	38%	100	54%	143	6%	17	2%	4	1%	2	100%	266
Overall image or reputation of Hopkinton	33%	88	55%	146	9%	23	2%	5	2%	4	100%	266

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	1%	2	1%	3	36%	95	36%	94	19%	49	8%	21	100%
Retail growth (stores, restaurants, etc.)	19%	49	38%	101	30%	79	7%	19	3%	8	3%	8	100%	264
Jobs growth	16%	41	34%	90	13%	34	1%	2	0%	0	36%	95	100%	262



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	15%	40
Minor problem	55%	147
Moderate problem	22%	58
Major problem	6%	17
Don't know	2%	6
Total	100%	268

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)	64%	169	26%	70	6%	16	1%	3	1%	2	2%	5	100%
Property crimes (e.g., burglary, theft)	25%	66	48%	128	10%	26	14%	38	1%	3	2%	4	100%	265
Environmental hazards, including toxic waste	44%	117	33%	87	13%	34	3%	8	1%	2	6%	17	100%	265

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	78%	207	18%	49	1%	3	1%	3	1%	3	0%	1	100%
In your neighborhood after dark	57%	150	35%	93	3%	9	3%	8	2%	4	0%	1	100%	265
In Hopkinton's downtown area during the day	83%	220	12%	32	1%	3	0%	1	1%	3	3%	7	100%	266
In Hopkinton's downtown area after dark	52%	137	34%	89	5%	14	2%	5	1%	2	7%	18	100%	265

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?	48%	127	51%	137	1%	3	100%	267

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?	61%	83	27%	36	7%	10	4%	5	1%	1	100%	135

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	92%	246
Yes	8%	21
Don't know	0%	0
Total	100%	267

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	0%	0
Yes	100%	20
Don't know	0%	0
Total	100%	20

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	27%	70	24%	64	22%	59	14%	37	13%	34	100%
Used Hopkinton recreation centers	44%	113	28%	72	13%	33	7%	19	8%	22	100%	259
Participated in a recreation program or activity	40%	105	26%	68	19%	51	6%	16	8%	22	100%	262
Visited a neighborhood park or Town park	11%	29	27%	71	36%	94	15%	40	11%	29	100%	263
Ridden a local bus within Hopkinton	94%	247	3%	8	1%	3	0%	0	2%	6	100%	264
Attended a meeting of local elected officials or other local public meeting	35%	93	35%	93	19%	51	6%	16	4%	11	100%	264
Watched a meeting of local elected officials or other Town-sponsored public meeting on cable television, the Internet or other media	26%	68	33%	86	30%	80	10%	26	2%	4	100%	264
Visited the Town of Hopkinton Web site (at www.hopkinton.gov)	4%	11	12%	31	47%	123	25%	66	13%	33	100%	264
Recycled used paper, cans or bottles from your home	2%	6	3%	7	3%	9	15%	39	77%	202	100%	263
Volunteered your time to some group or activity in Hopkinton	28%	73	21%	55	23%	59	10%	25	19%	50	100%	262
Participated in a club or civic group in Hopkinton	45%	119	16%	42	17%	45	8%	21	13%	35	100%	262
Provided help to a friend or neighbor	4%	10	19%	50	43%	112	17%	45	16%	42	100%	259

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	17%	44
Several times a week	31%	82
Several times a month	25%	66
Less than several times a month	28%	73
Total	100%	265

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	58%	147	31%	79	4%	11	2%	5	5%	13	100%	255
Fire services	62%	158	27%	68	1%	2	0%	1	10%	25	100%	254
Ambulance or emergency medical services	55%	142	15%	38	2%	5	0%	1	28%	71	100%	257
Crime prevention	35%	90	37%	96	9%	22	1%	2	19%	48	100%	258
Fire prevention and education	35%	90	38%	97	3%	8	1%	3	22%	56	100%	254
Traffic enforcement	30%	76	45%	115	12%	30	5%	14	9%	22	100%	257
Street repair	9%	22	44%	113	37%	95	10%	26	1%	2	100%	258
Street cleaning	13%	34	47%	121	28%	71	9%	23	2%	6	100%	255
Street lighting	9%	24	46%	118	32%	81	10%	26	3%	7	100%	256
Snow removal	34%	88	46%	117	16%	42	3%	7	1%	2	100%	256
Sidewalk maintenance	9%	24	41%	106	28%	73	12%	32	9%	23	100%	258
Traffic signal timing	9%	23	45%	114	28%	72	17%	44	1%	2	100%	255
Bus or transit services	2%	4	6%	16	12%	30	20%	51	61%	155	100%	256
Garbage collection	35%	89	53%	136	7%	17	4%	9	2%	6	100%	257
Recycling	34%	88	48%	123	11%	28	5%	14	2%	5	100%	258
Storm drainage	14%	36	49%	125	15%	38	9%	23	13%	34	100%	256
Drinking water	31%	81	33%	86	10%	25	3%	7	23%	59	100%	258
Sewer services	20%	51	30%	75	6%	16	2%	5	41%	104	100%	251
Power (electric and/or gas) utility	28%	72	55%	140	13%	34	3%	8	0%	1	100%	255
Town parks	31%	79	52%	133	10%	25	1%	3	6%	14	100%	254
Recreation programs or classes	16%	42	39%	100	14%	35	6%	15	25%	63	100%	255
Recreation centers or facilities	15%	37	34%	87	17%	43	9%	24	25%	62	100%	253
Land use, planning and zoning	10%	26	34%	86	27%	69	15%	37	14%	36	100%	254
Code enforcement (weeds, abandoned buildings, etc.)	8%	19	32%	81	25%	64	11%	28	24%	61	100%	253
Animal control	8%	21	36%	93	16%	40	10%	26	30%	77	100%	257
Economic development	4%	9	32%	83	36%	92	11%	29	17%	43	100%	256
Health services	7%	17	39%	100	18%	46	4%	9	32%	82	100%	254
Services to seniors	19%	47	31%	79	9%	24	2%	5	39%	99	100%	254

Question 13: Service Quality												
Please rate the quality of each of the following services in Hopkinton:	Excellent		Good		Fair		Poor		Don't know		Total	
	Services to youth	8%	20	31%	78	26%	66	10%	26	25%	65	100%
Services to low-income people	4%	11	11%	28	13%	32	9%	23	63%	161	100%	255
Public library services	26%	67	42%	108	15%	39	3%	8	13%	33	100%	255
Public information services	14%	36	50%	126	18%	45	4%	11	13%	34	100%	252
Public schools	45%	117	39%	100	7%	17	1%	3	8%	21	100%	258
Cable television	23%	56	48%	117	16%	38	2%	5	11%	26	100%	242
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	29%	75	41%	106	10%	26	2%	5	18%	46	100%	258
Preservation of natural areas such as open space, farmlands and greenbelts	26%	65	42%	106	16%	40	7%	18	9%	22	100%	251
Veteran services	7%	17	16%	41	8%	21	4%	10	65%	165	100%	254

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	21%	53	60%	150	14%	36	3%	8	1%	3	100%
The Federal Government	3%	8	36%	92	37%	95	15%	39	8%	20	100%	254
The State Government	4%	11	37%	93	36%	91	15%	39	8%	20	100%	254
Middlesex County Government	3%	8	29%	73	25%	64	9%	24	33%	85	100%	254

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	51%	131	37%	95	8%	20	4%	9	0%	1	100%
Remain in Hopkinton for the next five years	57%	146	24%	61	10%	25	8%	20	2%	5	100%	257

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	6%	15
Somewhat positive	15%	39
Neutral	48%	122
Somewhat negative	29%	73
Very negative	3%	7
Total	100%	256

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?	63%	163	36%	93	0%	1	100%	257

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?	82%	73	16%	14	1%	1	0%	0	1%	1	100%	89

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	12%	11
Yes	88%	83
Total	100%	94

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	41%	33	41%	33	14%	11	4%	3	0%	0	100%	80
Responsiveness	41%	33	36%	29	15%	12	8%	6	0%	0	100%	80
Courtesy	49%	39	39%	31	6%	5	6%	5	0%	0	100%	80
Overall impression	44%	36	34%	28	15%	12	7%	6	0%	0	100%	82

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	12%	29	41%	102	30%	75	14%	35	3%	7	100%	248
The overall direction that Hopkinton is taking	6%	14	40%	99	37%	91	14%	35	4%	9	100%	248
The job Hopkinton government does at welcoming citizen involvement	8%	21	41%	103	27%	67	15%	37	9%	22	100%	250

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)	5%	12	38%	91	36%	86	22%	52	100%	241		
Fire services	30%	75	46%	113	19%	46	5%	12	100%	246		
Ambulance services	31%	74	48%	115	16%	39	5%	12	100%	240		
Police services	30%	74	45%	110	18%	43	7%	18	100%	245		
Public school programs	33%	80	35%	85	20%	48	13%	32	100%	245		
Public school maintenance	34%	83	46%	113	15%	37	6%	14	100%	247		
Snow plowing	22%	53	57%	139	17%	42	5%	12	100%	246		
Road maintenance	28%	69	58%	143	11%	26	3%	7	100%	245		
Parks/recreation programs	21%	52	47%	116	25%	63	7%	17	100%	248		
Parks/recreation maintenance	20%	50	50%	123	26%	64	4%	10	100%	247		
Library services	26%	64	40%	100	22%	54	12%	31	100%	249		
Senior center services	23%	58	45%	112	25%	62	6%	16	100%	248		

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	11%	27	40%	97	20%	49	6%	14	23%	56	100%	243
Library resources (books, DVDs, audio books, e-books, magazines, etc.)	20%	49	36%	88	16%	38	4%	9	25%	61	100%	245
Library programs	16%	38	31%	76	13%	31	5%	12	35%	86	100%	243
Access to technology	11%	28	31%	76	17%	41	5%	12	36%	88	100%	245

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	57%	142
Somewhat likely	21%	53
Somewhat unlikely	4%	11
Very unlikely	7%	17
Don't know	10%	26
Total	100%	249

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	29%	71
Yes, full-time	57%	140
Yes, part-time	15%	36
Total	100%	247



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	70%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	4%
Walk	1%
Bicycle	1%
Work at home	16%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Hopkinton?	Percent of respondents	Count
Less than 2 years	7%	17
2 to 5 years	9%	22
6 to 10 years	15%	37
11 to 20 years	31%	77
More than 20 years	38%	94
Total	100%	247

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	93%	228
House attached to one or more houses (e.g., a duplex or townhome)	4%	10
Building with two or more apartments or condominiums	2%	5
Mobile home	0%	0
Other	1%	3
Total	100%	246

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	5%	12
Owned by you or someone in this house with a mortgage or free and clear	95%	223
Total	100%	235

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	2%	4
\$300 to \$599 per month	6%	13
\$600 to \$999 per month	8%	19
\$1,000 to \$1,499 per month	11%	26
\$1,500 to \$2,499 per month	33%	78
\$2,500 to \$3,999 per month	30%	70
\$4,000 or more per month	10%	23
Total	100%	233

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	47%	115
Yes	53%	130
5	0%	1
Total	100%	246

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	76%	187
Yes	24%	59
Total	100%	246

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	2%	5
\$25,000 to \$49,999	9%	19
\$50,000 to \$99,999	22%	49
\$100,000 to \$149,999	25%	54
\$150,000 to \$199,999	16%	35
\$200,000 or more	26%	56
Total	100%	218

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	97%	234
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	6
3	0%	1
Total	100%	241

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	2%	4
Asian, Asian Indian or Pacific Islander	3%	7
Black or African American	1%	3
White	95%	228
Other	2%	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	3%	7
25 to 34 years	5%	12
35 to 44 years	23%	54
45 to 54 years	35%	83
55 to 64 years	18%	42
65 to 74 years	14%	34
75 years or older	3%	7
Total	100%	239

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	57%	137
Male	43%	103
6	0%	1
Total	100%	241

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	5%	12
Yes	93%	227
Ineligible to vote	1%	3
Don't know	0%	1
Total	100%	243

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	9%	22
Yes	89%	217
Ineligible to vote	2%	5
Don't know	0%	0
Total	100%	244

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	2%	5
Yes	98%	240
Total	100%	245

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	12%	30
Yes	88%	216
Total	100%	246

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	26%	54
Land line	53%	112
Both	21%	45
Total	100%	211