

TOWN OF BARNSTABLE

CITIZEN SURVEY

2009



CENTER FOR POLICY ANALYSIS
UNIVERSITY OF MASSACHUSETTS
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UNIVERSITY OF MASSACHUSETTS DARTMOUTH CENTER FOR POLICY ANALYSIS

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EXECUTIVE SUMMARY

The Town of Barnstable, Massachusetts retained the Center for Policy Analysis at UMass Dartmouth to conduct a random sample telephone survey of Barnstable households. The purpose of the survey is to measure residents' perceptions of Barnstable and their opinions about various town services and initiatives. Similar surveys have been conducted since 2003.

A total of 435 telephone interviews were conducted from November 12, 2009 through November 21, 2009 for a margin of error of +/-4.7 percent. The majority of the survey questions have remained the same from year to year so that changes can be measured over time, although unique topical questions have also been added each year.

Results of the survey include:

Living in Barnstable

- Nearly nine in ten respondents (89.4%) rate the overall quality of life in Barnstable as good (49.2%) or excellent (40.2%). The percentage of respondents who rate Barnstable's quality of life as excellent has increased steadily since 2007.
- Respondents are most likely to live in Barnstable or moved to Barnstable because they were in town or had family or friends who lived in town (31.2%). Additionally, 19.4 percent of respondents report they moved to Barnstable because of the town's location on Cape Cod and 17.4 percent moved to Barnstable because of access to jobs. Smaller percentages moved to Barnstable for the quality or price of housing (6.0%), reputation of the community (2.5%), quality of schools (1.4%) and for the town's safety (0.2%).
- Respondents were asked to briefly describe what they like most about living in Barnstable. The top three results include:
 - Ocean/Beaches/Being near the water (N=115)
 - Beautiful/Scenic (N=42)
 - Quiet/ Peaceful/Quaint (N=38)
- Respondents were asked to briefly describe what they like least about living in Barnstable. The top three results include:
 - Traffic (N=70)
 - Crime/Drugs (N=29)
 - Taxes (N=17)

Satisfaction with Town Services and Programs

Respondents were asked to rate thirteen town services and programs on a scale of poor to excellent. Respondents rate libraries highest with 93.2 percent rating Barnstable's libraries as excellent (54.4%) or good (38.8%), followed by:

- senior services (90.8% excellent/good),
 - recreation programs (88.2% excellent/good),
 - police (87.4% excellent/good),
 - transfer station (87.3% excellent/good),
 - historical preservation (84.6% excellent/good),
 - health department (83.2% excellent/good),
 - schools (78.3% excellent/good),
 - municipal airport (79.6% excellent/good),
 - animal control (75.3% excellent/good),
 - building inspection services (69.5% excellent/good),
 - community planning (56.6% excellent/good), and
 - street maintenance (53.6% excellent/good).
- More than twenty-nine percent of respondents (29.4%) are very satisfied with town services in relation to the amount of taxes they pay, while 58.9 percent of respondents are somewhat satisfied and 11.7 percent are not satisfied. These percentages have remained fairly unchanged since 2007.
 - Respondents were asked if there is a specific town service or program that they would like to see improved. The top three results include:
 - Road maintenance (N=28)
 - Schools/Education (N=23)
 - Public transportation (N=18)
 - Respondents were asked if there is a specific town service or program that they would like to see reduced. The top three results include:
 - Fire Department (N=16)
 - School Department/Education (N=7)
 - Street maintenance (N=7)
 - Respondents were asked if there is a specific town service or program that they would like to see eliminated. The top three results include:
 - Cape Cod Commission (N=5)
 - Fire Department (N=5)
 - Police details at construction sites (N=4)

Public Schools

- More than four in five respondents (81.9%) report that they are either very satisfied (58.3%) or somewhat satisfied (23.6%) with their child's experience in the Barnstable Public Schools over the past five years.
- Respondents were asked to indicate what they feel are some of the more positive aspects of the school system. The top three responses include:
 - Great teachers (N=16)
 - Strong curriculum/Programs (N=8)
 - Charter programs (N=3)
- Respondents were asked to indicate where improvement is needed in the public schools. The top three responses include:
 - Class size (N=5)
 - Bus fees (N=4)
 - Parent teacher communication (N=6)

Contact with Town Officials

- Over a third of respondents or members of their household (35.1%) have contacted the town of Barnstable in the past twelve months regarding a request for service, for information, or for a complaint. The highest percentage of respondents contacted the Department of Public Works (23.2%), followed by the Town Clerk (12.6%), Town Council (8.6%) and Town Collector (7.9%).
- Nearly nine in ten respondents (89.7%) who contacted a town office report that the person who handled their call or visit was courteous.
- Nearly three in four respondents (74.5%) who contacted a town office report that the call or visit resulted in the problem, request or question being resolved. This percentage has increased steadily since 2007.

Satisfaction with Town Officials/Leaders

Respondents were provided four statements regarding Barnstable officials and asked to rate the level to which they agree with the statement on a scale of strongly agree, somewhat agree, disagree or strongly disagree.

- Nearly eighty percent (79.9%) of respondents either somewhat agree (60.8%) or strongly agree (19.1%) with the statement "Barnstable's town council is working on issues that are important to me and my family."
- More than three-quarters of respondents (75.7%) either somewhat agree (57.4%) or strongly agree (18.3%) with the statement "Barnstable's town officials are fiscally responsible."
- More than seventy percent (70.7%) of respondents either somewhat agree (53.2%) or strongly agree (17.5%) with the statement "Barnstable officials are adequately planning for the town's future."
- Nearly seventy percent (69.2%) of respondents either somewhat agree (48.0%) or strongly agree (21.2%) with the statement "Barnstable leaders provide enough information to the public."

Crime and Safety

- Respondents rate police protection highly, with 87.9 percent of respondents rating police protection as good (48.0%) or excellent (39.9%). The percentage of respondents who rate Barnstable's police protection as "excellent" increased by 9.1 percent from 2007 to 2009.
- Nearly three-quarters of respondents (74.5%) report they feel about the same level of safety as a year ago, while 20.6 percent feel less safe and 4.9 percent more safe.
- Over sixty percent of respondents (60.2%) feel that there is more crime in Barnstable compared to a year ago, while 1.7 percent feel that there is less crime and 38.1 percent feel that the crime level is about the same. The percentage of respondents who indicate that there is more crime compared to a year ago increased by 15.4 percent from 2008 to 2009.

Sewers

Respondents were asked several questions about sewerage. More than eighty-five percent of respondents (85.4%) report they have on-site septic system and 14.6 percent report they are connected to a sewer.

- Respondents feel that the issue of sewerage is important for both Cape Cod and the Town of Barnstable. For example, 71.2 percent of respondents indicate that sewerage is an important issue for Cape Cod and 70.3 percent of respondents indicate that sewerage is an important issue for the Town of Barnstable. Only small percentages of respondents feel that this issue is not important.
- Over fifty-five percent of respondents (55.4%) believe that all residents of Barnstable should pay to sewer the town regardless of whether or not they are connected, while 29.4 percent of respondents feel that only property owners who are required to connect to the sewer system should pay and 15.3 percent do not know who should pay.
- Nearly forty-seven percent of respondents (46.8%) would support an increase in taxes to sewer the Town of Barnstable, while 36.9 percent of respondents would not support a tax increase and 16.2 percent do not know.

Renewable Energy

- More than eighty-four percent of respondents (84.3%) feel the town should be pursuing a policy to harness renewable energy sources such as wind and solar to produce its own electricity.
- Just over half of respondents (50.2%) indicate they would install a residential wind turbine on their property if it meant their utility bill would be reduced, while 31.9 percent would not install a turbine and 17.8 percent do not know.
- Respondents who indicate they would not install a wind turbine cite its appearance (N=38) and cost (N=21) as the major obstacles.
- In terms of the sites that have been identified by the town to install wind turbines, respondents most prefer the transfer station in Marstons Mills to site a wind turbine (63.6%), while 8.4 percent prefer the West Barnstable conservation lands, 4.4 percent prefer the high school and middle school campuses, 11.1 percent do not prefer any of the three proposed sites and 12.5 percent do not know which site they prefer.

Most Serious Issue Facing Barnstable in the Next Few Years

Respondents were asked to indicate the most serious issues facing the town in the next few years. The top three responses include:

- Crime/Safety (N=53)
- Septic and sewer (N=40)
- Budget/Fiscal issues (N=40)

Town Website, Barnstable Bulletin and Town Manager's Weekly eNewsletter

- More than forty-seven percent of respondents (47.2%) report that they never visit the Town of Barnstable's website, while 24.5 percent visit the website a few times a year, 18.9 percent visit a few times a month, 7.2 percent visit a few times a week and 2.1 percent visit the website daily.
- More than eleven percent of respondents (11.5%) subscribe to the Barnstable Bulletin, which is nearly double the percentage in 2008.
- More than eleven percent of respondents (11.2%) subscribe to the Town Manager's weekly eNewsletter, while 88.8 percent do not subscribe.

Channel 18 Community Programming

- More than fifty-four percent (54.5%) of respondents report that they occasionally watch Channel 18, while 35.4 percent never watch and 10.1 percent regularly watch Channel 18. These percentages have changed little since 2008.
- Greater than sixty percent of respondents (60.4%) are not aware that the town board and commission meetings can be viewed online with video on demand.
- Ten percent (10.1%) of respondents report that they are very familiar with the Town's cable programming such as "Barnstable Today," "Talk of the Town", "Senior Compass" or "Barnstable Now," while 32.0 percent are somewhat familiar and 57.9 percent are not very familiar with this programming.

Information Dissemination from Town Officials

- More than twenty-three percent of respondents (23.2%) report they are very satisfied with the amount of information they receive from the town about the issues and problems facing Barnstable and its citizens, while 57.1 percent are somewhat satisfied and 19.7 percent of respondents are not satisfied.
- More than twenty percent of respondents (20.5%) are very satisfied with the amount of information they receive from the town regarding its financial condition, while 58.6 percent are somewhat satisfied and 21.0 percent are not satisfied.

Roads and Traffic

- A majority of respondents (50.4%) rate the condition of Barnstable's roads as excellent (3.9%) or good (46.5%), while 38.4 percent of respondents rate the condition of the roads as fair and 11.1 percent rate the roads as poor.
- Nearly forty percent of respondents (39.5%) rate traffic conditions in Barnstable as excellent (2.5%) or good (37.0%), while 40.0 percent of respondents rate traffic conditions as fair and 20.4 percent rate traffic conditions as poor.

Image of Barnstable

Respondents were asked to provide two or three words that best describe the image of Barnstable. The top three responses include:

- Good (N=51)
 - Nice (N=34)
 - Beautiful (N=32)
- Forty-two percent of respondents (42.0%) believe the image of Barnstable has stayed the same in the past five years, while 34.4 percent believe its image has declined and 23.6 percent believe its image has improved.
 - The top three reasons provided by respondents who believe that the image of Barnstable has improved include:
 - Main Street/Roads have improved (N=15)
 - Great town (N=14)
 - Beautiful (N=12)

1.00 INTRODUCTION

The Town of Barnstable Massachusetts has conducted a random sample telephone survey of Barnstable households since 2003 to determine residents' perceptions of Barnstable and their opinions about various town services and initiatives. The results of the surveys are used as a tool to help guide the Town's future. Issues that are explored include:

- Quality of life in Barnstable
- Satisfaction with town services and programs
- Quality of public schools
- Level of contact with Town officials
- Sewering
- Renewable energy
- Community programming
- Roads and traffic
- Image of Barnstable

The survey was conducted using a questionnaire developed by Bridgewater State College. Most of the questions have remained the same from year to year to allow changes to be measured over time, although unique topical questions have been added in each survey as well. Results are presented for each survey year where data is available.

2.00 METHODOLOGY AND SURVEY TABULATION

A total of 435 telephone interviews were conducted with Barnstable households from November 12, 2009 through November 21, 2009 for a margin of error of +/-4.7%.¹ Interviews were conducted between 4:00 pm and 8:00 pm on weekdays and 10:00 am to 4:00 pm on weekends. Callbacks were also scheduled during daytime hours.

This range of hours provides the interviewers with an opportunity to contact hard to reach respondents, a procedure crucial to producing high quality survey data. Respondents were called a minimum of five times before they were determined to be unreachable. The Center's senior staff continually monitored the progress of interview outcomes to prevent problem cases that could interfere with the integrity of survey procedures. The survey procedures used by the Center for Policy Analysis adhere to the highest quality academic and government research standards.

2.10 SAMPLING PROCEDURES

The Center for Policy Analysis uses the Genesys Sampling System from Marketing Systems Group to generate random telephone numbers. The system uses a list of all possible telephone numbers in the United States to randomly generate a telephone sample for a designated geographic area. The survey was conducted using a random digit dialing (RDD) sample. The RDD sample ensures an equal and known probability of selection for every residential telephone number in Barnstable.

¹ There is a 4.7 percent margin of error at a confidence interval of 95 percent. This means that if a question from the survey was asked 100 times, 95 of those times the percentage of people giving a particular answer to the question would be within 4.7 points of the percentage who gave the same answer in this poll. However, the number of responses is lower for some questions, thus the margin of error is higher in those cases.



2.20 SURVEY ADMINISTRATION

The Center for Policy Analysis uses Computer Assisted Telephone Interviewing, or CATI, to conduct telephone surveys. Specifically, the Center for Policy Analysis uses WinCATI software from Sawtooth Technologies, which is one of the oldest and most widely used CATI systems in the world. Using WinCATI, telephone interviewers conduct interviews via computers, which provides highly reliable data because the computer controls the questionnaire, skip patterns are executed exactly as intended, responses are within range, and there are no missing data.

2.30 TELEPHONE INTERVIEWER TRAINING AND SUPERVISION

Student research assistants and Center staff were employed as telephone interviewers. Nearly all of these interviewers have a minimum of two years' experience in conducting telephone polls on behalf of the Center and all have been trained intensively, including practice interviews. Senior-level staff at the Center for Policy Analysis monitored the interviewers at all times to ensure high quality data collection.



3.00 RESULTS

3.10 LIVING IN BARNSTABLE

3.11 HOW LONG HAVE YOU LIVED IN BARNSTABLE?

Over a third of respondents (34.5%) have lived in Barnstable for more than 25 years and 42.5 percent have lived in town from 11 to 25 years. Twenty-three percent of respondents have lived in Barnstable for 10 years or less.

Table 1
How Long Have You
Lived in Barnstable? (N=435)

	2008	2009
Less than a year	3.0%	0.7%
1-5 years	12.9%	9.2%
6-10 years	12.1%	13.1%
11-25 years	35.6%	42.5%
More than 25 years	36.4%	34.5%

3.12 IN WHICH VILLAGE OF BARNSTABLE DO YOU RESIDE?

Over a quarter of respondents (27.0%) report that they reside in Hyannis, while 24.7 percent reside in Centerville, 13.5 percent reside in Marstons Mills, 13.3 percent reside in Osterville, 8.4 percent reside in Barnstable, 7.2 percent reside in Cotuit and 6.0 percent reside in West Barnstable.

Table 2
In Which Village of Barnstable Do You Reside? (N=430)

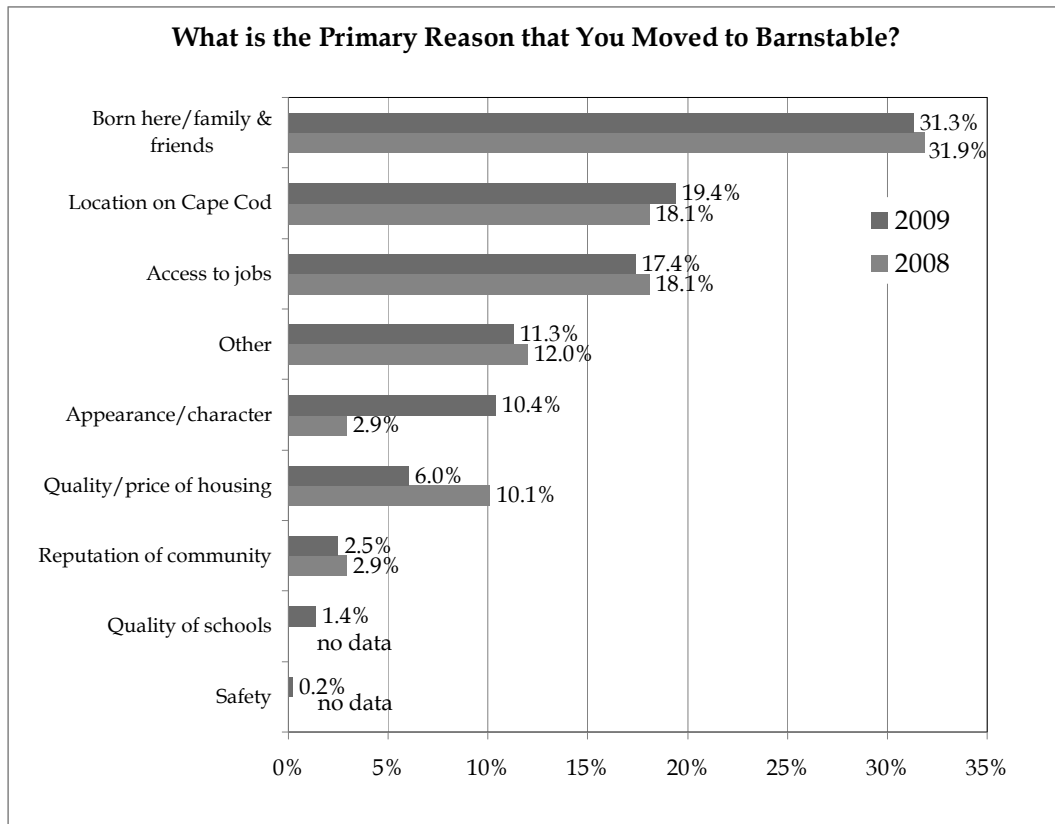
	2008	2009
Hyannis	23.4%	27.0%
Centerville	25.5%	24.7%
Marston Mills	18.1%	13.5%
Osterville	11.5%	13.3%
Barnstable	7.6%	8.4%
Cotuit	6.0%	7.2%
West Barnstable	7.9%	6.0%



3.13 WHAT IS THE PRIMARY REASON THAT YOU MOVED TO BARNSTABLE?

More than thirty-one percent (31.3%) of respondents moved to Barnstable because they were born in town or had family or friends in Barnstable. Additionally, 19.4 percent of respondents moved to Barnstable because of the town's location on Cape Cod, 17.4 percent moved because of access to jobs and 11.3 percent moved for other reasons. Smaller percentages of respondents moved to Barnstable because of its appearance and character (10.4%), for the quality or price of housing (6.0%), reputation of the community (2.5%), quality of schools (1.4%) and for the town's safety (0.2%).

Figure 1
(N=432)



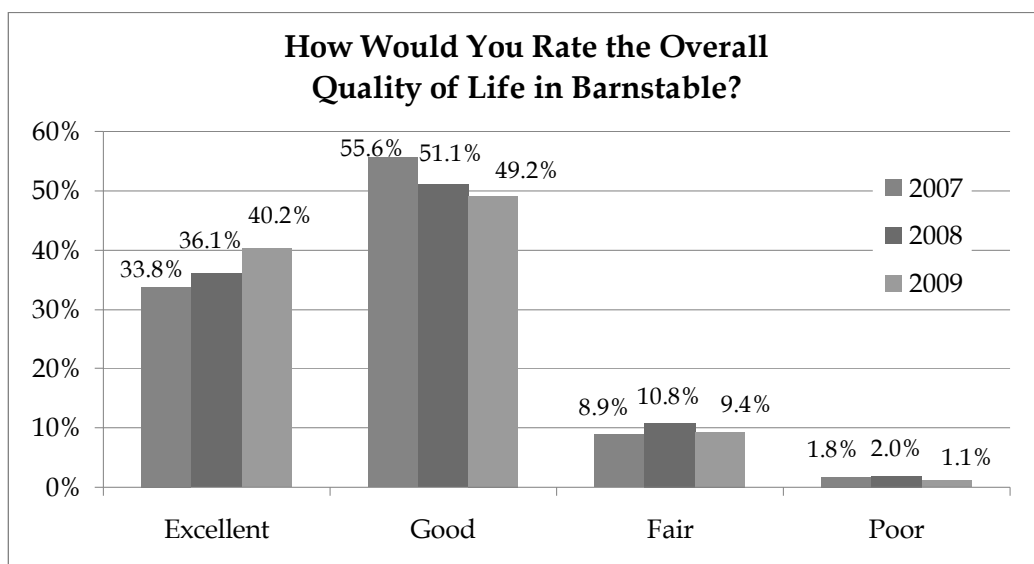
3.14 TAKING ALL THINGS INTO CONSIDERATION, HOW WOULD YOU RATE THE OVERALL QUALITY OF LIFE IN BARNSTABLE? IS IT AN EXCELLENT, GOOD, FAIR, OR POOR PLACE TO LIVE?

Nearly nine in ten respondents (89.4%) rate the overall quality of life in Barnstable as good (49.2%) or excellent (40.2%), with lower percentages rating the quality of life as fair (9.4%) and poor (1.1%) (N=435). The percentage of respondents who rate Barnstable’s quality of life as excellent has increased steadily since 2007.

Table 3
Taking all Things into Consideration, How Would You Rate the Overall Quality of Life in Barnstable? (N=435)

	2007	2008	2009
Excellent	33.8%	36.1%	40.2%
Good	55.6%	51.1%	49.2%
Fair	8.9%	10.8%	9.4%
Poor	1.8%	2.0%	1.1%

Figure 2



3.15 WHAT DO YOU LIKE MOST ABOUT LIVING IN BARNSTABLE?

The top three results include:

- Ocean/Beaches/Being near the water (N=115)
- Beautiful/Scenic (N=42)
- Quiet/ Peaceful/Quaint (N=38)
- Other responses (N=219)



3.16 WHAT DO YOU LIKE LEAST ABOUT LIVING IN BARNSTABLE?

The top three results include:

- Traffic (N=70)
- Crime/ drugs (N=29)
- Taxes (N=17)
- Other responses (N=155)

3.20 SATISFACTION WITH TOWN SERVICES AND PROGRAMS

Respondents were asked to rate thirteen town services and programs on a scale of poor to excellent. Respondents rate libraries highest with 93.2 percent rating Barnstable’s libraries as excellent (54.4%) or good (38.8%), followed by senior services (90.8% excellent/good), recreation programs (88.2% excellent/good), police (87.4% excellent/good), transfer station (87.3% excellent/good), historical preservation (84.6% excellent/good), health department (83.2% excellent/good), municipal airport (79.6% excellent/good), schools (78.3% excellent/good), animal control (75.3% excellent/good), building inspection services (69.5% excellent/good), community planning (56.6% excellent/good) and street maintenance (53.6% excellent/good).

**Table 4
Rating of Town Services and Programs**

Service	Excellent 2009	Good 2009	Percent Excellent or Good			Percent Change 2007-2009
			2007	2008	2009	
Libraries (N=410)	54.4%	38.8%	No Data	No Data	93.2%	NA
Senior Services (N=306)	41.8%	49.0%	89.8%	91.0%	90.8%	1.0%
Recreation Programs (N=373)	39.9%	48.3%	77.6%	81.7%	88.2%	10.6%
Police (N=423)	37.8%	49.6%	87.8%	88.3%	87.4%	-0.4%
Transfer Station (N=378)	31.7%	55.6%	84.5%	88.5%	87.3%	2.8%
Historical Preservation (N=389)	33.2%	51.4%	No Data	74.1%	84.6%	10.5%
Health Department (N=292)	14.0%	69.2%	81.6%	79.5%	83.2%	1.6%
Municipal Airport (N=274)	12.8%	66.8%	80.4%	80.6%	79.6%	-0.8%
Schools (N=317)	25.9%	52.4%	74.5%	75.6%	78.3%	3.8%
Animal Control (N=340)	11.8%	63.5%	77.7%	71.9%	75.3%	-2.4%
Building Inspection Services (N=295)	9.8%	59.7%	68.9%	65.6%	69.5%	0.6%
Community Planning (N=336)	6.0%	50.6%	No Data	45.8%	56.6%	10.8%
Street Maintenance (N=433)	7.9%	45.7%	55.8%	49.8%	53.6%	-2.2%

Note: Data sorted by percentage of “excellent” responses in 2009.



3.21 IS THERE A SPECIFIC TOWN SERVICE OR PROGRAM THAT YOU WOULD LIKE TO SEE IMPROVED?

The top three results include:

- Road maintenance (N=28)
- Schools/Education (N=23)
- Public transportation (N=18)
- Other responses (N=123)

3.22 IS THERE A SPECIFIC TOWN SERVICE OR PROGRAM THAT YOU WOULD LIKE TO SEE REDUCED?

The top three results include:

- Fire Department (N=16)
- School Department/Education (N=7)
- Street maintenance (N=7)
- Other Responses (N=46)

3.23 IS THERE A SPECIFIC TOWN SERVICE OR PROGRAM THAT YOU WOULD LIKE TO SEE ELIMINATED?

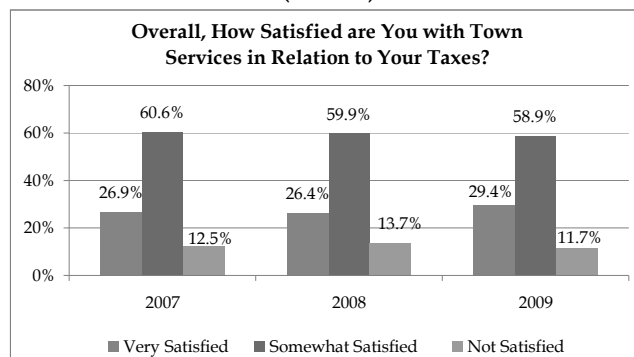
The top three results include:

- Cape Cod Commission (N=5)
- Fire Department (N=5)
- Police details at construction sites (N=4)
- Other responses (N=22)

3.24 OVERALL, HOW SATISFIED ARE YOU WITH TOWN SERVICES IN RELATION TO YOUR TOWN TAXES?

Nearly thirty percent of respondents (29.4%) are very satisfied with town services in relation to their taxes, while 58.9 percent are somewhat satisfied and 11.7 percent are not satisfied. These percentages have remained fairly consistent since 2007.

Figure 3
(N=418)



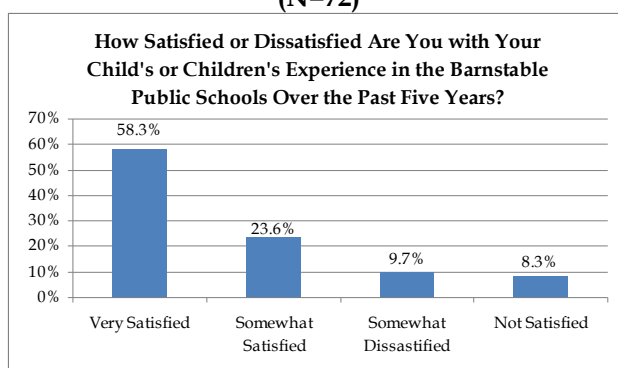
3.30 PUBLIC SCHOOLS

Nearly seventeen percent of respondents (16.9%) have a child or children in the Barnstable Public Schools. These respondents were asked several questions about the quality of the public schools.

3.31 HOW SATISFIED OR DISSATISFIED ARE YOU WITH YOUR CHILD'S OR CHILDREN'S EXPERIENCE IN THE BARNSTABLE PUBLIC SCHOOLS OVER THE PAST FIVE YEARS?

More than four in five respondents (81.9%) report that they are either very satisfied (58.3%) or somewhat satisfied (23.6%) with their child's experience in the Barnstable Public Schools over the past five years, while 9.7 percent of respondents are somewhat dissatisfied and 8.3 percent are not satisfied.

Figure 4
(N=72)



3.32 CAN YOU TELL ME WHAT SOME OF THE MORE POSITIVE ASPECTS OF THE SCHOOL ARE?

The top three results include:

- Great teachers (N=16)
- Strong curriculum/programs (N=8)
- Charter programs (N=3)
- Other responses (N=20)

3.33 CAN YOU TELL ME SOME AREAS WHERE IMPROVEMENT IS NEEDED?

The top three results include:

- Parent/Teacher communication (N=6)
- Class size (N=5)
- Bus fees (N=4)
- Other responses (N=33)



3.40 CONTACT WITH TOWN OFFICIALS

Over a third of respondents or their household members (35.1%) contacted the town of Barnstable in the past twelve months about a request for service, for information or for a complaint.

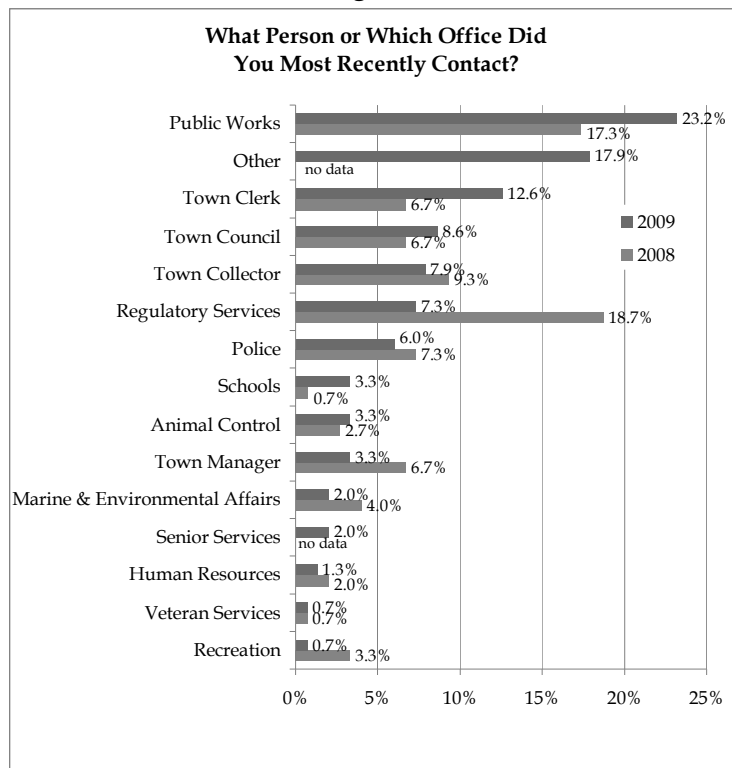
Table 5
Have You or a Member of Your Household
Contacted the Town of Barnstable about a Request for Service,
For Information or for a Complaint in the Past 12 Months? (N=433)

	2007	2008	2009
Yes	40.9%	41.4%	35.1%
No	57.9%	58.3%	64.9%

3.41 WHAT PERSON OR WHICH OFFICE IN TOWN DID YOU MOST RECENTLY CONTACT?

The highest percentage of respondents contacted the Department of Public Works (23.2%), followed by “other” departments (17.9%), the Town Clerk (12.6%) and the Town Council (8.6%).²

Figure 5



² “Other” town offices that were contacted include the Assessor's Office (N=7), Health Department (N=4), School Department (N=5), Census Department (N=1), Fire Department (N=1), Housing (N=1), Library (N=1), Recreation (N=1) and Sewer Department (N=1)



3.42 WAS THE PERSON WHO HANDLED YOUR CALL OR VISIT COURTEOUS?

Nearly nine in ten respondents (89.7%) who contacted a town office report that the person who handled their call or visit was courteous. This percentage increased by 4.7 percent from 2007 to 2009.

Table 6
Was the Person Who Handled
Your Call or Visit Courteous? (N=146)

	2007	2008	2009
Yes	85.0%	92.5%	89.7%
No	8.1%	5.6%	10.3%

3.43 DID THE RESULTS OF YOUR CALL OR VISIT RESOLVE YOUR PROBLEM, REQUEST, OR QUESTION?

Nearly three quarters of respondents (74.5%) who contacted a town office report that the call or visit resulted in the problem, request or question being resolved. This percentage has increased steadily since 2007.

Table 7
Did the Results of Your Call or Visit
Resolve Your Problem, Request, or Question? (N=145)

	2007	2008	2009
Yes	63.1%	70.2%	74.5%
No	31.9%	24.2%	25.5%



3.44 HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ON A SCALE OF STRONGLY AGREE, SOMEWHAT AGREE, DISAGREE OR STRONGLY DISAGREE?

Respondents were provided four statements regarding Barnstable officials and asked to rate the level to which they agree or disagree with the statement on a scale of strongly agree, somewhat agree, disagree or strongly disagree. Results include:

- Nearly eighty percent (79.9%) of respondents either somewhat agree (60.8%) or strongly agree (19.1%) with the statement “Barnstable's town council is working on issues that are important to me and my family.”
- More than three-quarters of respondents (75.7%) either somewhat agree (57.4%) or strongly agree (18.3%) with the statement “Barnstable's town officials are fiscally responsible.” This percentage has declined since 2007.
- Greater than seventy percent (70.7%) of respondents either somewhat agree (53.2%) or strongly agree (17.5%) with the statement “Barnstable officials are adequately planning for the town's future.” This percentage has declined since 2007.
- Nearly seventy percent (69.2%) of respondents either somewhat agree (48.0%) or strongly agree (21.2%) with the statement “Barnstable leaders provide enough information to the public.” This percentage has declined slightly since 2007.

**Table 8
How Strongly Do You Agree with the Following Statements?**

	Strongly Agree	Somewhat Agree	Disagree	Somewhat Disagree	Strongly Agree/Somewhat Agree 2007	Strongly Agree/Somewhat Agree 2008	Strongly Agree/Somewhat Agree 2009
Town Council is working on issues that are important to me and my family (N=383)	19.1%	60.8%	15.4%	4.7%	NA	NA	79.9%
Barnstable's town officials are fiscally responsible (N=387)	18.3%	57.4%	17.1%	7.2%	87.1%	83.0%	75.7%
Barnstable officials are adequately planning for the Town's future (N=372)	17.5%	53.2%	21.8%	7.5%	81.8%	80.5%	70.7%
Barnstable leaders provide enough information to the public (N=410)	21.2%	48.0%	22.7%	8.0%	72.2%	73.0%	69.2%



3.45 CRIME AND SAFETY

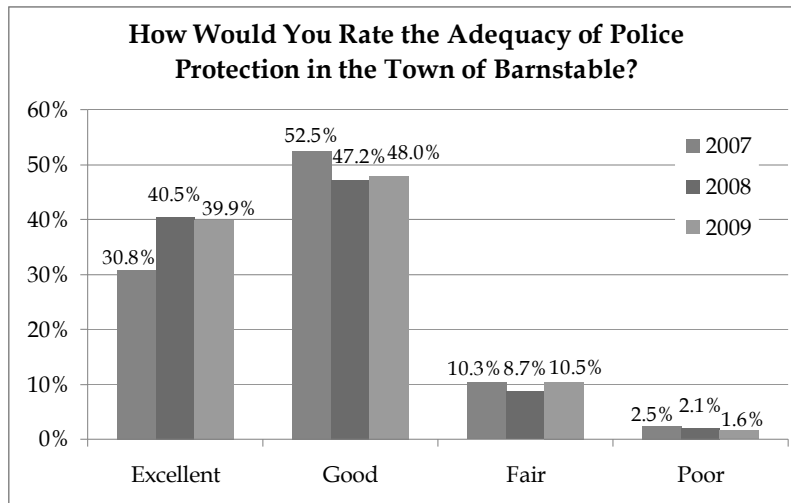
3.45A HOW WOULD YOU RATE THE ADEQUACY OF THE POLICE PROTECTION IN THE TOWN OF BARNSTABLE? WOULD YOU SAY IT IS EXCELLENT, GOOD, FAIR, OR POOR?

Respondents rate police protection highly, with 87.9 percent of respondents either rating police protection as excellent (39.9%) or good (48.0%). The percentage of respondents who rate Barnstable’s police protection as excellent increased by 9.1 percent from 2007 to 2009.

Table 9
How Would You Rate the Adequacy of the Police Protection in the Town of Barnstable? (N=429)

	2007	2008	2009
Excellent	30.8%	40.5%	39.9%
Good	52.5%	47.2%	48.0%
Fair	10.3%	8.7%	10.5%
Poor	2.5%	2.1%	1.6%

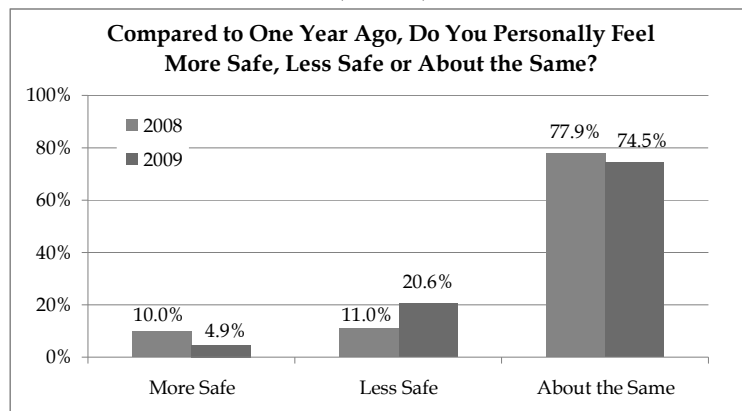
Figure 6
(N=428)



3.45B COMPARED TO ONE YEAR AGO, DO YOU PERSONALLY FEEL MORE SAFE, LESS SAFE, OR ABOUT THE SAME?

Nearly three-quarters of respondents (74.5%) feel about the same level of safety as a year ago, while 20.6 percent feel less safe and 4.9 percent more safe (N=432). The percentage of respondents who feel less safe nearly doubled from 2008 to 2009.

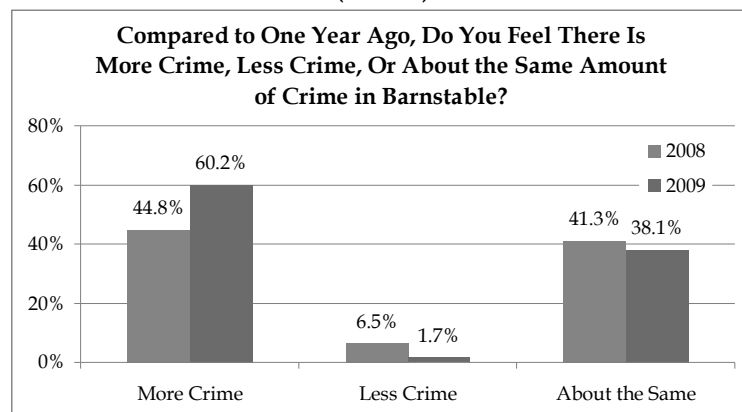
Figure 7
(N=432)



3.45C COMPARED TO ONE YEAR AGO, DO YOU FEEL THERE IS MORE CRIME, LESS CRIME, OR ABOUT THE SAME AMOUNT OF CRIME IN BARNSTABLE?

Over sixty percent of respondents (60.2%) feel that there is more crime in Barnstable compared to a year ago, while 1.7 percent feel that there is less crime and 38.1 percent feel that the crime level is about the same. The percentage of respondents who feel that there is more crime compared to a year ago increased by 15.4 percent from 2008 to 2009.

Figure 8
(N=412)



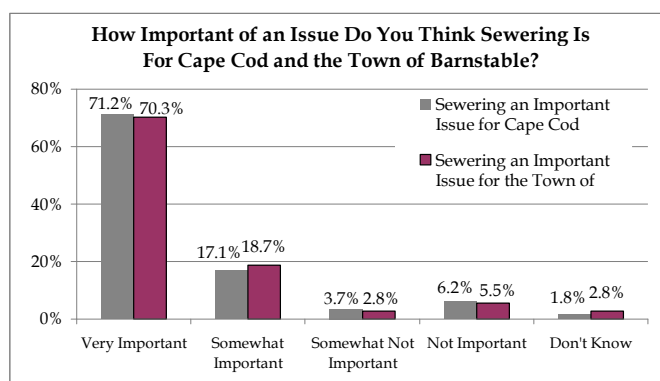
3.50 SEWERS

Respondents were asked several questions about sewerage. More than eighty-five percent of respondents (85.4%) report they have on-site septic system and 14.6 percent report they are connected to a sewer.

3.51 HOW IMPORTANT OF AN ISSUE DO YOU THINK SEWERING IS FOR CAPE COD AND THE TOWN OF BARNSTABLE?

Overall, respondents believe that the issue of sewerage is important for both Cape Cod and the Town of Barnstable. For example, 71.2 percent of respondents indicate that sewerage is an important issue for Cape Cod and 70.3 percent of respondents indicate that sewerage is an important issue for the Town of Barnstable. Only small percentages of respondents indicate that this issue is somewhat not important or not important.

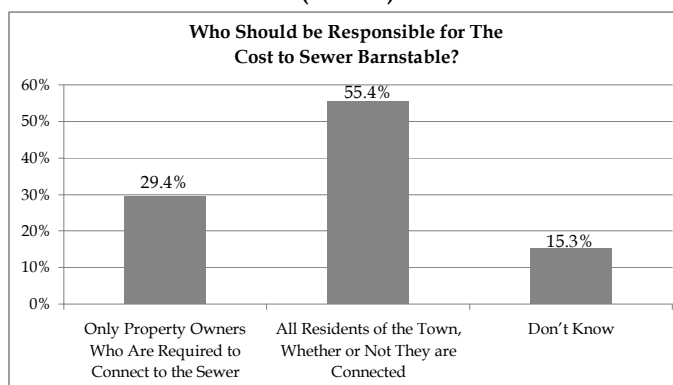
Figure 9
(N=434)



3.52 WHO SHOULD BE RESPONSIBLE FOR THE COST TO SEWER BARNSTABLE?

Over fifty-five percent of respondents (55.4%) believe all residents of Barnstable should pay to sewer Barnstable regardless of whether or not they are connected, while 29.4 percent believe only property owners who are required to connect to the sewer system should pay and 15.3 percent do not know.

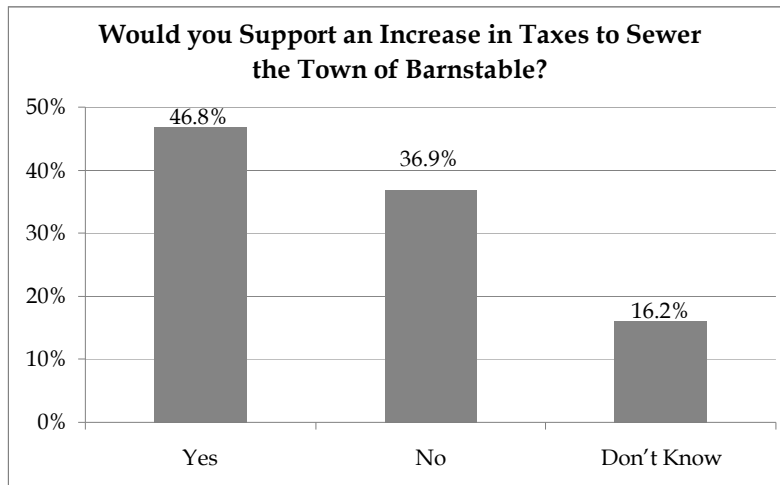
Figure 10
(N=419)



3.53 WOULD YOU SUPPORT AN INCREASE IN YOUR TAXES TO SEWER THE TOWN OF BARNSTABLE?

Nearly forty-seven percent of respondents (46.8%) would support an increase in taxes to sewer the Town of Barnstable, while 36.9 percent of respondents would not support a tax increase and 16.2 percent do not know.

Figure 11
(N=425)



3.54 ANY OTHER POSSIBLE SOURCES OF FUNDING THAT YOU CAN THINK OF TO PAY TO SEWER THE TOWN OF BARNSTABLE?

The top three results include:

- Federal funding (N=52)
- State funding (N=18)
- Stimulus money (N=17)
- Other responses (N=61)

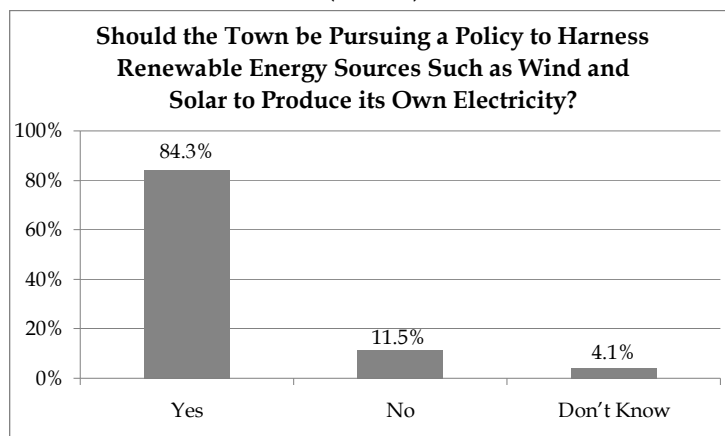


3.60 RENEWABLE ENERGY

3.61 SHOULD THE TOWN BE PURSUING A POLICY TO HARNESS RENEWABLE ENERGY SOURCES SUCH AS WIND AND SOLAR TO PRODUCE ITS OWN ELECTRICITY?

More than eighty-four percent of respondents (84.3%) feel the town should be pursuing a policy to harness renewable energy sources such as wind and solar to produce its own electricity, while 11.5 percent do not agree and 4.2 percent do not know.

Figure 12
(N=433)



3.61 WOULD YOU INSTALL A RESIDENTIAL WIND TURBINE ON YOUR PROPERTY IF IT MEANT YOUR UTILITY BILL WOULD BE REDUCED?

Over half the respondents (50.2%) indicate they would install a residential wind turbine on their property if it meant their utility bill would be reduced, while 31.9 percent would not install a turbine and 17.8 percent do not know.

Table 10
Would You Install a Residential Wind Turbine on Your Property if it Meant Your Utility Bill Would be Reduced? (N=426)

	Percent
Yes	50.2%
No	31.9%
Don't Know	17.8%



3.62 WHAT WOULD BE THE REASON FOR YOUR OPPOSITION?

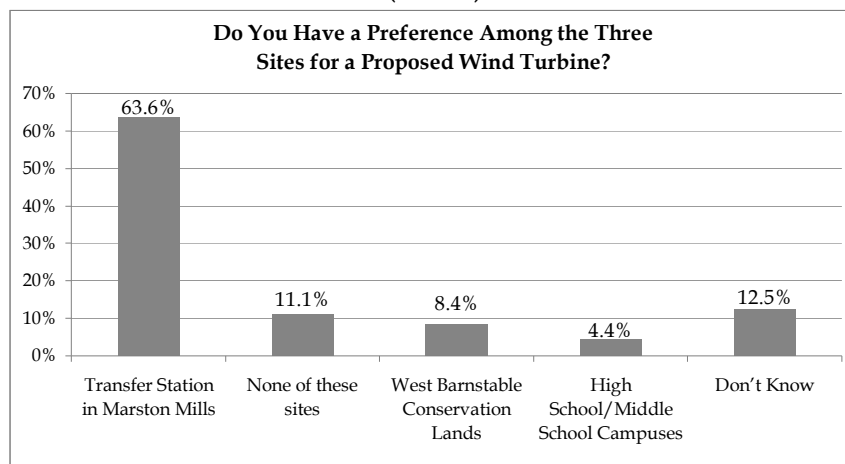
Respondents who answered "no" were asked to provide the reason for their opposition:

- Appearance (N=38)
- Cost (N=21)
- Not enough land/Room (N=19)
- Other (N=36)

3.63 DO YOU HAVE A PREFERENCE AMONG THESE THREE SITES OR DO YOU NOT PREFER ANY OF THEM?

Barnstable has identified three sites on town property that could be used to install wind turbines. The sites are the transfer station in Marstons Mills, the high school/middle school campus, and West Barnstable conservation lands. Respondents were asked whether or not they had a preference among these sites. Respondents most prefer the transfer station in Marstons Mills to site a wind turbine (63.6%), while 8.4 percent prefer West Barnstable conservation lands, 4.4 percent prefer the high school and middle school campuses, 11.1 percent do not prefer any of the three proposed sites and 12.5 percent do not know which site they prefer.

Figure 13
(N=431)



3.70 ISSUES AND SOURCES OF INFORMATION

3.71 WHAT WOULD YOU SAY IS THE SINGLE MOST SERIOUS PROBLEM FACING THE TOWN OF BARNSTABLE IN THE NEXT FEW YEARS?

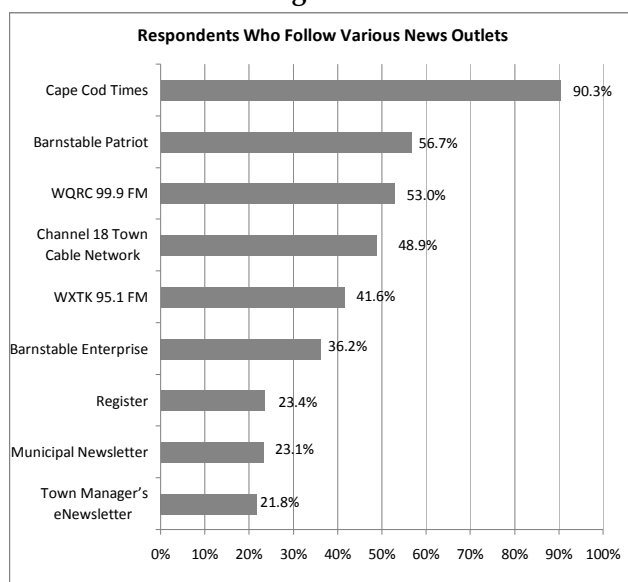
The top three results include:

- Crime/Safety (N=53)
- Septic and sewer (N=40)
- Budget/Fiscal issues (N=40)
- Other responses (N=189)

3.72 DO YOU READ, WATCH, OR LISTEN TO ANY OF THE FOLLOWING NEWS OUTLETS REGULARLY?

Respondents were read a series of news outlets and asked whether they read or listen to each. The highest percentage of respondents read, watch or listen to the Cape Cod Times (90.3%), followed by the Barnstable Patriot (56.7%) and WQRC 99.9 FM (53.0%). Smaller percentages of respondents read, watch, or listen to Channel 18 Town Cable Network (48.9%), WXTK 95.1 FM (41.6%), the Barnstable Enterprise (36.2%), The Register (23.4%), Municipal Newsletter: The Barnstable Bulletin (23.1%) and the Town Manager's eNewsletter (21.8%).

Figure 14



The top five other news outlets that respondents read, watch or listen to regularly include:

- Boston/Providence news channels (N=71)
- FOX (N=53)
- CNN (N=36)
- Boston Globe (N=26)
- NECN (N=12)



3.73 HOW OFTEN DO YOU VISIT THE TOWN OF BARNSTABLE’S WEBSITE?

More than forty-seven percent of respondents (47.2%) never visit the website, while 24.5 percent visit the website a few times a year, 18.9 percent visit a few times a month, 7.2 percent visit a few times a week and 2.1 percent visit the website daily.

Table 11
How Often do you Visit The
Town of Barnstable’s Website? (N=428)

	2008	2009
Daily	2.5%	2.1%
A Few Times a Week	5.6%	7.2%
A Few Times a Month	9.6%	18.9%
A Few Times a Year	25.5%	24.5%
Never	55.1%	47.2%

3.73A WHAT IS THE MAIN REASON YOU VISIT THE TOWN’S WEBSITE?

The top three results include:

- General information (N=26)
- Assessors office (N=23)
- Community/Recreation schedule (N=20)
- Other responses (N=112)

3.74 ARE YOU PRESENTLY A SUBSCRIBER TO THE BARNSTABLE BULLETIN?

More than eleven percent of respondents (11.5%) subscribe to the Barnstable Bulletin, which is nearly double the percentage in 2008.

Table 12
Are you Presently a Subscriber
To the Barnstable Bulletin? (N=419)

	2008	2009
Yes	6.3%	11.5%
No	93.7%	88.5%



3.75 ARE YOU PRESENTLY A SUBSCRIBER TO THE TOWN MANAGER’S WEEKLY E-NEWSLETTER?

More than eleven percent of subscribers (11.2%) subscribe to the Town Manager’s weekly newsletter, while 88.8 percent do not subscribe.

Table 13
Are you Presently a Subscriber to the Town Manager’s Weekly E-Newsletter? (N=419)

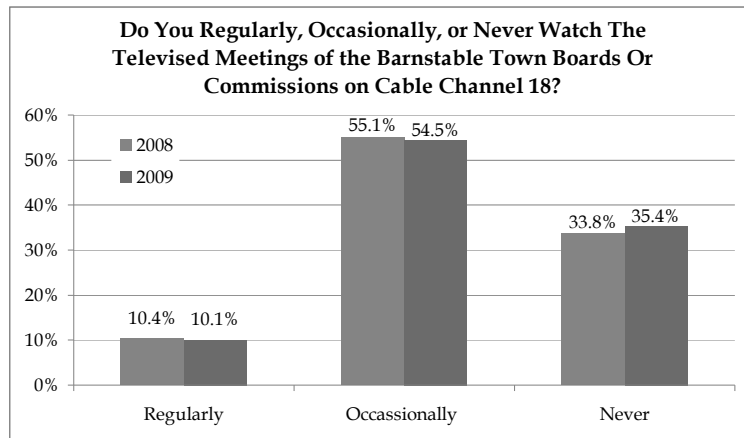
	Percent
Yes	11.2%
No	88.8%

3.76 COMMUNITY PROGRAMMING

3.76A DO YOU REGULARLY, OCCASIONALLY, OR NEVER WATCH THE TELEVISED MEETINGS OF THE BARNSTABLE TOWN BOARDS OR COMMISSIONS ON CABLE TELEVISION CHANNEL 18?

More than fifty-four percent (54.5%) of respondents report that they occasionally watch Channel 18, while 35.4 percent never watch and 10.1 percent regularly watch Channel 18. These percentages have changed little since 2008.

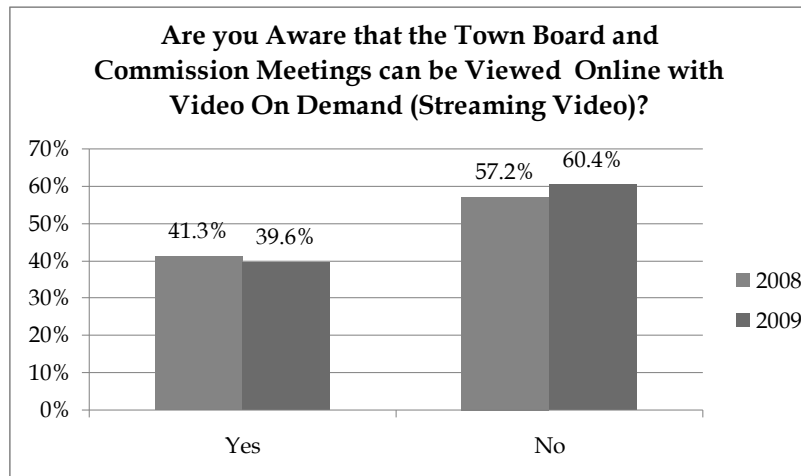
Figure 15
(N=424)



3.76B ARE YOU AWARE THAT THE TOWN BOARD AND COMMISSION MEETINGS CAN BE VIEWED ONLINE WITH VIDEO ON DEMAND (STREAMING VIDEO)?

Greater than sixty percent of respondents (60.4%) are not aware that the town board and commission meetings can be viewed online with video on demand, while 39.6 percent of respondents are aware. There was only a small change in the percentage of respondents who are aware from 2008.

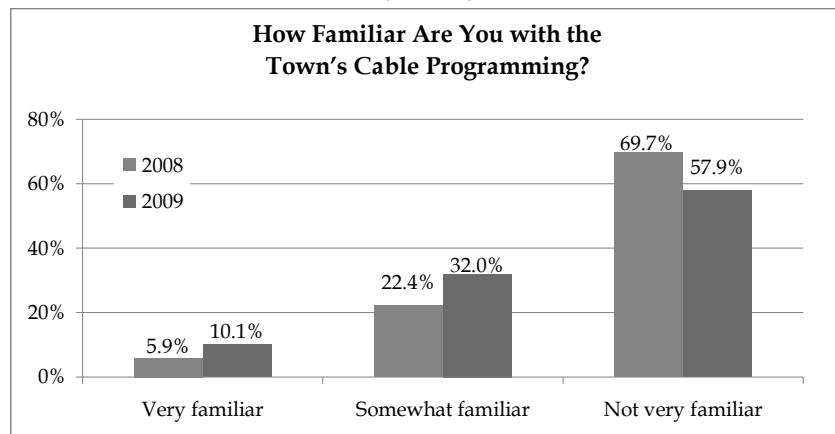
Figure 16
(N=422)



3.76C HOW FAMILIAR ARE YOU WITH THE TOWN'S CABLE PROGRAMMING?

Ten percent (10.1%) of respondents report that they are very familiar with the Town's cable programming such as "Barnstable Today," "Talk of the Town," "Senior Compass" or "Barnstable Now," while 32.0 percent are somewhat familiar and 57.9 percent are not very familiar. Respondents' familiarity with the Town's cable programming increased from 2008 to 2009.

Figure 17
(N=416)



3.76D IS THERE A PARTICULAR PROGRAM OR INFORMATION THAT YOU WOULD LIKE TO SEE ON CABLE CHANNEL 18?

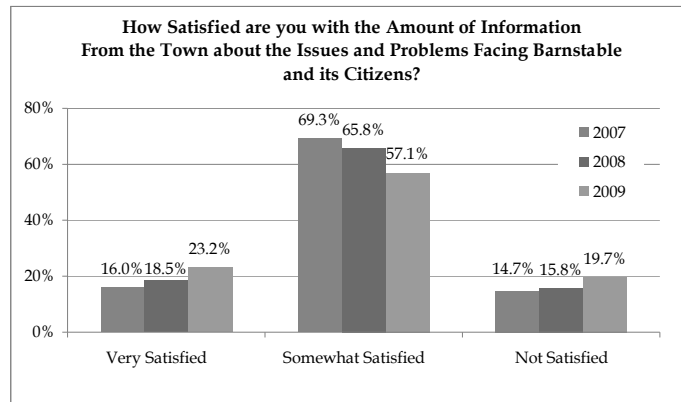
The top three results include:

- Town issues (N=11)
- More about schools and school events (N=3)
- Community events (N=2)
- Other responses (N=20)

3.77 HOW SATISFIED ARE YOU WITH THE AMOUNT OF INFORMATION FROM THE TOWN ABOUT THE ISSUES AND PROBLEMS FACING BARNSTABLE AND ITS CITIZENS?

More than twenty-three percent of respondents (23.2%) are very satisfied with the amount of information from the town about the issues and problems facing Barnstable and its citizens, while 57.1 percent are somewhat satisfied and 19.7 percent of respondents are not satisfied. The percentage of respondents who report they are very satisfied has increased steadily since 2007.

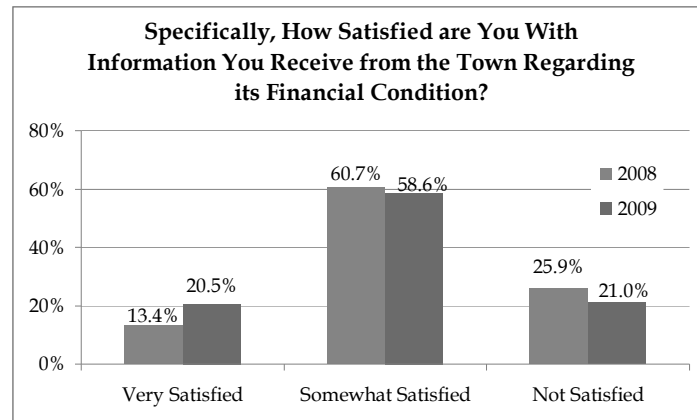
Figure 18
(N=406)



3.78 SPECIFICALLY, HOW SATISFIED ARE YOU WITH THE INFORMATION YOU RECEIVE FROM THE TOWN REGARDING ITS FINANCIAL CONDITION?

More than twenty percent of respondents (20.5%) are very satisfied with the amount of information they receive from the town regarding its financial condition, while 58.6 percent are somewhat satisfied and 21.0 percent are not satisfied. The percentage of respondents who are very satisfied increased by 7.1 percent from 2008.

Figure 19
(N=391)

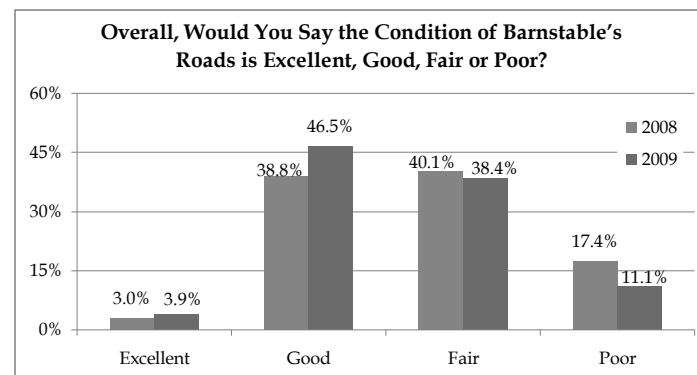


3.80 ROADS, TRAFFIC AND IMAGE OF BARNSTABLE

3.81 OVERALL, WOULD YOU SAY THE CONDITION OF BARNSTABLE'S ROADS IS EXCELLENT, GOOD, FAIR, OR POOR?

A majority of respondents (50.4%) rate the condition of Barnstable's roads as excellent (3.9%) or good (46.5%), while 38.4 percent of respondents rate the condition of the roads as fair and 11.1 percent rate the roads as poor.

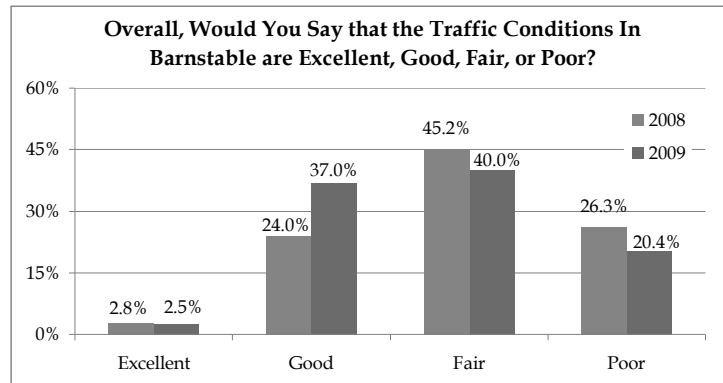
Figure 20
(N=432)



3.82 OVERALL, WOULD YOU SAY THAT THE TRAFFIC CONDITIONS IN BARNSTABLE ARE EXCELLENT, GOOD, FAIR, OR POOR?

Nearly forty percent of respondents (39.5%) rate traffic conditions in Barnstable as excellent (2.5%) or good (37.0%), while 40.0 percent of respondents rate traffic conditions as fair and 20.4 percent rate traffic conditions as poor.

Figure 21
(N=432)



3.83 WHAT ONE OR TWO WORDS BEST DESCRIBE YOUR IMAGE OF BARNSTABLE?

The top three results include:

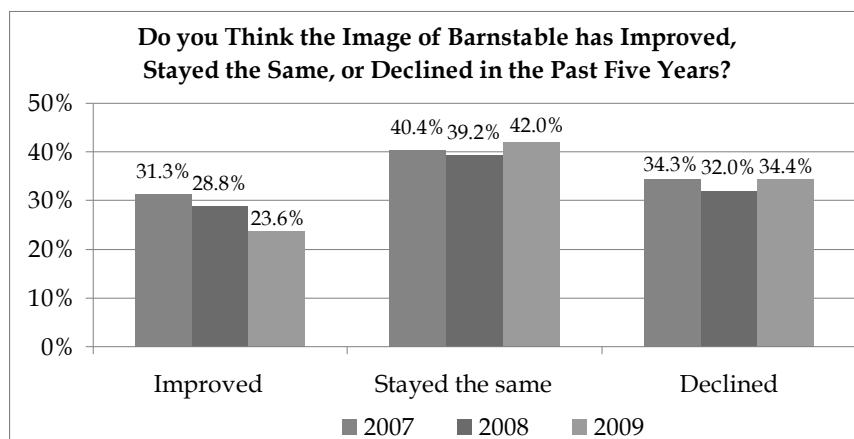
- Good (N=51)
- Nice (N=34)
- Beautiful (N=32)
- Other responses (N=222)



3.84 DO YOU THINK THE IMAGE OF BARNSTABLE HAS IMPROVED, STAYED THE SAME, OR DECLINED IN THE PAST FIVE YEARS?

Forty-two percent of respondents (42.0%) believe the image of Barnstable has remained the same in the past five years, while 34.4 percent believe the town's image has declined and 23.6 percent believe its image has improved.

Figure 22
(N=419)



3.85 WHY DO YOU FEEL THAT THE TOWN'S IMAGE HAS IMPROVED?

The top three results include:

- Roads have improved (N=15)
- Great town (N=14)
- Beautiful (N=12)
- Other responses (N=233)

3.86 WHY DO YOU FEEL THAT THE TOWN'S IMAGE HAS DECLINED?

The top three results include:

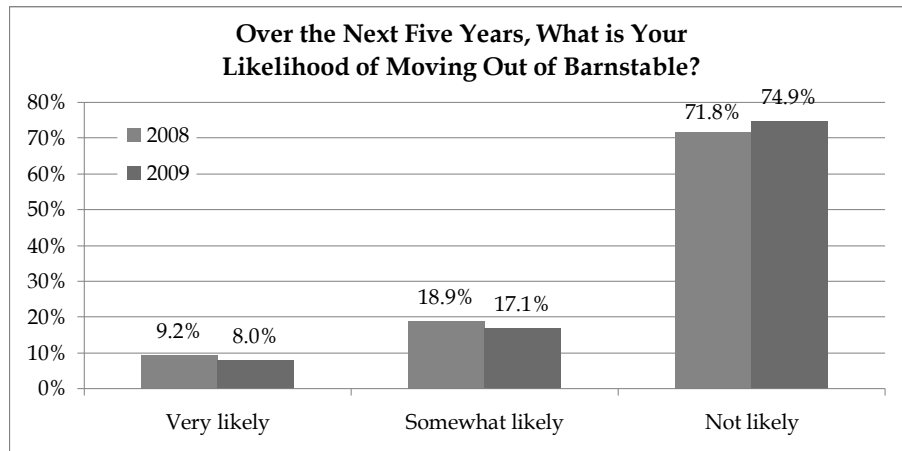
- Crime (N=48)
- Overcrowding (N=16)
- Traffic (N=14)
- Other responses (N=100)



3.87 OVER THE NEXT FIVE YEARS, WHAT IS YOUR LIKELIHOOD OF MOVING OUT OF BARNSTABLE?

Nearly three in four respondents (74.9%) are not likely moving out of Barnstable, while 17.1 percent are somewhat likely to move and 8.0 percent are likely to move.

Figure 23
(N=426)



3.88 WHAT WOULD BE THE PRIMARY REASON FOR LEAVING?

Respondents who report they are likely to move out of Barnstable were asked the primary reason why they may move.

The top three results include:

- Cost of living/Taxes (N=20)
- Family (N=15)
- Employment (N=13)
- Other responses (N=99)



3.90 DEMOGRAPHIC BACKGROUND OF RESPONDENTS

Respondents were asked several questions about themselves:

- Over fifty-six (56.8%) percent of respondents are female and 43.2 percent are male.
- Over twenty-one percent of respondents (21.1%) have children under 18 living in their household.
- Nearly nine in ten respondents (89.3%) own their home and 11.7 percent rent.

3.91 AGE COHORT

The age cohorts of respondents are fairly similar to the previous year's survey.

Table 14
Age Cohort (N=425)

Age Cohort	2008	2009
18 to 25	2.8%	2.8%
26 to 35	3.4%	5.6%
36 to 45	13.4%	16.5%
46 to 60	31.7%	36.5%
60 to 70	21.9%	20.7%
70 +	26.8%	17.9%

3.92 WHAT IS THE LAST GRADE IN SCHOOL THAT YOU COMPLETED?

Respondents are very educated with 54.0 percent reporting having a college degree or higher. Over twenty-three percent (23.6%) report that they have some college experience, while 21.0 percent have a high school diploma or equivalent and 1.4 percent of respondents have less than a high school education.

Table 15
What is the Last Grade in School that You Completed?

	2008	2009
Less than High School Graduate	2.8%	1.4%
High School Graduate	26.7%	21.0%
Some College	20.1%	23.6%
College Grad or more	50.4%	54.0%



3.93 ANNUAL HOUSEHOLD INCOME

Annual household income levels are similar to those reported in the 2008 survey. Over thirty-two percent of respondents (32.2%) earned between \$25,001 and \$50,000, 24.0 percent earned \$50,001 to \$75,000, 17.2 percent earned over \$100,000, 15.8 percent earned \$75,001 to \$100,000, and 10.9 percent earned less than \$25,000.

Table 16
Annual Household Income

	2008	2009
Less than \$25,000	10.9%	10.9%
25,001 - 50,000	25.0%	32.2%
50,001 - 75,000	26.3%	24.0%
75,001-100,000	18.9%	15.8%
Over 100,000	18.9%	17.2%

3.94 TO WHAT RACIAL OR ETHNIC GROUP DO YOU BELONG?

Over ninety-six percent of respondents (96.4%) are White, followed by Hispanic (1.4%), Other (1.2%), Black (0.7%) and Asian (0.2%).

Table 17
To What Racial or Ethnic Group Do You Belong?

	2008	2009
White	96.2%	96.4%
Hispanic	1.4%	1.4%
Other	1.4%	1.2%
Black	0.8%	0.7%
Asian	1.4%	0.2%

