

Town of Barnstable Citizen Survey

Project Directed By:
Victor S. DeSantis, Ph.D.
Jennifer Reid, M.P.A

Report Authored By:
Jennifer Reid, M.P.A.

**Institute for Regional Development
Bridgewater State College
March 2004**

**Research Report,
Vol. 04, No. 2**

Table of Contents

Executive Summary	3
Project Overview	4
Residency/Quality of Life	5
Town Services	9
Quality of Education	14
Open Space	16
Traffic and Sewers	17
Contact with Town Offices	19
Volunteer Opportunities	22
Citizens Perceptions of Barnstable	25
Issues and Problems Facing Barnstable	26
Town web, cable, and news	29
Service and satisfaction of town information	27
Image of Barnstable	36
Sample Demographic Characteristics	41
Appendix A: Survey Instrument	44-49

Executive Summary

The purpose of the 2004 Barnstable Citizen Survey is to determine citizen satisfaction with town services and resident's perceptions of Barnstable's quality of life and town government. The data was collected through a random sample of Barnstable's adult residents from February 2-11, 2004. A total of 418 interviews were conducted with Barnstable residents for a margin of error at approximately +/- 4.8 percent.

Some of the highlights of the survey are as follows:

- ? Over eighty five percent of residents (86.1%) rate the quality of life in Barnstable as excellent or good in this year's survey. This is very similar to the findings in 2003 (85.4%).
- ? Almost eighty-five percent of the respondents (84.6%) are very or somewhat satisfied with the town services they receive in relation to town taxes.
- ? An overwhelming majority of respondents (77.8%) report that preserving open space to protect environment, provide recreational opportunities and slow development is "very important".
- ? The majority of respondents (75.5%) are in favor of a plan to build sewers in town.
- ? More than seventy percent of respondents (73.7%) somewhat or strongly agree that Barnstable's town officials are acting fiscally responsible a 9.3 percent increase from 2003.
- ? 71.9 percent of respondents somewhat or strongly agree that Barnstable officials are adequately planning for the town's future, a 9.5 percent increase from 2003.
- ? The majority of respondents (65.2%) "regularly" or "occasionally" watch Barnstable town boards or commission on cable television Channel 18.
- ? An overwhelming majority of respondents (85.9%) somewhat or strongly agree that Barnstable's Town Government is managed professionally, a 4.7 percent increase from 2003.

Project Overview

Bridgewater State College's Institute for Regional Development, contracted by the Town of Barnstable, designed and administered a citizen survey of Barnstable residents during the month of February 2004. The purpose of this survey is to obtain information and citizen perceptions about Barnstable to assist in planning for the future.

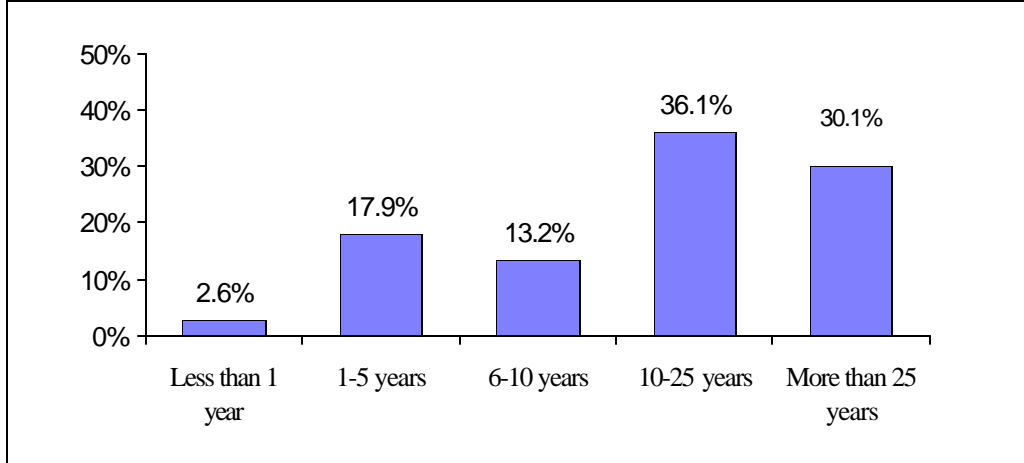
By means of a random sampling process, the survey gathered data from a diverse group of citizens in Barnstable. A team of trained student interviewers administered the survey during daytime and evening hours. A total of 418 interviews were conducted with Barnstable residents over the age of 18. The margin of error is approximately +/- 4.8 percent at the 95 percent confidence level.

All interviewing was conducted from the Institute for Regional Development's telephone research center at Bridgewater State College. A project director was present at all times to supervise the administration of the survey, monitor for quality control, and handle any other problems. Shifts of interviewers were used during the evenings (6 to 9pm) from February 2-11, 2004. Telephone numbers were selected at random and purged of non-working and business numbers. All telephone numbers in the sample were then called up to three times, using a rotating schedule of callbacks to ensure that a telephone number had been tried on different weekday evenings. Additionally, some callbacks were conducted during daytime hours.

Upon completion of calls, the survey responses were entered into a computer database. Using the latest state-of-the-art statistical software (SPSS for Windows Version 11.5), the data file was analyzed. Complete protection and confidentiality of the survey database was assured during all phases of data analysis. Access to the database is limited to the project directors.

Residency/Quality of Life

Figure 1
How long have you lived in Barnstable?



Highlights:

- ? A majority of the respondents (36.1%) have lived in Barnstable for 10 to 25 years; slightly over thirty percent (30.1%) of the respondents have lived in Barnstable for more than 25 years.

Table 1
In which village of Barnstable do you reside?

Village	Percent Reporting (2004)
Centerville	26.6%
Hyannis	23.6%
Marstons Mills	15.8%
Cotuit	12.0%
West Barnstable	9.5%
Osterville	7.0%
Barnstable	5.5%

Highlights:

- ? Over twenty five percent of the respondents (26.6%) reside in Centerville; 23.6 percent of the respondents reside in Hyannis and 15.8 percent reside in Marstons Mills.

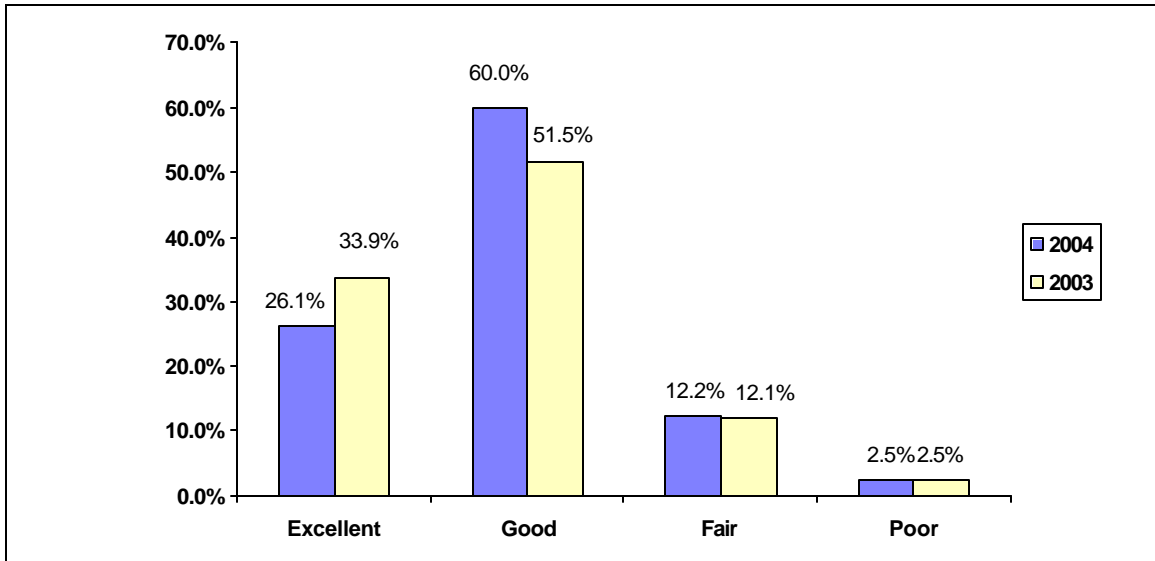
Table 2
Why did you move to Barnstable?

Reason	Percent Reporting (2004)
Born /grew up there (Life long resident)	25.5%
Access to jobs	20.0%
Location (on Cape Cod)	17.8%
Quality/price of housing	10.5%
Appearance/character of town	8.5%
Other	7.8%
Married someone from here	3.8%
Retirement	3.0%
Reputation of Community	2.3%
Quality of schools	1.0%

Highlights:

- ? The majority of the respondents (25.5 %) stated that they either were born in Barnstable or were a life long resident of Barnstable.
- ? Twenty percent of the respondents were attracted to Barnstable for its accessibility to jobs; 17.8 percent were attracted by the location on Cape Cod and 10.5 percent of the respondents moved to Barnstable for the quality and price of housing.
- ? Respondents ages 46-60 are most likely to report that they moved to Barnstable because of accessibility to jobs (60.9%) as compared to respondents (21.7%) between ages 26-45.

Figure 2
How would you rate the quality of life in Barnstable?



Highlights:

- ? Over eighty five percent of residents (86.1%) rate the quality of life in Barnstable as excellent or good in this year’s survey. This is very similar to the findings in 2003 (85.4%).
- ? Residents reporting a total household income over \$100,000 (95.7%) are more likely than those with a household income less than \$25,000 (66.6%) to rate the quality of life in Barnstable as excellent or good in 2004.

Quality of life by village

	Village						
	Hyannis	Osterville	Marstons Mills	Barnstable	Centerville	Cotuit	West Barnstable
Percent Responding Excellent or Good	70.2%	96.5%	90.4%	90.9%	86.8%	93.8%	92.1%

- ? The above table illustrates that the respondents in Osterville (96.5%) rate that the quality of Barnstable as excellent or good; while only 70.2 percent of respondents from Hyannis rate that the quality of Barnstable as excellent or good.

Table 3
What do you like most about living in Barnstable?
N=362

Reason	Percent Reporting
Beaches/Ocean	27.6%
Location	25.1%
Nice Weather/Environment	15.0%
Other	11.0%

Highlights:

- ? 27.6 percent of the respondents like beaches and the ocean the most; slightly over twenty-five percent (25.1%) like the location.
- ? Female respondents (31.7%) are twice as likely as their male counterparts (15.6%) to report that they like the location the most about living in Barnstable.

Table 4
What do you like least about living in Barnstable?
N=332

Reason	Percent Reporting
Traffic/Street Maintenance	27.1%
Rapid Growth/Too Crowded	20.2%
Schools	10.5%
Other	9.9%

Highlights:

- ? Traffic/street maintenance (27.1%) is most commonly cited by residents as the worst part about living in Barnstable; 20.2 percent site rapid growth as what they like least.

Town Services

Table 5
Rating of Town Services

Service	Excellent (2004)	Good (2004)	Percent Excellent or Good		Change 2003-2004
			2003	2004	
Senior Services	24.8%	60.6%	87.8%	85.4%	-2.4%
Police	26.6%	57.9%	87.3%	84.5%	-2.8%
Municipal Airport	13.3%	68.4%	84.2%	81.7%	-2.5%
Health Department	12.3%	67.5%	80.3%	79.8%	-0.5%
Town Landfill	21.8%	55.4%	79.1%	77.2%	-1.9%
Recreation	21.3%	54.6%	77.5%	75.9%	-1.6%
Conservation	20.3%	60.5%	75.0%	80.8%	+5.8%
Animal Control	11.3%	68.1%	71.5%	79.4%	+7.9%
Schools	13.4%	48.1%	64.9%	61.5%	-3.4%
Building Inspection	7.0%	61.5%	63.2%	68.5%	+5.3%
Street Maintenance	4.4%	37.0%	56.9%	41.4%	-15.5%

Highlights:

- ? Nearly eighty-six percent of the respondents (85.4%) rate Senior Services as excellent or good; 84.5% rate Barnstable Police as excellent or good; and 81.7% rate the Municipal Airport as excellent or good in 2004. The largest changes in rating from 2003-2004 is in the Street Maintenance (-15.5%), Animal Control (+7.9%) and Conservation (+5.8%).

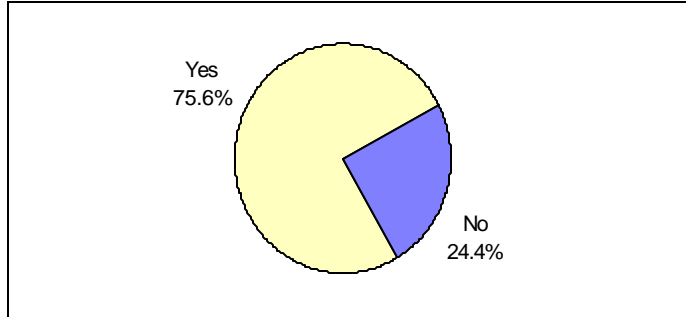
Building Inspection Services:

- ? Renters (66.8%) are statistically more likely than home owners to (83.3%) to rate the Building Inspection Services as excellent or good.

Recreation:

- ? Respondents with out children under 18 (81.0%) are statistically more likely to rate the quality of Recreation as excellent or good than those with children under 18 (67.2%).

Figure 3
Is there a specific town services that you would like to see improved? N=340



Highlights:

- ? A strong majority of the respondents (75.6 %) reported there is a specific town service they would like to see improved.

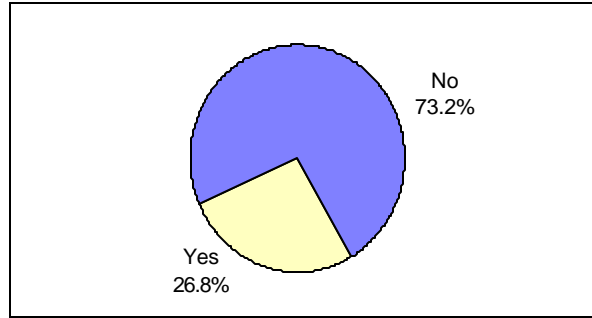
Services that need improvement N=257

Service/Program	Percent
Education	52.9%
Other	13.2%
Landfill/Trash	7.0%
Youth Programs and Services	6.2%
Recreation	5.8%

Highlights:

- ? Of those 257 individuals reporting that a specific town service needs to be improved, 52.9% cite education and 7.0 percent report that the landfill/trash needs improvement.

Figure 4
Is there a specific town services that you would like to see reduced? N=231



Highlights:

- ? An overwhelming majority (73.2%) of respondents report that there is not a specific town service that they would like to see reduced.

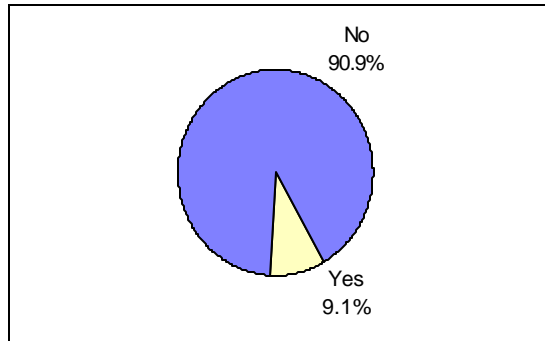
Specific town services/program needing reduction N=62

Service/Program	Frequency
Multiple Fire Department s	31
Other	24

Highlights:

- ? Of the 62 respondents indicating that there is a specific town service that they would like to see reduced 50.0 percent indicated that they would like to see Barnstable’s Multiple Fire Departments reduced.

Figure 5
Is there a specific town services that you would like to see eliminated? N=372



Highlights:

- ? Less than ten percent of the respondents (9.1%) said there is a specific town service that they would like to see eliminated.

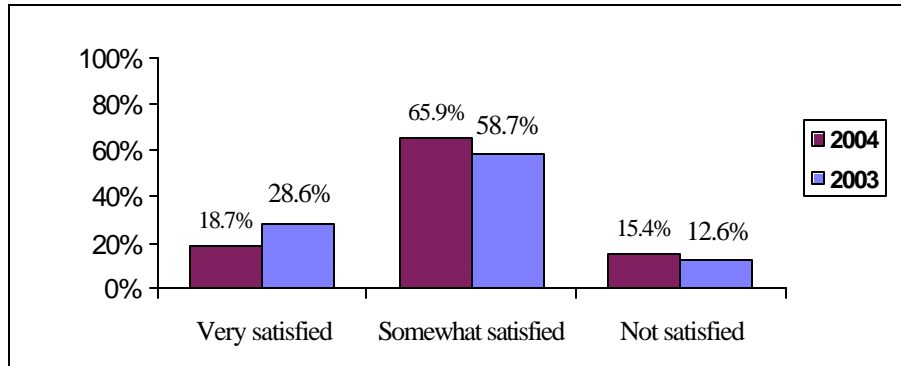
Specific town Services/Program needing elimination N=34

Service/Program	Frequency
Multiple Fire Departments	13
Cape Cod Commission	5
Other	16

Highlights:

- ? Of the 34 respondents reporting, 38.2% would want to see Barnstable's Multiple Fire Departments eliminated.

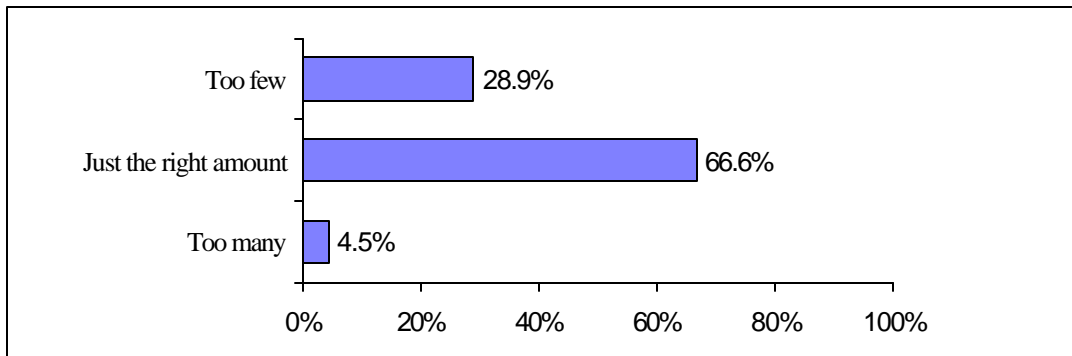
Figure 6
Overall, how satisfied are you with the town’s services in relation to town taxes?



Highlights:

- ? An overwhelming majority of respondents (84.6%) are “very” or “somewhat satisfied” with town services in relation to town taxes.
- ? Almost eighty-five percent of the respondents (84.6%) are very or somewhat satisfied with the town services they receive in relation to town taxes.

Figure 7
In general, would you say that the Town of Barnstable offers residents too many services/programs, the right amount of services/programs, or too few services/programs.



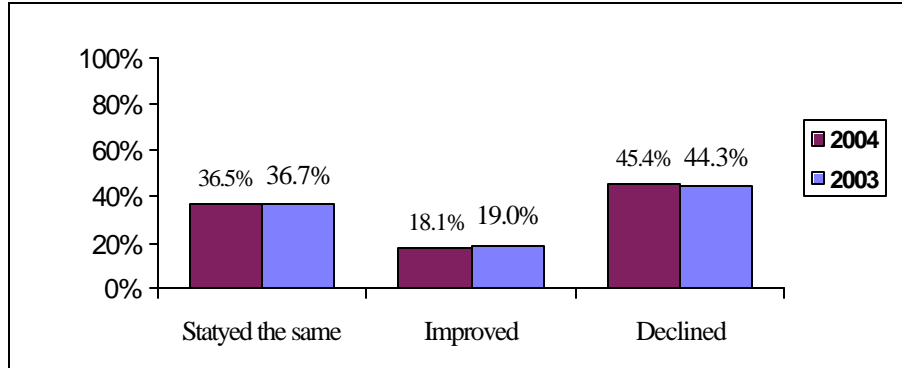
Highlights:

- ? A majority of respondents (66.6%) report that the Town of Barnstable offers residents just the right amount of services/programs.
- ? 53.5 percent of respondents with children under 18 report there is just the right amount of services/programs offered by Barnstable compared to 73.5 percent of respondents without children under 18 living at home.

Quality of Education

Figure 8

In thinking about Barnstable public schools over the past five years, would you say that the quality of education that students receive has improved, declined, or stayed the same? (N=293)



Highlights:

- ? Over half of the respondents (54.6%) state that the quality of education has improved or remained the same which is practically equivalent to last years rating at 55.7 percent.

Table 6A
Why would you say that the quality of education has improved? (N=53)

	Frequency
MCAS	21
Other	12
Teachers	5
Program Cuts (Having to do more with less)	5
Curriculum	3
Special Education	1

Highlights:

- ? Of the 53 people, who state the quality of education has improved, a majority (44.7%) attribute the improvement to MCAS.
- ? 10.6% of the respondents feel that the quality of education has improved because of teachers.

Table 6B
Why would you say that the quality of education has declined? (N=123)

	Percentage reporting
Lack of Funds/Program Cuts	68
School Crowding	19
Other	15
MCAS	15
Special Education	3
Curriculum	2

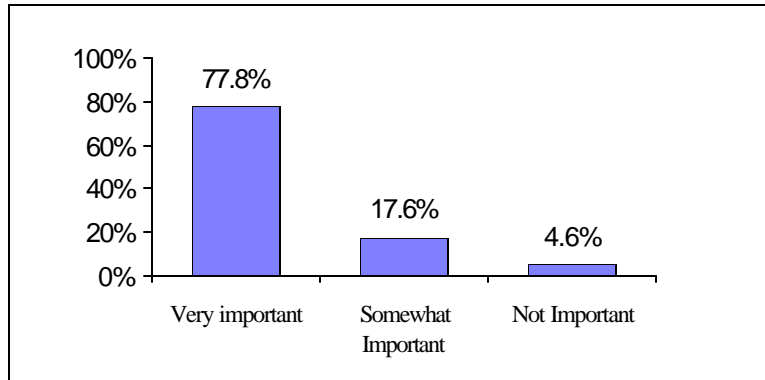
Highlights:

- ? Of the 123 people, who state the quality of education has declined, the majority of the respondents (55.3%) feel that the quality of education has declined due to lack of funds/program cuts.
- ? 15.4% of respondents attribute a decline in education to school crowding.

Open Space

Figure 9

How important would you say it is that the Town of Barnstable to continue preserving open space to protect the environment, provide recreational opportunities and slow development?

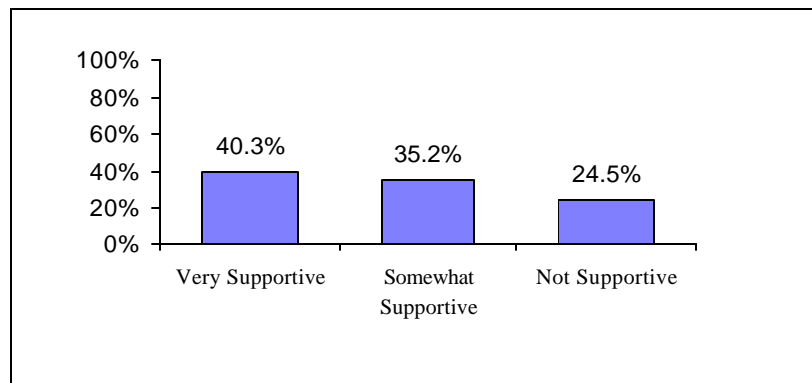


Highlights:

- ? An overwhelming majority of respondents (77.8%) report that preserving open space to protect environment, provide recreational opportunities and slow development is “very important”.

Figure 10

The current funding for open space acquisition thru the land bank is about to end. How supportive would you be of continuing the land bank program, recognizing that this may require a small tax surcharge?



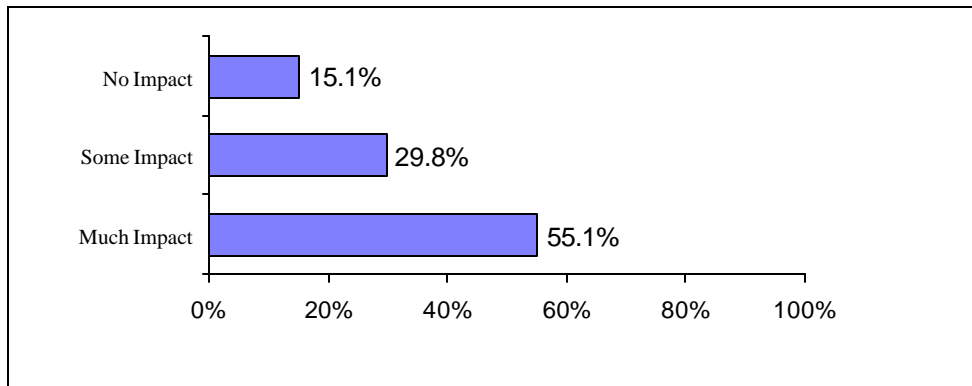
Highlights:

- ? The majority of respondents (75.5%) are “very supportive” or “somewhat supportive” of continuing the land bank program, recognizing that this may require a small tax surcharge.

Traffic and Sewers

Figure 11

How much has increased traffic and congestion impacted your regular shopping trips and other travel in Barnstable in terms of the roads you use, the places you visit, or times you travel?

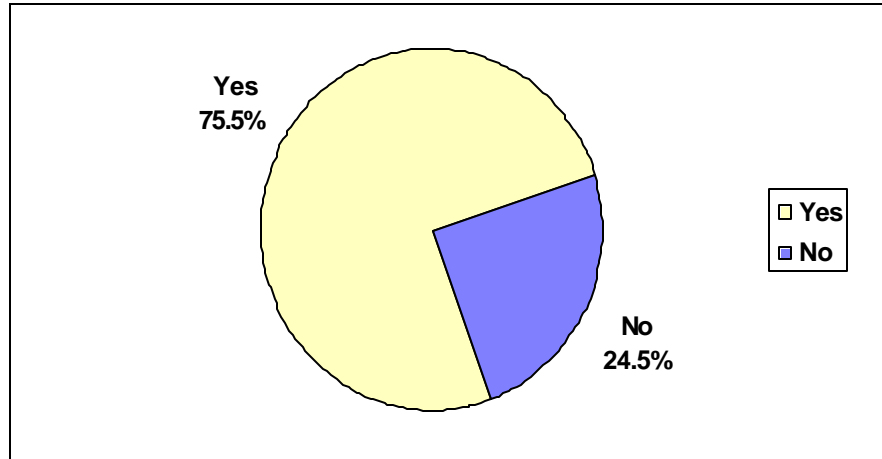


Highlights:

- ? An overwhelming majority of respondents (84.9%) report that increased traffic and congestion has had “much” or “some impact” on their regular shopping trips and other travel in Barnstable.

Figure 12

Thinking about the future, the town may consider spending money to build sewers in certain environmentally sensitive areas of Barnstable. Would you favor or oppose of a plan to build sewers in the town?

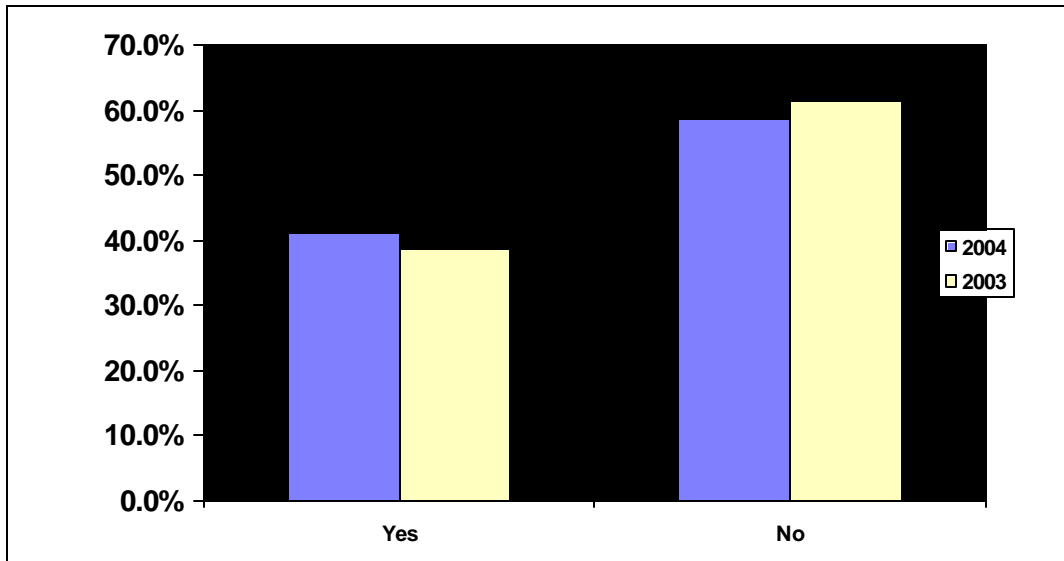


Highlights:

- ? The majority of respondents (75.5%) are in favor of a plan to build sewers in town.
- ? Respondents over age 71 are statistically more likely (79.5%) to favor a plan to build sewers in Barnstable, compared to younger respondents (54.8%) between ages 26-35.

Contact with Town Offices

Figure 13
Have you or a member of your household contacted the Town of Barnstable about a request for service, for information, or to log a complaint in the past 12 months?



Highlights:

- ? More than half the respondents (58.8%) have not contacted the Town of Barnstable in the past 12 months for service, information, or to log a complaint; 41.2 percent have done so.

Table 7

What person or which office in town did you most recently contact? N=166

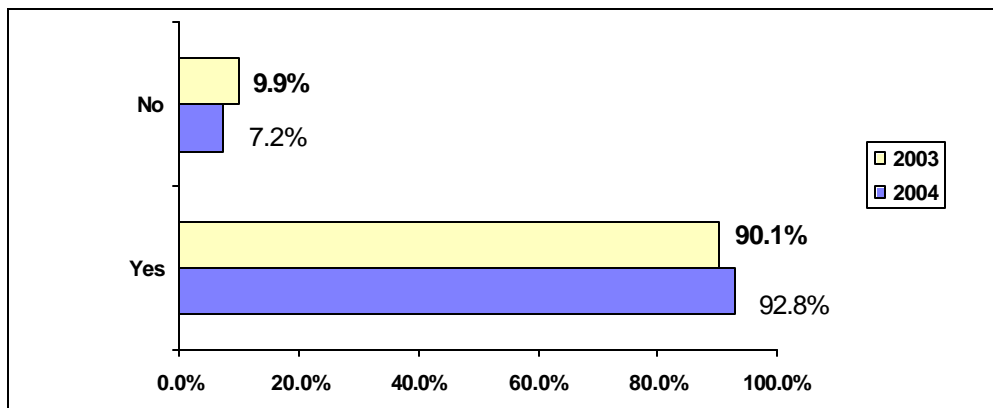
Town Office	Percent Reporting
Public Works	21.7%
Other	12.7%
Town Clerk	9.6%
Police	8.4%
Planning/Zoning	7.2%
Town Council	6.0%
Town Collector	6.0%
Schools	6.0%
Animal Control	4.8%
Building	4.8%
Town Manager	4.8%
Community & Economic Development	2.4%
Recreation	2.4%
Senior Services	2.4%
Health Department	1.8%
Human Resources	1.2%

Highlights:

- ? Of those respondents who recently contacted the town, 21.7 percent most recently contacted the Public Works Department; 9.6 percent most recently contacted the Town Clerk.

Figure 14

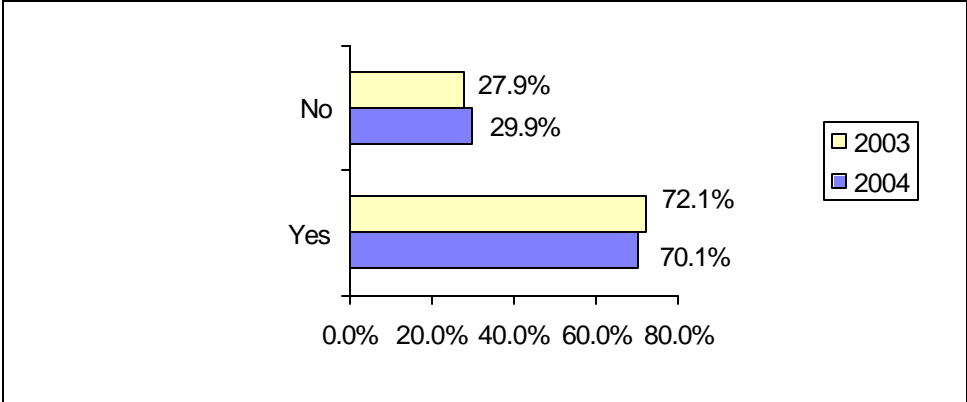
Was the person who handled your call or visit courteous?



Highlights:

- ? An overwhelming majority of the respondents (92.8%) said the person who handled their call or visit was courteous an improvement when compared to 2003 (90.1%).

Figure 15
Did the result of your call or visit resolve your problem, request or question?

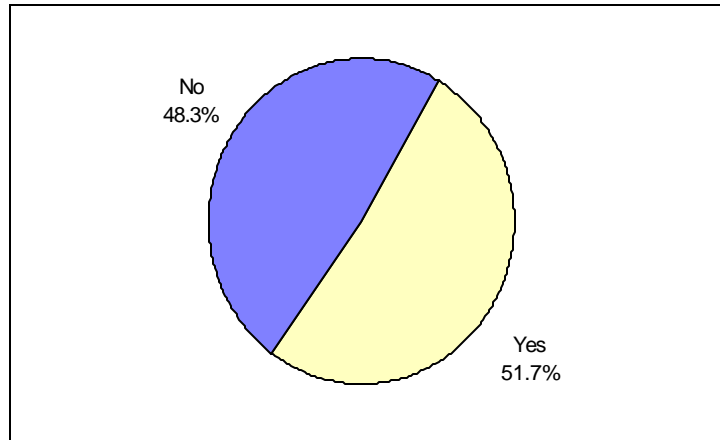


Highlights:

- ? Over seventy percent of the respondents (70.1%) said their problem, request or question was resolved after speaking to the appropriate person an increase from 2003.

Volunteer Opportunities

Figure 16
Many town governments, including Barnstable, rely on volunteer citizens to help deliver public services. Are you aware of opportunities to participate as a volunteer?



Highlights:

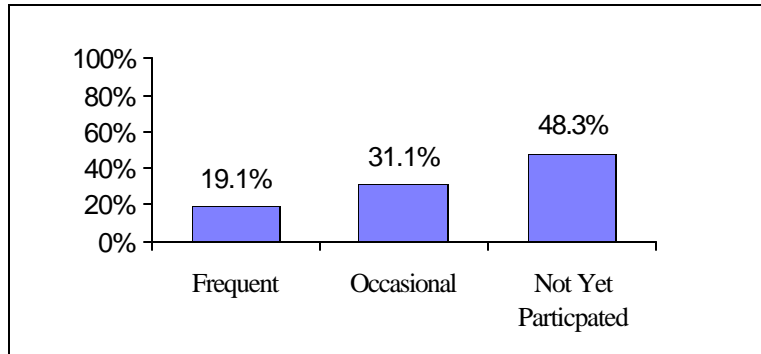
- ? A slight majority (51.7%) of respondents report that they are aware of opportunities to participate as a volunteer.

	Income			
	Less than High School	High School	Some College	College Grad or More
% Aware of Volunteer Opportunities	25.0%	43.3%	51.7%	57.7%

- ? The table above illustrates that as respondents education level increases so does respondents awareness of volunteer opportunities.

Figure 17

Is your participation in these volunteer programs frequent, occasional, or have you not yet participated? (Filtered question, N=209)



Highlights:

- ? A slight majority of respondents (50.2%) participation in volunteer programs is frequent or occasional.

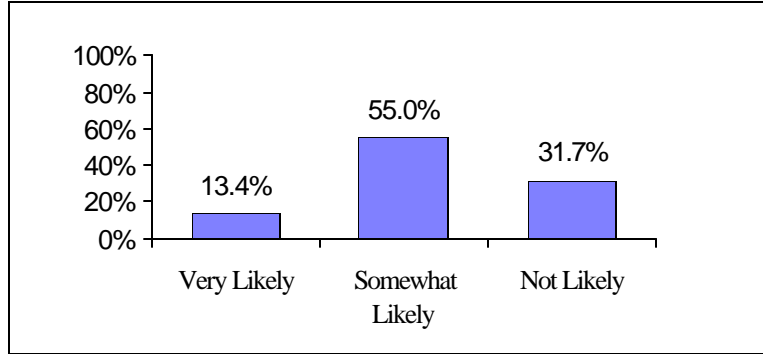
What would get you to participate more? (Filtered question N=164)

Description	Percent Reporting
More Free Time/I'm Too Busy	56.7%
Other	16.5%
More Information of Opportunities	14.0%
Age/Feels Too Old	4.9%
Some Pay/Better Incentives	3.7%
More Diversity in Programs/None Interest Me	2.4%
Child Care/I Have Children at Home	1.8%

Highlights:

- ? More than half of respondents (56.7%) report they would participate more but don't have enough time or are too busy.
- ? 14.0 percent of respondents report they would participate more if they had more information.

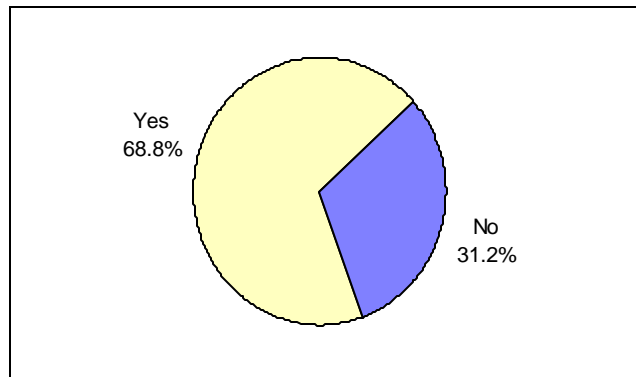
Figure 18
If you had information about volunteer opportunities, would you be very likely, somewhat likely, or not likely to participate?
(Filtered question, N=202)



Highlights:

- ? A majority (55.0%) of respondents report they would be “somewhat likely” to participate in volunteer programs if they had more information.

Figure 19
Thinking about service on the boards and commissions of town government agencies, do you feel that all interested persons have an equal chance of serving?



Highlights:

- ? The majority of respondents (68.8%) feel that all people have an equal chance of serving on boards and commissions in Barnstable.

Citizen perceptions of Barnstable leadership

Table 7
Please tell me how strongly you agree with the following statements
(N=184)

	Strongly Agree	Somewhat Agree	Percent Strongly Agree & Somewhat Agree 2004	Percent Strongly Agree & Somewhat Agree 2003	Difference
Overall, Barnstable's town government is managed professionally.	19.6	66.3	85.9	81.2	4.7%
Barnstable leaders respond effectively to citizen's needs and concerns.	15.7	66.2	81.9	74.9	7.0%
Barnstable's town officials are acting fiscally responsible.	17.3	56.4	73.7	64.4	9.3%
Barnstable officials are adequately planning for the town's future.	15.6	56.4	71.9	62.4	9.5%
Barnstable leaders provide enough information to the public.	22.5	47.1	69.6	N/A	N/A

Highlights:

Managed professionally:

- ? An overwhelming majority of respondents (85.9%) somewhat or strongly agree that Barnstable's Town Government is managed professionally, a 4.7 percent increase from 2003.

Citizen's needs and concerns:

- ? Over eighty percent of respondents (81.9%) somewhat or strongly agree that Barnstable leaders respond effectively to citizen's needs and concerns. This is a 7.0 percent increase from 2003.

Fiscally responsible:

- ? More than seventy percent of respondents (73.7%) somewhat or strongly agree that Barnstable's town officials are acting fiscally responsible a 9.3 percent increase from 2003.

Planning for the town's future:

- ? 71.9 percent of respondents somewhat or strongly agree that Barnstable officials are adequately planning for the town's future, a 9.5 percent increase from 2003.

Issues and Problems Facing Barnstable

Table 8
What is the single most serious problem facing the Town of Barnstable in the next few years?
(N=357)

Issue	Percent Reporting
Over-development/Growth/Population	26.9%
Education	23.5%
Traffic/Roads	10.9%
Other	7.8%
Affordable housing	6.2%

Highlights:

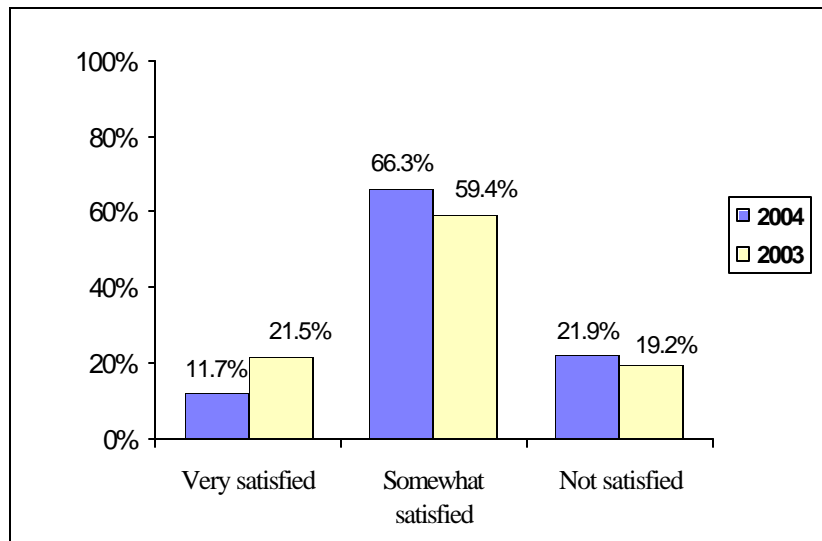
- ? 26.9% of the respondents feel that over-development, growth and population are the most serious problems facing Barnstable; following this, nearly twenty four percent of the respondents (23.5%) feel that education is the most serious issue facing Barnstable; 10.9 percent feel that traffic and roads are the most serious problems facing Barnstable.

- ? Respondents with children under age 18 (35.3%) report that the most serious problem facing Barnstable is the education. As might be expected, only 17.9% of those residents without children under the age of 18 raised that as the most serious problem facing Barnstable.

Service and Satisfaction of Town Information

Figure 20

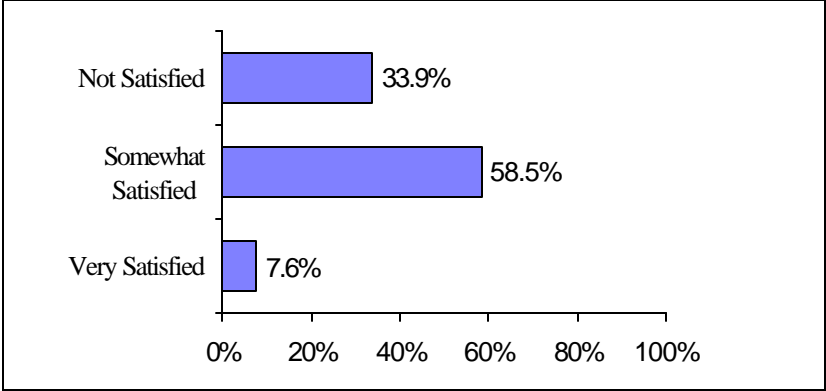
How satisfied are you with the amount of information from the town about the issues and problems facing Barnstable and its citizens?



Highlights:

- ? A majority of respondents (78.0%) are either “very satisfied” or “somewhat satisfied” with the amount of information from the town about the issues and problems facing Barnstable and its citizens.

Figure 21
Specifically, how satisfied are you with the information you receive from the town regarding its financial condition?

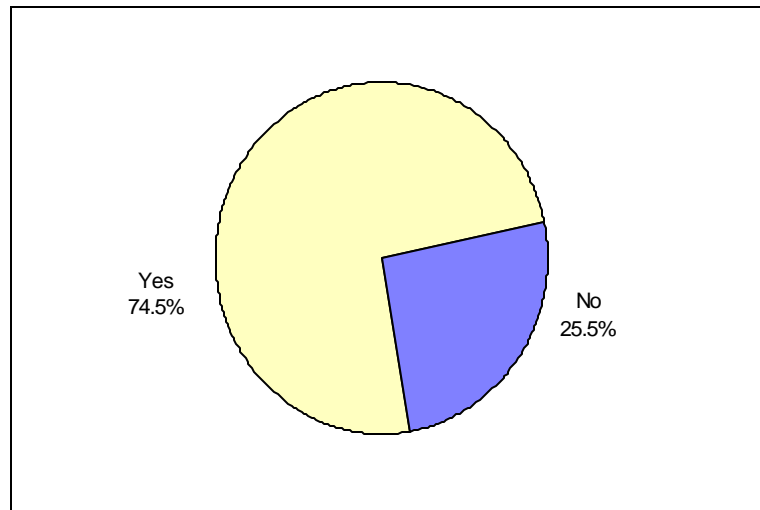


Highlights:

- ? A majority of the respondents (66.1%) are very or somewhat satisfied with the information they receive from the town regarding its financial condition

Town Web, Cable, and News

Figure 22
Are you connected to the internet from your home?

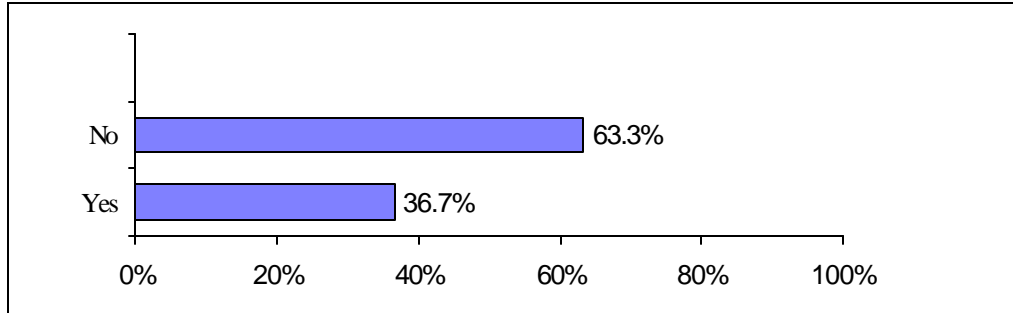


Highlights:

- ? The majority of the respondents (74.5%) are connected to the Internet from their home.
- ? Residents residing in West Barnstable (89.5%) are statistically more likely to be connected to the Internet from their home than those residing in Hyannis (56.4%).
- ? Those with children under the age of 18 in the home (86.7%) are statistically more likely than those without children under 18 in the home (69.0%) to be connected to the internet from their home.

Figure 23

The town’s website contains a variety of information about town government and methods for conduction business with town department, including meeting schedules and minutes, vital records, and documents and applications that can be viewed and printed. In the past 12 months, have you ever used the town’s website to conduct business or retrieve information?



Highlights:

- ? 63.6 percent of respondents report that they haven’t used the Town’s website to conduct business or retrieve information in the past 12 months.

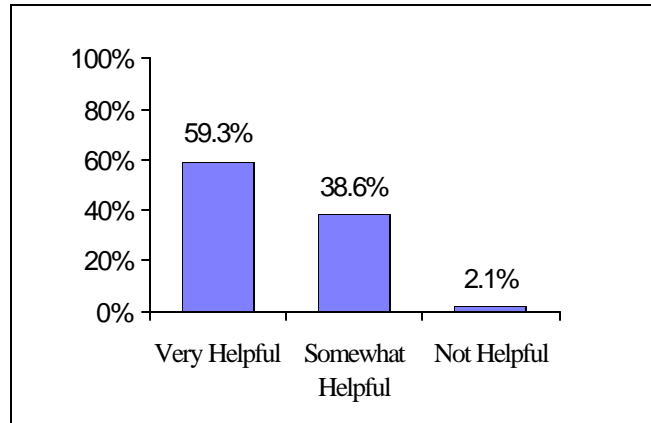
Familiarity with the Town’s Website by Income Level

	Income				
	Less than \$25,000	25-50,000	50-75,000	75-100,000	Over 100,000
% Responding ‘yes’	12.5%	30.6%	42.9%	44.4%	43.3%

- ? The above table indicates that as the level of income increases so does the familiarity with the town’s website.

Figure 24

**How helpful have you found the town’s website as a resource?
(Filtered Question N=140)**

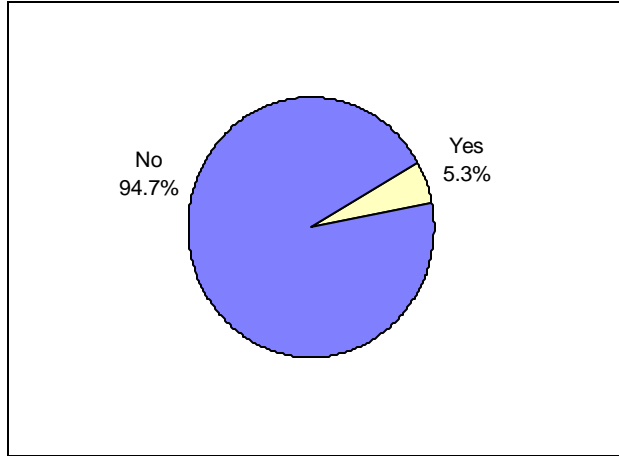


Highlights:

- ? An overwhelming majority (97.9%) of respondents find the town’s website “very” or “somewhat” helpful as resource.

Figure 25

The town has a new electronic newsletter for citizen outreach called “The Barnstable Bulletin” which is available on the Town’s Website. Have you ever received the bulletin?

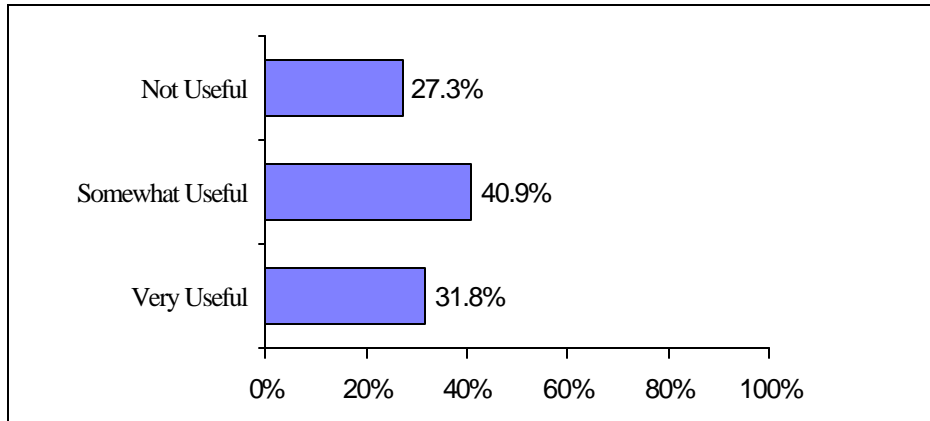


Highlights:

- ? An overwhelming majority (94.7%) of respondents have not received “The Barnstable Bulletin”.

Figure 26

**How useful did you find the bulletin?
(Filtered Question, N=22)**



Highlights:

- ? Of the 22 respondents who received the Barnstable Bulletin 72.7 percent found it “very” or “somewhat useful”.

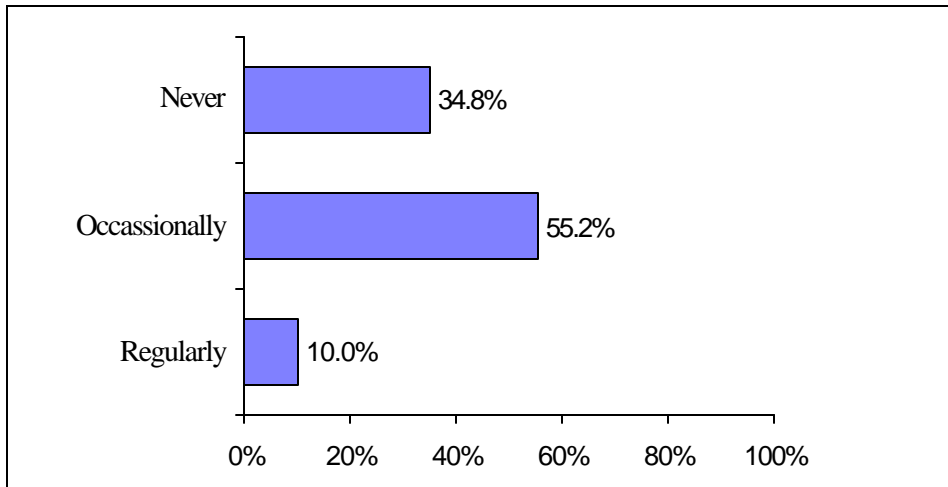
Table 9
Where do you get most of your news about Barnstable from?

Issue	Percent Reporting
Cape Cod Times	69.9%
Radio	13.3%
The Barnstable Patriot	7.2%
Channel 18	4.0%
Other	3.0%
The Register	2.5%
Municipal Newsletter	0.2%

Highlights:

- ? The majority of respondents (69.9%) get most of their local news from the Cape Cod Times; followed by Radio at 13.3 percent.

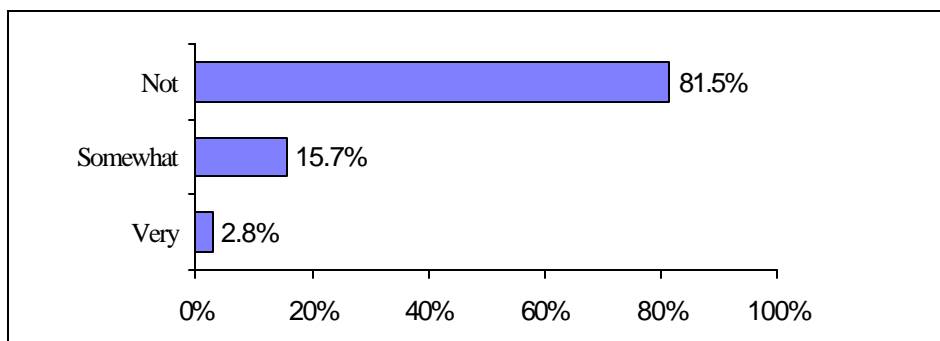
Figure 27
Do you regularly, occasionally, or never watch the televised meetings of the Barnstable town boards or commissions on cable television Channel 18?



Highlights:

- ? The majority of respondents (65.2%) “regularly” or “occasionally” watch Barnstable town boards or commission on cable television Channel 18.

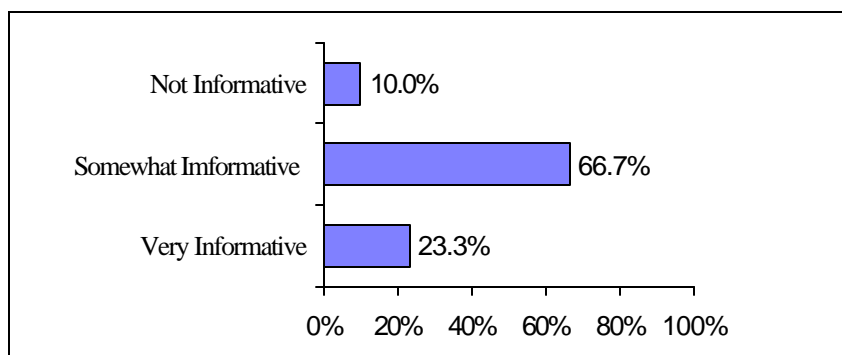
Figure 28
How familiar are you with the town’s new cable program “Talk of the Town” shown on Cable 18?



Highlights:

- ? An overwhelming majority of respondents (81.5%) are not familiar with the town’s new cable program “Talk of the Town” shown on Cable 18.

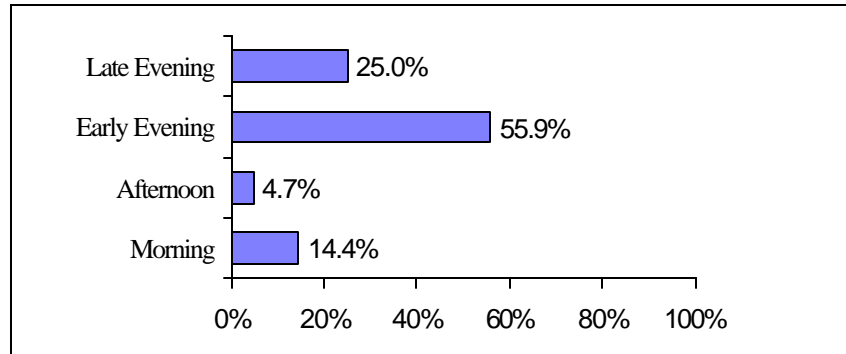
Figure 29
How informative is this program?
(Filtered Question N=60)



Highlights:

- ? An overwhelming majority of the 60 respondents (90.0%) view “Talk of the Town” as “very” or “somewhat informative”.

Figure 30
Would you prefer to watch “Talk of the Town” in the morning, afternoon, early evening or late evening?



Highlights:

- ? A majority of respondents (55.9%) would prefer to watch the “Talk of the Town” in the early evening, followed by late evening at 25 percent.

Image of Barnstable

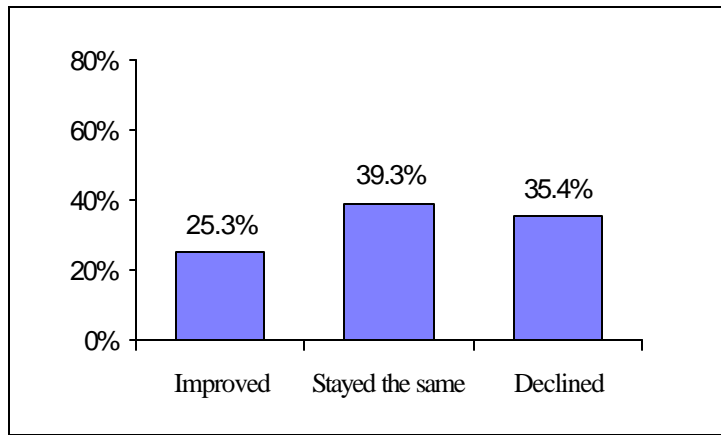
Table 10
What one word or phrase best describes your image of Barnstable?

Description	Percent Reporting
Great Community	54.4%
Struggling Community	10.7%
Beautiful	10.7%
Other	8.7%

Highlights:

- ? Over half of the respondents (54.4%) describe Barnstable as “a great community;” 10.7 percent describe the town as “struggling” and 10.7 percent describe Barnstable as “beautiful”.

Figure 31
Do you think the image of Barnstable has improved, stayed the same, or declined over the past five years?



Highlights:

- ? A majority of respondents (62.6%) think the image of Barnstable has improved or stayed the same over the past five years.
- ? Those with children under the age of 18 (48.5%) are statistically more likely than those without children (29.0%) to report that the image of Barnstable has declined.

Table 11
Why do you think the town's image has improved? (N=83)

Reasons	Frequency
Quality of Life	18
Information Available from Government	8
Other	19

Highlights:

- ? Of the 83 respondents who feel the image of Barnstable has improved 18 attribute it to the overall quality of life.
- ? Eight of the respondents think the image of Barnstable has improved because of information available from government.

Table 12
Why do you think the town's image has declined? (N=137)

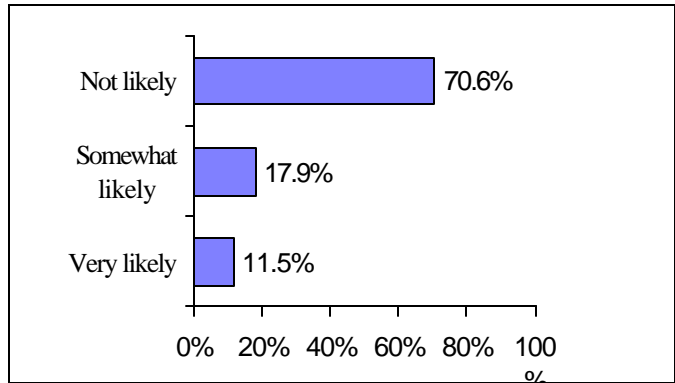
Reasons	Frequency
Taxes	24
Schools	22
Over Development	20
Growth/Population	19
Other	20

Highlights:

- ? Of the 137 respondents who feel the image of Barnstable has declined, 24 think the decline is due to taxes.
- ? 22 of the respondents think the image of Barnstable has declined because of schools.

Figure 32

Over the next five years, what is your likelihood of moving out of Barnstable?



Highlights:

- ? The overwhelming majority of the respondents (70.6%) said it is not likely they will be moving out of Barnstable in the next five years.
- ? Renters (53.0%) are statistically more likely than home owners (24.9%) to report being very likely or somewhat likely to move out of Barnstable.
- ? The majority of respondents ages 18-25 (52.1%) report that they are very or somewhat likely to move out of Barnstable

Table 13

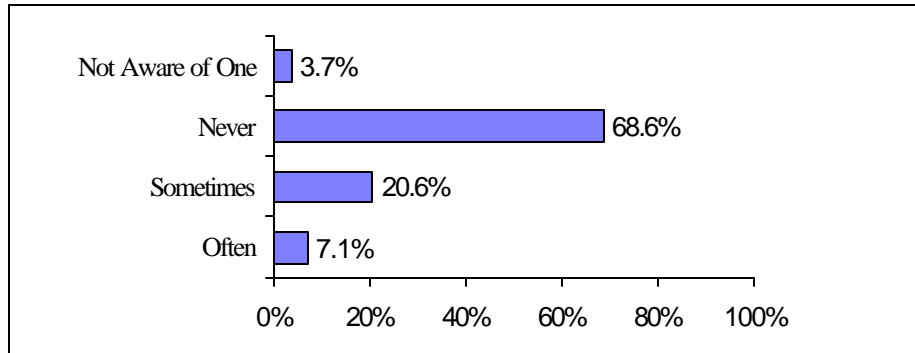
**What would be your primary reason for leaving?
(N=123)**

Issue	Percent Reporting
Finances/Move Somewhere More Affordable	21.1%
Job Opportunities	17.9%
Other	11.4%
Family Reasons	9.8%
Weather/Warmer Climate	9.8%
Quality of Life	8.9%
Location	7.3%
Education	5.7%
Taxes	4.9%
Town	3.3%

Highlights:

- ? Of the respondents who are very or somewhat likely to move out of Barnstable in the next five years 21.1% will move somewhere more affordable.

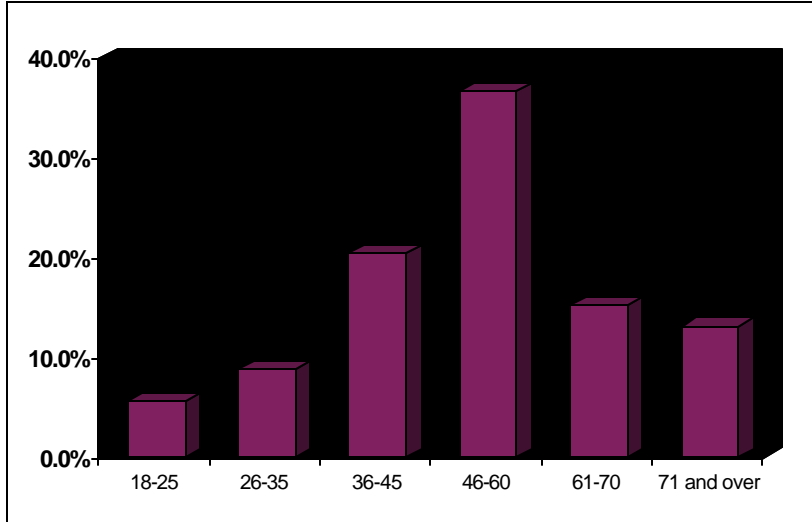
Figure 33
Do you participate in your Village Association Meetings?



Highlights:

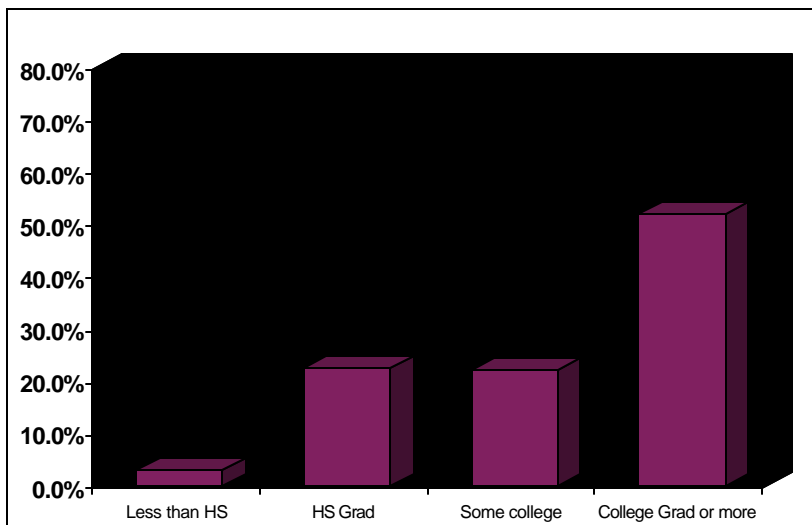
- ? The majority of respondents (68.6%) never participate in their Village Association Meetings.

Sample Demographic Characteristics



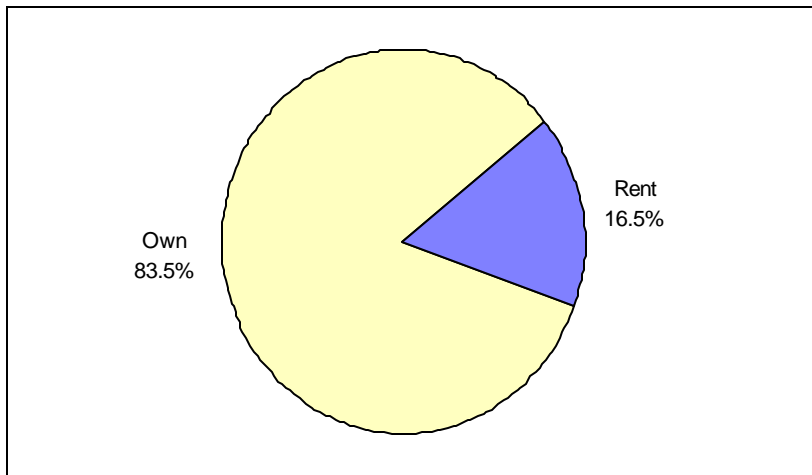
Age

The largest percentage of respondents is in the 46-60 age range (36.7 percent), followed by the 36-45 age group (20.4 percent).



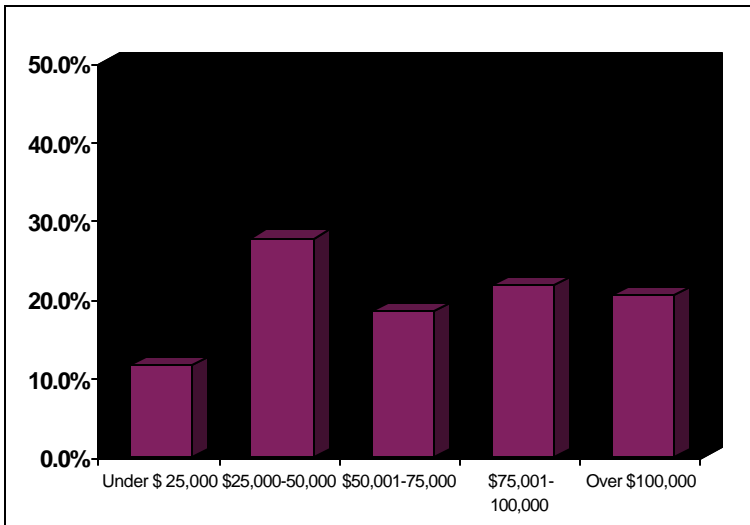
Education

The highest percentage of respondents had an education consisting of a college degree or more (52.1 percent). Just over twenty percent were high school graduates (22.6 percent) and some college (22.1%). Only 3.2% of respondents had less than a high school diploma.



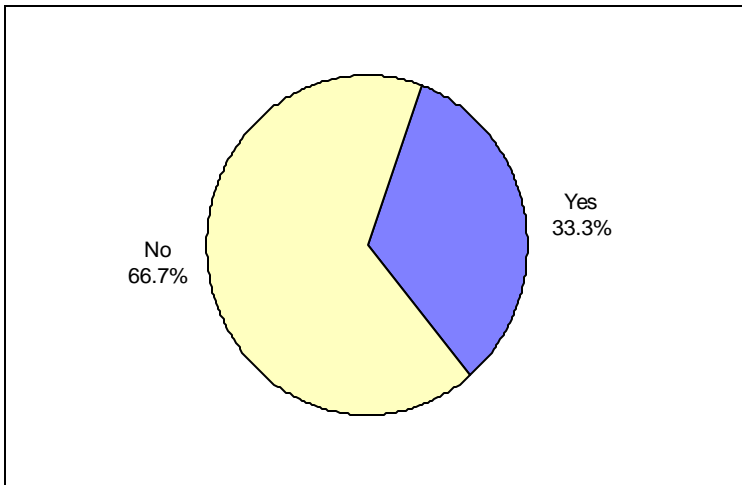
Own or Rent

An overwhelming majority of respondents own a home (83.5 percent).



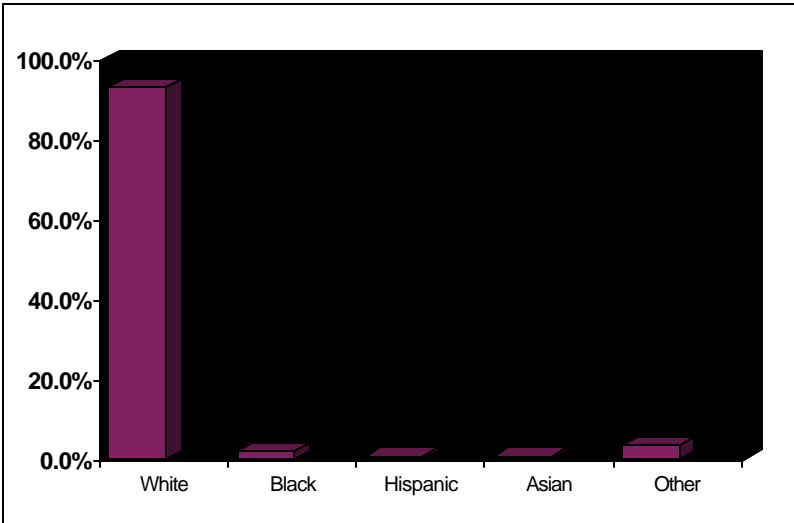
Income

The largest percentage of respondents (27.7 percent) had incomes between \$25,000 and \$50,000. Another 18.5 percent of respondents had incomes between \$50,001 and \$75,000.



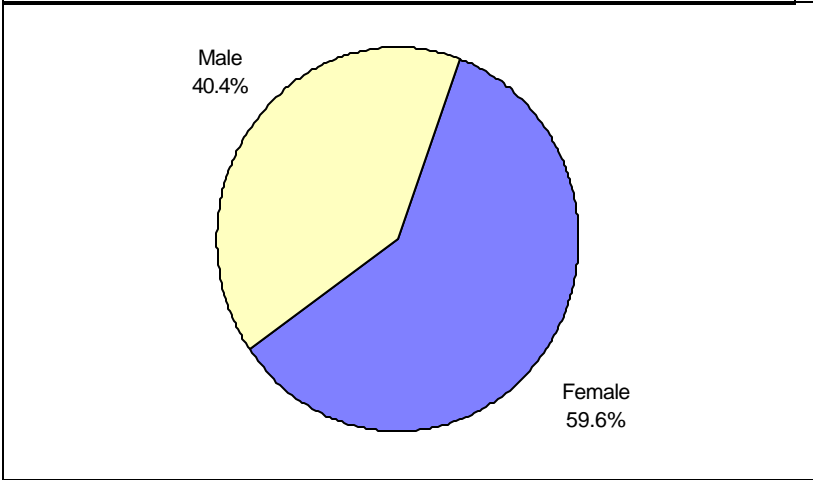
Children Living at Home

A majority of respondents do not have children living at home (67.3 percent).



Ethnic Group

The overwhelming majority of respondents are white (92.9 percent).



Gender

The majority of respondents (59.6%) were female.

Appendix A

INTERVIEWER: _____

SURVEY #: _____

Town of Barnstable-Citizen Survey 2004

Hello, my name is _____. I'm calling from Bridgewater State College on behalf of the Town of Barnstable with this important citizen survey. I would like to talk with any person age 18 or older. **(TO RESPONDENT)** The town is conducting a survey to determine citizen's perceptions of Barnstable and ask your opinion about town services and initiatives. The questions that I want to ask you will take only a few minutes and your answers will be useful in guiding the town's future. All of your answers will be kept confidential.

1. First, you do live in the Town of Barnstable, is that correct? 1. YES 2. NO **(TERMINATE)**
(Interviewers-Barnstable includes seven villages Hyannis, Centerville, Osterville, Cotuit, Marstons Mills, West Barnstable, and Barnstable)

2. How long have you lived in Barnstable? **(DO NOT READ RESPONSES WHEN ALL IN CAPS)**

- 1. LESS THAN 1 YEAR
- 2. 1-5 YEARS
- 3. 6-10 YEARS
- 4. 10-25 YEARS
- 5. MORE THAN 25 YEARS
- 9. NO RESPONSE/DON'T KNOW (NR/DK)

3. Why did you move to Barnstable?

- 1. QUALITY/PRICE OF HOUSING
- 2. QUALITY OF SCHOOLS
- 3. APPEARANCE/CHARACTER
- 4. LOCATION (ON CAPE COD)
- 5. ACCESS TO JOBS
- 6. REPUTATION OF COMMUNITY
- 7. SAFETY
- 8. DIVERSITY OF POPULATION
- 9. NR/DK
- 0. Other _____

4. 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?

- 1. Excellent
- 2. Good
- 3. Fair
- 4. Poor
- 9. NR/DK

5. What do you like most about living in Barnstable?

6. What do you like least about living in Barnstable?

7. Now I am going to read a list of town services or programs, after I read each service please tell me whether you would rate that service as excellent, good, fair, or poor.

	Excellent	Good	Fair	Poor	NR/DK
Senior services	1	2	3	4	9
Street maintenance	1	2	3	4	9
Police	1	2	3	4	9
Schools	1	2	3	4	9
Building inspection services	1	2	3	4	9
Animal control	1	2	3	4	9
Municipal Airport	1	2	3	4	9
Health Department	1	2	3	4	9
Town Landfill	1	2	3	4	9
Conservation	1	2	3	4	9
Recreation	1	2	3	4	9

8. Is there a specific town service or program that you would like to see **improved**?

1. YES List Program _____ 2. NO 9. DK/NR

9. Is there a specific town service or program that you would like to see **reduced**?

1. YES List Program _____ 2. NO 9. DK/NR

10. Is there a specific town service or program that you would like to see **eliminated**?

1. YES List Program _____ 2. NO 9. DK/NR

11. Overall, how satisfied are you with town services in relation to your town taxes?

1. Very satisfied 2. Somewhat satisfied 3. Not satisfied 9. DK/NR

12. In thinking about Barnstable public schools over the past five years, would you say that the **quality of education** that students receive has improved, declined, or stayed the same?

1. Improved (**GO TO 12A**) 2. Declined (**GO TO 12A**) 3. Stayed the Same (**GO TO 13**) 9. DK/NR

12A. Why would you say that the quality of education has (insert improved/declined)?

13. In general, would you say that the town of Barnstable offers residents too many services/programs, the right amount of services/programs, or too few services/programs.

1. Too Many 2. Just the right amount 3. Too few 9. DK/NR

14. How important would you say it is for the Town of Barnstable to continue preserving open space to protect the environment, provide recreational opportunities and slow development?

1. Very important 2. Somewhat important 3. Not important 9. DK/NR

15. The current funding for open space acquisition thru the land bank is about to end. How supportive would you be of continuing the land bank program, recognizing that this may require a small tax surcharge?

1. Very supportive 2. Somewhat supportive 3. Not supportive 9. DK/NR

16. How much has increased traffic and congestion impacted your regular shopping trips and other travel in Barnstable in terms of the roads you use, the places you visit, or times you travel?

1. Much impact 2. Some impact 3. No impact 9. DK/NR

17. Thinking about the future, the town may consider spending money to build sewers in certain environmentally sensitive areas of Barnstable. Would you favor or oppose of a plan to build sewers in the town?

1. Favor 2. Oppose 9. DK/NR

18. Let's talk about contacts you have had with town government officials and staff. Have you or a member of your household contacted the town of Barnstable about a request for service, for information, or a complaint, in the past 12 months?

1. YES (**GO TO Q18A-C**) 2. NO (**SKIP TO Q19**) 9. DK/NR

IF YES, ASK:

18A. What person or which office in town did you most recently contact?

- | | |
|---------------------------------------|-------------------------------|
| 1. TOWN MANAGER | 8. POLICE |
| 2. TOWN COUNCIL | 9. TOWN CLERK |
| 3. PLANNING/ZONING | 10. TOWN COLLECTOR |
| 4. HUMAN RESOURCES | 11. PUBLIC WORKS |
| 5. COMMUNITY AND ECONOMIC DEVELOPMENT | 12. SENIOR SERVICES |
| 6. VETERANS SERVICES | 13. CONSUMER AFFAIRS DIVISION |
| 7. ANIMAL CONTROL | 14. OTHER _____ |

18B. Was the person who handled your call or visit courteous?
 1. YES 2. NO 9. DK/NR

18C. Did the results of your call or visit resolve your problem, request or question?
 1. YES 2. NO 9. DK/NR

19. Many town governments, including Barnstable, rely on volunteer citizens to help deliver public services. Are you aware of opportunities to participate as a volunteer?

1. YES (GO TO 19A) 2. NO (GO TO 19B) 9. NR/DK

IF YES, ASK:

19A. Is your participation in these volunteer programs frequent, occasional, or have you not yet participated?

- 1. Frequent participation (Skip to Q 20)
- 2. Occasional participation (Go to Q 19A.1.)
- 3. Not yet participated (GO TO Q 19A.1.)
- 4. DK/NR

19A.1 IF OCCASIONAL OR NOT YET PARTICIPATED: What would get you to participate more? or participate? [INTERVIEWER: DO NOT READ. RECORD CLOSEST RESPONSE:]

- 01. MORE INFORMATION OF OPPORTUNITIES
- 02. MORE DIVERSITY IN PROGRAMS/NONE INTEREST ME
- 03. MORE FREE TIME/ I'M TOO BUSY
- 04. RELIABLE TRANSPORTATION
- 05. CHILD CARE/ I HAVE CHILDREN AT HOME
- 06. SOME PAY/BETTER INCENTIVES
- 07. OTHER (WRITE IN) _____ []

IF NO, ASK:

19B. If you had information about volunteer opportunities, would you be very likely, somewhat likely, or not likely to participate?

1. Very likely 2. Somewhat likely 3. Not likely 9. NR/DK

20. Thinking about service on the boards and commissions of town government agencies, do you feel that all interested persons have an equal chance of serving?

1. YES 2. NO 9. NR/DK

21. Please tell me how strongly you agree with the following statements:

	Strongly Agree	Somewhat Agree	Disagree
Overall, Barnstable's town government is managed professionally.			
Barnstable leaders respond effectively to citizen's needs and concerns.			
Barnstable's town officials are acting fiscally responsible.			
Barnstable officials are adequately planning for the town's future.			
Barnstable leaders provide enough information to the public.			

22. What is the single most serious problem facing the Town of Barnstable in the next few years?

24. Do you get most of your news about Barnstable from the Cape Cod Times, The Barnstable Patriot, The Register, Channel 18 (Local Cable), the Municipal Newsletter: The Barnstable Bulletin or radio broadcasts?

- 1. Cape Cod Times 2. The Barnstable Patriot 3. The Register
- 4. Channel 18 Town Cable Network 5. Municipal Newsletter 6. Radio
- 7. Other _____ 9. NR/DK

25. Do you regularly, occasionally, or never watch the televised meetings of the Barnstable town boards or commissions on cable television Channel 18?

1. Regularly 2. Occasionally 3. Never 9. NR/DK

26. How familiar are you with the town's new cable program "Talk of the Town," shown on Cable 18?

1. Very (**Go to 26A**) 2. Somewhat (**Go to 26A**) 3. Not (**Skip to 27**) 9. DK/NR

26A. How informative is this program?

1. Very informative 2. Somewhat informative 3. Not Informative 9. DK/NR

27. Would you prefer to watch "Talk of the Town" in the morning, afternoon, early evening or late evening?

1. Morning 2. Afternoon 3. Early Evening 4. Late Evening 9. NR/DK

28. How satisfied are you with the amount of information from the town about the issues and problems facing Barnstable and its citizens?

1. Very satisfied 2. Somewhat Satisfied 3. Not satisfied 9. NR/DK

29. Specifically, how satisfied are you with the information you receive from the town regarding its financial condition?

1. Very satisfied 2. Somewhat Satisfied 3. Not Satisfied 9. NR/DK

30. Are you connected to the Internet from your home?

1. Yes 2. No

31. The town's website contains a variety of information about town government and methods for conducting business with town departments, including meeting schedules and minutes, vital records, and documents and applications that can be viewed and printed. In the past 12 months, have you ever used the town's website to conduct business or retrieve information.

1. YES (**GO TO 31A.**) 2. NO (**SKIP TO 32**) 9. NR/DK

31A. If Yes, how helpful have you found the town's website as a resource?

1. Very Helpful 2. Somewhat Helpful 3. Not Helpful 9. DK/NR

32. The town has a new electronic newsletter for citizen outreach called "The Barnstable Bulletin" which is available on the Town's Website. Have you ever received the bulletin?

1. YES (**GO TO 32A**) 2. NO (**GO TO 33**) 9. NR/DK

32A. How useful did you find the bulletin?

1. Very useful 2. Somewhat useful 3. Not useful 9. NR/DK

33. What one or two words best describe your image of Barnstable?

34. Do you think the image of Barnstable has improved, stayed the same, or declined in the past five years?

1. Improved (**ASK 34A**) 2. Same 3. Declined (**ASK 34A**) 9. NR/DK

34A. Why do you feel that the town's image has _____? (**INSERT IMPROVED OR DECLINED**)?

35. Over the next five years, what is your likelihood of moving out of Barnstable? Is it very likely, somewhat likely, or not likely?

1. Very likely (**ASK 35A**) 2. Somewhat likely (**ASK 35A**) 3. Not likely 9. NR/DK

35A. What would be the primary reason for leaving?

36. Do you participate or attend your Village Association meetings?
1. Often 2. Sometimes 3. Never 4. Not aware of one 9. NR/DK

Finally, a few questions about yourself to develop a general profile of the sample. Again, your answers are strictly voluntary.

37. Into which of the following age groups do you fall?
1. 18-253. 36-455. 61-70
2. 26-354. 46-606. 71 and over 9. NR/DK
38. What is the last grade in school you completed? [INTERVIEWER RECORD CORRECT CATEGORY:]
1. LESS THAN HIGH SCHOOL GRADUATE
2. HIGH SCHOOL GRADUATE
3. SOME COLLEGE
4. COLLEGE GRAD OR MORE 9. NR/DK

39. Do you own or rent your home? 1. Own 2. Rent 9. DK/NR

40. I am going to read several different income categories. Without telling me your exact income, into which category did your total household income for the past year fall?
1. Less than \$25,000 3. 50,000 - 75,000 5. Over 100,000
2. 25,000-50,000 4. 75,000 - 100,000 9. NR/DK

41. Do you have any children age 18 or under living in your household? 1. YES 2. NO 9. NR/DK

42. To what racial or ethnic group do you belong?
1. WHITE 2. BLACK 3. HISPANIC 4. ASIAN 5. OTHER 9. DK/NR

43. In which village of Barnstable do you reside?
1. HYANNIS 5. CENTERVILLE
2. OSTERVILLE 6. COTUIT
3. MARSTONS MILLS 7. WEST BARNSTABLE
4. BARNSTABLE 9. DK/NR

PLEASE READ:

Thank you for your time and cooperation. The Town of Barnstable values your opinions and your participation in this survey.

INTERVIEWER: WHEN SURVEY IS COMPLETE PLEASE RECORD

GENDER OF RESPONDENT: 1. FEMALE 2. MALE 9. NR/DK

Respondent's phone number: 508 _____ - _____