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Executive Summary

The purpose of the 2003 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 3-11, 2003. A total of 491 interviews were conducted with Barnstable residents for a margin of error at approximately +/- 4.6 percent.

Some of the highlights of the survey are as follows:

- ? Over eighty five percent of residents (85.4%) rate the quality of life in Barnstable as excellent or good in this year's survey. This is very similar to the findings in 2002 (88.8%).
- ? More than eighty-seven percent of the respondents (87.3%) are very or somewhat satisfied with the town services they receive in relation to town taxes; this has increased by 2.6% from 2002 (84.7%).
- ? Two thirds of the respondents (66.6%) oppose the proposal to place 170 windmills in Nantucket Sound to generate electricity.
- ? Over eighty percent of the respondents (80.9%) are very or somewhat satisfied with the amount of information from the town about the issues and problems facing Barnstable and its citizens.
- ? More than eighty percent of the respondents (83.3%) find the town's website as a resource for town related information very helpful or somewhat helpful.
- ? An overwhelming majority of respondents (75.2%) report that the town of Barnstable offers residents just the right amount of services/programs.
- ? Nearly half of the respondents (49.4%) favor a tax override that would be used to support municipal and school services.

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 2003. The purpose of this survey is to obtain information and citizen perceptions about Barnstable to assist in planning for the future.

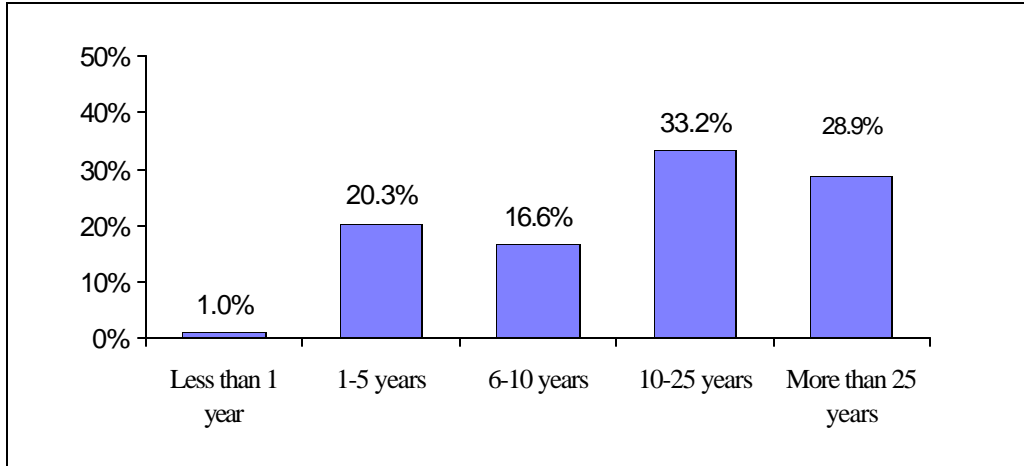
By means of a random sampling process, the survey gathered data from a diverse group of citizens in Barnstable. A team of trained student interviewers administered the survey during daytime and evening hours. A total of 491 interviews were conducted with Barnstable residents over the age of 18. The margin of error is approximately +/- 4.6 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 or project assistant 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 3-11, 2003. 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 10.0), 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 (33.2%) have lived in Barnstable for 10 to 25 years; nearly twenty nine percent (28.9%) 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 (2003)
Centerville	26.0%
Hyannis	23.1%
Marstons Mills	17.4%
Osterville	9.3%
Barnstable	8.7%
Cotuit	8.1%
West Barnstable	7.4%

Highlights:

- ? Over twenty five percent of the respondents (26.0%) reside in Centerville; 23.1 percent of the respondents reside in Hyannis and 17.4% reside in Marstons Mills.

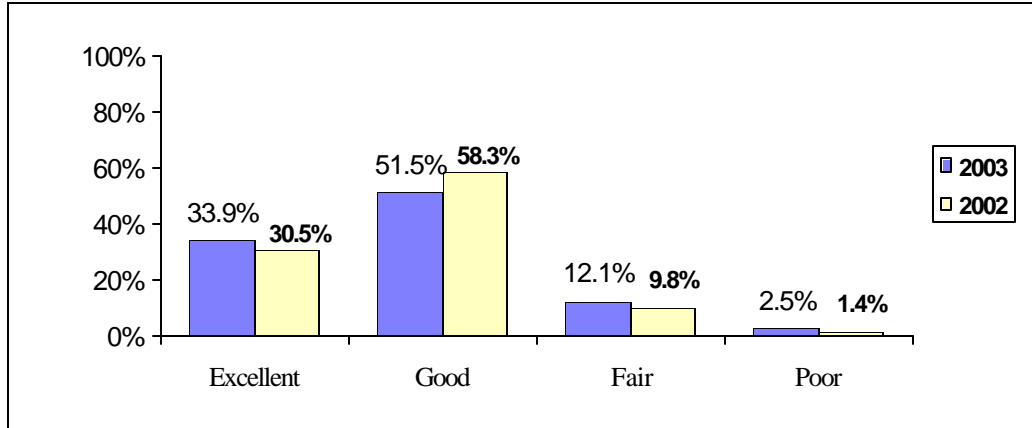
Table 2
Why did you move to Barnstable?

Reason	Percent Reporting (2003)
Location (on Cape Cod)	18.7%
Access to jobs	18.0%
Born /grew up there (life long resident)	14.5%
Family issues/ family reason	13.2%
Retirement	10.5%
Quality/price of housing	9.2%
Appearance/character of town	5.0%
Quality of schools	1.9%
Reputation of Community	0.8%
Other	8.2%

Highlights:

- ? The majority of the respondents (18.7 %) said they moved to Barnstable because of its location on Cape Cod.
- ? Eighteen percent of the respondents (18.0%) were attracted by the access to jobs; 14.5% were life-long residents, and 13.2% of the respondents moved to Barnstable for family reasons.
- ? Home owners (20.0%) are most likely to report that they moved to Barnstable because of its location; while renters (34.7%) are most likely to site access to jobs as their primary reason for moving to Barnstable.

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



Highlights:

- ? Over eighty five percent of residents (85.4%) rate the quality of life in Barnstable as excellent or good in this year’s survey. This is very similar to the findings in 2002 (88.8%).
- ? Home owners (87.3%) are statistically more likely than renters (73.5%) to report that the quality of life in Barnstable as excellent or good in 2003.

Quality of life by village

	Village						
	Hyannis	Osterville	Marstons Mills	Barnstable	Centerville	Cotuit	West Barnstable
Percent Responding Excellent or Good	72.9%	90.4%	90.5%	92.9%	84.1%	94.8%	91.7%

- ? The above table illustrates that the respondents in Cotuit (94.8%) rate that the quality of Barnstable as excellent or good; while only 72.9% 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=444)

Reason	Percent Reporting
Beaches/ocean	23.0%
Location	19.6%
Quiet / Secluded	9.2%
Nice community / people	9.0%
Small town or village atmosphere	8.3%
Other	7.7%
Nice weather / Environment	7.4%
Accessibility to services/convenience	6.5%
Family/Friends	3.6%
Schools	2.3%
Recreation Opportunities	1.8%
Low crime/safe	1.6%

Highlights:

- ? 23% of the respondents like the beaches/ocean the most; Nearly twenty percent (19.6%) like the location.

Table 4
What do you like least about living in Barnstable?
(N=395)

Reason	Percent Reporting
Traffic	24.6%
Taxes	9.1%
Rapid growth/too crowded	8.6%
Schools	8.6%
Cost of living	6.3%
Town Government	5.3%
Lack of town services	5.1%
Town Politics	4.8%
Distance from Boston	4.3%
Tourists	4.1%
Social problems (Drugs/Homelessness/ crime)	3.0%
People/community	2.3%
Other	9.1%

Highlights:

- ? Traffic congestion (24.6%) is most commonly cited by residents as the worst part about living in Barnstable; 10.6 percent site Town Government as what they like least.

Town Services

**Table 5
Rating of Town Services**

Service	Excellent (2003)	Good (2003)	Percent Excellent or Good		Change 2002-2003
			2002	2003	
Senior Services	29.3%	58.5%	83.3%	87.8%	4.5%
Police	27.9%	59.4%	84.9%	87.3%	2.4%
Municipal Airport	16.6%	67.6%	73.2%	84.2%	11.0%
Board of Health	13.5%	66.8%	NA	80.3%	-
Town Landfill	26.5%	52.7%	NA	79.1%	-
Recreation	25.8%	51.7%	73.5%	77.5%	4.0%
Conservation	20.5%	54.5%	NA	75.0%	-
Animal Control	9.1%	62.4%	68.4%	71.5%	3.1%
Snow Removal/plowing	12.1%	56.3%	71.6%	68.3%	-3.3%
Schools	15.9%	49.0%	52.1%	64.9%	12.8%
Building Inspection	10.3%	52.9%	66.7%	63.2%	-3.5%
Street Maintenance	6.7%	50.2%	62.8%	56.9%	-5.7%

Highlights:

? Nearly eighty-eight percent of the respondents (87.8%) rate the Senior Services as excellent or good; 87.3% rate Barnstable Police as excellent or good; and 84.2% rate the Municipal Airport as excellent or good in 2003. The largest change in rating from 2002-2003 is in the schools (12.8%) and Municipal Airport (11.0%).

Board of Health:

? Women (85.2%) are statistically more likely than men (76.4%) to rate the Board of Health as excellent or good.

Senior Center:

? Home owners (89.4%) are statistically more likely than renters (77.8%) to rate the quality of senior services as excellent or good.

Police:

? Home owners (88.9%) are statistically more likely than renters (75.0%) to rate the quality of Police services as excellent or good.

Rating of Police by Age

	Age of Respondent					
	18-25	26-35	36-45	46-60	61-70	71 and over
Percent Responding Excellent or Good	68.4%	81.0%	84.8%	86.0%	90.0%	96.5%

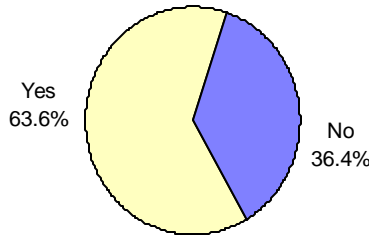
? The above table illustrates that as age increases so does the rating of police services.

Rating of Snow Removal/ Plowing by village

	Village						
	Hyannis	Osterville	Marstons Mills	Barnstable	Centerville	Cotuit	West Barnstable
Percent Responding Excellent or Good	63.6%	81.8%	59.2%	64.3%	84.8%	62.9%	77.7%

? The above table illustrates that only 59.2% of respondents from Marstons Mills report that the snow removal is excellent or good, while Centerville's respondents (84.8%) report that the snow removal is excellent or good.

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



Highlights:

- ? A majority of the respondents (63.6%) said there is a specific town service they would like to see improved.
- ? Those with children under the age of 18 (74.7 %) are statistically more likely than those without children to report that town programs need improvement.

Services that need improvement* (N=336)

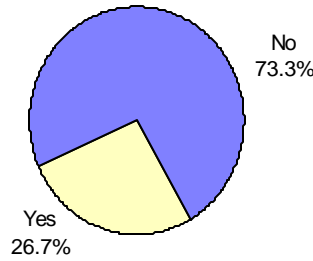
Service/Program	Percent
Education	33.6%
Recreation	16.9%
Maintenance Issues	11.9%
Town Government and Departments	11.0%
Road Issues	9.8%
Conservation	6.8%
Health Services	5.0%
Buildings	4.16%
Other	1.7%

* Complete breakdown of responses available in appendix

Highlights:

- ? Of those 336 individuals reporting that a specific town service needs to be improved, 33.6% cite education needs improvement; 16.9 report recreation needs improvement. For further details on the education issue, refer to 'Quality of Education' session page .

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



Highlights:

- ? Nearly twenty seven percent of the respondents (26.7%) said there is a specific town service they would like to see reduced.

Percent responding ‘yes’ by village

	Village						
	Hyannis	Osterville	Marstons Mills	Barnstable	Centerville	Cotuit	West Barnstable
Percent Responding Yes	20.8%	41.5%	20.3%	19.4%	28.1%	27.8%	47.1%

- ? The above table illustrates that respondents from West Barnstable (47.1%) and Osterville (41.5%) more strongly support program reduction than Barnstable (19.4%).

Specific town Services/Program needing reduction* (N=113)

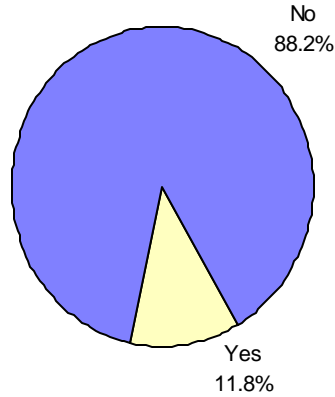
Service/Program	Frequency
Public Works	13.2%
Conservation	13.2%
Town Government	12.3%
Taxes	12.3%
Town Departments	11.5%
Building and Development	8.8%
Human Services	7.9%
Schools	7.9%
Other	7.0%
Recreation	3.5%

* Complete breakdown of responses available in appendix

Highlights:

- ? Of the 113 respondents indicating that there is a specific town service that they would like to see reduced. 13.2% of respondents, out of the 113 respondents cite that they would like public works and conservation services to be reduced.

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



Highlights:

- ? Less than one eighth percent of the respondents (11.8%) said there is a specific town service that they would like to see eliminated.

Specific town Services/Program needing elimination* (N=52)

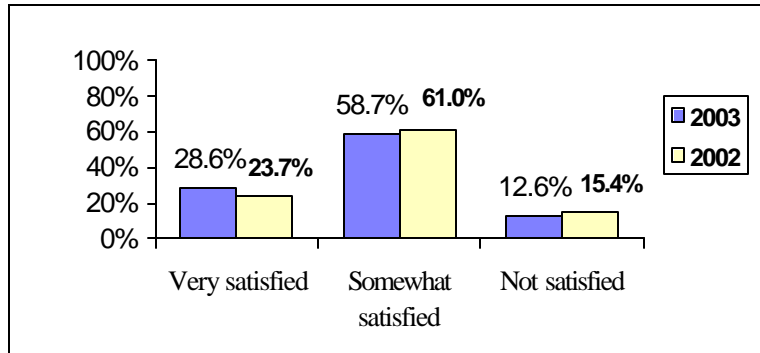
Service/Program	Frequency
Town Governance	19.2%
Town Departments	19.2%
Conservation	13.4%
Human Services	11.5%
Schools	9.6%
Buildings	7.6%
Public Works	5.7%
Recreation	3.8%
Other	9.6%

* Complete breakdown of responses available in appendix

Highlights:

- ? Of the 52 respondents reporting, 19.2% would want to see the Town Governance and departments to be eliminated.

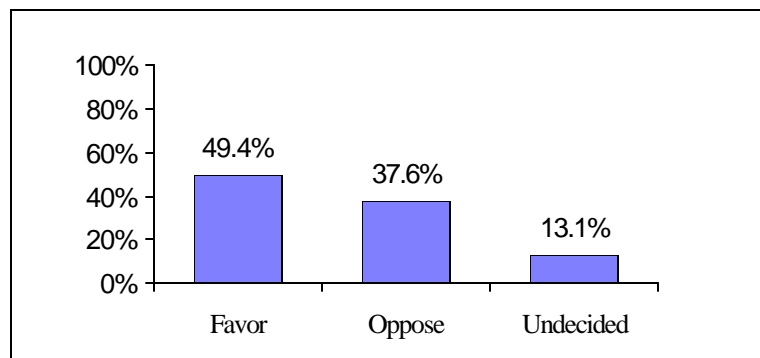
Figure 6
Overall, how satisfied are you with the town's services in relation to town taxes?



Highlights:

- ? More than half of the respondents (58.7%) are “somewhat satisfied” with the town services in relation to town taxes.
- ? More than eighty-seven percent of the respondents (87.3%) are very or somewhat satisfied with the town services they receive in relation to town taxes; this has increased by 2.6% from 2002 (84.7%).

Figure 7
In the past year, the town has dealt with difficult budget problems by reducing some programs such as music and kindergarten, eliminating some teaching and municipal positions, and implementing user fees for busses and sports. In general, would you favor or oppose a tax override that would be used to support municipal and school services?



Highlights:

- ? Nearly half of the respondents (49.4%) favor a tax override that would be used to support municipal and school services.
- ? Women (51.5%) are statistically more likely than men (45.5%) to favor the override.

- ? Those with children under the age of 18 (65.4%) are statistically more likely than those without children (41.4%) to favor the tax override.

Percent in favor of override by level of education

	Level of Education			
	Less than High School	High School	Some College	College Grad or more
Percent in favor tax override	0%	39.5%	50.4%	55.4%

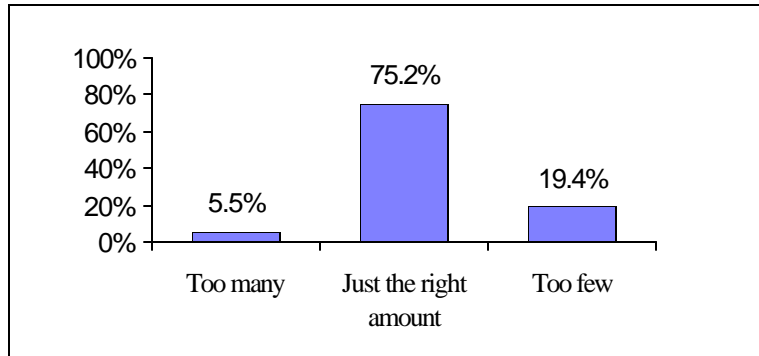
- ? The above table indicates that as the level of education increases so does the level of support for a tax override.

Percent in favor of or oppose tax override by age

	Age	
	<45	>45
Percent in favor tax override	42.7%	57.3%
Percent to oppose tax override	23.8%	76.2%
Percent undecided	25.8%	74.2%

Figure 8

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.



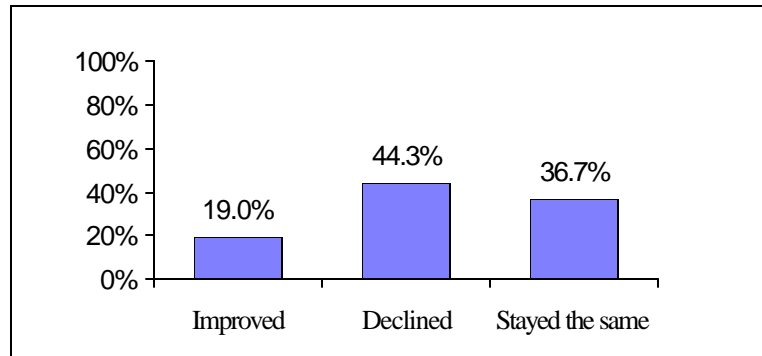
Highlights:

- ? An overwhelming majority of respondents (75.2%) report that the town of Barnstable offers residents just the right amount of services/programs.
- ? 86.1% of respondents residing in Cotuit report that there is just the right amount of services/programs compared to only 63.3% of respondents in Hyannis.
- ? Renters (37.0%) are statistically more likely than home owners (17.3%) to report that the town of Barnstable offers residents too few services/programs.

Quality of Education

Figure 9

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?



Highlights:

- ? Over half of the respondents (55.7%) state that the quality of education has improved or remained the same.

Table 6A
Why would you say that the quality of education has improved?(N=60)

	Percentage reporting
General perception	26.0%
Staff/ teachers	16.0%
Curriculum	16.0%
Program /services/change in level of service/change for busses	10.0%
Standards	6.0%
MCAS	4.0%
School management/Leadership	4.0%
Budget	2.0%
Class size/student teacher ratio	2.0%
Drugs/ student problems	2.0%
Other	12.0%

Highlights:

- ? Of the 60 people, who state the quality of education has improved, more than one fourth of the respondents (26.0%) perceive that the quality of education has improved.
- ? 16.0% of the respondents feel that the quality of education has improved because of the staff / teachers.

Table 6B
Why would you say that the quality of education has declined?(N=140)

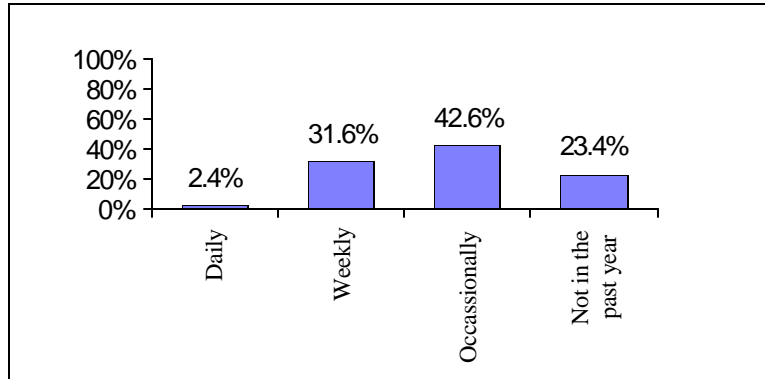
	Percentage reporting
Budget	36.8%
Program /services/change in level of service/change for busses	12.8%
General perception	9.8%
Staff/ teachers	8.3%
Class size/student teacher ratio	8.3%
School management/Leadership	8.3%
Drugs/ student problems	6.0%
Standards	2.3%
Curriculum	1.5%
Other	6.0%

Highlights:

- ? Of the 140 people, who state the quality of education has declined, nearly thirty-seven percent of the respondents (36.8%) feel that the quality of education has declined due to budget cuts.

Public Library Use

Figure 10
Over the past 12 months, how often have you or Members of your household used any of the Barnstable village Libraries by calling, visiting a branch, or accessing on-line?



Highlights:

- ? More than one third of the respondents (34.0%) visited Barnstable Public Libraries daily or weekly.

Table 7
Which of the Barnstable village libraries do you utilize?

Library	Percent Reporting
Hyannis Public Library	31.3%
Centerville Public Library	29.9%
Osterville Free Library	19.8%
The Sturgis Library (Barnstable)	13.9%
Marstons Mills Library	13.9%
Cotuit Library	11.2%
Wheldon Library (West Barnstable)	6.7%
On-line	0.8%

Highlights:

- ? 31.3 % of the respondents utilize the Hyannis Public Library, while 29.9% percent of the respondents utilize the Centerville Public Library.

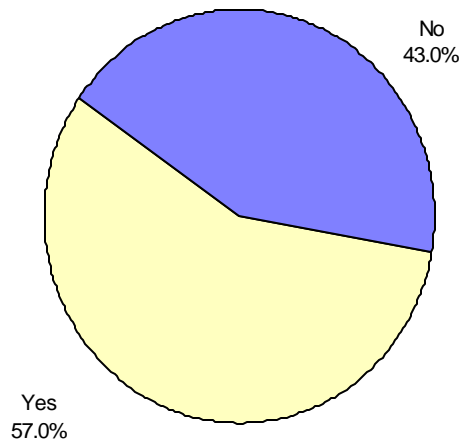
Table 8
What do you generally use the library for?

Reason	Percent Reporting
Browse/borrow books or magazines	69.5%
Conduct research for school/work	27.3%
Borrow or use video/ audio/DVD	13.8%
Children’s programming	11.9%
Use the Internet/computers	8.5%
Library special events	3.4%
Other	8.5%

Highlights:

- ? The majority of the respondents (69.5%) said they generally use the library to browse/borrow books or magazines; 27.3% generally use the library to research for school or work.

Figure 11
Barnstable’s Seven Village Libraries receive funding from a variety of sources. Are you aware that the library system gets about half of its funding from the town and state government, while the other half is funded by gifts and private fundraising?



Highlights:

- ? More than half of the respondents (57.0%) are aware that the library system gets about half of its funding from the town and state government, while the other half is funded by gifts and private fundraising.

Knowledge of Library funding Source by Length of Residency

	Length of Residency				
	Less than a year	1-5 years	6-10 years	10-25 years	More than 25 years
% Responding who responded yes	0%	47.9%	49.2%	54.1%	70.7%

- ? The above table illustrates that the longer a respondent lives in Barnstable, the more likely they are to be aware of the library funding sources.

Knowledge of Library funding Source by Level of Education

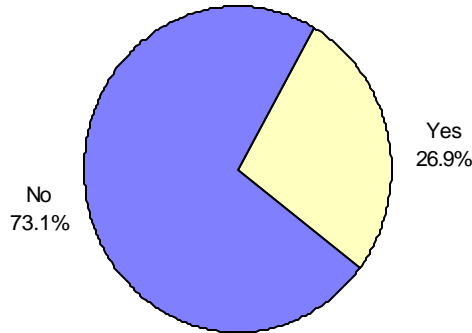
	Level Of Education		
	High School	Some College	College Grad or More
% Responding Yes	42.2%	56.4%	64.2%

- ? The above table illustrates that the higher the education of a respondent, the more likely they are aware of the libraries source of funding.

Fire District

Figure 12

Have you, or anyone in your household, called any of the five village fire departments for emergency assistance or service in the past twelve months?

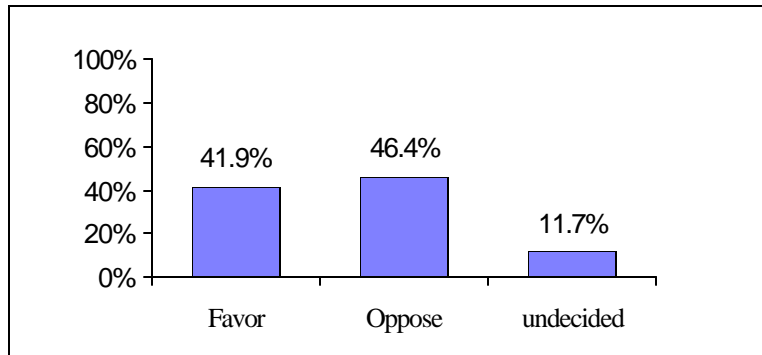


Highlights:

- ? Over one fourth (26.9%) of the respondents called the fire departments for emergency assistance or service in the past year.

Figure 13

The town currently has five village fire departments. In general, do you favor or oppose consolidating these into one department, if the level of service would remain the same?



Highlights:

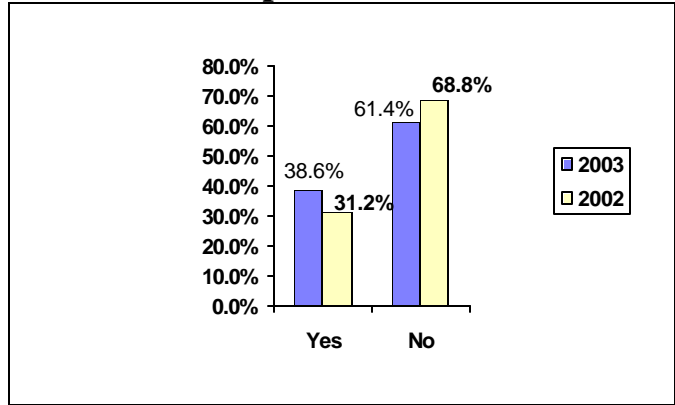
- ? Over forty-five percent of the respondents (46.4%) oppose consolidating the five village fire departments into one department, if the level of service would remain the same, while

41.9% favor it. There was no statistical difference in responses between those who have called the fire department for services and those who have not.

- ? Men (50.3%) are statistically more likely than women (35.3%) of consolidating the five village fire departments into one department, if the level of service would remain the same.
- ? Home owners (44.1%) are statistically more likely than renters (26.5%) to favor consolidating the five village fire departments into one department, if the level of service would remain the same.

Contact with Town Offices

Figure 14
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 (61.4%) have not contacted the Town of Barnstable in the past 12 months for service, information, or to log a complaint; 38.6 percent have done so.
- ? Respondents with children under the age of 18 (47.8%) are statistically more likely than those without children (34.6%) to contact the Town of Barnstable in the past 12 months for service, information, or to log a complaint.

Respondents contacted the town by level of Income

	Income				
	Less than \$25,000	25-50,000	50-75,000	75-100,000	Over 100,000
% Responding who have contacted the town	31.3%	33.0%	38.5%	43.3%	59.4%

- ? The table above illustrates that as the income increases so does the likelihood of people contacting the town increases.

Table 9

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

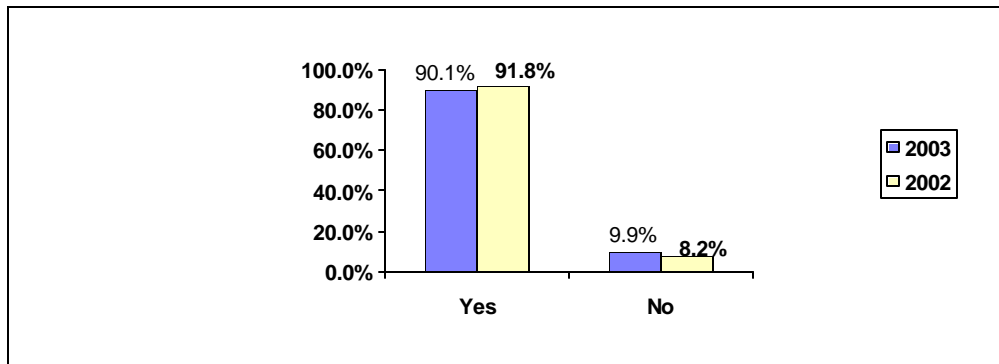
Town Office	Percent Reporting
Town Clerk	12.0%
Planning/Zoning	12.0%
Town Manager	10.9%
Public Works	7.1%
Town Council	6.0%
Board of health	4.9%
Police	4.3%
Animal Control	4.3%
Town Collector	4.3%
Schools	4.3%
Human Resources	2.7%
Community & Economic Development	2.7%
Building	2.7%
Recreation	1.6%
Senior Services	1.1%
Consumer Affairs Division	0.5%
Other	12.5%

Highlights:

- ? Of those respondents who recently contacted the town (N=184), 12.0% most recently contacted the town clerk and planning/ zoning; 10.9 percent most recently contacted the Town Manager.

Figure 15

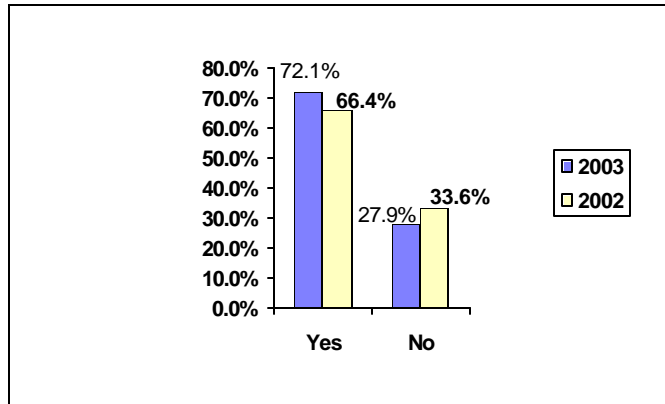
Was the person who handled your call or visit courteous?



Highlights:

- ? An overwhelming majority of the respondents (90.1%) said the person who handled their call or visit was courteous which was almost the same when compared to 2002 (91.8%).

Figure 16
Did the result of your call or visit resolve your problem, request or question?



Highlights:

- ? Over seventy percent of the respondents (72.1%) said their problem, request or question was resolved after speaking to the appropriate person. This is a 5.7% change from 2002 (66.4%).

Citizen perceptions of Barnstable leadership

Table 10
Please tell me how strongly you agree with the following statements
(N=184)

	Strongly Agree	Somewhat Agree	Percent Strongly Agree & Somewhat Agree
Overall, Barnstable's town government is managed professionally.	16.5	64.7	81.2
Barnstable leaders respond effectively to citizen's needs and concerns.	12.2	62.7	74.9
Barnstable's town officials are acting fiscally responsible.	13.3	51.1	64.4
Barnstable officials are adequately planning for the town's future.	12.0	50.4	62.4

Highlights:

Managed professionally:

- ? Over eighty percent of respondents (81.2%) somewhat or strongly agree that Barnstable's Town Government is managed professionally. Women (84.3%) are statistically more likely than men (77.1%) to strongly or somewhat agree that Barnstable's Town Government is managed professionally.

Citizen's needs and concerns:

- ? Nearly seventy five percent of respondents (74.9%) somewhat or strongly agree that Barnstable leaders respond effectively to citizen's needs and concerns. Women (80.7%) are statistically more likely than men (67.0%) to strongly or somewhat agree that the Barnstable leaders respond effectively to citizen's needs and concerns.

Fiscally responsible:

- ? More than sixty percent of respondents (64.4%) of respondents somewhat or strongly agree that Barnstable's town officials are acting fiscally responsible. Women (69.0%) are statistically more likely than men (58.6%) to strongly or somewhat agree that the Barnstable's town officials are acting fiscally responsible.
- ? Those without children under the age of 18 (69.9%) are more likely than those with children under 18 (53.5%) to strongly or somewhat agree that the Barnstable's town officials are acting fiscally responsible.

Planning for the town's future:

- ? 62.4% somewhat or strongly agree that Barnstable officials are adequately planning for the town's future.

Issues and Problems Facing Barnstable

Table 11
What is the single most serious problem facing the Town of Barnstable in the next few years?
(N=458)

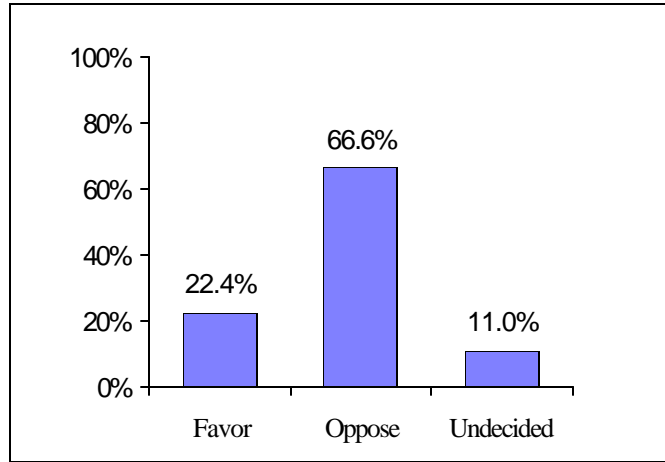
Issue	Percent Reporting
Education	34.1%
Over crowded / Over-development	19.2%
Budget	16.2%
Affordable housing/ housing development	5.9%
Air Pollution / water probs/ conversation	4.4%
Taxes	4.0%
Town services/ town management	3.3%
Wind mills	2.6%
Traffic	2.4%
Homelessness	1.7%
Crime	1.3%
Other	6.8%

Highlights:

- ? 34.1% of the respondents feel that education are the most serious problem facing Barnstable; Following this, nearly nineteen percent of the respondents (19.2%) feel that over-development or over crowding is the most serious issue facing Barnstable; 16.2 percent feel that budget is the most serious problem facing Barnstable.
- ? Respondents with children under age 18 (54.6%) report that the most serious problem facing Barnstable is the education. As might be expected, only 24.2% of those residents without children under the age of 18 raised that that the most serious problem facing Barnstable is the education.

Figure 17

There is a proposal to place 170 windmills in Nantucket Sound to generate electricity. Given the information that you currently have, would you favor or oppose this initiative?



Highlights:

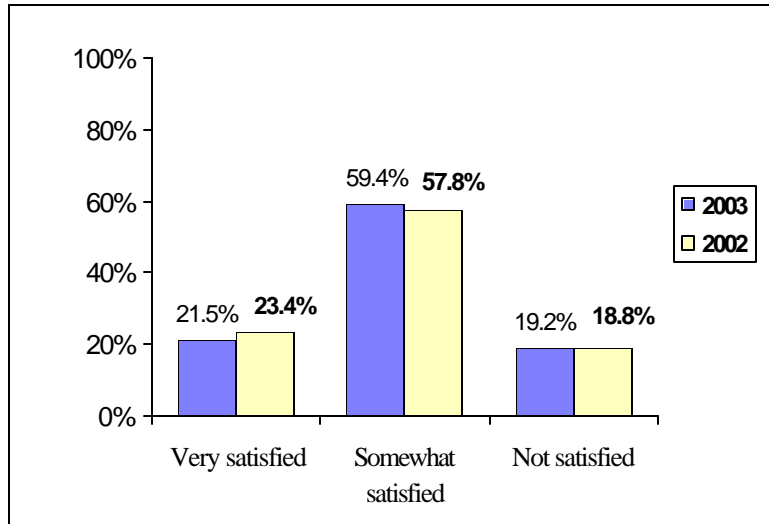
- ? Two-thirds of the respondents (66.6%) oppose the proposal to place 170 windmills in Nantucket Sound to generate electricity.
- ? The strongest opposition to placing windmills in Nantucket Sound to generate electricity comes from residents of Osterville (82.2%); Only 44.4% of residents in West Barnstable opposed the placing of windmills in Nantucket Sound.
- ? Home owners (56.9%) are statistically more likely than renters (46.1%) to oppose placing windmills in Nantucket Sound.

Opposition to the Windmill Proposal by Level of Education

	Level of Education			
	Less than High School	High School	Some College	College Grad or more
% Opposed	40.0%	61.6%	60.2%	73.4%

- ? The above table illustrates that those with a college degree or more (73.4%) most strongly oppose placing windmills in Nantucket Sound, while only 40% of those with less than a high school oppose the windmill proposal.

Figure 18
How satisfied are you with the amount of information from the town about the issues and problems facing Barnstable and its citizens?



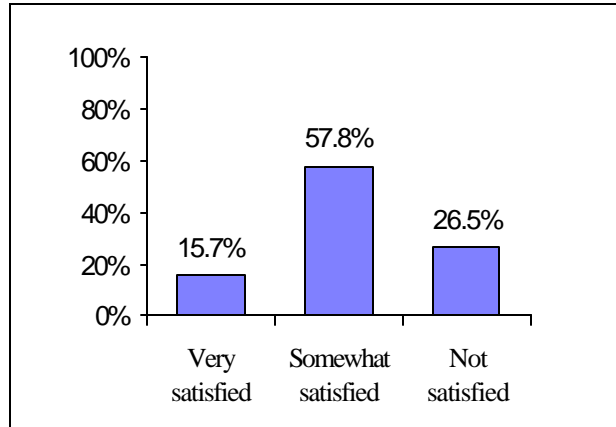
Highlights:

- ? Over half of the respondents (59.4%) are somewhat satisfied with the amount of information from the town about problems facing Barnstable and its citizens.
- ? Over eighty percent of the respondents (80.9%) are very or somewhat satisfied with the amount of information from the town about the issues and problems facing Barnstable and its citizens. In 2002, 81.2% of respondents reported being very or somewhat satisfied with information from the town.

Service and satisfaction of town information

Figure 19

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

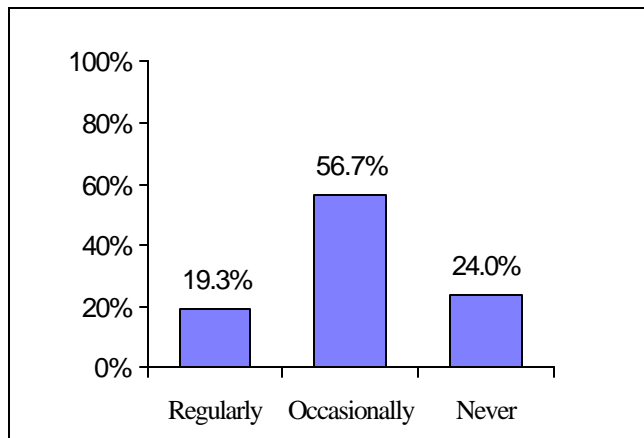


Highlights:

- ? More than half of the respondents (57.8%) are somewhat satisfied with the information they receive from the town regarding its financial condition.
- ? 73.5% are very satisfied or somewhat satisfied with the information they receive from the town regarding its financial condition. This is 7.4% less than the percentage of individuals very or somewhat satisfied with general information from the town.

Figure 20

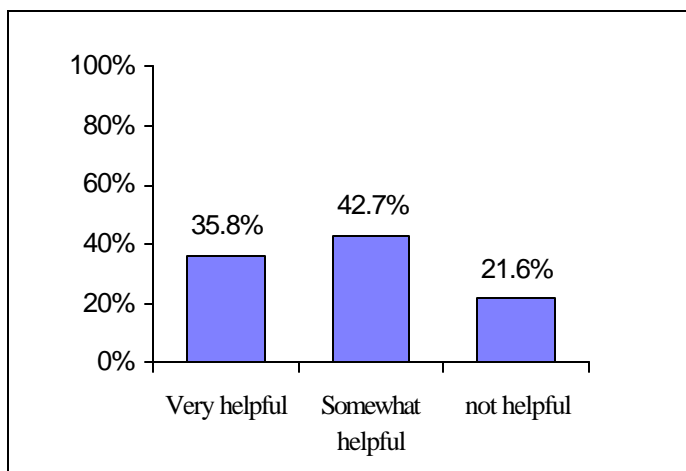
Do you regularly, occasionally, or never watch the televised meetings of the Barnstable town boards or commissions on cable television Channel 18?



Highlights:

- ? Over half of the respondents (56.7%) occasionally watch televised meetings of the Barnstable town boards or commissions; 24 percent never watch these televised meetings.

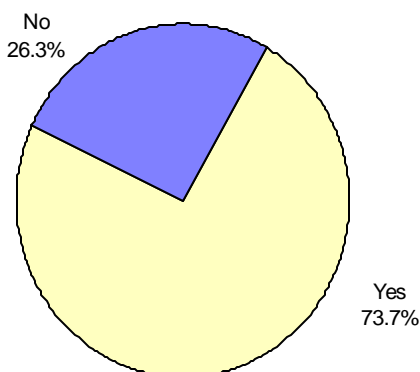
Figure 21
How helpful have you found Cable TV Channel 18 as a resource for town related information?



Highlights:

- ? Nearly forty three percent (42.7%) find TV Channel 18 as a resource for town related information somewhat helpful.
- ? 78.5% find TV Channel 18 as a resource for town related information very helpful or somewhat helpful.

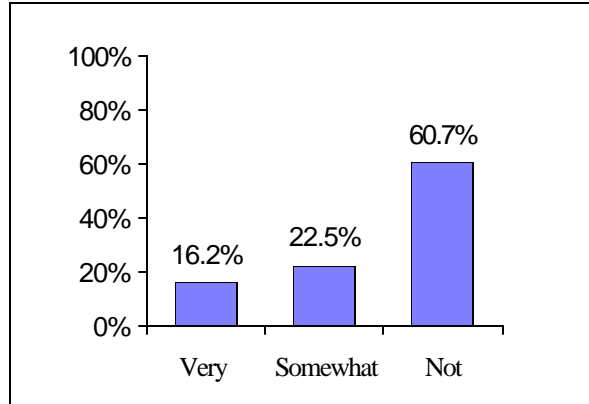
Figure 22
Are you connected to the internet from your home?



Highlights:

- ? The majority of the respondents (73.7%) are connected to the Internet from their home.
- ? Residents residing in West Barnstable (86.1%) are statistically more likely to be connected to the Internet from their home than those residing in Hyannis.
- ? Those with children under the age of 18 (88.1%) are statistically more likely than those without children (67.0%) to be connected to the internet from their home.

Figure 23
How familiar are you with the town’s website?



Highlights:

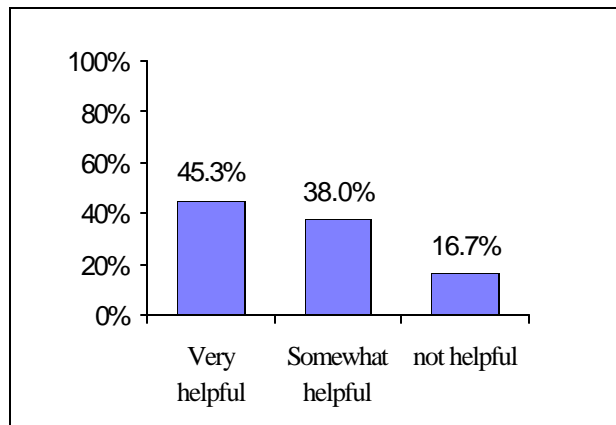
? 38.7% are very familiar or somewhat familiar with the town’s website.

Familiarity with the Town’s website by level of income

	Income				
	Less than \$25,000	25-50,000	50-75,000	75-100,000	Over 100,000
% Responding ‘yes’	9.0%	28.8%	49.0%	54.5%	56.8%

? 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 for town related information? (N=192)



Highlights:

- ? 45.3% of the respondents found the town’s website as a resource for town related information very helpful.
- ? More than eighty percent of the respondents (83.3%) found the town’s website as a resource for town related information very helpful or somewhat helpful.

Image of Barnstable

Table 12

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

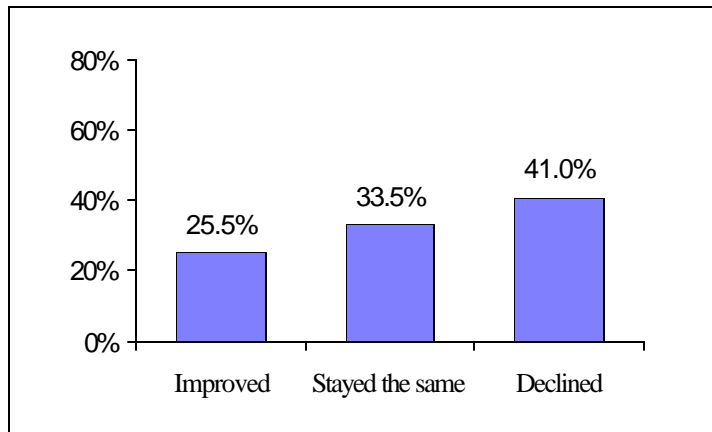
Description	Percent Reporting
Good/nice/pleasant	50.6%
Peaceful/quiet/quaint	8.5%
Overcrowded/rapid growth/urbanized	8.5%
Inadequate/inefficient	5.5%
Struggling/disappointing	4.6%
Improving	2.3%
Home	2.3%
Friendly	1.4%
Average	1.4
Other	12.1%

Highlights:

- ? Over half of the respondents (50.6%) describe Barnstable as “a good/nice/pleasant community;” 8.5 percent describe the town as “peaceful/quiet/quaint,” and Overcrowded/rapid growth/citified.

Figure 25

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



Highlights:

- ? 33.5 percent of the respondents think the image of Barnstable has stayed the same over the past five years, while 41 percent of the respondents think the image of Barnstable has declined over the past five years.
- ? Those with children under the age of 18 (51.3%) are statistically more likely than those without children (36.3%) to report that the image of Barnstable has declined.

Table 13
Why do you think the town’s image has improved? (N=99)

Reasons	Frequency
Town Management	45
Location	15
Cleaner/Better Atmosphere	13
Town Services	15
Growth	6
Other	5

Highlights:

- ? Of the 99 respondents who feel the image of Barnstable has improved 45 think the improvement is due to the town services and initiatives.
- ? 12 of the respondents think the image of Barnstable has improved because of its location.

Table 14
Why do you think the town’s image has declined?(N=210)

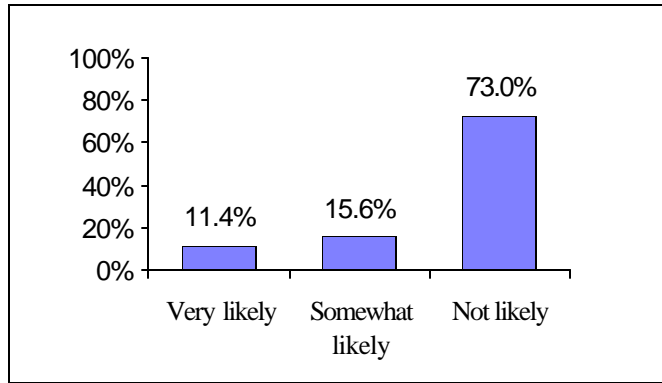
Reasons	Frequency
Development	82
Schools	31
Financial	30
Human Services	29
Leadership	23
Conservation	3
Commerce	3
Other	9

Highlights:

- ? Of the 210 respondents who feel the image of Barnstable has declined, 82 think the decline is due to development.
- ? 31 of the respondents think the image of Barnstable has declined because of schools.

Figure 26

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



Highlights:

- ? The overwhelming majority of the respondents (73.0%) said it is not likely they will be moving out of Barnstable in the next five years.
- ? Men (34.8%) are statistically more likely than women (21.8%) are most likely to report that they plan to move out of Barnstable
- ? Renters (60.8%) are statistically more likely than home owners (22.4%) to report being very likely or somewhat likely to move out of Barnstable.
- ? The overwhelming majority of respondents ages 18-25 (73.7%) report that they are very or somewhat likely to move out of Barnstable
- ? 40.5% of respondents from Hyannis report being likely to move out while only 16.9% of those from Marstons Mills report being likely to move out of Barnstable.

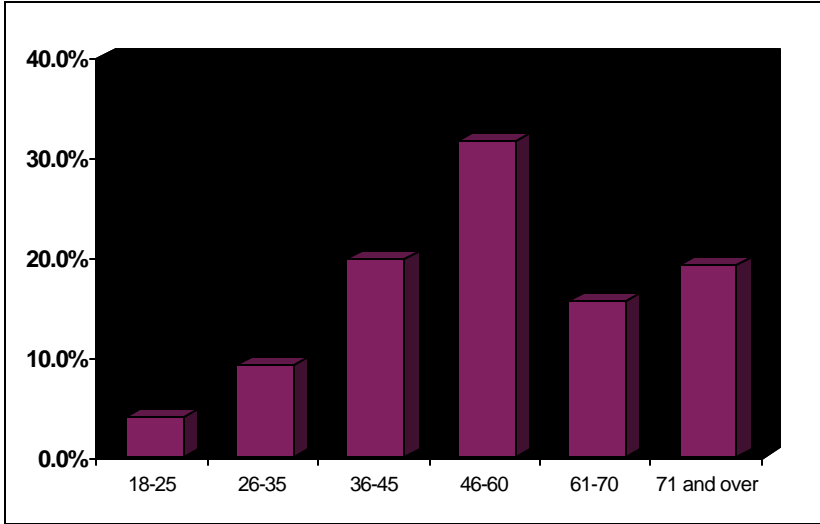
Table 15

**What would be your primary reason for leaving?
(N=130)**

Issue	Percent Reporting
New job elsewhere/job relocation	12.4%
School/College	10.0%
Housing location	10.0%
Climate	8.2%
Cost of living too high	5.3%
Overcrowding/ over populated/Urbanized	5.3%
Family	4.7%
Retirement	3.5%
Traffic	3.5%
Funding	2.9%
Taxes	2.3%
Crime	4.3%
Other	5.9%

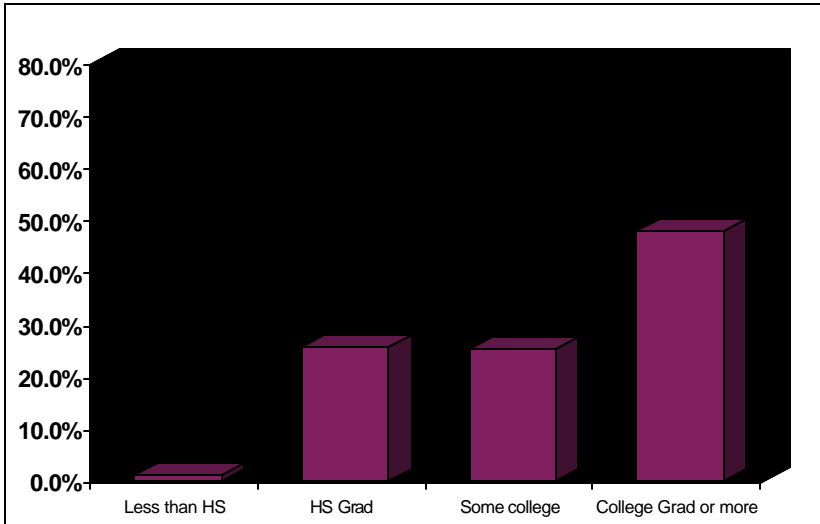
Highlights: Of the respondents who are very or somewhat likely to move out of Barnstable in the next five years (N=130), 12.4% will likely do so in search of jobs.

Sample Demographic Characteristics



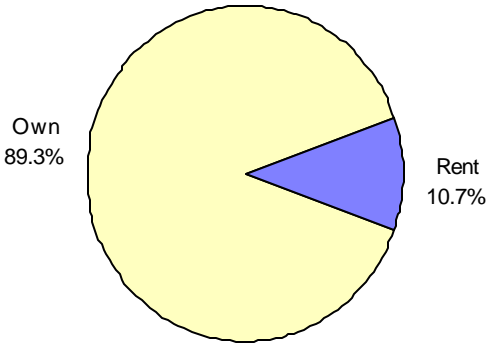
Age

The largest percentage of respondents is in the 46-60 age range (31.7 percent), followed by the 36-45 age group (19.9 percent).



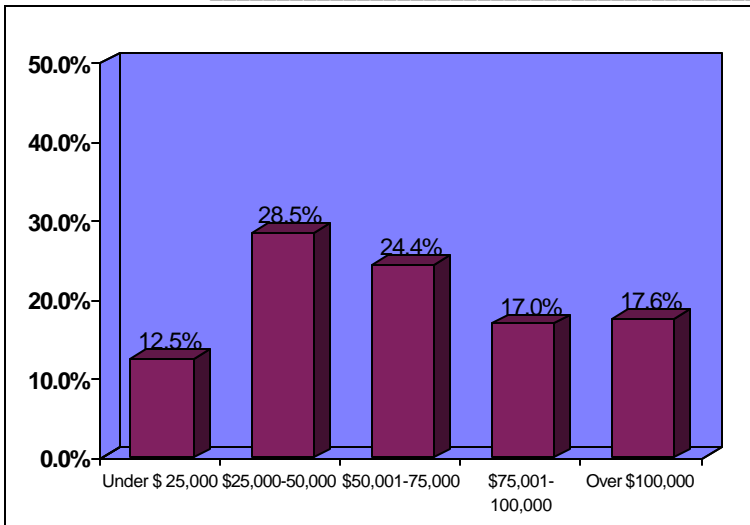
Education

The highest percentage of respondents had an education consisting of a college degree or more (47.9 percent). Just over twenty-five percent were high school graduates (25.7 percent) and some college (25.3%). Only 1% of respondents had less than a high school diploma.



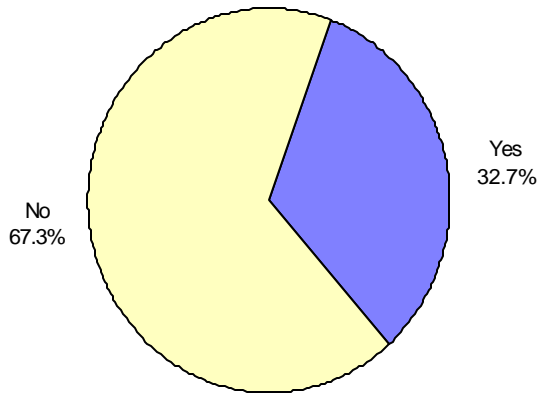
Own or Rent

An overwhelming majority of respondents own a home (89.3 percent).



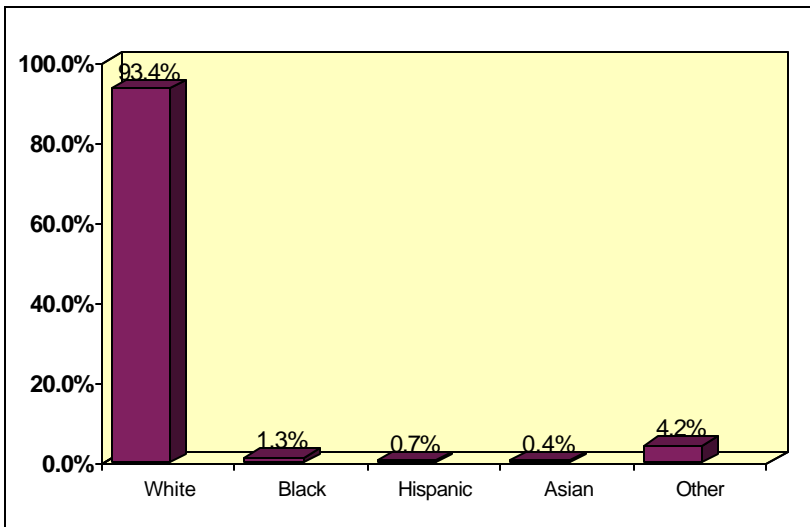
Income

The largest percentage of respondents (28.5 percent) had incomes between \$25,000 and \$50,000. Another 24.4 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 (93.4 percent).

Appendix A

Survey Tool

Services/Programs Needing Improvement

Services/Programs Needing Reduction

Services/Programs Needing elimination

INTERVIEWER: _____

SURVEY #: _____

Town of Barnstable-Citizen Survey 2003

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's 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
Snow Removal/Plowing	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
Board of Health	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 the past year, the town has dealt with difficult budget problems by reducing some programs such as music and kindergarten, eliminating some teaching and municipal positions, and implementing user fees for busses and sports. In general, would you favor or oppose a tax override that would be used to support municipal and school services?
1.Favor 2.Oppose 3. Undecided

14. Over the past 12 months, how often have you or members of your household used any of the Barnstable Village Libraries by calling, visiting a branch, or accessing on-line?
1. Daily 2. Weekly 3. Occasionally 4. Not in the past year (**Skip to Q15**)

14a. Which of the Barnstable Village libraries do you utilize? (INTERVIEWER CIRCLE ALL THAT APPLY)

- | | |
|---|-------------------------------|
| 1. THE STURGIS LIBRARY (Barnstable) | 5. CENTERVILLE PUBLIC LIBRARY |
| 2. COTUIT LIBRARY | 6. HYANNIS PUBLIC LIBRARY |
| 3. MARSTONS MILLS LIBRARY | 7. OSTERVILLE FREE LIBRARY |
| 4. WHELDEN MEMORIAL LIBRARY (West Barnstable) | 8. On-line |
| | 9. DK/NR |

14b. What do you generally use the library for?

- | | |
|----------------------------------|----------------------------------|
| 1. USE THE INTERNET/COMPUTERS | 4. LIBRARY SPECIAL EVENTS |
| 2. BROWSE/BORROW BOOKS/MAGAZINES | 5. CONDUCT RESEARCH SCHOOL/WORK |
| 3. CHILDREN'S PROGRAMMING | 6. BORROW OR USE VIDEO/AUDIO/DVD |
| | 7. OTHER_____ |

14c. Barnstable's Seven Village Libraries receive funding from a variety of sources. Are you aware that the library system gets about half of its funding from the town and state government, while the other half is funded by gifts and private fundraising?
1. YES 2. NO 9. DK/NR

15. Have you, or anyone in your household, called any of the five village fire departments for emergency assistance or service in the past twelve months?
1. YES 2. NO 9. DK/NR

16. The town currently has five village fire departments. In general, do you favor or oppose consolidating these into one department, if the level of service would remain the same?
1.Favor 2. Oppose 3. Undecided 9. DK/NR

17. 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 Q17A**) 2. NO (**Skip to Q18**) 9. DK/NR

IF YES, ASK:

17A. 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 _____ |

17B. Was the person who handled your call or visit courteous?

- | | | |
|--------|-------|----------|
| 1. YES | 2. NO | 9. DK/NR |
|--------|-------|----------|

17C. Did the results of your call or visit resolve your problem, request or question?

- | | | |
|--------|-------|----------|
| 1. YES | 2. NO | 9. DK/NR |
|--------|-------|----------|

18. 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 |
|-------------|--------------------------|------------|----------|

19. 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.			

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

21. There is a proposal to place 170 windmills in Nantucket Sound to generate electricity. Given the information that you currently have, would you favor or oppose this initiative?

1. Favor 2. Oppose 3. Undecided

22. 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

23. 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

24. 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

24A How helpful have you found Cable TV Channel 18 as a resource for town related information?

1. Very Helpful 2. Somewhat Helpful 3. Not Helpful

25. Are you connected to the internet from your home?

1. Yes 2. No

26. How familiar are you with the town's website?

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

26A How helpful have you found the town's website as a resource for town related information?

1. Very Helpful 2. Somewhat Helpful 3. Not Helpful

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

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

1. Improved (**ASK 28A**) 2. Same 3. Declined (**ASK 28A**) 9. NR/DK

28A. Why do you feel that the town's image has _____? (**INSERT IMPROVED OR DECLINED**)?

29. 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 29A**) 2. Somewhat likely (**ASK 29A**) 3. Not likely 9. NR/DK

29A. What would be the primary reason for leaving?

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

30. 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
31. 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
32. Do you own or rent your home? 1. Own 2. Rent 9. DK/NR
33. 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
34. Do you have any children age 18 or under living in your household?
1. YES 2. NO 9. NR/DK
35. To what racial or ethnic group do you belong?
1. WHITE 2. BLACK 3. HISPANIC 4. ASIAN 5. OTHER 9. DK/NR
36. 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 _____ - _____

Services/Programs Needing Improvement

Service/Program	Frequency
Education	113
Schools	94
Education	10
Bus Service	4
Library	2
Art in Schools	1
Continuing Education	1
Lunch Programs	1
Recreation	57
Recreation	23
Youth and Teen Services	18
Athletic Leagues	4
Kennedy Ice Arena	3
Golf	2
Skate Park	2
Swimming	2
Board Walk Construction	1
Community Centers	1
Playground	1
D.P.W Issues	40
Landfill	16
Trash Pick-Up	16
Sewage	6
Recycling Sticker	2
Town Government and Depts.	37
Town Government	8
Police Department	7
Public Relations	4
Transportation	4
Fire Department	3
Water Department	3
Animal Control	2
Planning/Zoning	2
Appeal Board	1
Assessors Office	1
Bureaucracy	1
Selectmen/Town Meeting	1

Road Issues	33
Road Repair and Maintenance	15
Snow Removal	8
Parking	3
Traffic	3
Sidewalks	2
Street Lights	2
Conservation	23
Conservation	13
Beaches	3
Beautification/Cleanliness	3
Beach Stickers	1
Harbor Master	1
Land Bank	1
Sandy Neck Management	1
Health and Human Services	17
Homeless	5
Senior Citizen Programs	5
Board of Health/Health Services	4
Handicapped Services	1
Meals on Wheels	1
Senior Citizen Driving Skills	1
Building/Housing	14
Affordable Housing	5
Building Inspection	4
Building Management	4
Overcrowding	1
Other	6
Total Responses	336

Services/Programs Needing Reduction

Service/Program	Frequency
Taxes	15
Town Government	14
Town Government	9
Budgets	2
Amount of City Employees	1
Bureaucracy	1
Crime	1
Public Works	15
Dump Fee's	6
Landfill	3
DPW	2
Traffic	2
Highway Management	1
Street Maintenance	1
Conservation	15
Conservation Committee	11
Open Space/Sprawl	2
Harbors	1
Ocean	1
Town Departments	13
Fire Department	5
Police Department	5
Airport	1
Managers Office	1
Water Department	1
Building and Development	10
Town Building Development	5
Building and Business Restrictions	2
Building Development	1
Building Inspection	1
Building Maintenance	1
Human Services	9
Tourists	3
Money For Poor	2
Seniors	2
Assistance to Drug Addicts	1
Health Programs	1
Schools	9
School Funding	4
School Administration	3
Bus Fee	2

Recreation	4
Golf	2
Recreation	2
Other	8
Total Responses	113

Services/Programs Needing Elimination

Service/Program	Frequency
Town Governance	10
Government Set-Up	3
Taxes	2
Census	1
City Council	1
Commissioners	1
Council Women	1
President of Town Council	1
Town Departments	10
Planning Department	3
Airport	2
Fire Districts	2
Police Department	2
Animal Control	1
Conservation	7
Conservation	3
Wind Farm	2
Beach Stickers	1
Land Bank	1
Human Services	6
Giving Money to Others	2
Assistance to Drug Users	1
Homeless	1
Senior Services	1
Smoking Ban	1
Schools	5
Bus Fee	4
School Board	1
Buildings	4
Low Income Housing	2
Development/Commercialization	1
Town Building	1
Public Works	3
Dump Fee's	1
Road Signs	1
Sewers	1
Recreation	2
Golf Course	1
Recreation	1
Other	5
Total Responses	52

Reasons Barnstable's Town Image has Improved

Reasons	Frequency
Town Management	45
Parts of Hyannis	11
Addressed Lots of Issues	9
Changes in Personnel	8
Fixing Buildings/Streets	7
Technology/Website	4
Money Management	2
Better Communication	1
Chamber of Commerce	1
Officials More Aware of Tax Payers	1
Televised Town Meeting	1
Location	15
Park	3
More Places to Shop	3
Cape in General	2
Conservation	2
Beaches	1
Open Space	1
Recreation Center	1
Recreation	1
More Tourists	1
Cleaner/Better Atmosphere	13
Cleaner/Looks Better	10
Family Atmosphere	2
Quality of Life	1
Town Services	15
Building	4
Good Services	2
Highways	2
Schools	2
Town Runs Well	2
Construction	1
Fire Station	1
Transportation Center	1
Growth	6
Growth	4
Over Crowding	1
Population	1
Other	5
Total Responses	99

Reasons Barnstable's Town Image has Declined

Reasons	Frequency
Development	82
Overgrowth	55
Traffic	9
Hyannis Development	9
Trying to Make it a City	5
Building Too Much	3
Town Run Down	1
Schools	31
Schools	27
School Bus Fee	3
Kids are worse	1
Financial	30
Fiscal Responsibility/Budget	17
Taxes Too High	5
Cost of Living	4
Taxes Should Not Go Towards Tourism	1
Human Services	29
Crime	13
Homeless	5
Tourism	5
Housing	3
Immigrants	2
Money For Poor	2
Catering to 40-70 year olds	1
Jobs	1
Senior Programs	1
Leadership	23
Town Council Leadership	9
Government Not Helping People	8
Gotten Bad Press	2
Administration	1
Miss Selectmen	1
No Vision For Future	1
People Do Not Care	1
Conservation	3
Environment	1
Open Space	1
Windmills	1
Commerce	3
Stores Moving Out	1
Strip Joints Coming In	2
Other	5
Total Responses	210