



# Resident Opinion Study

greatblue

Report of Findings

09 June 2015

Confidential & Proprietary

# Table of Contents

---

## SECTION ONE

About GreatBlue

## SECTION TWO

Project Overview

## SECTION THREE

Key Study Findings

## SECTION FOUR

Considerations

## EXHIBITS

Aggregate Data (*Provided Separately*)

SECTION ONE

## About GreatBlue



SECTION TWO

Project Overview

SECTION THREE

Key Study Findings

SECTION FOUR

Considerations

EXHIBITS

Aggregate Data (*Provided Separately*)

# Research you can trust

- GreatBlue provides reliable, actionable research and analytics to help organizations identify, address and improve their offerings to, and the way they communicate with, key constituents.
- With more than 35 years of experience in diverse markets, GreatBlue effectively yokes this knowledge to correlate general attitudes and perceptions with the behavioral trends seen within our clients' studied population(s).
- At GreatBlue, we foster a corporate culture of “clients first” to ensure our account teams anticipate client needs to more efficiently serve their expectations while effectively helping our clients think beyond today.



# Expertise in a diverse set of research methodologies

Having conducted millions of surveys and thousands of focus groups over the past 30+ years, our experience in instrument design, data collection and the presentation of those findings in manageable, actionable ways allows us to serve our clients across the spectrum of research studies.



Telephone Interviews  
In-house, multi-lingual  
interviewing capabilities



Digital Surveys  
Web + mobile-based  
survey programs



Focus Groups  
State-of-the-Art facilities  
in CT and MA

SECTION ONE  
About GreatBlue

SECTION TWO  
**Project Overview**



SECTION THREE  
Key Study Findings

SECTION FOUR  
Considerations

EXHIBITS  
*Aggregate Data (Provided Separately)*

# Project Overview

- GreatBlue was commissioned by The Town of Simsbury, Connecticut (hereinafter, the “Town,” “Simsbury,” or “Town of Simsbury”) to conduct comprehensive research among its residents to gain a deeper understanding into satisfaction with Town services and favorability among various Economic Development propositions, particularly the Senior/Community Center.
- The primary goal of this research study was to assess the perception of current Town services and willingness to invest in additional or improved services.
- In order to service this research goal, GreatBlue conducted telephone interviews among residents in West Simsbury, Tariffville, Weatogue, and Simsbury.
- The outcome will provide the Town of Simsbury with a clear understanding of the key elements that affect quality of life in the town, uncover opportunities to improve services, and identify near-term strategies to implement or reallocate available funding for programs and services.

# Areas of Investigation

The Town of Simsbury Resident Opinion Study leveraged a quantitative research methodology to address the following areas of investigation:

- Measuring importance of resources and suggestions for improvement
- Overall satisfaction with the types of businesses and suggestions for future planning
- Willingness to invest in future plans for the Senior/Community Center and likelihood to visit
- Favorability of potential economic development projects
- Preferred means of communication with the Town
- Demographic profiles of respondents

# Research Methodology Snapshot

Item	Description
Methodology	Telephone survey
Number of Completed Surveys	400
Instrument Length	68 possible questions
Instrument Structure	Primarily closed-ended with variable open-ended questions
Incentive	None
Sample	Client provided, vendor procured
Sample Structure	Town residents
Quality Assurance	Supervisory Personnel and a Computer Aided Telephone Interviewing platform
Margin of Error	4.9%
Confidence Level	95%
Research Dates	May 19 - May 28, 2015

SECTION ONE

About GreatBlue

SECTION TWO

Project Overview

SECTION THREE

**Key Study Findings**



SECTION FOUR

Considerations

EXHIBITS

Aggregate Data (*Provided Separately*)

# Key Study Findings

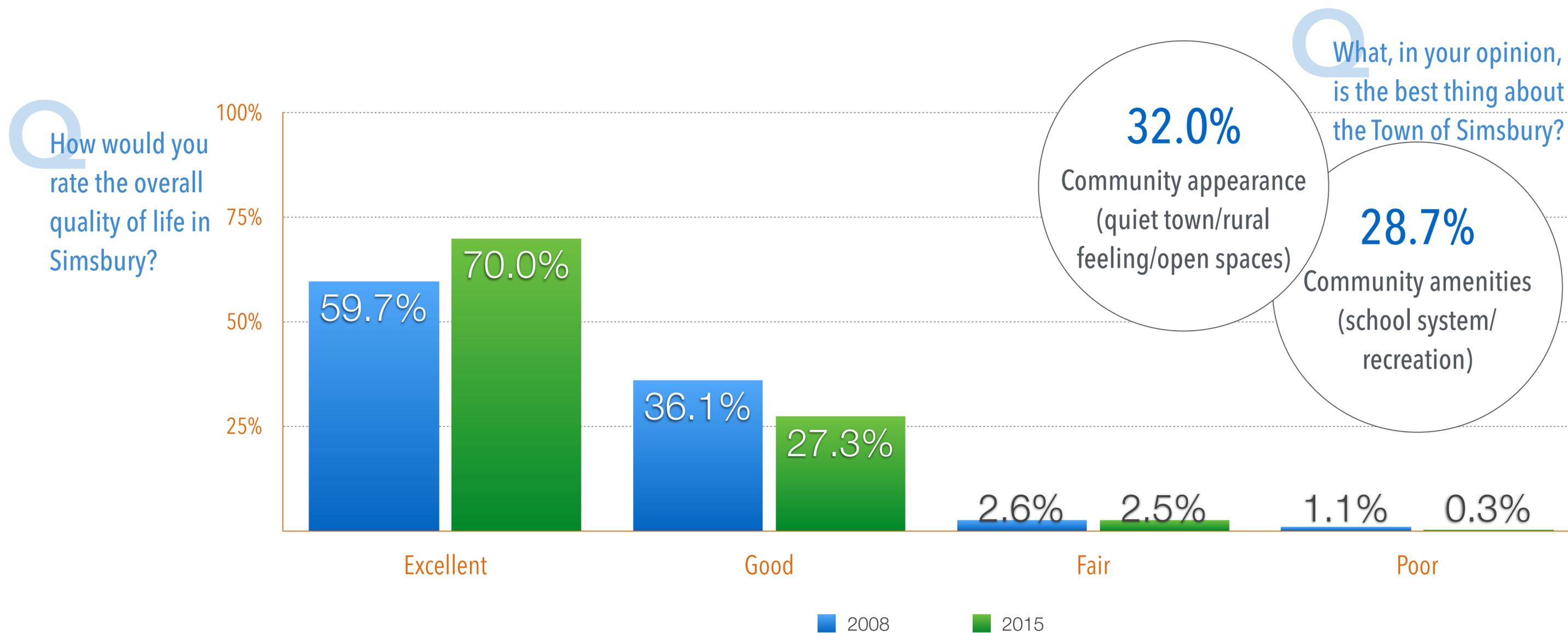
- Overall quality of life in Simsbury was rated very highly (97.3%). The most notable difference over 2008 was an increase in residents rating it as “excellent” (+10.3%).
- Satisfaction with Town resources was highest for library services (99.5%), fire and emergency services (98.7%), and parks and recreation offerings (98.4%). Dissatisfaction with Town services was related to website usability, police presence, and road maintenance.
- Preservation of open space and areas dedicated to pedestrian use were top priorities for residents, placing high importance on “preservation of elements of Town ‘character’ such as views of the ridge or bike/pedestrian walkways” (87.4%). In addition, residents rated the Town’s efforts to do so very positively (92.3%).
- The location of the Senior/Community Center was regarded with high importance by most residents (69.3%) with a similar segment (60.3%) reporting the location voted by the Board of Selectmen would either “increase visitation” (19.8%) or “no change, would continue going” (40.5%).

# Key Study Findings, continued

- The resources available to seniors and the general public at the Senior/Community Center were more important than the location (78.0%). Offering programs, such as health activities and recreational activities, to the entire community in addition to the seniors would “increase visitation” for 41.5% of residents.
- When asked to rate willingness to pay an increase in taxes to support the proposed budgets for the Senior/Community Center; 58.0% of respondents supported at least some tax increase to support the Center (\$5 million, \$8.5 million, or \$12 million). This fell to 44.0% of respondents when considering just the \$8.5 million and \$12 million facility price points, and 34.8% when considering only the \$12 million facility and the applicable tax burden.
- Familiarity with economic development issues experienced a significant decrease since 2008 (-8.3%). This in turn may have resulted in a relatively low rating of “economic development efforts” made by the town (56.7%).
- A shift in preference of receiving communication occurred with a heavier emphasis on electronic delivery or Internet searches. Residents also expressed great interest in the Town developing a high-speed fiber optic Internet network throughout the Town.

# Quality of Life Improved

While the overall perception of quality of life has remained consistently high, a significant increase was noted in residents reporting the quality of life is “excellent.” This is due largely to attributes of the Town that enhance the character and amenities.



# Satisfaction with Town Services

Overall satisfaction with town services was very high, particularly in services aimed to improve the overall quality of life and emergency response. Services associated with accomplishing daily needs or accessing particular amenities were still rated highly, but provided some opportunities for improvement.

Item	2015 Satisfied
Library services	99.5%
Fire and emergency services	98.7
Parks and Recreation offerings	98.4
Town Hall services	97.7
Social Services	97.2
Public safety and police presence	95.9
Handicap accessibility to town buildings	94.7
Public works and Highway maintenance	92.1
Town website	89.8

**Q** You mentioned you were dissatisfied with one or more of the town services. Could you please explain why?

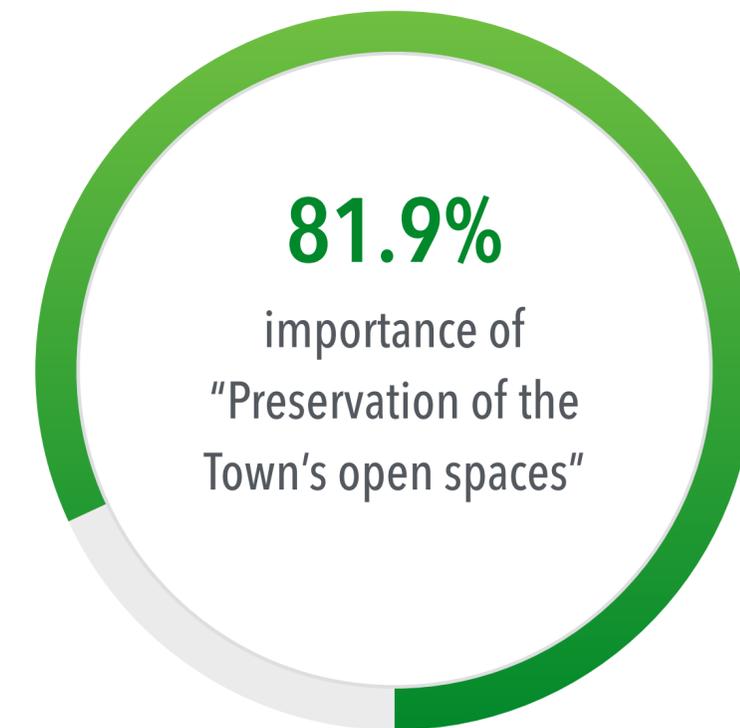
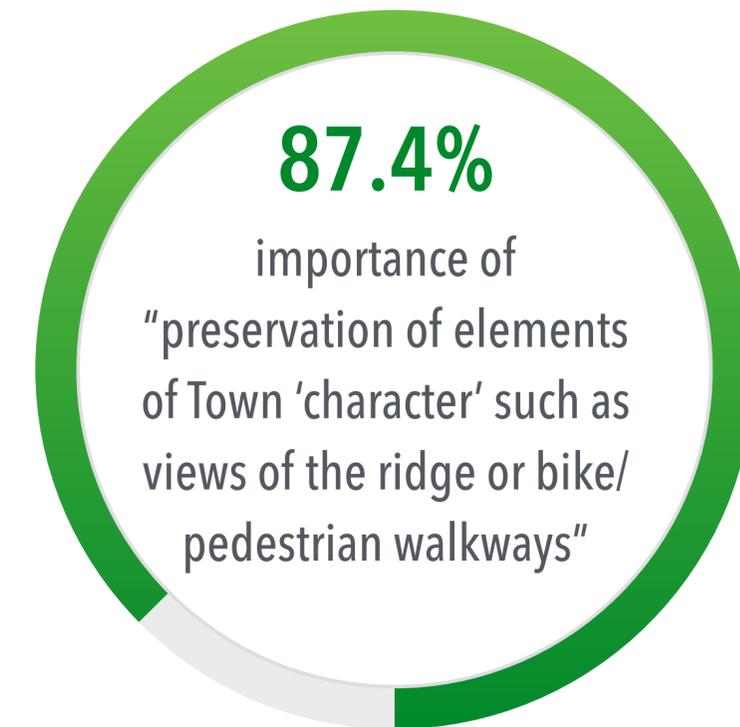


# Preservation of open space

Residents rated the Town's efforts to preserve open space significantly higher in 2015 over 2008, and continued to place a high importance on sustaining these efforts.

While the remaining efforts were not rated as favorably, each experienced a statistically significant increase in positive responses.

Item	2008 Positive	2015 Positive
Preservation efforts for the Town's open spaces, undeveloped areas or other such elements of Town character	88.5	92.3
Planning and zoning efforts (such as the Town Center and The Hartford Charrettes)	60.8	71.7
Efforts to regulate traffic flow	59.4	70.8
Economic development efforts	48.7	56.7



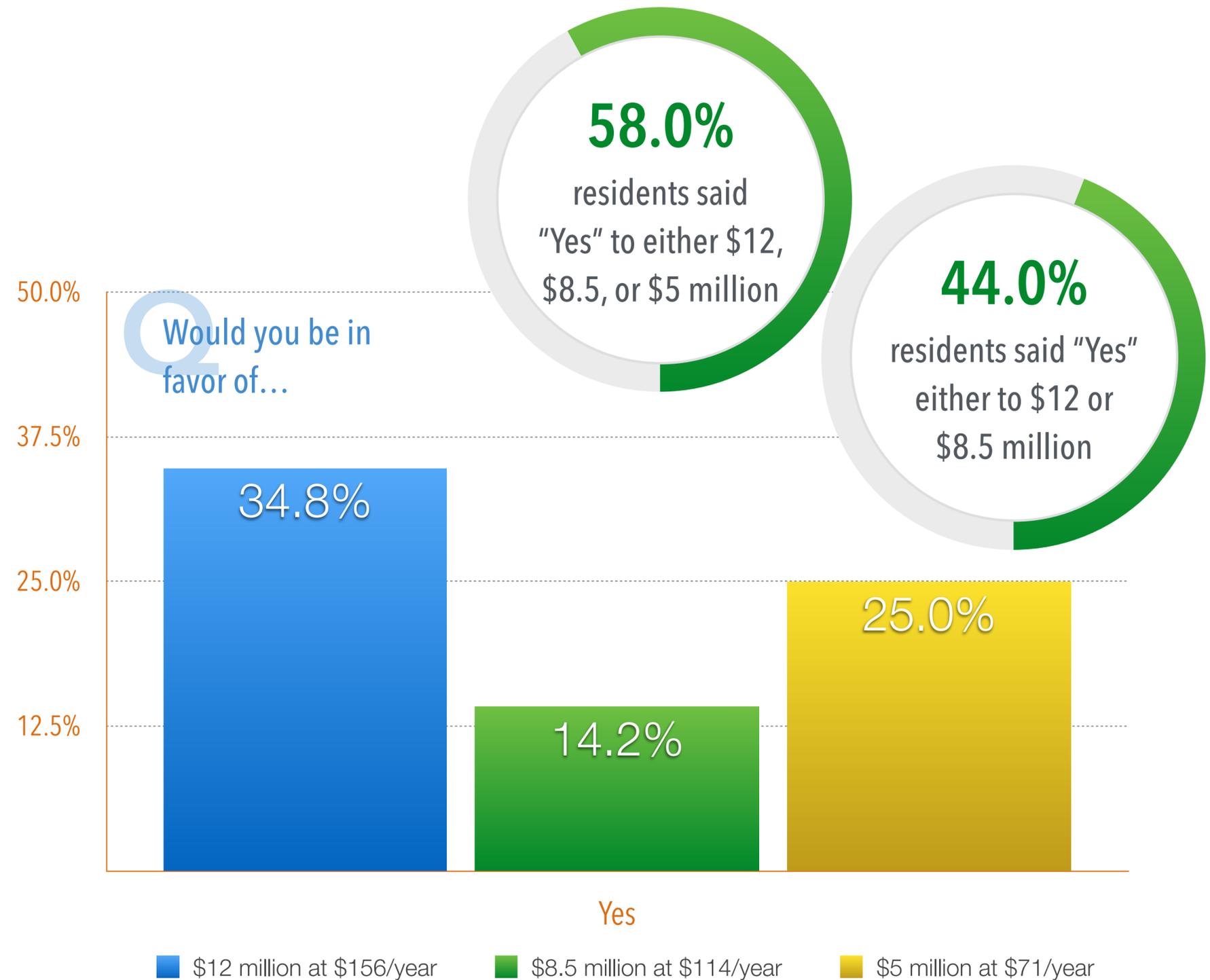
# Development of Town Character

Residents, in general, were most in favor of modest development efforts that would aid commercial development while maintaining the Town character.

Item	2008 Favor	2015 Favor
Small retail businesses, not including restaurants	96.0%	91.8
Preserving open spaces, undeveloped areas or other such elements of Town character	87.8	91.5
Recreation-based businesses, including camping, sports facilities and other such businesses	81.1	89.1
Tourism or heritage businesses, including those businesses designed to attract	87.7	86.7
Restaurants	87.6	86.2
Home businesses	88.6	85.5
Light industry or Hi-tech industry	79.1	84.6
Professional offices	89.3	84.3
Back office operations or office operations for larger companies	78.3	77.7
Senior housing development	74.4	74.8
Entertainment facilities	69.7	73.6
Provide affordable residential housing for all income and age levels	59.8	72.1
Small lot size residential housing development	52.8	50.5
Large lot size residential housing development	50.0	48.4
Large retail businesses	33.3	47.7
Higher density housing development with open space set aside	42.5	45.1
Heavy industry, such as manufacturing	33.5	40.5
Apartment housing development	36.6	39.1

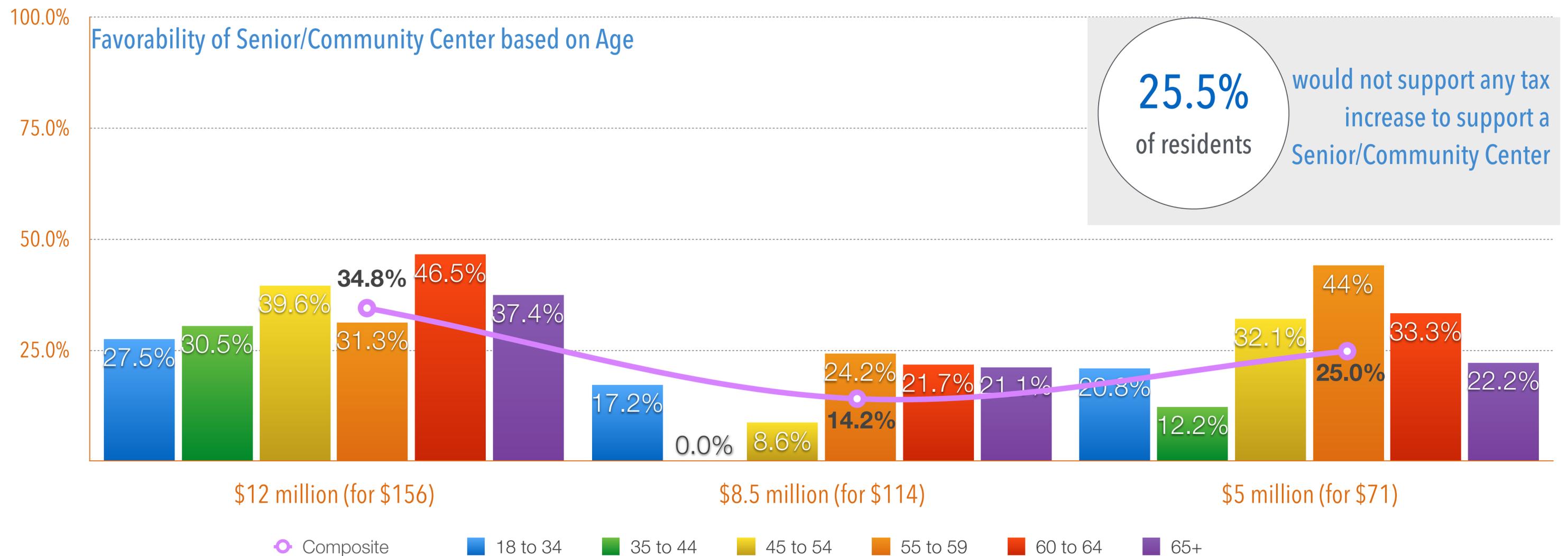
# Favorability of Senior Center

While favorability of an increase of taxes to support the Senior/Community Center appeared relatively low and varied at price points, 232 total residents (58.0%) reported they would be in favor of *some* tax increase to support the Senior/Community Center. Interestingly, the \$8.5 million price point garnished the lowest support. This suggests, while the tax burden is a major factor, residents may be open to spending more if the investment is worthwhile.



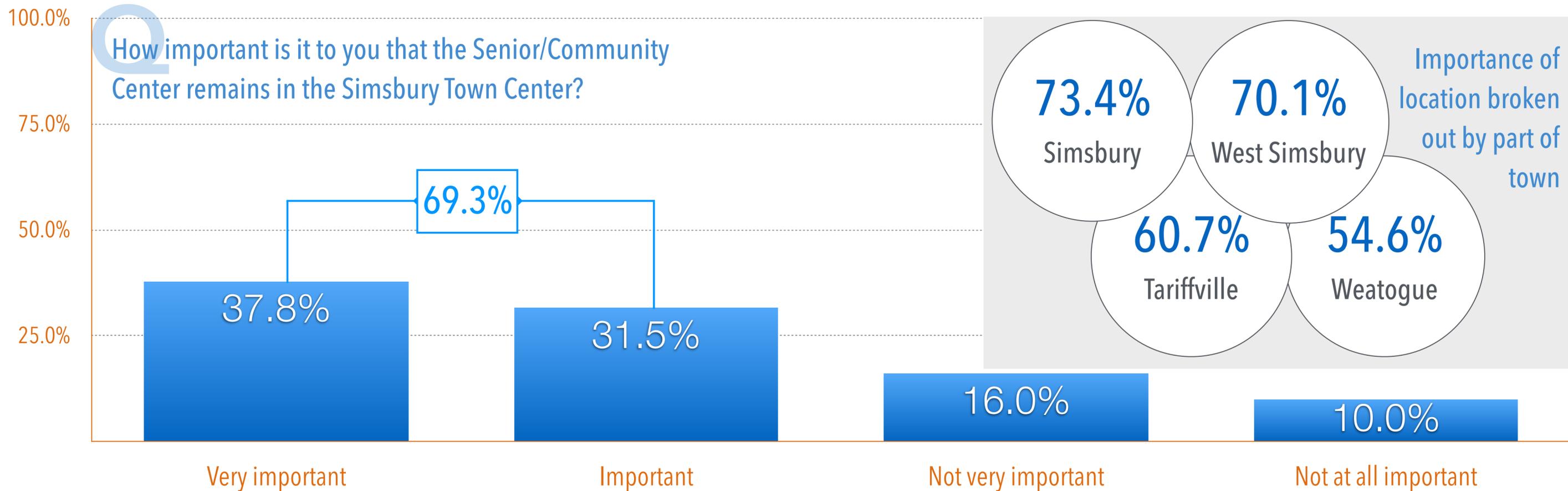
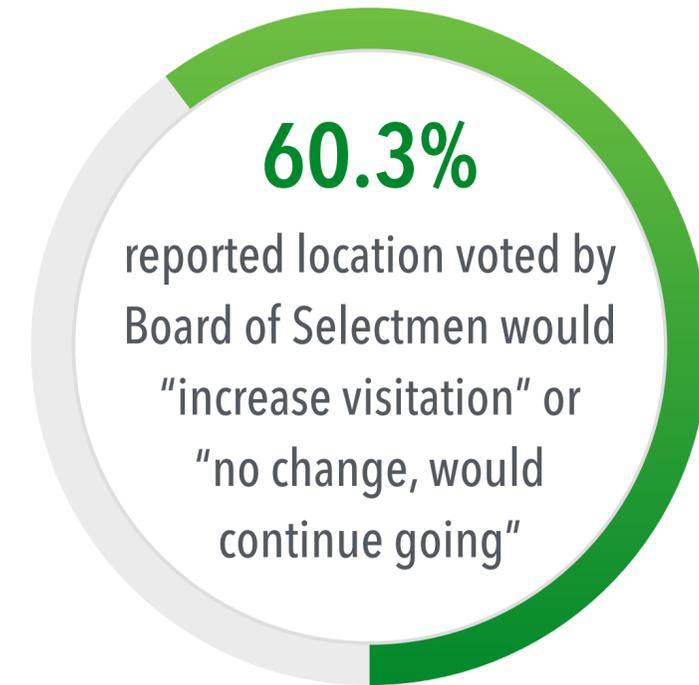
# Strategic Position May Gain Demo Support

In evaluating support for the Senior/Community Center based on the age of residents, findings suggest while the \$5 million price point is potentially inline with most residents, the strategic position of the Senior/Community Center being more community-oriented presents the opportunity to gain support among the younger demographics.



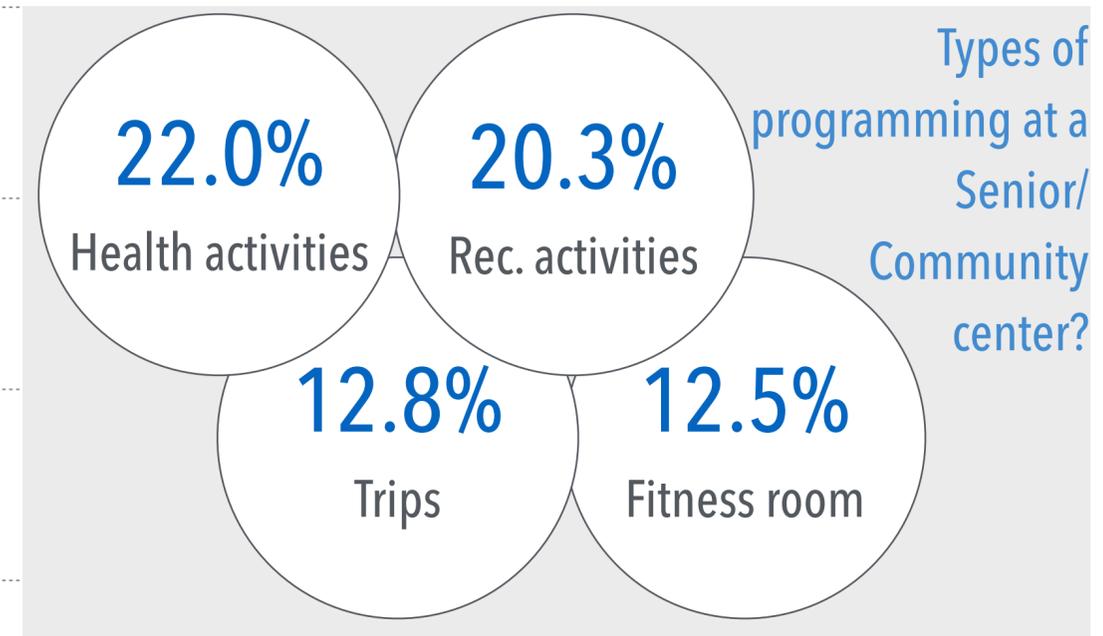
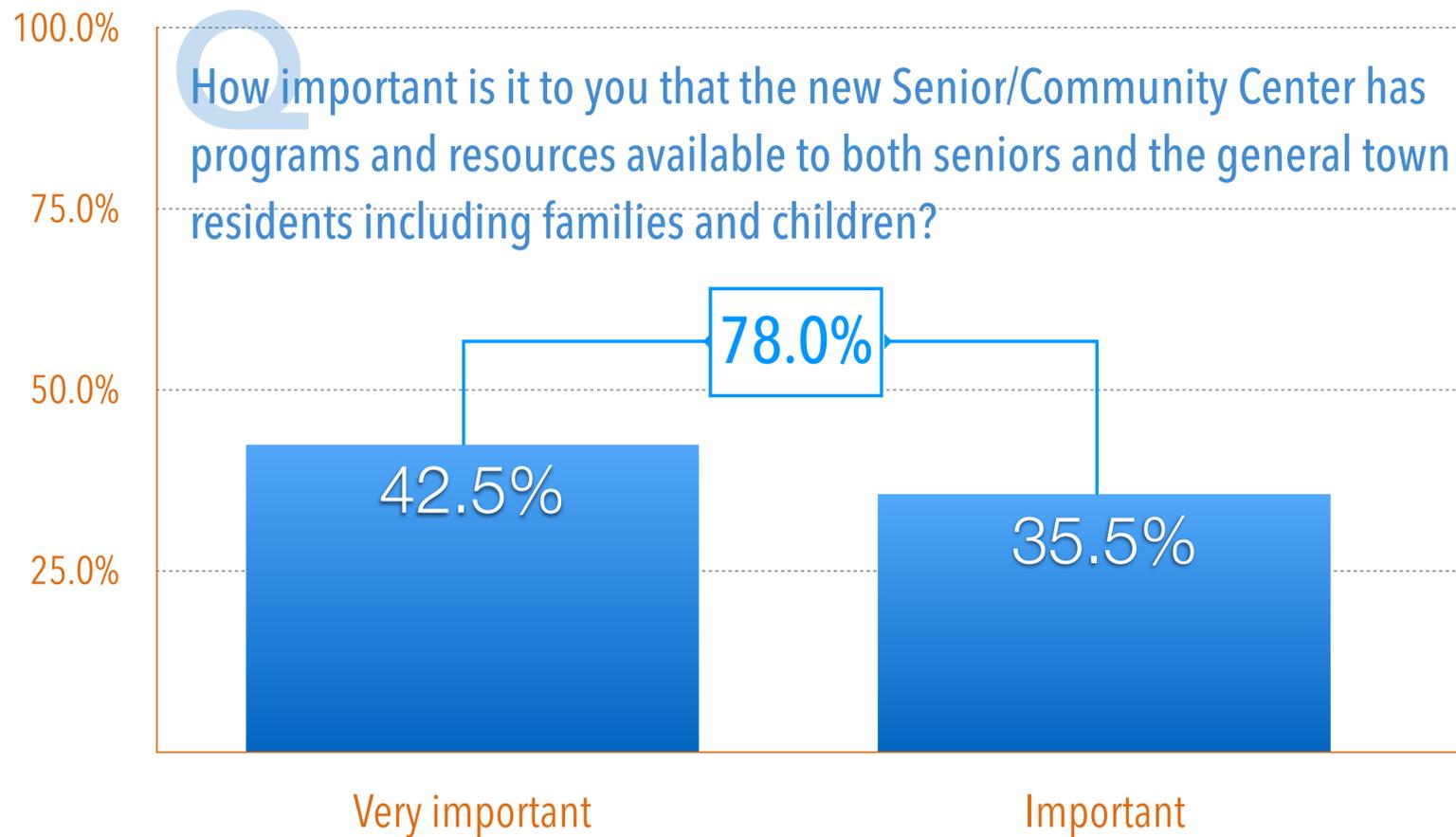
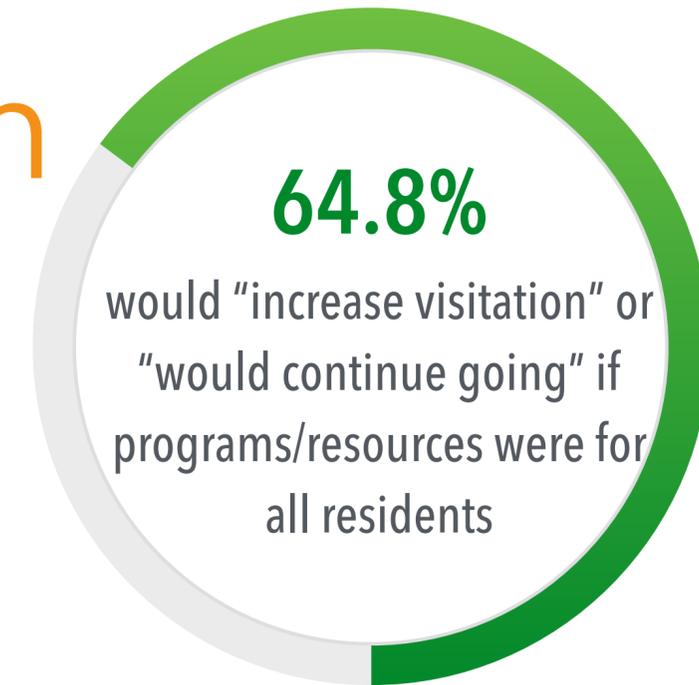
# Senior Center Location Vital

The location of the Senior/Community Center resonated as an important factor in visitation. While it understandably varied by the specific area of residency within Simsbury and with heavier emphasis by those who live closest to the Town Center, the location voted by the Board of Selectmen would not only retain current visitors (40.5%), but it would also attract new ones (19.8%).



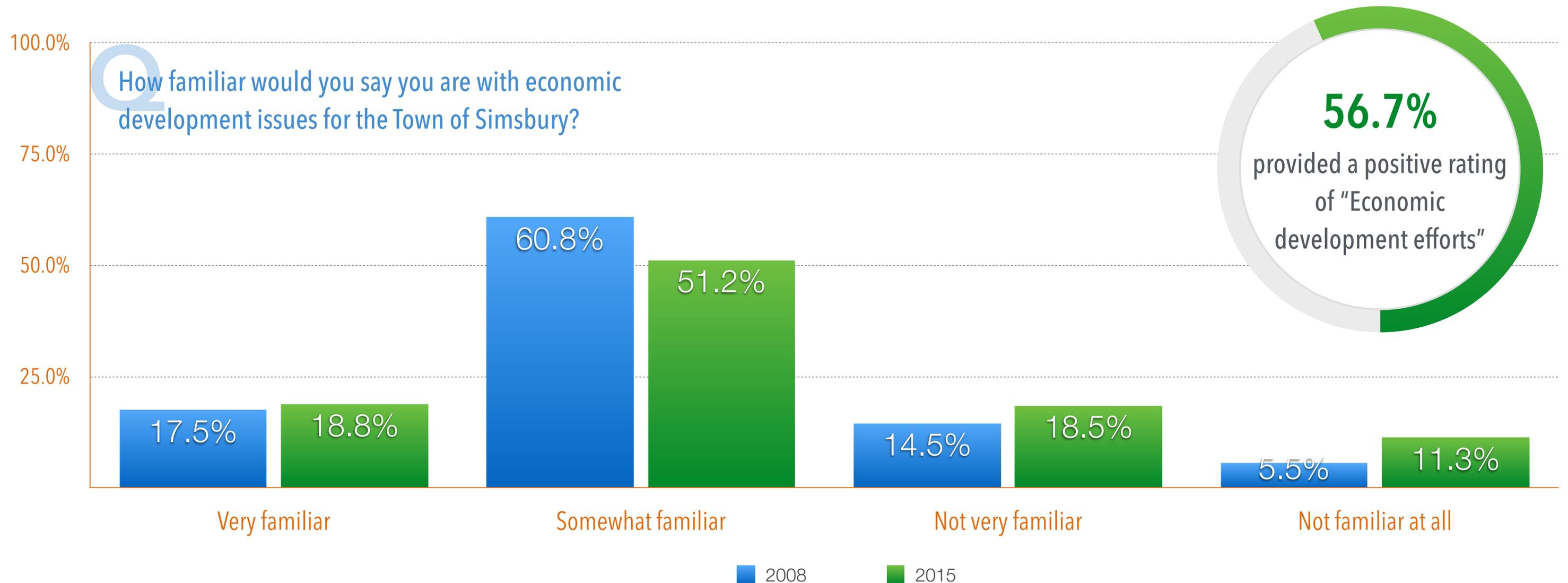
# Senior Center Supports Town

More important than the location, the availability of programs and resources for both seniors and the general public would drive the highest visitation, particularly if the programming was geared towards promoting health and recreation. Ensuring these programs are made available to all will again retain current visitors (23.3%) as well as attract new, potentially younger demographics (41.5%).



# Less Familiar with Economic Development

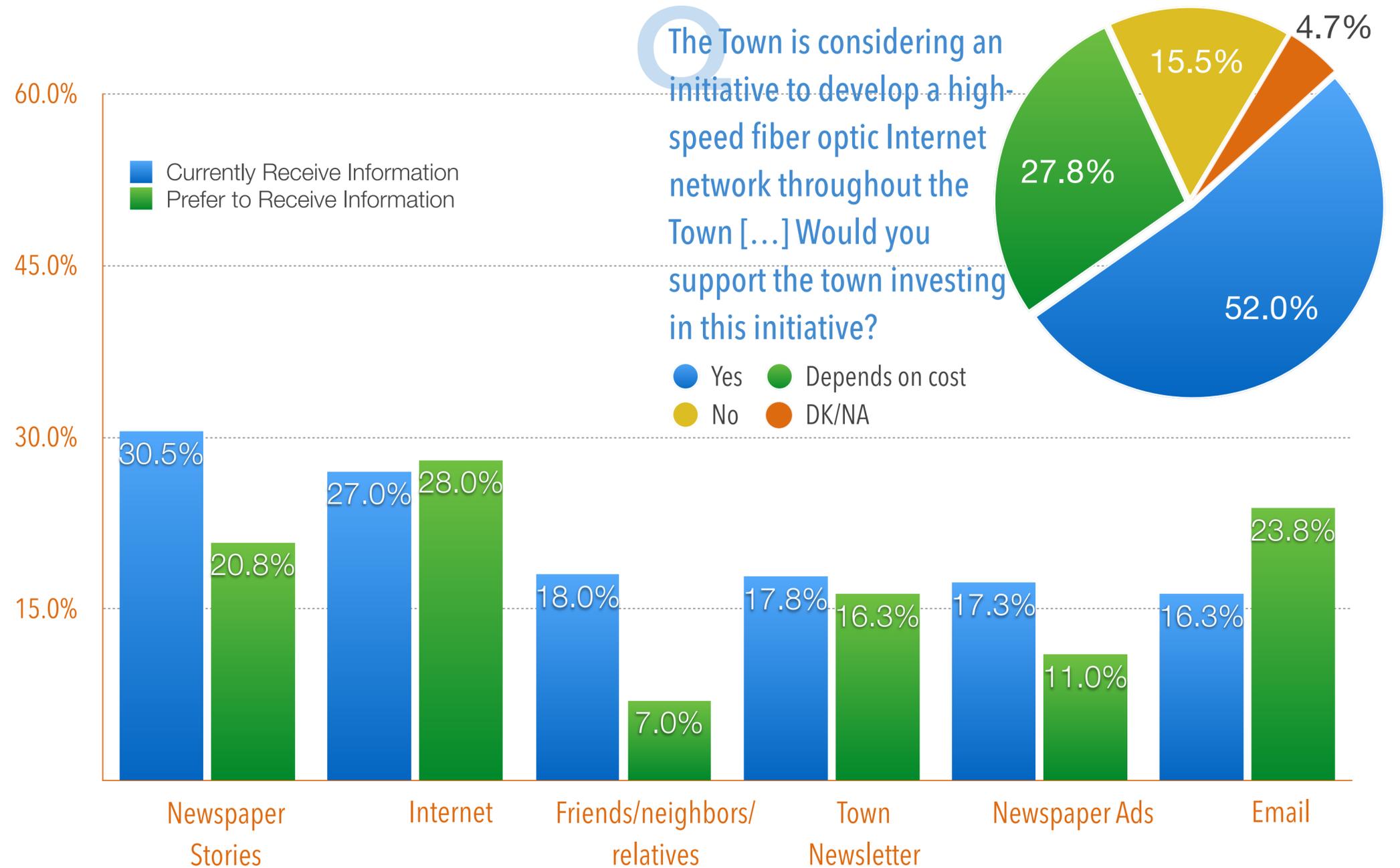
In 2015, residents reported less familiarity with the issues concerning economic development. Thus, only 56.7% of residents provided a favorable response concerning the Town's economic development efforts. This may be alleviated by adjusting the method of communicating the efforts under consideration or underway.



# Shift to On-Demand Communication

Overall, opportunities exist to better align the Town's communication efforts with the preference of its residents. A clear preference for information available electronically (i.e., emails, online search engines, Town website) may alleviate lack of awareness or familiarity with important events.

Residents are also interested in the development of a high-speed fiber optic network, suggesting an overall desire to improve current online accessibility.



SECTION ONE

About GreatBlue

SECTION TWO

Project Overview

SECTION THREE

Key Study Findings

SECTION FOUR

**Considerations**



EXHIBITS

Aggregate Data (*Provided Separately*)

# Considerations



- Continued efforts to preserve open space and areas dedicated to recreational activities should help maintain the perception of a high quality of life in Simsbury as well as the aesthetic appeal of the Town. The appearance of the community is a prized characteristic of living in Simsbury; open spaces that may be under consideration for development should aim to be recreation-based rather than commercial.
- It is very important that the Senior/Community Center be inclusive of the entire Town of Simsbury, not just the Seniors. The highest rate of reported visitation would occur if all residents, including families and children, could make use of the facility. Programs which are health-oriented or exercise-based and recreational in nature will engage a wider array of demographics.
- Programs at the Center should receive particular attention as only 34.8% of residents were willing to pay an increase in taxes for a \$12 million budget. While 58.0% suggested being open to some tax increase to support a \$5 million improvement project for the Center, positioning the Center as a “Town-wide” resource may help leverage additional support among families and younger residents.

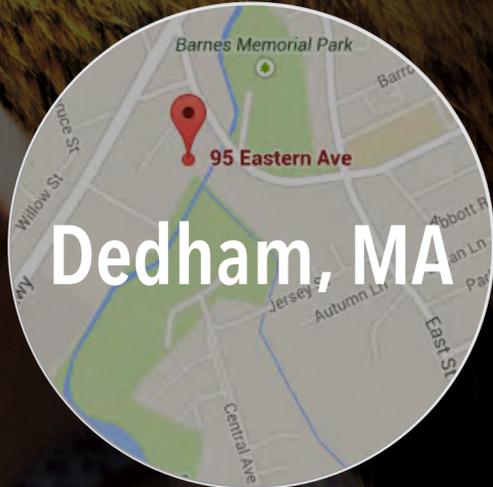
# Considerations, continued

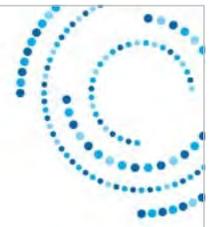
- Efforts should be made to make the Town website more user-friendly, easy to navigate, and comprehensive in nature. The ability to find information on the website may reduce lack of awareness and familiarity with events occurring in Town. It may also be worthwhile to promote the “Subscribe to News” option on the Town website that generates email communications, as those media channels are in line with preferred means of communication.
- Serious consideration should also be given to developing a high-speed fiber optic Internet network. The majority of residents would support this initiative in full or at least consider it based on the cost.
- Findings suggest that there is an interest in pursuing additional development in the form of small retail, recreation-based, or tourism and heritage businesses in Town. Additional research among local businesses may serve to identify fields and industries that complement the current commerce of the Town.

**Nicole Gaona** Director, Research

(860) 740-4000

Nicole@GreatBlueResearch.com





# Exhibit A

This section contains the full data results by question for the Town of Simsbury, CT Resident Opinion Survey for June 2015.

## A Note Regarding the Interpretation of Aggregate Results

The computer processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable.” This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The meticulous analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. It is utilized to gauge some ordered or ranked meaning.

## Section :: Quality of Life

### 1. How would you rate the overall quality of life in Simsbury?

	2008	2015
Excellent	59.7%	70.0
Good	36.1	27.3
Fair	2.6	2.5
Poor	1.1	0.3
Don't know	0.5	--
Total excellent & good	95.8	97.3
Total fair & poor	3.7	2.8

### 2. What, in your opinion, is THE BEST thing about the Town of Simsbury?

	2015
Community appearance (quiet town/rural feeling/open spaces)	32.0%
Community amenities (school system/recreation)	28.7
Community population (the people/sense of community/family oriented)	16.5
Safety/low crime	5.0
Overall quality of life	3.8
Location/proximity to things I need	3.8
Don't know/unsure	2.8
Cleanliness/well kept	1.5
Diversity of services/activities	1.3
Town center/downtown	1.0
Golf courses	1.0
Government/management of town	1.0
Housing/neighborhoods	0.5
Dining/entertainment	0.5
Village of Tariffville	0.3
Infrastructure/roads	0.3
Climate	0.3

### 3. What would you say is THE BIGGEST problem facing Simsbury?

	2015
Taxes	40.5%
None/unsure	13.8
Economic development/lack of tax base/business moving out	11.5
Traffic/road conditions	4.3
Expansion/overdevelopment/high density housing	4.0
Budgets/cut backs/financial allocation	3.0
Poor government/feuding/mandates	3.0
Lack of diversity	2.5
Unfriendly town population/demographic decline	2.5
High cost of living	2.0
School system	2.0
Rural environment/wildlife/sheltered location	2.0
Not enough attractions for young people	1.5
Senior center	1.0
Public transportation	0.8
Lack of sidewalks	0.8
The balance between open space and development	0.8
Getting in out of town/far from highway	0.8
Housing/senior housing	0.8
Poor choices by Zoning commission	0.5
Lack of diverse stores	0.5
Crime/perception of law enforcement	0.5
Phone reception	0.3
Expanded landfill hours	0.3
Nearby medical care	0.3
Garbage pick up not all encompassing	0.3
Driving speed	0.3

#### 4. Overall, how would you rate Simsbury Town government?

	2008	2015
Excellent	17.5%	17.5
Good	55.9	57.0
Fair	21.1	14.2
Poor	2.7	4.0
Don't know	2.8	7.2
Total excellent & good	73.4	74.5
Total fair & poor	23.8	18.2

I'm now going to read a list of efforts undertaken by the Town of Simsbury. Please rate the quality of each effort as excellent, good, fair, or poor. First, how would you rate... (Q5-8)

	2008 Total Positive without DK	2015 Total Positive without DK
Preservation efforts for the Town's open spaces, undeveloped areas or other such elements of Town character?	88.5%	92.3
Planning and zoning efforts (such as the town Center and The Hartford Charrette)?	60.8	71.7
Efforts to regulate traffic flow?	59.4	70.8
Economic development efforts	48.7	56.7

#### 9. How familiar would you say you are with economic development issues for the Town of Simsbury?

	2008	2015
Very familiar	17.5%	18.8
Somewhat familiar	60.8	51.2
Not very familiar	14.5	18.5
Not familiar at all	5.5	11.3
Don't know	1.8	0.3
Total familiar	78.3	70.0
Total unfamiliar	20.0	29.8

## Section :: Development

There are a number of types of potential economic development projects that could be pursued by a town. For each, there may be tax benefits, traffic changes, and other effects. I am going to read you a list of these types of development and for each I would like you to state whether you favor or oppose that type of development in Simsbury. (Q10-27)

	2008 Total favor without DK	2015 Total favor without DK
Small retail businesses, not including restaurants	96.0%	91.8
Preserving open spaces, undeveloped areas or other such elements of Town character	87.8	91.5
Recreation-based businesses, including camping, sports facilities and other such businesses	81.1	89.1
Tourism or heritage businesses, including those businesses designed to attract	87.7	86.7
Restaurants	87.6	86.2
Home businesses	88.6	85.5
Light industry or Hi-tech industry	79.1	84.6
Professional offices	89.3	84.3
Back office operations or office operations for larger companies	78.3	77.7
Senior housing development	74.4	74.8
Entertainment facilities	69.7	73.6
Provide affordable residential housing for all income and age levels	59.8	72.1
Small lot size residential housing development	52.8	50.5
Large lot size residential housing development	50.0	48.4
Large retail businesses	33.3	47.7
Higher density housing development with open space set aside	42.5	45.1
Heavy industry, such as manufacturing	33.5	40.5
Apartment housing development	36.6	39.1

## Section :: Senior/Community Center

I am now going to ask you a series of questions about potential changes or improvements to the Town of Simsbury Senior/Community Center.

28. How important is it to you that the Senior/Community Center remains in the Simsbury Town Center?

	2015
Very important	37.8%
Important	31.5
Not very important	16.0
Not at all important	10.0
Don't know / unsure	4.8
Total important	69.3
Total unimportant	26.0

29. And, how important is it to you that the new Senior/Community Center has programs and resources available to both seniors and the general town residents including families and children?

	2015
Very important	42.5%
Important	35.5
Not very important	12.3
Not at all important	6.5
Don't know / unsure	3.3
Total important	78.0
Total unimportant	18.8

30. If the new Senior/Community Center includes programs and resources for both seniors and general town residents, how would this affect your visitation to the Senior/Community Center?

	2015
Increase visitation	41.5%
No change, would continue going	23.3
No change, would still not go	23.8
Decrease visitation	2.8
Don't know / unsure	8.8

31. What types of programming would you like to see potentially at a Senior/Community center? (multiple answers accepted)\*

	2015
Health activities	22.0%
Recreation activities	20.3
Trips	12.8
Fitness room	12.5
Lunches/Dinners	12.3
Lectures	10.8
Cooking/food/nutrition classes	9.0
Yoga	8.3
Training classes for seniors	8.3
Environmental education	8.0
Tai Chi	5.8

\*top 10 answers given by those surveyed

32. The location of the new Senior/Community Center voted by the Board of Selectmen is the Simsbury Performing Arts Center at 22 Iron Horse Boulevard. How would this new location affect your visitation to the Senior Community Center?

	2015
Increase visitation	19.8%
No change, would continue going	40.5
No change, would still not go	25.0
Decrease visitation	3.8
Don't know / unsure	11.0

33. Please tell me why?

	2015 (N=115)
No reason/not a senior/don't have children	29.1%
Just don't go/no interest	32.2
Don't like location	6.1
Should preserve space/keep location for current use	4.3
No reason to move/current location is good	4.3
Too busy/have other things to do	3.5
Location not relevant/same distance away from me	3.5
Don't know where it is/was not aware of it	2.6
Don't know/unsure	2.6
Parking	0.9
Age/too old	0.9

34a. Is there another location that you would prefer? And please tell me why?

	2015 (N=115)
No/don't know	83.5%
Keep at current location/renovate current location/Eno Hall	7.8
Downtown/town center/Hopmeadow Street	5.2
Should move/not sure where	1.7
Bushy Hill Road	0.9
Old tobacco field	0.9

35. How important is the availability of parking in your decision to visit the new Senior Community Center?

	2015
Very important	45.3%
Important	28.5
Not very important	9.8
Not at all important	13.0
Don't know / unsure	3.5
Total important	73.8
Total unimportant	22.8

Now, I will read you a list of statements regarding the development impact of the Senior/Community Center. For each one, please tell me if you would be in favor of the action.

36. Would you be in favor of a \$12 million Senior/Community Center if it meant an increase of \$156 per year for the average Simsbury household's taxes to cover the cost of construction and operation?

	2015
Yes	34.8%
No	48.8
Don't know	15.8
Refused	0.8

37. Would you be in favor of an \$8.5 million Senior/Community Center if it meant an increase of \$114 per year for the average Simsbury household's taxes to cover the cost of construction and operation?

	2015 (N=261)
Yes	14.2%
No	64.0
Don't know	21.1
Refused	0.8

38. Would you be in favor of a \$5 million Senior/Community Center if it meant an increase of \$71 per year for the average Simsbury household's taxes to cover the cost of construction and operation?

	2015 (N=224)
Yes	25.0%
No	52.2
Don't know	21.0
Refused	1.8

39. Is there any amount on your yearly taxes you would be willing to spend in support of the development and expansion of the Senior/Community Center?

	2015 (N=168)
Yes, unsure of amount/need more information	3.6%
\$20-50	4.2
\$51-80	0.6
\$81-110	1.2
\$111-140	0.6
No	60.7
Don't know	26.8
Refused	2.4

## Section :: Town Services

On a scale of 1 to 10, how important do you consider each of the following for Simsbury? A rating of 1 is the least important. A rating of 10 is the most important. (Q40-43)

	2008 Important	2008 Mean	2015 Important	2015 Mean
Preservation of elements of Town "character", such as views of the ridge or bike/pedestrian walkways	80.9%	8.2	87.4	8.5
Preservation of the Town's open spaces	75.0	7.9	81.9	8.1
Enough development to slow the rate of local property tax growth	70.3	7.6	80.8	8.1
Enough development to increase local employment opportunities	62.5	7.0	73.3	7.8

44. What is the MOST you would be willing to have your local property taxes increase on an annual basis to preserve more open space in Simsbury?

	2008	2015
\$50	16.4%	21.5
\$100	13.4	17.3
\$250	11.1	9.5
\$500	5.6	2.5
Not willing	49.2	30.3
Don't know	3.4	17.5
Refused	0.8	1.5

45. What is the MOST you would be willing to have your local property taxes increase on an annual basis to fund public school education?

	2008	2015
\$50	11.0%	15.5
\$100	15.5	18.3
\$250	16.5	12.3
\$500	14.4	8.5
Not willing	37.0	27.8
Don't know	5.2	15.8
Refused	0.5	2.0

46. What is the MOST you would be willing to have your local property taxes increase on an annual basis to fund Town services EXCLUDING public school education?

	2008	2015
\$50	27.1%	26.3
\$100	15.3	17.5
\$250	8.6	7.2
\$500	3.4	1.8
Not willing	42.3	29.8
Don't know	3.2	16.3
Refused	0.2	1.3

As I read each of the following characteristics of town service, please tell me how satisfied you are with the Town of Simsbury's ability to serve its residents in these areas. Please use a scale of very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied. (Q47-55)

	2015 Satisfied without DK
Library services	99.5%
Fire and emergency services	98.7
Parks and Recreation offerings	98.4
Town Hall services	97.7
Social Services	97.2
Handicap accessibility to town buildings	94.7
Public works and Highway Maintenance	92.1
Town website	89.8
Public safety and police presence	95.9

56. You mentioned you were dissatisfied with one or more of the town services listed above. Could you please explain why?

	2015 (N=87)
Website not user friendly/difficult to find information/not modern	26.4%
Law enforcement could be doing more/target groups and locations	16.1
Roads need work/too many potholes	14.9
No reason/unsure	14.9
Handicap accessibility can be improved	6.9
Poor response to winter storms/plows drop snow on mailboxes	5.7
Could offer more recreational programs/better hours	4.6
Too much traffic	2.3
Fees for recreational services	2.3
Fire department is volunteer	1.1
Library in need of additional funding	1.1
Inefficient public works and highway maintenance	1.1
Municipal government issues	1.1
Unhappy with how town event was served	1.1

57. The town is considering an initiative to develop a high-speed fiber optic Internet network throughout the town. The development of this high-speed network would allow Internet service providers to offer faster cheaper Internet access to customers in town. Would you support the town investing in this initiative?

	2015
Yes	52.0%
No	15.5
Depends on the cost	27.8
Don't know / unsure	4.8

58. How do you currently receive information about events and activities happening in the Town? (Multiple responses accepted)

	2015
Newspaper stories	30.5%
Internet	27.0
Friends/neighbors/relatives	18.0
Town newsletter	17.8
Newspaper Ads	17.3
Email	16.3
Newspaper inserts	12.0
Town website	9.8
Direct mail/mailings	9.5
Social media	8.5
TV News	8.0
TV Advertising	4.3
Signage posted in town	4.0
Don't receive information/unsure	2.8
Radio News	2.5
Co-workers/employer	2.3
School system	2.3
Brochures	2.0
Government/elected officials	1.8
Radio Advertising	0.8
Senior center/senior center bulletin	0.8
Chamber of Commerce	0.5
Text messages/phone	0.5
Library	0.3
Church	0.3

59. Moving forward, how would you prefer to receive information about events and activities happening in the Town? (Multiple responses accepted)

	2015
Internet	28.0%
Email	23.8
Newspaper stories	20.8
Town newsletter	16.3
Newspaper ads	11.0
No response/don't know	10.8
Direct mail/mailings	10.3
Social media	10.0
Town website	9.8
Newspaper inserts	8.0
TV News	7.0
Friends/neighbors/relatives	7.0
Brochures	3.0
TV Advertising	2.5
Signage posted in town	2.3
Co-workers/employer	1.8
Radio News	1.5
Text messages/phone calls	1.0
School system	0.8
Radio Advertising	0.5
Government/elected officials	0.5
Public access television	0.5
Community bulletin board	0.5
Library	0.3
Church	0.3
Senior center	0.3

## Section :: Demographics

60. Please tell me approximately how long you have lived in Simsbury.

	2008	2015
Less than 1 year		2.3
1 to less than 5 years	36.8%	11.5
5 to less than 10 years		15.0
10 to less than 15 years		17.0
15 to less than 20 years	34.0	13.5
20 to less than 25 years		13.0
More than 25 years	29.2	26.5
Refused	--	1.3

61. Do you rent or own your current residence?

	2008	2015
Own	89.5%	87.5
Rent	6.5	8.8
Don't know	1.1	1.8
Refused	0.2	2.0
Live with parents	2.7	--

62. Including yourself, please tell me how many people currently live in your household?

	2008	2015
1	12.1%	9.8
2	30.5	34.8
3	16.6	20.8
4	22.9	20.0
5 or more	17.8	11.5
Refused	--	3.3

63. Please tell me how many children under the age of 18 you have living in your home?

	2008	2015
0	52.4%	58.8
1	14.0	16.0
2	18.8	15.5
3 or more	14.9	5.8
Refused	--	4.0

64. Do you have any children currently in Simsbury public schools?

	2008 (N=194)	2015 (N=165)
Yes	74.7%	72.1
No	24.8	21.8
Refused	0.5	6.1

65. What was the last grade of school you completed?

	2008	2015
Grade school or less (0-8)	0.4%	0.3
Some high school (9-11)	0.2	1.0
High School graduate or GED (12)	12.3	8.3
Some college (1-3 years)	15.3	11.3
College graduate (4 years)	44.4	44.3
Post graduate (4+ years)	27.4	29.0
Refused	--	6.0

66. Are you currently employed full-time, employed part-time, retired, temporarily laid off, or are you not employed?

	2008	2015
Employed full-time	57.0%	49.0
Employed part-time	12.9	12.8
Retired	18.9	24.3
Temporarily laid off	0.2	0.8
Not employed	7.4	2.5
Student	0.7	1.0
Homemaker	2.3	5.3
Permanently disabled	0.2	1.0
Refused	0.2	3.5
Don't know	0.2	--

67. Please describe for me your total household income before taxes.

	2008 (N=359)	2015 (N=400)
Under \$10,000	1.0%	--
\$10,000 to less than \$20,000	1.3	--
\$20,000 to less than \$30,000	2.9	0.8
\$30,000 to less than \$40,000	4.8	1.0
\$40,000 to less than \$50,000	3.8	1.5
\$50,000 to less than \$75,000	13.6	4.0
\$75,000 to less than \$100,000	19.9	4.5
\$100,000 to less than \$125,000	13.6	7.0
\$125,000 to less than \$150,000	7.7	3.8
\$150,000 to less than \$200,000	5.7	9.5
\$200,000 or more	12.6	9.5
Don't know	2.8	3.5
Refused	10.3	55.0

68. Please tell me which of the following age categories best applies to you.

	2008 (N=381)	2015 (N=400)
18 to 34	13.6%	10.0
35 to 44	27.0	14.8
45 to 54	24.2	24.0
55 to 59	8.7	12.0
60 to 64	6.9	10.8
65+	19.6	22.8
Refused	--	5.8

69. Gender (by observation).

	2008	2015
Female	52.4%	57.3
Male	47.6	42.8

# Exhibit B

This section contains the actual approved survey instrument for the Town of Simsbury, CT Resident Opinion Survey for June 2015.

---

Researcher:	Date:
Time start:	CB:
Time end:	Supervisor:

---

Hello, my name is \_\_\_\_\_. I am a research assistant at GreatBlue Research, a research company in Cromwell, CT. We are conducting an opinion survey for the Town of Simsbury to understand attitudes and perceptions of various topics related to the Town. All information collected is strictly confidential. This is not a sales call. We have nothing to sell.

A. Are you at least 18 years of age or older?

- 01 Yes (Continue)
- 02 No (Ask for qualified respondent or thank and terminate)

B. In what part of town do you live?

- 01 West Simsbury (Continue)
- 02 Tariffville (Continue)
- 03 Weatogue (Continue)
- 04 Simsbury (Continue)
- 05 None of the above (Thank and terminate)

## Quality of Life

1. How would you rate the overall quality of life in Simsbury?
  - 01 Excellent
  - 02 Good
  - 03 Fair
  - 04 Poor
  - 05 Don't know
  
2. What, in your opinion, is THE BEST thing about the Town of Simsbury?

---



---

3. What would you say is THE BIGGEST problem facing Simsbury?

---



---

4. Overall, how would you rate Simsbury Town government?
  - 01 Excellent
  - 02 Good
  - 03 Fair
  - 04 Poor
  - 05 Don't know

I'm now going to read a list of efforts undertaken by the Town of Simsbury. Please rate the quality of each effort as excellent, good, fair, or poor. First, how would you rate... **(RESEARCHERS: Don't read "DON'T KNOW" or "REFUSED" options.)**

Statements...	Excellent	Good	Fair	Poor	DK	Ref.
5. Economic development efforts?	1	2	3	4	5	6
6. Planning and zoning efforts (such as the Town Center and The Hartford Charrettes)?	1	2	3	4	5	6
7. Efforts to regulate traffic flow?	1	2	3	4	5	6
8. Preservation efforts for the Town's open spaces, undeveloped areas or other such elements of Town character?	1	2	3	4	5	6

9. How familiar would you say you are with economic development issues for the Town of Simsbury?
  - 01 Very familiar
  - 02 Somewhat familiar
  - 03 Not very familiar
  - 04 Not familiar at all
  - 05 Don't know

## Development

There are a number of types of potential economic development projects that could be pursued by a town. For each, there may be tax benefits, traffic changes, and other effects. I am going to read you a list of these types of development and for each I would like you to state whether you favor or oppose that type of development in Simsbury. **(RESEARCHERS: Don't read "DON'T KNOW" or "REFUSED" option.)**

Statements...	Strongly Favor	Somewhat favor	Somewhat oppose	Strongly oppose	DK	Ref
10. Preserving open spaces, undeveloped areas or other such elements of Town character?	1	2	3	4	5	6
11. Recreation-based businesses, including camping, sports facilities and other such businesses?	1	2	3	4	5	6
12. Tourism or Heritage businesses, including those businesses designed to attract	1	2	3	4	5	6
13. Restaurants?	1	2	3	4	5	6
14. Home businesses?	1	2	3	4	5	6
15. Professional offices?	1	2	3	4	5	6
16. Back office operations or office operations for larger companies?	1	2	3	4	5	6
17. Heavy industry, such as manufacturing?	1	2	3	4	5	6
18. Light industry or Hi-tech industry?	1	2	3	4	5	6
19. Entertainment facilities?	1	2	3	4	5	6
20. Large retail businesses?	1	2	3	4	5	6
21. Small retail businesses, not including restaurants?	1	2	3	4	5	6
22. Small lot size residential housing development?	1	2	3	4	5	6
23. Large lot size residential housing development?	1	2	3	4	5	6
24. Provide affordable residential housing for all income and age levels?	1	2	3	4	5	6
25. Higher density housing development with open space set aside?	1	2	3	4	5	6
26. Apartment housing development?	1	2	3	4	5	6
27. Senior housing development?	1	2	3	4	5	6

## Senior Community Center

I am now going to ask you a series of questions about potential changes or improvements to the Town of Simsbury Senior/Community Center.

28. How important is it to you that the Senior/Community Center remains in the Simsbury Town Center? Would you say...

- 01 Very important
- 02 Important
- 03 Not very important
- 04 Not at all important
- 05 Don't know/unsure

29. And, how important is it to you that the new Senior/Community Center has programs and resources available to both seniors and the general town residents including families and children?

- 01 Very important
- 02 Important
- 03 Not very important
- 04 Not at all important
- 05 Don't know/unsure

30. If the new Senior/Community Center includes programs and resources for both seniors and general town residents, how would this affect your visitation to the Senior Community Center?

- 01 Increase visitation
- 02 No change, would continue going
- 03 No change, would still not go
- 04 Decrease visitation
- 05 Don't know/unsure

31. What types of programming would you like to see potentially at a Senior/Community center?  
 (RESEARCHERS: Do Not Read and Accept all that Apply)

- |    |                                |    |  |
|----|--------------------------------|----|--|
| 01 | Programs: _____                | 31 | Duplicate Bridge                             |
| 02 | Health activities              | 32 | In-tonations                                 |
| 03 | Recreation activities          | 33 | Knit and Crochet Group                       |
| 04 | Training classes for seniors   | 34 | Painting Club                                |
| 05 | Environmental Education        | 35 | Scrabble                                     |
| 06 | Cooking/food/nutrition classes | 36 | Setback                                      |
| 07 | Trips                          | 37 | Wii Bowling                                  |
| 08 | Information on happenings      | 38 | AARP Driver Safety Course                    |
| 09 | Lunches/Dinners                | 39 | AARP Fraud Watch Network                     |
| 10 | Lectures                       | 40 | Bingo  |
| 11 | Balanced Bodies Exercise       | 41 | Bird Watchers                                |
| 12 | Cardio Blast Exercise          | 42 | Dinner and Presentation                      |
| 13 | Cardio Plus                    | 43 | Dinner and Recital                           |
| 14 | Fitness Room                   | 44 | Healthy Cooking/Eating Demonstration         |
| 15 | Interval Training              | 45 | Jump on Board Trips                          |
| 16 | Line Dancing                   | 46 | Monday Suppers                               |
| 17 | Perfect Fit Exercise           | 47 | Office Hours of elected officials            |
| 18 | Stretch and Tone w/Marie       | 48 | Picnic and a Movie                           |
| 19 | Tai Chi                        | 49 | Senior Citizen Night at Simsbury High School |
| 20 | The Perfect 6 (Fit Friday)     | 50 | Casino Trips                                 |
| 21 | Yoga                           | 51 | Dial-A-Ride Pass                             |
| 22 | Lunch @ Eno                    | 52 | Jump on Board Trips                          |
| 23 | Lunch Cafe                     | 53 | Blood Pressure Screening                     |
| 24 | Souper Tuesday                 | 54 | Food and Medical Myths                       |
| 25 | Bocce                          | 55 | Hearing Clinic                               |
| 26 | Book Club                      | 56 | Meditation                                   |
| 27 | Bridge                         | 57 | Overcoming Obstacles                         |
| 28 | Canasta                        | 58 | The Benefits of a Good Night's Sleep         |
| 29 | Ceramics                       |    |  |
| 30 | Cribbage                       |    |  |

32. The location of the new Senior/Community Center voted by the Board of Selectmen is the Simsbury Performing Arts Center at 22 Iron Horse Boulevard. How would this new location affect your visitation to the Senior Community Center?

- 01 Increase visitation (Go to Q35)
- 02 No change, would continue going (Go to Q35)
- 03 No change, would still not go
- 04 Decrease visitation
- 05 Don't know/unsure (Go to Q35)

33. Please tell me why?

---

34. Is there another location that you would prefer? And please tell me why?

---

35. How important is the availability of parking in your decision to visit the new Senior Community Center? Would you say...

- 01 Very important
- 02 Important
- 03 Not very important
- 04 Not at all important
- 05 Don't know/unsure

Now, I will read you a list of statements regarding the development impact of the Senior/Community Center. For each one, please tell me if you would be in favor of the action.

36. Would you be in favor of a \$12 million Senior/Community Center if it meant an increase of \$156 per year for the average Simsbury household's taxes to cover the cost of construction and operation?

- 01 Yes (Go to Q40)
- 02 No (Continue)
- 03 Don't know (**Continue**)
- 04 Refused (**Continue**)

37. Would you be in favor of an \$8.5 million Senior/Community Center if it meant an increase of \$114 per year for the average Simsbury household's taxes to cover the cost of construction and operation?

- 01 Yes (Go to Q40)
- 02 No (Continue)
- 03 Don't know (**Continue**)
- 04 Refused (**Continue**)

38. Would you be in favor of a \$5 million Senior/Community Center if it meant an increase of \$71 per year for the average Simsbury household's taxes to cover the cost of construction and operation?

- 01 Yes (Go to Q40)
- 02 No (Continue)
- 03 Don't know (**Continue**)
- 04 Refused (**Continue**)

39. Is there any amount on your yearly taxes you would be willing to spend in support of the development and expansion of the Senior/Community Center?

- 01 Yes, specify: \_\_\_\_\_
- 02 No
- 03 Don't know
- 04 Refused

## Town Services

On a scale of 1 to 10, how important do you consider each of the following for Simsbury? A rating of 1 is the least important. A rating of 10 is the most important.

Statements...	Least important										Most important
40. Preservation of the Town's open spaces?	1	2	3	4	5	6	7	8	9	10	
41. Preservation of elements of Town "character", such as views of the ridge or bike/pedestrian walkways?	1	2	3	4	5	6	7	8	9	10	
42. Enough development to slow the rate of local property tax growth?	1	2	3	4	5	6	7	8	9	10	
43. Enough development to increase local employment opportunities?	1	2	3	4	5	6	7	8	9	10	

44. What is the MOST you would be willing to have your local property taxes increase on an annual basis to preserve more open space in Simsbury?

- 01 \$50
- 02 \$100
- 03 \$250
- 04 \$500
- 05 Not willing
- 06 Don't know
- 07 Refused

45. What is the MOST you would be willing to have your local property taxes increase on an annual basis to fund public school education?

- 01 \$50
- 02 \$100
- 03 \$250
- 04 \$500
- 05 Not willing
- 06 Don't know
- 07 Refused

46. What is the MOST you would be willing to have your local property taxes increase on an annual basis to fund Town services EXCLUDING public school education?

- 01 \$50
- 02 \$100
- 03 \$250
- 04 \$500
- 05 Not willing
- 06 Don't know
- 07 Refused

As I read each of the following characteristics of town service, please tell me how satisfied you are with the Town of Simsbury's ability to serve its residents in these areas. Please use a scale of very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied.

Statements...	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't know
47. Public safety and police presence	1	2	3	4	5
48. Fire and emergency services	1	2	3	4	5
49. Handicap accessibility to town buildings	1	2	3	4	5
50. Public works and highway maintenance	1	2	3	4	5
51. Library services	1	2	3	4	5
52. Parks and recreation offerings	1	2	3	4	5
53. Town Hall services	1	2	3	4	5
54. Social Services	1	2	3	4	5
55. Town website	1	2	3	4	5

56. You mentioned you were dissatisfied with one or more of the town services listed above. Could you please explain why? (RESEARCHERS ONLY ASK IF Q48-53 = 03,04)

---



---

57. The town is considering an initiative to develop a high-speed fiber optic Internet network throughout the town. The development of this high-speed network would allow Internet service providers to offer faster cheaper Internet access to customers in town. Would you support the town investing in this initiative?

- 01 Yes
- 02 No
- 03 Depends on the cost
- 04 Don't know/unsure

58. How do you currently receive information about events and activities happening in the Town? (Researchers: Do not read and accept multiple responses.)

- |                      |                                 |
|----------------------|---------------------------------|
| 01 TV News           | 11 Friends/neighbors/relatives  |
| 02 TV Advertising    | 12 Co-workers/employer          |
| 03 Radio News        | 13 Government/elected officials |
| 04 Radio Advertising | 14 Email                        |
| 05 Newspaper stories | 15 Social media                 |
| 06 Newspaper ads     | 16 Direct mail/mailings         |
| 07 Newspaper inserts | 17 Brochures                    |
| 08 Town newsletter   | 18 Other: _____                 |
| 09 Town website      |                                 |
| 10 Internet          |                                 |

59. Moving forward, how would you prefer to receive information about events and activities happening in the Town? (Researchers: Do not read and accept multiple responses.)

- |    |                   |    |                              |
|----|-------------------|----|------------------------------|
| 01 | TV News           | 10 | Internet                     |
| 02 | TV Advertising    | 11 | Friends/neighbors/relatives  |
| 03 | Radio News        | 12 | Co-workers/employer          |
| 04 | Radio Advertising | 13 | Government/elected officials |
| 05 | Newspaper stories | 14 | Email                        |
| 06 | Newspaper ads     | 15 | Social media                 |
| 07 | Newspaper inserts | 16 | Direct mail/mailings         |
| 08 | Town newsletter   | 17 | Brochures                    |
| 09 | Town website      | 18 | Other: _____                 |

## Demographics

60. Please tell me approximately how long you have lived in Simsbury.
- 01 Less than 1 year
  - 02 1 to less than 5 years
  - 03 5 to less than 10 years
  - 04 10 to less than 15 years
  - 05 15 to less than 20 years
  - 06 20 to less than 25 years
  - 07 More than 25 years
  - 08 Refused (DON'T READ)
61. Do you rent or own your current residence?
- 01 Own
  - 02 Rent
  - 03 Don't know (DON'T READ)
  - 04 Refused (DON'T READ)
62. Including yourself, please tell me how many people currently live in your household?
- 01 1
  - 02 2
  - 03 3
  - 04 4
  - 05 5 or more
  - 06 Refused (DON'T READ)
63. Please tell me how many children under the age of 18 you have living in your home?
- 01 0 (Go to Q65)
  - 02 1
  - 03 2
  - 04 3 or more
  - 05 Refused (DON'T READ)
64. Do you have any children currently in Simsbury public schools?
- 01 Yes
  - 02 No
  - 03 Refused (DON'T READ)
  - 04. What was the last grade of school you completed?
  - 05 Grade school or less (0-8)
  - 06 Some high school (9-11)
  - 07 High school graduate or GED (12)
  - 08 Some college (1-3 years)
  - 09 College graduate (4 years)
  - 10 Post graduate (4+ years)
  - 11 Refused (DON'T READ)

65. Are you currently employed full-time, employed part-time, retired, temporarily laid off, or are you not employed?

- 01 Employed full-time
- 02 Employed part-time
- 03 Retired
- 04 Temporarily laid off
- 05 Not employed
- 06 Student
- 07 Homemaker
- 08 Permanently disabled
- 09 Don't know (DON'T READ)
- 10 Refused (DON'T READ)

66. Please describe for me your total household income before taxes.

- 01 Under \$10,000
- 02 \$10,000 to less than \$20,000
- 03 \$20,000 to less than \$30,000
- 04 \$30,000 to less than \$40,000
- 05 \$40,000 to less than \$50,000
- 06 \$50,000 to less than \$75,000
- 07 \$75,000 to less than \$100,000
- 08 \$100,000 to less than \$125,000
- 09 \$125,000 to less than \$150,000
- 10 \$150,000 to less than \$200,000
- 11 More than \$200,000
- 12 Don't know (DON'T READ)
- 13 Refused (DON'T READ)

67. Please tell me which of the following age categories best applies to you.

- 01 18 to 34
- 02 35 to 44
- 03 45 to 54
- 04 55 to 59
- 05 60 to 64
- 06 65+
- 07 Refused (DON'T READ)

68. Gender (by observation).

- 01 Female
- 02 Male