

# Town of Simsbury Survey 2008



## Report

*A project sponsored by:*  
The Town of Simsbury  
[www.townofsimsbury.com](http://www.townofsimsbury.com)

*Conducted by:*  
Pulsar Research & Consulting  
[www.pulsarresearch.com](http://www.pulsarresearch.com)  
Principal Investigator: Chris Barnes

*Field dates:*  
September 30<sup>th</sup> – October 5<sup>th</sup> 2008



## Key Findings

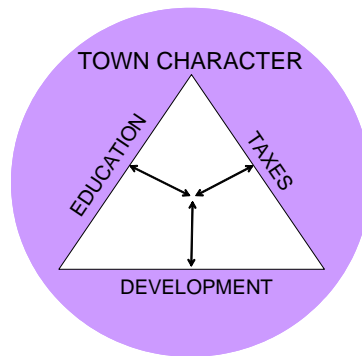
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Pulsar Research & Consulting was contracted by the Town of Simsbury to conduct a study of residents in order to measure knowledge, opinions and attitudes on key issues facing the Town, particularly concerning development. The foremost objective was to use a well-designed survey instrument to gather quality information that will aid policymakers in decision-making and planning for the town. Findings are based on a scientific telephone survey of 404 residents. A detailed methodology and summary listing of responses to all questions follow the report.

### Introduction

Simsbury residents rate the quality of life in town very highly. Yet, the Town faces significant economic development pressures. These pressures are common among Connecticut towns. Each of Connecticut's Towns has a unique character that is prized by its residents. Residents express the elements of town character differently. The survey shows that Rural Character/Open Space (30%), Schools/Children (29%), People (12%) are three of the best things that come to mind when resident's think about Simsbury.

The very elements that residents value as central to the Town's character are part of a complex set of issues, just as they are in many Connecticut communities. Issues involving education, development and taxes are deeply interrelated. But, as this survey and other surveys reveal, many on opposing side of a given issue are actually seeking the same end – the preservation of the character of the community. The three key elements of Town character that exist in interplay are the current state of education and economic development, and their incompatibility with lower taxes.

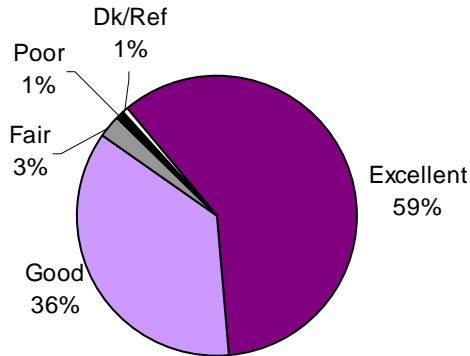


The following details the key findings from the "Town of Simsbury Survey 2008":

### Quality of Life

Simsbury residents are extremely satisfied with their overall quality of life, more so than many other Towns in the State. A majority (59%) rate overall quality of life as 'excellent.' And nearly all residents (95%) rate their quality of life as 'good' or 'excellent'. An additional 3% rate it as at least 'fair'. This rating is at the very top of the 50+ ratings Pulsar researchers have taken in Connecticut communities.

**Quality of Life in Simsbury**



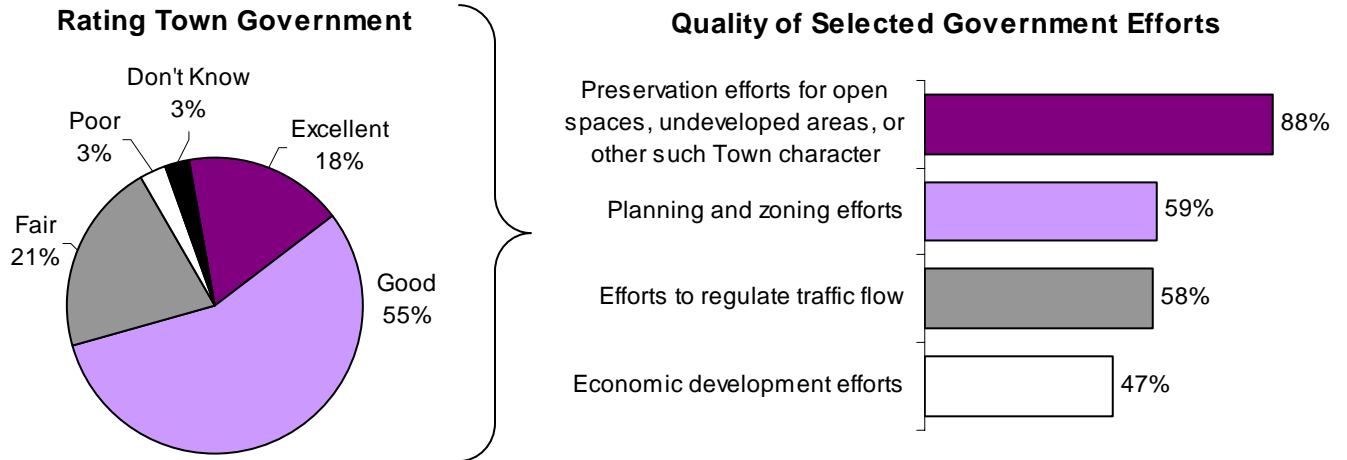
The number one factor influencing residents' views on quality of life is the Town's school system (29%). The next most important factors include 'rural character' (15%) and 'friends and family' (12%). When asked what the best thing about the town is, respondents consistently emphasized that Simsbury defines itself as a picturesque, relatively rural locale with an excellent school system.

	Top 10 Best Things About Simsbury	%
1.	Schools/ Education	29
2.	Rural Character/ Beauty	15
3.	Friendly People/ Family	12
4.	Small town/ Small population	9
5.	Quiet/ Peaceful	8
6.	Open space/ Not overdeveloped	7
7.	Safe/ Low crime rate	5
8.	Parks/ Recreation	4
9.	Town services in general	3
10.	Town government/ Leaders	2

## Town Government

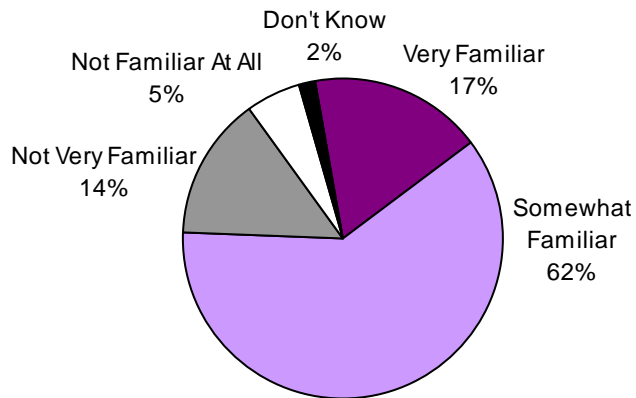
Town government makes the top ten list of the best things about Simsbury. Furthermore, nearly three-quarters (73%) rate town government as 'excellent' (18%) or 'good' (55%).

Evaluating selected efforts undertaken by leaders in the Town of Simsbury underscores the appreciation for and importance of preserving the area's rural character and open space. Eighty-eight percent (88%) of residents rate the quality of such preservation efforts as 'good' or 'excellent.' Fewer (47%) have a high opinion of the Town's economic development efforts.



Nearly 8 out of 10 Simsbury residents (79%) feel they are familiar with the Town's economic development efforts. Thus, lower quality ratings on economic development efforts are not the result of a perceived lack of knowledge.

## Familiarity With Simsbury Economic Development Issues



### Areas For Improvement

Taxes are, without a doubt, the overriding concern among Simsbury residents. This is part of a state and national trend that began more than a year ago. Further, it follows a common pattern linked to the economic cycle. Budget and taxes are the most important issues during times of economic stress, while education and limiting development are the most important issues during robust economic times in communities similar to Simsbury.

The survey found economic development a distant second concern. Mentions concerning the cost of living (6%) and the lack of industry or business growth (4%) relate back to tax concerns as well. Residents appear to believe there is a need for economic development to mitigate taxes, but they are not happy about the changes that necessitates.

Additional concerns that are currently being overshadowed by the tax problem include traffic issues (6%) and overpopulation (3%).

Mentions concerning education centered on how schools could be further improved, such as longer school days or additional after school programs.

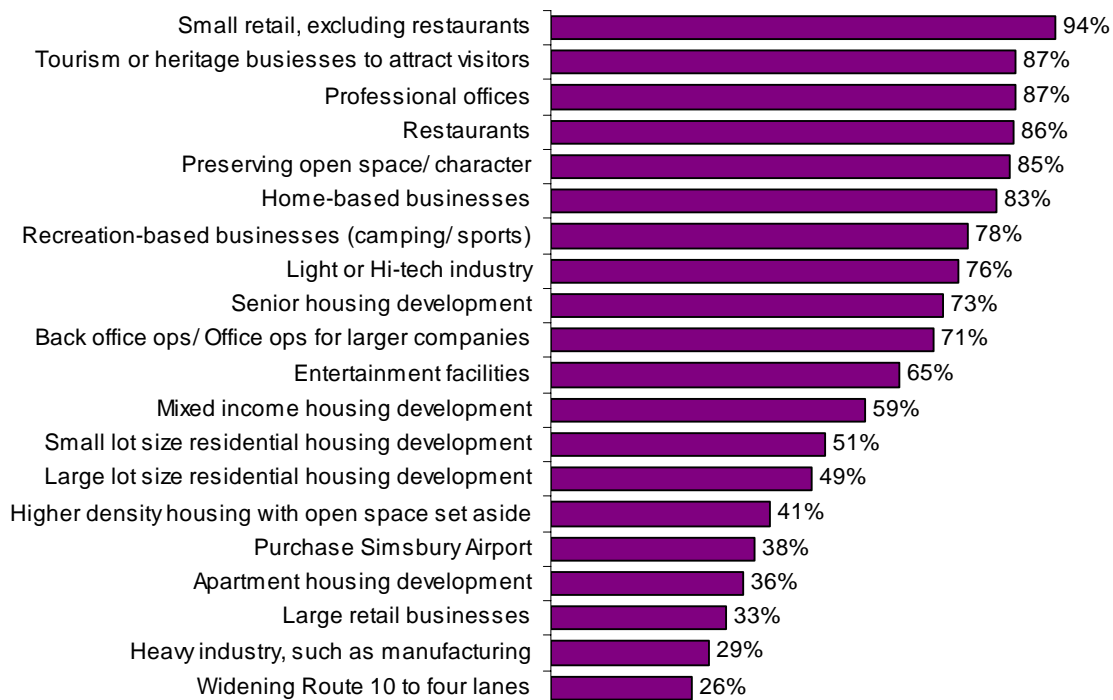
	<b>Top 10 BIGGEST Problems Facing Simsbury</b>	<b>%</b>
1.	Taxes	50
2.	TOO MUCH development/ Growth/ Expansion	10
3.	HOW TO develop/ Grow/ Expand	7
4.	Traffic/ Transportation/ Roads	6
5.	Cost of living/ Expensive	6
6.	Lack of industry or business growth	4
7.	Overpopulation/ Crowded	3
8.	Town government/ Leaders	3
9.	Senior citizen issues	3
10.	Schools/ Education	2

## Economic Development Hierarchy

There is a definitive hierarchy of how residents would like Simsbury to grow. The hierarchy is guided by the overarching concern for preserving their small town community, meaning that growth is most palatable in the same types of establishments that already make their home in Simsbury. These include strong support for small retail (94%), tourism/heritage (87%), professional offices (87%), restaurants (86%), preservation (85%), and home-based businesses (83%).

Development options involving the greatest change to the Town are the least favored. These include widening Route 10 (26%), heavy industry (29%) and large retail businesses (33%). Heavy industry is typically last in the development hierarchy, so it is a measure of the intensity of the opposition to a potential widening of Route 10 that it scores lower.

### Support for Economic Development Projects

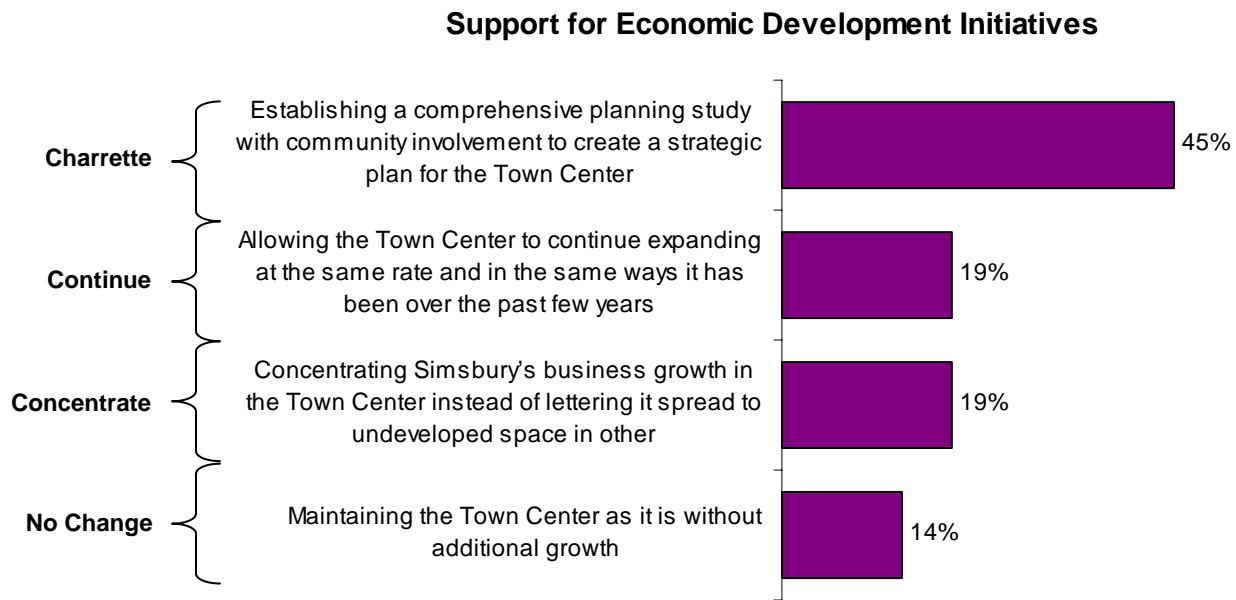


## Economic Development of Town Center

A number of ideas have been put forth for the future of the Simsbury Town Center in particular. Several broad concepts were tested with town residents to determine how to proceed.

When residents are asked to choose from among the following options, there is strong support for holding a charrette (45%). A charrette is preferred to allowing Simsbury to continue its present rate and types of development (19%), concentrating growth in the Town Center (19%), or to making no changes to the Town Center (14%) at all. A charrette or other interactive planning process would build on the findings of the survey. Pulsar researchers have conducted a number of surveys that have been used in conjunction with visual preference surveys and interactive planning efforts. The survey is a particular help because it provides a representative sample of community opinion, where other methods do not always draw a full cross section of the community.

The following chart displays how each initiative fared with the public:



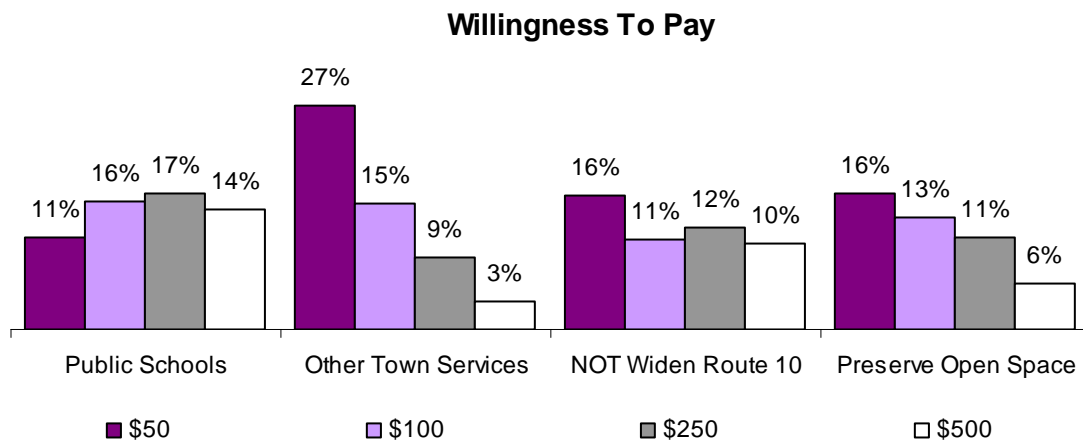
## Willingness To Pay

Four “willingness to pay” scenarios were tested with residents. They were not designed to be an exhaustive list, nor a referendum on each of the concepts. Rather, they are designed to provide guidance within general categories. More specific and complex scenarios can be measured as proposals are made or issues occur.

The Simsbury residents feel so strongly about maintaining an exceptional school system, having high quality Town services, and preserving open space, that most are willing to pay more local property taxes despite the perceived tax burden that already exists.

A majority (57%) support tax increases to fund public school education and enhancements to other Town services (54%). Residents feel particularly strongly about funding education, with 14% willing to have their property taxes increase by upwards of \$500. Financial support for other Town services is concentrated in the \$50 range.

Half (50%) would pay more to prevent Route 10 from expanding to four lanes, within financial backing varying greatly. Nearly half (47%) would support the preservation of open space through smaller tax increases.



## Key Demographics

Most Simsbury residents report that they own their current residence (90%) and are highly educated (72% college graduate, 27% post-graduate). The majority are employed full-time (57%), employed part-time (13%), or retired (19%) as opposed to being unemployed (7%). Thus, the average household income in Town is relatively high. Residents between the ages of 35-44 years make up the bulk (51%) of the town's population, followed by those age 65 and up (20%).

Residency tenure is not surprising given high opinions on quality of life in the Town. Two-thirds (63%) have lived in the Town for 10 years or longer, with nearly three in ten (29%) having been established in Simsbury for more than 25 years.

The average household has between two to four people in it, and nearly half (48%) of all households contain children. Three quarters (75%) of households containing children are attending the highly acclaimed Simsbury public schools.

### Methodology

Sample was drawn using Random Digit Dial (RDD) methodology to generate random samples of telephone households in the Town of Simsbury. Within each telephone household, one respondent was randomly selected utilizing the modified Trodahl/Carter in-house selection technique. The youngest male was asked for first, then, if not available, the youngest female. This technique removes the control of the person answering the telephone from deciding who participates in the survey. Surveys were completed with 404 Simsbury residents.

### Weighting

In order to make appropriate projections to the survey population, a weight has been applied to this data.

The weight adjusts data to match population characteristics of the non-institutionalized population of the Town of Simsbury. The data have been weighted using demographics as reported by U.S. Census from the March 2007 Current Population Survey, including gender, level of education and age.

The exact figures and categories used for this weight are displayed in the following table:

**Population Used for Weighting Cells**

	Population %
<b>GENDER</b>	
Male	48.6
Female	51.4
<b>EDUCATION</b>	
Less than college	32.1
College	42.2
Post Grad	25.8
<b>AGE</b>	
18-34	17.8
35-44	26.7
45-54	24.2
55-59	8.0
60-64	5.6
65+	17.7

# APPENDIX

## ANNOTATED QUESTIONNAIRE





**Town of Simsbury Survey**  
**Weighted Annotated Questionnaire**  
**October 8, 2008**



**Q1. Before we start, in what city or town do you live?**

	n	%
Simsbury	322	79.8
West Simsbury	42	10.4
Tariffville	22	5.5
Weatogue	17	4.2
Total	404	100.0

**Q2. How would you rate the overall quality of life in Simsbury?**

	n	%
Excellent	241	59.7
Good	146	36.1
Fair	10	2.6
Poor	4	1.1
Don't Know (vol.)	2	0.5
Total	404	100.0

**Q3. What is THE BEST thing about the Town of Simsbury?**

	n	%
Schools/ Education/ Children	116	28.7
Rural Character/ Beauty	61	15.1
People/ Friendly people/ Family	47	11.6
Small town/ Population size	38	9.4
Quiet/ Peaceful	32	7.9
Open space/ Not overdeveloped	29	7.2
Safe/ Low crime	21	5.2
Parks/ Recreation	14	3.5
Quality of life (general)	13	3.2
Town services (general)	11	2.7
Leaders/ Town government	8	2.0
Town center/ Shopping	7	1.7
Convenience/ Close to other things	4	1.0
Other	17	4.2
Don't Know (vol.)	18	4.5
Refused (vol.)	1	0.2



**Q4. What would you say is THE BIGGEST problem facing Simsbury?**

	n	%
Taxes	203	50.2
TOO MUCH development/ growth/ expansion	39	9.7
HOW TO develop/ grow/ expand	29	7.2
Traffic/ Transportation/ Roads	26	6.4
Cost of living/ Expensive	23	5.7
Lack of industry or business growth	15	3.7
Overpopulation/ Crowded	11	2.7
Leaders/ Town government	10	2.5
Senior citizen issues	10	2.5
Schools/ Education	9	2.2
Budget/ Overspending	8	2.0
Lack of diversity	6	1.5
Crime/ Safety/ Bears	5	1.2
Housing issues	4	1.0
Other	4	1.0
Nothing	13	3.2
Don't Know (vol.)	19	4.7
Refused (vol.)	1	0.2

**Q5. Overall, how would you rate Simsbury Town government?**

	n	%
Excellent	71	17.5
Good	226	55.9
Fair	85	21.1
Poor	11	2.7
Don't Know (vol.)	11	2.8
Total	404	100.0

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...

**Q6. Economic development efforts?**

	n	%
Excellent	25	6.3
Good	166	41.1
Fair	135	33.5
Poor	66	16.3
Don't Know (vol.)	12	2.9
Total	404	100.0

**Q7. Planning and zoning efforts?**

	n	%
Excellent	51	12.6
Good	185	45.9
Fair	111	27.5
Poor	41	10.1
Don't Know (vol.)	16	3.9
Total	404	100.0

**Q8. Efforts to regulate traffic flow?**

	n	%
Excellent	30	7.5
Good	203	50.3
Fair	115	28.5
Poor	43	10.8
Don't Know (vol.)	11	2.8
Refused (vol.)	1	0.3
Total	404	100.0

**Q9. Preservation efforts for the Town's open spaces, undeveloped areas or other such elements of Town character?**

	n	%
Excellent	182	45.2
Good	172	42.6
Fair	31	7.8
Poor	15	3.6
Don't Know (vol.)	3	0.6
Refused (vol.)	1	0.2
Total	404	100.0

**Q10. How familiar would you say you are with economic development issues for the Town of Simsbury?**

	n	%
Very familiar	71	17.5
Somewhat familiar	245	60.8
Not very familiar	59	14.5
Not familiar at all	22	5.5
Don't know (vol.)	7	1.8
Total	404	100.0

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. First...

**Q11. Widening Route 10 to four lanes through the Town to accommodate traffic flow?**

	n	%
Strongly Favor	45	11.0
Somewhat Favor	62	15.2
Somewhat Oppose	77	19.1
Strongly Oppose	213	52.8
Don't Know (vol.)	7	1.7
Refused (vol.)	1	0.2
Total	404	100.0



**Town of Simsbury Survey**  
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**Q12. Preserving open spaces, undeveloped areas or other such elements of Town character?**

	n	%
Strongly Favor	250	61.8
Somewhat Favor	95	23.6
Somewhat Oppose	33	8.3
Strongly Oppose	14	3.5
Don't Know (vol.)	9	2.2
Refused (vol.)	2	0.6
Total	404	100.0

**Q13. Purchase of the Simsbury Airport?**

	n	%
Strongly Favor	50	12.5
Somewhat Favor	103	25.5
Somewhat Oppose	87	21.5
Strongly Oppose	66	16.3
Don't Know (vol.)	93	23.1
Refused (vol.)	4	1.0
Total	404	100.0

**Q14. Large retail businesses?**

	n	%
Strongly Favor	64	15.9
Somewhat Favor	68	16.8
Somewhat Oppose	65	16.1
Strongly Oppose	198	49.0
Don't Know (vol.)	7	1.8
Refused (vol.)	1	0.3
Total	404	100.0

**Q15. Small retail businesses, not including restaurants?**

	n	%
Strongly Favor	241	59.7
Somewhat Favor	139	34.4
Somewhat Oppose	10	2.5
Strongly Oppose	6	1.4
Don't Know (vol.)	7	1.7
Refused (vol.)	1	0.3
Total	404	100.0

**Q16. Restaurants?**

	n	%
Strongly Favor	226	56.0
Somewhat Favor	121	30.0
Somewhat Oppose	35	8.6
Strongly Oppose	14	3.4
Don't Know (vol.)	6	1.5
Refused (vol.)	2	0.5
Total	404	100.0



**Q17. Home businesses?**

	n	%
Strongly Favor	186	46.1
Somewhat Favor	149	37.0
Somewhat Oppose	28	7.0
Strongly Oppose	14	3.4
Don't Know (vol.)	21	5.3
Refused (vol.)	5	1.3
Total	404	100.0

**Q18. Professional offices?**

	n	%
Strongly Favor	207	51.2
Somewhat Favor	143	35.4
Somewhat Oppose	31	7.6
Strongly Oppose	11	2.8
Don't Know (vol.)	11	2.8
Refused (vol.)	1	0.2
Total	404	100.0

**Q19. Back office operations or office operations for larger companies?**

	n	%
Strongly Favor	138	34.2
Somewhat Favor	150	37.1
Somewhat Oppose	50	12.4
Strongly Oppose	29	7.3
Don't Know (vol.)	35	8.6
Refused (vol.)	1	0.3
Total	404	100.0

**Q20. Heavy industry, such as manufacturing?**

	n	%
Strongly Favor	38	9.4
Somewhat Favor	92	22.9
Somewhat Oppose	89	22.1
Strongly Oppose	169	41.8
Don't Know (vol.)	15	3.6
Refused (vol.)	1	0.2
Total	404	100.0

**Q21. Light industry or Hi-tech industry?**

	n	%
Strongly Favor	161	40.0
Somewhat Favor	145	35.9
Somewhat Oppose	42	10.4
Strongly Oppose	38	9.5
Don't Know (vol.)	17	4.3
Total	404	100.0



**Q22. Entertainment facilities?**

	n	%
Strongly Favor	114	28.3
Somewhat Favor	148	36.7
Somewhat Oppose	68	16.9
Strongly Oppose	45	11.2
Don't Know (vol.)	25	6.2
Refused (vol.)	3	0.6
Total	404	100.0

**Q23. Recreation-based businesses, including camping, sports facilities and other such businesses?**

	n	%
Strongly Favor	154	38.1
Somewhat Favor	160	39.7
Somewhat Oppose	48	11.8
Strongly Oppose	26	6.3
Don't Know (vol.)	16	3.9
Refused (vol.)	1	0.2
Total	404	100.0

**Q24. Tourism or Heritage businesses, including those businesses designed to attract**

	n	%
Strongly Favor	204	50.6
Somewhat Favor	145	36.0
Somewhat Oppose	31	7.8
Strongly Oppose	18	4.4
Don't Know (vol.)	5	1.1
Refused (vol.)	1	0.2
Total	404	100.0

**Q25. Small lot size residential housing development?**

	n	%
Strongly Favor	50	12.4
Somewhat Favor	156	38.6
Somewhat Oppose	90	22.3
Strongly Oppose	93	23.1
Don't Know (vol.)	10	2.5
Refused (vol.)	4	1.0
Total	404	100.0

**Q26. Large lot size residential housing development?**

	n	%
Strongly Favor	66	16.3
Somewhat Favor	131	32.4
Somewhat Oppose	100	24.8
Strongly Oppose	98	24.2
Don't Know (vol.)	9	2.2
Refused (vol.)	1	0.2
Total	404	100.0



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**Q27. Mixed income housing development?**

	n	%
Strongly Favor	77	19.1
Somewhat Favor	160	39.5
Somewhat Oppose	80	19.7
Strongly Oppose	80	19.7
Don't Know (vol.)	7	1.8
Refused (vol.)	1	0.2
Total	404	100.0

**Q28. Higher density housing development with open space set aside?**

	n	%
Strongly Favor	48	12.0
Somewhat Favor	116	28.7
Somewhat Oppose	103	25.4
Strongly Oppose	119	29.4
Don't Know (vol.)	15	3.7
Refused (vol.)	3	0.7
Total	404	100.0

**Q29. Apartment housing development?**

	n	%
Strongly Favor	31	7.7
Somewhat Favor	114	28.1
Somewhat Oppose	116	28.7
Strongly Oppose	135	33.6
Don't Know (vol.)	7	1.8
Refused (vol.)	1	0.2
Total	404	100.0

**Q30. Senior housing development?**

	n	%
Strongly Favor	123	30.5
Somewhat Favor	171	42.5
Somewhat Oppose	57	14.0
Strongly Oppose	44	10.9
Don't Know (vol.)	8	1.9
Refused (vol.)	1	0.2
Total	404	100.0

**Q31. A number of ideas have been put forward for the Simsbury Town Center. Which of the following do you favor the MOST?**

	n	%
Establishing a comprehensive planning study with community involvement to create a strategic plan for the Town Center	180	44.5
Allowing the Town Center to continue expanding at the same rate and in the same ways it has been over the past few years	78	19.4
Concentrating Simsbury's business growth in the Town Center instead of lettering it spread to undeveloped space in other	78	19.3
Maintaining the Town Center as it is without additional growth	55	13.6
Don't know (vol.)	12	2.9
Refused (vol.)	1	0.2
Total	404	100.0

**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. First...**

**Q32. Preservation of the Town's open spaces?**

<b>MEAN 7.90</b>	n	%
1 - Least Important	9	2.3
2	11	2.7
3	11	2.8
4	6	1.4
5	41	10.1
6	23	5.7
7	32	8.0
8	65	16.0
9	41	10.2
10 - Most Important	165	40.8
Total	404	100.0

**Q33. Preservation of the scenic vista along Route 10?**

<b>MEAN 7.76</b>	n	%
1 - Least Important	12	3.0
2	6	1.5
3	7	1.8
4	23	5.7
5	35	8.6
6	15	3.7
7	45	11.2
8	77	19.1
9	36	9.0
10 - Most Important	147	36.5
Total	404	100.0



**Q34. Preservation of elements of Town "character," such as views of the ridge or pedestrian walkways?**

<b>MEAN 8.24</b>	n	%
1 - Least Important	7	1.6
2	2	0.6
3	2	0.4
4	8	2.0
5	35	8.5
6	24	5.9
7	34	8.5
8	75	18.6
9	50	12.4
10 - Most Important	167	41.4
Total	404	100.0

**Q35. Enough development to slow the rate of local property tax growth?**

<b>MEAN 7.57</b>	n	%
1 - Least Important	16	4.1
2	8	2.0
3	5	1.3
4	11	2.6
5	48	12.0
6	31	7.7
7	45	11.2
8	64	15.8
9	41	10.2
10 - Most Important	134	33.1
Total	404	100.0

**Q36. Enough development to increase local employment opportunities?**

<b>MEAN 6.99</b>	n	%
1 - Least Important	14	3.4
2	5	1.1
3	13	3.3
4	17	4.3
5	62	15.4
6	40	10.0
7	58	14.4
8	92	22.9
9	25	6.1
10 - Most Important	77	19.1
Total	404	100.0

**Q37. What is the MOST you would be willing to have your local property taxes to increase to preserve more open space in Simsbury?**

	n	%
\$50	66	16.4
\$100	54	13.4
\$250	45	11.1
\$500	23	5.6
Not willing	199	49.2
Don't know (vol.)	14	3.4
Refused (vol.)	3	0.8
Total	404	100.0

**Q38. What is the MOST you would be willing to have your local property taxes to increase to keep development at a level that will not require Route 10 to become 4 lanes through the Town?**

	n	%
\$50	65	16.2
\$100	44	10.8
\$250	50	12.3
\$500	41	10.3
Not willing	178	44.1
Don't know (vol.)	22	5.4
Refused (vol.)	3	0.9
Total	404	100.0

**Q39. What is the MOST you would be willing to have your local property taxes to increase to fund public school education?**

	n	%
\$50	44	11.0
\$100	62	15.5
\$250	67	16.5
\$500	58	14.4
Not willing	149	37.0
Don't know (vol.)	21	5.2
Refused (vol.)	2	0.5
Total	404	100.0

**Q40. What is the MOST you would be willing to have your local property taxes to increase to enhance Town services EXCLUDING public school education?**

	n	%
\$50	109	27.1
\$100	62	15.3
\$250	35	8.6
\$500	14	3.4
Not willing	171	42.3
Don't know (vol.)	13	3.2
Refused (vol.)	1	0.2
Total	404	100.0



**Q41. Number of Years Lived in Simsbury**

	n	%
Less than 10 years	149	36.8
10 to 25 years	137	34.0
More than 25 years	118	29.2
Total	404	100.0

**Q42. Do you rent or own your current residence?**

	n	%
Own	361	89.5
Rent	26	6.5
Live with parents (vol.)	11	2.7
Don't know (vol.)	5	1.1
Refused (vol.)	1	0.2
Total	404	100.0

**Q43. Number of People In Household**

	n	%
1	49	12.1
2	123	30.5
3	67	16.6
4	92	22.9
5 or More	72	17.8
Total	404	

**Q44. Number of Children In Household**

	n	%
0	212	52.4
1	56	14.0
2	76	18.8
3 or More	60	14.9
Total	404	100.0

**(ASKED OF THOSE WITH CHILDREN IN HOUSEHOLD)**

**Q45. Do you have any children currently in Simsbury public schools?**

	n	%
Yes	145	74.7
No	48	24.8
Refused (vol.)	1	0.5
Total	194	100.0



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**Q46. What was the last grade of school you completed?**

	n	%
Grade School or less (0-8)	2	0.4
Some high school (9-11)	1	0.2
High School graduate (12)	49	12.3
Some College (1-3 years)	62	15.3
College Graduate (4 years)	178	44.4
Post Graduate (4+ years)	110	27.4
Total	402	100.0

**Q47. Are you currently employed full-time, employed part-time, retired, temporarily laid off, or are you not employed?**

	n	%
Employed full-time	230	57.0
Employed part-time	52	12.9
Retired	76	18.9
Temporarily laid off	1	0.2
Not employed	30	7.4
Student (vol.)	3	0.7
Homemaker (vol.)	9	2.3
Permanently disabled (vol.)	1	0.2
Don't know (vol.)	1	0.2
Refused (vol.)	1	0.2
Total	404	100.0



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**Q48-Q50. INCOME**

	n	%
Under \$10,000	4	1.0
\$10,000 to less than \$20,000	5	1.3
\$20,000 to less than \$30,000	10	2.9
\$30,000 to less than \$40,000	17	4.8
\$40,000 to less than \$50,000	14	3.8
\$50,000 to less than \$75,000	49	13.6
\$75,000 to less than \$100,000	71	19.9
\$100,000 to less than \$125,000	49	13.6
\$125,000 to less than \$150,000	28	7.7
\$150,000 to less than \$200,000	21	5.7
More than \$200,000	45	12.6
Don't know (vol.)	10	2.8
Refused (vol.)	37	10.3
Total	359	100.0

**Q51. AGE**

	n	%
18-34	52	13.6
35-44	103	27.0
45-54	92	24.2
55-59	33	8.7
60-64	26	6.9
65+	75	19.6
Total	381	100.0

**Q52. GENDER**

	n	%
Male	192	47.6
Female	212	52.4
Total	404	100.0