

**TOWN OF STURBRIDGE**

**PLANNING SURVEY**

Prepared by:

Tracy A. Fowler, M.A.

Chad S. Novak

Andrew E. Smith, Ph.D.

The Survey Center  
University of New Hampshire

May, 2010

## **The University of New Hampshire**

### **Survey Center**

The UNH Survey Center is an independent, non-partisan academic survey research organization and a division of the UNH College of Liberal Arts.

The Survey Center conducts telephone, mail, e-mail, Internet, and intercept surveys, as well as focus groups and other qualitative research for university researchers, government agencies, public non-profit organizations, private businesses, and media clients.

Our senior staff have over 40 years experience in designing and conducting custom research on a broad range of political, social, health care, and other public policy issues.

Dr. Andrew E. Smith, Director  
UNH Survey Center  
Huddleston Hall  
Durham, New Hampshire 03824  
603/862-2226 (voice)  
603/862-1488 (FAX)  
[Andrew.Smith@unh.edu](mailto:Andrew.Smith@unh.edu)

## Contents

Executive Summary .....	1
Figures .....	5
Technical Report .....	T - 1
Appendix A: Detailed Tabular Results.....	A - 1
Appendix B: Questionnaire & Codebook.....	B - 1

## EXECUTIVE SUMMARY

The University of New Hampshire Survey Center conducted a survey for the Town of Sturbridge. The specific areas of interest are the attitudes and opinions of Sturbridge residents about the community as part of the Master Plan process. Three thousand and forty-nine (3149) randomly selected household members were sent a survey on April 12, 2010 and a reminder was sent April 20, 2010. Nine-hundred and thirty (930) Sturbridge residents responded to the survey between April 12 and May 31, 2010; the response rate is 30 percent which is respectable for a survey of this type. The following figures display survey results, detailed tabular results can be found in Appendix A, Appendix B contains the open ended responses, and Appendix C contains the survey instrument.

### **Moved to Sturbridge Because...**

- Half of Sturbridge residents (51%) said they moved to Sturbridge because of the quality of life, followed by rural town character (45%), location (42%), schools (39%), historic town character (31%), job/employment (23%), born/raised in Sturbridge (19%), shops/stores/restaurants (15%), public amenities (9%), recreation (6%), the tax structure (1%), and 10 percent stated some other reason. **Figure 1**
  - Younger adults (18-29), households with incomes between \$45,000 and 59,999, and longtime residents (25 or more years) were more likely to live in Sturbridge because they were born/raised there.
  - Households earning \$75,000-99,999 were more likely to move to/live in Sturbridge for its rural town character.
  - Those with some postgraduate level education, households earning \$150,000 or more, and new residents (5 or fewer years) are more likely to have moved to/live in Sturbridge for its location.
  - Households with incomes between \$100,000 and \$149,000 are more likely to live in/moved to Sturbridge for the schools.

### **Town Services**

#### ***Overall, public safety services are rated highly***

- Half of Sturbridge residents (49%) rate the town's ambulance/paramedic services as excellent, followed by fire protection / rescue services (48%), police services (43%), the library (43%), senior citizen services (31%), recycling center (31%), public works (10%), and parks and recreation facilities (9%). **Figure 2**
  - Older adults (70 or older) were more likely to rate police services as excellent.
  - Those with household incomes between \$45,000-59,999 were more likely to rate fire protection/rescue services as excellent.
  - Older adults (70 or older), those with high school education or some college, or those with household incomes between \$45,000-59,000 are most likely to rate ambulance/paramedic services as excellent.
  - Older adults (70 or older), and those with some college are more likely to rate the library services as excellent.
  - Adults 70 or older are more likely to rate senior citizen services as excellent.

### **Recreation and Open Space**

#### ***Open space is desired for passive uses***

- When asked to indicate the three most important reasons for the town to manage, acquire and/or preserve open space, more than half of Sturbridge residents (56%) said "to protect water quality & resources," followed by "preserve forests & woodlands" (46%), "passive recreation" (44%), "wildlife preservation" (34%), "scenic vistas" and "rural character" (31%), "preservation of historic assets" (24%), "sports fields" (22%), "long-term economic benefits" (19%), "agriculture" (5%), "hunting" (5%), "snowmobiling/4-wheeling" (4%), and some other reason (4%). **Figure 3**
  - Older adults (69 and older), those with high school education or less, and those with household incomes between \$30,000-44,999 are more likely to rank protecting water as a high priority.
  - Those with household incomes under \$30,000 are more likely to rank agricultural reasons as the primary reason for the town to manage, acquire and/or preserve open space.

- Adults between 40-49 and those with household incomes at or exceeding \$150,000 are more likely to prioritize sports fields in this category.
  - Young adults (18-29) are more likely to emphasize the importance of wildlife preservation.
  - Households with incomes between \$45,000-59,999 are more likely to rank preserving forests and woodlands highly in this category.
  - Young adults (18-29) are more likely to include snowmobiling/4-wheeling among their top reasons for maintaining open spaces.
  - Finally, young adults (18-29), adults aged 40 to 49, those with postgraduate levels of education, households earning \$75,000 or more and those living in Sturbridge under 5 years were more likely to rank passive recreation as one of the top reasons for the town to manage, acquire and/or preserve open space.
- 
- Eight in ten Sturbridge residents (80%) favor (37% “strongly favor” and 43% “favor”) the Town providing more dedicated bike routes, followed by walking trails (78%), picnic areas (70%), canoe/kayak public access (68%), playgrounds (62%), indoor sports recreation (57%), team playing fields (57%), ice skating (54%), outdoor swimming (47%), tennis courts (35%), horseback riding trails (23%), 4-wheeling/ATV/snowmobiling trails (16%), and hunting areas (16%). **Figure 5**
    - Adults 18 to 49, households earning more than \$100,000 per annum, and newer residents (5 years or less) are more likely to favor the town providing more playgrounds.
    - Young adults (18 to 39) are more likely to favor the town providing more walking, running, biking, snowshoeing, and/or x-country trails.
    - Adults aged 30 to 49 and household earning more than \$150,000 per year tend to be more likely to favor the town providing more team playing fields.
    - Adults between 30 and 39 years old, households making between \$45,000 and \$59,000, newer residents (5 years or less) favor the town providing outdoor swimming amenities.
    - Young adults (18-29) were more likely to favor the provision of more 4-wheeling, ATV, and/or snowmobiling trails.
    - Adults between 18 and 39 are the demographic most likely to support the town providing more ice skating amenities.
    - Young adults (18-29) are more likely to favor picnic areas.
  - Nearly three-quarters of Sturbridge residents (70%) would like to see more open space and recreation areas in their neighborhood or area of town, 30 percent would not. **Figure 4**
    - Adults between 30 and 39 are more likely to express desire for more open space and recreation areas.
  - Over one-quarter of Sturbridge residents (28%) use Old Sturbridge Village seven or more times per year, 18 percent use it 4-6 times per year, 39 percent use it 1-3 times per year, 1 percent have never heard of it, 4 percent would like to visit it, and 9 percent have no plans to visit. **Figure 6**
  - Less than one-quarter of Sturbridge residents (22%) use Town Common seven or more times per year, 24 percent use it 4-6 times per year, 40 percent use it 1-3 times per year, 1 percent have never heard of it, 3 percent would like to visit it, and 10 percent have no plans to visit. **Figure 6**
  - One quarter of Sturbridge residents (24%) use the Westville Recreation Area seven or more times per year, 12 percent use it 4-6 times per year, 30 percent use it 1-3 times per year, 4 percent have never heard of it, 9 percent would like to visit it, and 19 percent have no plans to visit. **Figure 6**
    - Older residents (70 or older) and longtime residents (over 25 years) are more likely to have no plans to visit Westville Recreation Area.
  - More than one in ten Sturbridge residents (16%) use Wells State Park seven or more times per year, 10 percent use it 4-6 times per year, 32 percent use it 1-3 times per year, 3 percent have never heard of it, 14 percent would like to visit it, and 26 percent have no plans to visit. **Figure 6**
    - Residents in Area C(South/West), older adults (70 or older), those with high school education or less,

households earning under \$30,000 per year, and longtime residents (25 years or more). were more likely to have no plans to visit Wells State Park

- One in ten Sturbridge residents (12%) use Cedar Lake/Town Recreation area seven or more times per year, 9 percent use it 4-6 times per year, 27 percent use it 1-3 times per year, 3 percent have never heard of it, 10 percent would like to visit it, and 39 percent have no plans to visit. **Figure 6**
  - Adults 60 or older, those with some college education, households earning under \$30,000, and longtime residents (25 or more years) are likely to have no plans to visit Cedar Lake; while, those who have lived in Sturbridge for under 5 years are more likely to desire to visit.
- Fewer than one in ten residents (6%) visit Streeter Beach Recreation Area seven or more times a year, 5 percent visit 4-6 times per year, 26 percent use the area 1-3 times per year, 11 percent have never heard of it, 12 percent would like to visit, and 39% have no plans to visit. **Figure 6**
  - While adults 70 or older, adults with high school education, or those who have lived in Sturbridge for over 25 years are likely to have no plans to visit the Streeter Beach Recreation Area; those who have lived in Sturbridge for 15 or fewer years are more likely to never have heard of the area or would like to visit.

### **Development**

***Theatres, health care, small retail and museums are most favored for Sturbridge overall while large shopping, offices, mixed-use and theme parks are least favored.***

- In Sturbridge overall, a vast majority of Sturbridge residents favor a movie theatre (85%), followed by more health care services (72%), more art galleries, boutiques, and small retail (71%), historic/cultural museums (64%), assisted living facility (57%), light industrial (54%), health spa resort (52%), service industry (52%), Office development (46%), shopping mall/big box/outlets (45%), mixed use (44%), and amusement/theme parks (29%). **Figure 7**
  - Older adults (60 or older), those with high school education or less, households earning less than \$30,000 or between \$45,000-59,000, and longtime residents (25 years or more) are more likely to favor the development of an assisted living care facility.
  - Older adults (60 or older), households earning between \$30,000-44,000, and longtime residents (25 years or more) favor light industrial development.
  - Residents with household incomes between \$45,000 and \$59,999 tend to favor mixed-use development in higher numbers.
  - Older adults (70 or older), those with high school education or less, and households with incomes between \$30,000 and \$59,999 are more likely to favor the health care development.
  - Younger adults (18-29) and those with high household incomes (\$150,000 or greater) tended to favor the development of the service industry in Sturbridge.
  - The demographics most likely to support the development of a health spa resort were adults between the ages of 30 to 39 and households with incomes at \$150,000 or higher.

***Theatres, recreational facilities, small retail and restaurants are most favored for Route 15 while large shopping, lodging, health spa resorts, banks, campground, theme parks, single family and multi-family homes are least favored.***

- Along Route 15, four in five (81%) Sturbridge residents favor a movie theatre, followed by recreational facilities (73%), small scale retail (64%), restaurants (60%), light industrial (59%), office buildings (59%), assisted living facility (55%), hospital/medical treatment facility (53%), a shopping mall (50%), health spa resort (45%), lodging (45%), bank (44%), campground (36%), amusement park (33%), single family homes (32%), and multifamily dwellings (16%). **Figure 8**
  - Adults between the ages of 60 and 69 are more likely to favor using office buildings along Route 15.
  - Households with incomes between \$60,000 and \$74,999 were more likely to favor light industrial and biomedical operations along Route 15.
  - Adults between the ages of 30 and 39 were more likely to favor recreational facilities along Route 15.
  - Young adults (18-29) and adults in their fifties (50-59) were more likely to favor campground uses along

Route 15.

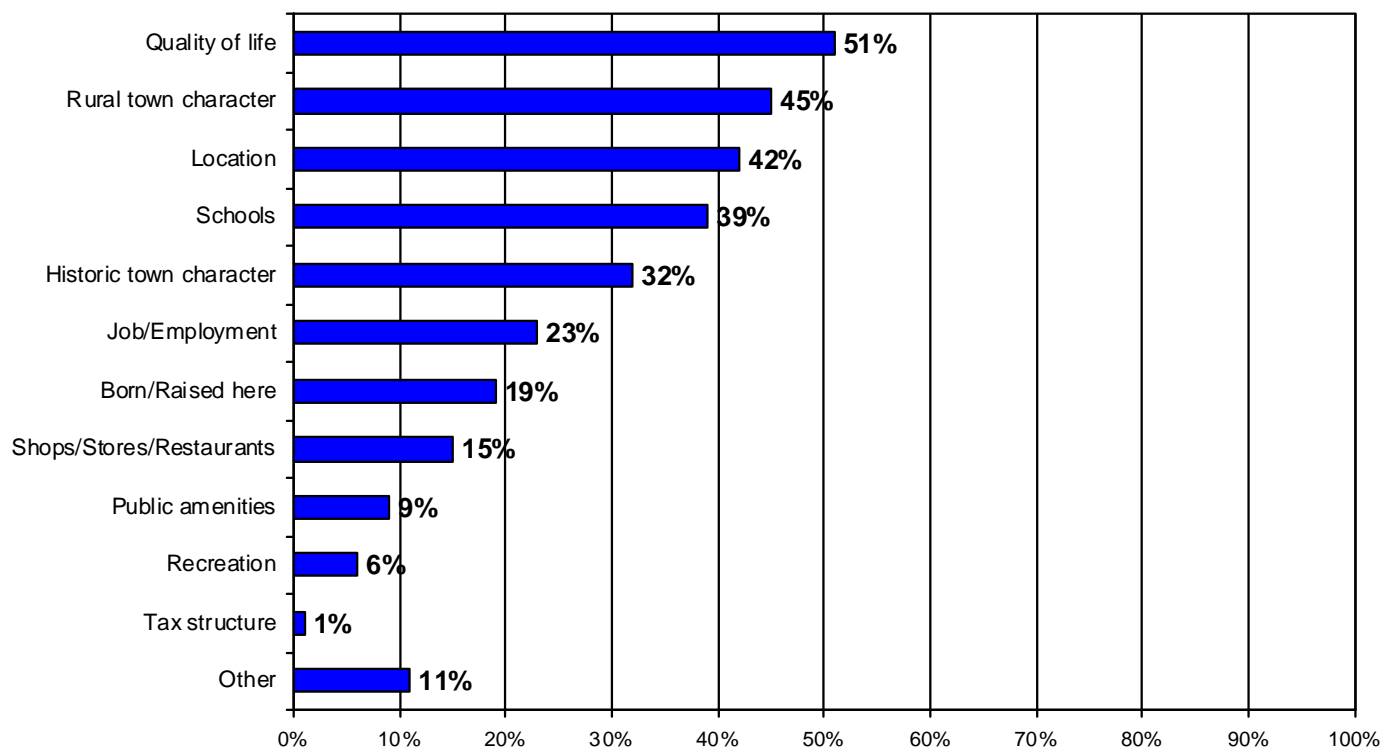
- Households with incomes between \$45,000 and \$59,999 were more likely to favor multi-family dwellings along Route 15.
- Older adults (60 and older), households earning \$59,999 or less, and longtime residents were more likely to favor an assisted care facility along Route 15.
- Adults in their thirties and households with incomes of \$150,000 or higher favor a health spa/resort along Route 15 in higher numbers than other demographics.

### **Transportation**

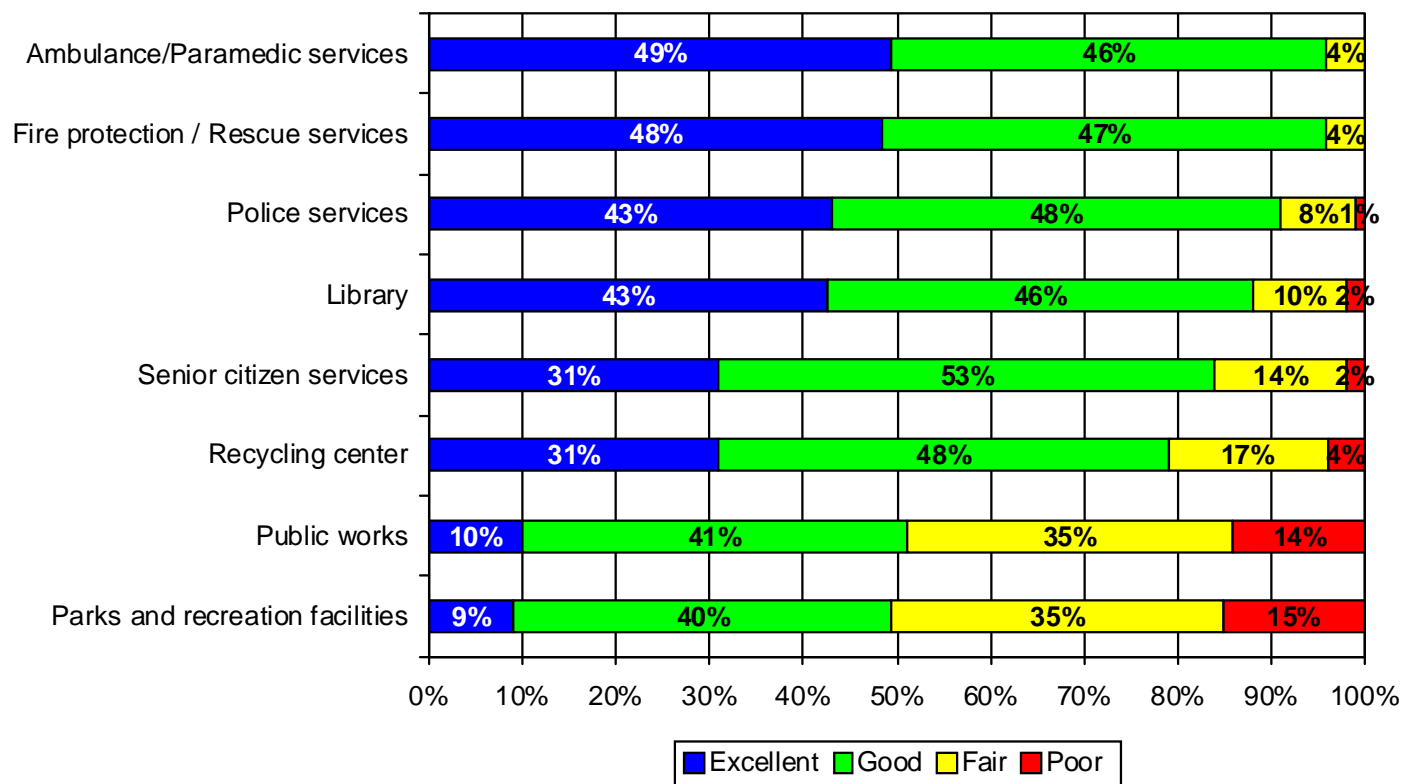
#### ***Sidewalks and dedicated bike routes are most favored.***

- Town residents believe the town should investigate and or encourage participation in alternative types of transportation: sidewalks (85%), dedicated bike routes (82%), seasonal in-town trolley (58%), regional bus services (54%), carpool/rideshare programs (46%). **Figure 9**
  - Adults in their sixties or older, those with high school education or less, and households with incomes under \$59,999 expressed greater favorability for a regional bus service than other demographic groups.
  - Young adults (18 to 29) were more likely to favor a seasonal in-town trolley.
- Sturbridge residents describe the following streets/intersections as unsafe: Rte 20 & New Boston (57%), Rte 131 and Fiske Hill Rd (53%), Rte 20 & Fiske Hill Rd (52%), Rte 131 & Hall Rd (43%), Rte 20 & Hall Rd (42%), Rte 20 & Arnold Rd (42%), Rte 131 & Shepard Rd (30%), Rte 49 & Putnam Rd (11%), Entire length – Whittemore Rd (11%), Rte 15 & River Rd (10%), Mashapaug Rd & Breakneck Rd (8%), Rte 49 & Walker Pond Rd (8%), Entire length – Brookfield Rd (7%). **Figure 10**
  - Respondents from Area D (South/East) were more likely to report that Rte 131 & Shepard Rd was unsafe.
  - Longtime residents were more likely to state that Rte 131 & Hall Rd is unsafe.
  - Households with incomes between \$60,000 and \$74,000 were more likely to describe Rte 20 & Hall Rd as unsafe.
  - Young adults (18 to 29) were more likely to describe Whittemore Rd as unsafe.
  - Residents from Area D (South/East) were more likely to describe Mashapaug Rd & Breakneck Rd as unsafe.
  - Young adults (18 to 29) were more likely to describe Rte 49 & Walker Pond Rd as unsafe.
  - Respondents with postgraduate levels of education were more likely to state that some other road is unsafe.
- Sturbridge residents describe the following streets/intersections as congested: Rte 131 & Fiske Hill Rd (84%), Rte 131 & Hall Rd (79%), Rte 20 & New Boston (76%), Rte 20 & Hall Rd (76%), Rte 20 & Fiske Hill Rd (72%), Rte 20 & Arnold Rd (71%), Entire length – Brookfield Rd (49%), Rte 131 & Shepard Rd (48%), Rte 49 & Walker Pond Rd (28%), Rte 49 & Putnam Rd (25%), Rte 15 & River Rd (20%), Entire length – Whittemore Rd (19%), Mashapaug Rd & Breakneck Rd (17%). **Figure 1**
  - Young adults (18-29) were more likely to describe Rte 131 & Fiske Hill Rd as moderately to heavily congested.
  - Respondents from Area D (South/East), households with incomes of \$30,000-44,999 and \$60,000-74,999, and longtime residents (more than 25 years) were more likely to say that Rte 131 & Shepard Rd has moderate or high congestion.
  - Those with high school education or less report that Whittemore Rd has moderate to heavy congestion.
  - Residents from Area D (South/East) were more likely to describe Mashapaug Rd & Breakneck Rd as having moderate to heavy congestion
  - Those with incomes between \$45,000 and \$59,999 were more likely to state that Rte 49 & Putnam Rd has moderate to heavy congestion.
  - Young adults (18-29) were more likely to describe Rte 49 & Walker Pond Rd as moderately to heavily congested.

**Figure 1:** Moved to Sturbridge because...

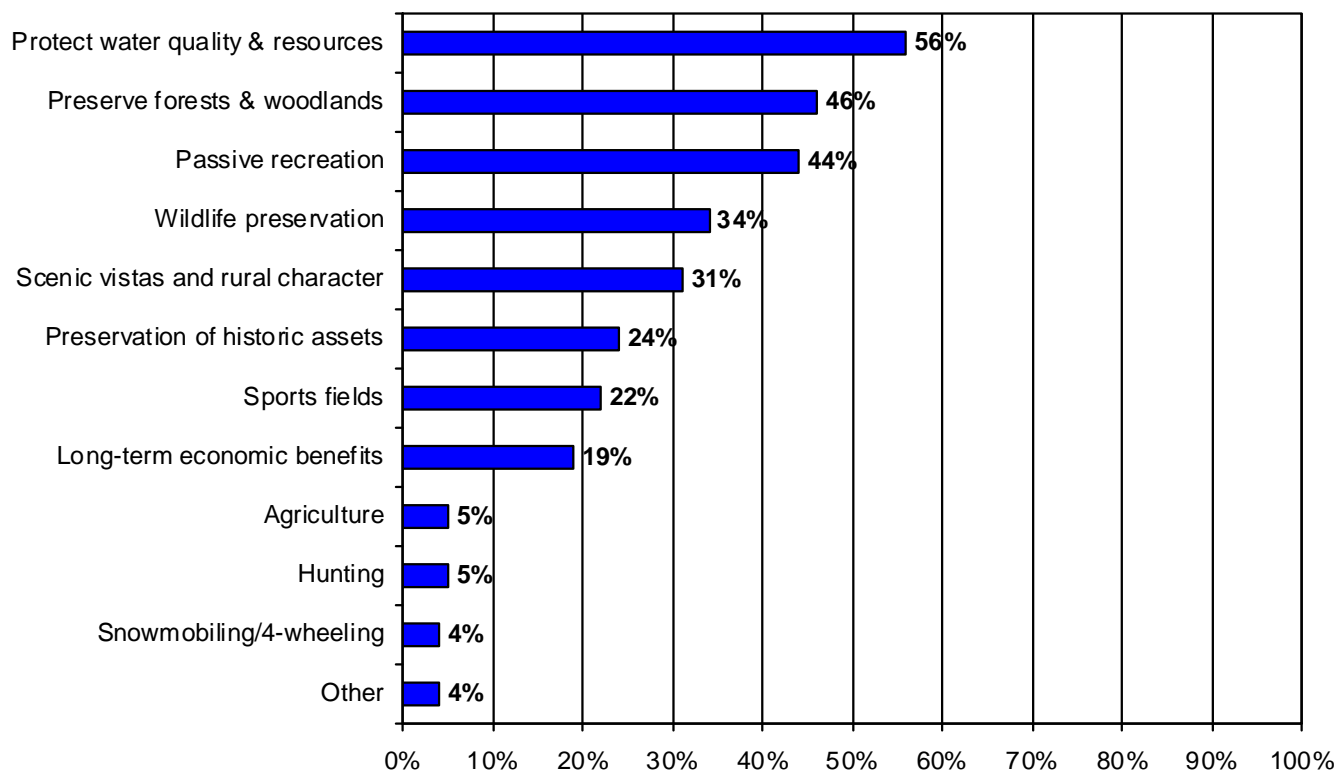


**Figure 2:** Please rank the following town facilities or services

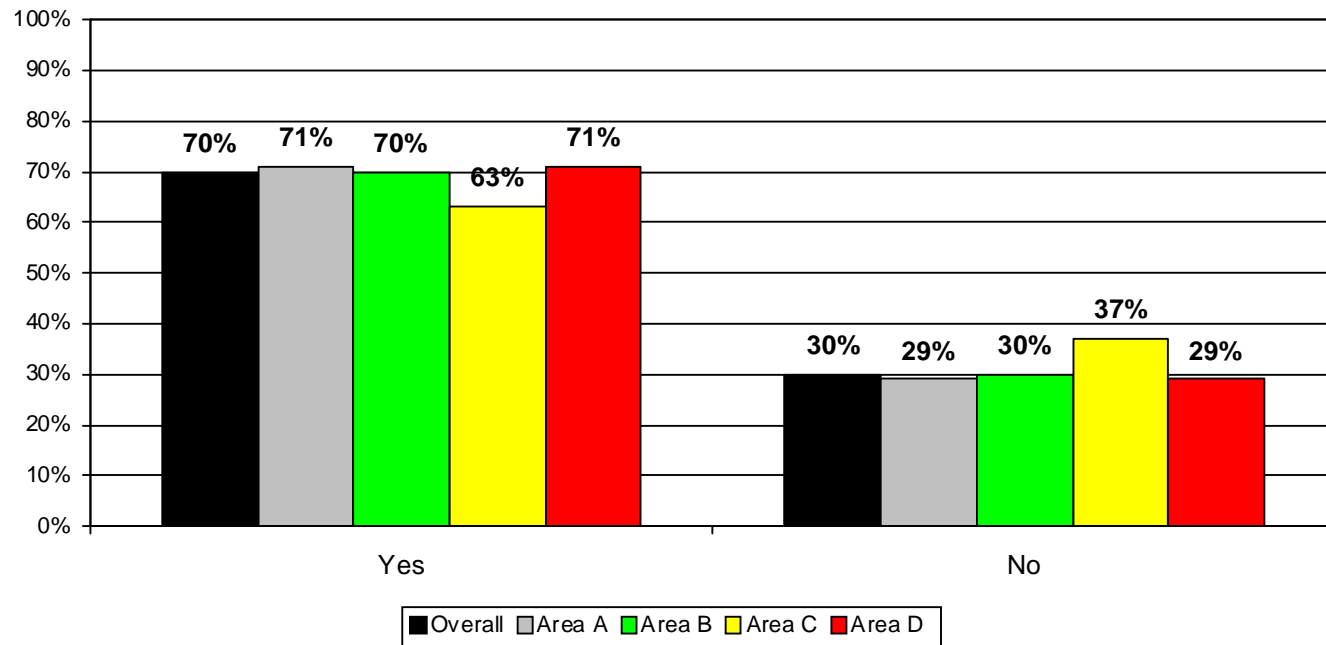




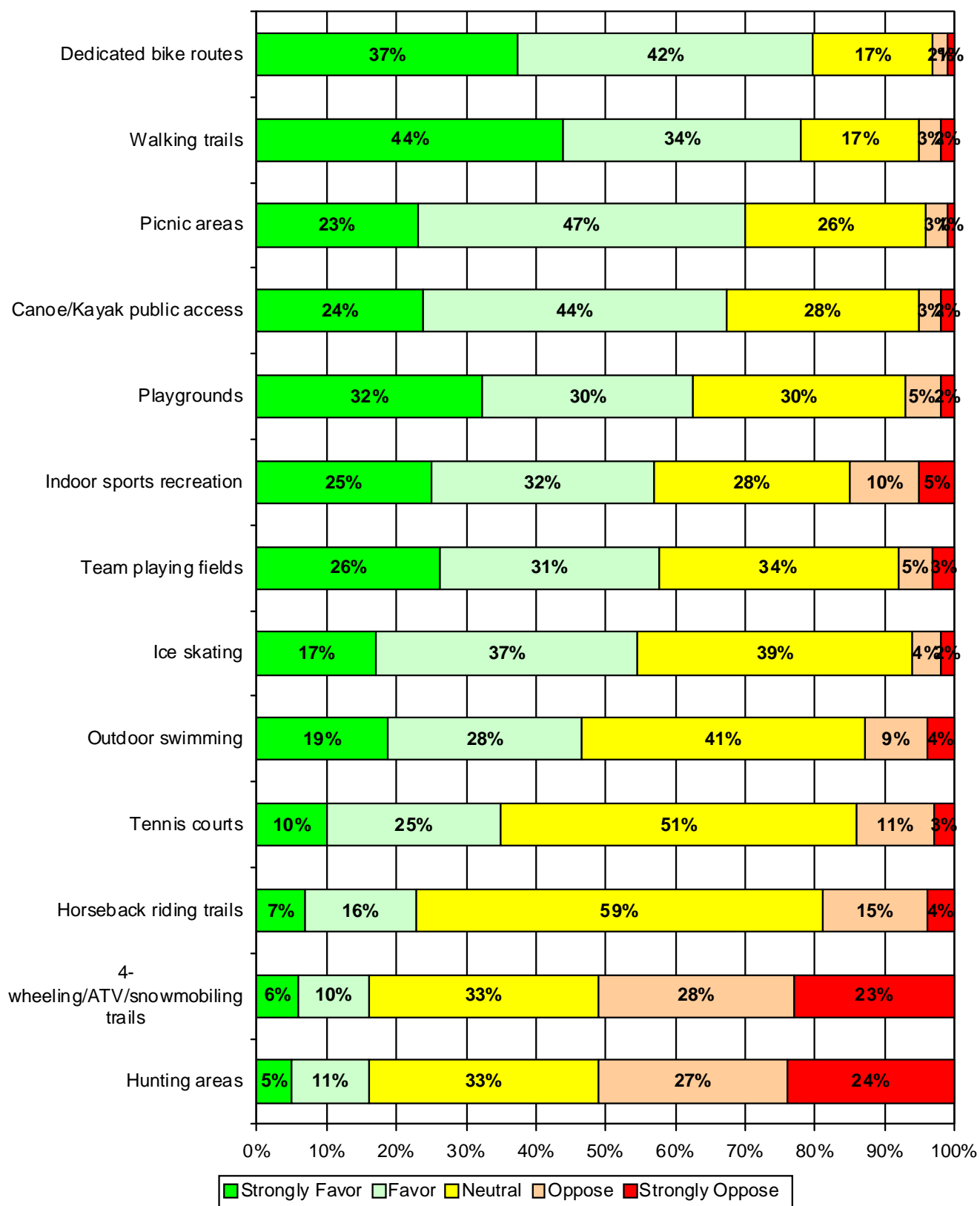
**Figure 3:** Check off your top 3 most important reasons for the Town to manage, acquire and/or preserve open space



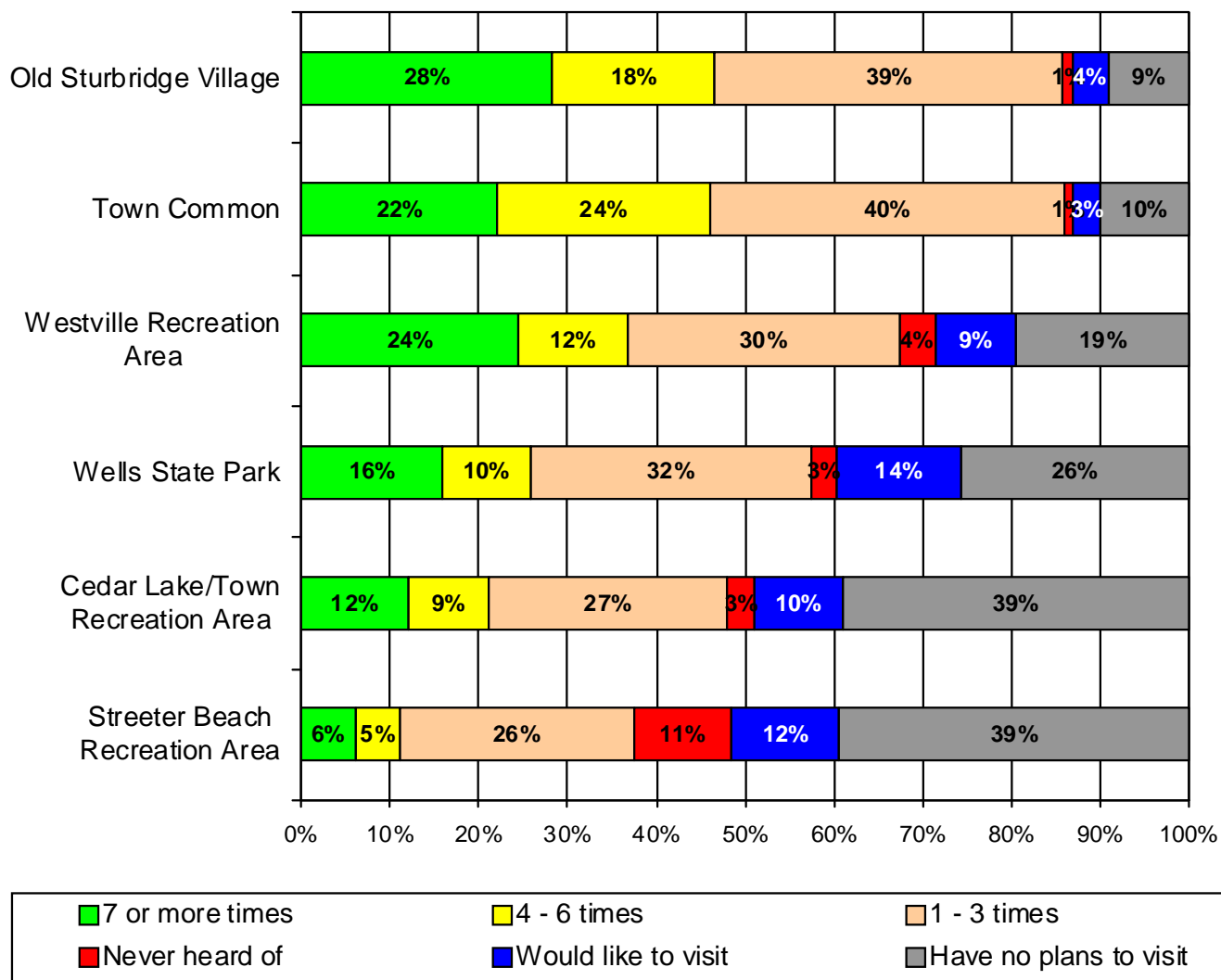
**Figure 4:** Would you like to see more open space and recreation areas in your neighborhood (or area of town)?



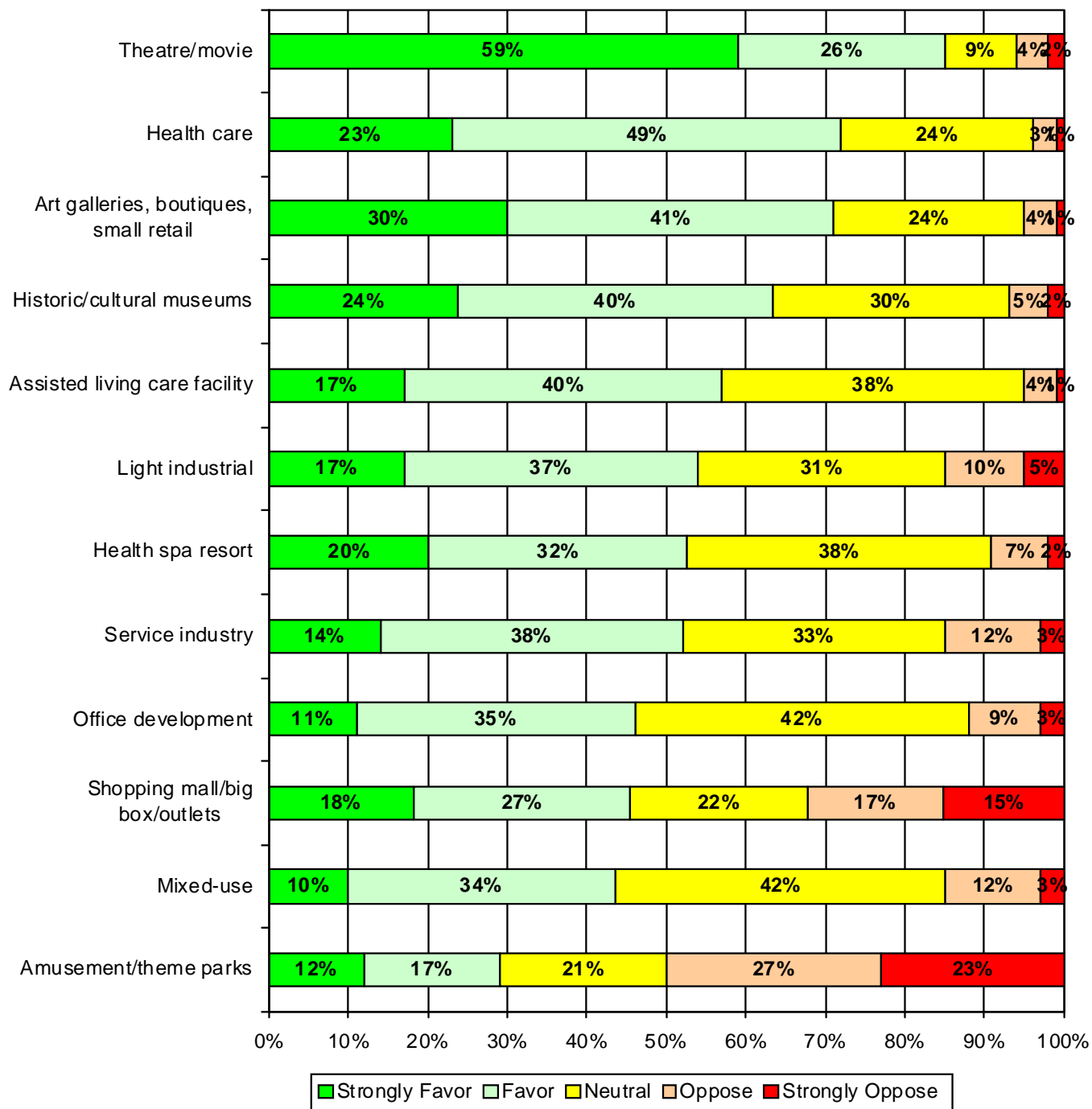
**Figure 5:** Do you favor or oppose the Town of Sturbridge providing more of the following



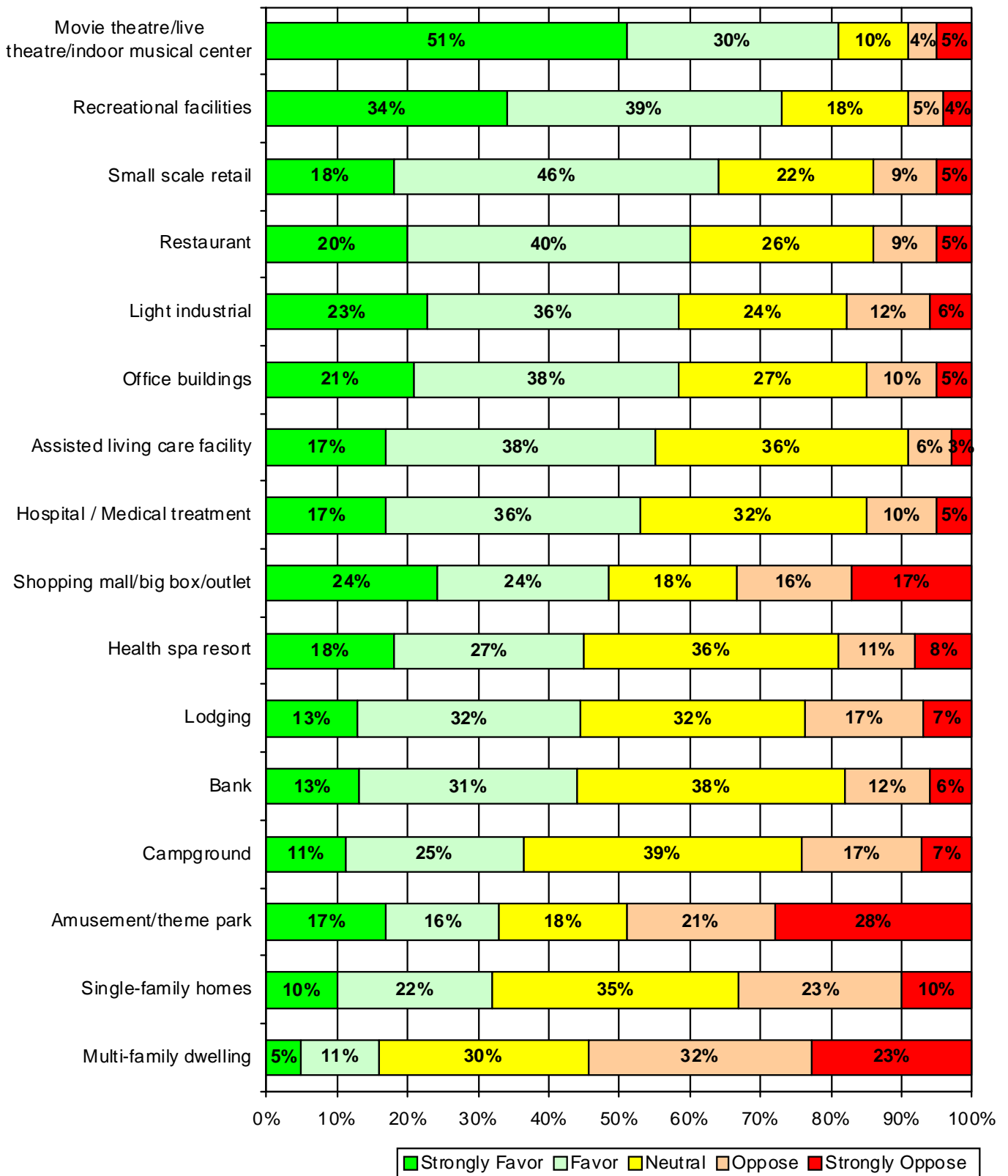
**Figure 6:** How many times per year do you typically use the following publically accessible property in Sturbridge?



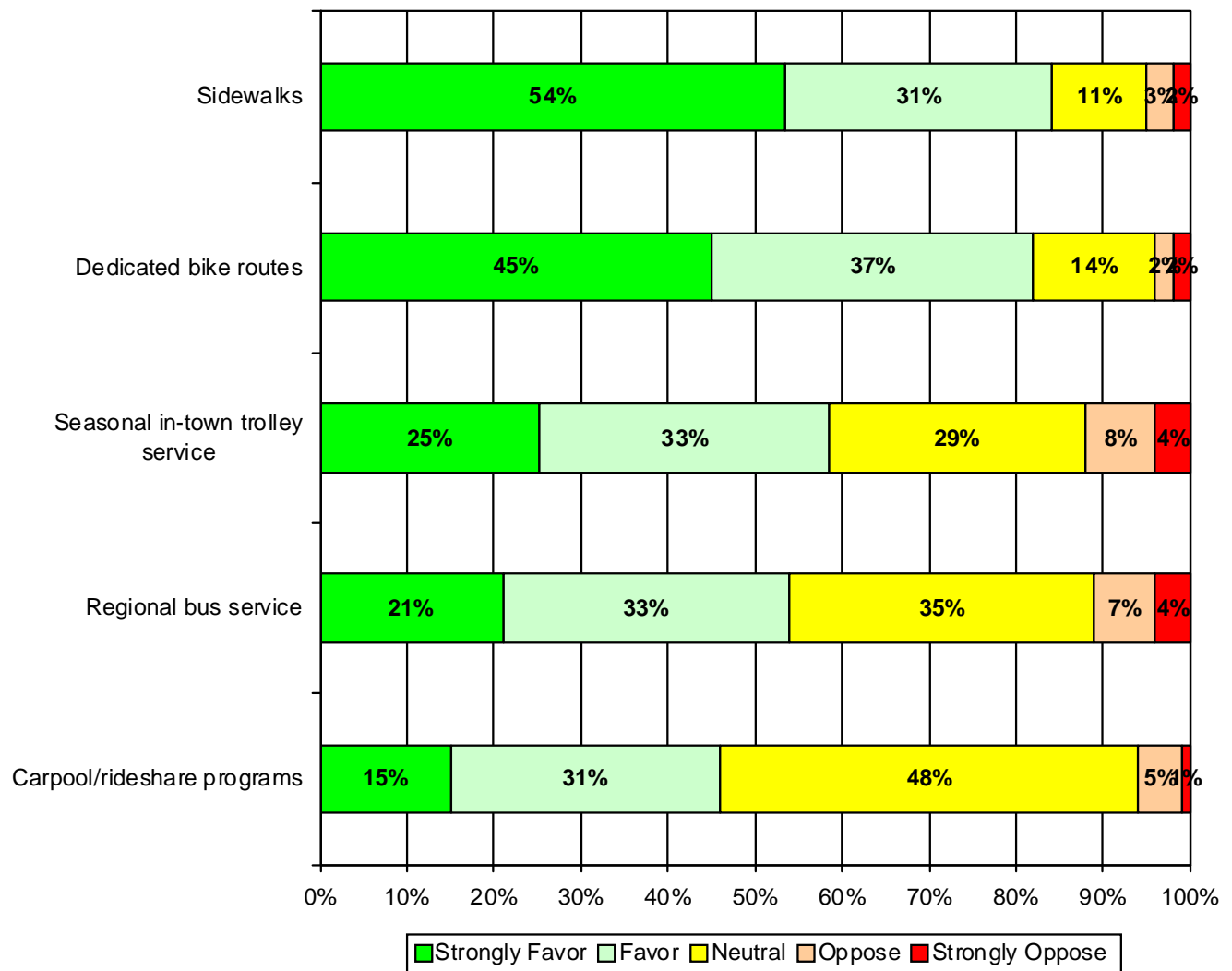
**Figure 7:** Do you favor or oppose the Town of Sturbridge providing more of the following



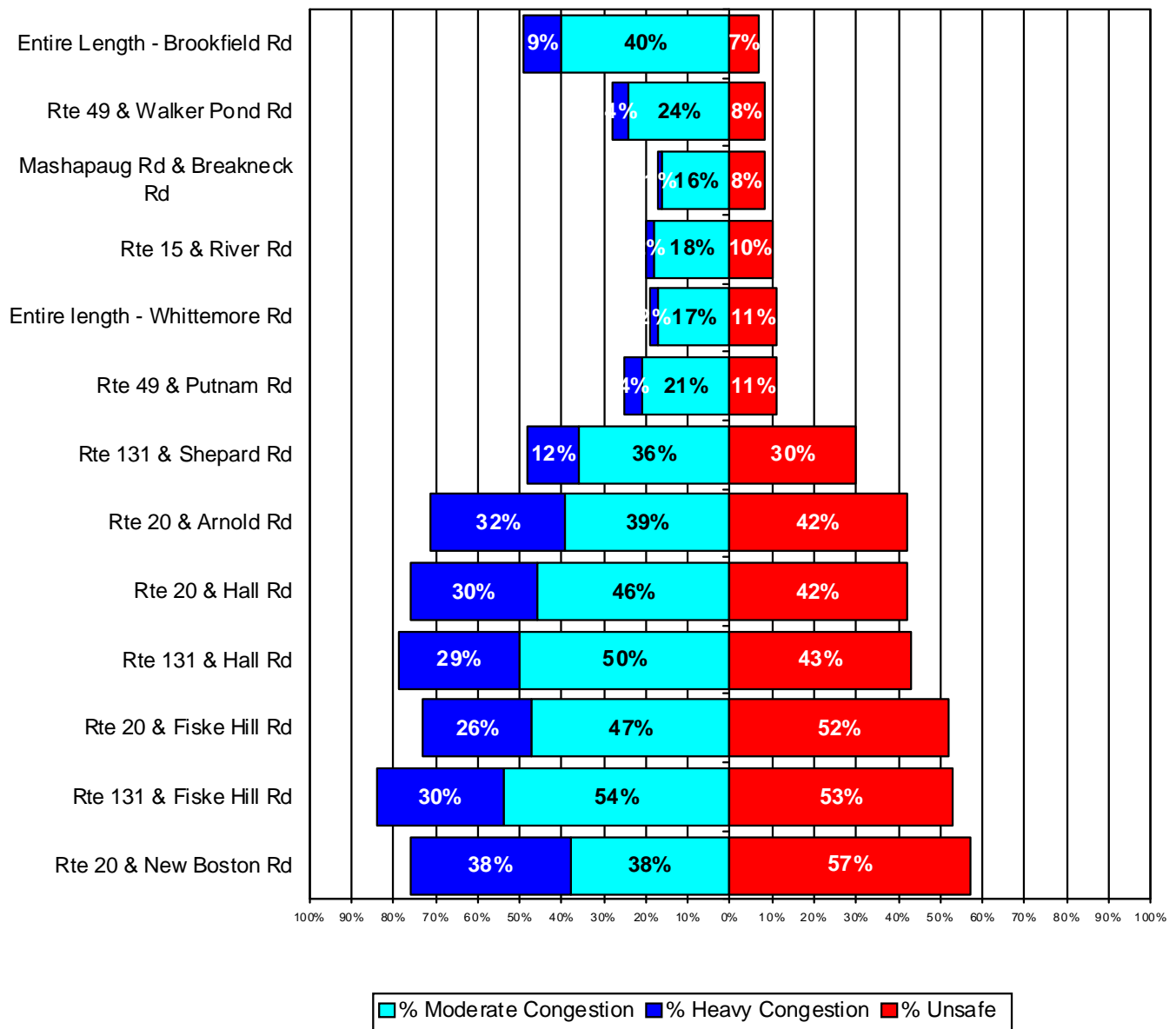
**Figure 8:** Do you favor or oppose the following uses along Route 15



**Figure 9:** Do you think the Town should investigate and/or encourage participation in alternative types of transportation?



**Figure 10:** How would you describe the following streets or intersections?



**APPENDIX A:**  
**DETAILED TABULAR RESULTS**



q1a: Please rank the following Town facilities or services: public works (Town road maintenance)

	Excellent	Good	Fair	Poor	Number Responding
<b>All Sturbridge Adults</b>	10%	41%	35%	14%	893
<b>Area of Sturbridge</b>					
Area A - North / West	10%	43%	35%	11%	305
Area B - North / East	8%	40%	38%	14%	318
Area C - South / West	13%	39%	32%	16%	108
Area D - South / East	8%	41%	31%	21%	143
<b>Age</b>					
18 to 29	3%	38%	41%	18%	34
30 to 39	8%	40%	40%	12%	144
40 to 49	6%	37%	40%	17%	162
50 to 59	10%	40%	34%	17%	176
60 to 69	10%	42%	38%	10%	189
70 or older	15%	48%	25%	12%	143
<b>Education</b>					
High school or less	11%	36%	33%	19%	144
Some College	9%	42%	32%	16%	180
College Graduate	9%	44%	37%	10%	302
Postgraduate Work	10%	39%	36%	15%	258
<b>Income</b>					
Less than \$30,000	10%	38%	35%	17%	78
\$30,000 - \$44,999	17%	48%	19%	16%	75
\$45,000 - \$59,999	7%	55%	28%	10%	60
\$60,000 - \$74,999	9%	37%	37%	17%	95
\$75,000 - \$99,999	7%	44%	39%	10%	108
\$100,000 - \$149,000	10%	39%	37%	14%	219
\$150,000 or more	7%	31%	48%	15%	120
<b>Own or Rent Home</b>					
Own	9%	42%	35%	14%	844
Rent	10%	17%	45%	28%	29
<b>Years Lived in Sturbridge</b>					
5 years or less	6%	37%	44%	13%	174
6 to 15 years	9%	40%	35%	16%	208
16 to 25 years	9%	40%	32%	19%	186
More than 25 years	13%	44%	32%	11%	314

q1b: Please rank the following Town facilities or services: Police services

	Excellent	Good	Fair	Poor	Number Responding
<b>All Sturbridge Adults</b>	43%	48%	8%	1%	867
<b>Area of Sturbridge</b>					
Area A - North / West	46%	48%	5%	1%	296
Area B - North / East	41%	50%	10%	0%	311
Area C - South / West	41%	44%	13%	1%	104
Area D - South / East	42%	50%	6%	2%	139
<b>Age</b>					
18 to 29	33%	57%	3%	7%	30
30 to 39	46%	47%	7%	0%	138
40 to 49	40%	47%	12%	1%	160
50 to 59	34%	54%	10%	2%	171
60 to 69	46%	48%	6%	0%	183
70 or older	54%	41%	5%	0%	143
<b>Education</b>					
High school or less	48%	43%	8%	1%	143
Some College	45%	49%	6%	1%	178
College Graduate	38%	51%	10%	1%	287
Postgraduate Work	43%	49%	7%	1%	250
<b>Income</b>					
Less than \$30,000	50%	36%	14%	0%	80
\$30,000 - \$44,999	51%	45%	4%	0%	73
\$45,000 - \$59,999	47%	50%	3%	0%	58
\$60,000 - \$74,999	39%	53%	6%	1%	94
\$75,000 - \$99,999	36%	52%	12%	0%	110
\$100,000 - \$149,000	44%	48%	7%	1%	214
\$150,000 or more	39%	49%	11%	1%	112
<b>Own or Rent Home</b>					
Own	43%	48%	8%	1%	823
Rent	28%	44%	24%	4%	25
<b>Years Lived in Sturbridge</b>					
5 years or less	45%	50%	4%	1%	157
6 to 15 years	41%	49%	9%	0%	211
16 to 25 years	43%	45%	9%	2%	181
More than 25 years	43%	48%	8%	0%	308

q1c: Please rank the following Town facilities or services: Fire protection / Rescue services

	Excellent	Good	Fair	Poor	Number Responding
<b>All Sturbridge Adults</b>	48%	47%	4%	0%	785
<b>Area of Sturbridge</b>					
Area A - North / West	51%	46%	3%	0%	270
Area B - North / East	44%	52%	5%	0%	273
Area C - South / West	50%	43%	6%	1%	94
Area D - South / East	47%	47%	5%	1%	129
<b>Age</b>					
18 to 29	36%	64%	0%	0%	25
30 to 39	46%	49%	5%	0%	118
40 to 49	45%	48%	6%	1%	133
50 to 59	43%	51%	6%	0%	159
60 to 69	50%	49%	1%	0%	171
70 or older	60%	36%	4%	1%	138
<b>Education</b>					
High school or less	54%	40%	5%	1%	134
Some College	56%	40%	4%	0%	169
College Graduate	40%	55%	5%	0%	260
Postgraduate Work	47%	50%	4%	0%	212
<b>Income</b>					
Less than \$30,000	57%	35%	8%	0%	74
\$30,000 - \$44,999	52%	45%	2%	2%	66
\$45,000 - \$59,999	61%	37%	2%	0%	54
\$60,000 - \$74,999	44%	52%	5%	0%	85
\$75,000 - \$99,999	43%	53%	3%	1%	97
\$100,000 - \$149,000	48%	48%	5%	0%	185
\$150,000 or more	43%	51%	6%	0%	101
<b>Own or Rent Home</b>					
Own	48%	47%	4%	0%	740
Rent	50%	46%	4%	0%	26
<b>Years Lived in Sturbridge</b>					
5 years or less	47%	50%	4%	0%	139
6 to 15 years	44%	52%	4%	0%	180
16 to 25 years	47%	45%	8%	1%	169
More than 25 years	52%	45%	3%	0%	287

q1d: Please rank the following Town facilities or services: Ambulance / Paramedic services

	Excellent	Good	Fair	Poor	Number Responding
<b>All Sturbridge Adults</b>	49%	46%	4%	0%	735
<b>Area of Sturbridge</b>					
Area A - North / West	53%	44%	3%	0%	248
Area B - North / East	43%	52%	5%	0%	254
Area C - South / West	57%	37%	6%	1%	90
Area D - South / East	47%	49%	4%	0%	125
<b>Age</b>					
18 to 29	33%	58%	8%	0%	24
30 to 39	42%	49%	9%	0%	93
40 to 49	43%	51%	5%	1%	118
50 to 59	42%	52%	5%	1%	147
60 to 69	53%	44%	3%	0%	172
70 or older	64%	35%	1%	0%	141
<b>Education</b>					
High school or less	59%	38%	2%	0%	133
Some College	58%	40%	2%	0%	166
College Graduate	38%	58%	4%	0%	233
Postgraduate Work	47%	44%	8%	1%	193
<b>Income</b>					
Less than \$30,000	53%	42%	5%	0%	77
\$30,000 - \$44,999	57%	43%	0%	0%	67
\$45,000 - \$59,999	62%	35%	4%	0%	55
\$60,000 - \$74,999	50%	45%	5%	0%	80
\$75,000 - \$99,999	44%	52%	2%	1%	84
\$100,000 - \$149,000	46%	48%	6%	0%	160
\$150,000 or more	38%	53%	8%	1%	92
<b>Own or Rent Home</b>					
Own	49%	46%	4%	0%	691
Rent	48%	48%	4%	0%	25
<b>Years Lived in Sturbridge</b>					
5 years or less	45%	53%	3%	0%	112
6 to 15 years	44%	50%	6%	0%	161
16 to 25 years	50%	43%	7%	1%	159
More than 25 years	54%	43%	3%	0%	293

gle: Please rank the following Town facilities or services: Library

	Excellent	Good	Fair	Poor	Number Responding
<b>All Sturbridge Adults</b>	43%	46%	10%	2%	841
<b>Area of Sturbridge</b>					
Area A - North / West	41%	46%	11%	2%	290
Area B - North / East	41%	46%	11%	1%	298
Area C - South / West	48%	43%	7%	3%	103
Area D - South / East	44%	49%	7%	0%	133
<b>Age</b>					
18 to 29	42%	35%	19%	4%	26
30 to 39	30%	53%	15%	2%	142
40 to 49	33%	48%	15%	3%	156
50 to 59	45%	47%	7%	1%	158
60 to 69	45%	49%	6%	1%	179
70 or older	56%	38%	6%	1%	136
<b>Education</b>					
High school or less	40%	53%	6%	1%	129
Some College	54%	42%	4%	1%	168
College Graduate	38%	48%	11%	3%	283
Postgraduate Work	42%	43%	14%	1%	252
<b>Income</b>					
Less than \$30,000	51%	41%	8%	0%	74
\$30,000 - \$44,999	52%	43%	3%	1%	69
\$45,000 - \$59,999	52%	41%	7%	0%	58
\$60,000 - \$74,999	42%	48%	8%	2%	93
\$75,000 - \$99,999	41%	45%	12%	1%	99
\$100,000 - \$149,000	41%	48%	9%	2%	211
\$150,000 or more	31%	48%	18%	3%	116
<b>Own or Rent Home</b>					
Own	43%	46%	10%	2%	795
Rent	39%	50%	11%	0%	28
<b>Years Lived in Sturbridge</b>					
5 years or less	35%	45%	17%	3%	157
6 to 15 years	38%	47%	14%	1%	207
16 to 25 years	47%	44%	7%	1%	177
More than 25 years	47%	47%	5%	1%	289

q1f: Please rank the following Town facilities or services: Senior citizen services

	Excellent	Good	Fair	Poor	Number Responding
<b>All Sturbridge Adults</b>	31%	53%	14%	2%	498
<b>Area of Sturbridge</b>					
Area A - North / West	32%	52%	16%	1%	160
Area B - North / East	34%	49%	15%	2%	148
Area C - South / West	36%	51%	12%	1%	73
Area D - South / East	23%	63%	12%	3%	102
<b>Age</b>					
18 to 29	10%	60%	30%	0%	10
30 to 39	25%	59%	16%	0%	32
40 to 49	16%	63%	20%	2%	51
50 to 59	20%	56%	23%	1%	90
60 to 69	34%	57%	9%	0%	148
70 or older	43%	44%	11%	3%	133
<b>Education</b>					
High school or less	34%	53%	13%	1%	116
Some College	29%	53%	16%	2%	119
College Graduate	27%	57%	13%	3%	148
Postgraduate Work	37%	49%	14%	0%	106
<b>Income</b>					
Less than \$30,000	35%	50%	14%	1%	72
\$30,000 - \$44,999	33%	57%	7%	3%	60
\$45,000 - \$59,999	40%	44%	16%	0%	45
\$60,000 - \$74,999	29%	52%	20%	0%	56
\$75,000 - \$99,999	21%	70%	7%	2%	57
\$100,000 - \$149,000	26%	54%	19%	0%	72
\$150,000 or more	32%	48%	18%	2%	44
<b>Own or Rent Home</b>					
Own	32%	52%	14%	2%	462
Rent	20%	75%	5%	0%	20
<b>Years Lived in Sturbridge</b>					
5 years or less	21%	60%	15%	4%	53
6 to 15 years	34%	51%	12%	4%	95
16 to 25 years	26%	54%	20%	0%	104
More than 25 years	35%	52%	12%	1%	239

q1g: Please rank the following Town facilities or services: Parks and recreation facilities

	Excellent	Good	Fair	Poor	Number Responding
<b>All Sturbridge Adults</b>	9%	40%	35%	15%	801
<b>Area of Sturbridge</b>					
Area A - North / West	9%	37%	40%	15%	282
Area B - North / East	9%	38%	36%	17%	281
Area C - South / West	5%	47%	39%	8%	95
Area D - South / East	12%	52%	21%	14%	126
<b>Age</b>					
18 to 29	12%	33%	33%	21%	33
30 to 39	9%	35%	39%	17%	142
40 to 49	7%	34%	42%	18%	154
50 to 59	8%	37%	32%	23%	155
60 to 69	10%	47%	34%	9%	163
70 or older	10%	55%	31%	4%	113
<b>Education</b>					
High school or less	14%	53%	26%	7%	123
Some College	15%	45%	30%	10%	161
College Graduate	7%	41%	32%	20%	273
Postgraduate Work	6%	31%	46%	16%	237
<b>Income</b>					
Less than \$30,000	14%	48%	31%	8%	65
\$30,000 - \$44,999	12%	46%	34%	8%	65
\$45,000 - \$59,999	15%	48%	33%	4%	52
\$60,000 - \$74,999	16%	42%	26%	16%	86
\$75,000 - \$99,999	7%	42%	36%	14%	97
\$100,000 - \$149,000	8%	38%	38%	15%	201
\$150,000 or more	3%	27%	41%	29%	119
<b>Own or Rent Home</b>					
Own	9%	40%	35%	15%	755
Rent	14%	46%	39%	0%	28
<b>Years Lived in Sturbridge</b>					
5 years or less	12%	41%	36%	12%	164
6 to 15 years	5%	38%	36%	21%	193
16 to 25 years	9%	30%	40%	21%	169
More than 25 years	11%	48%	32%	9%	265

q1h: Please rank the following Town facilities or services: Recycling center

	Excellent	Good	Fair	Poor	Number Responding
<b>All Sturbridge Adults</b>	31%	48%	17%	4%	764
<b>Area of Sturbridge</b>					
Area A - North / West	30%	48%	17%	4%	256
Area B - North / East	34%	44%	17%	5%	273
Area C - South / West	35%	46%	16%	3%	89
Area D - South / East	24%	55%	17%	3%	132
<b>Age</b>					
18 to 29	30%	56%	11%	4%	27
30 to 39	31%	42%	24%	3%	120
40 to 49	28%	48%	19%	6%	138
50 to 59	34%	51%	11%	4%	154
60 to 69	35%	46%	17%	2%	167
70 or older	28%	48%	20%	5%	122
<b>Education</b>					
High school or less	25%	53%	18%	3%	115
Some College	27%	52%	17%	4%	157
College Graduate	31%	47%	17%	4%	255
Postgraduate Work	36%	42%	17%	4%	228
<b>Income</b>					
Less than \$30,000	34%	47%	15%	3%	59
\$30,000 - \$44,999	29%	57%	14%	0%	63
\$45,000 - \$59,999	30%	46%	22%	2%	50
\$60,000 - \$74,999	26%	51%	17%	6%	84
\$75,000 - \$99,999	28%	51%	18%	3%	101
\$100,000 - \$149,000	37%	44%	15%	4%	186
\$150,000 or more	32%	42%	21%	5%	106
<b>Own or Rent Home</b>					
Own	32%	46%	18%	4%	727
Rent	19%	76%	5%	0%	21
<b>Years Lived in Sturbridge</b>					
5 years or less	27%	47%	22%	4%	137
6 to 15 years	26%	54%	15%	5%	185
16 to 25 years	37%	45%	14%	4%	167
More than 25 years	34%	45%	18%	3%	268



q2: Check off your top THREE (3) most important reasons for the Town to manage, acquire and/or preserve open space.

	Protect Water	agricultural	Sports Fields	Wildlife Preservation	Preserve Forests and Woodlands	Snowmobiling/ 4-wheeling	Scenic Vistas
<b>All Sturbridge Adults</b>	<b>56%</b>	<b>5%</b>	<b>22%</b>	<b>34%</b>	<b>46%</b>	<b>4%</b>	<b>31%</b>
<b>Area of Sturbridge</b>							
Area A - North / West	58%	3%	23%	33%	47%	3%	30%
Area B - North / East	54%	4%	24%	32%	41%	4%	34%
Area C - South / West	56%	9%	19%	37%	51%	7%	30%
Area D - South / East	54%	4%	16%	40%	53%	4%	30%
<b>Age</b>							
18 to 29	38%	6%	24%	47%	38%	15%	26%
30 to 39	39%	3%	31%	26%	39%	5%	36%
40 to 49	46%	2%	35%	43%	42%	5%	27%
50 to 59	51%	4%	18%	31%	48%	4%	34%
60 to 69	69%	5%	16%	32%	52%	1%	32%
70 or older	72%	9%	13%	35%	47%	3%	28%
<b>Education</b>							
High school or less	66%	8%	18%	39%	45%	6%	23%
Some College	64%	4%	14%	39%	53%	3%	22%
College Graduate	50%	4%	27%	31%	45%	4%	33%
Postgraduate Work	53%	3%	22%	32%	42%	3%	40%
<b>Income</b>							
Less than \$30,000	69%	15%	11%	43%	52%	2%	21%
\$30,000 - \$44,999	73%	7%	16%	33%	42%	5%	26%
\$45,000 - \$59,999	58%	5%	15%	41%	61%	5%	25%
\$60,000 - \$74,999	51%	6%	14%	38%	52%	5%	30%
\$75,000 - \$99,999	51%	4%	25%	38%	44%	2%	33%
\$100,000 - \$149,000	53%	2%	27%	29%	43%	5%	32%
\$150,000 or more	47%	1%	32%	25%	36%	3%	41%
<b>Own or Rent Home</b>							
Own	56%	5%	22%	34%	45%	4%	32%
Rent	66%	3%	17%	45%	48%	3%	28%
<b>Years Lived in Sturbridge</b>							
5 years or less	50%	4%	25%	31%	41%	2%	31%
6 to 15 years	50%	3%	27%	33%	43%	7%	32%
16 to 25 years	58%	2%	25%	34%	46%	4%	30%
More than 25 years	63%	8%	15%	37%	50%	3%	32%

q2: Check off your top THREE (3) most important reasons for the Town to manage, acquire and/or preserve open space.

	Passive Recreation	Long-term Economic Benefits	Preservation of Historic Assets	Hunting	Other	Number Responding
<b>All Sturbridge Adults</b>	<b>44%</b>	<b>19%</b>	<b>24%</b>	<b>5%</b>	<b>4%</b>	<b>903</b>
<b>Area of Sturbridge</b>						
Area A - North / West	48%	21%	20%	5%	4%	315
Area B - North / East	46%	19%	28%	3%	4%	318
Area C - South / West	42%	12%	19%	9%	3%	108
Area D - South / East	38%	17%	27%	5%	4%	142
<b>Age</b>						
18 to 29	65%	9%	21%	3%	0%	34
30 to 39	64%	20%	23%	4%	6%	148
40 to 49	55%	16%	18%	6%	2%	165
50 to 59	44%	24%	27%	3%	5%	177
60 to 69	36%	18%	26%	5%	3%	189
70 or older	25%	17%	28%	6%	4%	144
<b>Education</b>						
High school or less	30%	19%	26%	10%	2%	145
Some College	37%	18%	25%	7%	5%	181
College Graduate	47%	18%	27%	4%	3%	304
Postgraduate Work	55%	19%	19%	1%	5%	263
<b>Income</b>						
Less than \$30,000	25%	17%	27%	7%	4%	81
\$30,000 - \$44,999	34%	19%	32%	5%	0%	73
\$45,000 - \$59,999	44%	14%	15%	3%	7%	59
\$60,000 - \$74,999	34%	17%	27%	9%	5%	96
\$75,000 - \$99,999	56%	14%	21%	4%	4%	112
\$100,000 - \$149,000	53%	21%	23%	5%	5%	222
\$150,000 or more	57%	26%	20%	2%	3%	122
<b>Own or Rent Home</b>						
Own	45%	19%	24%	5%	4%	853
Rent	45%	7%	31%	3%	3%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	58%	18%	27%	4%	6%	179
6 to 15 years	46%	20%	26%	4%	3%	214
16 to 25 years	47%	21%	21%	3%	4%	189
More than 25 years	35%	15%	24%	6%	4%	311

q3a: Do you favor or oppose the Town of Sturbridge providing more of the following amenities? - Playgrounds

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>32%</b>	<b>30%</b>	<b>30%</b>	<b>5%</b>	<b>2%</b>	<b>901</b>
<b>Area of Sturbridge</b>						
Area A - North / West	32%	34%	26%	7%	2%	315
Area B - North / East	36%	28%	31%	3%	2%	316
Area C - South / West	30%	23%	37%	9%	2%	105
Area D - South / East	28%	31%	34%	4%	3%	145
<b>Age</b>						
18 to 29	26%	47%	24%	3%	0%	34
30 to 39	60%	25%	13%	1%	1%	149
40 to 49	42%	35%	20%	3%	1%	168
50 to 59	23%	31%	35%	7%	4%	178
60 to 69	25%	30%	35%	6%	3%	189
70 or older	15%	28%	47%	9%	1%	139
<b>Education</b>						
High school or less	19%	34%	40%	6%	2%	144
Some College	25%	33%	32%	7%	3%	181
College Graduate	35%	32%	26%	5%	2%	303
Postgraduate Work	41%	24%	29%	4%	2%	264
<b>Income</b>						
Less than \$30,000	18%	29%	40%	8%	5%	78
\$30,000 - \$44,999	25%	31%	33%	8%	3%	72
\$45,000 - \$59,999	20%	41%	36%	2%	2%	59
\$60,000 - \$74,999	28%	33%	32%	4%	2%	96
\$75,000 - \$99,999	32%	29%	28%	5%	6%	112
\$100,000 - \$149,000	42%	31%	22%	4%	0%	224
\$150,000 or more	45%	28%	24%	3%	1%	123
<b>Own or Rent Home</b>						
Own	32%	31%	30%	5%	2%	851
Rent	30%	20%	40%	10%	0%	30
<b>Years Lived in Sturbridge</b>						
5 years or less	44%	30%	23%	2%	2%	178
6 to 15 years	42%	28%	23%	5%	2%	220
16 to 25 years	27%	35%	32%	5%	1%	187
More than 25 years	22%	30%	38%	7%	3%	307

q3b: Do you favor or oppose the Town of Sturbridge providing more of the following amenities? - Walking / Running / Biking / Snowshoeing / X-country trails

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>44%</b>	<b>34%</b>	<b>17%</b>	<b>3%</b>	<b>2%</b>	<b>900</b>
<b>Area of Sturbridge</b>						
Area A - North / West	46%	37%	12%	3%	1%	315
Area B - North / East	47%	32%	16%	3%	2%	319
Area C - South / West	36%	29%	26%	6%	3%	106
Area D - South / East	39%	33%	23%	3%	1%	141
<b>Age</b>						
18 to 29	53%	35%	9%	0%	3%	34
30 to 39	64%	27%	8%	0%	1%	148
40 to 49	55%	29%	12%	3%	1%	168
50 to 59	43%	34%	17%	4%	3%	181
60 to 69	38%	38%	19%	3%	1%	190
70 or older	18%	43%	31%	5%	3%	136
<b>Education</b>						
High school or less	23%	48%	24%	4%	1%	141
Some College	39%	34%	19%	5%	2%	181
College Graduate	46%	32%	17%	3%	2%	304
Postgraduate Work	57%	28%	12%	2%	2%	266
<b>Income</b>						
Less than \$30,000	25%	43%	28%	4%	0%	76
\$30,000 - \$44,999	39%	33%	17%	7%	4%	72
\$45,000 - \$59,999	32%	41%	24%	2%	2%	59
\$60,000 - \$74,999	39%	34%	22%	4%	1%	97
\$75,000 - \$99,999	50%	34%	12%	2%	3%	112
\$100,000 - \$149,000	52%	31%	14%	2%	1%	225
\$150,000 or more	56%	27%	14%	2%	2%	122
<b>Own or Rent Home</b>						
Own	44%	34%	17%	3%	2%	852
Rent	41%	48%	10%	0%	0%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	55%	32%	11%	1%	1%	177
6 to 15 years	50%	24%	21%	4%	2%	219
16 to 25 years	47%	37%	14%	2%	1%	186
More than 25 years	32%	40%	20%	5%	3%	310

q3c: Do you favor or oppose the Town of Sturbridge providing more of the following amenities? - Team playing fields

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>26%</b>	<b>31%</b>	<b>34%</b>	<b>5%</b>	<b>3%</b>	<b>884</b>
<b>Area of Sturbridge</b>						
Area A - North / West	26%	33%	33%	5%	4%	309
Area B - North / East	30%	30%	33%	4%	3%	314
Area C - South / West	17%	29%	41%	11%	2%	102
Area D - South / East	24%	33%	33%	6%	4%	141
<b>Age</b>						
18 to 29	21%	44%	32%	0%	3%	34
30 to 39	39%	34%	23%	3%	1%	147
40 to 49	41%	27%	25%	5%	2%	167
50 to 59	24%	27%	36%	7%	5%	176
60 to 69	17%	33%	40%	5%	4%	187
70 or older	10%	36%	47%	5%	2%	129
<b>Education</b>						
High school or less	16%	40%	38%	4%	3%	133
Some College	24%	30%	36%	7%	3%	178
College Graduate	29%	29%	33%	5%	3%	302
Postgraduate Work	29%	31%	32%	5%	3%	262
<b>Income</b>						
Less than \$30,000	16%	34%	36%	7%	7%	74
\$30,000 - \$44,999	26%	26%	38%	7%	1%	68
\$45,000 - \$59,999	18%	39%	32%	9%	4%	57
\$60,000 - \$74,999	18%	26%	52%	2%	2%	96
\$75,000 - \$99,999	23%	40%	24%	7%	5%	112
\$100,000 - \$149,000	34%	30%	30%	4%	1%	223
\$150,000 or more	39%	31%	27%	2%	2%	122
<b>Own or Rent Home</b>						
Own	26%	32%	34%	5%	3%	836
Rent	28%	10%	52%	10%	0%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	25%	33%	36%	5%	1%	177
6 to 15 years	34%	29%	28%	4%	5%	219
16 to 25 years	30%	27%	35%	6%	2%	183
More than 25 years	18%	36%	37%	5%	4%	295

q3d: Do you favor or oppose the Town of Sturbridge providing more of the following amenities? - Outdoor swimming

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>19%</b>	<b>28%</b>	<b>41%</b>	<b>9%</b>	<b>4%</b>	<b>885</b>
<b>Area of Sturbridge</b>						
Area A - North / West	20%	29%	38%	9%	5%	310
Area B - North / East	19%	27%	42%	9%	2%	312
Area C - South / West	14%	32%	38%	10%	6%	105
Area D - South / East	17%	28%	45%	7%	4%	138
<b>Age</b>						
18 to 29	24%	24%	36%	9%	6%	33
30 to 39	35%	29%	28%	6%	2%	149
40 to 49	21%	33%	34%	10%	3%	165
50 to 59	14%	28%	45%	9%	5%	177
60 to 69	15%	26%	48%	8%	3%	187
70 or older	9%	29%	49%	9%	5%	129
<b>Education</b>						
High school or less	17%	33%	41%	5%	3%	135
Some College	14%	31%	45%	5%	6%	177
College Graduate	18%	31%	39%	9%	3%	301
Postgraduate Work	24%	22%	38%	12%	3%	262
<b>Income</b>						
Less than \$30,000	19%	26%	43%	7%	5%	74
\$30,000 - \$44,999	21%	19%	51%	7%	1%	68
\$45,000 - \$59,999	18%	42%	37%	2%	2%	60
\$60,000 - \$74,999	15%	36%	38%	8%	3%	95
\$75,000 - \$99,999	16%	38%	30%	10%	6%	109
\$100,000 - \$149,000	22%	27%	43%	5%	2%	222
\$150,000 or more	22%	24%	36%	15%	3%	123
<b>Own or Rent Home</b>						
Own	18%	29%	40%	9%	4%	837
Rent	24%	24%	45%	7%	0%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	29%	29%	33%	9%	2%	175
6 to 15 years	21%	26%	38%	10%	5%	217
16 to 25 years	15%	28%	45%	8%	4%	181
More than 25 years	14%	31%	44%	8%	4%	302

q3e: Do you favor or oppose the Town of Sturbridge providing more of the following amenities? - Horseback riding / Equestrian trails

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>7%</b>	<b>16%</b>	<b>59%</b>	<b>15%</b>	<b>4%</b>	<b>890</b>
<b>Area of Sturbridge</b>						
Area A - North / West	6%	16%	57%	16%	5%	312
Area B - North / East	7%	15%	59%	16%	4%	312
Area C - South / West	8%	13%	60%	16%	3%	107
Area D - South / East	6%	19%	61%	10%	5%	140
<b>Age</b>						
18 to 29	6%	12%	74%	9%	0%	34
30 to 39	11%	18%	59%	10%	3%	146
40 to 49	7%	16%	63%	11%	4%	168
50 to 59	8%	19%	52%	17%	5%	178
60 to 69	5%	13%	63%	16%	3%	188
70 or older	3%	17%	53%	21%	6%	133
<b>Education</b>						
High school or less	7%	17%	61%	11%	5%	138
Some College	6%	21%	57%	10%	6%	178
College Graduate	7%	14%	61%	15%	4%	303
Postgraduate Work	6%	14%	57%	19%	3%	262
<b>Income</b>						
Less than \$30,000	10%	19%	56%	12%	3%	73
\$30,000 - \$44,999	4%	21%	51%	20%	3%	70
\$45,000 - \$59,999	10%	22%	58%	8%	2%	60
\$60,000 - \$74,999	6%	9%	62%	17%	5%	95
\$75,000 - \$99,999	5%	24%	53%	11%	6%	111
\$100,000 - \$149,000	9%	14%	62%	11%	3%	222
\$150,000 or more	4%	14%	57%	20%	5%	124
<b>Own or Rent Home</b>						
Own	7%	16%	59%	15%	4%	842
Rent	3%	17%	69%	7%	3%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	8%	18%	58%	13%	3%	177
6 to 15 years	6%	18%	59%	13%	5%	216
16 to 25 years	8%	14%	60%	13%	5%	185
More than 25 years	6%	14%	59%	17%	4%	304

q3f: Do you favor or oppose the Town of Sturbridge providing more of the following amenities? - Tennis courts

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>10%</b>	<b>25%</b>	<b>51%</b>	<b>11%</b>	<b>3%</b>	<b>889</b>
<b>Area of Sturbridge</b>						
Area A - North / West	10%	26%	49%	12%	4%	309
Area B - North / East	11%	27%	47%	11%	3%	314
Area C - South / West	8%	21%	58%	13%	0%	106
Area D - South / East	6%	23%	58%	8%	4%	142
<b>Age</b>						
18 to 29	6%	26%	53%	15%	0%	34
30 to 39	17%	27%	48%	7%	1%	147
40 to 49	11%	28%	51%	10%	1%	168
50 to 59	9%	20%	53%	13%	5%	176
60 to 69	10%	22%	55%	10%	3%	190
70 or older	5%	27%	49%	15%	5%	129
<b>Education</b>						
High school or less	5%	23%	59%	12%	1%	137
Some College	6%	21%	58%	10%	4%	178
College Graduate	10%	28%	48%	11%	3%	301
Postgraduate Work	14%	25%	47%	11%	3%	264
<b>Income</b>						
Less than \$30,000	7%	19%	58%	14%	3%	73
\$30,000 - \$44,999	7%	26%	52%	7%	7%	69
\$45,000 - \$59,999	7%	28%	50%	16%	0%	58
\$60,000 - \$74,999	9%	15%	60%	12%	3%	97
\$75,000 - \$99,999	12%	29%	46%	8%	5%	112
\$100,000 - \$149,000	13%	30%	48%	8%	1%	222
\$150,000 or more	12%	26%	47%	12%	2%	123
<b>Own or Rent Home</b>						
Own	10%	26%	50%	11%	3%	841
Rent	7%	10%	79%	3%	0%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	13%	27%	50%	8%	2%	177
6 to 15 years	10%	21%	54%	12%	3%	218
16 to 25 years	11%	28%	49%	9%	3%	183
More than 25 years	8%	25%	52%	12%	4%	301



q3g: Do you favor or oppose the Town of Sturbridge providing more of the following amenities? - 4-wheeling / ATV / Snowmobiling trails

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>6%</b>	<b>10%</b>	<b>33%</b>	<b>28%</b>	<b>23%</b>	<b>889</b>
<b>Area of Sturbridge</b>						
Area A - North / West	5%	11%	30%	29%	24%	312
Area B - North / East	6%	8%	34%	27%	25%	314
Area C - South / West	10%	12%	32%	31%	14%	105
Area D - South / East	5%	13%	35%	25%	21%	142
<b>Age</b>						
18 to 29	18%	18%	44%	12%	9%	34
30 to 39	11%	12%	33%	27%	16%	148
40 to 49	8%	13%	35%	24%	20%	168
50 to 59	3%	13%	28%	28%	27%	179
60 to 69	3%	6%	33%	33%	25%	187
70 or older	4%	8%	33%	31%	24%	130
<b>Education</b>						
High school or less	9%	12%	43%	22%	13%	139
Some College	4%	16%	31%	27%	23%	177
College Graduate	7%	11%	34%	30%	19%	301
Postgraduate Work	5%	6%	28%	29%	32%	264
<b>Income</b>						
Less than \$30,000	8%	14%	32%	25%	21%	72
\$30,000 - \$44,999	4%	14%	35%	22%	25%	69
\$45,000 - \$59,999	10%	15%	37%	23%	15%	60
\$60,000 - \$74,999	7%	6%	33%	32%	21%	96
\$75,000 - \$99,999	3%	10%	35%	26%	26%	110
\$100,000 - \$149,000	8%	12%	34%	30%	16%	224
\$150,000 or more	5%	6%	27%	27%	34%	124
<b>Own or Rent Home</b>						
Own	6%	10%	33%	28%	23%	841
Rent	7%	17%	31%	28%	17%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	7%	13%	34%	27%	19%	176
6 to 15 years	7%	13%	33%	27%	20%	217
16 to 25 years	5%	11%	33%	26%	25%	186
More than 25 years	5%	7%	33%	31%	25%	301

q3h: Do you favor or oppose the Town of Sturbridge providing more of the following amenities? - Canoe / Kayak public access

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>24%</b>	<b>44%</b>	<b>28%</b>	<b>3%</b>	<b>2%</b>	<b>891</b>
<b>Area of Sturbridge</b>						
Area A - North / West	27%	43%	24%	3%	3%	310
Area B - North / East	24%	46%	26%	2%	2%	315
Area C - South / West	22%	38%	37%	3%	1%	106
Area D - South / East	18%	46%	31%	3%	1%	143
<b>Age</b>						
18 to 29	32%	44%	24%	0%	0%	34
30 to 39	30%	47%	22%	1%	1%	148
40 to 49	23%	45%	29%	2%	1%	167
50 to 59	28%	47%	21%	3%	2%	178
60 to 69	23%	42%	30%	4%	2%	189
70 or older	10%	44%	36%	4%	6%	131
<b>Education</b>						
High school or less	14%	39%	38%	6%	4%	140
Some College	17%	49%	29%	2%	3%	179
College Graduate	25%	43%	27%	2%	2%	299
Postgraduate Work	32%	44%	21%	2%	1%	265
<b>Income</b>						
Less than \$30,000	17%	41%	32%	7%	4%	76
\$30,000 - \$44,999	15%	53%	23%	5%	5%	66
\$45,000 - \$59,999	22%	42%	32%	2%	2%	59
\$60,000 - \$74,999	18%	46%	33%	1%	2%	96
\$75,000 - \$99,999	26%	46%	27%	2%	0%	113
\$100,000 - \$149,000	31%	45%	21%	1%	2%	222
\$150,000 or more	28%	44%	25%	2%	1%	123
<b>Own or Rent Home</b>						
Own	23%	44%	28%	3%	2%	842
Rent	28%	41%	28%	3%	0%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	30%	46%	22%	1%	1%	177
6 to 15 years	22%	42%	32%	3%	1%	218
16 to 25 years	29%	41%	25%	3%	2%	185
More than 25 years	18%	46%	30%	3%	3%	302

q3i: Do you favor or oppose the Town of Sturbridge providing more of the following amenities? - Dedicated bike routes

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>37%</b>	<b>42%</b>	<b>17%</b>	<b>2%</b>	<b>1%</b>	<b>898</b>
<b>Area of Sturbridge</b>						
Area A - North / West	36%	41%	19%	3%	1%	314
Area B - North / East	44%	40%	13%	2%	1%	316
Area C - South / West	30%	45%	21%	5%	0%	107
Area D - South / East	29%	49%	20%	1%	1%	143
<b>Age</b>						
18 to 29	41%	38%	18%	3%	0%	34
30 to 39	53%	34%	12%	0%	1%	149
40 to 49	40%	45%	12%	3%	1%	167
50 to 59	37%	43%	17%	1%	2%	180
60 to 69	36%	45%	15%	3%	1%	190
70 or older	14%	48%	33%	4%	2%	132
<b>Education</b>						
High school or less	19%	49%	27%	4%	1%	140
Some College	30%	44%	22%	2%	2%	180
College Graduate	37%	45%	16%	1%	1%	304
Postgraduate Work	51%	34%	12%	3%	1%	265
<b>Income</b>						
Less than \$30,000	19%	53%	27%	1%	0%	74
\$30,000 - \$44,999	26%	54%	13%	4%	3%	70
\$45,000 - \$59,999	25%	45%	28%	0%	2%	60
\$60,000 - \$74,999	36%	44%	14%	3%	2%	97
\$75,000 - \$99,999	46%	40%	10%	2%	2%	112
\$100,000 - \$149,000	41%	41%	17%	1%	0%	224
\$150,000 or more	50%	36%	10%	3%	1%	124
<b>Own or Rent Home</b>						
Own	37%	42%	17%	2%	1%	848
Rent	28%	55%	17%	0%	0%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	42%	38%	19%	2%	1%	178
6 to 15 years	39%	40%	17%	2%	1%	218
16 to 25 years	41%	46%	13%	0%	0%	186
More than 25 years	29%	45%	20%	4%	2%	306

q3j: Do you favor or oppose the Town of Sturbridge providing more of the following amenities? - Ice skating

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>17%</b>	<b>37%</b>	<b>39%</b>	<b>4%</b>	<b>2%</b>	<b>894</b>
<b>Area of Sturbridge</b>						
Area A - North / West	16%	35%	41%	6%	2%	313
Area B - North / East	18%	39%	37%	4%	3%	313
Area C - South / West	15%	30%	47%	5%	3%	106
Area D - South / East	18%	40%	36%	3%	2%	143
<b>Age</b>						
18 to 29	29%	38%	32%	0%	0%	34
30 to 39	30%	34%	32%	3%	1%	149
40 to 49	17%	40%	36%	5%	1%	167
50 to 59	17%	37%	39%	3%	4%	180
60 to 69	12%	40%	42%	5%	2%	189
70 or older	8%	34%	50%	4%	5%	131
<b>Education</b>						
High school or less	15%	34%	44%	4%	2%	137
Some College	11%	40%	42%	4%	3%	180
College Graduate	17%	37%	40%	4%	1%	302
Postgraduate Work	22%	36%	35%	5%	3%	266
<b>Income</b>						
Less than \$30,000	13%	43%	38%	4%	3%	72
\$30,000 - \$44,999	10%	34%	49%	4%	3%	70
\$45,000 - \$59,999	17%	34%	49%	0%	0%	59
\$60,000 - \$74,999	12%	36%	47%	2%	2%	97
\$75,000 - \$99,999	17%	42%	35%	4%	3%	112
\$100,000 - \$149,000	23%	37%	34%	4%	2%	224
\$150,000 or more	21%	40%	31%	5%	4%	124
<b>Own or Rent Home</b>						
Own	17%	37%	39%	4%	2%	847
Rent	11%	39%	50%	0%	0%	28
<b>Years Lived in Sturbridge</b>						
5 years or less	21%	33%	40%	5%	1%	178
6 to 15 years	19%	35%	38%	5%	2%	220
16 to 25 years	18%	39%	38%	3%	3%	188
More than 25 years	13%	40%	40%	3%	3%	299

q3k: Do you favor or oppose the Town of Sturbridge providing more of the following amenities? - Hunting areas

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>5%</b>	<b>11%</b>	<b>33%</b>	<b>27%</b>	<b>24%</b>	<b>889</b>
<b>Area of Sturbridge</b>						
Area A - North / West	5%	9%	33%	26%	26%	311
Area B - North / East	5%	8%	32%	28%	26%	314
Area C - South / West	6%	15%	33%	29%	17%	105
Area D - South / East	7%	15%	32%	25%	20%	142
<b>Age</b>						
18 to 29	3%	15%	21%	41%	21%	34
30 to 39	6%	9%	33%	26%	26%	148
40 to 49	7%	7%	40%	19%	28%	167
50 to 59	5%	14%	25%	31%	25%	180
60 to 69	5%	10%	30%	32%	24%	187
70 or older	5%	13%	43%	22%	18%	130
<b>Education</b>						
High school or less	9%	16%	40%	23%	12%	140
Some College	5%	13%	36%	22%	24%	176
College Graduate	5%	9%	30%	33%	23%	300
Postgraduate Work	4%	8%	30%	25%	33%	264
<b>Income</b>						
Less than \$30,000	7%	15%	32%	28%	19%	75
\$30,000 - \$44,999	3%	17%	42%	23%	15%	66
\$45,000 - \$59,999	5%	18%	33%	25%	18%	60
\$60,000 - \$74,999	10%	8%	30%	31%	20%	96
\$75,000 - \$99,999	4%	13%	32%	23%	28%	111
\$100,000 - \$149,000	6%	10%	32%	26%	26%	224
\$150,000 or more	5%	6%	33%	28%	28%	123
<b>Own or Rent Home</b>						
Own	5%	11%	33%	27%	24%	840
Rent	7%	7%	31%	34%	21%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	5%	11%	34%	27%	23%	177
6 to 15 years	5%	8%	33%	26%	28%	214
16 to 25 years	4%	9%	32%	28%	27%	184
More than 25 years	6%	13%	34%	27%	21%	304

q31: Do you favor or oppose the Town of Sturbridge providing more of the following amenities? - Indoor sports recreation facilities

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>25%</b>	<b>32%</b>	<b>28%</b>	<b>10%</b>	<b>5%</b>	<b>895</b>
<b>Area of Sturbridge</b>						
Area A - North / West	26%	32%	27%	10%	6%	312
Area B - North / East	29%	30%	27%	9%	4%	317
Area C - South / West	16%	34%	34%	14%	1%	105
Area D - South / East	23%	34%	27%	10%	6%	143
<b>Age</b>						
18 to 29	32%	38%	24%	6%	0%	34
30 to 39	41%	30%	21%	6%	2%	148
40 to 49	37%	34%	19%	7%	4%	167
50 to 59	24%	27%	29%	14%	6%	180
60 to 69	17%	33%	33%	11%	6%	186
70 or older	9%	35%	40%	11%	5%	136
<b>Education</b>						
High school or less	19%	40%	34%	6%	1%	140
Some College	21%	32%	31%	12%	4%	180
College Graduate	29%	31%	25%	9%	6%	305
Postgraduate Work	28%	29%	26%	11%	5%	261
<b>Income</b>						
Less than \$30,000	18%	34%	37%	8%	3%	76
\$30,000 - \$44,999	21%	47%	21%	7%	5%	73
\$45,000 - \$59,999	18%	37%	37%	2%	7%	60
\$60,000 - \$74,999	19%	31%	30%	17%	2%	93
\$75,000 - \$99,999	23%	30%	26%	14%	6%	111
\$100,000 - \$149,000	33%	34%	26%	4%	3%	224
\$150,000 or more	39%	23%	23%	10%	6%	124
<b>Own or Rent Home</b>						
Own	26%	32%	28%	10%	5%	846
Rent	17%	41%	21%	17%	3%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	29%	33%	27%	7%	4%	176
6 to 15 years	31%	34%	22%	10%	4%	219
16 to 25 years	26%	32%	28%	10%	4%	185
More than 25 years	19%	31%	32%	11%	6%	305

q3m: Do you favor or oppose the Town of Sturbridge providing more of the following amenities? - Picnic areas

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>23%</b>	<b>47%</b>	<b>26%</b>	<b>3%</b>	<b>1%</b>	<b>902</b>
<b>Area of Sturbridge</b>						
Area A - North / West	24%	47%	25%	3%	1%	312
Area B - North / East	24%	46%	27%	2%	1%	318
Area C - South / West	20%	43%	32%	6%	0%	107
Area D - South / East	17%	54%	24%	4%	1%	144
<b>Age</b>						
18 to 29	21%	65%	12%	3%	0%	34
30 to 39	38%	41%	19%	1%	0%	147
40 to 49	20%	49%	29%	2%	0%	168
50 to 59	21%	45%	29%	4%	1%	179
60 to 69	17%	53%	27%	2%	1%	189
70 or older	16%	49%	26%	6%	2%	140
<b>Education</b>						
High school or less	22%	44%	29%	6%	0%	143
Some College	17%	51%	29%	2%	2%	182
College Graduate	24%	48%	25%	2%	0%	305
Postgraduate Work	24%	47%	25%	3%	1%	262
<b>Income</b>						
Less than \$30,000	21%	55%	19%	4%	1%	78
\$30,000 - \$44,999	19%	47%	28%	4%	1%	72
\$45,000 - \$59,999	23%	47%	25%	5%	0%	60
\$60,000 - \$74,999	20%	49%	28%	2%	1%	96
\$75,000 - \$99,999	20%	53%	26%	2%	0%	112
\$100,000 - \$149,000	28%	47%	22%	3%	0%	224
\$150,000 or more	21%	46%	29%	2%	2%	122
<b>Own or Rent Home</b>						
Own	22%	48%	27%	3%	1%	853
Rent	21%	66%	14%	0%	0%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	33%	46%	19%	2%	0%	177
6 to 15 years	25%	45%	26%	3%	1%	220
16 to 25 years	15%	52%	29%	3%	1%	188
More than 25 years	19%	48%	29%	4%	1%	307

q4: Would you like to see more open space and recreation areas in your neighborhood (or area of town)?

	Yes	No	Number Responding
<b>All Sturbridge Adults</b>	<b>70%</b>	<b>30%</b>	<b>751</b>
<b>Area of Sturbridge</b>			
Area A - North / West	71%	29%	268
Area B - North / East	70%	30%	271
Area C - South / West	63%	37%	86
Area D - South / East	71%	29%	110
<b>Age</b>			
18 to 29	76%	24%	29
30 to 39	87%	13%	137
40 to 49	77%	23%	146
50 to 59	65%	35%	147
60 to 69	66%	34%	149
70 or older	53%	47%	110
<b>Education</b>			
High school or less	61%	39%	114
Some College	66%	34%	150
College Graduate	72%	28%	251
Postgraduate Work	75%	25%	229
<b>Income</b>			
Less than \$30,000	68%	32%	66
\$30,000 - \$44,999	59%	41%	58
\$45,000 - \$59,999	65%	35%	49
\$60,000 - \$74,999	68%	32%	81
\$75,000 - \$99,999	72%	28%	89
\$100,000 - \$149,000	78%	22%	190
\$150,000 or more	77%	23%	113
<b>Own or Rent Home</b>			
Own	69%	31%	711
Rent	88%	12%	25
<b>Years Lived in Sturbridge</b>			
5 years or less	75%	25%	163
6 to 15 years	71%	29%	183
16 to 25 years	75%	25%	153
More than 25 years	62%	38%	245



q5a: How many times per year do you typically use the following publically accessible property in Sturbridge? - Streeter beach recreation area

	Never Heard of	1 - 3 Times	4 - 6 Times	7 or More Times	Would Like to Visit	Have No Plans to Visit	Number Responding
<b>All Sturbridge Adults</b>	<b>11%</b>	<b>26%</b>	<b>5%</b>	<b>6%</b>	<b>12%</b>	<b>39%</b>	<b>895</b>
<b>Area of Sturbridge</b>							
Area A - North / West	9%	24%	6%	8%	11%	41%	314
Area B - North / East	12%	28%	3%	4%	14%	39%	316
Area C - South / West	11%	28%	8%	9%	5%	40%	105
Area D - South / East	15%	24%	4%	4%	16%	36%	143
<b>Age</b>							
18 to 29	20%	34%	3%	3%	11%	29%	35
30 to 39	16%	29%	5%	11%	22%	17%	150
40 to 49	12%	30%	5%	9%	12%	32%	169
50 to 59	6%	34%	6%	5%	12%	37%	177
60 to 69	9%	20%	5%	5%	10%	51%	186
70 or older	13%	16%	4%	1%	8%	59%	135
<b>Education</b>							
High school or less	9%	20%	2%	8%	9%	52%	141
Some College	12%	22%	5%	5%	12%	43%	183
College Graduate	9%	28%	6%	6%	16%	34%	298
Postgraduate Work	14%	29%	5%	6%	11%	35%	267
<b>Income</b>							
Less than \$30,000	15%	13%	4%	8%	14%	48%	80
\$30,000 - \$44,999	6%	29%	6%	3%	16%	41%	70
\$45,000 - \$59,999	10%	20%	7%	3%	7%	53%	60
\$60,000 - \$74,999	15%	28%	5%	8%	12%	32%	95
\$75,000 - \$99,999	7%	37%	5%	8%	15%	28%	115
\$100,000 - \$149,000	14%	28%	4%	7%	14%	33%	224
\$150,000 or more	13%	25%	9%	4%	8%	41%	120
<b>Own or Rent Home</b>							
Own	11%	26%	5%	6%	12%	40%	849
Rent	21%	32%	0%	7%	14%	25%	28
<b>Years Lived in Sturbridge</b>							
5 years or less	25%	22%	7%	7%	22%	17%	173
6 to 15 years	14%	27%	5%	10%	13%	31%	219
16 to 25 years	5%	34%	3%	4%	11%	43%	187
More than 25 years	5%	22%	6%	5%	7%	55%	308

q5b: How many times per year do you typically use the following publically accessible property in Sturbridge? - Cedar Lake / Town recreation area

	Never Heard of	1 - 3 Times	4 - 6 Times	7 or More Times	Would Like to Visit	Have No Plans to Visit	Number Responding
<b>All Sturbridge Adults</b>	3%	27%	9%	12%	10%	39%	898
<b>Area of Sturbridge</b>							
Area A - North / West	3%	28%	10%	16%	9%	34%	316
Area B - North / East	2%	28%	10%	12%	10%	39%	317
Area C - South / West	6%	24%	9%	8%	9%	43%	106
Area D - South / East	6%	27%	7%	8%	13%	39%	142
<b>Age</b>							
18 to 29	9%	26%	17%	11%	14%	23%	35
30 to 39	3%	32%	14%	23%	15%	13%	149
40 to 49	3%	32%	15%	16%	8%	25%	170
50 to 59	3%	30%	7%	12%	8%	41%	182
60 to 69	2%	25%	5%	8%	8%	54%	186
70 or older	5%	18%	4%	4%	12%	57%	134
<b>Education</b>							
High school or less	4%	19%	9%	11%	9%	48%	140
Some College	3%	23%	6%	8%	10%	49%	181
College Graduate	4%	33%	10%	13%	10%	31%	304
Postgraduate Work	2%	28%	11%	15%	10%	35%	267
<b>Income</b>							
Less than \$30,000	8%	14%	4%	12%	14%	49%	78
\$30,000 - \$44,999	6%	30%	4%	8%	10%	42%	71
\$45,000 - \$59,999	0%	26%	11%	8%	10%	44%	61
\$60,000 - \$74,999	3%	26%	9%	12%	9%	40%	95
\$75,000 - \$99,999	4%	26%	16%	13%	9%	32%	115
\$100,000 - \$149,000	3%	30%	8%	19%	10%	30%	228
\$150,000 or more	2%	32%	14%	9%	11%	33%	122
<b>Own or Rent Home</b>							
Own	3%	27%	10%	12%	10%	39%	851
Rent	7%	41%	7%	14%	14%	17%	29
<b>Years Lived in Sturbridge</b>							
5 years or less	6%	29%	10%	16%	20%	18%	174
6 to 15 years	4%	34%	10%	13%	10%	29%	218
16 to 25 years	2%	26%	11%	14%	6%	41%	190
More than 25 years	2%	21%	7%	9%	6%	55%	308

q5c: How many times per year do you typically use the following publically accessible property in Sturbridge? - Wells State Park

	Never Heard of	1 - 3 Times	4 - 6 Times	7 or More Times	Would Like to Visit	Have No Plans to Visit	Number Responding
<b>All Sturbridge Adults</b>	3%	32%	10%	16%	14%	26%	898
<b>Area of Sturbridge</b>							
Area A - North / West	1%	30%	11%	12%	18%	27%	315
Area B - North / East	3%	31%	12%	26%	9%	19%	318
Area C - South / West	2%	31%	8%	10%	12%	37%	108
Area D - South / East	6%	39%	6%	6%	14%	29%	140
<b>Age</b>							
18 to 29	3%	31%	26%	14%	17%	9%	35
30 to 39	3%	43%	11%	22%	13%	7%	150
40 to 49	2%	38%	9%	21%	15%	15%	170
50 to 59	2%	34%	13%	14%	12%	25%	181
60 to 69	2%	23%	9%	16%	16%	34%	184
70 or older	4%	20%	4%	8%	9%	54%	135
<b>Education</b>							
High school or less	5%	25%	4%	8%	13%	45%	134
Some College	1%	28%	8%	15%	14%	35%	185
College Graduate	3%	35%	11%	15%	15%	21%	306
Postgraduate Work	1%	36%	13%	21%	12%	16%	267
<b>Income</b>							
Less than \$30,000	6%	22%	3%	11%	14%	44%	79
\$30,000 - \$44,999	6%	33%	4%	16%	10%	31%	70
\$45,000 - \$59,999	0%	28%	10%	12%	23%	27%	60
\$60,000 - \$74,999	5%	25%	14%	14%	14%	28%	95
\$75,000 - \$99,999	0%	37%	18%	15%	16%	15%	114
\$100,000 - \$149,000	2%	34%	11%	22%	15%	16%	228
\$150,000 or more	3%	38%	13%	16%	13%	19%	120
<b>Own or Rent Home</b>							
Own	3%	31%	10%	16%	14%	26%	851
Rent	3%	48%	3%	21%	3%	21%	29
<b>Years Lived in Sturbridge</b>							
5 years or less	3%	38%	11%	19%	17%	12%	175
6 to 15 years	3%	38%	12%	17%	15%	16%	218
16 to 25 years	2%	33%	11%	15%	13%	26%	188
More than 25 years	2%	24%	7%	14%	12%	42%	309

q5d: How many times per year do you typically use the following publically accessible property in Sturbridge? - Westville Recreation Area

	Never Heard of	1 - 3 Times	4 - 6 Times	7 or More Times	Would Like to Visit	Have No Plans to Visit	Number Responding
<b>All Sturbridge Adults</b>	<b>4%</b>	<b>31%</b>	<b>13%</b>	<b>24%</b>	<b>9%</b>	<b>19%</b>	<b>894</b>
<b>Area of Sturbridge</b>							
Area A - North / West	6%	30%	10%	21%	12%	21%	311
Area B - North / East	4%	31%	12%	24%	10%	18%	318
Area C - South / West	3%	33%	18%	18%	6%	22%	105
Area D - South / East	3%	29%	12%	39%	5%	12%	143
<b>Age</b>							
18 to 29	6%	15%	9%	47%	15%	9%	34
30 to 39	10%	26%	16%	32%	10%	6%	150
40 to 49	4%	29%	19%	28%	8%	13%	167
50 to 59	4%	35%	12%	22%	9%	18%	184
60 to 69	1%	34%	9%	21%	9%	26%	186
70 or older	5%	31%	9%	12%	12%	31%	131
<b>Education</b>							
High school or less	3%	32%	12%	23%	7%	23%	136
Some College	3%	31%	9%	22%	11%	24%	179
College Graduate	5%	33%	15%	22%	8%	17%	304
Postgraduate Work	6%	26%	13%	29%	12%	14%	268
<b>Income</b>							
Less than \$30,000	5%	27%	6%	24%	10%	28%	79
\$30,000 - \$44,999	4%	34%	9%	22%	10%	21%	68
\$45,000 - \$59,999	0%	36%	16%	25%	7%	16%	61
\$60,000 - \$74,999	8%	31%	11%	28%	7%	15%	95
\$75,000 - \$99,999	3%	25%	16%	31%	14%	11%	112
\$100,000 - \$149,000	4%	29%	15%	29%	9%	14%	228
\$150,000 or more	7%	37%	11%	16%	10%	19%	123
<b>Own or Rent Home</b>							
Own	4%	30%	13%	24%	10%	19%	848
Rent	7%	41%	3%	31%	7%	10%	29
<b>Years Lived in Sturbridge</b>							
5 years or less	10%	32%	13%	29%	10%	6%	177
6 to 15 years	7%	29%	12%	27%	9%	16%	217
16 to 25 years	1%	37%	12%	23%	10%	17%	189
More than 25 years	1%	27%	13%	20%	9%	29%	303

q5e: How many times per year do you typically use the following publically accessible property in Sturbridge? - Old Sturbridge Village

	Never Heard of	1 - 3 Times	4 - 6 Times	7 or More Times	Would Like to Visit	Have No Plans to Visit	Number Responding
<b>All Sturbridge Adults</b>	1%	39%	18%	28%	4%	9%	915
<b>Area of Sturbridge</b>							
Area A - North / West	1%	40%	18%	30%	5%	6%	319
Area B - North / East	1%	36%	22%	27%	4%	9%	323
Area C - South / West	0%	41%	17%	27%	3%	12%	109
Area D - South / East	2%	43%	14%	22%	5%	14%	147
<b>Age</b>							
18 to 29	0%	49%	11%	20%	11%	9%	35
30 to 39	0%	25%	20%	47%	4%	4%	150
40 to 49	0%	39%	18%	30%	4%	10%	168
50 to 59	2%	46%	16%	22%	3%	11%	185
60 to 69	0%	42%	20%	28%	3%	7%	193
70 or older	4%	43%	20%	14%	5%	13%	141
<b>Education</b>							
High school or less	2%	45%	17%	14%	6%	16%	146
Some College	2%	42%	19%	17%	7%	14%	185
College Graduate	1%	40%	19%	32%	2%	7%	307
Postgraduate Work	0%	34%	18%	38%	4%	5%	270
<b>Income</b>							
Less than \$30,000	2%	40%	20%	18%	2%	17%	82
\$30,000 - \$44,999	3%	42%	22%	18%	3%	14%	74
\$45,000 - \$59,999	0%	47%	12%	27%	3%	10%	59
\$60,000 - \$74,999	2%	39%	13%	26%	4%	15%	99
\$75,000 - \$99,999	0%	39%	21%	29%	6%	5%	115
\$100,000 - \$149,000	0%	39%	18%	32%	4%	6%	228
\$150,000 or more	1%	40%	25%	27%	4%	3%	124
<b>Own or Rent Home</b>							
Own	1%	40%	18%	28%	4%	9%	867
Rent	0%	33%	23%	17%	7%	20%	30
<b>Years Lived in Sturbridge</b>							
5 years or less	0%	36%	16%	34%	5%	9%	180
6 to 15 years	2%	33%	23%	32%	4%	7%	223
16 to 25 years	1%	49%	13%	24%	5%	9%	193
More than 25 years	1%	41%	20%	23%	5%	11%	311

q5f: How many times per year do you typically use the following publically accessible property in Sturbridge? - Town common

	Never Heard of	1 - 3 Times	4 - 6 Times	7 or More Times	Would Like to Visit	Have No Plans to Visit	Number Responding
<b>All Sturbridge Adults</b>	<b>1%</b>	<b>40%</b>	<b>24%</b>	<b>22%</b>	<b>3%</b>	<b>10%</b>	<b>915</b>
<b>Area of Sturbridge</b>							
Area A - North / West	1%	43%	24%	20%	3%	8%	320
Area B - North / East	1%	40%	24%	23%	3%	10%	323
Area C - South / West	1%	36%	27%	24%	4%	9%	109
Area D - South / East	3%	39%	20%	21%	3%	14%	146
<b>Age</b>							
18 to 29	0%	54%	11%	9%	9%	17%	35
30 to 39	1%	41%	26%	19%	5%	7%	149
40 to 49	0%	39%	25%	21%	2%	14%	170
50 to 59	2%	46%	23%	20%	4%	6%	184
60 to 69	1%	37%	27%	23%	3%	9%	193
70 or older	4%	32%	21%	28%	3%	12%	141
<b>Education</b>							
High school or less	2%	40%	21%	18%	5%	14%	146
Some College	2%	46%	21%	16%	3%	12%	185
College Graduate	2%	39%	26%	24%	4%	6%	308
Postgraduate Work	0%	36%	25%	25%	3%	11%	269
<b>Income</b>							
Less than \$30,000	5%	35%	23%	19%	6%	12%	83
\$30,000 - \$44,999	3%	35%	35%	18%	1%	8%	74
\$45,000 - \$59,999	0%	43%	17%	32%	2%	7%	60
\$60,000 - \$74,999	2%	39%	28%	20%	4%	7%	98
\$75,000 - \$99,999	0%	32%	30%	20%	3%	15%	115
\$100,000 - \$149,000	1%	43%	19%	24%	4%	9%	229
\$150,000 or more	0%	48%	23%	18%	2%	10%	124
<b>Own or Rent Home</b>							
Own	1%	40%	24%	21%	3%	10%	867
Rent	0%	38%	21%	28%	3%	10%	29
<b>Years Lived in Sturbridge</b>							
5 years or less	1%	40%	25%	16%	6%	12%	178
6 to 15 years	2%	40%	26%	22%	2%	9%	224
16 to 25 years	2%	45%	25%	20%	2%	7%	191
More than 25 years	1%	38%	21%	25%	4%	11%	314

q6a: Do you favor or oppose the following type of development being expanded in Sturbridge? - Historic / Cultural museums

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>24%</b>	<b>40%</b>	<b>30%</b>	<b>5%</b>	<b>2%</b>	<b>896</b>
<b>Area of Sturbridge</b>						
Area A - North / West	25%	40%	29%	4%	3%	313
Area B - North / East	26%	37%	30%	5%	1%	319
Area C - South / West	20%	47%	27%	6%	0%	108
Area D - South / East	20%	43%	33%	2%	3%	138
<b>Age</b>						
18 to 29	17%	40%	34%	9%	0%	35
30 to 39	25%	35%	34%	3%	3%	150
40 to 49	21%	42%	29%	8%	1%	165
50 to 59	26%	41%	30%	2%	1%	180
60 to 69	28%	40%	25%	6%	2%	191
70 or older	22%	40%	32%	3%	2%	131
<b>Education</b>						
High school or less	24%	34%	32%	9%	1%	143
Some College	19%	42%	32%	4%	3%	180
College Graduate	24%	41%	29%	4%	2%	304
Postgraduate Work	28%	41%	27%	3%	0%	262
<b>Income</b>						
Less than \$30,000	21%	43%	27%	8%	1%	77
\$30,000 - \$44,999	32%	32%	28%	8%	0%	72
\$45,000 - \$59,999	28%	45%	24%	3%	0%	58
\$60,000 - \$74,999	24%	41%	28%	3%	3%	95
\$75,000 - \$99,999	16%	48%	30%	4%	3%	114
\$100,000 - \$149,000	22%	38%	34%	4%	2%	228
\$150,000 or more	25%	39%	30%	5%	1%	122
<b>Own or Rent Home</b>						
Own	23%	41%	29%	5%	2%	849
Rent	29%	25%	43%	4%	0%	28
<b>Years Lived in Sturbridge</b>						
5 years or less	26%	37%	30%	5%	2%	174
6 to 15 years	24%	37%	33%	5%	2%	217
16 to 25 years	22%	48%	24%	5%	1%	185
More than 25 years	25%	39%	31%	4%	2%	311

q6b: Do you favor or oppose the following type of development being expanded in Sturbridge? - Art galleries, boutiques, small retail shops

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>30%</b>	<b>41%</b>	<b>24%</b>	<b>4%</b>	<b>1%</b>	<b>897</b>
<b>Area of Sturbridge</b>						
Area A - North / West	32%	41%	22%	4%	1%	312
Area B - North / East	32%	40%	22%	4%	2%	321
Area C - South / West	26%	47%	23%	3%	1%	108
Area D - South / East	24%	40%	30%	4%	1%	138
<b>Age</b>						
18 to 29	34%	37%	17%	6%	6%	35
30 to 39	34%	41%	21%	4%	1%	150
40 to 49	28%	43%	25%	4%	0%	169
50 to 59	32%	43%	21%	3%	1%	182
60 to 69	28%	38%	28%	5%	1%	188
70 or older	24%	47%	23%	3%	2%	129
<b>Education</b>						
High school or less	22%	38%	31%	7%	1%	138
Some College	25%	45%	23%	4%	3%	181
College Graduate	31%	42%	22%	5%	1%	306
Postgraduate Work	37%	40%	22%	2%	0%	265
<b>Income</b>						
Less than \$30,000	29%	35%	29%	5%	1%	75
\$30,000 - \$44,999	20%	44%	25%	9%	1%	75
\$45,000 - \$59,999	25%	42%	32%	2%	0%	60
\$60,000 - \$74,999	29%	41%	22%	5%	2%	94
\$75,000 - \$99,999	22%	56%	19%	2%	1%	113
\$100,000 - \$149,000	33%	39%	21%	5%	2%	227
\$150,000 or more	33%	43%	21%	3%	0%	124
<b>Own or Rent Home</b>						
Own	30%	42%	23%	4%	1%	849
Rent	21%	38%	31%	7%	3%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	32%	43%	22%	2%	1%	176
6 to 15 years	33%	38%	24%	5%	0%	220
16 to 25 years	33%	45%	18%	3%	1%	187
More than 25 years	26%	40%	28%	5%	2%	305



q6c: Do you favor or oppose the following type of development being expanded in Sturbridge? - Amusement / Theme parks

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>12%</b>	<b>17%</b>	<b>21%</b>	<b>27%</b>	<b>23%</b>	<b>893</b>
<b>Area of Sturbridge</b>						
Area A - North / West	13%	17%	19%	30%	21%	310
Area B - North / East	10%	18%	23%	25%	25%	317
Area C - South / West	10%	17%	21%	27%	25%	106
Area D - South / East	13%	13%	23%	30%	21%	142
<b>Age</b>						
18 to 29	11%	11%	14%	37%	26%	35
30 to 39	10%	17%	19%	31%	24%	150
40 to 49	14%	20%	20%	28%	18%	169
50 to 59	15%	20%	18%	25%	22%	181
60 to 69	10%	14%	24%	26%	26%	190
70 or older	8%	19%	25%	25%	23%	127
<b>Education</b>						
High school or less	16%	21%	24%	21%	18%	141
Some College	10%	19%	23%	31%	17%	176
College Graduate	12%	17%	19%	28%	23%	302
Postgraduate Work	10%	13%	19%	28%	29%	267
<b>Income</b>						
Less than \$30,000	13%	17%	26%	27%	18%	78
\$30,000 - \$44,999	9%	23%	24%	23%	21%	70
\$45,000 - \$59,999	23%	13%	20%	25%	18%	60
\$60,000 - \$74,999	7%	20%	22%	27%	23%	95
\$75,000 - \$99,999	9%	18%	24%	29%	21%	112
\$100,000 - \$149,000	13%	16%	23%	29%	19%	228
\$150,000 or more	12%	18%	13%	28%	29%	124
<b>Own or Rent Home</b>						
Own	12%	17%	21%	28%	22%	846
Rent	10%	24%	17%	17%	31%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	7%	13%	22%	35%	24%	176
6 to 15 years	13%	19%	19%	27%	22%	217
16 to 25 years	12%	15%	20%	28%	24%	188
More than 25 years	13%	19%	23%	24%	22%	304

q6d: Do you favor or oppose the following type of development being expanded in Sturbridge? - Shopping mall / big box retail / outlet shopping

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>18%</b>	<b>27%</b>	<b>22%</b>	<b>17%</b>	<b>15%</b>	<b>906</b>
<b>Area of Sturbridge</b>						
Area A - North / West	21%	27%	22%	15%	15%	315
Area B - North / East	19%	27%	21%	18%	15%	323
Area C - South / West	13%	28%	32%	11%	16%	108
Area D - South / East	15%	28%	19%	23%	15%	142
<b>Age</b>						
18 to 29	11%	40%	9%	17%	23%	35
30 to 39	27%	26%	17%	17%	13%	150
40 to 49	22%	25%	26%	13%	14%	167
50 to 59	20%	24%	25%	16%	15%	186
60 to 69	11%	33%	19%	20%	18%	188
70 or older	15%	29%	27%	19%	10%	136
<b>Education</b>						
High school or less	21%	32%	26%	11%	9%	140
Some College	16%	29%	25%	19%	11%	183
College Graduate	17%	28%	24%	15%	16%	308
Postgraduate Work	19%	24%	18%	20%	20%	268
<b>Income</b>						
Less than \$30,000	19%	29%	23%	18%	11%	79
\$30,000 - \$44,999	14%	34%	23%	15%	15%	74
\$45,000 - \$59,999	17%	20%	28%	18%	17%	60
\$60,000 - \$74,999	13%	33%	18%	19%	18%	97
\$75,000 - \$99,999	13%	32%	21%	21%	13%	112
\$100,000 - \$149,000	22%	23%	24%	18%	13%	228
\$150,000 or more	23%	27%	16%	18%	16%	124
<b>Own or Rent Home</b>						
Own	18%	28%	22%	17%	15%	857
Rent	13%	23%	30%	17%	17%	30
<b>Years Lived in Sturbridge</b>						
5 years or less	25%	24%	23%	14%	14%	176
6 to 15 years	20%	29%	20%	18%	13%	219
16 to 25 years	14%	27%	20%	20%	19%	188
More than 25 years	15%	28%	25%	16%	16%	314

q6e: Do you favor or oppose the following type of development being expanded in Sturbridge? - Assisted living care facility

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>17%</b>	<b>40%</b>	<b>38%</b>	<b>4%</b>	<b>1%</b>	<b>907</b>
<b>Area of Sturbridge</b>						
Area A - North / West	16%	39%	38%	7%	1%	316
Area B - North / East	15%	41%	40%	2%	2%	323
Area C - South / West	20%	38%	38%	3%	1%	108
Area D - South / East	23%	39%	35%	3%	1%	141
<b>Age</b>						
18 to 29	6%	29%	57%	3%	6%	35
30 to 39	3%	26%	63%	7%	2%	148
40 to 49	8%	41%	46%	5%	1%	169
50 to 59	19%	43%	34%	4%	1%	182
60 to 69	25%	46%	27%	2%	1%	189
70 or older	34%	45%	19%	1%	1%	141
<b>Education</b>						
High school or less	27%	42%	27%	2%	1%	144
Some College	24%	39%	32%	4%	1%	180
College Graduate	11%	39%	44%	5%	1%	309
Postgraduate Work	15%	39%	41%	3%	2%	266
<b>Income</b>						
Less than \$30,000	33%	44%	17%	5%	0%	81
\$30,000 - \$44,999	27%	38%	34%	1%	0%	74
\$45,000 - \$59,999	31%	41%	24%	5%	0%	59
\$60,000 - \$74,999	14%	46%	39%	2%	0%	96
\$75,000 - \$99,999	12%	42%	42%	3%	1%	113
\$100,000 - \$149,000	10%	36%	46%	6%	1%	227
\$150,000 or more	13%	37%	45%	3%	2%	124
<b>Own or Rent Home</b>						
Own	17%	40%	38%	4%	1%	859
Rent	17%	48%	34%	0%	0%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	12%	27%	53%	5%	3%	176
6 to 15 years	14%	36%	44%	6%	0%	218
16 to 25 years	17%	47%	31%	3%	2%	189
More than 25 years	23%	45%	29%	2%	0%	315

q6f: Do you favor or oppose the following type of development being expanded in Sturbridge? - Office development

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>11%</b>	<b>35%</b>	<b>42%</b>	<b>9%</b>	<b>3%</b>	<b>906</b>
<b>Area of Sturbridge</b>						
Area A - North / West	12%	31%	46%	9%	2%	316
Area B - North / East	12%	40%	39%	8%	2%	324
Area C - South / West	10%	35%	39%	11%	5%	108
Area D - South / East	9%	34%	42%	11%	4%	141
<b>Age</b>						
18 to 29	6%	29%	40%	6%	20%	35
30 to 39	9%	20%	53%	16%	1%	150
40 to 49	8%	31%	51%	7%	4%	169
50 to 59	13%	42%	32%	12%	1%	184
60 to 69	14%	45%	33%	5%	2%	187
70 or older	13%	34%	47%	5%	1%	137
<b>Education</b>						
High school or less	11%	26%	49%	10%	3%	144
Some College	11%	30%	46%	11%	2%	184
College Graduate	11%	38%	40%	9%	3%	304
Postgraduate Work	12%	39%	39%	7%	3%	267
<b>Income</b>						
Less than \$30,000	11%	25%	52%	10%	2%	81
\$30,000 - \$44,999	10%	33%	47%	10%	0%	72
\$45,000 - \$59,999	13%	32%	45%	8%	2%	60
\$60,000 - \$74,999	11%	43%	37%	7%	2%	95
\$75,000 - \$99,999	8%	36%	41%	11%	4%	114
\$100,000 - \$149,000	13%	35%	40%	10%	2%	227
\$150,000 or more	13%	40%	39%	5%	4%	124
<b>Own or Rent Home</b>						
Own	12%	36%	41%	9%	2%	857
Rent	3%	20%	57%	10%	10%	30
<b>Years Lived in Sturbridge</b>						
5 years or less	10%	29%	46%	11%	4%	178
6 to 15 years	9%	31%	46%	11%	2%	216
16 to 25 years	13%	41%	36%	6%	4%	190
More than 25 years	12%	37%	41%	9%	1%	313

q6g: Do you favor or oppose the following type of development being expanded in Sturbridge? - Light industrial, including manufacturing, research & assembly, and warehousing within industrial zones

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>17%</b>	<b>37%</b>	<b>31%</b>	<b>10%</b>	<b>5%</b>	<b>911</b>
<b>Area of Sturbridge</b>						
Area A - North / West	17%	36%	34%	8%	4%	318
Area B - North / East	17%	38%	31%	11%	3%	324
Area C - South / West	17%	38%	27%	13%	6%	108
Area D - South / East	17%	41%	25%	9%	8%	143
<b>Age</b>						
18 to 29	3%	29%	34%	26%	9%	35
30 to 39	9%	18%	47%	16%	9%	150
40 to 49	12%	38%	34%	11%	4%	169
50 to 59	19%	37%	30%	12%	2%	184
60 to 69	23%	48%	21%	4%	5%	190
70 or older	23%	45%	24%	4%	4%	139
<b>Education</b>						
High school or less	18%	38%	32%	9%	4%	141
Some College	14%	40%	32%	10%	4%	184
College Graduate	17%	39%	30%	10%	4%	310
Postgraduate Work	19%	34%	30%	10%	7%	269
<b>Income</b>						
Less than \$30,000	14%	33%	43%	9%	3%	80
\$30,000 - \$44,999	21%	44%	25%	10%	1%	73
\$45,000 - \$59,999	20%	43%	20%	12%	5%	60
\$60,000 - \$74,999	13%	46%	27%	8%	5%	97
\$75,000 - \$99,999	13%	41%	31%	9%	6%	113
\$100,000 - \$149,000	20%	32%	32%	10%	5%	229
\$150,000 or more	14%	35%	34%	13%	3%	125
<b>Own or Rent Home</b>						
Own	17%	38%	30%	10%	5%	862
Rent	10%	33%	37%	10%	10%	30
<b>Years Lived in Sturbridge</b>						
5 years or less	12%	26%	35%	18%	8%	178
6 to 15 years	13%	30%	37%	11%	8%	219
16 to 25 years	14%	47%	28%	8%	3%	189
More than 25 years	23%	43%	25%	6%	2%	317

q6h: Do you favor or oppose the following type of development being expanded in Sturbridge? - Mixed-use development, i.e. office retail, and/or housing located in the same building

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>10%</b>	<b>34%</b>	<b>42%</b>	<b>12%</b>	<b>3%</b>	<b>907</b>
<b>Area of Sturbridge</b>						
Area A - North / West	10%	34%	42%	10%	3%	316
Area B - North / East	10%	32%	45%	11%	2%	323
Area C - South / West	10%	36%	34%	16%	4%	107
Area D - South / East	8%	35%	41%	12%	4%	143
<b>Age</b>						
18 to 29	6%	26%	49%	6%	14%	35
30 to 39	7%	23%	52%	15%	3%	150
40 to 49	10%	33%	42%	11%	4%	168
50 to 59	9%	38%	42%	9%	2%	183
60 to 69	12%	41%	33%	12%	2%	189
70 or older	12%	35%	41%	10%	3%	138
<b>Education</b>						
High school or less	11%	23%	50%	13%	3%	141
Some College	7%	39%	40%	13%	2%	183
College Graduate	11%	33%	42%	12%	2%	308
Postgraduate Work	10%	36%	39%	10%	5%	268
<b>Income</b>						
Less than \$30,000	8%	23%	55%	13%	3%	80
\$30,000 - \$44,999	17%	32%	41%	8%	1%	71
\$45,000 - \$59,999	12%	42%	40%	7%	0%	60
\$60,000 - \$74,999	7%	41%	35%	14%	3%	96
\$75,000 - \$99,999	4%	39%	42%	12%	3%	115
\$100,000 - \$149,000	13%	31%	43%	11%	3%	228
\$150,000 or more	10%	34%	40%	10%	6%	125
<b>Own or Rent Home</b>						
Own	10%	34%	41%	12%	3%	858
Rent	7%	27%	53%	7%	7%	30
<b>Years Lived in Sturbridge</b>						
5 years or less	7%	35%	42%	12%	3%	178
6 to 15 years	9%	25%	48%	13%	4%	219
16 to 25 years	10%	38%	41%	8%	4%	188
More than 25 years	12%	36%	38%	12%	2%	313

q6i: Do you favor or oppose the following type of development being expanded in Sturbridge? - Health care

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>23%</b>	<b>49%</b>	<b>24%</b>	<b>3%</b>	<b>1%</b>	<b>906</b>
<b>Area of Sturbridge</b>						
Area A - North / West	21%	46%	28%	4%	1%	315
Area B - North / East	22%	50%	26%	2%	0%	323
Area C - South / West	27%	47%	19%	6%	1%	108
Area D - South / East	26%	55%	17%	1%	2%	141
<b>Age</b>						
18 to 29	9%	46%	37%	3%	6%	35
30 to 39	13%	45%	35%	7%	1%	150
40 to 49	18%	50%	29%	2%	1%	167
50 to 59	22%	49%	26%	3%	1%	183
60 to 69	27%	54%	17%	1%	1%	190
70 or older	36%	49%	14%	1%	0%	138
<b>Education</b>						
High school or less	27%	55%	15%	2%	1%	145
Some College	27%	47%	22%	3%	0%	182
College Graduate	20%	47%	30%	3%	1%	305
Postgraduate Work	20%	50%	25%	3%	2%	266
<b>Income</b>						
Less than \$30,000	31%	47%	19%	4%	0%	81
\$30,000 - \$44,999	31%	53%	15%	1%	0%	72
\$45,000 - \$59,999	29%	58%	12%	2%	0%	59
\$60,000 - \$74,999	24%	46%	27%	1%	2%	96
\$75,000 - \$99,999	12%	53%	31%	4%	1%	112
\$100,000 - \$149,000	19%	48%	28%	4%	1%	227
\$150,000 or more	19%	48%	30%	2%	1%	125
<b>Own or Rent Home</b>						
Own	23%	49%	24%	3%	1%	858
Rent	17%	45%	31%	3%	3%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	20%	45%	31%	4%	0%	178
6 to 15 years	23%	41%	30%	5%	1%	219
16 to 25 years	19%	56%	21%	2%	2%	188
More than 25 years	26%	53%	19%	1%	0%	312

q6j: Do you favor or oppose the following type of development being expanded in Sturbridge? - Service industry (i.e. lodging, restaurant)

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>14%</b>	<b>38%</b>	<b>33%</b>	<b>12%</b>	<b>3%</b>	<b>899</b>
<b>Area of Sturbridge</b>						
Area A - North / West	13%	36%	38%	11%	2%	315
Area B - North / East	16%	41%	31%	9%	2%	321
Area C - South / West	12%	34%	32%	19%	4%	107
Area D - South / East	12%	42%	28%	14%	4%	139
<b>Age</b>						
18 to 29	9%	56%	18%	12%	6%	34
30 to 39	17%	39%	35%	9%	0%	150
40 to 49	13%	36%	36%	13%	3%	168
50 to 59	18%	36%	32%	13%	2%	184
60 to 69	13%	43%	28%	12%	4%	188
70 or older	8%	33%	42%	14%	2%	132
<b>Education</b>						
High school or less	13%	37%	31%	15%	4%	143
Some College	10%	34%	37%	17%	2%	179
College Graduate	15%	39%	30%	13%	3%	304
Postgraduate Work	16%	41%	35%	6%	2%	266
<b>Income</b>						
Less than \$30,000	9%	37%	39%	15%	0%	79
\$30,000 - \$44,999	13%	41%	30%	11%	6%	71
\$45,000 - \$59,999	13%	30%	43%	10%	3%	60
\$60,000 - \$74,999	8%	46%	23%	19%	3%	95
\$75,000 - \$99,999	13%	38%	32%	15%	2%	114
\$100,000 - \$149,000	20%	34%	36%	9%	2%	225
\$150,000 or more	14%	51%	27%	7%	1%	124
<b>Own or Rent Home</b>						
Own	14%	39%	33%	12%	2%	851
Rent	13%	27%	33%	20%	7%	30
<b>Years Lived in Sturbridge</b>						
5 years or less	20%	38%	32%	9%	2%	176
6 to 15 years	17%	39%	31%	11%	2%	217
16 to 25 years	12%	43%	31%	13%	2%	188
More than 25 years	10%	35%	37%	14%	3%	310



q6k: Do you favor or oppose the following type of development being expanded in Sturbridge? - Theatre / Movie theatre

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>59%</b>	<b>26%</b>	<b>9%</b>	<b>4%</b>	<b>2%</b>	<b>920</b>
<b>Area of Sturbridge</b>						
Area A - North / West	60%	25%	9%	4%	1%	320
Area B - North / East	63%	25%	7%	3%	1%	323
Area C - South / West	63%	22%	7%	5%	3%	111
Area D - South / East	49%	31%	11%	6%	3%	147
<b>Age</b>						
18 to 29	47%	24%	15%	6%	9%	34
30 to 39	56%	28%	9%	7%	1%	149
40 to 49	62%	25%	8%	2%	3%	170
50 to 59	66%	23%	6%	4%	1%	186
60 to 69	62%	26%	6%	4%	2%	193
70 or older	53%	30%	13%	3%	0%	144
<b>Education</b>						
High school or less	61%	26%	10%	1%	2%	145
Some College	58%	26%	10%	5%	2%	186
College Graduate	59%	25%	8%	6%	2%	311
Postgraduate Work	59%	27%	8%	4%	2%	271
<b>Income</b>						
Less than \$30,000	52%	27%	16%	2%	4%	83
\$30,000 - \$44,999	53%	32%	13%	1%	0%	75
\$45,000 - \$59,999	65%	27%	5%	3%	0%	60
\$60,000 - \$74,999	62%	25%	6%	3%	4%	99
\$75,000 - \$99,999	51%	36%	8%	3%	3%	115
\$100,000 - \$149,000	66%	20%	8%	6%	0%	227
\$150,000 or more	60%	22%	9%	6%	3%	125
<b>Own or Rent Home</b>						
Own	60%	26%	8%	4%	2%	871
Rent	47%	30%	17%	3%	3%	30
<b>Years Lived in Sturbridge</b>						
5 years or less	54%	26%	11%	7%	1%	178
6 to 15 years	59%	26%	8%	5%	2%	224
16 to 25 years	64%	22%	8%	4%	3%	190
More than 25 years	60%	28%	8%	3%	2%	319

q61: Do you favor or oppose the following type of development being expanded in Sturbridge? - Health spa resort

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>20%</b>	<b>32%</b>	<b>38%</b>	<b>7%</b>	<b>2%</b>	<b>909</b>
<b>Area of Sturbridge</b>						
Area A - North / West	19%	30%	40%	9%	2%	316
Area B - North / East	23%	34%	36%	5%	2%	319
Area C - South / West	20%	33%	35%	8%	4%	110
Area D - South / East	18%	35%	38%	6%	3%	146
<b>Age</b>						
18 to 29	11%	29%	43%	11%	6%	35
30 to 39	35%	29%	29%	6%	0%	150
40 to 49	24%	35%	37%	3%	2%	168
50 to 59	21%	38%	32%	7%	2%	184
60 to 69	16%	33%	40%	6%	4%	192
70 or older	9%	24%	56%	10%	1%	136
<b>Education</b>						
High school or less	15%	30%	44%	9%	1%	142
Some College	18%	28%	45%	8%	2%	184
College Graduate	21%	35%	36%	7%	2%	307
Postgraduate Work	25%	34%	34%	5%	2%	269
<b>Income</b>						
Less than \$30,000	12%	22%	55%	10%	1%	78
\$30,000 - \$44,999	11%	36%	42%	10%	1%	72
\$45,000 - \$59,999	18%	18%	55%	7%	2%	60
\$60,000 - \$74,999	18%	35%	35%	8%	4%	98
\$75,000 - \$99,999	17%	40%	33%	8%	2%	115
\$100,000 - \$149,000	23%	33%	40%	4%	0%	227
\$150,000 or more	34%	35%	23%	5%	2%	125
<b>Own or Rent Home</b>						
Own	20%	33%	38%	7%	2%	861
Rent	21%	31%	41%	7%	0%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	27%	24%	45%	3%	0%	176
6 to 15 years	27%	32%	31%	8%	2%	222
16 to 25 years	19%	40%	34%	4%	3%	189
More than 25 years	13%	32%	43%	9%	3%	313

q7a: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Office buildings

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>21%</b>	<b>38%</b>	<b>27%</b>	<b>10%</b>	<b>5%</b>	<b>869</b>
<b>Area of Sturbridge</b>						
Area A - North / West	20%	42%	27%	9%	3%	301
Area B - North / East	26%	38%	26%	8%	2%	310
Area C - South / West	17%	35%	27%	10%	10%	105
Area D - South / East	15%	34%	27%	14%	10%	136
<b>Age</b>						
18 to 29	9%	31%	46%	6%	9%	35
30 to 39	16%	37%	34%	12%	1%	139
40 to 49	22%	34%	30%	10%	4%	166
50 to 59	20%	40%	22%	11%	7%	174
60 to 69	28%	43%	17%	9%	3%	182
70 or older	23%	36%	30%	5%	5%	132
<b>Education</b>						
High school or less	18%	35%	33%	8%	6%	136
Some College	16%	41%	27%	12%	4%	179
College Graduate	23%	36%	28%	9%	3%	291
Postgraduate Work	23%	40%	22%	9%	6%	257
<b>Income</b>						
Less than \$30,000	14%	28%	39%	14%	5%	74
\$30,000 - \$44,999	22%	36%	26%	14%	1%	69
\$45,000 - \$59,999	30%	28%	28%	11%	4%	57
\$60,000 - \$74,999	15%	53%	18%	9%	5%	93
\$75,000 - \$99,999	21%	32%	32%	10%	5%	111
\$100,000 - \$149,000	25%	38%	25%	9%	3%	220
\$150,000 or more	24%	42%	23%	7%	4%	118
<b>Own or Rent Home</b>						
Own	21%	39%	27%	9%	5%	827
Rent	4%	32%	32%	24%	8%	25
<b>Years Lived in Sturbridge</b>						
5 years or less	12%	40%	34%	12%	3%	164
6 to 15 years	18%	33%	30%	12%	6%	206
16 to 25 years	22%	39%	22%	9%	8%	183
More than 25 years	27%	39%	24%	7%	3%	308

q7b: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Light industrial and biomedical operations

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>23%</b>	<b>36%</b>	<b>24%</b>	<b>12%</b>	<b>6%</b>	<b>875</b>
<b>Area of Sturbridge</b>						
Area A - North / West	24%	40%	22%	11%	4%	302
Area B - North / East	27%	34%	25%	10%	4%	309
Area C - South / West	11%	36%	26%	16%	10%	106
Area D - South / East	21%	31%	23%	14%	11%	141
<b>Age</b>						
18 to 29	6%	29%	46%	9%	11%	35
30 to 39	18%	28%	29%	18%	7%	141
40 to 49	23%	34%	28%	10%	5%	166
50 to 59	22%	39%	22%	10%	7%	175
60 to 69	29%	42%	15%	10%	3%	182
70 or older	27%	33%	22%	13%	5%	135
<b>Education</b>						
High school or less	18%	33%	28%	16%	5%	138
Some College	19%	37%	26%	12%	6%	180
College Graduate	25%	37%	23%	12%	4%	293
Postgraduate Work	26%	35%	21%	9%	9%	258
<b>Income</b>						
Less than \$30,000	11%	27%	34%	20%	8%	74
\$30,000 - \$44,999	25%	35%	25%	14%	1%	72
\$45,000 - \$59,999	24%	31%	22%	17%	5%	58
\$60,000 - \$74,999	22%	49%	18%	5%	5%	93
\$75,000 - \$99,999	24%	32%	24%	14%	6%	114
\$100,000 - \$149,000	26%	35%	23%	11%	5%	219
\$150,000 or more	25%	38%	24%	5%	8%	117
<b>Own or Rent Home</b>						
Own	23%	36%	23%	12%	6%	831
Rent	4%	33%	30%	22%	11%	27
<b>Years Lived in Sturbridge</b>						
5 years or less	16%	34%	31%	13%	5%	164
6 to 15 years	19%	31%	25%	15%	9%	211
16 to 25 years	23%	37%	21%	11%	7%	184
More than 25 years	28%	39%	21%	9%	3%	308

q7c: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Recreational facilities

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>34%</b>	<b>39%</b>	<b>18%</b>	<b>5%</b>	<b>4%</b>	<b>880</b>
<b>Area of Sturbridge</b>						
Area A - North / West	33%	44%	15%	5%	2%	302
Area B - North / East	38%	37%	18%	5%	2%	313
Area C - South / West	24%	45%	19%	2%	10%	107
Area D - South / East	31%	29%	24%	6%	9%	141
<b>Age</b>						
18 to 29	26%	46%	23%	3%	3%	35
30 to 39	40%	43%	14%	3%	0%	141
40 to 49	44%	35%	17%	2%	2%	167
50 to 59	38%	42%	12%	3%	4%	179
60 to 69	32%	41%	17%	6%	3%	186
70 or older	15%	36%	31%	11%	8%	131
<b>Education</b>						
High school or less	22%	36%	27%	7%	8%	135
Some College	28%	43%	19%	7%	4%	183
College Graduate	35%	39%	17%	5%	4%	296
Postgraduate Work	42%	38%	15%	2%	3%	260
<b>Income</b>						
Less than \$30,000	16%	31%	35%	11%	7%	74
\$30,000 - \$44,999	30%	45%	16%	4%	5%	74
\$45,000 - \$59,999	40%	32%	21%	4%	4%	57
\$60,000 - \$74,999	21%	47%	19%	7%	5%	94
\$75,000 - \$99,999	36%	39%	18%	4%	2%	114
\$100,000 - \$149,000	42%	40%	13%	4%	2%	220
\$150,000 or more	37%	44%	16%	2%	2%	120
<b>Own or Rent Home</b>						
Own	33%	40%	18%	5%	4%	837
Rent	27%	42%	15%	4%	12%	26
<b>Years Lived in Sturbridge</b>						
5 years or less	34%	40%	20%	3%	4%	166
6 to 15 years	36%	41%	14%	5%	4%	214
16 to 25 years	36%	41%	15%	4%	4%	186
More than 25 years	30%	38%	22%	6%	4%	306

q7d: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Single-family homes

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>10%</b>	<b>22%</b>	<b>35%</b>	<b>23%</b>	<b>10%</b>	<b>876</b>
<b>Area of Sturbridge</b>						
Area A - North / West	9%	25%	32%	24%	10%	303
Area B - North / East	10%	21%	35%	25%	9%	312
Area C - South / West	8%	21%	40%	17%	13%	104
Area D - South / East	12%	19%	36%	21%	12%	140
<b>Age</b>						
18 to 29	3%	29%	49%	9%	11%	35
30 to 39	8%	32%	30%	23%	6%	142
40 to 49	7%	20%	36%	26%	11%	163
50 to 59	11%	20%	34%	24%	11%	178
60 to 69	10%	22%	36%	26%	7%	184
70 or older	14%	19%	35%	21%	12%	135
<b>Education</b>						
High school or less	9%	17%	43%	22%	9%	138
Some College	8%	20%	39%	23%	9%	179
College Graduate	10%	25%	33%	23%	9%	295
Postgraduate Work	11%	24%	29%	24%	13%	258
<b>Income</b>						
Less than \$30,000	11%	29%	38%	16%	7%	76
\$30,000 - \$44,999	10%	21%	26%	30%	13%	70
\$45,000 - \$59,999	14%	19%	38%	19%	10%	58
\$60,000 - \$74,999	10%	17%	48%	21%	4%	94
\$75,000 - \$99,999	12%	19%	40%	21%	9%	113
\$100,000 - \$149,000	9%	22%	32%	28%	9%	220
\$150,000 or more	7%	30%	27%	23%	13%	119
<b>Own or Rent Home</b>						
Own	10%	23%	35%	23%	10%	833
Rent	8%	19%	42%	23%	8%	26
<b>Years Lived in Sturbridge</b>						
5 years or less	13%	27%	34%	23%	4%	166
6 to 15 years	9%	24%	33%	23%	11%	209
16 to 25 years	8%	23%	34%	22%	14%	185
More than 25 years	10%	19%	37%	24%	10%	308

q7e: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Small scale retail

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>18%</b>	<b>46%</b>	<b>22%</b>	<b>9%</b>	<b>5%</b>	<b>882</b>
<b>Area of Sturbridge</b>						
Area A - North / West	19%	50%	21%	7%	3%	302
Area B - North / East	20%	45%	23%	8%	3%	315
Area C - South / West	10%	46%	23%	12%	8%	108
Area D - South / East	21%	41%	18%	10%	11%	141
<b>Age</b>						
18 to 29	6%	51%	34%	3%	6%	35
30 to 39	18%	47%	23%	11%	1%	142
40 to 49	20%	43%	23%	9%	5%	167
50 to 59	17%	51%	18%	5%	9%	178
60 to 69	18%	48%	22%	8%	5%	186
70 or older	19%	44%	22%	11%	5%	133
<b>Education</b>						
High school or less	15%	43%	27%	8%	7%	140
Some College	18%	45%	25%	8%	4%	182
College Graduate	19%	49%	20%	7%	5%	297
Postgraduate Work	21%	45%	18%	11%	6%	257
<b>Income</b>						
Less than \$30,000	13%	43%	35%	4%	5%	75
\$30,000 - \$44,999	18%	53%	11%	10%	8%	73
\$45,000 - \$59,999	22%	43%	22%	7%	5%	58
\$60,000 - \$74,999	12%	52%	23%	7%	6%	95
\$75,000 - \$99,999	17%	44%	26%	9%	4%	114
\$100,000 - \$149,000	22%	47%	20%	8%	3%	221
\$150,000 or more	21%	46%	17%	12%	4%	119
<b>Own or Rent Home</b>						
Own	19%	47%	21%	8%	5%	839
Rent	12%	38%	31%	12%	8%	26
<b>Years Lived in Sturbridge</b>						
5 years or less	20%	45%	23%	10%	2%	166
6 to 15 years	20%	47%	19%	10%	4%	215
16 to 25 years	17%	47%	21%	8%	8%	185
More than 25 years	18%	45%	23%	7%	6%	308

q7f: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Restaurant

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>20%</b>	<b>40%</b>	<b>26%</b>	<b>9%</b>	<b>5%</b>	<b>886</b>
<b>Area of Sturbridge</b>						
Area A - North / West	20%	40%	27%	9%	5%	304
Area B - North / East	22%	41%	25%	9%	3%	314
Area C - South / West	12%	41%	26%	14%	7%	109
Area D - South / East	23%	35%	25%	9%	8%	142
<b>Age</b>						
18 to 29	9%	49%	31%	6%	6%	35
30 to 39	21%	43%	28%	6%	1%	142
40 to 49	22%	38%	31%	5%	4%	167
50 to 59	19%	40%	22%	9%	10%	176
60 to 69	20%	43%	23%	10%	3%	188
70 or older	20%	35%	25%	15%	4%	137
<b>Education</b>						
High school or less	18%	31%	32%	10%	9%	142
Some College	19%	38%	28%	12%	3%	180
College Graduate	19%	45%	21%	10%	4%	299
Postgraduate Work	23%	41%	25%	6%	5%	259
<b>Income</b>						
Less than \$30,000	13%	39%	30%	12%	5%	76
\$30,000 - \$44,999	16%	41%	27%	11%	4%	73
\$45,000 - \$59,999	25%	36%	25%	8%	5%	59
\$60,000 - \$74,999	16%	41%	25%	13%	6%	96
\$75,000 - \$99,999	19%	34%	35%	9%	4%	112
\$100,000 - \$149,000	22%	46%	21%	8%	3%	221
\$150,000 or more	26%	39%	25%	7%	3%	119
<b>Own or Rent Home</b>						
Own	20%	41%	25%	9%	5%	843
Rent	12%	35%	38%	8%	8%	26
<b>Years Lived in Sturbridge</b>						
5 years or less	23%	43%	26%	6%	2%	167
6 to 15 years	20%	39%	28%	9%	3%	216
16 to 25 years	18%	45%	18%	10%	9%	186
More than 25 years	19%	36%	28%	10%	6%	309



q7g: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Bank

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>13%</b>	<b>31%</b>	<b>38%</b>	<b>12%</b>	<b>6%</b>	<b>888</b>
<b>Area of Sturbridge</b>						
Area A - North / West	11%	32%	42%	11%	4%	306
Area B - North / East	15%	31%	39%	10%	4%	314
Area C - South / West	10%	29%	35%	19%	7%	107
Area D - South / East	16%	31%	31%	11%	10%	143
<b>Age</b>						
18 to 29	6%	34%	40%	9%	11%	35
30 to 39	11%	29%	46%	13%	1%	142
40 to 49	13%	29%	43%	9%	6%	167
50 to 59	13%	32%	36%	11%	8%	178
60 to 69	16%	32%	35%	13%	4%	187
70 or older	14%	30%	36%	14%	6%	138
<b>Education</b>						
High school or less	12%	25%	43%	13%	8%	142
Some College	14%	26%	40%	13%	6%	182
College Graduate	11%	34%	37%	12%	5%	299
Postgraduate Work	15%	33%	36%	10%	5%	258
<b>Income</b>						
Less than \$30,000	11%	25%	44%	14%	5%	79
\$30,000 - \$44,999	13%	34%	37%	15%	1%	71
\$45,000 - \$59,999	19%	31%	34%	10%	5%	58
\$60,000 - \$74,999	13%	29%	40%	12%	6%	95
\$75,000 - \$99,999	10%	27%	46%	12%	4%	114
\$100,000 - \$149,000	14%	32%	38%	12%	5%	221
\$150,000 or more	16%	34%	37%	10%	3%	119
<b>Own or Rent Home</b>						
Own	13%	32%	37%	12%	6%	844
Rent	4%	19%	56%	15%	7%	27
<b>Years Lived in Sturbridge</b>						
5 years or less	14%	34%	38%	11%	2%	167
6 to 15 years	14%	30%	39%	12%	5%	214
16 to 25 years	12%	34%	34%	12%	8%	188
More than 25 years	13%	28%	40%	13%	6%	311

q7h: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Hotel / Motel / Bed and breakfast

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>13%</b>	<b>32%</b>	<b>32%</b>	<b>17%</b>	<b>7%</b>	<b>876</b>
<b>Area of Sturbridge</b>						
Area A - North / West	13%	35%	31%	17%	4%	304
Area B - North / East	14%	32%	34%	15%	5%	310
Area C - South / West	8%	34%	28%	19%	10%	108
Area D - South / East	14%	24%	35%	16%	11%	139
<b>Age</b>						
18 to 29	3%	37%	37%	14%	9%	35
30 to 39	11%	27%	41%	16%	5%	140
40 to 49	12%	28%	40%	15%	5%	166
50 to 59	17%	35%	25%	16%	6%	177
60 to 69	16%	37%	23%	19%	6%	185
70 or older	11%	30%	35%	18%	7%	132
<b>Education</b>						
High school or less	11%	28%	37%	15%	9%	138
Some College	11%	31%	31%	22%	6%	180
College Graduate	13%	34%	30%	17%	6%	295
Postgraduate Work	16%	33%	32%	13%	7%	257
<b>Income</b>						
Less than \$30,000	9%	28%	46%	11%	5%	74
\$30,000 - \$44,999	13%	30%	27%	21%	9%	70
\$45,000 - \$59,999	19%	31%	29%	17%	5%	59
\$60,000 - \$74,999	13%	34%	27%	19%	7%	96
\$75,000 - \$99,999	11%	31%	38%	16%	5%	114
\$100,000 - \$149,000	15%	32%	30%	18%	5%	219
\$150,000 or more	14%	33%	36%	11%	6%	118
<b>Own or Rent Home</b>						
Own	13%	33%	32%	16%	6%	833
Rent	15%	12%	38%	27%	8%	26
<b>Years Lived in Sturbridge</b>						
5 years or less	12%	35%	35%	17%	2%	163
6 to 15 years	13%	31%	31%	18%	7%	212
16 to 25 years	14%	31%	30%	18%	8%	185
More than 25 years	14%	31%	32%	15%	8%	308

q7i: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Hospital and medical treatment

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>17%</b>	<b>36%</b>	<b>32%</b>	<b>10%</b>	<b>5%</b>	<b>886</b>
<b>Area of Sturbridge</b>						
Area A - North / West	15%	37%	34%	11%	2%	305
Area B - North / East	17%	36%	38%	7%	3%	314
Area C - South / West	12%	36%	28%	11%	12%	107
Area D - South / East	22%	34%	22%	14%	8%	143
<b>Age</b>						
18 to 29	6%	37%	49%	3%	6%	35
30 to 39	12%	35%	35%	15%	2%	142
40 to 49	14%	34%	38%	9%	4%	167
50 to 59	20%	37%	27%	11%	6%	179
60 to 69	20%	40%	28%	8%	5%	189
70 or older	20%	30%	36%	11%	4%	132
<b>Education</b>						
High school or less	20%	34%	34%	6%	6%	142
Some College	19%	32%	33%	13%	3%	181
College Graduate	14%	38%	32%	10%	6%	297
Postgraduate Work	18%	37%	31%	10%	4%	260
<b>Income</b>						
Less than \$30,000	14%	32%	42%	7%	5%	74
\$30,000 - \$44,999	17%	37%	37%	9%	0%	70
\$45,000 - \$59,999	22%	40%	23%	13%	2%	60
\$60,000 - \$74,999	16%	40%	31%	7%	6%	96
\$75,000 - \$99,999	14%	37%	37%	8%	4%	114
\$100,000 - \$149,000	14%	37%	33%	12%	4%	221
\$150,000 or more	18%	38%	28%	13%	3%	120
<b>Own or Rent Home</b>						
Own	17%	36%	32%	10%	5%	842
Rent	15%	15%	46%	19%	4%	26
<b>Years Lived in Sturbridge</b>						
5 years or less	13%	39%	35%	12%	2%	167
6 to 15 years	14%	36%	30%	14%	6%	214
16 to 25 years	19%	34%	31%	9%	7%	187
More than 25 years	20%	35%	34%	8%	4%	309

q7j: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Campground

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>11%</b>	<b>25%</b>	<b>39%</b>	<b>17%</b>	<b>7%</b>	<b>882</b>
<b>Area of Sturbridge</b>						
Area A - North / West	12%	24%	39%	20%	6%	305
Area B - North / East	11%	26%	41%	16%	7%	311
Area C - South / West	8%	28%	40%	15%	9%	108
Area D - South / East	11%	26%	35%	17%	11%	141
<b>Age</b>						
18 to 29	11%	37%	34%	14%	3%	35
30 to 39	11%	25%	43%	18%	4%	142
40 to 49	9%	24%	48%	14%	5%	167
50 to 59	16%	30%	33%	14%	8%	179
60 to 69	9%	26%	37%	22%	7%	186
70 or older	8%	18%	42%	20%	11%	132
<b>Education</b>						
High school or less	8%	18%	47%	17%	9%	138
Some College	12%	29%	37%	16%	7%	182
College Graduate	11%	27%	38%	18%	6%	297
Postgraduate Work	12%	24%	38%	17%	8%	259
<b>Income</b>						
Less than \$30,000	8%	20%	45%	17%	9%	75
\$30,000 - \$44,999	7%	25%	43%	18%	7%	72
\$45,000 - \$59,999	14%	26%	41%	14%	5%	58
\$60,000 - \$74,999	8%	28%	42%	15%	7%	96
\$75,000 - \$99,999	15%	21%	43%	17%	4%	114
\$100,000 - \$149,000	13%	31%	36%	15%	5%	221
\$150,000 or more	8%	24%	39%	21%	8%	119
<b>Own or Rent Home</b>						
Own	10%	26%	40%	17%	7%	838
Rent	19%	11%	30%	37%	4%	27
<b>Years Lived in Sturbridge</b>						
5 years or less	10%	26%	43%	19%	3%	167
6 to 15 years	10%	24%	40%	17%	9%	212
16 to 25 years	12%	30%	34%	17%	6%	186
More than 25 years	11%	22%	42%	17%	8%	309

q7k: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Multi-family dwelling

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>5%</b>	<b>11%</b>	<b>30%</b>	<b>32%</b>	<b>23%</b>	<b>874</b>
<b>Area of Sturbridge</b>						
Area A - North / West	5%	13%	28%	33%	22%	300
Area B - North / East	5%	10%	34%	29%	21%	311
Area C - South / West	4%	10%	25%	38%	24%	106
Area D - South / East	5%	8%	30%	29%	28%	140
<b>Age</b>						
18 to 29	6%	9%	49%	17%	20%	35
30 to 39	4%	11%	26%	35%	24%	141
40 to 49	3%	9%	33%	29%	26%	167
50 to 59	4%	10%	33%	30%	22%	178
60 to 69	5%	14%	28%	35%	18%	184
70 or older	8%	11%	25%	35%	22%	130
<b>Education</b>						
High school or less	5%	9%	36%	32%	19%	135
Some College	4%	11%	36%	29%	21%	180
College Graduate	5%	12%	30%	33%	20%	295
Postgraduate Work	4%	11%	22%	33%	29%	258
<b>Income</b>						
Less than \$30,000	3%	13%	43%	28%	13%	75
\$30,000 - \$44,999	3%	9%	33%	34%	21%	70
\$45,000 - \$59,999	12%	16%	33%	28%	11%	57
\$60,000 - \$74,999	5%	10%	32%	33%	19%	93
\$75,000 - \$99,999	2%	6%	37%	33%	22%	114
\$100,000 - \$149,000	5%	12%	24%	36%	22%	221
\$150,000 or more	2%	13%	22%	32%	32%	120
<b>Own or Rent Home</b>						
Own	5%	11%	30%	32%	23%	830
Rent	4%	11%	44%	33%	7%	27
<b>Years Lived in Sturbridge</b>						
5 years or less	4%	11%	30%	37%	19%	166
6 to 15 years	3%	12%	29%	32%	24%	211
16 to 25 years	3%	11%	28%	30%	28%	186
More than 25 years	8%	10%	32%	30%	20%	303

q71: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Movie theatre, live theatre, indoor musical center

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>51%</b>	<b>30%</b>	<b>10%</b>	<b>4%</b>	<b>5%</b>	<b>892</b>
<b>Area of Sturbridge</b>						
Area A - North / West	55%	29%	10%	2%	4%	307
Area B - North / East	54%	30%	9%	4%	3%	315
Area C - South / West	40%	38%	12%	4%	6%	110
Area D - South / East	43%	27%	10%	8%	13%	143
<b>Age</b>						
18 to 29	43%	34%	14%	3%	6%	35
30 to 39	51%	33%	9%	5%	2%	142
40 to 49	56%	25%	11%	4%	4%	167
50 to 59	56%	30%	6%	2%	6%	177
60 to 69	53%	30%	11%	2%	4%	189
70 or older	42%	33%	12%	6%	6%	141
<b>Education</b>						
High school or less	56%	25%	11%	3%	5%	142
Some College	54%	29%	9%	4%	4%	184
College Graduate	49%	32%	9%	5%	5%	298
Postgraduate Work	48%	31%	10%	4%	6%	262
<b>Income</b>						
Less than \$30,000	46%	35%	10%	3%	6%	80
\$30,000 - \$44,999	50%	30%	11%	7%	3%	74
\$45,000 - \$59,999	54%	27%	10%	5%	3%	59
\$60,000 - \$74,999	44%	33%	11%	4%	7%	97
\$75,000 - \$99,999	47%	33%	13%	4%	3%	114
\$100,000 - \$149,000	55%	33%	7%	2%	4%	221
\$150,000 or more	55%	27%	10%	5%	3%	120
<b>Own or Rent Home</b>						
Own	51%	30%	10%	4%	5%	848
Rent	48%	22%	15%	11%	4%	27
<b>Years Lived in Sturbridge</b>						
5 years or less	41%	39%	12%	5%	3%	166
6 to 15 years	54%	28%	10%	3%	5%	218
16 to 25 years	55%	22%	10%	4%	8%	188
More than 25 years	51%	31%	9%	4%	5%	312

q7m: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Assisted living care facility

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>17%</b>	<b>38%</b>	<b>36%</b>	<b>6%</b>	<b>3%</b>	<b>874</b>
<b>Area of Sturbridge</b>						
Area A - North / West	14%	40%	35%	8%	3%	297
Area B - North / East	14%	37%	41%	5%	2%	310
Area C - South / West	19%	35%	36%	8%	3%	107
Area D - South / East	21%	41%	28%	4%	6%	143
<b>Age</b>						
18 to 29	3%	36%	42%	9%	9%	33
30 to 39	6%	25%	57%	9%	4%	141
40 to 49	12%	32%	46%	7%	3%	164
50 to 59	19%	42%	27%	8%	4%	172
60 to 69	20%	49%	28%	2%	2%	186
70 or older	26%	40%	24%	7%	2%	136
<b>Education</b>						
High school or less	20%	42%	30%	4%	4%	138
Some College	22%	42%	28%	7%	1%	179
College Graduate	13%	33%	42%	8%	3%	291
Postgraduate Work	14%	39%	37%	5%	4%	258
<b>Income</b>						
Less than \$30,000	21%	45%	23%	8%	3%	75
\$30,000 - \$44,999	26%	41%	30%	4%	0%	74
\$45,000 - \$59,999	24%	43%	28%	5%	0%	58
\$60,000 - \$74,999	11%	46%	34%	6%	3%	94
\$75,000 - \$99,999	11%	37%	44%	5%	3%	111
\$100,000 - \$149,000	14%	34%	40%	7%	4%	215
\$150,000 or more	12%	36%	44%	7%	1%	118
<b>Own or Rent Home</b>						
Own	16%	39%	36%	6%	3%	828
Rent	15%	33%	44%	4%	4%	27
<b>Years Lived in Sturbridge</b>						
5 years or less	12%	28%	48%	9%	2%	162
6 to 15 years	14%	34%	43%	5%	4%	213
16 to 25 years	19%	40%	29%	9%	4%	183
More than 25 years	20%	45%	28%	4%	3%	307

q7n: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Shopping mall / big box retail / outlet shopping

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>24%</b>	<b>24%</b>	<b>18%</b>	<b>16%</b>	<b>17%</b>	<b>886</b>
<b>Area of Sturbridge</b>						
Area A - North / West	25%	28%	19%	14%	14%	306
Area B - North / East	28%	26%	16%	15%	15%	311
Area C - South / West	15%	20%	23%	22%	19%	108
Area D - South / East	18%	19%	16%	20%	27%	142
<b>Age</b>						
18 to 29	20%	29%	14%	11%	26%	35
30 to 39	28%	27%	17%	13%	15%	141
40 to 49	29%	24%	23%	10%	14%	167
50 to 59	25%	25%	16%	17%	16%	177
60 to 69	22%	22%	17%	23%	17%	186
70 or older	17%	24%	19%	22%	17%	138
<b>Education</b>						
High school or less	27%	24%	22%	15%	12%	139
Some College	23%	24%	21%	17%	15%	183
College Graduate	23%	27%	16%	17%	17%	296
Postgraduate Work	23%	22%	16%	16%	23%	261
<b>Income</b>						
Less than \$30,000	12%	21%	36%	17%	13%	75
\$30,000 - \$44,999	22%	25%	21%	14%	19%	73
\$45,000 - \$59,999	22%	24%	14%	20%	20%	59
\$60,000 - \$74,999	19%	29%	18%	18%	17%	96
\$75,000 - \$99,999	21%	25%	13%	24%	17%	114
\$100,000 - \$149,000	28%	25%	18%	15%	15%	220
\$150,000 or more	26%	25%	15%	15%	19%	120
<b>Own or Rent Home</b>						
Own	24%	25%	17%	16%	18%	841
Rent	15%	7%	48%	22%	7%	27
<b>Years Lived in Sturbridge</b>						
5 years or less	25%	27%	20%	14%	14%	166
6 to 15 years	24%	24%	19%	16%	17%	215
16 to 25 years	19%	22%	17%	20%	23%	187
More than 25 years	25%	25%	18%	16%	15%	310



q7o: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Amusement park / Theme park

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>17%</b>	<b>16%</b>	<b>18%</b>	<b>21%</b>	<b>28%</b>	<b>881</b>
<b>Area of Sturbridge</b>						
Area A - North / West	18%	17%	17%	23%	25%	303
Area B - North / East	18%	18%	18%	21%	26%	313
Area C - South / West	16%	14%	16%	17%	38%	108
Area D - South / East	12%	15%	19%	23%	31%	140
<b>Age</b>						
18 to 29	14%	20%	17%	20%	29%	35
30 to 39	18%	19%	15%	21%	27%	142
40 to 49	21%	17%	19%	22%	22%	167
50 to 59	23%	16%	15%	21%	25%	175
60 to 69	13%	15%	20%	24%	28%	185
70 or older	12%	17%	18%	22%	32%	136
<b>Education</b>						
High school or less	18%	19%	22%	20%	21%	140
Some College	18%	15%	23%	23%	21%	181
College Graduate	18%	17%	14%	23%	28%	294
Postgraduate Work	15%	15%	15%	19%	36%	260
<b>Income</b>						
Less than \$30,000	15%	15%	17%	31%	23%	75
\$30,000 - \$44,999	20%	15%	17%	15%	32%	71
\$45,000 - \$59,999	25%	10%	22%	14%	29%	59
\$60,000 - \$74,999	10%	20%	20%	21%	29%	94
\$75,000 - \$99,999	14%	20%	19%	20%	27%	113
\$100,000 - \$149,000	21%	15%	18%	24%	22%	222
\$150,000 or more	18%	17%	12%	21%	32%	119
<b>Own or Rent Home</b>						
Own	17%	17%	17%	22%	28%	837
Rent	30%	7%	26%	15%	22%	27
<b>Years Lived in Sturbridge</b>						
5 years or less	13%	15%	19%	25%	28%	165
6 to 15 years	18%	18%	17%	19%	27%	212
16 to 25 years	16%	14%	16%	23%	31%	186
More than 25 years	19%	18%	18%	19%	25%	311

q7p: Do you favor or oppose the following uses along Route 15? Note: uses a-m are allowed in the current zoning on Route 15. - Health spa resort

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>18%</b>	<b>27%</b>	<b>36%</b>	<b>11%</b>	<b>8%</b>	<b>884</b>
<b>Area of Sturbridge</b>						
Area A - North / West	19%	27%	37%	13%	4%	303
Area B - North / East	20%	28%	36%	8%	7%	313
Area C - South / West	16%	26%	34%	10%	14%	110
Area D - South / East	14%	26%	37%	9%	14%	141
<b>Age</b>						
18 to 29	6%	29%	44%	9%	12%	34
30 to 39	28%	32%	32%	4%	4%	141
40 to 49	24%	28%	36%	6%	6%	167
50 to 59	20%	29%	31%	11%	9%	177
60 to 69	12%	28%	39%	13%	7%	188
70 or older	12%	18%	43%	19%	9%	136
<b>Education</b>						
High school or less	11%	24%	41%	17%	7%	141
Some College	20%	20%	40%	12%	9%	182
College Graduate	19%	31%	34%	9%	7%	295
Postgraduate Work	21%	29%	34%	7%	9%	260
<b>Income</b>						
Less than \$30,000	9%	21%	53%	12%	5%	77
\$30,000 - \$44,999	11%	21%	43%	11%	13%	70
\$45,000 - \$59,999	19%	19%	49%	10%	3%	59
\$60,000 - \$74,999	8%	26%	44%	11%	10%	96
\$75,000 - \$99,999	18%	32%	27%	15%	8%	114
\$100,000 - \$149,000	24%	29%	36%	6%	5%	222
\$150,000 or more	25%	36%	25%	5%	8%	118
<b>Own or Rent Home</b>						
Own	18%	27%	36%	11%	8%	840
Rent	19%	30%	41%	0%	11%	27
<b>Years Lived in Sturbridge</b>						
5 years or less	19%	35%	35%	7%	4%	167
6 to 15 years	24%	26%	37%	6%	8%	213
16 to 25 years	14%	30%	34%	10%	12%	184
More than 25 years	16%	21%	39%	16%	8%	312

q8a: Do you think the Town should investigate and/or encourage participation in alternative types of transportation? - Sidewalks

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>54%</b>	<b>31%</b>	<b>11%</b>	<b>3%</b>	<b>2%</b>	<b>913</b>
<b>Area of Sturbridge</b>						
Area A - North / West	54%	30%	11%	4%	1%	319
Area B - North / East	61%	27%	9%	1%	2%	324
Area C - South / West	46%	32%	19%	4%	0%	107
Area D - South / East	42%	39%	13%	4%	3%	144
<b>Age</b>						
18 to 29	54%	37%	6%	3%	0%	35
30 to 39	71%	21%	7%	0%	1%	150
40 to 49	61%	25%	9%	2%	2%	170
50 to 59	49%	31%	15%	3%	2%	186
60 to 69	52%	34%	10%	3%	1%	189
70 or older	36%	39%	17%	6%	2%	139
<b>Education</b>						
High school or less	42%	37%	13%	6%	4%	142
Some College	46%	37%	13%	3%	2%	184
College Graduate	57%	32%	8%	3%	1%	309
Postgraduate Work	62%	21%	13%	2%	1%	271
<b>Income</b>						
Less than \$30,000	40%	38%	14%	5%	3%	77
\$30,000 - \$44,999	48%	37%	10%	4%	1%	73
\$45,000 - \$59,999	48%	35%	10%	5%	2%	60
\$60,000 - \$74,999	46%	33%	15%	5%	1%	98
\$75,000 - \$99,999	51%	35%	12%	0%	2%	115
\$100,000 - \$149,000	62%	28%	8%	1%	1%	229
\$150,000 or more	63%	22%	10%	2%	2%	125
<b>Own or Rent Home</b>						
Own	54%	31%	11%	3%	2%	866
Rent	59%	28%	14%	0%	0%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	61%	26%	12%	1%	1%	178
6 to 15 years	56%	27%	14%	2%	2%	221
16 to 25 years	56%	29%	8%	5%	2%	190
More than 25 years	48%	36%	11%	3%	1%	315

q8b: Do you think the Town should investigate and/or encourage participation in alternative types of transportation? - Dedicated bike routes

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>45%</b>	<b>37%</b>	<b>14%</b>	<b>2%</b>	<b>2%</b>	<b>911</b>
<b>Area of Sturbridge</b>						
Area A - North / West	46%	36%	13%	3%	2%	318
Area B - North / East	50%	32%	14%	2%	2%	325
Area C - South / West	39%	41%	16%	5%	0%	108
Area D - South / East	35%	45%	16%	1%	2%	142
<b>Age</b>						
18 to 29	43%	34%	20%	3%	0%	35
30 to 39	59%	31%	10%	0%	1%	150
40 to 49	55%	29%	11%	2%	2%	170
50 to 59	45%	37%	13%	3%	2%	185
60 to 69	43%	42%	12%	2%	1%	189
70 or older	22%	45%	25%	7%	1%	138
<b>Education</b>						
High school or less	27%	40%	24%	5%	4%	142
Some College	38%	43%	15%	3%	2%	185
College Graduate	48%	38%	12%	2%	1%	309
Postgraduate Work	56%	30%	10%	2%	1%	269
<b>Income</b>						
Less than \$30,000	27%	49%	22%	0%	3%	79
\$30,000 - \$44,999	42%	37%	11%	8%	1%	73
\$45,000 - \$59,999	39%	38%	18%	2%	3%	61
\$60,000 - \$74,999	37%	39%	18%	4%	2%	97
\$75,000 - \$99,999	50%	39%	8%	1%	2%	115
\$100,000 - \$149,000	52%	35%	11%	1%	1%	229
\$150,000 or more	58%	27%	11%	2%	2%	125
<b>Own or Rent Home</b>						
Own	44%	37%	14%	2%	2%	863
Rent	53%	40%	7%	0%	0%	30
<b>Years Lived in Sturbridge</b>						
5 years or less	48%	34%	16%	1%	1%	178
6 to 15 years	49%	33%	15%	0%	2%	218
16 to 25 years	52%	37%	8%	2%	1%	191
More than 25 years	36%	42%	15%	5%	2%	315

q8c: Do you think the Town should investigate and/or encourage participation in alternative types of transportation? - Carpool / Rideshare programs

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>15%</b>	<b>31%</b>	<b>48%</b>	<b>5%</b>	<b>1%</b>	<b>901</b>
<b>Area of Sturbridge</b>						
Area A - North / West	14%	31%	50%	4%	1%	315
Area B - North / East	16%	31%	46%	5%	2%	320
Area C - South / West	16%	23%	52%	7%	1%	107
Area D - South / East	16%	36%	44%	4%	1%	141
<b>Age</b>						
18 to 29	9%	23%	54%	11%	3%	35
30 to 39	18%	29%	47%	5%	1%	149
40 to 49	15%	31%	46%	6%	2%	170
50 to 59	19%	27%	49%	4%	1%	186
60 to 69	14%	34%	48%	3%	2%	187
70 or older	8%	39%	47%	5%	1%	130
<b>Education</b>						
High school or less	9%	29%	54%	5%	3%	139
Some College	16%	36%	45%	3%	0%	182
College Graduate	14%	31%	47%	6%	1%	306
Postgraduate Work	19%	30%	46%	4%	1%	268
<b>Income</b>						
Less than \$30,000	12%	42%	43%	3%	0%	74
\$30,000 - \$44,999	13%	29%	51%	7%	0%	72
\$45,000 - \$59,999	18%	28%	49%	3%	2%	61
\$60,000 - \$74,999	17%	34%	45%	3%	1%	95
\$75,000 - \$99,999	13%	39%	43%	3%	2%	114
\$100,000 - \$149,000	17%	29%	47%	5%	2%	229
\$150,000 or more	16%	23%	53%	6%	2%	124
<b>Own or Rent Home</b>						
Own	15%	32%	47%	5%	1%	853
Rent	23%	13%	63%	0%	0%	30
<b>Years Lived in Sturbridge</b>						
5 years or less	18%	28%	53%	1%	0%	178
6 to 15 years	13%	32%	45%	7%	3%	218
16 to 25 years	18%	34%	40%	6%	2%	188
More than 25 years	14%	31%	50%	4%	0%	308

q8d: Do you think the Town should investigate and/or encourage participation in alternative types of transportation? - Regional bus service

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>21%</b>	<b>33%</b>	<b>35%</b>	<b>7%</b>	<b>4%</b>	<b>913</b>
<b>Area of Sturbridge</b>						
Area A - North / West	17%	30%	43%	7%	3%	320
Area B - North / East	23%	33%	32%	7%	4%	321
Area C - South / West	19%	42%	33%	6%	1%	107
Area D - South / East	24%	34%	31%	6%	5%	147
<b>Age</b>						
18 to 29	23%	11%	40%	14%	11%	35
30 to 39	17%	20%	44%	13%	6%	150
40 to 49	15%	33%	39%	10%	3%	170
50 to 59	24%	34%	35%	3%	4%	185
60 to 69	25%	41%	31%	3%	1%	190
70 or older	22%	42%	29%	5%	1%	139
<b>Education</b>						
High school or less	24%	40%	31%	3%	2%	144
Some College	25%	30%	37%	5%	2%	185
College Graduate	18%	35%	37%	7%	3%	307
Postgraduate Work	20%	30%	34%	10%	6%	270
<b>Income</b>						
Less than \$30,000	28%	42%	28%	1%	1%	79
\$30,000 - \$44,999	23%	41%	33%	1%	1%	73
\$45,000 - \$59,999	26%	49%	20%	0%	5%	61
\$60,000 - \$74,999	22%	37%	32%	8%	1%	98
\$75,000 - \$99,999	18%	27%	46%	4%	4%	114
\$100,000 - \$149,000	18%	33%	36%	9%	4%	228
\$150,000 or more	14%	23%	42%	12%	9%	124
<b>Own or Rent Home</b>						
Own	20%	33%	36%	7%	3%	865
Rent	38%	34%	24%	0%	3%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	17%	28%	38%	11%	6%	180
6 to 15 years	16%	30%	38%	10%	5%	221
16 to 25 years	25%	35%	33%	5%	3%	190
More than 25 years	25%	37%	33%	4%	1%	313

q8e: Do you think the Town should investigate and/or encourage participation in alternative types of transportation? - Seasonal in-town trolley service

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose	Number Responding
<b>All Sturbridge Adults</b>	<b>25%</b>	<b>33%</b>	<b>29%</b>	<b>8%</b>	<b>4%</b>	<b>912</b>
<b>Area of Sturbridge</b>						
Area A - North / West	23%	29%	34%	9%	5%	319
Area B - North / East	30%	36%	23%	7%	4%	321
Area C - South / West	25%	33%	28%	12%	2%	109
Area D - South / East	21%	38%	28%	8%	5%	145
<b>Age</b>						
18 to 29	37%	31%	9%	11%	11%	35
30 to 39	29%	29%	30%	8%	4%	150
40 to 49	24%	37%	22%	12%	5%	169
50 to 59	29%	31%	29%	7%	4%	185
60 to 69	25%	37%	28%	7%	2%	190
70 or older	17%	35%	36%	9%	2%	139
<b>Education</b>						
High school or less	13%	39%	36%	6%	6%	143
Some College	27%	33%	32%	4%	4%	186
College Graduate	28%	31%	27%	11%	3%	307
Postgraduate Work	28%	34%	24%	9%	5%	270
<b>Income</b>						
Less than \$30,000	23%	39%	35%	3%	1%	80
\$30,000 - \$44,999	22%	34%	33%	10%	1%	73
\$45,000 - \$59,999	31%	30%	28%	7%	5%	61
\$60,000 - \$74,999	20%	37%	31%	8%	4%	98
\$75,000 - \$99,999	22%	40%	25%	7%	6%	115
\$100,000 - \$149,000	32%	30%	24%	10%	4%	228
\$150,000 or more	22%	35%	27%	11%	5%	124
<b>Own or Rent Home</b>						
Own	26%	33%	29%	9%	4%	864
Rent	20%	43%	30%	3%	3%	30
<b>Years Lived in Sturbridge</b>						
5 years or less	30%	36%	25%	6%	3%	179
6 to 15 years	24%	33%	29%	9%	6%	221
16 to 25 years	29%	32%	26%	7%	5%	190
More than 25 years	22%	34%	31%	11%	3%	313

q9a1: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 131 & Fiske Hill Rd

	Safe	Unsafe	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>38%</b>	<b>53%</b>	<b>8%</b>	<b>878</b>
<b>Area of Sturbridge</b>				
Area A - North / West	43%	47%	9%	308
Area B - North / East	32%	62%	5%	316
Area C - South / West	45%	44%	11%	104
Area D - South / East	39%	51%	10%	138
<b>Age</b>				
18 to 29	54%	43%	3%	35
30 to 39	46%	44%	10%	142
40 to 49	33%	59%	8%	167
50 to 59	44%	49%	7%	177
60 to 69	33%	61%	6%	183
70 or older	35%	51%	13%	136
<b>Education</b>				
High school or less	39%	53%	9%	139
Some College	38%	53%	9%	173
College Graduate	41%	51%	8%	302
Postgraduate Work	35%	56%	9%	258
<b>Income</b>				
Less than \$30,000	42%	47%	11%	79
\$30,000 - \$44,999	37%	53%	10%	73
\$45,000 - \$59,999	47%	47%	5%	57
\$60,000 - \$74,999	35%	60%	5%	95
\$75,000 - \$99,999	41%	51%	8%	111
\$100,000 - \$149,000	38%	52%	10%	221
\$150,000 or more	41%	53%	6%	119
<b>Own or Rent Home</b>				
Own	39%	54%	8%	836
Rent	31%	42%	27%	26
<b>Years Lived in Sturbridge</b>				
5 years or less	42%	41%	16%	165
6 to 15 years	38%	54%	8%	213
16 to 25 years	42%	51%	6%	189
More than 25 years	34%	61%	5%	306



q9a2: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 131 & Fiske Hill Rd

	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>9%</b>	<b>54%</b>	<b>30%</b>	<b>8%</b>	<b>845</b>
<b>Area of Sturbridge</b>					
Area A - North / West	11%	61%	19%	9%	299
Area B - North / East	6%	49%	41%	5%	305
Area C - South / West	13%	56%	22%	9%	95
Area D - South / East	8%	50%	32%	11%	133
<b>Age</b>					
18 to 29	6%	64%	30%	0%	33
30 to 39	12%	50%	28%	11%	138
40 to 49	7%	51%	33%	9%	164
50 to 59	7%	57%	30%	5%	174
60 to 69	7%	60%	26%	7%	175
70 or older	10%	46%	33%	10%	127
<b>Education</b>					
High school or less	9%	49%	32%	9%	128
Some College	8%	56%	27%	9%	171
College Graduate	9%	54%	31%	6%	293
Postgraduate Work	8%	56%	28%	8%	250
<b>Income</b>					
Less than \$30,000	11%	53%	26%	11%	74
\$30,000 - \$44,999	7%	45%	38%	10%	71
\$45,000 - \$59,999	11%	64%	20%	5%	55
\$60,000 - \$74,999	0%	60%	34%	6%	88
\$75,000 - \$99,999	14%	48%	31%	7%	109
\$100,000 - \$149,000	9%	56%	26%	9%	214
\$150,000 or more	9%	53%	30%	8%	115
<b>Own or Rent Home</b>					
Own	9%	54%	29%	8%	807
Rent	8%	42%	42%	8%	24
<b>Years Lived in Sturbridge</b>					
5 years or less	10%	46%	27%	17%	156
6 to 15 years	9%	57%	25%	8%	212
16 to 25 years	7%	53%	33%	7%	181
More than 25 years	7%	57%	32%	3%	289

q9b1: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 131 & Shepard Rd

	Safe	Unsafe	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>36%</b>	<b>30%</b>	<b>34%</b>	<b>846</b>
<b>Area of Sturbridge</b>				
Area A - North / West	37%	25%	38%	294
Area B - North / East	35%	32%	33%	304
Area C - South / West	44%	26%	31%	101
Area D - South / East	30%	41%	29%	133
<b>Age</b>				
18 to 29	46%	20%	34%	35
30 to 39	27%	26%	47%	137
40 to 49	34%	35%	31%	159
50 to 59	41%	30%	29%	174
60 to 69	39%	31%	31%	173
70 or older	34%	33%	33%	132
<b>Education</b>				
High school or less	38%	32%	30%	134
Some College	39%	30%	31%	168
College Graduate	33%	32%	35%	291
Postgraduate Work	34%	28%	38%	246
<b>Income</b>				
Less than \$30,000	36%	23%	40%	77
\$30,000 - \$44,999	36%	33%	30%	69
\$45,000 - \$59,999	52%	30%	19%	54
\$60,000 - \$74,999	36%	36%	28%	94
\$75,000 - \$99,999	40%	28%	32%	107
\$100,000 - \$149,000	33%	27%	40%	212
\$150,000 or more	33%	33%	34%	116
<b>Own or Rent Home</b>				
Own	36%	30%	34%	804
Rent	31%	27%	42%	26
<b>Years Lived in Sturbridge</b>				
5 years or less	26%	18%	56%	155
6 to 15 years	34%	25%	41%	198
16 to 25 years	43%	33%	24%	187
More than 25 years	37%	39%	24%	300

q9b2: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 131 & Shepard Rd

	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>19%</b>	<b>36%</b>	<b>12%</b>	<b>33%</b>	<b>796</b>
<b>Area of Sturbridge</b>					
Area A - North / West	18%	38%	8%	36%	279
Area B - North / East	18%	34%	16%	32%	282
Area C - South / West	30%	35%	4%	30%	93
Area D - South / East	15%	42%	18%	26%	130
<b>Age</b>					
18 to 29	34%	28%	9%	28%	32
30 to 39	16%	32%	8%	44%	124
40 to 49	16%	35%	17%	32%	155
50 to 59	16%	45%	12%	28%	165
60 to 69	23%	36%	10%	31%	166
70 or older	17%	39%	14%	30%	122
<b>Education</b>					
High school or less	18%	36%	15%	30%	125
Some College	18%	39%	13%	29%	156
College Graduate	17%	37%	12%	33%	281
Postgraduate Work	21%	34%	10%	35%	231
<b>Income</b>					
Less than \$30,000	13%	38%	8%	42%	72
\$30,000 - \$44,999	16%	45%	14%	25%	64
\$45,000 - \$59,999	29%	38%	11%	23%	56
\$60,000 - \$74,999	18%	40%	18%	24%	84
\$75,000 - \$99,999	24%	36%	10%	31%	104
\$100,000 - \$149,000	21%	32%	11%	37%	200
\$150,000 or more	13%	39%	11%	37%	109
<b>Own or Rent Home</b>					
Own	19%	36%	12%	33%	761
Rent	18%	36%	14%	32%	22
<b>Years Lived in Sturbridge</b>					
5 years or less	16%	24%	5%	56%	144
6 to 15 years	18%	32%	11%	39%	192
16 to 25 years	16%	42%	14%	28%	178
More than 25 years	23%	43%	16%	19%	275

q9c1: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 131 & Hall Rd

	Safe	Unsafe	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>46%</b>	<b>43%</b>	<b>10%</b>	<b>862</b>
<b>Area of Sturbridge</b>				
Area A - North / West	47%	40%	13%	302
Area B - North / East	43%	50%	7%	306
Area C - South / West	62%	28%	11%	104
Area D - South / East	39%	49%	12%	138
<b>Age</b>				
18 to 29	51%	43%	6%	35
30 to 39	41%	43%	16%	142
40 to 49	44%	43%	13%	165
50 to 59	52%	41%	7%	174
60 to 69	47%	47%	5%	179
70 or older	44%	41%	15%	129
<b>Education</b>				
High school or less	52%	42%	6%	137
Some College	48%	44%	8%	169
College Graduate	46%	42%	12%	299
Postgraduate Work	42%	44%	13%	252
<b>Income</b>				
Less than \$30,000	51%	35%	14%	80
\$30,000 - \$44,999	44%	46%	10%	70
\$45,000 - \$59,999	53%	39%	9%	57
\$60,000 - \$74,999	44%	52%	4%	93
\$75,000 - \$99,999	46%	49%	4%	112
\$100,000 - \$149,000	44%	43%	13%	217
\$150,000 or more	44%	39%	16%	117
<b>Own or Rent Home</b>				
Own	46%	44%	10%	820
Rent	58%	23%	19%	26
<b>Years Lived in Sturbridge</b>				
5 years or less	42%	34%	24%	161
6 to 15 years	44%	44%	12%	209
16 to 25 years	57%	37%	6%	187
More than 25 years	43%	53%	4%	299

q9c2: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 131 & Hall Rd

	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>11%</b>	<b>50%</b>	<b>29%</b>	<b>10%</b>	<b>818</b>
<b>Area of Sturbridge</b>					
Area A - North / West	11%	57%	19%	13%	287
Area B - North / East	9%	48%	37%	6%	294
Area C - South / West	19%	52%	18%	12%	95
Area D - South / East	9%	38%	39%	13%	130
<b>Age</b>					
18 to 29	15%	48%	36%	0%	33
30 to 39	13%	44%	27%	16%	135
40 to 49	6%	48%	32%	13%	157
50 to 59	14%	52%	30%	5%	170
60 to 69	9%	58%	25%	8%	170
70 or older	13%	43%	29%	15%	122
<b>Education</b>					
High school or less	11%	48%	32%	9%	124
Some College	12%	49%	30%	10%	162
College Graduate	9%	51%	28%	11%	290
Postgraduate Work	13%	49%	28%	10%	239
<b>Income</b>					
Less than \$30,000	11%	49%	24%	17%	72
\$30,000 - \$44,999	4%	51%	35%	9%	68
\$45,000 - \$59,999	13%	64%	13%	9%	53
\$60,000 - \$74,999	9%	43%	43%	6%	87
\$75,000 - \$99,999	17%	52%	25%	6%	107
\$100,000 - \$149,000	11%	48%	29%	12%	207
\$150,000 or more	12%	46%	28%	15%	112
<b>Own or Rent Home</b>					
Own	11%	50%	29%	11%	782
Rent	13%	43%	35%	9%	23
<b>Years Lived in Sturbridge</b>					
5 years or less	16%	39%	22%	23%	150
6 to 15 years	11%	49%	28%	12%	203
16 to 25 years	7%	57%	30%	7%	176
More than 25 years	11%	52%	33%	5%	282

q9d1: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 20 & Fiske Hill Rd

	Safe	Unsafe	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>38%</b>	<b>52%</b>	<b>9%</b>	<b>868</b>
<b>Area of Sturbridge</b>				
Area A - North / West	42%	47%	11%	307
Area B - North / East	34%	61%	6%	312
Area C - South / West	45%	47%	8%	100
Area D - South / East	38%	49%	13%	137
<b>Age</b>				
18 to 29	46%	49%	6%	35
30 to 39	44%	41%	14%	145
40 to 49	33%	59%	7%	165
50 to 59	38%	55%	7%	174
60 to 69	36%	56%	8%	181
70 or older	40%	49%	11%	131
<b>Education</b>				
High school or less	39%	49%	12%	135
Some College	43%	49%	8%	172
College Graduate	37%	54%	9%	299
Postgraduate Work	37%	55%	8%	256
<b>Income</b>				
Less than \$30,000	44%	40%	17%	78
\$30,000 - \$44,999	39%	52%	9%	67
\$45,000 - \$59,999	35%	60%	5%	57
\$60,000 - \$74,999	36%	57%	7%	95
\$75,000 - \$99,999	45%	49%	6%	109
\$100,000 - \$149,000	36%	53%	11%	220
\$150,000 or more	38%	53%	9%	121
<b>Own or Rent Home</b>				
Own	38%	53%	9%	827
Rent	58%	27%	15%	26
<b>Years Lived in Sturbridge</b>				
5 years or less	40%	42%	17%	163
6 to 15 years	37%	52%	10%	211
16 to 25 years	41%	52%	8%	185
More than 25 years	37%	59%	5%	304

q9d2: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 20 & Fiske Hill Rd

	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>18%</b>	<b>47%</b>	<b>26%</b>	<b>10%</b>	<b>820</b>
<b>Area of Sturbridge</b>					
Area A - North / West	22%	49%	17%	12%	290
Area B - North / East	13%	48%	33%	7%	301
Area C - South / West	24%	44%	20%	12%	91
Area D - South / East	14%	43%	33%	10%	126
<b>Age</b>					
18 to 29	27%	58%	12%	3%	33
30 to 39	14%	51%	21%	14%	135
40 to 49	16%	43%	31%	10%	160
50 to 59	19%	50%	25%	6%	169
60 to 69	16%	48%	27%	8%	170
70 or older	17%	40%	30%	13%	121
<b>Education</b>					
High school or less	12%	48%	27%	13%	124
Some College	17%	42%	30%	11%	161
College Graduate	16%	48%	26%	9%	286
Postgraduate Work	22%	48%	23%	8%	246
<b>Income</b>					
Less than \$30,000	14%	46%	25%	14%	71
\$30,000 - \$44,999	8%	53%	27%	13%	64
\$45,000 - \$59,999	25%	51%	16%	7%	55
\$60,000 - \$74,999	13%	53%	28%	7%	87
\$75,000 - \$99,999	24%	48%	20%	8%	106
\$100,000 - \$149,000	21%	42%	27%	11%	208
\$150,000 or more	13%	47%	30%	10%	117
<b>Own or Rent Home</b>					
Own	17%	47%	26%	10%	783
Rent	21%	42%	21%	17%	24
<b>Years Lived in Sturbridge</b>					
5 years or less	17%	45%	22%	16%	155
6 to 15 years	16%	49%	24%	11%	197
16 to 25 years	21%	46%	27%	6%	177
More than 25 years	16%	47%	29%	8%	284

q9e1: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 20 & Hall Rd

	Safe	Unsafe	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>48%</b>	<b>42%</b>	<b>10%</b>	<b>854</b>
<b>Area of Sturbridge</b>				
Area A - North / West	50%	37%	13%	299
Area B - North / East	45%	46%	8%	306
Area C - South / West	51%	38%	11%	102
Area D - South / East	46%	45%	9%	137
<b>Age</b>				
18 to 29	51%	46%	3%	35
30 to 39	46%	35%	18%	141
40 to 49	45%	43%	12%	162
50 to 59	54%	39%	7%	176
60 to 69	47%	46%	7%	176
70 or older	47%	44%	9%	128
<b>Education</b>				
High school or less	54%	40%	7%	136
Some College	46%	46%	8%	169
College Graduate	47%	42%	11%	293
Postgraduate Work	48%	39%	13%	251
<b>Income</b>				
Less than \$30,000	49%	35%	15%	79
\$30,000 - \$44,999	57%	36%	7%	70
\$45,000 - \$59,999	52%	43%	5%	58
\$60,000 - \$74,999	41%	53%	6%	95
\$75,000 - \$99,999	51%	41%	7%	107
\$100,000 - \$149,000	48%	40%	12%	212
\$150,000 or more	41%	43%	16%	121
<b>Own or Rent Home</b>				
Own	47%	42%	10%	811
Rent	56%	30%	15%	27
<b>Years Lived in Sturbridge</b>				
5 years or less	50%	24%	25%	161
6 to 15 years	46%	41%	13%	208
16 to 25 years	49%	48%	3%	182
More than 25 years	48%	48%	4%	297



q9e2: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 20 & Hall Rd

	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>13%</b>	<b>46%</b>	<b>30%</b>	<b>12%</b>	<b>801</b>
<b>Area of Sturbridge</b>					
Area A - North / West	16%	46%	23%	15%	280
Area B - North / East	8%	48%	36%	8%	293
Area C - South / West	22%	42%	24%	13%	93
Area D - South / East	9%	45%	34%	12%	125
<b>Age</b>					
18 to 29	21%	45%	30%	3%	33
30 to 39	9%	45%	29%	17%	131
40 to 49	9%	45%	33%	13%	158
50 to 59	14%	49%	30%	7%	170
60 to 69	12%	48%	28%	11%	166
70 or older	19%	40%	28%	13%	113
<b>Education</b>					
High school or less	15%	46%	29%	10%	124
Some College	13%	43%	31%	12%	153
College Graduate	11%	44%	33%	12%	284
Postgraduate Work	14%	50%	24%	12%	237
<b>Income</b>					
Less than \$30,000	21%	42%	24%	14%	72
\$30,000 - \$44,999	14%	47%	28%	11%	64
\$45,000 - \$59,999	13%	56%	20%	11%	55
\$60,000 - \$74,999	8%	47%	37%	7%	83
\$75,000 - \$99,999	19%	45%	29%	7%	102
\$100,000 - \$149,000	14%	44%	29%	14%	207
\$150,000 or more	8%	45%	32%	16%	116
<b>Own or Rent Home</b>					
Own	12%	46%	30%	12%	764
Rent	25%	33%	29%	13%	24
<b>Years Lived in Sturbridge</b>					
5 years or less	14%	49%	15%	22%	150
6 to 15 years	13%	42%	31%	14%	196
16 to 25 years	10%	47%	36%	7%	177
More than 25 years	13%	46%	34%	7%	271

q9f1: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 20 & New Boston Rd

	Safe	Unsafe	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>30%</b>	<b>57%</b>	<b>13%</b>	<b>868</b>
<b>Area of Sturbridge</b>				
Area A - North / West	30%	62%	8%	310
Area B - North / East	28%	62%	11%	310
Area C - South / West	37%	49%	15%	101
Area D - South / East	32%	45%	24%	136
<b>Age</b>				
18 to 29	37%	51%	11%	35
30 to 39	23%	65%	12%	146
40 to 49	23%	68%	10%	167
50 to 59	35%	53%	12%	177
60 to 69	30%	59%	11%	176
70 or older	39%	43%	18%	128
<b>Education</b>				
High school or less	31%	54%	15%	134
Some College	34%	55%	11%	173
College Graduate	30%	58%	12%	298
Postgraduate Work	27%	60%	13%	257
<b>Income</b>				
Less than \$30,000	37%	44%	19%	78
\$30,000 - \$44,999	34%	59%	7%	68
\$45,000 - \$59,999	32%	57%	11%	56
\$60,000 - \$74,999	34%	52%	14%	96
\$75,000 - \$99,999	30%	58%	12%	110
\$100,000 - \$149,000	26%	63%	11%	222
\$150,000 or more	25%	61%	14%	118
<b>Own or Rent Home</b>				
Own	30%	58%	12%	824
Rent	44%	33%	22%	27
<b>Years Lived in Sturbridge</b>				
5 years or less	27%	52%	21%	168
6 to 15 years	28%	58%	14%	214
16 to 25 years	33%	60%	8%	183
More than 25 years	32%	59%	9%	297

q9f2: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 20 & New Boston Rd

	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>12%</b>	<b>38%</b>	<b>38%</b>	<b>12%</b>	<b>818</b>
<b>Area of Sturbridge</b>					
Area A - North / West	13%	40%	38%	8%	290
Area B - North / East	10%	36%	42%	12%	301
Area C - South / West	15%	40%	32%	13%	92
Area D - South / East	10%	35%	32%	23%	124
<b>Age</b>					
18 to 29	9%	44%	38%	9%	32
30 to 39	9%	35%	46%	10%	133
40 to 49	7%	33%	47%	13%	163
50 to 59	12%	47%	32%	9%	169
60 to 69	15%	40%	32%	13%	171
70 or older	17%	33%	31%	20%	120
<b>Education</b>					
High school or less	13%	36%	36%	16%	126
Some College	13%	36%	38%	13%	165
College Graduate	10%	38%	40%	12%	281
Postgraduate Work	12%	41%	36%	11%	243
<b>Income</b>					
Less than \$30,000	11%	39%	29%	21%	72
\$30,000 - \$44,999	10%	38%	40%	12%	68
\$45,000 - \$59,999	19%	46%	22%	13%	54
\$60,000 - \$74,999	12%	41%	35%	12%	83
\$75,000 - \$99,999	15%	39%	35%	11%	107
\$100,000 - \$149,000	12%	36%	41%	10%	210
\$150,000 or more	8%	34%	45%	13%	115
<b>Own or Rent Home</b>					
Own	12%	38%	38%	13%	783
Rent	17%	46%	25%	13%	24
<b>Years Lived in Sturbridge</b>					
5 years or less	13%	33%	36%	18%	152
6 to 15 years	12%	36%	38%	14%	197
16 to 25 years	11%	39%	40%	10%	178
More than 25 years	12%	41%	37%	9%	285

q9g1: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 20 & Arnold Rd

	Safe	Unsafe	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>39%</b>	<b>42%</b>	<b>19%</b>	<b>858</b>
<b>Area of Sturbridge</b>				
Area A - North / West	47%	43%	10%	311
Area B - North / East	33%	41%	26%	303
Area C - South / West	44%	44%	12%	102
Area D - South / East	31%	40%	30%	131
<b>Age</b>				
18 to 29	47%	29%	24%	34
30 to 39	35%	38%	27%	143
40 to 49	42%	44%	13%	165
50 to 59	49%	33%	18%	176
60 to 69	39%	46%	15%	172
70 or older	29%	47%	24%	129
<b>Education</b>				
High school or less	40%	39%	21%	136
Some College	42%	44%	14%	170
College Graduate	38%	41%	20%	294
Postgraduate Work	38%	42%	21%	253
<b>Income</b>				
Less than \$30,000	37%	39%	24%	76
\$30,000 - \$44,999	34%	50%	16%	70
\$45,000 - \$59,999	38%	48%	14%	56
\$60,000 - \$74,999	42%	37%	22%	93
\$75,000 - \$99,999	39%	44%	17%	107
\$100,000 - \$149,000	44%	36%	20%	215
\$150,000 or more	43%	37%	19%	118
<b>Own or Rent Home</b>				
Own	39%	42%	19%	815
Rent	46%	31%	23%	26
<b>Years Lived in Sturbridge</b>				
5 years or less	33%	34%	33%	164
6 to 15 years	39%	41%	20%	213
16 to 25 years	48%	37%	15%	182
More than 25 years	38%	49%	13%	293

q9g2: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 20 & Arnold Rd

	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>11%</b>	<b>39%</b>	<b>32%</b>	<b>18%</b>	<b>817</b>
<b>Area of Sturbridge</b>					
Area A - North / West	13%	43%	33%	12%	294
Area B - North / East	9%	36%	32%	23%	291
Area C - South / West	17%	42%	26%	15%	95
Area D - South / East	8%	37%	33%	22%	126
<b>Age</b>					
18 to 29	22%	34%	25%	19%	32
30 to 39	12%	33%	34%	21%	133
40 to 49	9%	37%	40%	15%	162
50 to 59	12%	48%	27%	13%	166
60 to 69	9%	41%	31%	19%	172
70 or older	13%	32%	30%	25%	121
<b>Education</b>					
High school or less	12%	36%	33%	19%	129
Some College	11%	41%	32%	17%	160
College Graduate	10%	40%	32%	18%	282
Postgraduate Work	12%	38%	32%	18%	243
<b>Income</b>					
Less than \$30,000	14%	38%	23%	25%	73
\$30,000 - \$44,999	6%	39%	36%	19%	64
\$45,000 - \$59,999	16%	45%	22%	17%	58
\$60,000 - \$74,999	10%	51%	23%	16%	77
\$75,000 - \$99,999	11%	41%	34%	14%	106
\$100,000 - \$149,000	11%	36%	35%	18%	211
\$150,000 or more	11%	36%	31%	22%	118
<b>Own or Rent Home</b>					
Own	11%	39%	32%	18%	782
Rent	13%	39%	35%	13%	23
<b>Years Lived in Sturbridge</b>					
5 years or less	13%	32%	25%	30%	151
6 to 15 years	12%	37%	30%	21%	199
16 to 25 years	9%	46%	31%	13%	179
More than 25 years	10%	40%	38%	12%	281

q9h1: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Brookfield Rd(rt 148) - Entire length

	Safe	Unsafe	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>79%</b>	<b>7%</b>	<b>14%</b>	<b>865</b>
<b>Area of Sturbridge</b>				
Area A - North / West	86%	8%	7%	306
Area B - North / East	75%	8%	17%	312
Area C - South / West	84%	6%	10%	103
Area D - South / East	73%	5%	22%	131
<b>Age</b>				
18 to 29	86%	3%	11%	35
30 to 39	78%	8%	14%	141
40 to 49	85%	7%	8%	164
50 to 59	81%	7%	11%	178
60 to 69	81%	6%	13%	175
70 or older	70%	5%	25%	134
<b>Education</b>				
High school or less	81%	5%	14%	136
Some College	77%	9%	14%	174
College Graduate	81%	6%	13%	298
Postgraduate Work	78%	8%	14%	251
<b>Income</b>				
Less than \$30,000	76%	6%	18%	79
\$30,000 - \$44,999	77%	7%	16%	69
\$45,000 - \$59,999	85%	2%	13%	54
\$60,000 - \$74,999	80%	6%	14%	93
\$75,000 - \$99,999	74%	8%	19%	106
\$100,000 - \$149,000	81%	7%	12%	218
\$150,000 or more	84%	8%	8%	119
<b>Own or Rent Home</b>				
Own	79%	7%	14%	823
Rent	74%	15%	11%	27
<b>Years Lived in Sturbridge</b>				
5 years or less	72%	10%	17%	167
6 to 15 years	80%	7%	13%	210
16 to 25 years	84%	7%	9%	181
More than 25 years	81%	6%	14%	301

q9h2: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Brookfield Rd(rt 148) - Entire length

	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>37%</b>	<b>40%</b>	<b>9%</b>	<b>14%</b>	<b>802</b>
<b>Area of Sturbridge</b>					
Area A - North / West	39%	43%	9%	9%	289
Area B - North / East	36%	38%	8%	18%	288
Area C - South / West	37%	40%	10%	14%	93
Area D - South / East	33%	37%	11%	20%	123
<b>Age</b>					
18 to 29	53%	38%	6%	3%	32
30 to 39	36%	40%	5%	18%	131
40 to 49	33%	45%	10%	11%	162
50 to 59	38%	43%	10%	9%	166
60 to 69	40%	38%	7%	15%	163
70 or older	32%	30%	11%	26%	115
<b>Education</b>					
High school or less	28%	44%	11%	17%	121
Some College	37%	37%	10%	16%	158
College Graduate	35%	44%	8%	12%	282
Postgraduate Work	43%	35%	8%	15%	238
<b>Income</b>					
Less than \$30,000	31%	38%	10%	21%	68
\$30,000 - \$44,999	32%	38%	12%	17%	65
\$45,000 - \$59,999	36%	43%	8%	13%	53
\$60,000 - \$74,999	40%	35%	8%	18%	80
\$75,000 - \$99,999	34%	40%	11%	15%	102
\$100,000 - \$149,000	41%	42%	6%	11%	209
\$150,000 or more	39%	36%	9%	16%	116
<b>Own or Rent Home</b>					
Own	37%	40%	8%	15%	765
Rent	38%	38%	21%	4%	24
<b>Years Lived in Sturbridge</b>					
5 years or less	39%	35%	8%	18%	151
6 to 15 years	36%	40%	7%	16%	201
16 to 25 years	39%	40%	9%	12%	171
More than 25 years	34%	43%	10%	13%	272

q911: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Whittemore Rd - Entire length

	Safe	Unsafe	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>49%</b>	<b>11%</b>	<b>40%</b>	<b>834</b>
<b>Area of Sturbridge</b>				
Area A - North / West	45%	7%	48%	292
Area B - North / East	54%	17%	29%	306
Area C - South / West	49%	5%	46%	98
Area D - South / East	49%	9%	42%	125
<b>Age</b>				
18 to 29	29%	24%	47%	34
30 to 39	37%	12%	51%	138
40 to 49	50%	12%	37%	161
50 to 59	53%	10%	37%	174
60 to 69	56%	5%	38%	167
70 or older	50%	12%	38%	125
<b>Education</b>				
High school or less	50%	13%	38%	128
Some College	46%	9%	45%	161
College Graduate	51%	12%	37%	294
Postgraduate Work	47%	11%	42%	245
<b>Income</b>				
Less than \$30,000	44%	8%	47%	72
\$30,000 - \$44,999	55%	6%	39%	66
\$45,000 - \$59,999	66%	8%	26%	53
\$60,000 - \$74,999	57%	5%	38%	92
\$75,000 - \$99,999	44%	13%	42%	106
\$100,000 - \$149,000	41%	13%	46%	213
\$150,000 or more	52%	14%	34%	116
<b>Own or Rent Home</b>				
Own	49%	11%	40%	791
Rent	41%	4%	56%	27
<b>Years Lived in Sturbridge</b>				
5 years or less	31%	11%	59%	157
6 to 15 years	43%	11%	46%	201
16 to 25 years	51%	14%	35%	179
More than 25 years	62%	9%	29%	292



q9i2: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Whittemore Rd - Entire length

	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>42%</b>	<b>17%</b>	<b>2%</b>	<b>40%</b>	<b>774</b>
<b>Area of Sturbridge</b>					
Area A - North / West	40%	12%	1%	47%	270
Area B - North / East	47%	21%	2%	30%	281
Area C - South / West	42%	12%	0%	46%	91
Area D - South / East	38%	18%	3%	41%	125
<b>Age</b>					
18 to 29	39%	23%	0%	39%	31
30 to 39	37%	10%	2%	51%	121
40 to 49	44%	15%	2%	39%	152
50 to 59	46%	18%	1%	35%	160
60 to 69	46%	13%	2%	39%	161
70 or older	38%	23%	3%	37%	119
<b>Education</b>					
High school or less	28%	27%	2%	42%	123
Some College	39%	16%	2%	44%	147
College Graduate	45%	18%	1%	36%	277
Postgraduate Work	48%	9%	2%	41%	224
<b>Income</b>					
Less than \$30,000	25%	21%	3%	52%	73
\$30,000 - \$44,999	39%	21%	2%	38%	61
\$45,000 - \$59,999	55%	17%	2%	26%	53
\$60,000 - \$74,999	45%	19%	0%	36%	80
\$75,000 - \$99,999	43%	12%	1%	44%	100
\$100,000 - \$149,000	39%	14%	3%	44%	194
\$150,000 or more	54%	12%	1%	33%	108
<b>Own or Rent Home</b>					
Own	43%	16%	2%	39%	741
Rent	26%	17%	4%	52%	23
<b>Years Lived in Sturbridge</b>					
5 years or less	29%	11%	1%	59%	140
6 to 15 years	37%	15%	3%	45%	188
16 to 25 years	46%	17%	3%	34%	168
More than 25 years	50%	21%	0%	29%	272

q9j1: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Mashapaug Rd & Breakneck Rd

	Safe	Unsafe	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>58%</b>	<b>8%</b>	<b>34%</b>	<b>857</b>
<b>Area of Sturbridge</b>				
Area A - North / West	60%	4%	36%	299
Area B - North / East	57%	5%	37%	307
Area C - South / West	62%	9%	29%	101
Area D - South / East	54%	22%	24%	137
<b>Age</b>				
18 to 29	49%	17%	34%	35
30 to 39	49%	7%	44%	140
40 to 49	61%	7%	32%	163
50 to 59	62%	7%	30%	174
60 to 69	60%	7%	33%	176
70 or older	57%	10%	33%	133
<b>Education</b>				
High school or less	54%	7%	38%	136
Some College	61%	8%	31%	169
College Graduate	61%	9%	30%	296
Postgraduate Work	55%	8%	38%	251
<b>Income</b>				
Less than \$30,000	44%	10%	45%	77
\$30,000 - \$44,999	70%	3%	28%	69
\$45,000 - \$59,999	63%	11%	27%	56
\$60,000 - \$74,999	60%	12%	29%	94
\$75,000 - \$99,999	60%	10%	30%	109
\$100,000 - \$149,000	56%	7%	37%	215
\$150,000 or more	62%	9%	30%	117
<b>Own or Rent Home</b>				
Own	58%	8%	34%	813
Rent	57%	4%	39%	28
<b>Years Lived in Sturbridge</b>				
5 years or less	43%	12%	45%	163
6 to 15 years	55%	6%	39%	210
16 to 25 years	64%	12%	23%	183
More than 25 years	64%	6%	30%	296

q9j2: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Mashapaug Rd & Breakneck Rd

	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>48%</b>	<b>16%</b>	<b>1%</b>	<b>34%</b>	<b>786</b>
<b>Area of Sturbridge</b>					
Area A - North / West	49%	14%	0%	37%	275
Area B - North / East	46%	14%	1%	39%	281
Area C - South / West	56%	15%	1%	27%	91
Area D - South / East	48%	25%	2%	25%	128
<b>Age</b>					
18 to 29	59%	13%	3%	25%	32
30 to 39	43%	10%	1%	46%	125
40 to 49	45%	20%	0%	35%	158
50 to 59	50%	18%	2%	30%	167
60 to 69	51%	13%	2%	34%	160
70 or older	49%	17%	1%	34%	113
<b>Education</b>					
High school or less	38%	21%	2%	38%	123
Some College	53%	14%	0%	33%	155
College Graduate	50%	20%	1%	30%	279
Postgraduate Work	49%	10%	2%	39%	226
<b>Income</b>					
Less than \$30,000	32%	20%	1%	46%	71
\$30,000 - \$44,999	53%	19%	2%	27%	64
\$45,000 - \$59,999	57%	17%	0%	26%	53
\$60,000 - \$74,999	51%	13%	1%	35%	78
\$75,000 - \$99,999	55%	13%	1%	32%	104
\$100,000 - \$149,000	50%	13%	1%	35%	202
\$150,000 or more	44%	22%	2%	33%	110
<b>Own or Rent Home</b>					
Own	48%	16%	1%	34%	751
Rent	43%	22%	0%	35%	23
<b>Years Lived in Sturbridge</b>					
5 years or less	41%	12%	1%	46%	147
6 to 15 years	44%	13%	2%	41%	198
16 to 25 years	52%	20%	2%	26%	174
More than 25 years	54%	18%	0%	28%	261

q9k1: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 15 & River Rd

	Safe	Unsafe	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>58%</b>	<b>10%</b>	<b>32%</b>	<b>854</b>
<b>Area of Sturbridge</b>				
Area A - North / West	56%	6%	38%	301
Area B - North / East	56%	8%	36%	307
Area C - South / West	63%	15%	22%	101
Area D - South / East	67%	19%	14%	131
<b>Age</b>				
18 to 29	49%	14%	37%	35
30 to 39	52%	4%	44%	141
40 to 49	62%	7%	30%	162
50 to 59	62%	6%	32%	173
60 to 69	58%	15%	27%	177
70 or older	59%	13%	28%	130
<b>Education</b>				
High school or less	59%	15%	26%	135
Some College	59%	9%	31%	169
College Graduate	61%	10%	28%	296
Postgraduate Work	54%	7%	39%	248
<b>Income</b>				
Less than \$30,000	49%	11%	41%	74
\$30,000 - \$44,999	60%	19%	21%	68
\$45,000 - \$59,999	69%	10%	21%	58
\$60,000 - \$74,999	59%	15%	27%	94
\$75,000 - \$99,999	60%	11%	29%	108
\$100,000 - \$149,000	53%	6%	41%	216
\$150,000 or more	61%	3%	35%	116
<b>Own or Rent Home</b>				
Own	59%	10%	31%	811
Rent	63%	4%	33%	27
<b>Years Lived in Sturbridge</b>				
5 years or less	49%	4%	48%	164
6 to 15 years	55%	7%	38%	206
16 to 25 years	64%	11%	25%	180
More than 25 years	63%	15%	22%	299

q9k2: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 15 & River Rd

	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>47%</b>	<b>18%</b>	<b>2%</b>	<b>32%</b>	<b>781</b>
<b>Area of Sturbridge</b>					
Area A - North / West	45%	16%	1%	38%	274
Area B - North / East	46%	15%	2%	37%	278
Area C - South / West	51%	23%	3%	22%	94
Area D - South / East	55%	25%	4%	16%	125
<b>Age</b>					
18 to 29	38%	22%	3%	38%	32
30 to 39	45%	8%	2%	45%	123
40 to 49	46%	21%	0%	34%	158
50 to 59	51%	17%	2%	29%	162
60 to 69	52%	20%	2%	26%	163
70 or older	45%	19%	4%	31%	115
<b>Education</b>					
High school or less	41%	24%	4%	30%	123
Some College	49%	16%	3%	32%	152
College Graduate	49%	21%	1%	29%	278
Postgraduate Work	47%	14%	2%	37%	225
<b>Income</b>					
Less than \$30,000	30%	23%	4%	44%	71
\$30,000 - \$44,999	53%	25%	3%	19%	64
\$45,000 - \$59,999	58%	19%	4%	19%	52
\$60,000 - \$74,999	46%	20%	1%	33%	80
\$75,000 - \$99,999	54%	17%	2%	26%	103
\$100,000 - \$149,000	46%	14%	1%	40%	196
\$150,000 or more	46%	17%	2%	35%	111
<b>Own or Rent Home</b>					
Own	47%	18%	2%	32%	748
Rent	43%	26%	0%	30%	23
<b>Years Lived in Sturbridge</b>					
5 years or less	38%	11%	1%	50%	143
6 to 15 years	44%	16%	2%	38%	190
16 to 25 years	49%	21%	2%	28%	174
More than 25 years	54%	22%	3%	21%	269

q911: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 49 & Putnam Rd

	Safe	Unsafe	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>47%</b>	<b>11%</b>	<b>42%</b>	<b>842</b>
<b>Area of Sturbridge</b>				
Area A - North / West	48%	8%	43%	297
Area B - North / East	48%	15%	37%	309
Area C - South / West	46%	8%	46%	98
Area D - South / East	44%	9%	47%	124
<b>Age</b>				
18 to 29	50%	15%	35%	34
30 to 39	43%	5%	51%	138
40 to 49	50%	9%	41%	164
50 to 59	55%	10%	35%	174
60 to 69	45%	14%	40%	173
70 or older	37%	14%	49%	124
<b>Education</b>				
High school or less	47%	14%	39%	128
Some College	41%	11%	47%	167
College Graduate	51%	8%	41%	291
Postgraduate Work	47%	12%	42%	250
<b>Income</b>				
Less than \$30,000	44%	10%	46%	71
\$30,000 - \$44,999	44%	20%	36%	66
\$45,000 - \$59,999	58%	11%	31%	55
\$60,000 - \$74,999	52%	8%	40%	92
\$75,000 - \$99,999	44%	12%	45%	110
\$100,000 - \$149,000	46%	6%	48%	214
\$150,000 or more	51%	14%	35%	116
<b>Own or Rent Home</b>				
Own	47%	11%	42%	798
Rent	54%	11%	36%	28
<b>Years Lived in Sturbridge</b>				
5 years or less	41%	8%	51%	164
6 to 15 years	48%	8%	43%	203
16 to 25 years	52%	9%	39%	178
More than 25 years	47%	15%	38%	292

q912: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 49 & Putnam Rd

	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>35%</b>	<b>21%</b>	<b>4%</b>	<b>41%</b>	<b>774</b>
<b>Area of Sturbridge</b>					
Area A - North / West	37%	20%	2%	41%	265
Area B - North / East	33%	23%	6%	37%	287
Area C - South / West	40%	13%	1%	46%	90
Area D - South / East	30%	22%	2%	46%	123
<b>Age</b>					
18 to 29	34%	28%	3%	34%	32
30 to 39	28%	15%	5%	53%	123
40 to 49	35%	25%	3%	37%	156
50 to 59	41%	23%	4%	32%	162
60 to 69	36%	17%	6%	41%	158
70 or older	31%	20%	2%	47%	112
<b>Education</b>					
High school or less	26%	27%	5%	41%	121
Some College	34%	20%	3%	43%	151
College Graduate	36%	20%	4%	41%	273
Postgraduate Work	39%	19%	3%	39%	226
<b>Income</b>					
Less than \$30,000	23%	25%	3%	49%	71
\$30,000 - \$44,999	32%	26%	5%	37%	62
\$45,000 - \$59,999	35%	31%	4%	29%	51
\$60,000 - \$74,999	38%	17%	1%	43%	81
\$75,000 - \$99,999	35%	20%	3%	43%	101
\$100,000 - \$149,000	38%	14%	3%	45%	194
\$150,000 or more	37%	22%	5%	35%	113
<b>Own or Rent Home</b>					
Own	34%	21%	4%	41%	740
Rent	43%	30%	0%	26%	23
<b>Years Lived in Sturbridge</b>					
5 years or less	26%	22%	3%	49%	141
6 to 15 years	36%	16%	4%	44%	194
16 to 25 years	36%	21%	4%	39%	165
More than 25 years	37%	23%	4%	35%	267

q9ml: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 49 & Walker Pond Rd

	Safe	Unsafe	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>64%</b>	<b>8%</b>	<b>28%</b>	<b>860</b>
<b>Area of Sturbridge</b>				
Area A - North / West	64%	5%	31%	303
Area B - North / East	67%	12%	21%	312
Area C - South / West	72%	5%	24%	102
Area D - South / East	57%	7%	36%	129
<b>Age</b>				
18 to 29	58%	21%	21%	33
30 to 39	51%	4%	44%	140
40 to 49	70%	5%	24%	166
50 to 59	73%	7%	20%	177
60 to 69	67%	11%	22%	175
70 or older	56%	8%	36%	131
<b>Education</b>				
High school or less	66%	6%	28%	129
Some College	65%	6%	28%	173
College Graduate	65%	9%	26%	297
Postgraduate Work	61%	9%	30%	255
<b>Income</b>				
Less than \$30,000	58%	7%	36%	76
\$30,000 - \$44,999	71%	10%	19%	69
\$45,000 - \$59,999	75%	4%	21%	56
\$60,000 - \$74,999	70%	4%	26%	92
\$75,000 - \$99,999	60%	7%	33%	110
\$100,000 - \$149,000	64%	7%	28%	215
\$150,000 or more	66%	8%	26%	119
<b>Own or Rent Home</b>				
Own	64%	8%	28%	815
Rent	71%	4%	25%	28
<b>Years Lived in Sturbridge</b>				
5 years or less	52%	5%	42%	166
6 to 15 years	60%	7%	34%	211
16 to 25 years	70%	9%	21%	181
More than 25 years	71%	9%	20%	296



q9m2: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Rte 49 & Walker Pond Rd

	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>44%</b>	<b>24%</b>	<b>4%</b>	<b>28%</b>	<b>796</b>
<b>Area of Sturbridge</b>					
Area A - North / West	47%	22%	3%	28%	276
Area B - North / East	45%	27%	6%	23%	292
Area C - South / West	54%	20%	1%	25%	92
Area D - South / East	31%	26%	4%	39%	127
<b>Age</b>					
18 to 29	34%	41%	0%	25%	32
30 to 39	36%	16%	4%	44%	125
40 to 49	43%	30%	3%	24%	159
50 to 59	52%	26%	2%	20%	166
60 to 69	47%	22%	7%	24%	165
70 or older	41%	19%	6%	34%	119
<b>Education</b>					
High school or less	37%	28%	3%	31%	123
Some College	48%	19%	4%	29%	156
College Graduate	45%	25%	5%	25%	285
Postgraduate Work	44%	24%	3%	28%	229
<b>Income</b>					
Less than \$30,000	34%	26%	4%	36%	73
\$30,000 - \$44,999	45%	34%	2%	19%	64
\$45,000 - \$59,999	50%	23%	2%	25%	52
\$60,000 - \$74,999	46%	24%	3%	28%	79
\$75,000 - \$99,999	47%	21%	4%	28%	103
\$100,000 - \$149,000	48%	19%	3%	30%	203
\$150,000 or more	45%	24%	5%	26%	114
<b>Own or Rent Home</b>					
Own	44%	24%	4%	28%	762
Rent	48%	30%	0%	22%	23
<b>Years Lived in Sturbridge</b>					
5 years or less	31%	25%	1%	43%	145
6 to 15 years	42%	21%	5%	32%	200
16 to 25 years	47%	28%	2%	23%	171
More than 25 years	51%	24%	5%	19%	273

q9n1: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Other

	Safe	Unsafe	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>8%</b>	<b>24%</b>	<b>68%</b>	<b>320</b>
<b>Area of Sturbridge</b>				
Area A - North / West	10%	28%	62%	102
Area B - North / East	6%	27%	67%	119
Area C - South / West	10%	15%	76%	41
Area D - South / East	8%	20%	73%	51
<b>Age</b>				
18 to 29	0%	30%	70%	10
30 to 39	10%	26%	64%	58
40 to 49	5%	22%	73%	64
50 to 59	8%	28%	63%	60
60 to 69	8%	32%	60%	62
70 or older	11%	13%	76%	55
<b>Education</b>				
High school or less	16%	14%	71%	58
Some College	3%	18%	79%	61
College Graduate	7%	26%	67%	114
Postgraduate Work	8%	34%	58%	86
<b>Income</b>				
Less than \$30,000	8%	11%	81%	36
\$30,000 - \$44,999	13%	25%	63%	24
\$45,000 - \$59,999	5%	30%	65%	20
\$60,000 - \$74,999	13%	20%	67%	30
\$75,000 - \$99,999	6%	29%	65%	48
\$100,000 - \$149,000	9%	29%	62%	79
\$150,000 or more	7%	17%	76%	41
<b>Own or Rent Home</b>				
Own	9%	24%	67%	303
Rent	0%	25%	75%	12
<b>Years Lived in Sturbridge</b>				
5 years or less	10%	15%	75%	73
6 to 15 years	4%	25%	71%	72
16 to 25 years	10%	28%	62%	60
More than 25 years	9%	28%	63%	113

q9n2: How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe AND indicate for each of the following the extent of congestion you feel is typical. Other

	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know	Number Responding
<b>All Sturbridge Adults</b>	<b>6%</b>	<b>10%</b>	<b>16%</b>	<b>67%</b>	<b>313</b>
<b>Area of Sturbridge</b>					
Area A - North / West	5%	13%	17%	65%	104
Area B - North / East	9%	9%	17%	65%	117
Area C - South / West	3%	5%	11%	81%	37
Area D - South / East	6%	12%	14%	67%	49
<b>Age</b>					
18 to 29	10%	10%	20%	60%	10
30 to 39	9%	11%	18%	62%	55
40 to 49	4%	6%	16%	73%	67
50 to 59	7%	10%	21%	62%	58
60 to 69	3%	16%	19%	62%	58
70 or older	6%	8%	8%	79%	52
<b>Education</b>					
High school or less	7%	7%	11%	74%	54
Some College	7%	7%	9%	78%	58
College Graduate	4%	8%	21%	67%	115
Postgraduate Work	8%	17%	17%	57%	86
<b>Income</b>					
Less than \$30,000	6%	6%	6%	82%	33
\$30,000 - \$44,999	0%	15%	15%	69%	26
\$45,000 - \$59,999	5%	10%	20%	65%	20
\$60,000 - \$74,999	4%	7%	11%	78%	27
\$75,000 - \$99,999	8%	15%	13%	65%	48
\$100,000 - \$149,000	7%	11%	23%	58%	81
\$150,000 or more	8%	0%	16%	76%	37
<b>Own or Rent Home</b>					
Own	6%	11%	15%	67%	298
Rent	0%	0%	20%	80%	10
<b>Years Lived in Sturbridge</b>					
5 years or less	5%	8%	12%	76%	66
6 to 15 years	7%	7%	16%	71%	75
16 to 25 years	7%	14%	18%	61%	57
More than 25 years	5%	13%	18%	64%	111

q10: I moved to/live in Sturbridge because ... (Check all that apply.)

	Born/raised	Shops/Stores/ Restaurants	Historic Town Character	Tax structure	Rural Town Character	Recreation	Job/Employment
<b>All Sturbridge Adults</b>	<b>19%</b>	<b>15%</b>	<b>32%</b>	<b>1%</b>	<b>45%</b>	<b>6%</b>	<b>23%</b>
<b>Area of Sturbridge</b>							
Area A - North / West	18%	12%	30%	1%	42%	5%	25%
Area B - North / East	20%	15%	32%	1%	43%	7%	26%
Area C - South / West	19%	15%	36%	2%	55%	8%	22%
Area D - South / East	20%	20%	29%	3%	47%	5%	13%
<b>Age</b>							
18 to 29	54%	14%	26%	0%	29%	6%	6%
30 to 39	19%	24%	40%	1%	49%	11%	18%
40 to 49	22%	14%	25%	1%	40%	8%	26%
50 to 59	16%	12%	30%	1%	44%	5%	22%
60 to 69	18%	12%	34%	2%	48%	7%	27%
70 or older	16%	16%	29%	1%	48%	2%	23%
<b>Education</b>							
High school or less	29%	17%	25%	2%	41%	5%	17%
Some College	25%	11%	31%	2%	45%	5%	16%
College Graduate	19%	16%	33%	1%	45%	6%	23%
Postgraduate Work	10%	15%	34%	1%	47%	8%	31%
<b>Income</b>							
Less than \$30,000	17%	18%	23%	1%	44%	1%	17%
\$30,000 - \$44,999	19%	15%	34%	3%	46%	7%	27%
\$45,000 - \$59,999	30%	11%	30%	0%	39%	2%	15%
\$60,000 - \$74,999	18%	9%	29%	1%	54%	7%	25%
\$75,000 - \$99,999	20%	18%	34%	3%	55%	8%	23%
\$100,000 - \$149,000	17%	17%	34%	1%	48%	11%	24%
\$150,000 or more	14%	10%	27%	1%	34%	5%	26%
<b>Own or Rent Home</b>							
Own	18%	15%	32%	1%	46%	6%	23%
Rent	34%	3%	21%	7%	31%	7%	28%
<b>Years Lived in Sturbridge</b>							
5 years or less	5%	24%	38%	3%	47%	10%	22%
6 to 15 years	9%	18%	29%	1%	46%	6%	19%
16 to 25 years	15%	9%	30%	1%	48%	6%	22%
More than 25 years	37%	11%	30%	1%	42%	5%	26%

q10: I moved to/live in Sturbridge because ... (Check all that apply.)

	Location	Quality of Life	Schools	Public Amenities	Other	Number Responding
<b>All Sturbridge Adults</b>	<b>42%</b>	<b>51%</b>	<b>39%</b>	<b>9%</b>	<b>11%</b>	<b>920</b>
<b>Area of Sturbridge</b>						
Area A - North / West	42%	50%	42%	7%	13%	322
Area B - North / East	48%	50%	44%	9%	9%	324
Area C - South / West	30%	49%	32%	11%	7%	111
Area D - South / East	38%	59%	32%	8%	12%	146
<b>Age</b>						
18 to 29	34%	31%	31%	9%	3%	35
30 to 39	54%	55%	57%	13%	11%	150
40 to 49	46%	48%	45%	6%	8%	169
50 to 59	41%	47%	37%	8%	14%	185
60 to 69	38%	59%	37%	8%	8%	193
70 or older	34%	53%	23%	10%	14%	146
<b>Education</b>						
High school or less	29%	48%	22%	8%	10%	146
Some College	30%	44%	31%	9%	10%	185
College Graduate	45%	53%	47%	9%	13%	311
Postgraduate Work	54%	55%	45%	9%	10%	271
<b>Income</b>						
Less than \$30,000	27%	49%	23%	13%	15%	82
\$30,000 - \$44,999	34%	58%	35%	11%	9%	74
\$45,000 - \$59,999	31%	49%	39%	13%	11%	61
\$60,000 - \$74,999	42%	59%	40%	4%	8%	99
\$75,000 - \$99,999	44%	50%	39%	11%	13%	115
\$100,000 - \$149,000	48%	54%	50%	11%	10%	229
\$150,000 or more	57%	48%	41%	4%	7%	125
<b>Own or Rent Home</b>						
Own	43%	51%	40%	9%	11%	874
Rent	21%	52%	17%	3%	14%	29
<b>Years Lived in Sturbridge</b>						
5 years or less	54%	54%	37%	13%	13%	180
6 to 15 years	48%	53%	35%	8%	15%	222
16 to 25 years	42%	54%	48%	8%	9%	192
More than 25 years	31%	48%	38%	7%	7%	319

**APPENDIX B:**  
**QUESTIONNAIRE**

## STURBRIDGE COMMUNITY INPUT SURVEY

As part of the process of updating the Town of Sturbridge's Master Plan, the Sturbridge Master Plan Steering Committee is seeking your opinion. The UNH Survey Center is compiling survey responses to ensure confidentiality. Please take a few minutes to share your views by completing survey. If you are not sure, or if a question does not apply to you, circle the "DK/NA" response. Your input is critical to this process and will help the shape the future for Sturbridge. Responses will be tabulated and a report of the results will be provided to the Town of Sturbridge. The results of this survey will help community leaders develop and prioritize the implementation of the Master Plan. The person filling out the survey should be the one to answer questions 10 – 17.

**Please return your completed survey on or before April 26, 2010 so that your opinions can be included in the compiled results.** Simply close and tape together (do not staple) the completed survey so that the UNH Survey Center address is showing and place it in the mail. For your convenience return postage is prepaid. Should you have any questions or concerns, please feel free to email [jbubon@town.sturbridge.ma.us](mailto:jbubon@town.sturbridge.ma.us) or contact Jean Bubon at 508-347-2508. Thank you in advance for your assistance and cooperation. We truly value your opinion.

Sincerely, **The Sturbridge Master Plan Steering Committee**

### TOWN SERVICES

1. Please rank the following Town facilities or services.

	Excellent	Good	Fair	Poor	DK/NA
a. Public works (Town road maintenance)	1	2	3	4	9
b. Police services	1	2	3	4	9
c. Fire protection/rescue services	1	2	3	4	9
d. Ambulance/paramedic services	1	2	3	4	9
e. Library	1	2	3	4	9
f. Senior citizen services	1	2	3	4	9
g. Parks and recreation facilities	1	2	3	4	9
h. Recycling center	1	2	3	4	9

### RECREATION & OPEN SPACE

2. Check off your top THREE (3) most important reasons for the Town to manage, acquire and/or preserve open space.

- |  |   |  |
|--|---|--|
| (1) <input type="checkbox"/> Protect water quality & resources | (2) <input type="checkbox"/> Agricultural   | (3) <input type="checkbox"/> Sports fields               |
| (4) <input type="checkbox"/> Wildlife preservation             | (5) <input type="checkbox"/> Preserve forests & woodlands                                     | (6) <input type="checkbox"/> Snowmobiling/4-wheeling     |
| (7) <input type="checkbox"/> Scenic vistas and rural character | (8) <input type="checkbox"/> Passive recreation (i.e., hiking, horseback riding, snowshoeing) | (9) <input type="checkbox"/> Long-term economic benefits |
| (10) <input type="checkbox"/> Preservation of historic assets  | (11) <input type="checkbox"/> Hunting   | (12) <input type="checkbox"/> Other: _____               |

3. Do you favor or oppose the Town of Sturbridge providing more of the following amenities?

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose
a. Playgrounds	1	2	3	4	5
b. Walking/running/biking/snowshoeing/x-country trails	1	2	3	4	5
c. Team playing fields	1	2	3	4	5
d. Outdoor swimming	1	2	3	4	5
e. Horseback riding/equestrian trails	1	2	3	4	5
f. Tennis courts	1	2	3	4	5
g. 4-wheeling/ATV/snowmobiling trails	1	2	3	4	5
h. Canoe / kayak public access	1	2	3	4	5
i. Dedicated bike routes	1	2	3	4	5
j. Ice skating	1	2	3	4	5
k. Hunting areas	1	2	3	4	5
l. Indoor sports recreation facilities	1	2	3	4	5
m. Picnic areas	1	2	3	4	5

4. Would you like to see more open space and recreation areas in your neighborhood (or area of town)? (1) ☐ Yes (2) ☐ No

5. How many times per year do you typically use the following publically accessible property in Sturbridge?

	Never Heard Of	1 – 3 times	4 – 6 times	7 or more times	Would Like to Visit	Have no Plans to Visit
a. Streeter Beach Recreation Area	1	2	3	4	5	9
b. Cedar Lake/Town Recreation Area	1	2	3	4	5	9
c. Wells State Park	1	2	3	4	5	9
d. Westville Recreation Area	1	2	3	4	5	9
e. Old Sturbridge Village	1	2	3	4	5	9
f. Town Common	1	2	3	4	5	9

## **DEVELOPMENT**

6. Do you favor or oppose the following type of development being expanded in Sturbridge?

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose
a. Historic/cultural museums	1	2	3	4	5
b. Art galleries, boutiques, small retail shops	1	2	3	4	5
c. Amusement/theme parks	1	2	3	4	5
d. Shopping mall/big box retail/outlet shopping	1	2	3	4	5
e. Assisted living care facility	1	2	3	4	5
f. Office development	1	2	3	4	5
g. Light industrial, including manufacturing, research & assembly, and warehousing within industrial zones	1	2	3	4	5
h. Mixed-use development, i.e. office, retail, and/or housing located in the same building	1	2	3	4	5
i. Health care	1	2	3	4	5
j. Service industry (i.e. lodging, restaurant)	1	2	3	4	5
k. Theater/movie theater	1	2	3	4	5
l. Health spa resort	1	2	3	4	5

7. Do you favor or oppose the following uses **along Route 15**? Note: uses a-m are allowed in the current zoning on Route 15.

	Strongly Favor	Favor	Neutral	Oppose	Strongly Oppose
a. Office buildings	1	2	3	4	5
b. Light industrial and biomedical operations	1	2	3	4	5
c. Recreational facilities	1	2	3	4	5
d. Single-family homes	1	2	3	4	5
e. Small scale retail	1	2	3	4	5
f. Restaurant	1	2	3	4	5
g. Bank	1	2	3	4	5
h. Hotel/motel/bed and breakfast	1	2	3	4	5
i. Hospital and medical treatment	1	2	3	4	5
j. Campground	1	2	3	4	5
k. Multi-family dwellings	1	2	3	4	5
l. Movie theater, live theater, indoor musical center	1	2	3	4	5
m. Assisted living care facility	1	2	3	4	5
n. Shopping mall/big box retail/outlet shopping	1	2	3	4	5
o. Amusement park/theme park	1	2	3	4	5
p. Health spa resort	1	2	3	4	5

## **TRANSPORTATION**

8. Do you think the Town should investigate and/or encourage participation in alternative types of transportation?

	Strongly Favor	Favor	Neutral	Oppose	Strongly oppose
a. Sidewalks	1	2	3	4	5
b. Dedicated bike routes	1	2	3	4	5
c. Carpool/rideshare programs	1	2	3	4	5
d. Regional bus service	1	2	3	4	5
e. Seasonal in town trolley service	1	2	3	4	5



9. How would you describe the following streets or intersections? Please indicate whether you think each of the following is safe or unsafe **AND** indicate for each of the following the extent of congestion you feel is typical.

	Safe	Unsafe	Don't Know	No Congestion	Moderate Congestion	Heavy Congestion	Don't Know
a. Rte 131 & Fiske Hill Road	1	2	9	1	2	3	9
b. Rte 131 & Shepard Road	1	2	9	1	2	3	9
c. Rte 131 & Hall Road	1	2	9	1	2	3	9
d. Route 20 & Fiske Hill Road	1	2	9	1	2	3	9
e. Route 20 & Hall Road	1	2	9	1	2	3	9
f. Route 20 & New Boston Road	1	2	9	1	2	3	9
g. Route 20 & Arnold Road	1	2	9	1	2	3	9
h. Brookfield Road (Rte 148) – entire length	1	2	9	1	2	3	9
i. Whittemore Road – entire length	1	2	9	1	2	3	9
j. Mashapaug Road & Breakneck Road	1	2	9	1	2	3	9
k. Route 15 & River Road	1	2	9	1	2	3	9
l. Route 49 & Putnam Road	1	2	9	1	2	3	9
m. Route 49 & Walker Pond Road	1	2	9	1	2	3	9
n. Other:	1	2	9	1	2	3	9

### ABOUT YOU AND YOUR FAMILY

10. I moved to/live in Sturbridge because ... (Check all that apply.)

- (1) ☐ Born/raised here (2) ☐ Shops, stores, restaurants (3) ☐ Historic town character (4) ☐ Tax structure  
 (5) ☐ Rural town character (6) ☐ Recreation (7) ☐ Job /employment (8) ☐ Location  
 (9) ☐ Quality of life (10) ☐ Schools (11) ☐ Public amenities (e.g. parks, trails, playgrounds, sports, library) (12) ☐ Other: \_\_\_\_\_

11. How many miles do you travel to get to work?

- (1) ☐ Work in Sturbridge (2) ☐ Do not work /retired (3) ☐ 0 to 15 Miles (4) ☐ 16 to 30 Miles  
 (5) ☐ 31 to 45 miles (6) ☐ 46 to 60 Miles (7) ☐ 61+ miles

12. What is your highest level of education?

- (1) ☐ Eighth grade or less (2) ☐ Some high school  
 (3) ☐ High school graduate (or GED) (4) ☐ Technical school  
 (5) ☐ Some college (6) ☐ College graduate (7) ☐ Postgraduate work

13. What is your combined annual household income?

- (1) ☐ Less than \$29,999 (2) ☐ \$30,000 - \$44,999  
 (3) ☐ \$45,000 - \$59,999 (4) ☐ \$60,000 - \$74,999  
 (5) ☐ \$75,000 - \$99,999 (6) ☐ \$100,000 - \$149,999  
 (7) ☐ \$150,000 or more

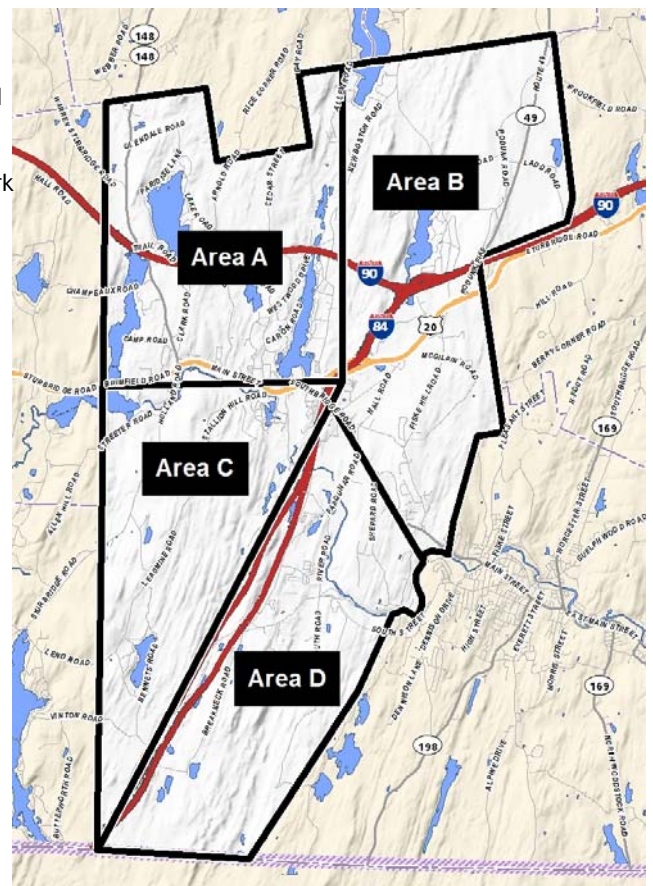
14. Using the map on the right, which area of town do you live in:

- AREA A \_\_\_\_ (North of Route 20, west of New Boston Road)  
 AREA B \_\_\_\_ (New Boston Road and points east, north of Route 131, includes Fiske and Hall Roads)  
 AREA C \_\_\_\_ (West of Route 84, south of Route 20)  
 AREA D \_\_\_\_ (South of Route 131, east of Route 84)

15. How long have you lived in Sturbridge? \_\_\_\_\_ Years

16. What is your age? \_\_\_\_\_ Years

17. Do you own or rent your home? (1) ☐ Own (2) ☐ Rent



**Thank you for your time and participation!**

801175



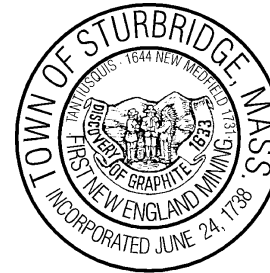
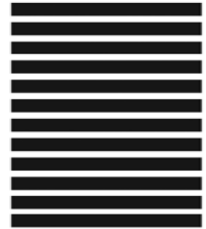
NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO. 2 DURHAM NH

**POSTAGE WILL BE PAID BY ADDRESSEE**

THE SURVEY CENTER  
UNIVERSITY OF NEW HAMPSHIRE  
HUDDLESTON HALL  
73 MAIN STREET  
DURHAM NH 03824-9987



If you have additional comments about the survey, please contact us. If you or someone else in your household would like to get involved with projects or activities in Sturbridge, please write your name, address and phone number on a separate piece of paper, and mail it to the Town of Sturbridge/Survey.

The Survey Center  
University of New Hampshire  
Huddleston Hall  
73 Main Street  
Durham, NH 03824-9987  
801175