



Town of Sturbridge

Community Input Survey



Methodology

- Surveys were mailed to a randomly selected adult member of Sturbridge households from a list provided from the town (N=3149) on April 12, 2010.
 - Reminder postcards were sent April 20, 2010
- 930 surveys were returned between April 12 and May 31, 2010.
 - The response rate is 30%, this is very good for a survey of this type.



Key Findings

- Overall, public safety services are rated highly
- Open space is desired for passive uses
- Theatres, health care, small retail and museums are most favored for Sturbridge overall
 - Large shopping, offices, mixed-use and theme parks are least favored
- Theatres, recreational facilities, small retail and restaurants are most favored for Route 15
 - Large shopping, lodging, health spa resorts, banks, campground, theme parks, single family and multi-family homes are least favored
- Sidewalks and dedicated bike routes are most favored

Sample Characteristics

■ Age

- ☐ 4% - 18 – 29
- ☐ 16% - 30 – 39
- ☐ 19% - 40 – 49
- ☐ 21% - 50 – 59
- ☐ 23% - 60 – 69
- ☐ 17% - 70 or older

■ Area

- ☐ 35% - Area A (North / West)
- ☐ 36% - Area B (North / East)
- ☐ 13% - Area C (South / West)
- ☐ 17% - Area D (South / East)

■ Education

- ☐ 16% - HS or less
- ☐ 21% - Some college
- ☐ 34% - College graduate
- ☐ 29% - Postgraduate work

■ Income

- ☐ 11% - Less than \$30,000
- ☐ 9% - \$30,000 - \$44,999
- ☐ 8% - \$45,000 - \$59,999
- ☐ 13% - \$60,000 - \$74,999
- ☐ 15% - \$75,000 - \$99,999
- ☐ 28% - \$100,000 - \$149,999
- ☐ 15% - \$150,000 or more

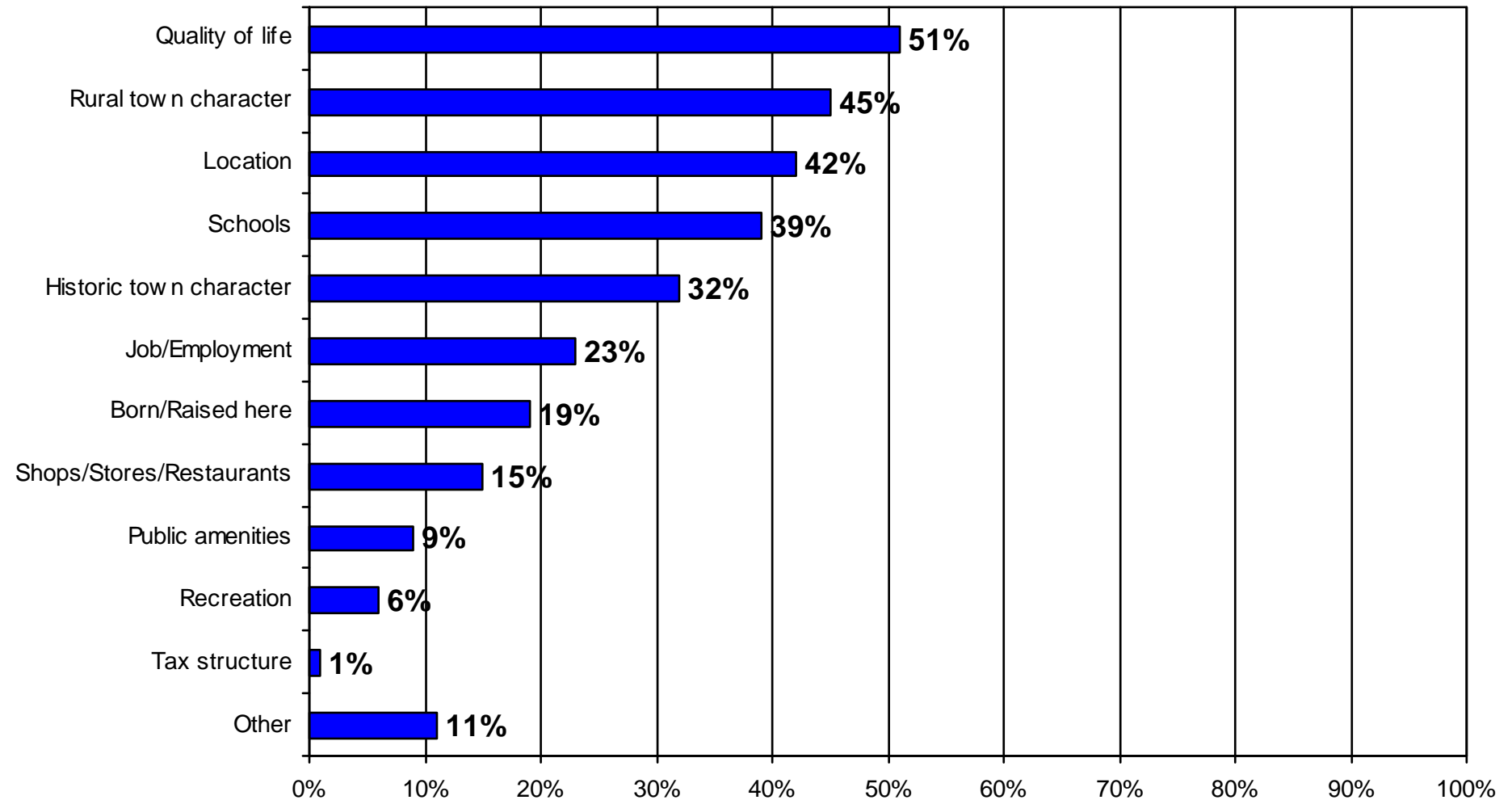
■ Own or Rent

- ☐ 97% - Own their home
- ☐ 3% - Rent their home

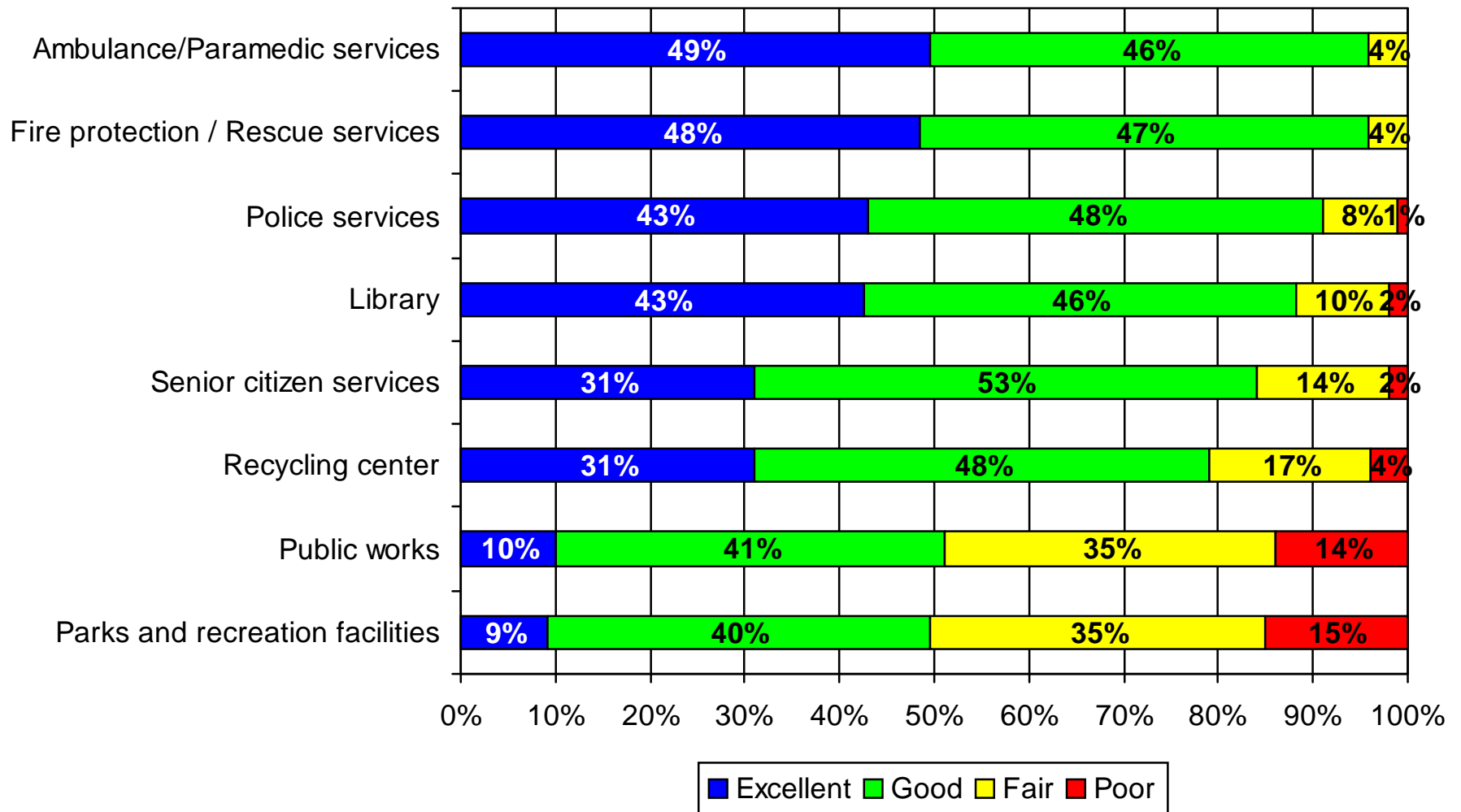
■ Distance to Work

- ☐ 14% - Work in Sturbridge
- ☐ 17% - Work between 0 and 15 miles away
- ☐ 13% - Work between 16 and 30 miles away
- ☐ 14% - Work between 31 and 45 miles away
- ☐ 15% - Work more than 45 miles away
- ☐ 28% - Do not work or are retired

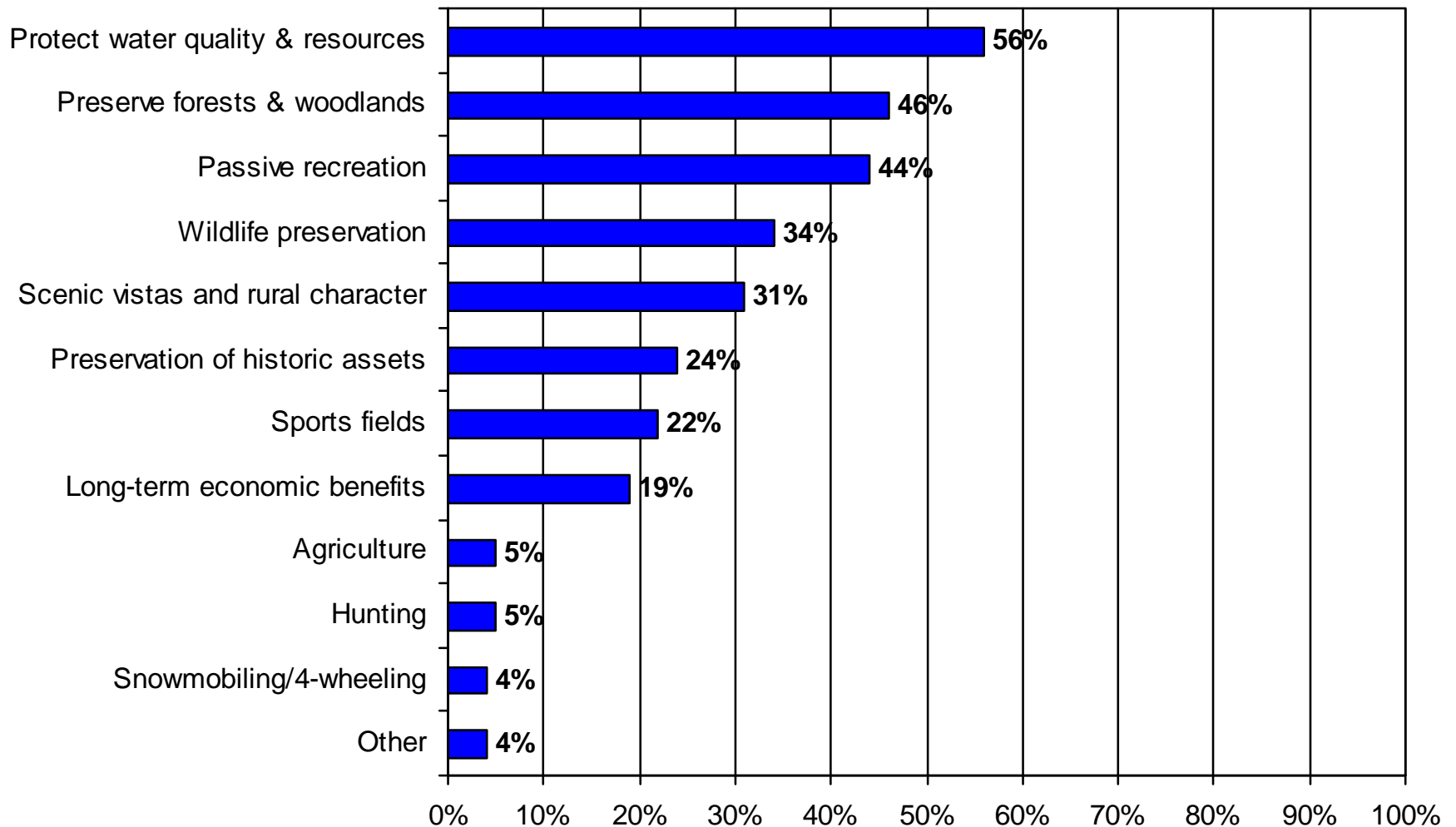
Moved to Sturbridge because...



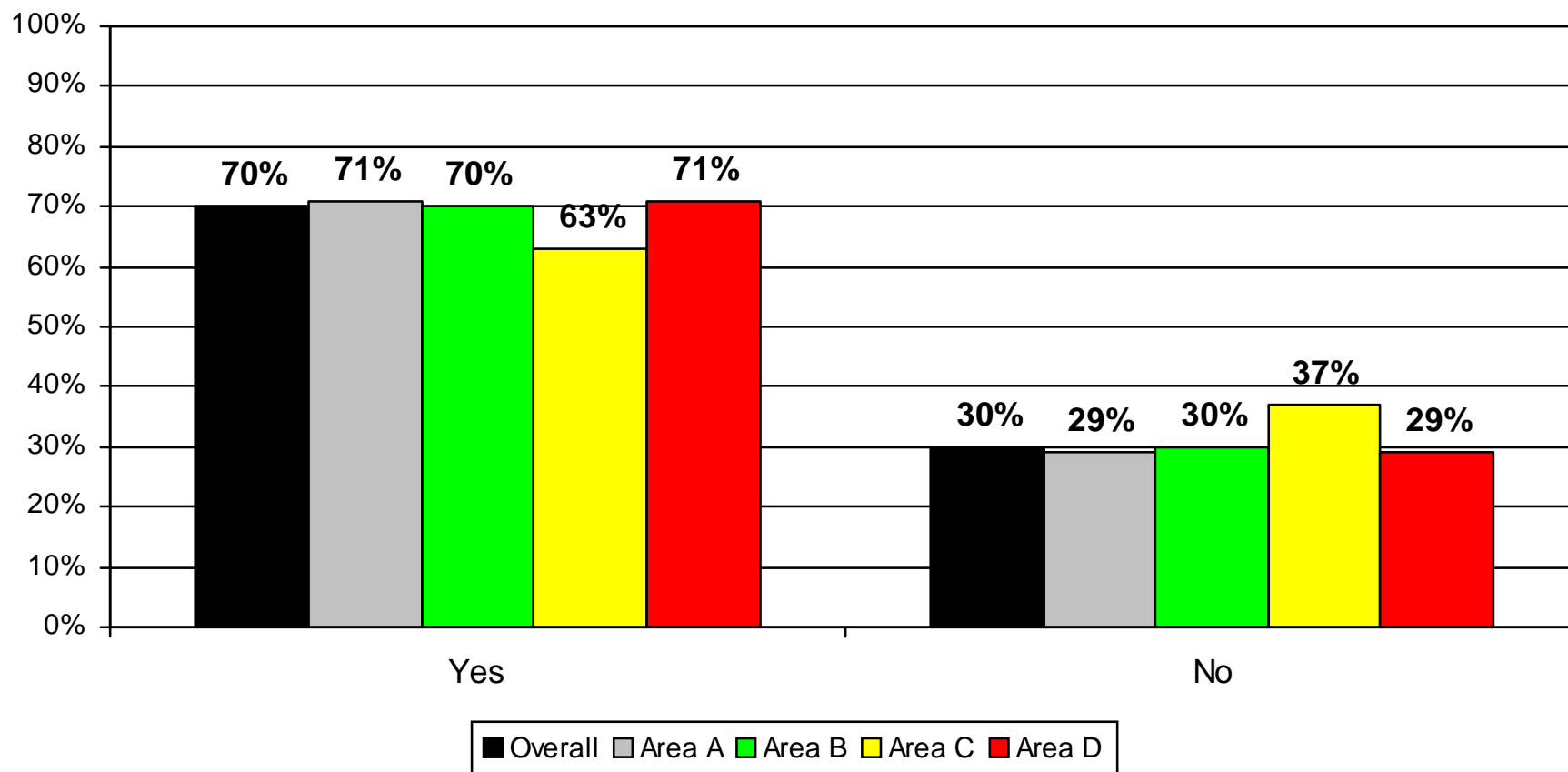
Please rank the following town facilities or services



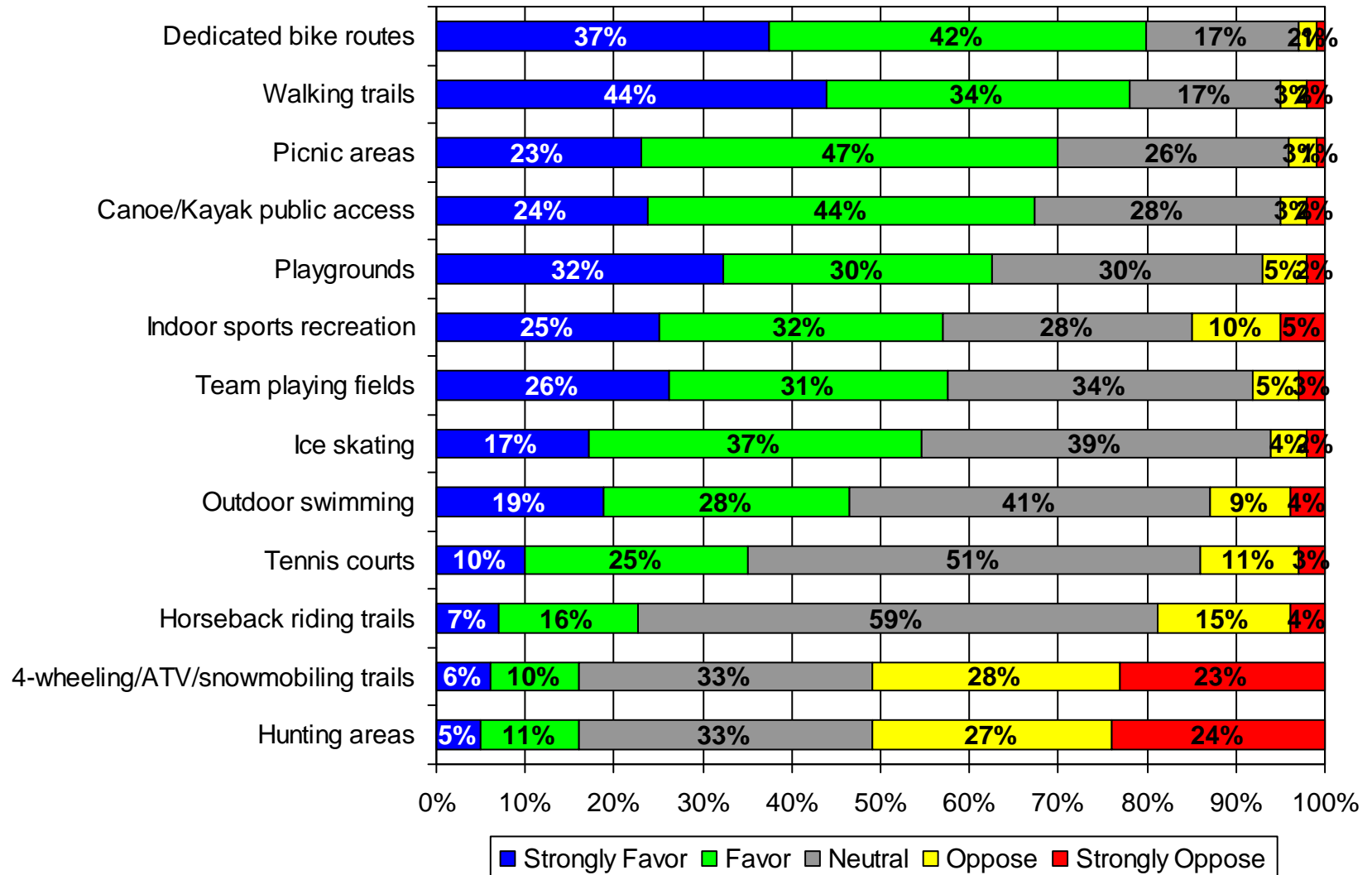
Check off your top 3 most important reasons for the Town to manage, acquire and/or preserve open space



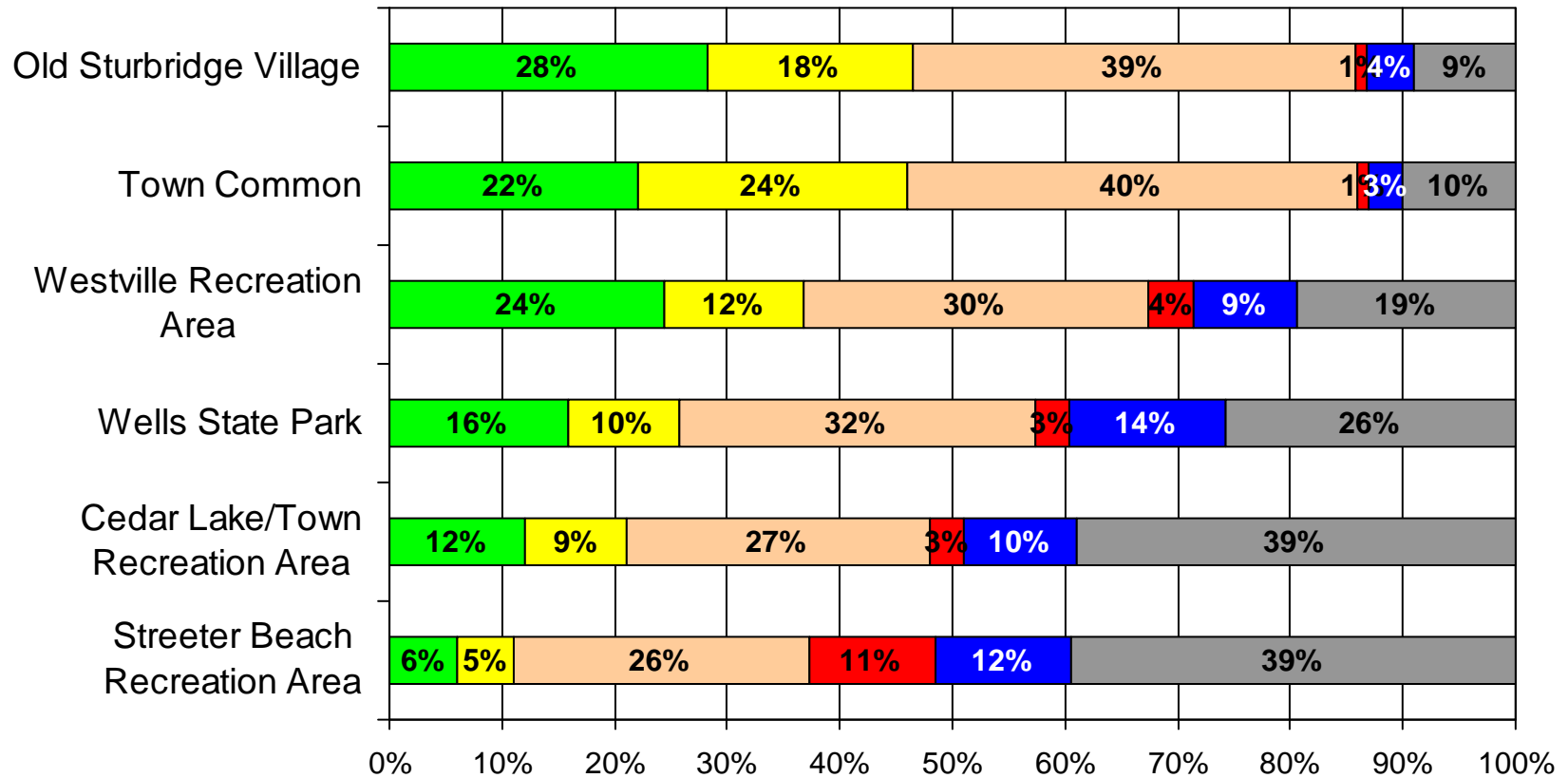
Would you like to see more open space and recreation areas in your neighborhood (or area of town)?



Do you favor or oppose the Town of Sturbridge providing more of the following

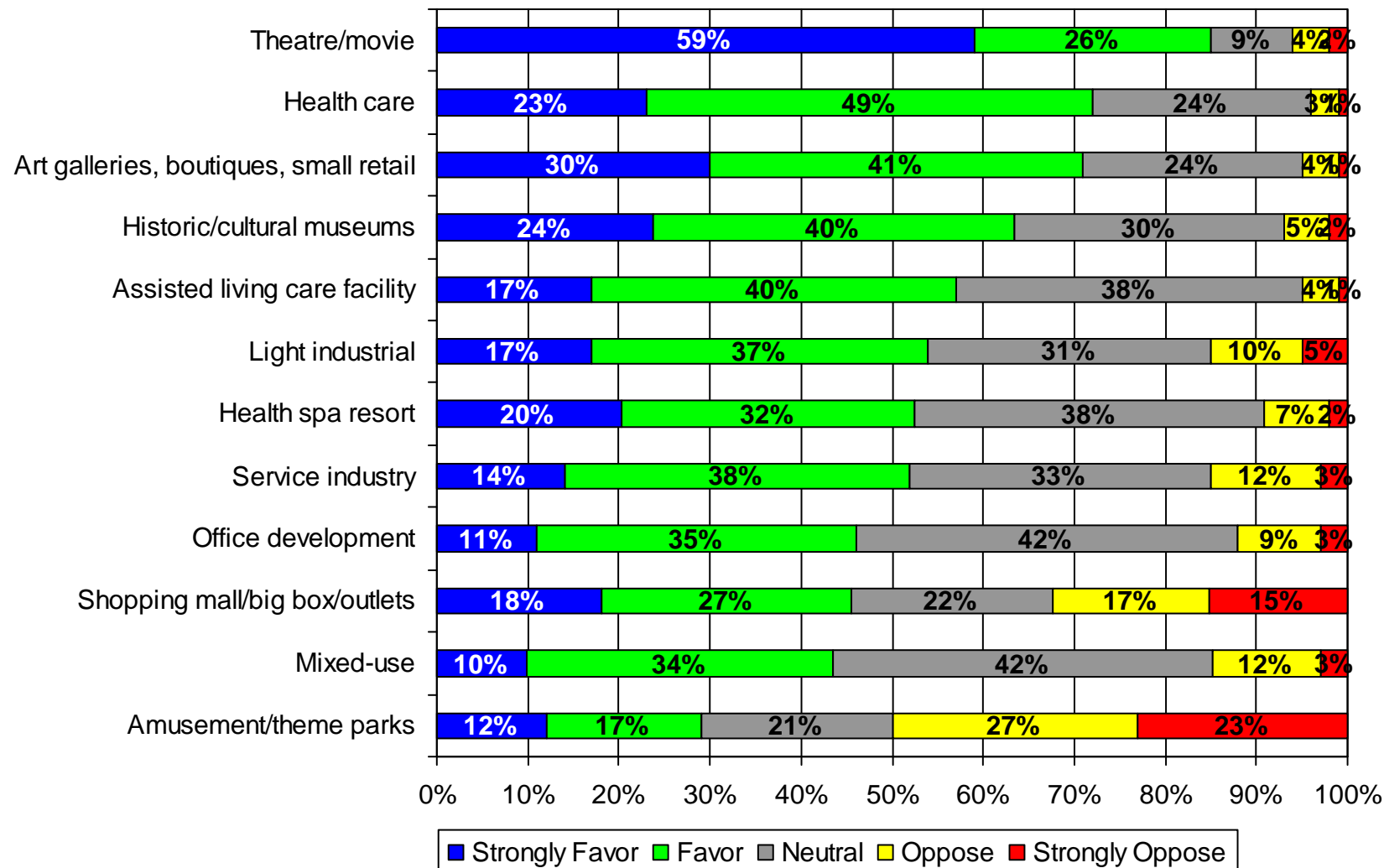


How many times per year do you typically use the following publically accessible property in Sturbridge?

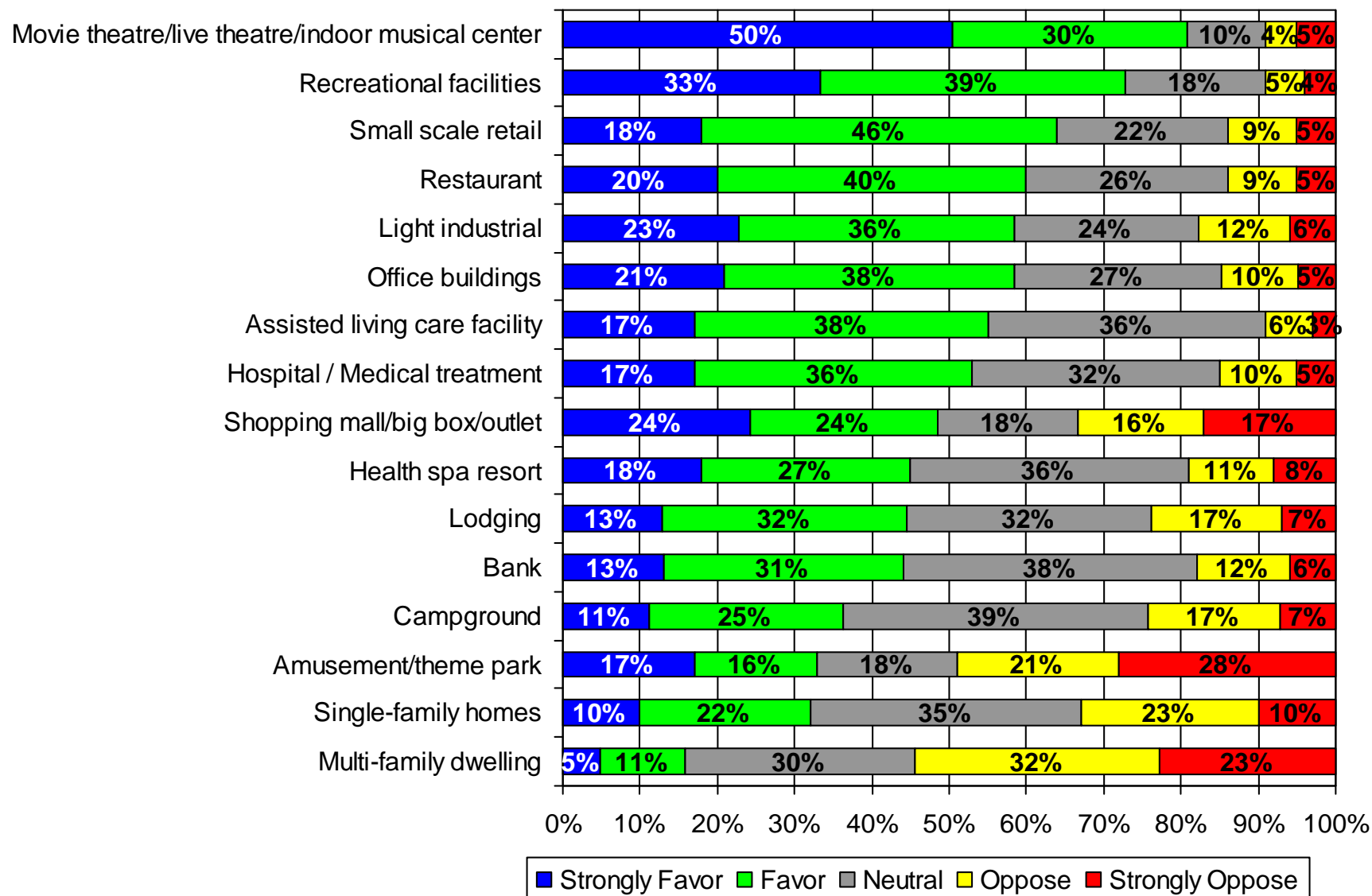


■ 7 or more times
 ■ 4 - 6 times
 ■ 1 - 3 times
 ■ Never heard of
 ■ Would like to visit
 ■ Have no plans to visit

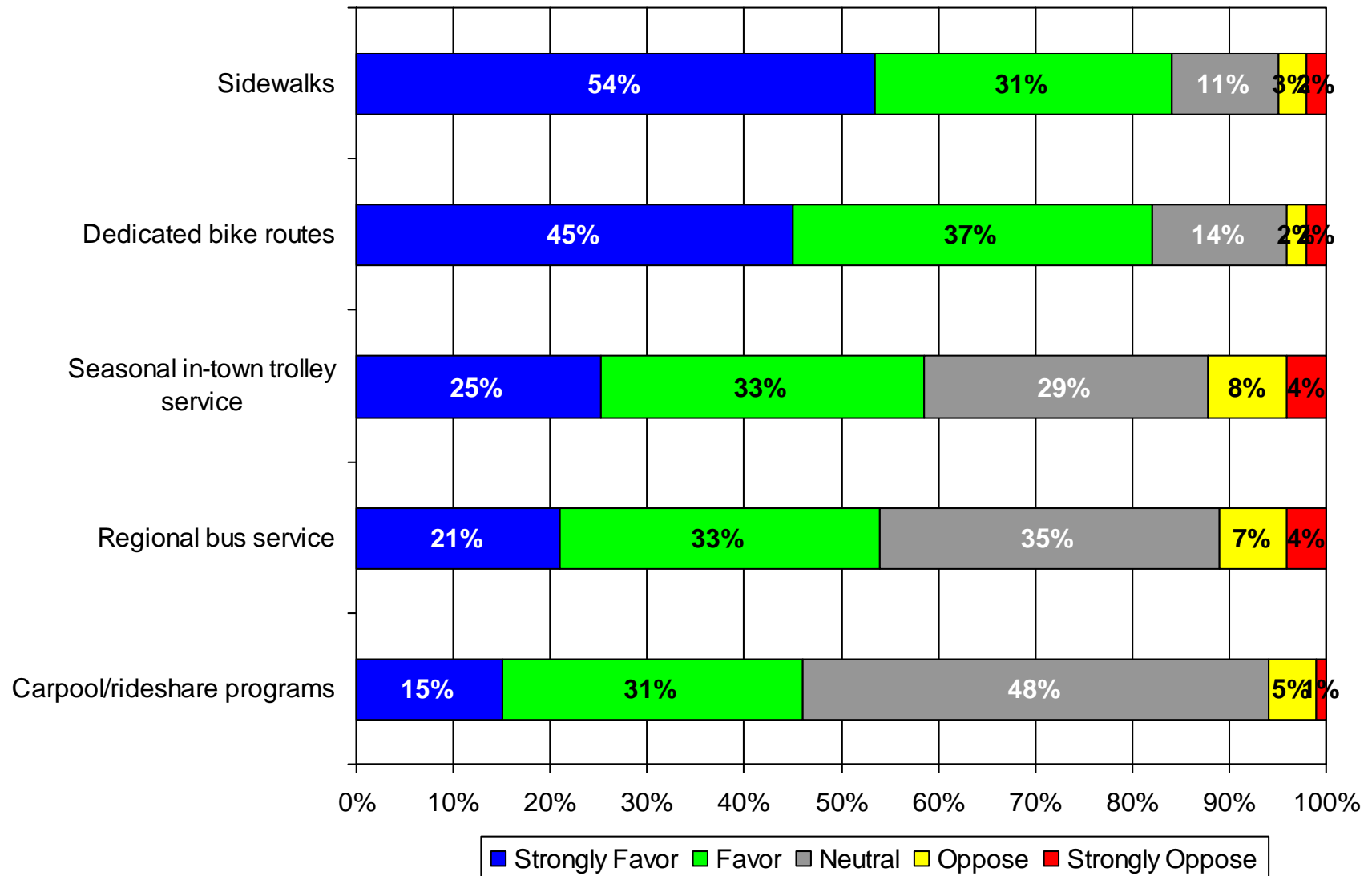
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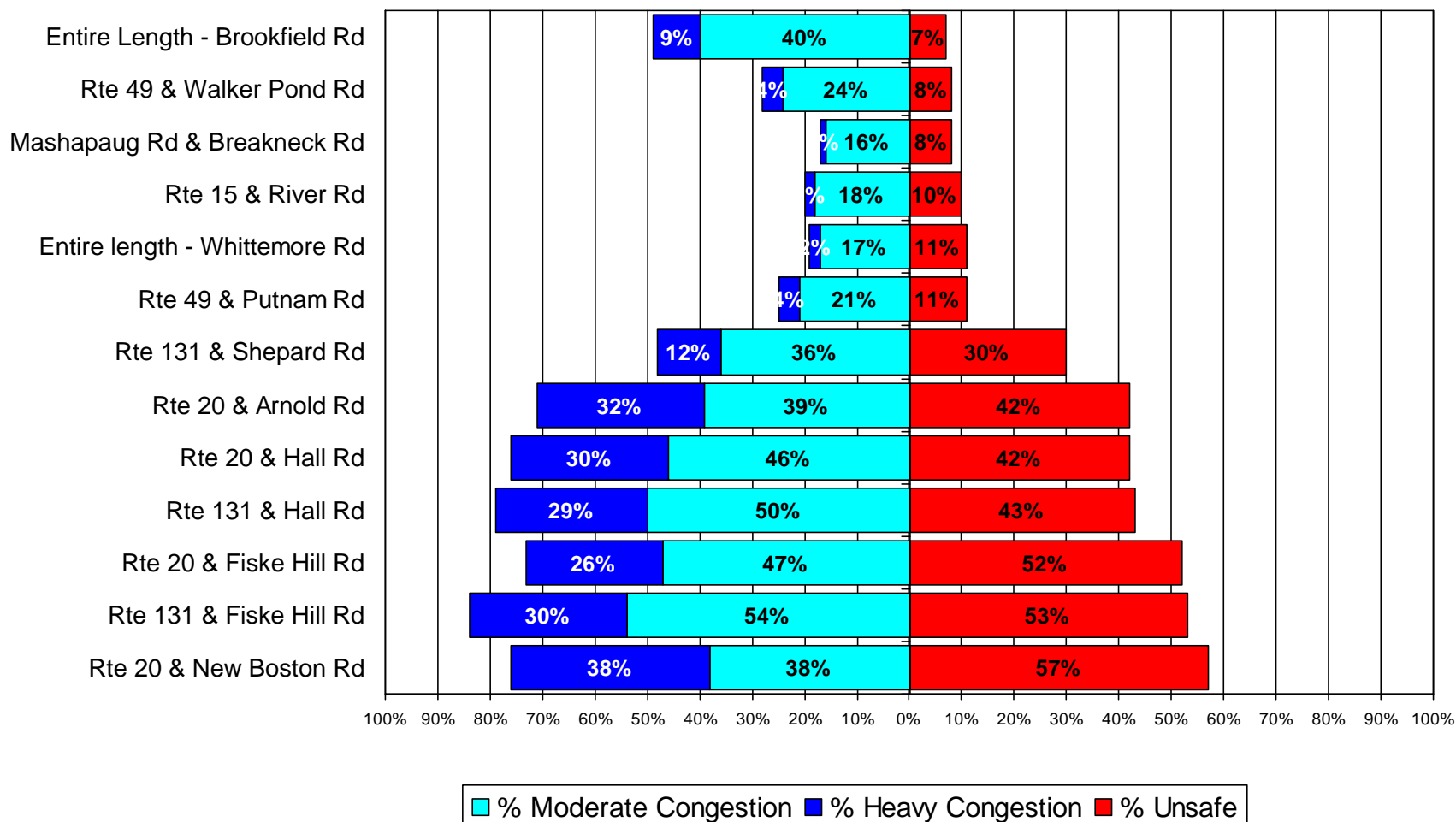
Do you favor or oppose the following uses along Route 15



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



How would you describe the following streets or intersections?





Conclusions

- Sturbridge residents want “more of the same.”
 - Development that will maintain the rural character and historic features of their town.
 - Sidewalks and bike routes.
- Passive use of open space is desired



Questions?