

2005 SHREWSBURY TOWN SURVEY

FINAL REPORT

December 2005

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EXECUTIVE SUMMARY

Purpose: This survey was conducted for the purpose of providing the Town of Shrewsbury with an understanding of citizen attitudes and opinions. This report analyzes data collected as a result of the survey.

Methodology: The survey was conducted in November 2005 to gather opinion data from a sample of 1020 voters registered in the Town of Shrewsbury. The respondents were selected by systematic random sampling from the list of 18,955 registered voters. Questionnaires were mailed to the home addresses of those selected. Respondents had the option of completing the questionnaire on paper and returning it in a postage-paid envelope, or they could also access the questionnaire via the Shrewsbury town website. A total of 373 useable questionnaires were returned in time to be included in the analyses presented in this report.

The survey questions were developed by Clark University students after an extensive review of the published research on citizen surveys, and in close consultation with Shrewsbury officials. The final questionnaire included basic demographic questions in addition to questions designed to learn about satisfaction with town services, and citizen reaction to options for taxation and water conservation.

Major Findings: Among registered voters who responded to the survey,

- 33.9 percent (133 respondents) said that quality of life in Shrewsbury was excellent, and another 46.4 percent (170 respondents) rated the quality of life just slightly below excellent.
- Of respondents who had lived in another town within the past 5 years, 71.7 percent reported that Shrewsbury Town services were excellent or just below excellent compared to those of their former town of residence.
- Of respondents who had experience with one or more services provided by the Town:
 - 95 percent rated fire services as excellent or just below excellent,
 - 95 percent also rated ambulance services as excellent or just below excellent,
 - Over 85 percent of respondents indicated that their experience with police services was either excellent or just below excellent, and
 - Over 80 percent of respondents rated trash and yard waste collection, public schools, parks and recreation, and electrical services in the top two categories of the five-point rating scale of services.
- 37.5 percent (131 respondents), the largest group, would be willing to raise taxes in order to maintain the current level of services the Town delivers.
- 51.7 percent (166 respondents) support a Proposition 2½ override to fund solid waste collection, while 32.1 percent (103 respondents) support a fee-per-bag system.
- Nearly half (49.3 percent) of respondents said they would be very likely to assist the Town in reducing the amount of water used in gardening and lawn watering.
- Respondents expressed considerable interest in potential Town programs providing small water conservation devices at low or no cost, especially low flow faucet aerators and outdoor water conservation kits.

SURVEY PURPOSES AND BACKGROUND

Purposes of the Survey

In August 2005 the Town of Shrewsbury, Massachusetts contracted with Clark University's Professor Brian Cook and the students registered for Government 107/MPA 3900 to undertake a citizen survey. The purpose of the survey was two-pronged: first, to provide the Town of Shrewsbury with citizen opinions about the quality of life in the Town, the level of satisfaction with Town services, options for addressing the revenue needs of Town services, and citizen willingness to participate in water conservation programs; second, to give students studying research design and data analysis an opportunity to apply concepts introduced in class and in assigned readings to a client-driven project, including testing several hypotheses based on published citizen survey research.

Background Information

The Town of Shrewsbury has a population of 33,654, of which 18,955 are registered voters. Sectioned into 9 precincts, the town has 12,000 homes with a median home price of \$315,478. The population of Shrewsbury is comprised of 48.6 percent males and 54.4 percent females, with 25.6 percent of residents 18 years of age and under, and 15.6 percent of residents 62 years of age and over. The median household income in Shrewsbury is \$69,353.

As in many other locales throughout the nation, Shrewsbury town officials, faced with costs outpacing revenues, are considering ways to reduce costs or increase revenue. They believe that the attractiveness of the town to current and prospective residents is directly influenced by the traditionally broad array of services and high level of service quality that Shrewsbury residents enjoy. Thus town officials have sought to learn how residents feel about the general quality of life in the town, the level of taxation, and the quality of and satisfaction with services provided by the Town. The officials' general questions include: 'how likely are residents to support a Proposition 2½ override that will increase taxes,' and 'if residents are satisfied with the level of town services, are they willing to vote for an override in order to maintain the same level of services?'

The Town of Shrewsbury is also facing two other distinct policy dilemmas. First, the town's current and financially favorable solid waste collection contract is about to expire. Thus they would like to know what options for funding future trash and yard waste collection the town residents would support. Second, like many other towns in the Commonwealth of Massachusetts, Shrewsbury is faced with a new state mandate to reduce its water consumption because of the threats to the continued ecological viability of the watershed from which the town draws its water. Current water usage rates in the town exceed the new, lower state mandates by 17 gallons per person per day. Citizen willingness to participate in water conservation programs is directly related to meeting the new, lower water usage rate threshold. Officials have planned to implement a water conservation program, but they have sought to gather information related to the types of products and services residents are likely to use. Data from the survey will assist in determining the most useful allocation of water conservation funds.

Review of Research on Citizen Surveys

Findings from citizen survey research indicate certain trends in the way citizens rank specific services. According to Miller and Miller (1991), fire, trash collection, and library services have received higher ratings than road maintenance/street repair. In trying to account for correlations among community characteristics and rankings of services, the researchers found that midsized communities with less poverty or a higher resident income per capita, and where residents were more likely to commute, received higher service rankings.

Further, research using the American Customer Satisfaction Index (ASCI) – which the private sector uses to analyze customer satisfaction across a broad range of consumer goods and services – in the context of local government service assessment has recently appeared. Van Ryzin, et al. (2004) have analyzed data from two customer satisfaction surveys of New York City residents. Their work focuses on “how specific services drive overall judgments of quality and satisfaction and, in turn, how overall satisfaction is related to outcomes of inherent interest to policy makers, administrators, and the public” (p. 333). The researchers found that the most highly rated services (fire, library, and parks and recreation facilities) were relatively weak explanatory factors in citizens’ overall judgments of quality and satisfaction with city services. They discovered that the key “driver” of overall citizen satisfaction was the level of satisfaction with police services. They concluded that “improving the performance of government – particularly services that emerge as key drivers in the model (police, schools, and transportation) – would help boost trust in government and help retain residents” (p. 339).

SURVEY METHODOLOGY

Sampling Methods

In order for the Town of Shrewsbury and the survey team from Clark University to gauge citizen satisfaction with the town services and taxation, the survey team decided that a sample of the town’s entire voting population would be the most effective method. The rationale behind using the voting population as the target population is that voters are more likely to express their favor or disfavor over any decisions the town might eventually make as a result of the survey, whether by voting or various other means of communicating their views on Town policy. The survey team chose to use the systematic sampling method by drawing from a well-defined list of the population, in this case the registered voters list containing 18,955 names. The survey team chose participants at a calculated skipping interval to yield the desired sample size of 1000 registered voters. The survey team chose this method because it had a well-structured sampling frame and a known population unit to work with.

The team chose a sample size of 1000 to generate a large enough response rate to provide reasonably accurate sample estimates. Based on previous general research on response rates for mail surveys, on similar surveys in other towns, and on the level of Shrewsbury residents’ involvement in other activities such as turnout for local elections, the survey team expected a response rate near 400. The team distributed 1020 surveys, sending the additional 20 to compensate for potential problems with delivery to the addresses as recorded on the registered voters list. Indeed, four of the names on the list had to be dropped because of discrepancies in

the mailing process, and seven surveys were undeliverable because of improper or out-of-date addresses. This left a final working sample of 1009, from which the survey team received 373 usable response surveys via both mail and the internet. This constituted a 37 percent response rate, which came close to survey team's expectations.

Respondent Contact Methodology

The survey team decided that the best method of contact and response would be a combination of mail and Internet, in part on the basis of cost effectiveness. Costs for mail surveys are limited to postage, reproduction of materials, and person hours for processing (both distribution and receipt). The Internet option requires only the costs of designing an html version of the questionnaire and the back-end structuring for receipt and organization of the data. Other, more personal methods require people to be trained and paid a salary plus reimbursed for potential travel and phone expenses. The survey team also decided that there would be less bias introduced with less personal interaction. One of the disadvantages of the methods the survey team chose is that response rates are lower than with more personal methods. People feel less compelled to respond when questions aren't being presented personally. The Town of Shrewsbury also felt very strongly that it wanted the Internet to be incorporated into the implementation of the survey. For these reasons the survey team mailed out a questionnaire accompanied by a letter from the town manager explaining the purpose of the survey and assuring anonymity to the respondents. The letter also explained that respondents had the option of completing the paper questionnaire and returning it the postage-paid envelope provided, or they could access a website and complete the survey online. (Copies of the cover letter and the questionnaire can be found in Appendices 4 and 5.)

Questionnaires were mailed and the survey website was opened to respondents on November 7th and respondents were asked to return their surveys by the 21st of November. Because of the slow rate of return, especially with the Thanksgiving holiday falling within that window, the survey team continued to accept responses until the 29th of November.

Questionnaire Design

Clark University students developed the questionnaire after reviewing published research on citizen surveys and in close consultation with Shrewsbury officials. To be consistent with the practice of citizen survey research, and to help test several hypotheses concerning the factors that shape citizen opinions about service quality and policy preferences, the survey contained questions to gather demographic information about the respondents. Guided by the survey team's knowledge of citizen survey research, the Town agreed to several series of questions designed to learn about citizen satisfaction with town services. The town also sought citizen opinion about taxation levels in relation to the delivery of services. At the town's behest, the survey team also included a series of questions on water conservation that aimed not only to discover what people thought about the issue but also to make them aware of the town's increasingly difficult water resource problem.

Knowing that question-order effects can greatly change or skew the results of the survey, the team tried to place questions in an order that would minimize such effects. They also took into account general questionnaire design guidelines governing concerns about how well respondents understand the questions, whether they are likely to know the answer or have a well-

formed opinion on the substance of the questions, whether respondents could recall the information needed to answer a question, and whether they would be willing to provide the information.

Town officials requested that the team include several open-ended questions to aid them in interpreting the quantitative results. (Analysis of responses to these questions is not included in this report). For closed-ended questions, the survey team chose to use the familiar five-point Likert scale whenever possible to provide consistency in the data yielded by the questions. The 10 services for which citizen views about quality and satisfaction was sought were chosen by town officials, but with survey team advice about the need to limit the length of the list.

FINDINGS

General Results

The results of the survey are unequivocal. Shrewsbury registered voters are very satisfied with the quality of town services they have experienced and the cost-effectiveness of those services. Of the 10 town services presented to survey respondents for evaluation on a scale of one to five, with one being Excellent and five being Poor, four percent or fewer gave a quality rating for experience or cost-effectiveness at the lowest level. With only one exception – the quality of road maintenance services on the basis of experience – majority of respondents rated all town services surveyed in the top two categories of the five-point ratings scales for both quality based on experience and quality based on getting their money’s worth in taxes and fees. Table 1 displays the averages for the quality and satisfaction ratings for the 10 town services, and Table 2 shows the rank ordering of the ‘money’s worth’ ratings averages.

TABLE 1

AVERAGE RESPONDENT RATINGS OF 10 TOWN SERVICES ON A FIVE-POINT SCALE

SERVICE	USER QUALITY OF EXPERIENCE	RATING FOR MONEY’S WORTH
Fire Services	1.386	1.559
Ambulance Services	1.360	1.519
Snow Plowing	2.151	2.097
Trash/Yard Waste Collection	1.731	1.786
Road Maintenance	2.500	2.386
Public Schools	1.876	2.028
Parks/Recreation	1.837	2.145
Cable Television	1.842	1.991
Electrical Services	1.664	1.737
Police Services	1.657	1.680

TABLE 2

RANK ORDERING OF MONEY'S WORTH SERVICE RATING AVERAGES

SERVICE	RATING FOR MONEY'S WORTH
Ambulance Services	1.519
Fire Services	1.559
Police Services	1.680
Electrical Services	1.737
Trash/Yard Waste Collection	1.786
Cable Television	1.991
Public Schools	2.028
Snow Plowing	2.097
Parks/Recreation	2.145
Road Maintenance	2.386

In addition, respondents who had lived elsewhere in the past five years indicated that Shrewsbury's town services compared very favorably with the kind and quality of services in other towns (Table 3).

TABLE 3

IF YOU HAVE LIVED IN ANOTHER TOWN IN THE PAST 5 YEARS, HOW WOULD YOU RATE SHREWSBURY'S SERVICES COMPARED TO THOSE OF YOUR PAST PLACE OF RESIDENCE?

	Freq.	%
1) EXCELLENT	31	33.7
2) 2	35	38.0
3) 3	18	19.6
4) 4	6	6.5
5) POOR	2	2.2
TOTAL	92	100.0

Respondents rated the overall quality of life in the town very highly, with 33.9 percent rating it excellent and another 46.4 percent (for a total of 80.3 percent) rating it just below excellent (Figure 1). Respondents also rate the town very highly as a place to raise children (Figure 2).

FIGURE 1

QUESTION 3 -- How do you rate the over all quality of life in Shrewsbury?

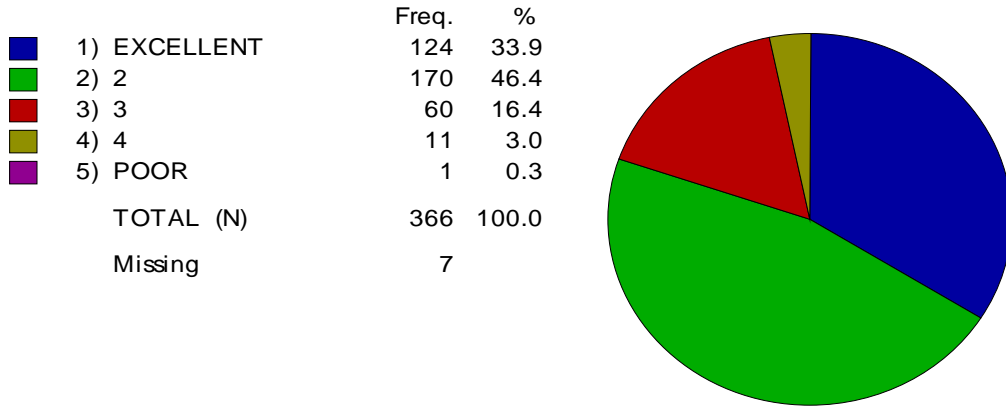
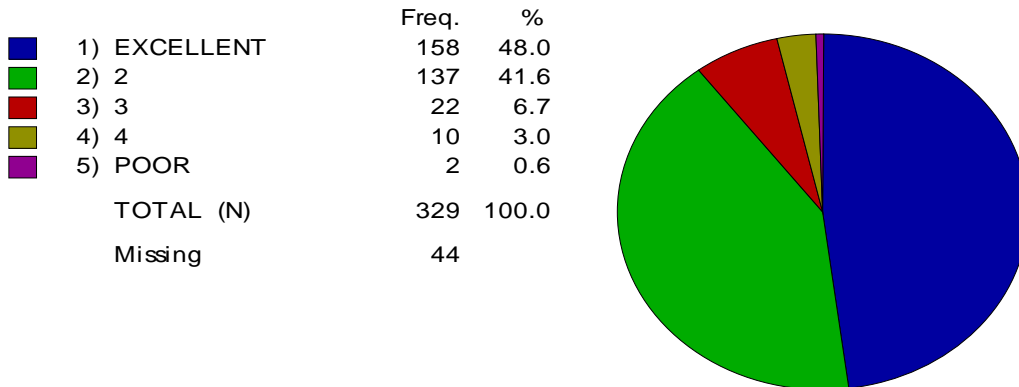


FIGURE 2

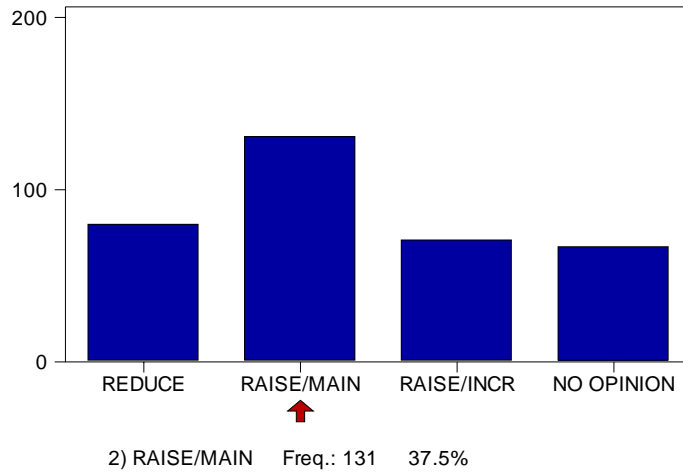
QUESTION 1 -- How do you rate Shrewsbury as a place to raise children?



On the key policy issues for which town officials sought respondent feedback, taxes to support town services received the strongest, although not always majority, support. On the question of the relationship between tax levels and town services, 37.5 percent (131 respondents), the largest group, indicated they would be willing to raise taxes in order to maintain the current level of services the Town delivers. Another 20 percent supported raising taxes to increase levels or quality of services. However, nearly 23 percent supported reducing taxes even if it meant reducing services (Figure 3).

FIGURE 3

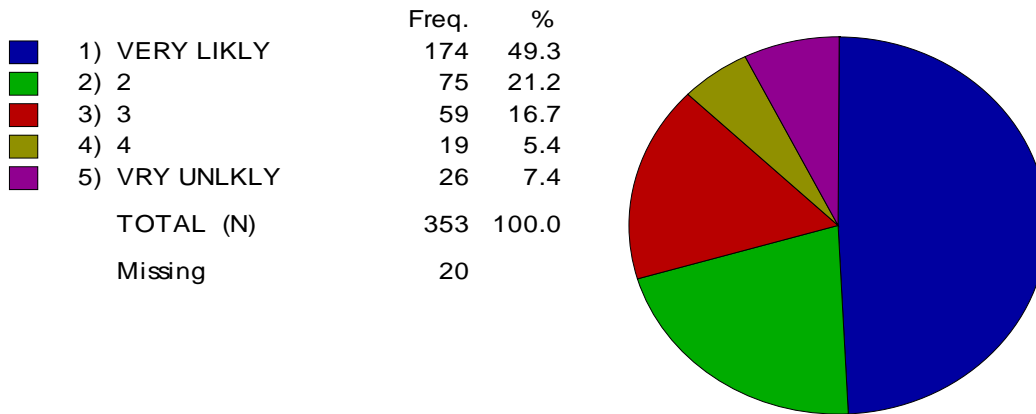
QUESTION 8 -- My preference would be to... taxes



Nearly half of the respondents indicated they were very likely to assist the town in its effort to meet the new restrictions on water consumption, with another 21 percent indicating that they were close to being very likely to assist the town, for a total of 70.5 percent of respondents who appear quite willing to engage in further water conservation efforts (Figure 4).

FIGURE 4

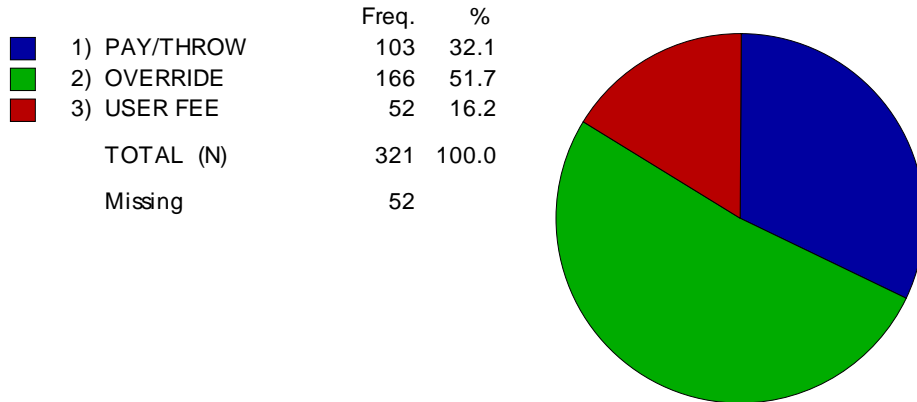
QUESTION10 -- WATER - How likely are you to assist the Town in meeting these new restric frequency of lawn and garder watering?



Finally, an override of Proposition 2½ restrictions received majority respondent support as the means to fund trash collection, followed by the fee-per-bag option (Figure 5).

FIGURE 5

QUESTION21 -- Paying for Trash Collection Options - Which of the following would you pre



Of the questionnaires the survey team received, the largest proportion came from those who have lived in Shrewsbury more than 20 years, from those with annual household incomes above \$100,000, from those between the ages of 45 and 54 years old, from those with graduate and professional degrees, and those without children currently in the Shrewsbury Public Schools (Tables 4-8).

TABLE 4

HOW LONG HAVE YOU LIVED IN THE TOWN OF SHREWSBURY?

	Freq.	%
1) < 2 YRS	14	3.8
2) 2-5 YRS	54	14.8
3) 6-10 YRS	49	13.4
4) 11-20 YRS	90	24.7
5) > 20 YRS	158	43.3
TOTAL	365	100.0

TABLE 5
WHICH CATEGORY BEST DESCRIBES YOUR TOTAL HOUSEHOLD INCOME DURING THE PAST YEAR FROM ALL SOURCES BEFORE TAXES?

	Freq.	%
1) < \$24,999	23	7.1
2) \$25-49,999	38	11.7
3) \$50-74,999	62	19.1
4) \$75-100000	71	21.9
5) > \$100000	130	40.1
TOTAL	324	100.0

TABLE 6
IN WHAT CATEGORY IS YOUR AGE?

	Freq.	%
1) 18-24 YRS	11	3.0
2) 25-34 YRS	32	8.8
3) 35-44 YRS	73	20.2
4) 45-54 YRS	93	25.7
5) 55-64 YRS	73	20.2
6) 65-74 YRS	41	11.3
7) 75+ YRS	39	10.8
TOTAL	362	100.0

TABLE 7
WHAT IS THE HIGHEST DEGREE OR LEVEL OF SCHOOL YOU HAVE COMPLETED?

	Freq.	%
1) < 12TH	1	0.3
2) HS DIPLOMA	36	9.9
3) SOME COLL	54	14.8
4) ASSOC DEGR	36	9.9
5) BA/BS	106	29.0
6) GRAD/PROF	132	36.2
TOTAL	365	100.0

TABLE 8
DO YOU CURRENTLY HAVE CHILDREN ENROLLED
IN THE SHREWSBURY SCHOOL SYSTEM?

	Freq.	%
1) YES	120	32.7
2) NO	247	67.3
TOTAL	367	100.0

Detailed Analysis

Assessing responses to questions in the survey yields a number of important results. For example, respondents in the \$50,000-74,999 category are the most pleased with the quality of life in Shrewsbury (Figure 6). Also, respondents 25-34 years old and 65-74 years old are most satisfied with Shrewsbury’s quality of life (Figure 7).

FIGURE 6

QUESTION 3 by QUESTION14

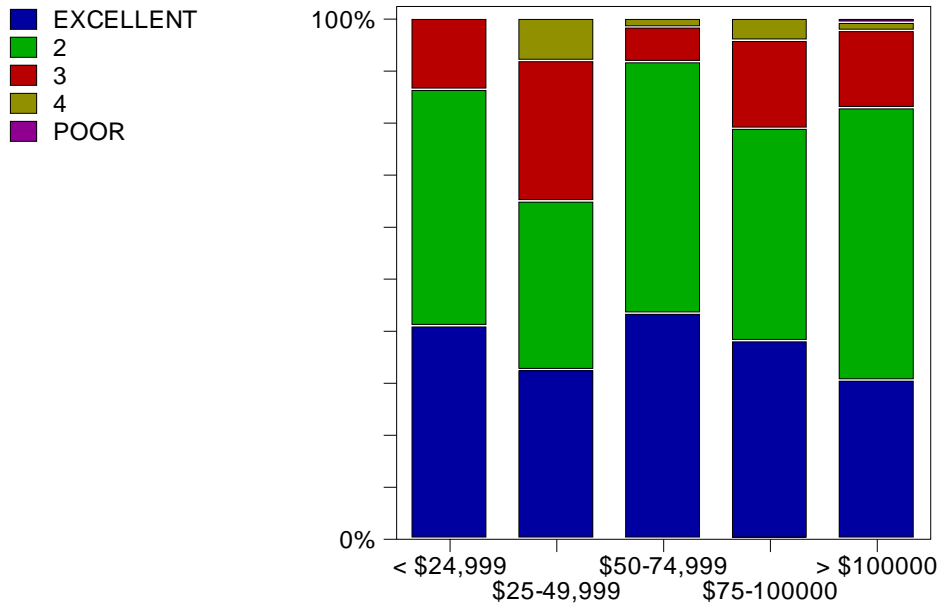
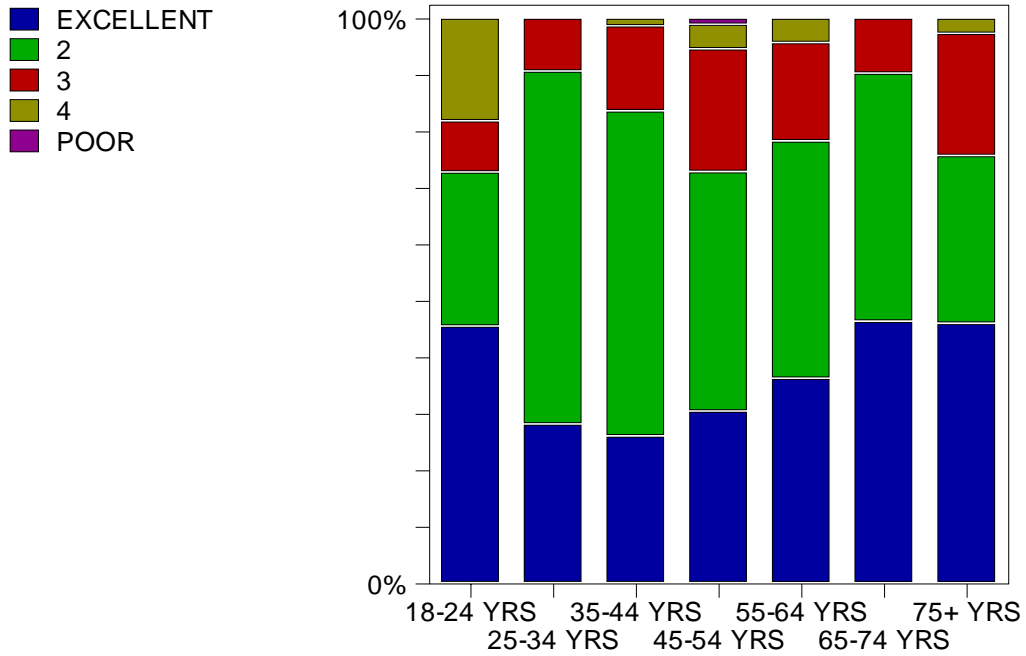


FIGURE 7

QUESTION 3 by QUESTION16



With respect to the question of options for taxation on support of town services, the older the respondents, the more likely they are to support reducing taxes and town services. Support for increasing taxes to increase services is highest among respondents 35-54 years old. A majority of respondents in all age categories support raising taxes over reducing them (Figure 8 – the ‘No Opinion’ option has been removed from this analysis for clarity). In addition, respondents in the highest two income categories were most supportive of raising taxes to increase services and to increase taxes to maintain services (Figure 9).

FIGURE 8

QUESTION 8 by QUESTION16

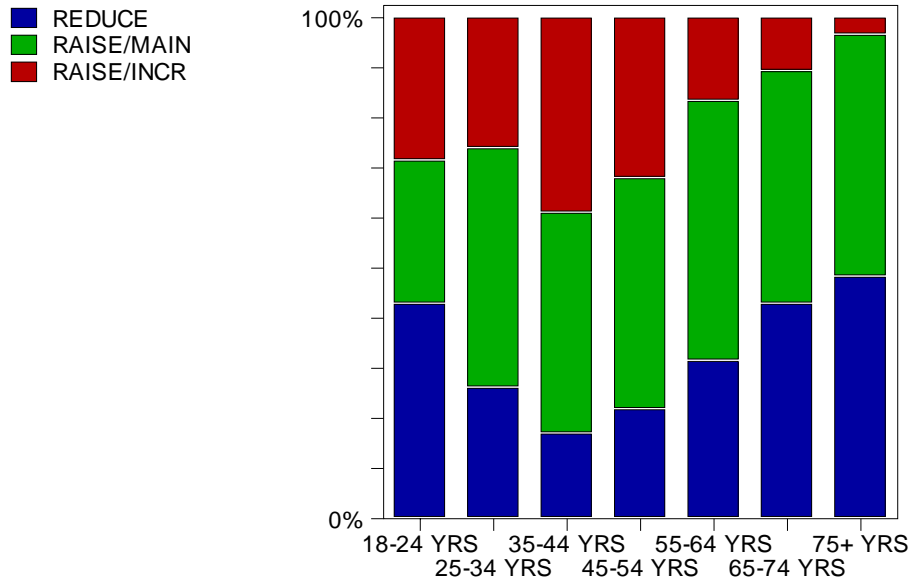
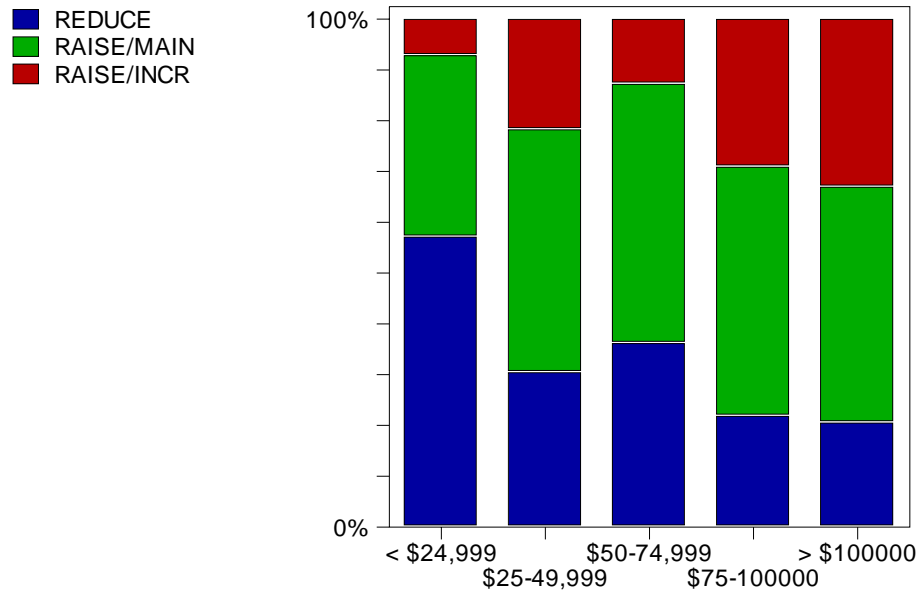


FIGURE 9

QUESTION 8 by QUESTION14



With respect to future funding options for trash collection, support for the use of a Proposition 2 ½ override is highest in the two highest income categories. Support for pay as you throw is highest in the middle income category (Figure 10). Support for the pay-as-you-throw option increases modestly with age (Figure 11).

FIGURE 10

QUESTION21 by QUESTION14

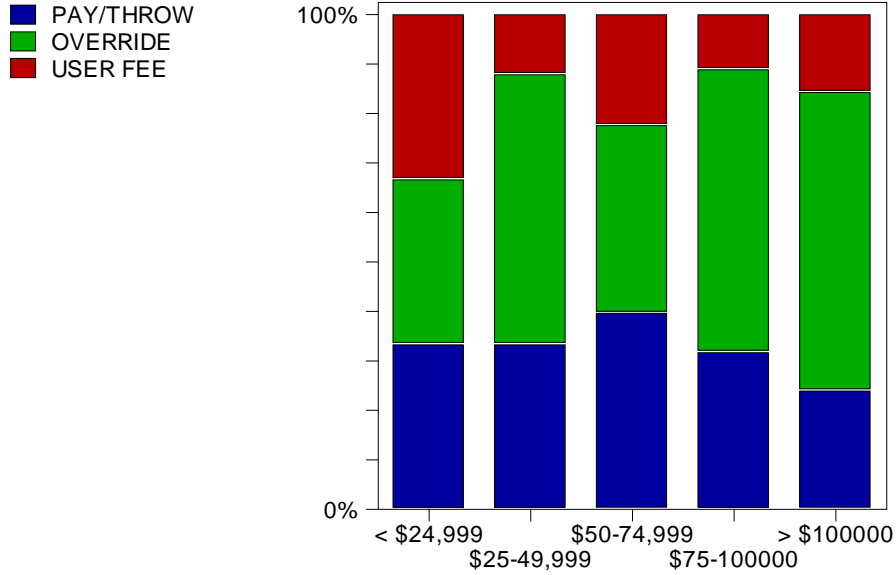
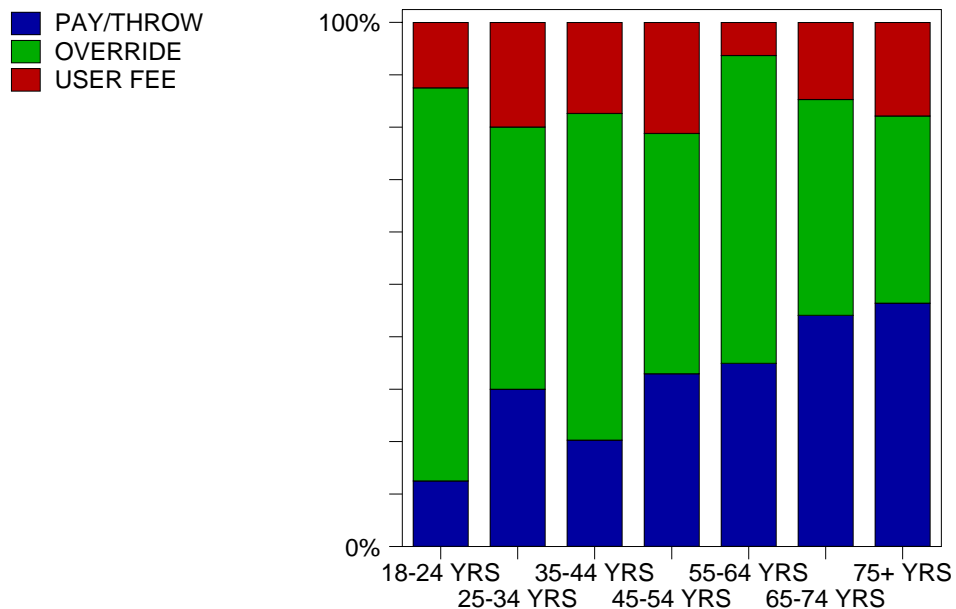


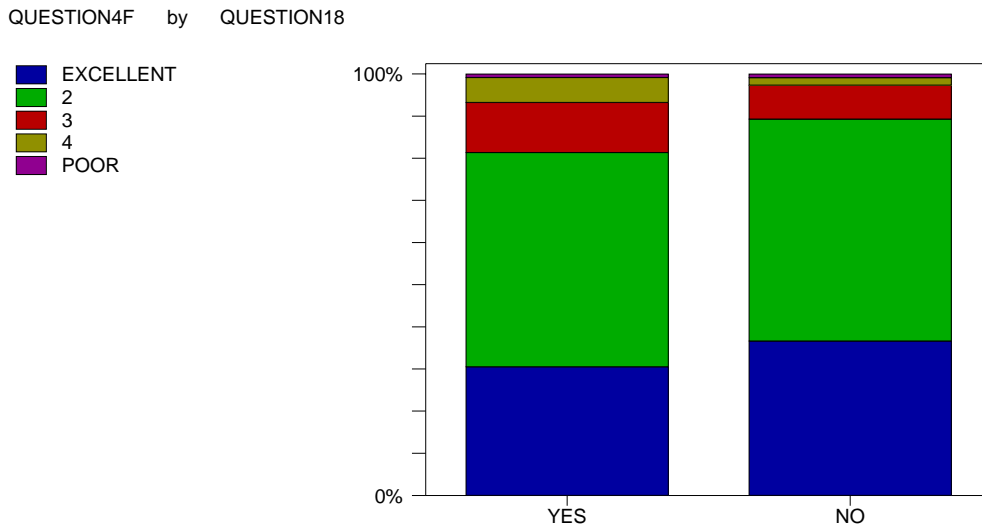
FIGURE 11

QUESTION21 by QUESTION16



Finally, there is little difference between respondents with and respondents without children enrolled in Shrewsbury public schools and their the quality of their experience with the schools. More than 81 percent of the respondents with children in the schools have had an experience with the schools in the top two categories of the rating scale, compared with 89.3 percent of the respondents without children in the Shrewsbury public schools (Figure 12).

FIGURE 12



Conclusions

Overall, respondents expressed a high level of satisfaction with Town services, as well as a high regard for the quality of life in Shrewsbury. The Town services to which respondents give the consistently highest ratings are Ambulance, Fire, Police, Electrical, and Trash Collection. Although a majority of respondents supports raising taxes in some form to support Town services, the relatively large proportion of “No Opinion” responses prohibits firm conclusions. On the other hand, there is firmer support for funding trash collection in the future through general tax revenues even if that meant a Proposition 2½ override. Respondents also indicated a strong commitment to helping the Town of Shrewsbury meet new water conservation requirements.

APPENDIX 1: SURVEY CODEBOOK

The tables that follow provide the frequency distributions for each question from the survey questionnaire.

PRECINCT

Precinct number from first digit of ID number

RANGE: 1 to 9

Mean: 5.166

PRECINCT	N	%
1	49	13.1
2	42	11.3
3	23	6.2
4	45	12.1
5	27	7.2
6	36	9.7
7	55	14.7
8	55	14.7
9	41	11.0
TOTAL	373	100.0

QUESTION 1

How do you rate Shrewsbury as a place to raise children?

RANGE: 1 to 5

Mean: 1.666

	FREQ.	%
1) EXCELLENT	158	48.0
2) 2	137	41.6
3) 3	22	6.7
4) 4	10	3.0
5) POOR	2	0.6
TOTAL	329	100.0

QUESTION 2

How do you rate Shrewsbury as a place to retire?

RANGE: 1 to 5

Mean: 2.548

	FREQ.	%
1) EXCELLENT	66	21.9
2) 2	86	28.6
3) 3	90	29.9
4) 4	36	12.0
5) POOR	23	7.6
TOTAL	301	100.0

QUESTION 3

How do you rate the over all quality of life in Shrewsbury?

RANGE: 1 to 5

Mean: 1.893

	FREQ.	%
1) EXCELLENT	124	33.9
2) 2	170	46.4
3) 3	60	16.4
4) 4	11	3.0
5) POOR	1	0.3
TOTAL	366	100.0

QUESTION 4A

If you have used the following Town services in the last 5 years, how do you rate your experience with them? FIRE SERVICES

RANGE: 1 to 5

Mean: 1.386

	FREQ.	%
1) EXCELLENT	97	69.3
2) 2	36	25.7
3) 3	4	2.9
4) 4	2	1.4
5) POOR	1	0.7
TOTAL	140	100.0

QUESTION 4B

If you have used the following Town services in the last 5 years, how do you rate your experience with them? AMBULANCE SERVICES

RANGE: 1 to 5

Mean: 1.360

	FREQ.	%
1) EXCELLENT	89	71.2
2) 2	30	24.0
3) 3	3	2.4
4) 4	3	2.4
TOTAL	125	100.0

8) QUESTION 4C

If you have used the following Town services in the last 5 years, how do you rate your experience with them? SNOW PLOWING

RANGE: 1 to 5

Mean: 2.151

	FREQ.	%
1) EXCELLENT	92	26.7
2) 2	140	40.7
3) 3	85	24.7
4) 4	22	6.4
5) POOR	5	1.5
TOTAL	344	100.0

9) QUESTION 4D

If you have used the following Town services in the last 5 years, how do you rate your experience with them? TRASH/YARD WASTE COLLECTION

RANGE: 1 to 5

Mean: 1.731

	FREQ.	%
1) EXCELLENT	172	49.3
2) 2	125	35.8
3) 3	36	10.3
4) 4	6	1.7
5) POOR	10	2.9
TOTAL	349	100.0

10) QUESTION 4E

If you have used the following Town services in the last 5 years, how do you rate your experience with them? ROAD MAINTENANCE

RANGE: 1 to 5

Mean: 2.500

	FREQ.	%
1) EXCELLENT	49	13.9
2) 2	136	38.6
3) 3	122	34.7
4) 4	32	9.1
5) POOR	13	3.7
TOTAL	352	100.0

11) QUESTION 4F

If you have used the following Town services in the last 5 years, how do you rate your experience with them? PUBLIC SCHOOLS

RANGE: 1 to 5

Mean: 1.876

	FREQ.	%
1) EXCELLENT	77	33.0
2) 2	121	51.9
3) 3	24	10.3
4) 4	9	3.9
5) POOR	2	0.9
TOTAL	233	100.0

12) QUESTION 4G

If you have used the following Town services in the last 5 years, how do you rate your experience with them? PARKS/RECREATION

RANGE: 1 to 5

Mean: 1.837

	FREQ.	%
1) EXCELLENT	113	36.9
2) 2	141	46.1
3) 3	43	14.1
4) 4	7	2.3
5) POOR	2	0.7
TOTAL	306	100.0

13) QUESTION 4H

If you have used the following Town services in the last 5 years, how do you rate your experience with them? CABLE TELEVISION

RANGE: 1 to 5

Mean: 1.842

	FREQ.	%
1) EXCELLENT	157	44.2
2) 2	124	34.9
3) 3	53	14.9
4) 4	15	4.2
5) POOR	6	1.7
TOTAL	355	100.0

14) QUESTION 4I

If you have used the following Town services in the last 5 years, how do you rate your experience with them? ELECTRICAL SERVICES

RANGE: 1 to 5

Mean: 1.664

	FREQ.	%
1) EXCELLENT	178	50.3
2) 2	128	36.2
3) 3	37	10.5
4) 4	11	3.1
TOTAL	354	100.0

15) QUESTION 4J

If you have used the following Town services in the last 5 years, how do you rate your experience with them? POLICE SERVICES

RANGE: 1 to 5

Mean: 1.657

	FREQ.	%
1) EXCELLENT	144	54.3
2) 2	83	31.3
3) 3	29	10.9
4) 4	3	1.1
5) POOR	6	2.3
TOTAL	265	100.0

17) QUESTION 6

If you have lived in another town in the past 5 years, how would you rate Shrewsbury's services compared to those of you place of past residence?

RANGE: 1 to 5

Mean: 2.054

	FREQ.	%
1) EXCELLENT	31	33.7
2) 2	35	38.0
3) 3	18	19.6
4) 4	6	6.5
5) POOR	2	2.2
TOTAL	92	100.0

18) QUESTION 7A

How important are these services to you? Please rank the following services in order of importance from 1 (most important) to 10 (least important). FIRE SERVICES

RANGE: 1 to 10

Mean: 2.985

	FREQ.	%
1	105	30.7
2	87	25.4
3	70	20.5
4	17	5.0
5	13	3.8
6	11	3.2
7	10	2.9
8	8	2.3
9	11	3.2
10	10	2.9
TOTAL	342	100.0

19) QUESTION 7B

How important are these services to you? Please rank the following services in order of importance from 1 (most important) to 10 (least important). AMBULANCE SERVICES

RANGE: 1 to 10

Mean: 3.859

	FREQ.	%
1	93	27.3
2	37	10.9
3	56	16.4
4	53	15.5
5	17	5.0
6	17	5.0
7	19	5.6
8	15	4.4
9	11	3.2
10	23	6.7
TOTAL	341	100.0

20) QUESTION 7C

How important are these services to you? Please rank the following services in order of importance from 1 (most important) to 10 (least important). SNOW PLOWING

RANGE: 1 to 10

Mean: 4.900

	FREQ.	%
1	43	12.6
2	34	10.0
3	29	8.5
4	40	11.8
5	60	17.6
6	38	11.2
7	36	10.6
8	23	6.8
9	26	7.6
10	11	3.2
TOTAL	340	100.0

21) QUESTION 7D

How important are these services to you? Please rank the following services in order of importance from 1 (most important) to 10 (least important). TRASH/YARD WASTE COLLECTION

RANGE: 1 to 10

Mean: 4.678

	FREQ.	%
1	67	19.8
2	35	10.4
3	33	9.8
4	29	8.6
5	29	8.6
6	47	13.9
7	35	10.4
8	29	8.6
9	15	4.4
10	19	5.6
TOTAL	338	100.0

22) QUESTION 7E

How important are these services to you? Please rank the following services in order of importance from 1 (most important) to 10 (least important). ROAD MAINTENANCE

RANGE: 1 to 10

Mean: 5.372

	FREQ.	%
1	37	10.9
2	23	6.8
3	28	8.3
4	27	8.0
5	51	15.0
6	49	14.5
7	46	13.6
8	41	12.1
9	23	6.8
10	14	4.1
TOTAL	339	100.0

23) QUESTION 7F

How important are these services to you? Please rank the following services in order of importance from 1 (most important) to 10 (least important). PUBLIC SCHOOLS

RANGE: 1 to 10

Mean: 5.132

	FREQ.	%
1	95	28.5
2	19	5.7
3	19	5.7
4	34	10.2
5	18	5.4
6	15	4.5
7	20	6.0
8	16	4.8
9	35	10.5
10	62	18.6
TOTAL	333	100.0

24) QUESTION 7G

How important are these services to you? Please rank the following services in order of importance from 1 (most important) to 10 (least important). POLICE SERVICES

RANGE: 1 to 10

Mean: 3.474

	FREQ.	%
1	92	26.9
2	82	24.0
3	51	14.9
4	18	5.3
5	19	5.6
6	20	5.8
7	18	5.3
8	22	6.4
9	10	2.9
10	10	2.9
TOTAL	342	100.0

25) QUESTION 7H

How important are these services to you? Please rank the following services in order of importance from 1 (most important) to 10 (least important). PARKS/RECREATION

RANGE: 1 to 10

Mean: 6.958

	FREQ.	%
1	21	6.3
2	28	8.4
3	17	5.1
4	12	3.6
5	24	7.2
6	18	5.4
7	24	7.2
8	40	12.0
9	68	20.4
10	82	24.6
TOTAL	334	100.0

26) QUESTION 7I

How important are these services to you? Please rank the following services in order of importance from 1 (most important) to 10 (least important). CABLE TELEVISION

RANGE: 1 to 10

Mean: 6.509

	FREQ.	%
1	30	8.8
2	28	8.2
3	16	4.7
4	11	3.2
5	29	8.5
6	32	9.4
7	36	10.6
8	43	12.6
9	48	14.1
10	67	19.7
TOTAL	340	100.0

27) QUESTION 7J

How important are these services to you? Please rank the following services in order of importance from 1 (most important) to 10 (least important). ELECTRICAL SERVICES

RANGE: 1 to 10

Mean: 5.195

	FREQ.	%
1	49	14.5
2	23	6.8
3	16	4.7
4	51	15.0
5	47	13.9
6	36	10.6
7	33	9.7
8	39	11.5
9	30	8.8
10	15	4.4
TOTAL	339	100.0

28) QUESTION 8

My preference would be to... taxes

RANGE: 1 to 4

Mean: 2.358

	FREQ.	%
1) REDUCE	80	22.9
2) RAISE to MAINTAIN	131	37.5
3) RAISE to INCREASE	71	20.3
4) NO OPINION	67	19.2
TOTAL	349	100.0

29) QUESTION 9A

I feel I am getting my money's worth in the following town services for the taxes/charges I pay to the town of Shrewsbury. FIRE SERVICES

RANGE: 1 to 5

Mean: 1.559

	FREQ.	%
1) STRONGLY AGREE	146	59.6
2) 2	71	29.0
3) 3	22	9.0
4) 4	2	0.8
5) STRONGLY DISAGREE	4	1.6
TOTAL	245	100.0

30) QUESTION 9B

I feel I am getting my money's worth in the following town services for the taxes/charges I pay to the town of Shrewsbury. AMBULANCE SERVICES

RANGE: 1 to 6

Mean: 1.519

	FREQ.	%
1) STRONGLY AGREE	128	62.1
2) 2	54	26.2
3) 3	19	9.2
4) 4	5	2.4
TOTAL	206	100.0

31) QUESTION 9C

I feel I am getting my money's worth in the following town services for the taxes/charges I pay to the town of Shrewsbury. SNOW PLOWING

RANGE: 1 to 5

Mean: 2.097

	FREQ.	%
1) STRONGLY AGREE	128	36.4
2) 2	105	29.8
3) 3	85	24.1
4) 4	25	7.1
5) STRONGLY DISAGREE	9	2.6
TOTAL	352	100.0

32) QUESTION 9D

I feel I am getting my money's worth in the following town services for the taxes/charges I pay to the town of Shrewsbury. TRASH/YARD WASTE COLLECTION

RANGE: 1 to 5

Mean: 1.786

	FREQ.	%
1) STRONGLY AGREE	167	48.3
2) 2	113	32.7
3) 3	47	13.6
4) 4	11	3.2
5) STRONGLY DISAGREE	8	2.3
TOTAL	346	100.0

33) QUESTION 9E

I feel I am getting my money's worth in the following town services for the taxes/charges I pay to the town of Shrewsbury. ROAD MAINTENANCE

RANGE: 1 to 5

Mean: 2.386

	FREQ.	%
1) STRONGLY AGREE	79	22.6
2) 2	116	33.1
3) 3	112	32.0
4) 4	27	7.7
5) STRONGLY DISAGREE	16	4.6
TOTAL	350	100.0

34) QUESTION 9F

I feel I am getting my money's worth in the following town services for the taxes/charges I pay to the town of Shrewsbury. PUBLIC SCHOOLS

RANGE: 1 to 5

Mean: 2.028

	FREQ.	%
1) STRONGLY AGREE	101	40.9
2) 2	81	32.8
3) 3	37	15.0
4) 4	13	5.3
5) STRONGLY DISAGREE	15	6.1
TOTAL	247	100.0

35) QUESTION 9G

I feel I am getting my money's worth in the following town services for the taxes/charges I pay to the town of Shrewsbury. PARKS/RECREATION

RANGE: 1 to 5

Mean: 2.145

	FREQ.	%
1) STRONGLY AGREE	96	31.7
2) 2	104	34.3
3) 3	77	25.4
4) 4	15	5.0
5) STRONGLY DISAGREE	11	3.6
TOTAL	303	100.0

36) QUESTION 9H

I feel I am getting my money's worth in the following town services for the taxes/charges I pay to the town of Shrewsbury. CABLE TELEVISION

RANGE: 1 to 5

Mean: 1.991

	FREQ.	%
1) STRONGLY AGREE	148	42.8
2) 2	105	30.3
3) 3	54	15.6
4) 4	26	7.5
5) STRONGLY DISAGREE	13	3.8
TOTAL	346	100.0

37) QUESTION 9I

I feel I am getting my money's worth in the following town services for the taxes/charges I pay to the town of Shrewsbury. ELECTRICITY SERVICES

RANGE: 1 to 5

Mean: 1.737

	FREQ.	%
1) STRONGLY AGREE	175	49.4
2) 2	112	31.6
3) 3	54	15.3
4) 4	11	3.1
5) STRONGLY DISAGREE	2	0.6
TOTAL	354	100.0

38) QUESTION9J

I feel I am getting my money's worth in the following town services for the taxes/charges I pay to the town of Shrewsbury. POLICE SERVICES

RANGE: 1 to 5

Mean: 1.680

	FREQ.	%
1) STRONGLY AGREE	167	55.1
2) 2	88	29.0
3) 3	33	10.9
4) 4	8	2.6
5) STRONGLY DISAGREE	7	2.3
TOTAL	303	100.0

39) QUESTION 10

WATER - How likely are you to assist the Town in meeting these new restrictions on the frequency of lawn and garden watering?

RANGE: 1 to 5

Mean: 2.003

	FREQ.	%
1) VERY LIKELY	174	49.3
2) 2	75	21.2
3) 3	59	16.7
4) 4	19	5.4
5) VERY UNLIKELY	26	7.4
TOTAL	353	100.0

40) QUESTION 11A

How interested are you in receiving each of the following devices?

LOW FLOW SHOWER HEADS

RANGE: 1 to 4

Mean: 2.065

	FREQ.	%
1) VERY	136	38.2
2) SOMEWHAT	79	22.2
3) NOT VERY	123	34.6
4) D/K	18	5.1
TOTAL	356	100.0

41) QUESTION 11B

How interested are you in receiving each of the following devices?

LOW FLOW FAUCET AERATORS

RANGE: 1 to 4

Mean: 1.943

	FREQ.	%
1) VERY	147	42.0
2) SOMEWHAT	97	27.7
3) NOT VERY	85	24.3
4) D/K	21	6.0
TOTAL	350	100.0

42) QUESTION 11C

How interested are you in receiving each of the following devices? RAIN BARRELS

RANGE: 1 to 4

Mean: 2.362

	FREQ.	%
1) VERY	99	28.7
2) SOMEWHAT	71	20.6
3) NOT VERY	126	36.5
4) D/K	49	14.2
TOTAL	345	100.0

43) QUESTION 11D

How interested are you in receiving each of the following devices?

OUTDOOR WATER CONSERVATION KITS

RANGE: 1 to 4

Mean: 2.189

	FREQ.	%
1) VERY	120	34.4
2) SOMEWHAT	91	26.1
3) NOT VERY	90	25.8
4) D/K	48	13.8
TOTAL	349	100.0

44) QUESTION 12A

The town of Shrewsbury may offer other opportunities to reduce water consumption. How interested are you in each of the following?

LOW WATER-CONSUMPTION APPLIANCE REBATES

RANGE: 1 to 4

Mean: 1.870

	FREQ.	%
1) VERY	160	45.1
2) SOMEWHAT	105	29.6
3) NOT VERY	66	18.6
4) D/K	24	6.8
TOTAL	355	100.0

45) QUESTION 12B

The town of Shrewsbury may offer other opportunities to reduce water consumption. How interested are you in each of the following?

LOW WATER-CONSUMPTION LANDSCAPING SEMINARS

RANGE: 1 to 4

Mean: 2.359

	FREQ.	%
1) VERY	85	24.4
2) SOMEWHAT	89	25.6
3) NOT VERY	138	39.7
4) D/K	36	10.3
TOTAL	348	100.0

46) QUESTION 13

How long have you lived in the Town of Shrewsbury?

RANGE: 1 to 5

Mean: 3.888

	FREQ.	%
1) < 2 YRS	14	3.8
2) 2-5 YRS	54	14.8
3) 6-10 YRS	49	13.4
4) 11-20 YRS	90	24.7
5) > 20 YRS	158	43.3
TOTAL	365	100.0

47) QUESTION 14

Which category best describes your total household income during the past year from all sources before taxes?

RANGE: 1 to 5

Mean: 3.762

	FREQ.	%
1) < \$24,999	23	7.1
2) \$25-49,999	38	11.7
3) \$50-74,999	62	19.1
4) \$75-100000	71	21.9
5) > \$100000	130	40.1
TOTAL	324	100.0

48) QUESTION15

Are you Male or Female?

RANGE: 1 to 2

Mean: 1.545

	FREQ.	%
1) MALE	163	45.5
2) FEMALE	195	54.5
TOTAL	358	100.0

49) QUESTION16

In what category is your age?

RANGE: 1 to 7

Mean: 4.282

	FREQ.	%
1) 18-24 YRS	11	3.0
2) 25-34 YRS	32	8.8
3) 35-44 YRS	73	20.2
4) 45-54 YRS	93	25.7
5) 55-64 YRS	73	20.2
6) 65-74 YRS	41	11.3
7) 75+ YRS	39	10.8
TOTAL	362	100.0

50) QUESTION17

What is the highest degree or level of school you have completed?

RANGE: 1 to 6

Mean: 4.660

	FREQ.	%
1) < 12TH	1	0.3
2) HS DIPLOMA	36	9.9
3) SOME COLL	54	14.8
4) ASSOC DEGR	36	9.9
5) BA/BS	106	29.0
6) GRAD/PROF	132	36.2
TOTAL	365	100.0

51) QUESTION18

Do you currently have children enrolled in the Shrewsbury school system?

RANGE: 1 to 2

Mean: 1.673

	FREQ.	%
1) YES	120	32.7
2) NO	247	67.3
TOTAL	367	100.0

54) QUESTION 21

Paying for Trash Collection Options - Which of the following would you prefer?

RANGE: 1 to 3

Mean: 1.841

	FREQ.	%
1) PAY/THROW	103	32.1
2) OVERRIDE	166	51.7
3) USER FEE	52	16.2
TOTAL	321	100.0

55) QUESTION22

What is your primary source of Town information?

RANGE: 1 to 7

Mean: 2.891

	FREQ.	%
1) TOWN WEB	40	12.1
2) TELEGRAM	150	45.3
3) PUBLIC ACCESS TV	40	12.1
4) CHRONICLE	45	13.6
5) ADVOCATE	30	9.1
6) RECORD	15	4.5
7) RADIO	11	3.3
TOTAL	331	100.0

APPENDIX 2:

REPORT PREPARATION AND ACKNOWLEDGMENTS

This report was prepared by members of the report preparation and presentation group: Kristin Cameron, Randa Duffy, Pusha Karim, Steve Koenig, Tim Mulvehill. The report preparers would like to thank all members of the Shrewsbury project team for their assistance: Matthew Altieri, Patricia Ammering, Kelli Blank, Daniel Braganca, Julie Cariglia, Sheetal Chodhari, Michael Cole, Leah Coleman, Brian Cook, Sian Gaetano, Ludmila Iliev, Anna Jolley, Laura Kaub, Sally Mahiti, Jennifer Majors, Sam Marcellus, Allison Osborn, Timothy Simokonis, Juan Turner, Sharon de Klerk. The survey team thanks all the personnel involved with the Town of Shrewsbury, including Dan Morgado, the town manager, and the co-managers of the project for the town, Mike Hale, assistant town manager, and Jackie Pratt, web administrator, for their support and cooperation. The entire survey team also thanks the Shrewsbury residents who invested their time and effort in completing and submitting questionnaires.

APPENDIX 3: SAMPLING ERROR

Using systematic random sampling, a sample of 1020 residents was drawn from the list of 18,955 registered voters in the town of Shrewsbury. The sampling procedure ensured every registered voter had an equal chance of being drawn by using a random start and selecting every 17th name on the registered voters list.

Sampling error always results from the process of selecting one unit over another from a population, instead of selecting the entire population. Although unavoidable, random sampling error's effect on the accuracy of the estimates obtained from sample surveys can be measured precisely. Sample size plays a crucial role in determining the accuracy of sample estimates since generally speaking greater accuracy is obtained through larger sample sizes.

With a total final sample of 373 responses, the margin of error for sample estimates included in the analyses contained in this report is no more +/- 5 percent at a 95 percent confidence level. This means that the survey team is 95 percent certain that the estimates obtained from responses to the survey are within 5 percent of what would be obtained if all 18,955 registered voters could have been surveyed. Where responses from the survey are heavily clustered on one or two categories of the answers to a question, as is the case for many of the items on the survey questionnaire, the accuracy will tend to be even better than +/- 5 percent.

APPENDIX 4: COVER LETTER

Dear Shrewsbury Resident,

As a registered voter in the Town of Shrewsbury, you have been selected as part of a scientific sample of Town citizens to offer your views about Town services and the quality of life in Shrewsbury. Your Town officials are very interested in learning more about what residents think about their Town and how to make it a better place to live. The Town of Shrewsbury has contracted with Clark University to conduct this survey. I would appreciate your taking a few minutes to complete the enclosed questionnaire. To maintain the integrity of the sample, only you as recipient of this mailing should complete the questionnaire.

The survey is completely voluntary. Your responses to the questions posed will remain completely anonymous. You may refuse to answer any question and you can stop answering questions at any time. All responses will be received, coded, and analyzed by Clark University, with a final report presented to the Town of Shrewsbury. No information identifying individuals is being collected, and at no time will individual responses be reported or shared. To further ensure the anonymity of all participants, the only identifying information on the questionnaire is the randomly selected ID number, used for data collection purposes only. It will not be linked in any way to your responses. This ID number is recorded on the enclosed questionnaire and serves as a password for respondents who choose to complete the questionnaire online.

If you have access to the Internet, Survey team strongly urge you to complete the questionnaire online. You can access it at <http://www.shrewsbury-ma.gov/TownSurvey>. To log on, please enter your ID number, answer all questions, and click on the submit button to submit your responses. It's as easy as that. If you would prefer to complete the paper version of the survey, please answer all questions in accord with the instructions on the questionnaire and return it in the enclosed postage-paid envelope.

To ensure timely processing of the questionnaire and completion of analysis to be of immediate use to the Town, please complete and submit the questionnaire by November 21, 2005. If you would like to speak to someone at the Town about the survey, please call the Town Manager's office (508-841-8508). If you would like to speak to the researchers about the survey, please call Professor Brian Cook, Professor of Government at Clark University (508-793-7155). I am grateful for your participation and your commitment to improving the Town for all its residents.

Sincerely,

Daniel Morgado
Town Manager

APPENDIX 5: QUESTIONNAIRE
TOWN OF SHREWSBURY CITIZEN SURVEY
 [«F16»«F17»]

INSTRUCTIONS: This survey is completely voluntary and anonymous. Please do not include your name or any other identification on the questionnaire. Please complete the questionnaire by reading each question carefully and following the accompanying directions. Return the questionnaire in the postage-paid envelope provided, or complete the survey on the Internet by going to **www.shrewsbury-ma.gov/TownSurvey**. Log in using the ID number provided at the top of the questionnaire. In order to insure timely processing and completion of analysis, **please return by November 21, 2005.**

1	How do you rate Shrewsbury as a place to raise children? Check only one box.
Excellent	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Poor <input type="checkbox"/> N/A

2	How do you rate Shrewsbury as a place to retire? Check only one box.
Excellent	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Poor <input type="checkbox"/> N/A

3	How do you rate the over all quality of life in Shrewsbury? Check only one box.
Excellent	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Poor <input type="checkbox"/> N/A

4	If you have used the following Town services in the last 5 years, how do you rate your experience with them? Please check only one box for each service.					
	Excellent ←—————▶ Poor					No Experience
	1	2	3	4	5	N/E
Fire Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ambulance Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snow Plowing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trash/yard waste collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road Maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks/Recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cable Television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electrical Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Police Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5	In the space provided, please tell us briefly which Shrewsbury Service you believe is the most satisfactory and which is the least satisfactory, and why.

6	If you have lived in another town in the past 5 years, how would you rate Shrewsbury's services compared to those of your place of past residence? Check only one box.
Excellent <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Poor <input type="checkbox"/> N/A	

7	How important are these services <u>to you</u>? Please rank the following services in order of importance from 1 (most important) to 10 (least important) using each number only once.		
Fire Services		Public Schools	
Ambulance Services		Police Services	
Snow Plowing		Parks/Recreation	
Trash/yard waste collection		Cable Television	
Road Maintenance		Electrical Services	

8	My preference would be to... Check only one box.
<input type="checkbox"/> 1 Reduce taxes even if it means reducing the quality of Town programs and services	
<input type="checkbox"/> 2 Raise taxes to maintain the current quality of Town programs and services	
<input type="checkbox"/> 3 Raise taxes to increase the quality/quantity of Town programs and services	
<input type="checkbox"/> 4 No Opinion	

9	Please respond to the following statement. I feel I am getting my money's worth in the following Town services for the taxes/charges I pay to the Town of Shrewsbury. Check only one box for each Town service.					
Strongly Agree ←————→ Strongly Disagree No Experience						
	1	2	3	4	5	N/E
Fire Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ambulance Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snow Plowing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trash/yard waste collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road Maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks/Recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cable Television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electricity Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Police Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10	The Commonwealth of Massachusetts is instituting new limits on how much water localities can draw from their local water sources on a daily basis. This will force the Town of Shrewsbury to impose new restrictions on household water use. Currently on average the Town is using 85 gallons of water per person per day. The new restrictions will reduce that to 65 gallons of water per person, per day. How likely are you to assist the Town in meeting these new restrictions on the frequency of lawn and garden watering? Check only one box.				
Very likely <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Very unlikely					

11	The Town of Shrewsbury is considering offering, at low cost or no cost, several devices for reducing water consumption. How interested are you in receiving each of the following devices? Check only one box for each device.			
	Very interested	Somewhat Interested	Not very Interested	Don't know
Low flow shower heads	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Low flow faucet aerators	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Rain barrels	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Outdoor water conservation kits	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

12	The Town of Shrewsbury may offer other opportunities to reduce water consumption. How interested are you in each of the following? Check only one box.			
	Very interested	Somewhat interested	Not very interested	Don't know
Low water-consumption appliance rebates	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Low water-consumption landscaping seminars	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

13	How long have you lived in the Town of Shrewsbury? Check only one box.				
Less than 2 years	2-5 years	6-10 years	11-20 years	More than 20 years	
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	

14	Which category best describes your total household income during the past year from all sources before taxes? Check only one box.				
Less than \$24,999	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$100,000	More than \$100,000	
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	

15	Are you Male or Female? Check only one box.	Male	Female
		<input type="checkbox"/> 1	<input type="checkbox"/> 2

16 In what category is your age? Check only one box.						
18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75+ years
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

17 What is the highest degree or level of school you have completed? Check only one box.					
12 th grade or less, no diploma	High School diploma	Some college, no degree	Associate's degree	Bachelor's degree	Graduate or professional degree
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6

18 Do you currently have children enrolled in the Shrewsbury school system? Check only one box.		Yes	No
		<input type="checkbox"/> 1	<input type="checkbox"/> 2

19 Are there any needs not being addressed that the Town of Shrewsbury should consider?

20 Are there any services provided by the Town of Shrewsbury that are not needed?

21 In January of 2008, the Town's 20-year rubbish disposal contract with Wheelabrator Millbury Inc. expires. It is highly unlikely that the Town will be able to absorb the increase in cost (\$36 to \$64 per ton, approximately \$360,000) within the tax levy. As a means of providing this service, the Town will have to look at alternative funding options. Which of the following would you prefer? Check only one box.	
<input type="checkbox"/>	1 "Pay as you throw" which requires residents to purchase trash bags (\$1-\$2 each) at selected locations in Town. This system is used in Worcester and Northborough
<input type="checkbox"/>	2 Override "Proposition 2 1/2" to cover the cost of the service, thus retaining the tax deductibility of the service. This will increase the tax rate by 8.5 cents resulting in an approximately \$30 increase to the average annual residential tax bill
<input type="checkbox"/>	3 User fee charged to each homeowner for the service (not tax-deductible)

22 What is your primary source of Town information? Check only one box.						
Town Survey Website	Worcester Telegram	Public Access TV	Shrewsbury Chronicle	Community Advocate	Weekly Record	Radio
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7

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