

DRAFT 4



CRITICAL INSIGHTS
RESEARCH FOR PRECISE PRAGMATIC DIRECTION

Cape Elizabeth Public Opinion Survey

October 2005

Good morning/afternoon/evening, my name is _____ and I'm calling from Critical Insights, Inc., a Portland marketing research firm, on behalf of the Comprehensive Plan Committee for the Town of Cape Elizabeth. We are conducting a public opinion survey among residents of the Town., This is not a sales call, and your responses will be kept completely confidential. Your opinions are very important for the future of the Town. May I speak with the adult in your household, 18 or older, who had the most recent birthday? *(IF NOT RESPONDENT, ASK TO SPEAK TO SUCH A PERSON. REPEAT INTRODUCTION IF PHONE IS GIVEN TO ANOTHER PERSON. IF UNAVAILABLE OR NOT AT HOME, ARRANGE FOR A CONVENIENT TIME TO CALL BACK).*

SCREENERS:

S1. First of all, have I reached you at your home? *(IF NOT RESPONDENT'S HOME, ASK WHEN OWNERS WILL BE BACK AND SCHEDULE A CALLBACK).*

- | | | |
|----|--------------|----------------------------|
| 1. | YES → | CONTINUE |
| 2. | NO → | THANK AND TERMINATE |
| 8. | DON'T KNOW → | THANK AND TERMINATE |
| 9. | REFUSED → | THANK AND TERMINATE |

S2. Do you live in Cape Elizabeth most (six months or more) of the year?

- | | | |
|----|-------------------------------------|----------------------------|
| 1. | YES → | CONTINUE |
| 2. | NO, LIVE LESS THAN 6 MONTHS → | THANK AND TERMINATE |
| 3. | NO, DO NOT LIVE IN CAPE ELIZABETH → | THANK AND TERMINATE |
| 8. | DON'T KNOW → | THANK AND TERMINATE |
| 9. | REFUSED → | THANK AND TERMINATE |

S3. Are you, any member of your family, or any close relative currently on the Town Council, Comprehensive Plan Committee or School Board of Cape Elizabeth? Are you, any member of your family, or any close relative employed by or have an affiliation with a marketing research firm or advertising agency? Are you or is any member of your family employed in journalism (print or media)?

- | | | |
|----|------------|----------------------------|
| 1. | YES | TERMINATE INTERVIEW |
| 2. | NO | CONTINUE |
| 8. | DON'T KNOW | TERMINATE INTERVIEW |
| 9. | REFUSED | TERMINATE INTERVIEW |

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1. Overall, how satisfied are you with living in Cape Elizabeth? Please use a scale of 1 to 5, with “1” meaning that you are not at all satisfied, and “5” signifying that you are very satisfied.

Not at all satisfied			Very Satisfied	
1	2	3	4	5

2. Using a scale of 1-5 where 1 means “not at all important” and 5 means “very important,” please rate the following factors that could be considered benefits of living in Cape Elizabeth.

	Not at all important				Very important
	1	2	3	4	5
a. Physical attractiveness of the Town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. School system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Proximity to Portland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Proximity to the ocean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Municipal services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Level of taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Often we make references to “preserving the rural character of the town.” When thinking about preserving the rural character of Cape Elizabeth, what does this statement mean to you ?

4. Listed below are some potential goals for the Town of Cape Elizabeth over the next 5-10 years. Please rate each of the goals in their importance to you, where 1 means “not at all important” and 5 means “very important.”

	Not at all important				Very important
	1	2	3	4	5
a. Maintaining the existing tax rate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Protecting and preserving wetlands, ponds, and wooded areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Improving the schools and expanding education opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Encouraging the development of a variety of housing types.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Preserving the Town’s rural character.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Attracting new commercial development.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Encouraging the development of affordable housing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Protecting farmland.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Improving the town center.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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HOUSING

5. Using a scale of 1 to 5, where 1 means “strongly disagree” and 5 means “strongly agree,” please indicate your opinion regarding what direction the Town should take. The Town of Cape Elizabeth should ...

	Strongly disagree				Strongly agree
	1	2	3	4	5
a. Have more single family housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Have more multi-family housing (apartments)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Encourage senior citizen housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Encourage housing that costs less than \$300,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Encourage the development of condominiums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Encourage more in-law apartments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NATURAL RESOURCES

6. Do you feel that there is sufficient public access to the coast, ponds and streams in Cape Elizabeth?

- Yes SKIP TO Q 7
 No

- 6a. Where would you improve legal public access?

TRANSPORTATION

7. Do you feel that there are any dangerous sections of road or intersections in the Town that need improvement?

- Yes SKIP TO Q 8
 No

- 7a. Please indicate the location of the section of roads or intersection(s), by street name

8. Are there any sections of roads that need improvement or repair?

- Yes SKIP TO Q 9
 No

- 8a. Please indicate the general road area needing improvement and what needs to be done to upgrade it.

9. Do you think that there is a need for additional traffic lights in Cape Elizabeth?

- Yes SKIP TO Q 10
 No

- 9a. Where do you think the additional traffic lights should be installed?

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COMMUNITY FACILITIES AND SERVICES

10. Using a scale of 1 to 5 where 1 means “Poor” and 5 means “Excellent,” please rate the following community facilities and services. **READ RESPONSES, ROTATE**

	Poor				Excellent
	1	2	3	4	5
a. School educational programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Quality of teachers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Quality of school administration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. School facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Thomas Memorial Library services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Thomas Memorial Library facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Sewage disposal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Storm drainage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Fire protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Ambulance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Police protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Town administration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Street repair and paving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Street lights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Snow removal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. Street sweeping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Town transfer station (“dump”)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. Recycling program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Parks & athletic facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
t. Recreational programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
u. Pedestrian trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Using a scale of 1-5, with 1 meaning “strongly disagree” and 5 meaning “strongly agree,” please tell me whether you agree or disagree with each of the following statements. The Town of Cape Elizabeth should increase taxes for . . .

	Strongly disagree				Strongly agree
	1	2	3	4	5
a. Preservation of open space by buying land or easements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Preservation of town-owned historical structures and places.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Improvements to the streets and roads.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Promoting economic development.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. More recreation opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Greenbelt walking trails.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Biking trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. A public transportation system.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Improving public educational programs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Paved sidewalks and road shoulders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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12. Do you feel that Cape Elizabeth has adequate service and retail establishments?

- Yes
 - No
- SKIP TO Q22

12a. What types of service or retail establishments would benefit the community?

13. What public improvements or additions do you think would be most important to the Town Center?

14. Some towns have found that they can reduce costs by providing services on a regional basis, rather than town-by-town. In your opinion, should the Town of Cape Elizabeth consider regionalizing by cooperating with other municipalities in providing services?

- Yes
 - No
- SKIP TO D1

14a. What, if any, services should Cape Elizabeth provide in collaboration with other communities?

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BACKGROUND INFORMATION

D1. How many years have you lived in Cape Elizabeth?

- < 1 year
 - 1-5 years
 - 6-10 years
 - 10-20 years
 - More than 20 years
- SKIP TO D3
SKIP TO D3
SKIP TO D3

D2. Where did you live before moving to Cape Elizabeth? _____

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D3. Which neighborhood do you currently live in?

1. Brentwood
2. Broad Cove
3. Canterbury
4. Cottage Farms
5. Cranbrook
6. Cross Hill
7. Delano Park
8. Dyer Pond
9. Eastman Rd
10. Elizabeth Farms
11. Elizabeth Park
12. Fowler Rd
13. Gull Crest
14. Hannaford Cove
15. Hobstone
16. Kettle Cove
17. Maiden Cove
18. Mitchell Highlands
19. Mitchell Rd
20. Oakhurst
21. Ocean House Rd
22. Old Ocean House Rd
23. Peabbles Cove
24. Pond cove
25. Queen Acres
26. Sawyer Rd
27. Sherwood Forest
28. Shore Acres
29. Shore Rd
30. Sprague
31. Spurwink
32. Stonegate
33. Two Lights
34. Wells Rd
35. Wildwood
36. OTHER: **SPECIFY**
37. DON'TKNOW
38. REFUSED

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- D4. What age category do you fall into?
- 18-24
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - 65-74
 - 75+
- D5. Do you own or rent your living quarters?
- Own
 - Rent
- D6. How many adults, including yourself, over the age of 18 live in your household? ____
- D7. How many children under the age of 18 live in your household? ____
- D8. What is your employment status?
- Employed full-time
 - Employed part-time
 - Home maker
 - Unemployed
 - Retired
 - Student

 - Refused
- D9. What is the highest level of education you have completed?
1. NO FORMAL SCHOOLING
 2. GRAMMAR SCHOOL (UP TO 8TH GRADE)
 3. SOME HIGH SCHOOL
 4. GRADUATED HIGH SCHOOL
 5. TECHNICAL/VOCATIONAL/COMMUNITY COLLEGE
 6. SOME COLLEGE
 7. GRADUATED COLLEGE
 8. GRADUATE SCHOOL
 9. OTHER

 98. DON'T KNOW
 99. REFUSED
- D10. To ensure that our sample is representative, which of the following categories best describes your total household income before taxes for last year? **[READ CHOICES]**
1. Less than \$40,000
 2. \$40,000 to \$79,999
 3. \$80,000 to \$149,999
 4. \$150,000 to \$249,999
 5. \$250,000 or more

 8. DON'T KNOW **[DO NOT READ]**
 9. REFUSED **[DO NOT READ]**

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D11. Do you have any additional comments or suggestions for the Town of Cape Elizabeth?

D12. Gender (OBSERVED)

- Male
- Female

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE!