



TOWN OF HOOKSETT, NH 2013



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CONTENTS

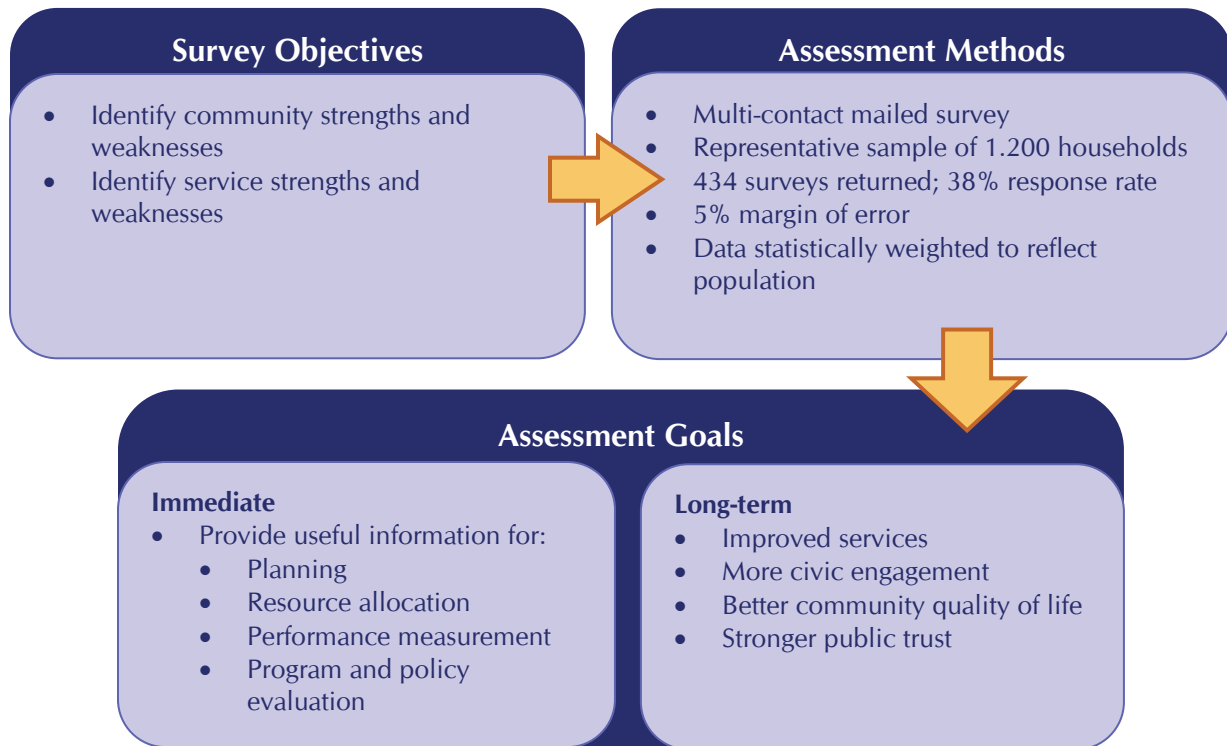
Survey Background.....	1
About The National Citizen Survey™	1
Understanding the Results	3
Executive Summary	5
Community Ratings	7
Overall Community Quality	7
Community Design	9
Transportation	9
Housing	13
Land Use and Zoning	15
Economic Sustainability.....	18
Public Safety	22
Environmental Sustainability.....	29
Recreation and Wellness	32
Parks and Recreation	32
Culture, Arts and Education	34
Health and Wellness	36
Community Inclusiveness.....	38
Civic Engagement.....	40
Civic Activity.....	40
Information and Awareness	43
Social Engagement	44
Public Trust.....	45
Town of Hooksett Employees	47
From Data to Action	49
Resident Priorities	49
Town of Hooksett Action Chart™	50
Using Your Action Chart™	52
Custom Questions	54
Appendix A: Complete Survey Frequencies	56
Frequencies Excluding “Don’t Know” Responses	56
Frequencies Including “Don’t Know” Responses.....	68
Appendix B: Survey Methodology	85
Appendix C: Survey Materials.....	94

SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 434 completed surveys were obtained, providing an overall response rate of 38%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the Town of Hooksett was developed in close cooperation with local jurisdiction staff. Hooksett staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. Town of Hooksett staff also augmented The National Citizen Survey™ basic service through a variety of options including several custom questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the Town of Hooksett Survey (434 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the Town of Hooksett, but from Town of Hooksett services to services like them provided by other jurisdictions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Town of Hooksett chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Town of Hooksett survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the Town of Hooksett results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the Town of Hooksett's rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the Town of Hooksett survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the Town of Hooksett and believed the Town was a good place to live. The overall quality of life in the Town of Hooksett was rated as “excellent” or “good” by 81% of respondents. A majority reported they plan on staying in the Town of Hooksett for the next five years.

A variety of characteristics of the community were evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were air quality, the cleanliness of Hooksett and the quality of the overall natural environment in Hooksett. The characteristics receiving the least positive ratings were ease of bicycle travel and ease of bus travel in Hooksett.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, two were above the national benchmark comparison, 12 were similar to the national benchmark comparison and 17 were below.

Residents in the Town of Hooksett were somewhat civically engaged. While 31% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 93% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the Town of Hooksett, which was lower than the benchmark.

In general, survey respondents demonstrated trust in local government. A majority rated the overall direction being taken by the Town of Hooksett as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of the Town of Hooksett in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to most local government services. Town services rated were compared to the benchmark database. Of the 38 services for which comparisons were available, seven were above the benchmark comparison, 17 were similar to the benchmark comparison and 14 were below.

Respondents were asked to rate how frequently they participated in various activities in Hooksett. The most popular activities included providing help to a friend or neighbor and recycling; while the least popular activities were riding a local bus in Hooksett and watching a meeting of local elected officials on cable television, online or other media. Generally, participation rates in the various activities in the community varied compared to other communities.

A Key Driver Analysis was conducted for the Town of Hooksett which examined the relationships between ratings of each service and ratings of the Town of Hooksett's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall Town service quality have been identified. By targeting improvements in key services, the Town of Hooksett can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Economic development
- Sewer services
- Sidewalk maintenance
- Traffic enforcement

Of these services, those deserving the most attention may be sidewalk maintenance, which was below the benchmark comparisons.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the Town of Hooksett – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to the Town of Hooksett. Residents were asked whether they planned to move soon or if they would recommend the Town of Hooksett to others. Intentions to stay and willingness to make recommendations provide evidence that the Town of Hooksett offers services and amenities that work.

Most of the Town of Hooksett's residents gave favorable ratings to their neighborhoods and the community as a place to live. Further most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

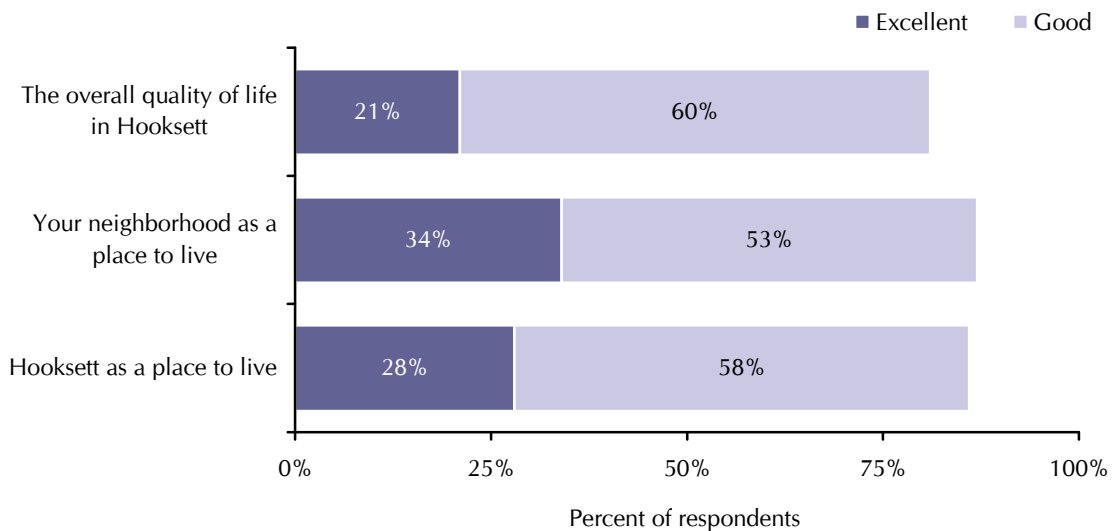


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

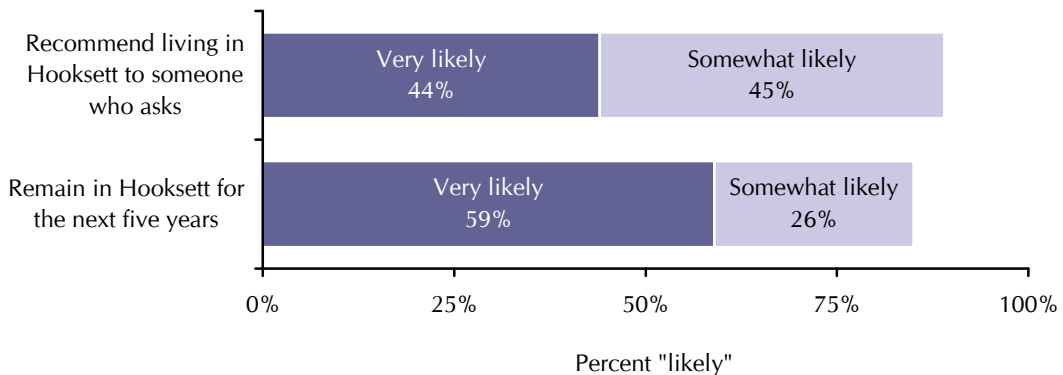


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Hooksett	Similar
Your neighborhood as place to live	Similar
Hooksett as a place to live	Similar
Recommend living in Hooksett to someone who asks	Above
Remain in Hooksett for the next five years	Similar

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel in Hooksett was given the most positive rating, followed by availability of paths and walking trails.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

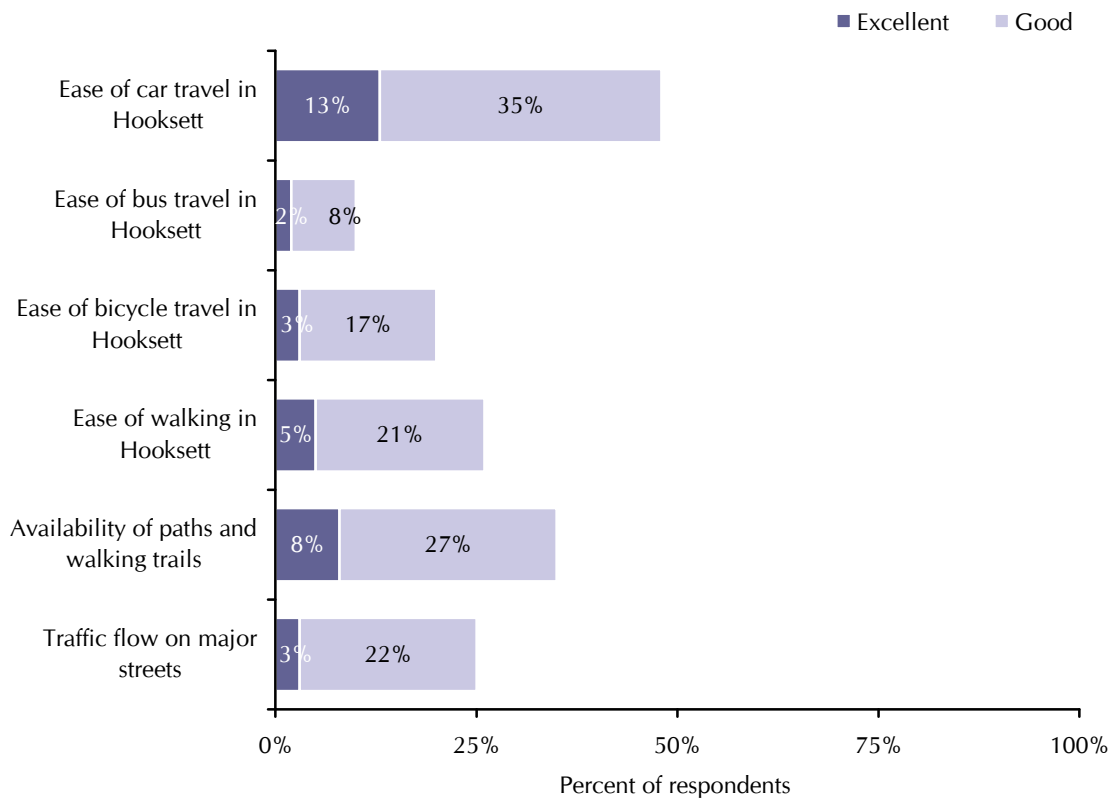


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Hooksett	Much below
Ease of bus travel in Hooksett	Much below
Ease of bicycle travel in Hooksett	Much below
Ease of walking in Hooksett	Much below
Availability of paths and walking trails	Much below
Traffic flow on major streets	Much below

Eight transportation services were rated in Hooksett. As compared to most communities across America, ratings tended to be a mix of positive and negative. One was above the benchmark, five were below the benchmark and two were similar to the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

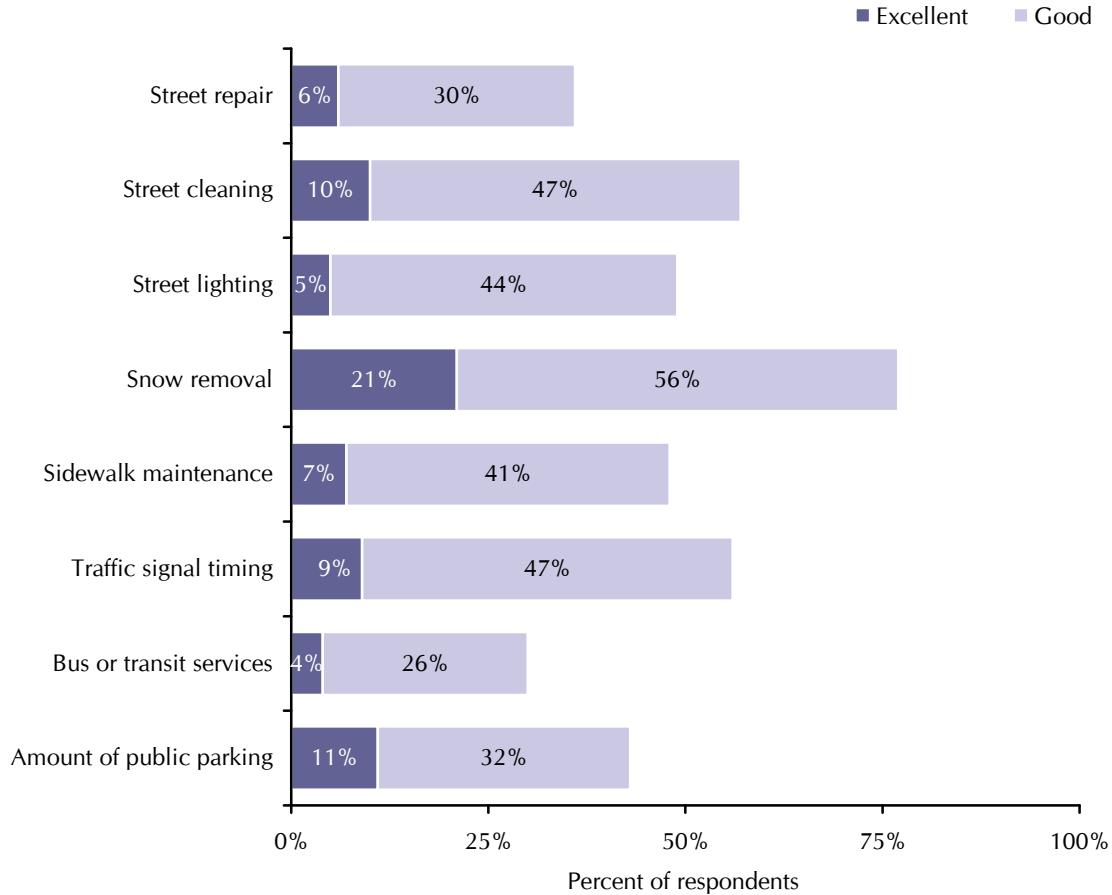


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much below
Street cleaning	Below
Street lighting	Much below
Snow removal	Much above
Sidewalk maintenance	Below
Traffic signal timing	Similar
Bus or transit services	Much below
Amount of public parking	Similar

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

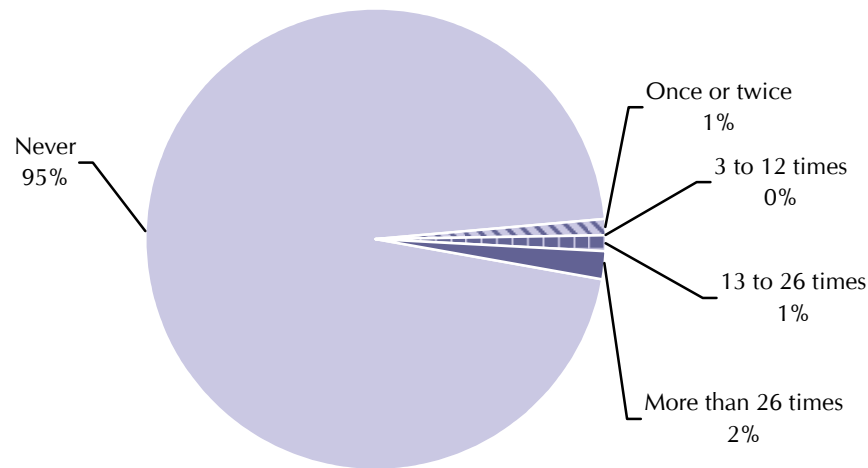


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Hooksett	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

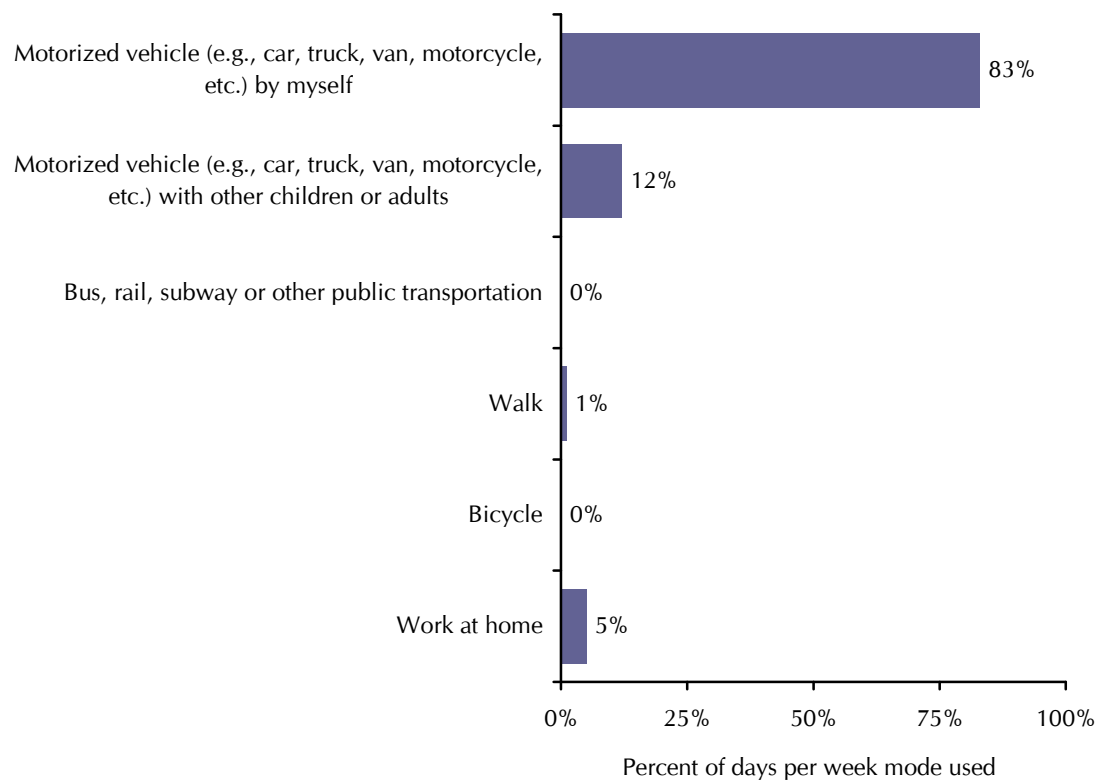


FIGURE 13: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Much more

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the Town of Hooksett residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 45% of respondents, while the variety of housing options was rated as “excellent” or “good” by 60% of respondents. The rating of perceived affordable housing availability was similar in the Town of Hooksett than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY

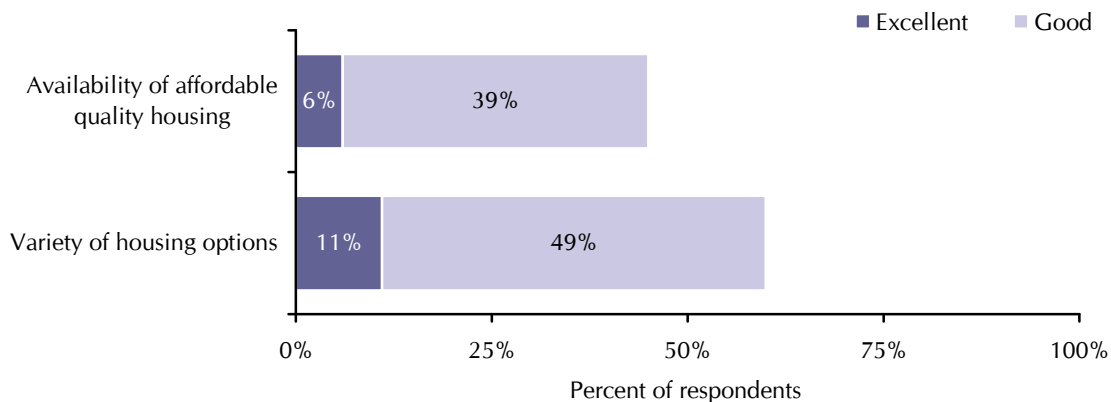


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Similar
Variety of housing options	Similar

To augment the perceptions of affordable housing in Hooksett, the cost of housing as reported in the survey was compared to residents’ reported monthly income to create a rough estimate of the proportion of residents of the Town of Hooksett experiencing housing cost stress. A little more than one-third of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

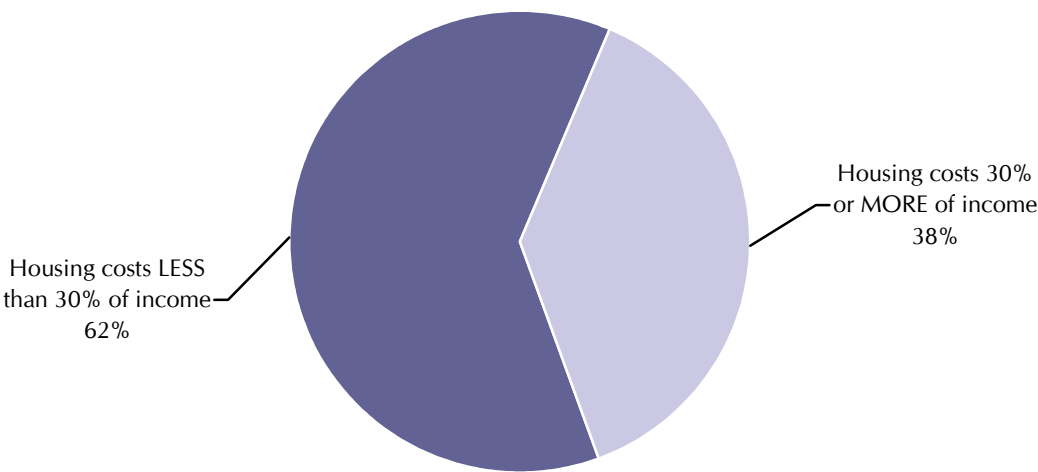


FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Not experiencing housing costs stress (housing costs 30% or MORE of income)	Less

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the Town of Hooksett and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the Town of Hooksett was rated as "excellent" by 13% of respondents and as "good" by an additional 53%. The overall appearance of Hooksett was rated as "excellent" or "good" by 61% of respondents and was lower than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the Town of Hooksett, 16% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were rated below the benchmark.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

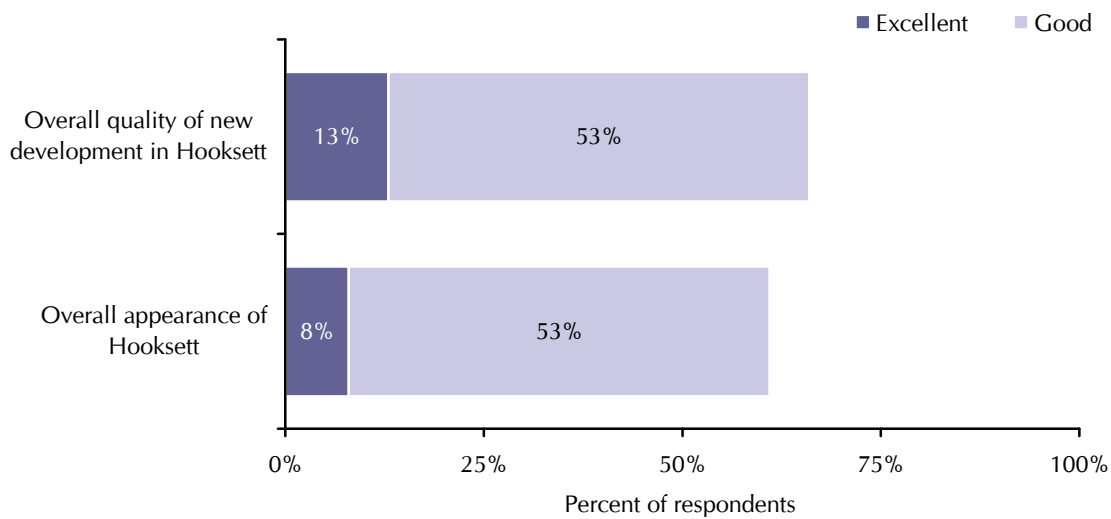


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Hooksett	Similar
Overall appearance of Hooksett	Much below

FIGURE 20: RATINGS OF POPULATION GROWTH

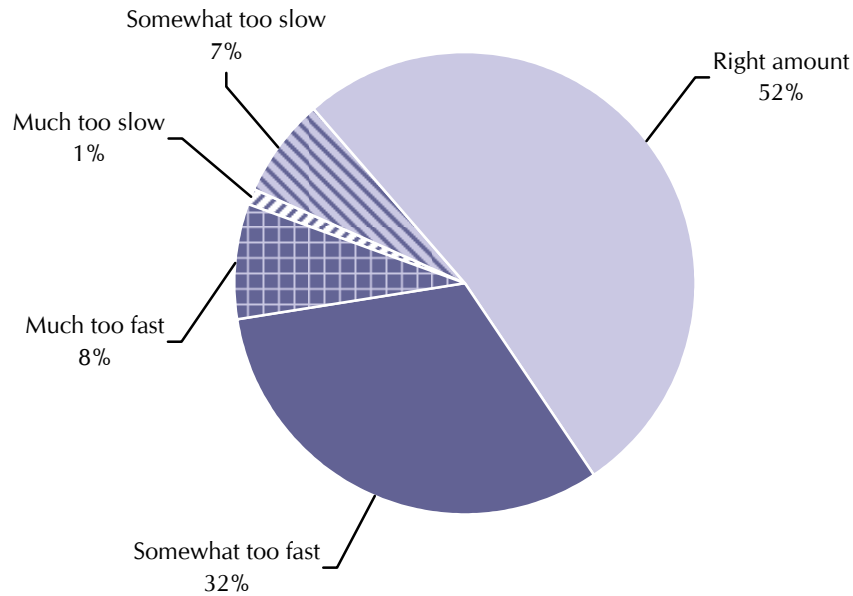


FIGURE 21: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	More

FIGURE 22: RATINGS OF NUISANCE PROBLEMS

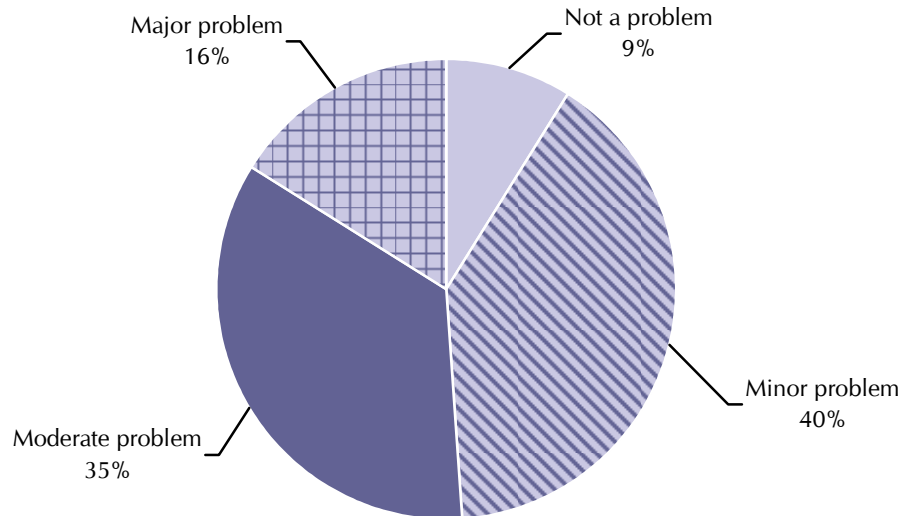


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
Run down buildings, weed lots and junk vehicles seen as a "major" problem	More

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

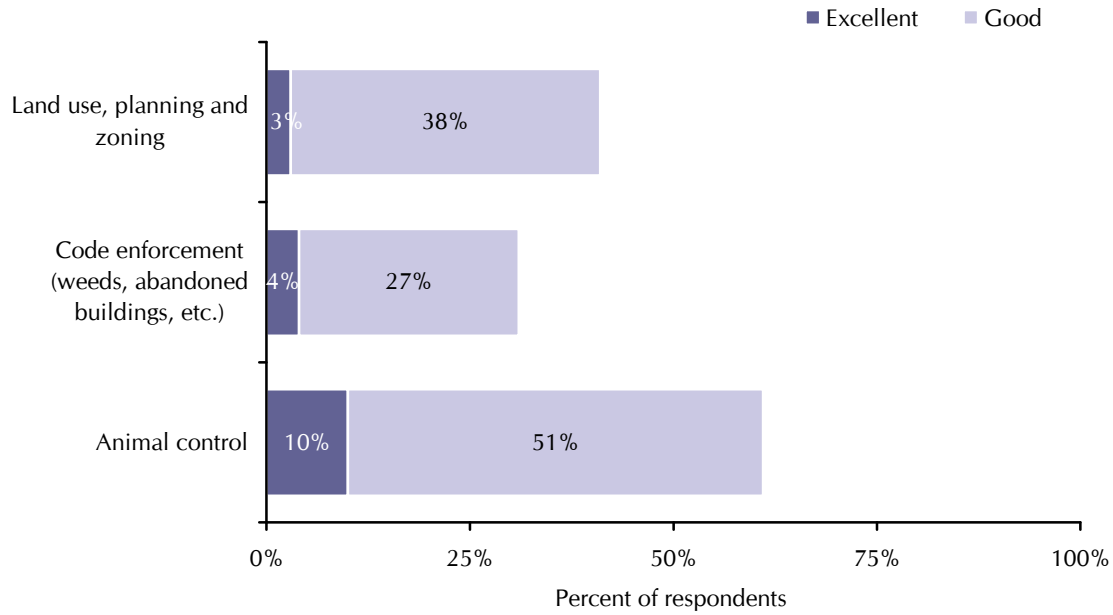


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Below
Code enforcement (weeds, abandoned buildings, etc.)	Much below
Animal control	Below

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments in Hooksett and shopping opportunities. Receiving the lowest rating was employment opportunities.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

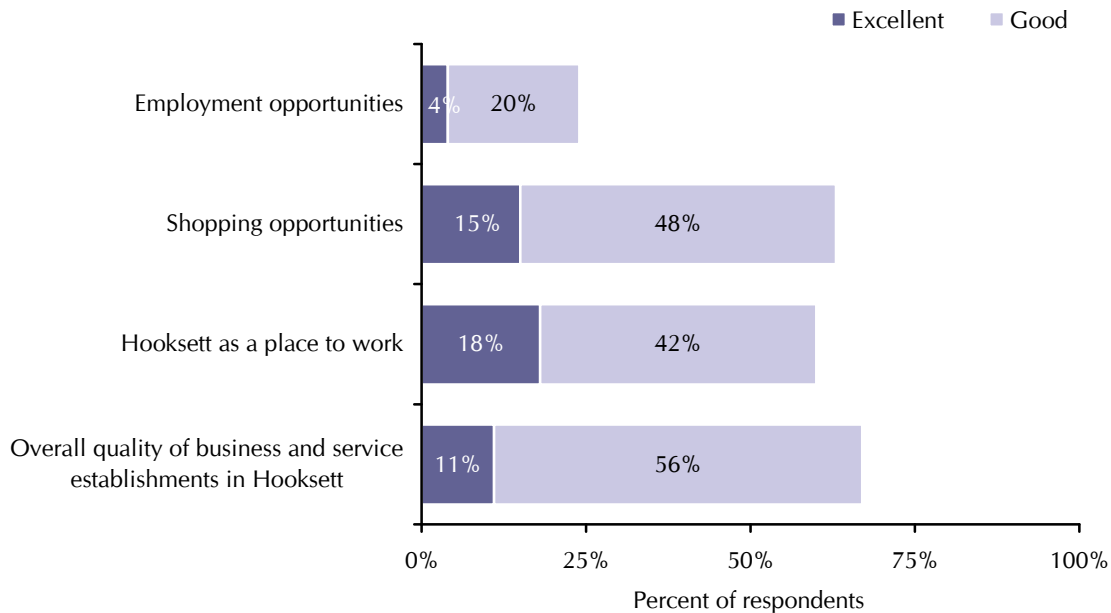


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Below
Shopping opportunities	Above
Hooksett as a place to work	Similar
Overall quality of business and service establishments in Hooksett	Similar

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Hooksett, 70% responded that it was “too slow,” while 37% reported retail growth as “too slow.” Fewer residents in Hooksett compared to other jurisdictions believed that retail growth and jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOBS GROWTH

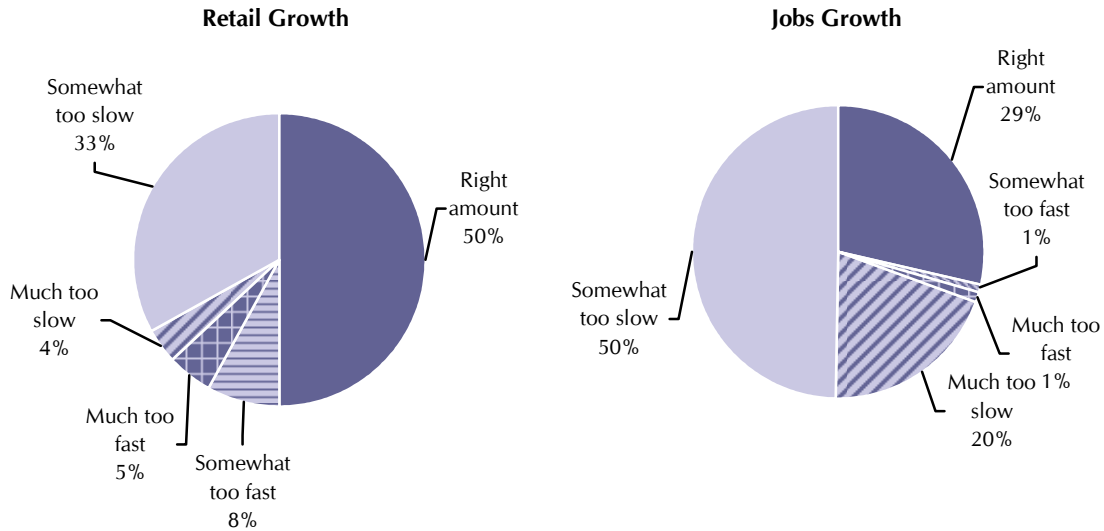


FIGURE 29: RETAIL AND JOBS GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Less
Jobs growth seen as too slow	Much less

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

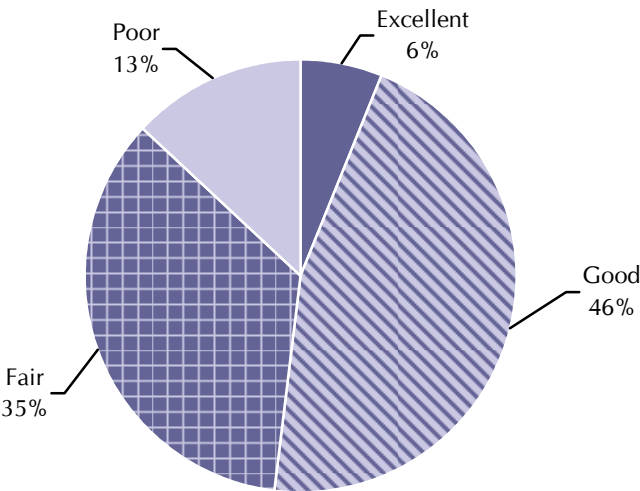


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

Comparison to benchmark	
Economic development	Similar

Residents were asked to reflect on their economic prospects in the near term. Seventeen percent of the Town of Hooksett residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 33% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was the same as comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE

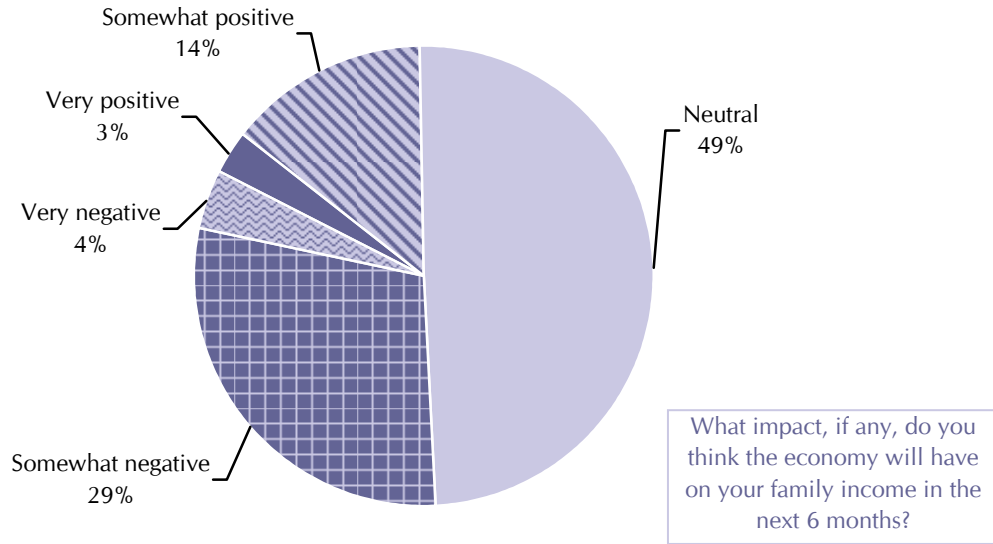


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Similar

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the Town of Hooksett. About 81% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 79% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

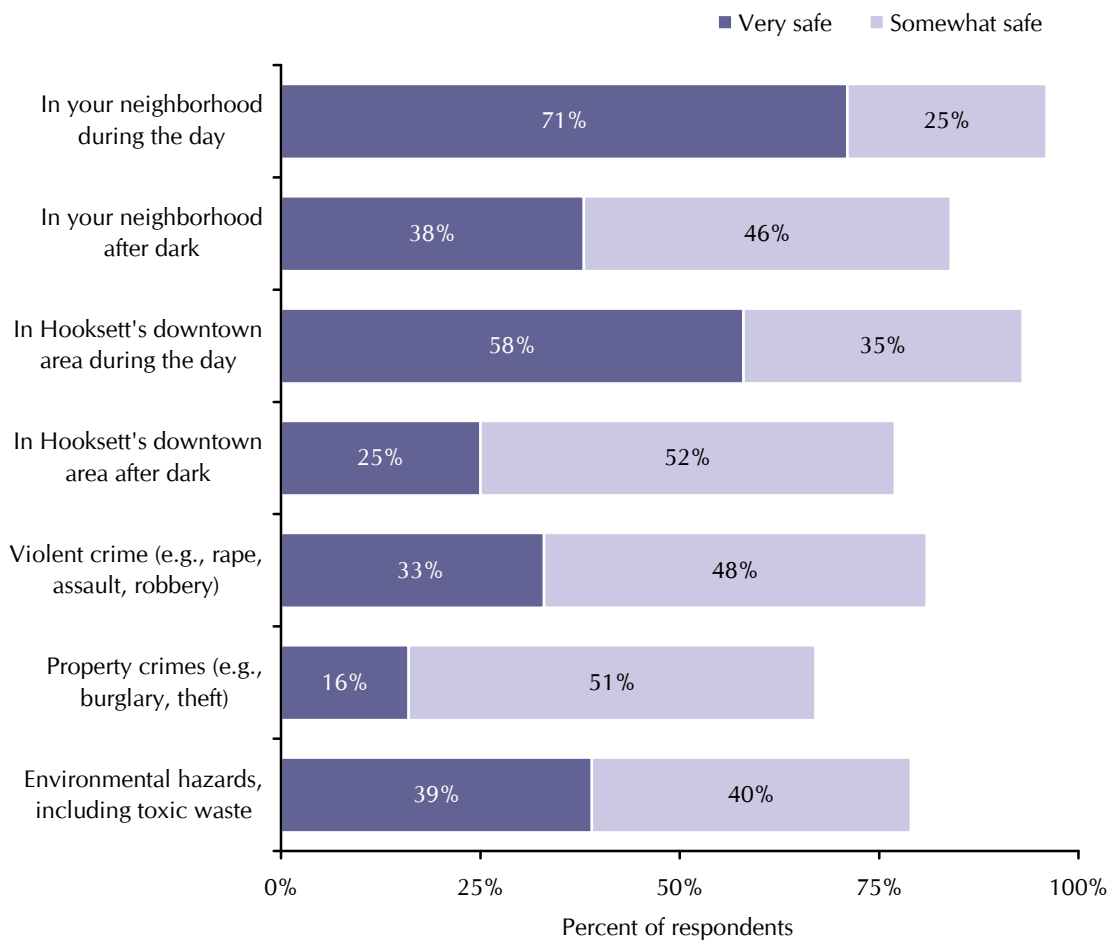


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Above
In your neighborhood after dark	Above
In Hooksett's downtown area during the day	Similar
In Hooksett's downtown area after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Similar
Property crimes (e.g., burglary, theft)	Above
Environmental hazards, including toxic waste	Similar

As assessed by the survey, 7% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 97% had reported it to police. Compared to other jurisdictions more Hooksett residents had not been victims of crime in the 12 months preceding the survey and fewer Hooksett residents did not report their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING

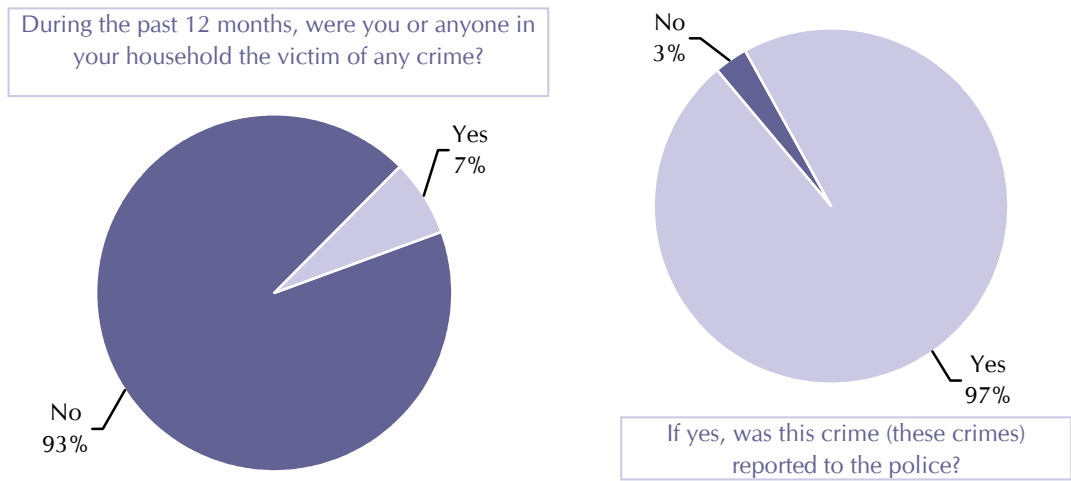


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Not victim of crime	More
Did not report crime	Much less

Residents rated eight Town public safety services; of these, one was rated above the benchmark comparison, seven were rated similar to the benchmark comparison and none were rated below the benchmark comparison. Ambulance or emergency medical services and fire services received the highest ratings, while traffic enforcement and municipal courts received the lowest ratings.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES

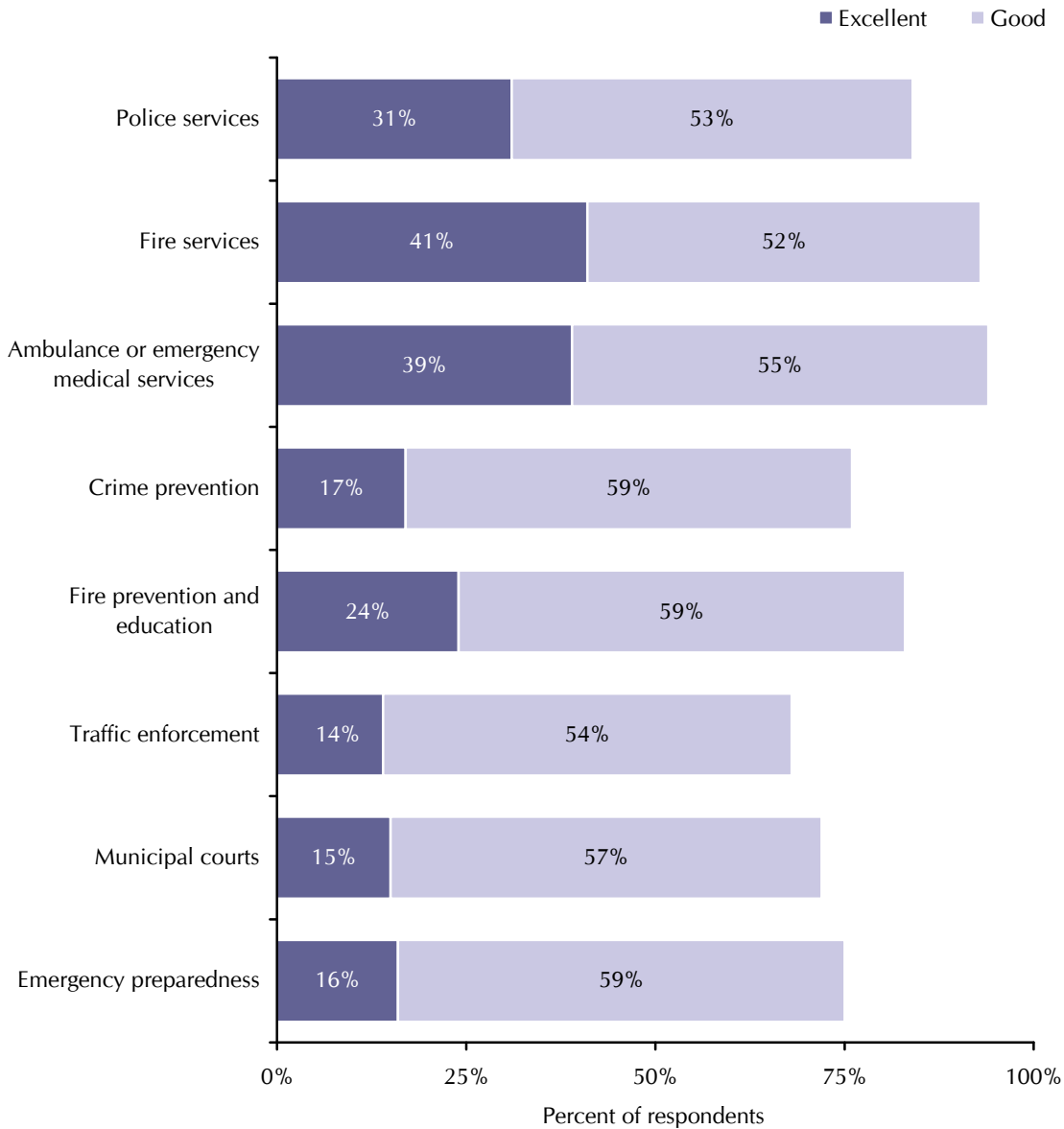


Figure 39: Public Safety Services Benchmarks

	Comparison to benchmark
Police services	Similar
Fire services	Similar
Ambulance or emergency medical services	Similar
Crime prevention	Similar
Fire prevention and education	Similar
Traffic enforcement	Similar
Courts	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Above

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

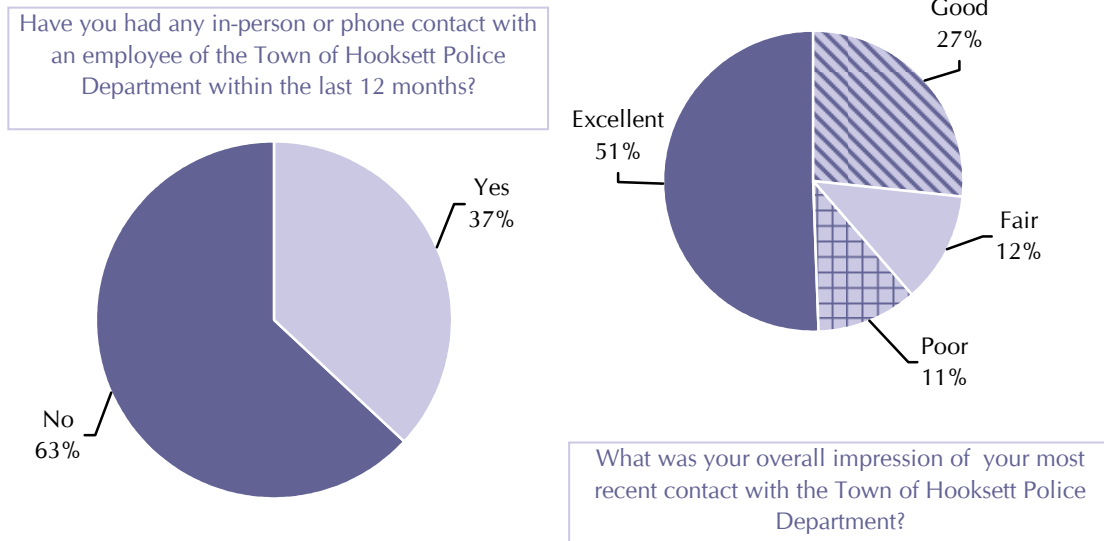


FIGURE 41: CONTACT WITH FIRE DEPARTMENT

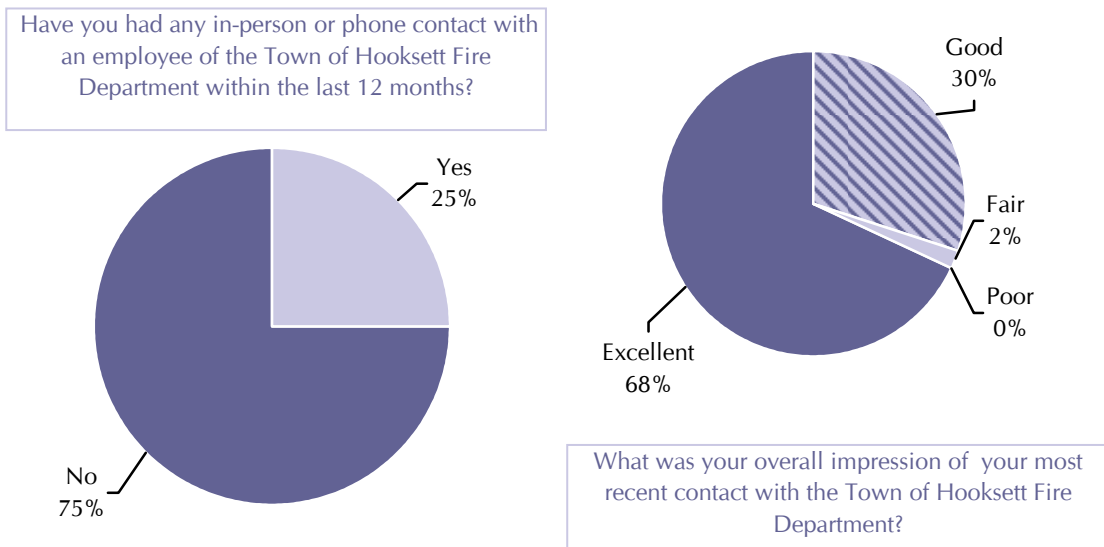


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the Town of Hooksett Police Department	Similar
Overall impression of most recent contact with the Town of Hooksett Police Department	Above
Had contact with the Town of Hooksett Fire Department	Much more
Overall impression of most recent contact with the Town of Hooksett Fire Department	Above

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the Town of Hooksett were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 69% of survey respondents. Air quality received the highest rating, and it was above the benchmark.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

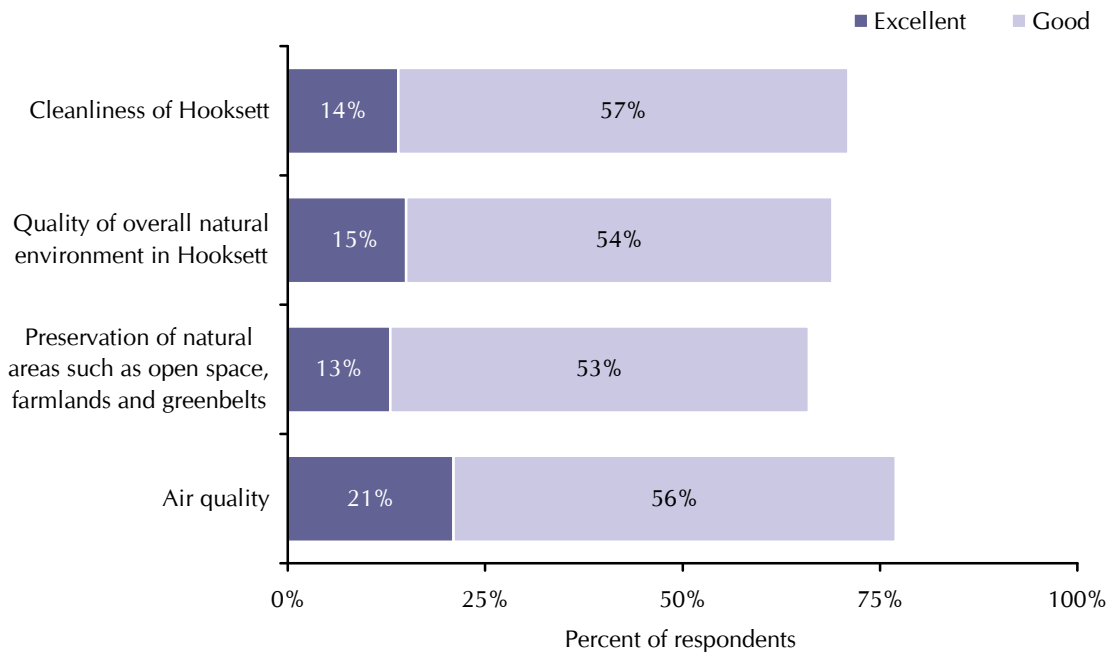


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Hooksett	Similar
Quality of overall natural environment in Hooksett	Similar
Preservation of natural areas such as open space, farmlands and greenbelts	Similar
Air quality	Above

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

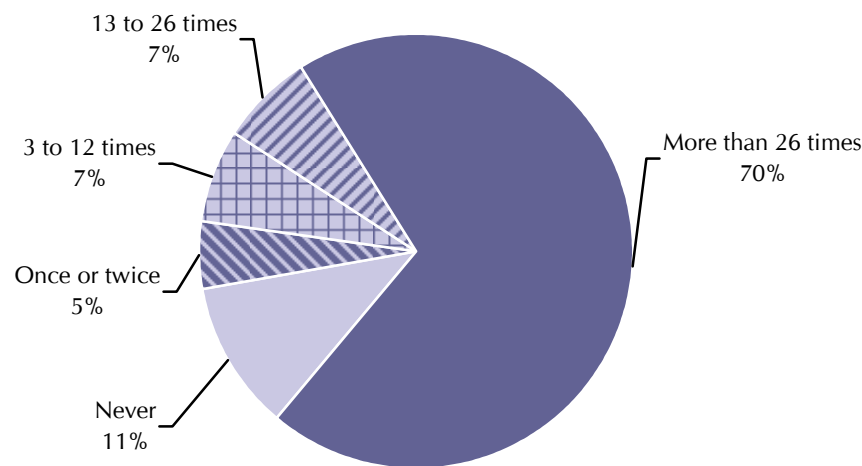


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

Comparison to benchmark	
Recycled used paper, cans or bottles from your home	More

Of the seven utility services rated by those completing the questionnaire, three were higher than the benchmark comparison, two were similar and two were below the benchmark comparison.

FIGURE 47: RATINGS OF UTILITY SERVICES

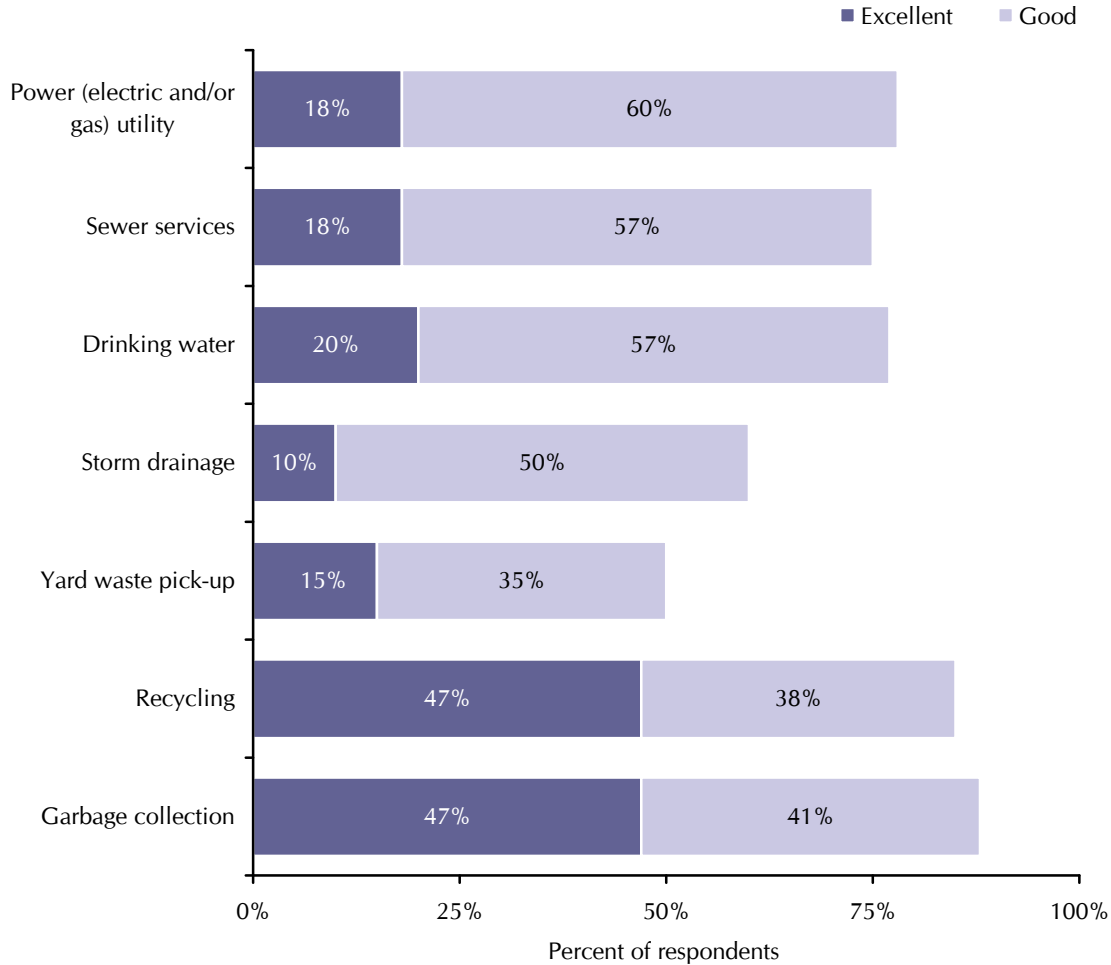


FIGURE 48: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Similar
Sewer services	Similar
Drinking water	Above
Storm drainage	Below
Yard waste pick-up	Much below
Recycling	Much above
Garbage collection	Above

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the Town of Hooksett were rated somewhat positively as were services related to parks and recreation. Town parks and recreation programs were rated similar to the benchmark. Recreation centers or facilities received the lowest rating and were lower than the national benchmark.

Resident use of Hooksett parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. Recreation program use in Hooksett was lower than use in comparison jurisdictions.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

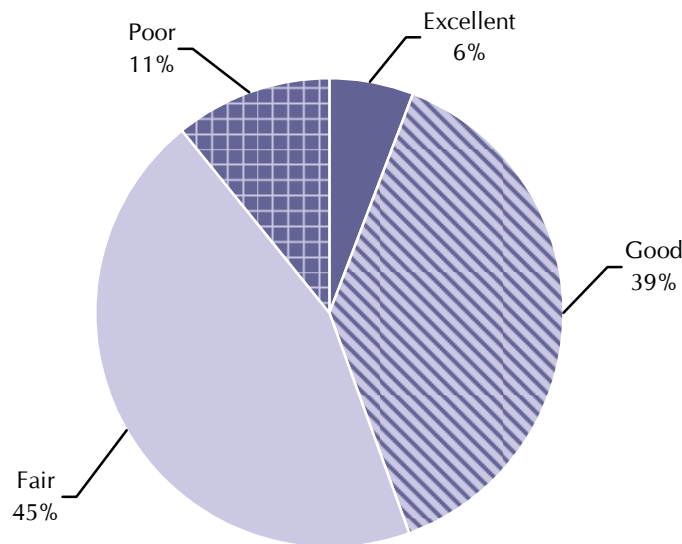


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Recreation opportunities	Much below

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

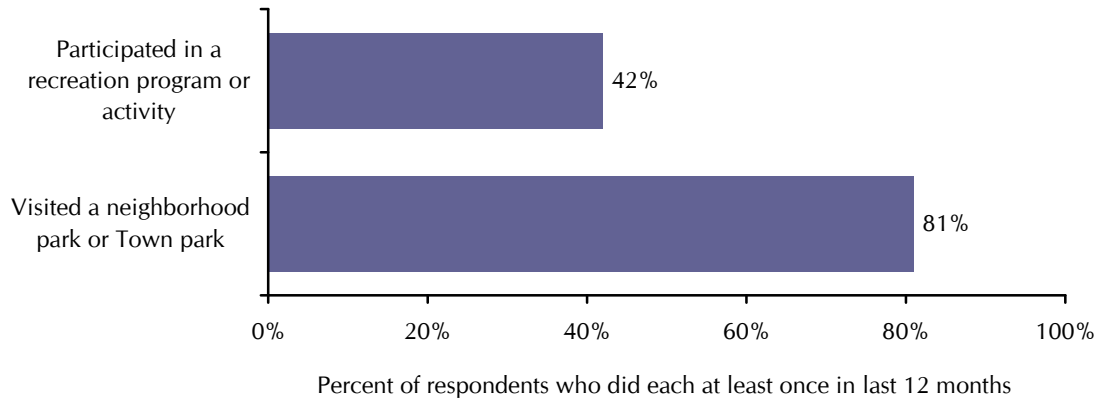


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Participated in a recreation program or activity	Less
Visited a neighborhood park or Town park	Less

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES

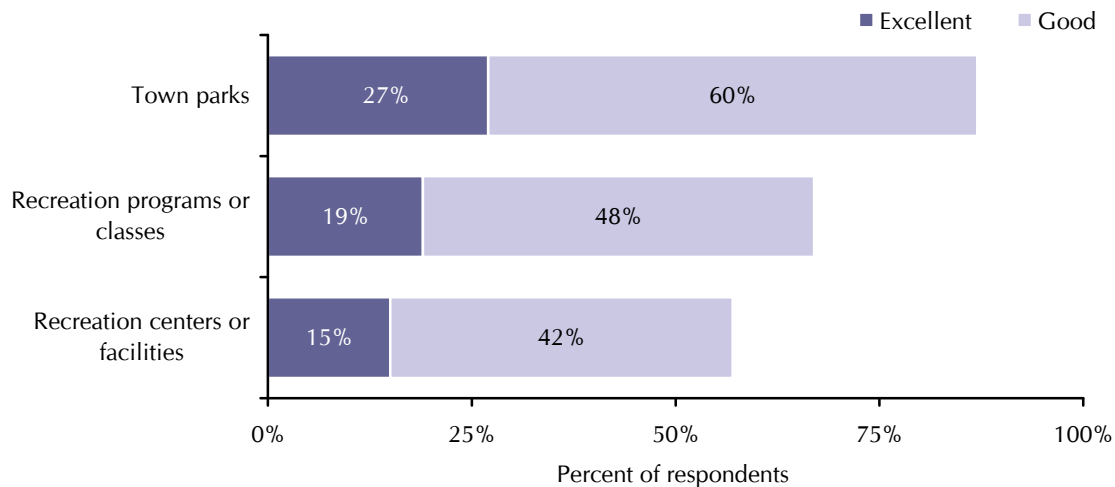


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
Town parks	Similar
Recreation programs or classes	Similar
Recreation centers or facilities	Much below

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 24% of respondents. Educational opportunities were rated as “excellent” or “good” by 62% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, as were cultural activity opportunities.

About 73% of Hooksett residents used a Town library at least once in the 12 months preceding the survey. This participation rate for library use was similar to comparison jurisdictions.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

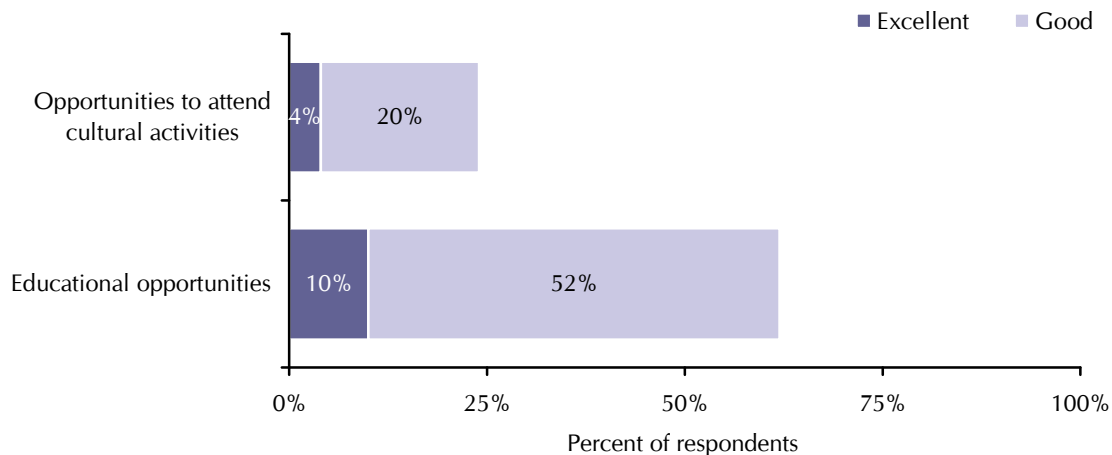


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much below
Educational opportunities	Below

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

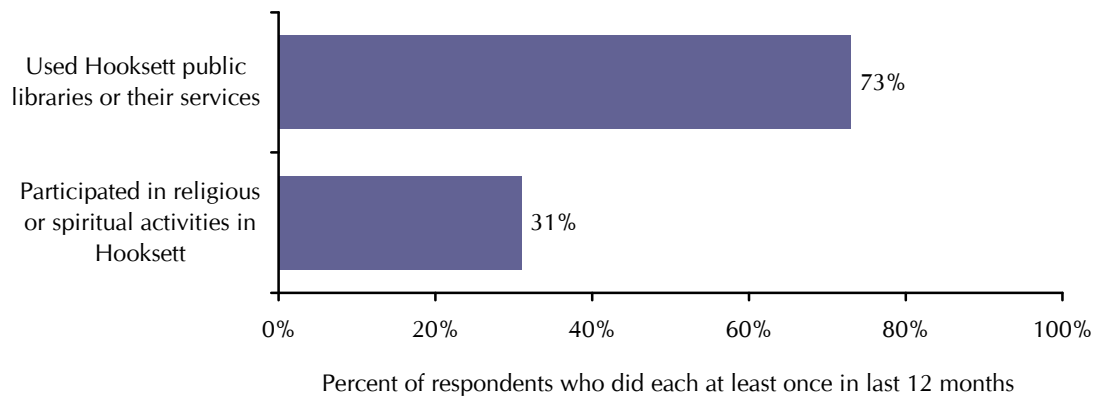


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Hooksett public libraries or their services	Similar
Participated in religious or spiritual activities in Hooksett	Much less

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

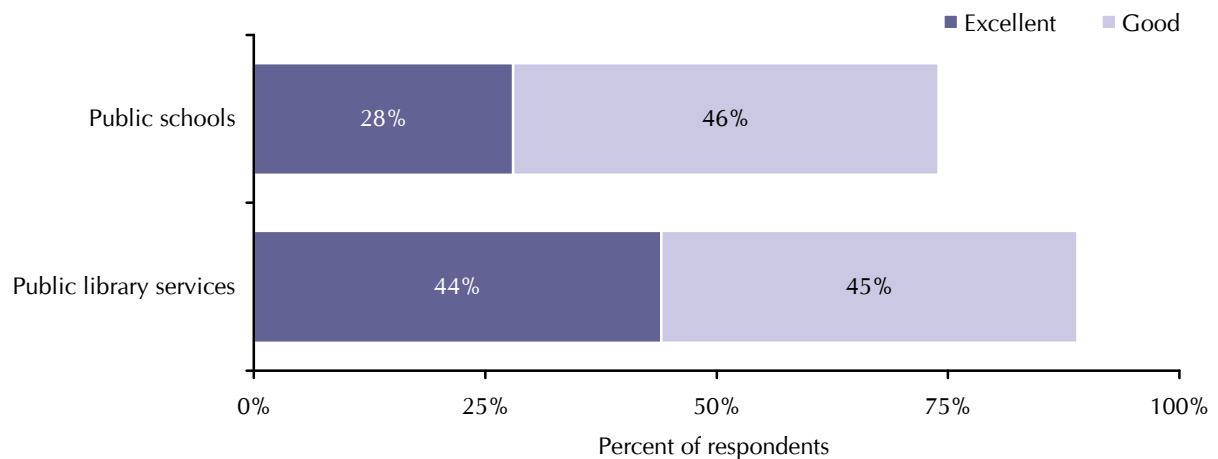


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Above
Public library services	Above

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the Town of Hooksett were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for the Town of Hooksett, while the availability of preventive health services was rated less favorably by residents.

Among Hooksett residents, 7% rated the availability of affordable quality health care as "excellent" while 44% rated it as "good." Those ratings were similar to the ratings of comparison communities.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

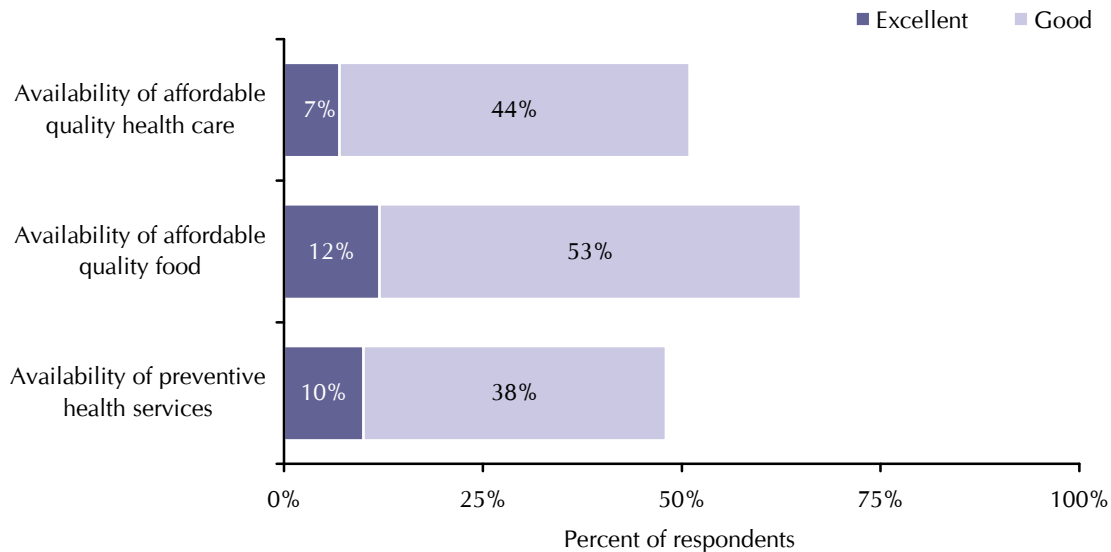


FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Similar
Availability of affordable quality food	Similar
Availability of preventive health services	Below

Health services in Hooksett were rated “excellent” or “good” by 62% of respondents and were below the benchmark.

FIGURE 63: RATINGS OF HEALTH AND WELLNESS SERVICES

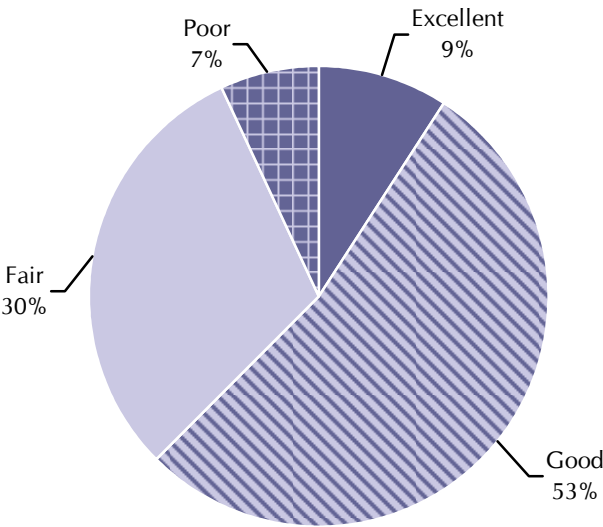


FIGURE 64: HEALTH AND WELLNESS SERVICES BENCHMARKS

Comparison to benchmark	
Health services	Below

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the Town of Hooksett as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the Town of Hooksett as an “excellent” or “good” place to raise kids and a moderate percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” A similar number of survey respondents felt the Town of Hooksett was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was similar to the benchmark.

FIGURE 65: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

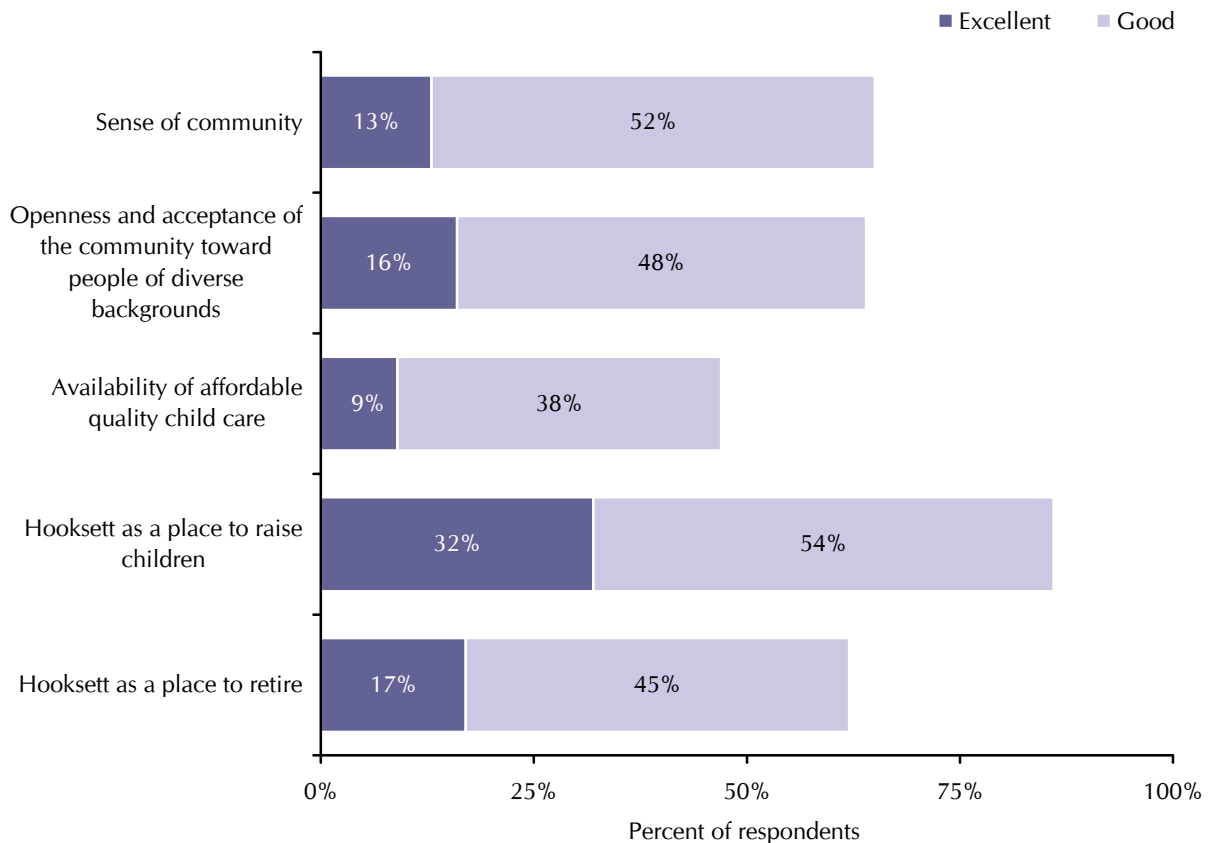


FIGURE 66: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Similar
Openness and acceptance of the community toward people of diverse backgrounds	Similar
Availability of affordable quality child care	Similar
Hooksett as a place to raise kids	Above
Hooksett as a place to retire	Below

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 42% to 62% with ratings of “excellent” or “good.” Services to youth were the similar to the benchmark while services to seniors and services to low income people were below.

FIGURE 67: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

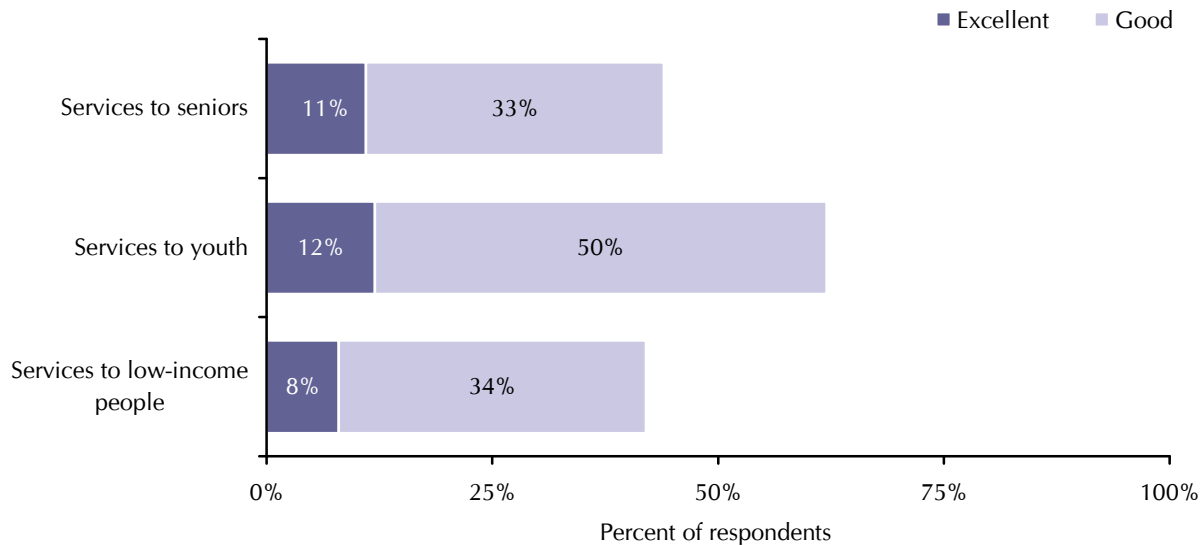


FIGURE 68: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much below
Services to youth	Similar
Services to low income people	Below

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the Town can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the Town of Hooksett. Survey participants rated the volunteer opportunities in the Town of Hooksett somewhat favorably. Opportunities to participate in community matters were rated less favorably.

Ratings of civic engagement opportunities were below ratings from comparison jurisdictions where these questions were asked.

FIGURE 69: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

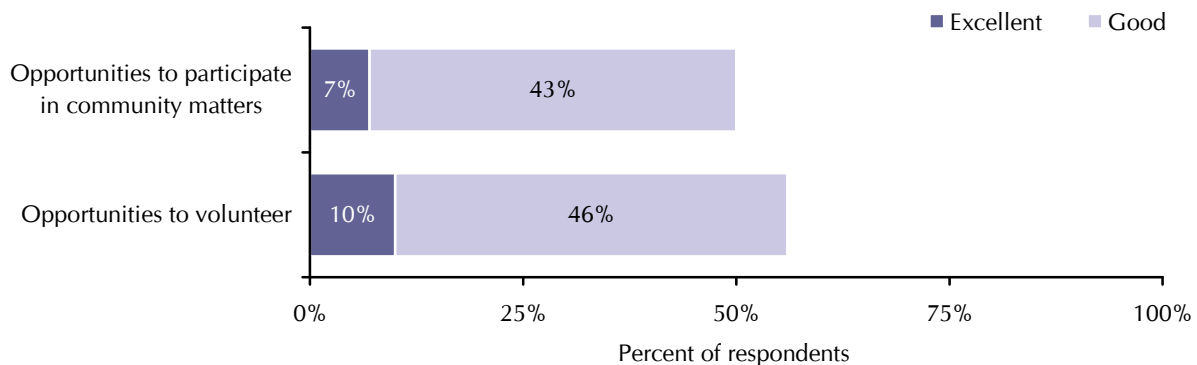


FIGURE 70: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Much below
Opportunities to volunteer	Much below

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Providing help to a friend or neighbor showed similar rates of involvement; while attending a meeting of local elected officials showed higher rates. Watching a meeting of local elected officials, volunteering time to a group and participating in a club or civic group showed lower rates of community engagement.

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

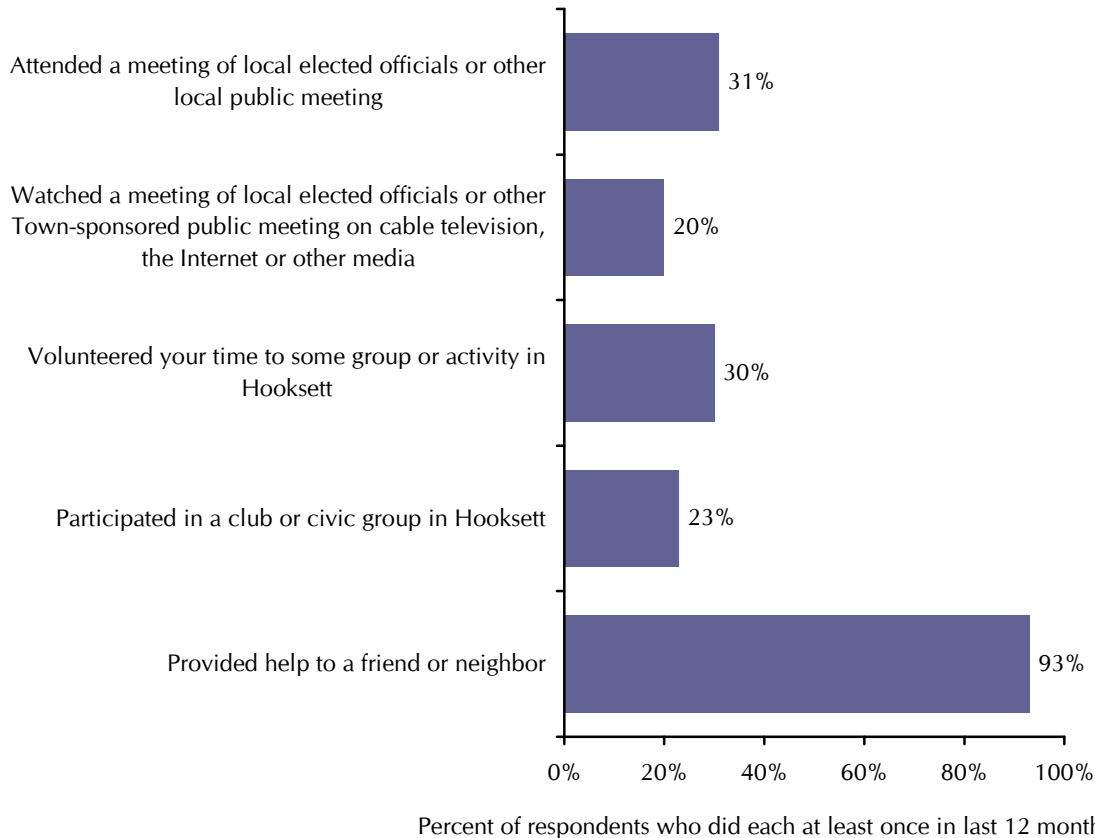


FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much more
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less
Volunteered your time to some group or activity in Hooksett	Much less
Participated in a club or civic group in Hooksett	Much less
Provided help to a friend or neighbor	Similar

Town of Hooksett residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-three percent reported they were registered to vote and 77% indicated they had voted in the last general election. This rate of self-reported voting was about the same as that of comparison communities.

FIGURE 73: REPORTED VOTING BEHAVIOR

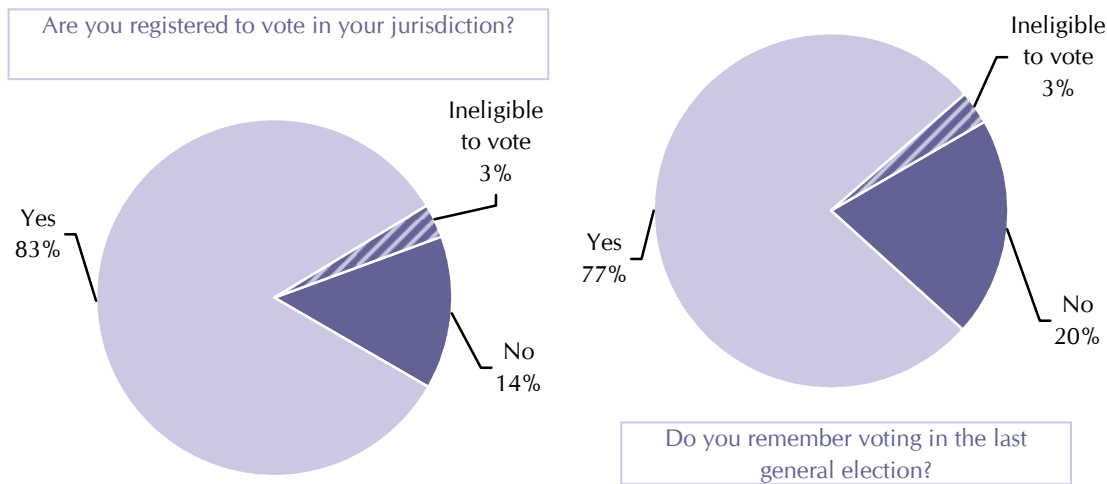


FIGURE 74: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Similar
Voted in last general election	Similar

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Town of Hooksett Web site in the previous 12 months, 73% reported they had done so at least once. Public information services were rated similarly compared to benchmark data.

FIGURE 75: USE OF INFORMATION SOURCES

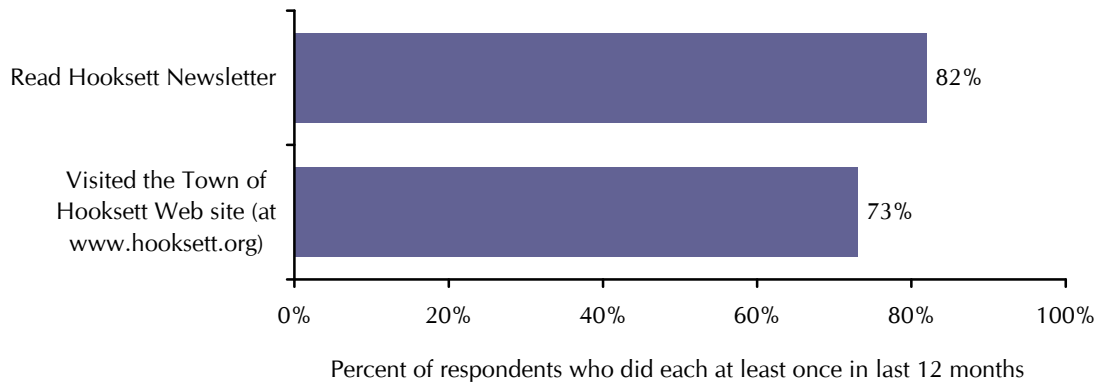


FIGURE 76: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Hooksett Newsletter	More
Visited the Town of Hooksett Web site	Much more

FIGURE 77: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

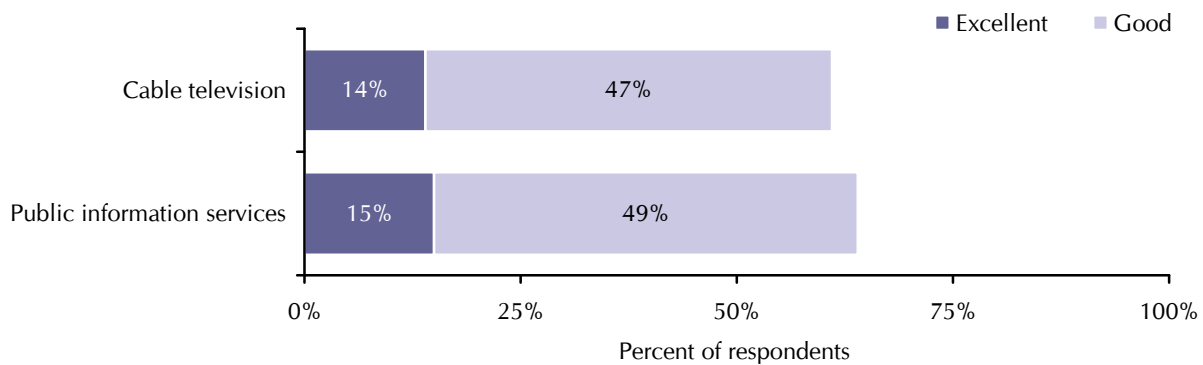


FIGURE 78: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Similar
Public information services	Similar

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 46% of respondents, while more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 79: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

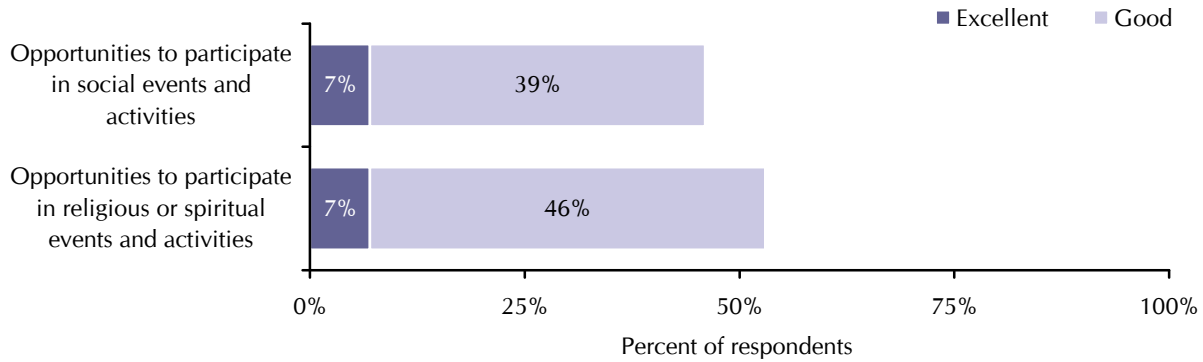


FIGURE 80: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much below
Opportunities to participate in religious or spiritual events and activities	Much below

Residents in Hooksett reported a strong amount of neighborliness. About 53% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was more than the amount of contact reported in other communities.

FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS

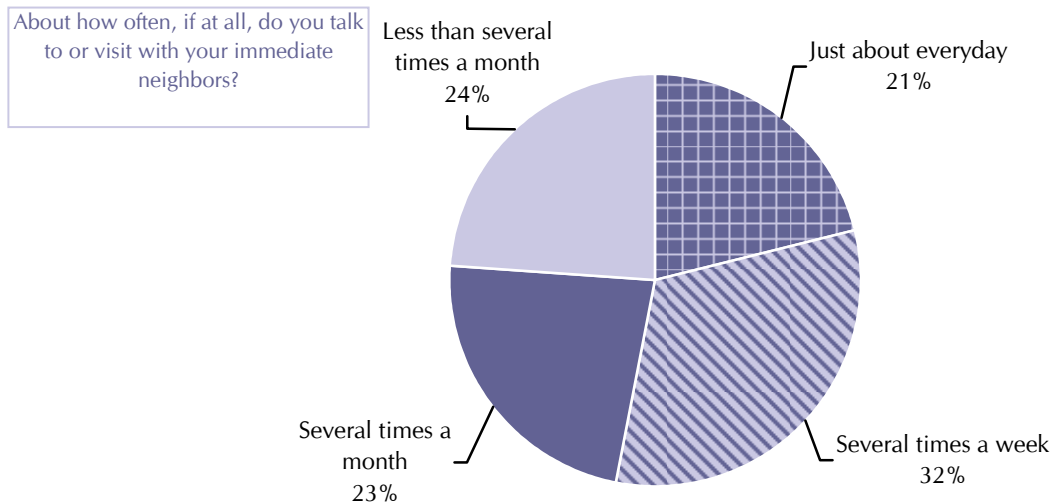


FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	More

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the Town of Hooksett is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the Town of Hooksett could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the Town of Hooksett may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the Town of Hooksett does at welcoming citizen involvement, 43% rated it as "excellent" or "good." Of these four ratings, none were above the benchmark, one was similar to the benchmark and three were below the benchmark.

FIGURE 83: PUBLIC TRUST RATINGS

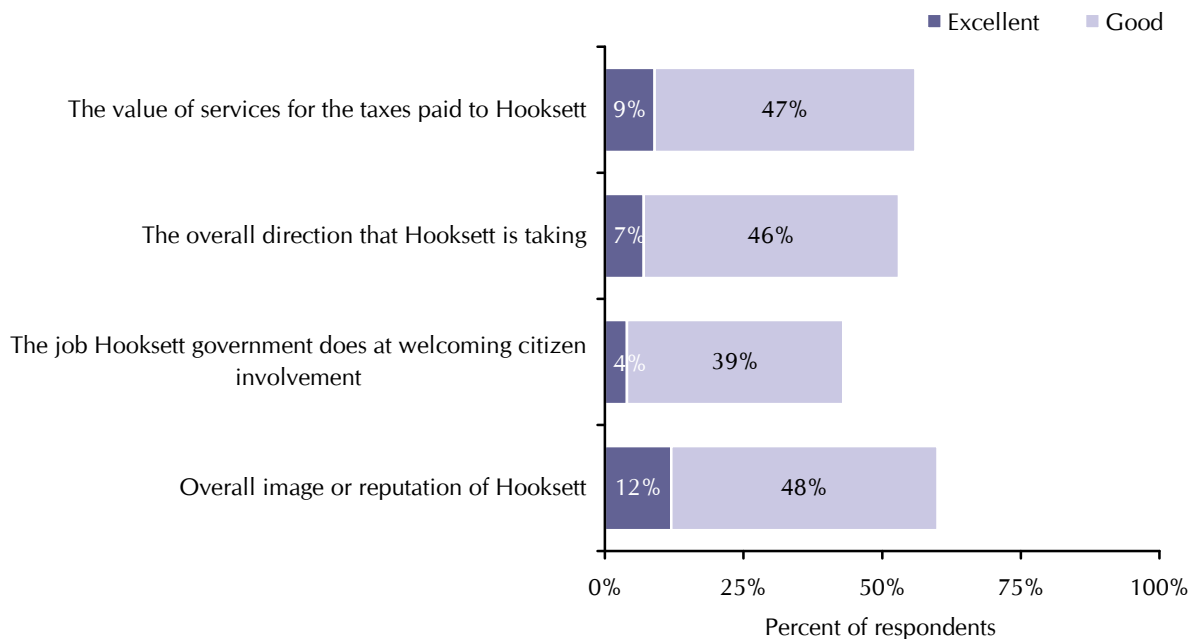


FIGURE 84: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Hooksett	Similar
The overall direction that Hooksett is taking	Below
Job Hooksett government does at welcoming citizen involvement	Much below
Overall image or reputation of Hooksett	Much below

On average, residents of the Town of Hooksett gave the highest evaluations to their own local government and the lowest average rating to the Federal government. The overall quality of services delivered by the Town of Hooksett was rated as “excellent” or “good” by 80% of survey participants. The Town of Hooksett’s rating was similar to the benchmark when compared to other communities in the nation.

FIGURE 85: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

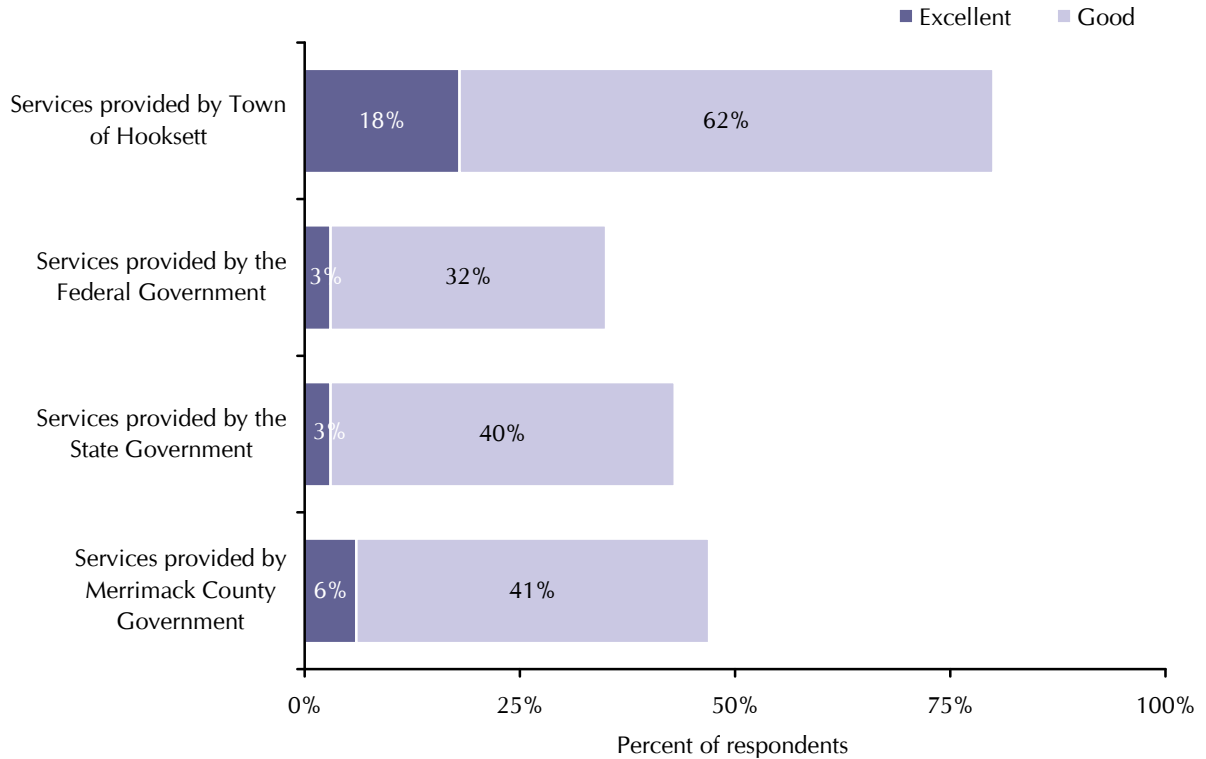


FIGURE 86: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the Town of Hooksett	Similar
Services provided by the Federal Government	Below
Services provided by the State Government	Similar
Services provided by Merrimack County Government	Below

Town of Hooksett Employees

The employees of the Town of Hooksett who interact with the public create the first impression that most residents have of the Town of Hooksett. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the Town of Hooksett. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the Town of Hooksett staff.

Those completing the survey were asked if they had been in contact with a Town employee either in-person, over the phone or via email in the last 12 months; the 74% who reported that they had been in contact (a percent that is above the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. Town employees were rated highly; 88% of respondents rated their overall impression as "excellent" or "good," which was much higher than the benchmark.

FIGURE 87: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH TOWN EMPLOYEES IN PREVIOUS 12 MONTHS

Have you had any in-person, phone or email contact with an employee of the Town of Hooksett within the last 12 months?

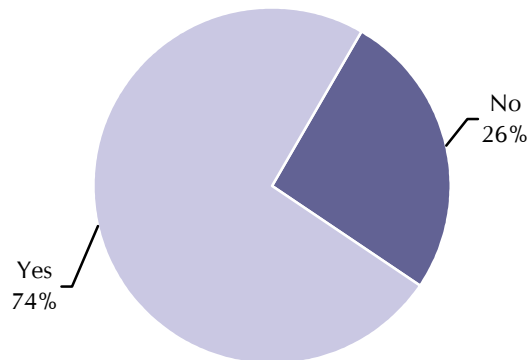


FIGURE 88: CONTACT WITH TOWN EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with Town employee(s) in last 12 months	Much more

FIGURE 89: RATINGS OF TOWN EMPLOYEES (AMONG THOSE WHO HAD CONTACT)



FIGURE 90: RATINGS OF TOWN EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Much above
Responsiveness	Much above
Courteousness	Much above
Overall impression	Much above

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the Town of Hooksett by examining the relationships between ratings of each service and ratings of the Town of Hooksett's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall Town service quality have been identified. By targeting improvements in key services, the Town of Hooksett can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Hooksett Key Driver Analysis were:

- Economic development
- Sewer services
- Sidewalk maintenance
- Traffic enforcement

TOWN OF HOOKSETT ACTION CHART™

The 2013 Town of Hooksett Action Chart™ on the following page combines two dimensions of performance:

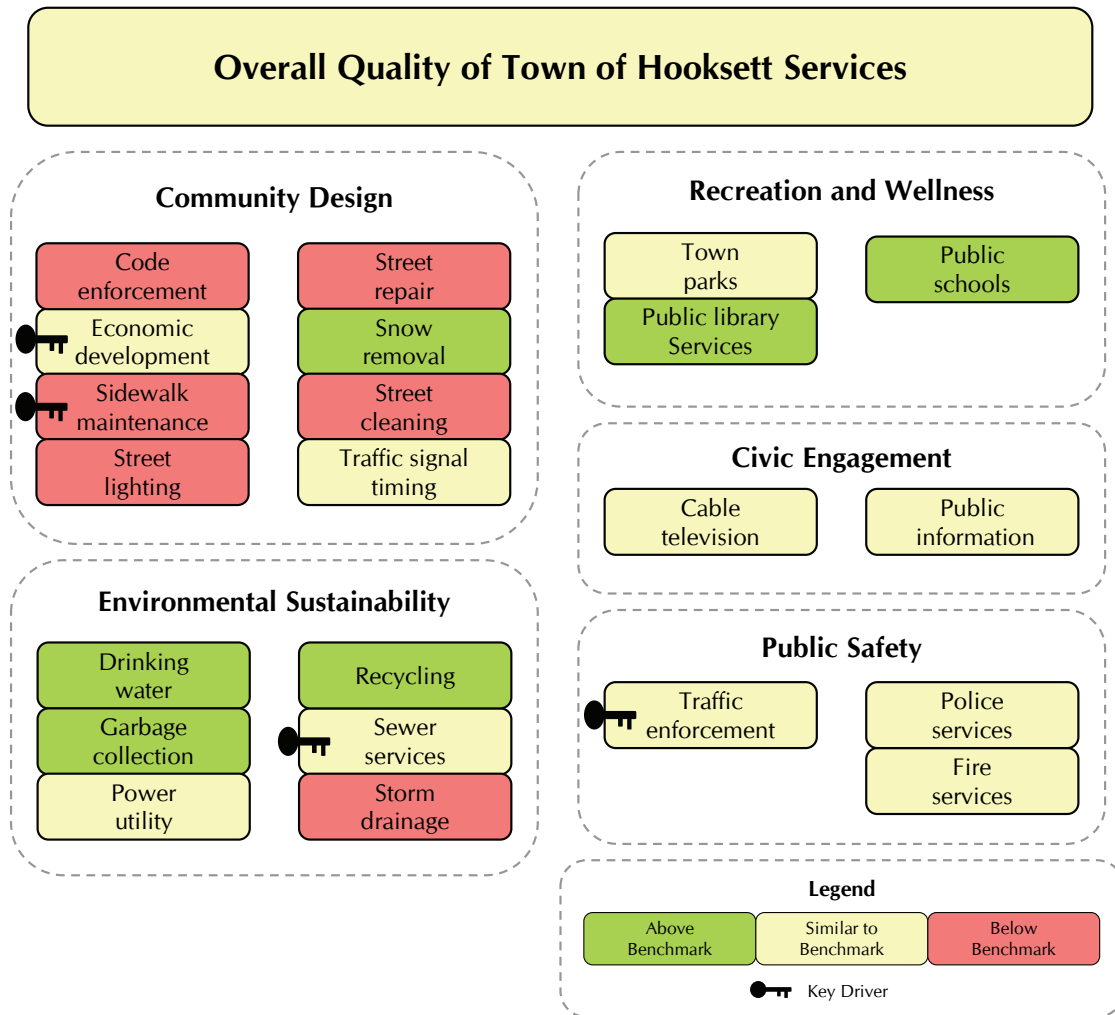
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the Town.

Twenty-two services were included in the KDA for the Town of Hooksett. Of these, six were above the benchmark, six were below the benchmark and 10 were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In Hooksett, sidewalk maintenance was below the benchmark and economic development, sewer services and traffic enforcement were similar to the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Excluding “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 91: TOWN OF HOOKSETT ACTION CHART



Using Your Action Chart™

The key drivers derived for the Town of Hooksett provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the Town of Hooksett, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Hooksett, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Hooksett residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the Town of Hooksett key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "◦") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 92: KEY DRIVERS COMPARED

Service	Town of Hooksett Key Driver	National Key Driver	Core Service
Police services		✓	✓
Fire services			✓
Traffic enforcement	✓		
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Snow removal			
Sidewalk maintenance	✓		
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
• Sewer services	✓		✓
Power (electric and/or gas) utility			✓
◦ Town parks			
Code enforcement			✓
• Economic development	✓	✓	
◦ Public library			
Public information services		✓	
Public schools		✓	
◦ Cable television			

• Key driver overlaps with national and or core services

◦ Service may be targeted for reductions it is not a key driver or core service

CUSTOM QUESTIONS

“Don’t know” responses have been removed from the following questions, when applicable.

Custom Question 1	
To what extent do you support or oppose increasing taxes and/or fees to ensure that Town services continue to be provided at current levels?	Percent of respondents
Strongly support	10%
Somewhat support	39%
Somewhat oppose	28%
Strongly oppose	24%
Total	100%

Custom Question 2					
Please indicate how important, if at all, each of the following projects and issues is for the Town to address:	Essential	Very important	Somewhat important	Not at all important	Total
Street maintenance and improvement	26%	49%	25%	0%	100%
Preserving open space	22%	38%	35%	5%	100%
Building additional sidewalks	21%	26%	35%	17%	100%
Drainage improvements	18%	40%	37%	5%	100%
Holding Town and School District elections on the same day	18%	33%	32%	16%	100%
Parks maintenance and improvements	15%	31%	48%	7%	100%
Economic development initiatives	14%	44%	30%	12%	100%
Creating a Senior Center	11%	23%	43%	23%	100%
Increasing use of social media	9%	14%	42%	36%	100%
Opening Lilac Bridge (the old Village bridge) to foot traffic	8%	15%	36%	40%	100%
Constructing a third fire station	6%	17%	31%	45%	100%
Preserving Old Town Hall	5%	15%	43%	37%	100%

Custom Question 3				
If the Town had to reduce services to cut costs, how much, if at all, do you think the Town should reduce the level of each of the following services?	Reduce a lot	Reduce somewhat	Do not reduce	Total
Bulky item pick-up	37%	46%	17%	100%
Special events (e.g., Old Home Day)	19%	50%	31%	100%
Recreational programs	14%	50%	36%	100%
Sewer availability	8%	37%	55%	100%
Library services	8%	38%	54%	100%
Code enforcement	7%	44%	49%	100%
Recycling	5%	28%	68%	100%
Parks maintenance	4%	57%	39%	100%
Fire services	2%	11%	87%	100%
Police services	2%	14%	84%	100%
Snow removal	1%	13%	86%	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Hooksett:	Excellent	Good	Fair	Poor	Total
Hooksett as a place to live	28%	58%	13%	1%	100%
Your neighborhood as a place to live	34%	53%	11%	2%	100%
Hooksett as a place to raise children	32%	54%	12%	1%	100%
Hooksett as a place to work	18%	42%	26%	15%	100%
Hooksett as a place to retire	17%	45%	25%	14%	100%
The overall quality of life in Hooksett	21%	60%	18%	1%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Hooksett as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	13%	52%	28%	7%	100%
Openness and acceptance of the community toward people of diverse backgrounds	16%	48%	28%	8%	100%
Overall appearance of Hooksett	8%	53%	31%	7%	100%
Cleanliness of Hooksett	14%	57%	26%	3%	100%
Overall quality of new development in Hooksett	13%	53%	26%	8%	100%
Variety of housing options	11%	49%	35%	6%	100%
Overall quality of business and service establishments in Hooksett	11%	56%	27%	6%	100%
Shopping opportunities	15%	48%	28%	8%	100%
Opportunities to attend cultural activities	4%	20%	44%	31%	100%
Recreational opportunities	6%	39%	45%	11%	100%
Employment opportunities	4%	20%	49%	27%	100%
Educational opportunities	10%	52%	26%	11%	100%
Opportunities to participate in social events and activities	7%	39%	40%	13%	100%
Opportunities to participate in religious or spiritual events and activities	7%	46%	40%	7%	100%
Opportunities to volunteer	10%	46%	34%	10%	100%
Opportunities to participate in community matters	7%	43%	40%	9%	100%
Ease of car travel in Hooksett	13%	35%	29%	24%	100%
Ease of bus travel in Hooksett	2%	8%	26%	64%	100%
Ease of bicycle travel in Hooksett	3%	17%	34%	45%	100%
Ease of walking in Hooksett	5%	21%	32%	42%	100%
Availability of paths and walking trails	8%	27%	42%	22%	100%
Traffic flow on major streets	3%	22%	40%	35%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Hooksett as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	11%	32%	43%	14%	100%
Availability of affordable quality housing	6%	39%	45%	10%	100%
Availability of affordable quality child care	9%	38%	39%	14%	100%
Availability of affordable quality health care	7%	44%	36%	12%	100%
Availability of affordable quality food	12%	53%	26%	8%	100%
Availability of preventive health services	10%	38%	41%	10%	100%
Air quality	21%	56%	22%	2%	100%
Quality of overall natural environment in Hooksett	15%	54%	30%	1%	100%
Overall image or reputation of Hooksett	12%	48%	31%	10%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Hooksett over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	7%	52%	32%	8%	100%
Retail growth (stores, restaurants, etc.)	4%	33%	50%	8%	5%	100%
Jobs growth	20%	50%	29%	1%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Hooksett?	Percent of respondents
Not a problem	9%
Minor problem	40%
Moderate problem	35%
Major problem	16%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Hooksett:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	33%	48%	13%	5%	1%	100%
Property crimes (e.g., burglary, theft)	16%	51%	18%	12%	2%	100%
Environmental hazards, including toxic waste	39%	40%	16%	3%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	71%	25%	3%	1%	0%	100%
In your neighborhood after dark	38%	46%	9%	6%	1%	100%
In Hooksett's downtown area during the day	58%	35%	6%	2%	0%	100%
In Hooksett's downtown area after dark	25%	52%	16%	6%	1%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the Town of Hooksett Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the Town of Hooksett Police Department within the last 12 months?	63%	37%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the Town of Hooksett Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the Town of Hooksett Police Department?	51%	27%	12%	11%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	93%
Yes	7%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	3%
Yes	97%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Hooksett?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Hooksett public libraries or their services	27%	28%	25%	10%	10%	100%
Participated in a recreation program or activity	58%	20%	16%	3%	3%	100%
Visited a neighborhood park or Town park	19%	27%	33%	12%	8%	100%
Ridden a local bus within Hooksett	95%	1%	0%	1%	2%	100%
Attended a meeting of local elected officials or other local public meeting	69%	19%	10%	1%	2%	100%
Watched a meeting of local elected officials or other Town-sponsored public meeting on cable television, the Internet or other media	80%	12%	6%	1%	1%	100%
Read Hooksett Newsletter	18%	30%	35%	11%	6%	100%
Visited the Town of Hooksett Web site (at www.hooksett.org)	27%	27%	35%	7%	4%	100%
Recycled used paper, cans or bottles from your home	11%	5%	7%	7%	70%	100%
Volunteered your time to some group or activity in Hooksett	70%	10%	11%	2%	7%	100%
Participated in religious or spiritual activities in Hooksett	69%	12%	7%	4%	8%	100%
Participated in a club or civic group in Hooksett	77%	12%	6%	3%	3%	100%
Provided help to a friend or neighbor	7%	19%	46%	15%	14%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	21%
Several times a week	32%
Several times a month	23%
Less than several times a month	24%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Hooksett:	Excellent	Good	Fair	Poor	Total
Police services	31%	53%	12%	4%	100%
Fire services	41%	52%	6%	1%	100%
Ambulance or emergency medical services	39%	55%	6%	0%	100%
Crime prevention	17%	59%	18%	6%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Hooksett:	Excellent	Good	Fair	Poor	Total
Fire prevention and education	24%	59%	14%	3%	100%
Municipal courts	15%	57%	15%	13%	100%
Traffic enforcement	14%	54%	23%	10%	100%
Street repair	6%	30%	41%	23%	100%
Street cleaning	10%	47%	35%	9%	100%
Street lighting	5%	44%	35%	16%	100%
Snow removal	21%	56%	16%	6%	100%
Sidewalk maintenance	7%	41%	38%	15%	100%
Traffic signal timing	9%	47%	31%	14%	100%
Bus or transit services	4%	26%	17%	52%	100%
Garbage collection	47%	41%	9%	3%	100%
Recycling	47%	38%	12%	4%	100%
Yard waste pick-up	15%	35%	23%	27%	100%
Storm drainage	10%	50%	29%	10%	100%
Drinking water	20%	57%	17%	5%	100%
Sewer services	18%	57%	19%	6%	100%
Power (electric and/or gas) utility	18%	60%	18%	4%	100%
Town parks	27%	60%	13%	1%	100%
Recreation programs or classes	19%	48%	30%	3%	100%
Recreation centers or facilities	15%	42%	32%	11%	100%
Land use, planning and zoning	3%	38%	43%	16%	100%
Code enforcement (weeds, abandoned buildings, etc.)	4%	27%	37%	32%	100%
Animal control	10%	51%	26%	13%	100%
Economic development	6%	46%	35%	13%	100%
Health services	9%	53%	30%	7%	100%
Services to seniors	11%	33%	42%	14%	100%
Services to youth	12%	50%	25%	13%	100%
Services to low-income people	8%	34%	36%	22%	100%
Public library services	44%	45%	10%	1%	100%
Public information services	15%	49%	33%	3%	100%
Public schools	28%	46%	23%	4%	100%
Cable television	14%	47%	26%	13%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	59%	20%	6%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	13%	53%	27%	7%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The Town of Hooksett	18%	62%	18%	3%	100%
The Federal Government	3%	32%	39%	26%	100%
The State Government	3%	40%	42%	14%	100%
Merrimack County Government	6%	41%	39%	14%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Hooksett to someone who asks	44%	45%	7%	3%	100%
Remain in Hooksett for the next five years	59%	26%	8%	7%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	3%
Somewhat positive	14%
Neutral	49%
Somewhat negative	29%
Very negative	4%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the Town of Hooksett Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the Town of Hooksett Fire Department within the last 12 months?	75%	25%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the Town of Hooksett Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the Town of Hooksett Fire Department?	68%	30%	2%	0%	100%

Question 19: Contact with Town Employees	
Have you had any in-person, phone or email with an employee of the Town of Hooksett within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	26%
Yes	74%
Total	100%

Question 20: Town Employees					
What was your impression of the employee(s) of the Town of Hooksett in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	52%	40%	7%	2%	100%
Responsiveness	51%	38%	5%	6%	100%
Courtesy	53%	36%	5%	6%	100%
Overall impression	50%	38%	7%	6%	100%

Question 21: Government Performance					
Please rate the following categories of Hooksett government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Hooksett	9%	47%	30%	13%	100%
The overall direction that Hooksett is taking	7%	46%	35%	12%	100%
The job Hooksett government does at welcoming citizen involvement	4%	39%	39%	18%	100%

Question 22a: Custom Question 1	
To what extent do you support or oppose increasing taxes and/or fees to ensure that Town services continue to be provided at current levels?	Percent of respondents
Strongly support	10%
Somewhat support	39%
Somewhat oppose	28%
Strongly oppose	24%
Total	100%

Question 22b: Custom Question 2					
Please indicate how important, if at all, each of the following projects and issues is for the Town to address:	Essential	Very important	Somewhat important	Not at all important	Total
Constructing a third fire station	6%	17%	31%	45%	100%
Preserving Old Town Hall	5%	15%	43%	37%	100%

Question 22b: Custom Question 2					
Please indicate how important, if at all, each of the following projects and issues is for the Town to address:	Essential	Very important	Somewhat important	Not at all important	Total
Opening Lilac Bridge (the old Village bridge) to foot traffic	8%	15%	36%	40%	100%
Creating a Senior Center	11%	23%	43%	23%	100%
Economic development initiatives	14%	44%	30%	12%	100%
Preserving open space	22%	38%	35%	5%	100%
Street maintenance and improvement	26%	49%	25%	0%	100%
Drainage improvements	18%	40%	37%	5%	100%
Building additional sidewalks	21%	26%	35%	17%	100%
Parks maintenance and improvements	15%	31%	48%	7%	100%
Increasing use of social media	9%	14%	42%	36%	100%
Holding Town and School District elections on the same day	18%	33%	32%	16%	100%

Question 22c: Custom Question 3				
If the Town had to reduce services to cut costs, how much, if at all, do you think the Town should reduce the level of each of the following services?	Reduce a lot	Reduce somewhat	Do not reduce	Total
Bulky item pick-up	37%	46%	17%	100%
Code enforcement	7%	44%	49%	100%
Fire services	2%	11%	87%	100%
Parks maintenance	4%	57%	39%	100%
Police services	2%	14%	84%	100%
Special events (e.g., Old Home Day)	19%	50%	31%	100%
Recycling	5%	28%	68%	100%
Snow removal	1%	13%	86%	100%
Recreational programs	14%	50%	36%	100%
Sewer availability	8%	37%	55%	100%
Library services	8%	38%	54%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	27%
Yes, full-time	63%
Yes, part-time	10%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	83%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	12%
Bus, rail, subway or other public transportation	0%
Walk	1%
Bicycle	0%
Work at home	5%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Hooksett?	Percent of respondents
Less than 2 years	8%
2 to 5 years	20%
6 to 10 years	23%
11 to 20 years	22%
More than 20 years	26%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	70%
House attached to one or more houses (e.g., a duplex or townhome)	16%
Building with two or more apartments or condominiums	11%
Mobile home	3%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	17%
Owned by you or someone in this house with a mortgage or free and clear	83%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	2%
\$300 to \$599 per month	7%
\$600 to \$999 per month	15%
\$1,000 to \$1,499 per month	38%
\$1,500 to \$2,499 per month	31%
\$2,500 or more per month	6%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	66%
Yes	34%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	74%
Yes	26%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	10%
\$25,000 to \$49,999	21%
\$50,000 to \$99,999	44%
\$100,000 to \$149,999	16%
\$150,000 or more	8%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	99%
Yes, I consider myself to be Spanish, Hispanic or Latino	1%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	4%
Black or African American	1%
White	95%
Other	2%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	2%
25 to 34 years	20%
35 to 44 years	20%
45 to 54 years	25%
55 to 64 years	12%
65 to 74 years	14%
75 years or older	8%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	52%
Male	48%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	14%
Yes	83%
Ineligible to vote	3%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	20%
Yes	77%
Ineligible to vote	3%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	7%
Yes	93%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	29%
Yes	71%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	39%
Land line	45%
Both	16%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life						
Please rate each of the following aspects of quality of life in Hooksett:	Excellent	Good	Fair	Poor	Don't know	Total
Hooksett as a place to live	28% 123	58% 251	13% 54	1% 3	0% 1	100% 433
Your neighborhood as a place to live	34% 147	53% 228	11% 46	2% 10	0% 1	100% 432
Hooksett as a place to raise children	27% 117	45% 195	10% 45	1% 3	16% 70	100% 429
Hooksett as a place to work	11% 46	26% 111	16% 67	9% 39	39% 165	100% 428
Hooksett as a place to retire	12% 53	34% 144	19% 79	10% 45	25% 107	100% 429
The overall quality of life in Hooksett	21% 91	60% 259	18% 79	1% 3	0% 0	100% 432

Question 2: Community Characteristics						
Please rate each of the following characteristics as they relate to Hooksett as a whole:	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	12% 50	49% 208	27% 112	7% 30	5% 21	100% 421
Openness and acceptance of the community toward people of diverse backgrounds	13% 56	40% 170	24% 101	6% 27	17% 73	100% 426
Overall appearance of Hooksett	8% 36	53% 230	31% 134	7% 31	0% 0	100% 431
Cleanliness of Hooksett	14% 60	57% 247	25% 110	3% 13	1% 2	100% 433
Overall quality of new development in Hooksett	11% 49	48% 207	24% 103	7% 31	9% 38	100% 428
Variety of housing options	10% 42	45% 193	32% 137	6% 24	8% 32	100% 429
Overall quality of business and service establishments in Hooksett	11% 45	56% 240	26% 113	6% 27	1% 6	100% 430
Shopping opportunities	15% 65	48% 208	28% 122	8% 36	0% 1	100% 432
Opportunities to attend cultural activities	3% 14	17% 72	37% 159	26% 112	17% 72	100% 429
Recreational opportunities	6% 24	35% 151	40% 174	10% 42	9% 39	100% 430
Employment opportunities	3% 12	14% 59	33% 142	19% 80	32% 135	100% 428

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Hooksett as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Educational opportunities	8%	35	43%	182	22%	92	9%	39	19%	79	100%	426
Opportunities to participate in social events and activities	6%	26	32%	138	34%	143	11%	48	17%	70	100%	424
Opportunities to participate in religious or spiritual events and activities	5%	21	34%	142	29%	124	5%	22	27%	114	100%	423
Opportunities to volunteer	8%	32	35%	148	25%	108	7%	31	25%	109	100%	428
Opportunities to participate in community matters	6%	25	35%	144	33%	137	8%	32	19%	79	100%	417
Ease of car travel in Hooksett	12%	53	34%	147	28%	121	23%	101	2%	9	100%	432
Ease of bus travel in Hooksett	1%	4	4%	19	15%	65	37%	160	42%	178	100%	426
Ease of bicycle travel in Hooksett	3%	11	13%	54	26%	109	34%	145	25%	108	100%	427
Ease of walking in Hooksett	5%	20	19%	80	29%	124	38%	161	9%	40	100%	425
Availability of paths and walking trails	7%	29	24%	101	37%	158	19%	83	13%	57	100%	430
Traffic flow on major streets	3%	11	22%	95	40%	172	34%	146	2%	8	100%	432
Amount of public parking	9%	38	27%	115	36%	152	11%	48	17%	75	100%	428
Availability of affordable quality housing	4%	19	30%	129	35%	151	8%	35	22%	94	100%	427
Availability of affordable quality child care	4%	17	18%	74	18%	76	6%	27	54%	229	100%	424
Availability of affordable quality health care	5%	22	32%	134	26%	109	9%	37	29%	122	100%	424
Availability of affordable quality food	12%	50	51%	218	25%	108	8%	34	4%	15	100%	426
Availability of preventive health services	8%	34	29%	122	31%	132	8%	33	25%	106	100%	426
Air quality	19%	81	50%	216	20%	84	2%	8	10%	41	100%	430
Quality of overall natural environment in Hooksett	15%	64	52%	223	29%	123	1%	6	3%	15	100%	431
Overall image or reputation of Hooksett	11%	49	46%	199	30%	128	10%	42	3%	12	100%	432

Question 3: Growth									
Please rate the speed of growth in the following categories in Hooksett over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Total
Population growth	1%	4	5%	21	39%	165	23%	100	429
Retail growth (stores, restaurants, etc.)	4%	16	31%	132	47%	201	7%	32	426
Jobs growth	12%	50	29%	123	17%	71	0%	2	425

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Hooksett?	Percent of respondents	Count
Not a problem	9%	37
Minor problem	38%	163
Moderate problem	33%	140
Major problem	15%	66
Don't know	5%	21
Total	100%	426

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Hooksett:	Very safe		Somewhat safe		Neither safe nor unsafe	
Violent crime (e.g., rape, assault, robbery)	32%	137	47%	203	13%	56
Property crimes (e.g., burglary, theft)	15%	65	50%	214	18%	77
Environmental hazards, including toxic waste	35%	152	36%	155	15%	63
					1%	2
					10%	44
					100%	429

Question 6: Personal Safety													
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total
In your neighborhood during the day	71%	306	25%	106	3%	13	1%	5	0%	1	0%	0	431
In your neighborhood after dark	38%	165	46%	198	9%	37	6%	26	1%	4	0%	1	431
In Hooksett's downtown area during the day	51%	218	31%	131	5%	21	2%	7	0%	1	12%	50	428
In Hooksett's downtown area after dark	21%	89	43%	185	14%	58	5%	20	1%	5	17%	71	428

Question 7: Contact with Police Department						
Have you had any in-person or phone contact with an employee of the Town of Hooksett Police Department within the last 12 months?	No		Yes		Don't know	Total
	63%	268	37%	160		
Have you had any in-person or phone contact with an employee of the Town of Hooksett Police Department within the last 12 months?	63%	268	37%	160	0	427

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the Town of Hooksett Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the Town of Hooksett Police Department?	50%	78	27%	41	12%	18	11%	16	0%	0	100%	154

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	93%	397
Yes	7%	31
Don't know	0%	0
Total	100%	428

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	3%	1
Yes	97%	25
Don't know	0%	0
Total	100%	25

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Hooksett?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Hooksett public libraries or their services	27% 115	28% 119	25% 109	10% 43	10% 43	100% 428
Participated in a recreation program or activity	58% 246	20% 88	16% 66	3% 13	3% 15	100% 427
Visited a neighborhood park or Town park	19% 80	27% 117	33% 143	12% 53	8% 34	100% 427
Ridden a local bus within Hooksett	95% 405	1% 5	0% 1	1% 3	2% 10	100% 425
Attended a meeting of local elected officials or other local public meeting	69% 292	19% 82	10% 42	1% 2	2% 8	100% 426
Watched a meeting of local elected officials or other Town-sponsored public meeting on cable television, the Internet or other media	80% 338	12% 53	6% 26	1% 5	1% 2	100% 424
Read Hooksett Newsletter	18% 77	30% 124	35% 145	11% 47	6% 26	100% 418
Visited the Town of Hooksett Web site (at www.hooksett.org)	27% 115	27% 114	35% 150	7% 31	4% 16	100% 425
Recycled used paper, cans or bottles from your home	11% 47	5% 23	7% 29	7% 28	70% 298	100% 424
Volunteered your time to some group or activity in Hooksett	70% 297	10% 44	11% 46	2% 11	7% 28	100% 425
Participated in religious or spiritual activities in Hooksett	69% 293	12% 52	7% 30	4% 16	8% 32	100% 423
Participated in a club or civic group in Hooksett	77% 326	12% 51	6% 24	3% 11	3% 13	100% 426
Provided help to a friend or neighbor	7% 28	19% 82	46% 196	15% 63	14% 59	100% 429

Question 12: Neighborliness			
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count	
Just about everyday	21%	91	
Several times a week	32%	138	
Several times a month	23%	99	
Less than several times a month	24%	102	
Total	100%	431	

Question 13: Service Quality									
Please rate the quality of each of the following services in Hooksett:	Excellent		Good		Fair		Poor		Total
Police services	28%	118	48%	205	10%	45	4%	16	43
Fire services	34%	147	43%	185	5%	22	1%	3	69
Ambulance or emergency medical services	27%	113	37%	159	4%	18	0%	0	135
Crime prevention	12%	53	43%	184	13%	56	4%	18	115
Fire prevention and education	13%	57	33%	140	8%	33	2%	7	188
Municipal courts	5%	22	20%	85	5%	22	5%	19	274
Traffic enforcement	12%	51	46%	193	19%	81	8%	35	61
Street repair	6%	24	29%	124	41%	173	23%	96	8
Street cleaning	9%	38	43%	182	32%	136	8%	35	30
Street lighting	5%	21	44%	185	34%	145	16%	66	5
Snow removal	20%	86	55%	233	16%	68	6%	27	11
Sidewalk maintenance	5%	21	29%	121	27%	111	10%	43	121
Traffic signal timing	8%	35	45%	189	30%	127	13%	56	12
Bus or transit services	2%	7	10%	41	6%	27	20%	82	259
Garbage collection	41%	174	36%	153	8%	35	3%	11	49
Recycling	42%	177	34%	143	10%	44	3%	14	47

Question 13: Service Quality												
Please rate the quality of each of the following services in Hooksett:	Excellent		Good		Fair		Poor		Don't know		Total	
Yard waste pick-up	8%	35	20%	83	13%	53	15%	63	44%	187	100%	421
Storm drainage	9%	38	43%	181	25%	104	9%	38	15%	63	100%	423
Drinking water	19%	80	54%	226	16%	68	5%	19	6%	27	100%	421
Sewer services	14%	61	46%	196	16%	66	5%	21	19%	79	100%	423
Power (electric and/or gas) utility	18%	75	57%	244	17%	74	4%	16	4%	17	100%	425
Town parks	23%	100	53%	223	11%	48	1%	4	12%	50	100%	425
Recreation programs or classes	10%	43	25%	107	16%	66	1%	6	47%	200	100%	421
Recreation centers or facilities	8%	33	23%	95	17%	73	6%	24	47%	196	100%	420
Land use, planning and zoning	2%	8	24%	99	27%	112	10%	41	38%	158	100%	417
Code enforcement (weeds, abandoned buildings, etc.)	3%	13	20%	83	27%	113	24%	100	27%	112	100%	421
Animal control	6%	24	30%	128	16%	66	8%	34	41%	173	100%	424
Economic development	4%	19	34%	141	26%	107	10%	41	27%	112	100%	421
Health services	6%	24	34%	142	19%	81	4%	19	37%	155	100%	420
Services to seniors	4%	17	12%	51	15%	65	5%	22	63%	265	100%	420
Services to youth	6%	26	25%	107	13%	54	7%	28	49%	208	100%	423
Services to low-income people	3%	13	13%	53	14%	57	8%	34	62%	257	100%	414
Public library services	38%	160	39%	163	8%	35	1%	3	14%	58	100%	420
Public information services	11%	48	37%	155	24%	103	2%	10	25%	105	100%	420
Public schools	20%	85	33%	141	16%	69	3%	11	28%	117	100%	422
Cable television	12%	50	41%	168	22%	91	11%	46	14%	57	100%	413
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	44	40%	165	13%	56	4%	17	33%	136	100%	419
Preservation of natural areas such as open space, farmlands and greenbelts	8%	36	34%	144	17%	73	5%	19	36%	151	100%	422

Question 14: Government Services Overall						
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Don't know	Total
The Town of Hooksett	17% 74	60% 256	17% 74	3% 11	2% 10	100% 426
The Federal Government	3% 12	26% 112	32% 138	21% 90	17% 73	100% 424
The State Government	3% 12	33% 141	35% 150	12% 51	17% 71	100% 425
Merrimack County Government	3% 15	24% 102	23% 97	8% 33	42% 177	100% 423

Question 15: Recommendation and Longevity						
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know	Total
Recommend living in Hooksett to someone who asks	44% 186	44% 188	7% 31	3% 14	1% 4	100% 423
Remain in Hooksett for the next five years	57% 244	25% 107	8% 33	7% 28	3% 13	100% 425

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	3%	13
Somewhat positive	14%	61
Neutral	49%	208
Somewhat negative	29%	125
Very negative	4%	18
Total	100%	425

Question 17: Contact with Fire Department						
Have you had any in-person or phone contact with an employee of the Town of Hooksett Fire Department within the last 12 months?		No		Yes		Total
Have you had any in-person or phone contact with an employee of the Town of Hooksett Fire Department within the last 12 months?		75%	323	25%	106	429
				0%	0	100%

Question 18: Ratings of Contact with Fire Department						
What was your overall impression of your most recent contact with the Town of Hooksett Fire Department?		Good		Fair		Total
What was your overall impression of your most recent contact with the Town of Hooksett Fire Department?		68%	71	30%	31	105
				2%	2	100%
				0%	0	100%

Question 19: Contact with Town Employees			
Have you had any in-person, phone or email with an employee of the Town of Hooksett within the last 12 months (including police, receptionists, planners or any others)?		Percent of respondents	Count
No		26%	111
Yes		74%	315
Total		100%	426

Question 20: Town Employees						
What was your impression of the employee(s) of the Town of Hooksett in your most recent contact?		Good		Fair		Total
Knowledge		52%	161	40%	124	313
Responsiveness		51%	160	38%	118	313
Courtesy		53%	167	36%	112	313
Overall impression		49%	155	38%	118	313
				7%	22	100%
				6%	17	100%
				0%	1	100%

Question 21: Government Performance						
Please rate the following categories of Hooksett government performance:	Excellent		Good		Fair	
	8%	35	43%	186	28%	120
The value of services for the taxes paid to Hooksett	8%	35	43%	186	28%	120
The overall direction that Hooksett is taking	6%	26	42%	177	32%	135
The job Hooksett government does at welcoming citizen involvement	3%	13	26%	112	27%	114
					12%	52
					32%	134
					100%	425

Question 22a: Custom Question 1			
To what extent do you support or oppose increasing taxes and/or fees to ensure that Town services continue to be provided at current levels?	Percent of respondents	Count	
Strongly support	8%	34	
Somewhat support	33%	139	
Somewhat oppose	23%	98	
Strongly oppose	20%	84	
Don't know	15%	64	
Total	100%	419	

Question 22b: Custom Question 2						
Please indicate how important, if at all, each of the following projects and issues is for the Town to address	Essential		Very important		Somewhat important	
	5%	22	15%	61	26%	108
Constructing a third fire station	5%	21	14%	59	40%	170
Preserving Old Town Hall	8%	32	14%	59	33%	140
Opening Lilac Bridge (the old Village bridge) to foot traffic	10%	43	20%	85	38%	161
Creating a Senior Center	13%	53	39%	164	26%	110
Economic development initiatives	21%	87	35%	147	32%	136
Preserving open space	26%	110	48%	207	24%	104
Street maintenance and improvement					0%	0
					17%	69
					6%	27
					100%	420
					100%	426
					9%	36
					11%	46
					11%	48
					8%	34
					1%	6
					100%	427

Question 22b: Custom Question 2							
Please indicate how important, if at all, each of the following projects and issues is for the Town to address	Essential		Very important		Somewhat important		Total
	17%	72	37%	155	34%	144	
Drainage improvements					4%	19	424
Building additional sidewalks	20%	83	25%	106	16%	69	422
Parks maintenance and improvements	14%	60	29%	124	6%	27	420
Increasing use of social media	8%	32	13%	53	32%	135	422
Holding Town and School District elections on the same day	16%	67	29%	123	14%	60	426

Question 22c: Custom Question 3						
If the Town had to reduce services to cut costs, how much, if at all, do you think the Town should reduce the level of each of the following services?	Reduce a lot		Reduce somewhat		Do not reduce	
	37%	152	46%	191	17%	70
Bulky item pick-up						
Code enforcement	7%	29	44%	183	49%	199
Fire services	2%	8	11%	48	87%	371
Parks maintenance	4%	18	57%	241	39%	165
Police services	2%	9	14%	58	84%	357
Special events (e.g., Old Home Day)	19%	80	50%	212	31%	130
Recycling	5%	21	28%	117	68%	288
Snow removal	1%	6	13%	56	86%	364
Recreational programs	14%	59	50%	210	36%	148
Sewer availability	8%	33	37%	156	55%	230
Library services	8%	34	38%	162	54%	227

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	27%	114
Yes, full-time	63%	265
Yes, part-time	10%	41
Total	100%	421

Question D2: Mode of Transportation Used for Commute		
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used	
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	83%	
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	12%	
Bus, rail, subway or other public transportation	0%	
Walk	1%	
Bicycle	0%	
Work at home	5%	
Other	0%	

Question D3: Length of Residency		
How many years have you lived in Hooksett?	Percent of respondents	Count
Less than 2 years	8%	36
2 to 5 years	20%	88
6 to 10 years	23%	100
11 to 20 years	22%	93
More than 20 years	26%	111
Total	100%	429

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	70%	299
House attached to one or more houses (e.g., a duplex or townhome)	16%	67
Building with two or more apartments or condominiums	11%	48
Mobile home	3%	13
Other	1%	2
Total	100%	429

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	17%	70
Owned by you or someone in this house with a mortgage or free and clear	83%	348
Total	100%	418

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	2%	8
\$300 to \$599 per month	7%	30
\$600 to \$999 per month	15%	63
\$1,000 to \$1,499 per month	38%	157
\$1,500 to \$2,499 per month	31%	127
\$2,500 or more per month	6%	26
Total	100%	411

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	66%	282
Yes	34%	147
Total	100%	428

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	74%	320
Yes	26%	109
Total	100%	429

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	10%	41
\$25,000 to \$49,999	21%	87
\$50,000 to \$99,999	44%	177
\$100,000 to \$149,999	16%	66
\$150,000 or more	8%	32
Total	100%	403

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	99%	419
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	3
Total	100%	422

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	3
Asian, Asian Indian or Pacific Islander	4%	18
Black or African American	1%	2
White	95%	403
Other	2%	7
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	2%	9
25 to 34 years	20%	84
35 to 44 years	20%	84
45 to 54 years	25%	105
55 to 64 years	12%	51
65 to 74 years	14%	60
75 years or older	8%	35
Total	100%	427

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	223
Male	48%	204
Total	100%	427

Question D14: Registered to Vote			
Are you registered to vote in your jurisdiction?		Percent of respondents	Count
No		14%	59
Yes		79%	337
Ineligible to vote		3%	12
Don't know		5%	20
Total		100%	429

Question D15: Voted in Last General Election			
Many people don't have time to vote in elections. Did you vote in the last general election?		Percent of respondents	Count
No		20%	84
Yes		76%	324
Ineligible to vote		3%	13
Don't know		1%	5
Total		100%	427

Question D16: Has Cell Phone			
Do you have a cell phone?		Percent of respondents	Count
No		7%	31
Yes		93%	397
Total		100%	428

Question D17: Has Land Line			
Do you have a land line at home?		Percent of respondents	Count
No		29%	126
Yes		71%	302
Total		100%	428

Question D18: Primary Phone			
If you have both a cell phone and a land line, which do you consider your primary telephone number?		Percent of respondents	Count
Cell		39%	106
Land line		45%	123
Both		16%	43
Total		100%	272

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by Town officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

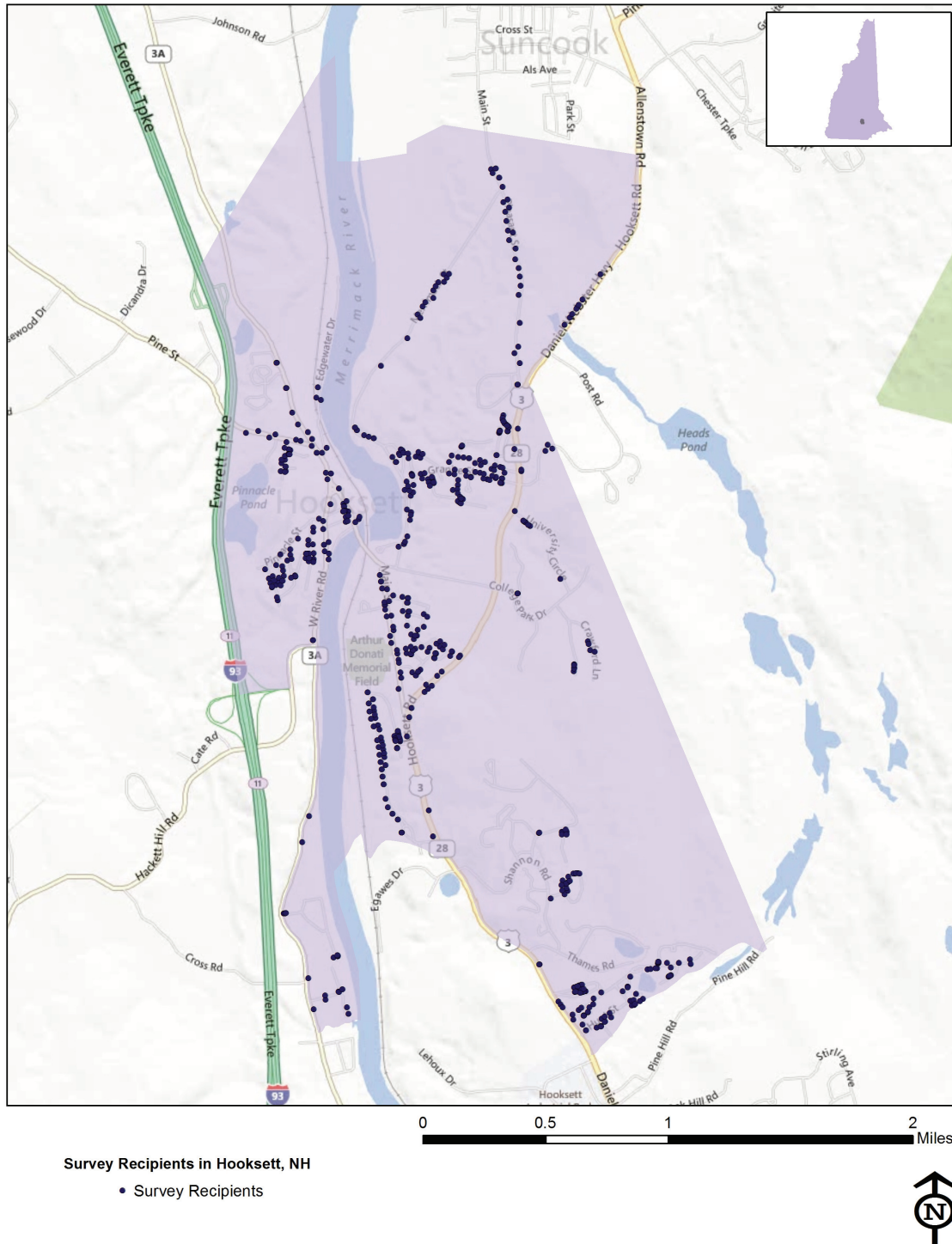
Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the Town of Hooksett were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the Town of Hooksett boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the Town of Hooksett households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the Town of Hooksett boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the Town of Hooksett. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

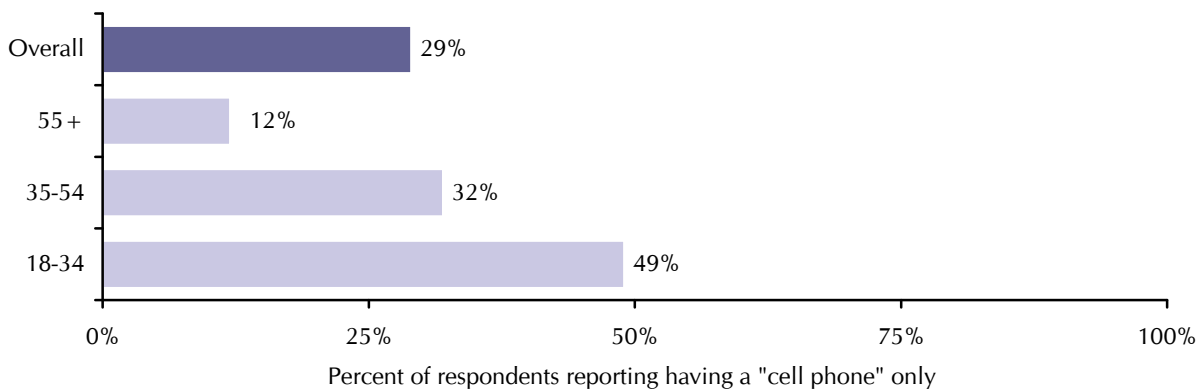
FIGURE 93: LOCATION OF SURVEY RECIPIENTS



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.¹ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Hooksett has a “cord cutter” population similar to the nationwide 2010 estimates.

FIGURE 94: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN HOOKSETT



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning September 13, 2013. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Town Administrator inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following six weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the Town of Hooksett survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (434 completed surveys).

¹ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and other population norms for adults in the Town of Hooksett. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing unit type, housing tenure and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to five demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the following table.

Hooksett, NH 2013 Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	17%	12%	17%
Own home	83%	88%	83%
Detached unit	73%	59%	73%
Attached unit	27%	41%	27%
Race and Ethnicity			
White	96%	95%	93%
Not white	4%	5%	7%
Not Hispanic	98%	99%	99%
Hispanic	2%	1%	1%
White alone, not Hispanic	95%	95%	93%
Hispanic and/or other race	5%	5%	7%
Sex and Age			
Female	52%	56%	52%
Male	48%	44%	48%
18-34 years of age	22%	9%	22%
35-54 years of age	44%	33%	44%
55+ years of age	34%	58%	34%
Females 18-34	11%	5%	11%
Females 35-54	22%	20%	22%
Females 55+	18%	31%	19%
Males 18-34	11%	4%	11%
Males 35-54	22%	13%	22%
Males 55+	15%	27%	15%

¹ Source: 2010 Census/2005-2009 ACS

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the *Citizen Surveys* book, but also in *Public Administration Review*, *Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Hooksett to the Benchmark Database

The Town of Hooksett chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was

asked) has been provided when a similar question on the Town of Hooksett Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the Town of Hooksett's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the Town of Hooksett's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the Town of Hooksett.

Dear Hooksett Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better Town!

Sincerely,



Dean E. Shankle, Jr.
Town Administrator
Town of Hooksett

Dear Hooksett Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

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Sincerely,



Dean E. Shankle, Jr.
Town Administrator
Town of Hooksett



Town of Hooksett
Administration Department
35 Main Street
Hooksett, NH 03106

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Town of Hooksett
Administration Department
35 Main Street
Hooksett, NH 03106

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Town of Hooksett
Administration Department
35 Main Street
Hooksett, NH 03106

Presorted
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Boulder, CO
Permit NO. 94



Town of Hooksett
Administration Department
35 Main Street
Hooksett, NH 03106

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Town of Hooksett

ADMINISTRATION DEPARTMENT

Dean E. Shankle, Jr., Ph.D.
Town Administrator

September 2013

Dear Town of Hooksett Resident:

The Town of Hooksett wants to know what you think about our community and municipal government. You have been randomly selected to participate in Hooksett's 2013 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the Town set benchmarks for tracking the quality of services provided to residents. Your answers will help the Town Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Hooksett residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 603-485-8472.

Please help us shape the future of Hooksett. Thank you for your time and participation.

Sincerely,

Dean E. Shankle, Jr.
Town Administrator



Town of Hooksett

ADMINISTRATION DEPARTMENT

Dean E. Shankle, Jr., Ph.D.
Town Administrator

September 2013

Dear Town of Hooksett Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The Town of Hooksett wants to know what you think about our community and municipal government. You have been randomly selected to participate in the Town of Hooksett's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the Town set benchmarks for tracking the quality of services provided to residents. Your answers will help the Town Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Hooksett residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

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Please help us shape the future of Hooksett. Thank you for your time and participation.

Sincerely,

Dean E. Shankle, Jr.
Town Administrator

The Town of Hooksett 2013 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Hooksett:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Hooksett as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Hooksett as a place to raise children	1	2	3	4	5
Hooksett as a place to work	1	2	3	4	5
Hooksett as a place to retire	1	2	3	4	5
The overall quality of life in Hooksett	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Hooksett as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Hooksett.....	1	2	3	4	5
Cleanliness of Hooksett.....	1	2	3	4	5
Overall quality of new development in Hooksett	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Hooksett.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Hooksett	1	2	3	4	5
Ease of bus travel in Hooksett	1	2	3	4	5
Ease of bicycle travel in Hooksett.....	1	2	3	4	5
Ease of walking in Hooksett	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Hooksett.....	1	2	3	4	5
Overall image or reputation of Hooksett	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Hooksett over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Hooksett?

- ☐ Not a problem ☐ Minor problem ☐ Moderate problem ☐ Major problem ☐ Don't know

5. Please rate how safe or unsafe you feel from the following in Hooksett:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Hooksett's downtown area during the day	1	2	3	4	5	6
In Hooksett's downtown area after dark	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the Town of Hooksett Police Department within the last 12 months?

- ☐ No → Go to Question 9 ☐ Yes → Go to Question 8 ☐ Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the Town of Hooksett Police Department?

- ☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- ☐ No → Go to Question 11 ☐ Yes → Go to Question 10 ☐ Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- ☐ No ☐ Yes ☐ Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Hooksett?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Hooksett public libraries or their services.....	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or Town park	1	2	3	4	5
Ridden a local bus within Hooksett.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other Town-sponsored public meeting on cable television, the Internet or other media	1	2	3	4	5
Read Hooksett Newsletter.....	1	2	3	4	5
Visited the Town of Hooksett Web site (at www.hooksett.org)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Hooksett.....	1	2	3	4	5
Participated in religious or spiritual activities in Hooksett.....	1	2	3	4	5
Participated in a club or civic group in Hooksett.....	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- ☐ Just about every day
☐ Several times a week
☐ Several times a month
☐ Less than several times a month

The Town of Hooksett 2013 Citizen Survey

13. Please rate the quality of each of the following services in Hooksett:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Town parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The Town of Hooksett	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Merrimack County Government.....	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Hooksett to someone who asks.....	1	2	3	4	5
Remain in Hooksett for the next five years	1	2	3	4	5

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- ☐ Very positive
 ☐ Somewhat positive
 ☐ Neutral
 ☐ Somewhat negative
 ☐ Very negative

17. Have you had any in-person or phone contact with an employee of the Town of Hooksett Fire Department within the last 12 months?

- ☐ No → Go to Question 19 ☐ Yes → Go to Question 18 ☐ Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the Town of Hooksett Fire Department?

- ☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Don't know

19. Have you had any in-person, phone or email contact with an employee of the Town of Hooksett within the last 12 months (including police, receptionists, planners or any others)?

- ☐ No → Go to Question 21 ☐ Yes → Go to Question 20

20. What was your impression of the employee(s) of the Town of Hooksett in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Hooksett government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Hooksett	1	2	3	4	5
The overall direction that Hooksett is taking	1	2	3	4	5
The job Hooksett government does at welcoming citizen involvement	1	2	3	4	5

22. Please check the response that comes closest to your opinion for each of the following questions:

- a. As you probably know, your votes at the Town and School District meetings directly determine the tax rate. Given that, to what extent do you support or oppose increasing taxes and/or fees to ensure that Town services continue to be provided at current levels?

- ☐ Strongly support ☐ Somewhat support ☐ Somewhat oppose ☐ Strongly oppose ☐ Don't know

- b. Please indicate how important, if at all, each of the following projects and issues is for the Town to address:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Constructing a third fire station	1	2	3	4	5
Preserving Old Town Hall.....	1	2	3	4	5
Opening Lilac Bridge (the old Village bridge) to foot traffic.....	1	2	3	4	5
Creating a Senior Center	1	2	3	4	5
Economic development initiatives.....	1	2	3	4	5
Preserving open space	1	2	3	4	5
Street maintenance and improvement	1	2	3	4	5
Drainage improvements.....	1	2	3	4	5
Building additional sidewalks	1	2	3	4	5
Parks maintenance and improvements	1	2	3	4	5
Increasing use of social media.....	1	2	3	4	5
Holding Town and School District elections on the same day. 1	2	3	4	5	

- c. If the Town had to reduce services to cut costs, how much, if at all, do you think the Town should reduce the level of each of the following services?

	<i>Reduce a lot</i>	<i>Reduce somewhat</i>	<i>Do not reduce</i>
Bulky item pick-up	1	2	3
Code enforcement.....	1	2	3
Fire services	1	2	3
Parks maintenance	1	2	3
Police services.....	1	2	3
Special events (e.g., Old Home Day)	1	2	3
Recycling	1	2	3
Snow removal	1	2	3
Recreational programs.....	1	2	3
Sewer availability	1	2	3
Library services	1	2	3

The Town of Hooksett 2013 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- ☐ No → Go to Question D3
- ☐ Yes, full time → Go to Question D2
- ☐ Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days

Bus, rail, subway or other public transportation days

Walk days

Bicycle days

Work at home days

Other days

D3. How many years have you lived in Hooksett?

- ☐ Less than 2 years ☐ 11-20 years
- ☐ 2-5 years ☐ More than 20 years
- ☐ 6-10 years

D4. Which best describes the building you live in?

- ☐ One family house detached from any other houses
- ☐ House attached to one or more houses (e.g., a duplex or townhome)
- ☐ Building with two or more apartments or condominiums
- ☐ Mobile home
- ☐ Other

D5. Is this house, apartment or mobile home...

- ☐ Rented for cash or occupied without cash payment?
- ☐ Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- ☐ Less than \$300 per month
- ☐ \$300 to \$599 per month
- ☐ \$600 to \$999 per month
- ☐ \$1,000 to \$1,499 per month
- ☐ \$1,500 to \$2,499 per month
- ☐ \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- ☐ No ☐ Yes

D8. Are you or any other members of your household aged 65 or older?

- ☐ No ☐ Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$24,999
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- ☐ No, not Spanish, Hispanic or Latino
- ☐ Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
- ☐ Asian, Asian Indian or Pacific Islander
- ☐ Black or African American
- ☐ White
- ☐ Other

D12. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
- ☐ 25-34 years ☐ 65-74 years
- ☐ 35-44 years ☐ 75 years or older
- ☐ 45-54 years

D13. What is your sex?

- ☐ Female ☐ Male

D14. Are you registered to vote in your jurisdiction?

- ☐ No ☐ Ineligible to vote
- ☐ Yes ☐ Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- ☐ No ☐ Ineligible to vote
- ☐ Yes ☐ Don't know

D16. Do you have a cell phone?

- ☐ No ☐ Yes

D17. Do you have a land line at home?

- ☐ No ☐ Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- ☐ Cell ☐ Land line ☐ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



Town of Hooksett
Administration Department
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Hooksett, NH 03106

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