





4. Salem is facing increasing financial challenges in providing City services. Please rate the importance of the following City services using the scale below.

	1 Not at all important	2 Somewhat important	3 Important	4 Very important	5 Not applicable	Response Count
Keeping streets and public areas clean	0.5% (5)	6.3% (62)	32.2% (315)	60.8% (594)	0.1% (1)	977
Maintaining recreation and community programs (Library, Council on Aging, etc.)	1.8% (18)	11.4% (111)	36.6% (358)	49.7% (486)	0.4% (4)	977
Improving parks and playgrounds	2.5% (24)	19.1% (187)	44.0% (430)	34.4% (336)	0.0% (0)	977
Garbage collection and recycling services	0.4% (4)	5.4% (53)	31.6% (309)	62.2% (608)	0.3% (3)	977
Repairing streets and sidewalks	0.1% (1)	7.0% (68)	32.9% (321)	59.6% (582)	0.5% (5)	977
Revitalizing downtown	1.8% (18)	17.4% (170)	34.6% (338)	44.9% (439)	1.2% (12)	977
Cleaning up graffiti	5.2% (51)	26.9% (263)	35.8% (350)	31.6% (309)	0.4% (4)	977
Police services	1.0% (10)	5.7% (56)	21.3% (208)	70.3% (687)	1.6% (16)	977
Fire protection and emergency medical response	0.3% (3)	4.6% (45)	22.6% (221)	70.7% (691)	1.7% (17)	977
Quality public schools	2.1% (21)	4.4% (43)	21.3% (208)	68.0% (664)	4.2% (41)	977
				answered question		977
				skipped question		44


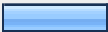
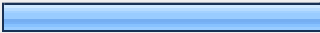


5. The City of Salem has identified its involvement in the following issues as important to the future of Salem. Using the scale below, please rate how important you feel the following issues are:

	1 Not at all important	2 Somewhat important	3 Important	4 Very important	5 Not applicable	Response Count
Renewable energy and energy efficiency initiatives	4.3% (41)	15.3% (146)	35.6% (340)	44.6% (426)	0.2% (2)	955
Supporting the growth of new and existing businesses	0.8% (8)	8.6% (82)	36.2% (346)	54.0% (516)	0.3% (3)	955
Providing improved recreational opportunities for youth and adults	4.0% (38)	23.2% (222)	45.0% (430)	27.4% (262)	0.3% (3)	955
Offering a quality public education	1.6% (15)	5.1% (49)	24.1% (230)	66.6% (636)	2.6% (25)	955
Providing a supportive environment for tourism, arts and cultural opportunities	2.1% (20)	13.1% (125)	40.9% (391)	43.0% (411)	0.8% (8)	955
Pursuing options to regionalize and combine City functions	5.8% (55)	24.2% (231)	36.5% (349)	31.2% (298)	2.3% (22)	955
Stabilizing property taxes/City finances	0.9% (9)	7.0% (67)	29.3% (280)	59.8% (571)	2.9% (28)	955
Improving communication between City and residents	1.5% (14)	18.3% (175)	37.6% (359)	41.7% (398)	0.9% (9)	955
Maintaining a beneficial property tax agreement with Salem Harbor Power Station	7.9% (75)	12.9% (123)	31.0% (296)	44.7% (427)	3.6% (34)	955
				answered question		955
				skipped question		66

6. Do you live or work in downtown Salem?

	Response Percent	Response Count
Live 	28.2%	269
Work 	10.3%	98
Neither 	50.3%	480
Both live and work downtown 	11.3%	108
<i>answered question</i>		955
<i>skipped question</i>		66






7. In 2010, how often, if ever, did you go downtown?

	Response Percent	Response Count
Never 	1.0%	5
Less than a dozen times 	15.6%	75
Frequently 	47.9%	230
Regularly spend time downtown 	34.8%	167
Don't know 	0.6%	3
<i>answered question</i>		480
<i>skipped question</i>		541




8. What are the major reasons that keep you from spending more time downtown? Please check all that apply.

	Response Percent	Response Count
Lack of parking	61.0%	50
Cost of parking	36.6%	30
Traffic	57.3%	47
Safety	7.3%	6
Prefer other shopping areas	29.3%	24
Not interested in downtown shops, restaurants, services	22.0%	18
Too expensive	20.7%	17
Cleanliness	7.3%	6
Inconvenient	30.5%	25
Other	9.8%	8
Don't know	9.8%	8
Not applicable (I regularly spend time downtown)	0.0%	0
answered question		82
skipped question		939



9. In general, how safe do you feel in downtown Salem?

	Response Percent	Response Count
Very safe 	56.0%	533
Somewhat safe 	40.5%	385
Not very safe 	2.1%	20
Not at all safe 	0.6%	6
Don't know/no opinion 	0.7%	7
answered question		951
skipped question		70


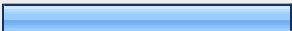

10. How familiar or unfamiliar are you with Connect-CTY, the City's automated telephone system?

	Response Percent	Response Count
Very familiar 	43.8%	416
Somewhat familiar 	31.9%	303
Not at all familiar 	24.3%	231
answered question		950
skipped question		71

11. Have you registered your telephone number and/or email address with Connect-CTY so that you may receive automated messages on important city matters?

	Response Percent	Response Count
Yes 	66.0%	623
No 	34.3%	324
<i>answered question</i>		944
<i>skipped question</i>		77

12. In the last 12 months, have you contacted the City to obtain information or request services?

	Response Percent	Response Count
Yes 	54.4%	517
No 	43.5%	413
Don't know 	2.1%	20
<i>answered question</i>		950
<i>skipped question</i>		71

13. How have you contacted the City? Please check all that apply.

	Response Percent	Response Count
In person	47.2%	241
By telephone	79.3%	405
By mail	7.0%	36
By email	38.7%	198
By visiting the online Citizen Request Action Center website at salem.com	7.0%	36
Other	2.7%	14
answered question		511
skipped question		510




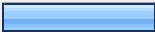



14. How would you describe the City employee with whom you most recently had contact?

	1 Poor	2 Fair	3 Good	4 Very good	5 Don't know/not applicable	Response Count
Knowledgeable	2.9% (15)	10.4% (53)	32.2% (164)	49.5% (252)	4.9% (25)	509
Courteous	4.9% (25)	10.0% (51)	28.8% (147)	53.3% (272)	2.9% (15)	510
Responsive to your needs	7.5% (38)	13.4% (68)	29.6% (150)	46.7% (237)	2.8% (14)	507
Ease of getting in touch with the employee	8.3% (42)	15.1% (77)	30.8% (157)	42.6% (217)	3.1% (16)	509
Respectfulness	4.5% (23)	8.5% (43)	30.2% (153)	53.6% (271)	3.2% (16)	506
Timeliness of response	9.3% (47)	12.5% (63)	31.1% (157)	43.2% (218)	4.0% (20)	505
Willingness to accomodate the need for foreign language and/or sign language	1.4% (7)	0.8% (4)	6.2% (31)	9.1% (46)	82.5% (416)	504
answered question						511
skipped question						510

15. How would you rate each of the following characteristics of the City website?

	1 Poor	2 Only fair	3 Good	4 Very good	5 Don't know/not applicable	Response Count
Usefulness of information	0.6% (3)	8.4% (43)	47.3% (241)	36.3% (185)	7.5% (38)	510
Ease of use or navigation	1.8% (9)	17.4% (88)	44.0% (223)	29.6% (150)	7.3% (37)	507
Design and graphics	5.1% (26)	21.1% (107)	43.3% (219)	22.1% (112)	8.3% (42)	506
<i>answered question</i>						511
<i>skipped question</i>						510

16. How do you get parking ban (snow emergency, street sweeping, etc.) information? Please check all that apply.

	Response Percent	Response Count
Newspapers 	13.7%	70
Connect-CTY telephone calls 	73.4%	375
City of Salem website 	26.6%	136
Email notification 	22.9%	117
Word of mouth 	23.9%	122
Other 	31.9%	163
Don't know 	2.3%	12
<i>answered question</i>		511
<i>skipped question</i>		510

17. Using the scale below, please rate your satisfaction with the following City services.

	1 Very dissatisfied	2 Somewhat dissatisfied	3 Satisfied	4 Very satisfied	5 Don't know or not applicable	Response Count
Parking enforcement	9.2% (86)	14.4% (135)	55.0% (514)	9.8% (92)	11.6% (108)	935
Snow removal/Snow plowing	3.9% (36)	22.5% (210)	53.2% (497)	17.6% (165)	2.9% (27)	935
Road maintenance and repair	11.8% (110)	41.1% (384)	40.1% (375)	5.0% (47)	2.0% (19)	935
Traffic enforcement	12.1% (113)	28.2% (264)	48.9% (457)	6.3% (59)	4.5% (42)	935
Recreation programs	1.1% (10)	6.5% (61)	48.1% (450)	16.3% (152)	28.0% (262)	935
Senior Center programs	1.0% (9)	2.4% (22)	18.8% (176)	7.0% (65)	70.9% (663)	935
Overall cleanliness of City	4.6% (43)	26.3% (246)	55.9% (523)	12.7% (119)	0.4% (4)	935
Police services	2.5% (23)	8.9% (83)	55.5% (519)	26.7% (250)	6.4% (60)	935
Fire services	0.1% (1)	1.4% (13)	52.6% (492)	31.6% (295)	14.3% (134)	935
Trash collection	2.9% (27)	13.7% (128)	51.9% (485)	29.1% (272)	2.5% (23)	935
Recycling services	1.4% (13)	10.2% (95)	51.4% (481)	33.9% (317)	3.1% (29)	935
Public Library services	0.2% (2)	3.0% (28)	39.1% (366)	40.2% (376)	17.4% (163)	935
Appearance and maintenance of parks	3.7% (35)	17.9% (167)	56.4% (527)	17.0% (159)	5.0% (47)	935
Public Schools	4.7% (44)	15.6% (146)	28.2% (264)	9.9% (93)	41.5% (388)	935
				answered question		935
				skipped question		86

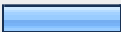
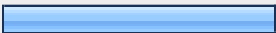
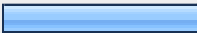


18. With cutbacks in state funding, the City will need to operate differently and more efficiently. Using the scale below, please indicate how you feel about the following revenue options and reform initiatives.

	1 Do not support	2 Somewhat support	3 Support	4 Strongly support	5 Don't know/No opinion	Response Count
Privatizing/outsourcing certain services	17.1% (159)	28.8% (268)	28.8% (268)	15.3% (142)	9.9% (92)	929
Combining services with other communities (regionalization)	9.1% (85)	22.9% (213)	35.3% (328)	28.1% (261)	4.5% (42)	929
Layoffs/reducing personnel	39.0% (362)	31.0% (288)	14.6% (136)	8.6% (80)	6.8% (63)	929
Restructure employee health and pension benefits	14.7% (137)	21.4% (199)	20.2% (188)	37.0% (344)	6.6% (61)	929
Offer fewer City services	54.3% (504)	25.6% (238)	10.1% (94)	4.8% (45)	5.2% (48)	929
Implement a Citywide trash fee	60.4% (561)	16.1% (150)	10.5% (98)	9.6% (89)	3.3% (31)	929
				<i>answered question</i>		929
				<i>skipped question</i>		92


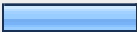
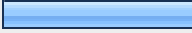
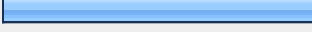
19. How would you rate Salem City government on the following?

	1 Poor	2 Fair	3 Good	4 Very good	5 No opinion	Response Count
Informing residents on major issues in the City of Salem	5.5% (51)	24.8% (229)	37.9% (351)	27.9% (258)	3.9% (36)	925
Representing and providing for the needs of all its citizens	6.0% (55)	27.5% (254)	42.7% (395)	14.0% (129)	9.8% (91)	924
Effectively planning for the future	7.6% (70)	24.8% (229)	36.8% (340)	20.2% (187)	10.6% (98)	924
Providing value for your tax dollars	9.4% (87)	33.5% (310)	35.9% (332)	14.3% (132)	7.0% (65)	926
Providing meaningful opportunities for citizens to give input on important issues	8.9% (82)	24.6% (228)	39.7% (367)	18.6% (172)	8.2% (76)	925
The overall direction that the City is taking	6.2% (57)	18.4% (170)	41.3% (382)	30.5% (282)	3.7% (34)	925
<i>answered question</i>						927
<i>skipped question</i>						94
















20. How would you describe your overall experience with Salem City government?

	Response Percent	Response Count
Very satisfied 	17.6%	163
Satisfied 	40.9%	379
Neutral/Don't have much experience 	29.4%	273
Dissatisfied 	10.4%	96
Very dissatisfied 	1.7%	16
<i>answered question</i>		927
<i>skipped question</i>		94



21. How long have you lived in Salem?

	Response Percent	Response Count
Less than a year 	5.2%	48
1 - 5 years 	20.0%	185
5 - 15 years 	28.3%	262
More than 15 years 	46.6%	432
<i>answered question</i>		927
<i>skipped question</i>		94

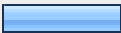

22. Which neighborhood of Salem do you live in?

	Response Percent	Response Count
Bridge Street Neck 	5.1%	47
Castle Hill 	1.9%	18
Derby Street Neighborhood 	5.4%	50
Downtown Salem 	7.2%	67
Gallows Hill 	2.2%	20
Greater Endicott Street 	0.6%	6
Historic District 	12.4%	115
Highland Avenue 	6.0%	56
North Salem 	13.7%	127
The Point 	1.2%	11
Salem Common 	7.6%	70
Salem Willows 	3.9%	36
South Salem 	18.5%	171
Witchcraft Heights 	5.2%	48
Other 	9.1%	84
	<i>answered question</i>	926
	<i>skipped question</i>	95



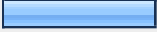

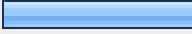

23. What is your gender?

	Response Percent	Response Count
Male 	36.8%	341
Female 	63.2%	585
	<i>answered question</i>	926
	<i>skipped question</i>	95




24. Do you have children in the Salem Public Schools?

	Response Percent	Response Count
Yes 	17.5%	162
No 	82.5%	764
<i>answered question</i>		926
<i>skipped question</i>		95

25. What age group do you fall in?

	Response Percent	Response Count
Less than 18 years old 	0.4%	4
18 - 30 years old 	13.1%	121
31 - 40 years old 	22.9%	212
41 - 50 years old 	25.8%	239
51 - 64 years old 	28.6%	265
65 years old or older 	9.1%	84
<i>answered question</i>		925
<i>skipped question</i>		96

26. Do you own your home or rent?

	Response Percent	Response Count
Own 	79.6%	736
Rent 	18.5%	171
Other 	1.9%	18
<i>answered question</i>		925
<i>skipped question</i>		96