

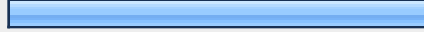



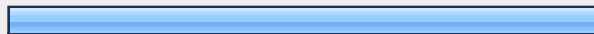



City of Salem Resident Survey 2009

| 1. Using the scale below, how do you rate Salem as a place to live? | | | |
|---|---|--------------------------|----------------|
| | | Response Percent | Response Count |
| Not a Great Place to Live |  | 3.0% | 34 |
| An Average Place to Live |  | 32.7% | 371 |
| A Great Place to Live |  | 64.3% | 728 |
| | | <i>answered question</i> | 1,133 |
| | | <i>skipped question</i> | 0 |

| 2. Using the scale below, how do you rate your particular neighborhood as a place to live? | | | |
|--|---|--------------------------|----------------|
| | | Response Percent | Response Count |
| Not a Great Place to Live |  | 7.1% | 80 |
| An Average Place to Live |  | 34.3% | 387 |
| A Great Place to Live |  | 58.6% | 660 |
| | | <i>answered question</i> | 1,127 |
| | | <i>skipped question</i> | 6 |

| 3. Would you recommend Salem as a place to live? | | | |
|--|--|--------------------------|----------------|
| | | Response Percent | Response Count |
| Yes |  | 90.5% | 1,019 |
| No |  | 9.5% | 107 |
| | | <i>answered question</i> | 1,126 |
| | | <i>skipped question</i> | 7 |

4. Using the scale below, please rate how important you feel the following City services are.

| | 1 Not at all Important | 2 Somewhat Important | 3 Important | 4 Very Important | 5 N/A (Not Applicable) | Response Count |
|----------------------------------|--------------------------|----------------------|--------------------|--------------------|------------------------|----------------|
| Police | 2.0% (22) | 2.8% (31) | 14.1% (155) | 80.7% (885) | 0.4% (4) | 1,097 |
| Fire | 2.0% (22) | 3.2% (35) | 14.3% (157) | 80.1% (879) | 0.4% (4) | 1,097 |
| Education | 0.9% (10) | 5.2% (57) | 16.6% (182) | 74.7% (820) | 2.6% (28) | 1,097 |
| Public Maintenance/Cleanliness | 0.5% (5) | 2.3% (25) | 29.1% (319) | 67.8% (744) | 0.4% (4) | 1,097 |
| Recreation & Community Services | 4.1% (45) | 15.7% (172) | 40.9% (449) | 39.0% (428) | 0.3% (3) | 1,097 |
| Trash Collection | 0.7% (8) | 6.1% (67) | 37.0% (406) | 55.5% (609) | 0.6% (7) | 1,097 |
| Recycling | 3.4% (37) | 12.5% (137) | 30.4% (333) | 53.3% (585) | 0.5% (5) | 1,097 |
| Roadway & Infrastructure Repairs | 0.6% (7) | 3.9% (43) | 32.4% (355) | 62.5% (686) | 0.5% (6) | 1,097 |
| Public Health | 3.8% (42) | 13.9% (152) | 32.5% (357) | 49.4% (542) | 0.4% (4) | 1,097 |
| | <i>answered question</i> | | | | | 1,097 |
| | <i>skipped question</i> | | | | | 36 |

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:




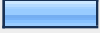
| | 1 Not at all Important | 2 Somewhat Important | 3 Important | 4 Very Important | 5 N/A (Not Applicable) | Response Count |
|--|---------------------------------|-----------------------------|--------------------|-------------------------|-------------------------------|-----------------------|
| Renewable Energy and Energy Efficiency Initiatives | 4.0% (43) | 12.3% (133) | 32.3% (348) | 51.2% (551) | 0.2% (2) | 1,077 |
| Maintenance and Upgrade of Public Infrastructure (roads, parks, water/sewer, etc.) | 0.2% (2) | 3.9% (42) | 30.9% (333) | 64.8% (698) | 0.2% (2) | 1,077 |
| Supporting the Growth of New and Existing Businesses | 2.5% (27) | 8.0% (86) | 33.7% (363) | 55.5% (598) | 0.3% (3) | 1,077 |
| Providing Improved Recreational Opportunities for Youth and Adults | 6.2% (67) | 23.0% (248) | 46.0% (495) | 24.7% (266) | 0.1% (1) | 1,077 |
| Offering a Quality Public Education | 0.8% (9) | 7.1% (76) | 23.5% (253) | 67.5% (727) | 1.1% (12) | 1,077 |
| Providing a Supportive Environment for Tourism, Arts and Cultural Opportunities | 3.8% (41) | 15.2% (164) | 39.0% (420) | 41.7% (449) | 0.3% (3) | 1,077 |
| Building a New, State of the Art Senior Community Center | 19.9% (214) | 37.4% (403) | 27.5% (296) | 13.8% (149) | 1.4% (15) | 1,077 |
| Pursuing Options to Regionalize and Combine City Functions | 9.8% (106) | 27.8% (299) | 35.7% (384) | 24.6% (265) | 2.1% (23) | 1,077 |
| Stabilizing Property Taxes/City Finances | 0.4% (4) | 7.3% (79) | 25.6% (276) | 65.6% (706) | 1.1% (12) | 1,077 |
| Improving Communication between City and Residents | 1.7% (18) | 13.9% (150) | 38.7% (417) | 44.8% (483) | 0.8% (9) | 1,077 |
| | <i>answered question</i> | | | | | 1,077 |
| | <i>skipped question</i> | | | | | 56 |

| 6. Using the scale below, please rate how effective the City of Salem is in addressing these same issues: | | | | | | |
|---|--------------------------|----------------------|--------------------|------------------|--------------------------------------|----------------|
| | 1 Not at all Effective | 2 Somewhat Effective | 3 Effective | 4 Very Effective | 5 Don't Know or N/A (Not Applicable) | Response Count |
| Renewable Energy and Energy Efficiency Initiatives | 13.3% (138) | 35.6% (369) | 24.1% (250) | 4.5% (47) | 22.5% (233) | 1,037 |
| Maintenance and Upgrade of Public Infrastructure (roads, parks, water/sewer, etc.) | 18.4% (191) | 47.2% (489) | 26.1% (271) | 5.3% (55) | 3.0% (31) | 1,037 |
| Supporting the Growth of New and Existing Businesses | 7.1% (74) | 31.4% (326) | 36.6% (380) | 12.2% (126) | 12.6% (131) | 1,037 |
| Providing Improved Recreational Opportunities for Youth and Adults | 5.5% (57) | 29.6% (307) | 38.1% (395) | 10.8% (112) | 16.0% (166) | 1,037 |
| Offering a Quality Public Education | 9.8% (102) | 32.3% (335) | 33.9% (352) | 9.4% (97) | 14.6% (151) | 1,037 |
| Providing a Supportive Environment for Tourism, Arts and Cultural Opportunities | 2.2% (23) | 18.1% (188) | 48.2% (500) | 26.4% (274) | 5.0% (52) | 1,037 |
| Building a New, State of the Art Senior Community Center | 13.9% (144) | 26.2% (272) | 24.0% (249) | 11.5% (119) | 24.4% (253) | 1,037 |
| Pursuing Options to Regionalize and Combine City Functions | 13.0% (135) | 29.4% (305) | 17.9% (186) | 4.9% (51) | 34.7% (360) | 1,037 |
| Stabilizing Property Taxes/City Finances | 22.6% (234) | 34.9% (362) | 21.4% (222) | 6.6% (68) | 14.6% (151) | 1,037 |
| Improving Communication between City and Residents | 11.6% (120) | 27.7% (287) | 34.6% (359) | 20.8% (216) | 5.3% (55) | 1,037 |
| | answered question | | | | | 1,037 |
| | skipped question | | | | | 96 |

| 7. Using the scale below, please rate your satisfaction with the following city services: | | | | | | |
|---|--------------------------|----------------------|--------------------|--------------------|--------------------------------------|----------------|
| | 1 Very Dissatisfied | 2 Somewhat Satisfied | 3 Satisfied | 4 Very Satisfied | 5 Don't Know or N/A (Not Applicable) | Response Count |
| Parking Enforcement | 14.7% (151) | 21.9% (224) | 45.6% (467) | 10.7% (110) | 7.1% (73) | 1,025 |
| Snow Removal | 8.3% (85) | 25.2% (258) | 44.6% (457) | 21.3% (218) | 0.7% (7) | 1,025 |
| Road Maintenance & Repair | 26.9% (276) | 41.4% (424) | 27.0% (277) | 3.5% (36) | 1.2% (12) | 1,025 |
| Traffic Enforcement | 19.2% (197) | 31.4% (322) | 39.7% (407) | 6.0% (62) | 3.6% (37) | 1,025 |
| Park & Recreation Programs | 3.2% (33) | 19.8% (203) | 47.5% (487) | 14.7% (151) | 14.7% (151) | 1,025 |
| Senior Center Programs | 3.5% (36) | 12.1% (124) | 22.1% (227) | 6.2% (64) | 56.0% (574) | 1,025 |
| Overall Cleanliness of City | 16.0% (164) | 36.8% (377) | 37.4% (383) | 9.6% (98) | 0.3% (3) | 1,025 |
| Police Services | 5.5% (56) | 13.3% (136) | 48.1% (493) | 29.2% (299) | 4.0% (41) | 1,025 |
| Fire Services | 2.3% (24) | 5.4% (55) | 50.1% (514) | 33.5% (343) | 8.7% (89) | 1,025 |
| Trash Collection | 10.2% (105) | 15.7% (161) | 45.7% (468) | 26.9% (276) | 1.5% (15) | 1,025 |
| Recycling | 5.3% (54) | 15.8% (162) | 42.7% (438) | 34.3% (352) | 1.9% (19) | 1,025 |
| Public Library Services | 2.4% (25) | 7.5% (77) | 36.1% (370) | 39.3% (403) | 14.6% (150) | 1,025 |
| Appearance & Maintenance of Parks | 12.5% (128) | 30.7% (315) | 41.1% (421) | 12.4% (127) | 3.3% (34) | 1,025 |
| | answered question | | | | | 1,025 |
| | skipped question | | | | | 108 |

8. 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 N/A (Not Applicable) | Response Count |
|---|---------------------------------|---------------------------|--------------------|---------------------------|-------------------------------|-----------------------|
| Privatizing/Outsourcing Certain Services | 22.3% (226) | 31.6% (321) | 28.5% (289) | 14.9% (151) | 2.8% (28) | 1,015 |
| Local Meals Tax | 38.1% (387) | 27.4% (278) | 23.1% (234) | 10.0% (102) | 1.4% (14) | 1,015 |
| Regionalizing Services with Other Communities | 10.5% (107) | 25.4% (258) | 33.2% (337) | 29.4% (298) | 1.5% (15) | 1,015 |
| Layoffs/Reducing Personnel | 36.7% (373) | 36.4% (369) | 16.3% (165) | 9.2% (93) | 1.5% (15) | 1,015 |
| Increase Hotel/Motel Tax | 16.2% (164) | 27.8% (282) | 33.2% (337) | 22.0% (223) | 0.9% (9) | 1,015 |
| Restructure Employee Benefits | 13.2% (134) | 26.8% (272) | 23.4% (238) | 33.7% (342) | 2.9% (29) | 1,015 |
| Offer Less City Services | 56.0% (568) | 28.2% (286) | 11.1% (113) | 3.7% (38) | 1.0% (10) | 1,015 |
| Implement a Citywide Trash Fee | 61.8% (627) | 18.5% (188) | 11.0% (112) | 7.8% (79) | 0.9% (9) | 1,015 |
| | <i>answered question</i> | | | | | 1,015 |
| | <i>skipped question</i> | | | | | 118 |

| 9. Over the past year, would you say the responsiveness of local government has gotten worse, stayed the same, or improved? | | | |
|---|---|------------------|----------------|
| | | Response Percent | Response Count |
| Gotten Worse |  | 13.2% | 134 |
| Stayed the Same |  | 36.9% | 374 |
| Improved |  | 35.9% | 364 |
| Don't Know or N/A (Not Applicable) |  | 14.0% | 142 |
| <i>answered question</i> | | | 1,014 |
| <i>skipped question</i> | | | 119 |

| 10. How would you describe your overall experience with Salem city government? | | | |
|--|---|------------------|----------------|
| | | Response Percent | Response Count |
| Very Satisfied |  | 14.7% | 149 |
| Satisfied |  | 38.1% | 386 |
| Neutral/Don't Have Much Experience |  | 29.6% | 300 |
| Dissatisfied |  | 13.6% | 138 |
| Very Dissatisfied |  | 3.9% | 40 |
| <i>answered question</i> | | | 1,013 |
| <i>skipped question</i> | | | 120 |

| 11. How long have you lived in Salem? | | | |
|---------------------------------------|--|--------------------------|----------------|
| | | Response Percent | Response Count |
| Less than a year | | 4.1% | 41 |
| 1 - 5 years | | 23.5% | 238 |
| 5 - 15 years | | 24.3% | 246 |
| More than 15 years | | 48.1% | 487 |
| | | <i>answered question</i> | 1,012 |
| | | <i>skipped question</i> | 121 |

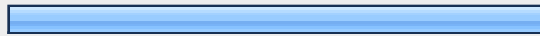
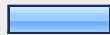

| 12. Which neighborhood of Salem do you live in? | | | |
|---|--|--------------------------|----------------|
| | | Response Percent | Response Count |
| Bridge Street Neck | | 3.7% | 37 |
| Castle Hill | | 1.6% | 16 |
| Downtown Salem | | 10.5% | 106 |
| Gallows Hill | | 2.8% | 28 |
| Historic District | | 14.7% | 148 |
| Highland Avenue | | 6.3% | 64 |
| North Salem | | 14.6% | 147 |
| Salem Common | | 11.1% | 112 |
| Salem Willows | | 3.1% | 31 |
| South Salem | | 16.4% | 166 |
| Witchcraft Heights | | 5.5% | 56 |
| Other | | 9.8% | 99 |
| | | <i>answered question</i> | 1,010 |
| | | <i>skipped question</i> | 123 |

| 13. What is your gender? | | | |
|--------------------------|--|------------------|----------------|
| | | Response Percent | Response Count |
| Male | | 44.7% | 451 |
| Female | | 55.3% | 559 |
| <i>answered question</i> | | | 1,010 |
| <i>skipped question</i> | | | 123 |

| 14. Do you have children in the Salem Public Schools? | | | |
|---|--|------------------|----------------|
| | | Response Percent | Response Count |
| Yes | | 15.2% | 153 |
| No | | 84.8% | 856 |
| <i>answered question</i> | | | 1,009 |
| <i>skipped question</i> | | | 124 |

| 15. What age group do you fall in? | | | |
|------------------------------------|--|------------------|----------------|
| | | Response Percent | Response Count |
| Less than 18 years old | | 0.7% | 7 |
| 18 - 30 years old | | 9.3% | 94 |
| 31 - 40 years old | | 26.0% | 262 |
| 41 - 50 years old | | 22.5% | 227 |
| 51 - 64 years old | | 31.4% | 317 |
| 65 years old or older | | 10.0% | 101 |
| <i>answered question</i> | | | 1,008 |
| <i>skipped question</i> | | | 125 |

16. Do you own your home or rent?

| | | Response Percent | Response Count |
|-------|--|--------------------------|----------------|
| Own |  | 82.1% | 827 |
| Rent |  | 15.1% | 152 |
| Other |  | 2.8% | 28 |
| | | <i>answered question</i> | 1,007 |
| | | <i>skipped question</i> | 126 |