

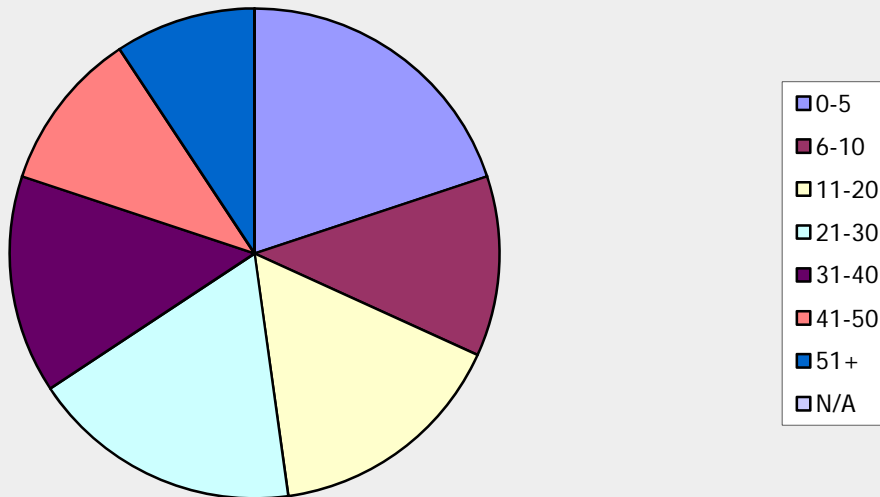
## Appendix 4: Community Survey Results

# Southampton Master Plan

## 1. How many years have you been a resident of Southampton?

Answer Options	Response Percent	Response Count
0-5	19.9%	62
6-10	11.9%	37
11-20	16.0%	50
21-30	17.9%	56
31-40	14.4%	45
41-50	10.6%	33
51+	9.3%	29
N/A	0.0%	0
<i>answered question</i>		<b>312</b>
<i>skipped question</i>		<b>4</b>

## 1. How many years have you been a resident of Southampton?

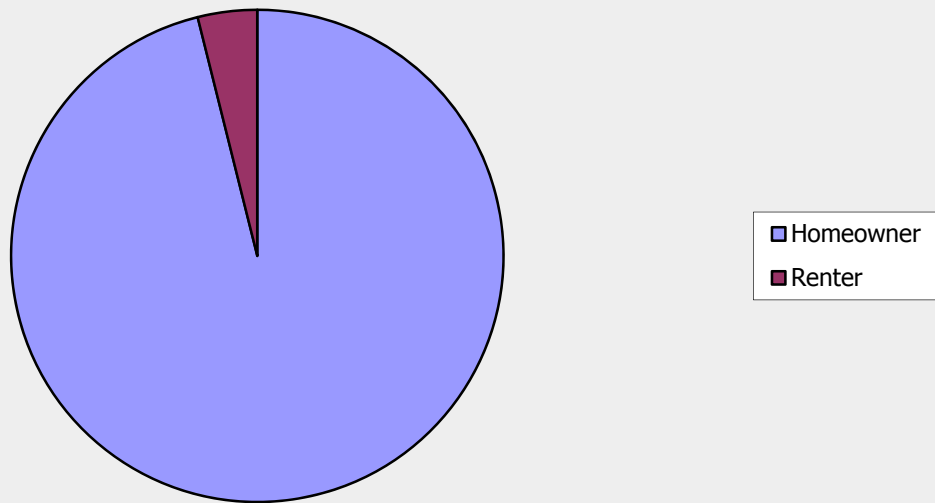


## Southampton Master Plan

2. Please indicate whether you are a

Answer Options	Response Percent	Response Count
Homeowner	96.1%	299
Renter	3.9%	12
<i>answered question</i>		<b>311</b>
<i>skipped question</i>		<b>5</b>

2. Please indicate whether you are a

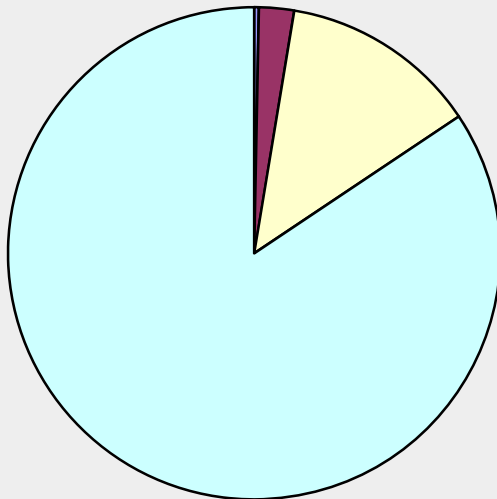


## Southampton Master Plan

### 3. Please indicate whether you live in

Answer Options	Response Percent	Response Count
An efficiency	0.3%	1
A one-bedroom home/apartment	2.3%	7
A two-bedroom home/apartment	13.0%	39
A home/apartment with three or more bedrooms	84.3%	253
<i>answered question</i>		<b>300</b>
<i>skipped question</i>		<b>16</b>

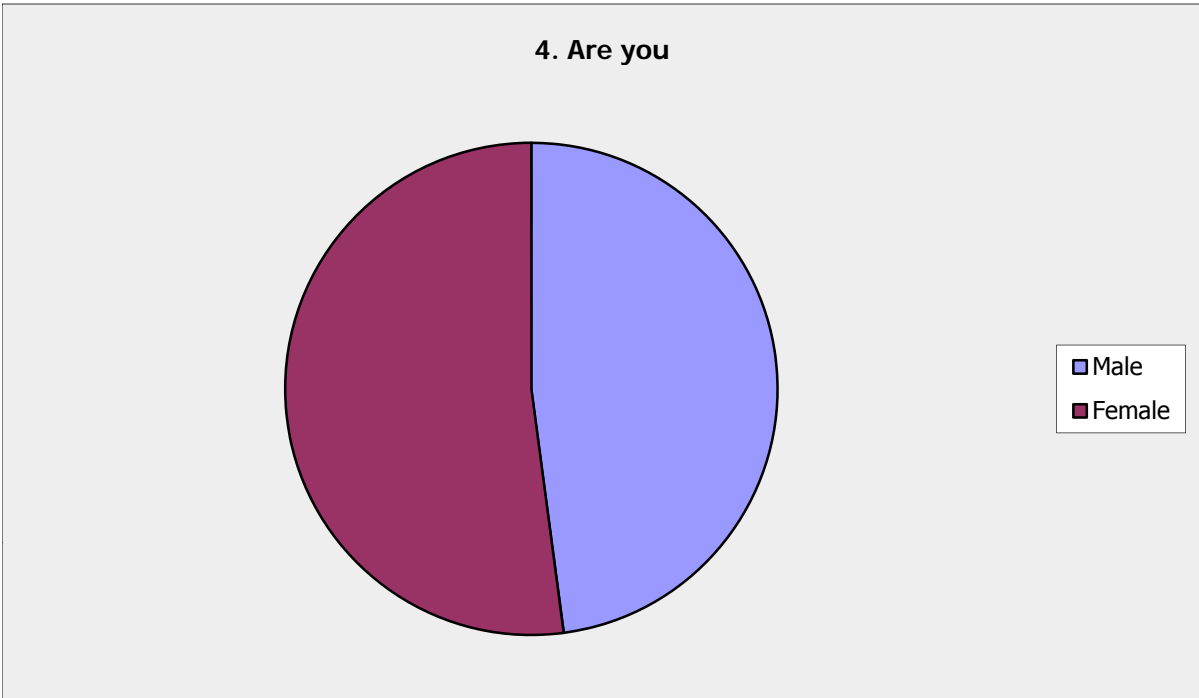
### 3. Please indicate whether you live in



- An efficiency
- A one-bedroom home/apartment
- A two-bedroom home/apartment
- A home/apartment with three or more bedrooms

# Southampton Master Plan

4. Are you		
Answer Options	Response Percent	Response Count
Male	47.9%	148
Female	52.1%	161
<i>answered question</i>		<b>309</b>
<i>skipped question</i>		<b>7</b>

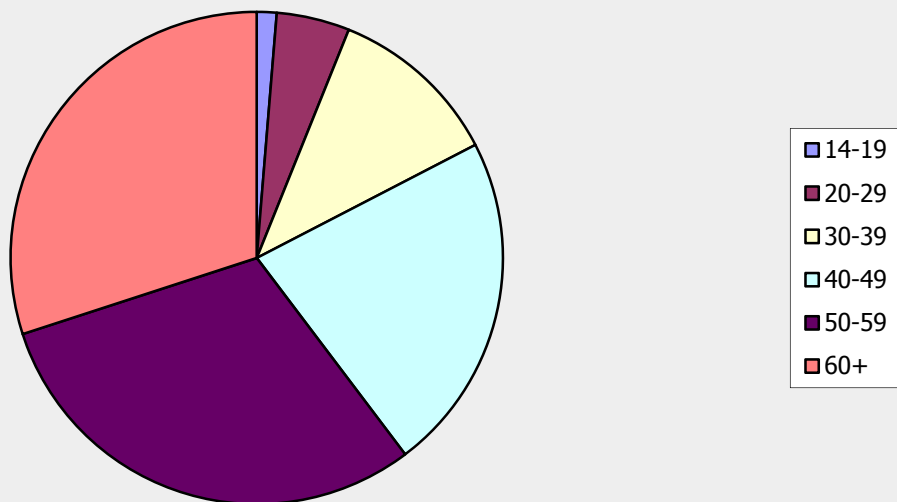


## Southampton Master Plan

### 5. What is your age?

Answer Options	Response Percent	Response Count
14-19	1.3%	4
20-29	4.8%	15
30-39	11.3%	35
40-49	22.3%	69
50-59	30.3%	94
60+	30.0%	93
<i>answered question</i>		<b>310</b>
<i>skipped question</i>		<b>6</b>

### 5. What is your age?

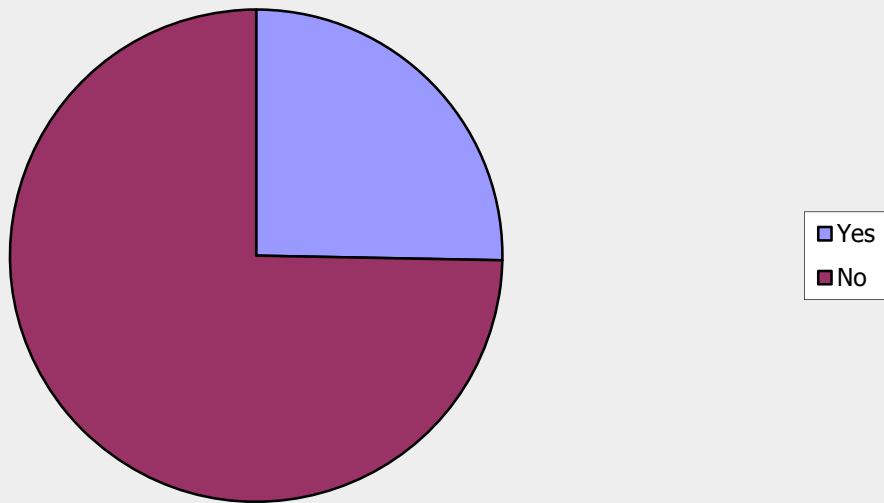


# Southampton Master Plan

## 6. Are you retired?

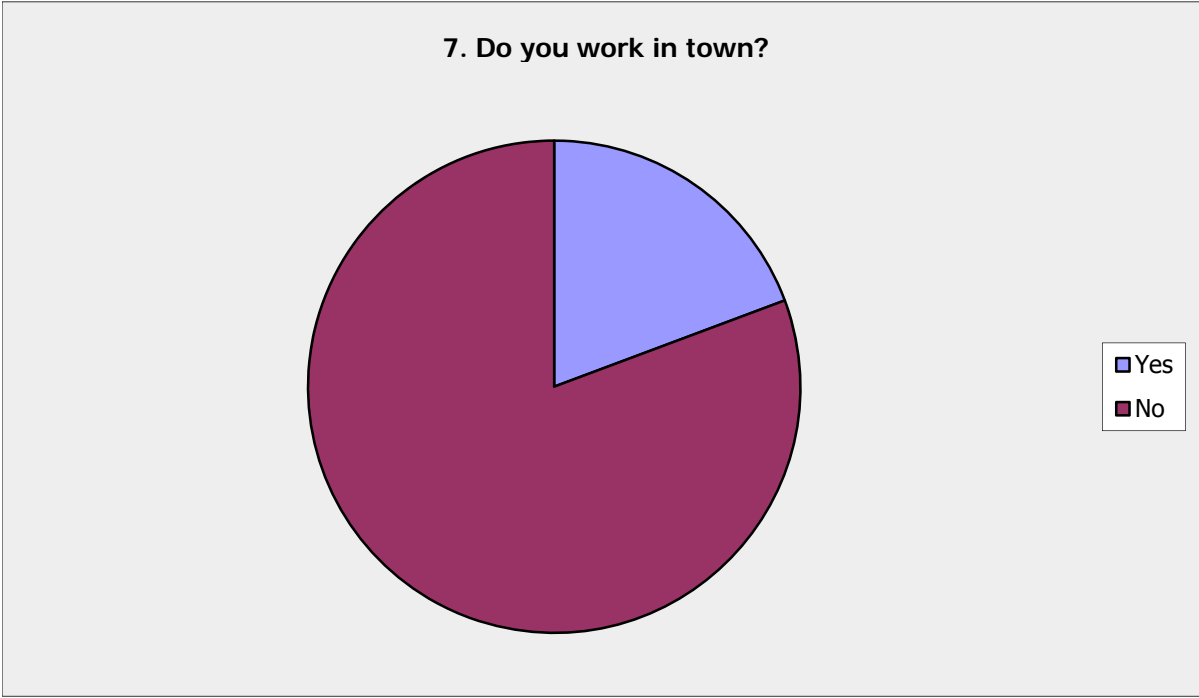
Answer Options	Response Percent	Response Count
Yes	25.3%	78
No	74.7%	230
<i>answered question</i>		<b>308</b>
<i>skipped question</i>		<b>8</b>

### 6. Are you retired?



# Southampton Master Plan

7. Do you work in town?		
Answer Options	Response Percent	Response Count
Yes	19.3%	56
No	80.7%	234
<i>answered question</i>		<b>290</b>
<i>skipped question</i>		<b>26</b>



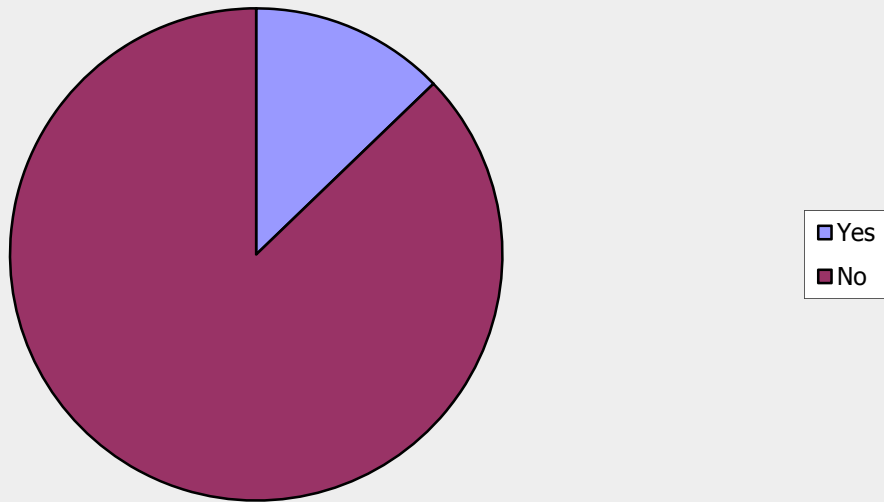


## Southampton Master Plan

### 8. Do you earn money working from home?

Answer Options	Response Percent	Response Count
Yes	12.8%	40
No	87.2%	272
<i>answered question</i>		<b>312</b>
<i>skipped question</i>		<b>4</b>

### 8. Do you earn money working from home?

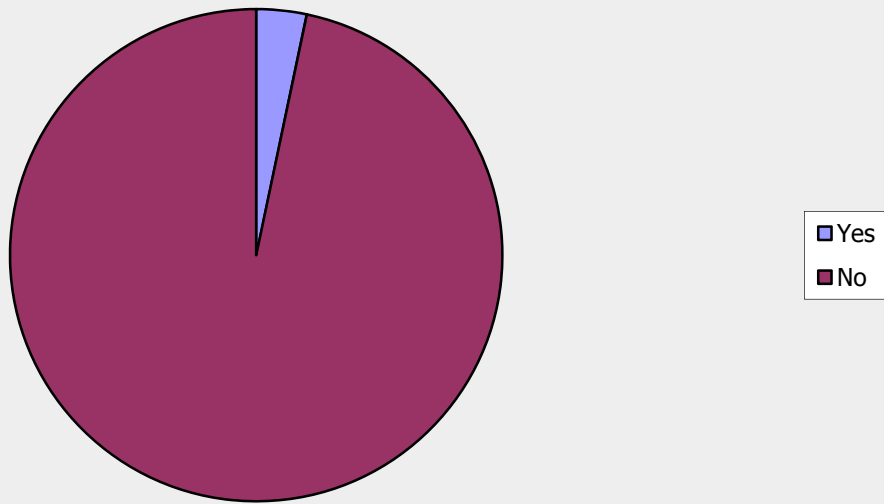


## Southampton Master Plan

### 9. Are you disabled?

Answer Options	Response Percent	Response Count
Yes	3.3%	10
No	96.7%	297
<i>answered question</i>		<b>307</b>
<i>skipped question</i>		<b>9</b>

### 9. Are you disabled?



## Southampton Master Plan

10. Do you have a special needs adult child living with you?

Answer Options	Response Percent	Response Count
Yes	0.6%	2
No	99.4%	306
<i>answered question</i>		<b>308</b>
<i>skipped question</i>		<b>8</b>

10. Do you have a special needs adult child living with you?

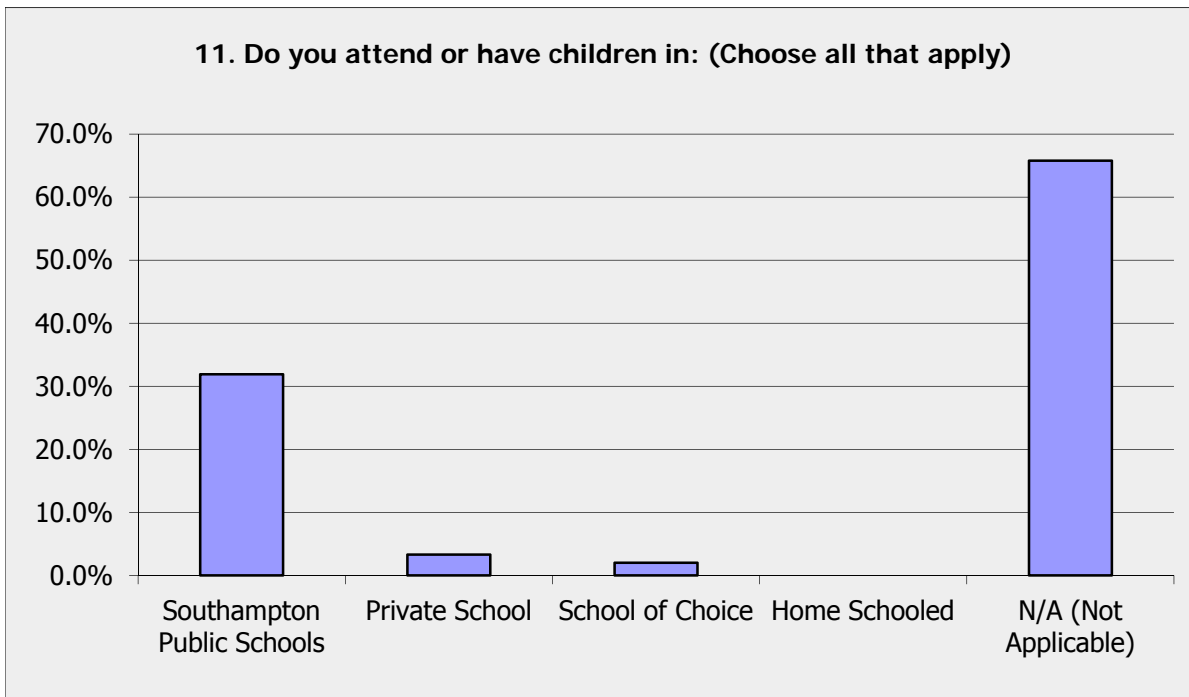


■ Yes  
■ No

## Southampton Master Plan

### 11. Do you attend or have children in: (Choose all that apply)

Answer Options	Response Percent	Response Count
Southampton Public Schools	31.9%	98
Private School	3.3%	10
School of Choice	2.0%	6
Home Schooled	0.0%	0
N/A (Not Applicable)	65.8%	202
<i>answered question</i>		<b>307</b>
<i>skipped question</i>		<b>9</b>

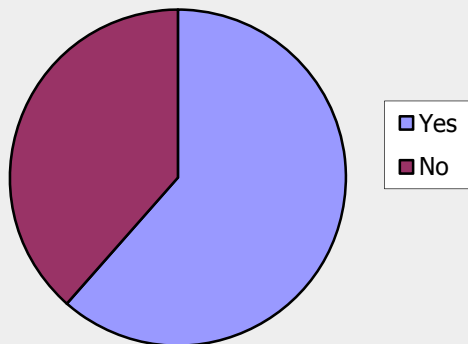


## Southampton Master Plan

### 12. Do you participate and vote at Town Meeting?

Answer Options	Response Percent	Response Count
Yes	61.5%	185
No	38.5%	116
If No, why not?		81
<i>answered question</i>		<b>301</b>
<i>skipped question</i>		<b>15</b>

### 12. Do you participate and vote at Town Meeting?

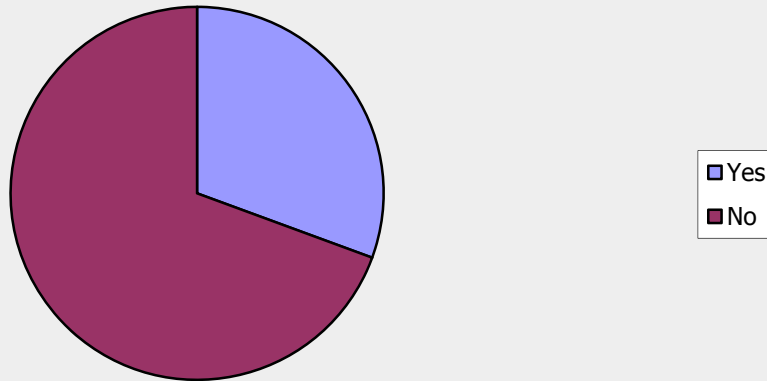


## Southampton Master Plan

13. Southampton now has nearly 6,000 residents. Once a town in Massachusetts has more than 6,000 people, it has the option of choosing a

Answer Options	Response Percent	Response Count
Yes	30.6%	90
No	69.4%	204
<i>answered question</i>		<b>294</b>
<i>skipped question</i>		<b>22</b>

13. Southampton now has nearly 6,000 residents. Once a town in Massachusetts has more than 6,000 people, it has the option of choosing a Representative Town Meeting form of government. Instead of all citizens voting at Town Meeting, the to

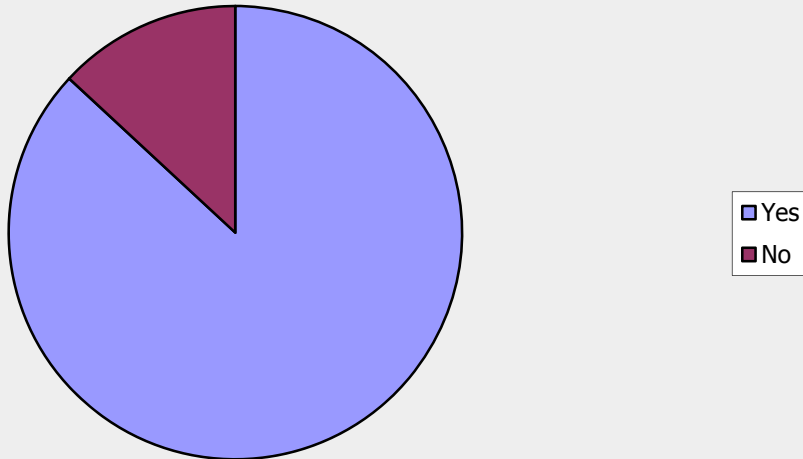


## Southampton Master Plan

14. Are you satisfied with the level of services provided by the Town for the following: (If No, please describe) Police?

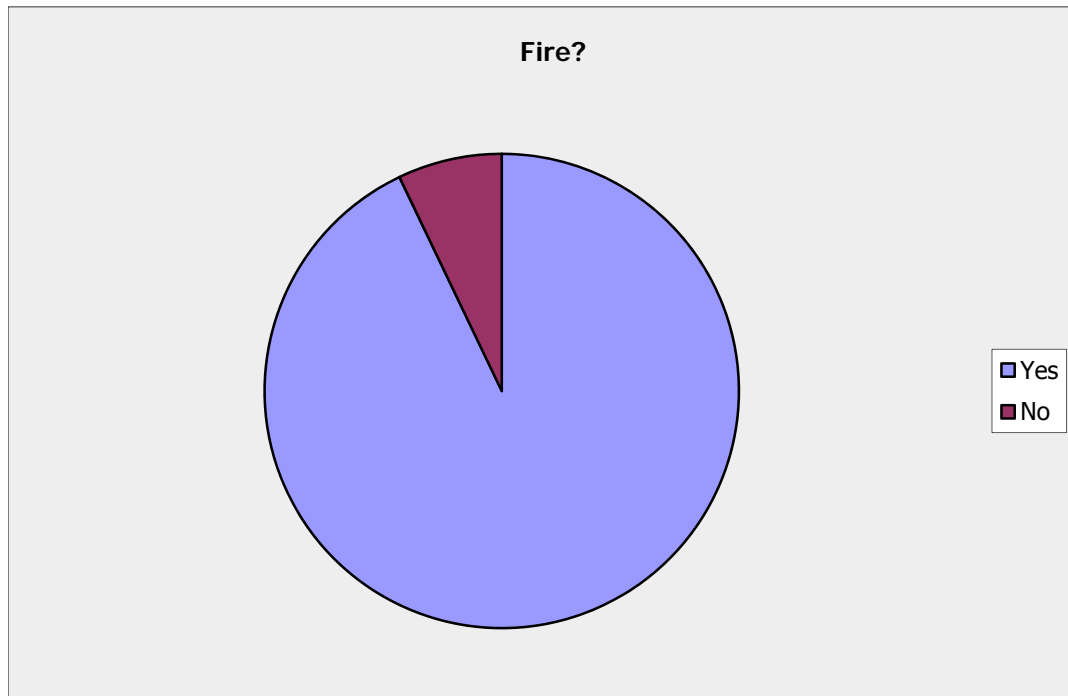
Answer Options	Response Percent	Response Count
Yes	86.9%	265
No	13.1%	40
If No, please describe:		35
<i>answered question</i>		<b>305</b>
<i>skipped question</i>		<b>11</b>

14. Are you satisfied with the level of services provided by the Town for the following: (If No, please describe) Police?



## Southampton Master Plan

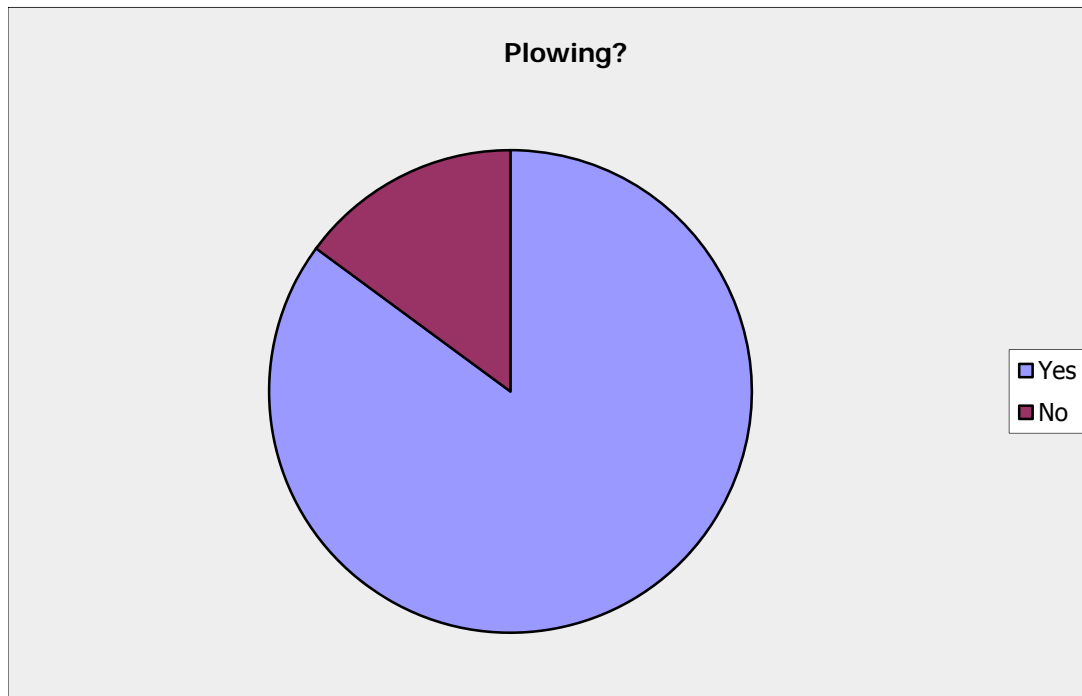
Fire?		
Answer Options	Response Percent	Response Count
Yes	92.9%	276
No	7.1%	21
If No, please describe:		32
<i>answered question</i>		<b>297</b>
<i>skipped question</i>		<b>19</b>





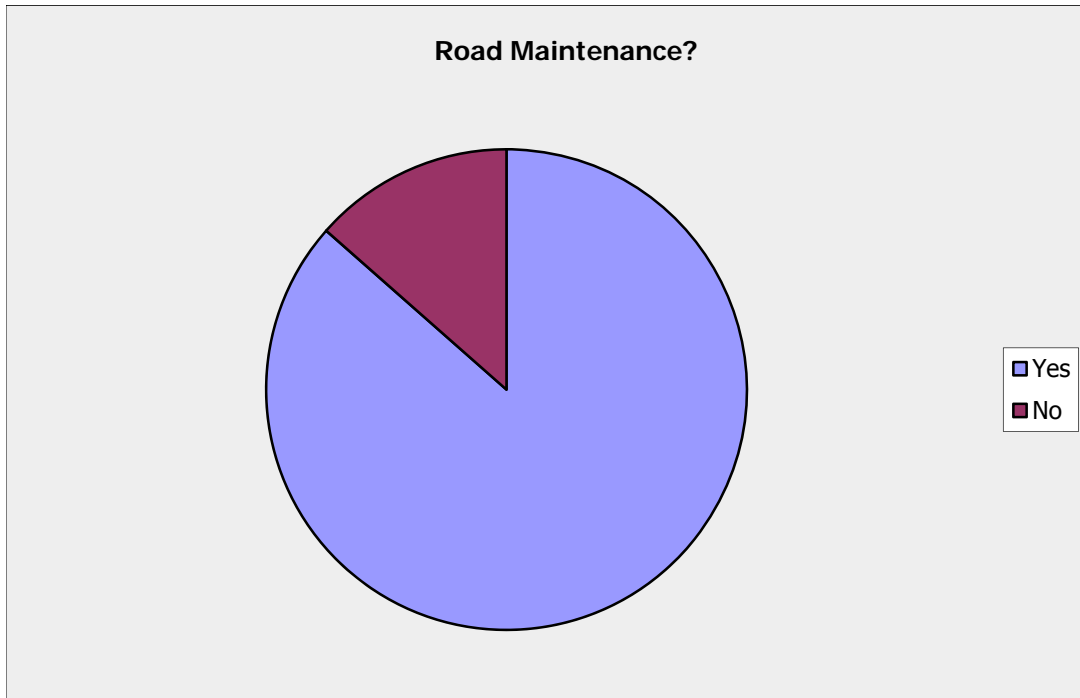
## Southampton Master Plan

Plowing?		
Answer Options	Response Percent	Response Count
Yes	85.1%	258
No	14.9%	45
If No, please describe:		52
<i>answered question</i>		<b>303</b>
<i>skipped question</i>		<b>13</b>



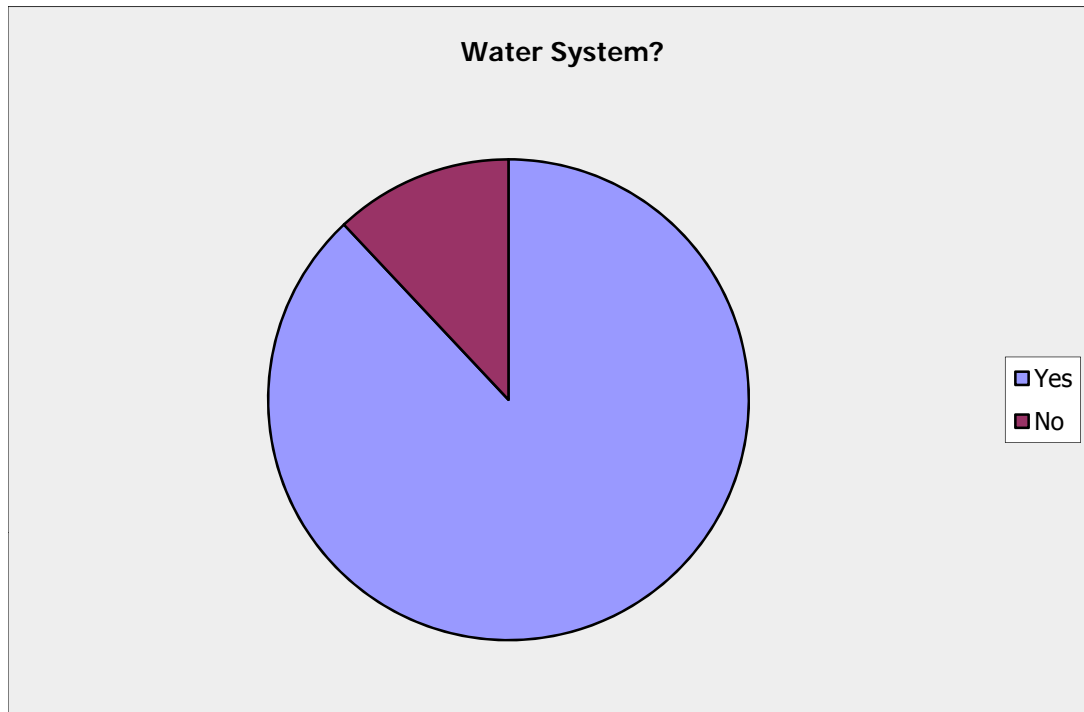
## Southampton Master Plan

Road Maintenance?		
Answer Options	Response Percent	Response Count
Yes	86.5%	256
No	13.5%	40
If No, please describe:		47
<i>answered question</i>		<b>296</b>
<i>skipped question</i>		<b>20</b>



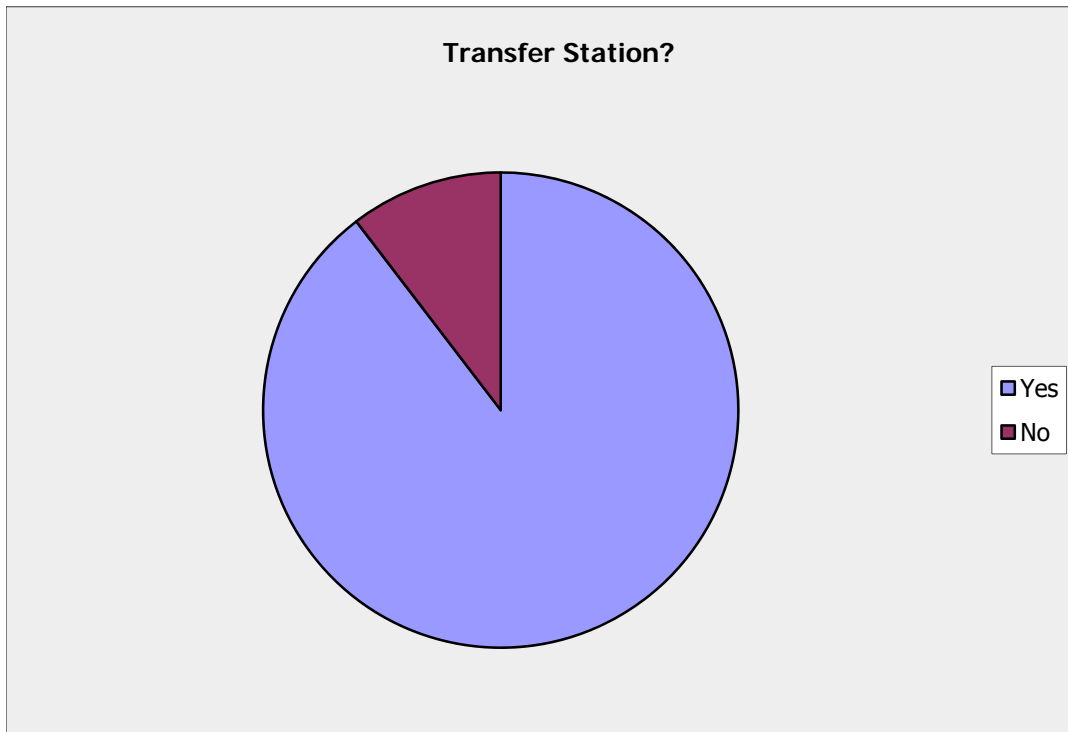
## Southampton Master Plan

Water System?		
Answer Options	Response Percent	Response Count
Yes	88.0%	241
No	12.0%	33
If No, please describe:		46
<i>answered question</i>		<b>274</b>
<i>skipped question</i>		<b>42</b>



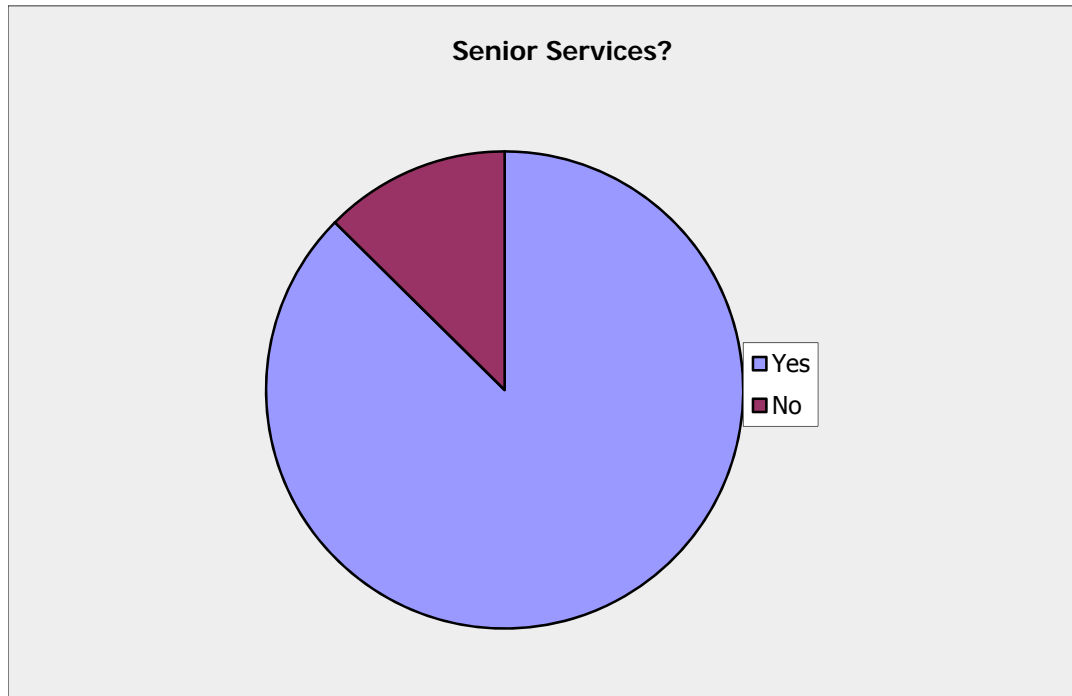
## Southampton Master Plan

Transfer Station?		
Answer Options	Response Percent	Response Count
Yes	89.6%	251
No	10.4%	29
If No, please describe:		37
<i>answered question</i>		<b>280</b>
<i>skipped question</i>		<b>36</b>



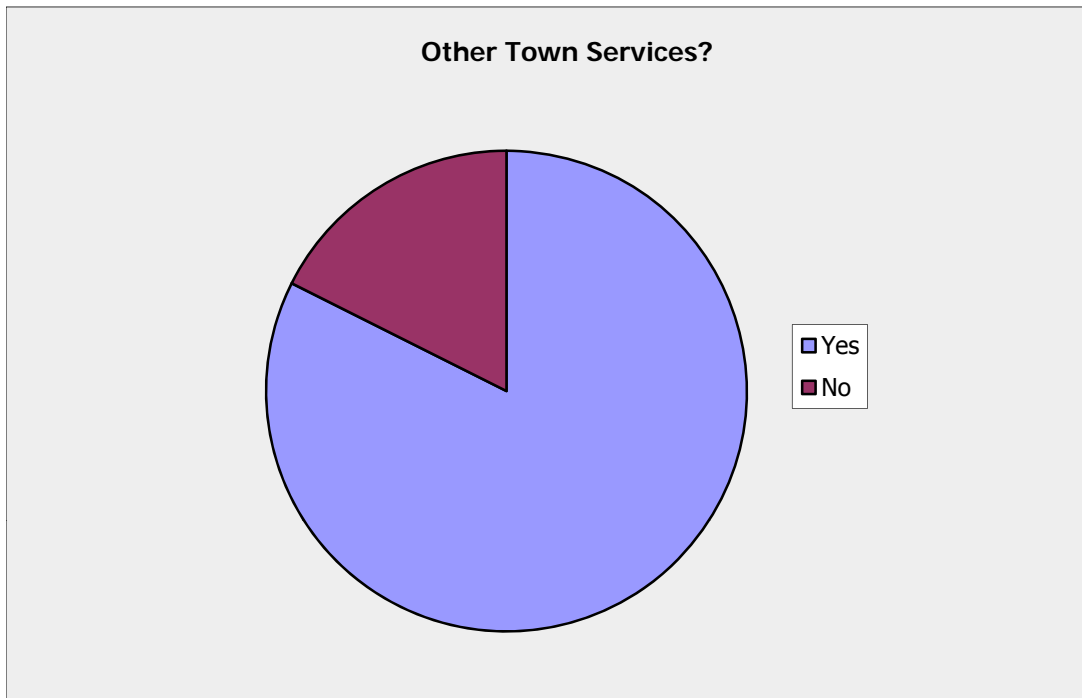
## Southampton Master Plan

Senior Services?		
Answer Options	Response Percent	Response Count
Yes	87.4%	201
No	12.6%	29
If No, please describe:		39
<i>answered question</i>		<b>230</b>
<i>skipped question</i>		<b>86</b>



## Southampton Master Plan

Other Town Services?		
Answer Options	Response Percent	Response Count
Yes	82.4%	192
No	17.6%	41
If No, please describe:		53
<i>answered question</i>		<b>233</b>
<i>skipped question</i>		<b>83</b>

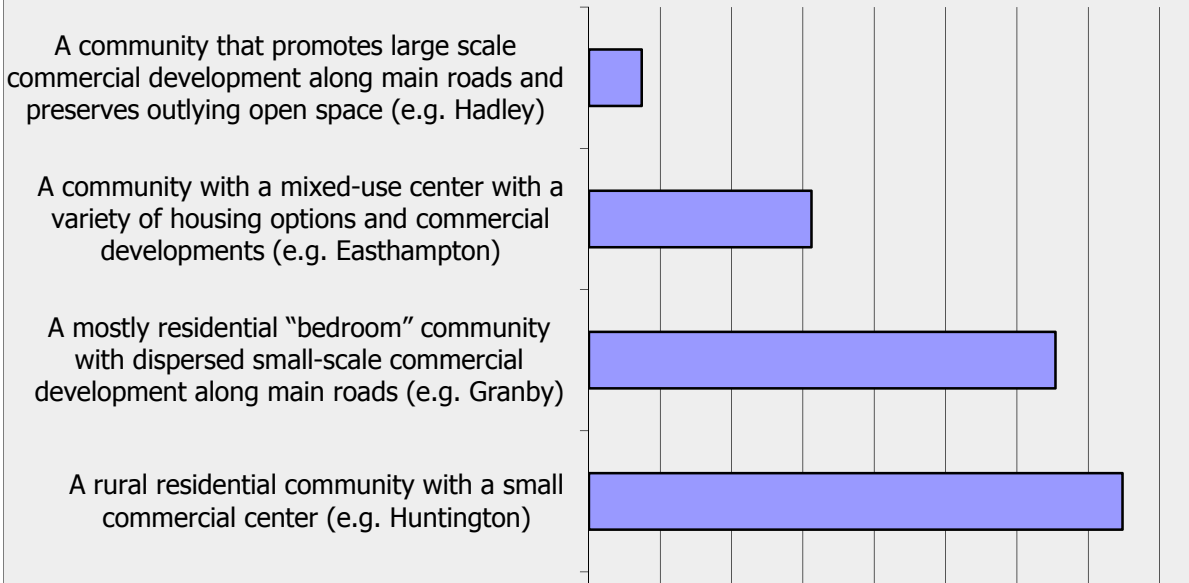


## Southampton Master Plan

15. What should we use as a model for the way Southampton should grow and look in the future? (Choose all that apply)

Answer Options	Response Percent	Response Count
A rural residential community without a commercial	27.6%	81
A rural residential community with a small commercial	37.4%	110
A mostly residential "bedroom" community with	32.7%	96
A community with a mixed-use center with a variety of	15.6%	46
A community that promotes large scale commercial	3.7%	11
Comments		55
<i>answered question</i>		<b>294</b>
<i>skipped question</i>		<b>22</b>

15. What should we use as a model for the way Southampton should grow and look in the future? (Choose all that apply)

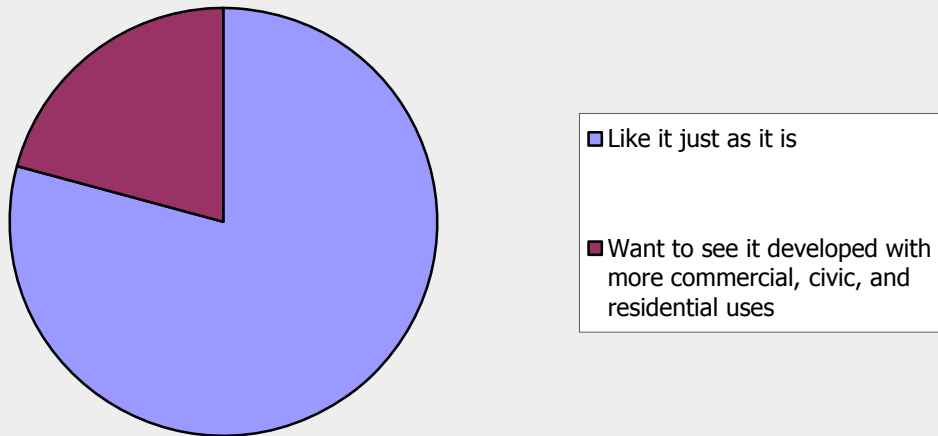


## Southampton Master Plan

16. With regard to the historic village center of Southampton, do you:

Answer Options	Response Percent	Response Count
Like it just as it is	79.2%	229
Want to see it developed with more commercial, civic,	20.8%	60
<i>answered question</i>		<b>289</b>
<i>skipped question</i>		<b>27</b>

16. With regard to the historic village center of Southampton, do you:

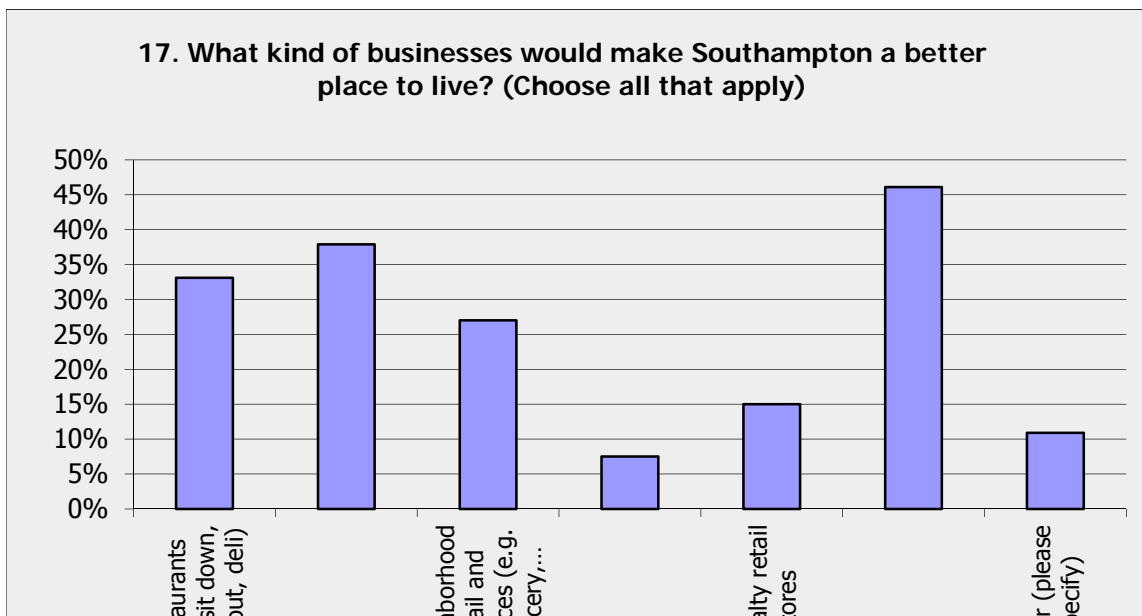




## Southampton Master Plan

### 17. What kind of businesses would make Southampton a better place to live? (Choose all that apply)

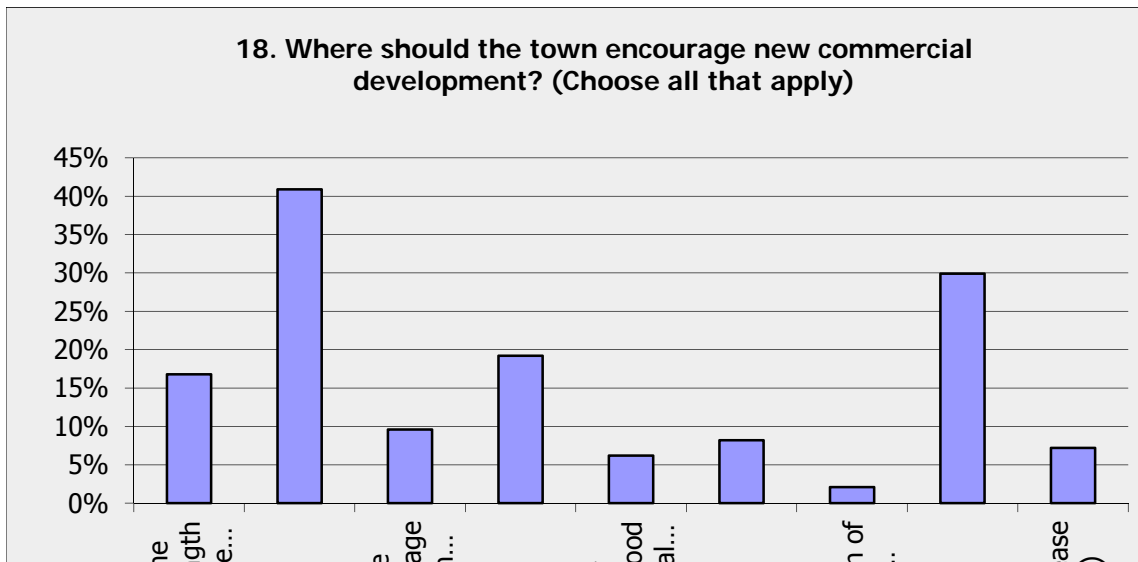
Answer Options	Response Percent	Response Count
Restaurants (e.g. sit down, take out, deli)	33.1%	97
Places to hang out (e.g. coffee shops, ice cream)	37.9%	111
Neighborhood retail and services (e.g. grocery, ...)	27.0%	79
Large retail stores (e.g. supermarket, Target, Home ...)	7.5%	22
Specialty retail stores	15.0%	44
None, Southampton has enough businesses, and my ...	46.1%	135
Other (please specify)	10.9%	32
<i>answered question</i>		<b>293</b>
<i>skipped question</i>		<b>23</b>



## Southampton Master Plan

18. Where should the town encourage new commercial development? (Choose all that apply)

Answer Options	Response Percent	Response Count
Along the whole length of College Highway (Route 10)	16.8%	49
On College Highway from the Easthampton town line to	40.9%	119
Near the historic village center, on College Highway	9.6%	28
Along College Highway from the Westfield town line to	19.2%	56
In new neighborhood commercial centers that serve our	6.2%	18
At the intersection of East Street and County Road	8.2%	24
At the intersection of College Highway and Fomer Road	2.1%	6
Nowhere	29.9%	87
Other (please specify)	7.2%	21
<i>answered question</i>		<b>291</b>
<i>skipped question</i>		<b>25</b>

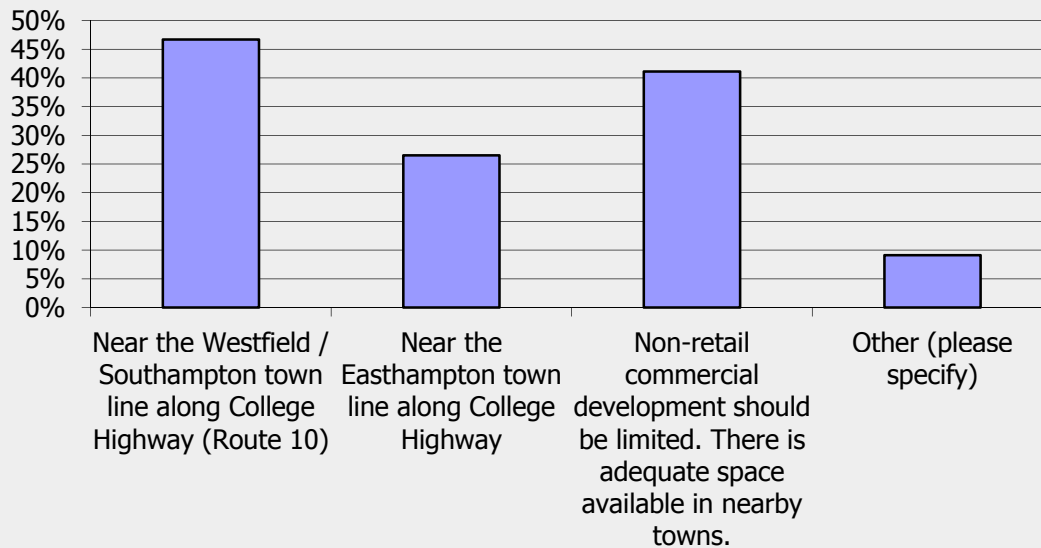


## Southampton Master Plan

**19. Where should the town encourage non-retail commercial (light industrial) development? (Choose all that apply)**

Answer Options	Response Percent	Response Count
Near the Westfield / Southampton town line along	46.7%	134
Near the Easthampton town line along College Highway	26.5%	76
Non-retail commercial development should be limited.	41.1%	118
Other (please specify)	9.1%	26
<i>answered question</i>		<b>287</b>
<i>skipped question</i>		<b>29</b>

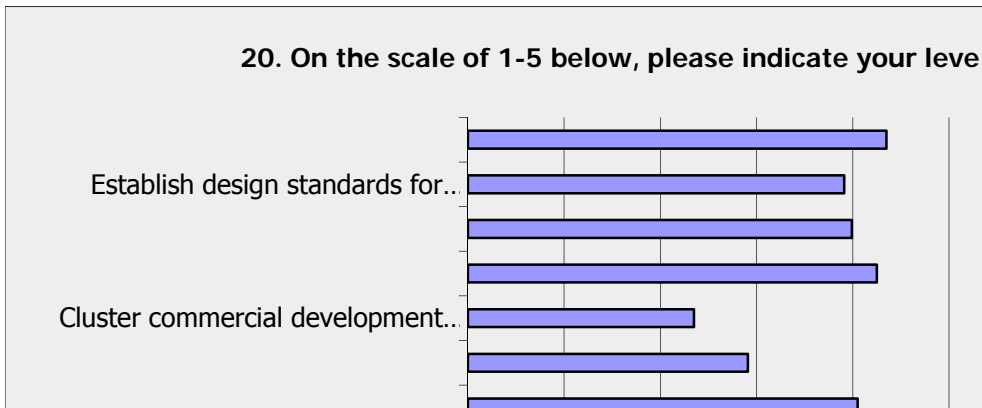
**19. Where should the town encourage non-retail commercial (light industrial) development? (Choose all that apply)**

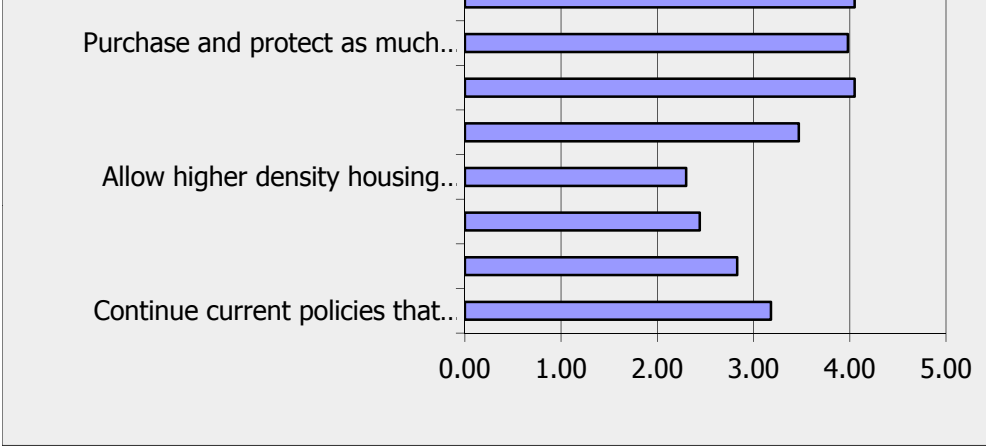


## Southampton Master Plan

20. On the scale of 1-5 below, please indicate your level of support for each of the following potential strategies for residential growth and for preserving Southampton's rural character:

Answer Options	1	2	3	4	5	Rating Average	Response Count
family homes on one acre lots in Southampton's	50	42	61	63	65	3.18	281
in sensitive natural resource areas to be built closer	75	45	50	75	36	2.83	281
center while preserving the outlying areas	89	51	86	28	23	2.44	277
lots, duplexes, town homes) in selected "smart growth"	126	38	46	51	21	2.30	282
unit) to preserve rural character and limit residential	36	38	58	65	90	3.47	287
uses only (e.g. 5 or more acres minimum lot size)	16	18	37	79	135	4.05	285
from development	24	21	40	51	149	3.98	285
allowing bright neon signs, implementing greater	10	14	56	77	129	4.05	286
Cluster commercial development at major intersections	61	41	69	72	33	2.91	276
commercial centers	96	59	67	39	16	2.35	277
regulate environmental impacts, safety and design	6	10	40	79	149	4.25	284
(e.g. 4+ unit subdivisions) to regulate environmental	30	14	29	66	144	3.99	283
center to create a traditional village with a walkable,	17	20	49	81	114	3.91	281
supply	13	12	29	41	191	4.35	286
<i>answered question</i>							<b>292</b>
<i>skipped question</i>							<b>24</b>



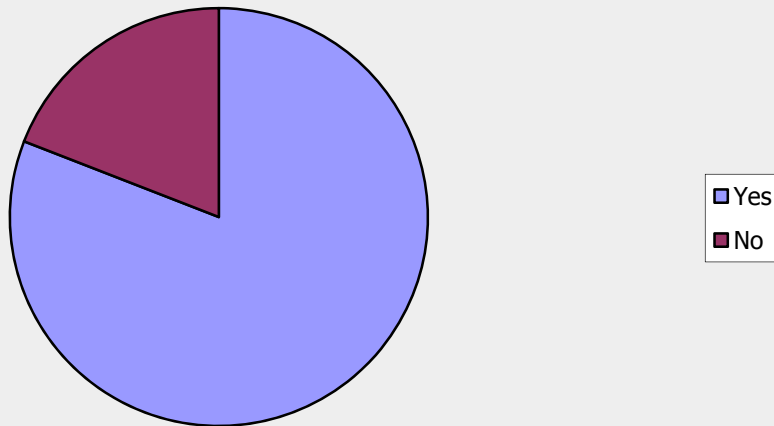


## Southampton Master Plan

21. Based on your income level, are there sufficient housing options for you and your family in Southampton?

Answer Options	Response Percent	Response Count
Yes	80.9%	220
No	19.1%	52
Comments:		31
<i>answered question</i>		<b>272</b>
<i>skipped question</i>		<b>44</b>

21. Based on your income level, are there sufficient housing options for you and your family in Southampton?

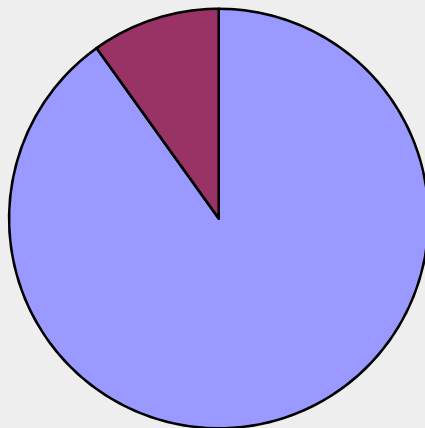


## Southampton Master Plan

22. Please indicate whether you are satisfied with your present housing:

Answer Options	Response Percent	Response Count
I am satisfied with my present housing	90.1%	263
I am not satisfied with my present housing	9.9%	29
<i>answered question</i>		<b>292</b>
<i>skipped question</i>		<b>24</b>

22. Please indicate whether you are satisfied with your present housing:

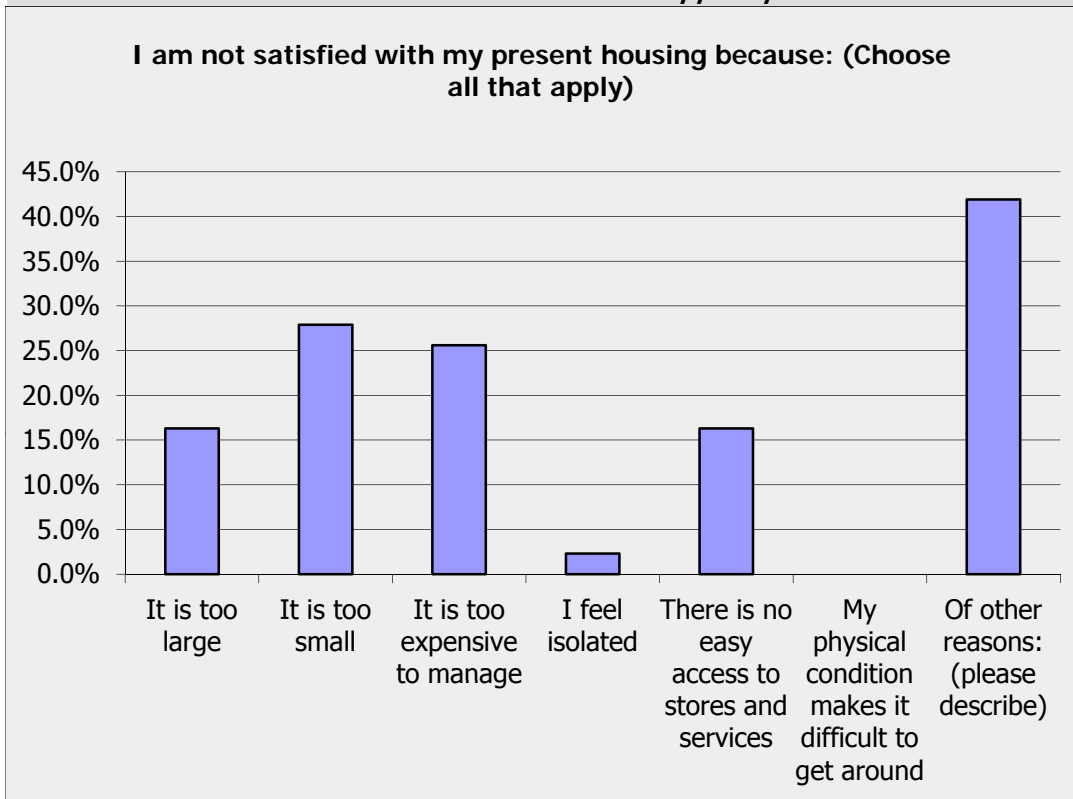


- I am satisfied with my present housing
- I am not satisfied with my present housing

## Southampton Master Plan

I am not satisfied with my present housing because: (Choose all that apply)

Answer Options	Response Percent	Response Count
It is too large	16.3%	7
It is too small	27.9%	12
It is too expensive to manage	25.6%	11
I feel isolated	2.3%	1
There is no easy access to stores and services	16.3%	7
My physical condition makes it difficult to get around	0.0%	0
Of other reasons: (please describe)	41.9%	18
<i>answered question</i>		<b>43</b>
<i>skipped question</i>		<b>273</b>



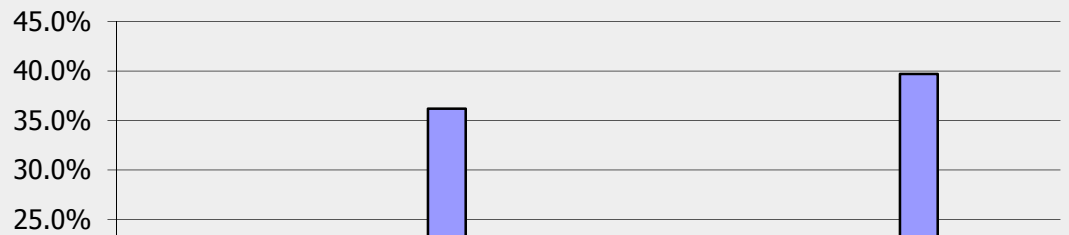


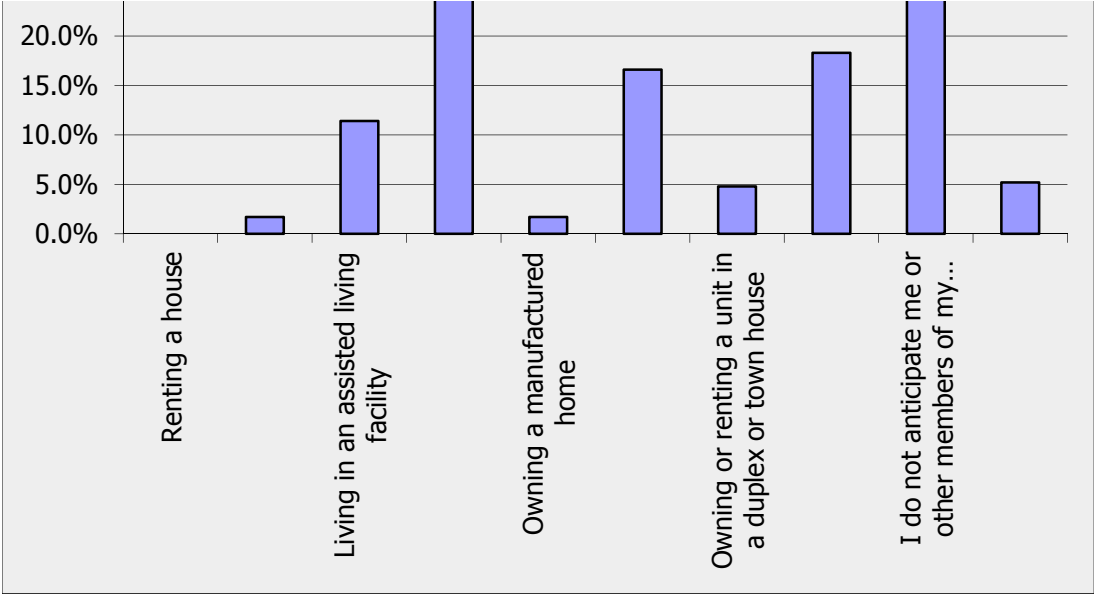
## Southampton Master Plan

**23. If you or your family members were to move to another living situation within Southampton someday, what type of housing do you anticipate will**

Answer Options	Response Percent	Response Count
Renting a house	0.0%	0
Renting an apartment	1.7%	5
Living in an assisted living facility	11.4%	33
Owning a house	36.2%	105
Owning a manufactured home	1.7%	5
Owning a condo or cooperative unit	16.6%	48
Owning or renting a unit in a duplex or town house	4.8%	14
Owning or renting a dwelling with everything on one	18.3%	53
I do not anticipate me or other members of my family	39.7%	115
In the future, I and other members of my family do not	5.2%	15
<i>answered question</i>		<b>290</b>
<i>skipped question</i>		<b>26</b>

**23. If you or your family members were to move to another living situation within Southampton someday, what type of housing do you anticipate will meet your future needs? (Choose all that apply)**

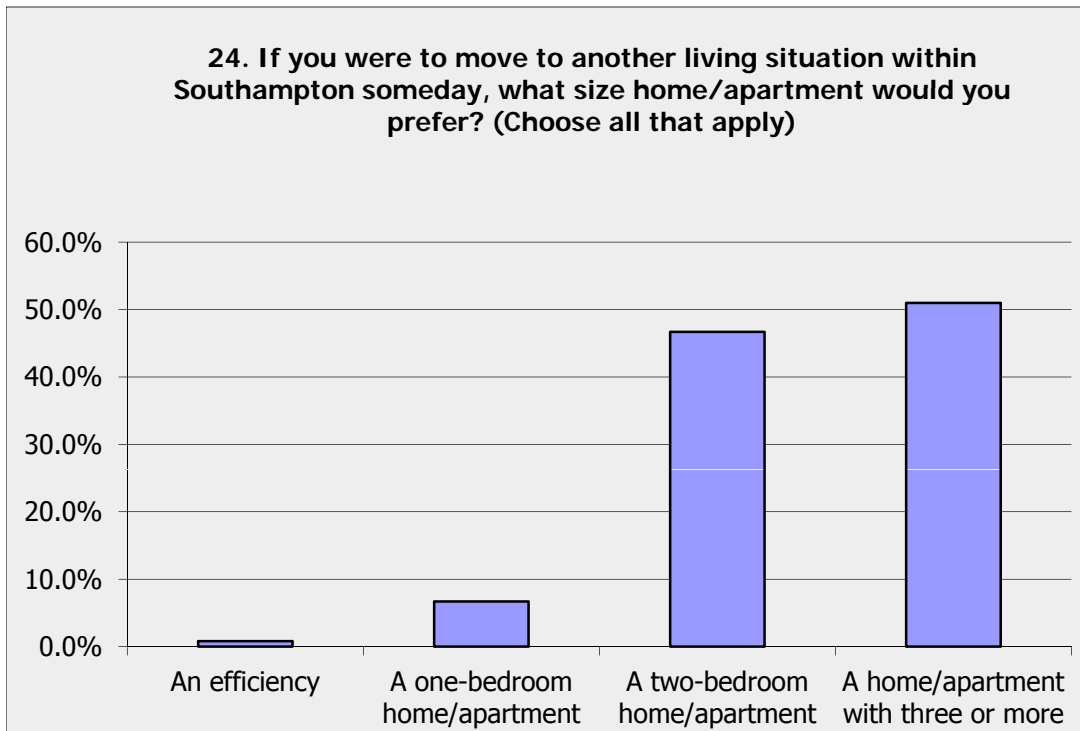




## Southampton Master Plan

24. If you were to move to another living situation within Southampton someday, what size home/apartment would you prefer? (Choose all that

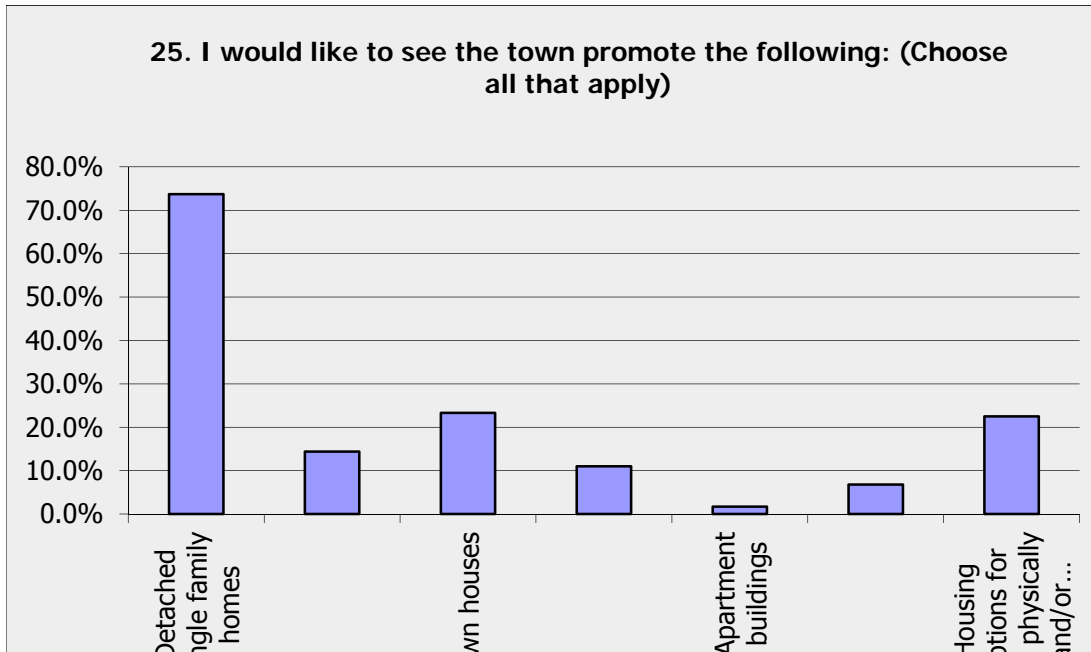
Answer Options	Response Percent	Response Count
An efficiency	0.8%	2
A one-bedroom home/apartment	6.7%	17
A two-bedroom home/apartment	46.7%	119
A home/apartment with three or more bedrooms	51.0%	130
<i>answered question</i>		<b>255</b>
<i>skipped question</i>		<b>61</b>



## Southampton Master Plan

25. I would like to see the town promote the following: (Choose all that apply)

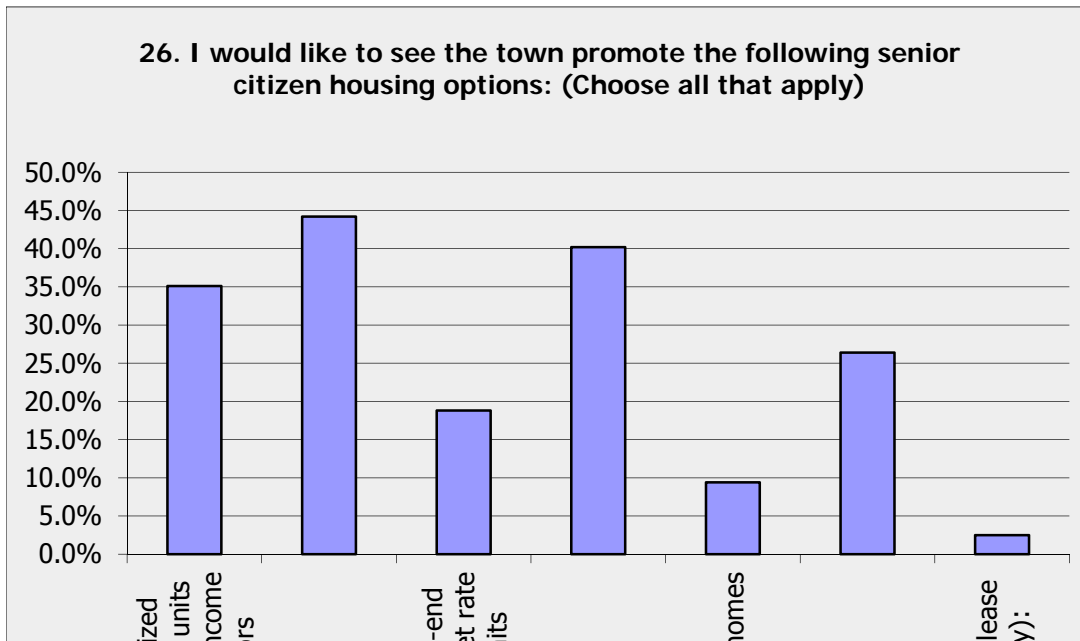
Answer Options	Response Percent	Response Count
Detached single family homes	73.7%	174
Duplex homes	14.4%	34
Town houses	23.3%	55
Accessory apartments	11.0%	26
Apartment buildings	1.7%	4
Conversion of single family to multifamily housing units	6.8%	16
Housing options for the physically and/or mentally	22.5%	53
<i>answered question</i>		<b>236</b>
<i>skipped question</i>		<b>80</b>



## Southampton Master Plan

26. I would like to see the town promote the following senior citizen housing options: (Choose all that apply)

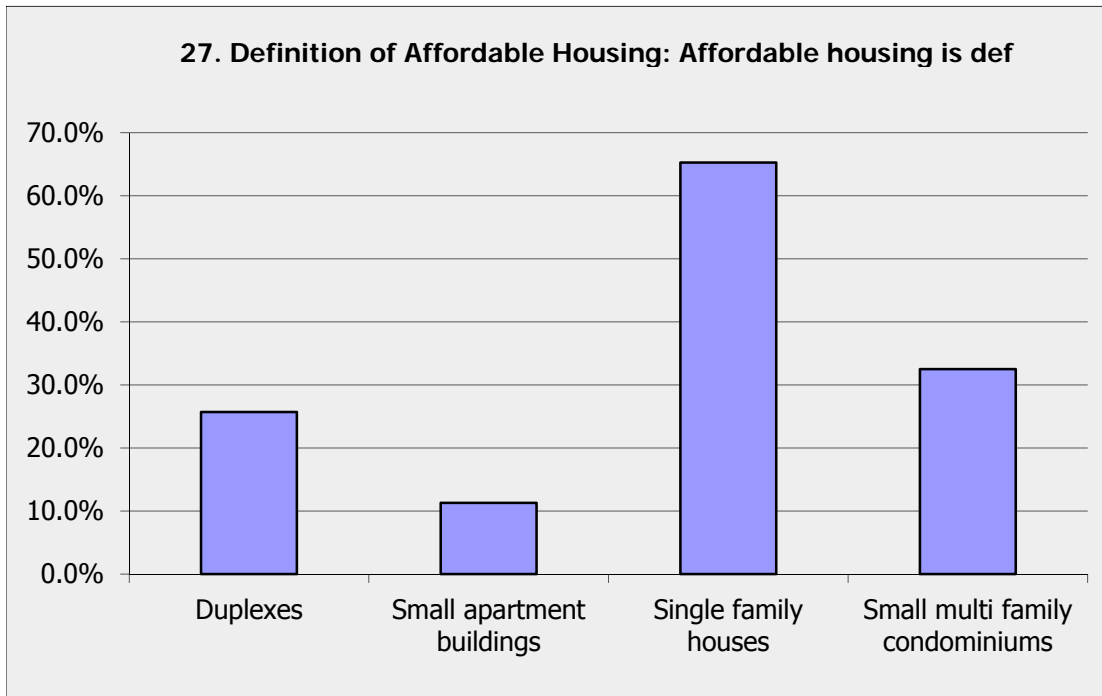
Answer Options	Response Percent	Response Count
Subsidized housing units for low income seniors	35.1%	97
Small, affordable market-rate units	44.2%	122
High-end market rate units	18.8%	52
Assisted living facilities	40.2%	111
Nursing homes	9.4%	26
None, Southampton has sufficient senior citizen housing	26.4%	73
Other (please specify):	2.5%	7
<i>answered question</i>		<b>276</b>
<i>skipped question</i>		<b>40</b>



## Southampton Master Plan

**27. Definition of Affordable Housing: Affordable housing is defined by the federal government as subsidized housing units that are affordable to**

Answer Options	Response Percent	Response Count
Duplexes	25.7%	68
Small apartment buildings	11.3%	30
Single family houses	65.3%	173
Small multi family condominiums	32.5%	86
<i>answered question</i>		<b>265</b>
<i>skipped question</i>		<b>51</b>

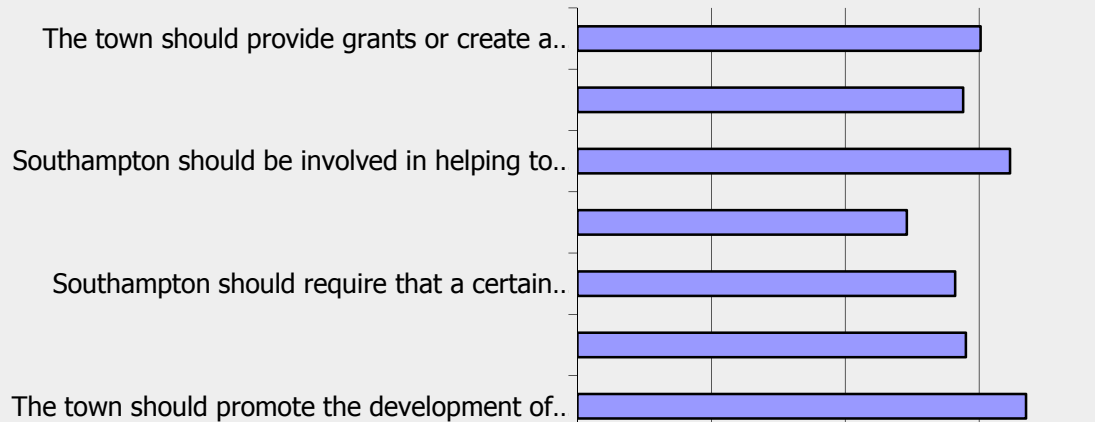


## Southampton Master Plan

28. On the scale of 1-5 below, please indicate your level of support for each of the following statements: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Answer Options	1	2	3	4	5	Rating Average	Response Count
housing	25	41	81	86	52	3.35	285
housing	59	57	64	67	39	2.90	286
new residential development be set aside for affordable	67	64	49	57	45	2.82	282
land for affordable housing	99	54	59	37	32	2.46	281
affordable for seniors and low income property owners	45	44	62	75	62	3.23	288
buyers	71	37	71	66	39	2.88	284
revolving loan fund for rehabilitation of low and moderate	65	40	55	75	49	3.01	284
<i>answered question</i>							<b>290</b>
<i>skipped question</i>							<b>26</b>

28. On the scale of 1-5 below, please indicate your level of support for each of the following statements: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree



## Southampton Master Plan

29. If public transit were brought to Southampton, what routes and services would you be interested in using? (Choose all that apply)

Answer Options	Response Percent	Response Count
None	47.0%	134
Up and down College Highway (Rte. 10)	24.9%	71
Westfield-Easthampton, with connection to	28.1%	80
Town Center to Easthampton with connection to	26.7%	76
Greater service on County Road	4.9%	14
Disabled access vans	15.4%	44
<i>answered question</i>		<b>285</b>
<i>skipped question</i>		<b>31</b>



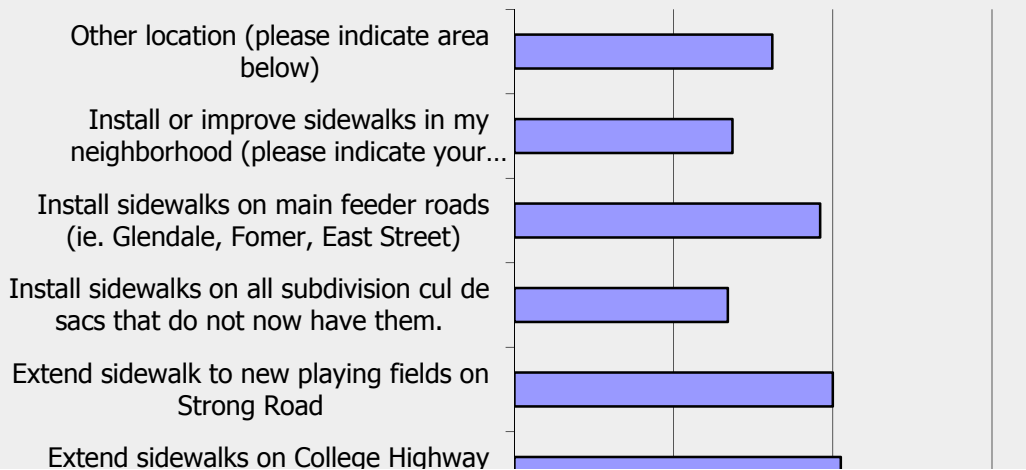


## Southampton Master Plan

30. If money became available to extend the town's sidewalk system, please indicate how important each of these extensions and improvements would be: 1 = Not Important 2 = Important 3 = High Priority

Answer Options	1	2	3	Rating Average	Response Count
Cumberland and Veterans Memorial bridge	92	74	106	2.05	272
Extend sidewalk to new playing fields on Strong Road	100	68	99	2.00	267
now have them.	197	31	28	1.34	256
East Street)	114	63	93	1.92	270
indicate your neighborhood below)	155	19	28	1.37	202
Other location (please indicate area below)	60	11	24	1.62	95
Indicate your neighborhood and other locations for sidewalk extension here					70
<i>answered question</i>					<b>285</b>
<i>skipped question</i>					<b>31</b>

30. If money became available to extend the town's sidewalk system, please indicate how important each of these extensions and improvements would be: 1 = Not Important 2 = Important 3 = High Priority

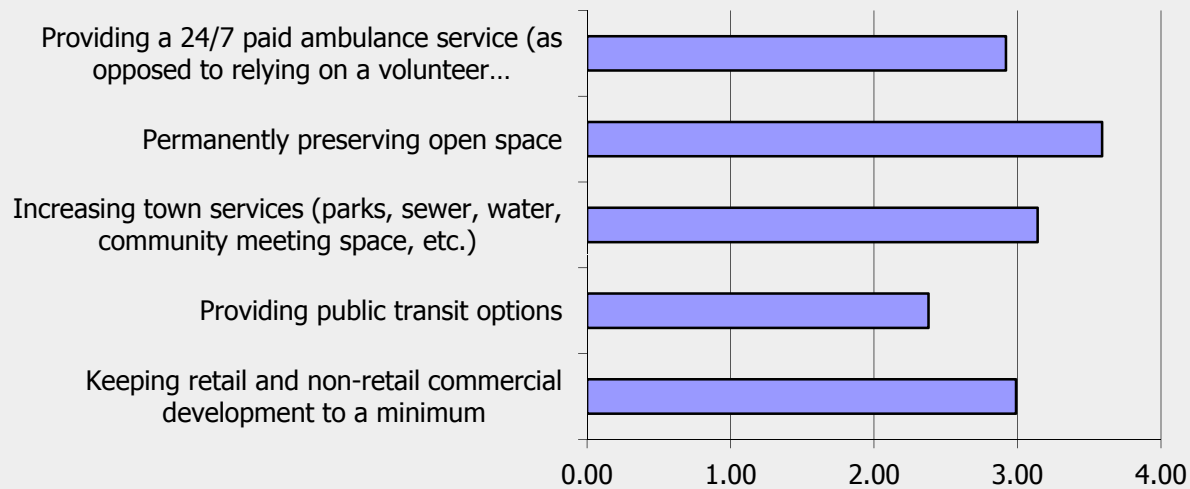


## Southampton Master Plan

31. Please indicate whether you would consider supporting tax increases for each of the following: 1 = Strongly Oppose 2 = Oppose 3 = Neutral 4 = Support 5 = Strongly Support

Answer Options	1	2	3	4	5	Rating Average	Response Count
development to a minimum	67	41	63	46	63	2.99	280
Providing public transit options	110	47	62	43	23	2.38	285
water, community meeting space, etc.)	52	32	69	85	45	3.14	283
Permanently preserving open space	42	21	53	65	105	3.59	286
opposed to relying on a volunteer	65	40	79	53	47	2.92	284
Comments:							41
<i>answered question</i>							<b>289</b>
<i>skipped question</i>							<b>27</b>

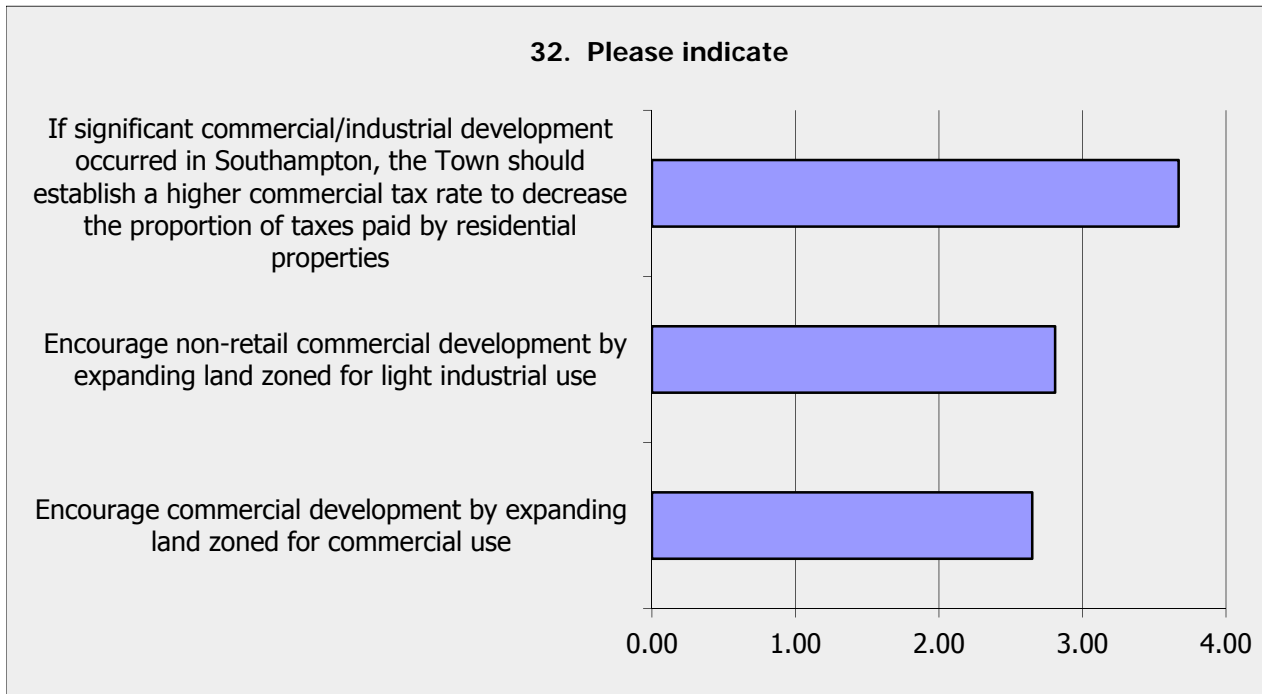
31. Please indicate whether you would consider supporting tax increases for each of the following: 1 = Strongly Oppose 2 = Oppose 3 = Neutral 4 = Support 5 = Strongly Support



## Southampton Master Plan

32. Please indicate your level of support for the following strategies to improve the town's tax base or shift the tax burden from residential taxpayers to retail and non-retail commercial taxpayers: 1 = Strongly

Answer Options	1	2	3	4	5	Rating Average	Response Count
expanding land zoned for commercial use	88	48	52	57	35	2.65	280
by expanding land zoned for light industrial use	67	52	63	68	32	2.81	282
occurred in Southampton, the Town should	27	23	62	78	94	3.67	284
<i>answered question</i>							<b>286</b>
<i>skipped question</i>							<b>30</b>



## Southampton Master Plan

33. On the scale of 1-5 below, please indicate your level of agreement with the following. The Town of Southampton should: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Answer Options	1	2	3	4	5	Rating Average	Response Count
Address traffic congestion and busy roads	59	52	102	48	24	2.74	285
Promote traffic calming in the historic village center	41	39	93	75	38	3.10	286
Promote public transit in the form of buses	91	44	69	49	34	2.62	287
ride lots for carpooling	90	34	84	58	19	2.59	285
spaces, neighborhoods, etc.	30	21	37	77	123	3.84	288
snowmobile, ATV and horseback riding trails, places for	54	42	56	64	69	3.18	285
wireless, fiber optic technologies)	22	14	83	79	89	3.69	287
protecting land	10	6	57	86	130	4.11	289
farmland	4	10	31	64	179	4.40	288
Work to preserve open space resources	8	9	34	71	164	4.31	286
production	6	6	62	66	149	4.20	289
Pursue renewable energy development (generation)	8	8	85	84	101	3.92	286
facilities	7	5	60	83	131	4.14	286
Establish a policy of purchasing fuel-efficient vehicles	29	14	78	72	94	3.66	287
commercial in same building)	57	29	109	48	41	2.95	284
<i>answered question</i>							<b>290</b>
<i>skipped question</i>							<b>26</b>

33. On the scale of 1-5 below, please indicate your level of agreement with the following. The Town of Southampton should: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

