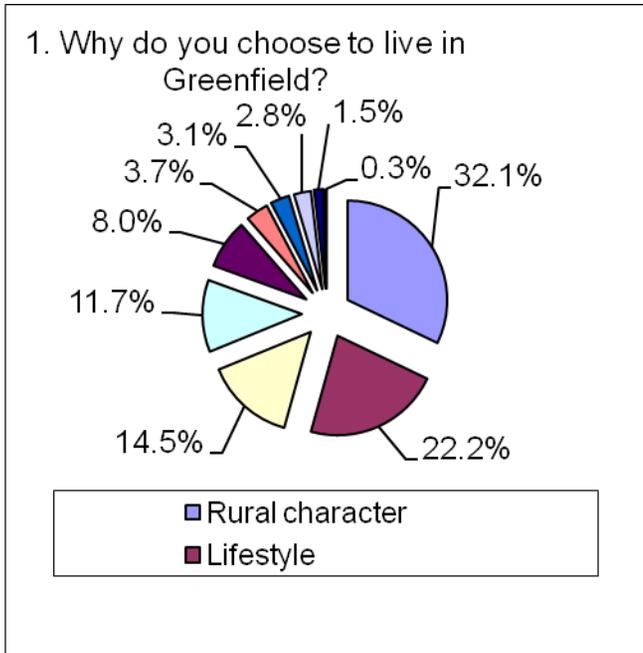


## Greenfield Master Plan Survey Results Electronic and Written-2012



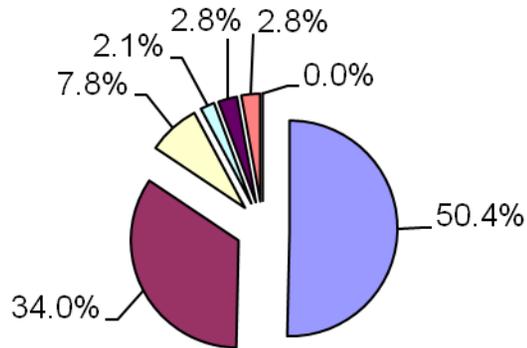
### 1. Why do you choose to live in Greenfield?

	Electronic	Manual	Total	Percent Total
Rural character	40	64	104	32.1%
Lifestyle	30	42	72	22.2%
Outdoor recreation	20	27	47	14.5%
Low crime rate	11	27	38	11.7%
Family ties	10	16	26	8.0%
"Other" Answers	7	5	12	3.7%
Work related	3	7	10	3.1%
Schools	5	4	9	2.8%
Property taxes	1	4	5	1.5%
Community services	0	1	1	0.3%
<b>Total</b>	<b>127</b>	<b>197</b>	<b>324</b>	<b>100.0%</b>

### 2. What kind of town would you like Greenfield to be? (Check one)

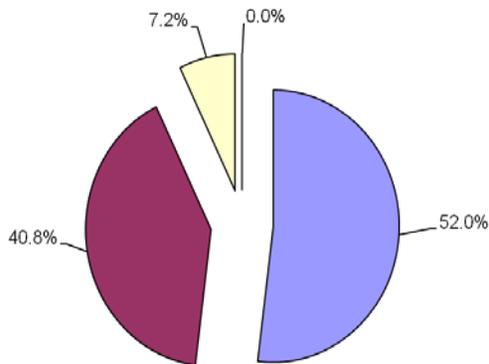
	Electronic	Manual	Total	Percent Total
Rural	25	46	71	50.4%
As it is now	16	32	48	34.0%
"Other" Answers	5	6	11	7.8%
Retirement	1	2	3	2.1%
Resort	0	4	4	2.8%
Commercial/Industrial	0	4	4	2.8%
Suburban	0	0	0	0.0%
<b>Total</b>	<b>47</b>	<b>94</b>	<b>141</b>	<b>100.0%</b>

2. What kind of town would you like Greenfield to be?



Rural  
 As it is now  
 "Other" Answers

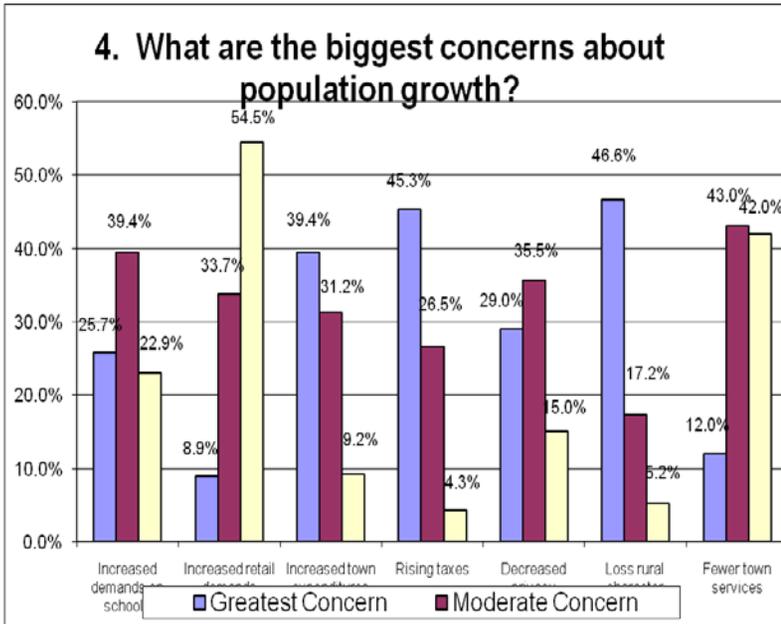
3. How would you like to see Greenfield's population change in the next 5 - 10 years?



Remain the same  
 Grow slowly

**3. According to the 2010 census, the population of the Town is at 1749. How would you like to see Greenfield's population change in the immediate future (5 - 10 years)? (Check one)**

	Electronic	Manual	Total	Percent Total
Remain the same	23	42	65	52.0%
Grow slowly	21	30	51	40.8%
Grow Moderately	3	6	9	7.2%
Grow Rapidly	0	0	0	0.0%
	47	78	125	100.0%

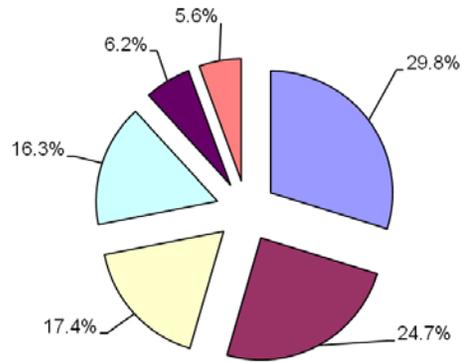


Concerns	Greatest	Moderate	Least
Increased demands on schools	25.7%	39.4%	22.9%
Increased retail demands	8.9%	33.7%	54.5%
Increased town expenditures	39.4%	31.2%	9.2%
Rising taxes	45.3%	26.5%	4.3%
Decreased privacy	29.0%	35.5%	15.0%
Loss rural character	46.6%	17.2%	5.2%
Fewer town services	12.0%	43.0%	42.0%

### 4. What are the biggest concerns about population growth?

Concerns	Greatest			Moderate			Least			Total All
	Electronic	Manual	Total	Electronic	Manual	Total	Electronic	Manual	Total	
Increased demands on schools	13	28	41	20	23	43	11	14	25	109
Increased retail demands	3	9	12	15	19	34	24	31	55	101
Increased town expenditures	22	43	65	17	17	34	4	6	10	109
Rising taxes	28	53	81	13	18	31	3	2	5	117
Decreased privacy	22	31	53	14	24	38	7	9	16	107
Loss rural character	36	54	90	8	12	20	2	4	6	116
Fewer town services	3	12	15	19	24	43	21	21	42	100

5. What types of new residential developments would you like to see in Greenfield?



Single family residences  
 None of these  
 Senior citizen housing/developments  
 Cluster developments

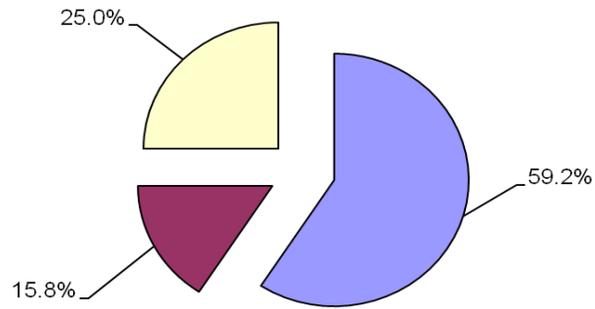
5. What types of new residential developments would you like to see in Greenfield? Check all that apply)

	Electronic	Manual	Total	Percent Total
Single family residences	23	30	53	29.8%
None of these	17	27	44	24.7%
Senior citizen housing/developments	9	22	31	17.4%
Cluster developments	12	17	29	16.3%
Condominium developments	3	8	11	6.2%
Multi-family units	1	9	10	5.6%
	65	113	178	100.0%

6. Do you view using town property for large scale events as having a positive or negative impact on the town?

Selections	Electronic	Manual	Total	Percent Total
Positive	28	43	71	59.2%
Negative	10	9	19	15.8%
No opinion/unsure	6	24	30	25.0%
	44	76	120	100.0%

6. Do you view using town property for large scale events as having a positive or negative impact on the town?

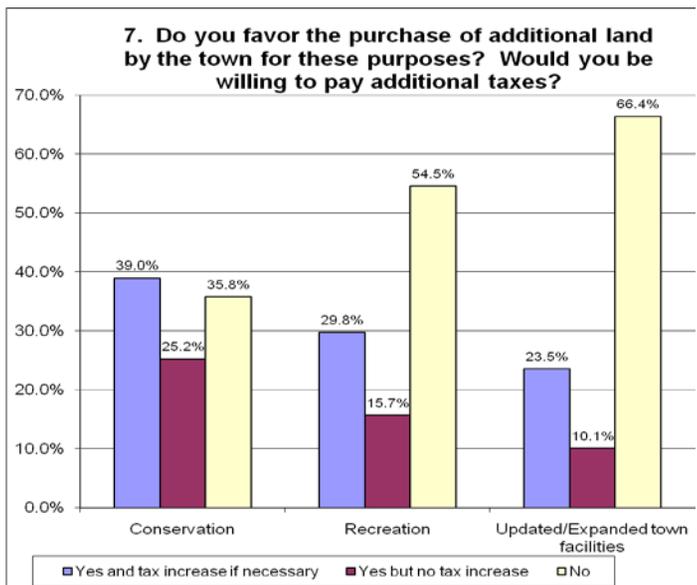


■ Positive    ■ Negative    □ No opinion/unsure

7. Do you favor the purchase of additional land by the town for these purposes? Would you be willing to pay additional taxes for them?

	Yes and tax increase if necessary			Yes but no tax increase			No			
	Elec	Man	Total	Elec	Man	Total	Elect	Man	Total	Total
Conservation	18	30	48	18	13	31	10	34	44	123
Recreation	13	23	36	15	4	19	16	50	66	121
Updated/Expanded town facilities	13	15	28	12	0	12	17	62	79	119
	44	68	112	45	17	62	43	146	189	363
	Yes & tax	Yes & no tax	No							
Conservation	39.0%	25.2%	35.8%							
Recreation	29.8%	15.7%	54.5%							

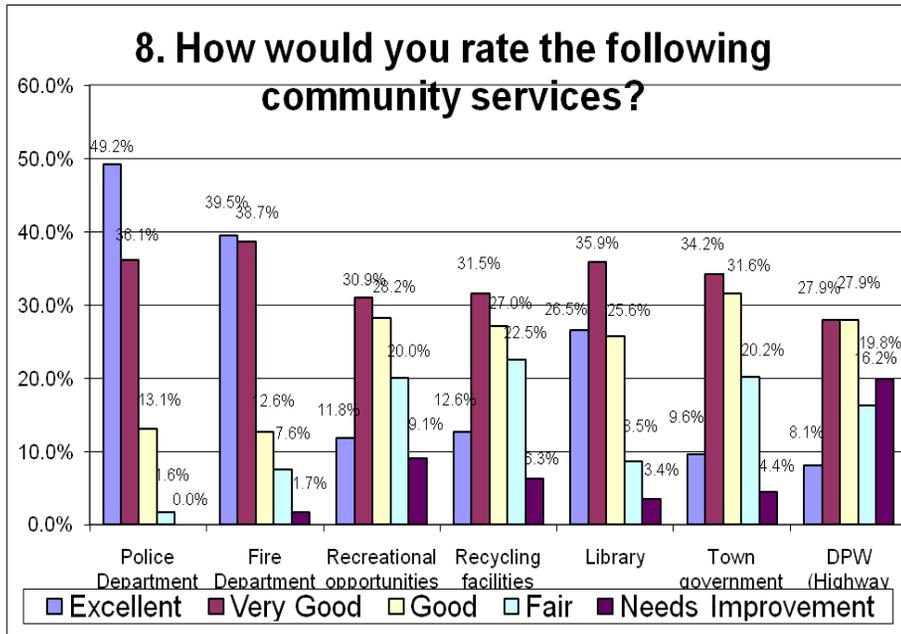
Updated/  
Expanded  
town facilities 23.5% 10.1% 66.4%



**8. How would you rate the following community services?**

Service	Excellent			Very Good			Good			Fair			Needs Improv			Total All
	Elec	Manual	Total	Elec	Man	Total	Elec	Man	Total	Elec	Man	Total	Elec	Man	Total	
Police Department	22	38	60	19	25	44	5	11	16	0	2	2	0	0	0	122
Fire Department	16	31	47	18	28	46	8	7	15	3	6	9	0	2	2	119
Recreational opportunities	7	6	13	15	19	34	12	19	31	6	16	22	5	5	10	110
Recycling facilities	7	7	14	14	21	35	15	15	30	6	19	25	3	4	7	111
Library	8	23	31	16	26	42	13	17	30	4	6	10	3	1	4	117
Town government	6	5	11	15	24	39	16	20	36	5	18	23	3	2	5	114

DPW (Highway)	5	4	9	15	16	31	9	22	31	5	13	18	12	10	22	111
Totals	71	114	185	112	159	271	78	111	189	29	80	109	26	24	50	804

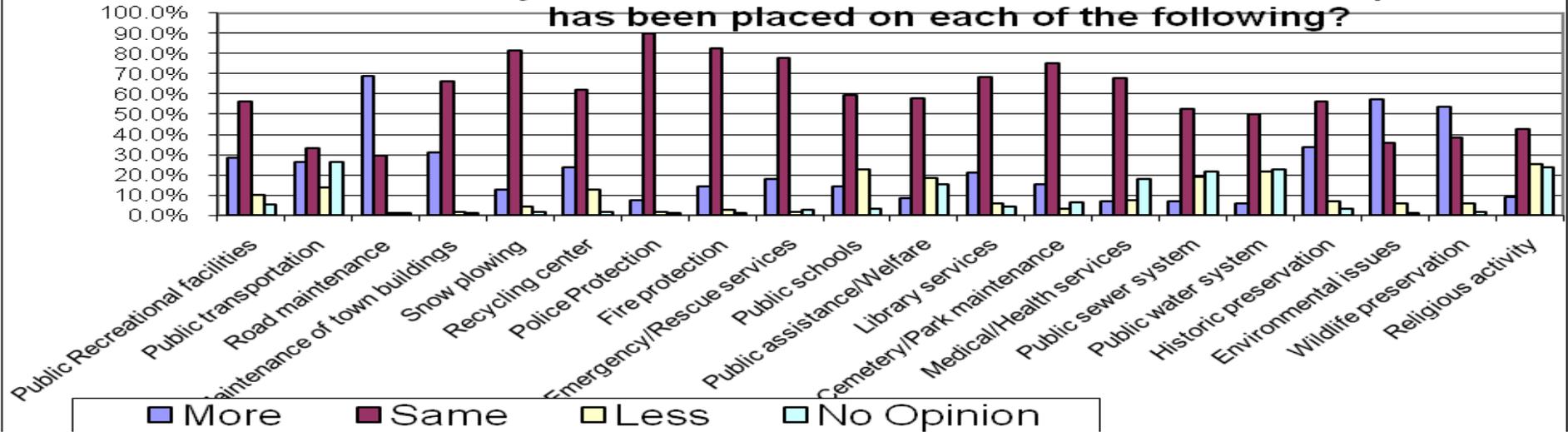


### 9. Would you like to see more, or less, or the same emphasis as has been placed on each of the following:

Area	No Opinion					Less			Same			More			Total
	Exc	V Good	Good	Fair	Nlmpr	Exc	Man	Total	Exc	Man	Total	Exc	Man	Total	
Police	49.2%	36.1%	13.1%	1.6%	0.0%										100.0%
Fire	39.5%	38.7%	12.6%	7.6%	1.7%										100.0%
Recreation	11.8%	30.9%	28.2%	20.0%	9.1%										100.0%
Recycling	12.6%	31.5%	27.0%	22.5%	6.3%										100.0%
Library	26.5%	35.9%	25.6%	8.5%	3.4%										100.0%
TGvrment	9.6%	34.2%	31.6%	20.2%	4.4%										100.0%
DPW	8.1%	27.9%	27.9%	16.2%	19.8%										100.0%
Public Recreational						7	5	12	3	3	6	22	44	66	117

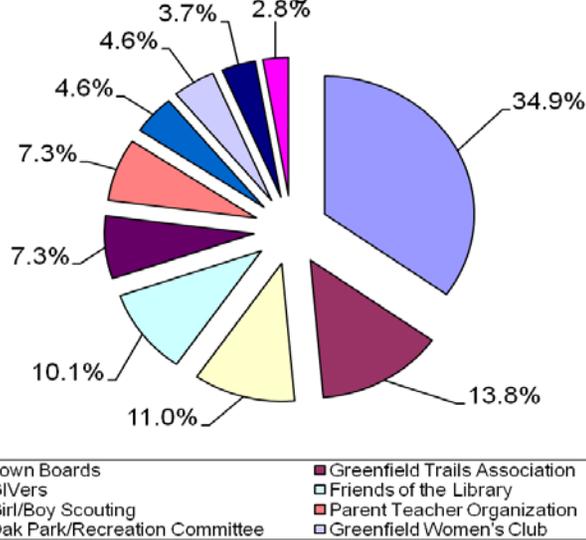
facilities													
Public transportation	10	21	31	20	19	39	5	11	16	12	19	31	117
Road maintenance	30	54	84	17	19	36	0	1	1	0	1	1	122
Maintenance of town buildings	9	28	37	37	42	79	1	1	2	0	1	1	119
Snow plowing	2	13	15	43	55	98	1	4	5	0	2	2	120
Recycling center	14	14	28	27	47	74	5	10	15	0	2	2	119
Police Protection	2	7	9	43	68	111	2	0	2	0	1	1	123
Fire protection	6	11	17	39	61	100	1	2	3	0	1	1	121
Emergency/Rescue services	8	14	22	36	59	95	2	0	2	1	2	3	122
Public schools	9	8	17	28	43	71	8	19	27	1	3	4	119
Public assistance/Welfare	4	6	10	30	39	69	8	14	22	4	14	18	119
Library services	8	17	25	33	48	81	5	2	7	0	5	5	118
Cemetery/Park maintenance	2	17	19	38	56	94	4	0	4	2	6	8	125
Medical/Health services	3	5	8	32	49	81	5	4	9	4	17	21	119
Public sewer system	3	5	8	23	40	63	10	13	23	10	16	26	120
Public water system	3	4	7	24	36	60	9	17	26	10	17	27	120
Historic preservation	13	27	40	28	39	67	3	5	8	1	3	4	119
Environmental issues	30	39	69	14	29	43	2	5	7	0	1	1	120
Wildlife preservation	26	38	64	18	28	46	2	5	7	0	2	2	119
Religious activity	2	8	10	20	29	49	13	16	29	10	17	27	115

### 9. Would you like to see more, or less, or the same emphasis as has been placed on each of the following?



Area	More	Same	Less	No Opinion
Public Recreational facilities	28.2%	56.4%	10.3%	5.1%
Public transportation	26.5%	33.3%	13.7%	26.5%
Road maintenance	68.9%	29.5%	0.8%	0.8%
Maintenance of town buildings	31.1%	66.4%	1.7%	0.8%
Snow plowing	12.5%	81.7%	4.2%	1.7%
Recycling center	23.5%	62.2%	12.6%	1.7%
Police Protection	7.3%	90.2%	1.6%	0.8%
Fire protection	14.0%	82.6%	2.5%	0.8%
Emergency/Rescue services	18.0%	77.9%	1.6%	2.5%
Public schools	14.3%	59.7%	22.7%	3.4%
Public assistance/Welfare	8.4%	58.0%	18.5%	15.1%
Library services	21.2%	68.6%	5.9%	4.2%
Cemetery/Park maintenance	15.2%	75.2%	3.2%	6.4%
Medical/Health services	6.7%	68.1%	7.6%	17.6%
Public sewer system	6.7%	52.5%	19.2%	21.7%
Public water system	5.8%	50.0%	21.7%	22.5%
Historic preservation	33.6%	56.3%	6.7%	3.4%
Environmental issues	57.5%	35.8%	5.8%	0.8%
Wildlife preservation	53.8%	38.7%	5.9%	1.7%
Religious activity	8.7%	42.6%	25.2%	23.5%

10. Are any household members actively involved in the following activities:



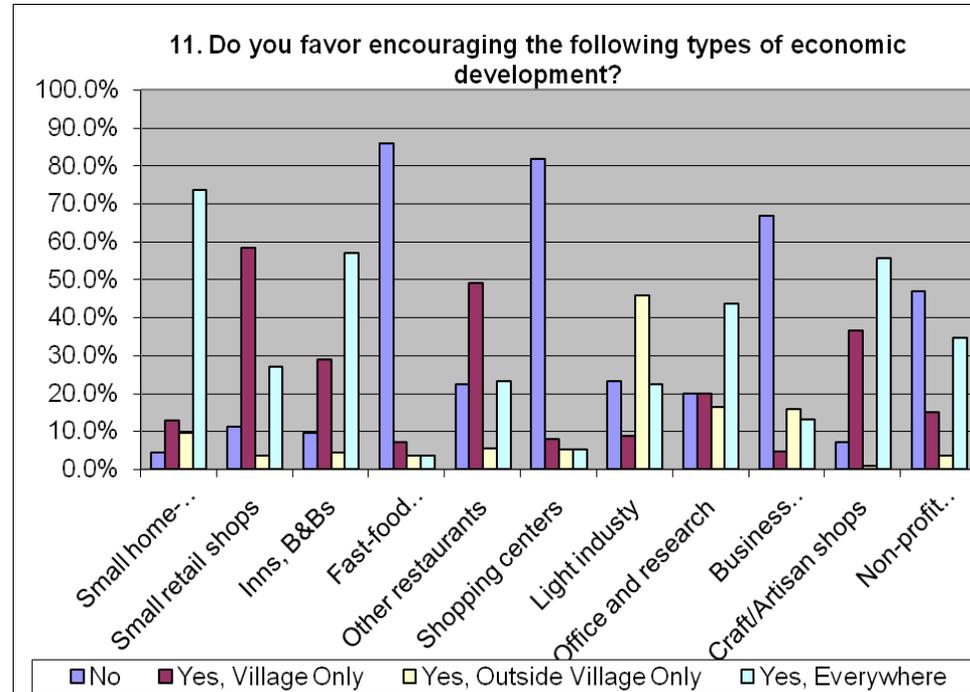
10. Are any household members actively involved in the following activities:

Selections	Electronic	Manual	Total	Percent Total
Town Boards	15	23	38	34.9%
Greenfield Trails Association	8	7	15	13.8%
GIVers	2	10	12	11.0%
Friends of the Library	2	9	11	10.1%
Girl/Boy Scouting	4	4	8	7.3%
Parent Teacher Organization	3	5	8	7.3%
Oak Park/Recreation Committee	1	4	5	4.6%
Greenfield Women's Club	0	5	5	4.6%
Town Religious Activities	1	3	4	3.7%
Fire Department	0	3	3	2.8%
<b>Total</b>	<b>36</b>	<b>73</b>	<b>109</b>	<b>100.0%</b>

11. Do you favor encouraging the following types of economic development? If yes, where?

	No			Yes, Village Only			Yes, Outside Village Only			Yes, Everyw here			Total All
	Electronic	Manual	Total	Electronic	Manual	Total	Electronic	Manual	Total	Electronic	Manual	Total	
Small home-based business/home occupation	1	4	5	8	7	15	1	10	11	34	52	86	117
Small retail shops	2	11	13	34	33	67	1	3	4	6	25	31	115
Inns, B&Bs	3	8	11	15	18	33	1	4	5	25	40	65	114
Fast-food restaurants	36	61	97	6	2	8	1	3	4	1	3	4	113
Other restaurants	9	16	25	28	27	55	1	5	6	7	19	26	112
Shopping centers	33	61	94	8	1	9	2	4	6	2	4	6	115
Light industry	9	18	27	8	2	10	19	34	53	8	18	26	116
Office and research	6	16	22	16	6	22	6	12	18	15	33	48	110
Business park/Condominium	26	46	72	4	1	5	8	9	17	5	9	14	108

Craft/Artisan shops	0	9	9	19	27	46	0	1	1	26	44	70	126
Non-profits	12	41	53	11	6	17	2	2	4	18	21	39	113



	No	Yes, Vil Only	Yes, Outside V	Yes, Every	
Small home-based business/home occupation	4.3%	12.8%	9.4%	73.5%	100.0% No
Small retail shops	11.3%	58.3%	3.5%	27.0%	100.0% Yes, Village Only
Inns, B&Bs	9.6%	28.9%	4.4%	57.0%	100.0%
Fast-food restaurants	85.8%	7.1%	3.5%	3.5%	100.0% Yes, Everywhere
Other restaurants	22.3%	49.1%	5.4%	23.2%	100.0%
Shopping centers	81.7%	7.8%	5.2%	5.2%	100.0%
Light industry	23.3%	8.6%	45.7%	22.4%	100.0%
Office and	20.0%	20.0%	16.4%	43.6%	100.0%

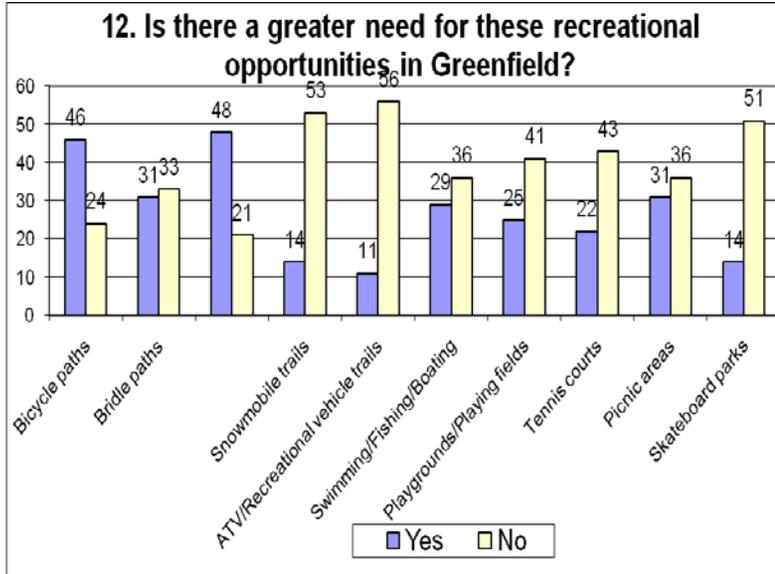
research					
Business park/Condominium	66.7%	4.6%	15.7%	13.0%	100.0%
Craft/Artisan shops	7.1%	36.5%	0.8%	55.6%	100.0%
Non-profit organizations	46.9%	15.0%	3.5%	34.5%	100.0%

**12. Is there a greater need for these recreational opportunities in Greenfield?  
(Check all that apply - manual)**

	Yes			No		
	Electronic	Manual	Total	Electronic	Manual	Total
Bicycle paths	0	46	46	0	24	24
Bridle paths	0	31	31	0	33	33
Trails for hiking/skiing/ snowshoeing	0	48	48	0	21	21
Snowmobile trails	0	14	14	0	53	53
ATV/Recreational vehicle trails	0	11	11	0	56	56
Swimming/Fishing/ Boating	0	29	29	0	36	36
Playgrounds/Playing fields	0	25	25	0	41	41
Tennis courts	0	22	22	0	43	43
Picnic areas	0	31	31	0	36	36
Skateboard parks	0	14	14	0	51	51

Note: The electronic survey was done on a 1 to 3 priority,

Manual based on yes or no.

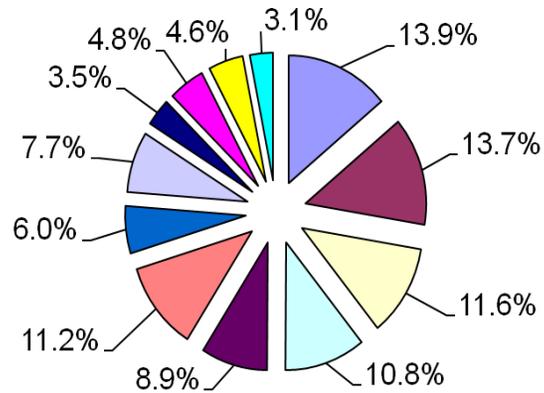


13. Do any household members use any of the following? (Check all that apply)

	Electronic	Manual	Total	Percent Total
Public Trails	30	42	72	13.9%
Sunset Lake Beach	26	45	71	13.7%
Town Forests	20	40	60	11.6%
State Park	18	38	56	10.8%
Zephyr Lake Town Beach	17	29	46	8.9%
Oak Park Track	16	42	58	11.2%
Crotched Mt. Rehab/Education	13	18	31	6.0%
Oak Park Playground	12	28	40	7.7%
Oak Park Ball Field	9	9	18	3.5%
Zephyr Lake Boat Landing	8	17	25	4.8%
Oak Park Football/Soccer Field	8	16	24	4.6%

**13. Do any household members use any of the following?**

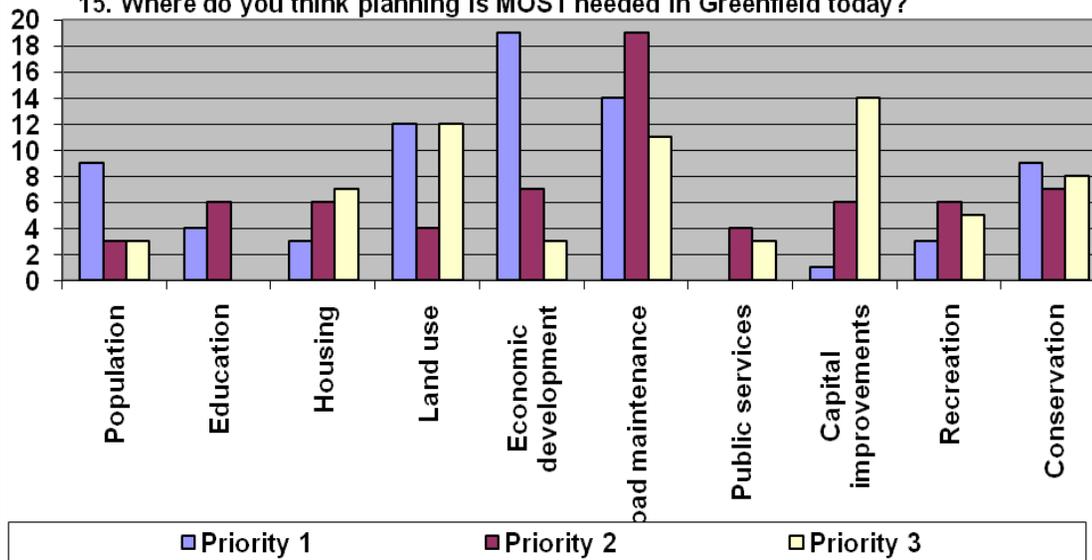
Sunset Lake Boat Landing	3	13	16	3.1%
	180	337	517	100.0%



- Public Trails
- Town Forests
- Zephyr Lake Town Beach
- Crotched Mt. Rehab/Educ
- Oak Park Ball Field
- Oak Park Football/Soccer Field
- Sunset Lake Beach
- State Park
- Oak Park Track
- Oak Park Playground
- Zephyr Lake Boat Landing
- Sunset Lake Boat Landing

**#14 See Written Comments**

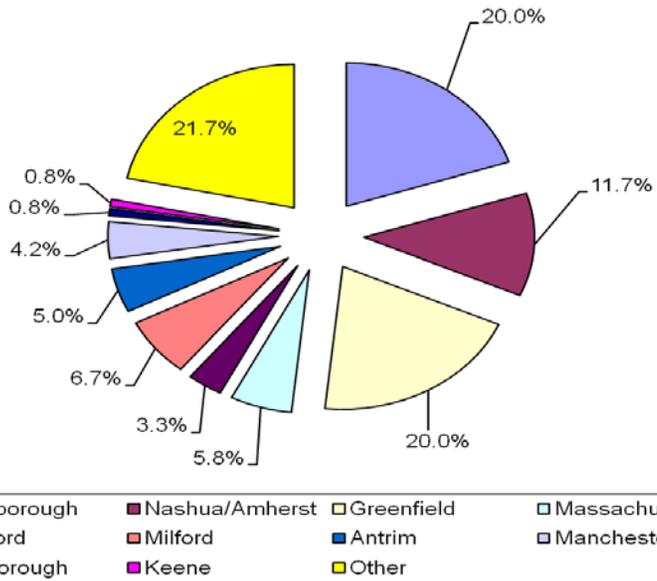
**15. Where do you think planning is MOST needed in Greenfield today?**



15. Where do you think planning is MOST needed in Greenfield today? (Prioritize your top three, 1 being most important.)

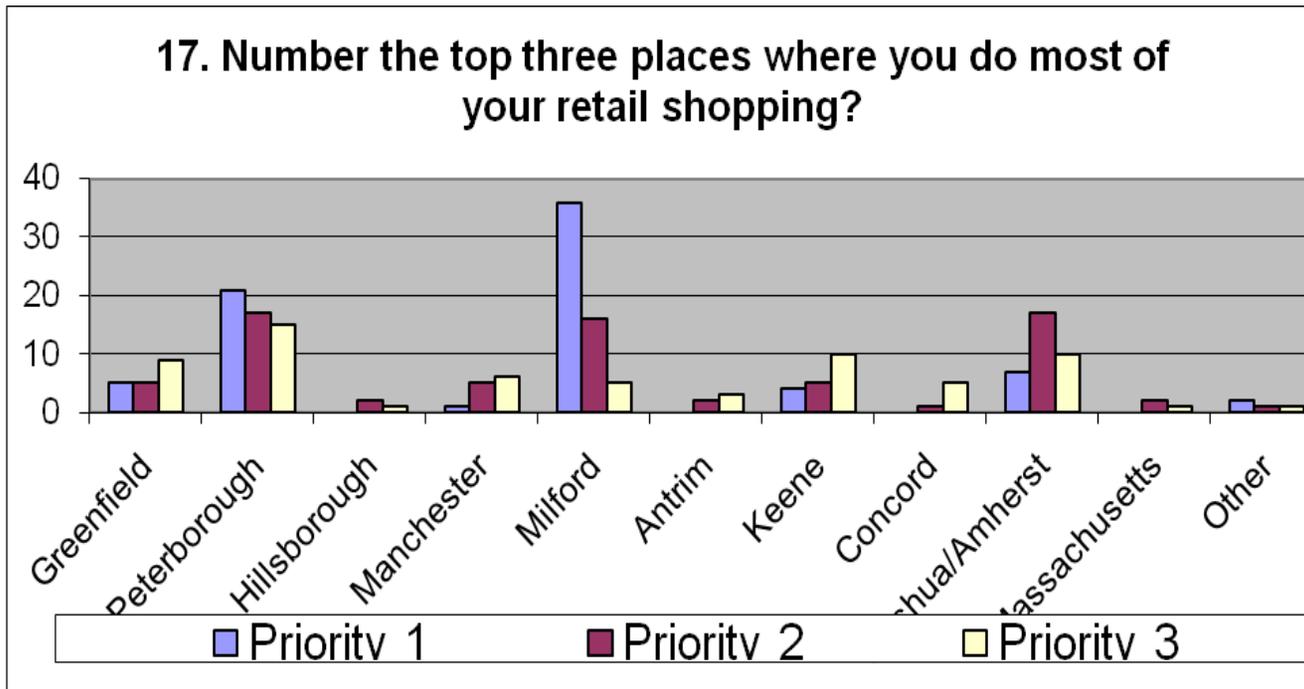
	Priority 1 Manual	Priority 2 Manual	Priority 3 Manual
Population	9	3	3
Education	4	6	0
Housing	3	6	7
Land use	12	4	12
Economic development	19	7	3
Road maintenance	14	19	11
Public services	0	4	4
Capital improvements	1	6	14
Recreation	3	6	5
Conservation	9	7	8
<b>Total</b>	<b>74</b>	<b>68</b>	<b>66</b>

16. If you work where do you work?



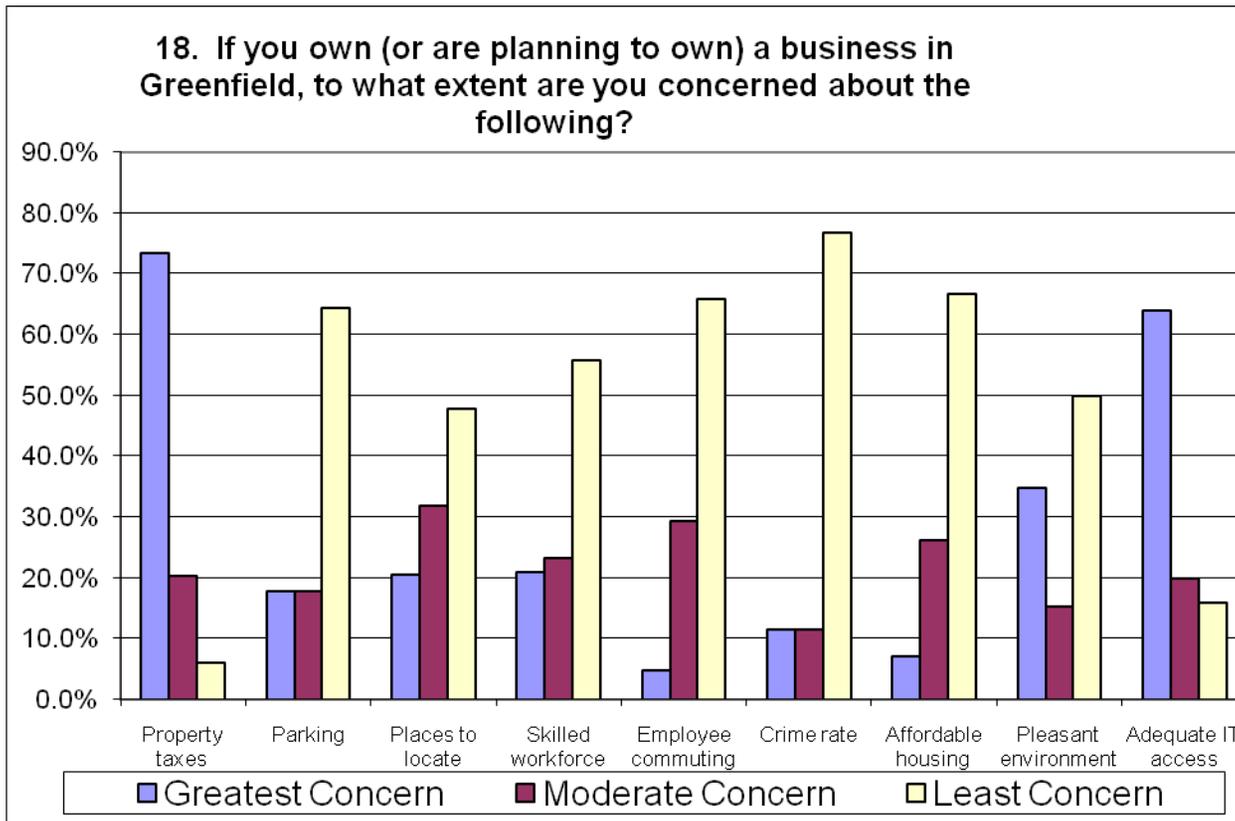
16. If you work, where do you work? (Check all that apply)

	Electronic	Manual	Total	Percent Total
Peterborough	9	15	24	20.0%
Nashua/Amherst	7	7	14	11.7%
Greenfield	7	17	24	20.0%
Massachusetts	4	3	7	5.8%
Concord	3	1	4	3.3%
Milford	2	6	8	6.7%
Antrim	2	4	6	5.0%
Manchester	2	3	5	4.2%
Hillsborough	0	1	1	0.8%
Keene	0	1	1	0.8%
Other	10	16	26	21.7%
	46	74	120	100.0%



**17. Number the top three places where do you do most of your retail shopping (groceries, clothing and household goods)? (Please number your top three, 1 being where you spend the most.)**

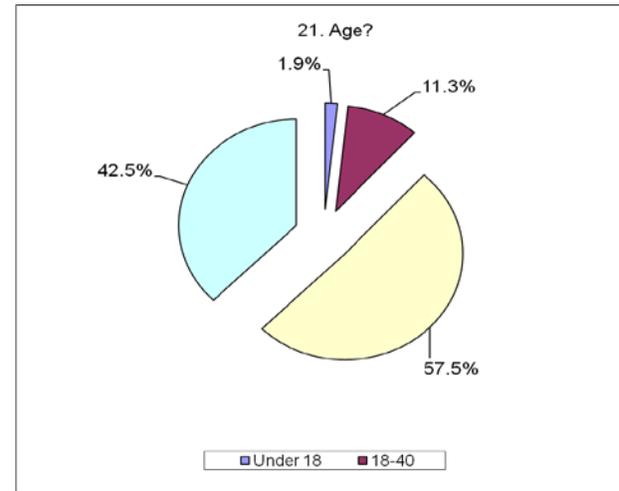
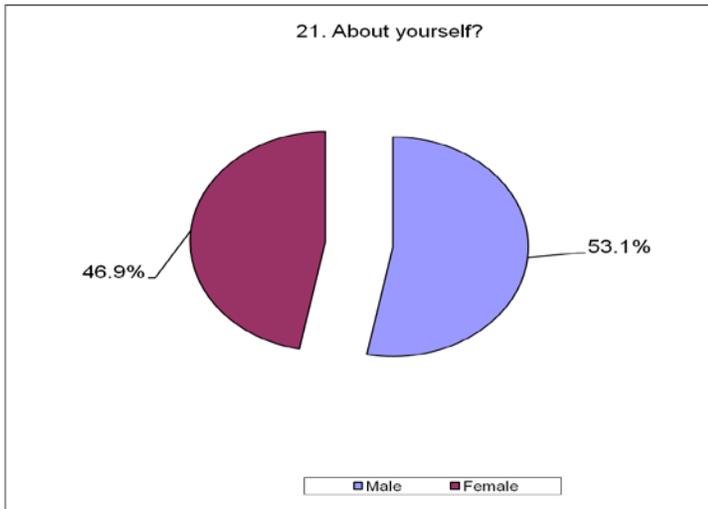
	Priority 1			Priority 2			Priority 3		
	Electronic	Manual	Total	Electronic	Manual	Total	Electronic	Manual	Total
Greenfield	0	5	5	0	5	5	0	9	9
Peterborough	0	21	21	0	17	17	0	15	15
Hillsborough	0	0	0	0	2	2	0	1	1
Manchester	0	1	1	0	5	5	0	6	6
Milford	0	36	36	0	16	16	0	5	5
Antrim	0	0	0	0	2	2	0	3	3
Keene	0	4	4	0	5	5	0	10	10
Concord	0	0	0	0	1	1	0	5	5
Nashua/Amherst	0	7	7	0	17	17	0	10	10
Massachusetts	0	0	0	0	2	2	0	1	1
Other	0	2	2	0	1	1	0	1	1
Total	0	76	76	0	73	73	0	66	66



**18. If you own (or are planning to own) a business in Greenfield, to what extent are you concerned about the following?**

	Greatest			Concerns Moderate			Least			Total All
	Electronic	Manual	Total	Electronic	Manual	Total	Electronic	Manual	Total	
Property taxes	15	21	36	5	5	10	3	0	3	49
Parking	2	6	8	6	2	8	14	15	29	45
Places to locate	3	6	9	10	4	14	9	12	21	44
Skilled workforce	4	5	9	7	3	10	11	13	24	43
Employee commuting	1	1	2	9	3	12	11	16	27	41
Crime rate	2	3	5	1	4	5	19	14	33	43
Affordable housing	1	2	3	6	5	11	14	14	28	42
Pleasant environment	5	11	16	4	3	7	13	10	23	46
Adequate IT access	20	12	32	5	5	10	1	7	8	50

#19 and 20 See Written Comments



21a About yourself?

	Electronic	Manual	Total	Percent Total
Male	23	37	60	53.1%
Female	20	33	53	46.9%
	43	70	113	100.0%

Age?

	Electronic	Manual	Total	Percent Total
Under 18	0	2	2	1.9%
18-40	5	7	12	11.3%
41-60	27	34	61	57.5%
Over 60	13	32	45	42.5%
	40	66	106	100.0%