

**RAYMOND
MASTER PLAN IMPLEMENTATION
SURVEY**

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Survey Center

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Survey Center

The UNH Survey Center is an independent, non-partisan academic survey research organization and a division of the UNH Carsey Institute.

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Executive Summary

The University of New Hampshire Survey Center conducted a survey for the Town of Raymond. The specific areas of interest are the attitudes about the Town of Raymond and future planning initiatives for Raymond. Forty five hundred and eighty (4580) surveys were delivered to all Raymond postal patrons in the “On the Common” newsletter on September 14, 2007 and a reminder was sent October 4, 2007. Four hundred nine (409) Raymond residents responded to the survey between September 20 and October 30, 2007; the response rate is 9 percent.

The following figures display survey results, detailed tabular results can be found in Appendix A, Appendix B contains the open ended responses, and Appendix C contains the survey instrument.

Attitudes about Raymond

Raymond residents like the convenient location and the small town country atmosphere but they do not like the high taxes.

- When asked all the reasons Raymond adults moved there, 60 percent said location, 44 percent said because of the quality of life, 43 percent said affordable housing, 16 percent said the visual appearance, 10 percent said recreation, 6 percent said for a job or employment, 5 percent said the schools, 5 percent said they were born there, 3 percent said tax structure, and 9 percent gave some other reason. **Figure 1**
- Over a third of Raymond adults (36%) say what they like most about living in Raymond is its small town community feel, 27 percent say the rural character, 17 percent say the location, 7 percent say the outdoor activities and open space, 5 percent say quality of life, 5 percent give some other description, and 2 percent say they don’t know. **Figure 2**
 - Residents who live in the “west” planning region are most likely to say they like the rural character the most.
 - Households earning between \$30,000 and \$44,999 are most likely to say they like the small town community feel the most.
 - Households earning between \$45,000 and \$59,999 are most likely to say they like the outdoor activities and open space the most.
- When asked all the factors that make Raymond less attractive, 82 percent said the tax rate, 27 percent said shopping, 25 percent said schools, 16 percent said traffic, 14 percent said industrial, 13 percent said government services, 11 percent said cultural, 4 percent said residential, and 12 percent gave some other reason. **Figure 3**
- The plurality of Raymond adults (46%) say what they like least about living there are the high taxes, 10 percent say the lack of Town amenities such as shopping and activities, 9 percent say the increased population and development, 9 percent say the town politics, 8 percent say Town aesthetics and reputation, 4 percent say poor schools, 4 percent say the lack of Town services and poor infrastructure, and 10 percent give some other reason. **Figure 4**
 - Residents 60 to 69 years old and those with a high school education or less are most likely to say high taxes are what they like least.
 - Older residents (70 or older) and those earning \$29,999 or less are most likely to say the increased population and development is what they like least.
 - Young adults (18 to 39) are most likely to say poor schools are what they like least.
 - Residents who live in the “west” planning region are most likely to say town politics are what they like least.

Town Communication

- When asked what their top 3 sources for information about news and events in Raymond nearly a third (27%) said their first source of information is the *Rockingham News*, followed by *On the Common* (16%), community access TV/RCTV (16%), *Carriage Town News* (15%), friends, relatives or coworkers (12%), the *Union Leader* (9%), the Town website (2%), Town Hall (1%), and 2 percent said their first source of information is from some other source. **Figure 5**
- The most commonly used sources for information about news and events in Raymond are the *Rockingham News* (44%), *On the Common* (56%), community access TV/RCTV (40%), *Carriage Town News* (46%), friends,

relatives or coworkers (36%), the *Union Leader* (28%), the Town website (15%), Town Hall (5%), school newsletter (6%), the Post Office (1%), transfer station (1%), and 5 percent listed some other source. **Figure 5**

- When asked what the best way for Raymond to inform them about what it is doing, the plurality (42%) said through direct mail, 21 percent said through community access TV/RCTV, 17 percent said through e-mail, 14 percent said the Town website, and 4 percent said some other way. **Figure 6**

General Planning

- The vast majority of Raymond residents (92%) indicated controlling property taxes as a very high priority (80%) or a high priority (12%), followed by protecting drinking water supplies (89%), protecting lakes, rivers and wetlands (77%), retaining existing businesses (73%), minimizing pollution (70%), preserving open spaces (69%), establishing stream side buffers (64%), stronger enforcement of environmental regulations (63%), maintaining Raymond's small town atmosphere (61%), encouraging commercial development (57%), preserving historical sites and buildings (44%), enhancing downtown Raymond (42%), expanding existing businesses (42%), implementing exterior appearance standards (41%), expanding recreational opportunities (40%), encouraging industrial development (40%), slowing the town population growth (38%), improving the affordability of housing (35%), and encouraging residential development (16%). **Figure 7**
 - Households earning between \$30,000 and \$44,999 and those who reside in the "southeast" planning region are most likely to rate retaining existing businesses as a very high or high priority.
 - Households earning \$29,999 or less are most likely to rate minimizing pollution as a very high or high priority.
 - Older adults (70 or older) and households earning between \$30,000 and \$44,999 are most likely to rate establishing streamside buffers to preserve water quality and wildlife habitat as a very high or high priority.
 - Older adults (60 or older), resident are not employed, and those who say they usually vote are most likely to rate maintaining Raymond's small town atmosphere as a very high or high priority.
 - Households earning \$29,999 or less are most likely to rate preserving historical sites and buildings as a very high or high priority.
 - Households earning between \$30,000 and \$44,999 most likely to rate expanding existing businesses as a very high or high priority.
 - Residents who live in the "central" planning region are most likely to rate implementing exterior appearance standards for commercial developments as a very high or high priority.
 - Young adults (18 to 39), those with postgraduate work, and households with school age children are most likely to rate expanding recreational opportunities as a very high or high priority.
 - Residents between 50 and 59, households earning \$29,999 or less, and those who reside in the "central" planning region are most likely to rate encouraging industrial development as a very high or high priority.
 - Older adults (60 or older), households earning \$29,999 or less, those who reside in the "southwest" planning region, and those residents who are not employed are most likely to rate slowing the Towns population growth as a very high or high priority.
 - Older adults (70 or older), those with a high school education or less, households earning \$44,999 or less, and those who reside in the "central" planning region are most likely to rate improving the affordability of housing as a very high or high priority.
 - Older adults (70 or older) and those who never or only occasionally vote are most likely to rate encouraging continued residential development as a very high or high priority.
- The plurality of Raymond residents (48%) would like to see the population of Raymond grow slightly in the next five years, 36 percent say they would like it to stay the same, 8 percent say it should decrease, and 9 percent say it should grow faster. **Figure 8**
 - Residents who live in the "southwest" planning region are most likely to say the population should stay the same.

- Households earning between \$45,000 and \$59,999 and those who reside in the “central” planning region are most likely to say the population should grow slightly.
- The majority of Raymond residents (71%) either strongly favor (37%) or favor somewhat (34%) development in Raymond that includes light manufacturing/technology business, followed by retail stores (71%), professional offices (64%), elderly housing (58%), single family homes (58%), tourism related business (55%), home businesses (54%), encouraging increased commercial density (50%), chain restaurants (48%), big box stores or shopping centers (47%), chain stores (46%), Mixed Use Business Campus (45%), conservation subdivisions (43%), low and moderate income housing (24%), heavy manufacturing (23%), townhouse or condominiums (21%), encouraging increased residential density (20%), and apartments (15%). **Figure 9**
 - Residents with a postgraduate work are most likely to strongly favor or favor somewhat professional offices.
 - Older adults (60 or older), those with a high school education or less, households earning \$29,999 or less and those residents who are not employed are most likely to strongly favor or favor somewhat elderly housing.
 - Residents with a postgraduate work, those who reside in the “central” planning region, and those residents who also work in Raymond are most likely to strongly favor or favor somewhat tourism related businesses.
 - Residents between 40 and 49 are most likely to strongly favor or favor somewhat home businesses.
 - Households earning between \$75,000 and \$99,999 and those who reside in the “central” planning region are most likely to strongly favor or favor somewhat chain restaurants.
 - Residents with a high school education or less are most likely to strongly favor or favor somewhat big box stores/shopping centers.
 - Older residents (70 or older), those with a high school education or less and households earning \$29,999 or less are most likely to strongly favor or favor somewhat chain stores.
 - Residents earning \$100,000 or more and those who reside in the “central” planning region are most likely to strongly favor or favor somewhat Mixed Use Business Campus Development.
 - Young adults (18 to 39) and those with postgraduate work are most likely to strongly favor or favor somewhat conservation subdivisions.
 - Older residents (60 or older), those with a high school education or less, households earning \$29,999 or less, and those who reside in the “central” planning region are most likely to strongly favor or favor somewhat low & moderate income housing.
 - Older residents (70 or older) and those with a high school education or less are most likely to strongly favor or favor somewhat heavy manufacturing.
 - Residents who never or only occasionally vote are most likely to strongly favor or favor somewhat encouraging increased residential density.
 - Residents who live in the “central” planning region are most likely to strongly favor or favor somewhat apartments.

Tax Implications

- The majority is in favor of improving Town roads (65%), but do not want taxes raised to do so.
 - Residents with a high school education or less, households earning \$29,999 or less and those residents who are not employed are most likely to oppose and say improving town roads is not needed.
- The majority oppose building or improving a Town beach (53%) and building a new Town office building (64%).
 - Residents in the “central” planning region are more likely to favor, even if higher taxes the building of a new town office building.
 - Residents in the “central” planning region and households earning \$100,000 or more are more likely to favor, even if higher taxes, improving and/or building a new town beach.
- The remaining four scenarios are less decisive; the pluralities favor the purchase of farmlands, forests etc. for

conservation (47%) and expanding Town water and sewage infrastructure (48%) but do not want taxes raised to do so.

- Households earning between \$60,000 and \$74,999 and those who never or only occasionally vote are most likely to favor the purchase of conservation land, but do not want taxes raised to do so.
 - Residents with a high school education or less and those who reside in the “southwest” planning region are most likely to oppose the purchase of conservation land.
 - Residents with postgraduate work are most likely to favor, even if higher taxes, the purchase of conservation land.
 - Residents of the “central” planning region are most likely to favor, even if higher taxes, expansion of the Town water and sewage infrastructure.
- On the other hand, the pluralities oppose expanding or improving the schools (45%) and building a community center (43%). **Figure 10**
 - Older adults (70 or older) and those with a high school education or less are most likely to oppose building a community center.
 - Households earning between \$60,000 and \$74,999 and those who work in Raymond are most likely to favor, but do not want taxes raised to do so, the building a community center.
 - Residents with postgraduate work are most likely to favor, even if higher taxes, building a community center.
 - Older adults (60 to 69), those with a high school education or less, households earning \$29,999 or less, and those who reside in the “north” planning region are most likely to oppose expanding/improving schools.
 - Households earning between \$60,000 and \$74,999 and those who reside in the “west” planning region are most likely to favor, but do not want taxes raised to do so, expanding/improving schools.
 - Young adults (18 to 39), those with postgraduate work, households earning \$100,000 or more and those with school aged children are most likely to favor, even if higher taxes, expanding/improving schools.
 - The majority of residents (64%) believe that town purchases of agricultural and forestland will increase their property taxes, 22 percent believe it will have no impact and 14 percent believe it will decrease property taxes. **Figure 11**
 - Households earning \$100,000 or more are most likely to believe it will increase their property taxes.
 - Forty-six percent of residents believe that encouraging affordable housing will increase their property taxes, 39 percent believe it will have no impact and 15 percent believe it will decrease property taxes. **Figure 11**
 - Residents who live in the “southwest” planning region are most likely to believe it will increase their property taxes.
 - The plurality of residents (43%) believe that requiring larger residential lot sizes will increase their property taxes, 36 percent believe it will have no impact and 21 percent believe it will decrease property taxes. **Figure 11**
 - Households earning between \$60,000 and \$74,999 and those who never or only occasionally vote are most likely to believe it will increase their property taxes.
 - Two-fifths of residents (42%) believe that the Town obtaining conservation easements to protect open spaces will increase their property taxes, 45 percent believe it will have no impact and 13 percent believe it will decrease property taxes. **Figure 11**
 - Thirty-nine percent of residents believe that encouraging conservation subdivisions of 10 acres or more will increase their property taxes, 40 percent believe it will have no impact and 21 percent believe it will decrease property taxes. **Figure 11**
 - Over one-third of residents (36%) believe that encouraging senior/retirement housing developments will increase

their property taxes, 45 percent believe it will have no impact and 19 percent believe it will decrease property taxes. **Figure 11**

- Residents between 40 to 49, households earning \$45,000 to \$59,999 or \$100,000 or more, those who reside in the “southwest” planning region and those with school aged children are most likely to believe it will increase their property taxes.
- One-fifths of residents (20%) believe that accessing impact fees on new housing and developments will increase their property taxes, 30 percent believe it will have no impact and 50 percent believe it will decrease property taxes. **Figure 11**
 - Young adults (18 to 39) and those who never or only occasionally vote are most likely to believe it will increase their property taxes.
- Thirteen percent of residents believe attracting new businesses into town will increase their property taxes, 19 percent believe it will have no impact and 68 percent believe it will decrease property taxes. **Figure 11**

Town Government

- Only forty-two percent either strongly agree (14%) or agree somewhat (28%) with the statement that the town government welcomes citizens involvement, 28 percent agree that the town government is run for the benefit of all people, 31 percent agree that most town officials care what people think, 31 percent agree that they are pleased with the overall direction of the town, and 23 percent agree that they receive a good value for the taxes they pay. **Figure 12**
 - Households earning \$29,999 or less and those who are not employed are most likely to strongly agree or agree somewhat that the town government welcomes citizens’ involvement.
 - Residents who are not employed are most likely to strongly agree or agree somewhat that they are pleased with the overall direction of the town.
 - Residents who also work in Raymond are most likely to strongly agree or agree somewhat that most elected officials care what people think.
 - Residents who work in Raymond are most likely to strongly agree or agree somewhat that Town government is run for the benefit of all the people.
 - Older adults (70 or older), households earning \$29,999 or less, and those who are not employed are most likely to strongly agree or agree somewhat that they receive a good value for the taxes they pay.
- The majority of Raymond residents (56%) would not consider becoming involved in Town government. When asked what would be an incentive to get involved in Town government, 19 percent said a stipend, 17 percent said expense reimbursement, 9 percent said they don’t have enough time, 16 percent said nothing would get them involved and 39 percent cited some other reason. **Figure 14**
 - Young adults (18 to 39), those with postgraduate work, households earning \$100,000 or more, those who reside in the “west” planning region, and those who work in Raymond are most likely to consider becoming involved in Town government.

Demographics

- One-fifth of Raymond residents are between the ages of 18 to 39 (22%), 23 percent are 40 to 49, 25 percent are 50 to 59, 20 percent are 60 to 69, and 10 percent are 70 or older.
- One-quarter (24%) of Raymond residents have at least a high school education, 28 percent have technical school or some college, 32 percent are a college graduate, and 16 percent have completed post graduate work.
- Fourteen percent of Raymond residents have household earnings less than \$29,999, 16 percent earn \$30,000 to \$44,999, 14 percent earn \$45,000 to \$59,999, 14 percent earn \$60,000 to \$74,999, 18 percent earn \$75,000 to \$99,999, and 22 percent earn over \$100,000.
- The majority of Raymond residents (73%) do not have school age children and 27 percent do have school age children.

- Seventeen percent of Raymond residents say they never or only occasionally vote in local elections, 22 percent say they usually vote, and 61 percent say they always vote in local elections.
- The majority of Raymond residents (57%) do not work in Raymond, 25 percent are not employed, and 19 percent work in Raymond.
- Virtually all Raymond residents (96%) Own their home.
- Twelve percent of Raymond residents live in the “central” planning region, 19 percent live in the “north”, 32 percent live in the “southeast” 17 percent live in “southwest”, and 19 percent live in the “west”.

Figure 1: “I moved to/live in Raymond because ...” (Multiple responses possible. Percentages may add to more than 100 percent)

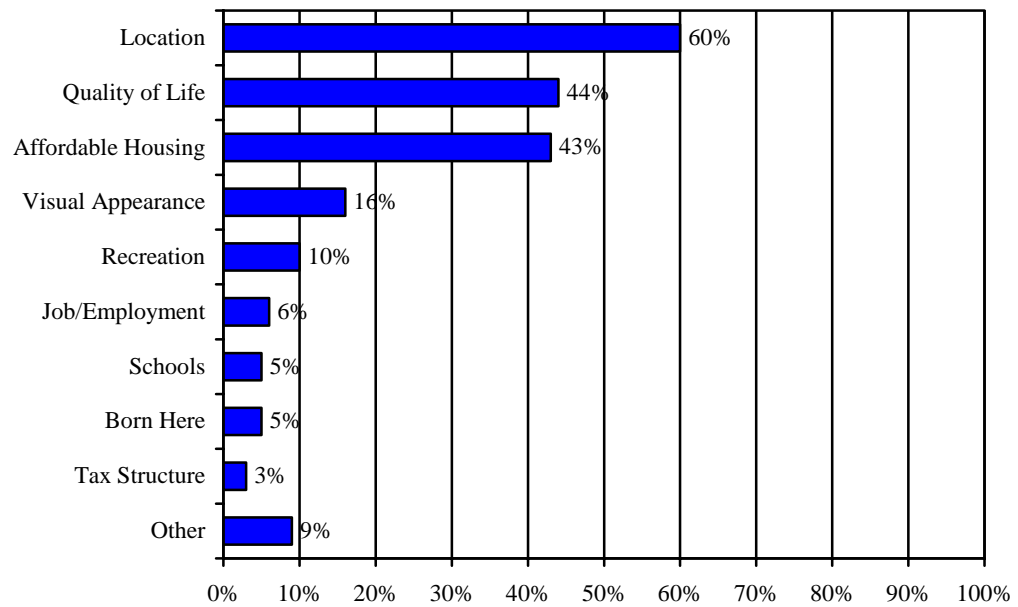


Figure 2: “What do you like most about living in Raymond?”

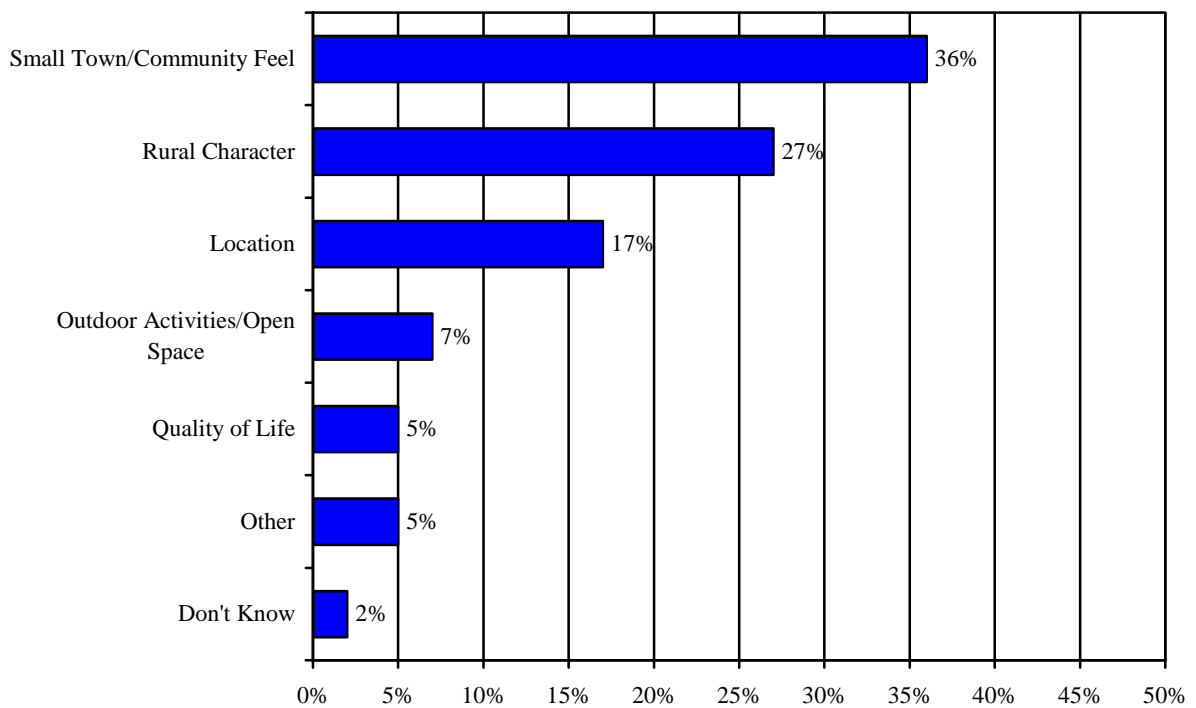


Figure 3: “What do you like least about living in Raymond?”

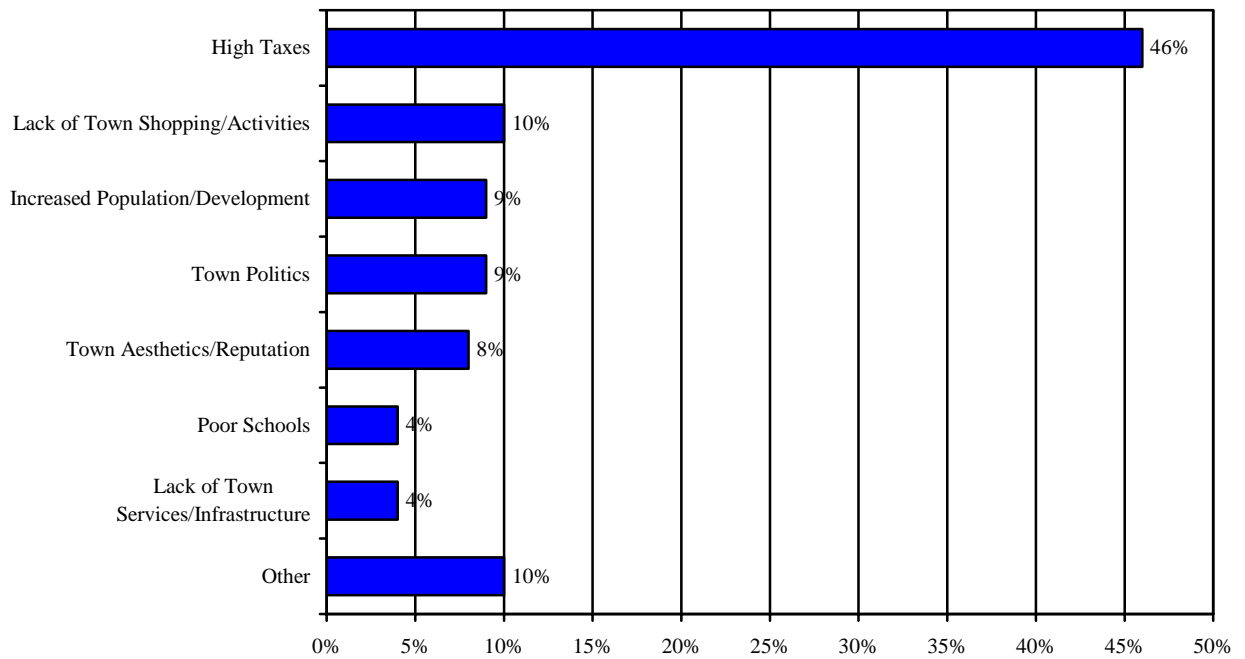


Figure 4: “What factors make Raymond less attractive to you?”

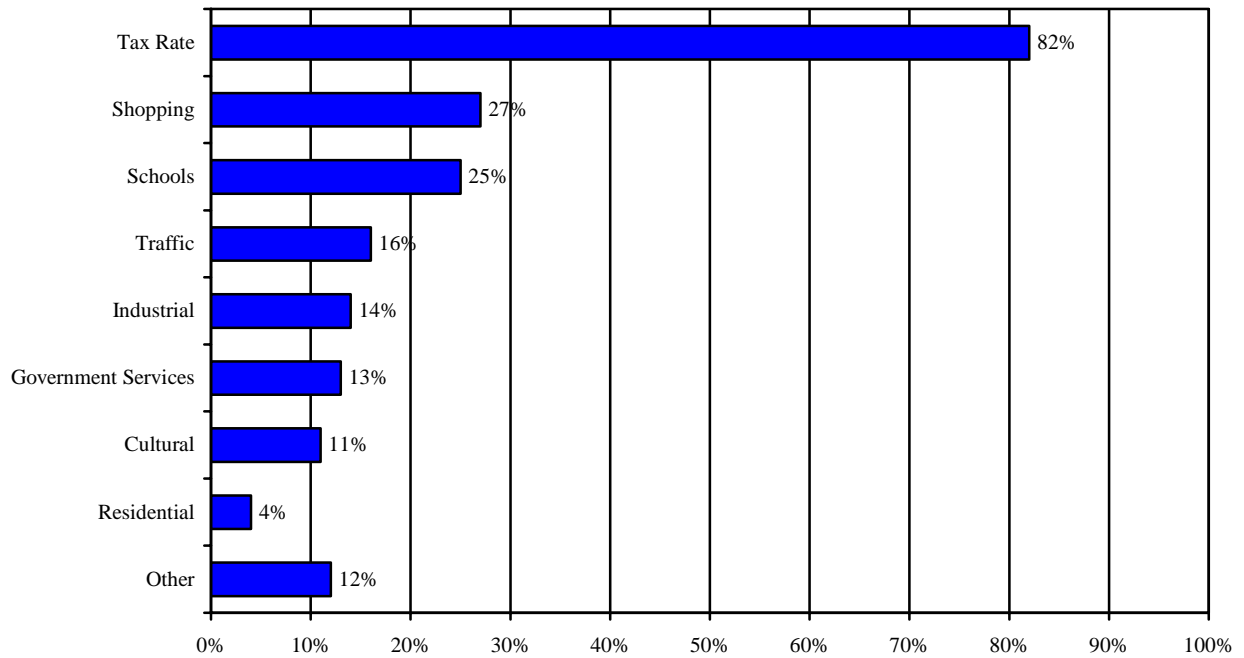


Figure 5: “In what ways do you get your information about news and events in Raymond?”

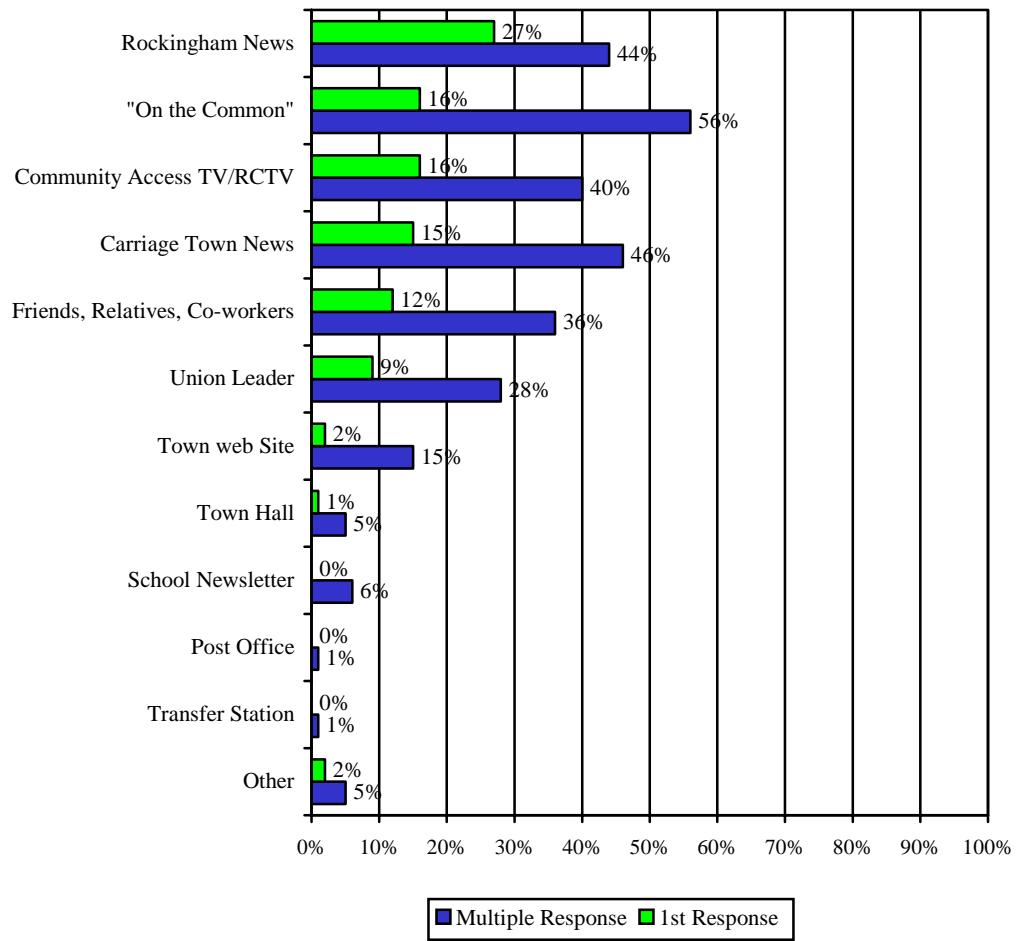
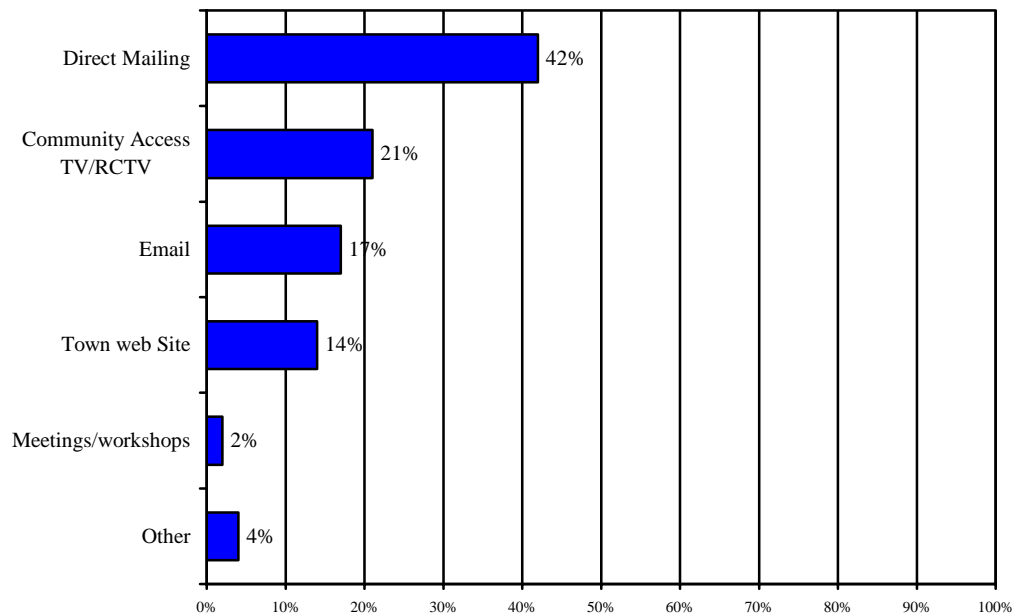


Figure 6: “What is the **best** way for the Town of Raymond to better inform you about what it is doing?”



General Planning

Figure 7: “Please indicate how high a priority you place on each of the possible goals/activities for Raymond.

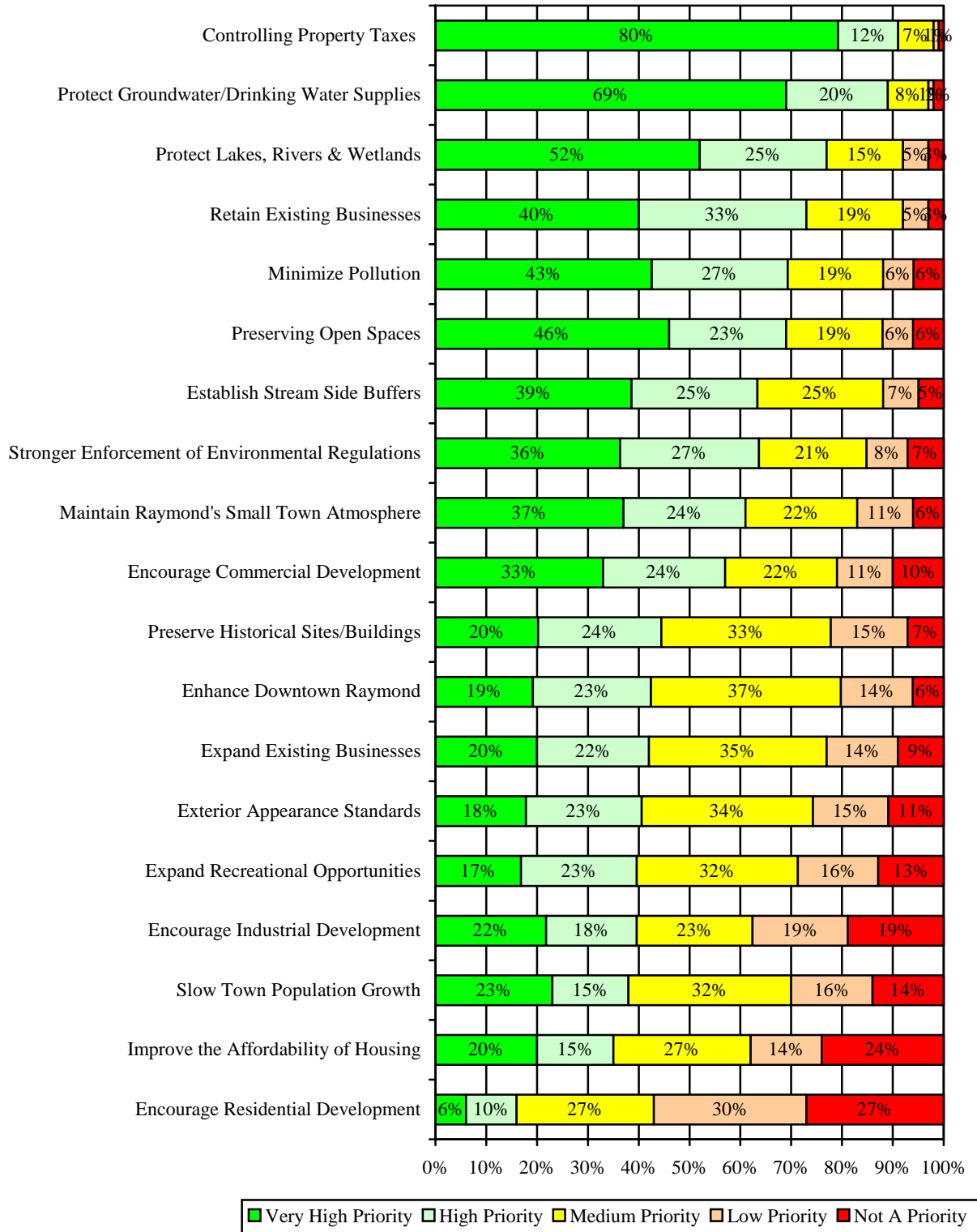


Figure 8: “In the next five years, would you like to see the population of Raymond ...”

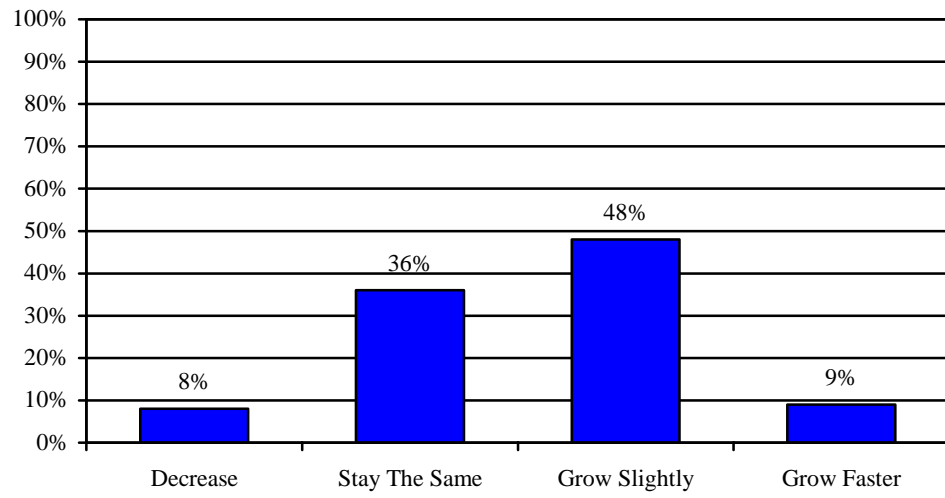


Figure 9: “What is your opinion of the following types of Development in Raymond?”

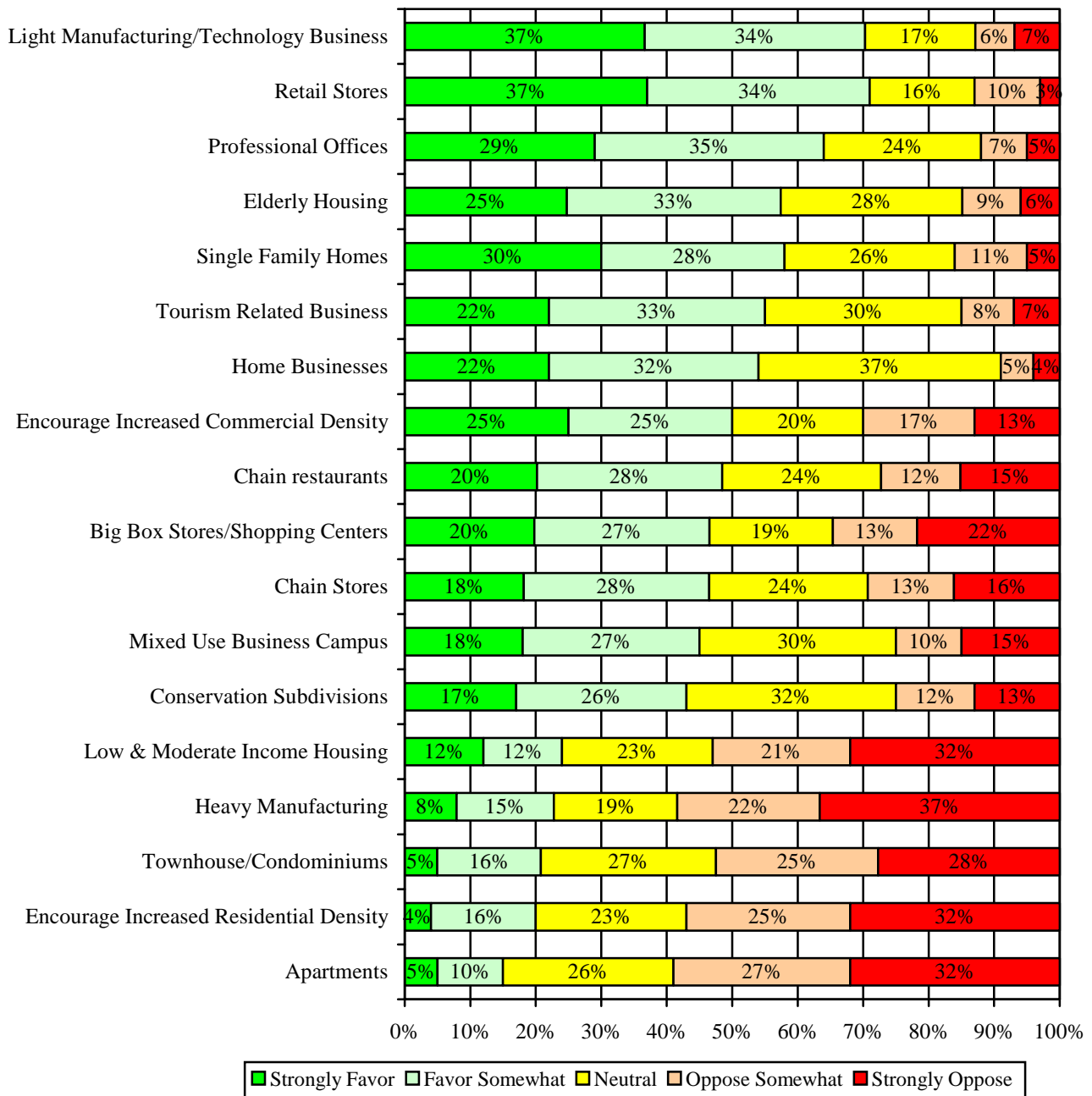


Figure 10: “Please indicate if you favor or oppose the following activities in Raymond and if so, are you willing to pay higher property taxes for them.”

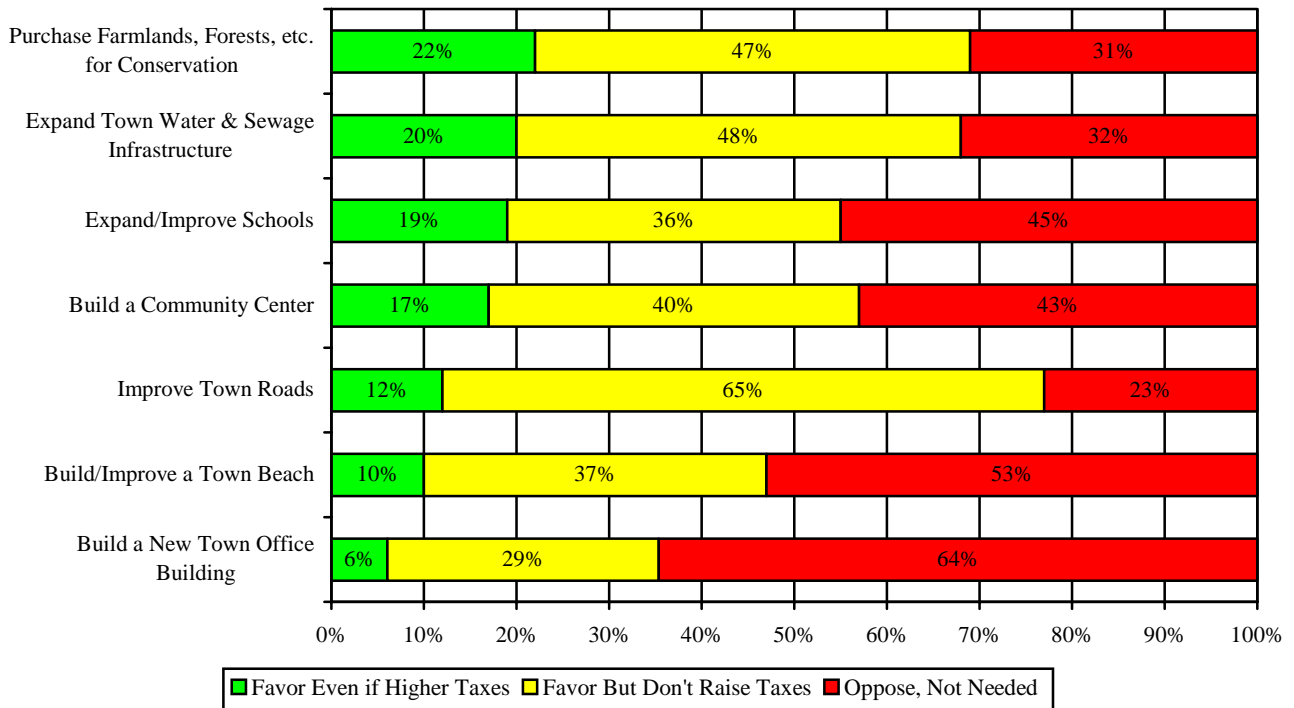


Figure 11: “What impact do you believe the following planning strategies would have on your property taxes?”

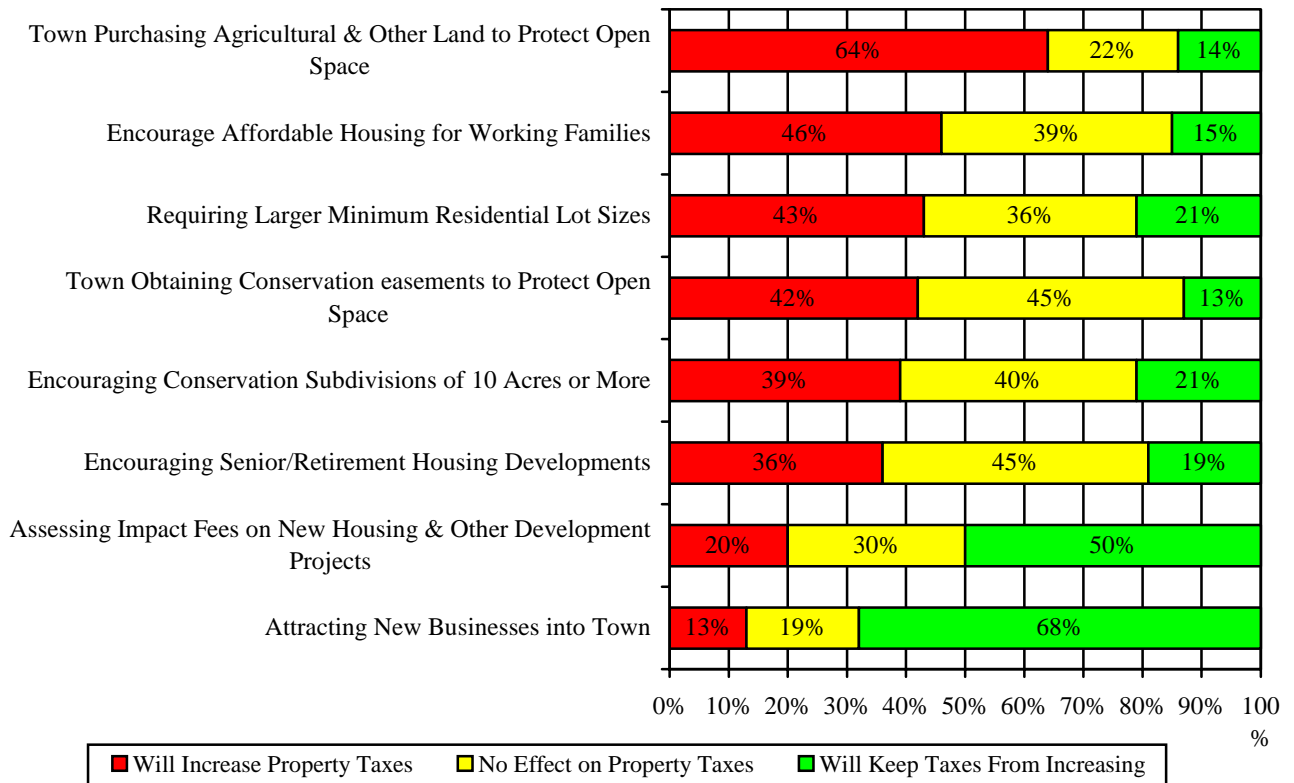


Figure 12: “Please indicate whether you agree or disagree with the following statements about the Town of Raymond by circling the number that most closely represents your opinion.”

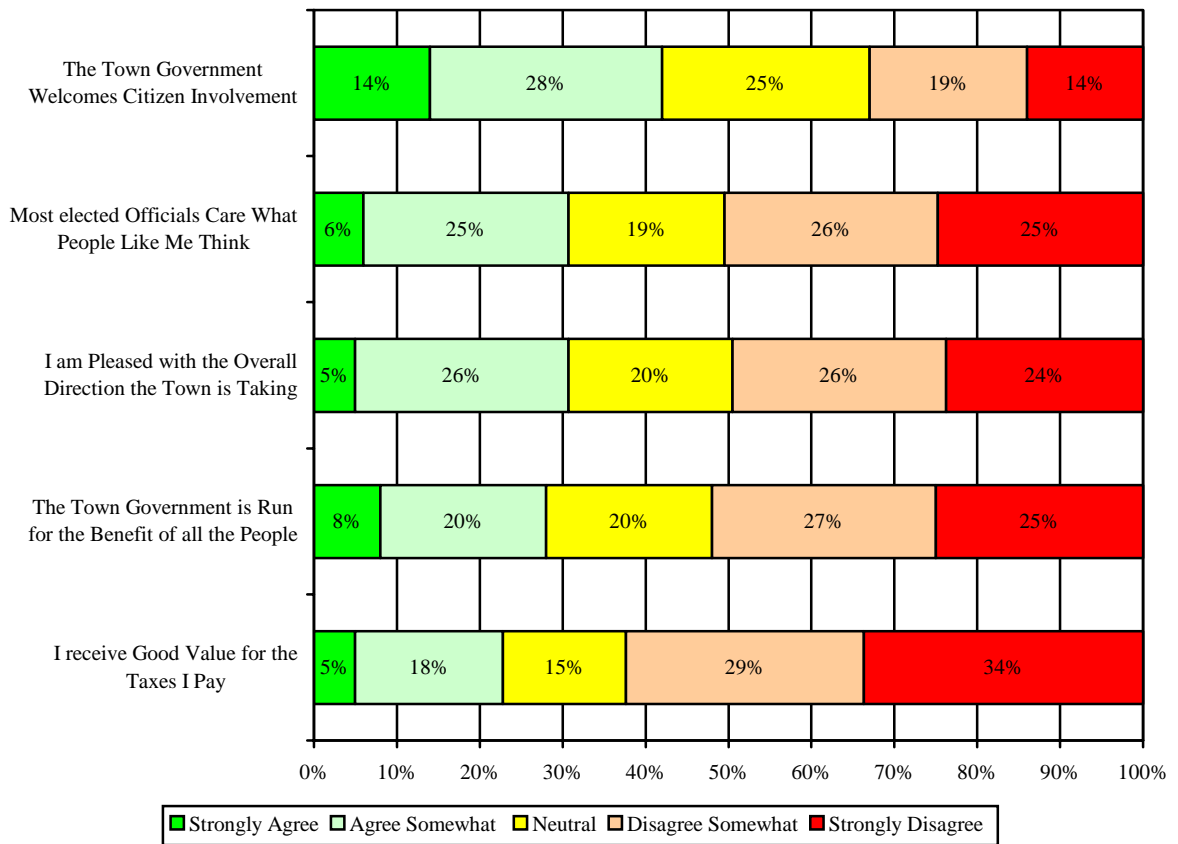


Figure 13: “Would you ever consider becoming involved in Town government?”

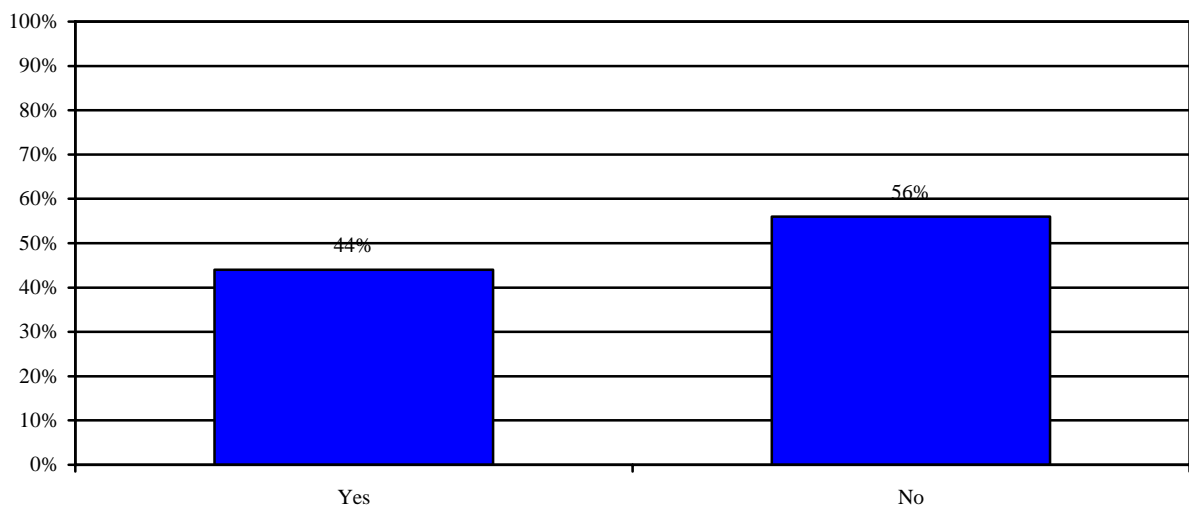


Figure 14: “Which of the following would be an incentive to get you involved in Town government?”

