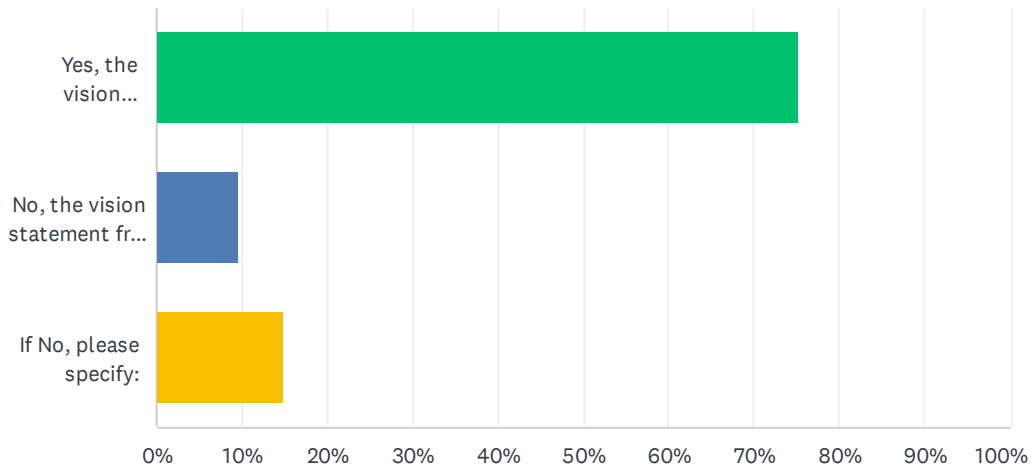


Q1 Spencer Master Plan - Vision Statement: We envision Spencer to be a cohesive and vibrant community in which people can enjoy living and working together throughout all the stages of their lives. Spencer will achieve this vision by providing quality educational and municipal services, and by creating an environment that encourages participation in community life, while maintaining its rural character. Is the 2013 vision statement relevant and consistent with your vision for Spencer?

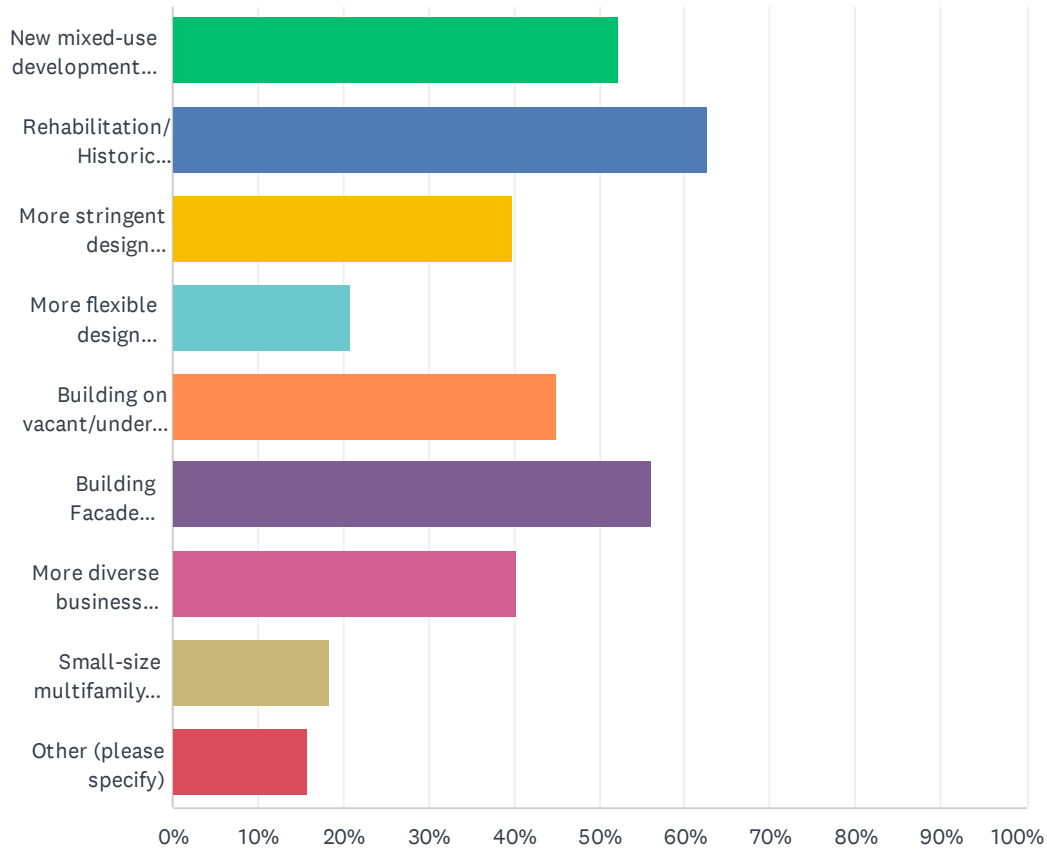
Answered: 353 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes, the vision statement from 2013 is still relevant for Spencer.	75.35%	266
No, the vision statement from 2013 requires some changes to be relevant today.	9.63%	34
If No, please specify:	15.01%	53
TOTAL		353

Q2 Which of the following options for future development would you support in the Town Center/commercial areas? (Select all that apply)

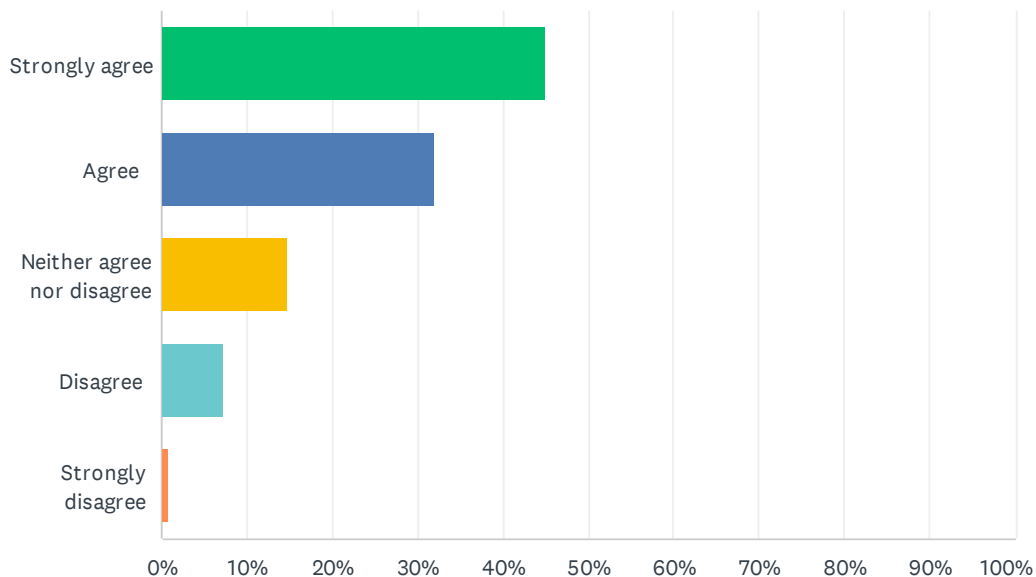
Answered: 349 Skipped: 11



ANSWER CHOICES	RESPONSES	
New mixed-use development (Retail on the lower floor, housing on the upper floor.)	52.15%	182
Rehabilitation/Historic Preservation	62.75%	219
More stringent design guidelines to maintain community character for renovations of existing buildings	39.83%	139
More flexible design guidelines	20.92%	73
Building on vacant/underutilized parcels	44.99%	157
Building Facade Improvement Program	56.16%	196
More diverse business opportunities in existing buildings	40.40%	141
Small-size multifamily housing	18.34%	64
Other (please specify)	15.76%	55
Total Respondents: 349		

Q3 Indicate whether you agree with the following statement: The Town of Spencer should maintain its existing small-town character.

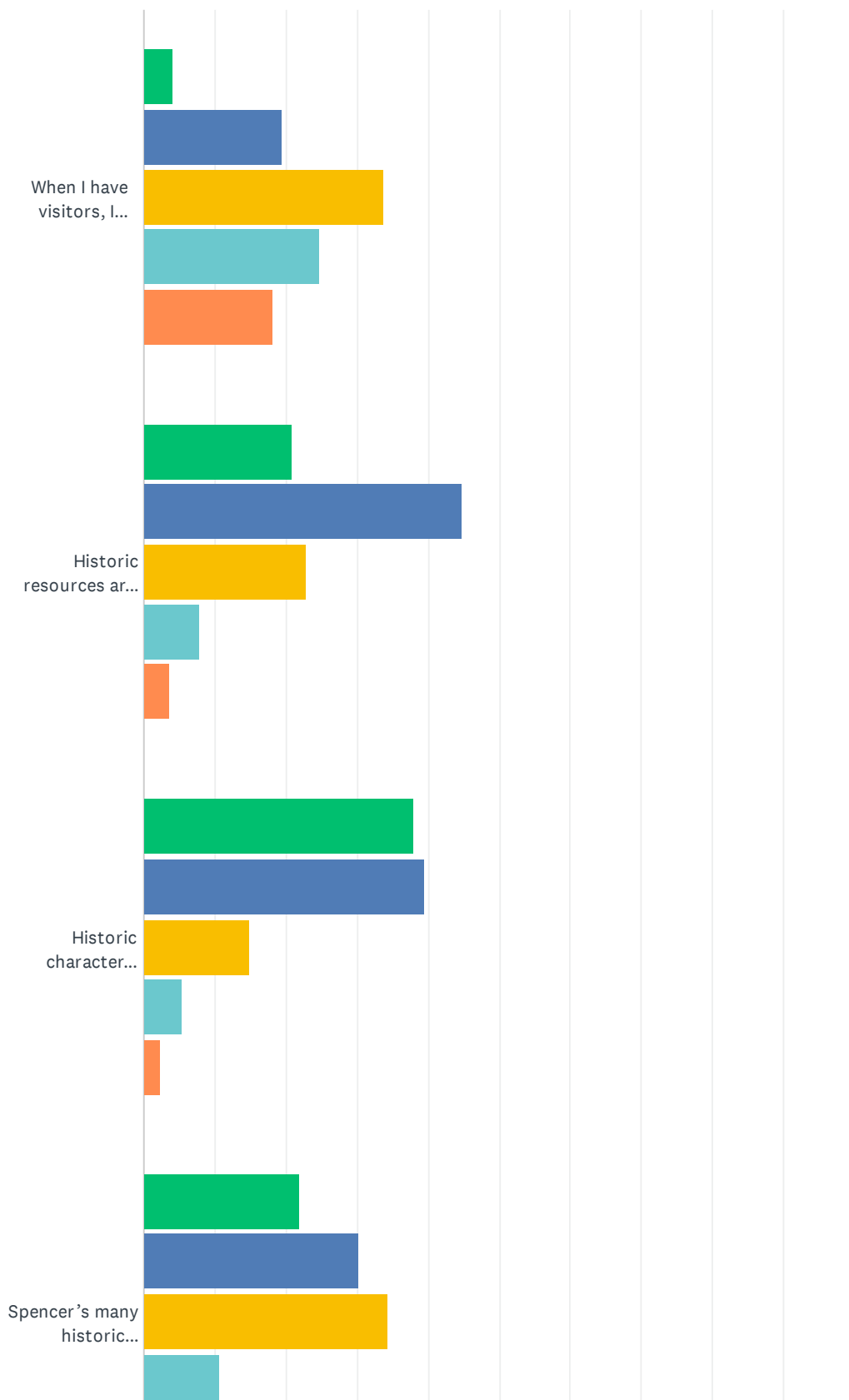
Answered: 346 Skipped: 14



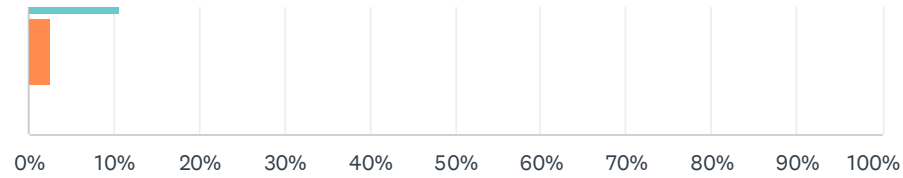
ANSWER CHOICES	RESPONSES	
Strongly agree	45.09%	156
Agree	32.08%	111
Neither agree nor disagree	14.74%	51
Disagree	7.23%	25
Strongly disagree	0.87%	3
TOTAL		346

Q4 To what extent do you agree with the following statements?

Answered: 344 Skipped: 16



Town of Spencer Master Plan Survey

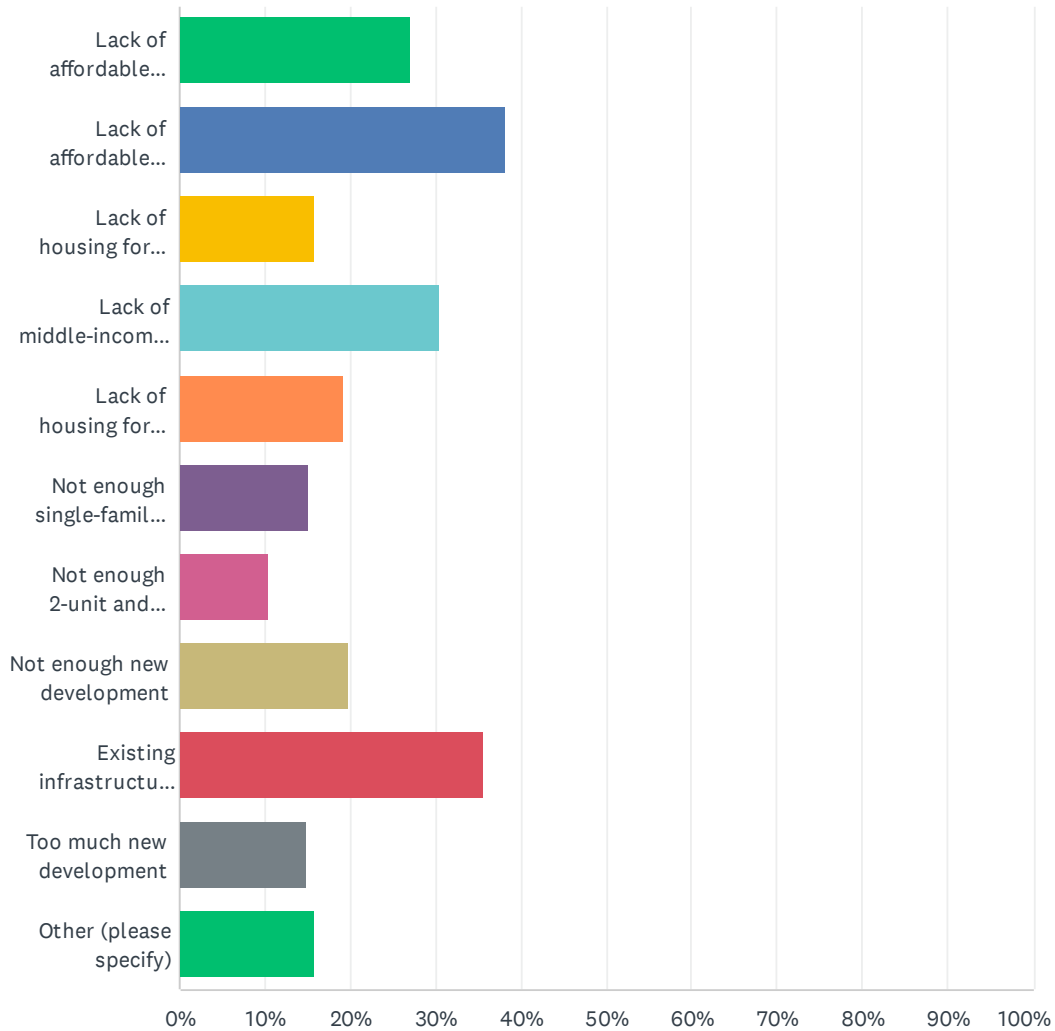


■ Strongly Ag...
 ■ Agree
 ■ Neither Agr...
 ■ Disagree
■ Strongly Di...

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
When I have visitors, I take them to visit historic places in my community.	4.11% 14	19.35% 66	33.72% 115	24.63% 84	18.18% 62	341
Historic resources are an essential part of Spencer's character.	20.82% 71	44.87% 153	22.87% 78	7.92% 27	3.52% 12	341
Historic character should be protected when new development takes place or when historic buildings are renovated.	38.01% 130	39.47% 135	14.91% 51	5.26% 18	2.34% 8	342
Spencer's many historic resources are at risk of being erased.	22.06% 75	30.29% 103	34.41% 117	10.59% 36	2.65% 9	340

Q5 What is your biggest concern regarding housing in Spencer? (Select all that apply.)

Answered: 309 Skipped: 51

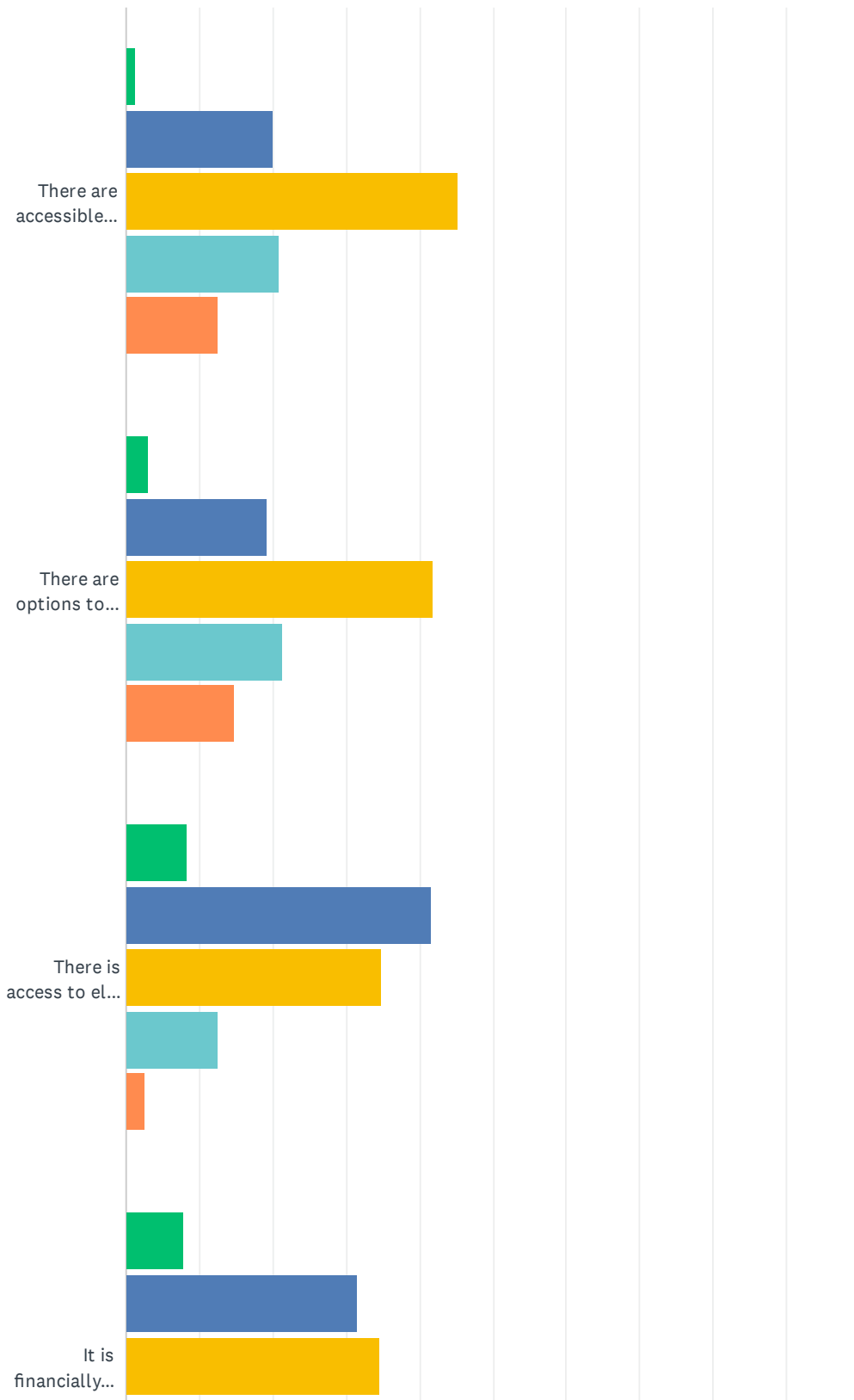


Town of Spencer Master Plan Survey

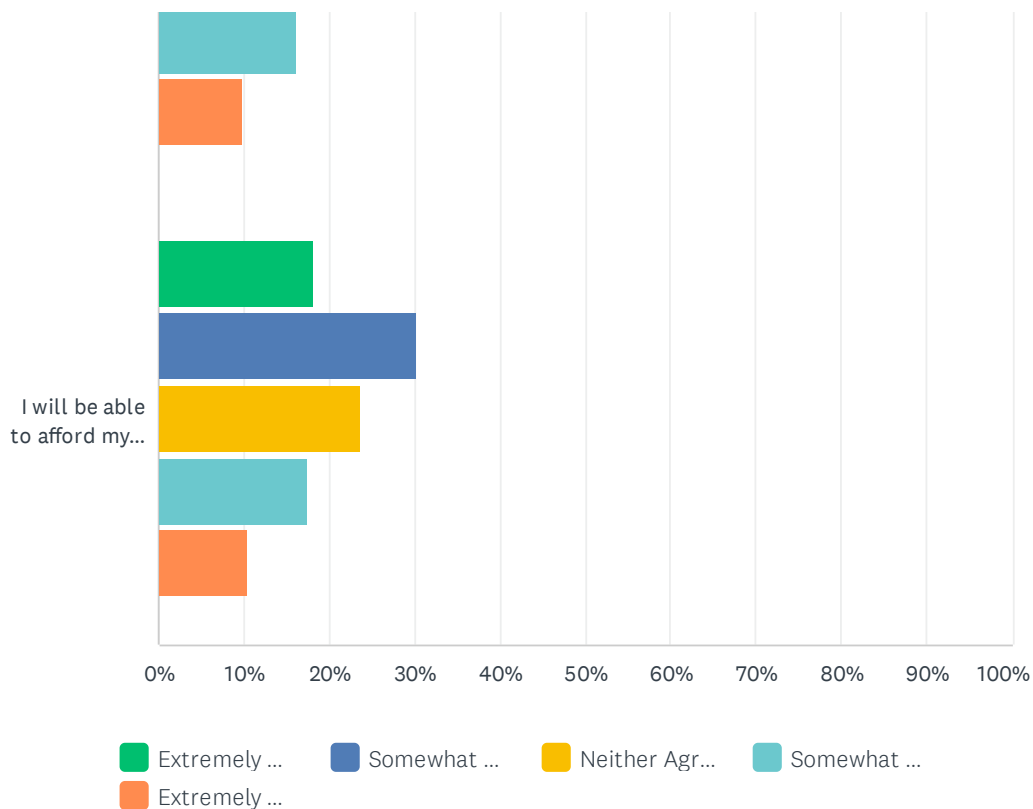
ANSWER CHOICES	RESPONSES	
Lack of affordable housing (Available to those making less than 80% of the median household income for the area.)	27.18%	84
Lack of affordable housing for seniors	38.19%	118
Lack of housing for single adults in need (Recovery, veterans, survivors of domestic abuse, etc.)	15.86%	49
Lack of middle-income housing	30.42%	94
Lack of housing for families	19.09%	59
Not enough single-family houses	15.21%	47
Not enough 2-unit and multi-family houses	10.36%	32
Not enough new development	19.74%	61
Existing infrastructure capacity cannot accommodate new development	35.60%	110
Too much new development	14.89%	46
Other (please specify)	15.86%	49
Total Respondents: 309		

Q6 What is your experience and/or other resident's experience aging in Spencer?

Answered: 318 Skipped: 42



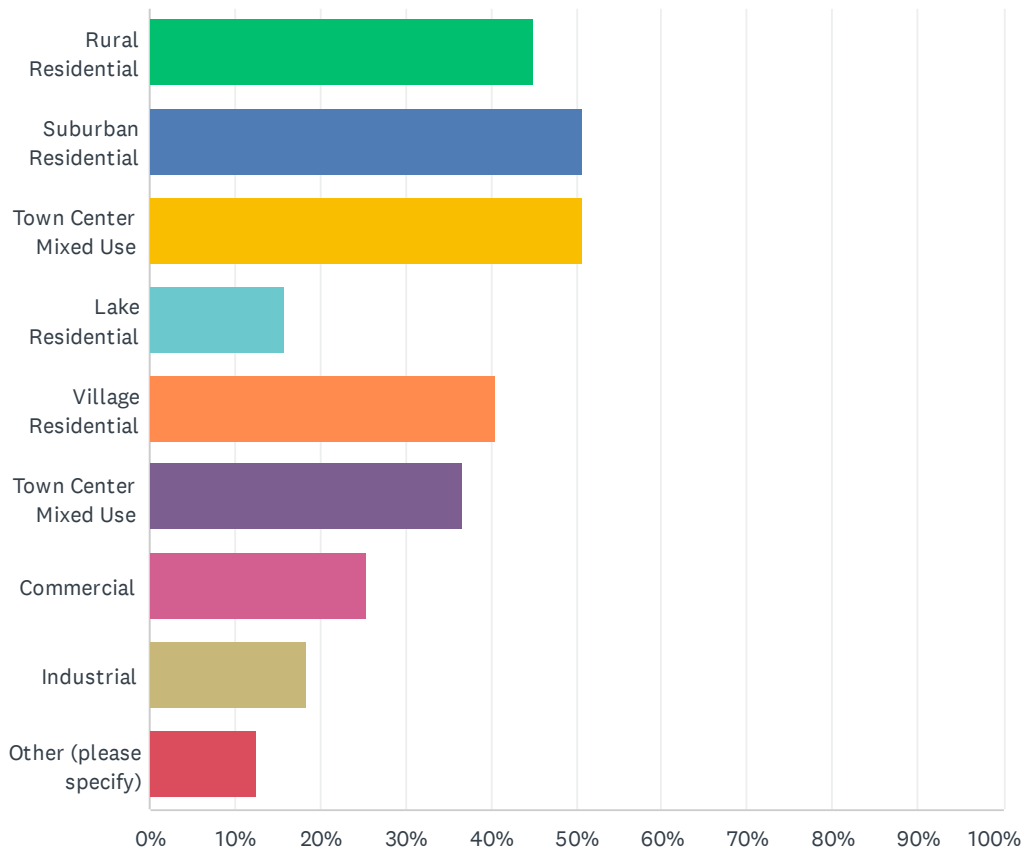
Town of Spencer Master Plan Survey



	EXTREMELY AGREE	SOMEWHAT AGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT DISAGREE	EXTREMELY DISAGREE	TOTAL
There are accessible options to downsize	1.29% 4	20.00% 62	45.16% 140	20.97% 65	12.58% 39	310
There are options to enter assisted living	2.89% 9	19.29% 60	41.80% 130	21.22% 66	14.79% 46	311
There is access to elder services	8.39% 26	41.61% 129	34.84% 108	12.58% 39	2.58% 8	310
It is financially feasible to age in Spencer	7.91% 25	31.65% 100	34.49% 109	16.14% 51	9.81% 31	316
I will be able to afford my home as I age into retirement	18.04% 57	30.38% 96	23.73% 75	17.41% 55	10.44% 33	316

Q7 Where should additional housing development happen? Select all Zoning Districts that apply.

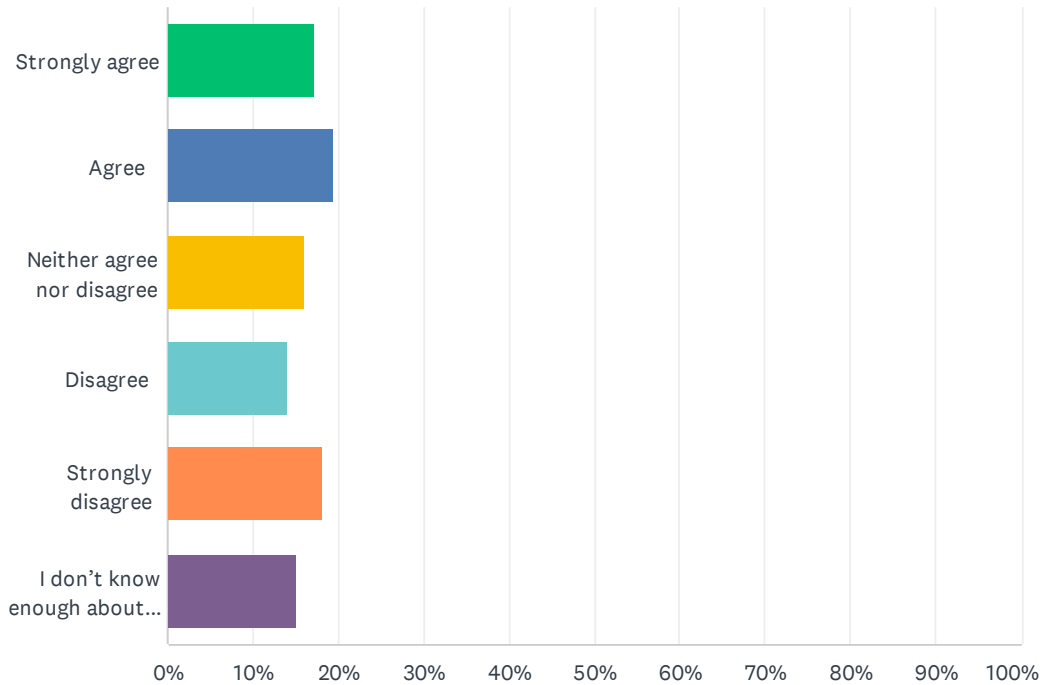
Answered: 311 Skipped: 49



ANSWER CHOICES	RESPONSES	
Rural Residential	45.02%	140
Suburban Residential	50.80%	158
Town Center Mixed Use	50.80%	158
Lake Residential	15.76%	49
Village Residential	40.51%	126
Town Center Mixed Use	36.66%	114
Commercial	25.40%	79
Industrial	18.33%	57
Other (please specify)	12.54%	39
Total Respondents: 311		

Q8 Spencer should adopt the Community Preservation Act (CPA).(CPA is a state law that enables Massachusetts communities to add a property tax surcharge through a referendum, and access matching funds from the statewide Community Preservation Trust Fund.Local funds are raised through a voter-authorized surcharge on local property tax bills of up to 3%. Municipalities that adopt CPA also benefit from funds from a yearly distribution from the statewide CPA Trust Fund.Towns can use this fund to preserve open space and historic sites, create affordable housing, and develop outdoor recreational facilities.)More information on the CPA can be found here: (<https://www.mass.gov/lists/community-preservation-act>) and (<https://www.communitypreservation.org/>).

Answered: 319 Skipped: 41

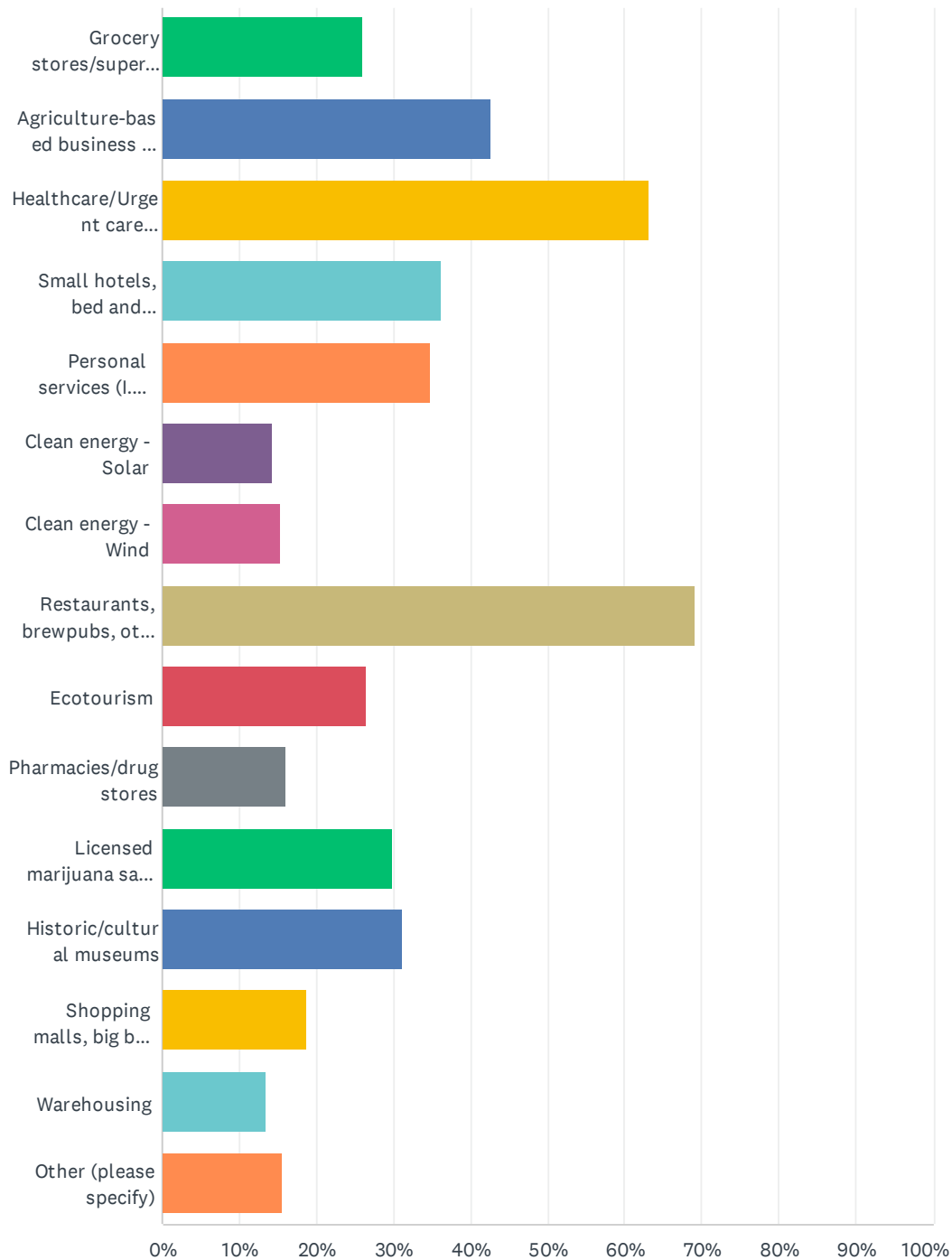


Town of Spencer Master Plan Survey

ANSWER CHOICES	RESPONSES	
Strongly agree	17.24%	55
Agree	19.44%	62
Neither agree nor disagree	15.99%	51
Disagree	14.11%	45
Strongly disagree	18.18%	58
I don't know enough about this to make a decision	15.05%	48
TOTAL		319

Q9 Which of the following types of businesses do you feel would be beneficial to Spencer? (Select all that apply.)

Answered: 314 Skipped: 46

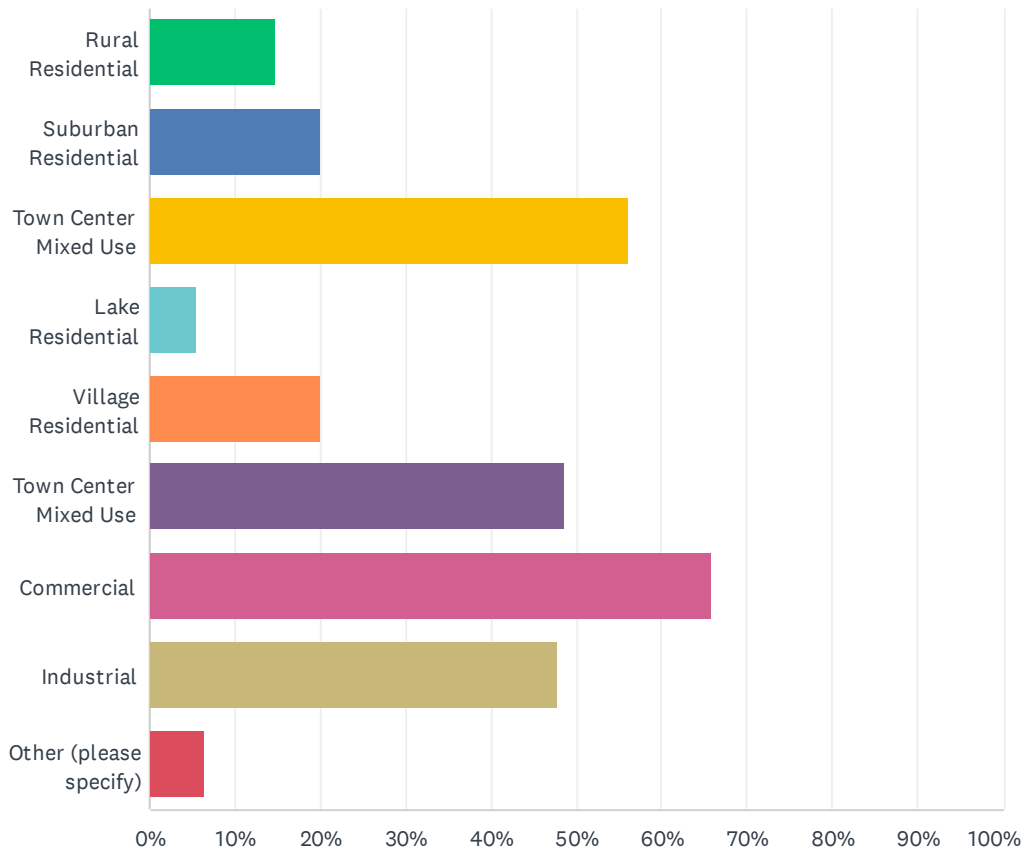


Town of Spencer Master Plan Survey

ANSWER CHOICES	RESPONSES	
Grocery stores/supermarkets/convenience stores	26.11%	82
Agriculture-based business and services	42.68%	134
Healthcare/Urgent care center/Medical facility	63.06%	198
Small hotels, bed and breakfasts, homestays	36.31%	114
Personal services (i.e., lawyers, dentist, hair salons, etc.)	34.71%	109
Clean energy - Solar	14.33%	45
Clean energy - Wind	15.29%	48
Restaurants, brewpubs, other food and beverage establishments	69.11%	217
Ecotourism	26.43%	83
Pharmacies/drug stores	15.92%	50
Licensed marijuana sales establishments	29.94%	94
Historic/cultural museums	31.21%	98
Shopping malls, big box retail, outlet shopping	18.79%	59
Warehousing	13.38%	42
Other (please specify)	15.61%	49
Total Respondents: 314		

Q10 Where should additional commercial development happen? Select all Zoning Districts that apply.

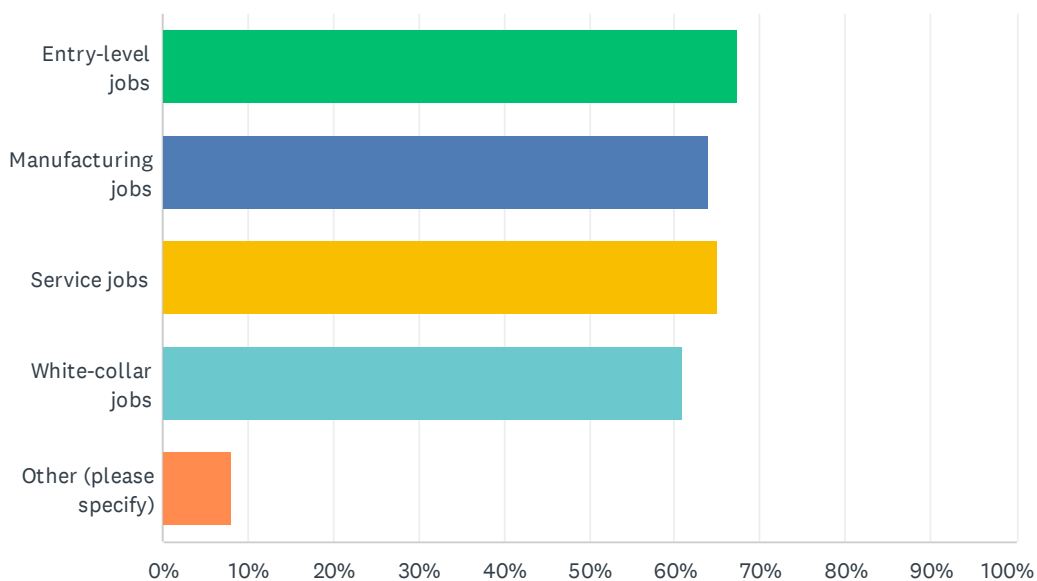
Answered: 308 Skipped: 52



ANSWER CHOICES	RESPONSES
Rural Residential	14.61% 45
Suburban Residential	20.13% 62
Town Center Mixed Use	56.17% 173
Lake Residential	5.52% 17
Village Residential	20.13% 62
Town Center Mixed Use	48.70% 150
Commercial	65.91% 203
Industrial	47.73% 147
Other (please specify)	6.49% 20
Total Respondents: 308	

Q11 What type of jobs are needed in Spencer? (Select all that apply)

Answered: 295 Skipped: 65



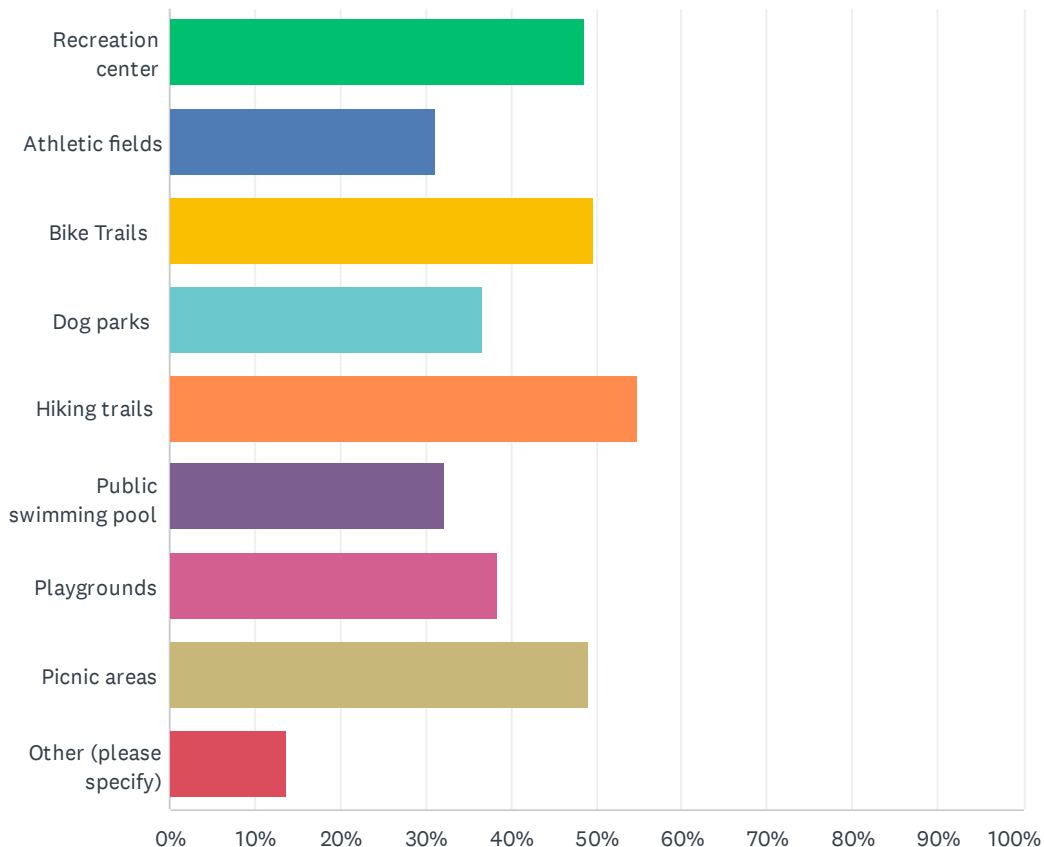
ANSWER CHOICES	RESPONSES	
Entry-level jobs	67.46%	199
Manufacturing jobs	64.07%	189
Service jobs	65.08%	192
White-collar jobs	61.02%	180
Other (please specify)	8.14%	24
Total Respondents: 295		

Q12 What is your favorite scenic view in Spencer (If you have several, please rank them in order.)

Answered: 210 Skipped: 150

Q13 Which of the following recreational opportunities would you like to see more of in Spencer? (Select all that apply.)

Answered: 292 Skipped: 68



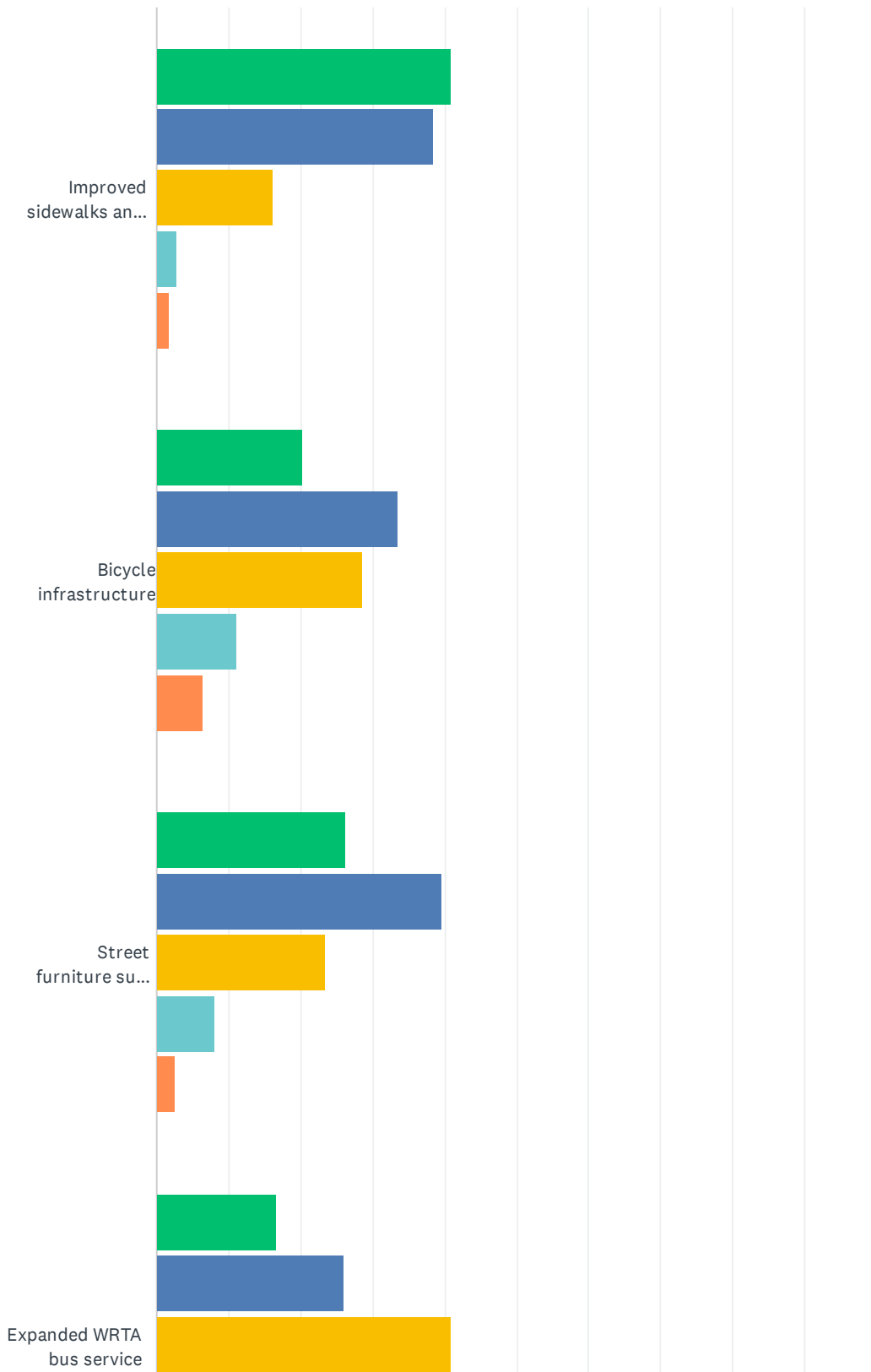
ANSWER CHOICES	RESPONSES
Recreation center	48.63% 142
Athletic fields	31.16% 91
Bike Trails	49.66% 145
Dog parks	36.64% 107
Hiking trails	54.79% 160
Public swimming pool	32.19% 94
Playgrounds	38.36% 112
Picnic areas	48.97% 143
Other (please specify)	13.70% 40
Total Respondents: 292	

Q14 What areas of Spencer should be preserved as open/non-developed land? (For example, areas used for recreation, areas supporting animal and plant habitats.)

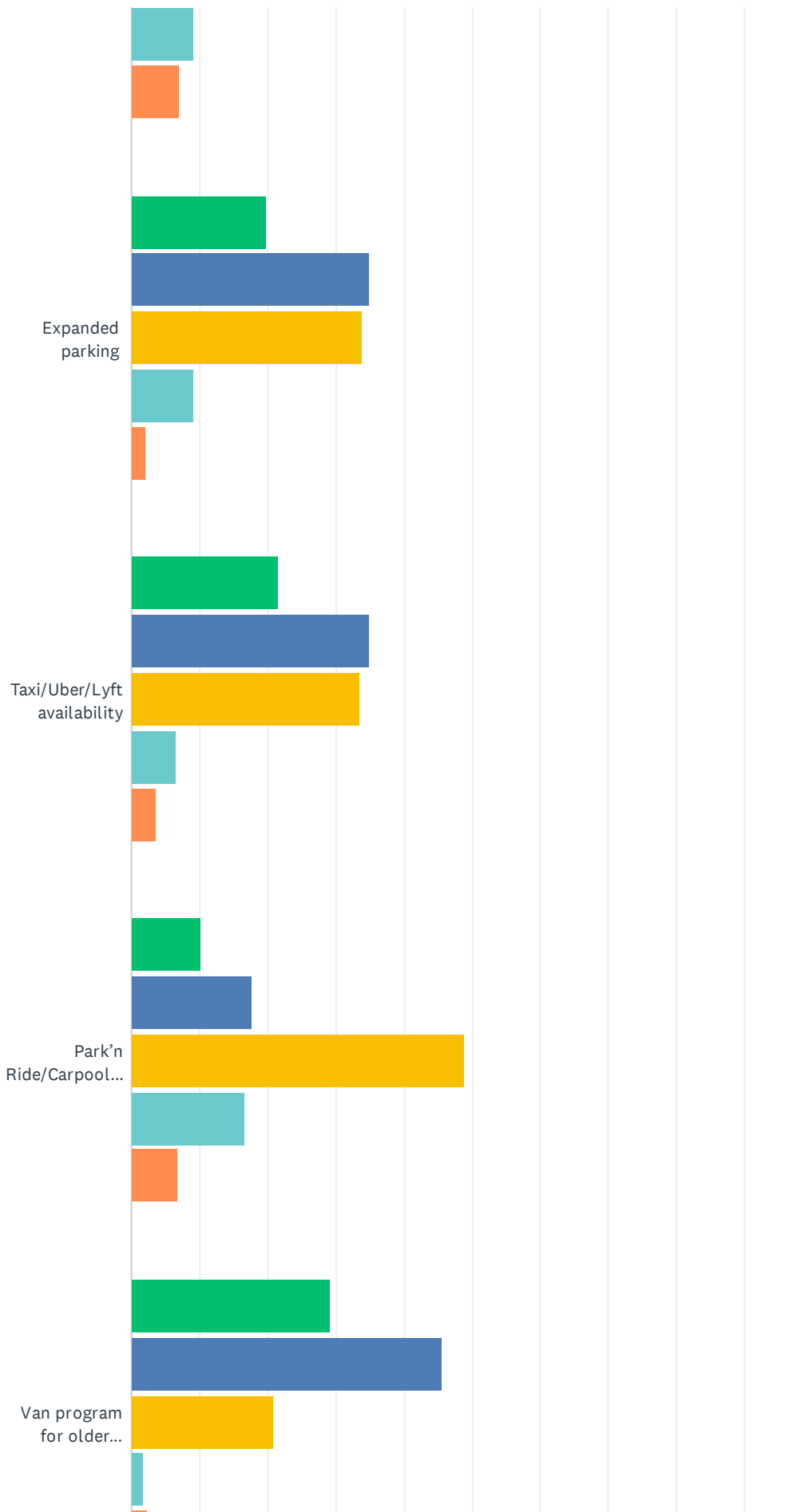
Answered: 150 Skipped: 210

Q15 Which transportation options should be explored in specific areas of Spencer? (Select all that apply. Please share additional comments below.)

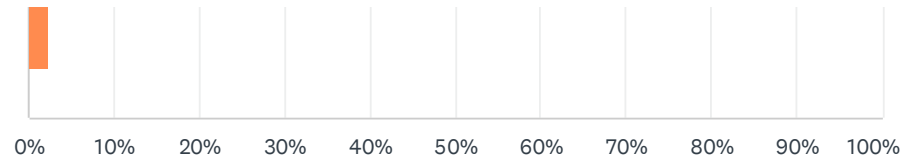
Answered: 305 Skipped: 55



Town of Spencer Master Plan Survey



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■ Strongly Ag...
 ■ Agree
 ■ Neither Agr...
 ■ Disagree
■ Strongly Di...

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
Improved sidewalks and crosswalks for pedestrians	41.02% 121	38.31% 113	16.27% 48	2.71% 8	1.69% 5	295	1.86
Bicycle infrastructure	20.22% 56	33.57% 93	28.52% 79	11.19% 31	6.50% 18	277	2.50
Street furniture such as bench, lighting etc.	26.32% 75	39.65% 113	23.51% 67	8.07% 23	2.46% 7	285	2.21
Expanded WRTA bus service	16.73% 47	25.98% 73	40.93% 115	9.25% 26	7.12% 20	281	2.64
Expanded parking	19.93% 56	34.88% 98	33.81% 95	9.25% 26	2.14% 6	281	2.39
Taxi/Uber/Lyft availability	21.45% 59	34.91% 96	33.45% 92	6.55% 18	3.64% 10	275	2.36
Park'n Ride/Carpool lot	10.15% 27	17.67% 47	48.87% 130	16.54% 44	6.77% 18	266	2.92
Van program for older adults	29.27% 84	45.64% 131	20.91% 60	1.74% 5	2.44% 7	287	2.02

Q16 What specific improvements to service would increase your WRTA ridership?

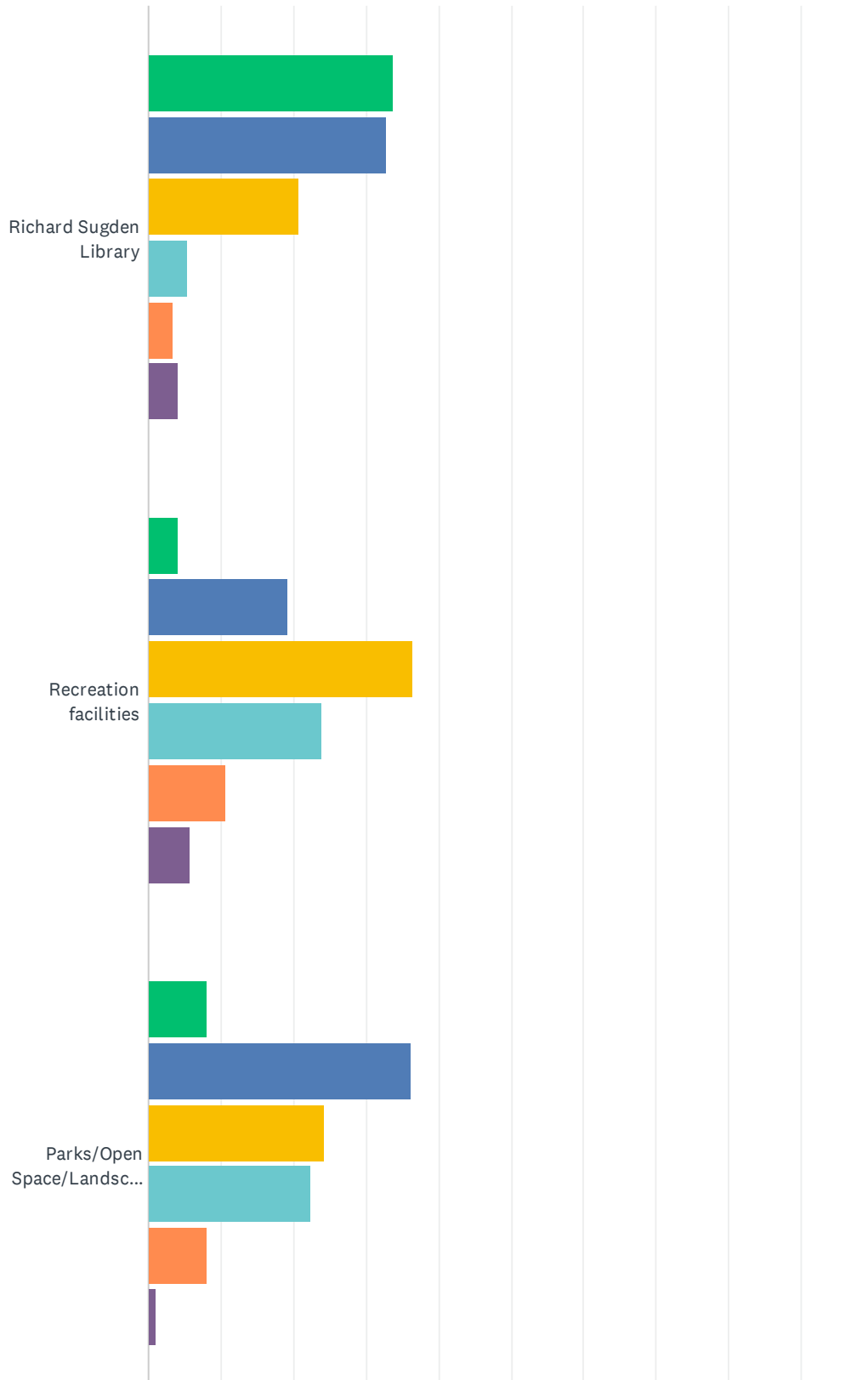
Answered: 112 Skipped: 248

Q17 What are the most difficult (i.e., hazardous, congested, or hard to navigate) areas or intersections you encounter in Spencer?

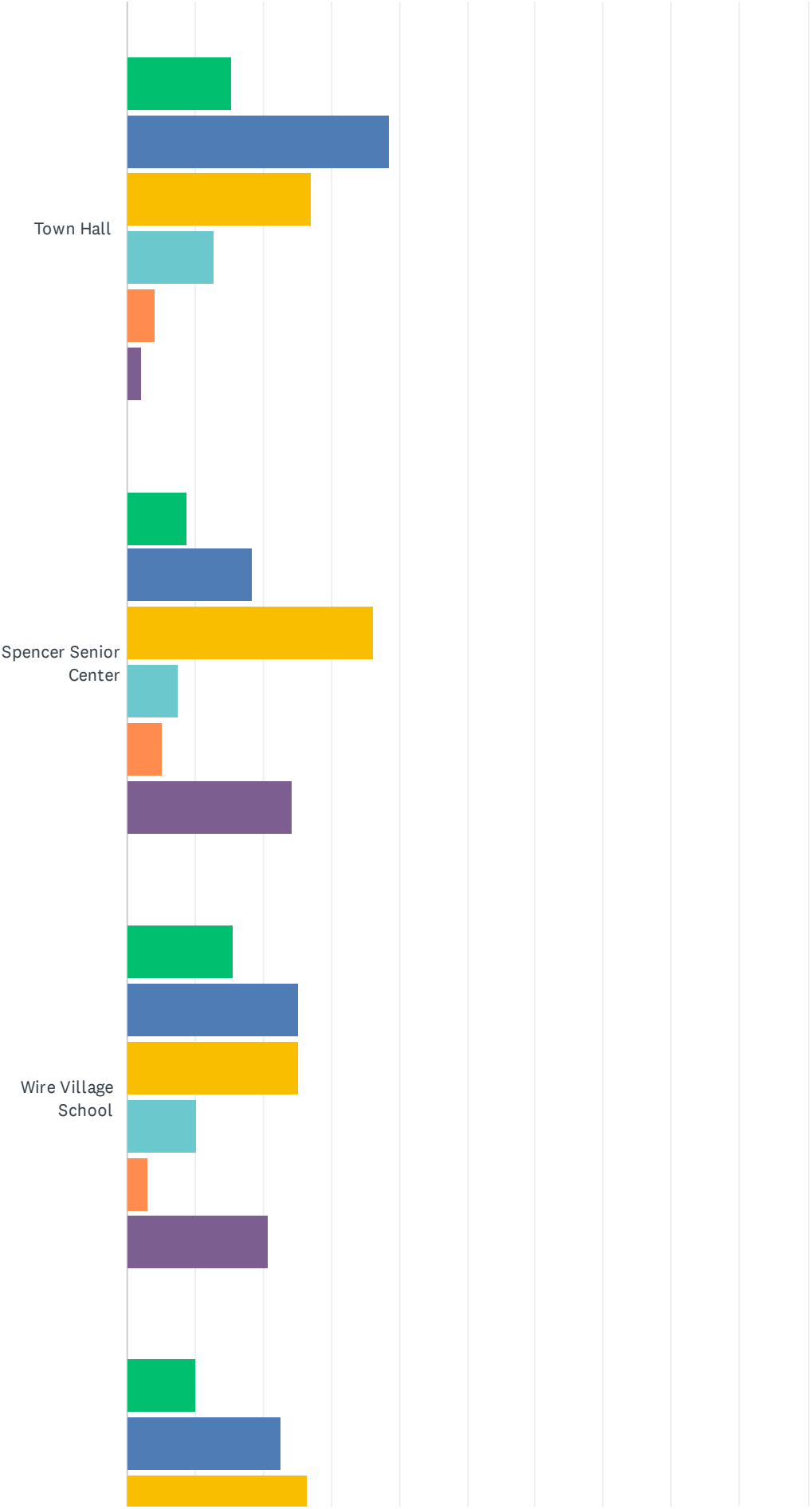
Answered: 198 Skipped: 162

Q18 How satisfied are you with following public buildings, infrastructure, and amenities?

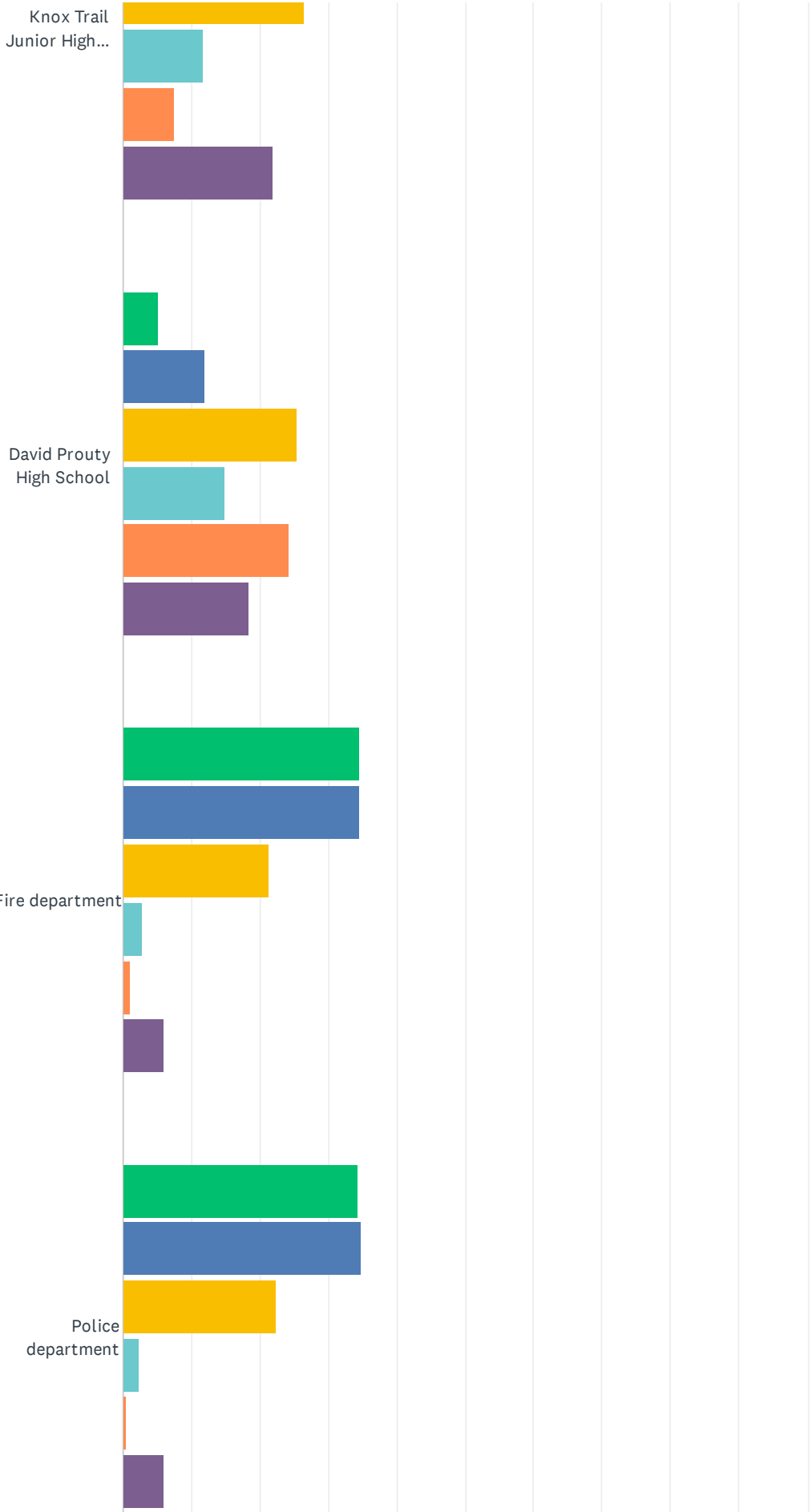
Answered: 301 Skipped: 59



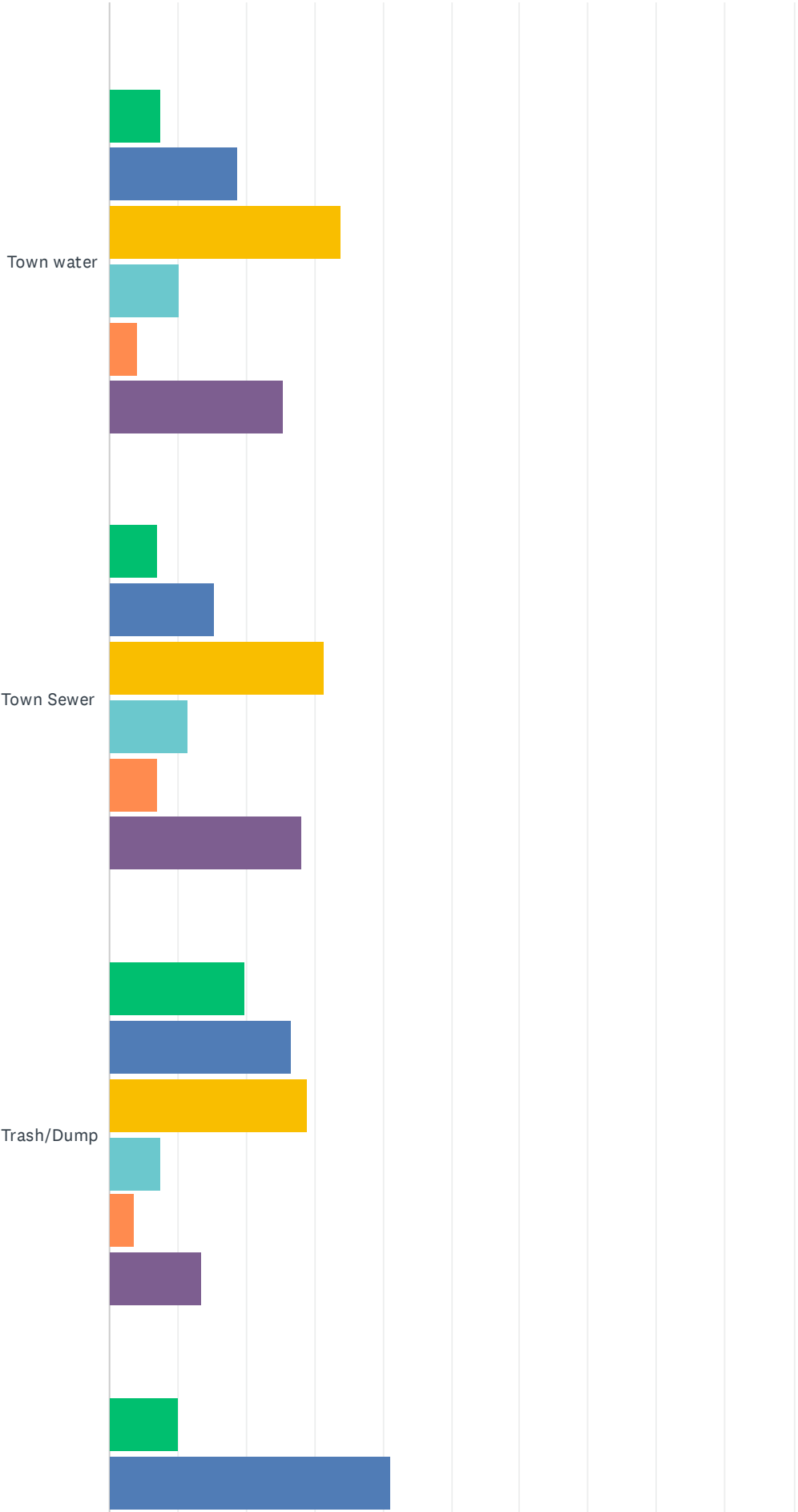
Town of Spencer Master Plan Survey



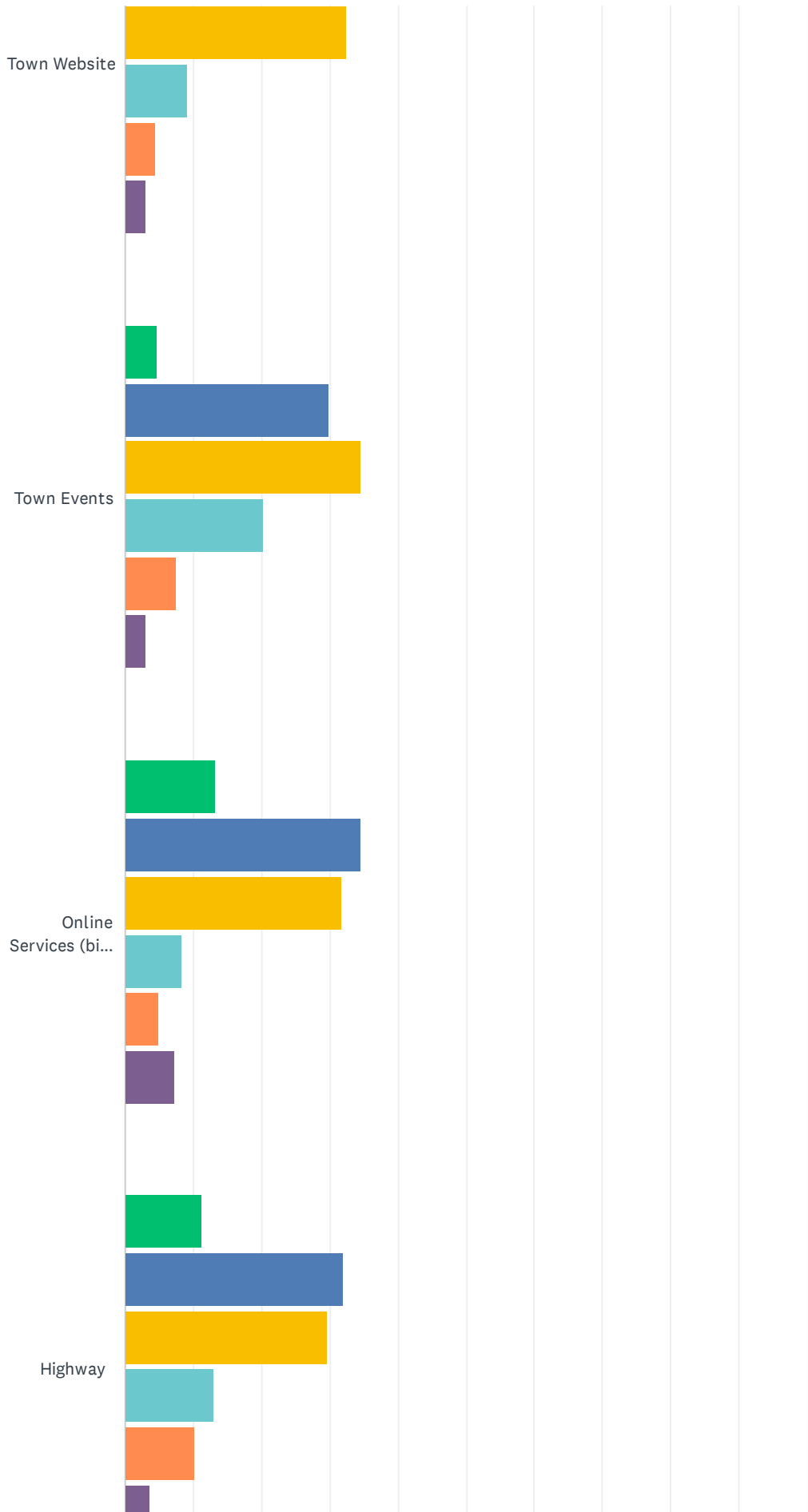
Town of Spencer Master Plan Survey



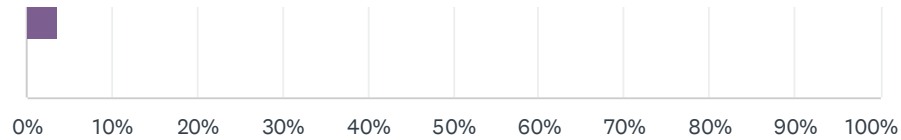
Town of Spencer Master Plan Survey



Town of Spencer Master Plan Survey



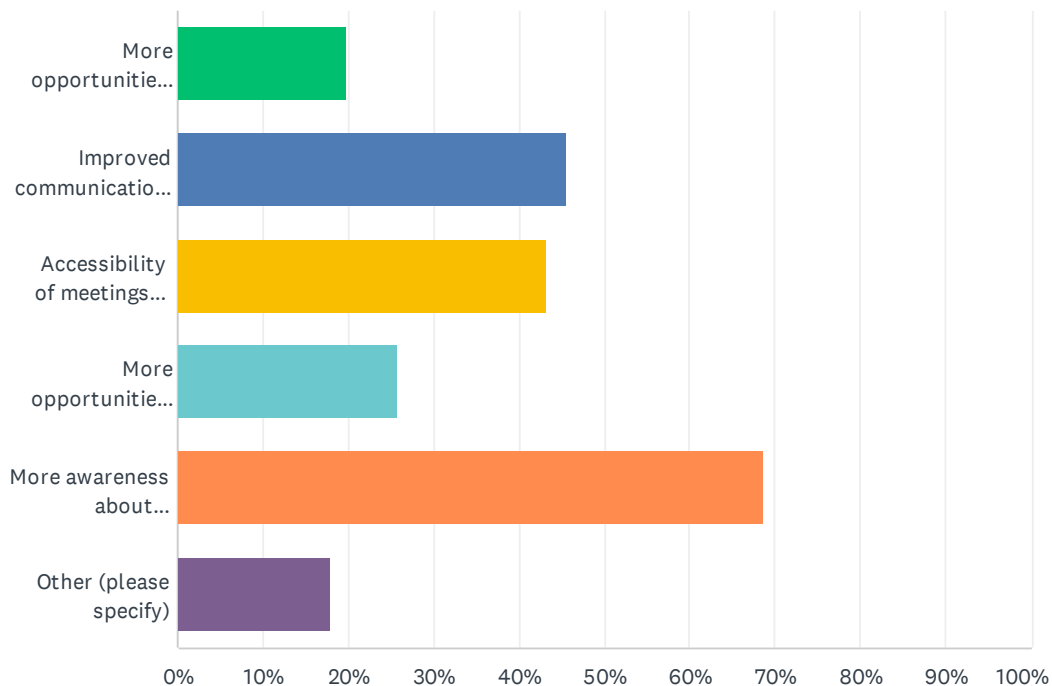
Town of Spencer Master Plan Survey



	EXTREMELY SATISFIED	SOMEWHAT SATISFIED	NEUTRAL	SOMEWHAT DISSATISFIED	EXTREMELY DISSATISFIED	NOT APPLICABLE	TOTAL
Richard Sugden Library	33.78% 100	32.77% 97	20.61% 61	5.41% 16	3.38% 10	4.05% 12	296
Recreation facilities	4.10% 12	19.11% 56	36.52% 107	23.89% 70	10.58% 31	5.80% 17	293
Parks/Open Space/Landscaping	8.11% 24	36.15% 107	24.32% 72	22.30% 66	8.11% 24	1.01% 3	296
Town Hall	15.25% 45	38.64% 114	27.12% 80	12.88% 38	4.07% 12	2.03% 6	295
Spencer Senior Center	8.78% 26	18.24% 54	36.15% 107	7.43% 22	5.07% 15	24.32% 72	296
Wire Village School	15.65% 46	25.17% 74	25.17% 74	10.20% 30	3.06% 9	20.75% 61	294
Knox Trail Junior High School	9.93% 29	22.60% 66	26.37% 77	11.64% 34	7.53% 22	21.92% 64	292
David Prouty High School	5.08% 15	11.86% 35	25.42% 75	14.92% 44	24.41% 72	18.31% 54	295
Fire department	34.45% 103	34.45% 103	21.40% 64	2.68% 8	1.00% 3	6.02% 18	299
Police department	34.33% 103	34.67% 104	22.33% 67	2.33% 7	0.33% 1	6.00% 18	300
Town water	7.53% 22	18.84% 55	33.90% 99	10.27% 30	4.11% 12	25.34% 74	292
Town Sewer	6.94% 20	15.28% 44	31.25% 90	11.46% 33	6.94% 20	28.13% 81	288
Trash/Dump	19.73% 59	26.76% 80	29.10% 87	7.36% 22	3.68% 11	13.38% 40	299
Town Website	10.10% 30	41.08% 122	32.32% 96	9.09% 27	4.38% 13	3.03% 9	297
Town Events	4.79% 14	29.79% 87	34.59% 101	20.21% 59	7.53% 22	3.08% 9	292
Online Services (bill pay and permitting)	13.15% 38	34.60% 100	31.83% 92	8.30% 24	4.84% 14	7.27% 21	289
Highway	11.33% 34	32.00% 96	29.67% 89	13.00% 39	10.33% 31	3.67% 11	300

Q19 What would increase your involvement in local government? (Select all that apply.)

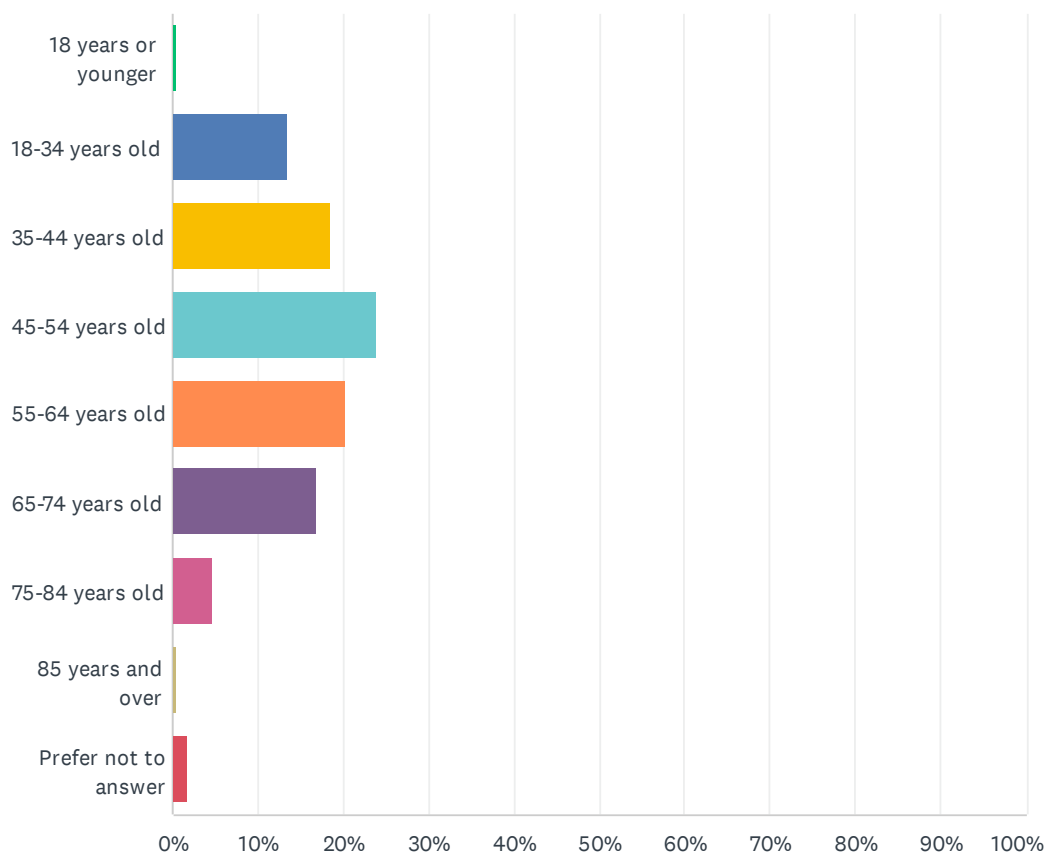
Answered: 252 Skipped: 108



ANSWER CHOICES	RESPONSES	
More opportunities to serve on boards and committees	19.84%	50
Improved communication with Town departments	45.63%	115
Accessibility of meetings (Time of day, location, inclusivity, virtual/remote meeting options.)	43.25%	109
More opportunities for volunteering	25.79%	65
More awareness about opportunities for public participation	68.65%	173
Other (please specify)	17.86%	45
Total Respondents: 252		

Q20 What is your age?

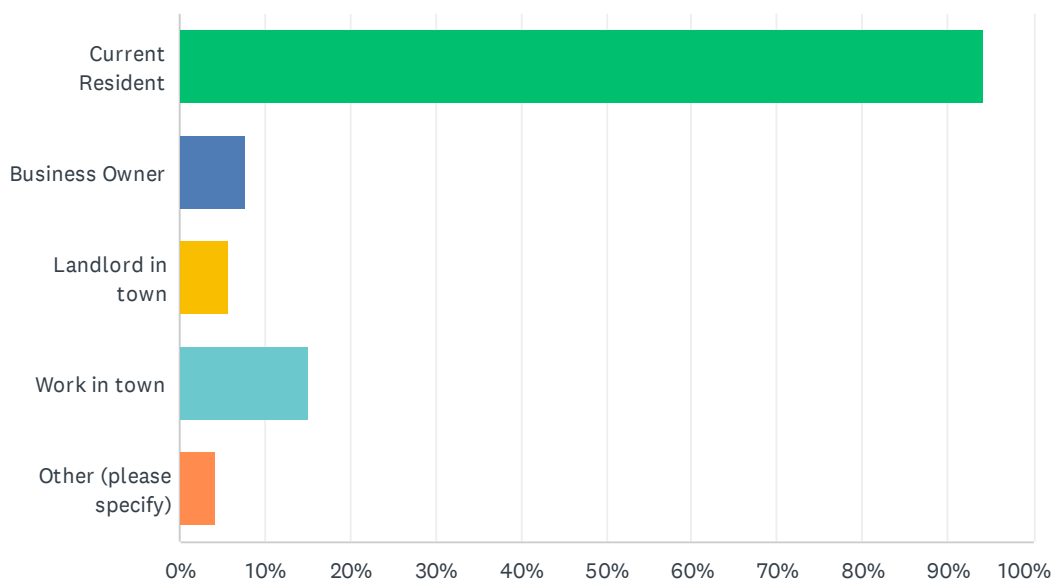
Answered: 297 Skipped: 63



ANSWER CHOICES	RESPONSES	
18 years or younger	0.34%	1
18-34 years old	13.47%	40
35-44 years old	18.52%	55
45-54 years old	23.91%	71
55-64 years old	20.20%	60
65-74 years old	16.84%	50
75-84 years old	4.71%	14
85 years and over	0.34%	1
Prefer not to answer	1.68%	5
TOTAL		297

Q21 What is your connection with Spencer? (Select all that apply)

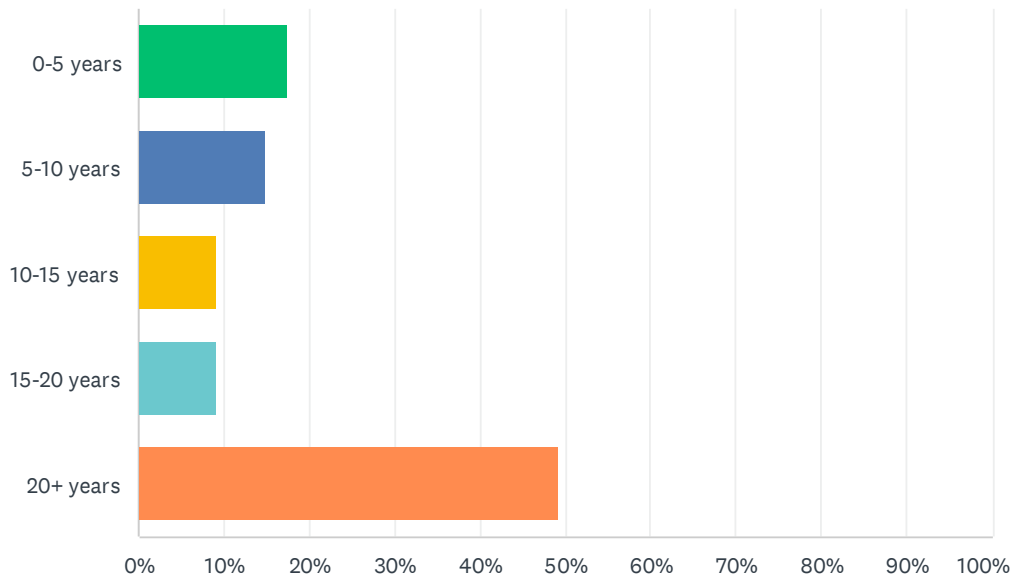
Answered: 298 Skipped: 62



ANSWER CHOICES	RESPONSES	
Current Resident	94.30%	281
Business Owner	7.72%	23
Landlord in town	5.70%	17
Work in town	15.10%	45
Other (please specify)	4.36%	13
Total Respondents: 298		

Q22 How many years have you lived in the town of Spencer?

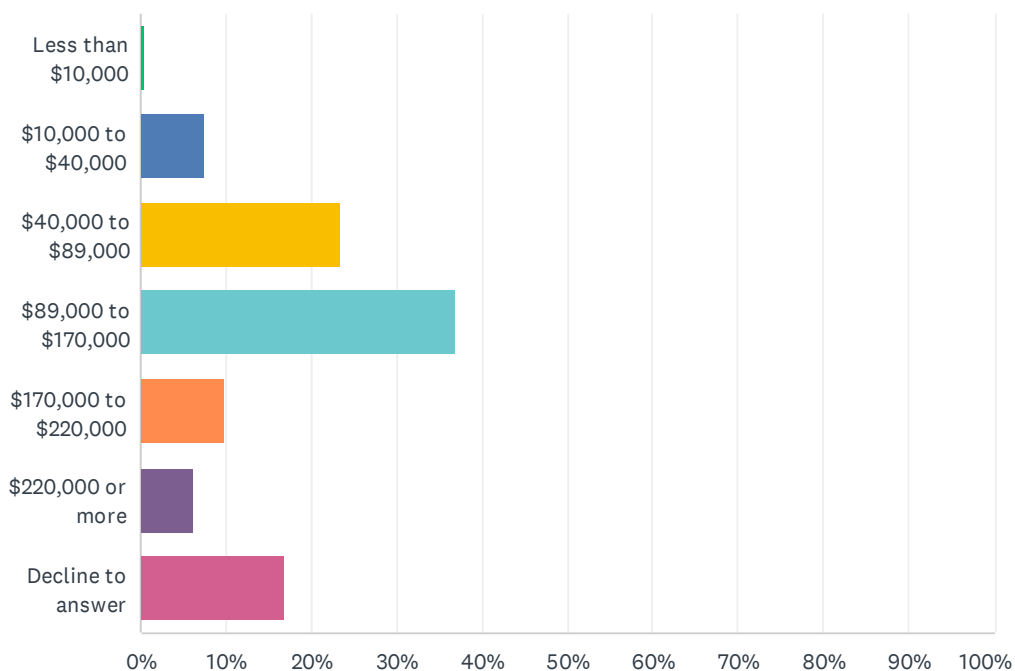
Answered: 296 Skipped: 64



ANSWER CHOICES	RESPONSES	
0-5 years	17.57%	52
5-10 years	14.86%	44
10-15 years	9.12%	27
15-20 years	9.12%	27
20+ years	49.32%	146
TOTAL		296

Q23 What is your estimated household income?

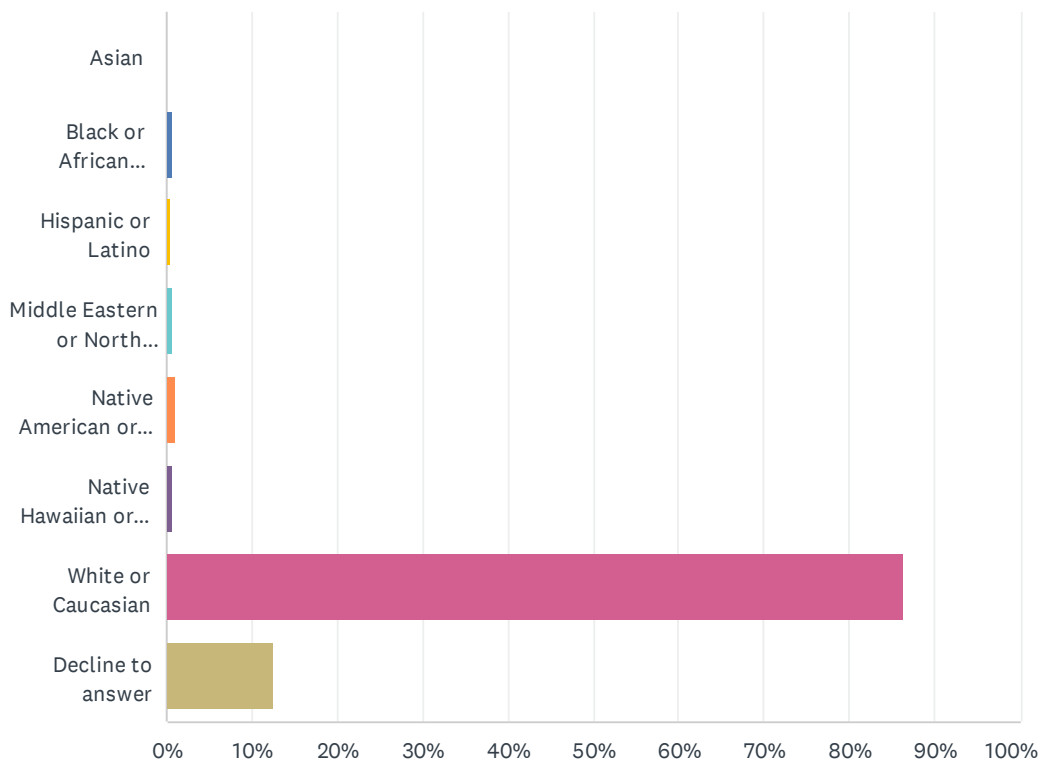
Answered: 295 Skipped: 65



ANSWER CHOICES	RESPONSES	
Less than \$10,000	0.34%	1
\$10,000 to \$40,000	7.46%	22
\$40,000 to \$89,000	23.39%	69
\$89,000 to \$170,000	36.95%	109
\$170,000 to \$220,000	9.83%	29
\$220,000 or more	6.10%	18
Decline to answer	16.95%	50
Total Respondents: 295		

Q24 Race/ethnicity. (Select all that apply.)

Answered: 293 Skipped: 67



ANSWER CHOICES	RESPONSES	
Asian	0.00%	0
Black or African American	0.68%	2
Hispanic or Latino	0.34%	1
Middle Eastern or North African	0.68%	2
Native American or Alaska Native	1.02%	3
Native Hawaiian or other Pacific Islander	0.68%	2
White or Caucasian	86.35%	253
Decline to answer	12.63%	37
Total Respondents: 293		