



The National Community Survey™

Hopkinton, MA

Technical Appendices
2020



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Appendix A: Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey. For questions that included a “don’t know” response option, two tables for that question are provided: the first that excludes the “don’t know” responses, and the second that includes those responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1 without "don't know" responses

Please rate each of the following aspects of quality of life in Hopkinton.	Excellent		Good		Fair		Poor		Total	
Hopkinton as a place to live	60%	N=352	36%	N=210	4%	N=23	0%	N=1	100%	N=587
Your neighborhood as a place to live	60%	N=349	34%	N=196	6%	N=38	0%	N=1	100%	N=584
Hopkinton as a place to raise children	73%	N=393	24%	N=129	3%	N=13	0%	N=2	100%	N=538
Hopkinton as a place to work	29%	N=96	34%	N=114	28%	N=93	9%	N=29	100%	N=331
Hopkinton as a place to visit	21%	N=110	43%	N=230	29%	N=157	7%	N=37	100%	N=534
Hopkinton as a place to retire	17%	N=78	27%	N=124	31%	N=141	25%	N=115	100%	N=458
The overall quality of life in Hopkinton	49%	N=283	46%	N=267	5%	N=29	1%	N=3	100%	N=582
Sense of community	28%	N=158	48%	N=274	21%	N=120	3%	N=18	100%	N=570

Table 2: Question 1 with "don't know" responses

Please rate each of the following aspects of quality of life in Hopkinton.	Excellent		Good		Fair		Poor		Don't know		Total	
Hopkinton as a place to live	60%	N=352	36%	N=210	4%	N=23	0%	N=1	0%	N=1	100%	N=588
Your neighborhood as a place to live	60%	N=349	34%	N=196	6%	N=38	0%	N=1	0%	N=1	100%	N=585
Hopkinton as a place to raise children	68%	N=393	22%	N=129	2%	N=13	0%	N=2	8%	N=45	100%	N=583
Hopkinton as a place to work	16%	N=96	20%	N=114	16%	N=93	5%	N=29	43%	N=249	100%	N=581
Hopkinton as a place to visit	19%	N=110	40%	N=230	27%	N=157	6%	N=37	8%	N=46	100%	N=579
Hopkinton as a place to retire	13%	N=78	21%	N=124	24%	N=141	20%	N=115	22%	N=127	100%	N=586
The overall quality of life in Hopkinton	48%	N=283	46%	N=267	5%	N=29	1%	N=3	0%	N=2	100%	N=584
Sense of community	27%	N=158	47%	N=274	20%	N=120	3%	N=18	3%	N=17	100%	N=587

Table 3: Question 2 without "don't know" responses

Please rate each of the following characteristics as they relate to Hopkinton as a whole.	Excellent		Good		Fair		Poor		Total	
Overall economic health of Hopkinton	29%	N=152	59%	N=312	11%	N=58	2%	N=9	100%	N=530
Overall quality of the transportation system (auto, bicycle, foot, bus) in Hopkinton	5%	N=26	32%	N=176	44%	N=242	20%	N=109	100%	N=554
Overall design or layout of Hopkinton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	10%	N=60	50%	N=291	30%	N=176	9%	N=51	100%	N=577
Overall quality of the utility infrastructure in Hopkinton (water, sewer, storm water, electric/gas)	15%	N=86	57%	N=316	22%	N=122	6%	N=34	100%	N=558
Overall feeling of safety in Hopkinton	78%	N=457	20%	N=116	1%	N=7	0%	N=2	100%	N=582
Overall quality of natural environment in Hopkinton	57%	N=335	36%	N=212	6%	N=33	0%	N=3	100%	N=583
Overall quality of parks and recreation opportunities	48%	N=273	43%	N=246	8%	N=43	1%	N=4	100%	N=566
Overall health and wellness opportunities in Hopkinton	31%	N=160	50%	N=261	18%	N=93	2%	N=11	100%	N=526
Overall opportunities for education, culture, and the arts	45%	N=251	40%	N=223	12%	N=67	2%	N=11	100%	N=552
Residents' connection and engagement with their community	24%	N=131	53%	N=286	20%	N=110	3%	N=18	100%	N=545

Table 4: Question 2 with "don't know" responses

Please rate each of the following characteristics as they relate to Hopkinton as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall economic health of Hopkinton	26%	N=152	53%	N=312	10%	N=58	2%	N=9	9%	N=53	100%	N=584
Overall quality of the transportation system (auto, bicycle, foot, bus) in Hopkinton	5%	N=26	30%	N=176	42%	N=242	19%	N=109	5%	N=28	100%	N=582
Overall design or layout of Hopkinton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	10%	N=60	50%	N=291	30%	N=176	9%	N=51	1%	N=6	100%	N=583
Overall quality of the utility infrastructure in Hopkinton (water, sewer, storm water, electric/gas)	15%	N=86	54%	N=316	21%	N=122	6%	N=34	4%	N=26	100%	N=584
Overall feeling of safety in Hopkinton	78%	N=457	20%	N=116	1%	N=7	0%	N=2	0%	N=0	100%	N=582
Overall quality of natural environment in Hopkinton	57%	N=335	36%	N=212	6%	N=33	0%	N=3	0%	N=1	100%	N=584
Overall quality of parks and recreation opportunities	47%	N=273	42%	N=246	7%	N=43	1%	N=4	3%	N=17	100%	N=583
Overall health and wellness opportunities in Hopkinton	27%	N=160	45%	N=261	16%	N=93	2%	N=11	10%	N=58	100%	N=583

Please rate each of the following characteristics as they relate to Hopkinton as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall opportunities for education, culture, and the arts	43%	N=251	38%	N=223	11%	N=67	2%	N=11	5%	N=31	100%	N=583
Residents' connection and engagement with their community	23%	N=131	49%	N=286	19%	N=110	3%	N=18	6%	N=38	100%	N=583

Table 5: Question 3 without "don't know" responses

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Hopkinton to someone who asks	64%	N=371	30%	N=171	5%	N=30	1%	N=8	100%	N=580
Remain in Hopkinton for the next five years	63%	N=360	19%	N=110	9%	N=51	8%	N=47	100%	N=569

Table 6: Question 3 with "don't know" responses

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Hopkinton to someone who asks	64%	N=371	29%	N=171	5%	N=30	1%	N=8	1%	N=3	100%	N=583
Remain in Hopkinton for the next five years	62%	N=360	19%	N=110	9%	N=51	8%	N=47	2%	N=12	100%	N=581

Table 7: Question 4 without "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	91%	N=531	8%	N=48	1%	N=5	0%	N=1	0%	N=0	100%	N=586
In Hopkinton's downtown/commercial area during the day	89%	N=519	10%	N=60	1%	N=4	0%	N=0	0%	N=0	100%	N=584
From property crime	72%	N=418	25%	N=144	3%	N=16	0%	N=1	0%	N=0	100%	N=579
From violent crime	91%	N=528	7%	N=43	1%	N=9	0%	N=0	0%	N=0	100%	N=579
From fire, flood, or other natural disaster	68%	N=394	26%	N=150	6%	N=34	1%	N=3	0%	N=0	100%	N=582

Table 8: Question 4 with "don't know" responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	91%	N=531	8%	N=48	1%	N=5	0%	N=1	0%	N=0	0%	N=0	100%	N=586
In Hopkinton's downtown/commercial area during the day	89%	N=519	10%	N=60	1%	N=4	0%	N=0	0%	N=0	0%	N=1	100%	N=585
From property crime	71%	N=418	24%	N=144	3%	N=16	0%	N=1	0%	N=0	1%	N=7	100%	N=586
From violent crime	90%	N=528	7%	N=43	1%	N=9	0%	N=0	0%	N=0	1%	N=6	100%	N=585
From fire, flood, or other natural disaster	67%	N=394	26%	N=150	6%	N=34	1%	N=3	0%	N=0	1%	N=5	100%	N=586

Table 9: Question 5 without "don't know" responses

Please rate the job you feel the Hopkinton community does at each of the following.	Excellent		Good		Fair		Poor		Total	
Making all residents feel welcome	27%	N=151	49%	N=273	19%	N=107	4%	N=22	100%	N=553
Attracting people from diverse backgrounds	17%	N=90	36%	N=189	31%	N=165	16%	N=82	100%	N=526
Valuing/respecting residents from diverse backgrounds	23%	N=121	41%	N=212	25%	N=132	10%	N=53	100%	N=518
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	28%	N=119	45%	N=190	22%	N=94	5%	N=23	100%	N=426

Table 10: Question 5 with "don't know" responses

Please rate the job you feel the Hopkinton community does at each of the following.	Excellent		Good		Fair		Poor		Don't know		Total	
Making all residents feel welcome	26%	N=151	47%	N=273	18%	N=107	4%	N=22	6%	N=33	100%	N=586
Attracting people from diverse backgrounds	15%	N=90	32%	N=189	28%	N=165	14%	N=82	10%	N=59	100%	N=585
Valuing/respecting residents from diverse backgrounds	21%	N=121	36%	N=212	23%	N=132	9%	N=53	12%	N=68	100%	N=586
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	20%	N=119	32%	N=190	16%	N=94	4%	N=23	27%	N=160	100%	N=586

Table 11: Question 6 without "don't know" responses

Please rate each of the following characteristics as they relate to Hopkinton as a whole.	Excellent		Good		Fair		Poor		Total	
Overall quality of business and service establishments in Hopkinton	19%	N=112	49%	N=285	25%	N=143	8%	N=44	100%	N=584
Variety of business and service establishments in Hopkinton	6%	N=34	32%	N=186	43%	N=251	19%	N=114	100%	N=585
Vibrancy of downtown/commercial area	5%	N=28	26%	N=151	42%	N=244	28%	N=161	100%	N=583
Employment opportunities	5%	N=18	21%	N=75	50%	N=174	24%	N=82	100%	N=349
Shopping opportunities	2%	N=12	14%	N=78	47%	N=272	37%	N=213	100%	N=574
Cost of living in Hopkinton	2%	N=12	20%	N=113	51%	N=295	27%	N=157	100%	N=576
Overall image or reputation of Hopkinton	47%	N=272	45%	N=261	8%	N=46	1%	N=4	100%	N=583

Table 12: Question 6 with "don't know" responses

Please rate each of the following characteristics as they relate to Hopkinton as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall quality of business and service establishments in Hopkinton	19%	N=112	49%	N=285	24%	N=143	7%	N=44	0%	N=2	100%	N=587
Variety of business and service establishments in Hopkinton	6%	N=34	32%	N=186	43%	N=251	19%	N=114	0%	N=2	100%	N=587
Vibrancy of downtown/commercial area	5%	N=28	26%	N=151	42%	N=244	27%	N=161	0%	N=2	100%	N=586
Employment opportunities	3%	N=18	13%	N=75	30%	N=174	14%	N=82	40%	N=236	100%	N=586
Shopping opportunities	2%	N=12	13%	N=78	47%	N=272	36%	N=213	2%	N=9	100%	N=584
Cost of living in Hopkinton	2%	N=12	19%	N=113	51%	N=295	27%	N=157	1%	N=7	100%	N=583
Overall image or reputation of Hopkinton	46%	N=272	45%	N=261	8%	N=46	1%	N=4	1%	N=4	100%	N=587

Table 13: Question 7 without "don't know" responses

Please rate each of the following characteristics as they relate to Hopkinton as a whole.	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	3%	N=17	33%	N=191	43%	N=248	22%	N=128	100%	N=584
Ease of public parking	8%	N=45	33%	N=190	36%	N=209	23%	N=131	100%	N=576
Ease of travel by car in Hopkinton	16%	N=93	50%	N=289	26%	N=152	8%	N=44	100%	N=578
Ease of travel by public transportation in Hopkinton	2%	N=8	8%	N=27	26%	N=90	64%	N=223	100%	N=350
Ease of travel by bicycle in Hopkinton	5%	N=22	25%	N=115	42%	N=191	27%	N=125	100%	N=453

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Please rate each of the following characteristics as they relate to Hopkinton as a whole.	Excellent		Good		Fair		Poor		Total	
Ease of walking in Hopkinton	15%	N=86	42%	N=234	36%	N=205	7%	N=39	100%	N=562
Well-planned residential growth	5%	N=24	26%	N=129	31%	N=151	38%	N=186	100%	N=490
Well-planned commercial growth	4%	N=20	27%	N=124	36%	N=165	32%	N=144	100%	N=452
Well-designed neighborhoods	11%	N=59	51%	N=274	31%	N=166	8%	N=40	100%	N=539
Preservation of the historical or cultural character of the community	16%	N=85	53%	N=279	26%	N=134	5%	N=28	100%	N=526
Public places where people want to spend time	17%	N=99	41%	N=232	32%	N=180	10%	N=55	100%	N=566
Variety of housing options	8%	N=43	40%	N=217	37%	N=204	15%	N=80	100%	N=545
Availability of affordable quality housing	6%	N=29	22%	N=102	36%	N=164	35%	N=161	100%	N=455
Overall quality of new development in Hopkinton	10%	N=50	40%	N=198	34%	N=167	16%	N=79	100%	N=494
Overall appearance of Hopkinton	29%	N=166	54%	N=316	16%	N=90	1%	N=9	100%	N=580
Cleanliness of Hopkinton	46%	N=267	48%	N=283	5%	N=30	1%	N=4	100%	N=583
Water resources (beaches, lakes, ponds, riverways, etc.)	40%	N=230	50%	N=284	9%	N=51	1%	N=5	100%	N=571
Air quality	55%	N=309	42%	N=238	3%	N=18	0%	N=0	100%	N=565
Availability of paths and walking trails	47%	N=263	41%	N=229	12%	N=68	1%	N=4	100%	N=564
Fitness opportunities (including exercise classes and paths or trails, etc.)	28%	N=150	49%	N=262	18%	N=99	4%	N=24	100%	N=534
Recreational opportunities	31%	N=173	50%	N=277	18%	N=98	2%	N=11	100%	N=559
Availability of affordable quality food	13%	N=73	44%	N=248	33%	N=188	9%	N=53	100%	N=561
Availability of affordable quality health care	18%	N=85	49%	N=227	27%	N=127	5%	N=24	100%	N=463
Availability of preventive health services	17%	N=73	47%	N=208	31%	N=136	6%	N=25	100%	N=442
Availability of affordable quality mental health care	14%	N=41	37%	N=107	31%	N=91	18%	N=51	100%	N=290
Opportunities to attend cultural/arts/music activities	24%	N=128	44%	N=235	25%	N=135	7%	N=37	100%	N=535
Community support for the arts	31%	N=158	46%	N=235	19%	N=98	3%	N=17	100%	N=508
Availability of affordable quality childcare/preschool	23%	N=79	44%	N=155	24%	N=85	9%	N=32	100%	N=351
K-12 education	67%	N=335	28%	N=141	4%	N=18	1%	N=3	100%	N=496
Adult educational opportunities	12%	N=38	40%	N=126	32%	N=101	15%	N=47	100%	N=312

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Please rate each of the following characteristics as they relate to Hopkinton as a whole.	Excellent		Good		Fair		Poor		Total	
Sense of civic/community pride	31%	N=168	49%	N=269	18%	N=99	3%	N=14	100%	N=550
Neighborliness of residents in Hopkinton	26%	N=151	46%	N=263	23%	N=130	5%	N=27	100%	N=570
Opportunities to participate in social events and activities	19%	N=97	47%	N=246	30%	N=157	5%	N=24	100%	N=524
Opportunities to attend special events and festivals	18%	N=94	49%	N=264	26%	N=138	7%	N=38	100%	N=534
Opportunities to volunteer	30%	N=146	44%	N=215	22%	N=108	3%	N=14	100%	N=483
Opportunities to participate in community matters	31%	N=157	48%	N=240	18%	N=89	4%	N=19	100%	N=506
Openness and acceptance of the community toward people of diverse backgrounds	19%	N=95	40%	N=199	31%	N=154	10%	N=50	100%	N=498

Table 14: Question 7 with "don't know" responses

Please rate each of the following characteristics as they relate to Hopkinton as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	3%	N=17	33%	N=191	43%	N=248	22%	N=128	0%	N=0	100%	N=584
Ease of public parking	8%	N=45	33%	N=190	36%	N=209	23%	N=131	1%	N=6	100%	N=582
Ease of travel by car in Hopkinton	16%	N=93	50%	N=289	26%	N=152	8%	N=44	1%	N=4	100%	N=583
Ease of travel by public transportation in Hopkinton	1%	N=8	5%	N=27	16%	N=90	39%	N=223	40%	N=229	100%	N=579
Ease of travel by bicycle in Hopkinton	4%	N=22	20%	N=115	33%	N=191	22%	N=125	21%	N=123	100%	N=576
Ease of walking in Hopkinton	15%	N=86	41%	N=234	36%	N=205	7%	N=39	2%	N=12	100%	N=575
Well-planned residential growth	4%	N=24	22%	N=129	26%	N=151	32%	N=186	16%	N=90	100%	N=581
Well-planned commercial growth	3%	N=20	21%	N=124	28%	N=165	25%	N=144	22%	N=129	100%	N=581
Well-designed neighborhoods	10%	N=59	47%	N=274	29%	N=166	7%	N=40	7%	N=42	100%	N=581
Preservation of the historical or cultural character of the community	15%	N=85	48%	N=279	23%	N=134	5%	N=28	10%	N=57	100%	N=583
Public places where people want to spend time	17%	N=99	40%	N=232	31%	N=180	9%	N=55	3%	N=17	100%	N=583
Variety of housing options	7%	N=43	37%	N=217	35%	N=204	14%	N=80	6%	N=37	100%	N=582
Availability of affordable quality housing	5%	N=29	18%	N=102	28%	N=164	28%	N=161	22%	N=127	100%	N=582
Overall quality of new development in Hopkinton	9%	N=50	35%	N=198	29%	N=167	14%	N=79	13%	N=77	100%	N=571
Overall appearance of Hopkinton	28%	N=166	54%	N=316	15%	N=90	1%	N=9	0%	N=1	100%	N=581

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Please rate each of the following characteristics as they relate to Hopkinton as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Cleanliness of Hopkinton	46%	N=267	48%	N=283	5%	N=30	1%	N=4	0%	N=0	100%	N=583
Water resources (beaches, lakes, ponds, riverways, etc.)	39%	N=230	49%	N=284	9%	N=51	1%	N=5	2%	N=13	100%	N=584
Air quality	53%	N=309	41%	N=238	3%	N=18	0%	N=0	3%	N=18	100%	N=583
Availability of paths and walking trails	45%	N=263	39%	N=229	12%	N=68	1%	N=4	3%	N=18	100%	N=583
Fitness opportunities (including exercise classes and paths or trails, etc.)	26%	N=150	45%	N=262	17%	N=99	4%	N=24	8%	N=48	100%	N=582
Recreational opportunities	30%	N=173	48%	N=277	17%	N=98	2%	N=11	4%	N=22	100%	N=581
Availability of affordable quality food	13%	N=73	43%	N=248	32%	N=188	9%	N=53	3%	N=20	100%	N=581
Availability of affordable quality health care	15%	N=85	39%	N=227	22%	N=127	4%	N=24	20%	N=117	100%	N=580
Availability of preventive health services	13%	N=73	36%	N=208	23%	N=136	4%	N=25	24%	N=141	100%	N=583
Availability of affordable quality mental health care	7%	N=41	19%	N=107	16%	N=91	9%	N=51	50%	N=289	100%	N=579
Opportunities to attend cultural/arts/music activities	22%	N=128	40%	N=235	23%	N=135	6%	N=37	8%	N=46	100%	N=581
Community support for the arts	27%	N=158	41%	N=235	17%	N=98	3%	N=17	12%	N=72	100%	N=580
Availability of affordable quality childcare/preschool	14%	N=79	27%	N=155	15%	N=85	5%	N=32	40%	N=233	100%	N=584
K-12 education	57%	N=335	24%	N=141	3%	N=18	0%	N=3	15%	N=88	100%	N=585
Adult educational opportunities	7%	N=38	22%	N=126	17%	N=101	8%	N=47	46%	N=268	100%	N=581
Sense of civic/community pride	29%	N=168	46%	N=269	17%	N=99	2%	N=14	5%	N=30	100%	N=580
Neighborliness of residents in Hopkinton	26%	N=151	45%	N=263	22%	N=130	5%	N=27	2%	N=13	100%	N=583
Opportunities to participate in social events and activities	17%	N=97	42%	N=246	27%	N=157	4%	N=24	10%	N=58	100%	N=582
Opportunities to attend special events and festivals	16%	N=94	45%	N=264	24%	N=138	7%	N=38	8%	N=48	100%	N=582
Opportunities to volunteer	25%	N=146	37%	N=215	19%	N=108	2%	N=14	17%	N=99	100%	N=582
Opportunities to participate in community matters	27%	N=157	41%	N=240	15%	N=89	3%	N=19	13%	N=76	100%	N=582
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=95	34%	N=199	27%	N=154	9%	N=50	13%	N=78	100%	N=576

Table 15: Question 8

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Contacted the Town of Hopkinton (in-person, phone, email or web) for help or information	40%	N=232	60%	N=351	100%	N=583
Contacted Hopkinton elected officials (in-person, phone, email or web) to express your opinion	80%	N=462	20%	N=118	100%	N=581
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	59%	N=342	41%	N=240	100%	N=582
Watched (online or on television) a local public meeting	44%	N=259	56%	N=325	100%	N=583
Volunteered your time to some group/activity in Hopkinton	61%	N=354	39%	N=227	100%	N=581
Campaigned or advocated for a local issue, cause or candidate	76%	N=443	24%	N=139	100%	N=582
Voted in your most recent local election	33%	N=191	67%	N=392	100%	N=583
Used bus, rail, subway, or other public transportation instead of driving	83%	N=482	17%	N=100	100%	N=582
Carpooled with other adults or children instead of driving alone	67%	N=393	33%	N=192	100%	N=585
Walked or biked instead of driving	47%	N=272	53%	N=311	100%	N=583

Table 16: Question 9 without "don't know" responses

Please rate the quality of each of the following services in Hopkinton.	Excellent		Good		Fair		Poor		Total	
Public information services	19%	N=94	63%	N=313	16%	N=81	2%	N=9	100%	N=499
Economic development	10%	N=43	49%	N=221	31%	N=139	10%	N=44	100%	N=446
Traffic enforcement	14%	N=77	60%	N=318	23%	N=125	2%	N=12	100%	N=532
Traffic signal timing	10%	N=58	60%	N=333	23%	N=127	7%	N=39	100%	N=557
Street repair	9%	N=49	36%	N=204	36%	N=204	19%	N=108	100%	N=565
Street cleaning	20%	N=108	54%	N=300	22%	N=122	4%	N=24	100%	N=554
Street lighting	14%	N=76	50%	N=279	29%	N=159	8%	N=42	100%	N=555
Snow removal	32%	N=181	54%	N=301	13%	N=71	2%	N=9	100%	N=563
Sidewalk maintenance	14%	N=75	52%	N=272	26%	N=136	8%	N=41	100%	N=524
Bus or transit services	5%	N=14	16%	N=46	31%	N=88	48%	N=135	100%	N=282
Land use, planning, and zoning	7%	N=32	33%	N=143	35%	N=153	24%	N=104	100%	N=433
Affordable high-speed internet access	21%	N=109	53%	N=273	21%	N=106	6%	N=29	100%	N=518

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Please rate the quality of each of the following services in Hopkinton.	Excellent		Good		Fair		Poor		Total	
Garbage collection	45%	N=248	47%	N=259	6%	N=34	3%	N=15	100%	N=556
Drinking water	40%	N=200	47%	N=236	11%	N=58	2%	N=12	100%	N=507
Sewer services	39%	N=143	46%	N=169	11%	N=42	4%	N=15	100%	N=368
Storm water management (storm drainage, dams, levees, etc.)	23%	N=100	59%	N=257	15%	N=67	3%	N=13	100%	N=437
Utility billing	18%	N=85	53%	N=259	26%	N=129	3%	N=13	100%	N=487
Police services	48%	N=266	44%	N=242	7%	N=37	1%	N=7	100%	N=551
Crime prevention	54%	N=283	40%	N=212	6%	N=30	0%	N=2	100%	N=528
Animal control	31%	N=120	48%	N=184	14%	N=53	7%	N=28	100%	N=386
Ambulance or emergency medical services	58%	N=240	37%	N=153	4%	N=17	0%	N=1	100%	N=411
Fire services	60%	N=288	37%	N=179	3%	N=14	0%	N=0	100%	N=480
Fire prevention and education	43%	N=164	49%	N=186	7%	N=28	1%	N=4	100%	N=381
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	36%	N=125	46%	N=159	15%	N=51	4%	N=13	100%	N=349
Preservation of natural areas (open space, farmlands, and greenbelts)	29%	N=151	41%	N=214	18%	N=95	11%	N=57	100%	N=517
Hopkinton open space	29%	N=157	45%	N=242	19%	N=99	7%	N=36	100%	N=535
Recycling	36%	N=200	48%	N=268	12%	N=69	4%	N=24	100%	N=561
Yard waste pick-up	20%	N=65	30%	N=100	19%	N=63	31%	N=104	100%	N=331
Town parks	34%	N=186	52%	N=289	13%	N=72	1%	N=6	100%	N=553
Recreation programs or classes	26%	N=109	52%	N=221	19%	N=81	3%	N=12	100%	N=423
Recreation centers or facilities	19%	N=83	47%	N=202	26%	N=112	7%	N=32	100%	N=429
Health services	20%	N=73	57%	N=215	21%	N=79	2%	N=7	100%	N=374
Public library services	61%	N=320	35%	N=183	3%	N=14	1%	N=5	100%	N=521
Overall customer service by Hopkinton employees (police, receptionists, planners, etc.)	43%	N=233	49%	N=267	7%	N=35	1%	N=7	100%	N=542

Table 17: Question 9 with "don't know" responses

Please rate the quality of each of the following services in Hopkinton.	Excellent		Good		Fair		Poor		Don't know		Total	
Public information services	16%	N=94	54%	N=313	14%	N=81	2%	N=9	14%	N=80	100%	N=579
Economic development	7%	N=43	38%	N=221	24%	N=139	8%	N=44	23%	N=131	100%	N=577
Traffic enforcement	13%	N=77	55%	N=318	22%	N=125	2%	N=12	8%	N=45	100%	N=577
Traffic signal timing	10%	N=58	58%	N=333	22%	N=127	7%	N=39	3%	N=16	100%	N=573
Street repair	9%	N=49	35%	N=204	35%	N=204	19%	N=108	2%	N=14	100%	N=580
Street cleaning	19%	N=108	52%	N=300	21%	N=122	4%	N=24	4%	N=26	100%	N=579
Street lighting	13%	N=76	48%	N=279	27%	N=159	7%	N=42	4%	N=25	100%	N=580
Snow removal	31%	N=181	52%	N=301	12%	N=71	2%	N=9	3%	N=16	100%	N=579
Sidewalk maintenance	13%	N=75	47%	N=272	23%	N=136	7%	N=41	10%	N=56	100%	N=580
Bus or transit services	2%	N=14	8%	N=46	15%	N=88	23%	N=135	51%	N=295	100%	N=577
Land use, planning, and zoning	6%	N=32	25%	N=143	26%	N=153	18%	N=104	25%	N=145	100%	N=578
Affordable high-speed internet access	19%	N=109	47%	N=273	18%	N=106	5%	N=29	11%	N=62	100%	N=580
Garbage collection	43%	N=248	45%	N=259	6%	N=34	3%	N=15	4%	N=24	100%	N=580
Drinking water	35%	N=200	41%	N=236	10%	N=58	2%	N=12	12%	N=72	100%	N=579
Sewer services	25%	N=143	29%	N=169	7%	N=42	3%	N=15	36%	N=208	100%	N=576
Storm water management (storm drainage, dams, levees, etc.)	17%	N=100	45%	N=257	12%	N=67	2%	N=13	24%	N=140	100%	N=577
Utility billing	15%	N=85	45%	N=259	22%	N=129	2%	N=13	16%	N=92	100%	N=579
Police services	46%	N=266	41%	N=242	6%	N=37	1%	N=7	5%	N=31	100%	N=582
Crime prevention	49%	N=283	37%	N=212	5%	N=30	0%	N=2	9%	N=54	100%	N=581
Animal control	21%	N=120	32%	N=184	9%	N=53	5%	N=28	34%	N=195	100%	N=580
Ambulance or emergency medical services	41%	N=240	26%	N=153	3%	N=17	0%	N=1	29%	N=171	100%	N=582
Fire services	50%	N=288	31%	N=179	2%	N=14	0%	N=0	17%	N=100	100%	N=580
Fire prevention and education	28%	N=164	32%	N=186	5%	N=28	1%	N=4	34%	N=197	100%	N=578
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	22%	N=125	28%	N=159	9%	N=51	2%	N=13	40%	N=229	100%	N=578

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Please rate the quality of each of the following services in Hopkinton.	Excellent		Good		Fair		Poor		Don't know		Total	
Preservation of natural areas (open space, farmlands, and greenbelts)	26%	N=151	37%	N=214	17%	N=95	10%	N=57	10%	N=59	100%	N=575
Hopkinton open space	27%	N=157	42%	N=242	17%	N=99	6%	N=36	8%	N=44	100%	N=579
Recycling	34%	N=200	46%	N=268	12%	N=69	4%	N=24	4%	N=21	100%	N=582
Yard waste pick-up	11%	N=65	17%	N=100	11%	N=63	18%	N=104	42%	N=244	100%	N=575
Town parks	32%	N=186	50%	N=289	12%	N=72	1%	N=6	4%	N=25	100%	N=578
Recreation programs or classes	19%	N=109	38%	N=221	14%	N=81	2%	N=12	27%	N=155	100%	N=578
Recreation centers or facilities	14%	N=83	35%	N=202	19%	N=112	6%	N=32	26%	N=148	100%	N=577
Health services	13%	N=73	37%	N=215	14%	N=79	1%	N=7	35%	N=204	100%	N=578
Public library services	56%	N=320	32%	N=183	2%	N=14	1%	N=5	9%	N=54	100%	N=576
Overall customer service by Hopkinton employees (police, receptionists, planners, etc.)	41%	N=233	47%	N=267	6%	N=35	1%	N=7	5%	N=29	100%	N=571

Table 18: Question 10 without "don't know" responses

Please rate the following categories of Hopkinton government performance.	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Hopkinton	14%	N=74	50%	N=268	28%	N=149	9%	N=50	100%	N=541
The overall direction that Hopkinton is taking	12%	N=65	48%	N=260	27%	N=145	13%	N=70	100%	N=539
The job Hopkinton government does at welcoming resident involvement	19%	N=93	46%	N=221	27%	N=131	8%	N=38	100%	N=482
Overall confidence in Hopkinton government	14%	N=77	53%	N=286	23%	N=125	9%	N=49	100%	N=537
Generally acting in the best interest of the community	15%	N=83	54%	N=296	24%	N=129	6%	N=35	100%	N=544
Being honest	19%	N=95	54%	N=264	20%	N=99	7%	N=34	100%	N=493
Being open and transparent to the public	17%	N=88	51%	N=263	24%	N=124	7%	N=38	100%	N=513
Informing residents about issues facing the community	16%	N=84	53%	N=280	26%	N=136	6%	N=32	100%	N=532
Treating all residents fairly	20%	N=97	51%	N=241	20%	N=96	8%	N=40	100%	N=473
Treating residents with respect	24%	N=122	54%	N=277	18%	N=94	4%	N=18	100%	N=510

Table 19: Question 10 with "don't know" responses

Please rate the following categories of Hopkinton government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Hopkinton	13%	N=74	47%	N=268	26%	N=149	9%	N=50	6%	N=35	100%	N=576
The overall direction that Hopkinton is taking	11%	N=65	45%	N=260	25%	N=145	12%	N=70	6%	N=36	100%	N=576
The job Hopkinton government does at welcoming resident involvement	16%	N=93	38%	N=221	23%	N=131	7%	N=38	16%	N=94	100%	N=576
Overall confidence in Hopkinton government	13%	N=77	50%	N=286	22%	N=125	9%	N=49	7%	N=40	100%	N=577
Generally acting in the best interest of the community	14%	N=83	51%	N=296	22%	N=129	6%	N=35	6%	N=33	100%	N=577
Being honest	17%	N=95	46%	N=264	17%	N=99	6%	N=34	14%	N=82	100%	N=575
Being open and transparent to the public	15%	N=88	46%	N=263	22%	N=124	7%	N=38	11%	N=63	100%	N=576
Informing residents about issues facing the community	15%	N=84	49%	N=280	24%	N=136	6%	N=32	8%	N=44	100%	N=575
Treating all residents fairly	17%	N=97	42%	N=241	17%	N=96	7%	N=40	18%	N=104	100%	N=578
Treating residents with respect	21%	N=122	48%	N=277	16%	N=94	3%	N=18	12%	N=67	100%	N=577

Table 20: Question 11 without "don't know" responses

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The Town of Hopkinton	27%	N=150	57%	N=320	15%	N=86	0%	N=3	100%	N=559
The Federal Government	6%	N=29	28%	N=145	43%	N=224	23%	N=122	100%	N=520

Table 21: Question 11 with "don't know" responses

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The Town of Hopkinton	26%	N=150	55%	N=320	15%	N=86	0%	N=3	3%	N=18	100%	N=577
The Federal Government	5%	N=29	25%	N=145	39%	N=224	21%	N=122	10%	N=55	100%	N=575

Table 22: Question 12

Please rate how important, if at all, you think it is for the Hopkinton community to focus on each of the following in the coming two years.	Essential		Very important		Somewhat important		Not at all important		Total	
Overall economic health of Hopkinton	46%	N=267	43%	N=250	11%	N=62	1%	N=4	100%	N=582
Overall quality of the transportation system (auto, bicycle, foot, bus) in Hopkinton	21%	N=121	40%	N=232	33%	N=194	6%	N=34	100%	N=581
Overall design or layout of Hopkinton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	29%	N=169	46%	N=267	21%	N=121	4%	N=23	100%	N=580
Overall quality of the utility infrastructure in Hopkinton (water, sewer, storm water, electric/gas)	37%	N=218	44%	N=255	18%	N=104	1%	N=6	100%	N=583
Overall feeling of safety in Hopkinton	48%	N=278	30%	N=176	18%	N=104	4%	N=24	100%	N=581
Overall quality of natural environment in Hopkinton	36%	N=207	43%	N=252	18%	N=104	3%	N=17	100%	N=580
Overall quality of parks and recreation opportunities	26%	N=150	46%	N=263	27%	N=155	2%	N=10	100%	N=578
Overall health and wellness opportunities in Hopkinton	23%	N=133	41%	N=238	31%	N=180	5%	N=30	100%	N=580
Overall opportunities for education, culture and the arts	32%	N=187	37%	N=216	27%	N=158	3%	N=18	100%	N=579
Residents' connection and engagement with their community	18%	N=105	49%	N=283	30%	N=173	3%	N=19	100%	N=581

Table 23: Question 13 without "don't know" responses

Please rate how important, if at all, you think it is for Hopkinton to address each of the following in the coming five years.	Essential		Very important		Somewhat important		Not at all important		Total	
School facility expansions	50%	N=261	27%	N=144	18%	N=95	5%	N=27	100%	N=527
Renovating the Center School for re-use for community meeting space, Town offices, etc.	15%	N=82	31%	N=165	39%	N=212	15%	N=80	100%	N=538
Constructing a new public safety facility	4%	N=21	15%	N=70	37%	N=176	44%	N=213	100%	N=481
Constructing new athletic fields	6%	N=31	15%	N=78	38%	N=199	41%	N=214	100%	N=521
Expanding public bus service to adjoining towns and commercial areas	7%	N=38	24%	N=126	41%	N=217	28%	N=148	100%	N=529
Expanding public bus service to nearby train stations	12%	N=63	30%	N=161	40%	N=211	18%	N=95	100%	N=531

Table 24: Question 13 with "don't know" responses

Please rate how important, if at all, you think it is for Hopkinton to address each of the following in the coming five years.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
School facility expansions	45%	N=261	25%	N=144	16%	N=95	5%	N=27	9%	N=53	100%	N=580
Renovating the Center School for re-use for community meeting space, Town offices, etc.	14%	N=82	28%	N=165	36%	N=212	14%	N=80	7%	N=43	100%	N=581
Constructing a new public safety facility	4%	N=21	12%	N=70	30%	N=176	37%	N=213	17%	N=97	100%	N=578
Constructing new athletic fields	5%	N=31	13%	N=78	34%	N=199	37%	N=214	10%	N=55	100%	N=577
Expanding public bus service to adjoining towns and commercial areas	7%	N=38	22%	N=126	37%	N=217	25%	N=148	9%	N=53	100%	N=581
Expanding public bus service to nearby train stations	11%	N=63	28%	N=161	36%	N=211	16%	N=95	9%	N=50	100%	N=580

Table 25: Question 14 without "don't know" responses

Please select the statement that best describes your opinion:	Percent	Number
I am satisfied with the current level of taxes and services	45%	N=240
I am willing to pay more taxes to get more services	7%	N=39
I feel that I pay too much for the services I receive	34%	N=177
I am willing to accept service reductions if it means lower taxes	9%	N=47
My opinion is different from the ones listed here	5%	N=25
Total	100%	N=529

Table 26: Question 14 with "don't know" responses

Please select the statement that best describes your opinion:	Percent	Number
I am satisfied with the current level of taxes and services	41%	N=240
I am willing to pay more taxes to get more services	7%	N=39
I feel that I pay too much for the services I receive	31%	N=177
I am willing to accept service reductions if it means lower taxes	8%	N=47
My opinion is different from the ones listed here	4%	N=25
I don't have an opinion/no preference	9%	N=51
Total	100%	N=579

Table 27: Question 15

Due to the impacts of COVID-19, the Town is anticipating reductions in local and state revenues in the coming fiscal year. Which of the following best describes how Hopkinton should manage the projected revenue deficit?	Percent	Number
Hopkinton should maintain current tax levels and reduce service delivery and infrastructure spending	56%	N=307
Hopkinton should use a combination of tax increases and reduced service delivery and infrastructure spending	28%	N=157
Hopkinton should increase taxes in order to maintain current service delivery	12%	N=67
Hopkinton should increase taxes in order to increase current service delivery and infrastructure spending	4%	N=21
Total	100%	N=551

Table 28: Question 16 without "don't know" responses

How much of a priority, if at all, should it be for the Town of Hopkinton to focus on each of the following?	High priority		Moderate priority		Low priority		Not a priority		Total	
Creating a diverse, inclusive, and fair community	39%	N=222	22%	N=127	16%	N=93	22%	N=127	100%	N=569
Addressing social, economic, and racial equity differences in jobs and housing	27%	N=155	30%	N=172	20%	N=116	22%	N=124	100%	N=567
Addressing social, economic, and racial equity differences in health and education	31%	N=176	29%	N=162	18%	N=101	22%	N=121	100%	N=560
Addressing social, economic, and racial equity differences in the criminal justice system	30%	N=170	26%	N=146	19%	N=108	24%	N=136	100%	N=560
Recruiting diverse people into positions of local government leadership	31%	N=177	25%	N=144	21%	N=118	23%	N=130	100%	N=568

Table 29: Question 16 with "don't know" responses

How much of a priority, if at all, should it be for the Town of Hopkinton to focus on each of the following?	High priority		Moderate priority		Low priority		Not a priority		Don't know		Total	
Creating a diverse, inclusive, and fair community	38%	N=222	22%	N=127	16%	N=93	22%	N=127	2%	N=12	100%	N=581
Addressing social, economic, and racial equity differences in jobs and housing	27%	N=155	30%	N=172	20%	N=116	21%	N=124	2%	N=13	100%	N=579
Addressing social, economic, and racial equity differences in health and education	31%	N=176	28%	N=162	18%	N=101	21%	N=121	3%	N=18	100%	N=577
Addressing social, economic, and racial equity differences in the criminal justice system	29%	N=170	25%	N=146	19%	N=108	23%	N=136	4%	N=20	100%	N=580
Recruiting diverse people into positions of local government leadership	30%	N=177	25%	N=144	20%	N=118	22%	N=130	2%	N=12	100%	N=580

Table 30: Question D1 without "don't know" responses

Thinking about a typical week, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Total	
Access the internet from your home using a computer, laptop or tablet computer	90%	N=526	6%	N=33	2%	N=11	0%	N=3	2%	N=10	100%	N=583
Access the internet from your cell phone	89%	N=516	3%	N=18	2%	N=10	1%	N=3	5%	N=31	100%	N=578
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	60%	N=347	12%	N=69	7%	N=42	3%	N=17	18%	N=103	100%	N=579
Use or check email	88%	N=509	8%	N=45	2%	N=14	0%	N=2	2%	N=11	100%	N=581
Share your opinions online	12%	N=71	4%	N=22	12%	N=70	17%	N=98	54%	N=309	100%	N=570
Shop online	15%	N=86	10%	N=57	40%	N=233	26%	N=151	9%	N=54	100%	N=580

Table 31: Question D1 with "don't know" responses

Thinking about a typical week, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Don't know		Total	
Access the internet from your home using a computer, laptop or tablet computer	90%	N=526	6%	N=33	2%	N=11	0%	N=3	2%	N=10	0%	N=1	100%	N=583
Access the internet from your cell phone	89%	N=516	3%	N=18	2%	N=10	1%	N=3	5%	N=31	0%	N=1	100%	N=579
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	60%	N=347	12%	N=69	7%	N=42	3%	N=17	18%	N=103	0%	N=2	100%	N=581
Use or check email	87%	N=509	8%	N=45	2%	N=14	0%	N=2	2%	N=11	0%	N=1	100%	N=582
Share your opinions online	12%	N=71	4%	N=22	12%	N=70	17%	N=98	54%	N=309	1%	N=8	100%	N=578
Shop online	15%	N=86	10%	N=57	40%	N=233	26%	N=151	9%	N=54	0%	N=1	100%	N=581

Table 32: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	40%	N=231
Very good	41%	N=238
Good	17%	N=99
Fair	2%	N=13
Poor	0%	N=2
Total	100%	N=583

Table 33: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	3%	N=15
Somewhat positive	12%	N=67
Neutral	54%	N=312
Somewhat negative	30%	N=172
Very negative	2%	N=12
Total	100%	N=578

Table 34: Question D4

How many years have you lived in Hopkinton?	Percent	Number
Less than 2 years	11%	N=63
2 to 5 years	21%	N=126
6 to 10 years	16%	N=96
11 to 20 years	18%	N=107
More than 20 years	33%	N=194
Total	100%	N=586

Table 35: Question D5

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	84%	N=489
Building with two or more homes (duplex, townhome, apartment or condominium)	15%	N=85
Mobile home	0%	N=0
Other	2%	N=10
Total	100%	N=584

Table 36: Question D6

Do you rent or own your home?	Percent	Number
Rent	14%	N=82
Own	86%	N=501
Total	100%	N=583

Table 37: Question D7

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$500 per month	2%	N=11
\$500 to \$999 per month	4%	N=20
\$1,000 to \$1,499 per month	33%	N=187
\$1,500 to \$1,999 per month	34%	N=188
\$2,000 to \$2,499 per month	6%	N=35
\$2,500 to \$2,999 per month	6%	N=32
\$3,000 to \$3,499 per month	4%	N=21
\$3,500 or more per month	11%	N=63
Total	100%	N=558

Table 38: Question D8

Do any children 17 or under live in your household?	Percent	Number
No	46%	N=269
Yes	54%	N=312
Total	100%	N=581

Table 39: Question D9

Are you or any other members of your household aged 65 or older?	Percent	Number
No	79%	N=458
Yes	21%	N=123
Total	100%	N=581

Table 40: Question D10

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	3%	N=14
\$25,000 to \$49,999	7%	N=40
\$50,000 to \$74,999	7%	N=37
\$75,000 to \$99,999	7%	N=36
\$100,000 to \$149,999	18%	N=101
\$150,000 or more	58%	N=320
Total	100%	N=549

Table 41: Question D11

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	98%	N=562
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	N=13
Total	100%	N=575

Table 42: Question D12

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	0%	N=2
Asian, Asian Indian or Pacific Islander	4%	N=24
Black or African American	0%	N=2
White	94%	N=540
Other	2%	N=10

Total may exceed 100% as respondents could select more than one option.

Table 43: Question D13

In which category is your age?	Percent	Number
18 to 24 years	4%	N=23
25 to 34 years	12%	N=67
35 to 44 years	22%	N=128
45 to 54 years	31%	N=181
55 to 64 years	15%	N=88
65 to 74 years	10%	N=56
75 years or older	6%	N=38
Total	100%	N=582

Table 44: Question D14

What is your gender?	Percent	Number
Female	53%	N=307
Male	47%	N=274
Identify in another way	1%	N=3
Total	100%	N=584

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The Town of Hopkinton chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (those with similar population ranges and annual household incomes, as well as some selected New England peers).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Hopkinton's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Hopkinton's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Hopkinton's rating to the benchmark.

In that final column, Hopkinton's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Hopkinton residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Hopkinton's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Hopkinton's average rating was more than 20 points different when compared to the benchmark.

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 45: Quality of Life

Quality of Life Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall image or reputation of Hopkinton	91%	36	342	Higher
The overall quality of life in Hopkinton	94%	39	429	Higher
Hopkinton as a place to live	96%	44	371	Higher
Recommend living in Hopkinton to someone who asks	94%	61	287	Similar
Remain in Hopkinton for the next five years	83%	177	280	Similar

Table 46: Governance

Governance Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall confidence in Hopkinton government	67%	62	275	Similar
The overall direction that Hopkinton is taking	60%	158	316	Similar
The value of services for the taxes paid to Hopkinton	63%	98	379	Similar
Generally acting in the best interest of the community	70%	53	276	Similar
Being honest	73%	40	268	Similar
Being open and transparent to the public	68%	9	21	Similar
Informing residents about issues facing the community	68%	7	21	Similar
The job Hopkinton government does at welcoming resident involvement	65%	43	316	Similar
Treating all residents fairly	71%	52	273	Similar
Treating residents with respect	78%	9	21	Similar
Overall customer service by Hopkinton employees	92%	10	370	Higher
Public information services	82%	60	283	Similar
Quality of services provided by the Town of Hopkinton	84%	78	391	Similar
Quality of services provided by the Federal Government	34%	197	257	Similar

Table 47: Economy

Economy Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Hopkinton	87%	45	273	Higher
Economic development	59%	126	282	Similar
Overall quality of business and service establishments in Hopkinton	68%	111	276	Similar
Variety of business and service establishments in Hopkinton	38%	20	20	Lower
Vibrancy of downtown/commercial area	31%	198	251	Lower
Shopping opportunities	16%	271	293	Much lower
Hopkinton as a place to visit	64%	144	290	Similar
Hopkinton as a place to work	63%	138	352	Similar
Employment opportunities	27%	223	308	Similar
Cost of living in Hopkinton	22%	227	271	Lower
Economy will have positive impact on income	14%	258	262	Lower
NOT experiencing housing costs stress	85%	6	262	Higher

Table 48: Mobility

Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the transportation system in Hopkinton	37%	274	278	Much lower
Traffic flow on major streets	36%	236	330	Similar
Ease of travel by car in Hopkinton	66%	161	306	Similar
Ease of travel by public transportation in Hopkinton	10%	236	241	Much lower
Ease of travel by bicycle in Hopkinton	30%	254	305	Lower
Ease of walking in Hopkinton	57%	190	306	Similar
Ease of public parking	41%	182	236	Similar
Bus or transit services	21%	218	236	Much lower
Traffic enforcement	74%	91	352	Similar
Traffic signal timing	70%	30	266	Similar
Street repair	45%	189	350	Similar
Street cleaning	74%	88	306	Similar
Street lighting	64%	144	325	Similar
Snow removal	86%	18	268	Higher
Sidewalk maintenance	66%	85	302	Similar
Used bus, rail, subway, or other public transportation instead of driving	17%	113	223	Similar

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Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Carpooled with other adults or children instead of driving alone	33%	229	255	Lower
Walked or biked instead of driving	53%	157	263	Similar

Table 49: Community Design

Community Design Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall design or layout of Hopkinton's residential and commercial areas	61%	157	268	Similar
Overall appearance of Hopkinton	83%	108	339	Similar
Your neighborhood as a place to live	93%	20	308	Higher
Overall quality of new development in Hopkinton	50%	203	292	Similar
Well-planned residential growth	31%	24	24	Lower
Well-planned commercial growth	32%	24	24	Lower
Well-designed neighborhoods	62%	16	25	Similar
Preservation of the historical or cultural character of the community	69%	9	20	Similar
Public places where people want to spend time	58%	170	262	Similar
Variety of housing options	48%	170	281	Similar
Availability of affordable quality housing	29%	217	305	Similar
Land use, planning, and zoning	41%	215	297	Similar

Table 50: Utilities

Utilities Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the utility infrastructure in Hopkinton	72%	14	21	Similar
Affordable high-speed internet access	74%	2	18	Higher
Garbage collection	91%	51	332	Similar
Drinking water	86%	37	300	Higher
Sewer services	85%	42	300	Similar
Storm water management	82%	40	326	Higher
Utility billing	71%	116	236	Similar

Table 51: Safety

Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Hopkinton	99%	2	351	Much higher
Police services	92%	48	418	Higher

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Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Crime prevention	94%	2	348	Much higher
Animal control	79%	27	316	Higher
Ambulance or emergency medical services	96%	33	318	Similar
Fire services	97%	36	359	Similar
Fire prevention and education	92%	22	282	Higher
Emergency preparedness	82%	7	279	Higher
In your neighborhood during the day	99%	9	344	Similar
In Hopkinton's downtown/commercial area during the day	99%	5	318	Higher
From property crime	97%	1	34	Much higher
From violent crime	99%	1	34	Higher
From fire, flood, or other natural disaster	94%	1	21	Similar

Table 52: Natural Environment

Natural Environment Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of natural environment in Hopkinton	94%	16	279	Higher
Cleanliness of Hopkinton	94%	30	298	Higher
Water resources	90%	3	18	Higher
Air quality	97%	9	251	Higher
Preservation of natural areas	71%	52	257	Similar
Hopkinton open space	75%	39	246	Similar
Recycling	83%	108	341	Similar
Yard waste pick-up	50%	255	267	Lower

Table 53: Parks and Recreation

Parks and Recreation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of parks and recreation opportunities	92%	3	21	Similar
Availability of paths and walking trails	87%	21	304	Higher
Town parks	86%	128	308	Similar
Recreational opportunities	81%	64	293	Similar
Recreation programs or classes	78%	95	312	Similar
Recreation centers or facilities	66%	177	280	Similar
Fitness opportunities	77%	93	259	Similar

Table 54: Health and Wellness

Health and Wellness Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall health and wellness opportunities in Hopkinton	80%	67	271	Similar
Health services	77%	73	228	Similar
Availability of affordable quality health care	67%	107	265	Similar
Availability of preventive health services	64%	123	247	Similar
Availability of affordable quality mental health care	51%	86	241	Similar
Availability of affordable quality food	57%	192	251	Similar
In very good to excellent health	80%	5	257	Higher

Table 55: Education, Arts, and Culture

Education, Arts, and Culture Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall opportunities for education, culture, and the arts	86%	27	270	Higher
Opportunities to attend cultural/arts/music activities	68%	101	292	Similar
Opportunities to attend special events and festivals	67%	158	285	Similar
Community support for the arts	77%	4	21	Higher
Public library services	96%	13	318	Higher
Availability of affordable quality child care/preschool	67%	43	263	Higher
K-12 education	96%	5	267	Much higher
Adult educational opportunities	53%	164	250	Similar

Table 56: Inclusivity and Engagement

Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Residents' connection and engagement with their community	77%	3	21	Higher
Sense of community	76%	46	303	Similar
Sense of civic/community pride	80%	4	21	Similar
Neighborliness of Hopkinton	73%	37	263	Similar
Hopkinton as a place to raise children	97%	8	368	Much higher
Hopkinton as a place to retire	44%	307	354	Lower
Openness and acceptance of the community toward people of diverse backgrounds	59%	151	297	Similar
Making all residents feel welcome	77%	9	21	Similar

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Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Attracting people from diverse backgrounds	53%	16	21	Similar
Valuing/respecting residents from diverse backgrounds	64%	12	21	Similar
Taking care of vulnerable residents	73%	3	21	Similar
Opportunities to participate in social events and activities	66%	107	268	Similar
Opportunities to volunteer	75%	70	271	Similar
Opportunities to participate in community matters	79%	18	277	Higher

Table 57: Participation

Participation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Contacted Hopkinton for help or information	60%	14	327	Higher
Contacted Hopkinton elected officials to express your opinion	20%	73	262	Similar
Attended a local public meeting	41%	7	268	Higher
Watched (online or on television) a local public meeting	56%	2	239	Much higher
Volunteered your time to some group/activity in Hopkinton	39%	121	270	Similar
Campaigned or advocated for an issue, cause or candidate	24%	102	249	Similar
Voted in your most recent local election	67%	15	21	Similar
Access the internet from your home using a computer, laptop or tablet computer	98%	1	21	Similar
Access the internet from your cell phone	94%	2	21	Similar
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	79%	12	21	Similar
Use or check email	98%	5	21	Similar
Share your opinions online	29%	16	21	Similar
Shop online	65%	1	21	Higher

Table 58: Focus Areas

Importance Items	Percent essential or very important	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Hopkinton	89%	135	250	Similar
Overall quality of the transportation system in Hopkinton	61%	246	250	Much lower
Overall design or layout of Hopkinton's residential and commercial areas	75%	174	250	Similar

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Importance Items	Percent essential or very important	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the utility infrastructure in Hopkinton	81%	20	21	Similar
Overall feeling of safety in Hopkinton	78%	234	250	Lower
Overall quality of natural environment in Hopkinton	79%	165	250	Similar
Overall quality of parks and recreation opportunities	71%	21	21	Lower
Overall health and wellness opportunities in Hopkinton	64%	225	249	Lower
Overall opportunities for education, culture, and the arts	70%	195	250	Similar
Residents' connection and engagement with their community	67%	247	250	Lower

Communities included in national comparisons

The communities included in Hopkinton's comparisons are listed on the following pages along with their population according to the American Community Survey (ACS) 2017 5-year estimates.

Adams County, CO.....487,850
 Airway Heights city, WA8,017
 Albemarle County, VA105,105
 Albert Lea city, MN17,716
 Alexandria city, VA.....154,710
 Allegan County, MI114,145
 American Canyon city, CA.....20,341
 Ankeny city, IA56,237
 Ann Arbor city, MI.....119,303
 Apache Junction city, AZ38,452
 Arapahoe County, CO626,612
 Arlington city, TX.....388,225
 Arvada city, CO.....115,320
 Asheville city, NC89,318
 Ashland city, OR20,733
 Ashland town, MA.....17,478
 Ashland town, VA.....7,554
 Aspen city, CO.....7,097
 Athens-Clarke County, GA.....122,292
 Auburn city, AL61,462
 Aurora city, CO357,323
 Austin city, TX916,906
 Avon town, CO.....6,503
 Avon town, IN.....16,479
 Avondale city, AZ.....81,590
 Azusa city, CA49,029
 Bainbridge Island city, WA.....23,689
 Baltimore city, MD.....619,796
 Baltimore County, MD828,637
 Batavia city, IL26,499
 Battle Creek city, MI51,505
 Bay Village city, OH.....15,426
 Baytown city, TX76,205
 Beaumont city, CA.....43,641
 Bellingham city, WA.....85,388
 Bend city, OR87,167

Bethlehem township, PA.....23,800
 Bettendorf city, IA.....35,293
 Billings city, MT.....109,082
 Bloomington city, IN.....83,636
 Bloomington city, MN.....85,417
 Boise City city, ID220,859
 Bonner Springs city, KS.....7,644
 Boulder city, CO106,271
 Bowling Green city, KY64,302
 Bozeman city, MT.....43,132
 Brookline CDP, MA59,246
 Brooklyn Center city, MN30,885
 Brooklyn city, OH10,891
 Broomfield city, CO.....64,283
 Brownsburg town, IN24,625
 Buffalo Grove village, IL.....41,551
 Burlingame city, CA30,401
 Cabarrus County, NC.....196,716
 Cambridge city, MA110,893
 Canandaigua city, NY10,402
 Cannon Beach city, OR1,517
 Cañon City city, CO16,298
 Cape Coral city, FL.....173,679
 Carlsbad city, CA.....113,147
 Cartersville city, GA.....20,235
 Cary town, NC159,715
 Castle Rock town, CO.....57,274
 Cedar Hill city, TX.....48,149
 Cedar Park city, TX.....70,010
 Cedar Rapids city, IA130,330
 Celina city, TX.....7,910
 Centennial city, CO108,448
 Chandler city, TX.....2,896
 Chanhassen city, MN.....25,108
 Chapel Hill town, NC59,234
 Chardon city, OH.....5,166

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Charles County, MD	156,021	Elgin city, IL	112,628
Charlotte County, FL	173,236	Elk Grove city, CA	166,228
Charlottesville city, VA	46,487	Elmhurst city, IL	46,139
Chattanooga city, TN	176,291	Englewood city, CO	33,155
Chautauqua town, NY	4,362	Erie town, CO	22,019
Chesterfield County, VA	335,594	Escambia County, FL	309,924
Clayton city, MO	16,214	Estes Park town, CO	6,248
Clearwater city, FL	112,794	Euclid city, OH	47,698
Clinton city, SC	8,538	Farmers Branch city, TX	33,808
Clive city, IA	17,134	Farmersville city, TX	3,440
Clovis city, CA	104,411	Farmington Hills city, MI	81,235
College Park city, MD	32,186	Fate city, TX	10,339
College Station city, TX	107,445	Fayetteville city, GA	17,069
Colleyville city, TX	25,557	Fayetteville city, NC	210,324
Collinsville city, IL	24,767	Ferguson township, PA	18,837
Columbia city, MO	118,620	Fernandina Beach city, FL	11,957
Commerce City city, CO	52,905	Flower Mound town, TX	71,575
Conshohocken borough, PA	7,985	Forest Grove city, OR	23,554
Coolidge city, AZ	12,221	Fort Collins city, CO	159,150
Coon Rapids city, MN	62,342	Franklin city, TN	72,990
Coral Springs city, FL	130,110	Frederick town, CO	11,397
Coronado city, CA	24,053	Fremont city, CA	230,964
Corvallis city, OR	56,224	Frisco town, CO	2,977
Cottonwood Heights city, UT	34,214	Fruita city, CO	13,039
Coventry Lake CDP, CT	2,932	Gahanna city, OH	34,691
Coventry town, CT	12,458	Gaithersburg city, MD	67,417
Cupertino city, CA	60,687	Galveston city, TX	49,706
Dacono city, CO	4,929	Gardner city, KS	21,059
Dakota County, MN	414,655	Germantown city, TN	39,230
Dallas city, OR	15,413	Gilbert town, AZ	232,176
Dallas city, TX	1,300,122	Gillette city, WY	31,783
Danvers town, MA	27,527	Glen Ellyn village, IL	27,983
Danville city, KY	16,657	Glendora city, CA	51,891
Darien city, IL	22,206	Glenview village, IL	47,066
Davidson town, NC	12,325	Golden city, CO	20,365
Dayton city, OH	140,939	Golden Valley city, MN	21,208
Dayton town, WY	815	Goodyear city, AZ	74,953
Dearborn city, MI	95,295	Grafton village, WI	11,576
Decatur city, GA	22,022	Grand Rapids city, MI	195,355
DeLand city, FL	30,315	Grand Traverse County, MI	91,222
Delaware city, OH	38,193	Greeley city, CO	100,760
Denison city, TX	23,342	Greenville city, NC	90,347
Denton city, TX	131,097	Greer city, SC	28,587
Denver city, CO	678,467	Gunnison County, CO	16,215
Des Moines city, IA	214,778	Halton City city, TX	44,059
Des Peres city, MO	8,536	Hamilton city, OH	62,216
Destin city, FL	13,421	Hamilton town, MA	7,991
Dothan city, AL	67,784	Hampton city, VA	136,255
Dover city, NH	30,901	Hanover County, VA	103,218
Dublin city, CA	57,022	Harrisburg city, SD	5,429
Dublin city, OH	44,442	Hastings city, MN	22,620
Duluth city, MN	86,066	Henderson city, NV	284,817
Durham city, NC	257,232	High Point city, NC	109,849
Durham County, NC	300,865	Highland Park city, IL	29,796
Dyer town, IN	16,077	Highlands Ranch CDP, CO	105,264
Eagan city, MN	66,102	Homer Glen village, IL	24,403
Eagle Mountain city, UT	27,773	Honolulu County, HI	990,060
Eau Claire city, WI	67,945	Hopkinton town, MA	16,720
Eden Prairie city, MN	63,660	Hoquiam city, WA	8,416
Eden town, VT	1,254	Horry County, SC	310,186
Edgewater city, CO	5,299	Hudson town, CO	1,709
Edina city, MN	50,603	Huntley village, IL	26,265
Edmond city, OK	89,769	Huntsville city, TX	40,727
Edmonds city, WA	41,309	Hutchinson city, MN	13,836
El Cerrito city, CA	24,982	Hutto city, TX	22,644
El Paso de Robles (Paso Robles) city, CA	31,409	Hyattsville city, MD	18,225

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Independence city, MO.....	117,369	Marion city, IA.....	38,014
Indio city, CA.....	86,867	Mariposa County, CA.....	17,658
Iowa City city, IA.....	73,415	Marshfield city, WI.....	18,326
Issaquah city, WA.....	35,629	Martinez city, CA.....	37,902
Jackson city, MO.....	14,690	Marysville city, WA.....	66,178
Jackson County, MI.....	158,989	Maui County, HI.....	164,094
Jefferson Parish, LA.....	437,038	McKinney city, TX.....	164,760
Jerome city, ID.....	11,306	McMinnville city, OR.....	33,211
Johnson City city, TN.....	65,598	Mecklenburg County, NC.....	1,034,290
Johnston city, IA.....	20,172	Menlo Park city, CA.....	33,661
Jupiter town, FL.....	62,373	Menomonee Falls village, WI.....	36,411
Kalamazoo city, MI.....	75,833	Mercer Island city, WA.....	24,768
Kansas City city, KS.....	151,042	Meridian charter township, MI.....	41,903
Kansas City city, MO.....	476,974	Merriam city, KS.....	11,259
Kent city, WA.....	126,561	Mesa city, AZ.....	479,317
Kerrville city, TX.....	22,931	Mesquite city, TX.....	144,118
Key West city, FL.....	25,316	Miami city, FL.....	443,007
King City city, CA.....	13,721	Middleton city, WI.....	18,951
Kingman city, AZ.....	28,855	Middletown town, RI.....	16,100
Kirkland city, WA.....	86,772	Milford city, DE.....	10,645
Kirkwood city, MO.....	27,659	Milton city, GA.....	37,556
La Mesa city, CA.....	59,479	Minneapolis city, MN.....	411,452
La Plata town, MD.....	9,160	Minnetrissa city, MN.....	7,187
La Vista city, NE.....	17,062	Missoula County, MT.....	114,231
Lake Forest city, IL.....	18,931	Missouri City city, TX.....	72,688
Lake in the Hills village, IL.....	28,908	Moline city, IL.....	42,644
Lake Zurich village, IL.....	19,983	Monroe city, MI.....	20,128
Lakeville city, MN.....	61,056	Montgomery city, MN.....	2,921
Lakewood city, CO.....	151,411	Montgomery County, MD.....	1,039,198
Lakewood city, WA.....	59,102	Monticello city, UT.....	2,599
Lancaster County, SC.....	86,544	Montrose city, CO.....	18,918
Laramie city, WY.....	32,104	Moraga town, CA.....	17,231
Larimer County, CO.....	330,976	Morristown city, TN.....	29,446
Las Cruces city, NM.....	101,014	Morrisville town, NC.....	23,873
Las Vegas city, NM.....	13,445	Morro Bay city, CA.....	10,568
Lawrence city, KS.....	93,954	Moscow city, ID.....	24,833
Lawrenceville city, GA.....	29,287	Mountlake Terrace city, WA.....	20,922
Lehi city, UT.....	58,351	Murphy city, TX.....	20,361
Lenexa city, KS.....	52,030	Naperville city, IL.....	146,431
Lewisville city, TX.....	103,638	Napoleon city, OH.....	8,646
Libertyville village, IL.....	20,504	Needham CDP, MA.....	30,429
Lincolnwood village, IL.....	12,637	Nevada City city, CA.....	3,112
Lindsborg city, KS.....	3,313	Nevada County, CA.....	98,838
Little Chute village, WI.....	11,006	New Braunfels city, TX.....	70,317
Littleton city, CO.....	45,848	New Brighton city, MN.....	22,440
Livermore city, CA.....	88,232	New Concord village, OH.....	2,561
Lombard village, IL.....	43,776	New Hope city, MN.....	20,909
Lone Tree city, CO.....	13,430	Newport city, RI.....	24,745
Long Grove village, IL.....	7,980	Newport News city, VA.....	180,775
Longmont city, CO.....	91,730	Newton city, IA.....	15,085
Lonsdale city, MN.....	3,850	Niles village, IL.....	29,823
Los Alamos County, NM.....	18,031	Noblesville city, IN.....	59,807
Los Altos Hills town, CA.....	8,490	Norcross city, GA.....	16,474
Loudoun County, VA.....	374,558	Norfolk city, NE.....	24,352
Louisville city, CO.....	20,319	North Mankato city, MN.....	13,583
Lower Merion township, PA.....	58,500	North Port city, FL.....	62,542
Lynchburg city, VA.....	79,237	North Yarmouth town, ME.....	3,714
Lynnwood city, WA.....	37,242	Northglenn city, CO.....	38,473
Manassas city, VA.....	41,379	Novato city, CA.....	55,378
Manhattan Beach city, CA.....	35,698	Novi city, MI.....	58,835
Manhattan city, KS.....	55,427	O'Fallon city, IL.....	29,095
Mankato city, MN.....	41,241	Oak Park village, IL.....	52,229
Maple Grove city, MN.....	68,362	Oakdale city, MN.....	27,972
Maplewood city, MN.....	40,127	Oklahoma City city, OK.....	629,191
Maricopa County, AZ.....	4,155,501	Olmsted County, MN.....	151,685
Marin County, CA.....	260,814	Orland Park village, IL.....	59,161

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Orleans Parish, LA.....	388,182	Sammamish city, WA.....	62,877
Oshkosh city, WI.....	66,649	San Carlos city, CA.....	29,954
Oswego village, IL.....	33,759	San Diego city, CA.....	1,390,966
Overland Park city, KS.....	186,147	San Francisco city, CA.....	864,263
Paducah city, KY.....	24,879	San Jose city, CA.....	1,023,031
Palm Beach Gardens city, FL.....	53,119	San Marcos city, TX.....	59,935
Palm Coast city, FL.....	82,356	Sangamon County, IL.....	198,134
Palo Alto city, CA.....	67,082	Santa Fe city, NM.....	82,980
Palos Verdes Estates city, CA.....	13,591	Santa Fe County, NM.....	147,514
Papillion city, NE.....	19,478	Savage city, MN.....	30,011
Paradise Valley town, AZ.....	13,961	Schaumburg village, IL.....	74,427
Park City city, UT.....	8,167	Schertz city, TX.....	38,199
Parker town, CO.....	51,125	Scott County, MN.....	141,463
Pasco city, WA.....	70,607	Scottsdale city, AZ.....	239,283
Pasco County, FL.....	498,136	Sedona city, AZ.....	10,246
Payette city, ID.....	7,366	Sevierville city, TN.....	16,387
Pearland city, TX.....	113,693	Shakopee city, MN.....	40,024
Peoria city, IL.....	115,424	Shawnee city, KS.....	64,840
Pflugerville city, TX.....	58,013	Shawnee city, OK.....	30,974
Philadelphia city, PA.....	1,569,657	Shoreline city, WA.....	55,431
Pinehurst village, NC.....	15,580	Shoreview city, MN.....	26,432
Piqua city, OH.....	20,793	Shorewood village, IL.....	16,809
Pitkin County, CO.....	17,747	Sierra Vista city, AZ.....	43,585
Plano city, TX.....	281,566	Silverton city, OR.....	9,757
Platte City city, MO.....	4,867	Sioux Falls city, SD.....	170,401
Pleasant Hill city, IA.....	9,608	Skokie village, IL.....	64,773
Pleasanton city, CA.....	79,341	Snoqualmie city, WA.....	12,944
Plymouth city, MN.....	76,258	Snowmass Village town, CO.....	2,827
Port Orange city, FL.....	60,315	Somerset town, MA.....	18,257
Port St. Lucie city, FL.....	178,778	South Jordan city, UT.....	65,523
Portland city, OR.....	630,331	Southlake city, TX.....	30,090
Powell city, OH.....	12,658	Spearfish city, SD.....	11,300
Powhatan County, VA.....	28,364	Springville city, UT.....	32,319
Prairie Village city, KS.....	21,932	St. Augustine city, FL.....	13,952
Pueblo city, CO.....	109,122	St. Charles city, IL.....	32,730
Purcellville town, VA.....	9,217	St. Cloud city, MN.....	67,093
Queen Creek town, AZ.....	33,298	St. Joseph city, MO.....	76,819
Raleigh city, NC.....	449,477	St. Louis County, MN.....	200,294
Ramsey city, MN.....	25,853	St. Lucie County, FL.....	298,763
Raymore city, MO.....	20,358	State College borough, PA.....	42,224
Redmond city, OR.....	28,492	Steamboat Springs city, CO.....	12,520
Redmond city, WA.....	60,712	Sugar Land city, TX.....	86,886
Redwood City city, CA.....	84,368	Suisun City city, CA.....	29,280
Reno city, NV.....	239,732	Summit County, UT.....	39,731
Richfield city, MN.....	35,993	Sunnyvale city, CA.....	151,565
Richland city, WA.....	53,991	Surprise city, AZ.....	129,534
Richmond city, CA.....	108,853	Suwanee city, GA.....	18,655
Richmond Heights city, MO.....	8,466	Tacoma city, WA.....	207,280
Rio Rancho city, NM.....	93,317	Takoma Park city, MD.....	17,643
River Falls city, WI.....	15,256	Tempe city, AZ.....	178,339
Riverside city, CA.....	321,570	Temple city, TX.....	71,795
Roanoke city, VA.....	99,572	Texarkana city, TX.....	37,222
Roanoke County, VA.....	93,419	The Woodlands CDP, TX.....	109,608
Rochester city, NY.....	209,463	Thousand Oaks city, CA.....	128,909
Rock Hill city, SC.....	70,764	Tigard city, OR.....	51,355
Rockville city, MD.....	66,420	Tinley Park village, IL.....	57,107
Roeland Park city, KS.....	6,810	Tracy city, CA.....	87,613
Rohnert Park city, CA.....	42,305	Trinidad CCD, CO.....	10,819
Rolla city, MO.....	20,013	Tualatin city, OR.....	27,135
Rosemount city, MN.....	23,474	Tulsa city, OK.....	401,352
Rosenberg city, TX.....	35,867	Tustin city, CA.....	80,007
Roseville city, MN.....	35,624	Twin Falls city, ID.....	47,340
Round Rock city, TX.....	116,369	Unalaska city, AK.....	4,809
Royal Palm Beach village, FL.....	37,665	University Heights city, OH.....	13,201
Sacramento city, CA.....	489,650	University Park city, TX.....	24,692
Sahuarita town, AZ.....	28,257	Urbandale city, IA.....	42,222

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Vail town, CO.....	5,425	Wheat Ridge city, CO.....	31,162
Vernon Hills village, IL	26,084	White House city, TN	11,107
Victoria city, MN	8,679	Wichita city, KS.....	389,054
Vienna town, VA.....	16,474	Williamsburg city, VA	14,817
Virginia Beach city, VA.....	450,057	Willowbrook village, IL	8,598
Walnut Creek city, CA	68,516	Wilmington city, NC.....	115,261
Warrensburg city, MO	19,890	Wilsonville city, OR.....	22,789
Washington County, MN	250,979	Windsor town, CO.....	23,386
Washoe County, NV.....	445,551	Windsor town, CT.....	29,037
Waunakee village, WI	13,284	Winter Garden city, FL.....	40,799
Wauwatosa city, WI.....	47,687	Woodbury city, MN.....	67,648
Wentzville city, MO	35,768	Woodinville city, WA.....	11,675
West Carrollton city, OH.....	12,963	Wyandotte County, KS.....	163,227
West Chester township, OH.....	62,804	Wyoming city, MI	75,124
West Des Moines city, IA.....	62,999	Yakima city, WA.....	93,182
Western Springs village, IL	13,187	York County, VA.....	67,196
Westerville city, OH	38,604	Yorktown town, IN.....	11,200
Westlake town, TX	1,006	Yorkville city, IL.....	18,691
Westminster city, CO.....	111,895	Yountville city, CA	2,978
Westminster city, MD.....	18,557		

Custom Benchmark Comparisons

Table 59: Quality of Life

Quality of Life Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall image or reputation of Hopkinton	91%	6	11	Similar
The overall quality of life in Hopkinton	94%	6	17	Similar
Hopkinton as a place to live	96%	7	14	Similar
Recommend living in Hopkinton to someone who asks	94%	6	11	Similar
Remain in Hopkinton for the next five years	83%	11	11	Similar

Table 60: Governance

Governance Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall confidence in Hopkinton government	67%	6	10	Similar
The overall direction that Hopkinton is taking	60%	7	11	Similar
The value of services for the taxes paid to Hopkinton	63%	6	12	Similar
Generally acting in the best interest of the community	70%	5	11	Similar
Being honest	73%	6	10	Similar
Being open and transparent to the public	68%	NA	NA	NA
Informing residents about issues facing the community	68%	NA	NA	NA
The job Hopkinton government does at welcoming resident involvement	65%	5	13	Similar

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Governance Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Treating all residents fairly	71%	6	10	Similar
Treating residents with respect	78%	NA	NA	NA
Overall customer service by Hopkinton employees	92%	2	14	Similar
Public information services	82%	7	11	Similar
Quality of services provided by the Town of Hopkinton	84%	6	16	Similar
Quality of services provided by the Federal Government	34%	9	10	Similar

Table 61: Economy

Economy Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Hopkinton	87%	5	10	Similar
Economic development	59%	4	10	Similar
Overall quality of business and service establishments in Hopkinton	68%	4	11	Similar
Variety of business and service establishments in Hopkinton	38%	NA	NA	NA
Vibrancy of downtown/commercial area	31%	7	9	Similar
Shopping opportunities	16%	10	11	Much lower
Hopkinton as a place to visit	64%	7	11	Similar
Hopkinton as a place to work	63%	6	13	Similar
Employment opportunities	27%	6	11	Similar
Cost of living in Hopkinton	22%	10	10	Similar
Economy will have positive impact on income	14%	10	10	Much lower
NOT experiencing housing costs stress	85%	3	10	Similar

Table 62: Mobility

Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the transportation system in Hopkinton	37%	10	10	Much lower
Traffic flow on major streets	36%	10	13	Similar
Ease of travel by car in Hopkinton	66%	10	11	Similar
Ease of travel by public transportation in Hopkinton	10%	11	11	Much lower
Ease of travel by bicycle in Hopkinton	30%	10	11	Much lower
Ease of walking in Hopkinton	57%	10	11	Lower
Ease of public parking	41%	8	9	Lower

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Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Bus or transit services	21%	8	10	Lower
Traffic enforcement	74%	8	14	Similar
Traffic signal timing	70%	3	10	Similar
Street repair	45%	13	17	Similar
Street cleaning	74%	6	12	Similar
Street lighting	64%	8	13	Similar
Snow removal	86%	3	13	Similar
Sidewalk maintenance	66%	5	12	Similar
Used bus, rail, subway, or other public transportation instead of driving	17%	6	10	Lower
Carpooled with other adults or children instead of driving alone	33%	9	10	Similar
Walked or biked instead of driving	53%	9	10	Lower

Table 63: Community Design

Community Design Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall design or layout of Hopkinton's residential and commercial areas	61%	7	10	Similar
Overall appearance of Hopkinton	83%	9	12	Similar
Your neighborhood as a place to live	93%	5	12	Similar
Overall quality of new development in Hopkinton	50%	8	12	Similar
Well-planned residential growth	31%	NA	NA	NA
Well-planned commercial growth	32%	NA	NA	NA
Well-designed neighborhoods	62%	NA	NA	NA
Preservation of the historical or cultural character of the community	69%	NA	NA	NA
Public places where people want to spend time	58%	7	9	Similar
Variety of housing options	48%	9	11	Similar
Availability of affordable quality housing	29%	7	9	Similar
Land use, planning, and zoning	41%	10	11	Similar

Table 64: Utilities

Utilities Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the utility infrastructure in Hopkinton	72%	NA	NA	NA
Affordable high-speed internet access	74%	NA	NA	NA

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Utilities Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Garbage collection	91%	6	13	Similar
Drinking water	86%	3	11	Similar
Sewer services	85%	4	11	Similar
Storm water management	82%	4	12	Similar
Utility billing	71%	7	9	Similar

Table 65: Safety

Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Hopkinton	99%	1	11	Similar
Police services	92%	6	16	Similar
Crime prevention	94%	1	12	Similar
Animal control	79%	3	12	Similar
Ambulance or emergency medical services	96%	6	12	Similar
Fire services	97%	7	13	Similar
Fire prevention and education	92%	5	11	Similar
Emergency preparedness	82%	1	11	Similar
In your neighborhood during the day	99%	2	12	Similar
In Hopkinton's downtown/commercial area during the day	99%	2	11	Similar
From property crime	97%	NA	NA	NA
From violent crime	99%	NA	NA	NA
From fire, flood, or other natural disaster	94%	NA	NA	NA

Table 66: Natural Environment

Natural Environment Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of natural environment in Hopkinton	94%	3	11	Similar
Cleanliness of Hopkinton	94%	6	11	Similar
Water resources	90%	NA	NA	NA
Air quality	97%	3	9	Similar
Preservation of natural areas	71%	4	10	Similar
Hopkinton open space	75%	2	8	Similar
Recycling	83%	7	13	Similar
Yard waste pick-up	50%	7	9	Lower

Table 67: Parks and Recreation

Parks and Recreation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of parks and recreation opportunities	92%	NA	NA	NA
Availability of paths and walking trails	87%	2	11	Higher
Town parks	86%	10	12	Similar
Recreational opportunities	81%	5	13	Similar
Recreation programs or classes	78%	5	11	Similar
Recreation centers or facilities	66%	10	11	Similar
Fitness opportunities	77%	4	8	Similar

Table 68: Health and Wellness

Health and Wellness Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall health and wellness opportunities in Hopkinton	80%	3	10	Similar
Health services	77%	4	10	Similar
Availability of affordable quality health care	67%	4	9	Similar
Availability of preventive health services	64%	4	8	Similar
Availability of affordable quality mental health care	51%	4	8	Similar
Availability of affordable quality food	57%	6	9	Similar
In very good to excellent health	80%	2	10	Similar

Table 69: Education, Arts, and Culture

Education, Arts, and Culture Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall opportunities for education, culture, and the arts	86%	3	10	Similar
Opportunities to attend cultural/arts/music activities	68%	4	11	Similar
Opportunities to attend special events and festivals	67%	11	13	Similar
Community support for the arts	77%	NA	NA	NA
Public library services	96%	3	13	Similar
Availability of affordable quality child care/preschool	67%	4	10	Similar
K-12 education	96%	2	10	Similar
Adult educational opportunities	53%	6	8	Similar

Table 70: Inclusivity and Engagement

Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Residents' connection and engagement with their community	77%	NA	NA	NA
Sense of community	76%	5	11	Similar
Sense of civic/community pride	80%	NA	NA	NA
Neighborliness of Hopkinton	73%	7	10	Similar
Hopkinton as a place to raise children	97%	2	14	Similar
Hopkinton as a place to retire	44%	12	13	Lower
Openness and acceptance of the community toward people of diverse backgrounds	59%	8	10	Similar
Making all residents feel welcome	77%	NA	NA	NA
Attracting people from diverse backgrounds	53%	NA	NA	NA
Valuing/respecting residents from diverse backgrounds	64%	NA	NA	NA
Taking care of vulnerable residents	73%	NA	NA	NA
Opportunities to participate in social events and activities	66%	6	11	Similar
Opportunities to volunteer	75%	3	11	Similar
Opportunities to participate in community matters	79%	2	11	Similar

Table 71: Participation

Participation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Contacted Hopkinton for help or information	60%	3	13	Similar
Contacted Hopkinton elected officials to express your opinion	20%	3	10	Similar
Attended a local public meeting	41%	1	11	Higher
Watched (online or on television) a local public meeting	56%	1	10	Much higher
Volunteered your time to some group/activity in Hopkinton	39%	5	11	Similar
Campaigned or advocated for an issue, cause or candidate	24%	4	10	Similar
Voted in your most recent local election	67%	NA	NA	NA
Access the internet from your home using a computer, laptop or tablet computer	98%	NA	NA	NA
Access the internet from your cell phone	94%	NA	NA	NA
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	79%	NA	NA	NA
Use or check email	98%	NA	NA	NA

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Participation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Share your opinions online	29%	NA	NA	NA
Shop online	65%	NA	NA	NA

Table 72: Focus Areas

Importance Items	Percent essential or very important	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Hopkinton	89%	3	8	Similar
Overall quality of the transportation system in Hopkinton	61%	8	8	Much lower
Overall design or layout of Hopkinton's residential and commercial areas	75%	8	8	Lower
Overall quality of the utility infrastructure in Hopkinton	81%	NA	NA	NA
Overall feeling of safety in Hopkinton	78%	8	8	Lower
Overall quality of natural environment in Hopkinton	79%	8	8	Similar
Overall quality of parks and recreation opportunities	71%	NA	NA	NA
Overall health and wellness opportunities in Hopkinton	64%	3	8	Similar
Overall opportunities for education, culture, and the arts	70%	3	8	Similar
Residents' connection and engagement with their community	67%	8	8	Much lower

Communities included in custom comparisons

The communities included in Hopkinton's custom comparisons are listed below along with their population according to the American Community Survey (ACS) 2017 5-year estimates.

Ashland town, MA..... 17,478
 Des Peres city, MO8,536
 Erie town, CO22,019
 Hamilton town, MA.....7,991
 Hopkinton town, MA16,720
 Lake Zurich village, IL.....19,983
 Lone Tree city, CO13,430
 Long Grove village, IL.....7,980
 Los Alamos County, NM.....18,031
 Moraga town, CA17,231
 Murphy city, TX.....20,361

Needham CDP, MA..... 30,429
 Palos Verdes Estates city, CA..... 13,591
 Paradise Valley town, AZ..... 13,961
 Powell city, OH 12,658
 Purcellville town, VA..... 9,217
 Snoqualmie city, WA..... 12,944
 Victoria city, MN 8,679
 Vienna town, VA 16,474
 Western Springs village, IL..... 13,187

Appendix C: Detailed Survey Methods

The National Community Survey™ (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The Town of Hopkinton funded this research. Please contact Norman Khumalo of the Town of Hopkinton at nkhumalo@hopkintonma.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

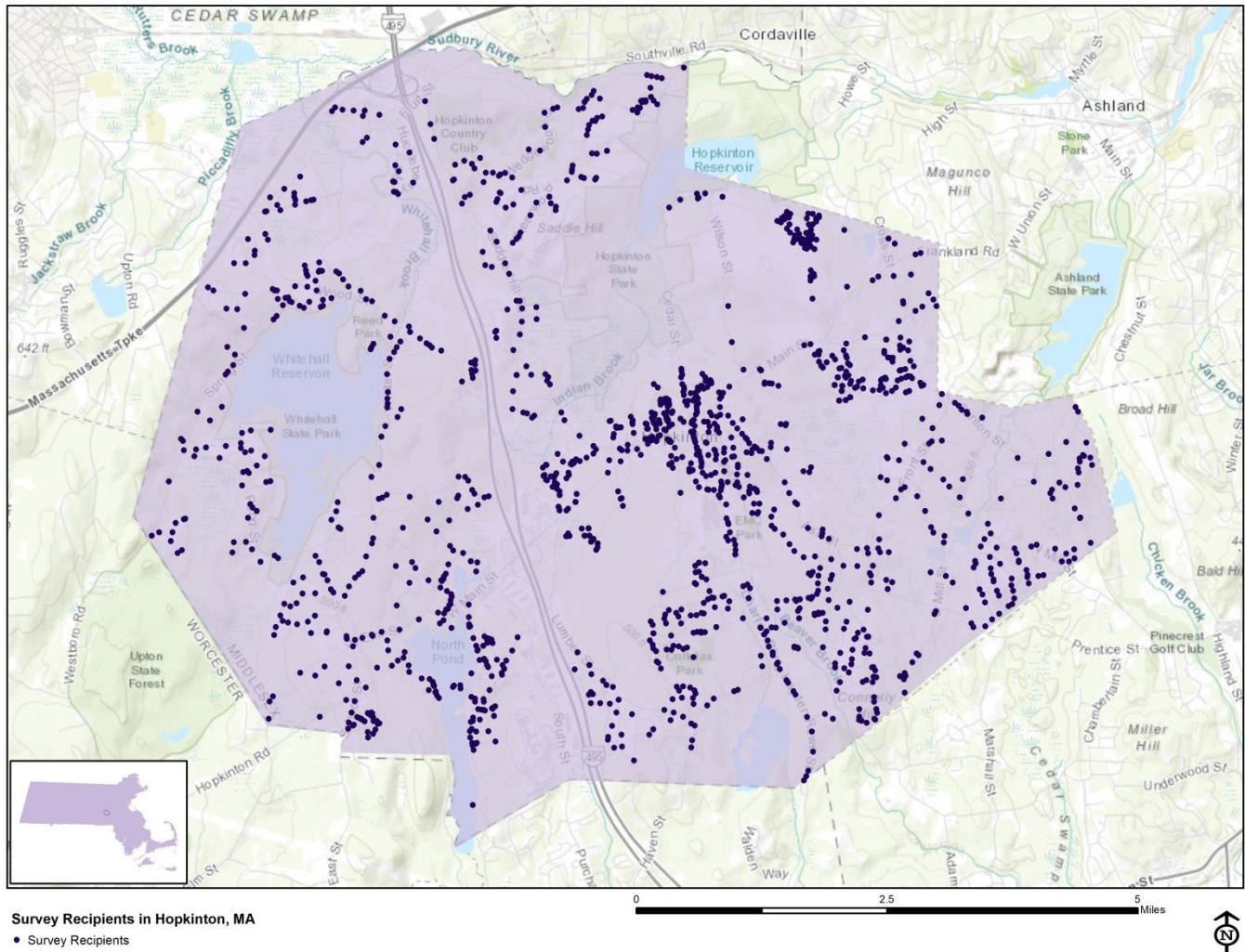
Selecting Survey Recipients

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the Town of Hopkinton were eligible to participate in the survey. A list of all households within the zip codes serving Hopkinton was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the Town of Hopkinton households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the Town of Hopkinton boundaries were removed from consideration.

To choose the 1,700 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, a link to an online “opt-in” survey was publicized and posted to the Town of Hopkinton website. This opt-in survey was identical to the scientific survey and open to all Town residents. (The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.)

Figure 1: Location of Survey Recipients

Survey Administration and Response

Selected households received three mailings, one week apart, beginning on July 27, 2020. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Town Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English. Both cover letters included a URL through which the residents selected for the mail survey could choose respond online rather than by mail. The Town of Hopkinton chose to augment their administration of The NCS with several additional services, including demographic subgroup comparisons and custom benchmark comparisons. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on September 14, 2020 and remained open for six weeks.

About 2% of the 1,700 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,667 households that received the survey, 589 completed the survey, providing an overall response rate of 35%. Of

the 589 completed surveys, 161 were completed online. The response rate was calculated using AAPOR's response rate #2¹ for mailed surveys of unnamed persons.

Table 73: Survey Response Rate

Total sample used	1,700
I=Complete Interviews	583
P=Partial Interviews	6
R=Refusal and break off	0
NC=Non Contact	0
O=Other	0
UH=Unknown household	0
UO=Unknown other	1,078
NE=Not eligible	33
Response rate: $(I+P)/(I+P) + (R+NC+O) + (UH+UO)$	35%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.²

The margin of error for the Town of Hopkinton survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (589 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a

¹ See AAPOR's Standard Definitions for more information:

[http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx)

² A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC uses Polco, an online public engagement tool designed primarily for local governments, to collect online survey data. The Polco platform includes many features of online survey tools, but also includes elements tailored to the civic environment. For example, like NRC's mailed surveys, surveys on Polco are presented with the Town name, logo (or other image) and a description, so residents understand who is asking for input and why. Optionally, Polco can also verify respondents with local public data to ensure respondents are residents or voters. More generally, an advantage of online programming and data gathering is that it allows for more rigid control of the data format, making extensive data cleaning unnecessary.

Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the Town of Hopkinton. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing unit type, gender, age and race. No adjustments were made for design effects. The results of the weighting scheme are presented in the table on the following page.

Table 74: Hopkinton, MA 2020 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	14%	13%	14%
Own home	86%	87%	86%
Detached unit*	84%	77%	84%
Attached unit*	16%	23%	16%
Race and Ethnicity			
White	94%	82%	94%
Not white	6%	18%	6%
Not Hispanic	98%	97%	98%
Hispanic	2%	3%	2%
Sex and Age			
Female	51%	56%	53%
Male	49%	44%	47%
18-34 years of age	16%	7%	16%
35-54 years of age	55%	45%	53%
55+ years of age	29%	48%	31%
Females 18-34	8%	4%	8%
Females 35-54	29%	23%	28%
Females 55+	15%	28%	16%
Males 18-34	8%	3%	8%
Males 35-54	26%	22%	25%
Males 55+	14%	19%	15%

* U.S. Census Bureau ACS 2017 5-year estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Appendix D: Survey Materials

Dear Hopkinton Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better town!

Sincerely,



Norman Khumalo
Town Manager

Dear Hopkinton Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better town!

Sincerely,



Norman Khumalo
Town Manager

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Thank you for helping create a better town!

Sincerely,



Norman Khumalo
Town Manager



Town of Hopkinton
Town Manager's Office
18 Main Street
Hopkinton, MA 01748

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



Town of Hopkinton
Town Manager's Office
18 Main Street
Hopkinton, MA 01748

Presorted
First Class Mail
US Postage
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Boulder, CO
Permit NO. 94



TOWN OF HOPKINTON

TOWN MANAGER'S OFFICE

Norman Khumalo

Town Manager

August 2020

Dear Town of Hopkinton Resident:

Please help us shape the future of Hopkinton! You have been selected at random to participate in the 2020 Hopkinton Community Survey.

With the COVID-19 pandemic weighing heavily in our lives, it can be hard to focus on anything else. Even in this crisis, it is important for city leaders to continue to seek feedback to understand the broader needs of our community.

By completing this survey, we can gather important feedback which is essential, especially in uncertain times such as these, so we can keep resident opinions front and center as we move forward together. Please take a few minutes to fill out the enclosed survey.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

xx.webplaceholder.xx

Please do not share your survey link. This survey is for randomly selected households only. The Town will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey please call 508-497-9701.

Thank you for your time and participation!

Sincerely,

Norman Khumalo
Town Manager



TOWN OF HOPKINTON

TOWN MANAGER'S OFFICE

Norman Khumalo

Town Manager

August 2020

Dear Town of Hopkinton Resident:

Here's a second chance if you haven't already responded to the 2020 Hopkinton Community Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

With the COVID-19 pandemic weighing heavily in our lives, it can be hard to focus on anything else. Even in this crisis, it is important for city leaders to continue to seek feedback to understand the broader needs of our community.

By completing this survey, we can gather important feedback which is essential, especially in uncertain times such as these, so we can keep resident opinions front and center as we move forward together. Please take a few minutes to fill out the enclosed survey.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

xx.webplaceholder.xx

Please do not share your survey link. This survey is for randomly selected households only. The Town will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey please call 508-497-9701.

Thank you for your time and participation!

Sincerely,

Norman Khumalo
Town Manager

The Town of Hopkinton 2020 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Hopkinton.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Hopkinton as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Hopkinton as a place to raise children.....	1	2	3	4	5
Hopkinton as a place to work.....	1	2	3	4	5
Hopkinton as a place to visit	1	2	3	4	5
Hopkinton as a place to retire	1	2	3	4	5
The overall quality of life in Hopkinton.....	1	2	3	4	5
Sense of community	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Hopkinton as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Hopkinton.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Hopkinton.....	1	2	3	4	5
Overall design or layout of Hopkinton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Hopkinton (water, sewer, storm water, electric/gas)	1	2	3	4	5
Overall feeling of safety in Hopkinton.....	1	2	3	4	5
Overall quality of natural environment in Hopkinton	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Hopkinton.....	1	2	3	4	5
Overall opportunities for education, culture and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Hopkinton to someone who asks.....	1	2	3	4	5
Remain in Hopkinton for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Hopkinton's downtown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Hopkinton community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Hopkinton as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Hopkinton.....	1	2	3	4	5
Variety of business and service establishments in Hopkinton.....	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Hopkinton	1	2	3	4	5
Overall image or reputation of Hopkinton.....	1	2	3	4	5

7. Please rate each of the following characteristics as they relate to Hopkinton as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Hopkinton	1	2	3	4	5
Ease of travel by public transportation in Hopkinton.....	1	2	3	4	5
Ease of travel by bicycle in Hopkinton.....	1	2	3	4	5
Ease of walking in Hopkinton.....	1	2	3	4	5
Well-planned residential growth	1	2	3	4	5
Well-planned commercial growth	1	2	3	4	5
Well-designed neighborhoods	1	2	3	4	5
Preservation of the historical or cultural character of the community	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Hopkinton	1	2	3	4	5
Overall appearance of Hopkinton.....	1	2	3	4	5
Cleanliness of Hopkinton.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.)	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Hopkinton	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the Town of Hopkinton (in-person, phone, email or web) for help or information.....	1	2
Contacted Hopkinton elected officials (in-person, phone, email or web) to express your opinion	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Hopkinton.....	1	2
Campaigned or advocated for a local issue, cause or candidate	1	2
Voted in your most recent local election	1	2
Used bus, rail, subway or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The Town of Hopkinton 2020 Community Survey

9. Please rate the quality of each of the following services in Hopkinton.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Affordable high-speed internet access	1	2	3	4	5
Garbage collection	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.)	1	2	3	4	5
Utility billing	1	2	3	4	5
Police services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas (open space, farmlands and greenbelts)	1	2	3	4	5
Hopkinton open space	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Town parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services	1	2	3	4	5
Overall customer service by Hopkinton employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Please rate the following categories of Hopkinton government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Hopkinton.....	1	2	3	4	5
The overall direction that Hopkinton is taking.....	1	2	3	4	5
The job Hopkinton government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Hopkinton government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Treating residents with respect	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The Town of Hopkinton	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Hopkinton community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Hopkinton.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Hopkinton.....	1	2	3	4
Overall design or layout of Hopkinton's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Hopkinton (water, sewer, storm water, electric/gas)	1	2	3	4
Overall feeling of safety in Hopkinton.....	1	2	3	4
Overall quality of natural environment in Hopkinton	1	2	3	4
Overall quality of parks and recreation opportunities	1	2	3	4
Overall health and wellness opportunities in Hopkinton.....	1	2	3	4
Overall opportunities for education, culture and the arts.....	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. Please rate how important, if at all, you think it is for Hopkinton to address each of the following in the coming five years.

	<u>Essential</u>	<u>Very Important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
School facility expansions	1	2	3	4	5
Renovating the Center School for re-use for community meeting space, Town offices, etc.....	1	2	3	4	5
Constructing a new public safety facility	1	2	3	4	5
Constructing new athletic fields.....	1	2	3	4	5
Expanding public bus service to adjoining towns and commercial areas.....	1	2	3	4	5
Expanding public bus service to nearby train stations.....	1	2	3	4	5

14. Please select the statement that best describes your opinion:

- ☐ I am satisfied with the current level of taxes and services.
- ☐ I am willing to pay more taxes to get more services.
- ☐ I feel that I pay too much for the services I receive.
- ☐ I am willing to accept service reductions if it means lower taxes.
- ☐ My opinion is different from the ones listed here.
- ☐ I don't have an opinion/no preference.

15. Due to the impacts of COVID-19, the Town is anticipating reductions in local and state revenues in the coming fiscal year. Which of the following best describes how Hopkinton should manage the projected revenue deficit?

- ☐ Hopkinton should maintain current tax levels and reduce service delivery and infrastructure spending
- ☐ Hopkinton should use a combination of tax increases and reduced service delivery and infrastructure spending
- ☐ Hopkinton should increase taxes in order to maintain current service delivery
- ☐ Hopkinton should increase taxes in order to increase current service delivery and infrastructure spending

16. How much of a priority, if at all, should it be for the Town of Hopkinton to focus on each of the following?

	<u>High priority</u>	<u>Moderate priority</u>	<u>Low priority</u>	<u>Not a priority</u>	<u>Don't know</u>
Creating a diverse, inclusive, and fair community.....	1	2	3	4	5
Addressing social, economic, and racial equity differences in jobs and housing	1	2	3	4	5
Addressing social, economic, and racial equity differences in health and education.....	1	2	3	4	5
Addressing social, economic, and racial equity differences in the criminal justice system.....	1	2	3	4	5
Recruiting diverse people into positions of local government leadership	1	2	3	4	5

The Town of Hopkinton 2020 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online	1	2	3	4	5	6

D2. Would you say that in general your health is:

- ☐ Excellent
 ☐ Very good
 ☐ Good
 ☐ Fair
 ☐ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

- ☐ Very positive
 ☐ Somewhat positive
 ☐ Neutral
 ☐ Somewhat negative
 ☐ Very negative

D4. How many years have you lived in Hopkinton?

- ☐ Less than 2 years
☐ 2-5 years
☐ 6-10 years
☐ 11-20 years
☐ More than 20 years

D5. Which best describes the building you live in?

- ☐ One family house detached from any other houses
☐ Building with two or more homes
 (duplex, townhome, apartment or condominium)
☐ Mobile home
☐ Other

D6. Do you rent or own your home?

- ☐ Rent
☐ Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- ☐ Less than \$500
 ☐ \$2,000 to \$2,499
☐ \$500 to \$999
 ☐ \$2,500 to \$2,999
☐ \$1,000 to \$1,499
 ☐ \$3,000 to \$3,499
☐ \$1,500 to \$1,999
 ☐ \$3,500 or more

D8. Do any children 17 or under live in your household?

- ☐ No
 ☐ Yes

D9. Are you or any other members of your household aged 65 or older?

- ☐ No
 ☐ Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$25,000
 ☐ \$75,000 to \$99,999
☐ \$25,000 to \$49,999
 ☐ \$100,000 to \$149,999
☐ \$50,000 to \$74,999
 ☐ \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

- ☐ No, not Spanish, Hispanic or Latino
☐ Yes, I consider myself to be Spanish, Hispanic or Latino

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
☐ Asian, Asian Indian or Pacific Islander
☐ Black or African American
☐ White
☐ Other

D13. In which category is your age?

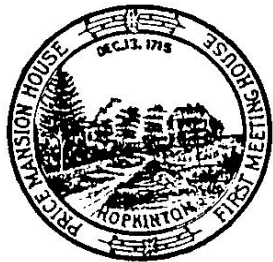
- ☐ 18-24 years
 ☐ 55-64 years
☐ 25-34 years
 ☐ 65-74 years
☐ 35-44 years
 ☐ 75 years or older
☐ 45-54 years

D14. What is your gender?

- ☐ Female
☐ Male
☐ Identify in another way

Thank you!

Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



Town of Hopkinton
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