

## **Summary of Contents:**

This document contains visual representations of the responses received via the community survey conducted in 2022. The survey did not contain follow-up questions pertaining to the “why” of someone's answers but rather was structured to simply capture how citizens felt on certain topics.

This survey was conducted to understand if and how there were changes in citizenry sentiment compared to 2007 when these same questions were asked. Additional, and more specific, surveys or other ways of capturing sentiment, are required to understand the full context of citizenry sentiment on these topics.

Commentary on each slide was added based on statistical analysis done by Market Decisions Research, a privately run full-service survey research and consulting firm based out of Portland, ME.

Raw survey results and the consolidated data with statistical variances by subgroup are also available.

## **Navigating the document:**

- Pages 3-5 summarize the structure and approach to this survey
- Page 3 can be used to jump to specific sections/topics by clicking on the links (underlined words)
- The survey results start on page 7
- In the upper left corner of each survey result slide is a “Link to TOC”. Click this to jump back to page 3 where you can then easily navigate to other sections.

# Town of Cumberland Resident Survey Results

Results as of April 15, 2022

# 2022 Survey Introduction

- Demographics
- Designed to assess the views & opinions of residents on the same range of issues as asked in 2007. Topic areas included the following:
  - Recreation
  - Economic Development & Growth
  - Growth Management
  - General Land Use Planning
  - Public Utilities
  - Affordable Housing
  - Open Space
  - Mobility & Transportation
  - Town Services
  - Town Communication
  - Recycling & Fuel Efficiency
  - Environment
  - Livability
- Questions and answer options were worded the same as those in 2007
- Questions related to a Town Center Plan were not included in the 2022 survey
- Demographic questions related to employment and commute were added in the 2022 survey

# Response & Data Information

- Data Weighting – Gender & Age weighting completed by Market Decisions Research (MDR) based on census data as of 2020
- Significant Differences by Demographic Groups – completed by MDR in the following groupings:
  - Years living in Cumberland
  - Area of Town
  - Age
  - Gender
  - Household Income
  - Employment Status
  - Do you see yourself living in Cumberland long-term?
  - Long-term Livability of Cumberland

# Administration & Response Rates

## 2007

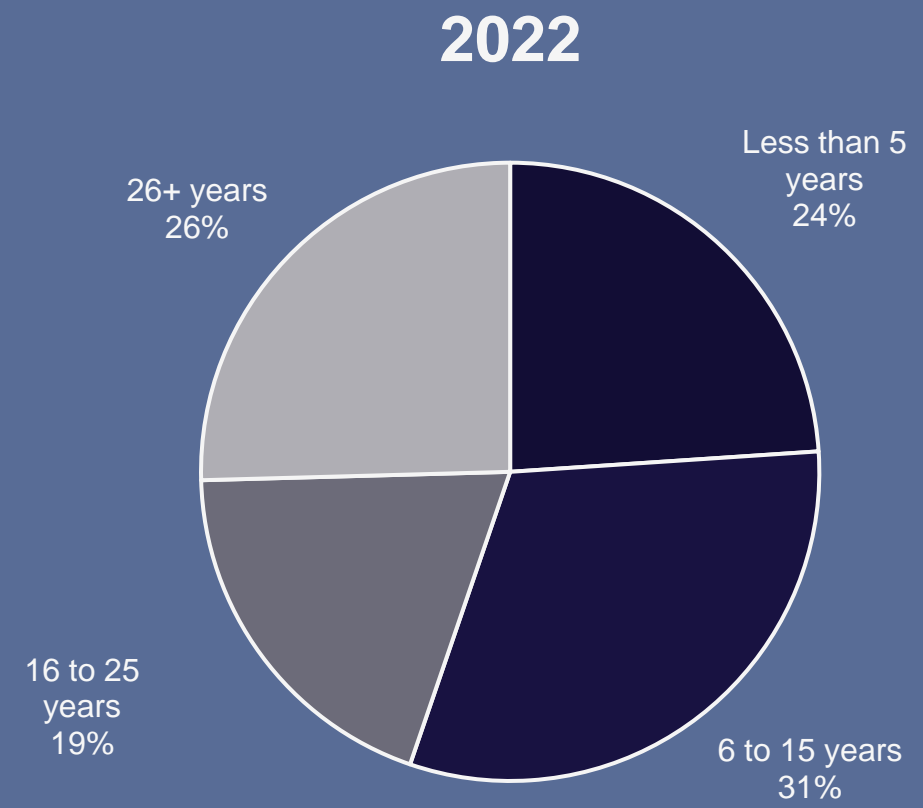
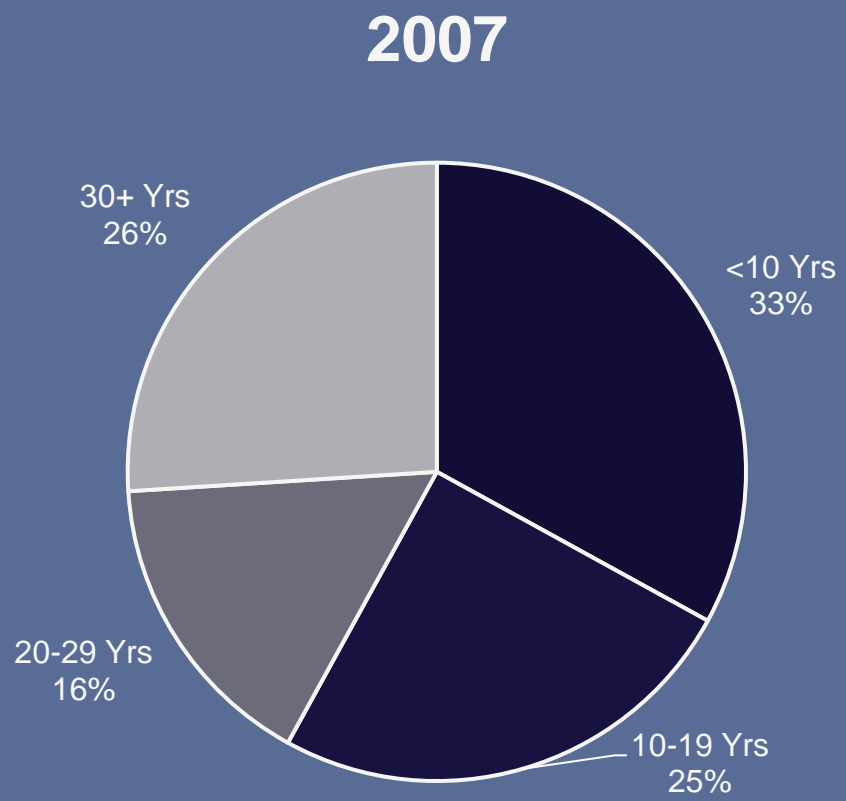
- 2,705 Mailed Paper Surveys
- 865 residents & businesses returned surveys
- 53 surveys returned as undeliverable
- 32% Response Rate

## 2022

- Online Survey open Feb 17 – Apr 15, 2022
- Paper Copies available upon request and manually entered into online survey by Town staff
- Mailed postcard to 3,000 households notifying of survey
- Advertised via Social Media, Cumberland Crier & Town Website
- 1 response per email address allowed
- Possible respondents ~8,000 (8,600 citizens and 7,200 registered voters)
- 1,704 Responses (20 Paper, 1,320 unique IP addresses)
- 21% Response Rate



# Years Living in Cumberland

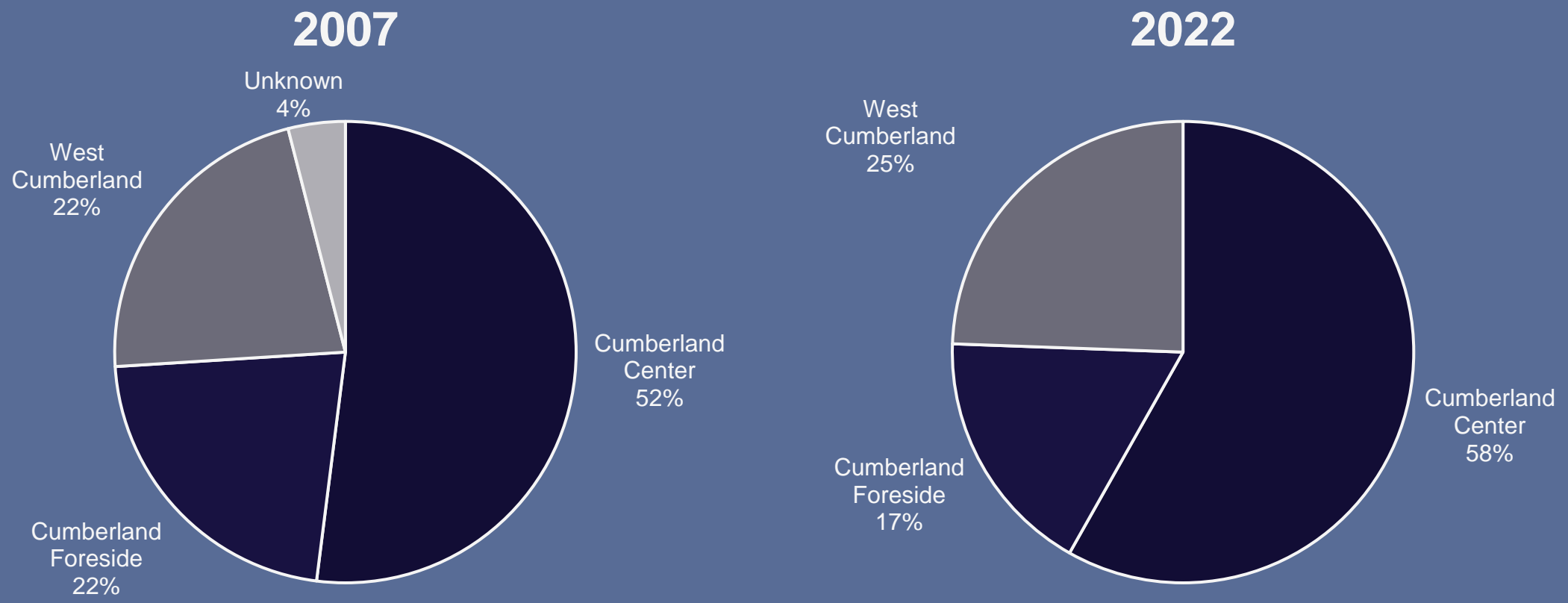


Slightly different year splits make comparisons difficult on this metric.

Those less than 44 years old and/or those with household income over \$350,000 were more likely to have lived in Cumberland less than 5 years.

Those living in town less than 5 years were equally dispersed across the 3 areas of town.

# Area of Residence



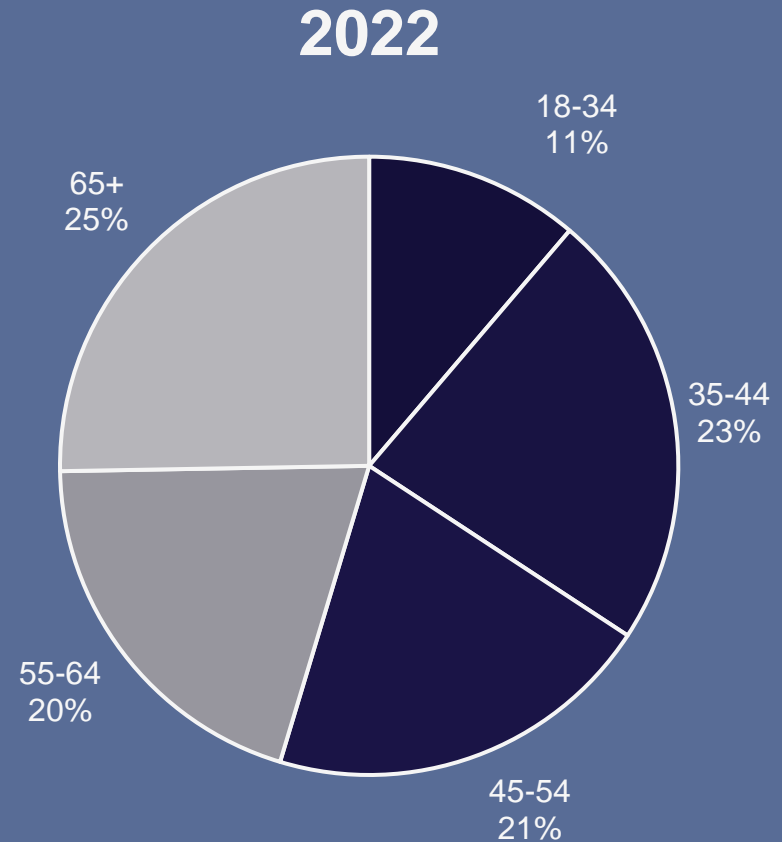
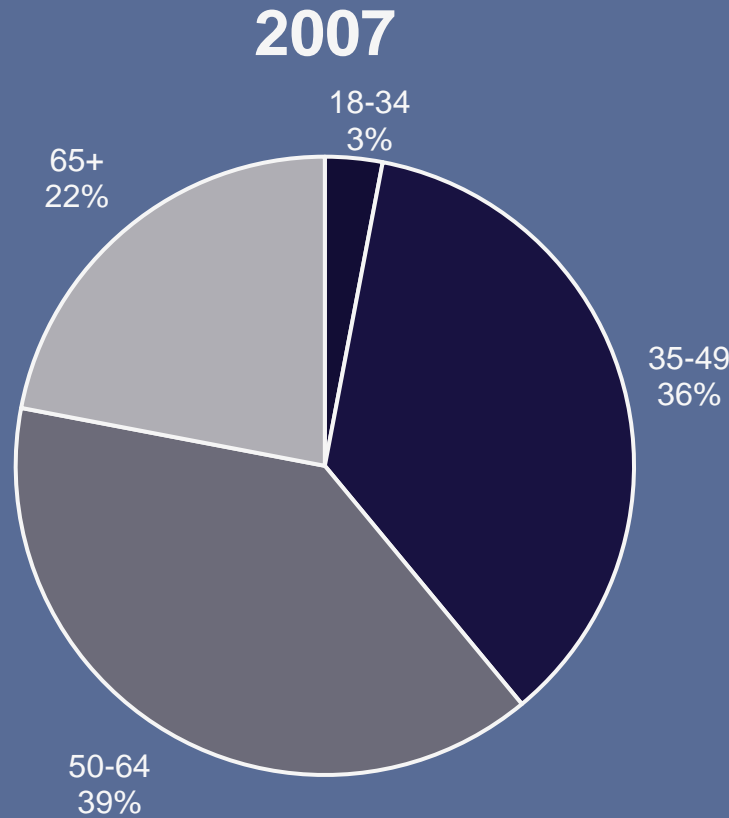
Respondents ages 18-34 were more likely than the overall total to be living in West Cumberland.

Respondents ages 65+ were more likely than the overall total to be living in Cumberland Foreside.

Respondents who were not currently working were more likely to live in Cumberland Foreside and less likely to live in West Cumberland.



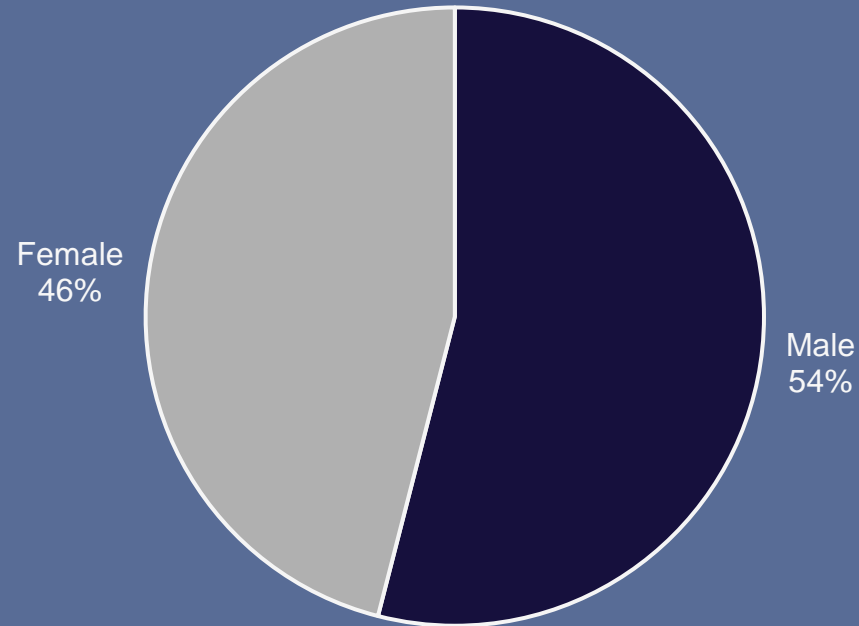
# Age



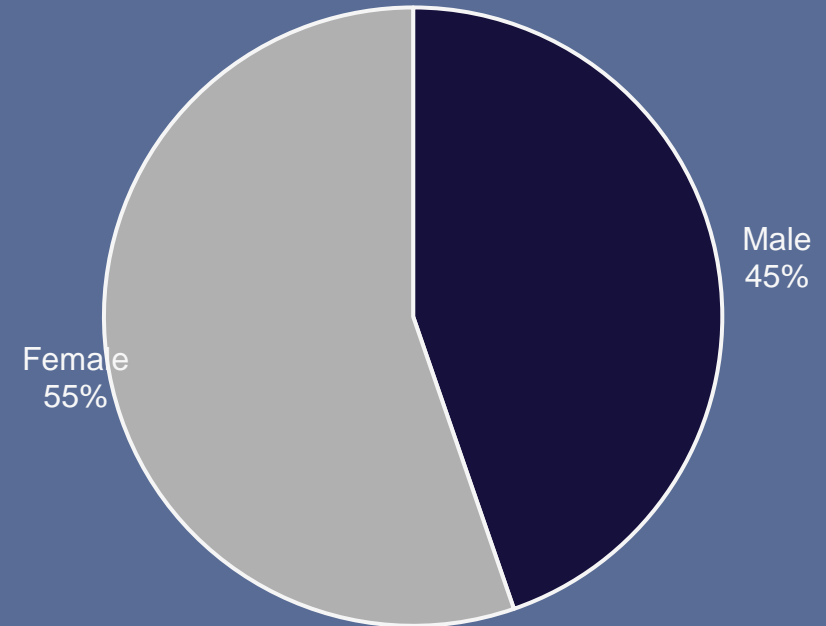
The 18-34 age bracket grew significantly as a percent of respondents.

# Gender

2007

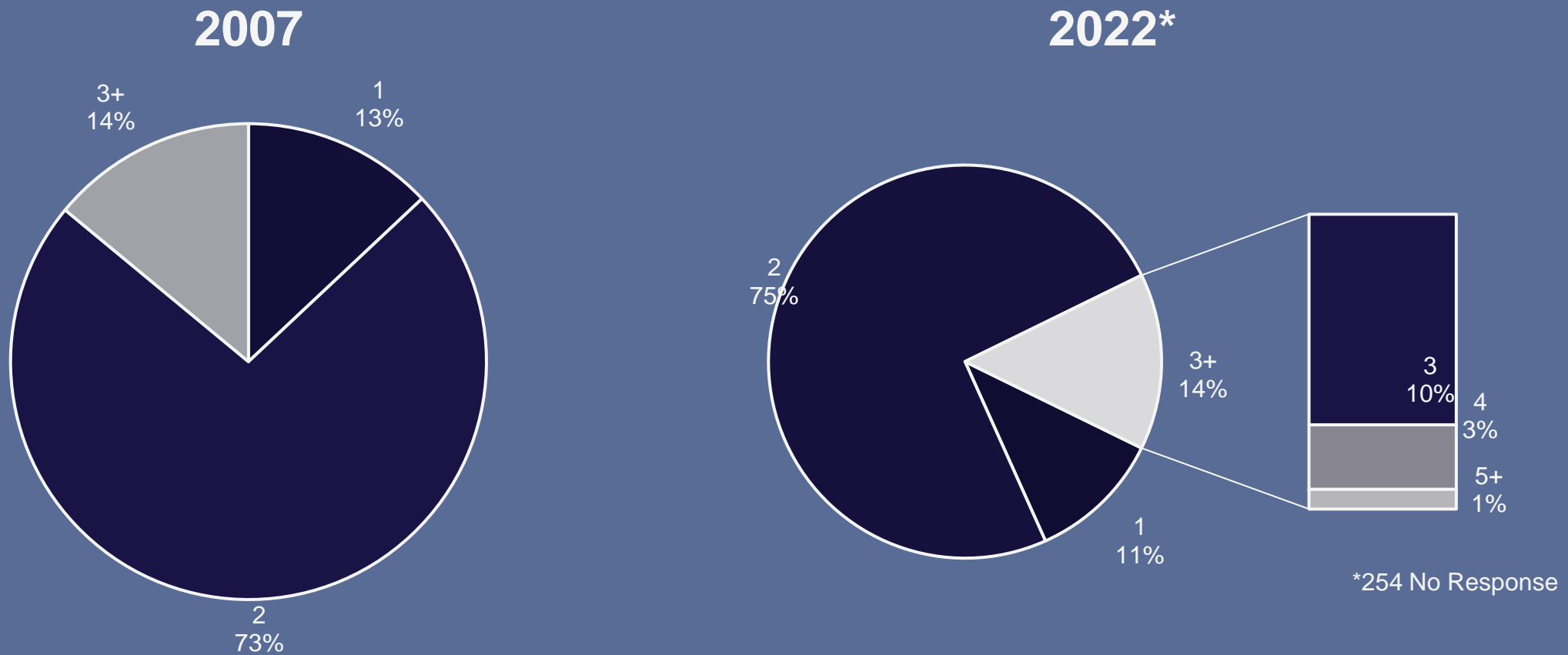


2022



Females grew significantly as a percentage of respondents.

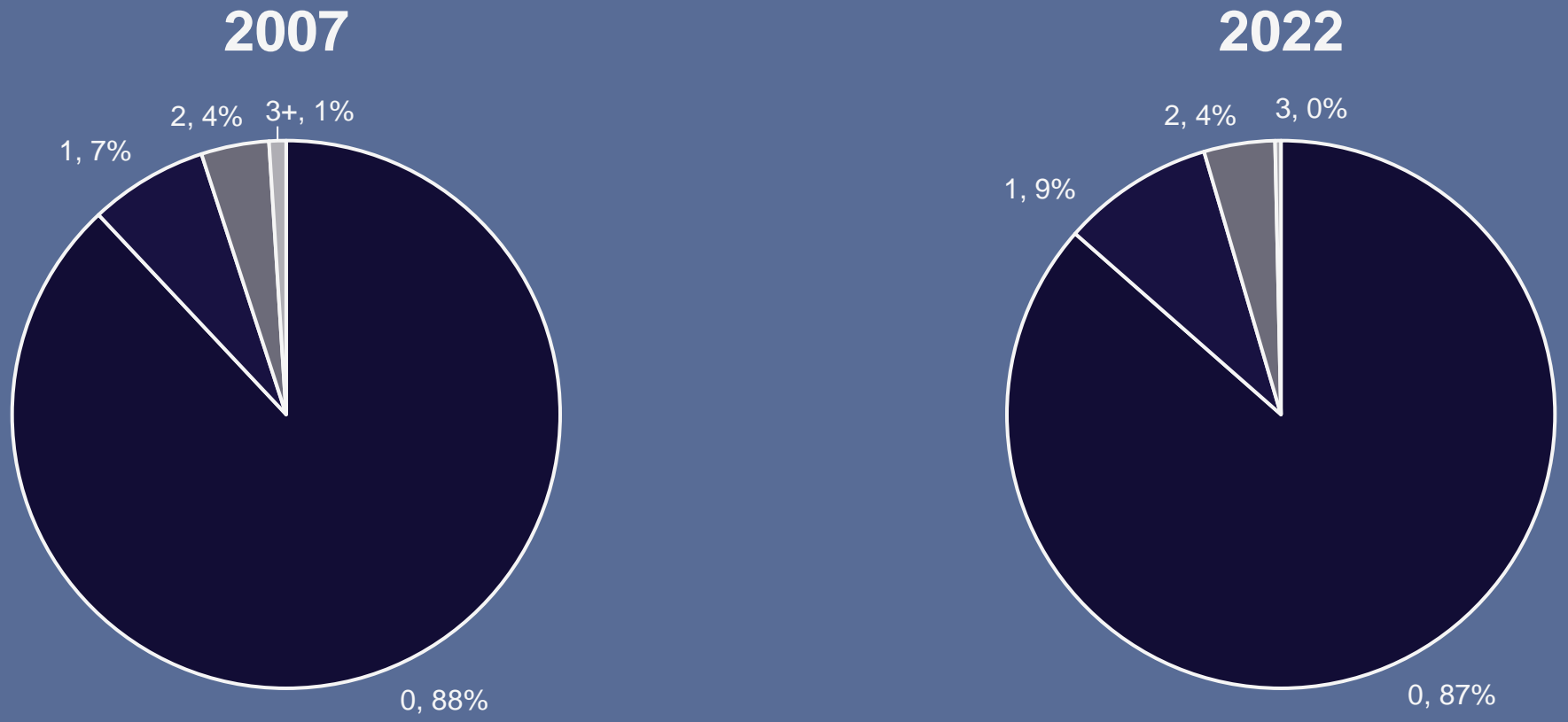
# Adults (18+) Living in the Household



No major shift in this demographic for respondents.

2007 responses reflective of weighted total. 2022 responses are reflective of UNWEIGHTED totals.

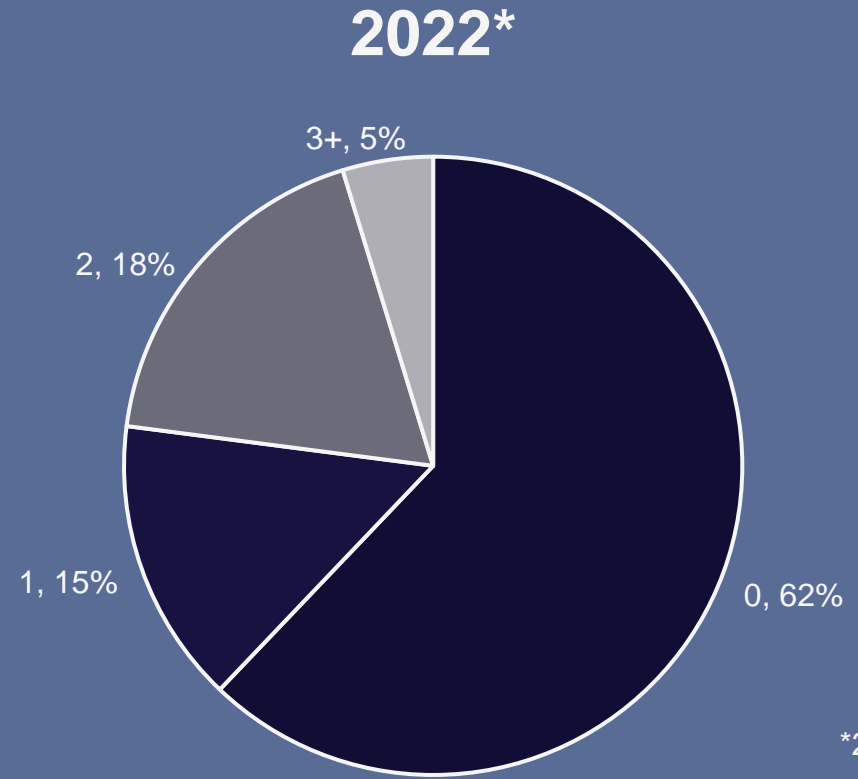
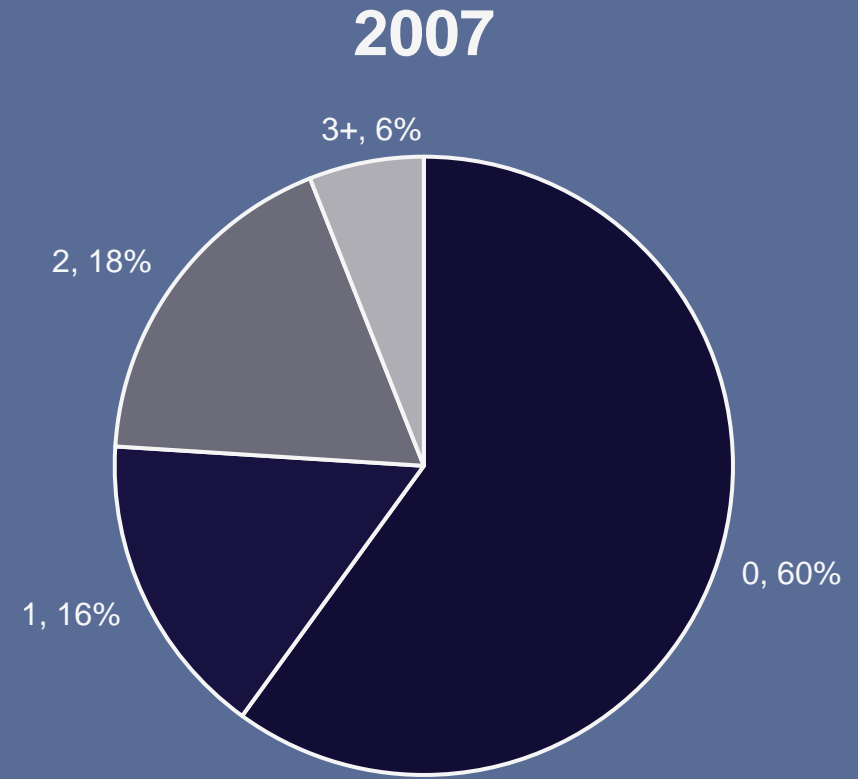
# Pre-school Age Children (<5 Yrs) Living in Household



\*246 No Response.

Percent of respondents with 1 pre-school age child in the household grew slightly.

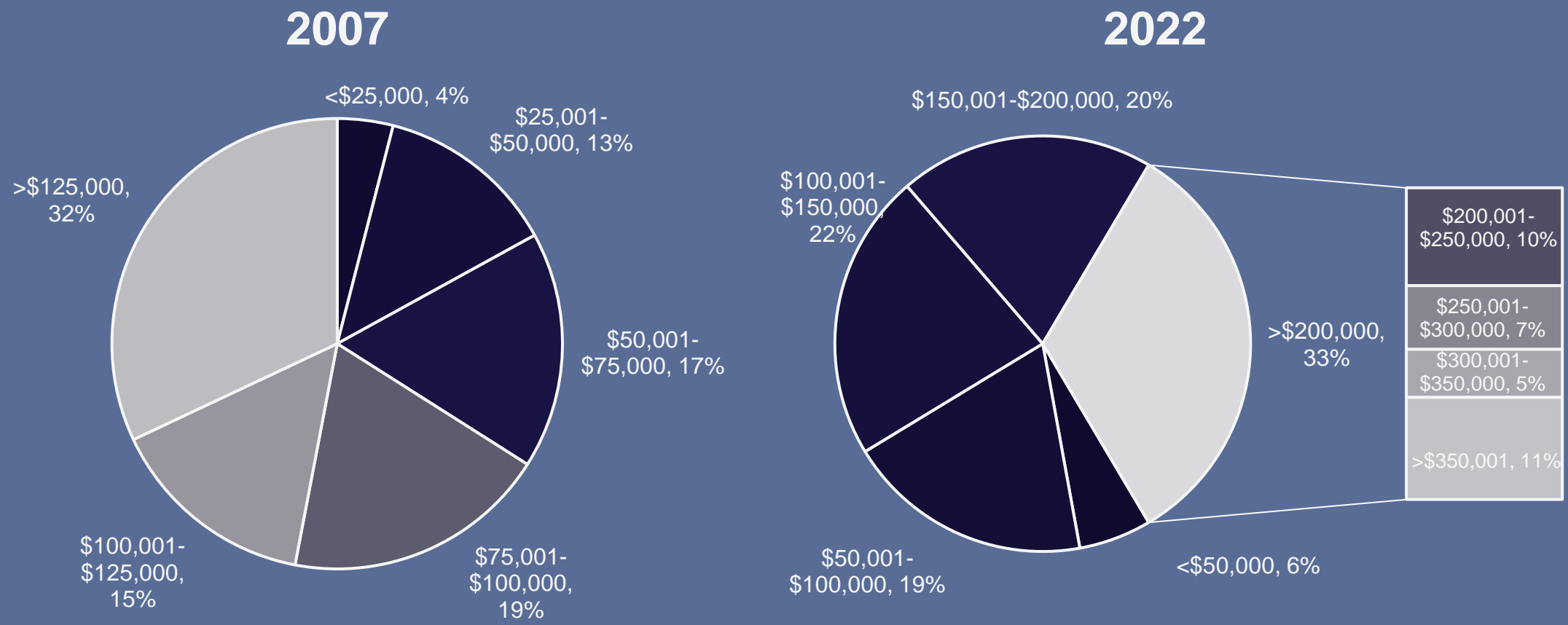
# School Age Children Living in the Household



\*243 No Response.

No major shift in this demographic for respondents. In 2022, of the 23% with 1 or 2 school age children, 21% also had a pre-school age child in the household. In 2022, of the 62% with no school age children, 10% had a pre-school age child in the household. In 2022, of the 5% with 3+ school age children, 7% had a pre-school age child in the household.

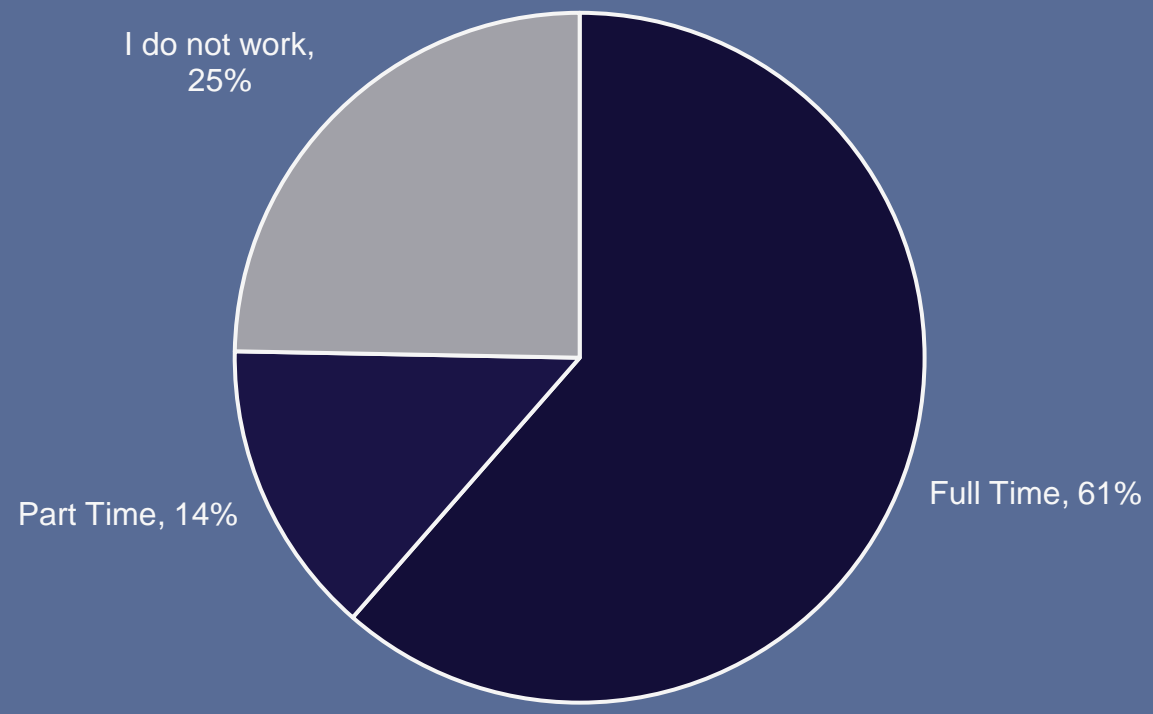
# Total Household Income



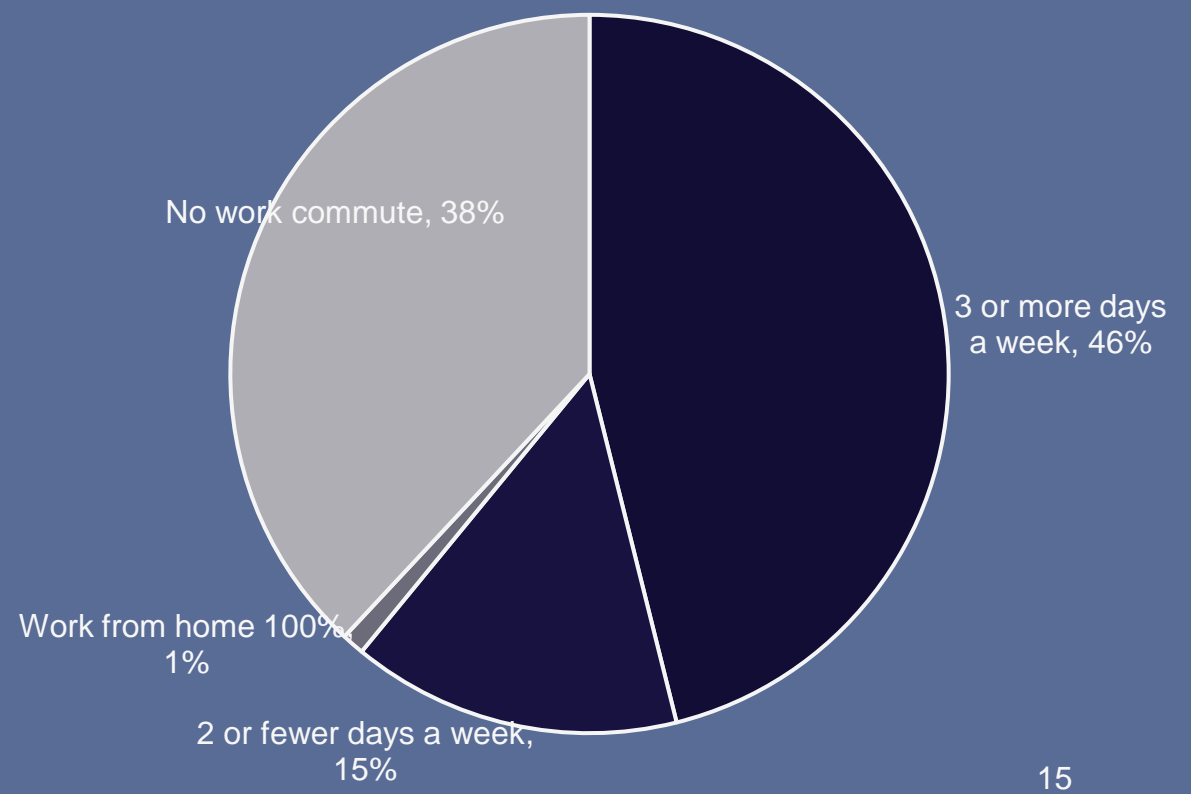
The inflation adjusted (3%/yr) household income of \$125k, equates to a household income of around \$190k today. The >\$200k share in 2022 is equal to that of the >\$125k in 2007. The inflation adjusted household income of \$25k in 2007, equates to about \$40k in 2022. The share of respondents with <\$50k household income slightly increased when compared to the <\$25k household income segment in 2007.

# Employment & Commuting (Questions Not Asked in 2007)

## Do You Work?

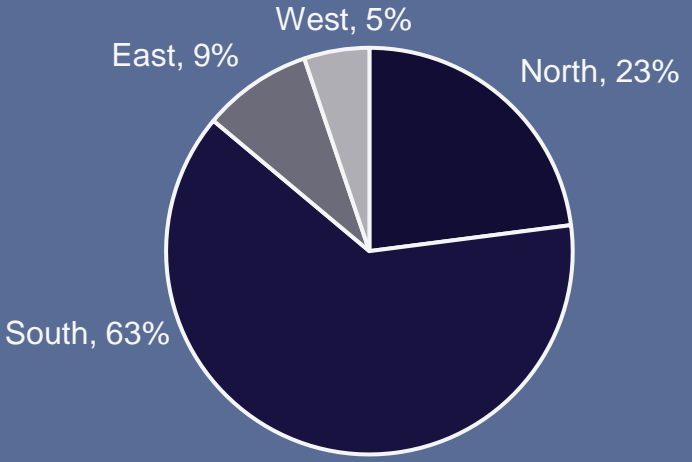


## Do You Commute?

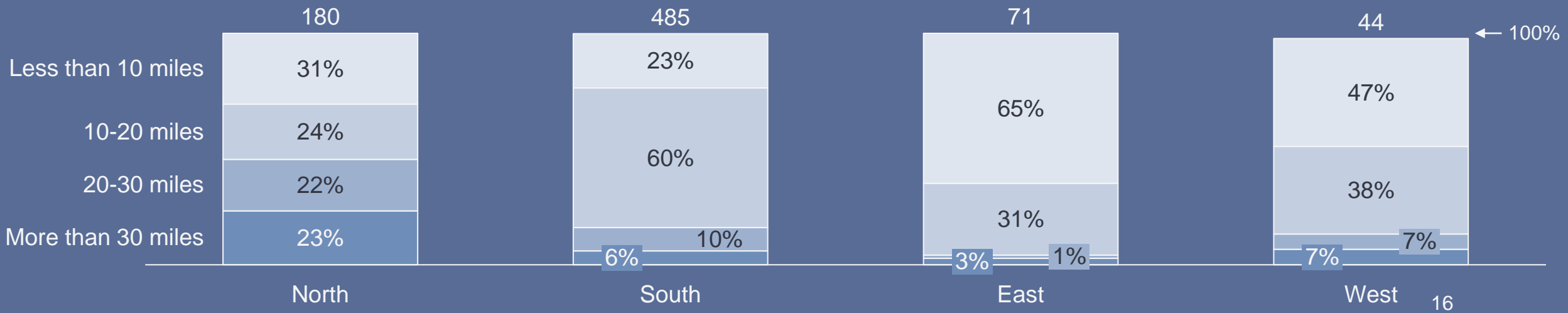
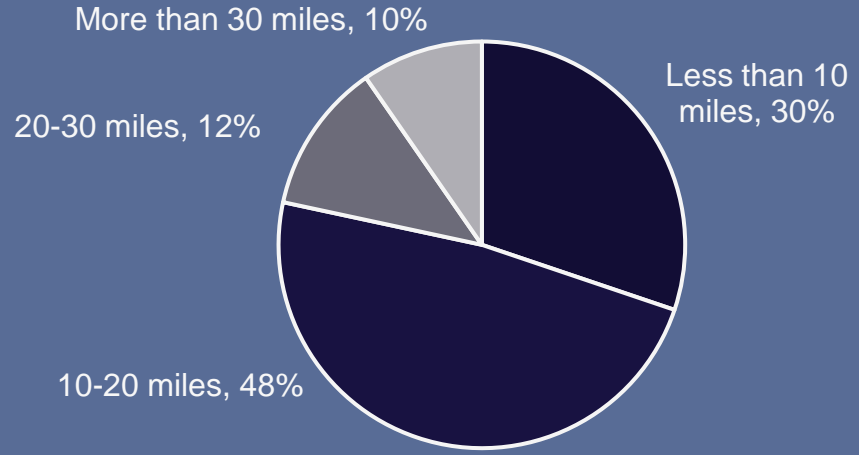


# Commuting Deep Dive\*\* (Questions Not Asked in 2007)

### Commuting Direction



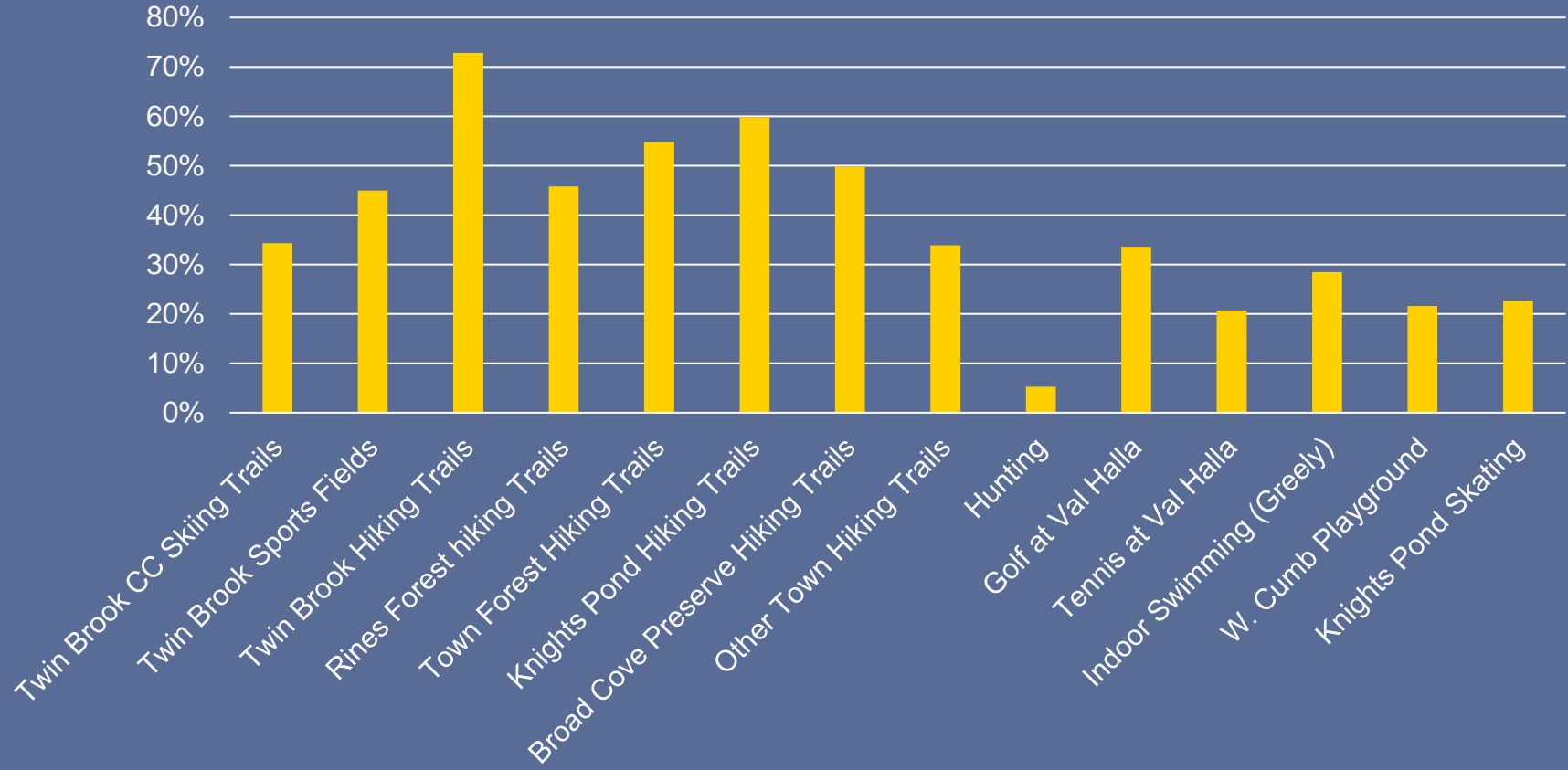
### One Way Daily Commute



\*\*For the respondents who commute. Reflective of weighted total respondents



# Use of Town Facilities

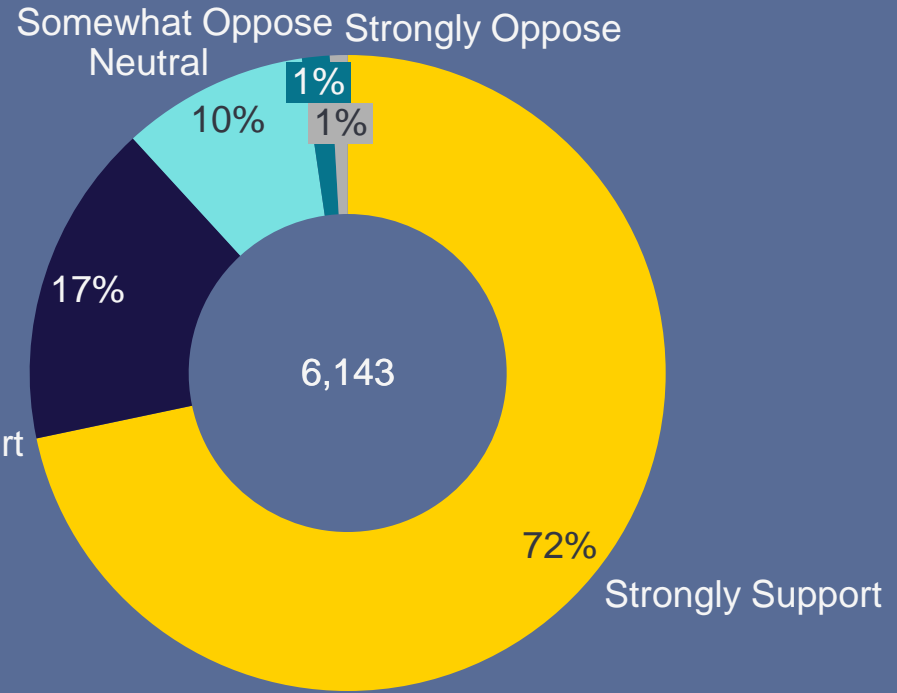


**Significant differences vs the overall total:**

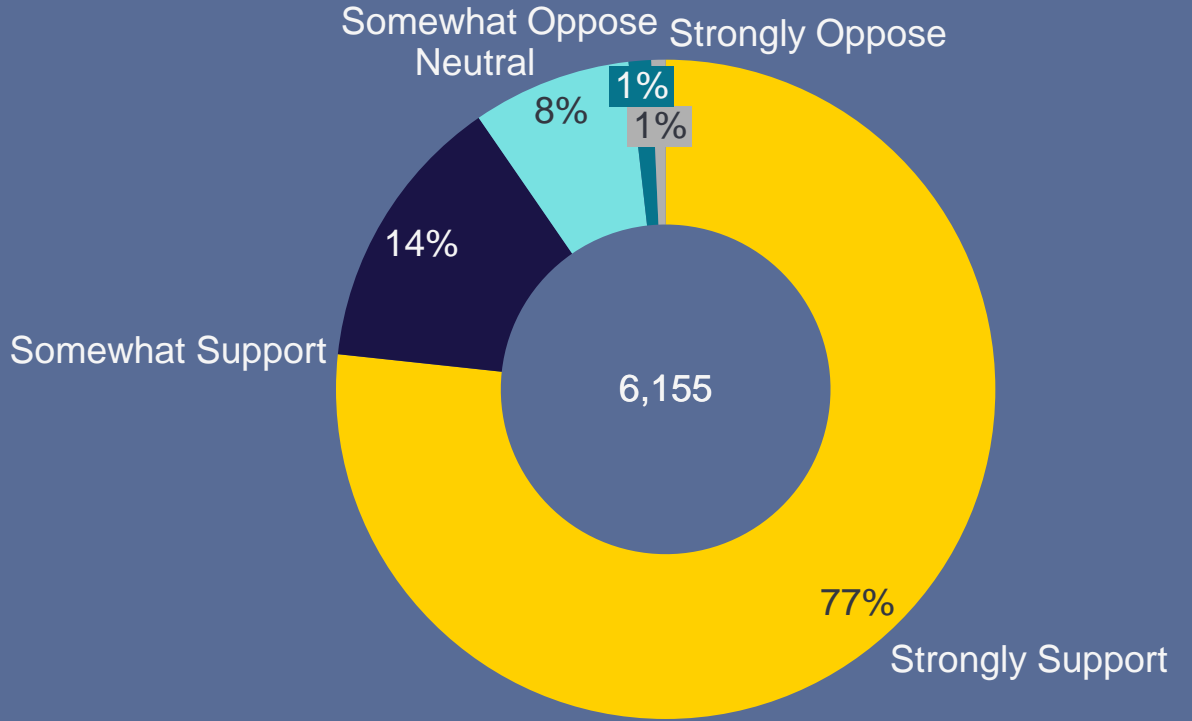
- Age 65+ had lower use on over half of the facilities noted
- Those with household income <\$50k had lower use on over half of the facilities noted

# Support/Oppose Town Funding (1 of 3)

### Town Hiking Trails



### Twin Brook

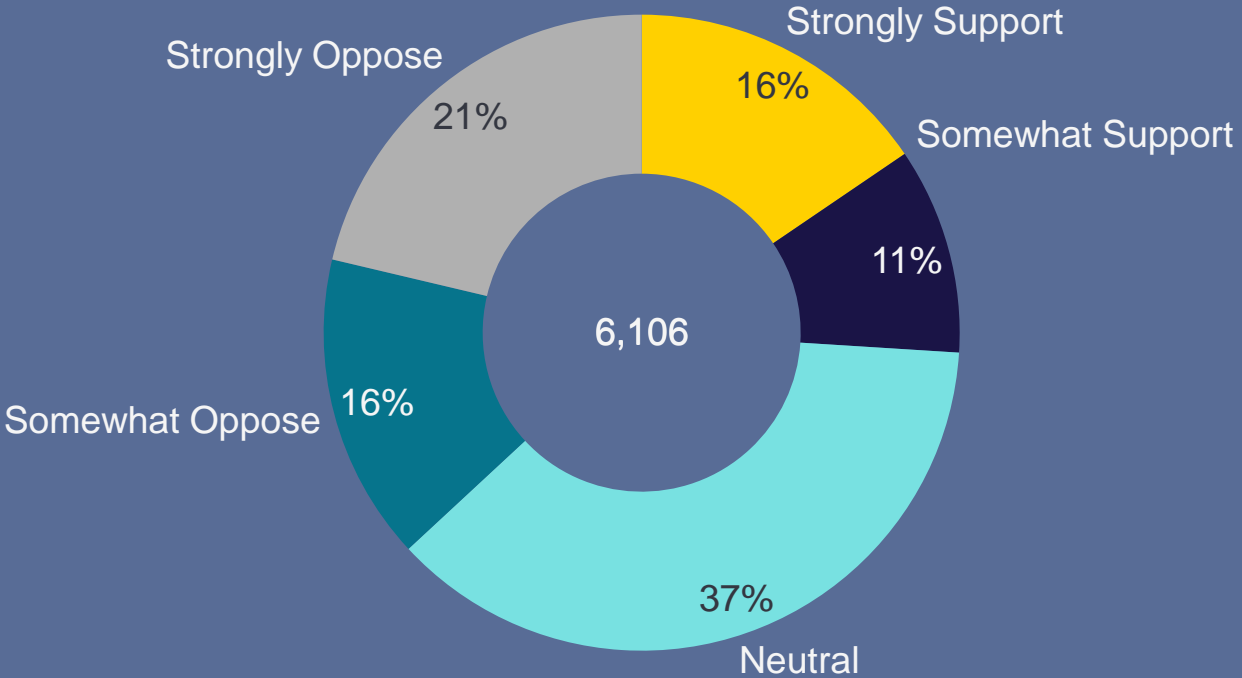


**Significant differences vs the overall total:**

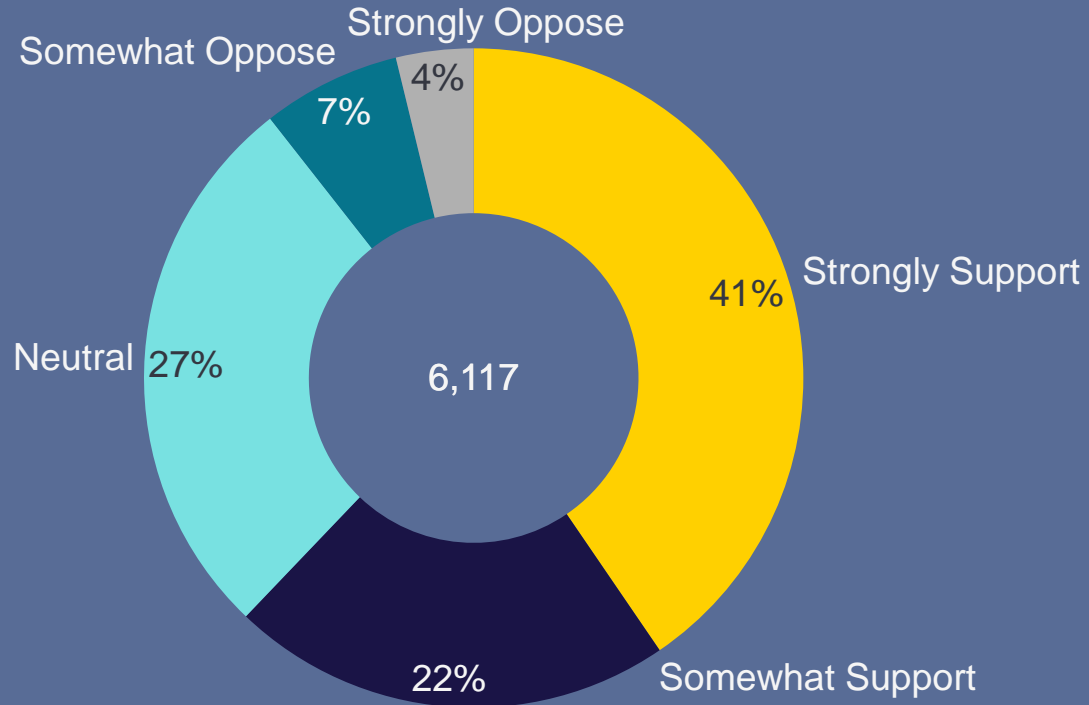
- Those with household income <\$50k were more likely to oppose or be less supportive of funding of Twin Brook, however, not statistically different for Hiking Trails

# Support/Oppose Town Funding (2 of 3)

## Hunting on Permitted Town Owned Land



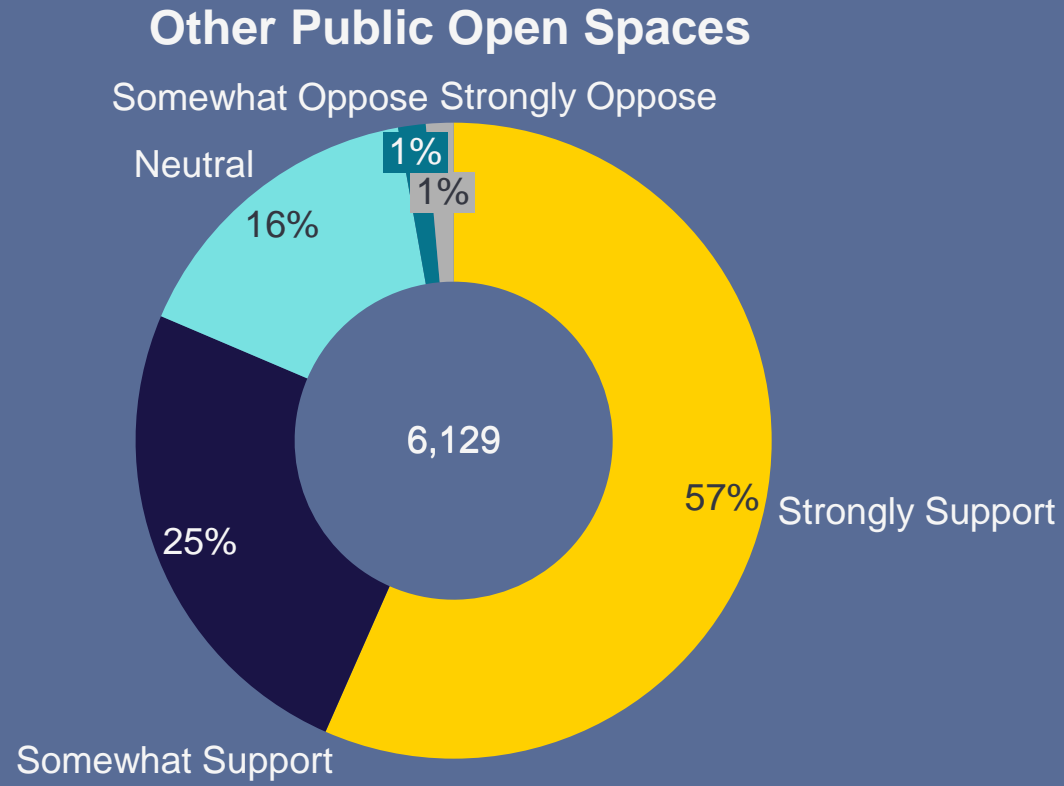
## Val Halla



**Significant differences vs the overall total:**

- Men were more likely to support hunting but even those who strongly or somewhat support was just 35.8%
- Those with household incomes <\$50k were less supportive of funding for Val Halla with those strongly or somewhat opposed at 23.9%

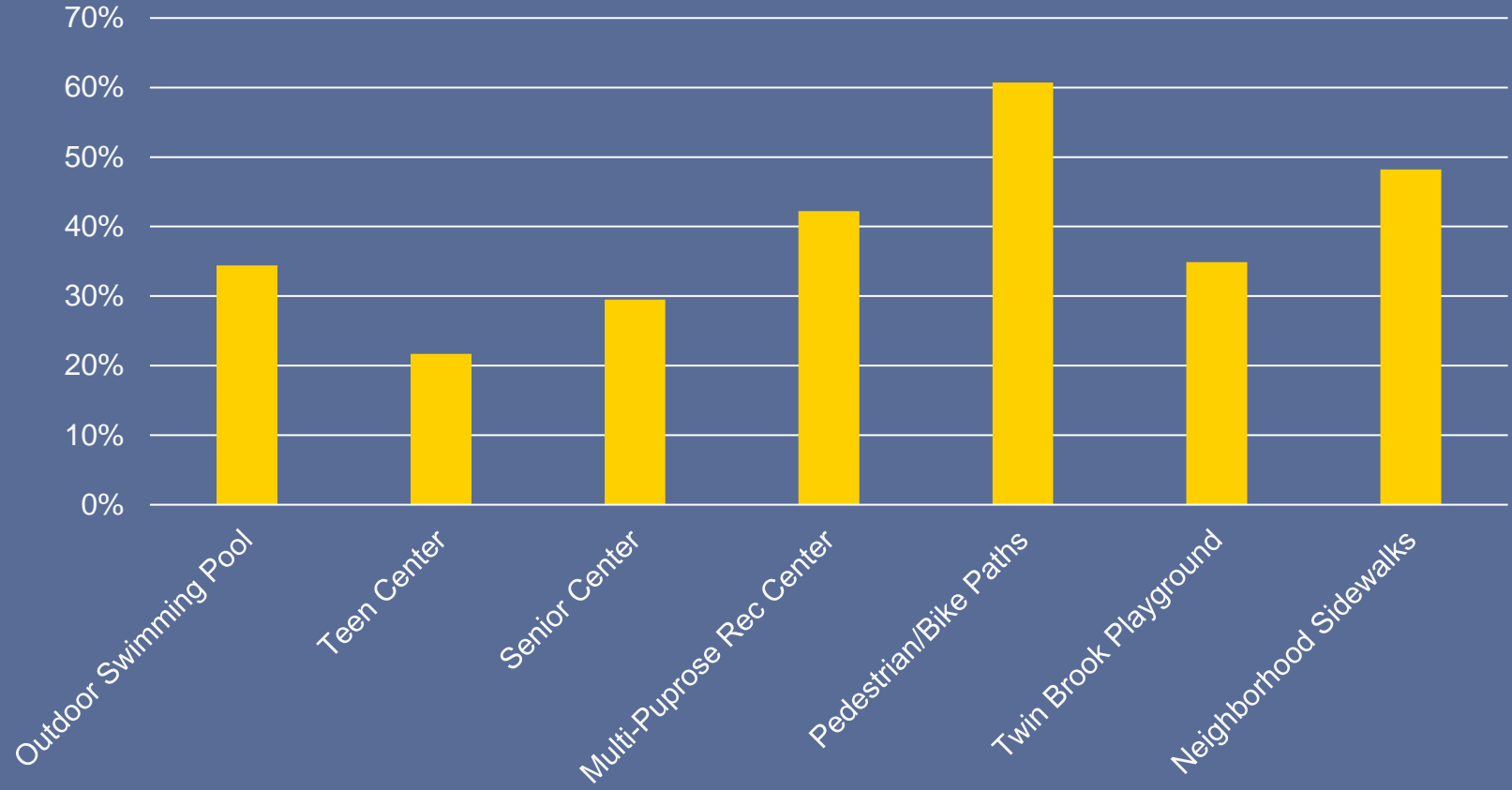
# Support/Oppose Town Funding (3 of 3)



**Significant differences vs the overall total:**

Those that have lived in town <5 years are more apt to strongly support funding of other open spaces while those that have lived here 26+years are less likely to strongly support. However, those that have lived here 26+ years are overall more likely to support vs oppose funding for other open spaces.

# In Favor of Additional Town Facilities

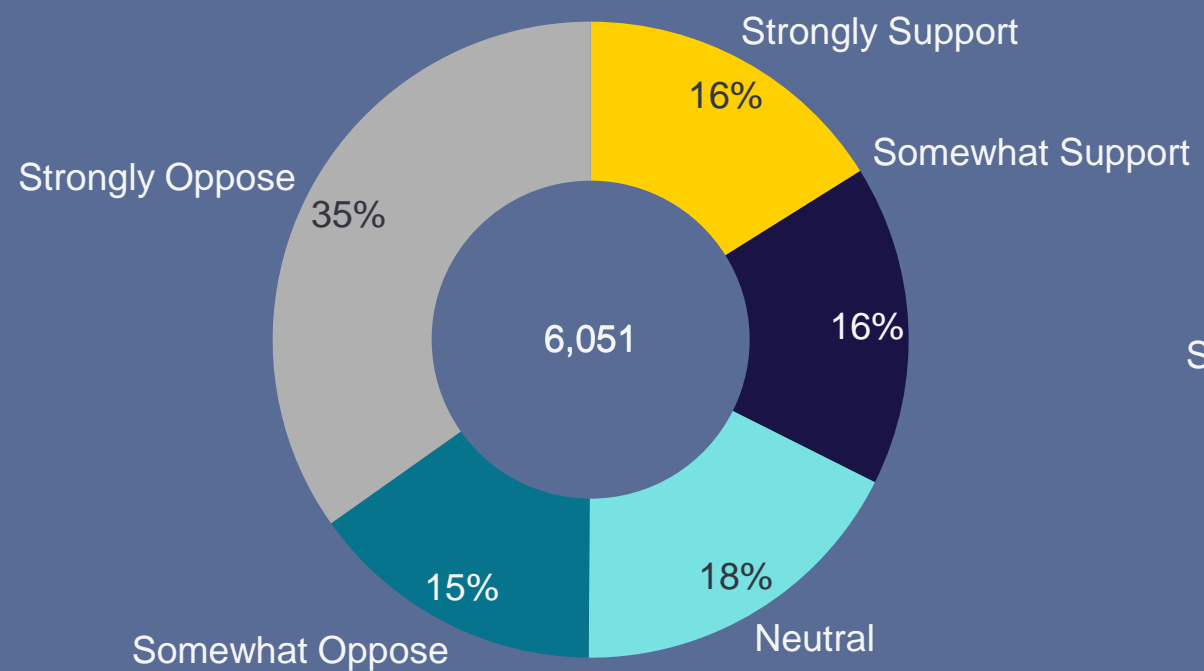


**Significant differences vs the overall total:**

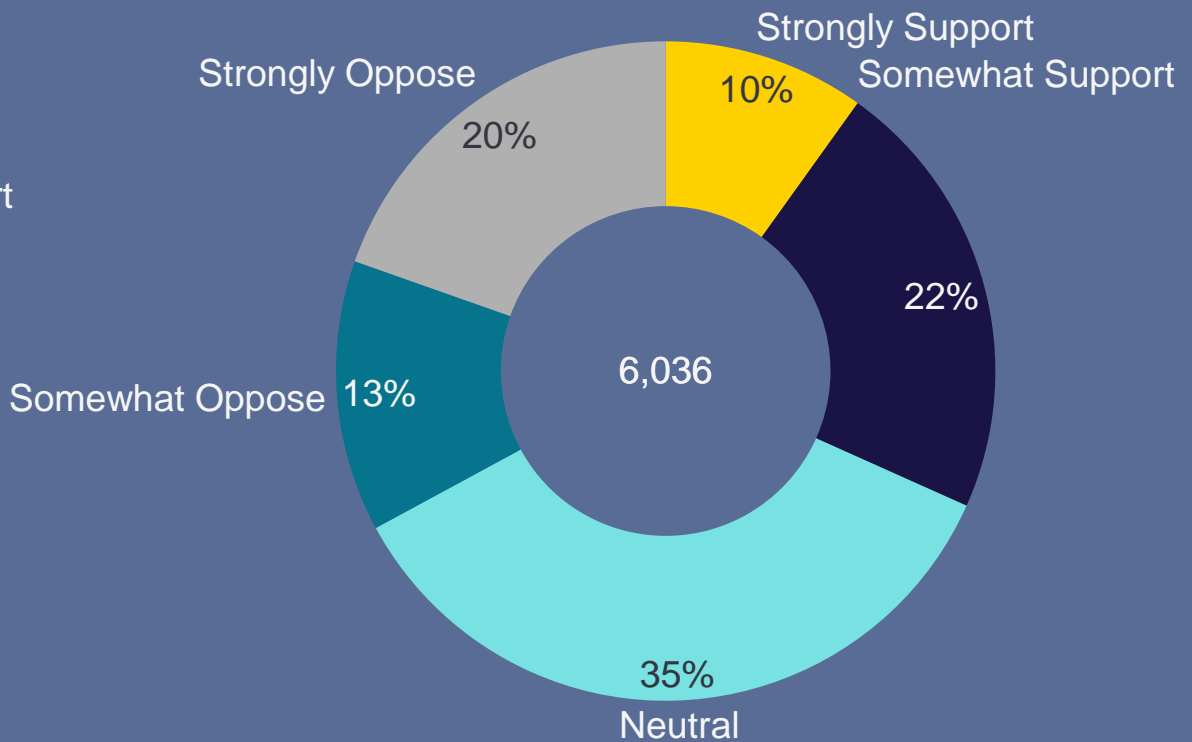
- Outdoor Swimming Pool, Senior Center & Twin Brook Playground had the most statistical variances among demographic groupings

# Support/Oppose Increased Taxes to Fund (1 of 4)

## Outdoor Swimming Pool



## Teen Center



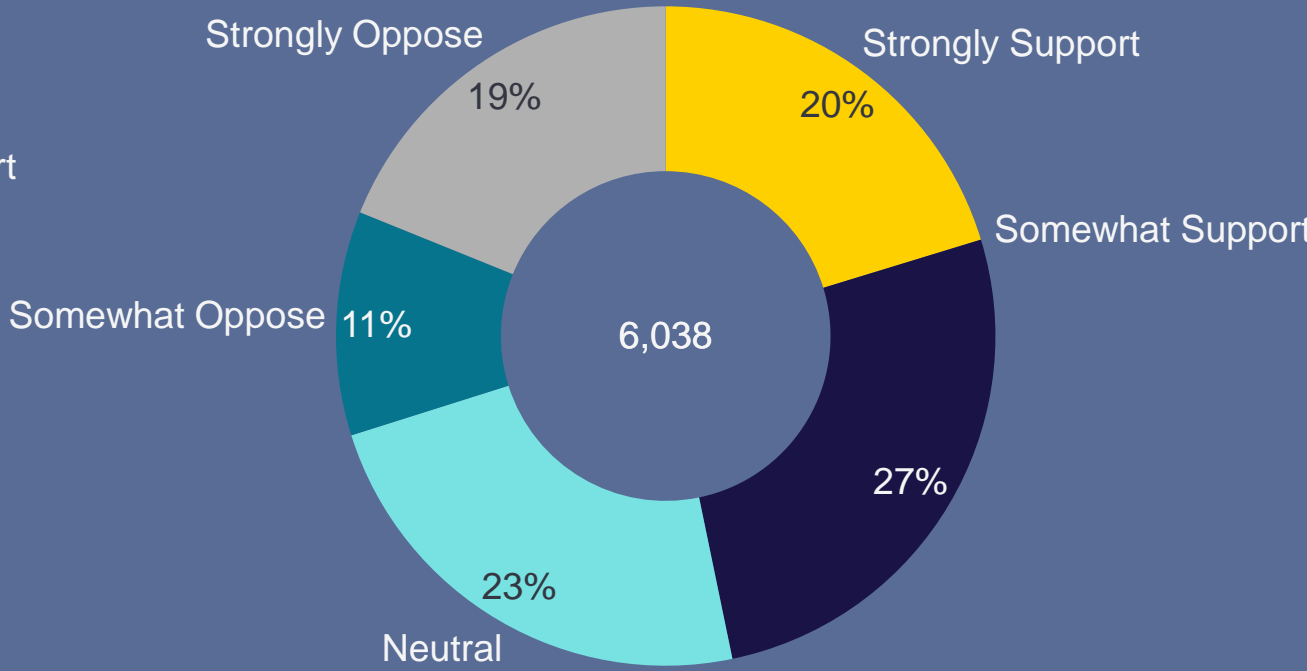
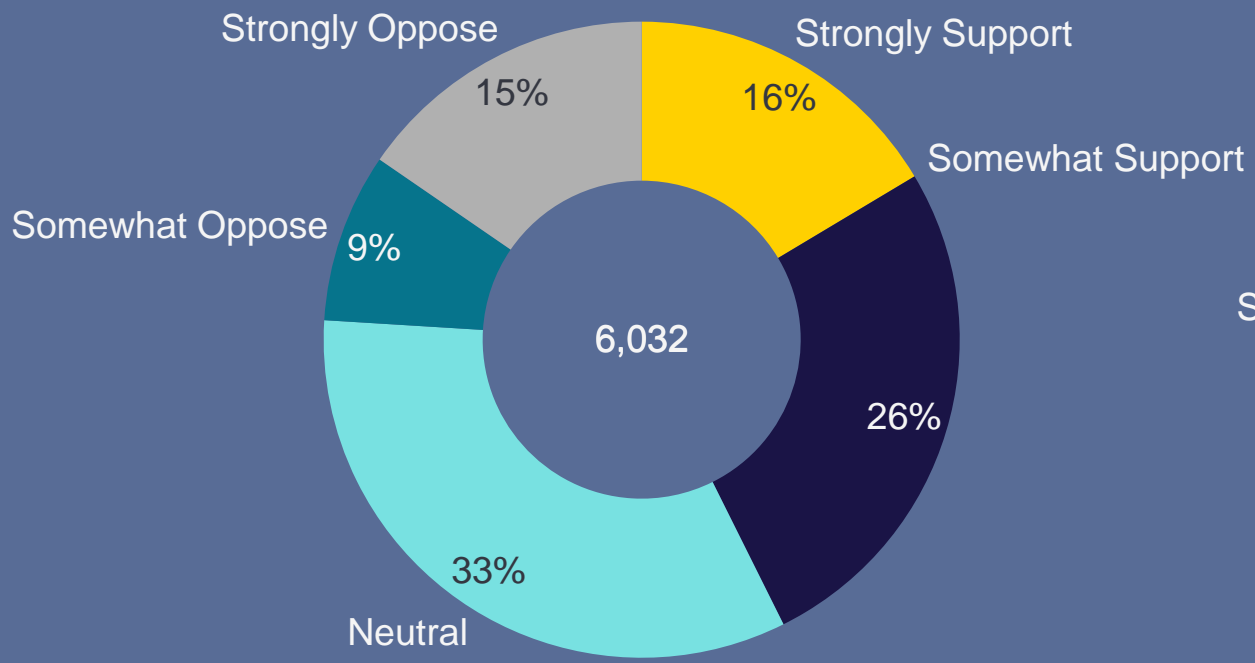
### Significant differences vs the overall total:

- Position on town funding of swimming pool did see some minor variability in the strongest opposition with those living here 26+ years and/or ages 55-64 being higher than the overall total
- There were no significant statistical variances among demographic groups for the Teen Center

# Support/Oppose Increased Taxes to Fund (2 of 4)

## Senior Center

## Multi-Purpose Rec Center

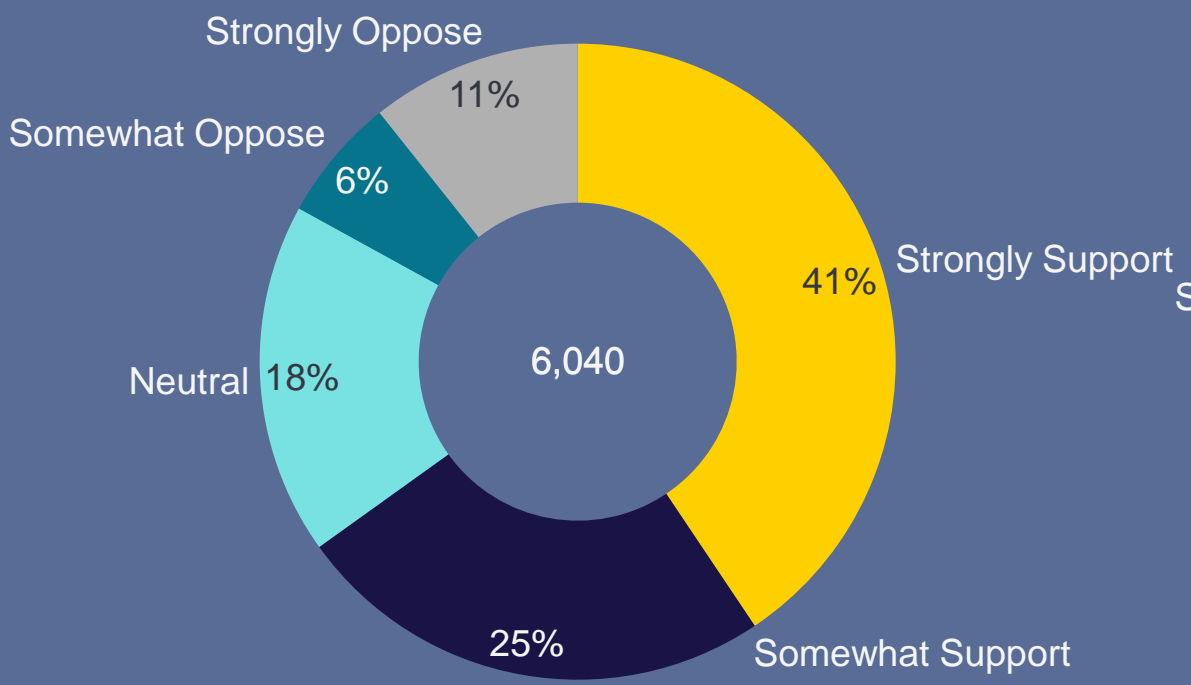


**Significant differences vs the overall total:**

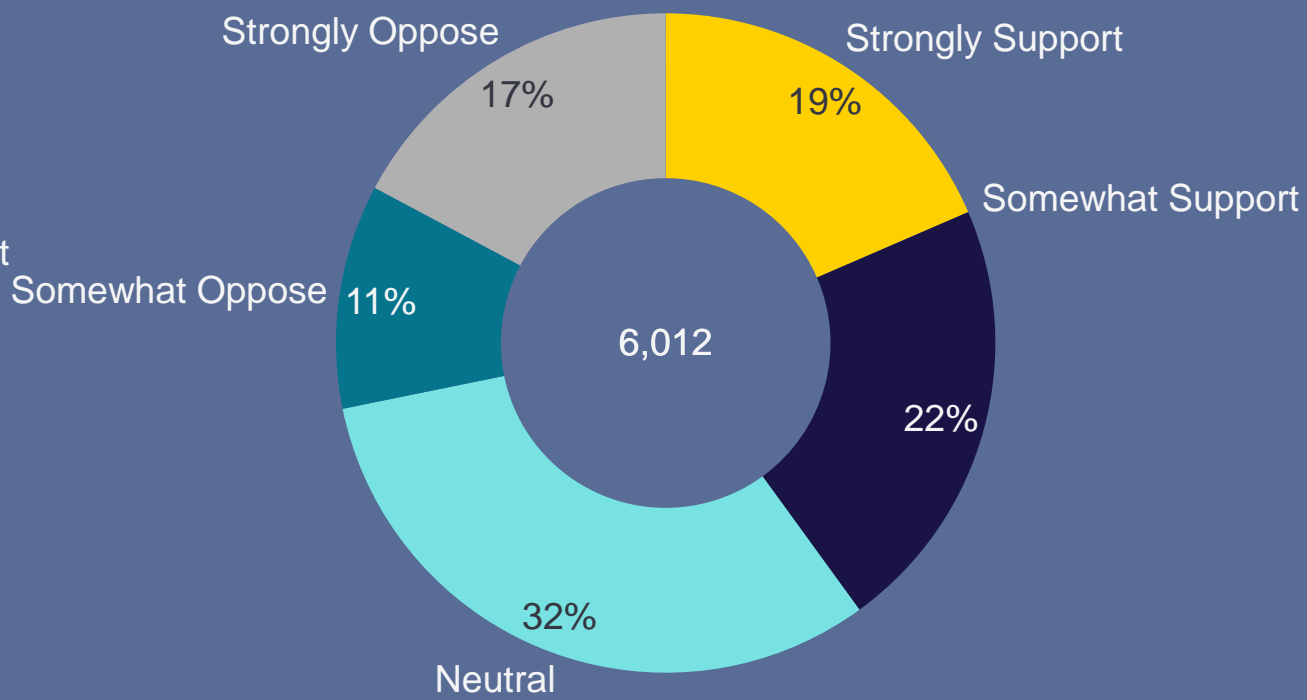
- Small statistical variances on both these items

# Support/Oppose Increased Taxes to Fund (3 of 4)

## Pedestrian/Bike Paths



## Twin Brook Playground



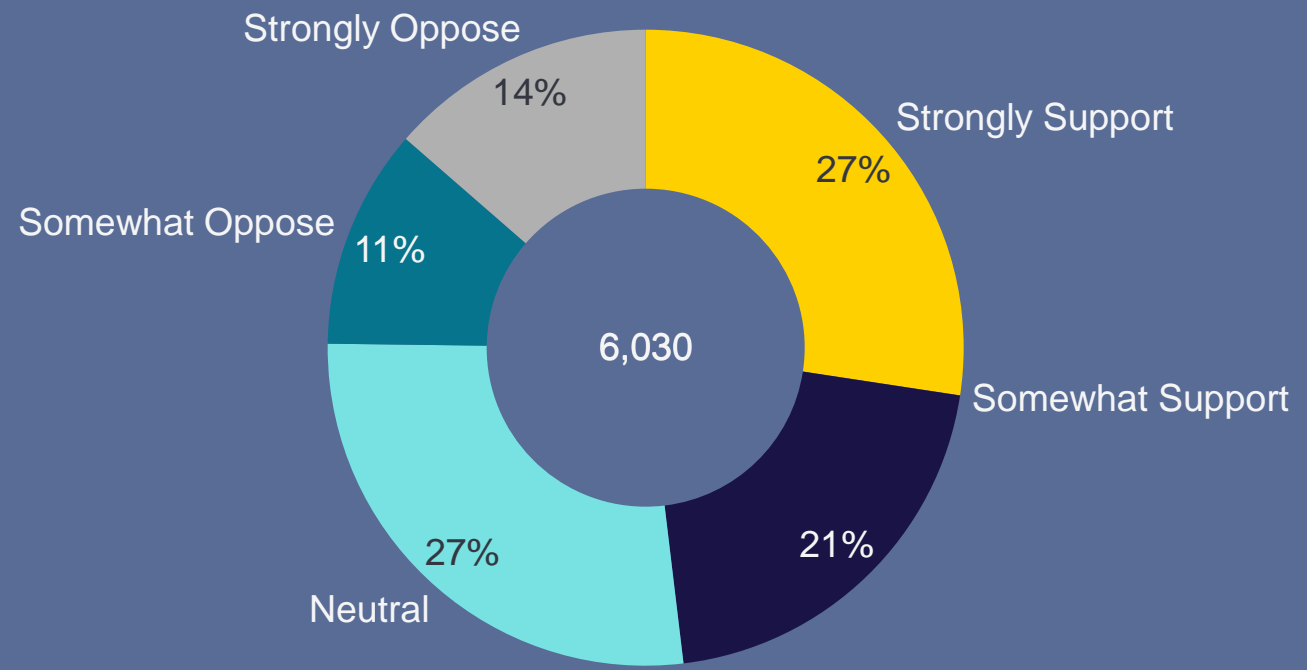
**Significant differences vs the overall total:**

- Majority of respondents were supportive (Strongly or Somewhat) of Pedestrian/Bike Paths across all demographic groups
- Approximately 1/3 of each demographic subgroup were neutral on the top of a playground at Twin Brook



# Support/Oppose Increased Taxes to Fund (4 of 4)

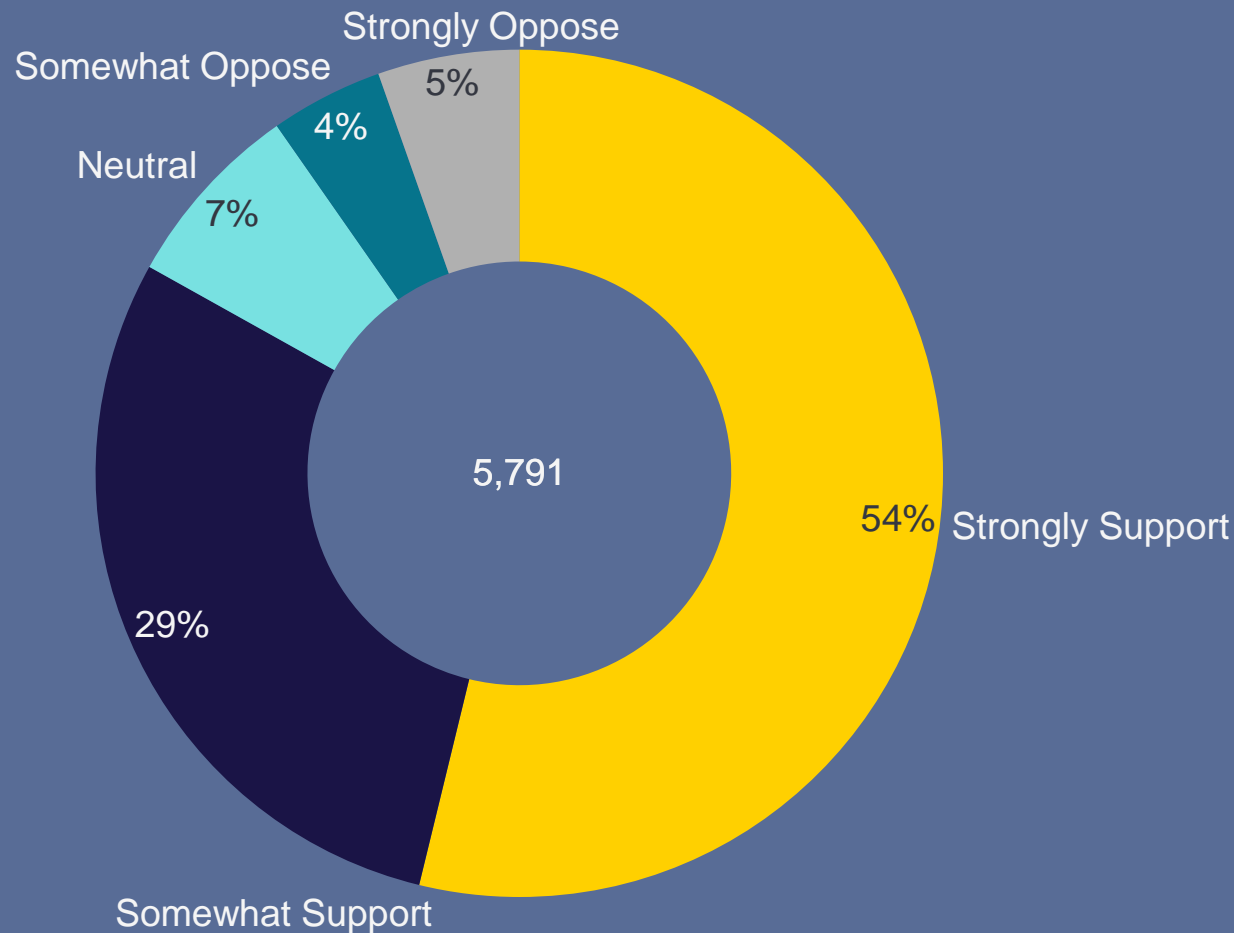
## Sidewalks within & connecting neighborhoods



### Significant differences vs the overall total:

- A lower than overall total percentage of West Cumberland residents are strongly supportive of sidewalks, but that is offset in the neutral opinion. They aren't more opposed than the overall total.

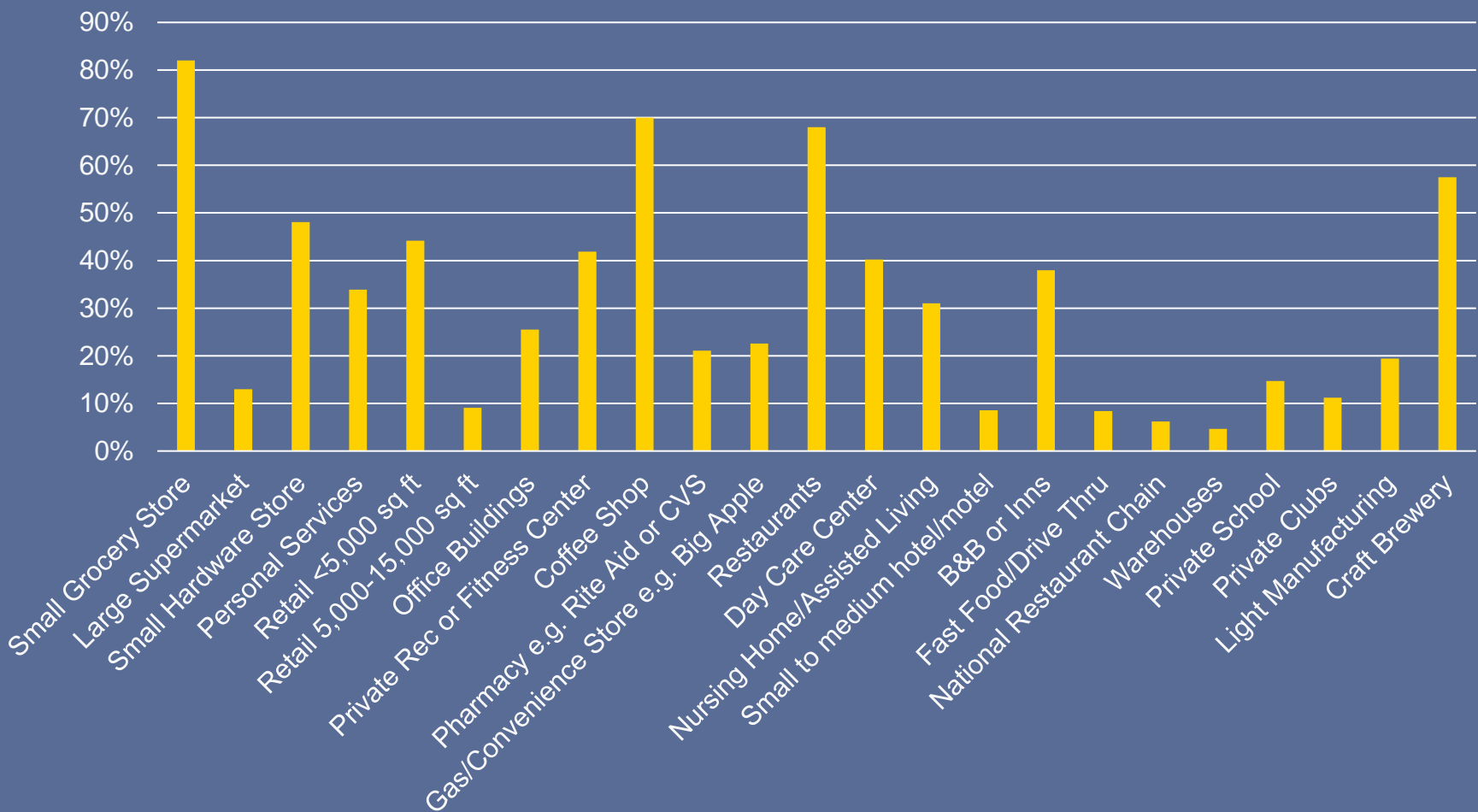
# Town should encourage commercial development



## Significant differences vs the overall total:

- Those with household income \$250k-\$300k were more likely to strongly disagree to this statement than the overall total
- There were no other statistical variances among demographic subgroups

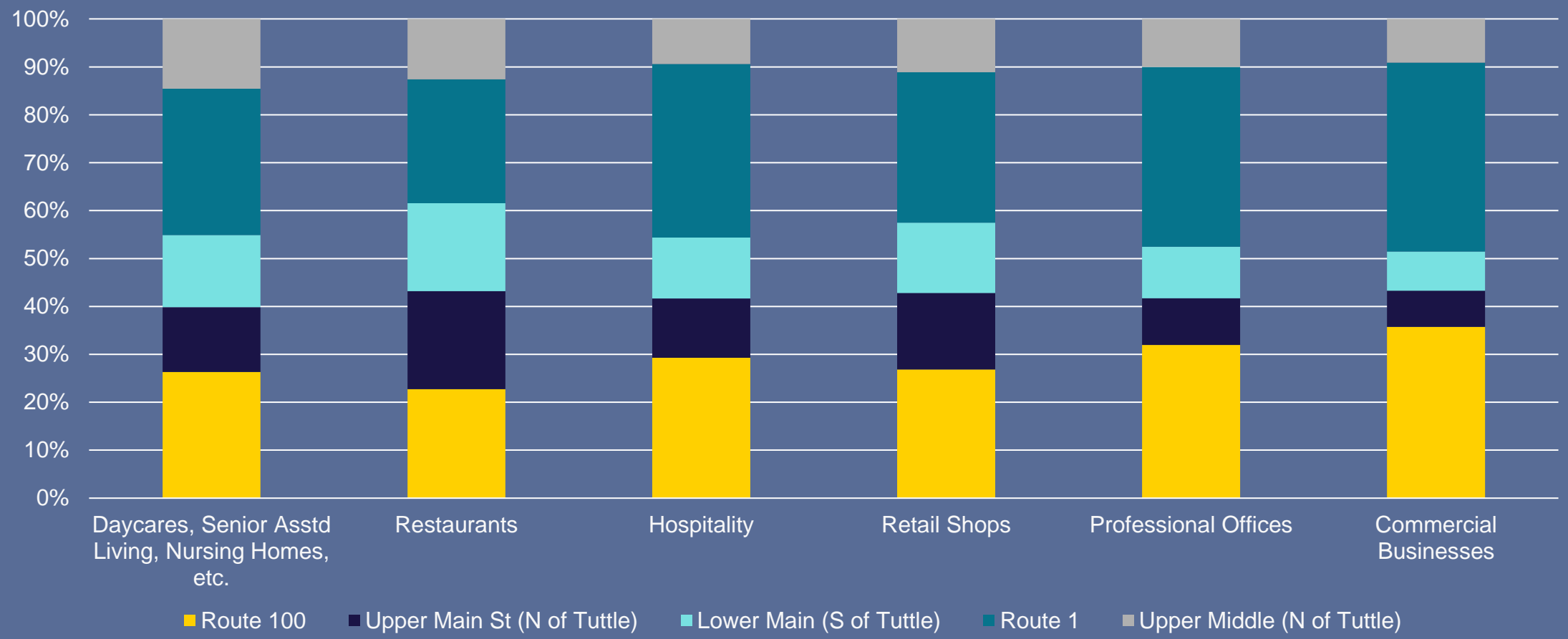
# In Favor of Types of Businesses



**Significant differences vs the overall total:**

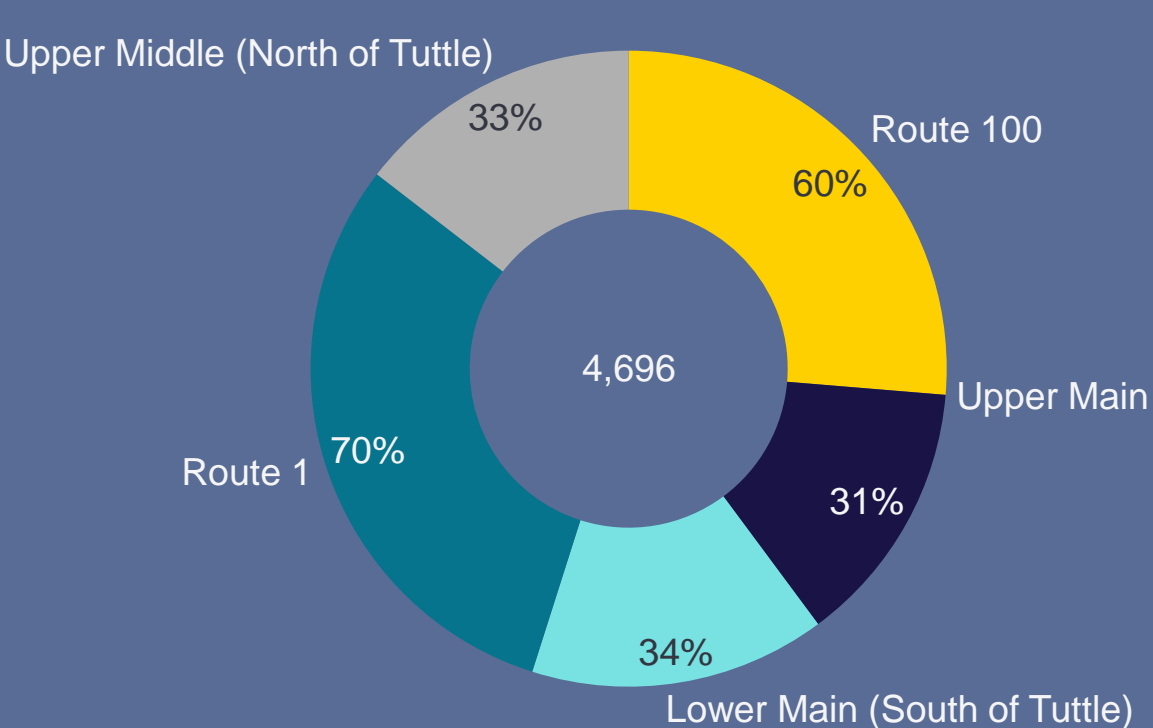
- Older and/or those that have lived in town longer were only slightly more favorable than the overall for nursing homes/assisted living
- The younger demographic was more in favor than the overall total for day care centers
- Craft Brewery saw the most variability among the demographic subgroups

# Preferred Locations for Commercial Development

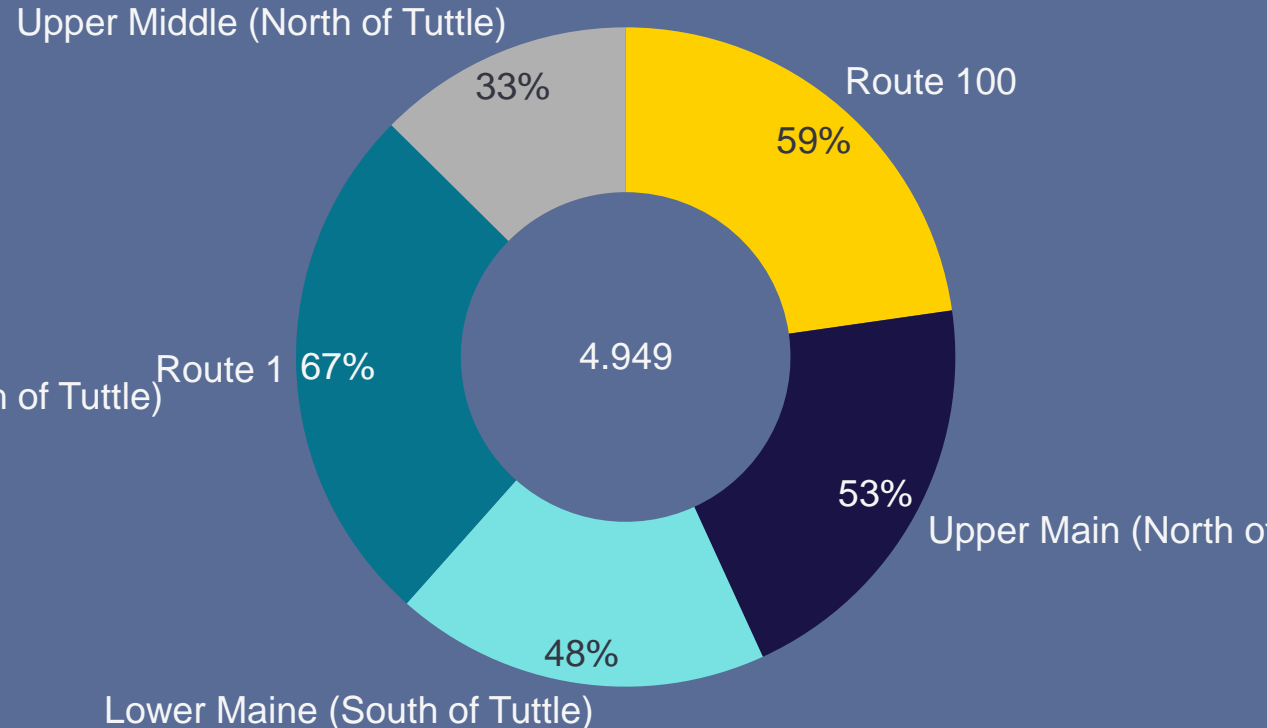


# Preferred Locations (1 of 3)

## Daycare, Senior Assisted Living, Nursing Homes



## Restaurants



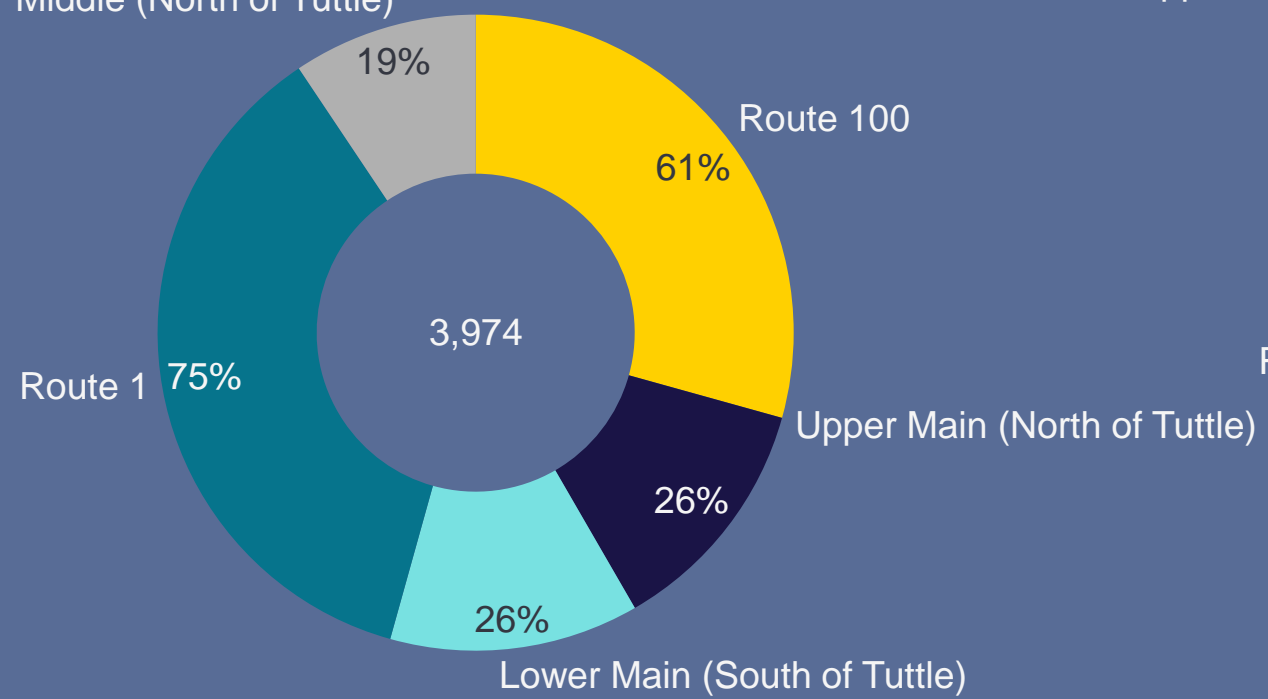
**Significant differences vs the overall total:**

- Directionally similar location preferences across demographic subgroups even when differences occurred for Daycare, Senior Assisted Living, and Nursing Homes
- Those living in W. Cumberland were significantly more favorable to Restaurants being located on Route 100

# Preferred Locations (2 of 3)

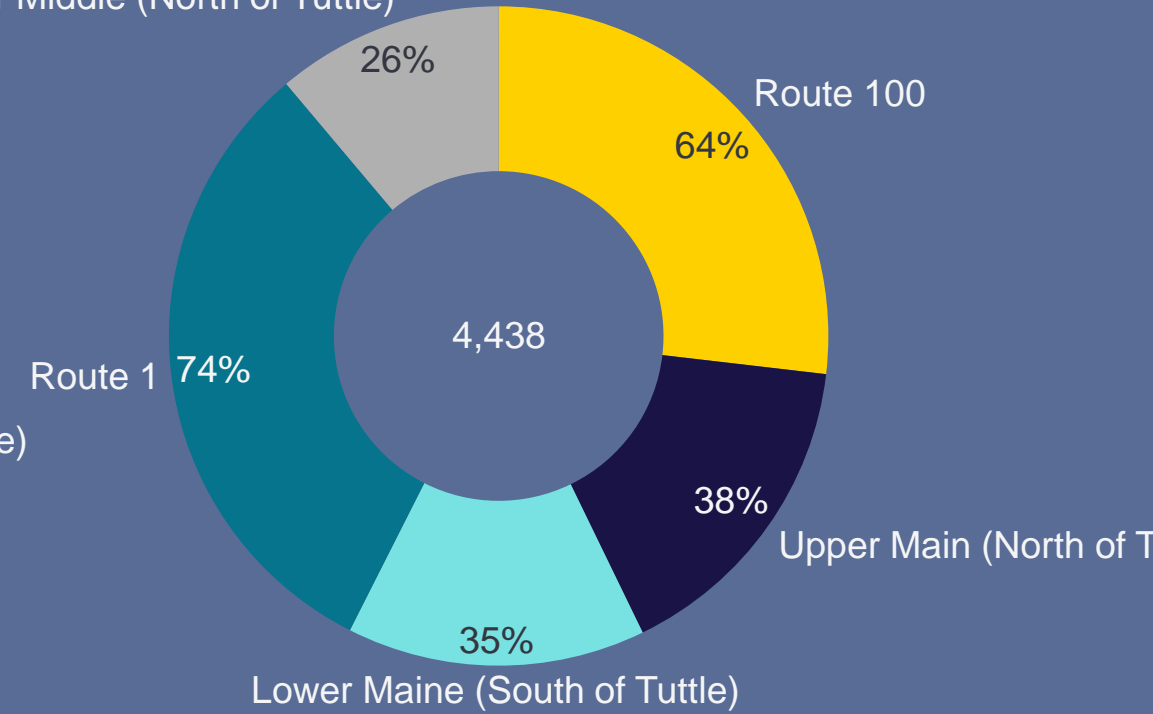
## Hospitality e.g. B&B, Hotel, Motel, etc.

Upper Middle (North of Tuttle)



## Retail Shops

Upper Middle (North of Tuttle)



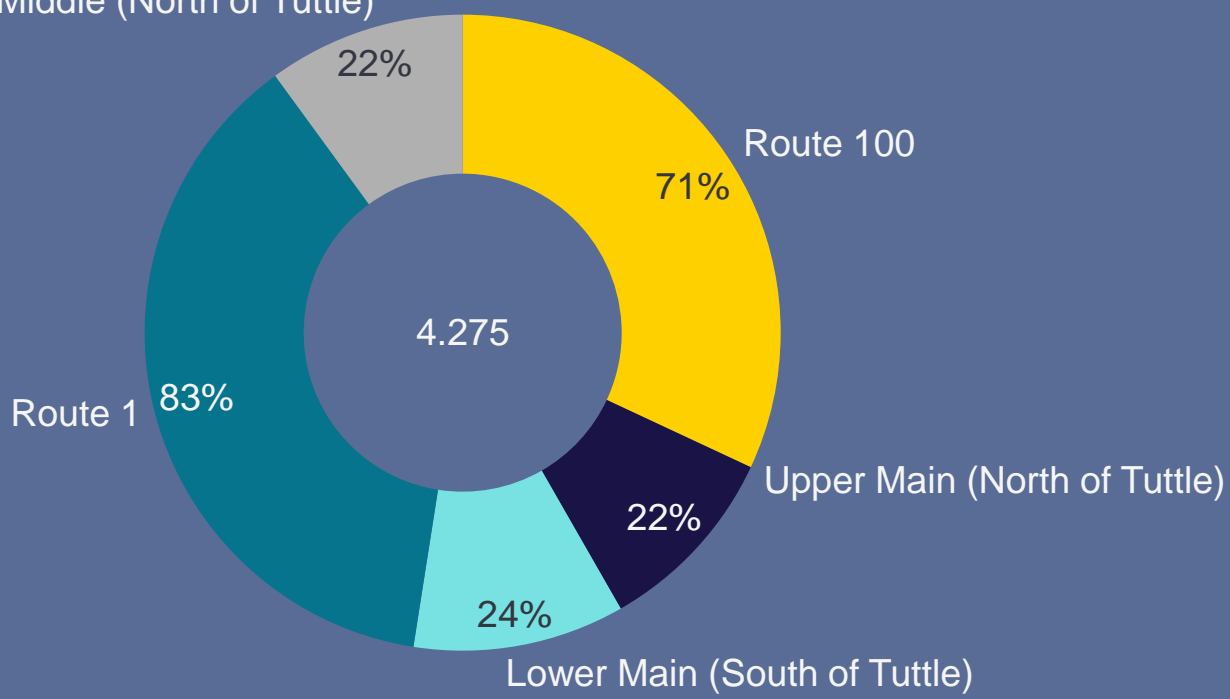
### Significant differences vs the overall total:

- Those living on the Foreside were less favorable than the overall to Hospitality being located on Route 100
- Those having lived here less than 5 years, were more favorable than the overall to Retail being located on Main St

# Preferred Locations (3 of 3)

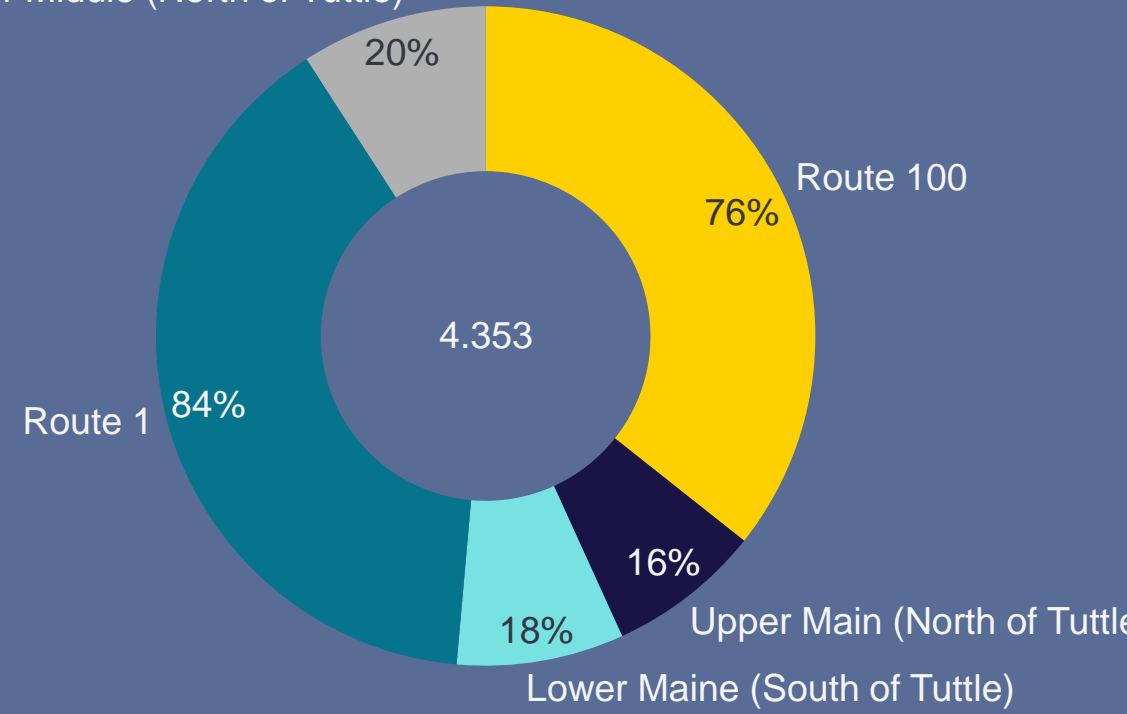
## Professional Offices

Upper Middle (North of Tuttle)



## Commercial Businesses

Upper Middle (North of Tuttle)

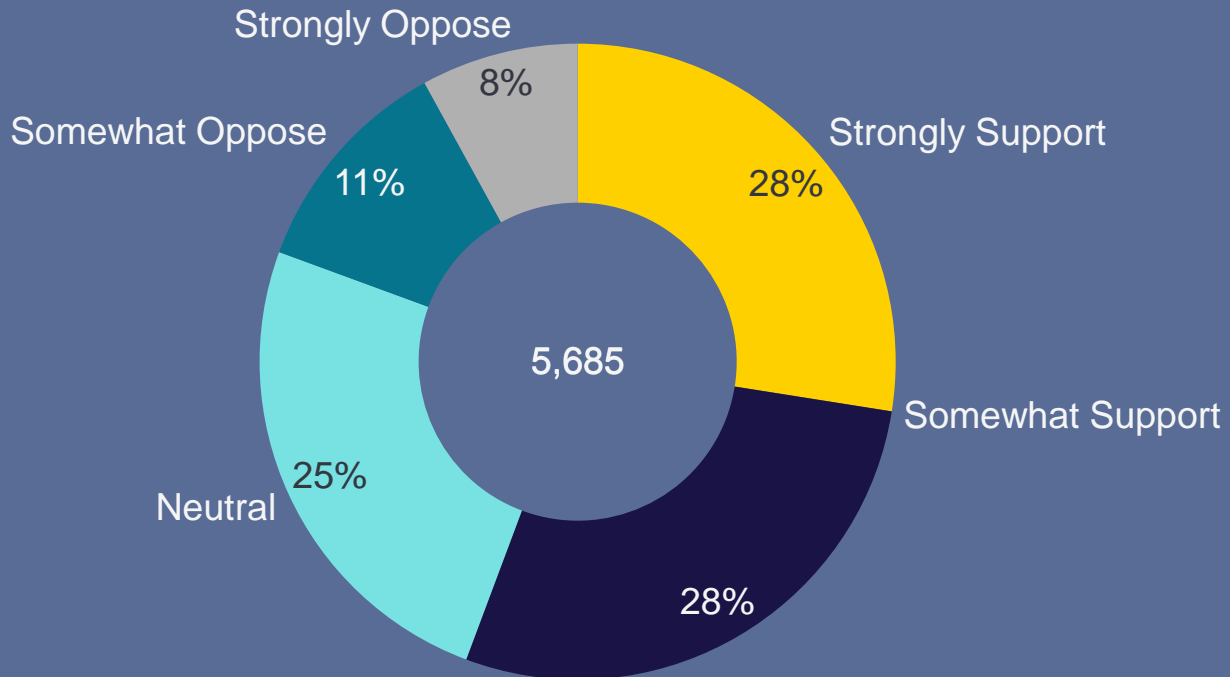


### Significant differences vs the overall total:

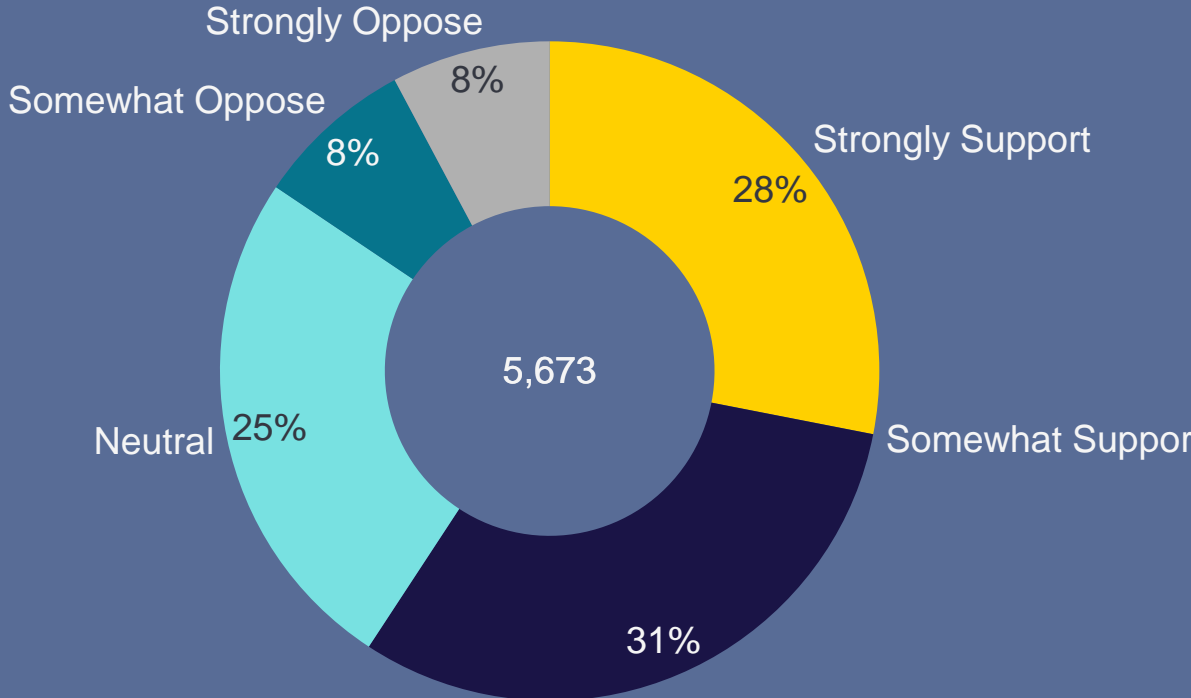
- No significant variances among responses for Professional Office preferred locations
- Directionally similar location preferences across demographic subgroups even when differences occurred for Commercial Business

# Support/Oppose Current Town Policies (1 of 2)

## Minimum Lot Sizes



## Impact Fees



**Significant differences vs the overall total:**

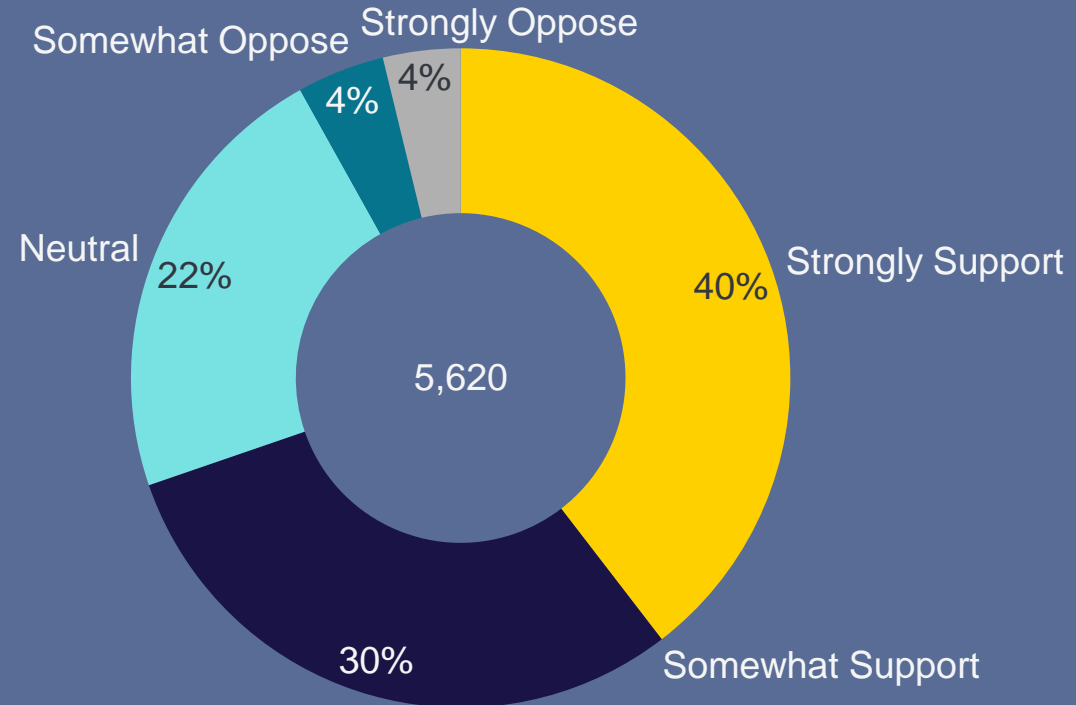
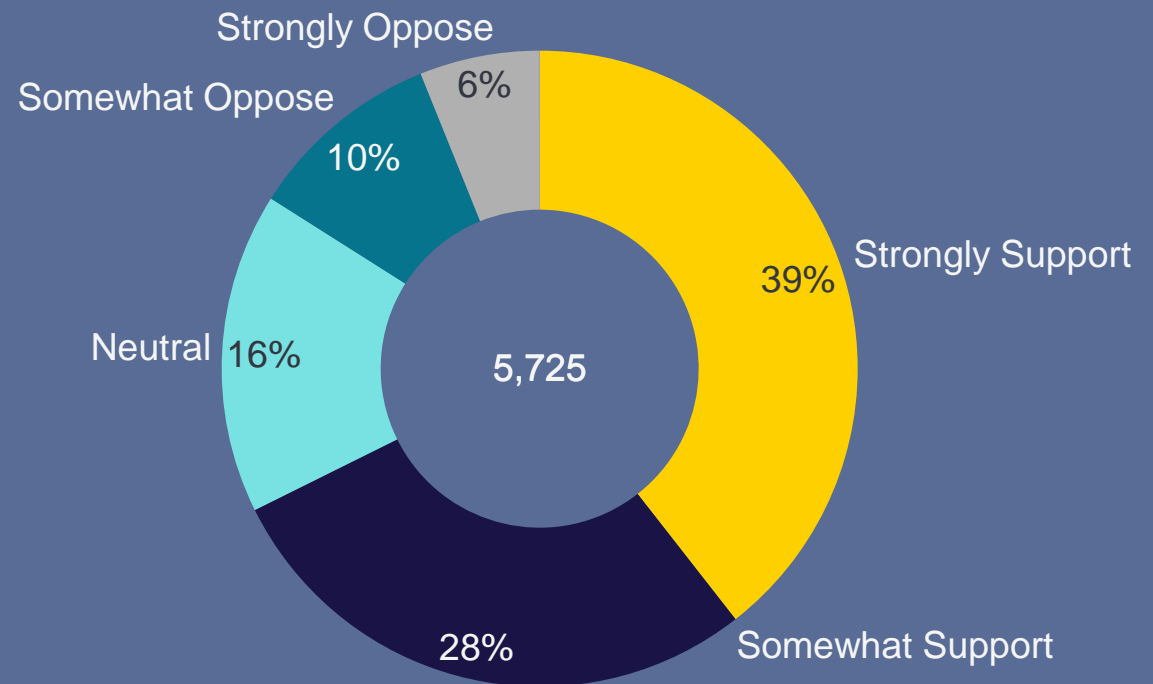
- Directionally similar sentiment across demographic subgroups even when differences occurred for Minimum Lot Sizes
- Those with household income \$250k-\$300k were more likely to strongly support impact fees than the overall



# Support/Oppose Current Town Policies (2 of 2)

### Limit Annual Housing Permits

### Conservation/Subdivision Ordinance

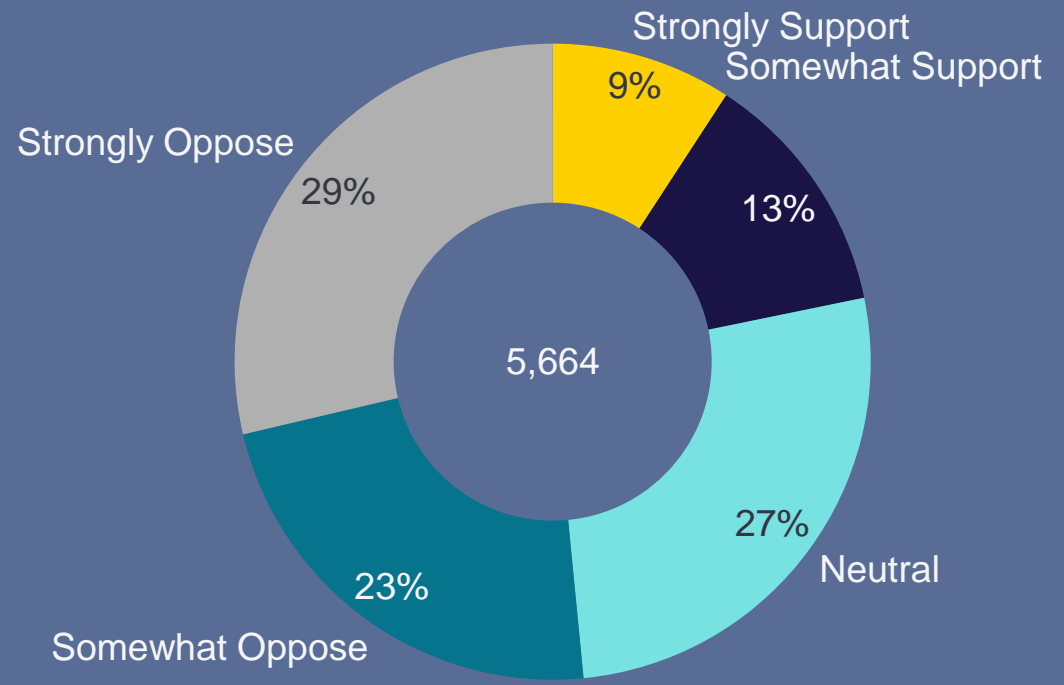


**Significant differences vs the overall total:**

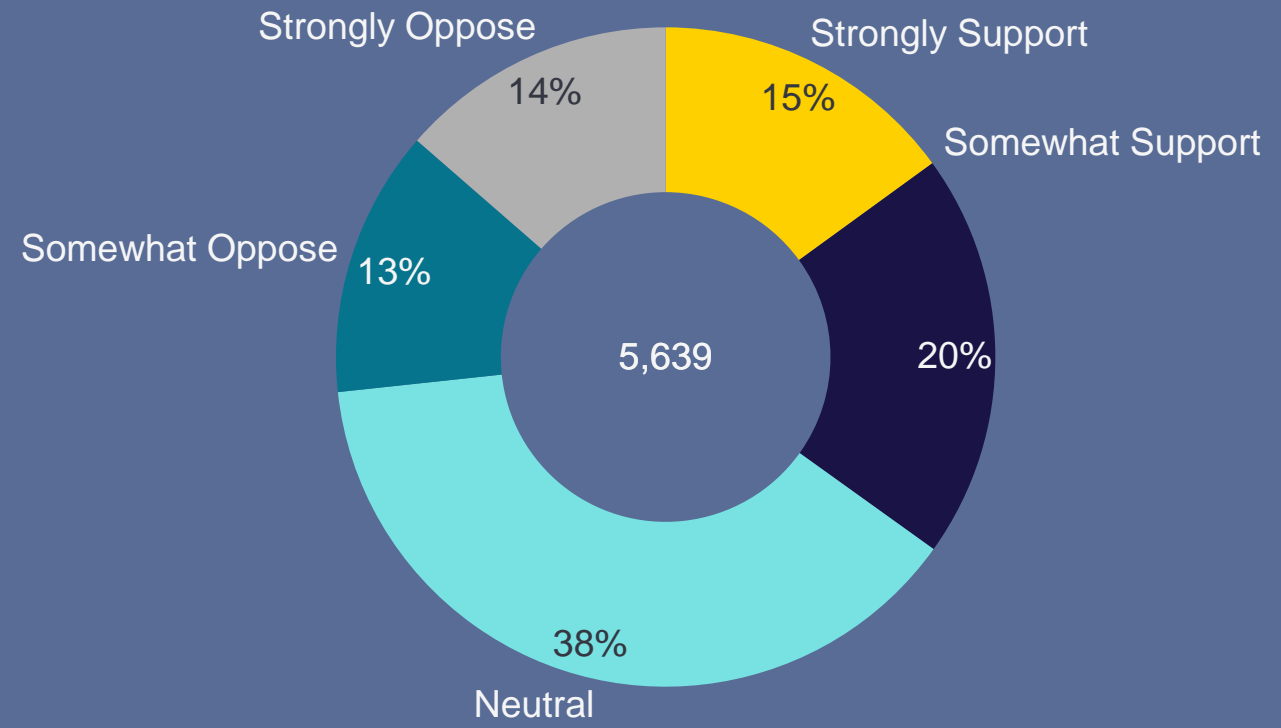
- Those living on the Foreside were less likely to strongly support limiting housing permits than the overall
- No significant variances among responses for sentiment on Conservation/Subdivision Ordinance

# Support/Oppose New Town Policies (1 of 5)

### Reduce Minimum Lot Sizes



### Increase Minimum Lot Sizes



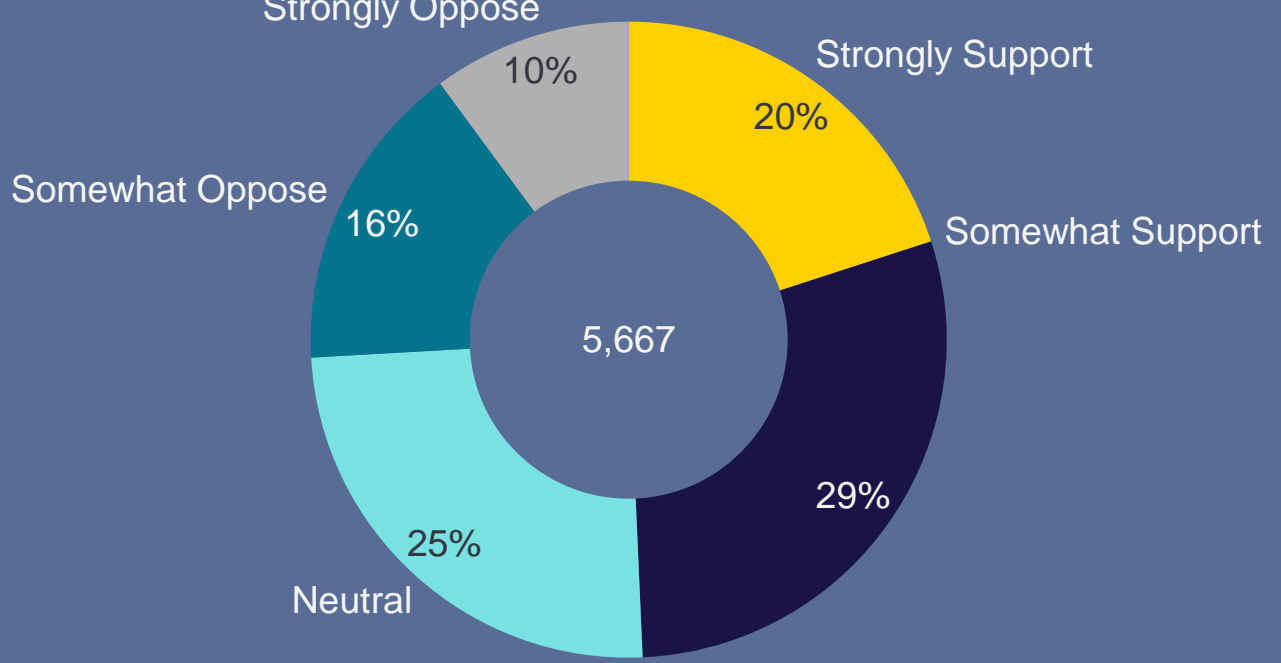
**Significant differences vs the overall total:**

- Those living in W. Cumberland were more likely to strongly oppose reducing the minimum lot sizes than the overall
- Those having lived in Cumberland more than 25 years were more likely to strongly oppose increasing the minimum lot size

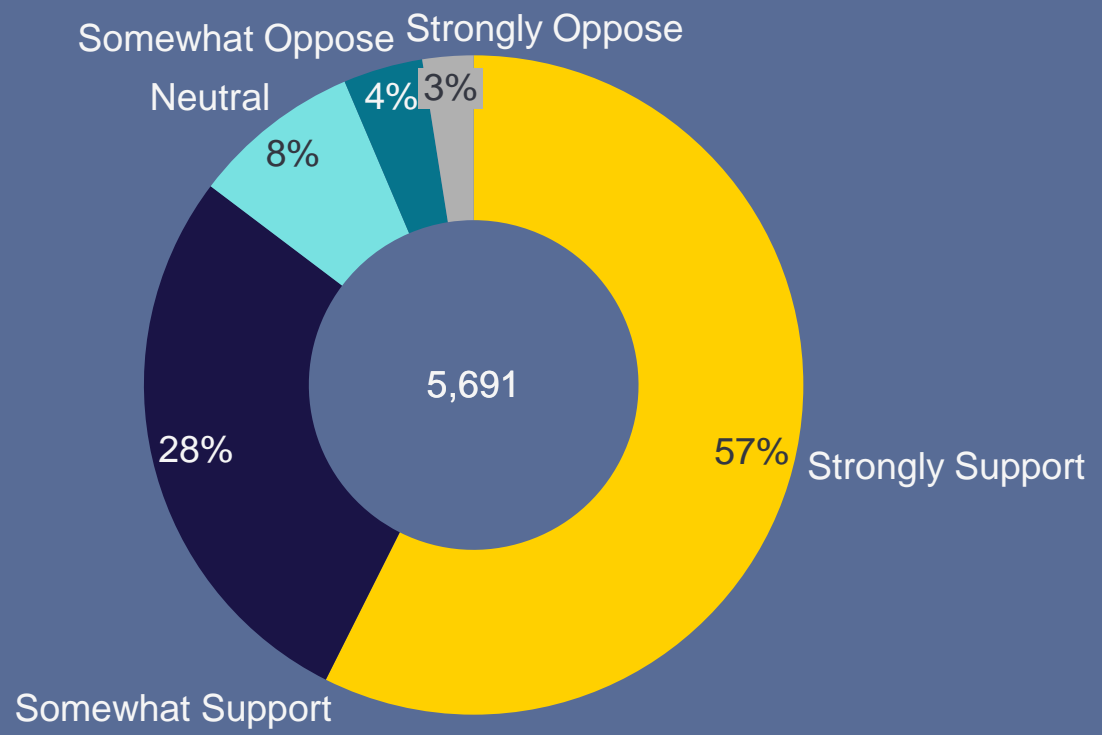
Responses reflective of weighted total. Weighted Total noted in the center of each chart.

# Support/Oppose New Town Policies (2 of 5)

### Require or encourage clustered home subdivisions to preserve open space



### Commercial Building to Design Standards

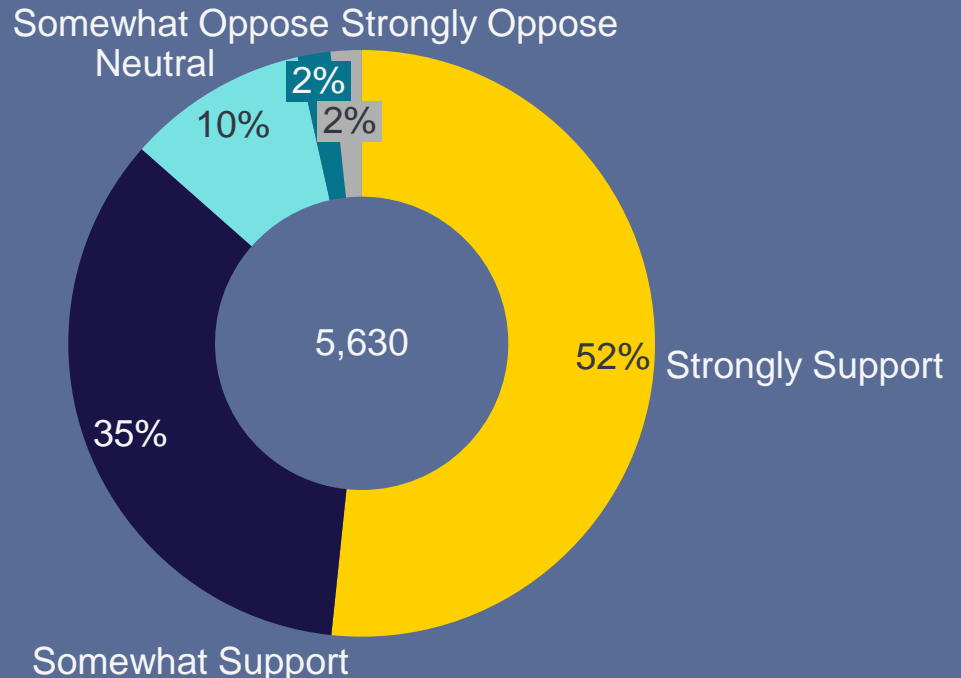


**Significant differences vs the overall total:**

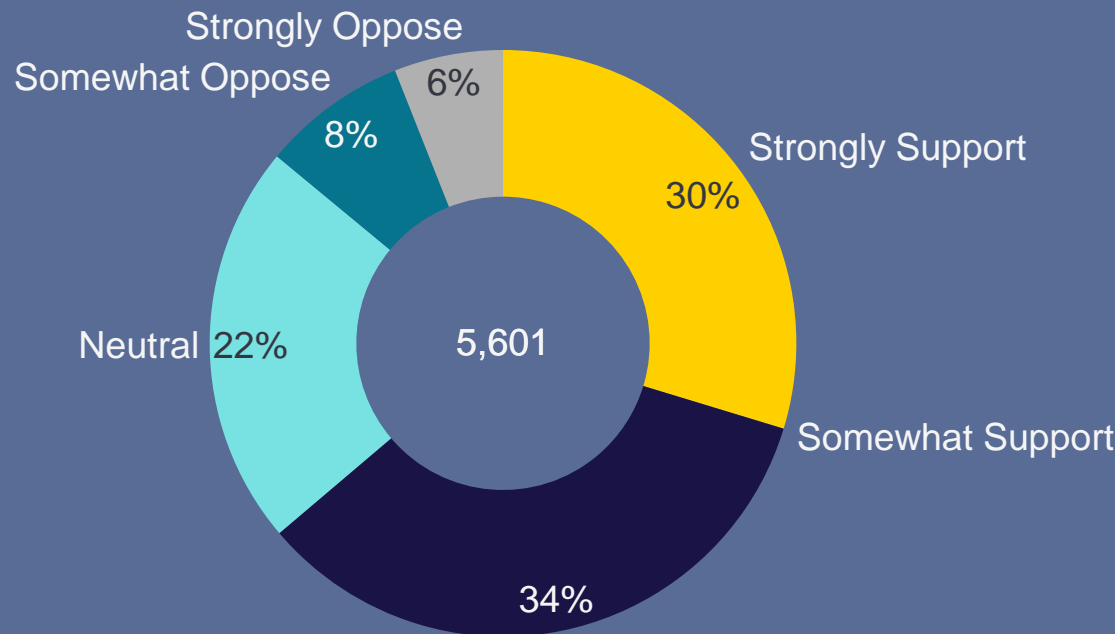
- Those age 65+ were more likely to be somewhat supportive and less neutral on clustered home subdivisions
- Directionally similar sentiment across demographic subgroups even when differences occurred for commercial building design standards

# Support/Oppose New Town Policies (3 of 5)

Public water extension to new developments at developer cost



Public water extension to existing developed areas at expense of newly serviced users

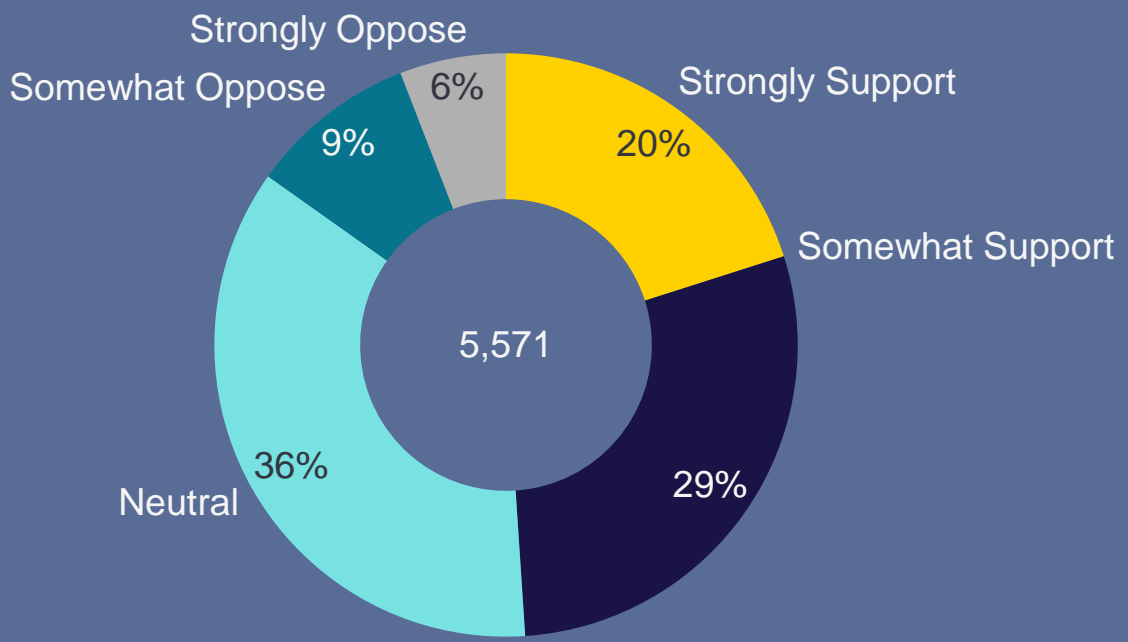


**Significant differences vs the overall total:**

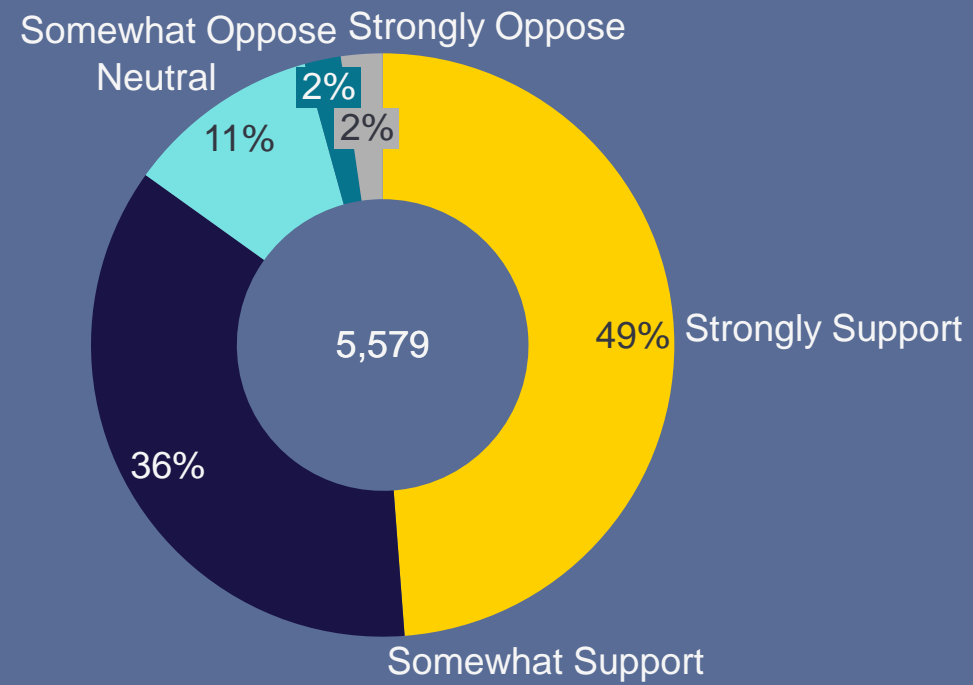
- No significant variances among responses for sentiment on either extension of water lines questions

# Support/Oppose New Town Policies (4 of 5)

Future residential growth primarily in areas that can be served by public water



Public sewer extension to new developments at developer cost



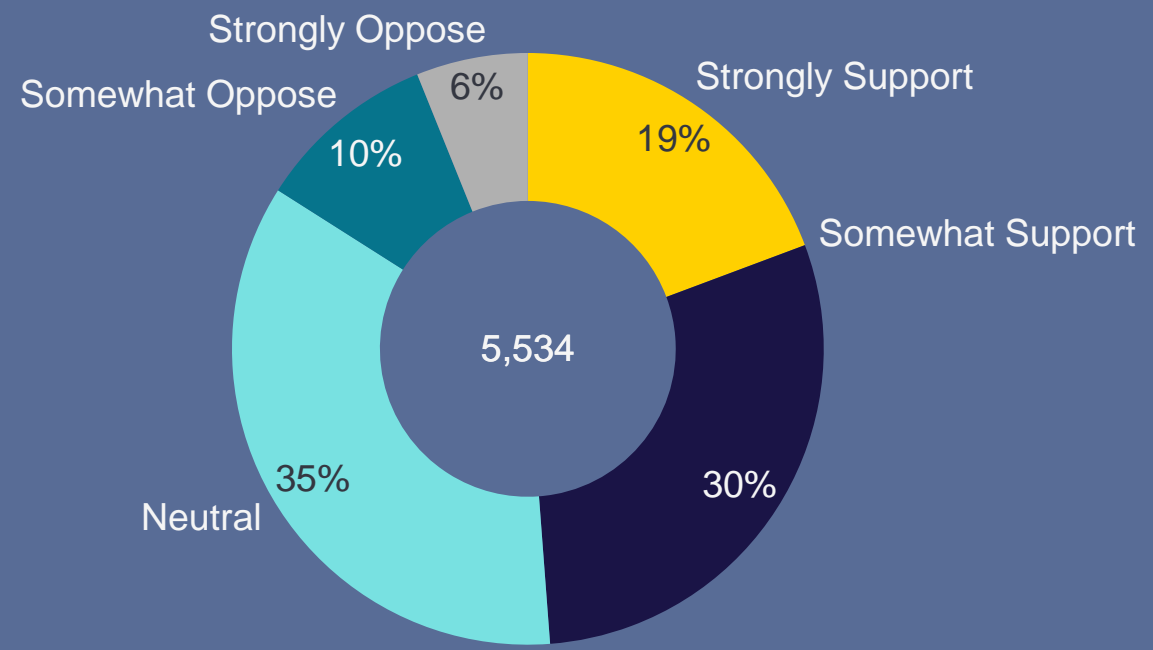
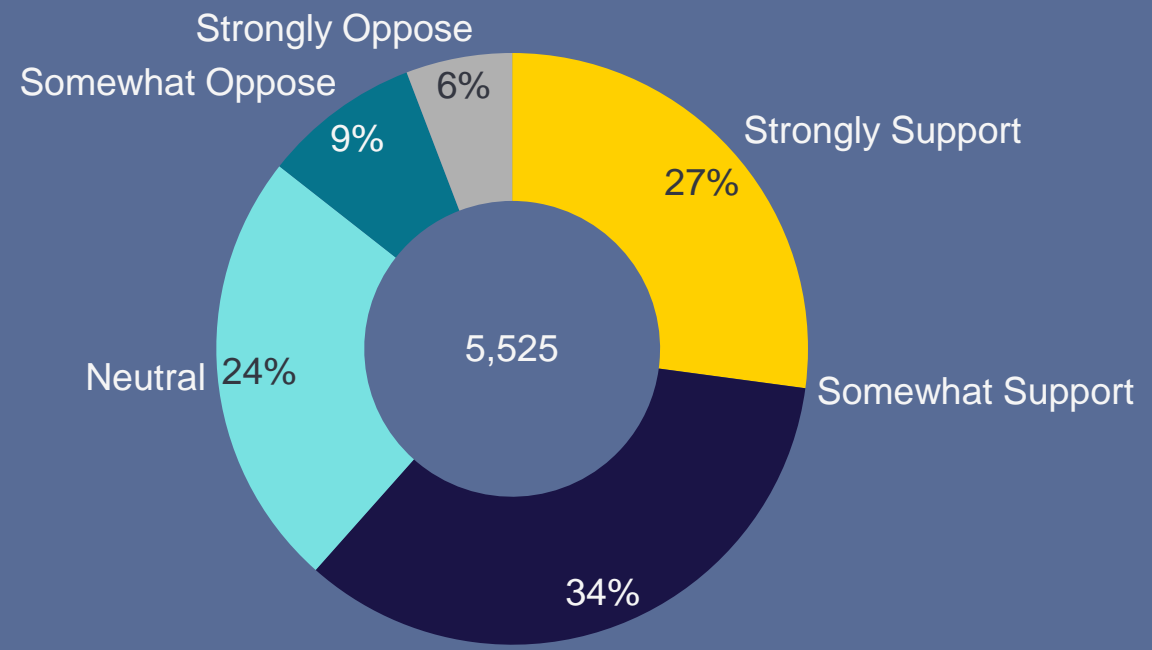
**Significant differences vs the overall total:**

- Directionally similar sentiment across demographic subgroups even when differences occurred for both these statements

# Support/Oppose New Town Policies (5 of 5)

Public sewer extension to existing developed areas at expense of newly serviced users

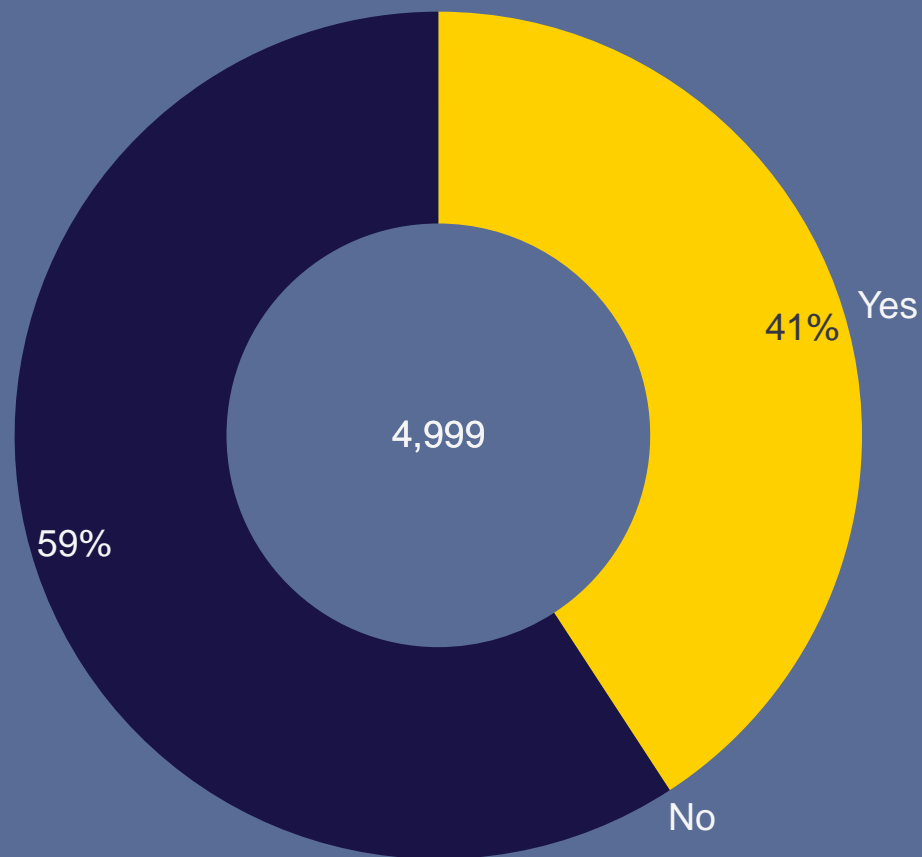
Future residential growth primarily in areas that can be served by public sewer



**Significant differences vs the overall total:**

- Directionally similar sentiment across demographic subgroups even when differences occurred for both these statements

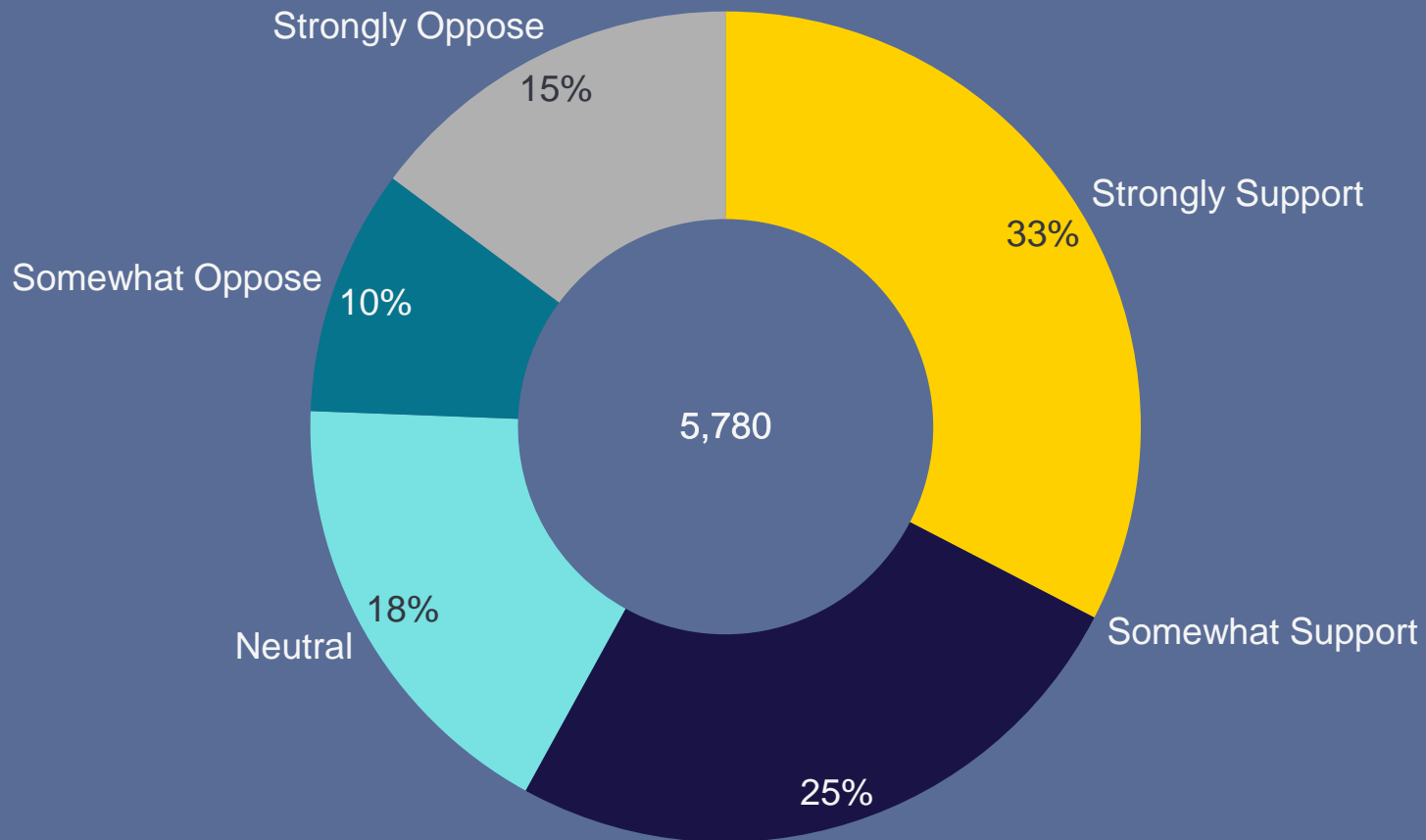
# Cumberland Should Take Steps to become its own Public Power Utility



### Significant differences vs the overall total:

- Those having lived in Cumberland for more than 25 years and those ages 65+ were less likely to respond yes than the overall total
- Those ages 35-44 were more likely to respond yes than the overall total

# New policy requiring either affordable housing in development or contribution to affordable housing fund



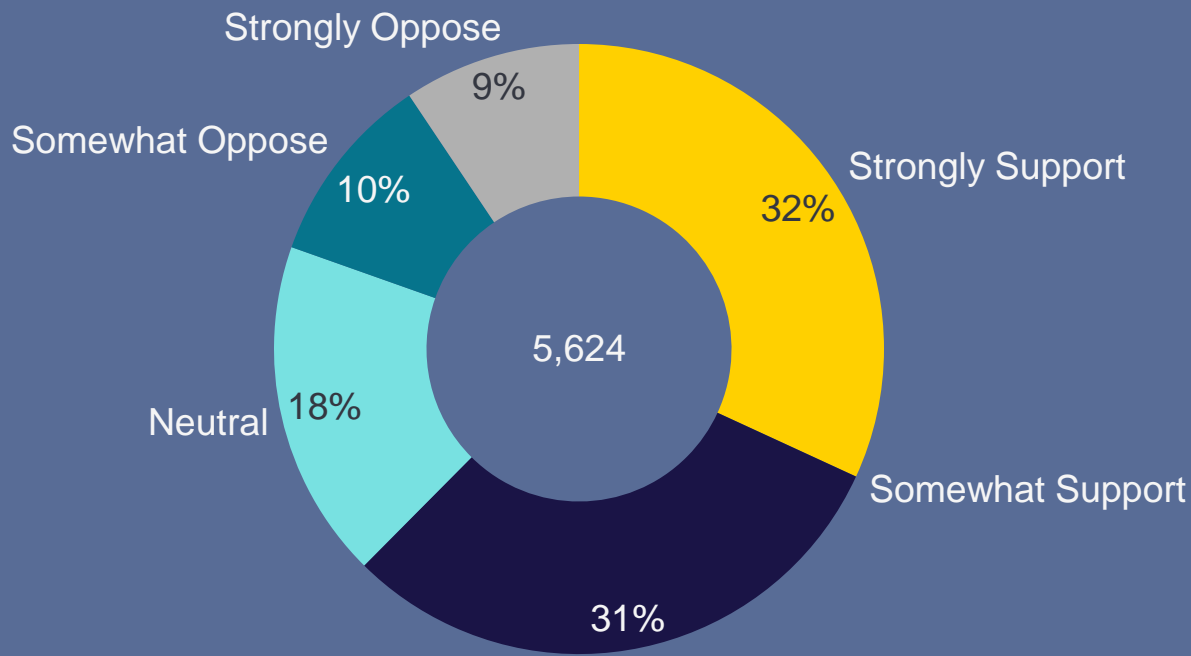
## Significant differences vs the overall total:

- Gender subgroup were significantly different at either end of the sentiment with men more likely to oppose this type of policy and women more likely to support than the total
- Those with household income over \$350k and those who do not see themselves living long term in Cumberland were more likely to oppose this statement than the overall total

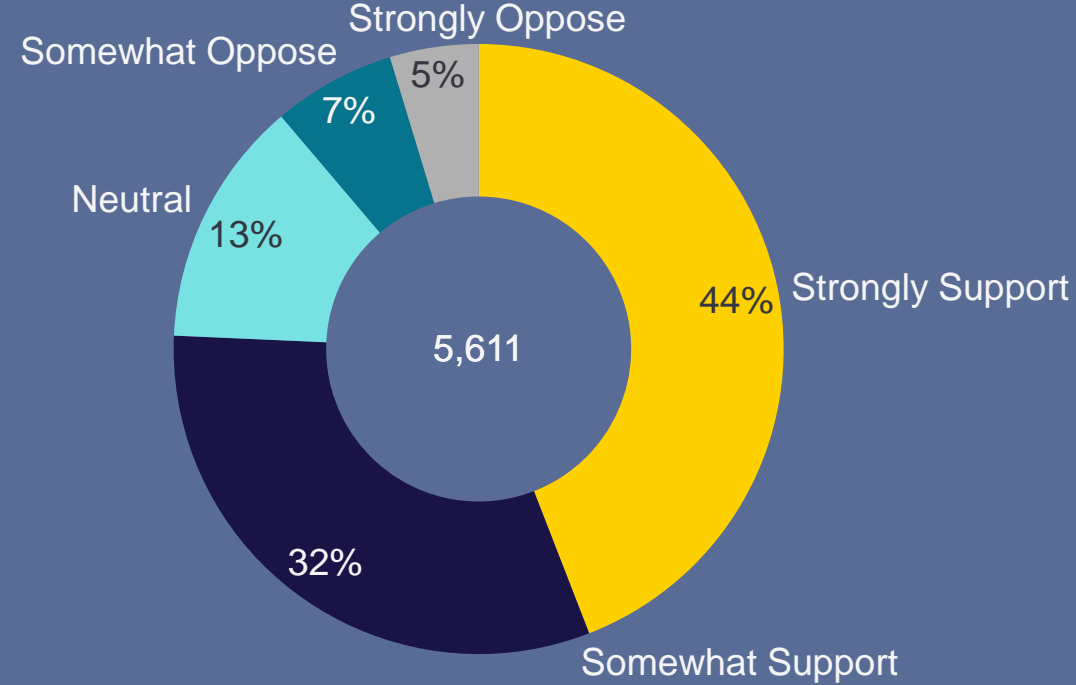


# Support/Oppose New Town Policies Encouraging the following: (1 of 2)

### Affordable Housing for Young Families



### Affordable Housing for Elderly Households



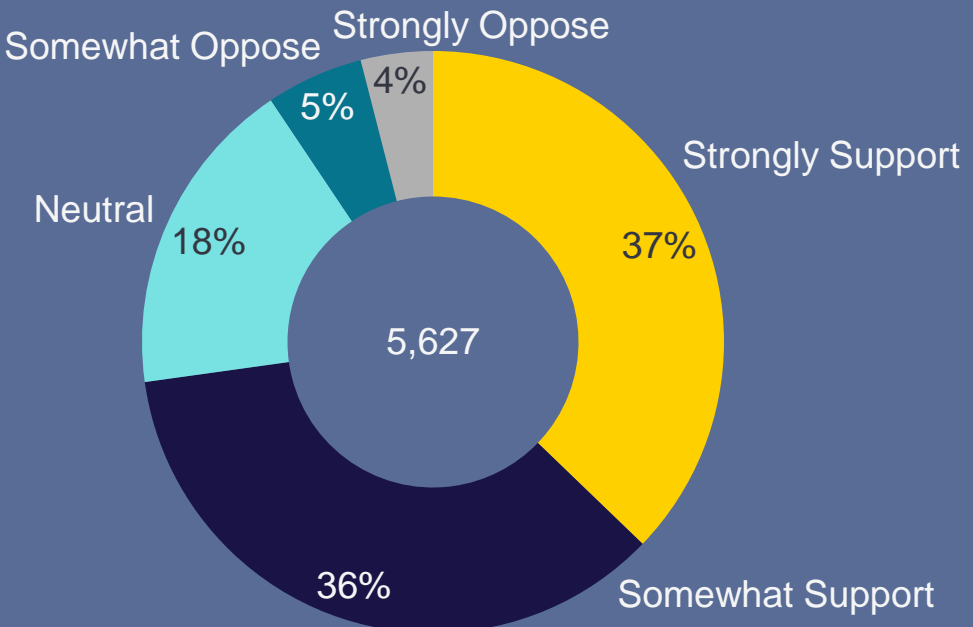
#### Significant differences vs the overall total:

- Directionally similar sentiment across demographic subgroups even when differences occurred Young Family affordable housing
- Those Ages 18-34 were more likely to somewhat oppose affordable housing for elderly households; Other differences were still directionally similar across other demographic subgroups

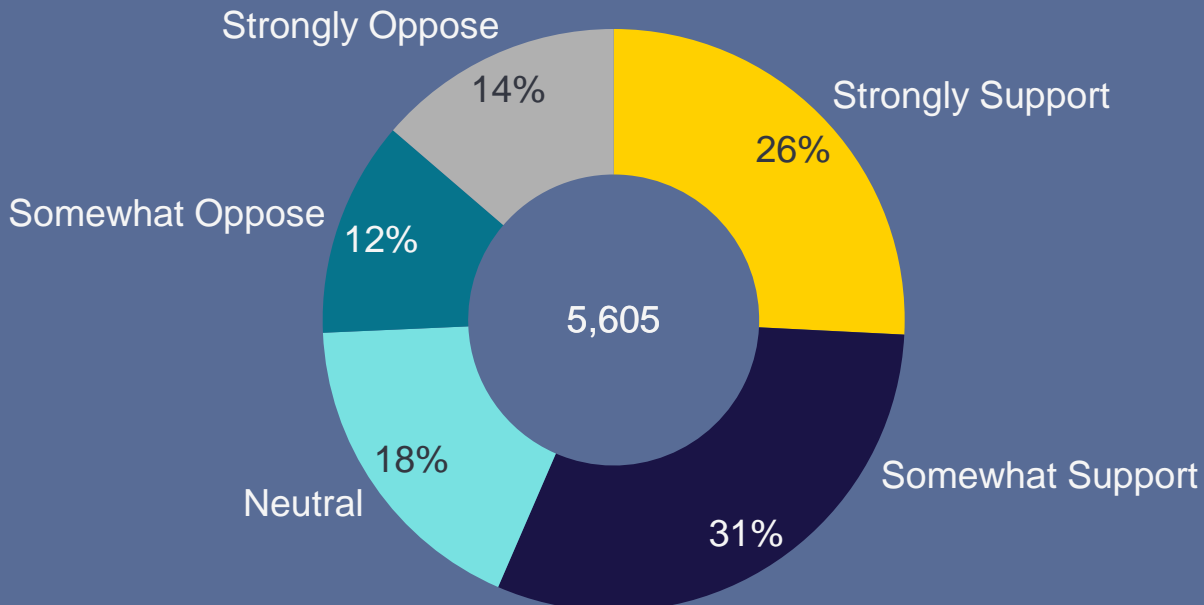
Responses reflective of weighted total. Weighted Total noted in the center of each chart.

# Support/Oppose New Town Policies Encouraging the following: (2 of 2)

### Assisted Living for Seniors or Handicapped Residents



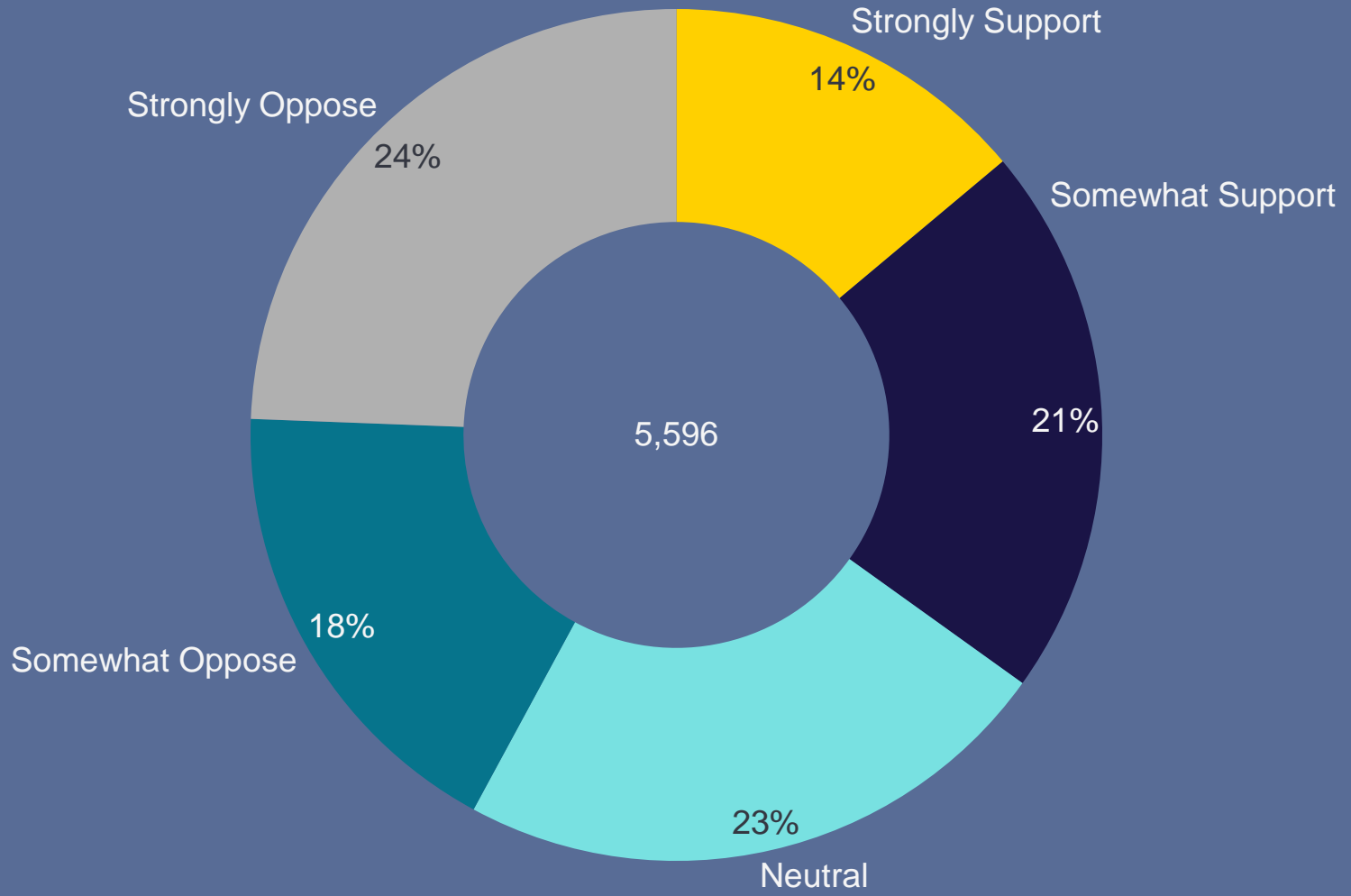
### Tax Relief to Elderly Residents



**Significant differences vs the overall total:**

- Those Ages 18-34 and households with income \$350k+ were more likely to somewhat oppose affordable assisted living; Other differences were still directionally similar across other demographic subgroups
- Those with household income \$350k and those having lived here 6-15 years were less likely to strong support Tax Relief to elderly residents than the overall

# Support/Oppose Town Acquisition of Open Space:

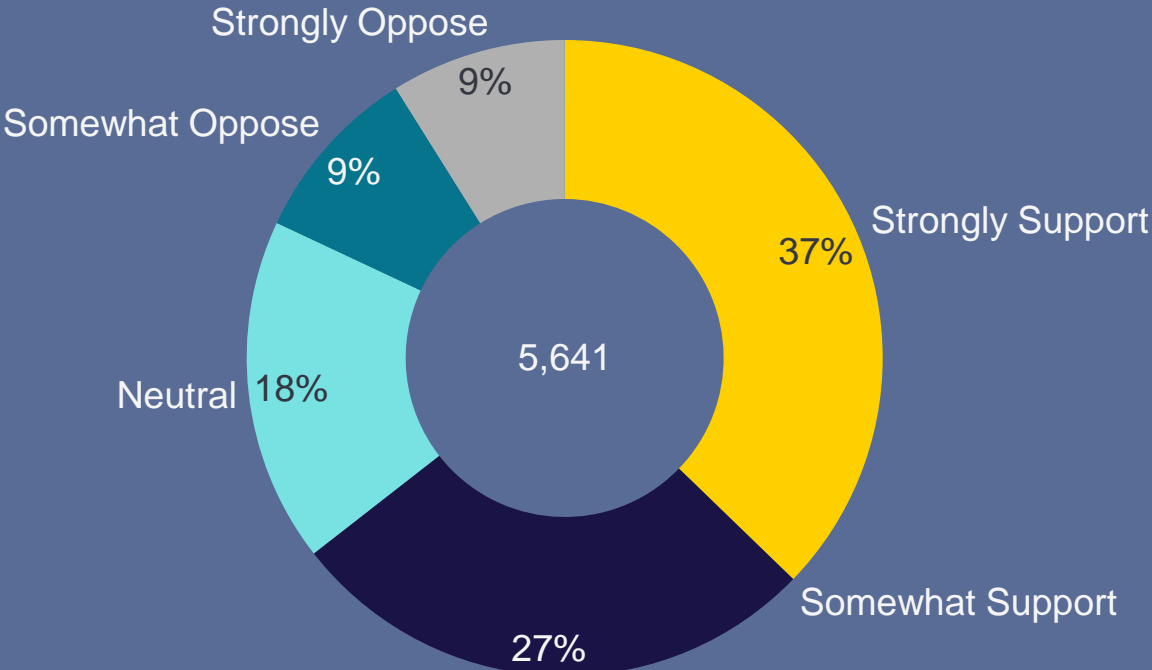


**Significant differences vs the overall total:**

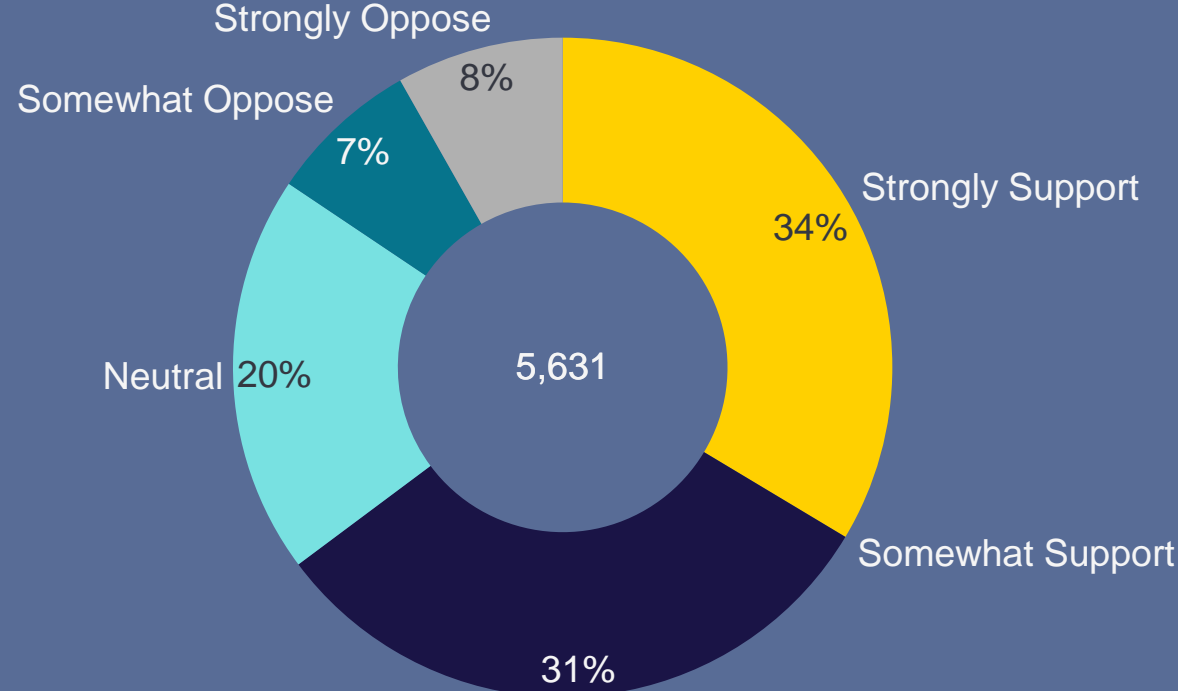
- Those having lived here for 25+ years and those ages 65+ were more likely to oppose
- Those ages 35-44 were more likely to strongly support

# Support/Oppose Town Acquisition of Open Space:

### For Recreation



### For Agriculture & Food Sustainability

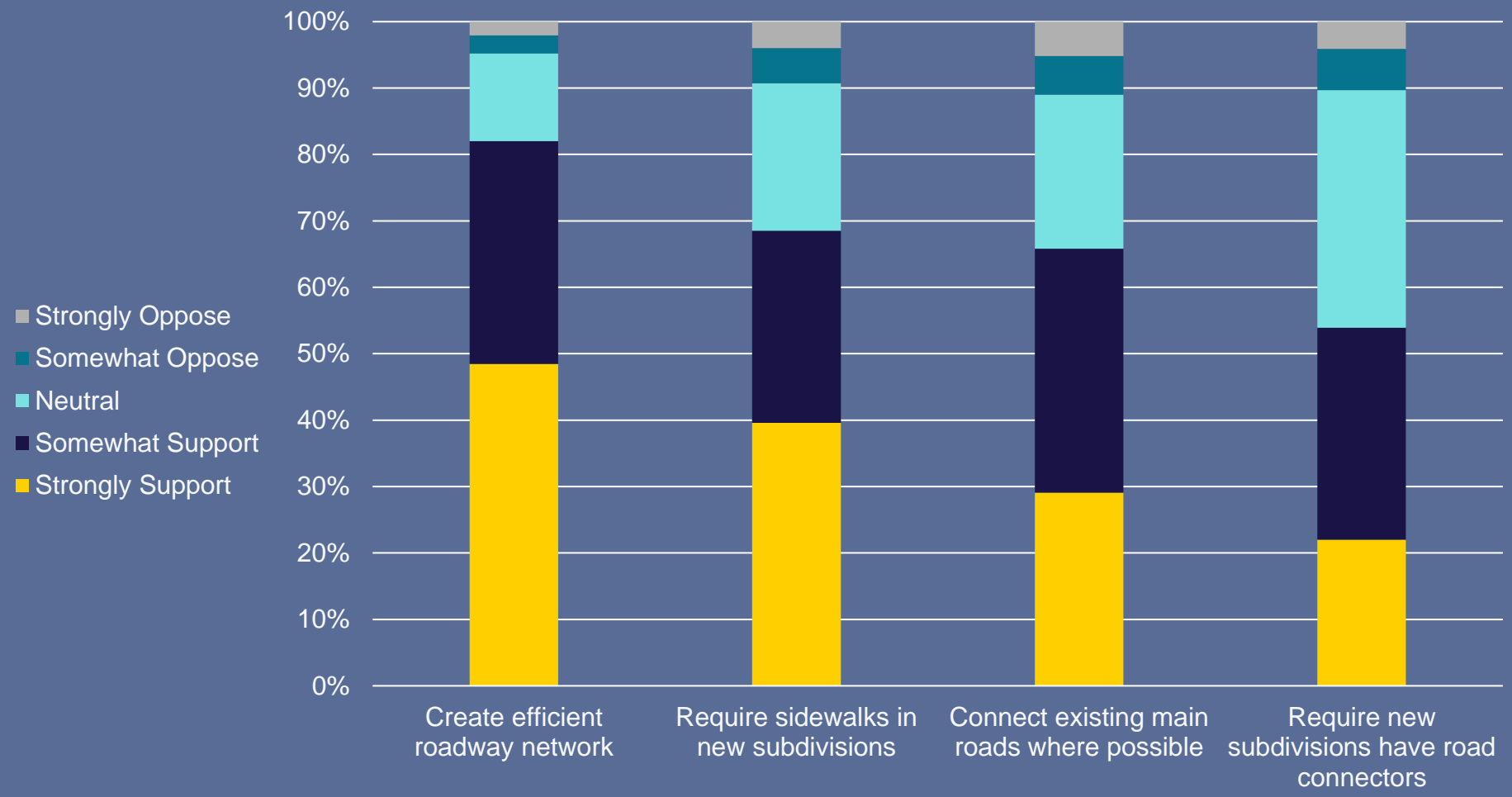


#### Significant differences vs the overall total:

- For both statement, those having lived here for 25+ years were more likely to oppose while those having lived here less than 5 years are more likely to strongly support
- Women were also more likely to strongly support purchasing open space for agriculture & food sustainability

Responses reflective of weighted total. Weighted Total noted in the center of each chart.

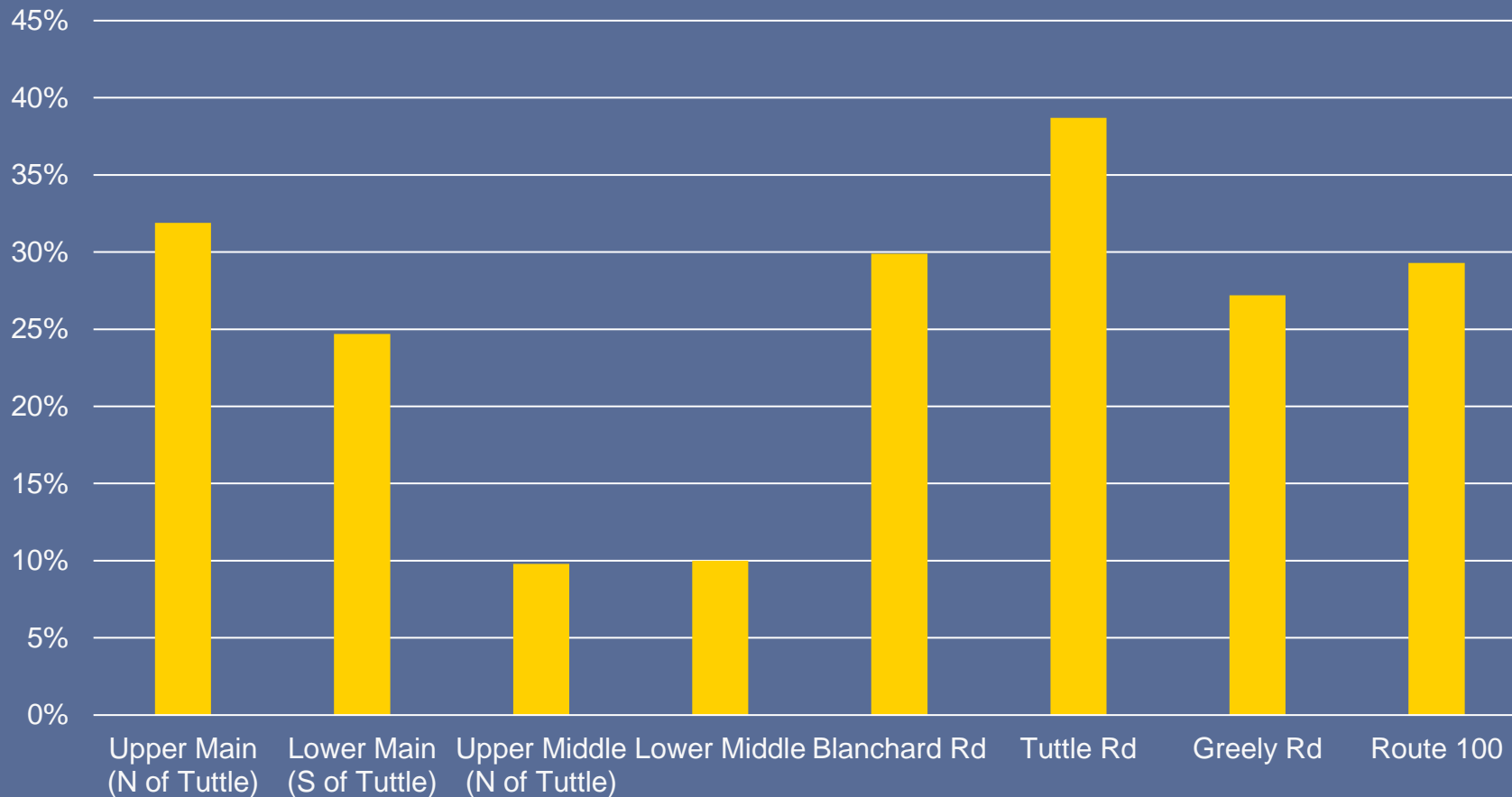
# Town should...



**Significant differences vs the overall total:**

- Very little, if any, statistical variance among demographic subgroups
- Where there was difference, it was directionally similar

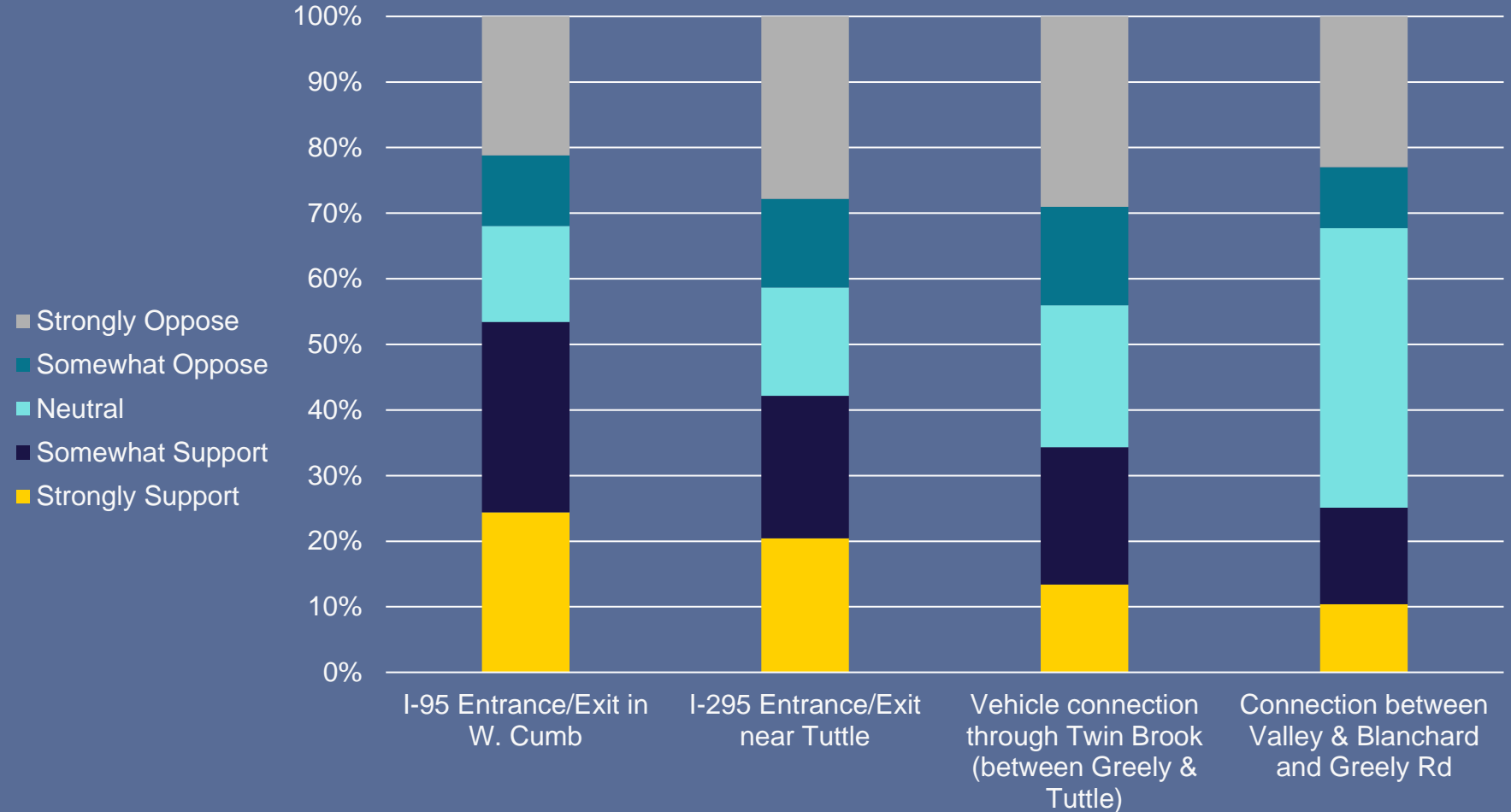
# Areas of Town where the volume of traffic or speeding traffic is a problem



## Significant differences vs the overall total:

- Area of town residence was the only demographic subgroup with significant variance
- The closer or more centralized the road was to the area of residence the higher the feeling of high volume or speeding

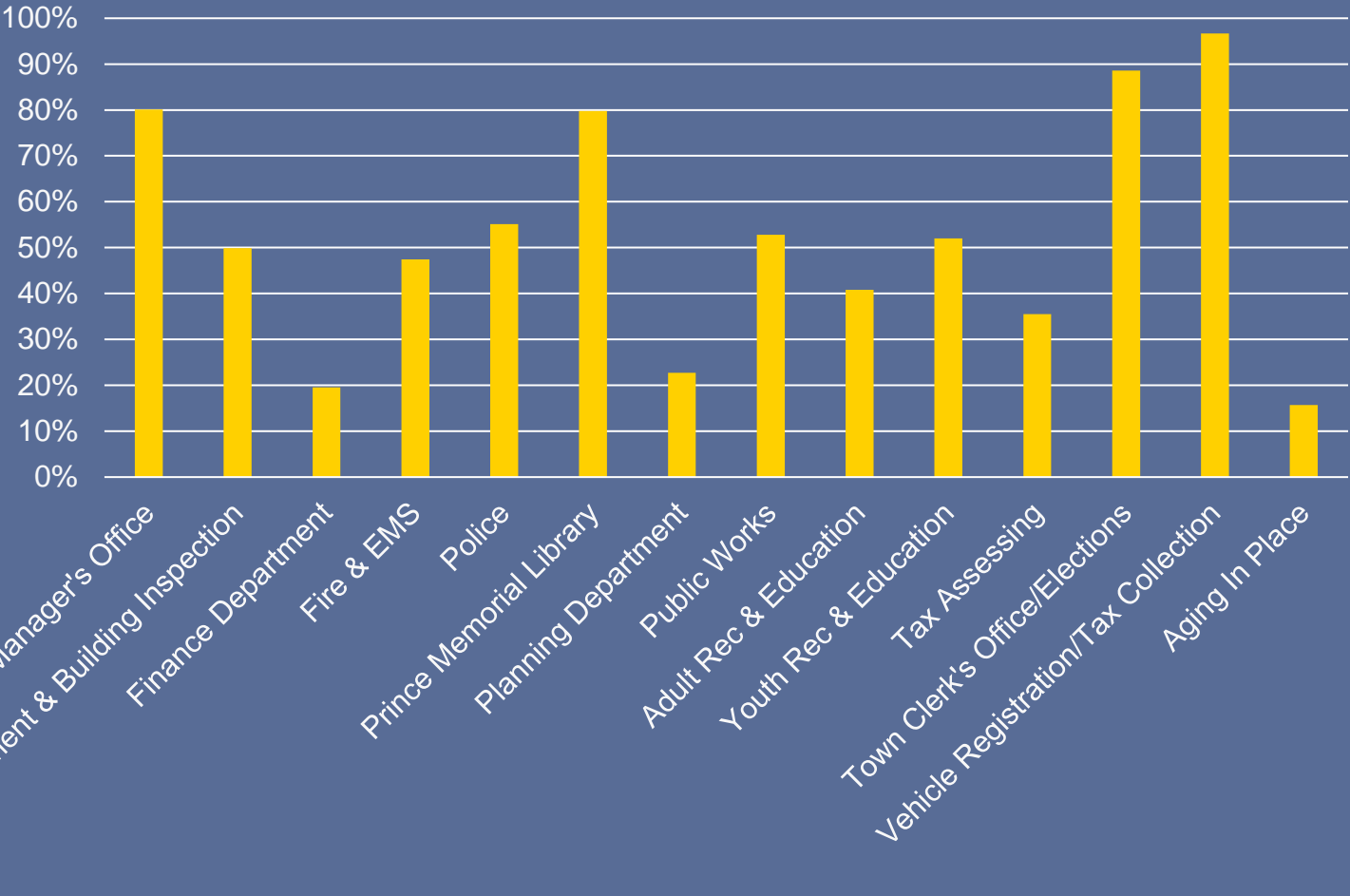
# Support/Oppose the following:



## Significant differences vs the overall total:

- Those living in W. Cumberland were significantly divided on the I-95 Entrance/Exit with 1/3 Strongly Opposing and an equal 1/3 Strongly Supporting
- Minor variances among the other questions but directionally aligned to the overall response

# Use of the following Town Service or Department



**Significant differences vs the overall total:**

- Age was one of the demographic subgroups with the strongest variance of service use
- Those 65+ and/or living in town 26+ years were more likely to use Fire, EMS or Police
- Those younger than 35 and/or living in town <5 years were less likely to use PML
- Rec dept use and Aging In Place also varied greatly

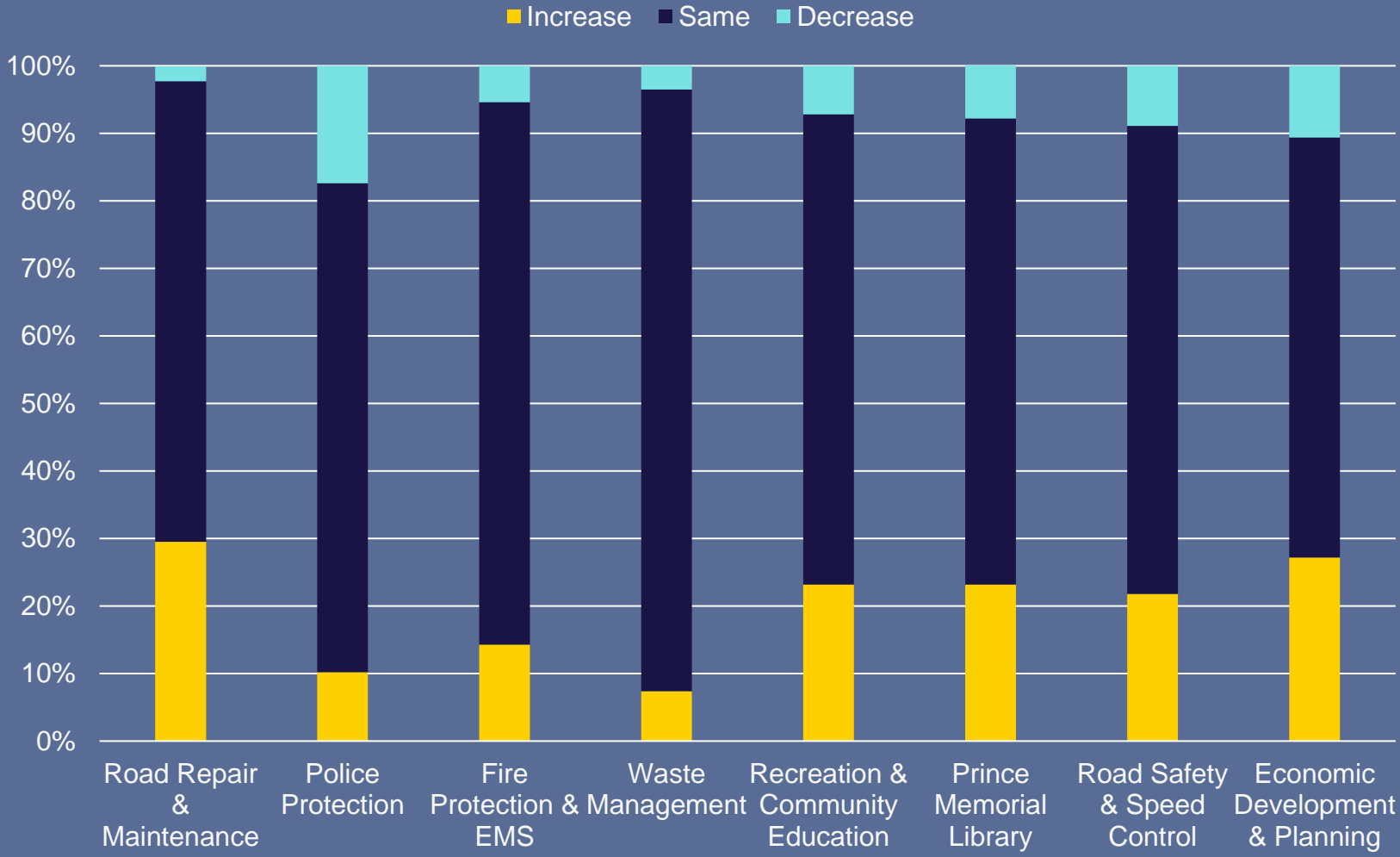


# Rate of Experience if used



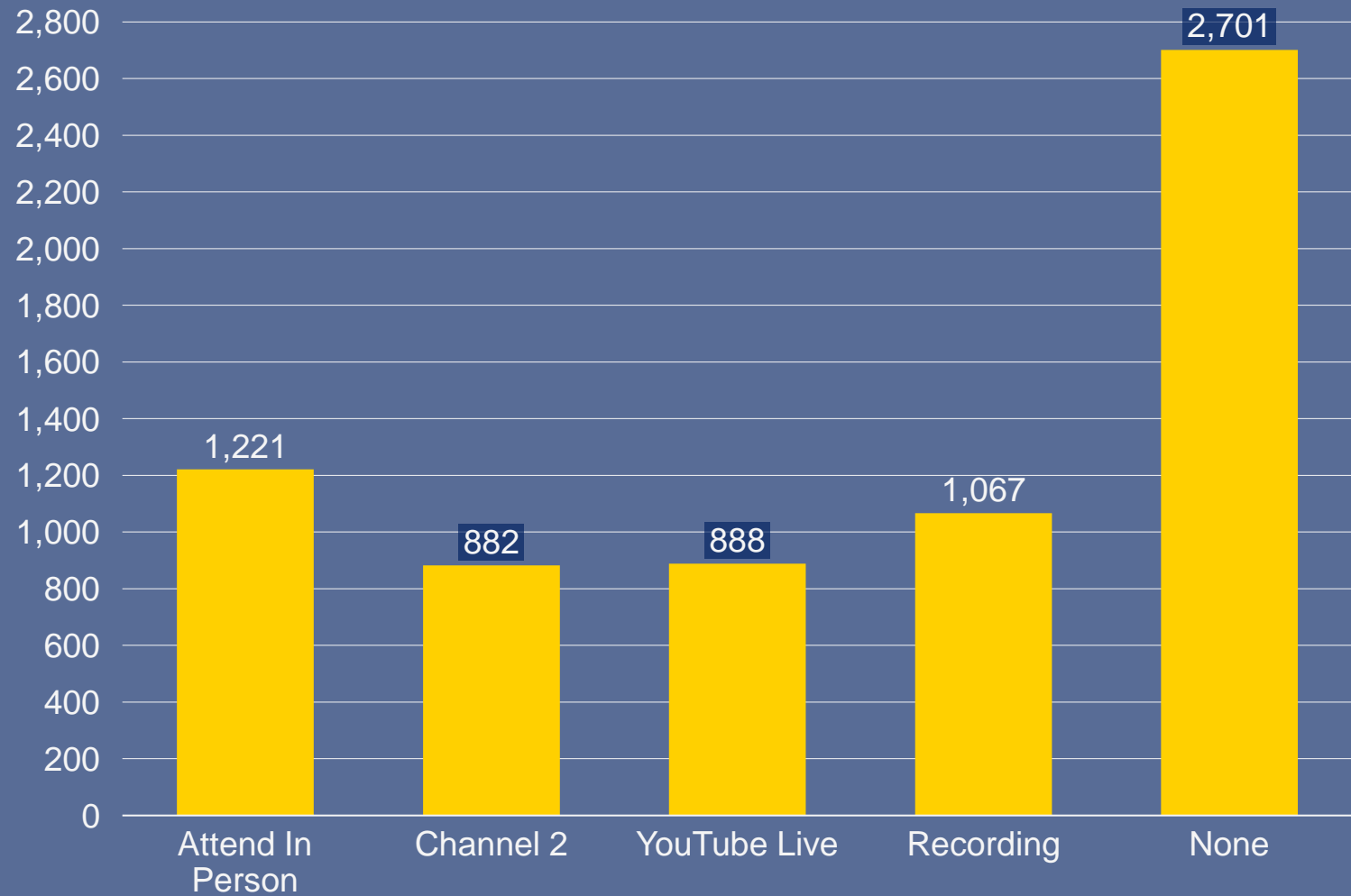
Responses reflective of weighted total of those respondents who had used/accessed the services of the department

# Spending prioritization



- Significant differences vs the overall total:**
- Those age 35-44 were less inclined to increase spending on road repair than the overall total
  - Those less than 35 years old were significantly more inclined to decrease spending on police protection
  - Those living in Cumberland less than 5 years, ages 35-44 and income \$100-\$150k were more inclined to increase spending on Rec & Community education
  - Those ages less than 45 years old were more inclined to increase spending on PML
  - Those living in Cumberland more than 26 years were more inclined to decrease spending on Economic Development & Planning

# Accessed Town Council Meeting (respondents chose all that applied)

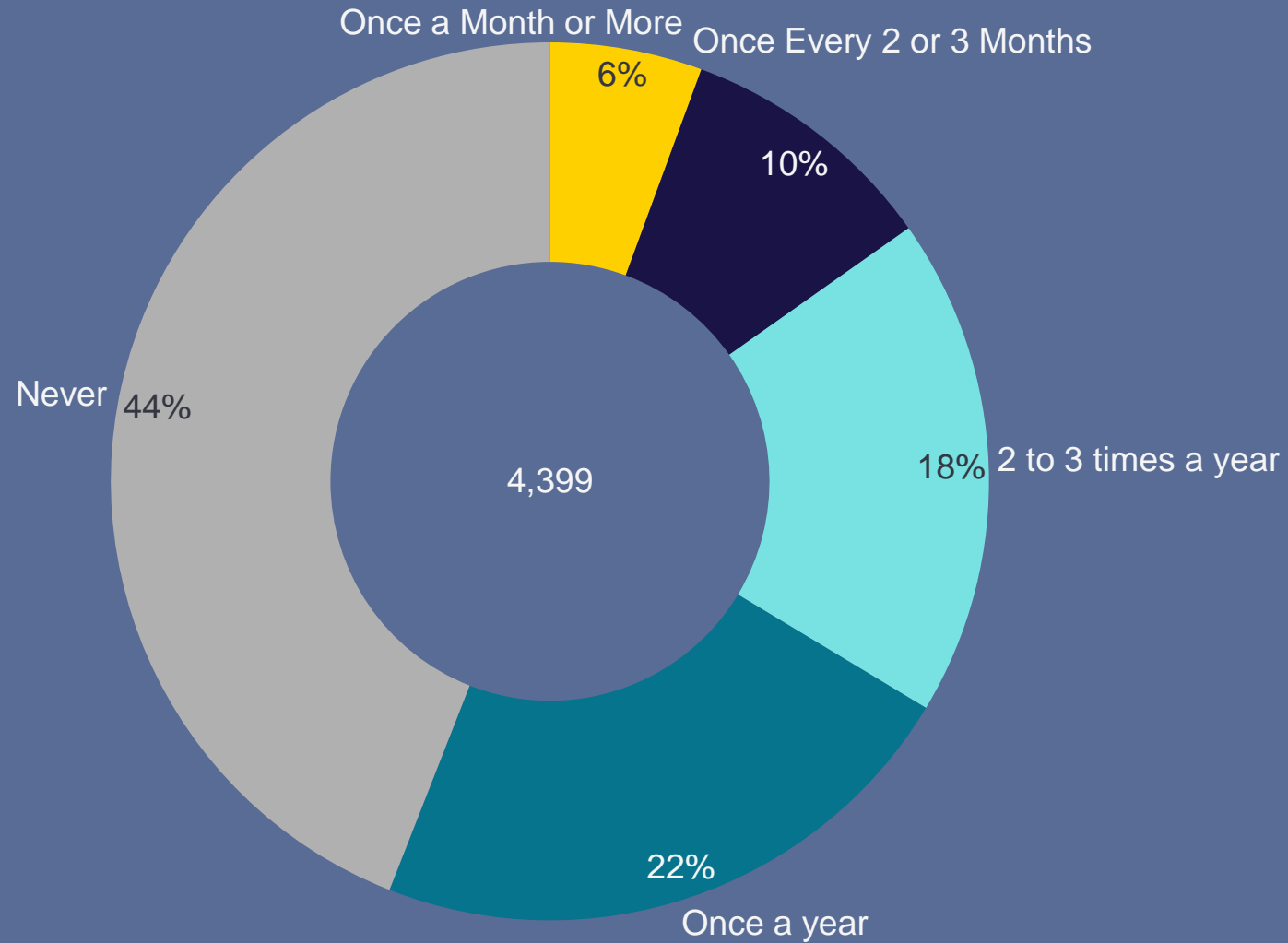


**Significant differences vs the overall total:**

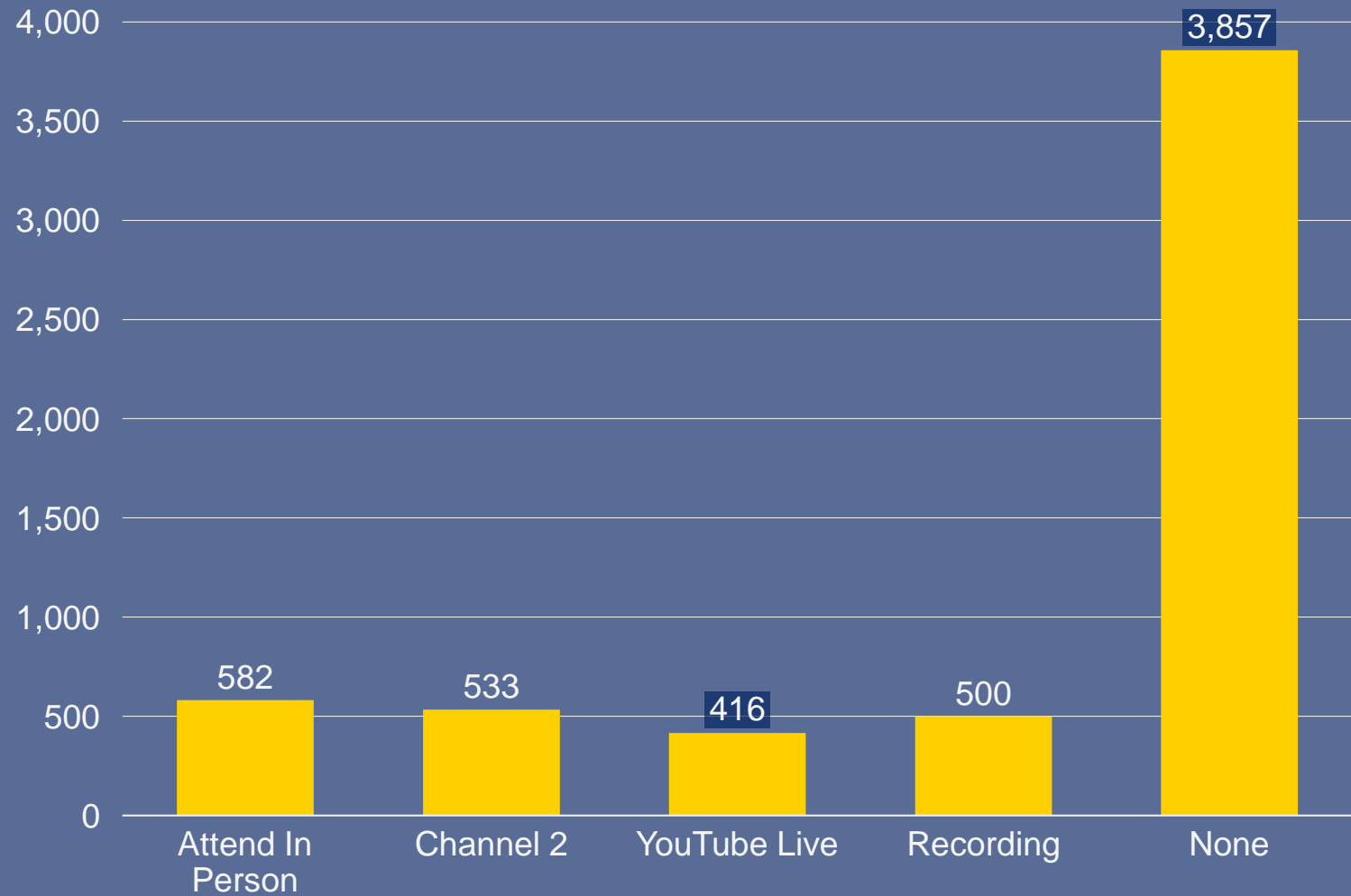
- Those having lived here less than 5 years and/or on the Foreside were less likely to have attended/watched a Town Council Meeting
- Demographic subgroups accessed Town Council meeting via method inline with presumed comfort with more advanced technology

Responses reflective of weighted total. Weighted Total noted in the center of each chart.

# How often do you watch/attend Town Council Meetings?



# Accessed Planning Board Meeting (respondents chose all that applied)

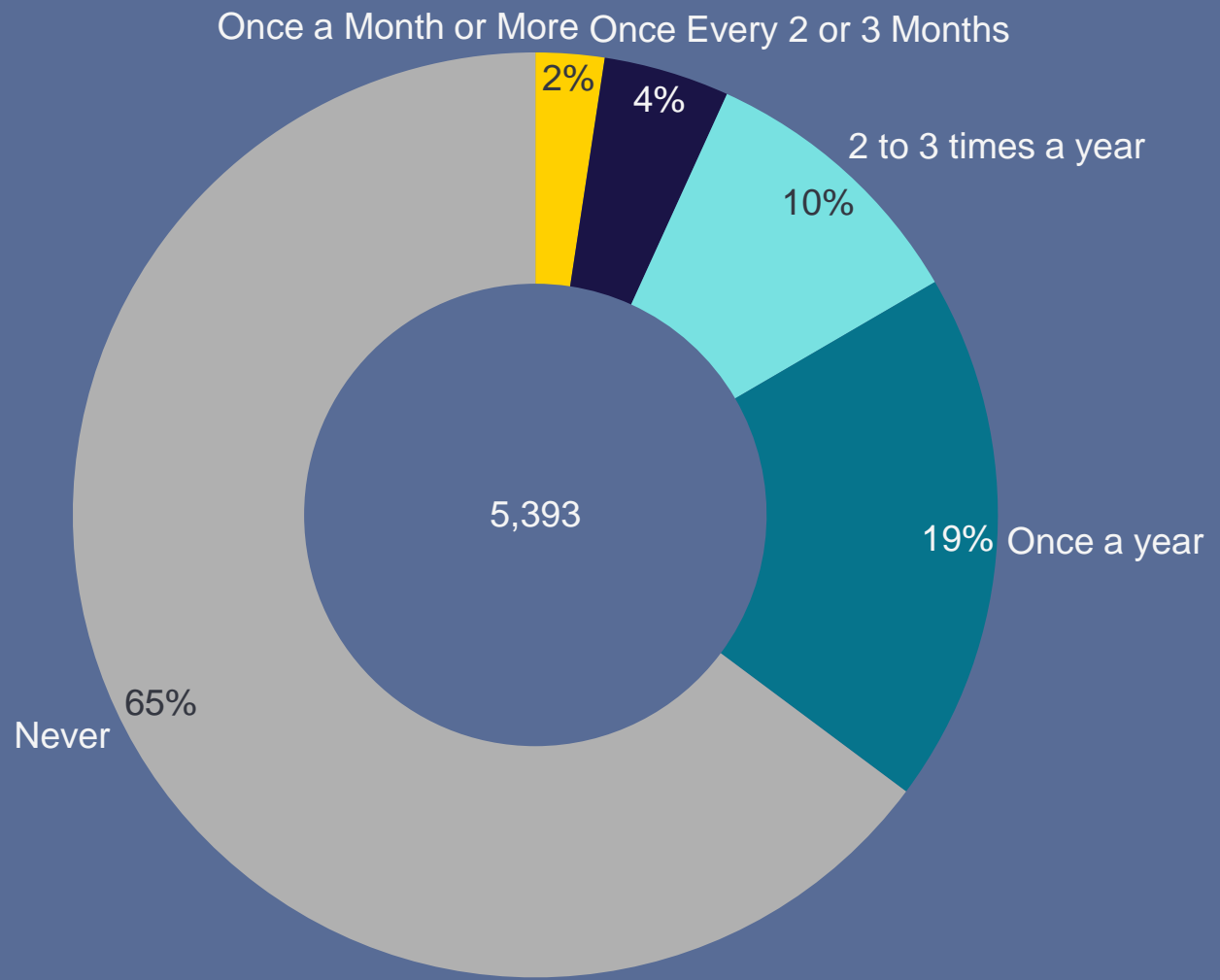


**Significant differences vs the overall total:**

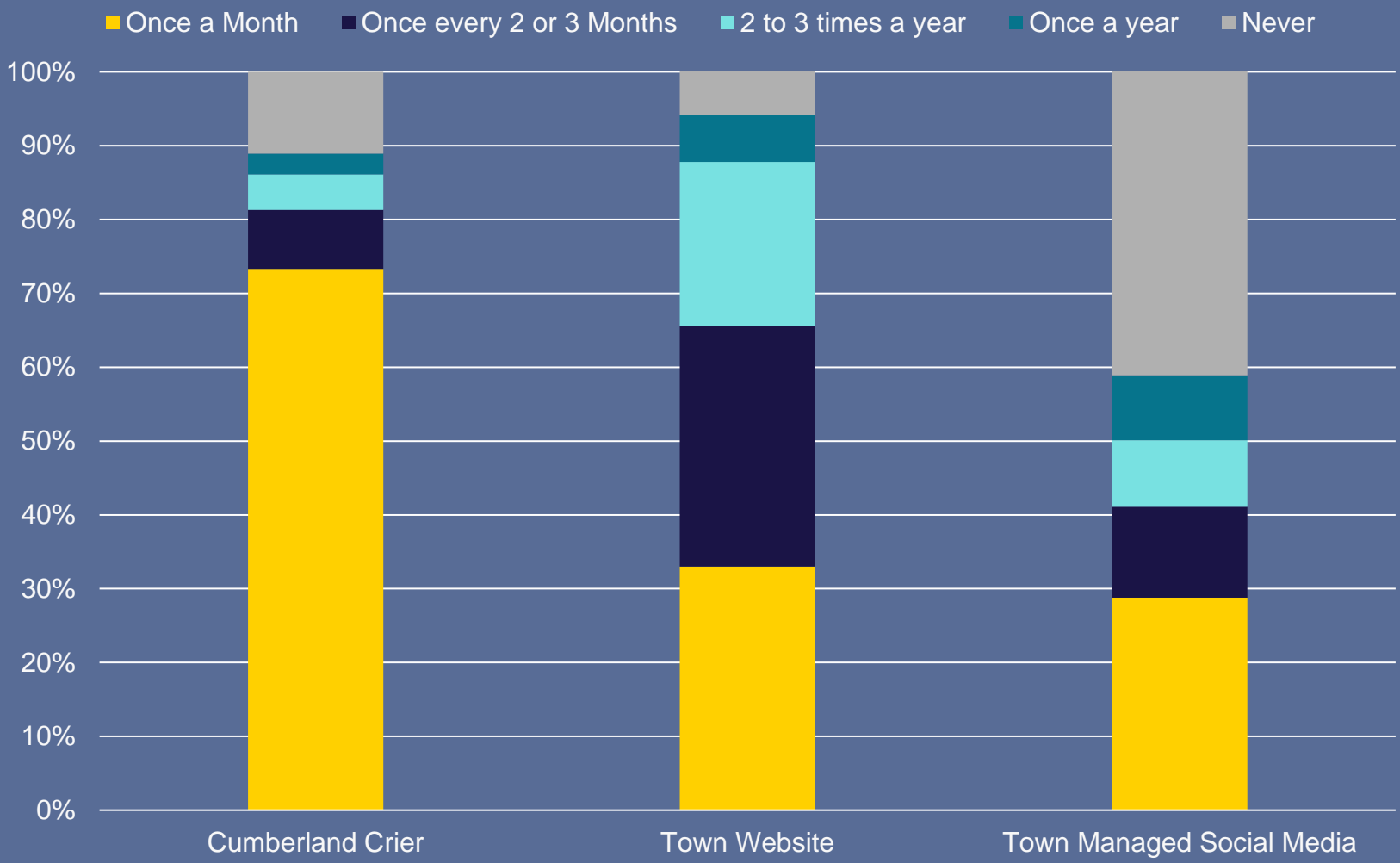
- Total access/watching of Planning Board meetings did not vary by demographic subgroup
- Channel 2 access was the only method with significant variance by demographic subgroup.

Responses reflective of weighted total. Weighted Total noted in the center of each chart.

# How often do you watch/attend Planning Board Meetings?

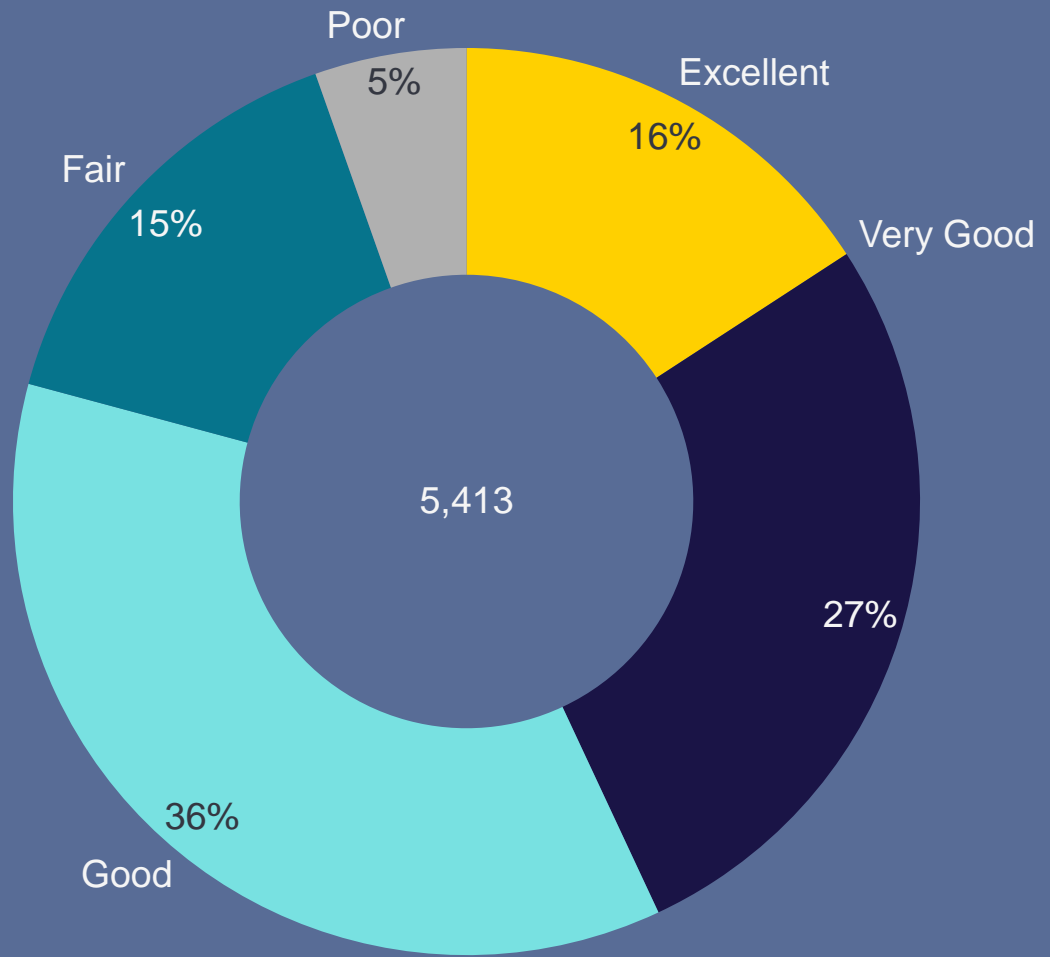


# Receiving Town Information



- Significant differences vs the overall total:**
- Those ages 65+ were more likely to use the Crier to receive information once a month or more than the overall average
  - Female respondents were more likely than male to receive or access information about the town via the Town Managed social media accounts

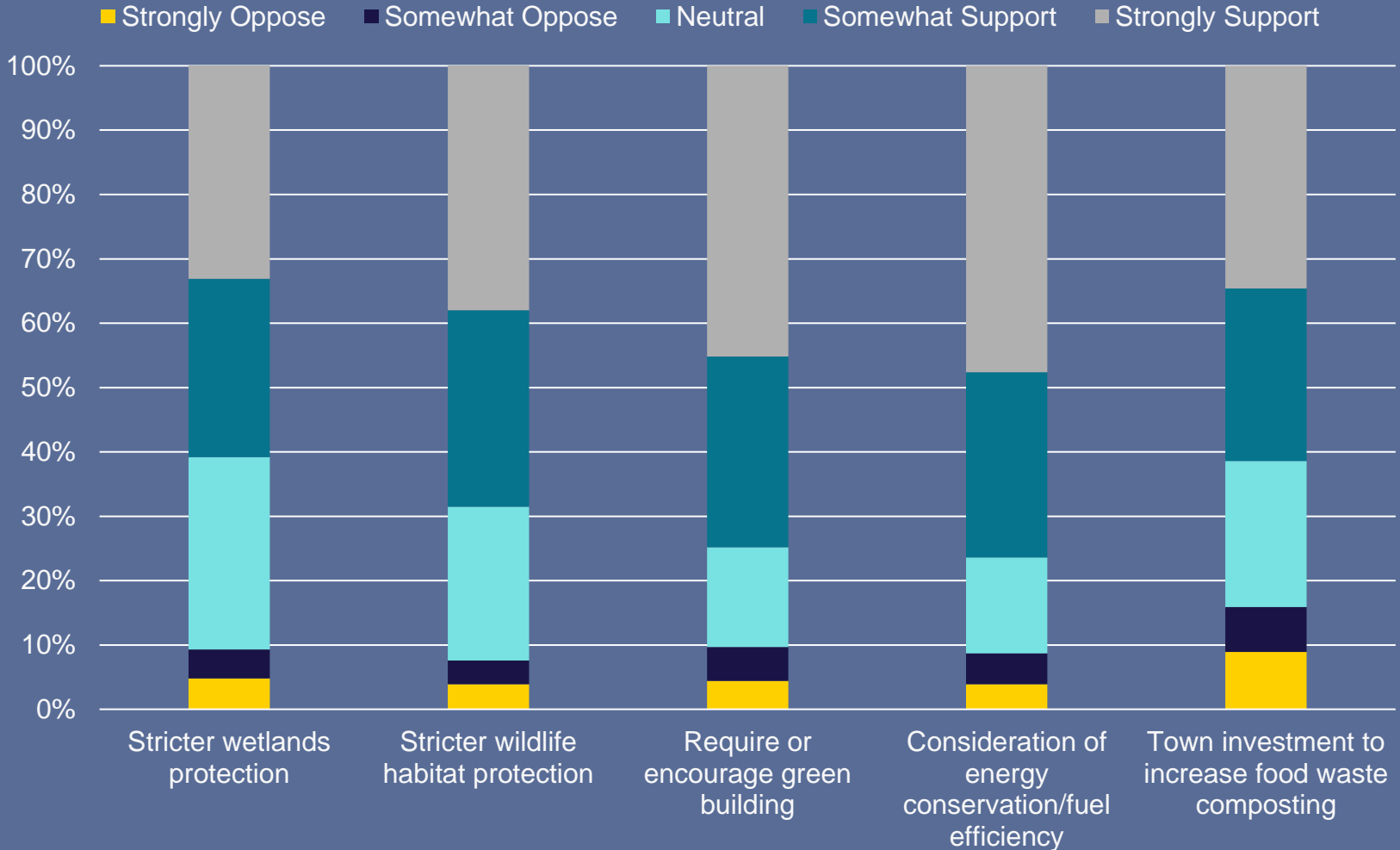
# Rate of Town's efforts to promote recycling and reduce costs through PAYT



**No statistical variance by demographic subgroup**



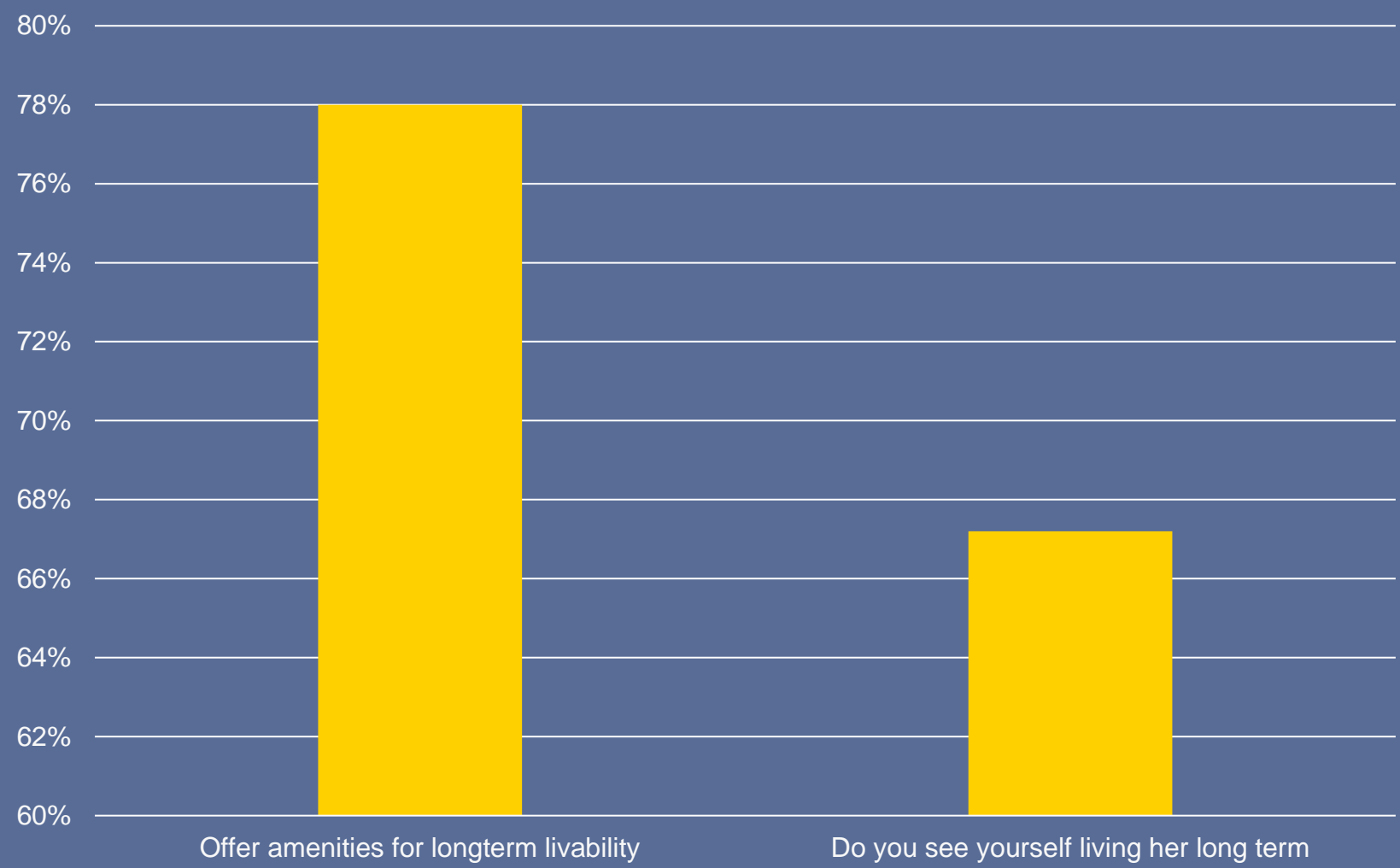
# Support/Oppose the following



**Significant differences vs the overall total:**

- There was significant variance in the Strongly Support response for town investment to increase food waste composting but that did not present itself in a significant offset of opposition

# Answers in the affirmative as to the Town...



**Significant differences vs the overall total:**

- Those living in town less than 5 years were more likely than the overall total to answer yes to seeing themselves living here long term
- Those 55-64 were less likely to respond yes to seeing themselves living here long term but similarly likely to say the town offers amenities for long-term livability