



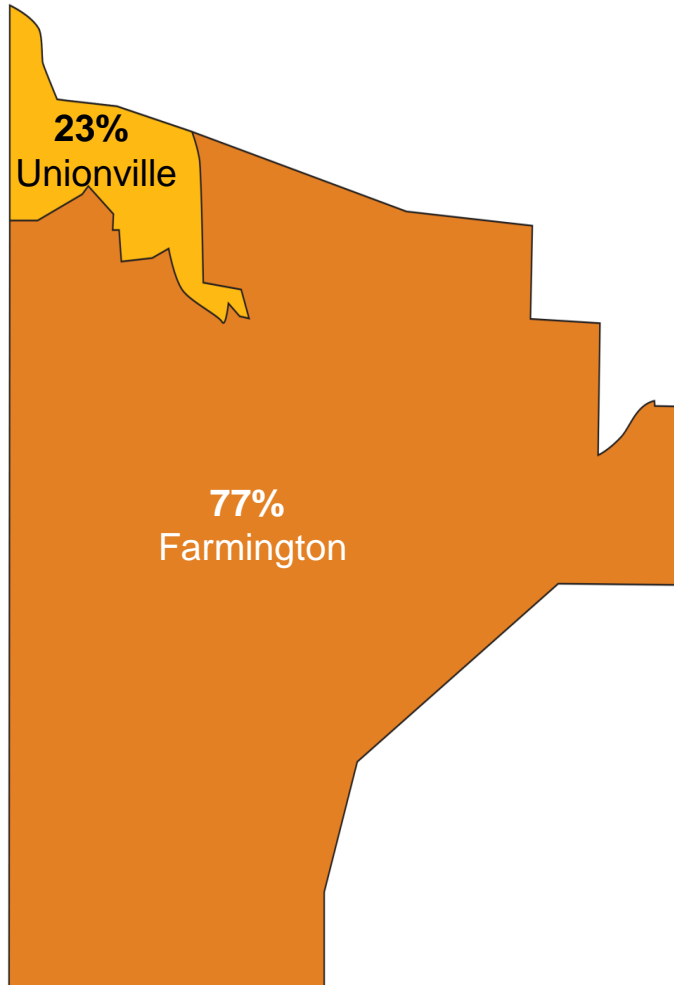
Town of Farmington Strategic Planning Report 2014

October 2014

Table of Contents

3	Background and Methodology
4	Executive Summary
5	Living in Farmington – Overview
8	Traffic Concerns
12	Taxes
15	Education
20	Business and Development
25	Town Government and Services
30	Farmington’s Police and Fire Departments
34	Recreation in Farmington
37	Appendix – Additional Subgroup Data

Background and Methodology



- In order to update their Strategic Plan, the Town of Farmington commissioned The Pert Group to conduct a survey among Farmington residents.
- The survey evaluates town services and attitudes towards planning and development issues. Last conducted in 2005, the results were instrumental in shaping the town's Strategic Plan.
- In order to continue the understanding effort, a total of 400 town residents, ages 18 and older, were interviewed over the phone between June 23 and July 3, 2014. The majority of residents reported living in Farmington (77%), with the remaining (23%) living in Unionville.

Executive Summary – Life in Farmington

- Town residents generally rate the Town of Farmington, and life in it, very positively. The overwhelming majority of residents report overall quality of life in Farmington as either excellent or good. Quality of life has remained largely unchanged since 2005.
- More than two thirds of those surveyed say Farmington is either an excellent or good place to do business, though developing retail and restaurant businesses is not particularly important for any one area in town. In 2014, levels of support for the revitalization of Unionville remain positive and comparable to 2005.
- According to its residents, the most important issues facing the Town of Farmington are traffic congestion, taxes, and issues surrounding the school system. These findings align with results from the 2005 survey, which indicate a need for continuing efforts and communications pertaining to these issues.
- Farmington's Public Schools are considered to be one of the best features of the town, and the town's school system is viewed by most as providing safe environments for their students. Academic standards and funding are the most important issues facing the schools as reported by residents.
- The Police and Fire Departments each receive significantly higher ratings in 2014 compared to 2005 ratings. However, awareness for other town services – particularly Social Services – remains low, indicating a need for enhanced communications.

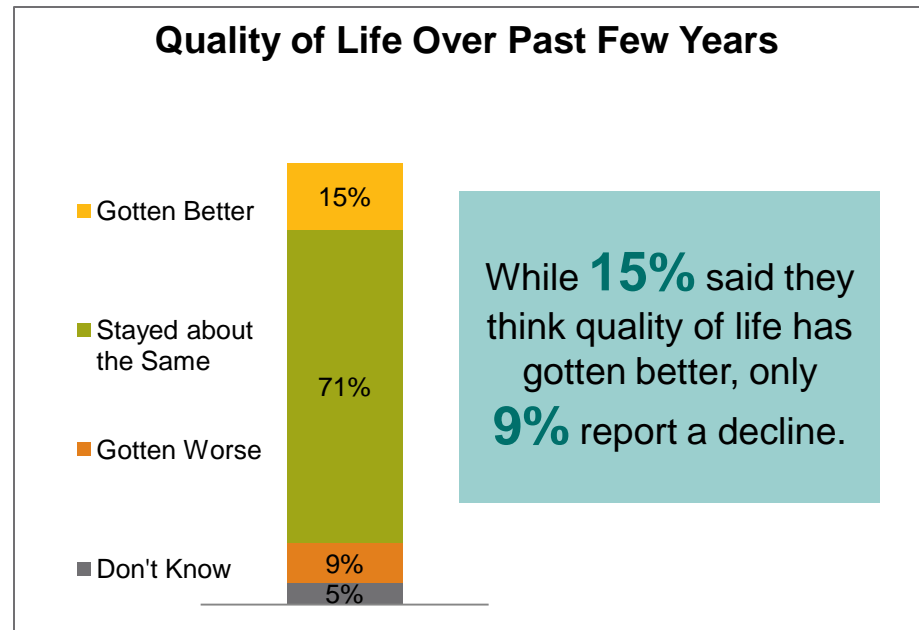
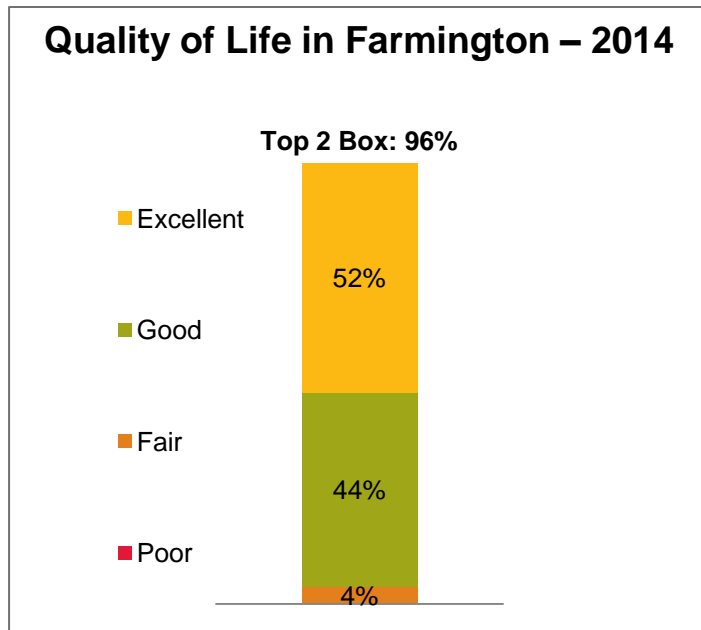
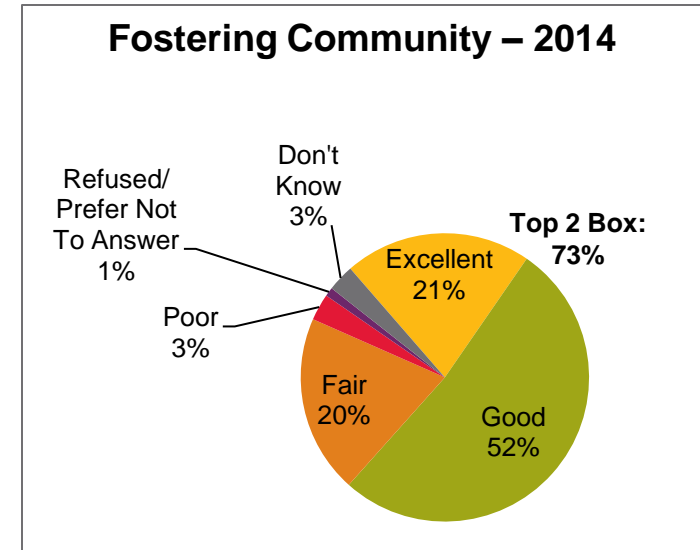


Living in Farmington – Overview



Community and Quality of Life

- Nearly all (96%) residents rate the quality of life in Farmington as excellent or good.
- When asked how the town is doing in fostering a sense of community, citizens rate Farmington's efforts very positively (73% excellent/good).
- Just over 7 in 10 say they think quality of life in Farmington has stayed about the same over the past few years.



Base: Total Respondents 2014 (n=400)

Q3 Overall, how would you rate the quality of life in Farmington? Would you rate it as Excellent, Good, Fair or Poor?

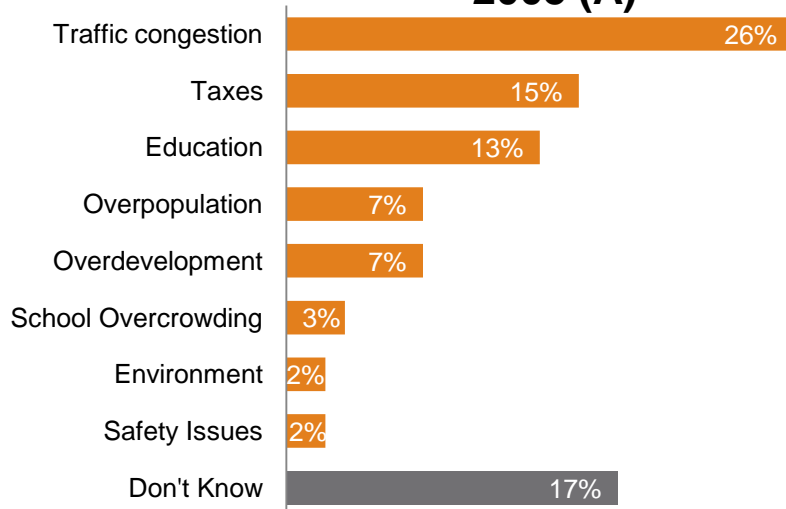
Q4 Would you say the overall quality of life in Farmington in the past few years has gotten better, gotten worse, or stayed about the same?

Q20 How would you rate the Town of Farmington in fostering a sense of community?

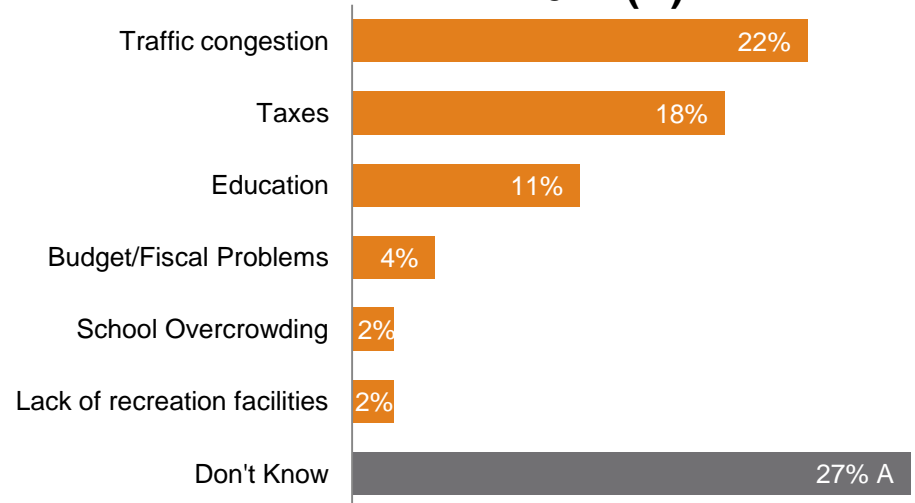
Biggest Issues Facing the Town

- Just over one quarter (27%) report not knowing the town's biggest issue in 2014. Of those who could name an issue in 2014, traffic congestion (22%) was the number one issue, followed by taxes (18%), and education (11%). These results echo the findings in 2005.
- At 26%, residents between the ages of 61-79 are significantly more likely than any other age group to rate taxes as the number one issue. Education is a significantly larger concern among those ages 18-40 (25%), when compared their older cohorts (age 41-60, 12%; age 61-79, 6%; age 80+, 5%).

2005 (A)



2014 (B)



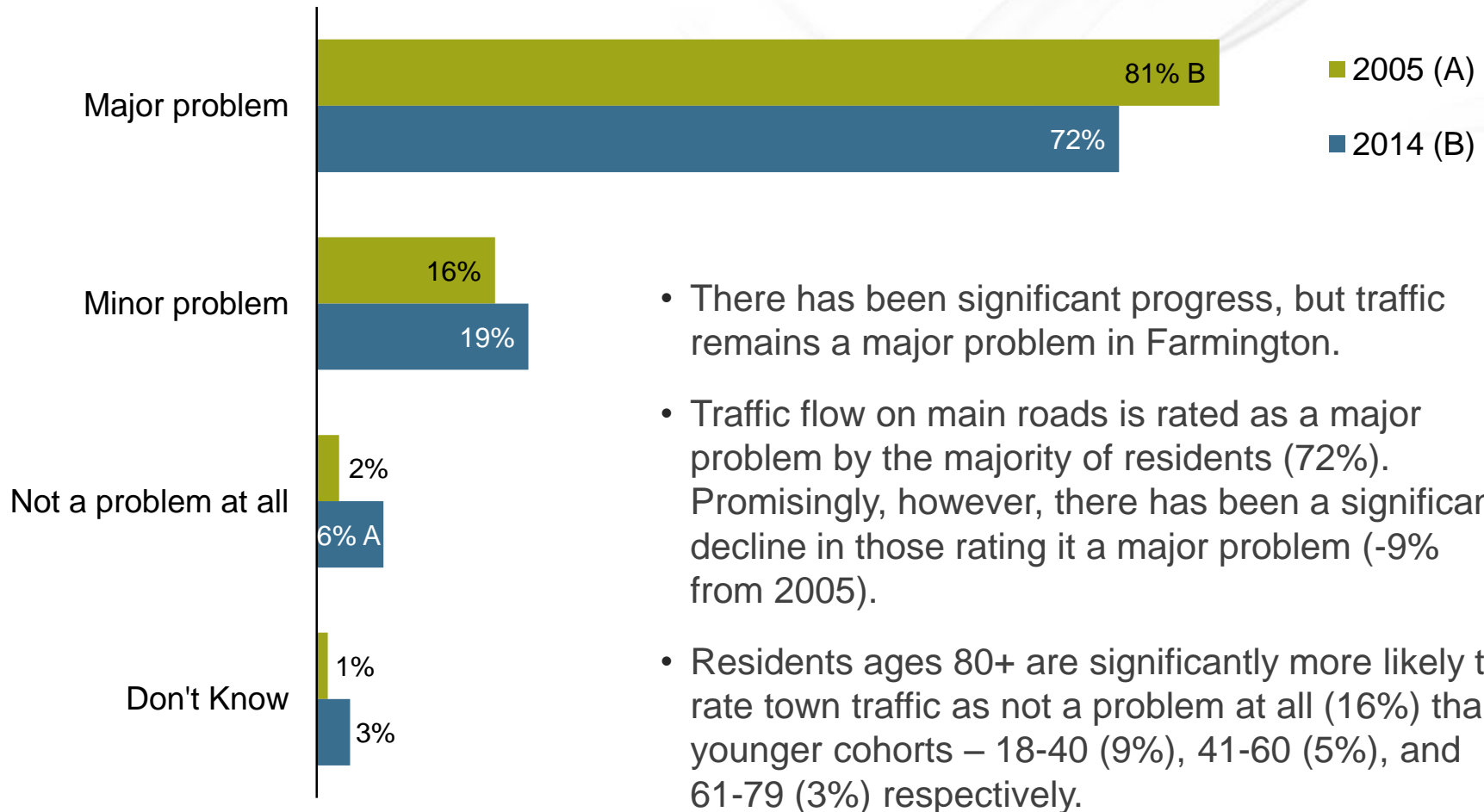
Responses mentioned 1% (or less) by residents in 2014:
 Housing Affordability, Economy, Road Maintenance/ Repairs, Transportation for the Elderly,
 Overpopulation, Environment (Water/ Air Pollution), Water System, Land Conservation, Keeping/
 Maintaining the Town's Character, Underage Drinking, and Zoning



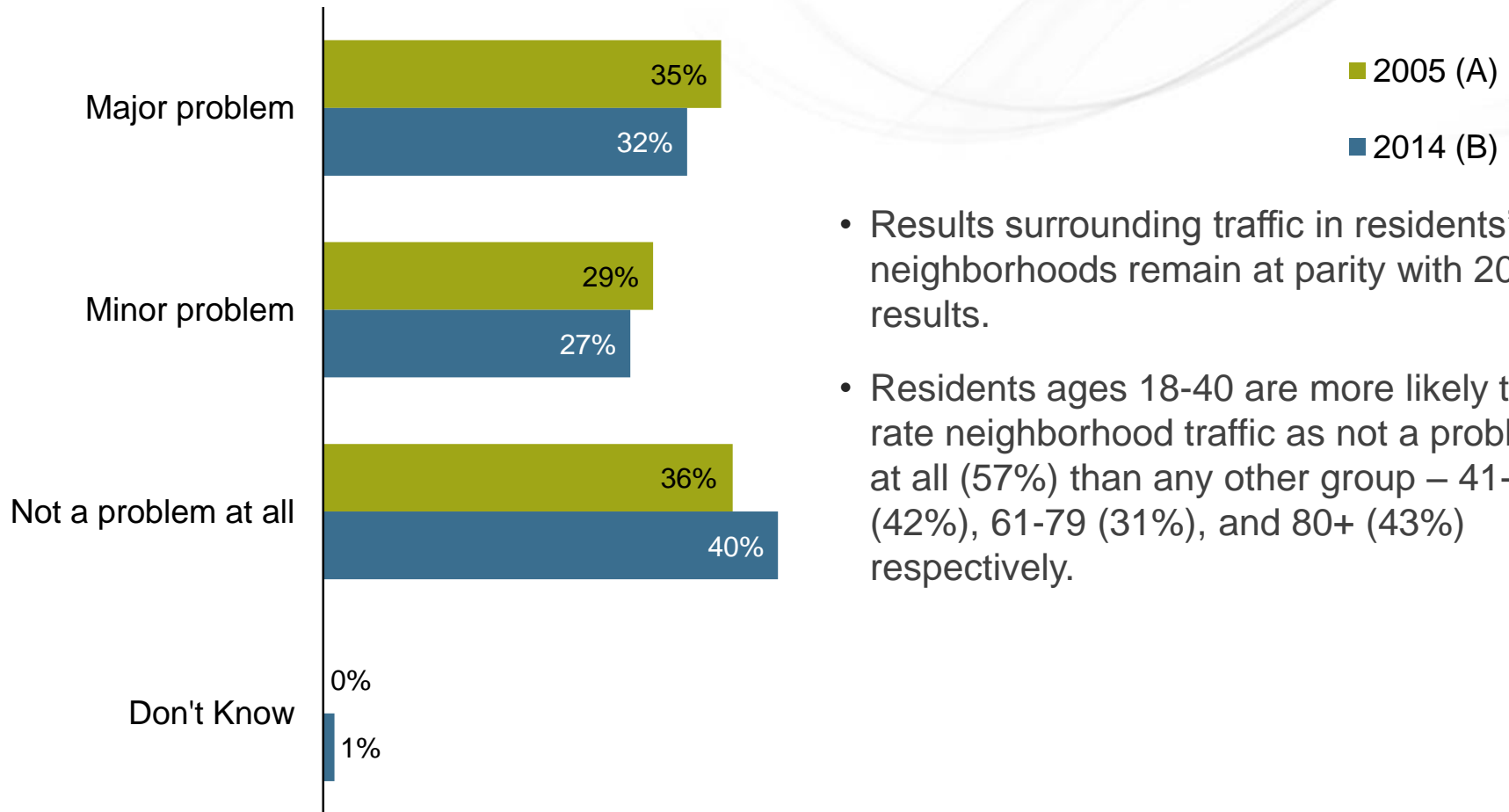
Traffic Concerns



Traffic Flow on Main Roads



Traffic Flow in Neighborhoods

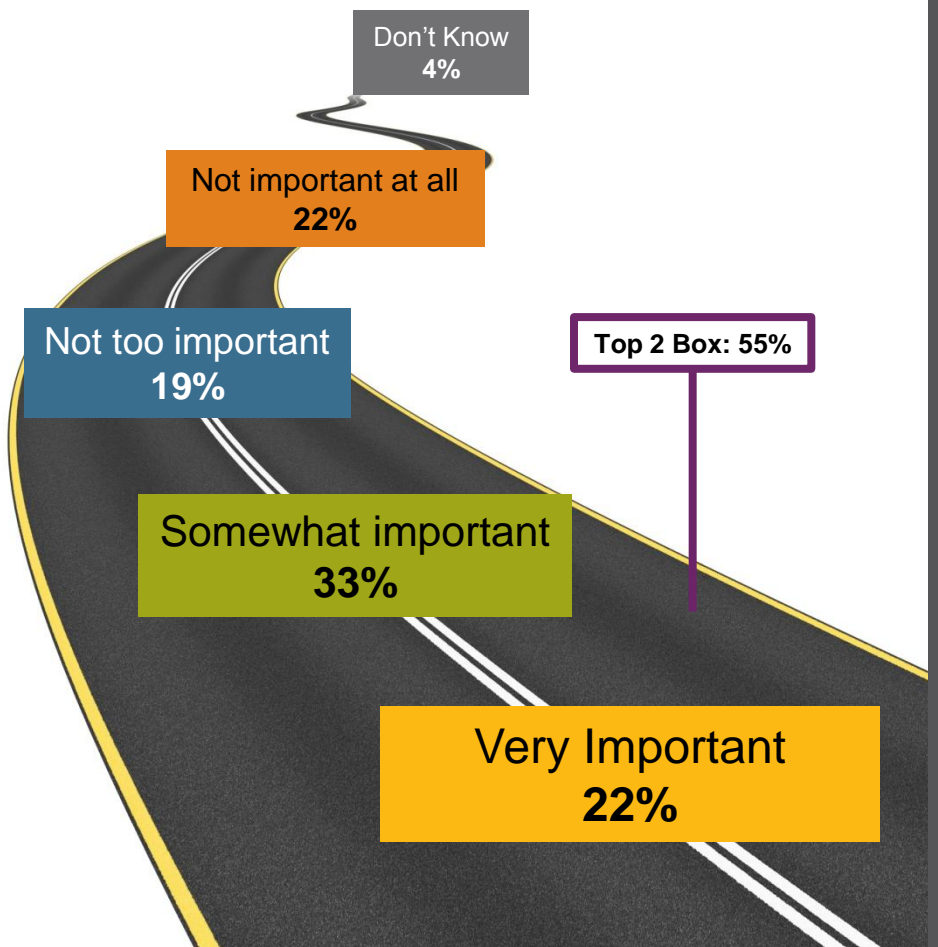


- Results surrounding traffic in residents' neighborhoods remain at parity with 2005 results.
- Residents ages 18-40 are more likely to rate neighborhood traffic as not a problem at all (57%) than any other group – 41-60 (42%), 61-79 (31%), and 80+ (43%) respectively.

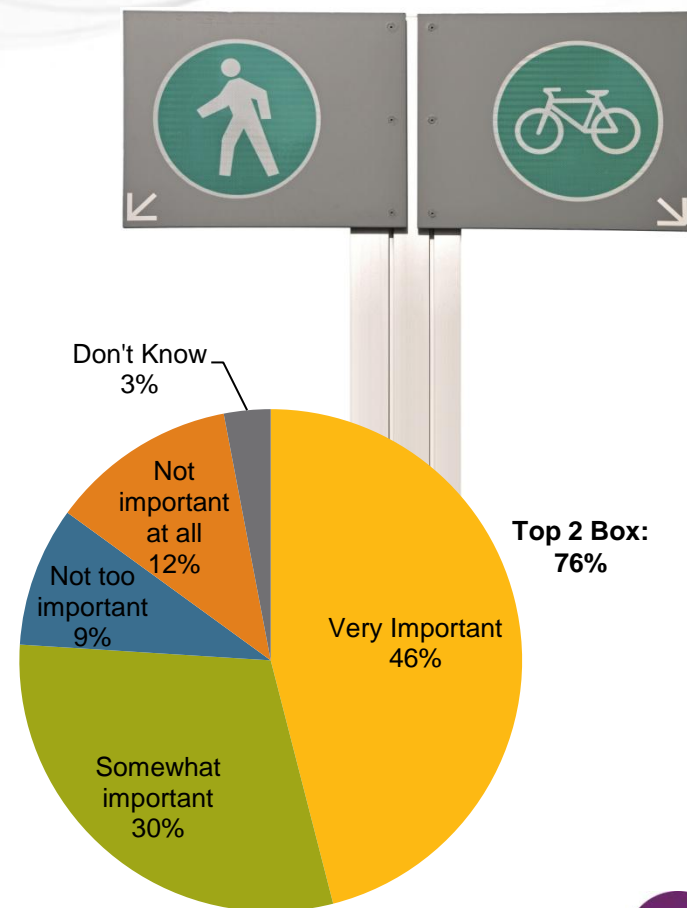
New Transportation Options – 2014

- Just over half (55%) believe it is at least somewhat important to increase public transportation options. Over three quarters of residents (76%) think new sidewalks and bike lanes are very or somewhat important.

Importance of increasing public transportation



Importance of increasing walk-ability & bike-ability



Base: Total Respondents (n=400)

NQ25b How important is it to you to increase public transportation options on Farmington's town roads?

NQ29 How about these topics, in terms of importance to you? Make the town more walkable and bike-able by adding sidewalks and bike lanes

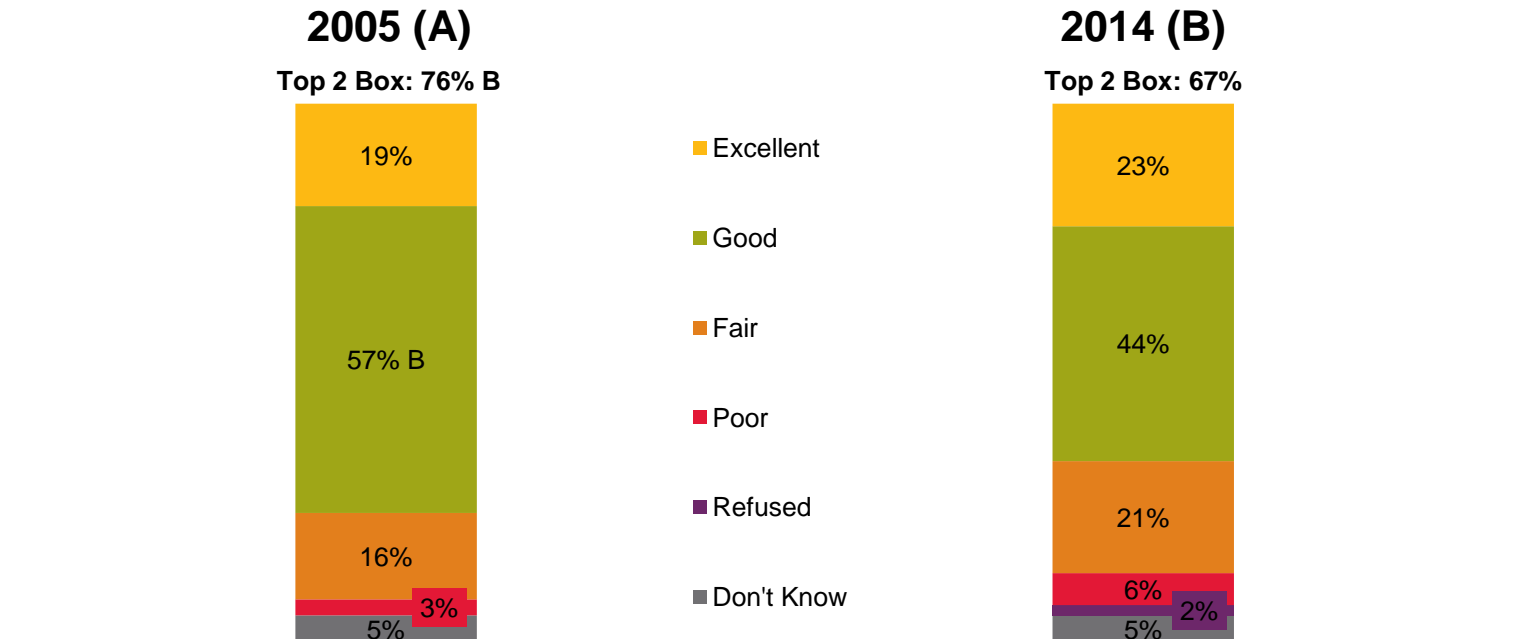


Taxes



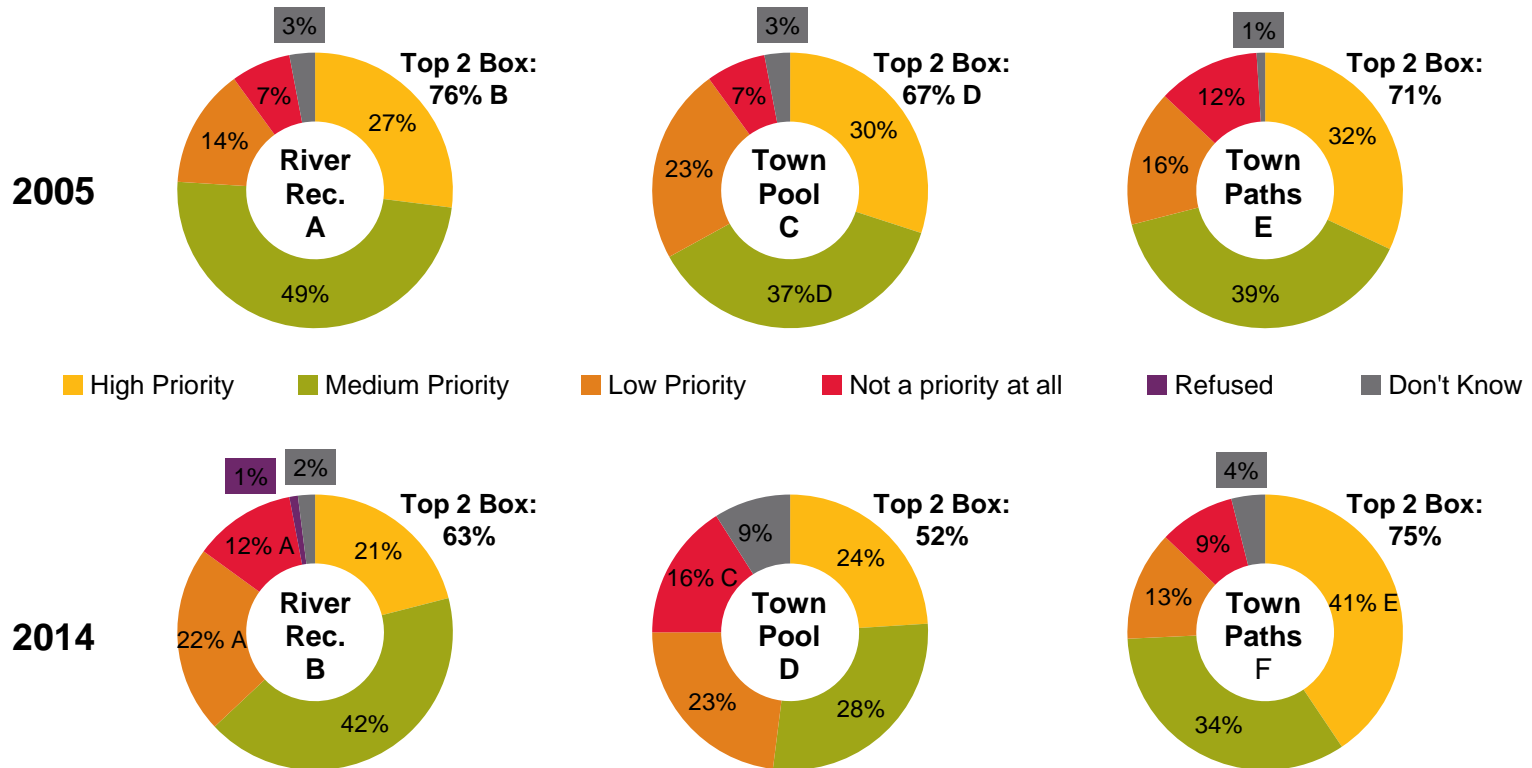
Tax Value Perceptions

- Perceptions of the value of town services for property taxes paid declined significantly from 2005 (76% excellent/good) to 2014 (67% excellent/good).



Prioritizing Tax Dollars

- While the Town Pool and Recreation activities along the river are lesser tax priorities in 2014 than in 2005, significantly more residents rate devoting tax dollars to support biking, jogging, and walking paths (similar to Rails-to-Trails) as a “high priority” in 2014 compared to 2005 (41% vs. 32%).



Base: Total Respondents – 2005 (n=408), 2014 (n=400) ABCDEF = Significantly higher than other wave at the 95% Confidence Level
 For this next section, we'd like to know in your view, how high of a priority should it be for the town of Farmington to invest tax dollars in developing the following:
 Q22 Recreation activities along the river?
 Q22b Town pool?
 Q23 Biking, jogging and walking paths like Rails-to-Trails?



Education



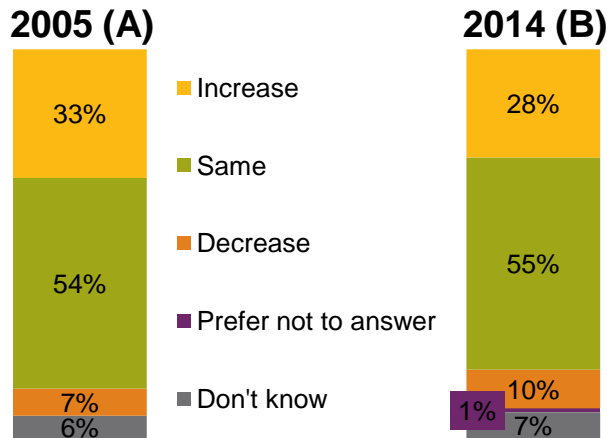
Grading Farmington's Public Schools



- When residents give Farmington Public Schools a letter grade, over half (53%) give them an **A**. Over one quarter (28%) would give them a **B**. These perceptions are at parity to those expressed in the 2005 survey.
- Residents with a household income of over \$125,000 are most likely to give Farmington Public Schools an **A** (62%).
- The majority of residents age 18-40 give an **A** rating to Farmington Public Schools (57%).

Education Spending and School Safety

Education Spending



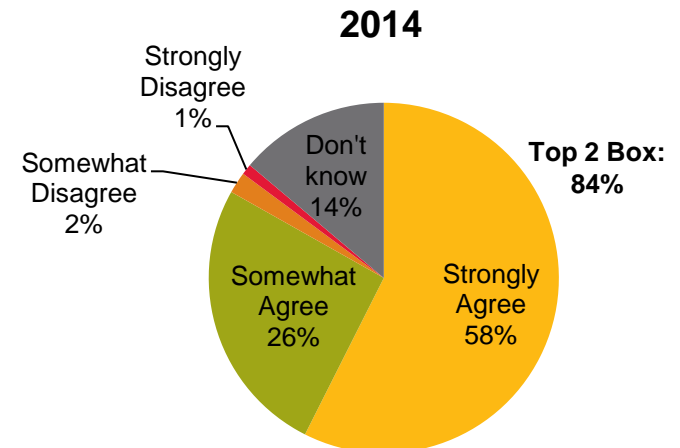
- The majority (55%) reported they believed the town's spending on education should remain the same.

Increase – 2014			
Age 18-40 D	Age 41-60 E	Age 61-79 F	Age 80+ G
41% FG	35% G	24%	13%
n=56	n=129	n=126	n=56

- Older residents are significantly less likely to say town spending should increase on education.

- The large majority of residents (84%) agree that Farmington Public Schools provides students with safe environments.
- Males are significantly more likely to strongly agree that Farmington Public Schools provide safe environments for their students (66%), compared to females (50%).

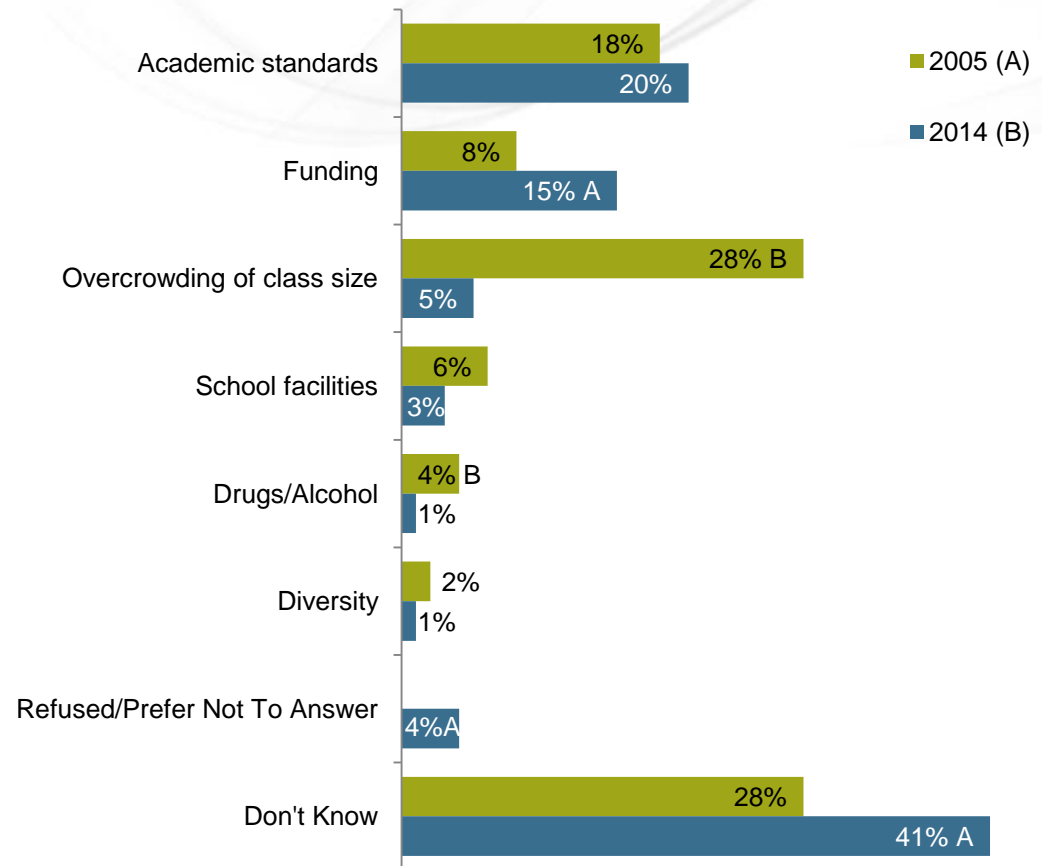
Provides Safe Environments



Base: Total Respondents – 2005 (n=408), 2014 (n=400) AB = Significantly higher than other wave at the 95% Confidence Level
 Q10 In general, do you think town spending on education should increase, decrease, or remain about the same?
 NQ10b How much do you agree or disagree that Farmington Public Schools provide safe environments for their students?

Public School Challenges

- In 2014, just over 4 in 10 could not name an important challenge facing Farmington Public Schools. This is a significant increase over 2005.
- Of those who could name an issue, academic standards were the most commonly cited issue mentioned in 2014. In 2005, Overcrowding of class size rose to the top, but is a lesser concern in 2014.
- Funding is seen as a significantly more important issue in 2014 compared to 2005.
- In 2014, there is minimal concern about school facilities, drugs/alcohol, and diversity.



Additional responses mentioned 1% (or less) by residents in 2014: Better/Quality Education, Special Education Programs, Hiring more Teachers, Violence/ Bullying, Curriculum, Updates needed.

Perceptions by Students' Parents

	Children at FPS	
	Yes A	No B
FPS Provides Safe Environments		
Strongly Agree	75% B	53%
Somewhat Agree	21%	27%
Somewhat Disagree	3%	1%
Strongly Disagree	1%	1%
Don't Know	-	17% A
School spending should...		
Increase	38% B	25%
Decrease	8%	9%
Remain About the Same	51%	57%
Don't Know/ Ref.	3%	9%
Grade for FPS		
A	64% B	50%
B	28%	28%
C	3%	4%
D	1%	2%
F	2%	0%
Don't Know/ Ref.	1%	16% A

- Parents of students at Farmington Public Schools are significantly more likely to grade schools as an A, say that school spending should increase, and strongly agree that the schools provide safe environments for their students.
- As non-parents are significantly less likely to know about school issues, sharing positive perceptions of parents could result in increased awareness and pride throughout the town.



Base: Total Respondents – Have Children at FPS (n=87), Do Not Have Children at FPS (n=308) AB = Significantly higher than other wave at the 95% Confidence Level
 Q8 If you had to grade the public schools in Farmington what grade would you give them? A, B, C, D, or F?
 Q10 In general, do you think town spending on education should increase, decrease, or remain about the same?
 NQ10b How much do you agree or disagree that Farmington Public Schools provide safe environments for their students?

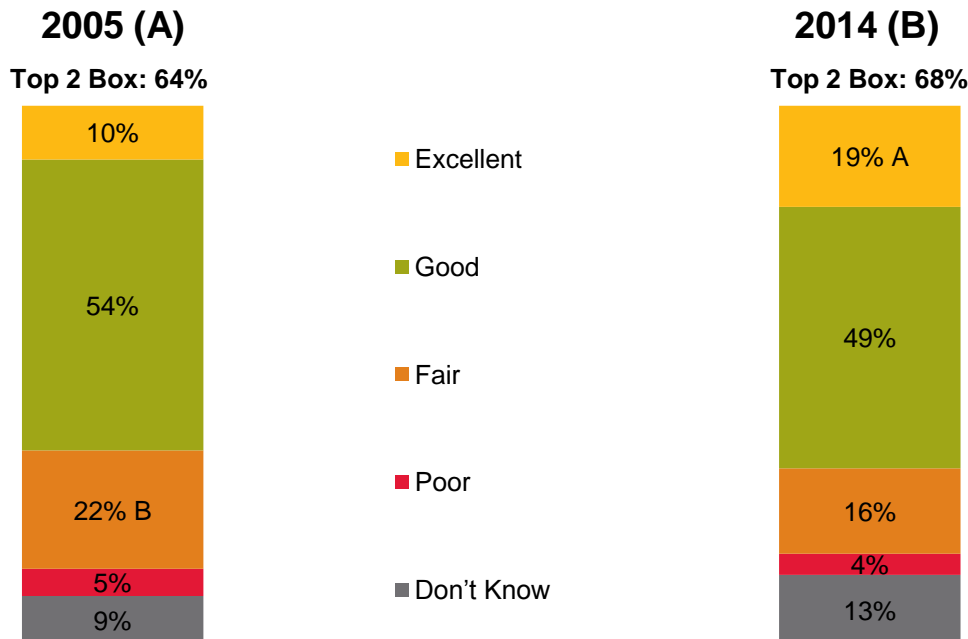


Business and Development



Farmington as a Place to do Business

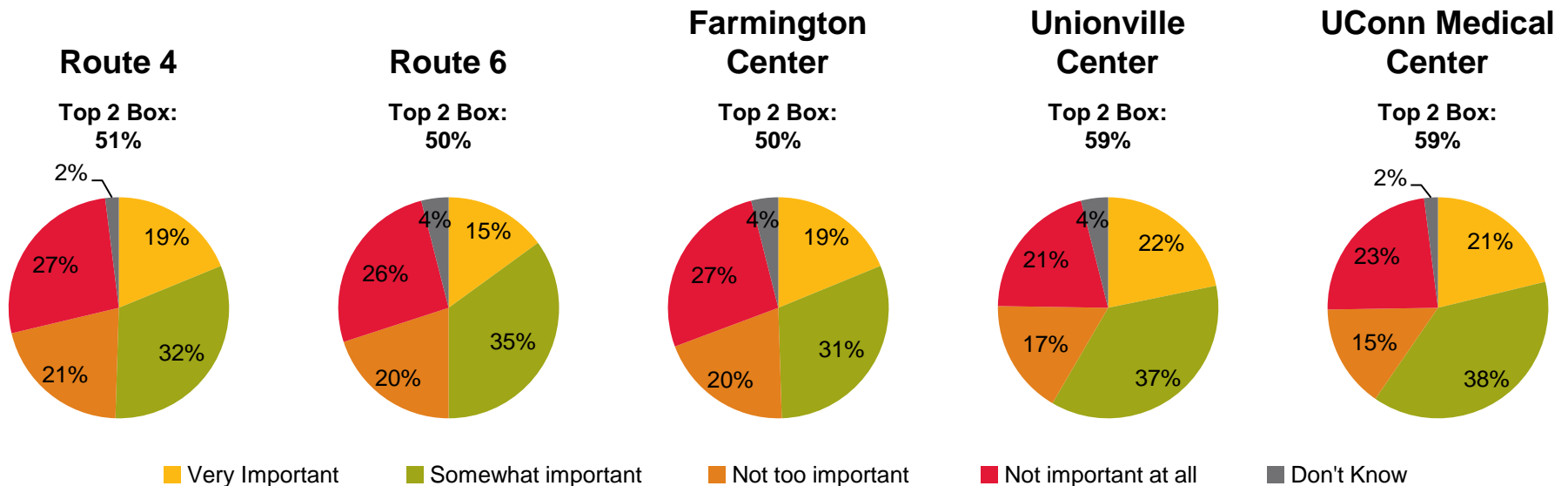
- In 2014 there is a significant increase (+9%) in those rating the town as an excellent place to do business. Overall, there has been a +4% increase in those rating Farmington positively as a place to do business.
- Those residents with an annual household income above \$40,000 but less than \$75,000 report Farmington as an excellent place to do business more than any other income group.



Rating by HH Income – 2014				
	Under \$40,000 H	\$40K-74,999 I	\$75K-124,999 J	\$125K+ K
Excellent	14%	30% H	16%	21%
Good	58%	46%	54%	48%
Fair	16%	8%	16%	17%
Poor	4%	7%	1%	2%
Don't Know	8%	10%	12%	11%
(Excluding Refused)	n=74	n=61	n=68	n=82

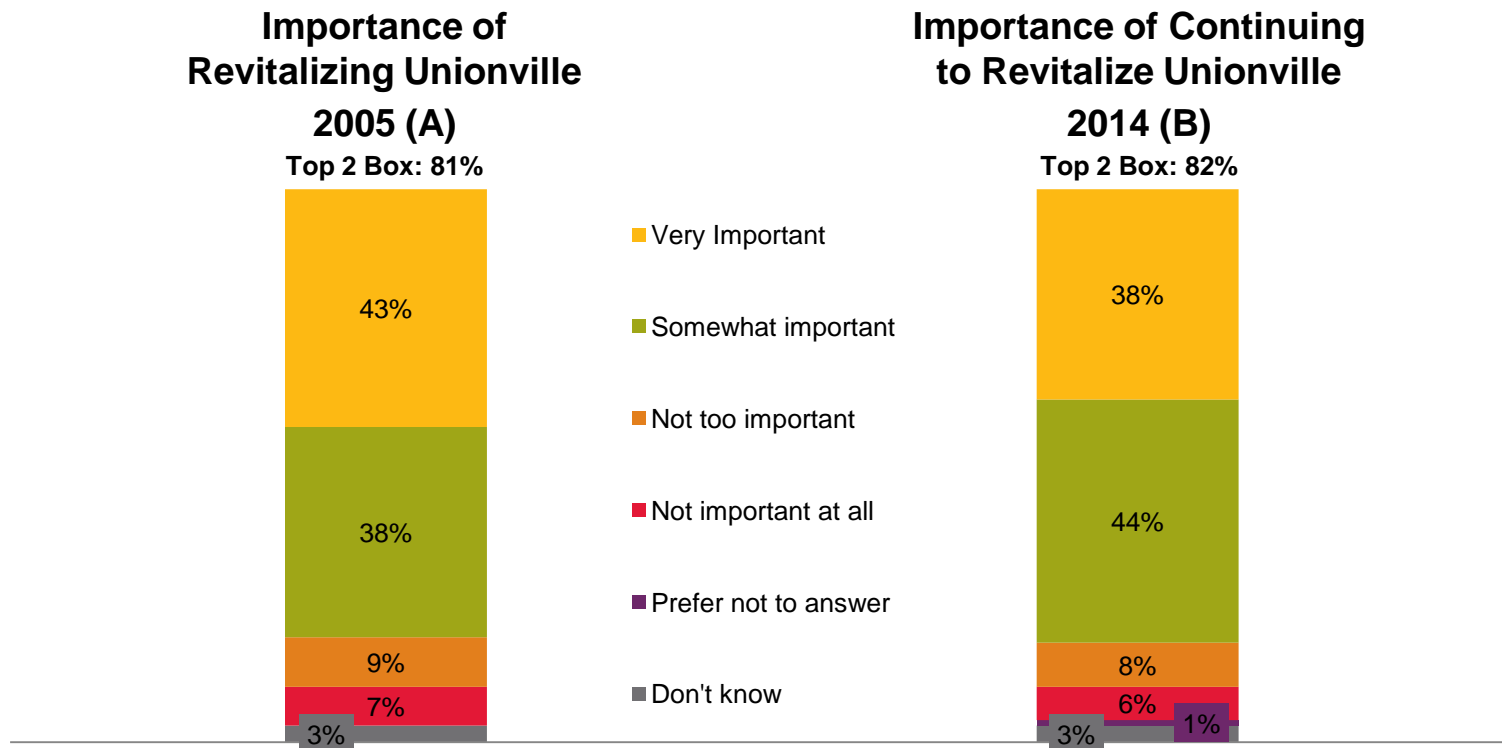
Retail and Restaurant Development

- Overall, no one area in Farmington sticks out as needing further development.
- Developing Unionville Center and the vicinity of the University of Connecticut Medical Center are rated directionally higher in terms of development importance, with over half (59%) believing developing retail and restaurant businesses in these areas are at least somewhat important.



Unionville Revitalization

- As was the case in 2005, about 8 in 10 residents think the revitalization of Unionville is important.
- Residents of households with over \$125,000 in yearly income are significantly more likely to rate continued revitalization of Unionville as very important (55%) than compared to households with lower incomes – those under \$40K (27%), between \$40K and \$75K (31%), and those between \$75K and \$125K (38%).



Base: Total Respondents – 2005 (n=408), 2014 (n=400) AB = Significantly higher than other wave at the 95% Confidence Level

Q27 As you may know, there has recently been a lot of revitalization done in Unionville. How important do you think it is to continue to revitalize Unionville? (2014)

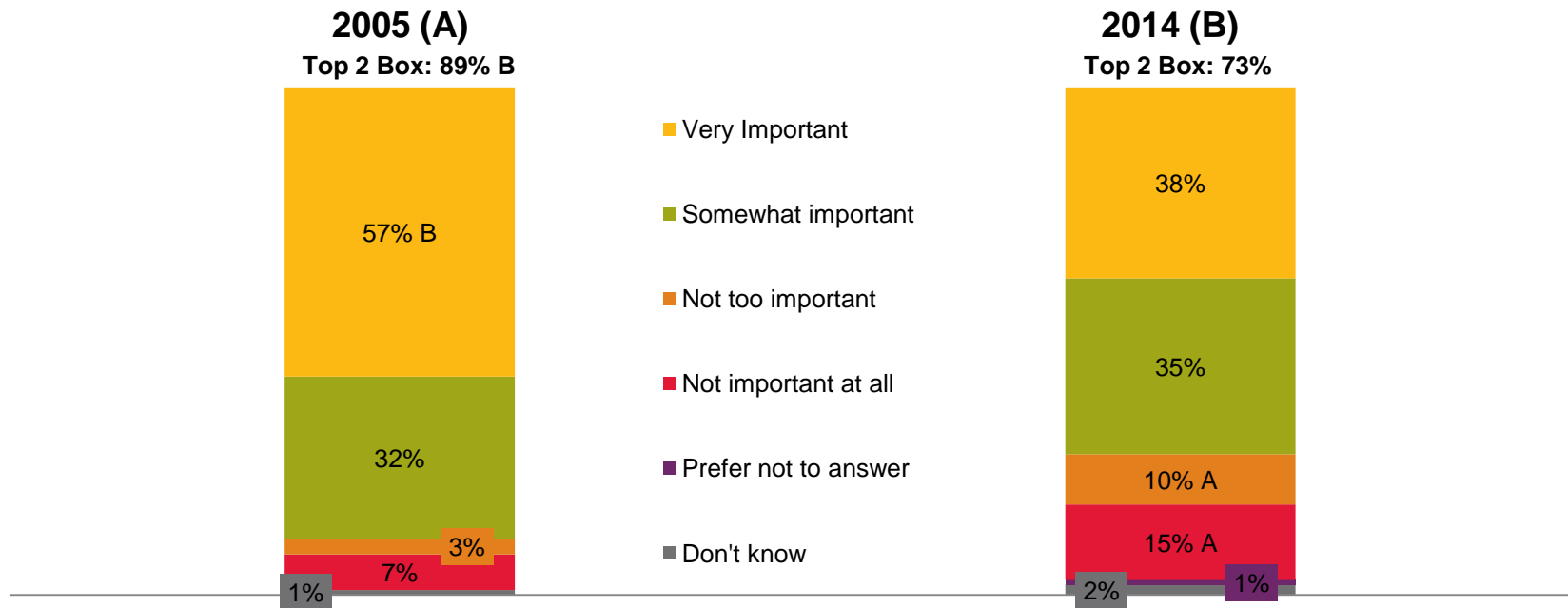
Q45 As you may know, there is currently a great deal of discussion in town regarding the revitalization of Unionville. How important is the revitalization of Unionville? (2005)



Land Preservation

- Overall, purchasing open space in efforts to increase land preservation is seen as a significantly lower priority in 2014 when compared to 2005.

Purchasing Land for Preservation



Base: Total Respondents – 2005 (n=408), 2014 (n=400) AB = Significantly higher than other wave at the 95% Confidence Level
 How about these topics, in terms of importance to you?
 Q30 Preserve open space by purchasing undeveloped land.

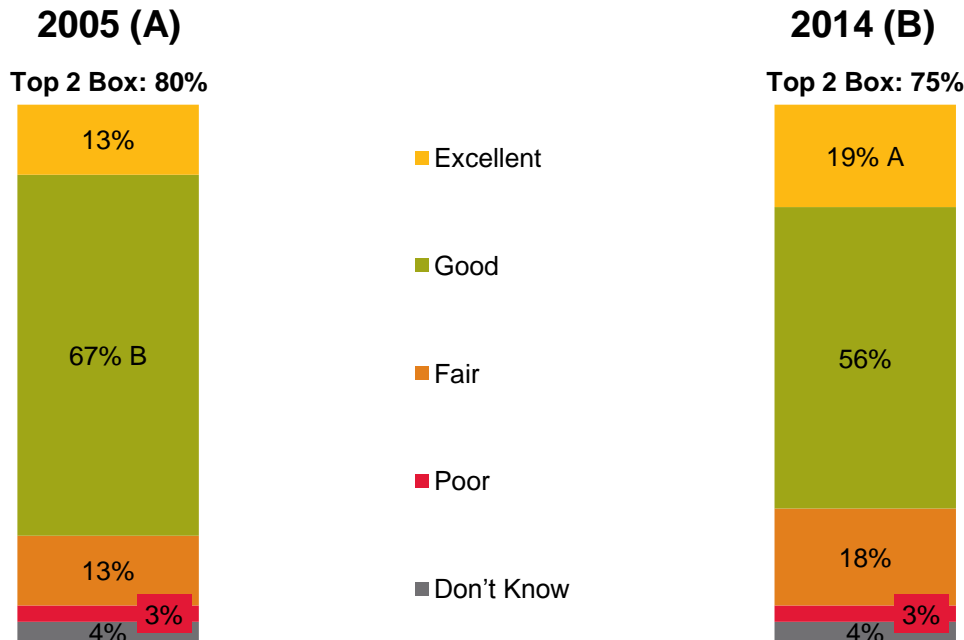


Town Government and Services



Town Government Rating

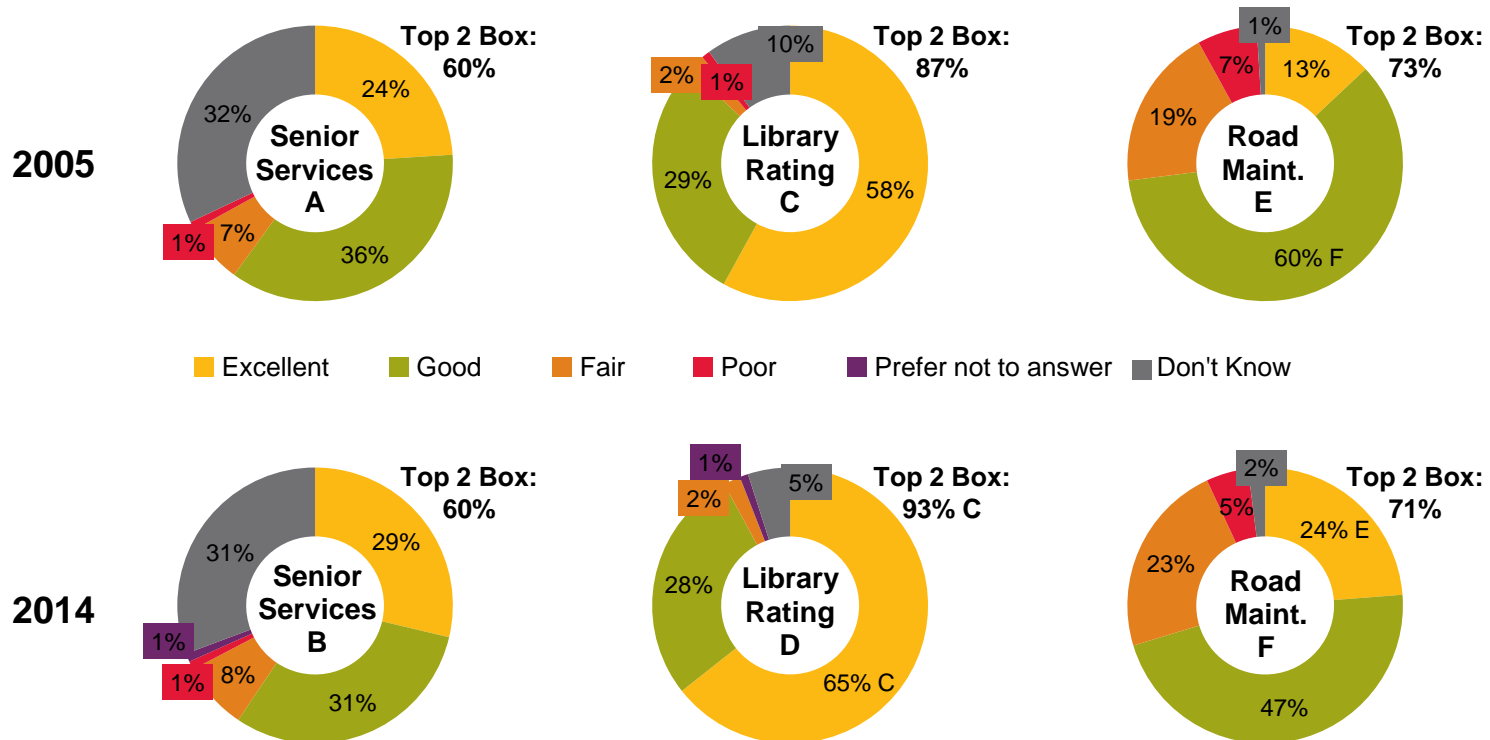
- Since the 2005 Strategic Plan was implemented, there has been a significant increase in residents rating Farmington’s government as excellent, from 2005 (13%) to 2014 (19%).
- Older residents are most likely to rate Farmington’s town government as excellent, compared to their younger counterparts. Younger residents are most likely rate the town government as good.



Excellent or Good – 2014				
	Age 18-40	Age 41-60	Age 61-79	Age 80+
	D	E	F	G
Excellent	7%	19% D	24% D	29% D
Good	70% EG	50%	56%	50%
	n=56	n=129	n=126	n=56

Town Services

- Compared to 2005, The Public Library and Road Maintenance are more likely to receive excellent ratings in 2014.
- Ratings for Senior Services remain at parity to 2005.

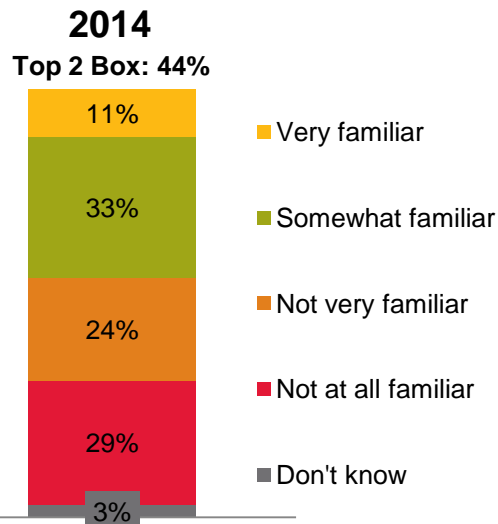


Base: Total Respondents – 2005 (n=408), 2014 (n=400) ABCDEF = Significantly higher than other wave at the 95% Confidence Level
 For the following set of questions, please tell me how you would rate the provided town services in Farmington as Excellent, Good, Fair, or Poor.
 Q13 Senior services provided by the town?
 Q15 How would you rate the Library?
 Now we would like to know your opinions regarding the town roads in Farmington.
 Q26 How would you rate Farmington's road maintenance? Would you say it is excellent, good, fair, or poor?

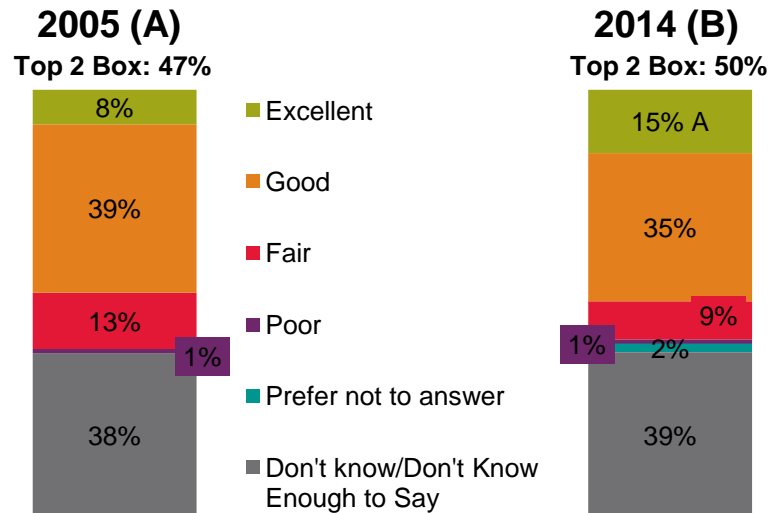
Social Services in Farmington

- Overall, there is a lack of awareness related to the town's Social Services offerings. Over half (53%) reported being not very or not at all familiar with Farmington's Social Services.
- Despite the low awareness levels, ratings for Social Services improved from 2005 to 2014, with significantly more residents rating Social Services as excellent in 2014.
- Still, nearly 4 in 10 residents (39%) indicate they do not know about the town's Social Services offerings. This echoes findings from 2005, indicating the need for additional communications surrounding Social Services offerings.

Familiarity with Social Services in Town



Rating Farmington's Social Services



Base: Total Respondents – 2005 (n=408), 2014 (n=400) AB = Significantly higher than other wave at the 95% Confidence Level

Q14 For the following set of questions, please tell me how you would rate the provided town services in Farmington as Excellent, Good, Fair, or Poor.
Social Services such as teen and family counseling, food support, etc.?

NQ21B How familiar are you with Farmington's Social Service Programs, such as Holiday Giving Drives, Town-wide Thanksgiving Dinner, Community Service Days, and town assistance for those in need?

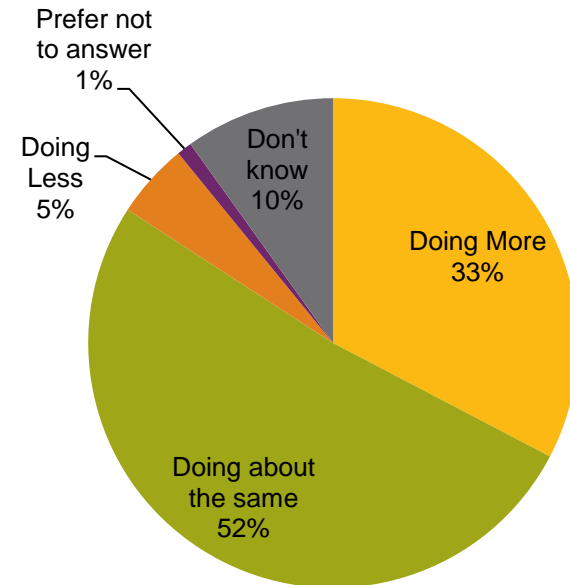
Developing Healthy Citizens

- In terms of developing healthy citizens, over half (52%) indicate no need for Farmington to change its approach.
- However, one-third indicate a desire for Farmington to do more.



Farmington should be ... in helping to develop healthy citizens

2014



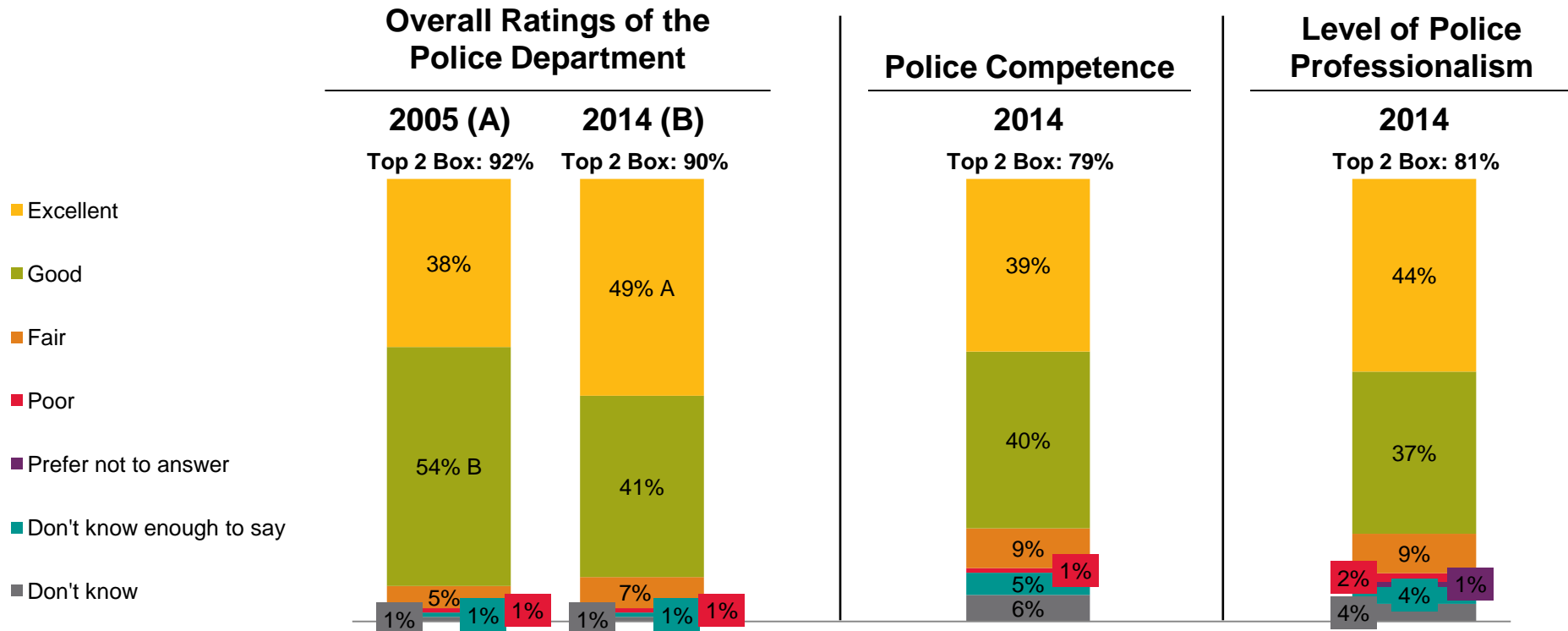


Farmington's Police and Fire Departments



Evaluating the Police Department

- Nine in ten rate Farmington’s Police Department as excellent or good, with excellent ratings improving significantly since 2005.
- About 8 in 10 residents rate Farmington’s Police competence and professionalism as excellent or good (79% and 81%, respectively).



Base: Total Respondents – 2005 (n=408), 2014 (n=400) AB = Significantly higher than other wave at the 95% Confidence Level
 For the following set of questions, please tell me how you would rate the provided town services in Farmington as Excellent, Good, Fair, or Poor.
 Q12 The Police Department?
 NQ12b The overall competence of all Farmington Police Department employees (Probe if needed: this includes officers and other personnel)?
 NQ12c The level of professionalism of the Farmington Police officers?

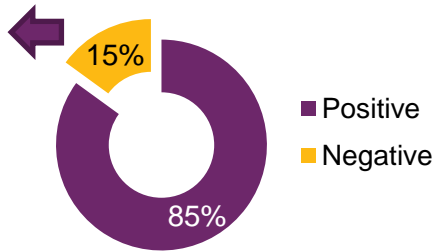


Ways to Improve and Town Support

- Only 15% of residents gave a negative rating to the town's Police Department (across any of the three measures). Of those, less than half (49%) could give a suggestion for improvement, with the top suggestions being improving traffic control and treating minors with respect.
- Two thirds of respondents put a high priority on increasing tax dollars in order to improve the level of safety and security that the Police Department provides.

Perception of FPD (Total)

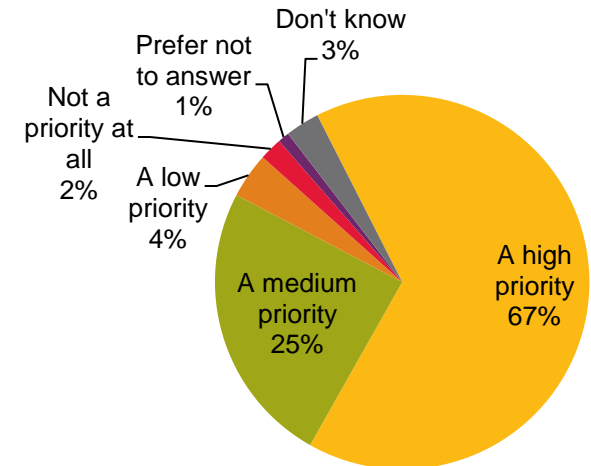
Those rating the Police Department negatively across any of the three components (overall rating, professionalism, competency) ‡



2014 Suggestions/ Areas of Improvement* among those who gave a suggestion (n=30)	%
Improving Traffic Control	17%
Treat Minors with Respect	17%
More Knowledgeable	13%
Staffing Concerns	13%
Increase Officers' Presence	10%
Concerns about Productivity	10%
Listen to Residents/ Take Every Call Seriously	10%
Sensitivity Training	7%
Be Nicer	7%
Increase Officer's Training (general)	3%
Telling the Truth	3%
Concerns about Racism	3%

49% [n=29] of those with a negative perception of the Police Department could not give a suggestion for improvement.

Priority of Police Safety and Security 2014



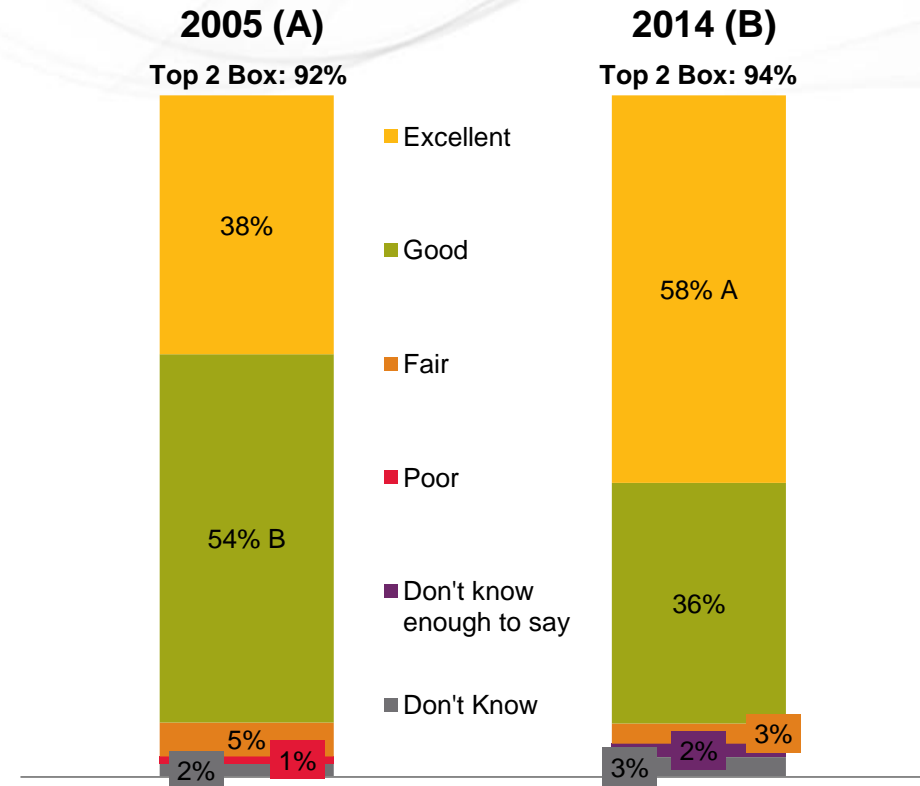
Top 2 Box: 92%

Base: Total Respondents (n=400), ‡Negative Perception (n=59); Suggested Improvement (n=30) *Please note respondents could give more than one response
NQ12d Do you have any recommendations or suggestions to help improve the Farmington Police Department?

NQ23B For this next section, we'd like to know in your view, how high of a priority should it be for the town of Farmington to invest tax dollars in developing the following:
The safety and security Farmington Police Department provides the town?

Farmington Fire Department

- Farmington's Fire Department receives widespread support from residents.
- Over half (58%) ranked Farmington Fire Department as excellent, a significantly higher proportion than in 2005.
- Almost all residents (94%) view the Fire Department as excellent or good.
- Those aged 18-40 rated the Fire Department as excellent a significantly higher amount of times (70%) than those in their older cohort age 41-60 (52%).



Base: Total Respondents – 2005 (n=408), 2014 (n=400) AB = Significantly higher than other wave at the 95% Confidence Level
 For the following set of questions, please tell me how you would rate the provided town services in Farmington as Excellent, Good, Fair, or Poor.
 Q11 The Fire Department?



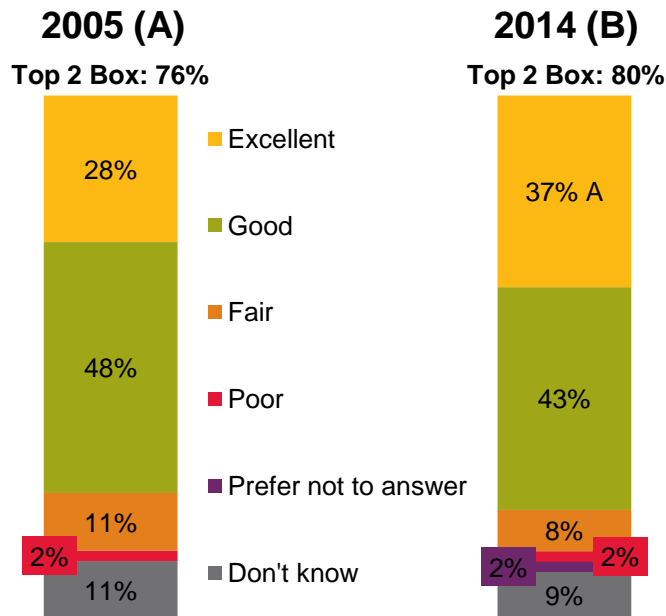
Recreation in Farmington



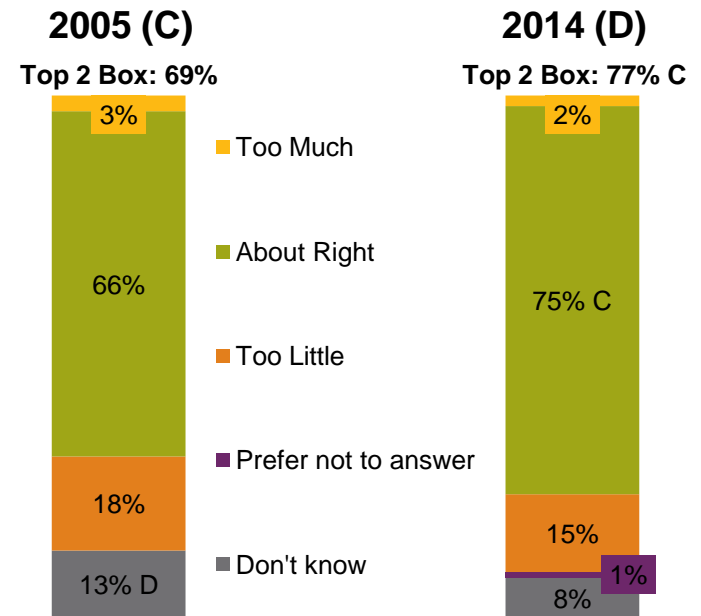
Ratings of Recreation in Farmington

- Eight in ten rate Farmington’s recreation programs as excellent or good, with a significant increase seen in 2014 among those rating the programs as excellent. Three-quarters of residents report the variety of park and recreation activities as “about right”, a significant increase from two-thirds in 2005.

Ratings of Farmington’s Recreation Programs



Variety of Park and Recreation Activities

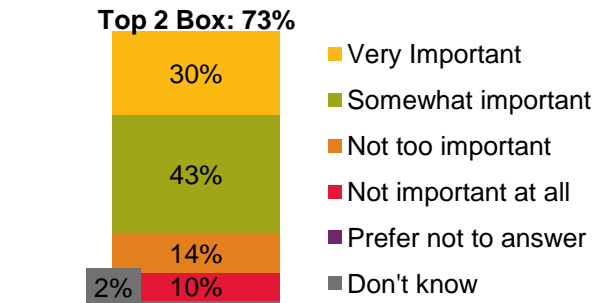


Base: Total Respondents – 2005 (n=408), 2014 (n=400) ABCD = Significantly higher than other wave at the 95% Confidence Level
 Q16 How would you rate Farmington’s Parks and Recreation programs, not including Winding Trails?
 Q17 How would you rate Farmington’s variety of park and recreation activities? Would rate them too much, too little or about right?

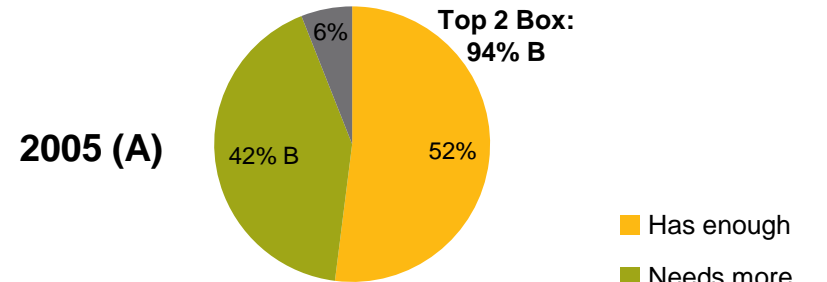
Recreation Usage

- On average, residents have used recreation offerings about 11 times in the past year. Males are significantly more likely to have used the town recreation offerings in the past 12 months than women.
- Fewer residents indicate the need for Farmington to offer more recreation areas in 2014 compared to 2005. There is strong interest in increasing the ease of access to recreation areas in town, with close to three-quarters (73%) saying it is somewhat or very important.

Increasing Ease of Access to Current Recreation Offerings ‡ 2014

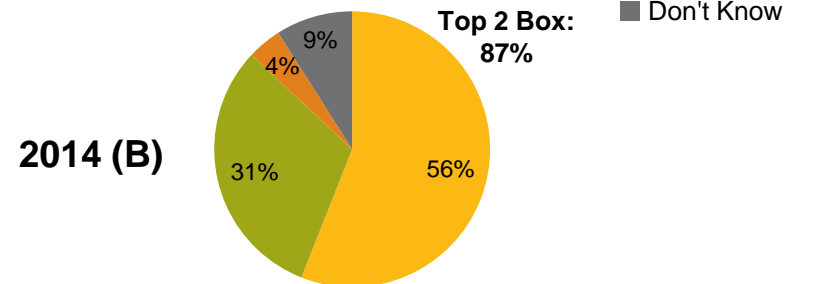


Existing Recreation Areas‡



Frequency Used Town Recreation Offerings (Past 12 Months)

Total	11.2 times
Male (A)	15.2 times^B
Female (B)	8.0 times



Base: Total Respondents – Total (n=350), Male (n=154), Female (n=196)

‡Base: Total Respondents – 2005 (n=408), 2014 (n=400)

AB = Significantly higher than other wave at the 95% Confidence Level

Q18 How many times have you, or other members of your household, used a park or town owned or operated recreation program within the past 12 months?

Q19 Thinking about the existing public areas in Farmington that can be used for recreation, including parks, playing fields, and tennis or basketball courts, would you say Farmington has enough of these types of places for recreation, has too many of these places, or would you say Farmington needs more recreation areas?

NQ31 Increasing the ease of access to the town's recreation offerings, including Rails to Trails by creating additional paths, implementing new stoplights and posting more visible street signs.



Appendix – Additional Subgroup Data



Demographic Profile

Gender

Male	45%
Female	56%

Ethnicity

White	82%
Black	2%
Asian or Pacific Islander	5%
Native American	1%
Hispanic	1%
Refused/Prefer Not To Answer	7%
Don't Know	2%
Not White	10%

Place of Residence

Own	82%
Rent	13%
Live with Relatives	5%
Refused/Prefer Not To Answer	1%
Don't Know	1%

Children at FPS

Yes	22%
No	77%
Home schooled	0%
Refused/Prefer Not To Answer	1%

Base: Total Respondents (n=400)

QD2 Do you currently own your own home, rent, or live with relatives?

QD6 Do you currently have any children attending Farmington Public Schools?

QD8 Are you White, Black, Asian or Pacific Islander, Native American, Hispanic, or some other race?

QD13 Record Gender

Q8 – School Ratings

	Total	Male	Female	Age 18-40	Age 41-60	Age 61-79	Age 80+	Under 40K HH Income	\$40K to under \$75K	\$75K to under \$125K	125K+ HH Income
	A	B	C	D	E	F	G	H	I	J	K
N=	400	178	222	56	129	126	56	74	61	68	82
A	53%	53%	52%	57%	56%	53%	48%	47%	59%	49%	62%
B	28%	28%	29%	27%	32%	26%	27%	27%	26%	31%	26%
C	4%	6% C	2%	4%	4%	5%	2%	7% I		7% I	4%
D	2%	2%	1%	4%	2%	2%		1%		3%	1%
F	1%	1%	1%	2%		1%	2%	1%			1%
Refused/Prefer Not To Answer	1%	1%	0%			2%	2%		3%	1%	
Don't Know	12%	9%	14%	7%	7%	12%	20% E	16% K	11%	9%	6%
Top Box (Net)	53%	53%	52%	57%	56%	53%	48%	47%	59%	49%	62%
Top 2 Box (Net)	81%	81%	81%	84%	88% G	79%	75%	74%	85%	79%	88% H
Top 3 Box (Net)	85%	87%	83%	88%	91% G	84%	77%	81%	85%	87%	91%

BC, DEFG, HIJK represents statistical significance at the 95% Confidence Level

Q8 If you had to grade the public schools in Farmington what grade would you give them? A, B, C, D, or F?

Q10 – School Spending

	Total	Male	Female	Age 18-40	Age 41-60	Age 61-79	Age 80+	Under 40K HH Income	\$40K to under \$75K	\$75K to under \$125K	125K+ HH Income
	A	B	C	D	E	F	G	H	I	J	K
N=	400	178	222	56	129	126	56	74	61	68	82
Increase	28%	27%	28%	41% FG	35% G	24%	13%	28%	20%	26%	40% I
Decrease	10%	12%	8%	4%	9%	10%	9%	8%	13%	7%	7%
Remain about the same	55%	56%	55%	52%	50%	61%	63%	55%	62%	62%	49%
Refused/Prefer Not To Answer	1%	1%	1%		1%	2%	4%		3%	1%	1%
Don't Know	7%	4%	9%	4%	5%	4%	13% F	8%	2%	3%	2%

BC, DEFG, HIJK represents statistical significance at the 95% Confidence Level

Q10 In general, do you think town spending on education should increase, decrease, or remain about the same?

nQ10B – Safe Environments in Farmington Public Schools

	Total	Male	Female	Age 18-40	Age 41-60	Age 61-79	Age 80+	Under 40K HH Income	\$40K to under \$75K	\$75K to under \$125K	125K+ HH Income
	A	B	C	D	E	F	G	H	I	J	K
N=	400	178	222	56	129	126	56	74	61	68	82
Strongly Agree	58%	66% C	50%	68% G	62% G	58%	43%	54%	56%	60%	74% HI
Somewhat Agree	26%	21%	29%	23%	29%	21%	32%	26%	21%	31% K	16%
Somewhat Disagree	2%	2%	1%		3%	2%	2%	1%	5% K	4%	
Strongly Disagree	1%	2%	1%	2%		1%	4% E	3%			1%
Don't Know	14%	8%	18% B	7%	6%	18%	20% E	16% J	18% J	4%	9%
Top 2 Box (Net)	83%	88% C	80%	91% G	91% FG	79%	75%	80%	77%	91% I	90% I

BC, DEFG, HIJK represents statistical significance at the 95% Confidence Level

NQ10b How much do you agree or disagree that Farmington Public Schools provide safe environments for their students?

Q11 – Fire Department Ratings

	Total	Male	Female	Age 18-40	Age 41-60	Age 61-79	Age 80+	Under 40K HH Income	\$40K to under \$75K	\$75K to under \$125K	125K+ HH Income
	A	B	C	D	E	F	G	H	I	J	K
N=	400	178	222	56	129	126	56	74	61	68	82
Excellent	58%	53%	61%	70% E	52%	59%	61%	58%	57%	63%	60%
Good	36%	40%	32%	27%	40%	34%	34%	35%	38%	29%	35%
Fair	3%	4%	1%		3%	2%	2%	3%	3%	1%	
Poor											
Refused/Prefer Not To Answer											
No Usual/Don't know enough to say	2%	1%	3%	2%	2%	2%	2%	1%		3%	4%
Don't Know	3%	2%	3%	2%	3%	3%	2%	3%	2%	3%	1%
Top 2 Box (Net)	93%	93%	93%	96%	92%	93%	95%	93%	95%	93%	95%

BC, DEFG, HIJK represents statistical significance at the 95% Confidence Level

For the following set of questions, please tell me how you would rate the provided town services in Farmington as Excellent, Good, Fair, or Poor.
Q11 The Fire Department?

Q12 – Police Department Overall Rating

	Total	Male	Female	Age 18-40	Age 41-60	Age 61-79	Age 80+	Under 40K HH Income	\$40K to under \$75K	\$75K to under \$125K	125K+ HH Income
	A	B	C	D	E	F	G	H	I	J	K
N=	400	178	222	56	129	126	56	74	61	68	82
Excellent	49%	45%	53%	41%	46%	53%	59%	51%	46%	53%	54%
Good	41%	42%	40%	52% F	43%	35%	34%	39%	44%	40%	39%
Fair	7%	8%	5%	5%	8%	7%	4%	7%	7%	1%	6%
Poor	1%	3% C		2%		3% E		1%	3%	3%	
Refused/Prefer Not To Answer	0%	1%									
No Usual/Don't know enough to say	1%	1%	0%		2%		2%			1%	1%
Don't Know	1%	1%	2%		2%	2%	2%	1%		1%	
Top 2 Box (Net)	90%	87%	93% B	93%	89%	88%	93%	91%	90%	93%	93%

BC, DEFG, HIJK represents statistical significance at the 95% Confidence Level

For the following set of questions, please tell me how you would rate the provided town services in Farmington as Excellent, Good, Fair, or Poor.

Q12 The Police Department?

nQ12b – Police Competence Rating

	Total	Male	Female	Age 18-40	Age 41-60	Age 61-79	Age 80+	Under 40K HH Income	\$40K to under \$75K	\$75K to under \$125K	125K+ HH Income
	A	B	C	D	E	F	G	H	I	J	K
N=	400	178	222	56	129	126	56	74	61	68	82
Excellent	39%	39%	39%	30%	38%	45%	43%	36%	43%	41%	46%
Good	40%	39%	41%	50%	40%	37%	36%	42%	41%	44%	38%
Fair	9%	12% C	5%	13%	9%	8%	5%	12%	7%	9%	9%
Poor	1%	2%	0%		1%	2%	2%	1%	2%	1%	
Refused/Prefer Not To Answer	0%	1%				1%					
No Usual/Don't know enough to say	5%	4%	5%	2%	6%	2%	5%	3%	2%	3%	5%
Don't Know	6%	3%	9% B	5%	6%	5%	9%	5%	7%	1%	2%
Top 2 Box (Net)	79%	78%	80%	80%	78%	82%	79%	78%	84%	85%	84%

BC, DEFG, HIJK represents statistical significance at the 95% Confidence Level

For the following set of questions, please tell me how you would rate the provided town services in Farmington as Excellent, Good, Fair, or Poor.
 NQ12b The overall competence of all Farmington Police Department employees (Probe if needed: this includes officers and other personnel)?



nQ12c – Police Professionalism Rating

	Total	Male	Female	Age 18-40	Age 41-60	Age 61-79	Age 80+	Under 40K HH Income	\$40K to under \$75K	\$75K to under \$125K	125K+ HH Income
	A	B	C	D	E	F	G	H	I	J	K
N=	400	178	222	56	129	126	56	74	61	68	82
Excellent	44%	41%	46%	36%	45%	48%	46%	35%	43%	50%	50%
Good	37%	38%	36%	43%	35%	37%	32%	43%	44%	32%	34%
Fair	9%	13% C	5%	20% FG	10%	8%	2%	9%	10%	10%	9%
Poor	2%	3% C	0%		2%	2%	4%	3%		3%	1%
Refused/Prefer Not To Answer	1%	1%	0%			1%					1%
No Usual/Don't know enough to say	4%	2%	5%	2%	5%	2%	5%	4%	3%	1%	5%
Don't Know	4%	1%	6% B		4%	3%	11% DF	5% K		3%	
Top 2 Box (Net)	81%	79%	82%	79%	80%	84%	79%	78%	87%	82%	84%

BC, DEFG, HIJK represents statistical significance at the 95% Confidence Level

For the following set of questions, please tell me how you would rate the provided town services in Farmington as Excellent, Good, Fair, or Poor.

NQ12c The level of professionalism of the Farmington Police officers?

Q14 – Social Services

	Total	Male	Female	Age 18-40	Age 41-60	Age 61-79	Age 80+	Under 40K HH Income	\$40K to under \$75K	\$75K to under \$125K	125K+ HH Income
	A	B	C	D	E	F	G	H	I	J	K
N=	400	178	222	56	129	126	56	74	61	68	82
Excellent	15%	10%	19% B	11%	12%	16%	21%	19%	16%	12%	9%
Good	35%	37%	34%	43%	36%	32%	41%	39%	39%	41%	29%
Fair	9%	8%	9%	11%	7%	11%	5%	14%	11%	9%	10%
Poor	1%	1%	1%		1%	1%	2%	1%			2%
Refused/Prefer Not To Answer	2%	2%	1%	4%	2%	1%	2%	3%		1%	1%
No Usual/Don't know enough to say	14%	15%	13%	14%	15%	12%	9%	5%	11%	15%	21% H
Don't Know	25%	28%	23%	18%	27%	28%	20%	19%	21%	22%	28%
Top 2 Box (Net)	50%	46%	53%	54%	48%	48%	63%	58% K	56% K	53%	38%

BC, DEFG, HIJK represents statistical significance at the 95% Confidence Level

Q14 For the following set of questions, please tell me how you would rate the provided town services in Farmington as Excellent, Good, Fair, or Poor.

Social Services such as teen and family counseling, food support, etc.?



nQ21B – Social Service Familiarity

	Total	Male	Female	Age 18-40	Age 41-60	Age 61-79	Age 80+	Under 40K HH Income	\$40K to under \$75K	\$75K to under \$125K	125K+ HH Income
	A	B	C	D	E	F	G	H	I	J	K
Cases WF	400	178	222	56	129	126	56	74	61	68	82
Very familiar	11%	8%	14%	5%	5%	18% DE	18% DE	26% IJK	11% K	7%	2%
Somewhat familiar	33%	28%	36%	18%	39% D	34% D	34%	24%	41% H	34%	30%
Not very familiar	24%	28%	21%	32%	28%	19%	23%	20%	25%	25%	34%
Not at all familiar	29%	34%	26%	41% EG	26%	27%	21%	26%	23%	28%	33%
Refused/Prefer Not To Answer	0%	1%		2%							
Don't Know	3%	2%	3%	2%	3%	2%	4%	4%		6% K	
Top 2 Box (Net)	44%	36%	50% B	23%	43% D	52% D	52% D	50% K	52% K	41%	33%

BC, DEFG, HIJK represents statistical significance at the 95% Confidence Level

NQ21B How familiar are you with Farmington's Social Service Programs, such as Holiday Giving Drives, Town-wide Thanksgiving Dinner, Community Service Days, and town assistance for those in need?



nQ25b – Alternative Transportation Options

	Total	Male	Female	Age 18-40	Age 41-60	Age 61-79	Age 80+	Under 40K HH Income	40K to 75K	75K to 125K	125K+ HH Income
	A	B	C	D	E	F	G	H	I	J	K
N=	400	178	222	56	129	126	56	74	61	68	82
Very Important	22%	17%	26% B	21%	21%	25%	18%	31% JK	34% JK	16%	11%
Somewhat important	33%	33%	33%	32%	38%	31%	36%	35%	38%	32%	32%
Not too important	19%	23%	16%	21%	21%	17%	20%	20%	15%	25%	21%
Not important at all	22%	25%	19%	25%	19%	23%	14%	5%	11%	25% H	34% HI
Refused/Prefer Not to Answer	0%	1%			1%					1%	
Don't Know	4%	2%	5%		1%	5% de	13% DE	8% J	2%		2%
Top 2 Box (Net)	55%	50%	59%	54%	59%	56%	54%	66% JK	72% JK	49%	43%

BC, DEFG, HIJK represents statistical significance at the 95% Confidence Level
 NQ25b How important is it to you to increase public transportation options on Farmington's town roads?

nQ29 – Increased Sidewalks/ Bike Lanes

	Total	Male	Female	Age 18-40	Age 41-60	Age 61-79	Age 80+	Under 40K HH Income	\$40K to under \$75K	\$75K to under \$125K	125K+ HH Income
	A	B	C	D	E	F	G	H	I	J	K
N=	400	178	222	56	129	126	56	74	61	68	82
Very Important	46%	43%	48%	55% G	57% FG	44% G	25%	45%	41%	47%	61% HI
Somewhat important	30%	30%	31%	23%	33%	28%	32%	28%	33%	35% K	21%
Not too important	9%	11%	8%	9%	6%	11%	14%	8%	13%	7%	11%
Not important at all	12%	14%	10%	13% E	4%	14% E	18% E	16%	11%	9%	7%
Refused/Prefer Not to Answer	0%	1%				1%				1%	
Don't Know	3%	1%	4% b			2%	11% DEF	3%	2%		
Top 2 Box (Net)	76%	73%	78%	79% G	90% DFG	71%	57%	73%	74%	82%	82%

BC, DEFG, HIJK represents statistical significance at the 95% Confidence Level

NQ29 How about these topics, in terms of importance to you? Make the town more walkable and bike-able by adding sidewalks and bike lanes



Q30 – Land Preservation

	Total	Male	Female	Age 18-40	Age 41-60	Age 61-79	Age 80+	Under 40K HH Income	\$40K to under \$75K	\$75K to under \$125K	125K+ HH Income
	A	B	C	D	E	F	G	H	I	J	K
Cases WF	400	178	222	56	129	126	56	74	61	68	82
Very Important	38%	38%	39%	32%	39%	44%	34%	38%	41%	37%	48%
Somewhat important	35%	32%	37%	29%	37%	36%	32%	32%	39%	43%	28%
Not too important	10%	15% C	6%	21% EFG	9%	8%	7%	5%	10%	6%	13%
Not important at all	15%	15%	14%	18%	13%	13%	18%	20%	10%	13%	11%
Refused/Prefer Not to Answer	1%	1%	0%		2%			1%		1%	
Don't Know	2%		3% B				9% DEF	3%			
Top 2 Box (Net)	73%	70%	76%	61%	76% D	79% D	66%	70%	80%	79%	76%

BC, DEFG, HIJK represents statistical significance at the 95% Confidence Level

Q30 How about these topics, in terms of importance to you. Preserve open space by purchasing undeveloped land.



NQ31 – Ease of Recreation Access

	Total	Male	Female	Age 18-40	Age 41-60	Age 61-79	Age 80+	Under 40K HH Income	\$40K to under \$75K	\$75K to under \$125K	125K+ HH Income
	A	B	C	D	E	F	G	H	I	J	K
N=	400	178	222	56	129	126	56	74	61	68	82
Very Important	30%	27%	33%	30%	36%	29%	23%	32%	28%	26%	43% J
Somewhat important	43%	43%	43%	39%	44%	44%	50%	43%	39%	56% K	35%
Not too important	14%	17%	11%	20%	11%	14%	9%	11%	18%	12%	13%
Not important at all	10%	12%	9%	11%	9%	9%	13%	11%	15% J	4%	9%
Refused/Prefer Not to Answer	0%		0%			1%					
Don't Know	2%	1%	4% B			3% E	5% E	3%		1%	
Top 2 Box (Net)	74%	70%	76%	70%	81%	73%	73%	76%	67%	82% I	78%

BC, DEFG, HIJK represents statistical significance at the 95% Confidence Level

NQ31 Increasing the ease of access to the town's recreation offerings, including Rails to Trails by creating additional paths, implementing new stoplights and posting more visible street signs

