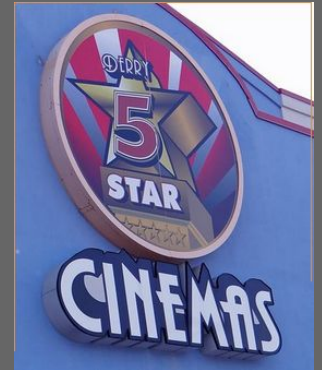
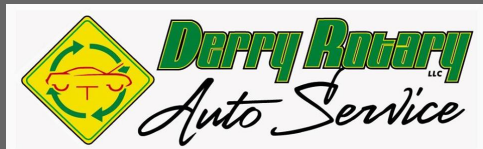




THE
DERRY 2016
SURVEY

Make Derry Better - Together.

Thank You!



Methodology & Analysis

Methodology

- Platform: Survey Monkey + Hard-copy
- Window: 12/5/2015 to 12/26/2015
- Passive:
 - Open to general public (no targeted sample)
 - No cold calling or mail services
 - Minimal demographic data collected

Analysis

To Date

- High level validation
- Consolidated online and hard-copy responses
- Anecdotal

Next Steps

- Deep dive
- Free-text analysis

Summary of Quantitative Questions

1. Rank in order of importance any of the following economic development options that are important to you.

	1	2	3	4	5	Blank
Downtown	23%	14%	24%	18%	20%	
Industry	19%	24%	13%	18%	26%	1%
High-tech	32%	22%	15%	20%	11%	1%
Retail	16%	22%	29%	18%	14%	1%
Entertainment	9%	17%	19%	25%	29%	1%

2. Should the town invest in an Economic Development Coordinator?

Yes: **71%**
No: 29%

3. Should the town provide financial support for improvements to existing buildings in the downtown?

Yes: 45%
No: **55%**

4. Should the town continue to financially support conservation land preservation?

Yes: **77%**
No: 23%

Summary of Quantitative Questions

5. Should we continue efforts to lower taxes in the Town of Derry?

Yes: 79%

No: 21%

Summary of Qualitative Questions

Q6: Do you think Derry is headed in the right direction?

- Definitely Yes: 17.6%
- **Definitively No: 34.1%**
- Mixed: 5.9%
- Undeterminable: 42.2%

No: 207 total

- Taxes 97
- Council 47

Yes: 114

Summary of Qualitative Questions

Q9: Of the three items identified in #8, please explain why your top priority should be the primary focus for town improvement.

- **Public Safety (Police, Fire): 313**

“Safety should always be #1 priority”

- **Value of your tax dollars and fees: 259**

“Because the home owners are taxed at too a high a rate. Too many people rent to avoid property tax but take advantage of our school system and just leave.”

- **Town preparation for the future: 213**

“If we are not being proactive we will not be a community that people want to raise their families in...and those that are here will leave”

Summary of Qualitative Questions

Q10: Is there an area of interest or concern that has not been mentioned that you feel is important?

- School Budget
- Schools
- Town vs City
- Number of rental units

Thank You!

**Elizabeth Robidoux
Michael Layon
Matt Cullen
Susan Hickey
Doug Rathburn
David Fischer
Owen Provencher**

Thank You!

Derry Residents

Over 600 respondents

Over 480 completed the survey



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