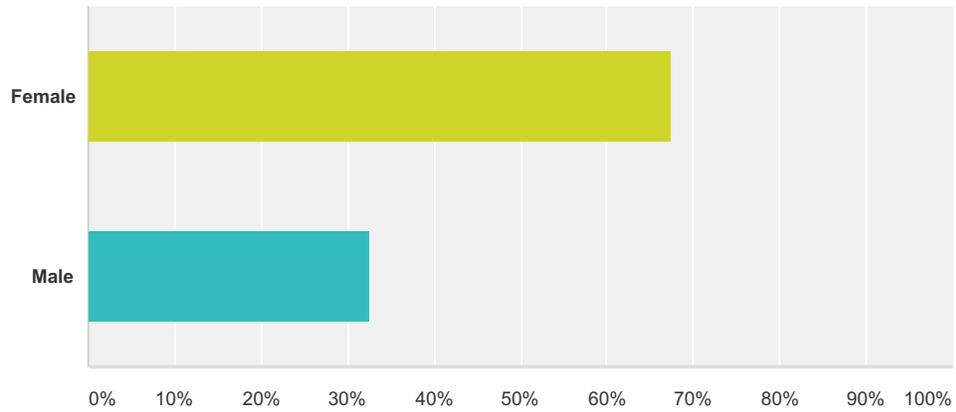


Q1 Gender

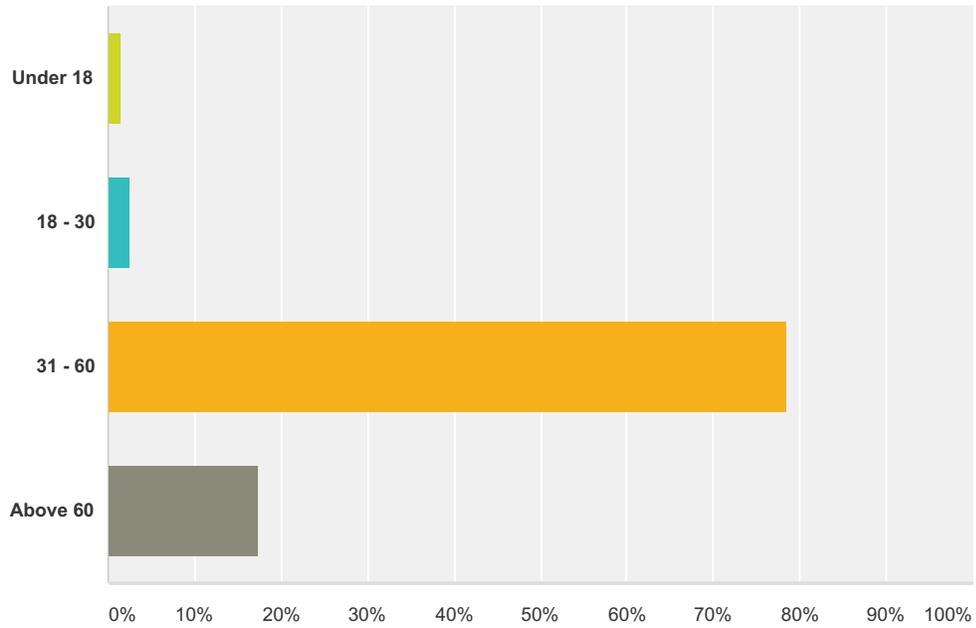
Answered: 271 Skipped: 1



Answer Choices	Responses
Female	67.53% 183
Male	32.47% 88
Total	271

Q2 Age

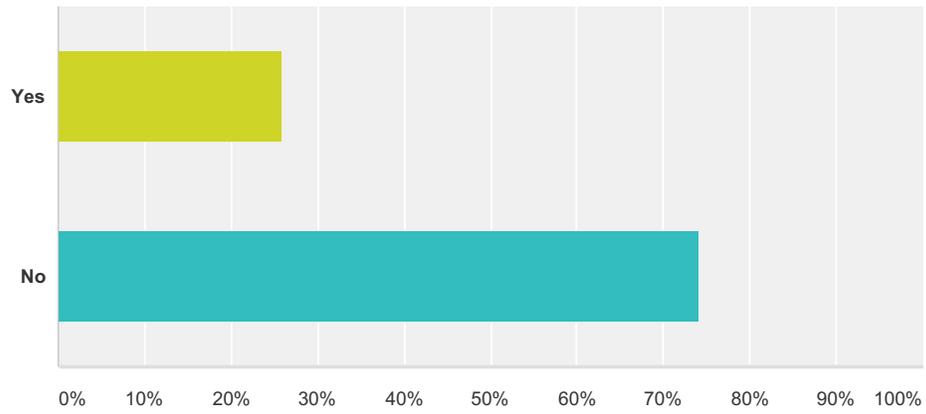
Answered: 271 Skipped: 1



Answer Choices	Responses
Under 18	1.48% 4
18 - 30	2.58% 7
31 - 60	78.60% 213
Above 60	17.34% 47
Total	271

Q3 Do you work in Ashland?

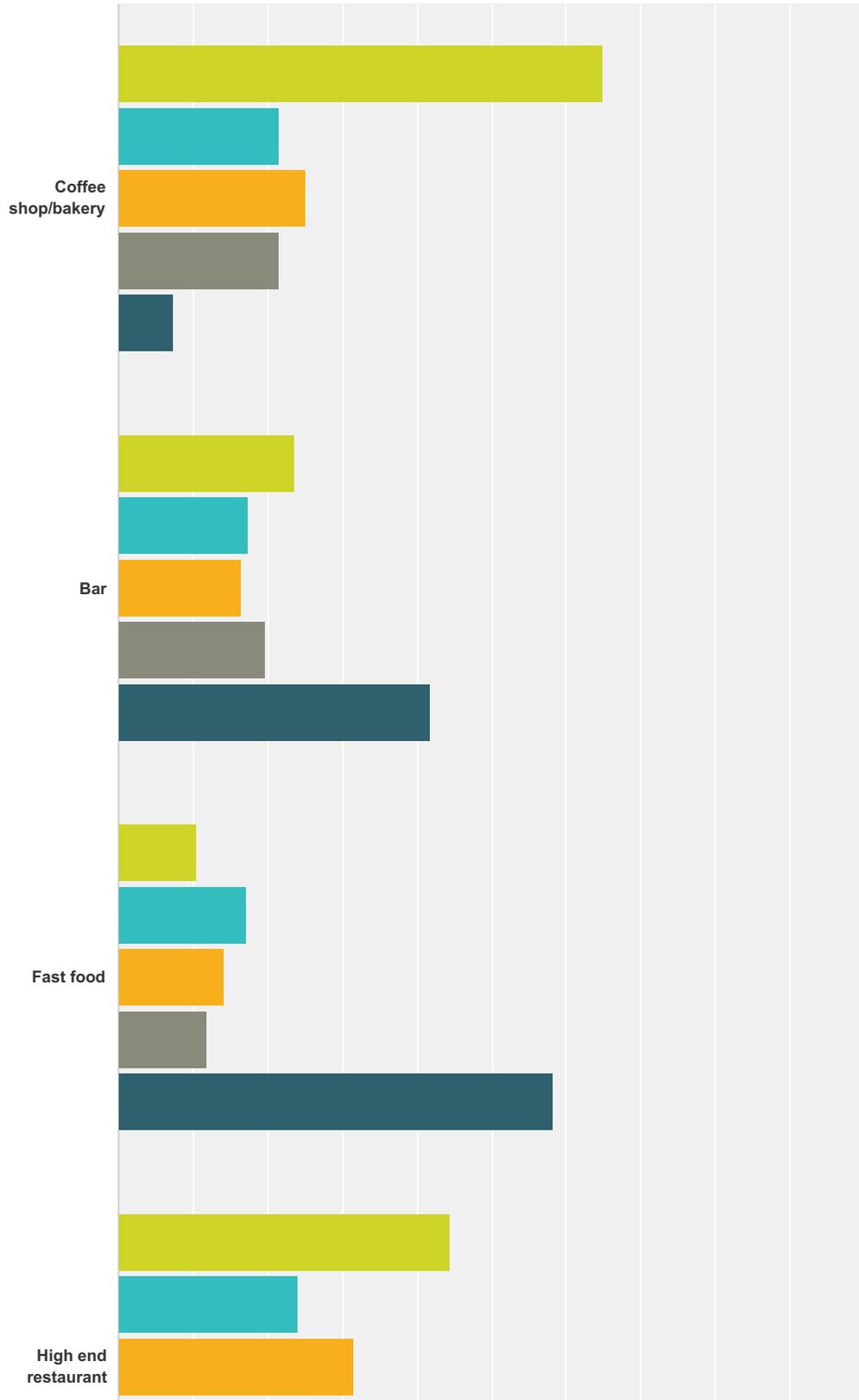
Answered: 270 Skipped: 2

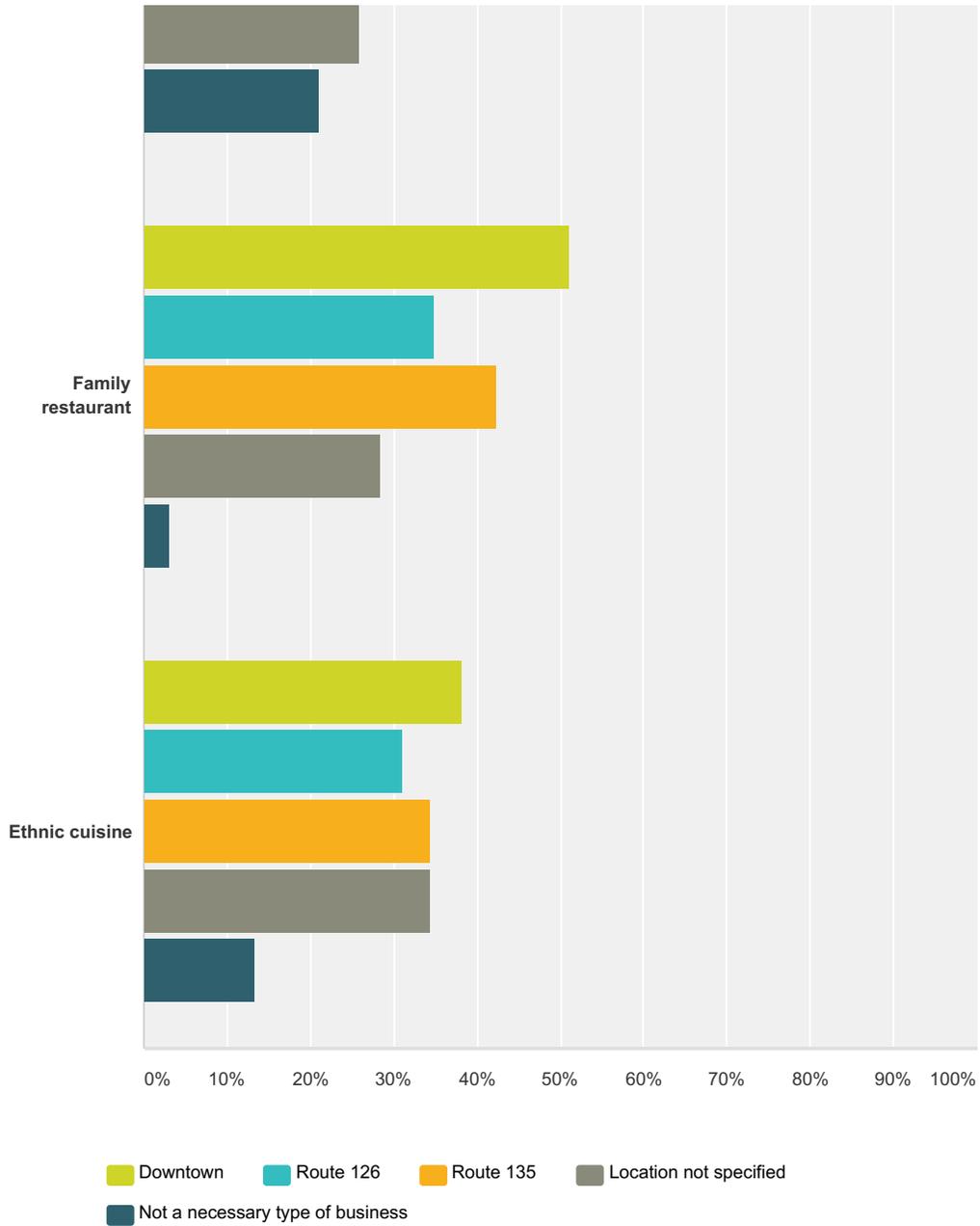


Answer Choices	Responses
Yes	25.93% 70
No	74.07% 200
Total	270

Q4 What types of eateries would benefit the town? Select all that apply by indicating where they should be located.

Answered: 225 Skipped: 47

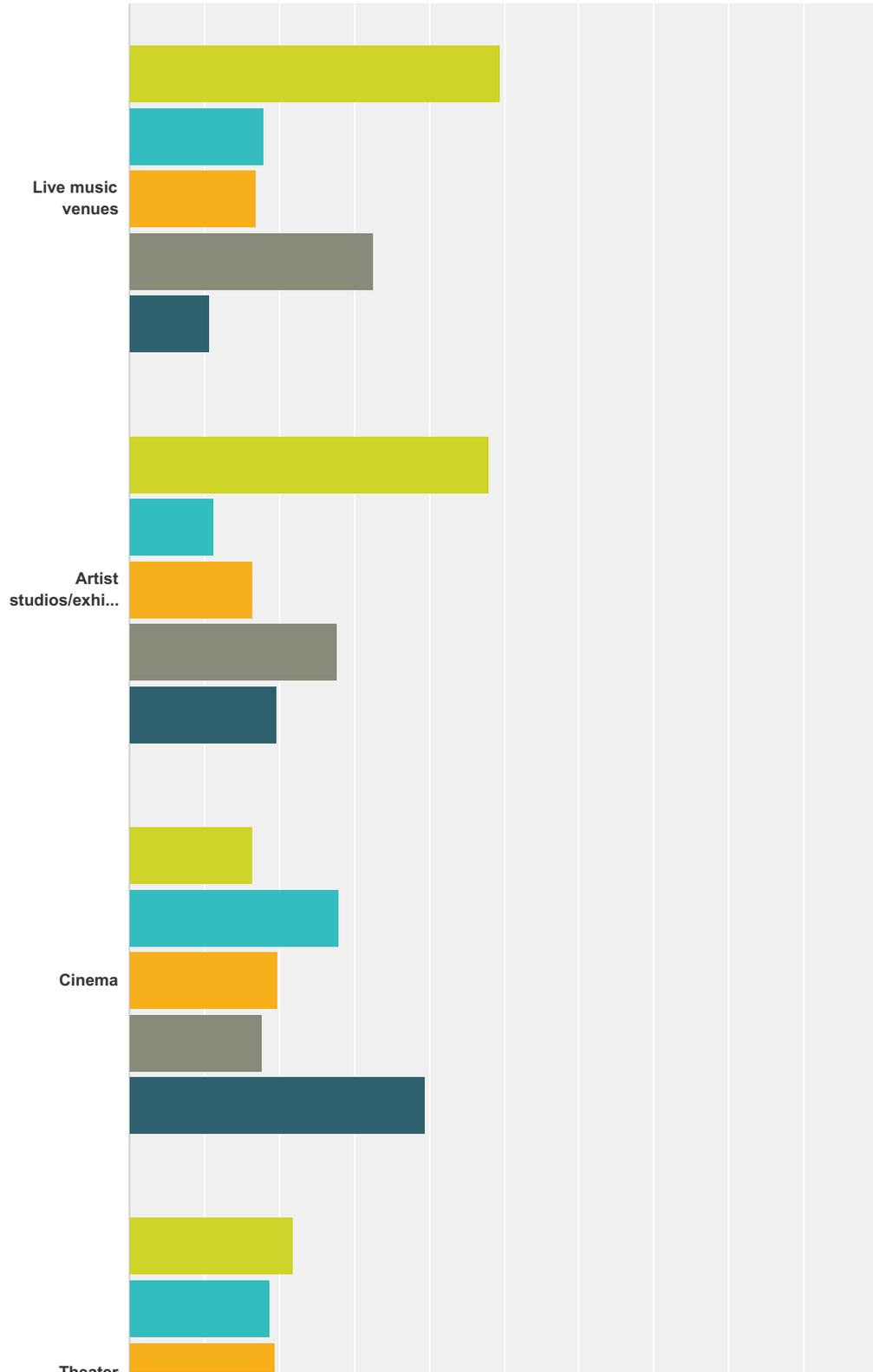


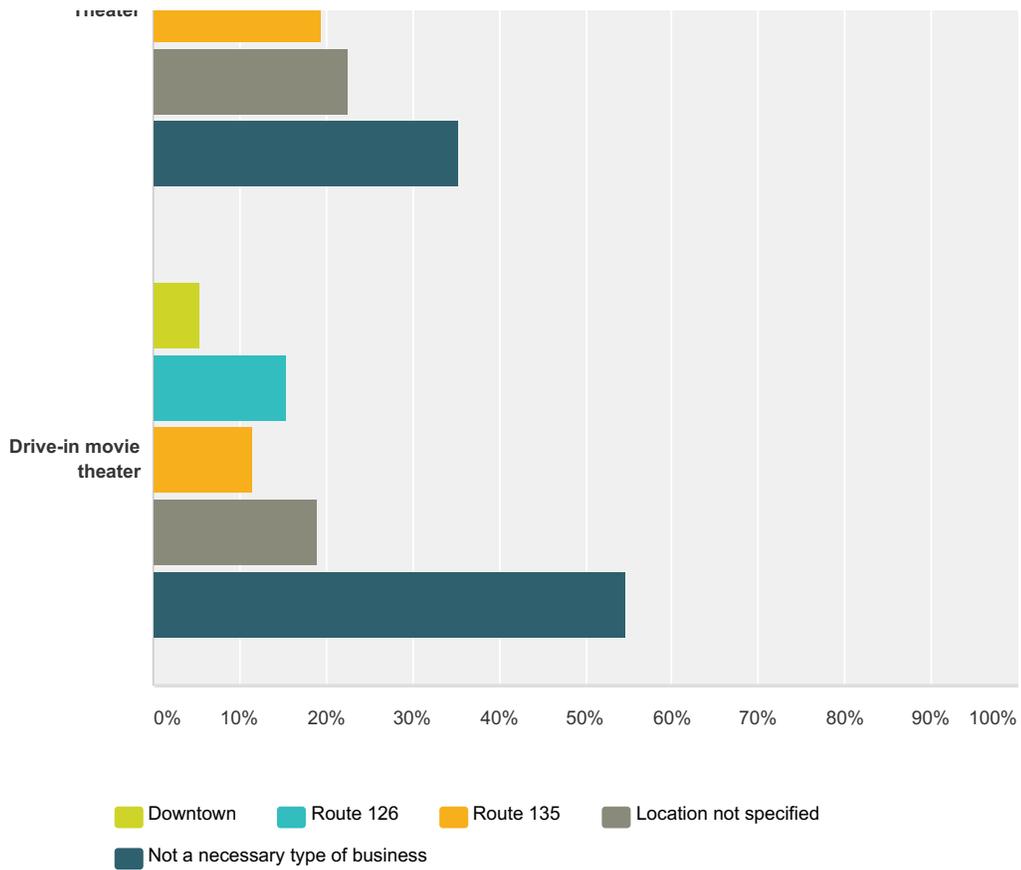


	Downtown	Route 126	Route 135	Location not specified	Not a necessary type of business	Total Respondents
Coffee shop/bakery	64.92% 124	21.47% 41	25.13% 48	21.47% 41	7.33% 14	191
Bar	23.62% 30	17.32% 22	16.54% 21	19.69% 25	41.73% 53	127
Fast food	10.45% 14	17.16% 23	14.18% 19	11.94% 16	58.21% 78	134
High end restaurant	44.44% 72	24.07% 39	31.48% 51	25.93% 42	20.99% 34	162
Family restaurant	51.08% 95	34.95% 65	42.47% 79	28.49% 53	3.23% 6	186
Ethnic cuisine	38.22% 60	31.21% 49	34.39% 54	34.39% 54	13.38% 21	157

Q5 What types of entertainment/arts and culture would benefit the town? Select all that apply by indicating where they should be located.

Answered: 213 Skipped: 59

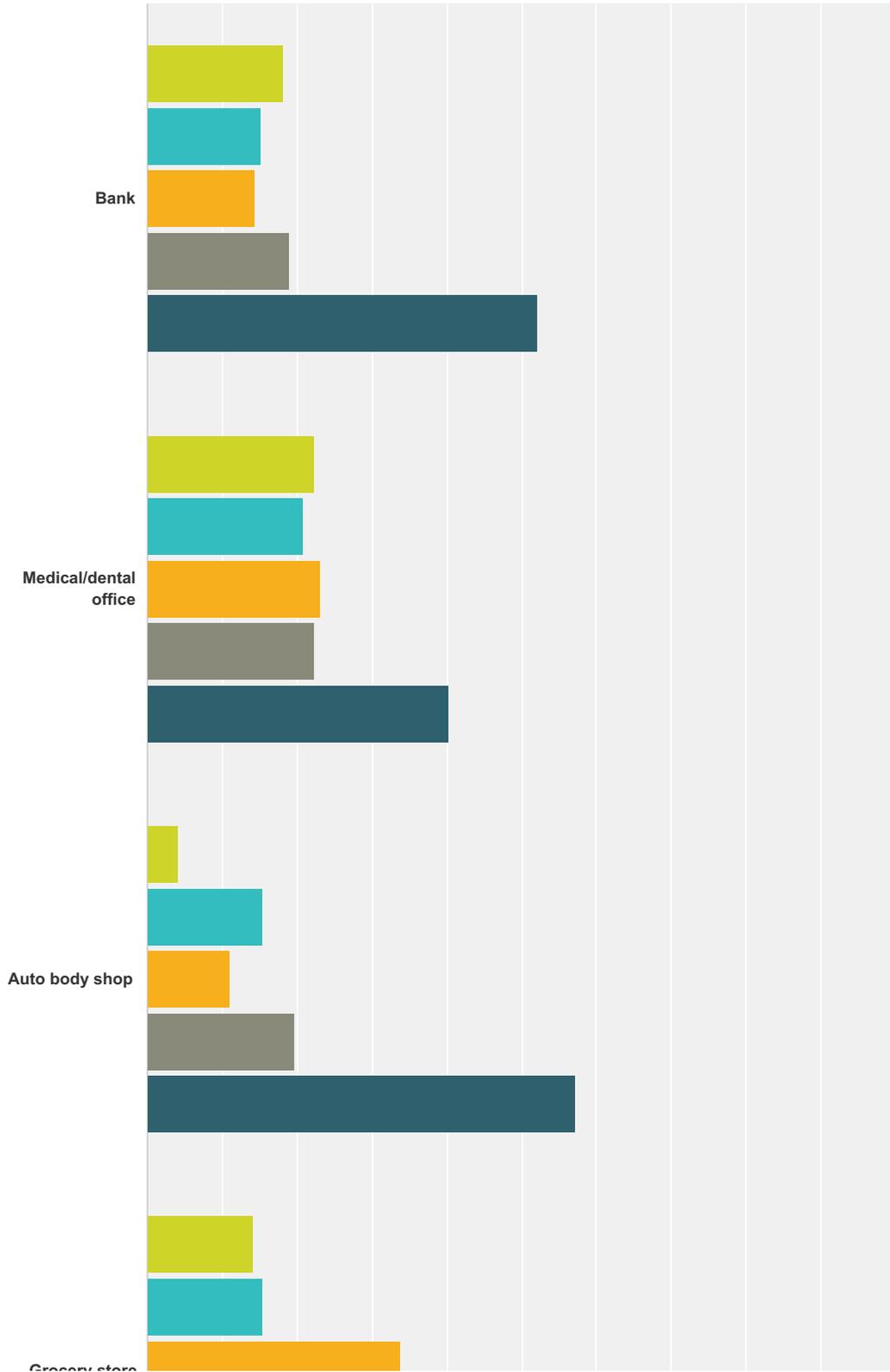


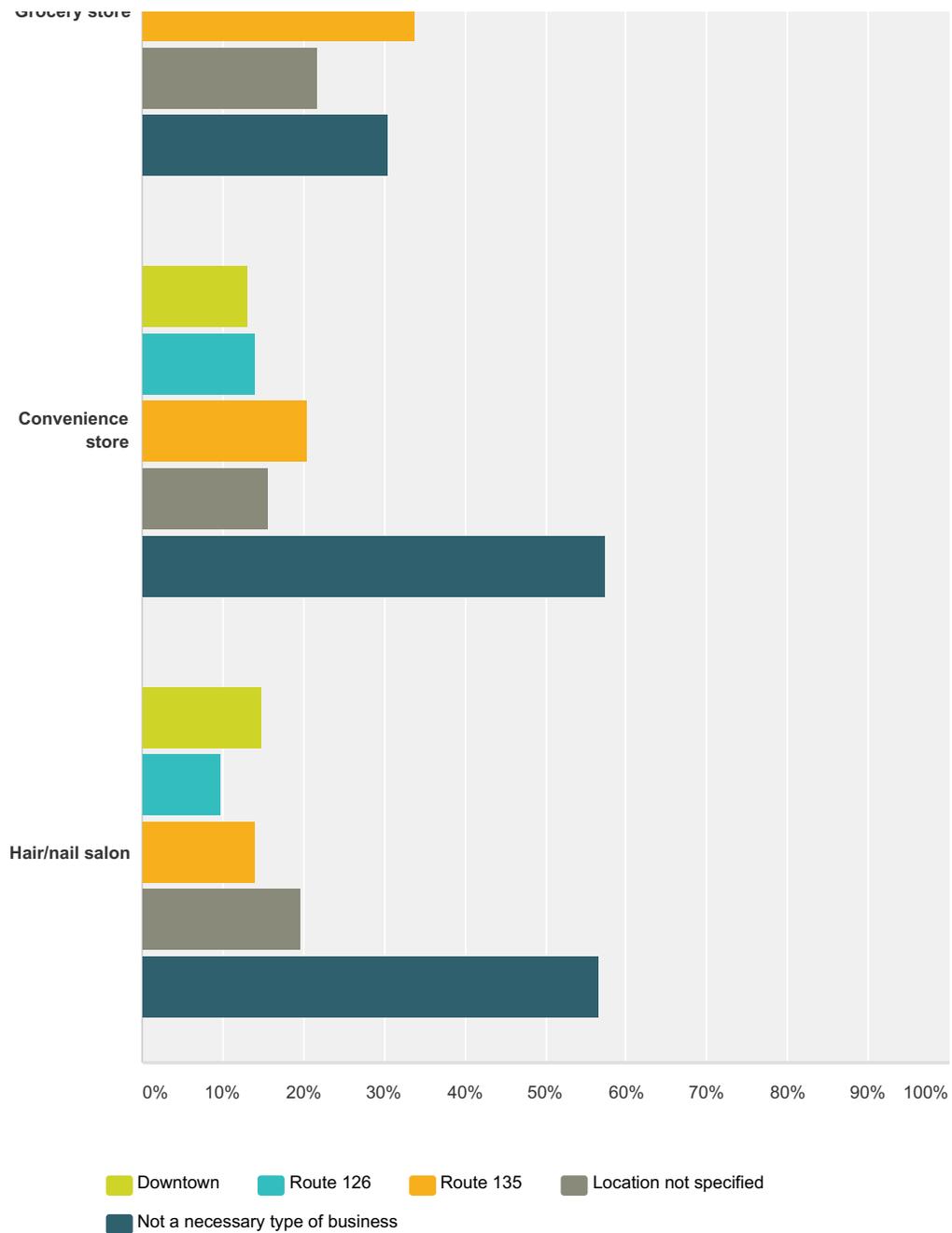


	Downtown	Route 126	Route 135	Location not specified	Not a necessary type of business	Total Respondents
Live music venues	49.44% 88	17.98% 32	16.85% 30	32.58% 58	10.67% 19	178
Artist studios/exhibits	47.93% 81	11.24% 19	16.57% 28	27.81% 47	19.53% 33	169
Cinema	16.56% 26	28.03% 44	19.75% 31	17.83% 28	39.49% 62	157
Theater	22.01% 35	18.87% 30	19.50% 31	22.64% 36	35.22% 56	159
Drive-in movie theater	5.41% 8	15.54% 23	11.49% 17	18.92% 28	54.73% 81	148

Q6 What types of retail/commercial business would benefit the town? Select all that apply by indicating where they should be located.

Answered: 180 Skipped: 92



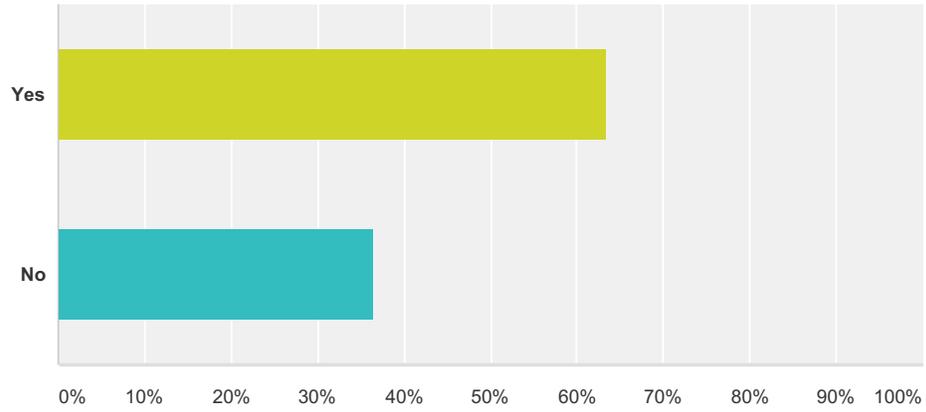


	Downtown	Route 126	Route 135	Location not specified	Not a necessary type of business	Total Respondents
Bank	18.18% 24	15.15% 20	14.39% 19	18.94% 25	52.27% 69	132
Medical/dental office	22.39% 30	20.90% 28	23.13% 31	22.39% 30	40.30% 54	134
Auto body shop	4.27% 5	15.38% 18	11.11% 13	19.66% 23	57.26% 67	117
Grocery store	14.19% 21	15.54% 23	33.78% 50	21.62% 32	30.41% 45	148
Convenience store	13.11% 16	13.93% 17	20.49% 25	15.57% 19	57.38% 70	122

Hair/nail salon	14.75% 18	9.84% 12	13.93% 17	19.67% 24	56.56% 69	122
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Q7 Are additional businesses needed?

Answered: 153 Skipped: 119



Answer Choices	Responses
Yes	63.40% 97
No	36.60% 56
Total	153

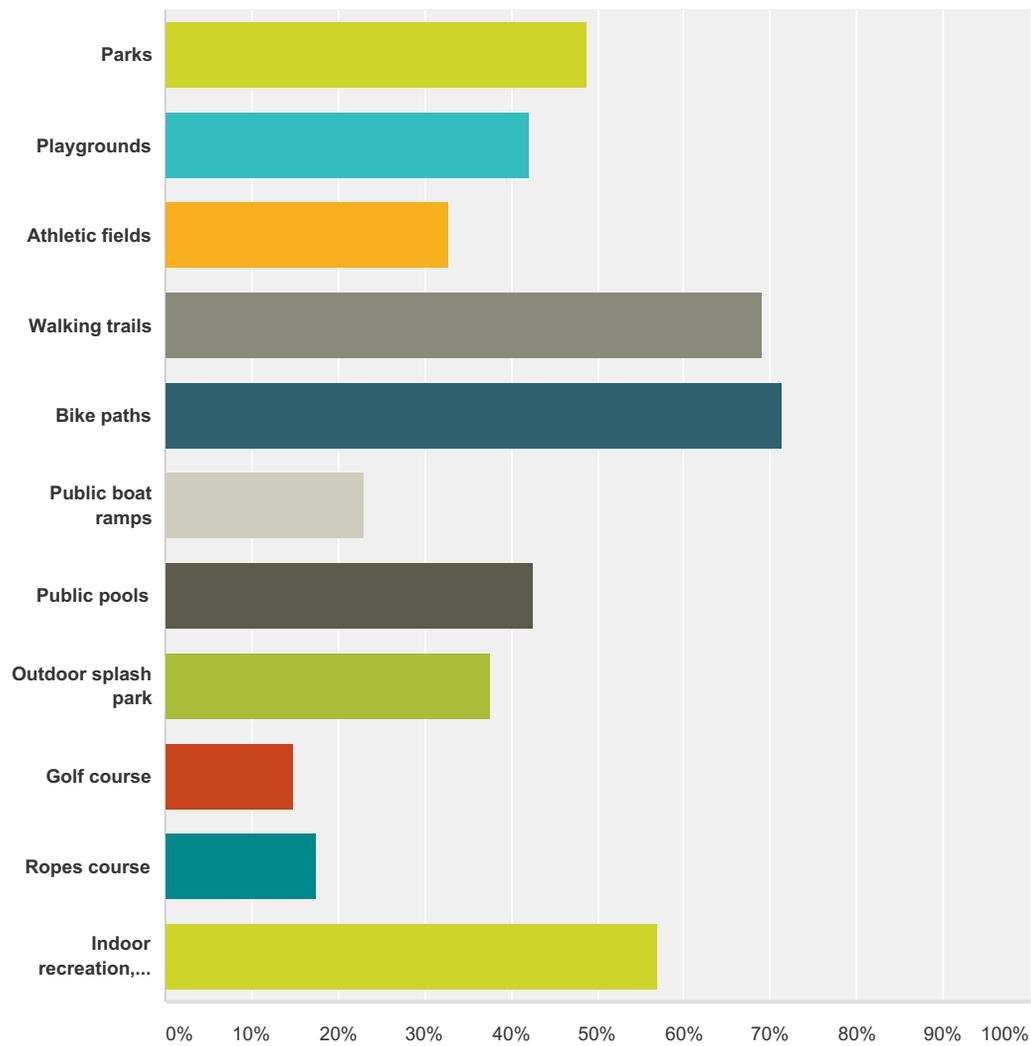
Q8 Where would the following types of development be beneficial to the town?

Answered: 184 Skipped: 88

Answer Choices	Responses	
Single family	32.61%	60
Multi family (condos)	32.07%	59
Apartments	31.52%	58
Mixed use development, i.e., residential and commercial in the same development	35.87%	66
Age restricted (senior residential community)	29.35%	54
Strip mall	34.78%	64
Office park	44.57%	82
Manufacturing	32.07%	59
Other (indicate what type of development and where)	15.22%	28
No new development is necessary (confirm on the line if you agree)	34.24%	63

Q9 What types of recreation facilities would benefit the town?

Answered: 223 Skipped: 49

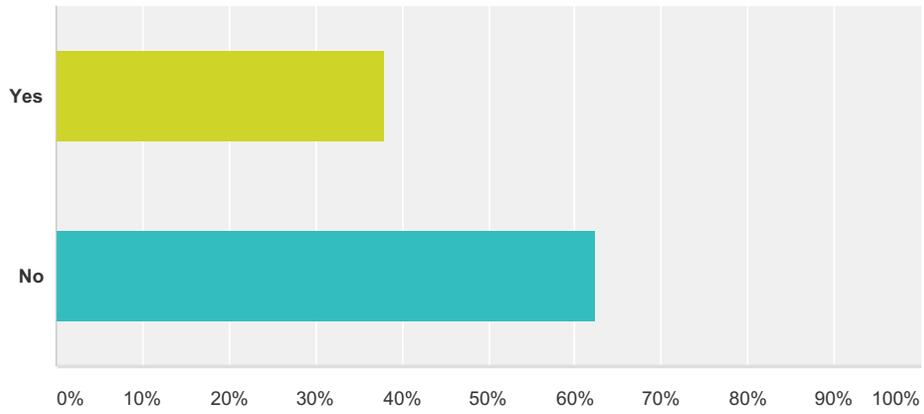


Answer Choices	Responses
Parks	48.88% 109
Playgrounds	42.15% 94
Athletic fields	32.74% 73
Walking trails	69.06% 154
Bike paths	71.30% 159
Public boat ramps	22.87% 51
Public pools	42.60% 95
Outdoor splash park	37.67% 84
Golf course	14.80% 33

Ropes course	17.49%	39
Indoor recreation, e.g., bowling alley, billiards, indoor playscape	56.95%	127
Total Respondents: 223		

Q10 Are you satisfied with the appearance of downtown Ashland?

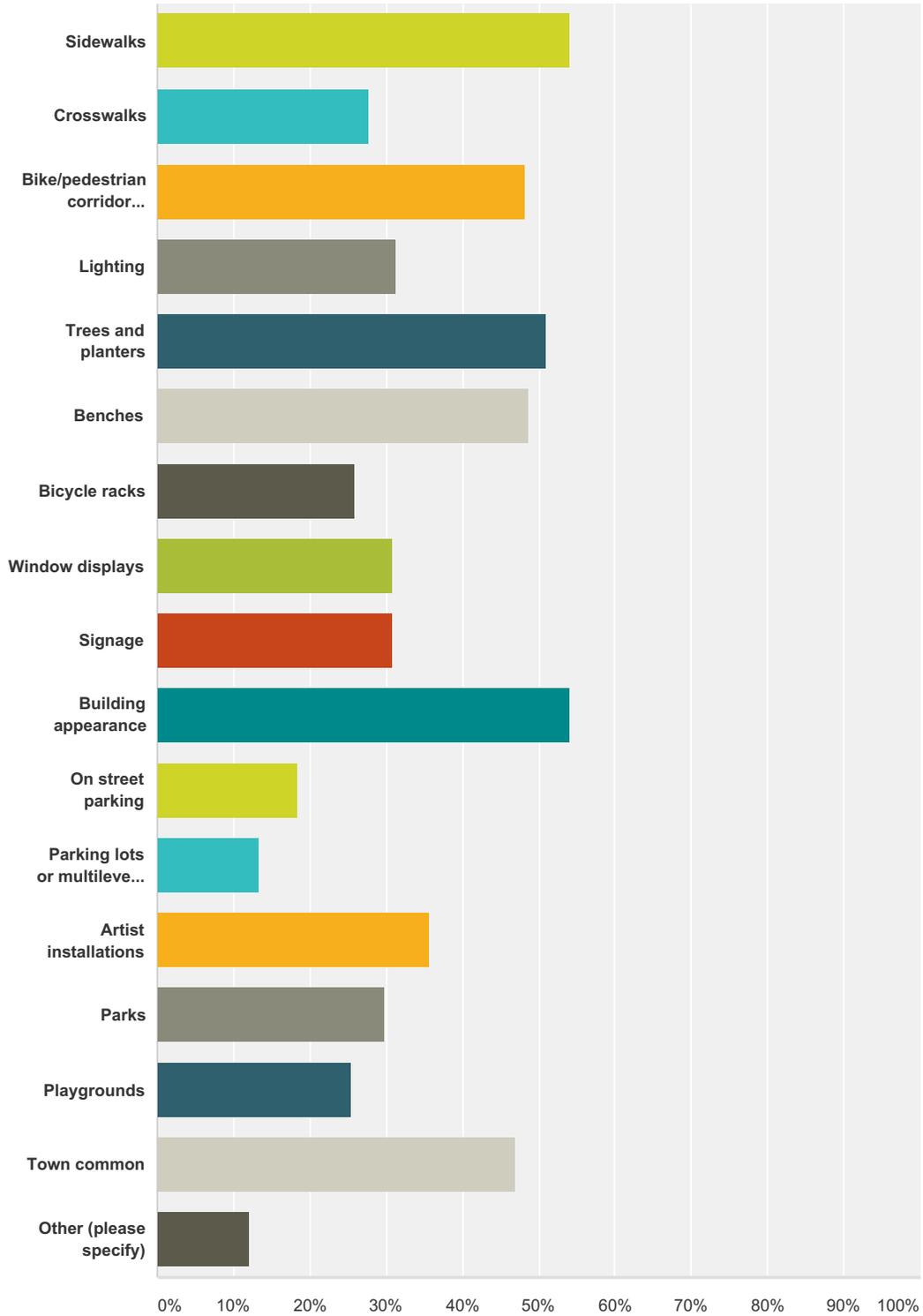
Answered: 229 Skipped: 43



Answer Choices	Responses
Yes	37.99% 87
No	62.45% 143
Total Respondents: 229	

Q11 Which elements in downtown Ashland need improvement or should be built? Select all that apply.

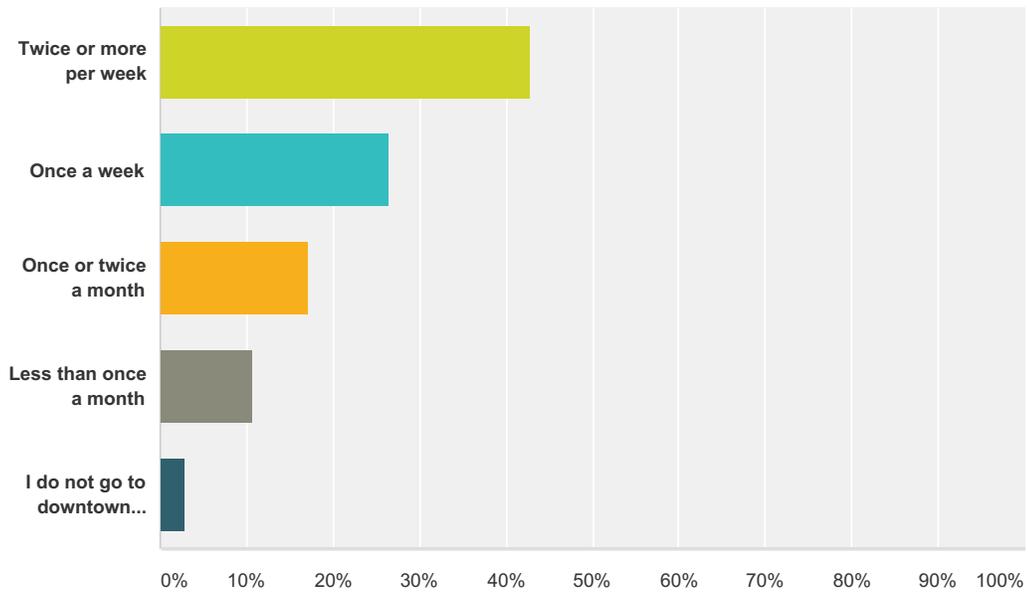
Answered: 224 Skipped: 48



Sidewalks	54.02%	121
Crosswalks	27.68%	62
Bike/pedestrian corridor linking downtown to commuter rail station	48.21%	108
Lighting	31.25%	70
Trees and planters	50.89%	114
Benches	48.66%	109
Bicycle racks	25.89%	58
Window displays	30.80%	69
Signage	30.80%	69
Building appearance	54.02%	121
On street parking	18.30%	41
Parking lots or multilevel parking facilities	13.39%	30
Artist installations	35.71%	80
Parks	29.91%	67
Playgrounds	25.45%	57
Town common	46.88%	105
Other (please specify)	12.05%	27
Total Respondents: 224		

Q12 How often do you frequent downtown Ashland?

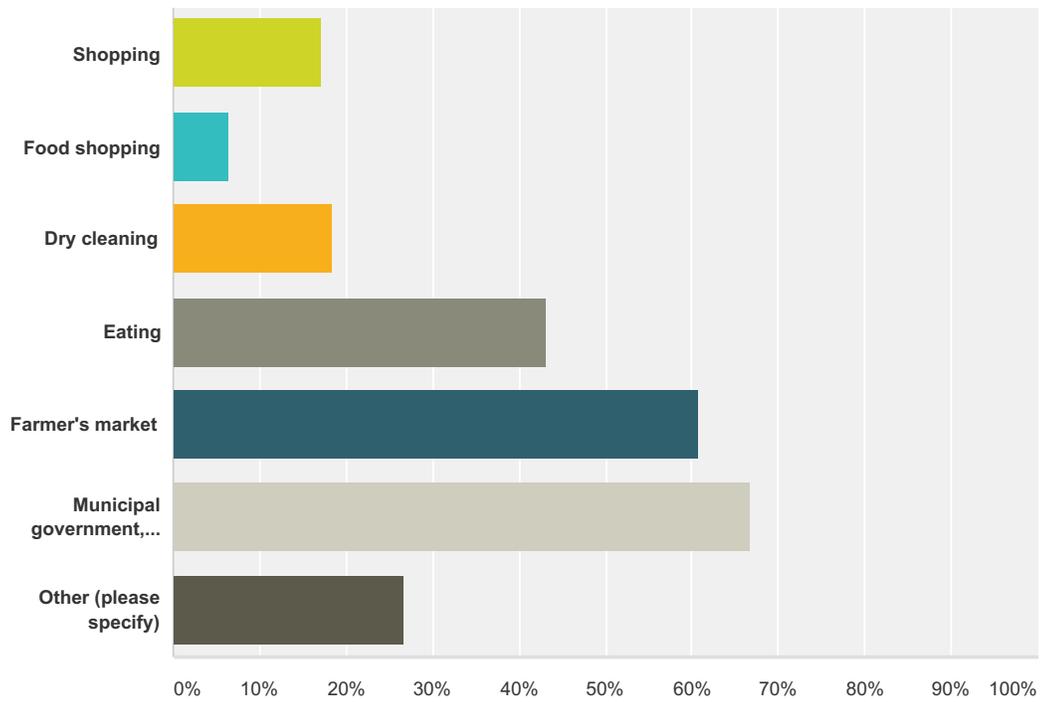
Answered: 234 Skipped: 38



Answer Choices	Responses
Twice or more per week	42.74% 100
Once a week	26.50% 62
Once or twice a month	17.09% 40
Less than once a month	10.68% 25
I do not go to downtown Ashland	2.99% 7
Total	234

Q13 What is your reason for traveling to downtown Ashland?

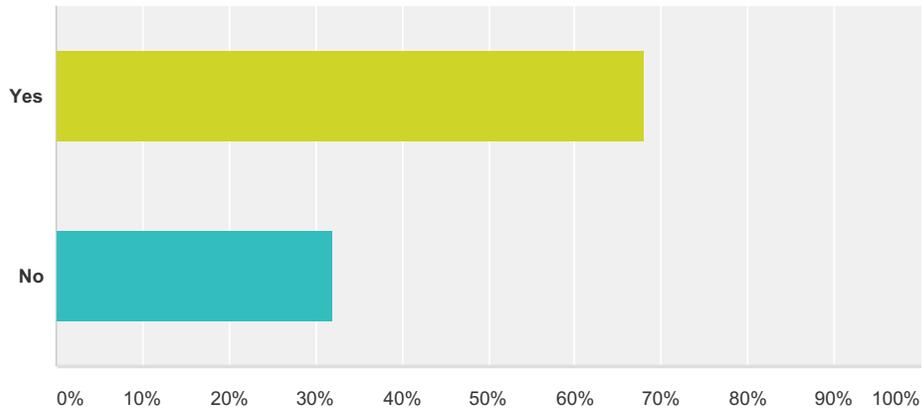
Answered: 229 Skipped: 43



Answer Choices	Responses
Shopping	17.03% 39
Food shopping	6.55% 15
Dry cleaning	18.34% 42
Eating	43.23% 99
Farmer's market	60.70% 139
Municipal government, i.e., library, town hall, police	66.81% 153
Other (please specify)	26.64% 61
Total Respondents: 229	

Q14 Would you like more bike infrastructure in town?

Answered: 223 Skipped: 49



Answer Choices	Responses
Yes	68.16% 152
No	31.84% 71
Total	223

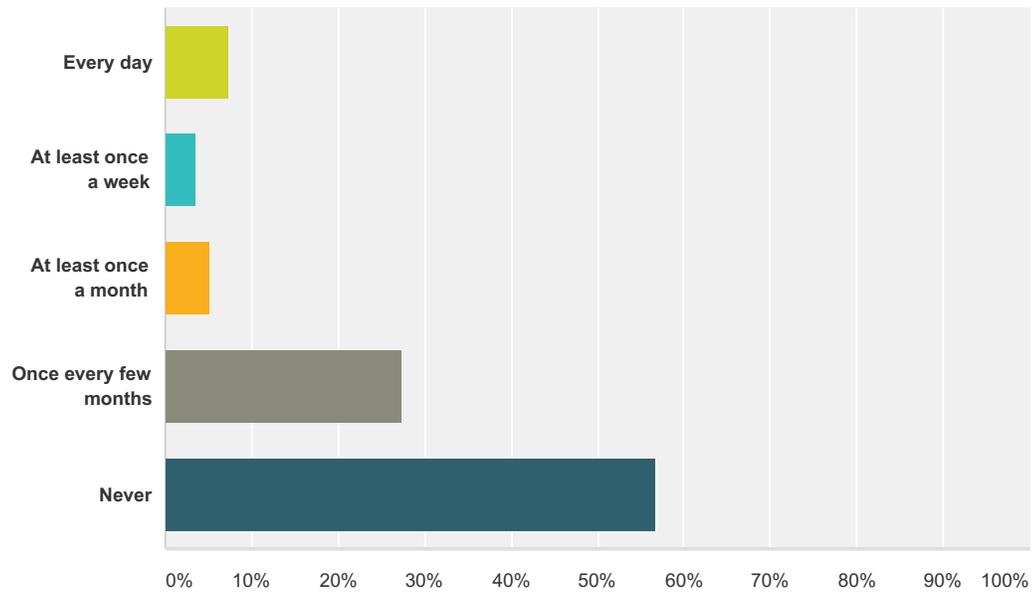
Q15 If yes, where would you like the following located? Leave blank if you do not want one or more of the following.

Answered: 123 Skipped: 149

Answer Choices	Responses	
Bike racks	45.53%	56
Bike lanes on roads	53.66%	66
Bike lanes alongside roads that are separated by grass, concrete, or some other type of strip	52.85%	65
Off road bike trails	61.79%	76
Bike loan program	18.70%	23
Other	5.69%	7

Q16 How often do you use the commuter rail in Ashland?

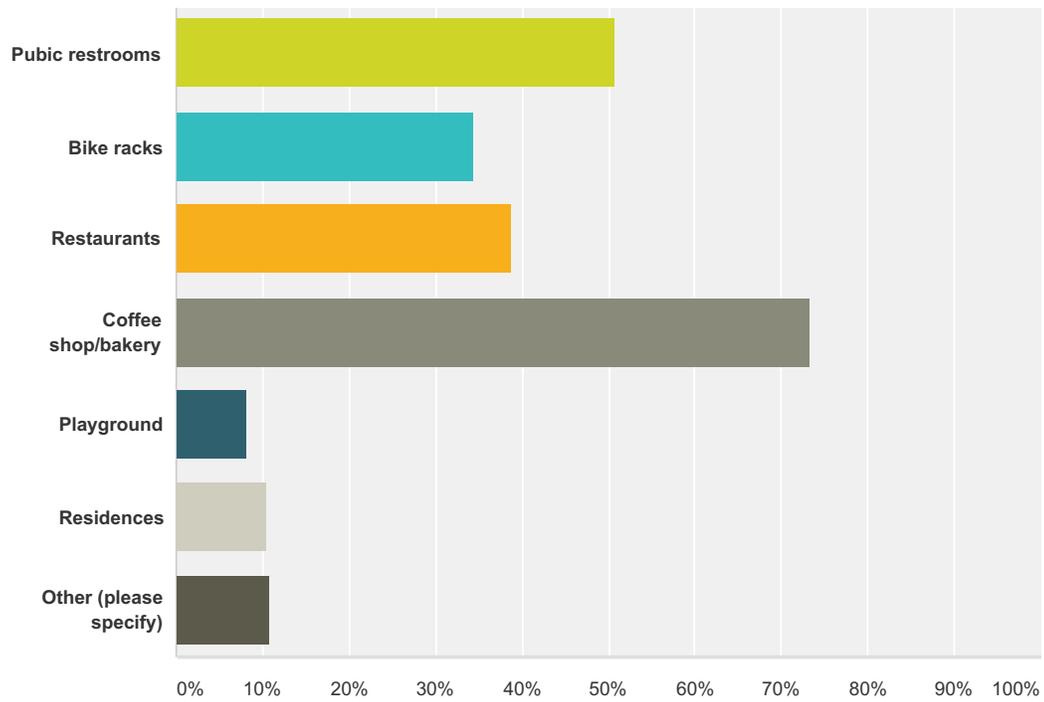
Answered: 231 Skipped: 41



Answer Choices	Responses
Every day	7.36% 17
At least once a week	3.46% 8
At least once a month	5.19% 12
Once every few months	27.27% 63
Never	56.71% 131
Total	231

Q17 What amenities would you like to see at/ or near to the commuter rail station?

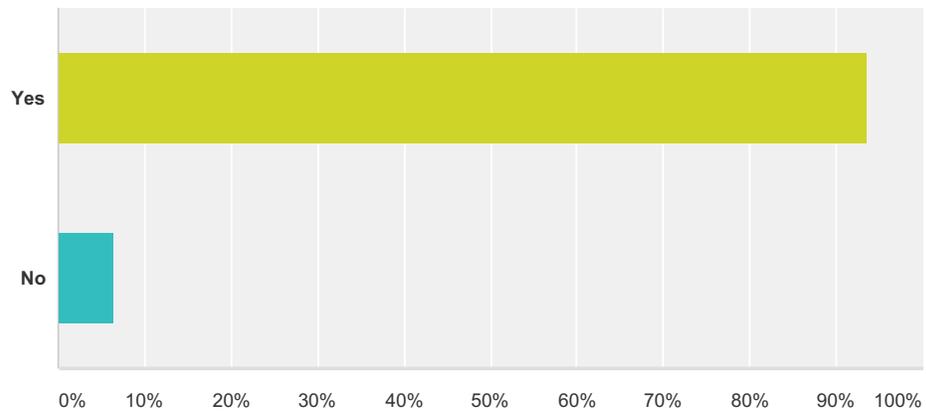
Answered: 183 Skipped: 89



Answer Choices	Responses	
Pubic restrooms	50.82%	93
Bike racks	34.43%	63
Restaurants	38.80%	71
Coffee shop/bakery	73.22%	134
Playground	8.20%	15
Residences	10.38%	19
Other (please specify)	10.93%	20
Total Respondents: 183		

Q18 Have you heard of Ashland town meeting?

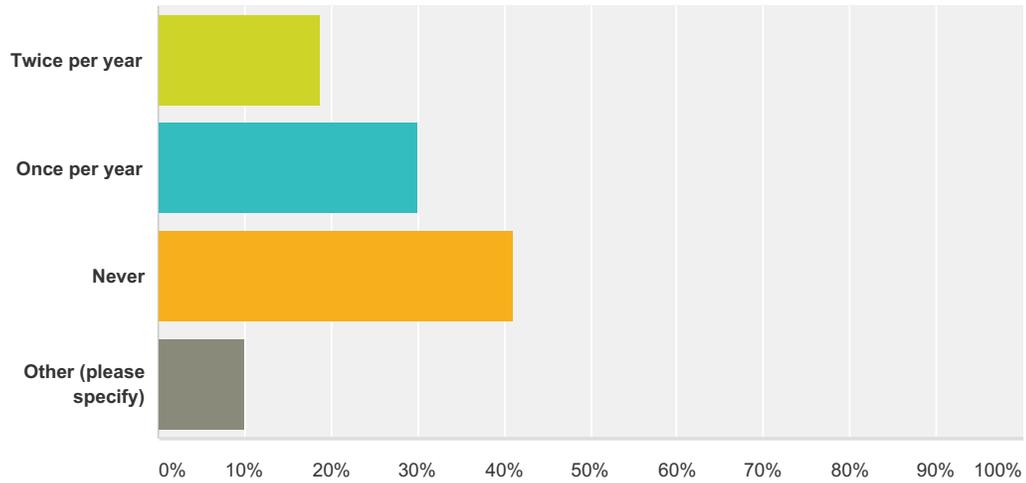
Answered: 235 Skipped: 37



Answer Choices	Responses
Yes	93.62% 220
No	6.38% 15
Total	235

Q19 If so, how often do you attend town meeting?

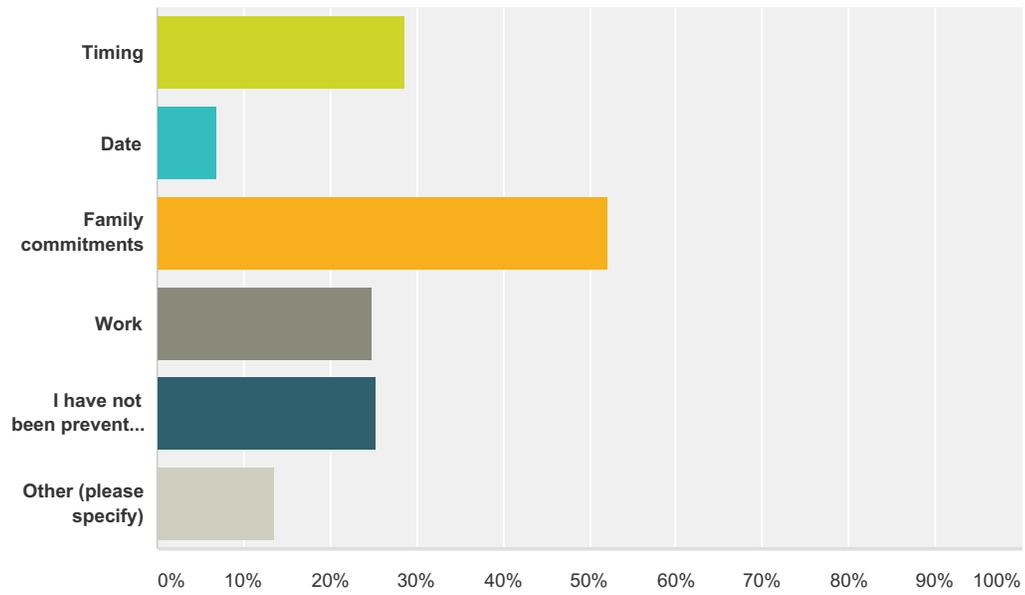
Answered: 229 Skipped: 43



Answer Choices	Responses
Twice per year	18.78% 43
Once per year	30.13% 69
Never	41.05% 94
Other (please specify)	10.04% 23
Total	229

Q20 What has prevented you from attending town meeting in the past?

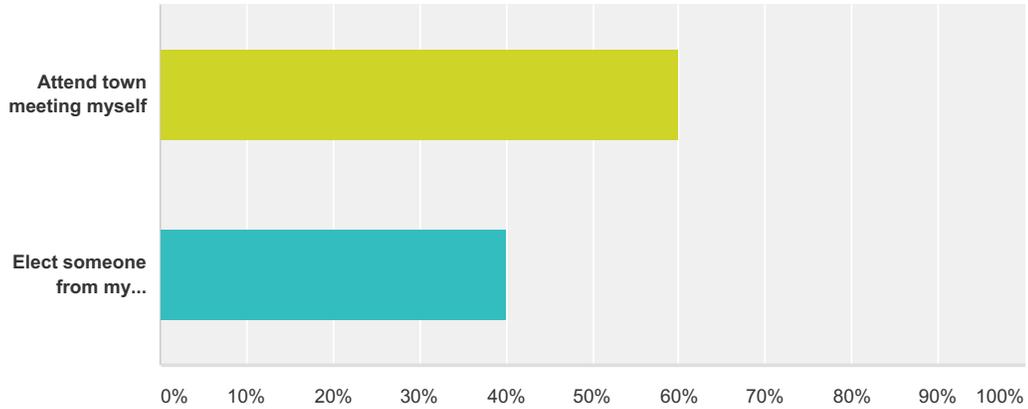
Answered: 230 Skipped: 42



Answer Choices	Responses
Timing	28.70% 66
Date	6.96% 16
Family commitments	52.17% 120
Work	24.78% 57
I have not been prevented from attending town meeting	25.22% 58
Other (please specify)	13.48% 31
Total Respondents: 230	

Q21 Would you rather attend town meeting or elect a representative to attend from your section of town?

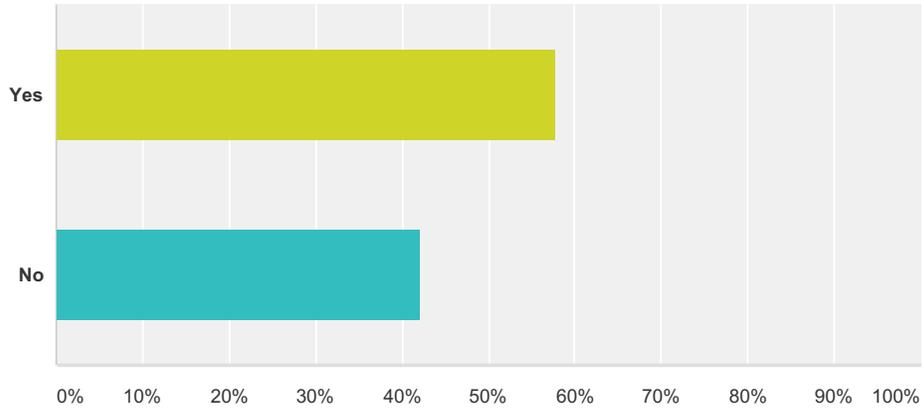
Answered: 225 Skipped: 47



Answer Choices	Responses
Attend town meeting myself	60.00% 135
Elect someone from my designated district to represent me	40.00% 90
Total	225

Q22 Does Ashland's zoning code appropriately regulate local development and quality of life?

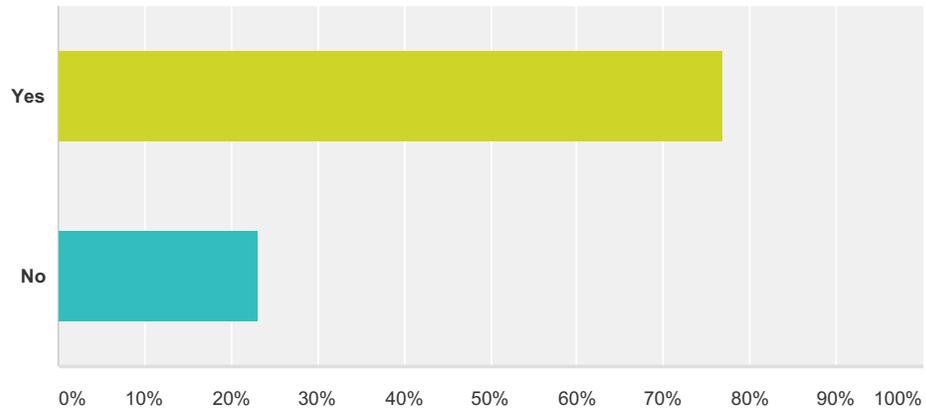
Answered: 171 Skipped: 101



Answer Choices	Responses
Yes	57.89% 99
No	42.11% 72
Total	171

Q23 Would you support tax or business incentives to fund any or all of the above?

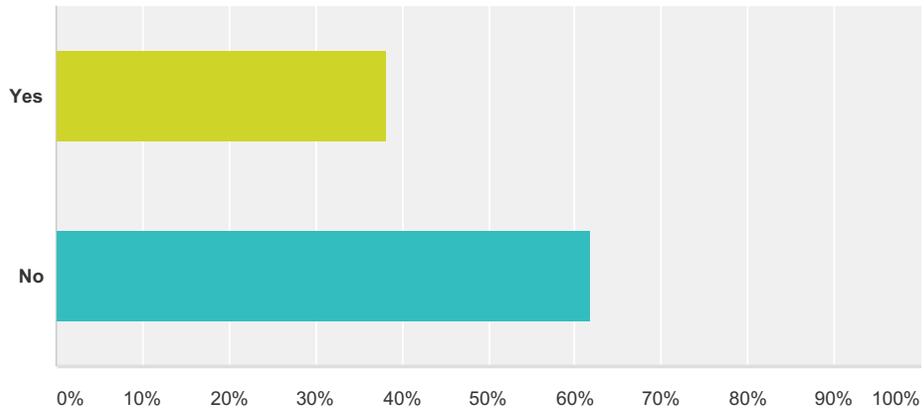
Answered: 211 Skipped: 61



Answer Choices	Responses	
Yes	76.78%	162
No	23.22%	49
Total		211

Q24 Would you elect to raise your property taxes to fund any or all of the above?

Answered: 222 Skipped: 50



Answer Choices	Responses	
Yes	38.29%	85
No	61.71%	137
Total		222

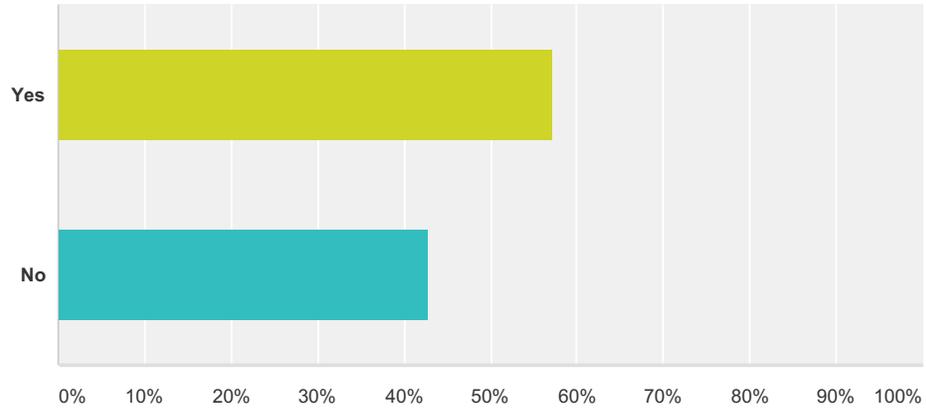
Q25 Would you be comfortable providing me with the following?

Answered: 87 Skipped: 185

Answer Choices	Responses	
Phone Number	54.02%	47
Email Address	91.95%	80

Q26 Would it be okay if I reached out to you in the future to get your opinion on other important topics?

Answered: 159 Skipped: 113



Answer Choices	Responses	
Yes	57.23%	91
No	42.77%	68
Total		159