

LANDING PAGE



Town of Windham, Maine

Comprehensive Plan Survey

Thank you for your interest in the Town of Windham's Comprehensive Plan survey.

This survey is part of an important process of public input to ensure that the Plan that is developed accurately reflects the values and expectations of those living and doing business in Windham.

The survey process is being led by the Town's Planning Department, with oversight and technical assistance from Critical Insights, a Portland-based research firm. Data for the survey is being collected by Critical Insights, not the Town of Windham.

While participation in the survey is completely voluntary, your input is strongly encouraged. Please be assured that your responses will be kept confidential, with no personal information linked to any of the responses you provide. Individual responses will be seen only by Critical Insights and results will only be reported in the aggregate.

The survey should take only about 15 minutes to complete. If you are unable to finish the survey once you begin it, you can rejoin the survey at the point you left off simply by visiting the website again and re-entering your access code.

In appreciation of your time, **all recipients that complete the survey will be entered into a raffle for an Apple iPad Mini tablet.** If selected as the winner, you will be contacted by mail at the address at which you received the survey invitation.

Thank you in advance for your time and effort. Your survey input will be important for the development of the upcoming Comprehensive Plan.

CONTINUE TO SURVEY →

SURVEY

For how long have you lived in Windham? **[PULL DOWN MENU, STARTING AT “Less than a year”]**

The following items are designed to provide a sense of the general area of Windham where you live...

Do you live north or south of Routes 115 and 35?

- North **[CODE AS “North” AND SKIP TO NEXT MAJOR ITEM (Home ownership/rental status)]**
- South **[CONTINUE]**

Do you live east or west of Route 302?

- East **[CODE AS “East” AND SKIP TO NEXT MAJOR ITEM (Home ownership/rental status)]**
- West **[CONTINUE]**

Do you live north or south of Route 202?

- North **[CODE AS “West”]**
- South **[CODE AS “South”]**

[IF ANY OF THE ABOVE TYPING ITEMS ARE SKIPPED, SKIP TO NEXT MAJOR ITEM (Home ownership/rental status)]

Do you own or rent your home?

- Own
- Rent **[SKIP NEXT ITEM]**
- Some other living arrangement **[SKIP NEXT ITEM]**

On how many acres is your home located? **[PULL DOWN MENU, STARTING AT “Less than one half acre”]**

Which of the following best describes your home?

- Year-round detached single family home
- Seasonal detached single family home or cottage
- Condominium
- Apartment
- Mobile home
- Some other housing type

NEXT →

Are you currently employed?

- O₁ Yes
- O₂ No **[SKIP NEXT ITEM]**

In what city or town do you work?

How many miles do you travel to work, one-way? **[PULL DOWN MENU, STARTING AT “Zero/work from home”]**

Are you retired?

- O₁ Yes
- O₂ No

How many children age 18 or younger live with you and attend Windham schools? **[PULL DOWN MENU, STARTING AT “None”]**

What is your age?

- O₁ Under age 25
- O₂ 25-34
- O₃ 35-44
- O₄ 45-54
- O₅ 55-64
- O₆ 65-74
- O₇ 75 or older

What is your gender?

- O₁ Female
- O₂ Male

Which of the following best matches your total annual household income?

- O₁ Less than \$20,000
- O₂ From \$20,000 to just under \$40,000
- O₃ From \$40,000 to just under \$60,000
- O₄ From \$60,000 to just under \$80,000
- O₅ From \$80,000 to just under \$100,000
- O₆ From \$100,000 to just under \$120,000
- O₇ From \$120,000 to just under \$140,000
- O₈ \$140,000 or more

NEXT →

On a scale of 0 to 10, where 0 is the worst possible score and 10 is the best, how would you personally rate your present quality of life in Windham?

- 0 1 2 3 4 5 6 7 8 9 10

During the time you have lived in Windham, do you believe the Town is...?

- 1 A much better place to live
 2 A somewhat better place to live
 3 About the same
 4 A somewhat worse place to live
 5 A much worse place to live

Five years from now, do you think that Windham will be...?

- 1 A much better place to live
 2 A somewhat better place to live
 3 About the same
 4 A somewhat worse place to live
 5 A much worse place to live

Which one of the following best matches how you see the Town of Windham?

- 1 A rural community
 2 A suburban bedroom community to Portland
 3 A regional service center for the Lakes Region

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Please indicate your level of agreement or disagreement with the following statements concerning the Town of Windham. **[ROTATE ORDER OF PRESENTATION]**

	Disagree Strongly	Disagree	Agree	Agree Strongly	Don't know/ Not Sure
Windham must balance the growth of the community while protecting the Town's rural character and natural resources	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Property owners must be free to develop land without a lot of control and regulation by the Town	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Windham must focus any future growth only in existing residential areas	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Future residential development in Windham should be focused on assuring a variety of housing types to meet the needs of all potential residents	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Windham must protect low-density residential areas and other undeveloped, rural areas by directing future development elsewhere in the Town	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
The effect on the Town's infrastructure and services should be the principal consideration in evaluating new development in Windham	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
When feasible, the Town should acquire and then preserve available open space	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
The economic growth of the Town should be the principal consideration in evaluating new development in Windham	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Windham needs strong land use regulations to manage future residential and commercial development	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
When feasible, Windham should acquire and then preserve available buildings and parcels of historical significance to the Town	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Commercial development should not be limited to certain areas of the Town	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Windham must focus any future growth only in existing commercial areas	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
The look and appearance of proposed development should be the principal consideration in evaluating potential growth in Windham	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵

NEXT →

From the following list, please select what you believe to be the top three advantages to living in Windham. Please choose no more than three. **[ALLOW MAXIMUM OF 3 CHOICES]**
[ROTATE ORDER OF PRESENTATION]

- 1 Strong schools
- 2 Rural character and open space
- 3 Favorable quality of life
- 4 Goods and services available right in Windham
- 5 Proximity to Portland
- 6 Proximity to lakes and mountains
- 7 People in the community
- 8 Small town feel
- 9 Good services provided by the Town
- 10 Recreational opportunities
- 11 Strong municipal leadership
- 12 Strong elected leadership
- 13 Growing population
- 14 Road maintenance
- 15 Mix of housing
- 16 Good job opportunities
- 17 Sense of safety
- 18 Reasonable property taxes
- 19 Something else, SPECIFY _____
- 20 Something else, SPECIFY _____
- 21 Something else, SPECIFY _____

NEXT →

From the following list, please select what you believe to be top three disadvantages to living in Windham. Please choose no more than three. **[ALLOW MAXIMUM OF 3 CHOICES]**
[ROTATE ORDER OF PRESENTATION]

- 1 Weak schools
- 2 Limited access to open space
- 3 Poor or limited services provided by the Town
- 4 Poor or limited recreational opportunities
- 5 Weak municipal leadership
- 6 Weak elected leadership
- 7 Excessive population growth and residential development
- 8 Traffic problems
- 9 Needed infrastructure improvements, such as roads and wastewater systems
- 10 High property taxes
- 11 Risk of water supply contamination
- 12 State of road maintenance
- 13 Excessive commercial development
- 14 Mix of housing
- 15 Limited job opportunities
- 16 Loss of rural character
- 17 Do not always feel safe
- 18 Something else, SPECIFY _____
- 19 Something else, SPECIFY _____
- 20 Something else, SPECIFY _____

NEXT →

How would you rate the following facilities and services in the Town of Windham? **[ROTATE ORDER OF PRESENTATION]**

	Poor	Fair	Good	Excellent	No Opinion
Maintenance of state roads and major arterials, such as Routes 302, 4/202, 115/35, and River Road	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Maintenance of local and side roads	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Public parks and open space	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Public school facilities	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Police protection	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Fire protection	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Trash disposal	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Snow plowing and removal	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Local health care service options	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Recreational facilities and programs	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Programs and services for youth	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Programs and services for senior citizens	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Library	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Town Hall personnel and services	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Retail service options	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Public school curriculum and instruction	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Town website	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵
Access to information about Town affairs, issues, and plans	<input type="radio"/> ¹	<input type="radio"/> ²	<input type="radio"/> ³	<input type="radio"/> ⁴	<input type="radio"/> ⁵

NEXT →

Using the scale shown below, please tell us how much of a **threat** each of the following are to the **quality of life** in Windham: not a threat at all, a limited threat, a moderate threat, or a major threat to quality of life in the Town. **[ROTATE ORDER OF PRESENTATION]**

	Not a threat at all	Limited threat	Moderate threat	Major threat
Traffic issues	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Increased residential development	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Property taxes	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Increased commercial development	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Loss of open space, fields, and forested land	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Elected leadership in the Town	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Infrastructure needs necessary due to growth	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
School overcrowding	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Lack of recreational options	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Road maintenance issues	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Lack of affordable housing	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Lack of business diversity in Windham	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Lack of job opportunities in Windham	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Development and congestion in North Windham commercial corridor	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Water supply issues	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Quality of schools	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Public safety issues (police and fire)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Municipal leadership and staff	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

NEXT →

Please consider the areas and issues listed below and for each item, please indicate how much of a **priority** it should be for the Town going forward: should not be a priority at all, should be a low priority, should be a moderate priority, or should be a high priority. **[ROTATE ORDER OF PRESENTATION]**

	Not a priority at all	Low priority	Moderate priority	High priority
Encouraging new residential development	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Improving the Town's school system	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Encouraging new commercial development	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Improving public safety services (police and fire)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Maintaining Windham's rural character	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Improving traffic flow in the Town's commercial district	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Maintaining Windham's present tax level	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Maintaining and improving roads	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Protecting undeveloped open space, fields, and forested land in the Town	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Addressing wastewater issues	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Acquiring and preserving open space in the Town as it becomes available	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Adding programs and services for youth	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Increasing recreational opportunities in the Town	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Construction of new school facilities	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Limiting residential development and maintaining the current population level	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Adding programs and services for senior citizens	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Encouraging economic development initiatives focused on job creation	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Construction of an indoor recreation facility for the Town	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Improving the variety and types of businesses in the Town	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
Building the value of the Town's tax base	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

[POPULATE ONLY WITH "High Priority" ISSUES FROM PREVIOUS ITEM] You identified the following as issues you believe should be high priorities for the Town of Windham. For each, please indicate if you would be willing to support tax increases to finance that initiative, if additional funding were required to do so.

	Yes, would support tax increases to fund	No, would <u>not</u> support tax increases to fund
[INSERT ITEMS FROM ABOVE]	<input type="radio"/> 1	<input type="radio"/> 2

NEXT →

Think about new residential growth in Windham, specifically the construction of new homes. In your opinion would you say that...

- O₁ There is far too much new residential development in Windham
- O₂ There is too much new residential development
- O₃ The amount of residential development is about right
- O₄ There is too little new residential development
- O₅ There is is far too little new residential development in Windham

Think about new commercial and business growth in Windham, including the construction of commercial buildings in the Town. In your opinion would you say that...

- O₁ There is far too much new commercial development in Windham
- O₂ There is too much new commercial development
- O₃ The amount of commercial development is about right
- O₄ There is too little new commercial development
- O₅ There is far too little new commercial development in Windham

Think about undeveloped open space in Windham, including existing parks, as well as open fields and forested land in the Town. In your opinion would you say that...

- O₁ There is too much open space in Windham
- O₂ The amount of open space is about right
- O₃ There is too little open space in Windham

In your opinion, how important is it for the Town to engage in the following economic development activities? **[ROTATE ORDER OF PRESENTATION]**

	Not at all important	Not very important	Somewhat important	Very important
Attract businesses to fill vacant retail and industrial spaces in the Town	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
Encourage development of new facilities in the Town's commercial areas	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
Attract new and different businesses and industries to locate in Windham	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
Promote job growth and employment opportunities by attracting businesses to the Town	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
Promote the use of tax incentives to attract new and different businesses and industries to locate in Windham	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
Promote job growth by assisting existing small businesses in the Town	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄
Invest in infrastructure to attract businesses to the Town	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃	<input type="radio"/> O ₄

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As part of the Comprehensive Plan development process, two community meetings are planned for this November (the evening of Thursday, November 13th and the morning of Saturday, November 22nd). In these meetings – called ‘Community Visioning Forums’ – those attending will take part in the process of developing a vision for the future of the Town. Between now and the time of these meetings, those in the community will have several opportunities to sign-up and attend one or both of these sessions.

Which of the following best matches your feelings about possibly attending these community meetings? Please note that the response you provide does not indicate any commitment on your part.

- ₁ You would attend both meetings
- ₂ You would only attend the evening meeting on Thursday, November 13th
- ₃ You would only attend the morning meeting on Saturday, November 22nd
- ₄ You would not attend either meeting
- ₅ You're not sure

What other thoughts and observations would you like to share about Windham?

Thank you very much for your time and assistance.

SUBMIT

THANK YOU PAGE

Thank you for your time and assistance in completing this survey.

Your input is important as the Town moves forward in the Comprehensive Plan development process.

Should you have questions concerning the Comprehensive Plan, please feel free to contact the Windham planning department at 894-5960, ext 2 or by email at plan@windhammaine.us.

Thank you.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

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Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q1: For how long have you lived in Windham?

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	1012	164	580	258	277	283	452	941	57	268	186	341	182	391	214	370
Less than 10 years	277 27%	44 27%	164 28%	64 25%	277 100%	-	-	245 26%	27 47%	82 31%	52 28%	94 28%	38 21%	91 23%	60 28%	110 30%
									H	M						N
10 years to <20 years	283 28%	44 27%	169 29%	69 27%	-	283 100%	-	270 29%	12 21%	69 26%	58 31%	97 28%	53 29%	115 29%	65 30%	99 27%
20 years or more	452 45%	76 46%	247 43%	125 48%	-	-	452 100%	426 45%	18 32%	117 44%	76 41%	150 44%	91 50%	185 47%	89 42%	161 44%
								I								

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q1: For how long have you lived in Windham?

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	1012	697	275	32	467	537	231	197	271	305	236	335	240	152
Less than 10 years	277 27%	230 33% O	35 13%	9 28%	133 28%	140 26%	141 61% TUV	45 23% V	54 20% V	33 11%	45 19%	102 30% W	74 31% W	45 30% W
10 years to <20 years	283 28%	204 29%	66 24%	12 38%	130 28%	152 28%	63 27%	76 39% SUV	72 27%	72 24%	54 23%	94 28%	76 32% W	51 34% W
20 years or more	452 45%	263 38%	174 63% NP	11 34%	204 44%	245 46%	27 12%	76 39% S	145 54% ST	200 66% STU	137 58% XYZ	139 41%	90 38%	56 37%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

REGION

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	1014	166	581	259	276	283	450	945	57	268	187	342	183	394	214	372
North	268 26%	35 21%	153 26%	77 30% B	82 30%	69 24%	117 26%	246 26%	17 30%	268 100%	-	-	-	89 23%	58 27%	108 29% N
South	187 18%	26 16%	113 19%	48 19%	52 19%	58 20%	76 17%	170 18%	16 28%	-	187 100%	-	-	78 20%	40 19%	68 18%
East	342 34%	66 40%	192 33%	80 31%	94 34%	97 34%	150 33%	320 34%	18 32%	-	-	342 100%	-	141 36%	68 32%	122 33%
West	183 18%	34 20%	104 18%	45 17%	38 14%	53 19%	91 20%	179 19%	4 7%	-	-	-	183 100%	72 18%	44 21%	58 16%
Skipped Questions	34 3%	5 3%	19 3%	9 3%	10 4%	6 2%	16 4%	30 3%	2 4%	-	-	-	-	14 4%	4 2%	16 4%

Comparison Groups: BCD/EFH/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

REGION

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	1014	700	277	32	469	540	232	197	273	307	237	337	240	153
North	268 26%	176 25%	83 30%	6 19%	126 27%	140 26%	60 26%	51 26%	64 23%	92 30%	65 27%	82 24%	65 27%	43 28%
South	187 18%	139 20%	41 15%	7 22%	82 17%	104 19%	48 21%	41 21%	45 16%	52 17%	43 18%	63 19%	45 19%	27 18%
East	342 34%	241 34%	88 32%	12 38%	173 37%	167 31%	91 39%	63 32%	95 35%	90 29%	80 34%	130 39%	72 30%	45 29%
West	183 18%	126 18%	53 19%	3 9%	72 15%	111 21%	25 11%	39 20%	60 22%	59 19%	32 14%	54 16%	51 21%	37 24%
Skipped Questions	34 3%	18 3%	12 4%	4 12%	16 3%	18 3%	8 3%	3 2%	9 3%	14 5%	17 7%	8 2%	7 3%	1 1%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q3: Do you own or rent your home?

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	1010	164	579	259	275	282	448	945	57	268	187	338	183	391	213	372
Own	945	153	539	246	245	270	426	945	-	246	170	320	179	368	204	340
	94%	93%	93%	95%	89%	96%	95%	100%		92%	91%	95%	98%	94%	96%	91%
					E		E						JK		P	
Rent	57	10	37	10	27	12	18	-	57	17	16	18	4	20	8	29
	6%	6%	6%	4%	10%	4%	4%		100%	6%	9%	5%	2%	5%	4%	8%
					FG					M	M					O
Some other living arrangement	8	1	3	3	3	-	4	-	-	5	1	-	-	3	1	3
	1%	1%	1%	1%	1%		1%			2%	1%			1%	*%	1%

Comparison Groups: BCD/EFH/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q3: Do you own or rent your home?

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	1010	696	277	32	468	537	232	197	270	306	237	335	239	152
Own	945	658	257	26	428	513	212	187	252	290	201	311	235	152
	94%	95%	93%	81%	91%	96%	91%	95%	93%	95%	85%	93%	98%	100%
						Q						W	WX	WXY
Rent	57	36	15	5	34	23	19	9	18	11	32	21	4	-
	6%	5%	5%	16%	7%	4%	8%	5%	7%	4%	14%	6%	2%	
					R		V				XY	Y		
Some other living arrangement	8	2	5	1	6	1	1	1	-	5	4	3	-	-
	1%	*%	2%	3%	1%	*%	*%	1%		2%	2%	1%		
					R									

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q4: On how many acres is your home located?

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	941	151	539	245	243	269	425	941	-	245	170	318	178	368	204	337
Less than one acre	343 36%	61 40%	192 36%	87 36%	90 37%	99 37%	151 36%	343 36%	-	110 45%	26 15%	144 45%	52 29%	135 37%	75 37%	120 36%
1 acre	194 21%	32 21%	104 19%	57 23%	48 20%	55 20%	90 21%	194 21%	-	60 24%	33 19%	53 17%	40 22%	74 20%	47 23%	65 19%
2 acres	220 23%	29 19%	127 24%	62 25%	67 28%	72 27%	81 19%	220 23%	-	50 20%	62 36%	59 19%	47 26%	83 23%	42 21%	87 26%
3 to 5 acres	115 12%	16 11%	76 14%	23 9%	28 12%	27 10%	60 14%	115 12%	-	16 7%	34 20%	38 12%	21 12%	49 13%	24 12%	40 12%
6 or more acres	69 7%	13 9%	40 7%	16 7%	10 4%	16 6%	43 10%	69 7%	-	9 4%	15 9%	24 8%	18 10%	27 7%	16 8%	25 7%

Comparison Groups: BCD/EFJ/HL/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q4: On how many acres is your home located?

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	941	657	255	26	427	511	211	187	252	288	199	310	235	152
Less than one acre	343 36%	220 33%	112 44% N	9 35%	167 39%	174 34%	64 30%	56 30%	97 38%	125 43%	83 42% ST	118 38% Z	82 35%	41 27%
1 acre	194 21%	142 22%	45 18%	7 27%	89 21%	105 21%	54 26% U	40 21%	45 18%	55 19%	41 21%	62 20%	48 20%	33 22%
2 acres	220 23%	167 25% O	49 19%	4 15%	95 22%	124 24%	57 27% V	60 32% UV	55 22%	46 16%	37 19%	65 21%	63 27% W	45 30% WX
3 to 5 acres	115 12%	86 13%	24 9%	5 19%	52 12%	63 12%	29 14%	20 11%	34 13%	32 11%	22 11%	37 12%	35 15%	20 13%
6 or more acres	69 7%	42 6%	25 10%	1 4%	24 6%	45 9%	7 3%	11 6%	21 8%	30 10% S	16 8% S	28 9% Y	7 3% Y	13 9% Y

Comparison Groups: NOF/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q5: Which of the following best describes your home?

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	1012	166	579	259	276	281	450	943	57	268	185	342	183	394	214	370
Year-round detached single family home	850 84%	125 75%	497 86% B	221 85% B	225 82%	237 84%	386 86%	822 87% I	21 37%	223 83%	163 88% L	278 81%	159 87%	330 84%	188 88% P	301 81%
Seasonal detached single family home or cottage	46 5%	10 6%	26 4%	9 3%	13 5%	12 4%	19 4%	43 5%	1 2%	19 7% KM	4 2%	21 6% KM	1 1%	22 6%	7 3%	16 4%
Condominium	47 5%	11 7%	19 3%	17 7%	13 5%	17 6%	16 4%	46 5%	1 2%	11 4%	3 2%	15 4%	16 9% K	21 5%	7 3%	18 5%
Apartment	31 3%	8 5%	19 3%	4 2%	14 5%	6 2%	11 2%	- 51%	29 51%	6 2%	5 3%	14 4%	3 2%	12 3%	2 1%	17 5% O
Mobile home	15 1%	5 3%	6 1%	4 2%	7 3% F	1 *% F	7 2%	13 1%	2 4%	2 1%	4 2%	8 2%	1 1%	3 1%	3 1%	8 2%
Some other housing type	23 2%	7 4%	12 2%	4 2%	4 1%	8 3%	11 2%	19 2%	3 5%	7 3%	6 3%	6 2%	3 2%	6 2%	7 3%	10 3%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q5: Which of the following best describes your home?

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	1012	698	277	32	468	539	232	197	271	307	236	336	240	153
Year-round detached single family home	850 84%	601 86%	215 78%	30 94%	384 82%	462 86%	210 91%	171 87%	230 85%	234 76%	174 74%	278 83%	214 89%	141 92%
			O	O			V	V	V			W	WX	WX
Seasonal detached single family home or cottage	46 5%	30 4%	16 6%	-	14 3%	31 6%	3 1%	8 4%	15 6%	20 7%	7 3%	13 4%	13 5%	11 7%
						Q			S	S				
Condominium	47 5%	24 3%	22 8%	-	28 6%	19 4%	4 2%	2 1%	12 4%	29 9%	18 8%	18 5%	10 4%	1 1%
			N						T	STU	Z	Z	Z	
Apartment	31 3%	18 3%	11 4%	2 6%	23 5%	8 1%	10 4%	4 2%	8 3%	9 3%	20 8%	9 3%	2 1%	-
					R						XY			
Mobile home	15 1%	10 1%	5 2%	-	11 2%	4 1%	2 1%	6 3%	2 1%	5 2%	6 3%	7 2%	-	-
					R									
Some other housing type	23 2%	15 2%	8 3%	-	8 2%	15 3%	3 1%	6 3%	4 1%	10 3%	11 5%	11 3%	1 *	-
											Y	Y		

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q6: Are you currently employed?

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	1011	165	580	259	275	282	449	942	57	267	187	341	182	393	214	371
Yes	700	113	427	156	230	204	263	658	36	176	139	241	126	265	162	250
	69%	68%	74%	60%	84%	72%	59%	70%	63%	66%	74%	71%	69%	67%	76%	67%
			D		FG	G									NP	
No	311	52	153	103	45	78	186	284	21	91	48	100	56	128	52	121
	31%	32%	26%	40%	16%	28%	41%	30%	37%	34%	26%	29%	31%	33%	24%	33%
				C		E	EF							O		O

Comparison Groups: BCD/EF/ HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q6: Are you currently employed?

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	1011	700	276	31	468	539	232	197	272	306	237	336	239	153
Yes	700 69%	700 100%	-	-	314 67%	383 71%	219 94% UV	184 93% UV	217 80% V	77 25%	84 35%	242 72% W	207 87% WX	139 91% WX
No	311 31%	-	276 100%	31 100%	154 33%	156 29%	13 6%	13 7%	55 20% ST	229 75% STU	153 65% XYZ	94 28% YZ	32 13%	14 9%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q7: In what city or town do you work?

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	693	112	421	156	227	204	259	651	36	175	137	239	124	263	162	246
Greater Portland	396	53	250	90	141	122	131	372	19	86	89	144	71	152	91	142
	57%	47%	59%	58%	62%	60%	51%	57%	53%	49%	65%	60%	57%	58%	56%	58%
			B		G	G					J	J				
Remaining Cumberland County	207	43	111	52	51	56	100	194	13	61	32	63	43	77	45	77
	30%	38%	26%	33%	22%	27%	39%	30%	36%	35%	23%	26%	35%	29%	28%	31%
		C					EF			K			K			
Outside Cumberland County	75	14	51	10	35	21	18	71	3	24	14	27	7	30	20	24
	11%	12%	12%	6%	15%	10%	7%	11%	8%	14%	10%	11%	6%	11%	12%	10%
			D		G					M						
Other	15	2	9	4	-	5	10	14	1	4	2	5	3	4	6	3
	2%	2%	2%	3%		2%	4%	2%	3%	2%	1%	2%	2%	2%	4%	1%

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q7: In what city or town do you work?

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	693	693	-	-	312	379	218	184	214	75	82	240	207	139
Greater Portland	396	396	-	-	184	211	138	117	115	24	41	136	125	77
	57%	57%			59%	56%	63%	64%	54%	32%	50%	57%	60%	55%
							UV	UV	V					
Remaining Cumberland County	207	207	-	-	99	107	53	47	68	39	33	77	50	42
	30%	30%			32%	28%	24%	26%	32%	52%	40%	32%	24%	30%
										STU	Y			
Outside Cumberland County	75	75	-	-	27	48	24	18	26	7	4	22	29	18
	11%	11%			9%	13%	11%	10%	12%	9%	5%	9%	14%	13%
													W	W
Other	15	15	-	-	2	13	3	2	5	5	4	5	3	2
	2%	2%			1%	3%	1%	1%	2%	7%	5%	2%	1%	1%
							Q							

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q8: How many miles do you travel to work, one-way?

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	693	112	421	156	226	205	260	652	36	173	136	240	127	260	162	249
Zero/work from home	64 9%	11 10%	38 9%	15 10%	18 8%	18 9%	27 10%	63 10%	-	25 14%	13 10%	15 6%	10 8%	21 8%	15 9%	24 10%
1 to 5 miles	108 16%	18 16%	63 15%	26 17%	26 12%	31 15%	51 20%	102 16%	6 17%	26 15%	15 11%	41 17%	23 18%	43 17%	21 13%	41 16%
6 to 10 miles	127 18%	23 21%	68 16%	36 23%	37 16%	39 19%	51 20%	117 18%	10 28%	16 9%	44 32%	50 21%	12 9%	44 17%	36 22%	46 18%
11 to 15 miles	184 27%	28 25%	113 27%	41 26%	61 27%	60 29%	63 24%	172 26%	10 28%	28 16%	39 29%	66 28%	47 37%	73 28%	41 25%	64 26%
16 to 20 miles	112 16%	15 13%	77 18%	19 12%	46 20%	29 14%	36 14%	107 16%	4 11%	37 21%	13 10%	40 17%	19 15%	46 18%	21 13%	40 16%
21 miles or more	98 14%	17 15%	62 15%	19 12%	38 17%	28 14%	32 12%	91 14%	6 17%	41 24%	12 9%	28 12%	16 13%	33 13%	28 17%	34 14%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q8: How many miles do you travel to work, one-way?

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	693	692	-	-	312	379	217	184	215	75	85	239	204	139
Zero/work from home	64 9%	63 9%	-	-	27 9%	37 10%	20 9%	11 6%	22 10%	11 15%	7 8%	19 8%	11 5%	24 17% WXY
1 to 5 miles	108 16%	108 16%	-	-	54 17%	54 14%	24 11%	27 15%	32 15%	25 33% STU	16 19%	41 17%	31 15%	15 11%
6 to 10 miles	127 18%	127 18%	-	-	55 18%	71 19%	38 18%	40 22%	35 16%	13 17%	17 20%	54 23% Z	32 16%	20 14%
11 to 15 miles	184 27%	184 27%	-	-	88 28%	96 25%	59 27%	47 26%	62 29%	16 21%	26 31%	60 25%	53 26%	39 28%
16 to 20 miles	112 16%	112 16%	-	-	52 17%	59 16%	46 21% UV	31 17% V	30 14% V	4 5%	12 14%	34 14%	40 20%	20 14%
21 miles or more	98 14%	98 14%	-	-	36 12%	62 16%	30 14%	28 15%	34 16%	6 8%	7 8%	31 13%	37 18%	21 15% W

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q9: Are you retired?

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	309	52	154	100	44	78	185	283	20	89	48	100	56	128	52	119
Yes	277	44	138	92	35	66	174	257	15	83	41	88	53	119	43	105
	90%	85%	90%	92%	80%	85%	94%	91%	75%	93%	85%	88%	95%	93%	83%	88%
							EF									
No	32	8	16	8	9	12	11	26	5	6	7	12	3	9	9	14
	10%	15%	10%	8%	20%	15%	6%	9%	25%	7%	15%	12%	5%	7%	17%	12%
					G	G										

Comparison Groups: BCD/EF/ HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q9: Are you retired?

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	309	-	277	32	152	156	13	13	55	227	152	94	33	14
Yes	277	-	277	-	126	150	1	6	44	225	133	87	30	12
	90%		100%		83%	96%	8%	46%	80%	99%	88%	93%	91%	86%
						Q		S	ST	STU				
No	32	-	-	32	26	6	12	7	11	2	19	7	3	2
	10%			100%	17%	4%	92%	54%	20%	1%	12%	7%	9%	14%
					R		TUV	UV	V					

Comparison Groups: NOF/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q10: How many children age 18 or younger live with you and attend Windham schools?

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	1009	166	578	259	272	283	449	941	57	267	187	340	183	393	214	371
None	799	136	450	209	199	204	392	741	48	211	143	265	152	312	167	301
	79%	82%	78%	81%	73%	72%	87%	79%	84%	79%	76%	78%	83%	79%	78%	81%
							EF									
1	96	13	60	22	36	24	36	91	5	26	21	36	12	39	22	28
	10%	8%	10%	8%	13%	8%	8%	10%	9%	10%	11%	11%	7%	10%	10%	8%
					G											
2	85	15	47	22	26	39	19	81	3	19	16	35	13	31	14	36
	8%	9%	8%	8%	10%	14%	4%	9%	5%	7%	9%	10%	7%	8%	7%	10%
					G	G										
3	25	2	17	6	10	13	2	24	1	9	7	4	4	11	9	4
	2%	1%	3%	2%	4%	5%	*%	3%	2%	3%	4%	1%	2%	3%	4%	1%
					G	G									P	
4	3	-	3	-	1	2	-	3	-	2	-	-	1	-	1	2
	*%		1%		*%	1%		*%		1%			1%		*%	1%
5	1	-	1	-	-	1	-	1	-	-	-	-	1	-	1	-
	*%		*%			*%		*%					1%		*%	

Comparison Groups: BCD/EF/ HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q10: How many children age 18 or younger live with you and attend Windham schools?

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	1009	696	277	32	469	538	232	197	272	306	236	337	239	153
None	799 79%	505 73%	268 97% NP	22 69%	354 75%	444 83% Q	107 46%	134 68% S	254 93% ST	303 99% STU	205 87% YZ	274 81% Z	179 75%	105 69%
1	96 10%	88 13% O	4 1%	4 12%	56 12% R	40 7%	51 22% UV	31 16% UV	12 4% V	1 *%	14 6%	28 8%	29 12% W	20 13% W
2	85 8%	76 11% O	5 2%	4 12%	46 10%	39 7%	53 23% TUV	25 13% UV	5 2%	2 1%	14 6%	26 8%	21 9%	21 14% W
3	25 2%	24 3%	-	1 3%	12 3%	12 2%	18 8% TU	6 3% U	1 *%	-	2 1%	9 3%	9 4% W	5 3%
4	3 *%	2 *%	-	1 3%	1 *%	2 *%	2 1%	1 1%	-	-	1 *%	-	-	2 1%
5	1 *%	1 *%	-	-	-	1 *%	1 *%	-	-	-	-	-	1 *%	-

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q11: What is your age?

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	1009	166	579	259	273	283	448	941	57	267	186	339	183	393	214	372
Under age 25	2 *%	-	2 *%	-	-	1 *%	1 *%	2 *%	-	2 1%	-	-	-	1 *%	1 *%	-
25-34	85 8%	12 7%	56 10%	17 7%	72 26% FG	7 2%	5 1%	72 8%	12 21% H	26 10% M	17 9% M	30 9% M	7 4%	25 6%	19 9%	38 10%
35-44	145 14%	19 11%	97 17% D	28 11%	69 25% G	55 19% G	21 5%	138 15%	7 12%	32 12%	31 17%	61 18% JM	18 10%	50 13%	36 17%	50 13%
45-54	197 20%	33 20%	121 21%	42 16%	45 16%	76 27% EG	76 17%	187 20%	9 16%	51 19%	41 22%	63 19%	39 21%	71 18%	60 28% NP	63 17%
55-64	273 27%	55 33%	151 26%	66 25%	54 20%	72 25%	145 32% EF	252 27%	18 32%	64 24%	45 24%	95 28%	60 33% J	122 31% O	47 22%	99 27%
65-74	224 22%	35 21%	122 21%	65 25%	23 8%	48 17% E	151 34% EF	217 23% I	6 11%	64 24%	40 22%	63 19%	46 25%	99 25% O	38 18%	82 22%
75 or older	83 8%	12 7%	30 5%	41 16% BC	10 4%	24 8% E	49 11% E	73 8%	5 9%	28 10%	12 6%	27 8%	13 7%	25 6%	13 6%	40 11% NO

Comparison Groups: BCD/EF/ HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q11: What is your age?

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	1009	697	276	32	467	540	232	197	273	307	236	337	240	153
Under age 25	2 *%	2 *%	-	-	2 *%	-	2 1%	-	-	-	1 *%	-	1 *%	-
25-34	85 8%	79 11% O	1 *%	5 16% O	46 10%	39 7%	85 37%	-	-	-	10 4%	49 15% WYZ	17 7%	7 5%
35-44	145 14%	138 20%	-	7 22%	73 16%	71 13%	145 62%	-	-	-	11 5%	41 12% W	55 23% WX	33 22% WX
45-54	197 20%	184 26% O	6 2%	7 22% O	101 22%	96 18%	-	197 100%	-	-	29 12%	59 18%	55 23% W	47 31% WX
55-64	273 27%	217 31% O	44 16%	11 34% O	115 25%	158 29%	-	-	273 100%	-	50 21%	86 26%	79 33% W	46 30%
65-74	224 22%	70 10% P	152 55% NP	1 3%	83 18%	140 26% Q	-	-	-	224 73%	79 33% XYZ	86 26% YZ	26 11%	20 13%
75 or older	83 8%	7 1%	73 26% NP	1 3%	47 10%	36 7%	-	-	-	83 27%	56 24% XY	16 5%	7 3%	-

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q12: What is your gender?

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	1009	166	578	259	273	282	449	941	57	266	186	340	183	393	213	372
Female	469	76	253	138	133	130	204	428	34	126	82	173	72	190	72	190
	46%	46%	44%	53%	49%	46%	45%	45%	60%	47%	44%	51%	39%	48%	34%	51%
				C					H			M		O		O
Male	540	90	325	121	140	152	245	513	23	140	104	167	111	203	141	182
	54%	54%	56%	47%	51%	54%	55%	55%	40%	53%	56%	49%	61%	52%	66%	49%
			D					I				L			NP	

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q12: What is your gender?

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	1009	697	276	32	469	540	231	197	273	306	237	335	240	153
Female	469	314	126	26	469	-	121	101	115	130	150	141	105	55
	46%	45%	46%	81%	100%		52%	51%	42%	42%	63%	42%	44%	36%
				NO			UV	U			XYZ			
Male	540	383	150	6	-	540	110	96	158	176	87	194	135	98
	54%	55%	54%	19%		100%	48%	49%	58%	58%	37%	58%	56%	64%
		P	P						ST	S		W	W	W

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q13: Which of the following best matches your total annual household income?

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	967	158	554	254	266	275	422	899	57	255	178	327	174	376	208	358
Less than \$20,000	70 7%	22 14% C	20 4%	28 11% C	12 5%	10 4%	48 11% EF	52 6%	15 26% H	23 9% K	7 4%	21 6%	14 8%	23 6%	9 4%	35 10% O
From \$20,000 to just under \$40,000	167 17%	30 19%	86 16%	51 20%	33 12%	44 16%	89 21% E	149 17%	17 30% H	42 16%	36 20% M	59 18% M	18 10%	59 16%	23 11%	77 22% NO
From \$40,000 to just under \$60,000	162 17%	32 20%	97 18%	33 13%	42 16%	42 15%	77 18%	146 16%	12 21%	43 17%	30 17%	64 20% M	21 12%	65 17%	43 21%	54 15%
From \$60,000 to just under \$80,000	175 18%	31 20%	110 20% D	34 13%	60 23% G	52 19%	62 15%	165 18%	9 16%	39 15%	33 19%	66 20%	33 19%	62 16%	40 19%	66 18%
From \$80,000 to just under \$100,000	134 14%	16 10%	84 15%	33 13%	38 14%	43 16%	53 13% I	131 15%	3 5%	37 15%	25 14%	38 12%	29 17%	55 15%	26 12%	50 14%
From \$100,000 to just under \$120,000	106 11%	9 6%	69 12% B	28 11% B	36 14%	33 12%	37 9% I	104 12%	1 2%	28 11%	20 11%	34 10%	22 13%	41 11%	32 15% P	33 9%
From \$120,000 to just under \$140,000	57 6%	6 4%	30 5%	21 8%	16 6%	17 6%	23 5%	57 6%	-	21 8%	9 5%	18 6%	9 5%	24 6%	9 4%	23 6%
\$140,000 or more	96 10%	12 8%	58 10%	26 10%	29 11%	34 12%	33 8%	95 11%	-	22 9%	18 10%	27 8%	28 16% JL	47 12% P	26 12% P	20 6%

Comparison Groups: BCD/EF/GH/IJKL/MNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q13: Which of the following best matches your total annual household income?

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	967	672	262	31	451	514	225	190	261	290	237	337	240	153
Less than \$20,000	70 7%	12 2%	47 18% N	11 35% NO	53 12% R	17 3%	4 2%	6 3%	15 6% S	45 16% STU	70 30%	-	-	-
From \$20,000 to just under \$40,000	167 17%	72 11%	86 33% N	8 26% N	97 22% R	70 14%	18 8%	23 12%	35 13%	90 31% STU	167 70%	-	-	-
From \$40,000 to just under \$60,000	162 17%	100 15%	57 22% N	4 13%	69 15%	92 18%	28 12%	31 16%	42 16%	61 21% S	-	162 48%	-	-
From \$60,000 to just under \$80,000	175 18%	142 21% OP	30 11%	3 10%	72 16%	102 20%	62 28% TUV	28 15%	44 17%	41 14%	-	175 52%	-	-
From \$80,000 to just under \$100,000	134 14%	114 17% OP	18 7%	2 6%	54 12%	80 16%	37 16% V	30 16% V	46 18% V	21 7%	-	-	134 56%	-
From \$100,000 to just under \$120,000	106 11%	93 14% OP	12 5%	1 3%	51 11%	55 11%	36 16% V	25 13% V	33 13% V	12 4%	-	-	106 44%	-
From \$120,000 to just under \$140,000	57 6%	50 7% O	7 3%	-	28 6%	29 6%	15 7%	20 11% UV	13 5% V	9 3%	-	-	-	57 37%
\$140,000 or more	96 10%	89 13% O	5 2%	2 6%	27 6%	69 13% Q	25 11% V	27 14% V	33 13% V	11 4%	-	-	-	96 63%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q14: On a scale of 0 to 10, where 0 is the worst possible score and 10 is the best, how would you personally rate your present quality of life in Windham?

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	1006	166	581	259	272	282	448	938	57	265	187	338	183	393	214	371
DETRACTOR - 0-6	166 17%	166 100%	-	-	44 16%	44 16%	76 17%	153 16%	10 18%	35 13%	26 14%	66 20%	34 19%	57 15%	46 21%	59 16%
0	2 *%	2 1%	-	-	-	-	2 *%	2 *%	-	1 *%	-	-	1 1%	1 *%	-	1 *%
1	2 *%	2 1%	-	-	1 *%	1 *%	-	2 *%	-	-	-	2 1%	-	1 *%	1 *%	-
2	1 *%	1 1%	-	-	-	-	1 *%	1 *%	-	-	-	1 *%	-	1 *%	-	-
3	5 *%	5 3%	-	-	2 1%	-	3 1%	5 1%	-	-	1 1%	2 1%	2 1%	2 1%	1 *%	2 1%
4	18 2%	18 11%	-	-	5 2%	4 1%	9 2%	17 2%	1 2%	5 2%	1 1%	7 2%	5 3%	5 1%	7 3%	5 1%
5	64 6%	64 39%	-	-	12 4%	14 5%	37 8%	57 6%	6 11%	15 6%	9 5%	27 8%	11 6%	21 5%	23 11%	18 5%
6	74 7%	74 45%	-	-	24 9%	25 9%	24 5%	69 7%	3 5%	14 5%	15 8%	27 8%	15 8%	26 7%	14 7%	33 9%
PASSIVE - 7-8	581 58%	-	581 100%	-	164 60%	169 60%	247 55%	539 57%	37 65%	153 58%	113 60%	192 57%	104 57%	236 60%	124 58%	207 56%
7	199 20%	-	199 34%	-	60 22%	56 20%	83 19%	187 20%	12 21%	48 18%	38 20%	69 20%	38 21%	77 20%	48 22%	69 19%
8	382 38%	-	382 66%	-	104 38%	113 40%	164 37%	352 38%	25 44%	105 40%	75 40%	123 36%	66 36%	159 40%	76 36%	138 37%
PROMOTER - 9-10	259 26%	-	-	259 100%	64 24%	69 24%	125 28%	246 26%	10 18%	77 29%	48 26%	80 24%	45 25%	100 25%	44 21%	105 28%
9	158 16%	-	-	158 61%	37 14%	48 17%	73 16%	151 16%	7 12%	45 17%	34 18%	47 14%	28 15%	67 17%	26 12%	61 16%
10	101 10%	-	-	101 39%	27 10%	21 7%	52 12%	95 10%	3 5%	32 12%	14 7%	33 10%	17 9%	33 8%	18 8%	44 12%

Comparison Groups: BCD/EFG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q14: On a scale of 0 to 10, where 0 is the worst possible score and 10 is the best, how would you personally rate your present quality of life in Windham?

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	1006	696	274	32	467	536	231	196	272	305	237	337	239	153
DETRACTOR - 0-6	166 17%	113 16%	44 16%	8 25%	76 16%	90 17%	31 13%	33 17%	55 20%	47 15%	52 22%	63 19%	25 10%	18 12%
0	2 *%	1 *%	1 *%	-	1 *%	1 *%	-	-	2 1%	-	1 *%	-	1 *%	-
1	2 *%	1 *%	-	1 3%	1 *%	1 *%	-	2 1%	-	-	1 *%	1 *%	-	-
2	1 *%	1 *%	-	-	1 *%	-	-	-	1 *%	-	-	1 *%	-	-
3	5 *%	2 *%	3 1%	-	3 1%	2 *%	-	-	2 1%	3 1%	2 1%	-	2 1%	1 1%
4	18 2%	11 2%	6 2%	1 3%	11 2%	7 1%	4 2%	5 3%	4 1%	5 2%	5 2%	8 2%	2 1%	2 1%
5	64 6%	45 6%	16 6%	2 6%	28 6%	36 7%	9 4%	13 7%	24 9%	18 6%	21 9%	25 7%	8 3%	6 4%
6	74 7%	52 7%	18 7%	4 12%	31 7%	43 8%	18 8%	13 7%	22 8%	21 7%	22 9%	28 8%	12 5%	9 6%
PASSIVE - 7-8	581 58%	427 61%	138 50%	16 50%	253 54%	325 61%	155 67%	121 62%	151 56%	152 50%	106 45%	207 61%	153 64%	88 58%
7	199 20%	152 22%	43 16%	4 12%	88 19%	110 21%	64 28%	44 22%	51 19%	40 13%	32 14%	72 21%	60 25%	28 18%
8	382 38%	275 40%	95 35%	12 38%	165 35%	215 40%	91 39%	77 39%	100 37%	112 37%	74 31%	135 40%	93 39%	60 39%
PROMOTER - 9-10	259 26%	156 22%	92 34%	8 25%	138 30%	121 23%	45 19%	42 21%	66 24%	106 35%	79 33%	67 20%	61 26%	47 31%
9	158 16%	105 15%	48 18%	3 9%	80 17%	78 15%	29 13%	32 16%	40 15%	57 19%	36 15%	40 12%	45 19%	32 21%
10	101 10%	51 7%	44 16%	5 16%	58 12%	43 8%	16 7%	10 5%	26 10%	49 16%	43 18%	27 8%	16 7%	15 10%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q15: During the time you have lived in Windham, do you believe the Town is...?

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	1006	166	579	259	271	283	447	939	57	265	187	337	183	393	214	372
NET BETTER	484 48%	32 19%	280 48% B	171 66% BC	122 45%	128 45%	233 52%	442 47%	35 61% H	134 51% K	72 39%	165 49% K	99 54% K	185 47%	90 42%	193 52% O
A much better place to live	160 16%	7 4%	68 12% B	84 32% BC	46 17%	38 13%	76 17%	143 15%	14 25%	48 18%	24 13%	59 18%	22 12%	55 14%	28 13%	71 19%
A somewhat better place to live	324 32%	25 15%	212 37% B	87 34% B	76 28%	90 32%	157 35% E	299 32%	21 37%	86 32%	48 26%	106 31%	77 42% JKL	130 33%	62 29%	122 33%
About the same	397 39%	79 48% D	242 42% D	75 29% G	131 48% G	126 45% G	136 30%	375 40%	20 35%	94 35%	84 45% JM	139 41%	63 34%	155 39%	95 44%	137 37%
NET WORSE	125 12%	55 33% CD	57 10% D	13 5%	18 7%	29 10%	78 17% EF	122 13% I	2 4%	37 14%	31 17% L	33 10%	21 11%	53 13%	29 14%	42 11%
A somewhat worse place to live	112 11%	46 28% CD	54 9% D	12 5%	17 6%	27 10%	68 15% EF	109 12% I	2 4%	33 12%	29 16% L	30 9%	17 9%	48 12%	26 12%	37 10%
A much worse place to live	13 1%	9 5% CD	3 1%	1 *% E	1 *% E	2 1%	10 2% E	13 1%	- 1%	4 2%	2 1%	3 1%	4 2%	5 1%	3 1%	5 1%

Comparison Groups: BCD/EF/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q15: During the time you have lived in Windham, do you believe the Town is...?

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	1006	695	275	32	468	536	231	196	273	305	237	336	240	153
NET BETTER	484 48%	315 45%	150 55%	18 56%	236 50%	247 46%	107 46%	85 43%	123 45%	169 55%	124 52%	152 45%	113 47%	77 50%
			N							STU				
A much better place to live	160 16%	94 14%	59 21%	7 22%	87 19%	72 13%	34 15%	26 13%	42 15%	58 19%	50 21%	54 16%	31 13%	19 12%
			N		R						YZ			
A somewhat better place to live	324 32%	221 32%	91 33%	11 34%	149 32%	175 33%	73 32%	59 30%	81 30%	111 36%	74 31%	98 29%	82 34%	58 38%
About the same	397 39%	302 43%	84 31%	10 31%	175 37%	221 41%	110 48%	84 43%	110 40%	92 30%	82 35%	135 40%	107 45%	58 38%
		O					V	V	V					W
NET WORSE	125 12%	78 11%	41 15%	4 12%	57 12%	68 13%	14 6%	27 14%	40 15%	44 14%	31 13%	49 15%	20 8%	18 12%
								S	S	S				Y
A somewhat worse place to live	112 11%	71 10%	35 13%	4 12%	53 11%	59 11%	14 6%	25 13%	35 13%	38 12%	27 11%	44 13%	16 7%	18 12%
								S	S	S		Y		
A much worse place to live	13 1%	7 1%	6 2%	-	4 1%	9 2%	-	2 1%	5 2%	6 2%	4 2%	5 1%	4 2%	-

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q16: Five years from now, do you think that Windham will be...?

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	988	162	571	253	268	279	436	925	52	257	186	333	181	387	213	362
NET BETTER	373 38%	31 19%	206 36% B	134 53% BC	139 52% FG	105 38% G	127 29%	334 36%	33 63% H	110 43%	62 33%	124 37%	63 35%	141 36%	68 32%	158 44% NO
A much better place to live	103 10%	4 2%	44 8% B	55 22% BC	47 18% FG	20 7%	36 8%	87 9%	14 27% H	38 15% LM	19 10%	25 8%	13 7%	36 9%	16 8%	49 14% O
A somewhat better place to live	270 27%	27 17%	162 28% B	79 31% B	92 34% G	85 30% G	91 21%	247 27%	19 37%	72 28%	43 23%	99 30%	50 28%	105 27%	52 24%	109 30%
About the same	499 51%	94 58% D	300 53% D	105 42% B	115 43% G	133 48%	248 57% EF	477 52% I	18 35%	115 45%	97 52%	176 53%	96 53%	194 50%	120 56% P	166 46%
NET WORSE	116 12%	37 23% CD	65 11% D	14 6%	14 5%	41 15% E	61 14% E	114 12% I	1 2%	32 12%	27 15%	33 10%	22 12%	52 13%	25 12%	38 10%
A somewhat worse place to live	104 11%	28 17% CD	62 11% D	14 6%	13 5%	38 14% E	53 12% E	103 11% I	1 2%	28 11%	26 14% L	27 8%	21 12%	49 13%	20 9%	34 9%
A much worse place to live	12 1%	9 6% C	3 1%	-	1 *% E	3 1%	8 2% E	11 1%	-	4 2%	1 1%	6 2%	1 1%	3 1%	5 2%	4 1%

Comparison Groups: BCD/EF/GH/IJKL/MNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q16: Five years from now, do you think that Windham will be...?

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	988	686	267	32	457	529	230	194	268	295	227	334	236	153
NET BETTER	373 38%	250 36%	104 39%	18 56% N	187 41%	185 35%	99 43% T	62 32%	99 37%	113 38%	95 42%	126 38%	82 35%	58 38%
A much better place to live	103 10%	60 9%	36 13% N	7 22%	62 14% R	41 8%	24 10%	13 7%	29 11%	37 13% T	40 18% XYZ	33 10%	16 7%	14 9%
A somewhat better place to live	270 27%	190 28%	68 25%	11 34%	125 27%	144 27%	75 33%	49 25%	70 26%	76 26%	55 24%	93 28%	66 28%	44 29%
About the same	499 51%	356 52%	130 49%	12 38%	234 51%	265 50%	117 51%	101 52%	133 50%	147 50%	110 48%	160 48%	131 56%	76 50%
NET WORSE	116 12%	80 12%	33 12%	2 6%	36 8%	79 15%	14 6%	31 16% Q	36 13% S	35 12% S	22 10% S	48 14%	23 10%	19 12%
A somewhat worse place to live	104 11%	73 11%	28 10%	2 6%	32 7%	71 13% Q	14 6%	30 15% S	29 11%	31 11%	17 7%	44 13% W	21 9%	18 12%
A much worse place to live	12 1%	7 1%	5 2%	- 1%	4 1%	8 2%	- 1%	1 3%	7 3%	4 1%	5 2%	4 1%	2 1%	1 1%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q17: Which one of the following best matches how you see the Town of Windham?

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	1002	166	577	257	269	283	445	935	56	264	187	337	181	391	214	371
A rural community	188 19%	25 15%	105 18%	58 23% B	67 25% FG	50 18%	71 16%	170 18%	16 29%	44 17%	54 29% JLM	56 17%	25 14%	61 16%	38 18%	81 22% N
A suburban bedroom community to Portland	466 47%	95 57% CD	256 44%	115 45%	114 42%	132 47%	217 49%	441 47%	20 36%	113 43%	90 48%	169 50%	84 46%	192 49%	97 45%	168 45%
A regional service center for the Lakes Region	348 35%	46 28%	216 37% B	84 33%	88 33%	101 36%	157 35%	324 35%	20 36%	107 41% K	43 23%	112 33% K	72 40% K	138 35%	79 37%	122 33%

Comparison Groups: BCD/EFG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q17: Which one of the following best matches how you see the Town of Windham?

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	1002	693	274	32	466	534	231	195	272	303	237	336	238	153
A rural community	188 19%	126 18%	48 18%	12 38% NO	94 20%	94 18%	50 22%	39 20%	46 17%	53 17%	55 23%	62 18%	39 16%	24 16%
A suburban bedroom community to Portland	466 47%	341 49% P	116 42%	9 28%	213 46%	253 47%	111 48%	87 45%	135 50%	132 44%	87 37%	150 45%	127 53% WX	84 55% WX
A regional service center for the Lakes Region	348 35%	226 33%	110 40% N	11 34%	159 34%	187 35%	70 30%	69 35%	91 33%	118 39%	95 40% S	124 37% YZ	72 30%	45 29%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_1: Windham must balance the growth of the community while protecting the Town's rural character and natural resources

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	992	164	573	253	268	281	438	925	57	263	186	333	176	393	214	371
NET DISAGREE	62 6%	21 13% CD	31 5%	10 4%	18 7%	14 5%	30 7%	58 6%	3 5%	12 5%	9 5%	20 6%	15 9%	10 3%	43 20% NP	9 2%
Disagree Strongly	13 1%	8 5% CD	3 1%	2 1%	5 2%	5 2%	3 1%	13 1%	-	1 *	3 2%	3 1%	5 3%	2 1%	11 5% N	-
Disagree	49 5%	13 8% D	28 5%	8 3%	13 5%	9 3%	27 6%	45 5%	3 5%	11 4%	6 3%	17 5%	10 6%	8 2%	32 15% NP	9 2%
NET AGREE	910 92%	141 86%	532 93% B	235 93% B	247 92%	261 93%	397 91%	848 92%	53 93%	244 93%	177 95% M	305 92% M	157 89%	379 96% O	166 78%	357 96% O
Agree	464 47%	76 46%	254 44%	132 52% C	135 50%	123 44%	203 46%	421 46%	36 63% H	137 52%	86 46%	147 44%	80 45%	151 38%	125 58% NP	182 49% N
Agree Strongly	446 45%	65 40%	278 49% BD	103 41%	112 42%	138 49%	194 44%	427 46% I	17 30%	107 41%	91 49%	158 47%	77 44%	228 58% OP	41 19%	175 47% O
Don't know/Not Sure	20 2%	2 1%	10 2%	8 3%	3 1%	6 2%	11 3%	19 2%	1 2%	7 3%	-	8 2%	4 2%	4 1%	5 2%	5 1%

Comparison Groups: BCD/EFH/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_1: Windham must balance the growth of the community while protecting the Town's rural character and natural resources

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	992	687	269	32	461	529	228	195	271	297	231	333	238	152
NET DISAGREE	62 6%	49 7%	10 4%	3 9%	23 5%	39 7%	16 7%	17 9%	16 6%	13 4%	8 3%	19 6%	18 8%	14 9%
														W
Disagree Strongly	13 1%	12 2%	-	1 3%	5 1%	8 2%	6 3%	4 2%	2 1%	1 *%	1 *%	5 2%	3 1%	3 2%
														V
Disagree	49 5%	37 5%	10 4%	2 6%	18 4%	31 6%	10 4%	13 7%	14 5%	12 4%	7 3%	14 4%	15 6%	11 7%
NET AGREE	910 92%	626 91%	251 93%	29 91%	426 92%	482 91%	206 90%	175 90%	253 93%	275 93%	215 93%	307 92%	218 92%	135 89%
Agree	464 47%	311 45%	138 51%	14 44%	216 47%	247 47%	104 46%	93 48%	113 42%	153 52%	126 55%	142 43%	113 47%	63 41%
										U	XZ			
Agree Strongly	446 45%	315 46%	113 42%	15 47%	210 46%	235 44%	102 45%	82 42%	140 52%	122 41%	89 39%	165 50%	105 44%	72 47%
									TV			W		
Don't know/Not Sure	20 2%	12 2%	8 3%	-	12 3%	8 2%	6 3%	3 2%	2 1%	9 3%	8 3%	7 2%	2 1%	3 2%
										U				

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_2: Property owners must be free to develop land without a lot of control and regulation by the Town

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	989	163	570	254	267	280	437	921	57	261	186	333	177	390	214	371
NET DISAGREE	500	76	289	134	124	152	221	464	29	122	100	171	90	346	49	100
	51%	47%	51%	53%	46%	54%	51%	50%	51%	47%	54%	51%	51%	89%	23%	27%
														OP		
Disagree Strongly	125	17	79	28	27	41	56	119	3	27	21	46	27	108	5	12
	13%	10%	14%	11%	10%	15%	13%	13%	5%	10%	11%	14%	15%	28%	2%	3%
														OP		
Disagree	375	59	210	106	97	111	165	345	26	95	79	125	63	238	44	88
	38%	36%	37%	42%	36%	40%	38%	37%	46%	36%	42%	38%	36%	61%	21%	24%
														OP		
NET AGREE	441	84	247	110	131	118	191	412	25	126	80	144	77	27	158	252
	45%	52%	43%	43%	49%	42%	44%	45%	44%	48%	43%	43%	44%	7%	74%	68%
															N	N
Agree	286	55	153	78	86	71	129	264	19	88	51	86	51	25	102	156
	29%	34%	27%	31%	32%	25%	30%	29%	33%	34%	27%	26%	29%	6%	48%	42%
															N	N
Agree Strongly	155	29	94	32	45	47	62	148	6	38	29	58	26	2	56	96
	16%	18%	16%	13%	17%	17%	14%	16%	11%	15%	16%	17%	15%	1%	26%	26%
															N	N
Don't know/Not Sure	48	3	34	10	12	10	25	45	3	13	6	18	10	17	7	19
	5%	2%	6%	4%	4%	4%	6%	5%	5%	5%	3%	5%	6%	4%	3%	5%
			B													

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_2: Property owners must be free to develop land without a lot of control and regulation by the Town

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	989	686	267	32	460	527	228	192	270	298	230	332	236	152
NET DISAGREE	500	340	144	14	235	264	92	95	146	166	107	150	129	90
	51%	50%	54%	44%	51%	50%	40%	49%	54%	56%	47%	45%	55%	59%
									S	S			X	WX
Disagree Strongly	125	90	35	-	57	68	24	22	40	39	17	40	34	31
	13%	13%	13%		12%	13%	11%	11%	15%	13%	7%	12%	14%	20%
													W	WX
Disagree	375	250	109	14	178	196	68	73	106	127	90	110	95	59
	38%	36%	41%	44%	39%	37%	30%	38%	39%	43%	39%	33%	40%	39%
									S	S				
NET AGREE	441	315	107	17	194	246	123	91	111	116	111	158	101	57
	45%	46%	40%	53%	42%	47%	54%	47%	41%	39%	48%	48%	43%	38%
							UV				Z	Z		
Agree	286	204	73	7	128	157	81	56	70	79	73	94	72	38
	29%	30%	27%	22%	28%	30%	36%	29%	26%	27%	32%	28%	31%	25%
							UV							
Agree Strongly	155	111	34	10	66	89	42	35	41	37	38	64	29	19
	16%	16%	13%	31%	14%	17%	18%	18%	15%	12%	17%	19%	12%	12%
				O								YZ		
Don't know/Not Sure	48	31	16	1	31	17	13	6	13	16	12	24	6	5
	5%	5%	6%	3%	7%	3%	6%	3%	5%	5%	5%	7%	3%	3%
					R							Y		

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_3: Windham must focus any future growth only in existing residential areas

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	991	163	572	254	266	281	439	923	57	260	186	335	176	393	214	371
NET DISAGREE	702	113	418	170	187	206	306	651	41	179	132	230	135	260	183	254
	71%	69%	73%	67%	70%	73%	70%	71%	72%	69%	71%	69%	77%	66%	86%	68%
													L		NP	
Disagree Strongly	115	23	67	25	26	37	52	106	7	31	24	33	25	34	47	34
	12%	14%	12%	10%	10%	13%	12%	11%	12%	12%	13%	10%	14%	9%	22%	9%
															NP	
Disagree	587	90	351	145	161	169	254	545	34	148	108	197	110	226	136	220
	59%	55%	61%	57%	61%	60%	58%	59%	60%	57%	58%	59%	62%	58%	64%	59%
NET AGREE	204	33	110	60	51	54	98	188	15	59	38	75	26	97	19	88
	21%	20%	19%	24%	19%	19%	22%	20%	26%	23%	20%	22%	15%	25%	9%	24%
										M		M		O		O
Agree	159	25	87	46	36	46	76	145	13	44	32	58	20	67	18	74
	16%	15%	15%	18%	14%	16%	17%	16%	23%	17%	17%	17%	11%	17%	8%	20%
														O		O
Agree Strongly	45	8	23	14	15	8	22	43	2	15	6	17	6	30	1	14
	5%	5%	4%	6%	6%	3%	5%	5%	4%	6%	3%	5%	3%	8%	*%	4%
														OP		O
Don't know/Not Sure	85	17	44	24	28	21	35	84	1	22	16	30	15	36	12	29
	9%	10%	8%	9%	11%	7%	8%	9%	2%	8%	9%	9%	9%	9%	6%	8%
								I								

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_3: Windham must focus any future growth only in existing residential areas

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	991	687	268	32	459	530	228	194	270	298	231	333	237	152
NET DISAGREE	702	495	183	22	310	391	159	141	191	211	141	251	172	112
	71%	72%	68%	69%	68%	74%	70%	73%	71%	71%	61%	75%	73%	74%
						Q						W	W	W
Disagree Strongly	115	86	27	2	44	71	29	26	26	34	18	38	33	23
	12%	13%	10%	6%	10%	13%	13%	13%	10%	11%	8%	11%	14%	15%
													W	W
Disagree	587	409	156	20	266	320	130	115	165	177	123	213	139	89
	59%	60%	58%	62%	58%	60%	57%	59%	61%	59%	53%	64%	59%	59%
												W		
NET AGREE	204	137	57	9	99	105	43	38	59	63	67	48	49	32
	21%	20%	21%	28%	22%	20%	19%	20%	22%	21%	29%	14%	21%	21%
											XY			
Agree	159	105	46	7	72	87	30	31	49	48	55	33	44	20
	16%	15%	17%	22%	16%	16%	13%	16%	18%	16%	24%	10%	19%	13%
											XZ		X	
Agree Strongly	45	32	11	2	27	18	13	7	10	15	12	15	5	12
	5%	5%	4%	6%	6%	3%	6%	4%	4%	5%	5%	5%	2%	8%
														Y
Don't know/Not Sure	85	55	28	1	50	34	26	15	20	24	23	34	16	8
	9%	8%	10%	3%	11%	6%	11%	8%	7%	8%	10%	10%	7%	5%
			P		R							Z		

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_4: Future residential development in Windham should be focused on assuring a variety of housing types to meet the needs of all potential residents

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	988	161	571	254	267	280	436	920	57	262	186	333	174	391	213	371
NET DISAGREE	234	41	144	49	75	61	95	228	4	61	50	72	44	82	98	53
	24%	25%	25%	19%	28%	22%	22%	25%	7%	23%	27%	22%	25%	21%	46%	14%
								I						P	NP	
Disagree Strongly	57	11	38	8	19	17	20	55	2	12	13	13	17	23	29	4
	6%	7%	7%	3%	7%	6%	5%	6%	4%	5%	7%	4%	10%	6%	14%	1%
			D									JL		P	NP	
Disagree	177	30	106	41	56	44	75	173	2	49	37	59	27	59	69	49
	18%	19%	19%	16%	21%	16%	17%	19%	4%	19%	20%	18%	16%	15%	32%	13%
								I							NP	
NET AGREE	714	116	406	190	173	213	326	653	53	187	134	243	124	295	108	306
	72%	72%	71%	75%	65%	76%	75%	71%	93%	71%	72%	73%	71%	75%	51%	82%
						E	E		H					O		NO
Agree	537	83	306	147	125	168	242	496	34	145	102	180	91	220	96	217
	54%	52%	54%	58%	47%	60%	56%	54%	60%	55%	55%	54%	52%	56%	45%	58%
						E	E							O		O
Agree Strongly	177	33	100	43	48	45	84	157	19	42	32	63	33	75	12	89
	18%	20%	18%	17%	18%	16%	19%	17%	33%	16%	17%	19%	19%	19%	6%	24%
									H					O		O
Don't know/Not Sure	40	4	21	15	19	6	15	39	-	14	2	18	6	14	7	12
	4%	2%	4%	6%	7%	2%	3%	4%		5%	1%	5%	3%	4%	3%	3%
					FG					K		K				

Comparison Groups: BCD/EF/FG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_4: Future residential development in Windham should be focused on assuring a variety of housing types to meet the needs of all potential residents

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	988	683	269	32	459	527	227	191	270	299	232	331	237	151
NET DISAGREE	234 24%	184 27%	45 17%	4 12%	94 20%	140 27%	71 31%	52 27%	64 24%	47 16%	27 12%	79 24%	71 30%	49 32%
		OP				Q	V	V	V			W	W	W
Disagree Strongly	57 6%	47 7%	9 3%	1 3%	16 3%	41 8%	20 9%	11 6%	18 7%	8 3%	2 1%	21 6%	16 7%	16 11%
		O				Q	V		V			W	W	W
Disagree	177 18%	137 20%	36 13%	3 9%	78 17%	99 19%	51 22%	41 21%	46 17%	39 13%	25 11%	58 18%	55 23%	33 22%
		OP					V	V				W	W	W
NET AGREE	714 72%	473 69%	211 78%	27 84%	340 74%	372 71%	141 62%	133 70%	200 74%	239 80%	196 84%	236 71%	158 67%	96 64%
			N	N					S	ST	XYZ			
Agree	537 54%	358 52%	157 58%	21 66%	250 54%	285 54%	110 48%	103 54%	144 53%	179 60%	141 61%	173 52%	121 51%	79 52%
									S	S	XY			
Agree Strongly	177 18%	115 17%	54 20%	6 19%	90 20%	87 17%	31 14%	30 16%	56 21%	60 20%	55 24%	63 19%	37 16%	17 11%
									S	S	YZ	Z		
Don't know/Not Sure	40 4%	26 4%	13 5%	1 3%	25 5%	15 3%	15 7%	6 3%	6 2%	13 4%	9 4%	16 5%	8 3%	6 4%
					R		U							

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_5: Windham must protect low-density residential areas and other undeveloped, rural areas by directing future development elsewhere in the Town

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	989	162	570	255	266	280	438	922	56	259	184	335	177	392	214	369
NET DISAGREE	269 27%	51 31%	154 27%	64 25%	68 26%	85 30%	116 26%	253 27%	14 25%	69 27%	41 22%	88 26%	64 36%	66 17%	135 63%	66 18%
Disagree Strongly	30 3%	10 6%	13 2%	7 3%	8 3%	11 4%	11 3%	30 3%	-	5 2%	6 3%	9 3%	10 6%	5 1%	21 10%	4 1%
Disagree	239 24%	41 25%	141 25%	57 22%	60 23%	74 26%	105 24%	223 24%	14 25%	64 25%	35 19%	79 24%	54 31%	61 16%	114 53%	62 17%
NET AGREE	618 62%	95 59%	365 64%	157 62%	167 63%	168 60%	280 64%	579 63%	34 61%	154 59%	127 69%	212 63%	100 56%	295 75%	59 28%	263 71%
Agree	427 43%	70 43%	239 42%	118 46%	131 49%	111 40%	183 42%	397 43%	26 46%	121 47%	81 44%	139 41%	67 38%	186 47%	47 22%	193 52%
Agree Strongly	191 19%	25 15%	126 22%	39 15%	36 14%	57 20%	97 22%	182 20%	8 14%	33 13%	46 25%	73 22%	33 19%	109 28%	12 6%	70 19%
Don't know/Not Sure	102 10%	16 10%	51 9%	34 13%	31 12%	27 10%	42 10%	90 10%	8 14%	36 14%	16 9%	35 10%	13 7%	31 8%	20 9%	40 11%

Comparison Groups: BCD/EFJ/IKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_5: Windham must protect low-density residential areas and other undeveloped, rural areas by directing future development elsewhere in the Town

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	989	685	268	32	458	529	228	194	268	298	230	333	236	152
NET DISAGREE	269	198	59	11	107	161	64	62	76	67	51	93	71	48
	27%	29%	22%	34%	23%	30%	28%	32%	28%	22%	22%	28%	30%	32%
		O				Q		V						W
Disagree Strongly	30	24	5	1	10	20	9	11	5	5	2	13	5	9
	3%	4%	2%	3%	2%	4%	4%	6%	2%	2%	1%	4%	2%	6%
								UV				W		W
Disagree	239	174	54	10	97	141	55	51	71	62	49	80	66	39
	24%	25%	20%	31%	21%	27%	24%	26%	26%	21%	21%	24%	28%	26%
						Q								
NET AGREE	618	427	170	18	288	329	135	114	169	199	146	207	145	92
	62%	62%	63%	56%	63%	62%	59%	59%	63%	67%	63%	62%	61%	61%
Agree	427	297	118	10	203	224	99	80	107	141	106	134	105	64
	43%	43%	44%	31%	44%	42%	43%	41%	40%	47%	46%	40%	44%	42%
Agree Strongly	191	130	52	8	85	105	36	34	62	58	40	73	40	28
	19%	19%	19%	25%	19%	20%	16%	18%	23%	19%	17%	22%	17%	18%
								S						
Don't know/Not Sure	102	60	39	3	63	39	29	18	23	32	33	33	20	12
	10%	9%	15%	9%	14%	7%	13%	9%	9%	11%	14%	10%	8%	8%
			N		R						YZ			

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_6: The effect on the Town's infrastructure and services should be the principal consideration in evaluating new development in Windham

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	991	164	572	253	268	280	438	924	56	263	185	333	176	393	213	371
NET DISAGREE	186 19%	30 18%	112 20%	44 17%	52 19%	60 21%	74 17%	175 19%	10 18%	44 17%	39 21%	60 18%	40 23%	81 21% P	88 41% NP	17 5%
Disagree Strongly	17 2%	6 4%	9 2%	2 1%	4 1%	7 2%	6 1%	17 2%	-	1 *%	5 3%	8 2% J	3 2%	4 1%	11 5% NP	2 1%
Disagree	169 17%	24 15%	103 18%	42 17%	48 18%	53 19%	68 16%	158 17%	10 18%	43 16%	34 18%	52 16%	37 21%	77 20% P	114 36% NP	15 4%
NET AGREE	754 76%	128 78%	427 75%	197 78%	196 73%	206 74%	347 79%	702 76%	42 75%	206 78%	139 75%	253 76%	128 73%	298 76% O	114 54%	336 91% NO
Agree	537 54%	90 55%	294 51% C	151 60% C	149 56%	145 52%	239 55%	497 54%	33 59%	156 59% M	93 50%	181 54%	85 48%	206 52% O	91 43%	235 63% NO
Agree Strongly	217 22%	38 23%	133 23%	46 18%	47 18%	61 22%	108 25% E	205 22%	9 16%	50 19%	46 25%	72 22%	43 24%	92 23% O	23 11%	101 27% O
Don't know/Not Sure	51 5%	6 4%	33 6%	12 5%	20 7%	14 5%	17 4%	47 5%	4 7%	13 5%	7 4%	20 6%	8 5%	14 4%	11 5%	18 5%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_6: The effect on the Town's infrastructure and services should be the principal consideration in evaluating new development in Windham

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	991	687	268	32	460	529	227	194	271	298	231	333	238	151
NET DISAGREE	186 19%	137 20%	40 15%	9 28%	81 18%	104 20%	52 23% V	42 22% V	52 19%	40 13%	30 13%	59 18%	53 22% W	39 26% WX
Disagree Strongly	17 2%	11 2%	5 2%	1 3%	7 2%	10 2%	5 2%	3 2%	5 2%	4 1%	3 1%	5 2%	1 *%	7 5% Y
Disagree	169 17%	126 18% O	35 13%	8 25%	74 16%	94 18%	47 21% V	39 20% V	47 17%	36 12%	27 12%	54 16%	52 22% W	32 21% W
NET AGREE	754 76%	513 75%	217 81% NP	20 62%	342 74%	411 78%	151 67% S	142 73%	213 79% S	247 83% ST	187 81% Z	251 75%	177 74%	107 71%
Agree	537 54%	363 53%	157 59%	15 47%	255 55%	281 53%	107 47% S	102 53%	145 54%	182 61% S	150 65% XYZ	169 51%	125 53%	67 44%
Agree Strongly	217 22%	150 22%	60 22%	5 16%	87 19%	130 25% Q	44 19%	40 21%	68 25%	65 22%	37 16%	82 25% W	52 22%	40 26% W
Don't know/Not Sure	51 5%	37 5%	11 4%	3 9%	37 8% R	14 3%	24 11% TUV	10 5%	6 2%	11 4%	14 6%	23 7%	8 3%	5 3%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_7: When feasible, the Town should acquire and then preserve available open space

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	994	164	573	255	267	282	440	926	57	262	186	335	177	393	214	372
NET DISAGREE	197 20%	44 27% C	105 18%	48 19%	48 18%	62 22%	87 20%	189 20%	7 12%	55 21%	33 18%	62 19%	43 24%	41 10%	117 55% NP	35 9%
Disagree Strongly	43 4%	12 7% D	25 4%	6 2%	11 4%	15 5%	17 4%	40 4%	3 5%	8 3%	8 4%	14 4%	12 7%	4 1%	35 16% NP	2 1%
Disagree	154 15%	32 20%	80 14%	42 16%	37 14%	47 17%	70 16%	149 16%	4 7%	47 18%	25 13%	48 14%	31 18%	37 9%	82 38% NP	33 9%
NET AGREE	750 75%	107 65%	445 78% B	196 77% B	198 74%	215 76%	333 76%	694 75%	49 86% H	196 75%	143 77%	257 77%	125 71%	340 87% O	86 40%	320 86% O
Agree	477 48%	62 38%	290 51% B	125 49% B	134 50%	135 48%	207 47%	432 47%	39 68% H	128 49%	97 52%	150 45%	84 47%	191 49% O	77 36%	205 55% O
Agree Strongly	273 27%	45 27%	155 27%	71 28%	64 24%	80 28%	126 29%	262 28%	10 18% I	68 26%	46 25%	107 32% M	41 23%	149 38% OP	9 4%	115 31% O
Don't know/Not Sure	47 5%	13 8%	23 4%	11 4%	21 8% F	5 2%	20 5% F	43 5%	1 2%	11 4%	10 5%	16 5%	9 5%	12 3%	11 5%	17 5%

Comparison Groups: BCD/EFH/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_7: When feasible, the Town should acquire and then preserve available open space

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	994	689	269	32	462	530	228	195	271	299	232	333	238	152
NET DISAGREE	197 20%	148 21%	37 14%	12 38% O	68 15%	129 24%	44 19%	57 29% SUUV	49 18%	47 16%	37 16%	68 20%	50 21%	35 23%
Disagree Strongly	43 4%	34 5% O	6 2%	3 9%	12 3%	31 6% Q	11 5% U	21 11% SUUV	4 1%	7 2%	6 3%	17 5%	10 4%	7 5%
Disagree	154 15%	114 17% O	31 12%	9 28% O	56 12%	98 18% Q	33 14%	36 18%	45 17%	40 13%	31 13%	51 15%	40 17%	28 18%
NET AGREE	750 75%	504 73%	222 83% NP	20 62%	371 80% R	377 71%	163 71%	132 68%	214 79%	240 80% TST	181 78%	252 76%	173 73%	112 74%
Agree	477 48%	314 46%	151 56% NP	12 38%	222 48%	253 48%	111 49%	79 41%	131 48%	156 52% T	123 53% Z	152 46%	117 49%	63 41%
Agree Strongly	273 27%	190 28%	71 26%	8 25%	149 32% R	124 23%	52 23%	53 27%	83 31% S	84 28%	58 25%	100 30%	56 24%	49 32%
Don't know/Not Sure	47 5%	37 5%	10 4%	-	23 5%	24 5%	21 9% TUV	6 3%	8 3%	12 4%	14 6%	13 4%	15 6%	5 3%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_8: The economic growth of the Town should be the principal consideration in evaluating new development in Windham

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	989	162	572	253	268	281	435	922	57	261	186	333	175	391	214	371
NET DISAGREE	362	68	207	87	79	105	176	345	12	86	68	119	74	191	98	71
	37%	42%	36%	34%	29%	37%	40%	37%	21%	33%	37%	36%	42%	49%	46%	19%
						E	E	I					J	P	P	
Disagree Strongly	48	10	27	11	12	11	25	47	1	8	10	16	12	31	9	8
	5%	6%	5%	4%	4%	4%	6%	5%	2%	3%	5%	5%	7%	8%	4%	2%
														P		
Disagree	314	58	180	76	67	94	151	298	11	78	58	103	62	160	89	63
	32%	36%	31%	30%	25%	33%	35%	32%	19%	30%	31%	31%	35%	41%	42%	17%
					E	E	E	I						P	P	
NET AGREE	573	83	335	153	173	166	231	525	43	157	110	196	93	178	107	286
	58%	51%	59%	60%	65%	59%	53%	57%	75%	60%	59%	59%	53%	46%	50%	77%
					G				H							NO
Agree	443	65	261	116	132	125	183	404	34	128	84	152	66	153	79	209
	45%	40%	46%	46%	49%	44%	42%	44%	60%	49%	45%	46%	38%	39%	37%	56%
									H	M						NO
Agree Strongly	130	18	74	37	41	41	48	121	9	29	26	44	27	25	28	77
	13%	11%	13%	15%	15%	15%	11%	13%	16%	11%	14%	13%	15%	6%	13%	21%
															N	NO
Don't know/Not Sure	54	11	30	13	16	10	28	52	2	18	8	18	8	22	9	14
	5%	7%	5%	5%	6%	4%	6%	6%	4%	7%	4%	5%	5%	6%	4%	4%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_8: The economic growth of the Town should be the principal consideration in evaluating new development in Windham

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	989	685	268	32	460	527	228	194	269	297	231	331	237	152
NET DISAGREE	362 37%	243 35%	107 40%	11 34%	146 32%	216 41%	53 23%	69 36%	120 45%	120 40%	73 32%	109 33%	95 40%	65 43%
						Q		S	ST	S				WX
Disagree Strongly	48 5%	32 5%	13 5%	2 6%	15 3%	33 6%	6 3%	8 4%	16 6%	18 6%	9 4%	14 4%	9 4%	12 8%
						Q				S				
Disagree	314 32%	211 31%	94 35%	9 28%	131 28%	183 35%	47 21%	61 31%	104 39%	102 34%	64 28%	95 29%	86 36%	53 35%
						Q		S	S	S			W	
NET AGREE	573 58%	412 60%	139 52%	20 62%	281 61%	291 55%	162 71%	117 60%	140 52%	153 52%	140 61%	202 61%	135 57%	82 54%
			O				TUV							
Agree	443 45%	317 46%	107 40%	18 56%	217 47%	225 43%	120 53%	96 49%	111 41%	115 39%	110 48%	157 47%	103 43%	61 40%
							UV	V						
Agree Strongly	130 13%	95 14%	32 12%	2 6%	64 14%	66 13%	42 18%	21 11%	29 11%	38 13%	30 13%	45 14%	32 14%	21 14%
							TU							
Don't know/Not Sure	54 5%	30 4%	22 8%	1 3%	33 7%	20 4%	13 6%	8 4%	9 3%	24 8%	18 8%	20 6%	7 3%	5 3%
			N		R					U	YZ			

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_9: Windham needs strong land use regulations to manage future residential and commercial development

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	989	163	571	253	267	280	437	921	57	262	186	332	176	390	214	370
NET DISAGREE	204	43	117	44	56	63	84	191	12	54	38	65	40	20	133	49
	21%	26%	20%	17%	21%	22%	19%	21%	21%	21%	20%	20%	23%	5%	62%	13%
		D													NP	N
Disagree Strongly	35	9	17	9	10	15	10	33	2	7	8	14	6	1	30	4
	4%	6%	3%	4%	4%	5%	2%	4%	4%	3%	4%	4%	3%	*%	14%	1%
						G									NP	
Disagree	169	34	100	35	46	48	74	158	10	47	30	51	34	19	103	45
	17%	21%	18%	14%	17%	17%	17%	17%	18%	18%	16%	15%	19%	5%	48%	12%
															NP	N
NET AGREE	732	114	420	197	187	205	338	680	42	188	139	253	129	353	71	306
	74%	70%	74%	78%	70%	73%	77%	74%	74%	72%	75%	76%	73%	91%	33%	83%
							E							OP		O
Agree	483	75	270	138	134	127	220	445	30	127	87	163	88	213	64	205
	49%	46%	47%	55%	50%	45%	50%	48%	53%	48%	47%	49%	50%	55%	30%	55%
														O		O
Agree Strongly	249	39	150	59	53	78	118	235	12	61	52	90	41	140	7	101
	25%	24%	26%	23%	20%	28%	27%	26%	21%	23%	28%	27%	23%	36%	3%	27%
						E	E							OP		O
Don't know/Not Sure	53	6	34	12	24	12	15	50	3	20	9	14	7	17	10	15
	5%	4%	6%	5%	9%	4%	3%	5%	5%	8%	5%	4%	4%	4%	5%	4%
					FG											

Comparison Groups: BCD/EFG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_9: Windham needs strong land use regulations to manage future residential and commercial development

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	989	687	267	31	458	529	228	193	270	297	228	334	238	151
NET DISAGREE	204	156	39	9	73	131	58	49	52	45	32	83	47	36
	21%	23%	15%	29%	16%	25%	25%	25%	19%	15%	14%	25%	20%	24%
		O				Q		V	V			W		W
Disagree Strongly	35	22	9	4	6	29	9	12	5	9	8	16	7	3
	4%	3%	3%	13%	1%	5%	4%	6%	2%	3%	4%	5%	3%	2%
						Q		U						
Disagree	169	134	30	5	67	102	49	37	47	36	24	67	40	33
	17%	20%	11%	16%	15%	19%	21%	19%	17%	12%	11%	20%	17%	22%
		O					V	V				W	W	W
NET AGREE	732	491	216	21	352	378	147	135	208	241	183	233	180	105
	74%	71%	81%	68%	77%	71%	64%	70%	77%	81%	80%	70%	76%	70%
			N						S	ST	XZ			
Agree	483	323	140	17	237	245	109	83	138	152	131	142	121	68
	49%	47%	52%	55%	52%	46%	48%	43%	51%	51%	57%	43%	51%	45%
											XZ		X	
Agree Strongly	249	168	76	4	115	133	38	52	70	89	52	91	59	37
	25%	24%	28%	13%	25%	25%	17%	27%	26%	30%	23%	27%	25%	25%
			P					S	S	S				
Don't know/Not Sure	53	40	12	1	33	20	23	9	10	11	13	18	11	10
	5%	6%	4%	3%	7%	4%	10%	5%	4%	4%	6%	5%	5%	7%
					R		TUV							

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_10: When feasible, Windham should acquire and then preserve available buildings and parcels of historical significance to the Town

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	992	163	572	255	267	281	439	924	57	262	184	335	177	394	214	370
NET DISAGREE	192	37	121	34	52	66	74	186	5	45	41	60	43	50	102	39
	19%	23%	21%	13%	19%	23%	17%	20%	9%	17%	22%	18%	24%	13%	48%	11%
		D	D			G		I							NP	
Disagree Strongly	47	11	31	5	19	14	14	46	-	9	7	17	14	10	33	3
	5%	7%	5%	2%	7%	5%	3%	5%		3%	4%	5%	8%	3%	15%	1%
		D	D		G										NP	
Disagree	145	26	90	29	33	52	60	140	5	36	34	43	29	40	69	36
	15%	16%	16%	11%	12%	19%	14%	15%	9%	14%	18%	13%	16%	10%	32%	10%
					E										NP	
NET AGREE	745	115	423	206	197	204	340	686	49	202	136	252	127	325	100	313
	75%	71%	74%	81%	74%	73%	77%	74%	86%	77%	74%	75%	72%	82%	47%	85%
				BC				H						O		O
Agree	510	76	291	142	133	139	235	468	32	143	95	161	89	215	86	204
	51%	47%	51%	56%	50%	49%	54%	51%	56%	55%	52%	48%	50%	55%	40%	55%
														O		O
Agree Strongly	235	39	132	64	64	65	105	218	17	59	41	91	38	110	14	109
	24%	24%	23%	25%	24%	23%	24%	24%	30%	23%	22%	27%	21%	28%	7%	29%
														O		O
Don't know/Not Sure	55	11	28	15	18	11	25	52	3	15	7	23	7	19	12	18
	6%	7%	5%	6%	7%	4%	6%	6%	5%	6%	4%	7%	4%	5%	6%	5%

Comparison Groups: BCD/EFG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_10: When feasible, Windham should acquire and then preserve available buildings and parcels of historical significance to the Town

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	992	688	268	32	461	529	228	194	270	299	232	331	238	152
NET DISAGREE	192	141	45	6	52	140	42	50	50	50	30	65	46	38
	19%	20%	17%	19%	11%	26%	18%	26%	19%	17%	13%	20%	19%	25%
						Q			V			W		W
Disagree Strongly	47	38	8	1	12	35	18	12	11	6	5	16	11	10
	5%	6%	3%	3%	3%	7%	8%	6%	4%	2%	2%	5%	5%	7%
						Q	V	V						W
Disagree	145	103	37	5	40	105	24	38	39	44	25	49	35	28
	15%	15%	14%	16%	9%	20%	11%	20%	14%	15%	11%	15%	15%	18%
						Q		S						W
NET AGREE	745	509	209	24	379	364	169	135	205	235	189	246	181	107
	75%	74%	78%	75%	82%	69%	74%	70%	76%	79%	81%	74%	76%	70%
					R				T	XZ				
Agree	510	336	157	17	246	263	119	85	131	175	133	163	131	69
	51%	49%	59%	53%	53%	50%	52%	44%	49%	59%	57%	49%	55%	45%
			N						TU	Z				
Agree Strongly	235	173	52	7	133	101	50	50	74	60	56	83	50	38
	24%	25%	19%	22%	29%	19%	22%	26%	27%	20%	24%	25%	21%	25%
		O			R				V					
Don't know/Not Sure	55	38	14	2	30	25	17	9	15	14	13	20	11	7
	6%	6%	5%	6%	7%	5%	7%	5%	6%	5%	6%	6%	5%	5%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_11: Commercial development should not be limited to certain areas of the Town

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	990	163	571	254	265	281	439	923	56	262	185	334	176	393	214	370
NET DISAGREE	551 56%	85 52%	322 56%	143 56%	137 52%	152 54%	260 59%	517 56%	29 52%	133 51%	109 59%	184 55%	107 61%	352 90%	88 41%	111 30%
Disagree Strongly	159 16%	21 13%	95 17%	42 17%	31 12%	44 16%	83 19%	155 17%	3 5%	34 13%	27 15%	56 17%	39 22%	130 33%	13 6%	16 4%
Disagree	392 40%	64 39%	227 40%	101 40%	106 40%	108 38%	177 40%	362 39%	26 46%	99 38%	82 44%	128 38%	68 39%	222 56%	75 35%	95 26%
NET AGREE	387 39%	74 45%	222 39%	90 35%	111 42%	116 41%	159 36%	357 39%	26 46%	110 42%	65 35%	132 40%	67 38%	20 5%	120 56%	244 66%
Agree	284 29%	51 31%	164 29%	68 27%	83 31%	80 28%	120 27%	264 29%	17 30%	87 33%	41 22%	99 30%	49 28%	19 5%	94 44%	168 45%
Agree Strongly	103 10%	23 14%	58 10%	22 9%	28 11%	36 13%	39 9%	93 10%	9 16%	23 9%	24 13%	33 10%	18 10%	1 *	26 12%	76 21%
Don't know/Not Sure	52 5%	4 2%	27 5%	21 8%	17 6%	13 5%	20 5%	49 5%	1 2%	19 7%	11 6%	18 5%	2 1%	21 5%	6 3%	15 4%

Comparison Groups: BCD/EFG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_11: Commercial development should not be limited to certain areas of the Town

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	990	685	269	32	460	528	228	193	269	299	232	331	237	152
NET DISAGREE	551	374	158	17	240	310	119	97	166	168	116	180	144	86
	56%	55%	59%	53%	52%	59%	52%	50%	62%	56%	50%	54%	61%	57%
						Q			ST				W	
Disagree Strongly	159	108	45	5	71	87	35	29	47	48	22	54	43	32
	16%	16%	17%	16%	15%	16%	15%	15%	17%	16%	9%	16%	18%	21%
											W	W	W	
Disagree	392	266	113	12	169	223	84	68	119	120	94	126	101	54
	40%	39%	42%	38%	37%	42%	37%	35%	44%	40%	41%	38%	43%	36%
									T					
NET AGREE	387	279	93	14	182	204	96	89	88	114	96	137	84	59
	39%	41%	35%	44%	40%	39%	42%	46%	33%	38%	41%	41%	35%	39%
							U	U						
Agree	284	208	68	8	134	149	69	68	64	83	69	103	66	39
	29%	30%	25%	25%	29%	28%	30%	35%	24%	28%	30%	31%	28%	26%
								U						
Agree Strongly	103	71	25	6	48	55	27	21	24	31	27	34	18	20
	10%	10%	9%	19%	10%	10%	12%	11%	9%	10%	12%	10%	8%	13%
Don't know/Not Sure	52	32	18	1	38	14	13	7	15	17	20	14	9	7
	5%	5%	7%	3%	8%	3%	6%	4%	6%	6%	9%	4%	4%	5%
					R						XY			

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_12: Windham must focus any future growth only in existing commercial areas

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	990	163	572	253	266	282	437	922	57	262	184	335	175	392	212	372
NET DISAGREE	560 57%	92 56%	335 59%	133 53%	162 61% G	173 61% G	222 51%	520 56%	34 60%	154 59%	104 57%	173 52%	108 62% L	180 46%	176 83% NP	199 53% N
Disagree Strongly	81 8%	17 10%	47 8%	17 7%	25 9%	25 9%	31 7%	76 8%	4 7%	20 8%	20 11%	20 6%	15 9%	21 5%	35 17% NP	24 6%
Disagree	479 48%	75 46%	288 50%	116 46%	137 52% G	148 52% G	191 44%	444 48%	30 53%	134 51%	84 46%	153 46%	93 53%	159 41%	141 67% NP	175 47%
NET AGREE	368 37%	59 36%	208 36%	99 39%	81 30%	95 34%	191 44% EF	345 37%	19 33%	86 33%	71 39%	139 41% J	60 34%	193 49% OP	26 12%	147 40% O
Agree	269 27%	42 26%	156 27%	71 28%	69 26%	70 25%	130 30%	250 27%	15 26%	65 25%	48 26%	105 31%	44 25%	135 34% O	19 9%	114 31% O
Agree Strongly	99 10%	17 10%	52 9%	28 11%	12 5%	25 9% E	61 14% EF	95 10%	4 7%	21 8%	23 12%	34 10%	16 9%	58 15% OP	7 3%	33 9% O
Don't know/Not Sure	62 6%	12 7%	29 5%	21 8%	23 9%	14 5%	24 5%	57 6%	4 7%	22 8%	9 5%	23 7%	7 4%	19 5%	10 5%	26 7%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_12: Windham must focus any future growth only in existing commercial areas

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	990	686	268	32	462	526	227	195	269	298	232	331	237	152
NET DISAGREE	560	389	148	22	249	310	139	118	132	170	116	188	144	90
	57%	57%	55%	69%	54%	59%	61%	61%	49%	57%	50%	57%	61%	59%
							U	U					W	
Disagree Strongly	81	64	14	3	33	48	24	21	19	17	12	30	18	20
	8%	9%	5%	9%	7%	9%	11%	11%	7%	6%	5%	9%	8%	13%
		O					V							W
Disagree	479	325	134	19	216	262	115	97	113	153	104	158	126	70
	48%	47%	50%	59%	47%	50%	51%	50%	42%	51%	45%	48%	53%	46%
									U					
NET AGREE	368	257	100	9	169	198	69	66	123	110	96	118	82	59
	37%	37%	37%	28%	37%	38%	30%	34%	46%	37%	41%	36%	35%	39%
									STV					
Agree	269	195	68	5	127	142	55	50	89	75	72	88	58	42
	27%	28%	25%	16%	27%	27%	24%	26%	33%	25%	31%	27%	24%	28%
									SV					
Agree Strongly	99	62	32	4	42	56	14	16	34	35	24	30	24	17
	10%	9%	12%	12%	9%	11%	6%	8%	13%	12%	10%	9%	10%	11%
									S	S				
Don't know/Not Sure	62	40	20	1	44	18	19	11	14	18	20	25	11	3
	6%	6%	7%	3%	10%	3%	8%	6%	5%	6%	9%	8%	5%	2%
					R						Z	Z		

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_13: The look and appearance of proposed development should be the principal consideration in evaluating potential growth in Windham

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	988	163	571	252	266	281	436	920	57	260	185	334	176	392	213	371
NET DISAGREE	344 35%	64 39% D	209 37% D	71 28%	99 37%	112 40% G	133 31%	326 35%	15 26%	92 35%	73 39%	114 34%	57 32%	132 34% P	146 69% NP	66 18%
Disagree Strongly	36 4%	10 6%	19 3%	7 3%	9 3%	13 5%	14 3%	34 4%	2 4%	7 3%	8 4%	13 4%	8 5%	5 1%	26 12% NP	5 1%
Disagree	308 31%	54 33%	190 33% D	64 25%	90 34%	99 35% G	119 27%	292 32%	13 23%	85 33%	65 35%	101 30%	49 28%	127 32% P	120 56% NP	61 16%
NET AGREE	601 61%	89 55%	339 59%	172 68% BC	158 59%	162 58%	277 64%	555 60%	38 67%	153 59%	109 59%	205 61%	110 62%	243 62% O	61 29%	294 79% NO
Agree	431 44%	61 37%	231 40%	139 55% BC	123 46%	118 42%	188 43%	395 43%	28 49%	100 38%	81 44%	152 46%	81 46%	165 42% O	55 26%	208 56% NO
Agree Strongly	170 17%	28 17%	108 19% D	33 13%	35 13%	44 16%	89 20% E	160 17%	10 18%	53 20%	28 15%	53 16%	29 16%	78 20% O	6 3%	86 23% O
Don't know/Not Sure	43 4%	10 6%	23 4%	9 4%	9 3%	7 2%	26 6% F	39 4%	4 7%	15 6% K	3 2%	15 4%	9 5%	17 4%	6 3%	11 3%

Comparison Groups: BCD/EFH/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q18_13: The look and appearance of proposed development should be the principal consideration in evaluating potential growth in Windham

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	988	683	269	32	459	527	227	192	270	298	230	332	236	152
NET DISAGREE	344	258	72	14	153	190	84	85	97	78	67	122	93	49
	35%	38%	27%	44%	33%	36%	37%	44%	36%	26%	29%	37%	39%	32%
		O					V	V	V				W	
Disagree Strongly	36	26	6	4	15	21	8	8	14	6	6	14	7	6
	4%	4%	2%	12%	3%	4%	4%	4%	5%	2%	3%	4%	3%	4%
									V					
Disagree	308	232	66	10	138	169	76	77	83	72	61	108	86	43
	31%	34%	25%	31%	30%	32%	33%	40%	31%	24%	27%	33%	36%	28%
		O					V	UV					W	
NET AGREE	601	400	181	16	283	318	131	103	164	202	148	193	140	98
	61%	59%	67%	50%	62%	60%	58%	54%	61%	68%	64%	58%	59%	64%
			N							ST				
Agree	431	278	137	13	210	221	99	72	110	149	111	148	92	61
	44%	41%	51%	41%	46%	42%	44%	38%	41%	50%	48%	45%	39%	40%
			N							TU	Y			
Agree Strongly	170	122	44	3	73	97	32	31	54	53	37	45	48	37
	17%	18%	16%	9%	16%	18%	14%	16%	20%	18%	16%	14%	20%	24%
													X	X
Don't know/Not Sure	43	25	16	2	23	19	12	4	9	18	15	17	3	5
	4%	4%	6%	6%	5%	4%	5%	2%	3%	6%	7%	5%	1%	3%
										T	Y	Y		

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q19: From the following list, please select what you believe to be the top three advantages to living in Windham.

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	995	164	573	256	267	282	441	928	56	264	186	334	177	393	214	372
Proximity to Portland	455 46%	100 61% CD	260 45% D	93 36%	134 50% G	135 48%	181 41%	429 46%	21 38%	104 39%	93 50% J	158 47%	85 48%	186 47%	100 47%	162 44%
Goods and services available right in Windham	392 39%	59 36%	227 40%	105 41%	95 36%	125 44% E	170 39%	364 39%	23 41%	126 48% KL	50 27%	124 37% K	77 44% K	137 35%	96 45% N	152 41%
Proximity to lakes and mountains	376 38%	71 43% D	236 41% D	68 27%	96 36%	122 43% G	155 35%	349 38%	23 41%	105 40%	65 35%	131 39%	64 36%	154 39%	86 40%	133 36%
Favorable quality of life	304 31%	24 15%	189 33% B	90 35% B	69 26%	83 29%	151 34% E	289 31%	14 25%	73 28%	66 35%	99 30%	54 31%	134 34%	57 27%	110 30%
Rural character and open space	276 28%	44 27%	171 30%	61 24%	72 27%	73 26%	131 30%	262 28%	12 21%	58 22%	70 38% JM	102 31% JM	39 22%	126 32% O	46 21%	103 28%
Strong schools	226 23%	31 19%	124 22%	71 28% B	68 25%	63 22%	94 21%	209 23%	12 21%	67 25%	44 24%	66 20%	43 24%	89 23%	51 24%	84 23%
Reasonable property taxes	189 19%	25 15%	98 17%	66 26% BC	57 21%	53 19%	77 17%	187 20%	-	37 14%	33 18%	66 20%	42 24% J	75 19%	44 21%	67 18%
Small town feel	185 19%	19 12%	117 20% B	49 19% B	61 23% G	55 20%	69 16%	174 19%	11 20%	49 19%	36 19%	63 19%	32 18%	67 17%	30 14%	86 23% NO
Sense of safety	176 18%	25 15%	100 17%	51 20%	56 21%	44 16%	76 17%	159 17%	16 29%	46 17%	35 19%	57 17%	31 18%	71 18%	36 17%	66 18%
People in the community	103 10%	18 11%	63 11%	22 9%	13 5%	32 11% E	58 13% E	92 10%	11 20%	28 11%	20 11%	30 9%	24 14%	34 9%	26 12%	41 11%
Recreational opportunities	93 9%	19 12%	52 9%	22 9%	38 14% FG	19 7%	36 8%	85 9%	7 12%	35 13% K	9 5%	33 10% K	15 8%	39 10%	20 9%	30 8%
Good services provided by the Town	64 6%	4 2%	31 5%	28 11% BC	15 6%	21 7%	27 6%	56 6%	6 11%	24 9% L	12 6%	15 4%	10 6%	24 6%	16 7%	22 6%
Road maintenance	29 3%	7 4%	13 2%	9 4%	6 2%	4 1%	19 4% F	26 3%	3 5%	6 2%	6 3%	12 4%	2 1%	13 3%	3 1%	12 3%

Comparison Groups: BCD/EF/FG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q19: From the following list, please select what you believe to be the top three advantages to living in Windham.

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Growing population	11 1%	5 3%	4 1%	2 1%	5 2%	1 *%	5 1%	10 1%	1 2%	1 *%	3 2%	7 2%	- J	2 1%	4 2%	4 1%
Mix of housing	11 1%	3 2%	5 1%	3 1%	3 1%	3 1%	5 1%	9 1%	-	3 1%	1 1%	4 1%	2 1%	2 1%	3 1%	5 1%
Good job opportunities	10 1%	2 1%	3 1%	5 2%	2 1%	3 1%	5 1%	9 1%	1 2%	2 1%	1 1%	4 1%	3 2%	2 1%	5 2%	3 1%
Strong municipal leadership	5 1%	-	3 1%	2 1%	-	1 *%	4 1%	4 *%	1 2%	1 *%	1 1%	2 1%	-	1 *%	1 *%	3 1%
Strong elected leadership	4 *%	-	3 1%	1 *%	-	1 *%	3 1%	3 *%	-	2 1%	1 1%	1 *%	-	2 1%	1 *%	1 *%
Other	16 2%	6 4%	5 1%	5 2%	1 *%	2 1%	13 3%	15 2%	1 2%	3 1%	-	10 3%	2 1%	4 1%	2 1%	9 2%

EF

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q19: From the following list, please select what you believe to be the top three advantages to living in Windham.

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	995	690	269	32	461	532	227	195	271	301	231	335	238	152
Proximity to Portland	455 46%	337 49%	106 39%	11 34%	202 44%	253 48%	113 50%	87 45%	135 50%	120 40%	76 33%	158 47%	129 54%	75 49%
		O					V			V		W	W	W
Goods and services available right in Windham	392 39%	267 39%	115 43%	10 31%	193 42%	198 37%	79 35%	82 42%	106 39%	125 42%	98 42%	130 39%	91 38%	55 36%
Proximity to lakes and mountains	376 38%	286 41%	81 30%	7 22%	167 36%	208 39%	92 41%	79 41%	111 41%	94 31%	65 28%	133 40%	104 44%	58 38%
		OP					V	V	V			W	W	W
Favorable quality of life	304 31%	211 31%	83 31%	9 28%	133 29%	171 32%	52 23%	59 30%	99 37%	93 31%	61 26%	112 33%	73 31%	45 30%
									S	S				
Rural character and open space	276 28%	187 27%	80 30%	8 25%	115 25%	160 30%	46 20%	57 29%	83 31%	90 30%	78 34%	86 26%	61 26%	38 25%
								S	S	S	X			
Strong schools	226 23%	160 23%	56 21%	10 31%	107 23%	117 22%	78 34%	45 23%	46 17%	56 19%	49 21%	83 25%	49 21%	42 28%
							TUV							
Reasonable property taxes	189 19%	115 17%	67 25%	7 22%	79 17%	110 21%	42 19%	35 18%	46 17%	66 22%	39 17%	60 18%	53 22%	31 20%
			N											
Small town feel	185 19%	137 20%	43 16%	5 16%	84 18%	101 19%	43 19%	45 23%	47 17%	49 16%	45 19%	61 18%	43 18%	29 19%
Sense of safety	176 18%	122 18%	45 17%	8 25%	108 23%	68 13%	58 26%	34 17%	40 15%	44 15%	44 19%	61 18%	37 16%	29 19%
					R		TUV							
People in the community	103 10%	69 10%	27 10%	6 19%	51 11%	52 10%	19 8%	22 11%	28 10%	34 11%	28 12%	31 9%	26 11%	13 9%
Recreational opportunities	93 9%	74 11%	17 6%	1 3%	41 9%	51 10%	25 11%	15 8%	29 11%	24 8%	16 7%	31 9%	22 9%	24 16%
		OP												W
Good services provided by the Town	64 6%	30 4%	31 12%	3 9%	28 6%	36 7%	10 4%	7 4%	12 4%	35 12%	25 11%	18 5%	10 4%	8 5%
			N							STU	XYZ			
Road maintenance	29 3%	14 2%	13 5%	2 6%	13 3%	16 3%	4 2%	3 2%	6 2%	16 5%	16 7%	7 2%	5 2%	1 1%
			N							STU	XYZ			
Growing population	11 1%	9 1%	2 1%	-	2 *	9 2%	5 2%	2 1%	2 1%	2 1%	3 1%	5 1%	1 *	2 1%
						Q								

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q19: From the following list, please select what you believe to be the top three advantages to living in Windham.

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Mix of housing	11 1%	7 1%	4 1%	-	4 1%	7 1%	3 1%	2 1%	2 1%	4 1%	5 2%	1 *%	3 1%	2 1%
Good job opportunities	10 1%	6 1%	3 1%	1 3%	5 1%	5 1%	2 1%	3 2%	2 1%	3 1%	4 2%	4 1%	2 1%	-
Strong municipal leadership	5 1%	1 *%	4 1%	-	2 *%	3 1%	-	-	2 1%	3 1%	2 1%	2 1%	1 *%	-
Strong elected leadership	4 *%	2 *%	2 1%	-	2 *%	2 *%	1 *%	-	-	3 1%	1 *%	3 1%	-	-
Other	16 2%	6 1%	8 3%	1 3%	11 2%	5 1%	1 *%	1 1%	4 1%	10 3%	9 4%	2 1%	2 1%	1 1%
										ST	XYZ			

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q20: From the following list, please select what you believe to be the top three disadvantages to living in Windham.

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	995	164	573	256	267	282	441	928	56	264	186	334	177	393	214	372
Traffic problems	453 46%	63 38%	263 46%	127 50% B	144 54% FG	124 44%	183 41%	426 46%	22 39%	130 49%	64 34% K	163 49% K	83 47% K	172 44%	93 43%	181 49%
High property taxes	311 31%	57 35%	185 32%	68 27%	71 27%	88 31%	152 34% E	298 32% I	10 18%	89 34%	63 34%	100 30%	48 27%	102 26%	81 38% N	123 33% N
Needed infrastructure improvements	280 28%	26 16%	181 32% B	73 29% B	92 34% G	77 27%	110 25%	256 28%	20 36%	77 29%	56 30%	84 25%	56 32%	114 29%	52 24%	109 29%
Limited job opportunities	268 27%	36 22%	160 28%	72 28%	91 34% G	79 28%	97 22%	250 27%	15 27%	68 26%	56 30%	93 28%	42 24%	89 23%	83 39% NP	92 25%
State of road maintenance	234 24%	37 23%	141 25%	56 22%	68 25%	73 26%	93 21%	215 23%	17 30%	55 21%	49 26%	77 23%	51 29%	89 23%	52 24%	89 24%
Loss of rural character	160 16%	23 14%	101 18%	36 14%	21 8%	41 15% E	97 22% EF	151 16%	8 14%	39 15%	38 20%	50 15%	26 15%	82 21% O	17 8%	59 16% O
Poor or limited services provided by the Town	135 14%	40 24% CD	72 13%	23 9%	27 10%	40 14%	68 15% E	132 14% I	3 5%	35 13%	20 11%	50 15%	27 15%	47 12%	36 17%	52 14%
Excessive population growth and residential development	132 13%	21 13%	83 14%	28 11%	21 8%	34 12%	75 17% E	124 13%	5 9%	24 9%	26 14%	58 17% JM	19 11%	77 20% OP	17 8%	37 10%
Poor or limited recreational opportunities	108 11%	24 15%	60 10%	24 9%	33 12%	31 11%	44 10%	97 10%	11 20%	32 12%	15 8%	36 11%	17 10%	40 10%	21 10%	44 12%
Risk of water supply contamination	105 11%	10 6%	63 11% B	32 12% B	34 13%	25 9%	45 10%	97 10%	6 11%	29 11%	18 10%	37 11%	15 8%	45 11%	21 10%	37 10%
Excessive commercial development	104 10%	17 10%	62 11%	25 10%	27 10%	17 6%	60 14% F	94 10%	8 14%	31 12%	17 9%	39 12%	13 7%	61 16% OP	13 6%	29 8%
Weak elected leadership	91 9%	23 14% D	51 9%	17 7%	10 4%	29 10% E	52 12% E	87 9%	4 7%	19 7%	14 8%	32 10%	25 14% JK	37 9%	22 10%	32 9%
Weak municipal leadership	88 9%	28 17% CD	43 8%	17 7%	16 6%	29 10%	43 10%	86 9%	-	22 8%	14 8%	29 9%	23 13%	27 7%	25 12%	34 9%

Comparison Groups: BCD/EF/GH/IJKL/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q20: From the following list, please select what you believe to be the top three disadvantages to living in Windham.

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weak schools	56 6%	13 8%	28 5%	15 6%	19 7%	14 5%	23 5%	52 6%	3 5%	16 6%	11 6%	15 4%	11 6%	25 6%	15 7%	16 4%
Limited access to open space	51 5%	8 5%	30 5%	13 5%	18 7%	14 5%	19 4%	47 5%	4 7%	12 5%	9 5%	17 5%	11 6%	25 6%	9 4%	16 4%
Mix of housing	41 4%	6 4%	23 4%	11 4%	12 4%	13 5%	15 3%	34 4%	5 9%	12 5%	7 4%	17 5%	5 3%	19 5%	10 5%	12 3%
Do not always feel safe	26 3%	13 8% CD	10 2%	3 1%	8 3%	11 4%	7 2%	21 2%	5 9%	4 2%	5 3%	10 3%	5 3%	12 3%	5 2%	9 2%
Overall appearance	19 2%	4 2%	13 2%	2 1%	6 2%	5 2%	8 2%	19 2%	- 2%	4 2%	3 2%	5 1%	6 3%	7 2%	4 2%	7 2%
Lack of dump/transfer station/waste disposal	19 2%	3 2%	10 2%	6 2%	1 *% E	10 4%	8 2%	18 2%	- 2%	7 3%	4 2%	5 1%	2 1%	7 2%	3 1%	9 2%
Poor zoning	14 1%	5 3%	5 1%	4 2%	2 1%	4 1%	8 2%	13 1%	1 2%	2 1%	3 2%	5 1%	4 2%	4 1%	5 2%	5 1%
Lack of new/small businesses or business variety; not business friendly	13 1%	2 1%	6 1%	5 2%	4 1%	6 2%	3 1%	11 1%	2 4%	3 1%	4 2%	4 1%	- 1%	5 1%	4 2%	4 1%
Lack of quality restaurants	12 1%	-	10 2%	2 1%	5 2%	5 2%	2 *% E	11 1%	1 2%	4 2%	4 2%	1 *% E	2 1%	5 1%	4 2%	3 1%
Lack of pedestrian-friendly shopping	6 1%	-	3 1%	3 1%	3 1%	1 *% E	2 *% E	5 1%	- 1%	2 1%	3 2%	1 *% E	- 1%	3 1%	1 *% E	2 1%
No Village Center or Community Center for community gatherings	6 1%	1 1%	4 1%	1 *% E	1 *% E	3 1%	2 *% E	6 1%	- 1%	3 1%	1 1%	- 1%	2 1%	2 1%	2 1%	2 1%
Distance from Portland	5 1%	2 1%	1 *% E	2 1%	2 1%	1 *% E	2 *% E	5 1%	- 1%	3 1%	- 1%	2 1%	- 1%	- 1%	1 *% E	4 1%
Other	17 2%	6 4% C	4 1%	7 3%	3 1%	7 2%	7 2%	17 2%	- 2%	5 2%	1 1%	9 3%	2 1%	3 1%	6 3%	8 2%

Comparison Groups: BCD/EFG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q20: From the following list, please select what you believe to be the top three disadvantages to living in Windham.

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	995	690	269	32	461	532	227	195	271	301	231	335	238	152
Traffic problems	453 46%	309 45%	129 48%	13 41%	209 45%	244 46%	107 47%	91 47%	112 41%	143 48%	104 45%	160 48%	108 45%	68 45%
High property taxes	311 31%	210 30%	91 34%	10 31%	133 29%	177 33%	60 26%	62 32%	84 31%	104 35%	86 S	118 YZ	66 Z	29 Z
Needed infrastructure improvements	280 28%	205 30%	69 26%	6 19%	127 28%	152 29%	71 31%	57 29%	78 29%	74 25%	39 17%	88 26%	80 34%	64 42%
Limited job opportunities	268 27%	207 30%	52 19%	9 28%	135 29%	133 25%	76 33%	72 37%	63 23%	56 19%	61 26%	102 30%	66 28%	33 22%
State of road maintenance	234 24%	167 24%	59 22%	8 25%	119 26%	114 21%	67 30%	42 22%	62 23%	63 21%	44 19%	78 23%	55 23%	47 31%
Loss of rural character	160 16%	108 16%	48 18%	2 6%	64 14%	95 18%	16 7%	31 16%	52 19%	61 20%	46 20%	48 Z	38 14%	19 16%
Poor or limited services provided by the Town	135 14%	96 14%	31 12%	8 25%	60 13%	74 14%	30 13%	28 14%	45 17%	31 10%	29 13%	49 15%	31 13%	22 14%
Excessive population growth and residential development	132 13%	90 13%	39 14%	3 9%	63 14%	68 13%	25 11%	28 14%	38 14%	41 14%	35 15%	47 14%	24 10%	19 12%
Poor or limited recreational opportunities	108 11%	79 11%	20 7%	8 25%	58 13%	50 9%	34 15%	20 10%	32 12%	22 7%	34 15%	33 10%	23 10%	17 11%
Risk of water supply contamination	105 11%	62 9%	38 14%	4 12%	44 10%	61 11%	20 9%	14 7%	27 10%	44 15%	21 9%	46 14%	25 11%	11 7%
Excessive commercial development	104 10%	61 9%	39 14%	2 6%	43 9%	61 11%	14 6%	15 8%	34 13%	41 14%	27 12%	34 10%	25 11%	12 8%
Weak elected leadership	91 9%	62 9%	27 10%	2 6%	29 6%	62 12%	6 3%	24 12%	29 11%	32 11%	14 6%	31 9%	24 10%	18 12%
Weak municipal leadership	88 9%	55 8%	30 11%	3 9%	31 7%	57 11%	16 7%	16 8%	20 7%	36 12%	20 9%	24 7%	17 7%	21 14%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q20: From the following list, please select what you believe to be the top three disadvantages to living in Windham.

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Weak schools	56 6%	51 7%	5 2%	-	27 6%	29 5%	24 11%	13 7%	14 5%	5 2%	6 3%	18 5%	16 7%	13 9%
							UV	V	V				W	W
Limited access to open space	51 5%	33 5%	13 5%	5 16%	27 6%	24 5%	16 7%	7 4%	9 3%	19 6%	15 6%	13 4%	11 5%	11 7%
Mix of housing	41 4%	32 5%	7 3%	2 6%	26 6%	15 3%	9 4%	9 5%	15 6%	8 3%	8 3%	9 3%	16 7%	6 4%
					R								X	
Do not always feel safe	26 3%	20 3%	5 2%	1 3%	17 4%	9 2%	4 2%	5 3%	11 4%	6 2%	8 3%	10 3%	5 2%	3 2%
Overall appearance	19 2%	15 2%	3 1%	1 3%	9 2%	10 2%	4 2%	4 2%	6 2%	5 2%	2 1%	3 1%	6 3%	8 5%
														WX
Lack of dump/transfer station/waste disposal	19 2%	13 2%	6 2%	-	8 2%	11 2%	2 1%	2 1%	7 3%	8 3%	4 2%	10 3%	4 2%	1 1%
												Z		
Poor zoning	14 1%	9 1%	5 2%	-	11 2%	3 1%	3 1%	2 1%	3 1%	6 2%	4 2%	4 1%	2 1%	3 2%
					R									
Lack of new/small businesses or business variety; not business friendly	13 1%	9 1%	4 1%	-	11 2%	2 *	6 3%	3 2%	2 1%	2 1%	3 1%	3 1%	3 1%	4 3%
					R									
Lack of quality restaurants	12 1%	10 1%	2 1%	-	6 1%	6 1%	6 3%	2 1%	3 1%	1 *	1 *	2 1%	5 2%	4 3%
							V							
Lack of pedestrian-friendly shopping	6 1%	5 1%	1 *	-	2 *	4 1%	4 2%	-	1 *	1 *	1 *	1 *	4 2%	-
No Village Center or Community Center for community gatherings	6 1%	4 1%	-	1 3%	4 1%	2 *	3 1%	-	2 1%	1 *	1 *	1 *	3 1%	1 1%
Distance from Portland	5 1%	2 *	3 1%	-	4 1%	1 *	2 1%	-	-	3 1%	3 1%	1 *	1 *	-
Other	17 2%	13 2%	4 1%	-	7 2%	10 2%	2 1%	4 2%	6 2%	5 2%	5 2%	6 2%	4 2%	2 1%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_1: Maintenance of state roads and major arterials, such as Routes 302, 4/202, 115/35, and River Road

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	992	164	572	254	266	282	439	925	56	262	186	334	177	392	214	372
Poor	99 10%	28 17%	56 10%	15 6%	19 7%	30 11%	50 11%	91 10%	6 11%	19 7%	19 10%	28 8%	31 18%	35 9%	26 12%	37 10%
			CD	D									JKL			
Fair	298 30%	48 29%	191 33%	59 23%	77 29%	88 31%	132 30%	274 30%	22 39%	70 27%	64 34%	100 30%	54 31%	117 30%	66 31%	114 31%
			D													
Good	489 49%	75 46%	277 48%	136 54%	130 49%	137 49%	218 50%	459 50%	24 43%	141 54%	90 48%	164 49%	77 44%	192 49%	105 49%	182 49%
										M						
Excellent	92 9%	9 5%	42 7%	40 16%	34 13%	25 9%	33 8%	88 10%	4 7%	27 10%	12 6%	36 11%	13 7%	40 10%	15 7%	36 10%
				BC	G											
No Opinion	14 1%	4 2%	6 1%	4 2%	6 2%	2 1%	6 1%	13 1%	-	5 2%	1 1%	6 2%	2 1%	8 2%	2 1%	3 1%

Comparison Groups: BCD/EF/GH/IJKL/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_1: Maintenance of state roads and major arterials, such as Routes 302, 4/202, 115/35, and River Road

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	992	687	269	32	461	529	227	195	270	299	230	334	237	152
Poor	99 10%	66 10%	27 10%	5 16%	45 10%	54 10%	25 11%	16 8%	30 11%	28 9%	20 9%	32 10%	20 8%	22 14%
Fair	298 30%	221 32%	72 27%	4 12%	143 31%	154 29%	65 29%	63 32%	76 28%	94 31%	63 27%	104 31%	77 32%	43 28%
Good	489 49%	329 48%	140 52%	19 59%	227 49%	261 49%	118 52%	96 49%	128 47%	146 49%	117 51%	163 49%	121 51%	67 44%
Excellent	92 9%	62 9%	25 9%	4 12%	42 9%	50 9%	16 7%	18 9%	34 13%	24 8%	27 12%	28 8%	18 8%	17 11%
No Opinion	14 1%	9 1%	5 2%	-	4 1%	10 2%	3 1%	2 1%	2 1%	7 2%	3 1%	7 2%	1 *	3 2%

Comparison Groups: NOF/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_2: Maintenance of local and side roads

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	993	164	573	254	267	282	439	926	56	263	186	334	176	392	214	372
Poor	149 15%	45 27% CD	75 13%	29 11%	40 15%	45 16%	64 15%	133 14%	12 21%	33 13%	26 14%	59 18%	29 16%	53 14%	30 14%	65 17%
Fair	377 38%	57 35%	242 42% D	78 31%	98 37%	102 36%	174 40%	350 38%	26 46%	91 35%	72 39%	130 39%	71 40%	152 39%	90 42%	131 35%
Good	391 39%	52 32%	221 39%	116 46% B	104 39%	118 42%	167 38%	374 40% I	13 23%	116 44% L	80 43%	115 34%	64 36%	149 38%	83 39%	150 40%
Excellent	58 6%	7 4%	29 5%	22 9%	18 7%	13 5%	27 6%	53 6%	4 7%	14 5%	6 3%	24 7% K	11 6%	28 7%	9 4%	20 5%
No Opinion	18 2%	3 2%	6 1%	9 4% C	7 3%	4 1%	7 2%	16 2%	1 2%	9 3% M	2 1%	6 2%	1 1%	10 3%	2 1%	6 2%

Comparison Groups: BCD/EFH/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_2: Maintenance of local and side roads

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	993	688	269	32	461	530	227	194	271	300	231	334	237	152
Poor	149 15%	111 16%	34 13%	3 9%	67 15%	82 15%	52 23% TUV	19 10%	43 16%	34 11%	26 11%	56 17%	28 12%	33 22% WY
Fair	377 38%	269 39%	92 34%	13 41%	190 41% R	186 35%	82 36%	81 42%	101 37%	113 38%	83 36%	132 40%	90 38%	57 38%
Good	391 39%	261 38%	118 44%	12 38%	168 36%	222 42%	80 35%	78 40%	103 38%	130 43%	96 42%	126 38%	103 43%	52 34%
Excellent	58 6%	38 6%	17 6%	3 9%	25 5%	33 6%	11 5%	14 7%	19 7%	14 5%	20 9%	15 4%	13 5%	9 6%
No Opinion	18 2%	9 1%	8 3%	1 3%	11 2%	7 1%	2 1%	2 1%	5 2%	9 3%	6 3%	5 1%	3 1%	1 1%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_3: Public parks and open space

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	991	163	572	255	266	282	439	924	56	263	185	333	177	392	214	370
Poor	79 8%	20 12% D	46 8%	13 5%	19 7%	21 7%	39 9%	71 8%	6 11%	22 8%	14 8%	26 8%	12 7%	38 10%	14 7%	26 7%
Fair	256 26%	56 34% D	154 27% D	45 18%	63 24%	70 25%	123 28%	241 26%	13 23%	66 25%	44 24%	90 27%	45 25%	101 26%	59 28%	96 26%
Good	462 47%	60 37%	270 47% B	132 52% B	119 45%	139 49%	203 46%	434 47%	25 45%	128 49%	94 51% L	139 42% L	92 52% L	183 47%	91 43%	181 49%
Excellent	102 10%	11 7%	46 8%	45 18% BC	38 14% G	31 11%	32 7%	94 10%	6 11%	25 10%	19 10%	38 11%	17 10%	38 10%	20 9%	41 11%
No Opinion	92 9%	16 10%	56 10%	20 8%	27 10%	21 7%	42 10%	84 9%	6 11%	22 8%	14 8%	40 12% M	11 6%	32 8%	30 14%	26 7% NP

Comparison Groups: BCD/EFH/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_3: Public parks and open space

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	991	687	268	32	458	531	227	194	270	299	231	333	238	152
Poor	79 8%	57 8%	19 7%	3 9%	41 9%	38 7%	24 11%	13 7%	19 7%	23 8%	16 7%	27 8%	18 8%	17 11%
Fair	256 26%	182 26%	62 23%	11 34%	108 24%	147 28%	61 27%	49 25%	78 29%	68 23%	55 24%	89 27%	65 27%	39 26%
Good	462 47%	328 48%	120 45%	12 38%	223 49%	238 45%	103 45%	98 51%	120 44%	140 47%	106 46%	153 46%	113 47%	70 46%
Excellent	102 10%	69 10%	26 10%	6 19%	51 11%	51 10%	25 11%	22 11%	27 10%	28 9%	28 12%	33 10%	22 9%	15 10%
No Opinion	92 9%	51 7%	41 15%	- N	35 8%	57 11%	14 6%	12 6%	26 10%	40 13%	26 11%	31 9%	20 8%	11 7%

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_4: Public school facilities

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	989	162	573	253	265	281	439	922	56	261	185	334	176	391	214	369
Poor	11 1%	4 2%	7 1%	-	4 2%	2 1%	5 1%	10 1%	-	4 2%	3 2%	2 1%	2 1%	2 1%	7 3%	2 1%
Fair	73 7%	19 12% D	40 7%	14 6%	18 7%	27 10%	28 6%	69 7%	4 7%	23 9% K	7 4%	28 8% K	12 7%	26 7%	18 8%	28 8%
Good	452 46%	74 46%	281 49% D	97 38%	112 42%	118 42%	219 50% EF	417 45%	27 48%	115 44%	90 49%	145 43%	85 48%	179 46%	81 38%	186 50% O
Excellent	250 25%	27 17%	132 23%	91 36% BC	50 19%	78 28% E	121 28% E	239 26%	11 20%	64 25%	43 23%	80 24%	54 31%	101 26%	63 29%	82 22%
No Opinion	203 21%	38 23%	113 20%	51 20%	81 31% FG	56 20%	66 15%	187 20%	14 25%	55 21% M	42 23% M	79 24% M	23 13%	83 21%	45 21%	71 19%

Comparison Groups: BCD/EF/FG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_4: Public school facilities

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	989	687	266	32	460	527	226	195	269	298	230	332	238	151
Poor	11 1%	10 1%	1 *%	-	4 1%	7 1%	4 2%	4 2%	2 1%	1 *%	-	5 2%	3 1%	3 2%
Fair	73 7%	59 9%	10 4%	3 9%	43 9%	30 6%	34 15%	14 7%	15 6%	10 3%	11 5%	15 5%	25 11%	14 9%
Good	452 46%	309 45%	122 46%	18 56%	207 45%	244 46%	98 43%	89 46%	116 43%	149 50%	106 46%	154 46%	111 47%	61 40%
Excellent	250 25%	167 24%	74 28%	9 28%	118 26%	131 25%	43 19%	47 24%	73 27%	86 29%	66 29%	83 25%	50 21%	45 30%
No Opinion	203 21%	142 21%	59 22%	2 6%	88 19%	115 22%	47 21%	41 21%	63 23%	52 17%	47 20%	75 23%	49 21%	28 19%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_5: Police protection

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	988	162	571	253	266	282	436	922	55	261	185	334	176	391	212	370
Poor	17 2%	10 6% CD	6 1%	1 *%	2 1%	9 3% E	6 1%	15 2%	2 4%	5 2%	5 3%	5 1%	2 1%	6 2%	7 3%	4 1%
Fair	80 8%	20 12% D	48 8% D	12 5%	23 9%	26 9%	31 7%	74 8%	5 9%	22 8%	18 10%	22 7%	13 7%	31 8%	21 10%	27 7%
Good	551 56%	84 52%	345 60% D	121 48%	149 56%	145 51%	254 58%	510 55%	37 67%	144 55%	104 56%	185 55%	100 57%	219 56%	116 55%	210 57%
Excellent	287 29%	31 19%	145 25%	110 43% BC	65 24%	89 32%	132 30%	274 30% I	7 13%	75 29%	47 25%	106 32%	52 30%	114 29%	56 26%	112 30%
No Opinion	53 5%	17 10% CD	27 5%	9 4%	27 10% FG	13 5%	13 3%	49 5%	4 7%	15 6%	11 6%	16 5%	9 5%	21 5%	12 6%	17 5%

Comparison Groups: BCD/EFG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_5: Police protection

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	988	686	267	31	459	527	226	193	270	298	230	332	237	150
Poor	17 2%	11 2%	4 1%	2 6%	5 1%	12 2%	2 1%	5 3%	4 1%	6 2%	5 2%	6 2%	4 2%	2 1%
Fair	80 8%	59 9%	18 7%	3 10%	32 7%	48 9%	27 12% UV	16 8%	18 7%	19 6%	15 7%	28 8%	22 9%	11 7%
Good	551 56%	390 57%	147 55%	13 42%	245 53%	306 58%	116 51%	118 61% S	156 58%	160 54%	122 53%	188 57%	132 56%	86 57%
Excellent	287 29%	184 27%	89 33%	12 39%	151 33% R	134 25%	62 27%	48 25%	75 28%	102 34% T	80 35% Z	92 28%	67 28%	37 25%
No Opinion	53 5%	42 6%	9 3%	1 3%	26 6%	27 5%	19 8% TV	6 3%	17 6%	11 4%	8 3%	18 5%	12 5%	14 9% W

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_6: Fire protection

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	989	163	571	253	266	279	439	922	56	262	185	332	176	390	214	370
Poor	5 1%	3 2%	1 *%	1 *%	1 *%	-	4 1%	5 1%	-	1 *%	-	3 1%	1 1%	2 1%	2 1%	1 *%
Fair	51 5%	18 11% CD	29 5% D	4 2%	13 5%	15 5%	22 5%	48 5%	2 4%	10 4%	11 6%	19 6%	5 3%	18 5%	17 8%	16 4%
Good	543 55%	85 52%	338 59% D	119 47%	140 53%	145 52%	255 58%	503 55%	34 61%	143 55%	103 56%	176 53%	103 59%	210 54%	126 59%	200 54%
Excellent	304 31%	35 21%	156 27%	112 44% BC	68 26%	93 33% E	142 32%	284 31%	16 29%	82 31%	56 30%	105 32%	54 31%	125 32%	55 26%	120 32%
No Opinion	86 9%	22 13% D	47 8%	17 7%	44 17% FG	26 9% G	16 4%	82 9%	4 7%	26 10%	15 8%	29 9%	13 7%	35 9%	14 7%	33 9%

Comparison Groups: BCD/EF/FG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_6: Fire protection

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	989	688	265	32	460	527	227	194	271	296	229	332	237	152
Poor	5 1%	1 *%	3 1%	1 3%	1 *%	4 1%	-	2 1%	2 1%	1 *%	2 1%	1 *%	2 1%	-
Fair	51 5%	44 6% O	7 3%	-	19 4%	32 6%	17 7%	9 5%	14 5%	11 4%	11 5%	19 6%	11 5%	7 5%
Good	543 55%	365 53%	158 60%	18 56%	246 53%	296 56%	115 51%	111 57%	143 53%	173 58%	130 57%	192 58%	122 51%	74 49%
Excellent	304 31%	208 30%	82 31%	12 38%	154 33%	149 28%	62 27%	56 29%	91 34%	95 32%	76 33%	88 27%	80 34%	49 32%
No Opinion	86 9%	70 10% OP	15 6%	1 3%	40 9%	46 9%	33 15% TUV	16 8%	21 8%	16 5%	10 4%	32 10% W	22 9% W	22 14% W

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_7: Trash disposal

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	991	163	571	255	266	282	438	925	55	262	185	333	177	391	214	371
Poor	120 12%	35 21% CD	64 11%	21 8%	27 10%	36 13%	57 13%	116 13%	4 7%	32 12%	21 11%	40 12%	26 15%	41 10%	34 16%	43 12%
Fair	204 21%	45 28% D	117 20%	42 16%	44 17%	61 22%	99 23% E	192 21%	12 22%	48 18%	35 19%	79 24%	35 20%	71 18%	55 26% N	76 20%
Good	460 46%	65 40%	273 48%	121 47%	133 50%	120 43%	203 46%	425 46%	27 49%	115 44%	103 56% JL	139 42%	81 46%	185 47%	97 45%	171 46%
Excellent	169 17%	15 9%	94 16% B	59 23% BC	51 19%	53 19%	64 15%	161 17% I	5 9%	55 21% K	18 10%	61 18% K	31 18% K	79 20% O	26 12%	62 17%
No Opinion	38 4%	3 2%	23 4%	12 5%	11 4%	12 4%	15 3%	31 3%	7 13% H	12 5%	8 4%	14 4%	4 2%	15 4% O	2 1%	19 5% O

Comparison Groups: BCD/EF/GH/IJKL/MNOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_7: Trash disposal

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	991	686	269	32	459	530	227	195	269	299	229	334	238	151
Poor	120 12%	89 13%	28 10%	2 6%	53 12%	66 12%	31 14%	25 13%	32 12%	31 10%	21 9%	40 12%	37 16%	17 11%
Fair	204 21%	155 23%	42 16%	7 22%	84 18%	120 23%	53 23%	43 22%	56 21%	52 17%	40 17%	88 26%	41 17%	26 17%
Good	460 46%	311 45%	129 48%	18 56%	220 48%	239 45%	107 47%	88 45%	123 46%	142 47%	111 48%	142 43%	113 47%	76 50%
Excellent	169 17%	102 15%	62 23%	4 12%	84 18%	85 16%	28 12%	32 16%	47 17%	62 21%	46 20%	55 16%	40 17%	24 16%
No Opinion	38 4%	29 4%	8 3%	1 3%	18 4%	20 4%	8 4%	7 4%	11 4%	12 4%	11 5%	9 3%	7 3%	8 5%

Comparison Groups: NOP/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_8: Snow plowing and removal

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	992	164	572	255	267	281	440	925	56	263	186	333	177	392	214	371
Poor	56 6%	20 12% CD	28 5%	8 3%	17 6%	16 6%	23 5%	48 5%	7 12%	13 5%	8 4%	24 7%	8 5%	11 3%	21 10% N	24 6% N
Fair	165 17%	33 20% D	111 19% D	21 8%	38 14%	47 17%	80 18%	158 17%	7 12%	37 14%	22 12%	70 21% JK	32 18%	63 16%	43 20%	57 15%
Good	515 52%	81 49%	305 53%	129 51%	139 52%	140 50%	232 53%	475 51%	32 57%	152 58% LM	106 57% L	157 47%	85 48%	204 52%	100 47%	204 55%
Excellent	223 22%	24 15%	108 19%	90 35% BC	58 22%	71 25%	94 21%	213 23%	8 14%	51 19%	42 23%	70 21%	49 28% J	100 26%	42 20%	76 20%
No Opinion	33 3%	6 4%	20 3%	7 3%	15 6%	7 2%	11 2%	31 3%	2 4%	10 4%	8 4%	12 4%	3 2%	14 4%	8 4%	10 3%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_8: Snow plowing and removal

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	992	688	268	32	459	531	227	194	271	299	230	334	238	152
Poor	56 6%	49 7% O	7 3%	-	22 5%	34 6%	22 10% V	11 6% V	17 6% V	5 2%	10 4%	19 6%	16 7%	8 5%
Fair	165 17%	129 19% O	30 11%	5 16%	88 19%	77 15%	46 20% V	34 18%	44 16%	41 14%	36 16%	67 20% Y	32 13%	25 16%
Good	515 52%	350 51%	145 54%	17 53%	241 53%	272 51%	107 47%	99 51%	147 54%	162 54%	120 52%	169 51%	129 54%	73 48%
Excellent	223 22%	137 20%	76 28% N	10 31%	95 21%	128 24%	45 20%	45 23%	54 20%	79 26%	57 25%	65 19%	56 24%	40 26%
No Opinion	33 3%	23 3%	10 4%	-	13 3%	20 4%	7 3%	5 3%	9 3%	12 4%	7 3%	14 4%	5 2%	6 4%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_9: Local health care service options

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	991	163	571	255	267	280	439	925	55	261	186	333	177	391	214	371
Poor	22 2%	6 4%	14 2%	2 1%	8 3%	6 2%	8 2%	19 2%	3 5%	8 3%	4 2%	2 1%	6 3%	9 2%	3 1%	10 3%
Fair	186 19%	45 28% CD	110 19% D	31 12%	46 17%	42 15%	97 22% F	175 19%	10 18%	58 22%	33 18%	56 17%	31 18%	73 19%	43 20%	68 18%
Good	507 51%	73 45%	298 52%	135 53%	130 49%	143 51%	232 53%	474 51%	25 45%	130 50%	94 51%	165 50%	104 59% L	196 50%	109 51%	196 53%
Excellent	126 13%	12 7%	62 11%	52 20% BC	40 15% G	42 15% G	43 10%	114 12%	11 20%	31 12%	19 10%	51 15%	22 12%	52 13%	28 13%	45 12%
No Opinion	150 15%	27 17%	87 15%	35 14%	43 16%	47 17%	59 13%	143 15%	6 11%	34 13%	36 19%	59 18% M	14 8% M	61 16%	31 14%	52 14%

Comparison Groups: BCD/EF/GH/IJKL/MNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_9: Local health care service options

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	991	687	268	32	460	529	227	194	270	299	231	331	238	152
Poor	22 2%	16 2%	6 2%	-	7 2%	15 3%	4 2%	6 3%	8 3%	4 1%	4 2%	5 2%	6 3%	6 4%
Fair	186 19%	131 19%	49 18%	5 16%	78 17%	108 20%	40 18%	34 18%	56 21%	56 19%	42 18%	68 21%	45 19%	23 15%
Good	507 51%	351 51%	134 50%	19 59%	256 56%	250 47%	122 54%	101 52%	133 49%	150 50%	114 49%	166 50%	130 55%	78 51%
Excellent	126 13%	83 12%	37 14%	6 19%	62 13%	63 12%	28 12%	31 16%	29 11%	38 13%	35 15%	41 12%	27 11%	18 12%
No Opinion	150 15%	106 15%	42 16%	2 6%	57 12%	93 18%	33 15%	22 11%	44 16%	51 17%	36 16%	51 15%	30 13%	27 18%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_10: Recreational facilities and programs

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	987	164	569	253	265	279	439	920	56	259	186	332	177	388	214	370
Poor	53 5%	23 14% CD	26 5% D	4 2%	15 6%	12 4%	26 6%	49 5%	4 7%	15 6%	13 7%	14 4%	9 5%	19 5%	15 7%	17 5%
Fair	225 23%	42 26% D	139 24% D	44 17%	59 22%	65 23%	101 23%	210 23%	13 23%	61 24%	40 22%	73 22%	38 21%	84 22%	49 23%	91 25%
Good	435 44%	62 38%	256 45%	117 46%	109 41%	119 43%	205 47%	407 44%	23 41%	115 44%	84 45%	140 42%	85 48%	168 43%	92 43%	171 46%
Excellent	102 10%	8 5%	47 8%	47 19% BC	29 11%	33 12%	39 9%	94 10%	6 11%	26 10%	13 7%	39 12%	22 12%	46 12%	18 8%	34 9%
No Opinion	172 17%	29 18%	101 18%	41 16%	53 20%	50 18%	68 15%	160 17%	10 18%	42 16%	36 19%	66 20% M	23 13%	71 18%	40 19%	57 15%

Comparison Groups: BCD/EF/GH/IJKL/MNOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_10: Recreational facilities and programs

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	987	686	265	32	459	526	226	194	270	296	230	332	235	152
Poor	53 5%	41 6%	10 4%	2 6%	30 7%	23 4%	20 9%	12 6%	9 3%	12 4%	11 5%	14 4%	12 5%	13 9%
							UV							
Fair	225 23%	155 23%	58 22%	11 34%	102 22%	123 23%	60 27%	34 18%	65 24%	65 22%	59 26%	73 22%	53 23%	31 20%
							T							
Good	435 44%	309 45%	113 43%	10 31%	200 44%	234 44%	93 41%	97 50%	113 42%	132 45%	96 42%	146 44%	114 49%	62 41%
Excellent	102 10%	66 10%	32 12%	4 12%	50 11%	51 10%	16 7%	22 11%	31 11%	33 11%	23 10%	36 11%	20 9%	21 14%
No Opinion	172 17%	115 17%	52 20%	5 16%	77 17%	95 18%	37 16%	29 15%	52 19%	54 18%	41 18%	63 19%	36 15%	25 16%

Comparison Groups: NOF/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_11: Programs and services for youth

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	988	164	571	252	267	279	438	922	55	263	183	333	176	390	214	369
Poor	59 6%	21 13% CD	29 5%	9 4%	12 4%	16 6%	31 7%	55 6%	4 7%	17 6%	11 6%	15 5%	15 9%	25 6%	13 6%	20 5%
Fair	158 16%	23 14%	102 18%	33 13%	35 13%	40 14%	83 19% E	141 15%	15 27%	46 17%	22 12%	55 17%	24 14%	57 15%	25 12%	74 20% NO
Good	333 34%	39 24%	201 35% B	93 37% B	79 30%	94 34%	158 36%	317 34%	13 24%	95 36%	59 32%	112 34%	57 32%	117 30%	77 36%	135 37%
Excellent	67 7%	7 4%	33 6%	27 11% BC	17 6%	27 10% G	23 5%	63 7%	4 7%	12 5%	18 10% J	21 6%	16 9%	25 6%	18 8%	24 7%
No Opinion	371 38%	74 45% C	206 36%	90 36%	124 46% FG	102 37%	143 33%	346 38%	19 35%	93 35%	73 40%	130 39%	64 36%	166 43% P	81 38%	116 31%

Comparison Groups: BCD/EF/FG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_11: Programs and services for youth

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	988	689	263	32	459	527	227	194	271	295	229	331	238	152
Poor	59 6%	47 7%	11 4%	1 3%	39 8% R	20 4%	19 8%	12 6%	14 5%	14 5%	13 6%	18 5%	14 6%	11 7%
Fair	158 16%	103 15%	43 16%	10 31% N	75 16%	82 16%	39 17%	29 15%	39 14%	51 17%	43 19%	49 15%	39 16%	20 13%
Good	333 34%	246 36%	78 30%	7 22%	156 34%	176 33%	82 36%	71 37%	80 30%	99 34%	73 32%	106 32%	84 35%	55 36%
Excellent	67 7%	50 7%	14 5%	3 9%	32 7%	35 7%	22 10% V	15 8%	15 6%	15 5%	15 7%	20 6%	17 7%	15 10%
No Opinion	371 38%	243 35%	117 44% N	11 34%	157 34%	214 41% Q	65 29%	67 35%	123 45% ST	116 39% S	85 37%	138 42%	84 35%	51 34%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_12: Programs and services for senior citizens

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	988	164	571	252	267	281	436	921	56	260	185	333	177	391	213	370
Poor	58 6%	15 9%	29 5%	14 6%	9 3%	15 5%	34 8%	51 6%	4 7%	18 7%	5 3%	20 6%	12 7%	20 5%	14 7%	23 6%
Fair	152 15%	31 19%	92 16%	29 12%	21 8%	41 15%	90 21%	138 15%	14 25%	48 18%	25 14%	47 14%	25 14%	50 13%	32 15%	69 19%
Good	226 23%	28 17%	125 22%	72 29%	40 15%	70 25%	115 26%	210 23%	12 21%	62 24%	44 24%	76 23%	35 20%	85 22%	41 19%	96 26%
Excellent	28 3%	1 1%	12 2%	15 6%	10 4%	4 1%	14 3%	25 3%	2 4%	11 4%	4 2%	9 3%	3 2%	11 3%	4 2%	12 3%
No Opinion	524 53%	89 54%	313 55%	122 48%	187 70%	151 54%	183 42%	497 54%	24 43%	121 47%	107 58%	181 54%	102 58%	225 58%	122 57%	170 46%

Comparison Groups: BCD/EF/FG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_12: Programs and services for senior citizens

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	988	687	265	32	457	529	227	195	270	295	230	332	237	152
Poor	58 6%	28 4%	27 10% NP	1 3%	38 8% R	20 4%	7 3%	6 3%	17 6%	28 9% ST	27 12% XYZ	9 3%	10 4%	9 6%
Fair	152 15%	91 13%	53 20% N	6 19%	77 17%	74 14%	18 8%	21 11%	43 16% S	70 24% STU	51 22% YZ	54 16% Z	30 13%	14 9%
Good	226 23%	138 20%	78 29% N	10 31%	106 23%	120 23%	28 12%	45 23% S	67 25% S	85 29% S	65 28% YZ	80 24% Z	46 19%	25 16%
Excellent	28 3%	11 2%	16 6% N	1 3%	14 3%	14 3%	-	6 3%	4 1%	18 6% U	13 6% Y	11 3%	4 2%	-
No Opinion	524 53%	419 61% O	91 34%	14 44%	222 49%	301 57% Q	174 77% TUV	117 60% V	139 51% V	94 32%	74 32%	178 54% W	147 62% WX	104 68% WX

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_13: Library

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	993	164	573	254	267	282	439	926	56	263	186	334	177	392	214	372
Poor	14 1%	5 3%	7 1%	2 1%	9 3% G	3 1%	2 *%	11 1%	3 5%	3 1%	5 3%	6 2%	-	6 2%	1 *%	6 2%
Fair	79 8%	20 12% D	50 9% D	9 4%	19 7%	30 11%	30 7%	73 8%	6 11%	10 4%	15 8%	32 10% J	19 11% J	33 8%	20 9%	26 7%
Good	452 46%	77 47%	275 48% D	98 39%	109 41%	127 45%	214 49% E	420 45%	28 50%	132 50% K	76 41%	144 43%	85 48%	165 42%	98 46%	184 49% N
Excellent	267 27%	31 19%	138 24%	98 39% BC	56 21%	76 27%	134 31% E	249 27%	13 23%	71 27%	50 27%	87 26%	48 27%	124 32% OP	48 22%	90 24%
No Opinion	181 18%	31 19%	103 18%	47 19%	74 28% FG	46 16%	59 13%	173 19%	6 11%	47 18%	40 22%	65 19%	25 14%	64 16%	47 22%	66 18%

Comparison Groups: BCD/EF/FG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_13: Library

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	993	688	269	32	461	530	227	194	271	300	231	334	237	152
Poor	14 1%	11 2%	2 1%	1 3%	8 2%	6 1%	9 4%	1 1%	2 1%	2 1%	4 2%	3 1%	3 1%	3 2%
Fair	79 8%	61 9%	14 5%	4 12%	34 7%	45 8%	22 10%	15 8%	23 8%	19 6%	15 6%	28 8%	25 11%	6 4%
Good	452 46%	315 46%	121 45%	14 44%	215 47%	236 45%	99 44%	91 47%	130 48%	132 44%	102 44%	142 43%	121 51%	68 45%
Excellent	267 27%	158 23%	95 35%	12 38%	142 31%	124 23%	52 23%	49 25%	59 22%	106 35%	81 35%	99 30%	42 18%	34 22%
No Opinion	181 18%	143 21%	37 14%	1 3%	62 13%	119 22%	45 20%	38 20%	57 21%	41 14%	29 13%	62 19%	46 19%	41 27%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_14: Town Hall personnel and services

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	988	162	570	254	265	279	439	922	55	261	185	332	176	393	211	369
Poor	23 2%	10 6% CD	8 1%	5 2%	8 3%	5 2%	10 2%	22 2%	1 2%	6 2%	3 2%	10 3%	3 2%	6 2%	8 4%	9 2%
Fair	121 12%	41 25% CD	63 11% D	17 7%	29 11%	41 15%	50 11%	116 13%	4 7%	27 10%	24 13%	45 14%	23 13%	39 10%	32 15%	49 13%
Good	534 54%	76 47%	337 59% BD	119 47%	132 50%	157 56%	242 55%	494 54%	32 58%	140 54%	112 61% L	167 50%	97 55%	221 56%	106 50%	202 55%
Excellent	260 26%	24 15%	130 23% B	106 42% BC	75 28%	69 25%	115 26%	243 26%	16 29%	73 28%	40 22%	92 28%	45 26%	109 28%	54 26%	92 25%
No Opinion	50 5%	11 7%	32 6% D	7 3%	21 8% F	7 3%	22 5%	47 5%	2 4%	15 6%	6 3%	18 5%	8 5%	18 5%	11 5%	17 5%

Comparison Groups: BCD/EF/GH/IJKL/MNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_14: Town Hall personnel and services

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	988	686	266	32	457	529	226	192	271	298	228	332	237	152
Poor	23 2%	21 3% O	2 1%	-	10 2%	13 2%	9 4% V	5 3%	8 3% V	1 *%	1 *%	9 3% W	8 3% W	4 3%
Fair	121 12%	97 14% O	17 6%	6 19%	56 12%	65 12%	38 17% UV	31 16% V	27 10%	25 8%	18 8%	41 12%	33 14% W	21 14%
Good	534 54%	364 53%	151 57%	17 53%	267 58% R	267 50%	122 54%	101 53%	150 55%	160 54%	127 56%	178 54%	126 53%	87 57%
Excellent	260 26%	162 24%	91 34% NP	6 19%	103 23%	155 29% Q	40 18%	41 21%	74 27% S	105 35% STU	70 31%	84 25%	57 24%	38 25%
No Opinion	50 5%	42 6% O	5 2%	3 9%	21 5%	29 5%	17 8% V	14 7% V	12 4%	7 2%	12 5%	20 6% Z	13 5% Z	2 1% Z

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_15: Retail service options

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	987	163	569	253	267	279	436	921	56	262	182	333	177	389	212	371
Poor	41 4%	6 4%	30 5% D	5 2%	17 6% G	11 4%	12 3%	39 4%	2 4%	12 5%	6 3%	13 4%	8 5%	14 4%	12 6%	15 4%
Fair	223 23%	45 28% D	131 23%	45 18%	49 18%	69 25%	102 23%	211 23%	8 14%	55 21%	35 19%	79 24%	47 27%	88 23%	36 17%	97 26% O
Good	520 53%	85 52%	315 55% D	120 47%	139 52%	147 53%	233 53%	482 52%	34 61%	134 51%	105 58%	172 52%	91 51%	211 54%	116 55%	187 50%
Excellent	160 16%	21 13%	68 12%	71 28% BC	48 18%	46 16%	66 15%	150 16%	9 16%	53 20% K	23 13%	55 17%	24 14%	60 15%	38 18%	58 16%
No Opinion	43 4%	6 4%	25 4%	12 5%	14 5%	6 2%	23 5%	39 4%	3 5%	8 3%	13 7%	14 4%	7 4%	16 4%	10 5%	14 4% F

Comparison Groups: BCD/EF/GH/IJKL/MNOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_15: Retail service options

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	987	685	266	32	456	529	224	194	271	297	230	331	238	150
Poor	41 4%	36 5% O	5 2%	-	26 6% R	15 3%	20 9% TUV	8 4%	7 3%	6 2%	2 1%	13 4% W	13 5% W	12 8% W
Fair	223 23%	164 24% P	53 20%	3 9%	118 26% R	105 20%	50 22%	44 23%	61 23%	67 23%	51 22%	63 19%	57 24%	39 26%
Good	520 53%	353 52%	143 54%	23 72% NO	229 50%	289 55%	108 48%	102 53%	157 58% S	153 52%	119 52%	180 54%	132 55%	70 47%
Excellent	160 16%	105 15%	49 18%	6 19%	62 14%	98 19% Q	37 17%	34 18%	35 13%	54 18%	43 19%	55 17%	34 14%	24 16%
No Opinion	43 4%	27 4%	16 6%	-	21 5%	22 4%	9 4%	6 3%	11 4%	17 6%	15 7% Y	20 6% Y	2 1%	5 3%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_16: Public school curriculum and instruction

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	988	162	572	253	266	280	438	921	56	260	186	333	177	390	212	371
Poor	28 3%	9 6% D	15 3%	4 2%	7 3%	7 2%	14 3%	24 3%	3 5%	9 3%	5 3%	7 2%	6 3%	8 2%	11 5%	8 2%
Fair	116 12%	28 17% D	71 12% D	17 7%	31 12%	31 11%	54 12%	111 12%	5 9%	24 9%	14 8%	47 14% K	24 14%	47 12%	32 15%	36 10%
Good	344 35%	50 31%	213 37%	81 32%	75 28%	94 34%	174 40% E	320 35%	20 36%	91 35%	65 35%	113 34%	67 38%	130 33%	57 27%	150 40% NO
Excellent	144 15%	16 10%	66 12%	62 25% BC	30 11%	44 16%	70 16%	136 15%	7 12%	37 14%	30 16%	47 14%	24 14%	62 16%	30 14%	52 14%
No Opinion	356 36%	59 36%	207 36%	89 35%	123 46% FG	104 37% G	126 29%	330 36%	21 38%	99 38%	72 39%	119 36%	56 32%	143 37%	82 39%	125 34%

Comparison Groups: BCD/EF/FG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_16: Public school curriculum and instruction

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	988	686	266	32	459	527	226	194	270	297	230	332	236	152
Poor	28 3%	23 3%	5 2%	-	11 2%	17 3%	10 4%	5 3%	8 3%	5 2%	6 3%	7 2%	7 3%	5 3%
Fair	116 12%	86 13%	21 8%	8 25%	53 12%	63 12%	37 16% UV	28 14% V	26 10%	25 8%	21 9%	39 12%	33 14%	18 12%
Good	344 35%	245 36%	87 33%	10 31%	175 38% R	168 32%	71 31%	77 40%	93 34%	102 34%	83 36%	112 34%	85 36%	49 32%
Excellent	144 15%	99 14%	38 14%	6 19%	71 15%	72 14%	38 17%	23 12%	36 13%	47 16%	35 15%	49 15%	33 14%	25 16%
No Opinion	356 36%	233 34%	115 43% NP	8 25%	149 32%	207 39% Q	70 31%	61 31%	107 40% S	118 40% S	85 37%	125 38%	78 33%	55 36%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_17: Town website

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	986	160	573	251	266	279	436	920	55	259	186	331	176	392	210	369
Poor	34 3%	10 6% D	20 3%	4 2%	11 4%	10 4%	13 3%	33 4%	1 2%	11 4%	6 3%	10 3%	7 4%	10 3%	9 4%	15 4%
Fair	168 17%	40 25% D	101 18% D	27 11%	52 20%	48 17%	68 16%	154 17%	13 24%	44 17%	30 16%	64 19%	23 13%	66 17%	42 20%	59 16%
Good	500 51%	71 44%	297 52%	130 52%	138 52%	140 50%	218 50%	471 51%	23 42%	124 48%	95 51%	173 52%	91 52%	199 51%	107 51%	187 51%
Excellent	94 10%	9 6%	44 8%	41 16% BC	28 11%	29 10%	36 8%	89 10%	4 7%	26 10%	13 7%	29 9%	24 14% K	35 9%	18 9%	37 10%
No Opinion	190 19%	30 19%	111 19%	49 20%	37 14%	52 19%	101 23% E	173 19%	14 25%	54 21%	42 23%	55 17%	31 18%	82 21%	34 16%	71 19%

Comparison Groups: BCD/EFH/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_17: Town website

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	986	686	264	32	457	527	227	195	270	293	227	332	237	151
Poor	34 3%	28 4%	6 2%	-	19 4%	15 3%	16 7%	5 3%	5 2%	8 3%	3 1%	9 3%	14 6%	6 4%
							TUV						W	
Fair	168 17%	133 19%	26 10%	7 22%	68 15%	100 19%	55 24%	33 17%	47 17%	32 11%	27 12%	58 17%	41 17%	34 23%
			O				V		V					W
Good	500 51%	352 51%	127 48%	19 59%	249 54%	249 47%	114 50%	106 54%	148 55%	132 45%	103 45%	178 54%	127 54%	74 49%
					R		V		V					
Excellent	94 10%	64 9%	27 10%	3 9%	44 10%	50 9%	21 9%	18 9%	27 10%	28 10%	27 12%	28 8%	22 9%	15 10%
No Opinion	190 19%	109 16%	78 30%	3 9%	77 17%	113 21%	21 9%	33 17%	43 16%	93 32%	67 30%	59 18%	33 14%	22 15%
			NP				S		S	STU	XYZ			

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_18: Access to information about Town affairs, issues, and plans

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	991	164	571	254	267	282	437	924	56	263	185	332	177	393	213	370
Poor	40 4%	14 9% CD	21 4%	5 2%	13 5%	9 3%	18 4%	36 4%	3 5%	12 5%	9 5%	12 4%	7 4%	14 4%	8 4%	17 5%
Fair	214 22%	49 30% CD	121 21%	44 17%	66 25%	52 18%	95 22%	201 22%	11 20%	52 20%	44 24%	76 23%	34 19%	68 17%	59 28% N	87 24% N
Good	553 56%	72 44%	334 58% B	145 57% B	134 50%	162 57%	254 58% E	517 56%	30 54%	153 58%	101 55%	173 52%	108 61%	223 57%	116 54%	205 55%
Excellent	90 9%	14 9%	39 7%	37 15% C	25 9%	30 11%	34 8%	82 9%	7 12%	23 9%	15 8%	33 10%	17 10%	44 11%	15 7%	28 8%
No Opinion	94 9%	15 9%	56 10%	23 9%	29 11%	29 10%	36 8%	88 10%	5 9%	23 9%	16 9%	38 11% M	11 6%	44 11%	15 7%	33 9%

Comparison Groups: BCD/EFH/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q21_18: Access to information about Town affairs, issues, and plans

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	991	689	266	32	461	528	227	195	271	297	229	334	237	152
Poor	40 4%	27 4%	11 4%	1 3%	15 3%	25 5%	13 6%	6 3%	9 3%	12 4%	6 3%	10 3%	16 7%	6 4%
Fair	214 22%	153 22%	53 20%	6 19%	90 20%	124 23%	68 30%	35 18%	48 18%	62 21%	50 22%	79 24%	46 19%	30 20%
Good	553 56%	387 56%	145 55%	20 62%	261 57%	290 55%	104 46%	121 62%	161 59%	167 56%	124 54%	192 57%	139 59%	78 51%
Excellent	90 9%	55 8%	32 12%	3 9%	44 10%	46 9%	17 7%	16 8%	30 11%	27 9%	24 10%	27 8%	17 7%	19 12%
No Opinion	94 9%	67 10%	25 9%	2 6%	51 11%	43 8%	25 11%	17 9%	23 8%	29 10%	25 11%	26 8%	19 8%	19 12%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_1: Traffic issues

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	970	158	562	249	260	276	430	904	55	259	182	328	169	385	211	361
NET LESSER THREAT	386 40%	54 34%	217 39%	114 46% B	97 37%	116 42%	173 40%	357 39%	26 47%	92 36%	90 49% JM	133 41%	55 33%	141 37%	95 45% N	141 39%
Not a threat at all	74 8%	12 8%	36 6%	25 10%	24 9%	21 8%	29 7%	67 7%	7 13%	18 7%	18 10%	25 8%	9 5%	19 5%	24 11% N	30 8%
Limited threat	312 32%	42 27%	181 32%	89 36% B	73 28%	95 34%	144 33%	290 32%	19 35%	74 29%	72 40% JM	108 33%	46 27%	122 32%	71 34%	111 31%
NET GREATER THREAT	584 60%	104 66% D	345 61%	135 54%	163 63%	160 58%	257 60%	547 61%	29 53%	167 64% K	92 51%	195 59%	114 67% K	244 63% O	116 55%	220 61%
Moderate threat	347 36%	58 37%	207 37%	82 33%	106 41% G	99 36%	141 33%	326 36%	16 29%	93 36%	62 34%	116 35%	67 40%	138 36%	73 35%	133 37%
Major threat	237 24%	46 29%	138 25%	53 21%	57 22%	61 22%	116 27%	221 24%	13 24%	74 29% K	30 16%	79 24% K	47 28% K	106 28% O	43 20%	87 24%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_1: Traffic issues

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	970	673	262	32	454	514	223	190	266	290	226	322	235	151
NET LESSER THREAT	386 40%	265 39%	104 40%	16 50%	184 41%	201 39%	92 41%	76 40%	105 39%	113 39%	103 46%	120 37%	98 42%	51 34%
Not a threat at all	74 8%	42 6%	25 10%	7 22% N	37 8%	36 7%	18 8%	15 8%	19 7%	22 8%	27 12% XYZ	20 6%	15 6%	9 6%
Limited threat	312 32%	223 33%	79 30%	9 28%	147 32%	165 32%	74 33%	61 32%	86 32%	91 31%	76 34%	100 31%	83 35%	42 28%
NET GREATER THREAT	584 60%	408 61%	158 60%	16 50%	270 59%	313 61%	131 59%	114 60%	161 61%	177 61%	123 54%	202 63%	137 58%	100 66% W
Moderate threat	347 36%	250 37%	84 32%	13 41%	153 34%	193 38%	86 39%	73 38%	85 32%	102 35%	72 32%	118 37%	80 34%	63 42%
Major threat	237 24%	158 23% P	74 28% P	3 9%	117 26%	120 23%	45 20%	41 22%	76 29%	75 26%	51 23%	84 26%	57 24%	37 25% S

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_2: Increased residential development

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	968	159	559	249	260	275	429	901	56	259	182	327	168	384	210	361
NET LESSER THREAT	663 68%	108 68%	373 67%	182 73%	200 77% G	193 70% G	269 63%	613 68%	41 73%	197 76% KL	113 62%	205 63%	124 74% KL	213 55%	174 83% NP	265 73% N
Not a threat at all	219 23%	41 26%	115 21%	63 25%	75 29% G	64 23%	80 19%	194 22%	22 39% H	51 20%	36 20%	75 23%	44 26%	56 15%	77 37% NP	83 23% N
Limited threat	444 46%	67 42%	258 46%	119 48%	125 48%	129 47%	189 44%	419 47%	19 34%	146 56% KL	77 42%	130 40%	80 48%	157 41%	97 46%	182 50% N
NET GREATER THREAT	305 32%	51 32%	186 33%	67 27%	60 23%	82 30%	160 37% EF	288 32%	15 27%	62 24%	69 38% JM	122 37% JM	44 26%	171 45% OP	36 17%	96 27% O
Moderate threat	218 23%	32 20%	130 23%	55 22%	50 19%	58 21%	107 25%	204 23%	13 23%	45 17%	44 24%	88 27% J	35 21%	110 29% OP	30 14%	77 21% O
Major threat	87 9%	19 12% D	56 10% D	12 5%	10 4%	24 9% E	53 12% E	84 9% E	2 4% I	17 7%	25 14% JM	34 10% M	9 5%	61 16% OP	6 3%	19 5%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_2: Increased residential development

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	968	672	261	32	454	512	223	191	263	290	226	321	235	151
NET LESSER THREAT	663 68%	462 69%	175 67%	25 78%	308 68%	354 69%	168 75%	133 70%	170 65%	192 66%	147 65%	219 68%	169 72%	105 70%
							UV							
Not a threat at all	219 23%	143 21%	64 25%	12 38%	95 21%	123 24%	55 25%	45 24%	53 20%	66 23%	62 27%	71 22%	55 23%	26 17%
											Z			
Limited threat	444 46%	319 47%	111 43%	13 41%	213 47%	231 45%	113 51%	88 46%	117 44%	126 43%	85 38%	148 46%	114 49%	79 52%
												W	W	W
NET GREATER THREAT	305 32%	210 31%	86 33%	7 22%	146 32%	158 31%	55 25%	58 30%	93 35%	98 34%	79 35%	102 32%	66 28%	46 30%
									S	S				
Moderate threat	218 23%	153 23%	59 23%	5 16%	102 22%	116 23%	40 18%	42 22%	66 25%	70 24%	58 26%	68 21%	49 21%	36 24%
Major threat	87 9%	57 8%	27 10%	2 6%	44 10%	42 8%	15 7%	16 8%	27 10%	28 10%	21 9%	34 11%	17 7%	10 7%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_3: Property taxes

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	966	157	560	248	260	273	429	902	53	259	183	326	168	382	209	361
NET LESSER THREAT	430 45%	58 37%	237 42%	135 54% BC	122 47%	126 46%	181 42%	394 44%	31 58% H	113 44%	76 42%	149 46%	76 45%	177 46%	86 41%	159 44%
Not a threat at all	102 11%	13 8%	51 9%	38 15% BC	36 14%	26 10%	40 9%	87 10%	14 26% H	27 10%	13 7%	38 12%	21 12%	42 11%	15 7%	42 12%
Limited threat	328 34%	45 29%	186 33%	97 39% B	86 33%	100 37%	141 33%	307 34%	17 32%	86 33%	63 34%	111 34%	55 33%	135 35%	71 34%	117 32%
NET GREATER THREAT	536 55%	99 63% D	323 58% D	113 46%	138 53%	147 54%	248 58%	508 56% I	22 42%	146 56%	107 58%	177 54%	92 55%	205 54%	123 59%	202 56%
Moderate threat	341 35%	56 36%	205 37%	80 32%	96 37%	98 36%	144 34%	324 36% I	12 23%	91 35%	63 34%	115 35%	62 37%	133 35%	74 35%	131 36%
Major threat	195 20%	43 27% D	118 21% D	33 13%	42 16%	49 18%	104 24% EF	184 20%	10 19%	55 21%	44 24%	62 19%	30 18%	72 19%	49 23%	71 20%

Comparison Groups: BCD/EF/ HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_3: Property taxes

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	966	670	261	32	452	512	221	191	262	291	223	324	234	150
NET LESSER THREAT	430 45%	297 44%	116 44%	16 50%	208 46%	221 43%	105 48%	83 43%	109 42%	133 46%	98 44%	137 42%	106 45%	77 51%
Not a threat at all	102 11%	62 9%	35 13%	5 16%	53 12%	49 10%	29 13%	23 12%	15 6%	35 12%	27 12%	30 9%	23 10%	15 10%
Limited threat	328 34%	235 35%	81 31%	11 34%	155 34%	172 34%	76 34%	60 31%	94 36%	98 34%	71 32%	107 33%	83 35%	62 41%
NET GREATER THREAT	536 55%	373 56%	145 56%	16 50%	244 54%	291 57%	116 52%	108 57%	153 58%	158 54%	125 56%	187 58%	128 55%	73 49%
Moderate threat	341 35%	247 37%	82 31%	11 34%	153 34%	188 37%	78 35%	75 39%	98 37%	90 31%	69 31%	118 36%	89 38%	50 33%
Major threat	195 20%	126 19%	63 24%	5 16%	91 20%	103 20%	38 17%	33 17%	55 21%	68 23%	56 25%	69 21%	39 17%	23 15%

Comparison Groups: NOP/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_4: Increased commercial development

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	968	160	560	247	259	276	429	902	55	258	184	326	168	384	209	362
NET LESSER THREAT	643 66%	107 67%	354 63%	182 74% C	186 72% G	184 67%	270 63%	600 67%	35 64%	170 66%	119 65%	211 65%	119 71%	202 53%	178 85% NP	252 70% N
Not a threat at all	234 24%	37 23%	123 22%	74 30% C	66 25%	63 23%	105 24%	218 24%	13 24%	65 25%	43 23%	75 23%	41 24%	52 14%	79 38% NP	99 27% N
Limited threat	409 42%	70 44%	231 41%	108 44%	120 46% G	121 44%	165 38%	382 42%	22 40%	105 41%	76 41%	136 42%	78 46%	150 39%	99 47%	153 42%
NET GREATER THREAT	325 34%	53 33%	206 37% D	65 26%	73 28%	92 33%	159 37% E	302 33%	20 36%	88 34%	65 35%	115 35%	49 29%	182 47% OP	31 15%	110 30% O
Moderate threat	233 24%	35 22%	153 27% D	44 18%	58 22%	71 26%	103 24%	217 24%	14 25%	63 24%	50 27%	80 25%	35 21%	120 31% OP	27 13%	84 23% O
Major threat	92 10%	18 11%	53 9%	21 9%	15 6%	21 8%	56 13% EF	85 9%	6 11%	25 10%	15 8%	35 11%	14 8%	62 16% OP	4 2%	26 7% O

Comparison Groups: BCD/EF/ HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_4: Increased commercial development

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	968	672	261	32	454	512	221	189	266	291	225	324	233	151
NET LESSER THREAT	643 66%	456 68% O	159 61%	27 84% NO	301 66%	341 67%	162 73% UV	138 73% UV	165 62%	178 61%	146 65%	209 65%	163 70%	105 70%
Not a threat at all	234 24%	164 24%	61 23%	9 28%	104 23%	129 25%	59 27%	47 25%	58 22%	70 24%	65 29%	70 22%	52 22%	42 28%
Limited threat	409 42%	292 43%	98 38%	18 56% O	197 43%	212 41%	103 47% V	91 48% V	107 40%	108 37%	81 36%	139 43%	111 48% W	63 42%
NET GREATER THREAT	325 34%	216 32% P	102 39% NP	5 16%	153 34%	171 33%	59 27%	51 27%	101 38% ST	113 39% ST	79 35%	115 35%	70 30%	46 30%
Moderate threat	233 24%	156 23%	72 28% P	4 12%	114 25%	119 23%	44 20%	36 19%	72 27% T	80 27% ST	57 25%	81 25%	52 22%	35 23%
Major threat	92 10%	60 9%	30 11% P	1 3%	39 9%	52 10%	15 7%	15 8%	29 11%	33 11%	22 10%	34 10%	18 8%	11 7%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_5: Loss of open space, fields, and forested land

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	964	157	559	247	257	275	428	898	55	257	183	326	167	384	209	359
NET LESSER THREAT	536 56%	92 59%	294 53%	150 61% C	149 58%	159 58%	226 53%	502 56%	26 47%	150 58%	90 49%	178 55%	99 59%	150 39%	164 78% NP	212 59% N
Not a threat at all	191 20%	36 23% C	80 14%	75 30% C	46 18%	60 22%	85 20%	175 19%	12 22%	55 21% K	24 13%	62 19%	42 25% K	44 11%	75 36% NP	65 18% N
Limited threat	345 36%	56 36%	214 38% D	75 30%	103 40%	99 36%	141 33%	327 36%	14 25%	95 37%	66 36%	116 36%	57 34%	106 28%	89 43% N	147 41% N
NET GREATER THREAT	428 44%	65 41%	265 47% D	97 39%	108 42%	116 42%	202 47%	396 44%	29 53%	107 42%	93 51%	148 45%	68 41%	234 61% OP	45 22%	147 41% O
Moderate threat	267 28%	36 23%	165 30%	65 26%	64 25%	77 28%	125 29%	245 27%	19 35%	73 28%	50 27%	92 28%	45 27%	129 34% O	37 18%	101 28% O
Major threat	161 17%	29 18%	100 18%	32 13%	44 17%	39 14%	77 18%	151 17%	10 18%	34 13%	43 23% JM	56 17%	23 14%	105 27% OP	8 4%	46 13% O

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_5: Loss of open space, fields, and forested land

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	964	669	260	32	451	511	220	191	262	290	225	320	233	151
NET LESSER THREAT	536 56%	375 56%	143 55%	18 56%	234 52%	301 59%	112 51%	119 62%	145 55%	160 55%	135 60%	173 54%	133 57%	78 52%
						Q		S						
Not a threat at all	191 20%	119 18%	64 25% N	8 25%	80 18%	110 22%	32 15%	41 21%	49 19%	69 24% S	56 25%	59 18%	44 19%	26 17%
Limited threat	345 36%	256 38% O	79 30%	10 31%	154 34%	191 37%	80 36%	78 41% V	96 37%	91 31%	79 35%	114 36%	89 38%	52 34%
NET GREATER THREAT	428 44%	294 44%	117 45%	14 44%	217 48% R	210 41%	108 49% T	72 38%	117 45%	130 45%	90 40%	147 46%	100 43%	73 48%
Moderate threat	267 28%	172 26%	80 31%	12 38%	142 31% R	125 24%	63 29%	42 22%	79 30%	83 29% T	60 27%	85 27%	70 30%	41 27%
Major threat	161 17%	122 18% P	37 14%	2 6%	75 17%	85 17%	45 20%	30 16%	38 15%	47 16%	30 13%	62 19% Y	30 13%	32 21% Y

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_7: Infrastructure needs necessary due to growth

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	954	154	554	245	256	274	420	888	55	256	179	321	166	379	206	356
NET LESSER THREAT	516 54%	83 54%	288 52%	144 59%	136 53%	146 53%	232 55%	481 54%	29 53%	136 53%	98 55%	179 56%	84 51%	184 49%	126 61%	199 56%
Not a threat at all	131 14%	25 16%	56 10%	50 20% C	30 12%	38 14%	63 15%	120 14%	9 16%	42 16%	24 13%	43 13%	19 11%	27 7%	40 19% N	62 17% N
Limited threat	385 40%	58 38%	232 42%	94 38%	106 41%	108 39%	169 40%	361 41%	20 36%	94 37%	74 41%	136 42%	65 39%	157 41%	86 42%	137 38%
NET GREATER THREAT	438 46%	71 46%	266 48%	101 41%	120 47%	128 47%	188 45%	407 46%	26 47%	120 47%	81 45%	142 44%	82 49%	195 51% OP	80 39%	157 44%
Moderate threat	317 33%	49 32%	191 34%	77 31%	91 36%	97 35%	127 30%	294 33%	18 33%	93 36%	62 35%	100 31%	51 31%	135 36% O	57 28%	120 34%
Major threat	121 13%	22 14%	75 14%	24 10%	29 11%	31 11%	61 15%	113 13%	8 15%	27 11%	19 11%	42 13%	31 19% JK	60 16% P	23 11%	37 10%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_7: Infrastructure needs necessary due to growth

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	954	663	256	32	447	505	220	187	260	286	220	317	233	149
NET LESSER THREAT	516 54%	341 51%	151 59% N	23 72% N	254 57%	262 52%	104 47%	101 54%	142 55%	168 59%	146 66% S	180 57% XYZ	115 49%	62 42% Z
Not a threat at all	131 14%	79 12%	47 18% N	5 16%	65 15%	66 13%	22 10%	24 13%	31 12%	54 19%	55 25% SU	36 11% XYZ	21 9%	17 11%
Limited threat	385 40%	262 40%	104 41%	18 56%	189 42%	196 39%	82 37%	77 41%	111 43%	114 40%	91 41% Z	144 45% Z	94 40% Z	45 30% Z
NET GREATER THREAT	438 46%	322 49% OP	105 41%	9 28%	193 43%	243 48%	116 53% V	86 46%	118 45%	118 41%	74 34%	137 43% W	118 51% W	87 58% WX
Moderate threat	317 33%	239 36% OP	71 28%	6 19%	141 32%	175 35%	84 38%	56 30%	91 35%	86 30%	47 21%	107 34% W	91 39% W	56 38% W
Major threat	121 13%	83 13%	34 13%	3 9%	52 12%	68 13%	32 15%	30 16%	27 10%	32 11%	27 12%	30 9%	27 12%	31 21% WXY

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_8: School overcrowding

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	949	153	549	246	256	268	421	886	52	256	180	319	164	378	208	350
NET LESSER THREAT	603 64%	93 61%	343 62%	166 67%	144 56%	171 64%	287 68%	566 64%	31 60%	162 63%	107 59%	206 65%	112 68%	228 60%	145 70%	219 63%
							E								N	
Not a threat at all	222 23%	49 32%	107 19%	65 26%	52 20%	50 19%	120 29%	213 24%	8 15%	54 21%	38 21%	88 28%	36 22%	71 19%	65 31%	82 23%
		C		C			EF								NP	
Limited threat	381 40%	44 29%	236 43%	101 41%	92 36%	121 45%	167 40%	353 40%	23 44%	108 42%	69 38%	118 37%	76 46%	157 42%	80 38%	137 39%
			B	B		E							L			
NET GREATER THREAT	346 36%	60 39%	206 38%	80 33%	112 44%	97 36%	134 32%	320 36%	21 40%	94 37%	73 41%	113 35%	52 32%	150 40%	63 30%	131 37%
					G								O			
Moderate threat	243 26%	40 26%	145 26%	58 24%	81 32%	69 26%	92 22%	227 26%	13 25%	63 25%	52 29%	84 26%	33 20%	103 27%	46 22%	92 26%
					G											
Major threat	103 11%	20 13%	61 11%	22 9%	31 12%	28 10%	42 10%	93 10%	8 15%	31 12%	21 12%	29 9%	19 12%	47 12%	17 8%	39 11%

Comparison Groups: BCD/EF/ HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_8: School overcrowding

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	949	662	252	32	445	502	223	187	255	283	218	318	230	150
NET LESSER THREAT	603	399	180	21	248	354	91	125	180	207	149	204	139	92
	64%	60%	71%	66%	56%	71%	41%	67%	71%	73%	68%	64%	60%	61%
			N			Q		S	S	S				
Not a threat at all	222	134	79	8	85	136	20	41	68	93	62	75	51	25
	23%	20%	31%	25%	19%	27%	9%	22%	27%	33%	28%	24%	22%	17%
			N			Q		S	S	ST	Z			
Limited threat	381	265	101	13	163	218	71	84	112	114	87	129	88	67
	40%	40%	40%	41%	37%	43%	32%	45%	44%	40%	40%	41%	38%	45%
						Q		S	S	S				
NET GREATER THREAT	346	263	72	11	197	148	132	62	75	76	69	114	91	58
	36%	40%	29%	34%	44%	29%	59%	33%	29%	27%	32%	36%	40%	39%
		O			R		TUV							
Moderate threat	243	181	53	9	135	107	87	45	53	57	51	82	57	41
	26%	27%	21%	28%	30%	21%	39%	24%	21%	20%	23%	26%	25%	27%
		O			R		TUV							
Major threat	103	82	19	2	62	41	45	17	22	19	18	32	34	17
	11%	12%	8%	6%	14%	8%	20%	9%	9%	7%	8%	10%	15%	11%
		O			R		TUV						W	

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_9: Lack of recreational options

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	965	158	561	245	260	273	428	899	55	256	183	326	168	385	209	358
NET LESSER THREAT	766	114	445	206	205	215	343	717	39	196	152	257	138	301	180	276
	79%	72%	79%	84%	79%	79%	80%	80%	71%	77%	83%	79%	82%	78%	86%	77%
				B											NP	
Not a threat at all	395	66	206	123	116	101	177	370	19	91	76	151	67	147	100	142
	41%	42%	37%	50%	45%	37%	41%	41%	35%	36%	42%	46%	40%	38%	48%	40%
				C								J			N	
Limited threat	371	48	239	83	89	114	166	347	20	105	76	106	71	154	80	134
	38%	30%	43%	34%	34%	42%	39%	39%	36%	41%	42%	33%	42%	40%	38%	37%
			BD							L	L		L			
NET GREATER THREAT	199	44	116	39	55	58	85	182	16	60	31	69	30	84	29	82
	21%	28%	21%	16%	21%	21%	20%	20%	29%	23%	17%	21%	18%	22%	14%	23%
		D												O		O
Moderate threat	149	29	91	29	39	49	61	134	14	44	21	52	24	63	22	61
	15%	18%	16%	12%	15%	18%	14%	15%	25%	17%	11%	16%	14%	16%	11%	17%
														O		O
Major threat	50	15	25	10	16	9	24	48	2	16	10	17	6	21	7	21
	5%	9%	4%	4%	6%	3%	6%	5%	4%	6%	5%	5%	4%	5%	3%	6%
		CD														

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_9: Lack of recreational options

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	965	672	259	31	450	513	222	191	263	288	223	323	233	151
NET LESSER THREAT	766 79%	526 78%	211 81%	28 90% N	342 76%	423 82%	160 72%	153 80%	211 80%	241 84%	180 81%	257 80%	188 81%	111 74%
Not a threat at all	395 41%	265 39%	113 44%	17 55%	179 40%	216 42%	81 36%	73 38%	108 41%	132 46% S	92 41%	144 45%	87 37%	57 38%
Limited threat	371 38%	261 39%	98 38%	11 35%	163 36%	207 40%	79 36%	80 42%	103 39%	109 38%	88 39%	113 35%	101 43% X	54 36%
NET GREATER THREAT	199 21%	146 22% P	48 19%	3 10%	108 24% R	90 18%	62 28% UV	38 20%	52 20%	47 16%	43 19%	66 20%	45 19%	40 26%
Moderate threat	149 15%	106 16% P	39 15%	2 6%	80 18%	68 13%	46 21% V	29 15%	38 14%	36 12%	31 14%	50 15%	38 16%	27 18%
Major threat	50 5%	40 6%	9 3%	1 3%	28 6%	22 4%	16 7%	9 5%	14 5%	11 4%	12 5%	16 5%	7 3%	13 9% Y

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_10: Road maintenance issues

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	966	157	561	247	261	276	425	901	55	258	182	327	169	381	210	362
NET LESSER THREAT	573 59%	82 52%	327 58%	163 66%	163 62%	161 58%	248 58%	536 59%	31 56%	168 65%	113 62%	182 56%	89 53%	217 57%	130 62%	215 59%
				BC						LM						
Not a threat at all	164 17%	23 15%	74 13%	66 27%	46 18%	40 14%	78 18%	153 17%	9 16%	50 19%	26 14%	59 18%	20 12%	55 14%	30 14%	74 20%
			BC							M						N
Limited threat	409 42%	59 38%	253 45%	97 39%	117 45%	121 44%	170 40%	383 43%	22 40%	118 46%	87 48%	123 38%	69 41%	162 43%	100 48%	141 39%
										L	L				P	
NET GREATER THREAT	393 41%	75 48%	234 42%	84 34%	98 38%	115 42%	177 42%	365 41%	24 44%	90 35%	69 38%	145 44%	80 47%	164 43%	80 38%	147 41%
			D	D								J	J			
Moderate threat	289 30%	43 27%	180 32%	66 27%	73 28%	85 31%	128 30%	268 30%	19 35%	65 25%	56 31%	105 32%	55 33%	133 35%	55 26%	99 27%
														OP		
Major threat	104 11%	32 20%	54 10%	18 7%	25 10%	30 11%	49 12%	97 11%	5 9%	25 10%	13 7%	40 12%	25 15%	31 8%	25 12%	48 13%
		CD											K			N

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_10: Road maintenance issues

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	966	674	257	32	453	511	222	191	266	286	224	321	235	151
NET LESSER THREAT	573 59%	394 58%	154 60%	23 72%	261 58%	310 61%	132 59%	109 57%	163 61%	168 59%	148 66%	179 56%	153 65%	72 48%
											XZ	XZ	XZ	XZ
Not a threat at all	164 17%	90 13%	66 26% N	8 25%	71 16%	92 18%	31 14%	26 14%	43 16%	64 22% ST	63 28% XYZ	51 16% Z	36 15% Z	8 5%
Limited threat	409 42%	304 45% O	88 34%	15 47%	190 42%	218 43%	101 45% V	83 43%	120 45% V	104 36%	85 38%	128 40%	117 50% WX	64 42%
NET GREATER THREAT	393 41%	280 42%	103 40%	9 28%	192 42%	201 39%	90 41%	82 43%	103 39%	118 41%	76 34%	142 44% WY	82 35%	79 52% WY
Moderate threat	289 30%	205 30%	75 29%	9 28%	143 32%	146 29%	66 30%	62 32%	72 27%	89 31%	52 23%	106 33% W	66 28%	55 36% W
Major threat	104 11%	75 11%	28 11%	-	49 11%	55 11%	24 11%	20 10%	31 12%	29 10%	24 11%	36 11%	16 7%	24 16% Y

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_11: Lack of affordable housing

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	961	154	559	247	258	273	426	895	55	258	181	323	167	384	208	356
NET LESSER THREAT	684 71%	98 64%	401 72%	184 74% B	196 76% G	197 72%	289 68%	652 73% I	25 45%	188 73%	123 68%	222 69%	129 77% L	274 71%	165 79% NP	235 66%
Not a threat at all	288 30%	45 29%	163 29%	80 32%	97 38% FG	66 24%	124 29%	279 31% I	7 13%	81 31%	44 24%	99 31%	56 34%	110 29%	77 37% NP	97 27%
Limited threat	396 41%	53 34%	238 43%	104 42%	99 38%	131 48% EG	165 39%	373 42%	18 33%	107 41%	79 44%	123 38%	73 44%	164 43%	88 42%	138 39%
NET GREATER THREAT	277 29%	56 36% D	158 28%	63 26%	62 24%	76 28%	137 32% E	243 27% H	30 55% H	70 27%	58 32%	101 31% M	38 23%	110 29% O	43 21%	121 34% O
Moderate threat	206 21%	37 24%	128 23% D	41 17%	47 18%	58 21%	101 24%	184 21%	19 35% H	51 20%	40 22%	78 24% M	28 17%	82 21%	34 16%	87 24% O
Major threat	71 7%	19 12% C	30 5%	22 9%	15 6%	18 7%	36 8%	59 7%	11 20% H	19 7%	18 10%	23 7%	10 6%	28 7%	9 4%	34 10% O

Comparison Groups: BCD/EFH/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_11: Lack of affordable housing

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	961	667	259	32	449	510	221	191	260	288	223	321	232	151
NET LESSER THREAT	684 71%	493 74%	168 65%	21 66%	295 66%	388 76%	165 75%	144 75%	177 68%	197 68%	127 57%	221 69%	190 82%	122 81%
		O			Q						W	WX	WX	
Not a threat at all	288 30%	212 32%	69 27%	6 19%	108 24%	179 35%	78 35%	55 29%	77 30%	78 27%	50 22%	82 26%	84 36%	66 44%
					Q	V						WX	WX	
Limited threat	396 41%	281 42%	99 38%	15 47%	187 42%	209 41%	87 39%	89 47%	100 38%	119 41%	77 35%	139 43%	106 46%	56 37%
											W	W		
NET GREATER THREAT	277 29%	174 26%	91 35%	11 34%	154 34%	122 24%	56 25%	47 25%	83 32%	91 32%	96 43%	100 31%	42 18%	29 19%
			N		R						XYZ	YZ		
Moderate threat	206 21%	134 20%	63 24%	8 25%	113 25%	92 18%	43 19%	37 19%	63 24%	63 22%	66 30%	74 23%	37 16%	22 15%
					R						YZ	YZ		
Major threat	71 7%	40 6%	28 11%	3 9%	41 9%	30 6%	13 6%	10 5%	20 8%	28 10%	30 13%	26 8%	5 2%	7 5%
			N								YZ	Y		

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_12: Lack of business diversity in Windham

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	965	158	558	248	258	275	428	899	55	259	183	324	167	382	209	361
NET LESSER THREAT	648 67%	103 65%	362 65%	182 73% C	169 66%	180 65%	296 69%	601 67%	38 69%	169 65%	127 69%	220 68%	105 63%	273 71%	135 65%	234 65%
Not a threat at all	237 25%	35 22%	122 22%	79 32% BC	56 22%	62 23%	117 27%	219 24%	15 27%	59 23%	46 25%	89 27%	36 22%	103 27%	44 21%	86 24%
Limited threat	411 43%	68 43%	240 43%	103 42%	113 44%	118 43%	179 42%	382 42%	23 42%	110 42%	81 44%	131 40%	69 41%	170 45%	91 44%	148 41%
NET GREATER THREAT	317 33%	55 35%	196 35%	66 27% D	89 34%	95 35%	132 31%	298 33%	17 31%	90 35%	56 31%	104 32%	62 37%	109 29%	74 35%	127 35%
Moderate threat	228 24%	40 25%	142 25%	46 19% D	55 21%	74 27%	98 23%	216 24%	11 20%	62 24%	43 23%	75 23%	43 26%	88 23%	49 23%	87 24%
Major threat	89 9%	15 9%	54 10%	20 8% FG	34 13%	21 8%	34 8%	82 9%	6 11%	28 11%	13 7%	29 9%	19 11%	21 5%	25 12% N	40 11% N

Comparison Groups: BCD/EF/FG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_12: Lack of business diversity in Windham

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	965	671	258	32	453	510	222	190	264	288	224	321	233	151
NET LESSER THREAT	648	426	193	27	292	354	134	122	175	217	167	214	158	83
	67%	63%	75%	84%	64%	69%	60%	64%	66%	75%	75%	67%	68%	55%
			N	N						STU	XZ	Z	Z	
Not a threat at all	237	135	93	8	100	137	39	38	65	95	77	74	52	21
	25%	20%	36%	25%	22%	27%	18%	20%	25%	33%	34%	23%	22%	14%
			N							STU	XYZ	Z	Z	
Limited threat	411	291	100	19	192	217	95	84	110	122	90	140	106	62
	43%	43%	39%	59%	42%	43%	43%	44%	42%	42%	40%	44%	45%	41%
				O										
NET GREATER THREAT	317	245	65	5	161	156	88	68	89	71	57	107	75	68
	33%	37%	25%	16%	36%	31%	40%	36%	34%	25%	25%	33%	32%	45%
		OP					V	V	V			W		WXY
Moderate threat	228	173	50	4	110	118	59	47	65	56	46	77	48	51
	24%	26%	19%	12%	24%	23%	27%	25%	25%	19%	21%	24%	21%	34%
		OP												WXY
Major threat	89	72	15	1	51	38	29	21	24	15	11	30	27	17
	9%	11%	6%	3%	11%	7%	13%	11%	9%	5%	5%	9%	12%	11%
		OP			R		V	V				W	W	W

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_13: Lack of job opportunities in Windham

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	963	156	558	248	258	273	428	898	54	258	182	325	167	383	211	356
NET LESSER THREAT	496 52%	74 47%	281 50%	141 57%	125 48%	144 53%	225 53%	461 51%	28 52%	134 52%	90 49%	174 54%	81 49%	205 54%	102 48%	181 51%
Not a threat at all	162 17%	21 13%	83 15%	58 23% BC	42 16%	51 19%	69 16%	151 17%	9 17%	44 17%	26 14%	55 17%	30 18%	64 17%	32 15%	64 18%
Limited threat	334 35%	53 34%	198 35%	83 33%	93 32%	93 34%	156 36%	310 35%	19 35%	90 35%	64 35%	119 37%	51 31%	141 37%	70 33%	117 33%
NET GREATER THREAT	467 48%	82 53%	277 50%	107 43%	133 52%	129 47%	203 47%	437 49%	26 48%	124 48%	92 51%	151 46%	86 51%	178 46%	109 52%	175 49%
Moderate threat	338 35%	52 33%	205 37%	80 32%	89 34%	96 35%	151 35%	316 35%	19 35%	91 35%	70 38%	103 32%	63 38%	141 37%	79 37%	116 33%
Major threat	129 13%	30 19% D	72 13%	27 11%	44 17%	33 12%	52 12%	121 13%	7 13%	33 13%	22 12%	48 15%	23 14%	37 10%	30 14%	59 17% N

Comparison Groups: BCD/EFG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_13: Lack of job opportunities in Windham

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	963	669	259	32	450	511	222	191	260	289	223	322	232	151
NET LESSER THREAT	496 52%	324 48%	152 59% N	18 56%	218 48%	277 54%	101 45%	87 46%	139 53%	169 58%	117 52%	160 50%	120 52%	80 53%
Not a threat at all	162 17%	99 15%	60 23% NP	2 6%	65 14%	97 19%	31 14%	30 16%	38 15%	63 22%	45 20%	47 15%	42 18%	21 14%
Limited threat	334 35%	225 34%	92 36%	16 50%	153 34%	180 35%	70 32%	57 30%	101 39%	106 37%	72 32%	113 35%	78 34%	59 39%
NET GREATER THREAT	467 48%	345 52%	107 41% O	14 44%	232 52%	234 46%	121 55% V	104 54% V	121 47%	120 42%	106 48%	162 50%	112 48%	71 47%
Moderate threat	338 35%	248 37%	80 31%	9 28%	154 34%	183 36%	86 39%	76 40%	84 32%	91 31%	82 37%	114 35%	81 35%	50 33%
Major threat	129 13%	97 14%	27 10%	5 16%	78 17% R	51 10%	35 16%	28 15%	37 14%	29 10%	24 11%	48 15%	31 13%	21 14%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_14: Development and congestion in North Windham commercial corridor

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	970	158	562	249	261	276	429	903	56	259	185	325	169	385	211	361
NET LESSER THREAT	350 36%	47 30%	186 33%	116 47% BC	95 36%	100 36%	155 36%	327 36%	21 38%	91 35%	73 39%	113 35%	58 34%	111 29%	98 46% NP	134 37% N
Not a threat at all	74 8%	11 7%	30 5%	32 13% BC	25 10% F	12 4%	37 9% F	68 8%	6 11%	16 6%	15 8%	24 7%	15 9%	13 3%	27 13% N	33 9% N
Limited threat	276 28%	36 23%	156 28%	84 34% B	70 27%	88 32%	118 28%	259 29%	15 27%	75 29%	58 31%	89 27%	43 25%	98 25%	71 34% N	101 28%
NET GREATER THREAT	620 64%	111 70% D	376 67% D	133 53%	166 64%	176 64%	274 64%	576 64%	35 62%	168 65%	112 61%	212 65%	111 66%	274 71% OP	113 54%	227 63% O
Moderate threat	347 36%	54 34%	217 39% D	76 31%	103 39% G	108 39% G	135 31%	323 36%	19 34%	95 37%	74 40%	112 34%	57 34%	135 35%	71 34%	137 38%
Major threat	273 28%	57 36% D	159 28%	57 23%	63 24%	68 25%	139 32% EF	253 28%	16 29%	73 28%	38 21%	100 31% K	54 32% K	139 36% OP	42 20%	90 25%

Comparison Groups: BCD/EF/ HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_14: Development and congestion in North Windham commercial corridor

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	970	674	261	32	454	514	222	191	267	289	225	324	235	150
NET LESSER THREAT	350 36%	245 36%	89 34%	16 50%	152 33%	197 38%	82 37%	78 41%	83 31%	107 37%	92 41%	108 33%	83 35%	54 36%
									U					
Not a threat at all	74 8%	51 8%	20 8%	3 9%	27 6%	46 9%	15 7%	19 10%	15 6%	25 9%	25 11%	21 6%	16 7%	9 6%
Limited threat	276 28%	194 29%	69 26%	13 41%	125 28%	151 29%	67 30%	59 31%	68 25%	82 28%	67 30%	87 27%	67 29%	45 30%
NET GREATER THREAT	620 64%	429 64%	172 66%	16 50%	302 67%	317 62%	140 63%	113 59%	184 69%	182 63%	133 59%	216 67%	152 65%	96 64%
									T					
Moderate threat	347 36%	253 38%	81 31%	12 38%	169 37%	178 35%	93 42%	64 34%	100 37%	89 31%	71 32%	120 37%	89 38%	56 37%
									V					
Major threat	273 28%	176 26%	91 35%	4 12%	133 29%	139 27%	47 21%	49 26%	84 31%	93 32%	62 28%	96 30%	63 27%	40 27%
		P	NP						S	S				

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_15: Water supply issues

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	958	152	556	249	257	272	425	894	53	258	181	320	168	382	209	354
NET LESSER THREAT	660 69%	109 72%	363 65%	187 75% C	166 65%	187 69%	304 72%	615 69%	37 70%	174 67%	115 64%	228 71%	123 73%	237 62%	169 81% NP	242 68%
Not a threat at all	328 34%	59 39% C	165 30%	103 41% C	76 30%	87 32%	165 39% E	307 34%	17 32%	88 34% K	45 25%	130 41% K	56 33%	110 29%	83 40% N	129 36% N
Limited threat	332 35%	50 33%	198 36%	84 34%	90 35%	100 37%	139 33%	308 34%	20 38%	86 33%	70 39%	98 31%	67 40% L	127 33%	86 41% P	113 32%
NET GREATER THREAT	298 31%	43 28%	193 35% D	62 25%	91 35%	85 31%	121 28%	279 31%	16 30%	84 33%	66 36%	92 29%	45 27%	145 38% O	40 19%	112 32% O
Moderate threat	199 21%	26 17%	129 23%	44 18%	61 24%	61 22%	77 18%	182 20%	14 26%	53 21%	45 25%	60 19%	32 19%	94 25% O	28 13%	76 21% O
Major threat	99 10%	17 11%	64 12% D	18 7%	30 12%	24 9%	44 10%	97 11% I	2 4%	31 12%	21 12%	32 10%	13 8%	51 13% O	12 6%	36 10%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_15: Water supply issues

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	958	667	258	30	446	510	220	189	259	289	222	319	231	151
NET LESSER THREAT	660 69%	446 67%	187 72%	24 80%	308 69%	350 69%	145 66%	121 64%	180 69%	213 74%	172 77%	222 70%	149 65%	95 63%
Not a threat at all	328 34%	194 29%	117 45%	15 50%	152 34%	176 35%	56 25%	52 28%	89 34%	131 45%	107 48%	109 34%	61 26%	38 25%
Limited threat	332 35%	252 38%	70 27%	9 30%	156 35%	174 34%	89 40%	69 37%	91 35%	82 28%	65 29%	113 35%	88 38%	57 38%
NET GREATER THREAT	298 31%	221 33%	71 28%	6 20%	138 31%	160 31%	75 34%	68 36%	79 31%	76 26%	50 23%	97 30%	82 35%	56 37%
Moderate threat	199 21%	147 22%	48 19%	4 13%	88 20%	111 22%	52 24%	45 24%	52 20%	50 17%	34 15%	65 20%	59 26%	33 22%
Major threat	99 10%	74 11%	23 9%	2 7%	50 11%	49 10%	23 10%	23 12%	27 10%	26 9%	16 7%	32 10%	23 10%	23 15%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_16: Quality of schools

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	957	155	554	247	257	269	427	892	54	257	183	319	167	380	212	352
NET LESSER THREAT	758	114	427	216	189	211	356	707	43	198	145	256	134	300	171	277
	79%	74%	77%	87%	74%	78%	83%	79%	80%	77%	79%	80%	80%	79%	81%	79%
				BC			E									
Not a threat at all	445	66	233	145	108	112	224	419	20	109	87	159	77	164	108	166
	46%	43%	42%	59%	42%	42%	52%	47%	37%	42%	48%	50%	46%	43%	51%	47%
				BC			EF									
Limited threat	313	48	194	71	81	99	132	288	23	89	58	97	57	136	63	111
	33%	31%	35%	29%	32%	37%	31%	32%	43%	35%	32%	30%	34%	36%	30%	32%
NET GREATER THREAT	199	41	127	31	68	58	71	185	11	59	38	63	33	80	41	75
	21%	26%	23%	13%	26%	22%	17%	21%	20%	23%	21%	20%	20%	21%	19%	21%
		D	D		G											
Moderate threat	131	26	83	22	43	40	48	122	7	34	24	46	23	50	27	51
	14%	17%	15%	9%	17%	15%	11%	14%	13%	13%	13%	14%	14%	13%	13%	14%
		D	D		G											
Major threat	68	15	44	9	25	18	23	63	4	25	14	17	10	30	14	24
	7%	10%	8%	4%	10%	7%	5%	7%	7%	10%	8%	5%	6%	8%	7%	7%
		D	D		G					L						

Comparison Groups: BCD/EF/ HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_16: Quality of schools

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	957	666	256	32	446	509	223	189	259	285	222	320	230	150
NET LESSER THREAT	758	505	220	30	346	410	153	145	210	249	196	252	179	105
	79%	76%	86%	94%	78%	81%	69%	77%	81%	87%	88%	79%	78%	70%
			N	N					S	STU	XYZ	Z		
Not a threat at all	445	277	149	17	204	240	77	71	124	172	127	156	99	49
	46%	42%	58%	53%	46%	47%	35%	38%	48%	60%	57%	49%	43%	33%
			N						ST	STU	YZ	Z	Z	
Limited threat	313	228	71	13	142	170	76	74	86	77	69	96	80	56
	33%	34%	28%	41%	32%	33%	34%	39%	33%	27%	31%	30%	35%	37%
								V						
NET GREATER THREAT	199	161	36	2	100	99	70	44	49	36	26	68	51	45
	21%	24%	14%	6%	22%	19%	31%	23%	19%	13%	12%	21%	22%	30%
			OP				UV	V	V			W	W	WX
Moderate threat	131	104	25	2	65	66	39	34	32	26	16	49	30	30
	14%	16%	10%	6%	15%	13%	17%	18%	12%	9%	7%	15%	13%	20%
			OP				V	V				W	W	W
Major threat	68	57	11	-	35	33	31	10	17	10	10	19	21	15
	7%	9%	4%		8%	6%	14%	5%	7%	4%	5%	6%	9%	10%
			O				TUV						W	

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_17: Public safety issues (police and fire)

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	965	159	557	248	258	274	429	898	56	259	181	326	167	383	211	358
NET LESSER THREAT	844	132	485	226	223	232	386	787	49	225	153	289	149	325	188	319
	87%	83%	87%	91%	86%	85%	90%	88%	88%	87%	85%	89%	89%	85%	89%	89%
				B			F									
Not a threat at all	536	77	296	162	131	146	258	498	32	146	91	178	103	197	119	213
	56%	48%	53%	65%	51%	53%	60%	55%	57%	56%	50%	55%	62%	51%	56%	59%
				BC			E						K			N
Limited threat	308	55	189	64	92	86	128	289	17	79	62	111	46	128	69	106
	32%	35%	34%	26%	36%	31%	30%	32%	30%	31%	34%	34%	28%	33%	33%	30%
			D													
NET GREATER THREAT	121	27	72	22	35	42	43	111	7	34	28	37	18	58	23	39
	13%	17%	13%	9%	14%	15%	10%	12%	12%	13%	15%	11%	11%	15%	11%	11%
		D				G										
Moderate threat	94	24	53	17	30	31	33	84	7	26	21	30	14	41	22	30
	10%	15%	10%	7%	12%	11%	8%	9%	12%	10%	12%	9%	8%	11%	10%	8%
		D														
Major threat	27	3	19	5	5	11	10	27	-	8	7	7	4	17	1	9
	3%	2%	3%	2%	2%	4%	2%	3%		3%	4%	2%	2%	4%	*%	3%
														O		O

Comparison Groups: BCD/EF/ HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_17: Public safety issues (police and fire)

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	965	671	259	32	451	512	222	190	264	288	227	318	233	151
NET LESSER THREAT	844 87%	581 87%	233 90%	27 84%	395 88%	447 87%	193 87%	166 87%	225 85%	259 90%	201 89%	277 87%	205 88%	127 84%
Not a threat at all	536 56%	347 52%	168 65% N	20 62%	254 56%	281 55%	104 47%	96 51%	147 56%	188 65% STU	145 64% XZ	167 53%	132 57%	70 46% Z
Limited threat	308 32%	234 35% O	65 25%	7 22%	141 31%	166 32%	89 40% UV	70 37% V	78 30%	71 25%	56 25%	110 35% W	73 31%	57 38% W
NET GREATER THREAT	121 13%	90 13%	26 10%	5 16%	56 12%	65 13%	29 13%	24 13%	39 15%	29 10%	26 11%	41 13%	28 12%	24 16%
Moderate threat	94 10%	67 10%	22 8%	5 16%	36 8%	58 11%	21 9%	17 9%	31 12%	25 9%	22 10%	30 9%	20 9%	20 13%
Major threat	27 3%	23 3%	4 2%	-	20 4% R	7 1%	8 4%	7 4%	8 3%	4 1%	4 2%	11 3%	8 3%	4 3%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_18: Municipal leadership and staff

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	949	155	547	246	254	266	425	885	53	257	181	316	164	372	210	354
NET LESSER THREAT	757 80%	103 66%	445 81% B	208 85% B	210 83%	208 78%	337 79%	703 79%	46 87%	216 84%	147 81%	245 78%	123 75%	301 81%	163 78%	281 79%
Not a threat at all	345 36%	39 25%	183 33% B	122 50% BC	91 36%	91 34%	162 38%	319 36%	20 38%	95 37%	52 29%	122 39%	61 37%	136 37%	64 30%	139 39% O
Limited threat	412 43%	64 41%	262 48% D	86 35%	119 47%	117 44%	175 41%	384 43%	26 49%	121 47% L	95 52% LM	123 39%	62 38%	165 44%	99 47%	142 40%
NET GREATER THREAT	192 20%	52 34% CD	102 19%	38 15%	44 17%	58 22%	88 21%	182 21%	7 13%	41 16%	34 19%	71 22% J	41 25% J	71 19%	47 22%	73 21%
Moderate threat	145 15%	33 21% D	80 15%	32 13%	34 13%	49 18%	60 14%	137 15%	6 11%	26 10%	26 14%	54 17% J	34 21% J	57 15%	34 16%	53 15%
Major threat	47 5%	19 12% CD	22 4%	6 2%	10 4%	9 3%	28 7%	45 5%	1 2%	15 6%	8 4%	17 5%	7 4%	14 4%	13 6%	20 6%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_18: Municipal leadership and staff

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	949	659	256	31	438	509	218	190	254	286	222	312	229	151
NET LESSER THREAT	757 80%	528 80%	202 79%	26 84%	361 82%	394 77%	179 82%	151 79%	199 78%	227 79%	180 81%	250 80%	186 81%	117 77%
Not a threat at all	345 36%	210 32%	121 47% N	14 45%	166 38%	179 35%	68 31%	56 29%	93 37%	128 45% ST	98 44% XYZ	111 36%	75 33%	51 34%
Limited threat	412 43%	318 48% O	81 32%	12 39%	195 45%	215 42%	111 51% UV	95 50% V	106 42%	99 35%	82 37%	139 45%	111 48% W	66 44%
NET GREATER THREAT	192 20%	131 20%	54 21%	5 16%	77 18%	115 23%	39 18%	39 21%	55 22%	59 21%	42 19%	62 20%	43 19%	34 23%
Moderate threat	145 15%	101 15%	40 16%	3 10%	62 14%	83 16%	32 15%	32 17%	39 15%	42 15%	33 15%	48 15%	37 16%	22 15%
Major threat	47 5%	30 5%	14 5%	2 6%	15 3%	32 6%	7 3%	7 4%	16 6%	17 6%	9 4%	14 4%	6 3%	12 8% Y

Comparison Groups: NOP/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_19: Elected leadership in the Town

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	957	155	555	246	257	270	426	892	54	258	180	321	167	380	209	355
NET LESSER THREAT	697 73%	90 58%	402 72% B	204 83% BC	199 77%	191 71%	304 71%	645 72%	43 80%	196 76%	123 68%	240 75%	112 67%	270 71%	152 73%	263 74%
Not a threat at all	296 31%	40 26%	151 27%	105 43% BC	83 32%	74 27%	138 32%	272 30%	19 35%	79 31%	41 23%	114 36% K	47 28%	111 29%	51 24%	128 36% NO
Limited threat	401 42%	50 32%	251 45% B	99 40%	116 45%	117 43%	166 39%	373 42%	24 44%	117 45%	82 46%	126 39%	65 39%	159 42%	101 48%	135 38% P
NET GREATER THREAT	260 27%	65 42% CD	153 28% D	42 17%	58 23%	79 29%	122 29%	247 28%	11 20%	62 24%	57 32%	81 25%	55 33% J	110 29%	57 27%	92 26%
Moderate threat	188 20%	43 28% D	112 20% D	33 13%	45 18%	57 21%	85 20%	179 20%	8 15%	44 17%	43 24%	55 17%	41 25%	80 21%	42 20%	65 18%
Major threat	72 8%	22 14% CD	41 7% D	9 4%	13 5%	22 8%	37 9%	68 8%	3 6%	18 7%	14 8%	26 8%	14 8%	30 8%	15 7%	27 8%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q22_19: Elected leadership in the Town

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	957	665	257	32	448	507	220	191	257	288	223	317	231	151
NET LESSER THREAT	697 73%	484 73%	186 72%	26 81%	340 76%	355 70%	168 76%	135 71%	186 72%	208 72%	167 75%	231 73%	165 71%	112 74%
					R									
Not a threat at all	296 31%	181 27%	101 39%	14 44%	148 33%	147 29%	64 29%	42 22%	72 28%	118 41%	94 42%	102 32%	50 22%	39 26%
			N							STU	XYZ	Y		
Limited threat	401 42%	303 46%	85 33%	12 38%	192 43%	208 41%	104 47%	93 49%	114 44%	90 31%	73 33%	129 41%	115 50%	73 48%
		O					V	V	V				WX	W
NET GREATER THREAT	260 27%	181 27%	71 28%	6 19%	108 24%	152 30%	52 24%	56 29%	71 28%	80 28%	56 25%	86 27%	66 29%	39 26%
						Q								
Moderate threat	188 20%	135 20%	48 19%	4 12%	87 19%	101 20%	38 17%	42 22%	54 21%	53 18%	40 18%	63 20%	54 23%	24 16%
Major threat	72 8%	46 7%	23 9%	2 6%	21 5%	51 10%	14 6%	14 7%	17 7%	27 9%	16 7%	23 7%	12 5%	15 10%
						Q								

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_1: Encouraging new residential development

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	970	158	562	249	259	278	429	903	56	256	185	326	170	385	212	360
NET LOWER PRIORITY	703	110	432	160	170	213	318	665	31	183	136	241	123	307	157	234
	72%	70%	77%	64%	66%	77%	74%	74%	55%	71%	74%	74%	72%	80%	74%	65%
			D			E	E	I						P	P	
Not a priority at all	246	42	154	50	53	67	125	240	6	57	50	94	36	118	44	81
	25%	27%	27%	20%	20%	24%	29%	27%	11%	22%	27%	29%	21%	31%	21%	22%
			D				E	I						OP		
Low priority	457	68	278	110	117	146	193	425	25	126	86	147	87	189	113	153
	47%	43%	49%	44%	45%	53%	45%	47%	45%	49%	46%	45%	51%	49%	53%	42%
						G									P	
NET HIGHER PRIORITY	267	48	130	89	89	65	111	238	25	73	49	85	47	78	55	126
	28%	30%	23%	36%	34%	23%	26%	26%	45%	29%	26%	26%	28%	20%	26%	35%
			C		FG				H							NO
Moderate priority	221	35	109	77	73	58	88	202	15	61	42	72	37	61	45	107
	23%	22%	19%	31%	28%	21%	21%	22%	27%	24%	23%	22%	22%	16%	21%	30%
				BC	FG											NO
High priority	46	13	21	12	16	7	23	36	10	12	7	13	10	17	10	19
	5%	8%	4%	5%	6%	3%	5%	4%	18%	5%	4%	4%	6%	4%	5%	5%
					F		F		H							

Comparison Groups: BCD/EF/FG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_1: Encouraging new residential development

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	970	673	263	31	449	519	220	192	265	292	225	325	233	152
NET LOWER PRIORITY	703	498	179	24	311	391	162	146	197	197	149	232	175	117
	72%	74%	68%	77%	69%	75%	74%	76%	74%	67%	66%	71%	75%	77%
						Q			V				W	W
Not a priority at all	246	176	60	9	106	139	59	47	77	63	53	74	64	38
	25%	26%	23%	29%	24%	27%	27%	24%	29%	22%	24%	23%	27%	25%
									V					
Low priority	457	322	119	15	205	252	103	99	120	134	96	158	111	79
	47%	48%	45%	48%	46%	49%	47%	52%	45%	46%	43%	49%	48%	52%
NET HIGHER PRIORITY	267	175	84	7	138	128	58	46	68	95	76	93	58	35
	28%	26%	32%	23%	31%	25%	26%	24%	26%	33%	34%	29%	25%	23%
					R					T	YZ			
Moderate priority	221	147	66	7	110	111	49	42	57	73	59	78	49	31
	23%	22%	25%	23%	24%	21%	22%	22%	22%	25%	26%	24%	21%	20%
High priority	46	28	18	-	28	17	9	4	11	22	17	15	9	4
	5%	4%	7%		6%	3%	4%	2%	4%	8%	8%	5%	4%	3%
					R					T	Z			

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_2: Improving the Town's school system

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	963	156	558	248	257	273	429	898	55	255	185	321	169	379	211	360
NET LOWER PRIORITY	405 42%	65 42%	237 42%	103 42%	86 33%	112 41%	206 48%	387 43%	16 29%	109 43%	79 43%	135 42%	71 42%	148 39%	106 50%	145 40%
							E	I							NP	
Not a priority at all	119 12%	23 15%	58 10%	38 15%	26 10%	37 14%	56 13%	118 13%	1 2%	32 13%	25 14%	31 10%	28 17%	43 11%	34 16%	40 11%
							I					L				
Low priority	286 30%	42 27%	179 32%	65 26%	60 23%	75 27%	150 35%	269 30%	15 27%	77 30%	54 29%	104 32%	43 25%	105 28%	72 34%	105 29%
							EF									
NET HIGHER PRIORITY	558 58%	91 58%	321 58%	145 58%	171 67%	161 59%	223 52%	511 57%	39 71%	146 57%	106 57%	186 58%	98 58%	231 61%	105 50%	215 60%
					G			H						O		O
Moderate priority	348 36%	57 37%	198 35%	92 37%	97 38%	108 40%	142 33%	324 36%	20 36%	89 35%	67 36%	114 36%	64 38%	145 38%	65 31%	132 37%
High priority	210 22%	34 22%	123 22%	53 21%	74 29%	53 19%	81 19%	187 21%	19 35%	57 22%	39 21%	72 22%	34 20%	86 23%	40 19%	83 23%
					FG			H								

Comparison Groups: BCD/EF/ HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_2: Improving the Town's school system

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	963	669	261	30	448	513	221	191	261	289	225	320	230	152
NET LOWER PRIORITY	405 42%	283 42%	109 42%	12 40%	149 33%	256 50%	60 27%	94 49%	120 46%	131 45%	91 40%	147 46%	97 42%	56 37%
						Q		S	S	S				
Not a priority at all	119 12%	73 11%	44 17%	2 7%	50 11%	69 13%	11 5%	27 14%	38 15%	43 15%	37 16%	39 12%	25 11%	15 10%
			NP					S	S	S				
Low priority	286 30%	210 31%	65 25%	10 33%	99 22%	187 36%	49 22%	67 35%	82 31%	88 30%	54 24%	108 34%	72 31%	41 27%
			O			Q		S	S	S			W	
NET HIGHER PRIORITY	558 58%	386 58%	152 58%	18 60%	299 67%	257 50%	161 73%	97 51%	141 54%	158 55%	134 60%	173 54%	133 58%	96 63%
					R		TUV							
Moderate priority	348 36%	239 36%	98 38%	10 33%	181 40%	166 32%	84 38%	58 30%	102 39%	103 36%	89 40%	109 34%	83 36%	56 37%
					R									
High priority	210 22%	147 22%	54 21%	8 27%	118 26%	91 18%	77 35%	39 20%	39 15%	55 19%	45 20%	64 20%	50 22%	40 26%
					R		TUV							

Comparison Groups: NOP/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_3: Encouraging new commercial development

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	971	160	560	250	259	278	430	904	56	255	185	328	171	384	212	362
NET LOWER PRIORITY	394 41%	66 41%	236 42%	91 36%	98 38%	115 41%	179 42%	366 40%	22 39%	91 36%	73 39%	158 48%	62 36%	194 51%	70 33%	126 35%
Not a priority at all	105 11%	12 8%	63 11%	30 12%	21 8%	29 10%	54 13%	100 11%	5 9%	26 10%	20 11%	34 10%	20 12%	54 14%	16 8%	34 9%
Low priority	289 30%	54 34%	173 31%	61 24%	77 30%	86 31%	125 29%	266 29%	17 30%	65 25%	53 29%	124 38%	42 25%	140 36%	54 25%	92 25%
NET HIGHER PRIORITY	577 59%	94 59%	324 58%	159 64%	161 62%	163 59%	251 58%	538 60%	34 61%	164 64%	112 61%	170 52%	109 64%	190 49%	142 67%	236 65%
Moderate priority	400 41%	66 41%	227 41%	107 43%	107 41%	119 43%	172 40%	377 42%	20 36%	111 44%	84 45%	116 35%	75 44%	146 38%	96 45%	152 42%
High priority	177 18%	28 18%	97 17%	52 21%	54 21%	44 16%	79 18%	161 18%	14 25%	53 21%	28 15%	54 16%	34 20%	44 11%	46 22%	84 23%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_3: Encouraging new commercial development

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	971	674	263	31	452	517	221	193	264	292	226	325	233	151
NET LOWER PRIORITY	394 41%	267 40%	110 42%	15 48%	187 41%	206 40%	90 41%	76 39%	111 42%	116 40%	92 41%	136 42%	88 38%	58 38%
Not a priority at all	105 11%	65 10%	38 14% NP	1 3%	46 10%	58 11%	18 8%	15 8%	28 11%	44 15% ST	27 12%	30 9%	27 12%	12 8%
Low priority	289 30%	202 30%	72 27%	14 45%	141 31%	148 29%	72 33% V	61 32%	83 31%	72 25%	65 29%	106 33%	61 26%	46 30%
NET HIGHER PRIORITY	577 59%	407 60%	153 58%	16 52%	265 59%	311 60%	131 59%	117 61%	153 58%	176 60%	134 59%	189 58%	145 62%	93 62%
Moderate priority	400 41%	287 43%	102 39%	11 35%	181 40%	219 42%	95 43%	81 42%	103 39%	121 41%	86 38%	141 43%	97 42%	62 41%
High priority	177 18%	120 18%	51 19%	5 16%	84 19%	92 18%	36 16%	36 19%	50 19%	55 19%	48 21%	48 15%	48 21%	31 21%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_4: Improving public safety services (police and fire)

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	968	160	558	249	258	278	428	902	55	256	184	325	171	381	212	362
NET LOWER PRIORITY	501 52%	88 55%	294 53%	119 48%	147 57% G	146 53%	207 48%	473 52%	26 47%	131 51%	90 49%	158 49%	107 63% JKL	182 48%	135 64% NP	177 49%
Not a priority at all	129 13%	25 16%	67 12%	37 15%	44 17%	35 13%	50 12%	125 14% I	2 4%	29 11%	31 17% L	34 10%	31 18% L	44 12%	44 21% NP	37 10%
Low priority	372 38%	63 39%	227 41% D	82 33%	103 40%	111 40%	157 37%	348 39%	24 44%	102 40%	59 32%	124 38%	76 44% K	138 36%	91 43%	140 39%
NET HIGHER PRIORITY	467 48%	72 45%	264 47%	130 52%	111 43%	132 47%	221 52% E	429 48%	29 53%	125 49% M	94 51% M	167 51% M	64 37%	199 52% O	77 36%	185 51% O
Moderate priority	348 36%	55 34%	202 36%	91 37%	86 33%	96 35%	165 39%	328 36% I	12 22%	96 38% M	73 40% M	117 36%	48 28%	147 39% O	65 31%	132 36%
High priority	119 12%	17 11%	62 11%	39 16%	25 10%	36 13%	56 13%	101 11%	17 31% H	29 11%	21 11%	50 15% M	16 9%	52 14% O	12 6%	53 15% O

Comparison Groups: BCD/EF/GH/IJKL/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_4: Improving public safety services (police and fire)

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	968	671	262	32	452	514	221	193	265	288	227	323	231	152
NET LOWER PRIORITY	501 52%	379 56% O	104 40%	16 50%	215 48%	285 55%	123 56% Q	115 60% V	141 53% V	122 42%	97 43%	164 51%	141 61% WX	82 54% W
Not a priority at all	129 13%	97 14%	27 10%	5 16%	53 12%	76 15%	34 15% V	33 17% V	30 11% V	32 11%	28 12%	43 13%	36 16%	15 10%
Low priority	372 38%	282 42% O	77 29%	11 34%	162 36%	209 41%	89 40% V	82 42% V	111 42% V	90 31%	69 30%	121 37%	105 45% W	67 44% W
NET HIGHER PRIORITY	467 48%	292 44%	158 60% N	16 50%	237 52% R	229 45%	98 44% V	78 40% V	124 47%	166 58% STU	130 57% YZ	159 49% Y	90 39%	70 46%
Moderate priority	348 36%	221 33%	118 45% NP	9 28%	159 35%	188 37%	73 33% V	56 29% V	94 35%	125 43% ST	81 36% ST	126 39% Y	67 29%	59 39% Y
High priority	119 12%	71 11%	40 15%	7 22%	78 17% R	41 8%	25 11% V	22 11% V	30 11% V	41 14%	49 22% XYZ	33 10%	23 10%	11 7%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_5: Maintaining Windham's rural character

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	972	160	562	249	260	278	430	905	56	256	185	327	171	386	212	361
NET LOWER PRIORITY	288 30%	50 31%	166 30%	72 29%	80 31%	97 35%	111 26%	265 29%	18 32%	87 34%	38 21%	91 28%	62 36%	74 19%	102 48%	106 29%
															NP	N
Not a priority at all	62 6%	16 10%	33 6%	13 5%	22 8%	20 7%	20 5%	57 6%	3 5%	13 5%	6 3%	22 7%	19 11%	13 3%	31 15%	16 4%
													JK		NP	
Low priority	226 23%	34 21%	133 24%	59 24%	58 22%	77 28%	91 21%	208 23%	15 27%	74 29%	32 17%	69 21%	43 25%	61 16%	71 33%	90 25%
															NP	N
NET HIGHER PRIORITY	684 70%	110 69%	396 70%	177 71%	180 69%	181 65%	319 74%	640 71%	38 68%	169 66%	147 79%	236 72%	109 64%	312 81%	110 52%	255 71%
							F				JM			OP		O
Moderate priority	352 36%	59 37%	206 37%	86 35%	105 40%	94 34%	151 35%	336 37%	13 23%	90 35%	73 39%	122 37%	58 34%	143 37%	77 36%	127 35%
								I								
High priority	332 34%	51 32%	190 34%	91 37%	75 29%	87 31%	168 39%	304 34%	25 45%	79 31%	74 40%	114 35%	51 30%	169 44%	33 16%	128 35%
							EF				JM			OP		O

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_5: Maintaining Windham's rural character

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	972	675	262	32	452	518	223	193	263	292	228	323	234	151
NET LOWER PRIORITY	288 30%	209 31%	67 26%	11 34%	120 27%	167 32%	84 38% UV	61 32%	66 25%	77 26%	51 22%	100 31% W	72 31% W	55 36% W
Not a priority at all	62 6%	47 7%	13 5%	2 6%	29 6%	33 6%	17 8% V	19 10% V	13 5%	13 4%	8 4%	20 6%	16 7%	16 11% W
Low priority	226 23%	162 24%	54 21%	9 28%	91 20%	134 26% Q	67 30% UV	42 22%	53 20%	64 22%	43 19%	80 25%	56 24%	39 26%
NET HIGHER PRIORITY	684 70%	466 69%	195 74%	21 66%	332 73%	351 68%	139 62%	132 68%	197 75% S	215 74% S	177 78% XYZ	223 69%	162 69%	96 64%
Moderate priority	352 36%	244 36%	95 36%	13 41%	167 37%	185 36%	84 38%	80 41%	87 33%	101 35%	77 34%	115 36%	99 42% Z	47 31%
High priority	332 34%	222 33%	100 38%	8 25%	165 37%	166 32%	55 25%	52 27%	110 42% ST	114 39% ST	100 44% XYZ	108 33%	63 27%	49 32%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_6: Improving traffic flow in the Town's commercial district

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	972	160	561	250	260	278	430	905	56	257	185	328	170	385	212	363
NET LOWER PRIORITY	171 18%	31 19%	91 16%	48 19%	40 15%	68 24% EG	62 14%	162 18%	9 16%	46 18%	40 22%	55 17%	25 15%	62 16%	49 23% N	60 17%
Not a priority at all	31 3%	6 4%	13 2%	12 5%	10 4%	7 3%	14 3%	28 3%	3 5%	7 3%	8 4%	9 3%	6 4%	8 2%	12 6% N	11 3%
Low priority	140 14%	25 16%	78 14%	36 14%	30 12%	61 22% EG	48 11%	134 15%	6 11%	39 15%	32 17%	46 14%	19 11%	54 14%	37 17%	49 13%
NET HIGHER PRIORITY	801 82%	129 81%	470 84%	202 81%	220 85% F	210 76%	368 86% F	743 82%	47 84%	211 82%	145 78%	273 83%	145 85%	323 84% O	163 77%	303 83%
Moderate priority	356 37%	58 36%	221 39% D	77 31%	96 37%	87 31%	173 40% F	333 37%	18 32%	87 34%	77 42%	123 38%	57 34%	132 34%	85 40%	130 36%
High priority	445 46%	71 44%	249 44%	125 50%	124 48%	123 44%	195 45%	410 45%	29 52%	124 48% K	68 37%	150 46% K	88 52% K	191 50% O	78 37%	173 48% O

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_6: Improving traffic flow in the Town's commercial district

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	972	675	262	32	452	518	223	193	265	290	227	324	234	152
NET LOWER PRIORITY	171 18%	123 18%	38 15%	9 28%	68 15%	102 20%	45 20%	38 20%	46 17%	42 14%	41 18%	49 15%	41 18%	30 20%
Not a priority at all	31 3%	23 3%	8 3%	-	10 2%	21 4%	6 3%	7 4%	11 4%	7 2%	8 4%	8 2%	7 3%	7 5%
Low priority	140 14%	100 15%	30 11%	9 28%	58 13%	81 16%	39 17%	31 16%	35 13%	35 12%	33 15%	41 13%	34 15%	23 15%
NET HIGHER PRIORITY	801 82%	552 82%	224 85%	23 72%	384 85%	416 80%	178 80%	155 80%	219 83%	248 86%	186 82%	275 85%	193 82%	122 80%
Moderate priority	356 37%	259 38%	84 32%	12 38%	154 34%	201 39%	79 35%	87 45%	94 35%	96 33%	80 35%	109 34%	89 38%	62 41%
High priority	445 46%	293 43%	140 53%	11 34%	230 51%	215 42%	99 44%	68 35%	125 47%	152 52%	106 47%	166 51%	104 44%	60 39%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_7: Maintaining Windham's present tax level

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	965	158	558	248	258	274	429	900	54	255	183	326	169	382	210	359
NET LOWER PRIORITY	121 13%	23 15%	73 13%	24 10%	39 15%	36 13%	46 11%	108 12%	11 20%	30 12%	21 11%	42 13%	24 14%	44 12%	32 15%	44 12%
Not a priority at all	24 2%	5 3%	14 3%	5 2%	1 *	9 3%	14 3%	22 2%	1 2%	10 4%	3 2%	7 2%	3 2%	10 3%	6 3%	8 2%
Low priority	97 10%	18 11%	59 11%	19 8%	38 15%	27 10%	32 7%	86 10%	10 19%	20 8%	18 10%	35 11%	21 12%	34 9%	26 12%	36 10%
NET HIGHER PRIORITY	844 87%	135 85%	485 87%	224 90%	219 85%	238 87%	383 89%	792 88%	43 80%	225 88%	162 89%	284 87%	145 86%	338 88%	178 85%	315 88%
Moderate priority	327 34%	42 27%	200 36%	85 34%	104 40%	86 31%	137 32%	302 34%	21 39%	96 38%	63 34%	106 33%	50 30%	138 36%	66 31%	116 32%
High priority	517 54%	93 59%	285 51%	139 56%	115 45%	152 55%	246 57%	490 54%	22 41%	129 51%	99 54%	178 55%	95 56%	200 52%	112 53%	199 55%

Comparison Groups: BCD/EFG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_7: Maintaining Windham's present tax level

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	965	671	259	32	448	515	224	191	261	288	227	320	232	151
NET LOWER PRIORITY	121 13%	87 13%	28 11%	6 19%	51 11%	70 14%	38 17% UV	31 16% V	26 10%	26 9%	23 10%	40 12%	32 14%	25 17%
Not a priority at all	24 2%	14 2%	10 4%	-	6 1%	18 3% Q	2 1%	7 4%	7 3%	8 3%	5 2%	7 2%	6 3%	6 4%
Low priority	97 10%	73 11% O	18 7%	6 19%	45 10%	52 10%	36 16% UV	24 13% V	19 7%	18 6%	18 8%	33 10%	26 11%	19 13%
NET HIGHER PRIORITY	844 87%	584 87%	231 89%	26 81%	397 89%	445 86%	186 83%	160 84%	235 90% S	262 91% ST	204 90%	280 88%	200 86%	126 83%
Moderate priority	327 34%	240 36% O	75 29%	11 34%	157 35%	169 33%	90 40% TU	58 30%	78 30%	101 35%	72 32%	98 31%	79 34%	62 41% X
High priority	517 54%	344 51%	156 60% N	15 47%	240 54%	276 54%	96 43%	102 53% S	157 60% S	161 56% S	132 58% Z	182 57% Z	121 52%	64 42%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_8: Maintaining and improving roads

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	973	160	561	251	258	279	432	906	56	257	184	329	170	385	212	362
NET LOWER PRIORITY	149 15%	29 18%	85 15%	35 14%	44 17%	49 18%	56 13%	142 16%	5 9%	41 16%	29 16%	51 16%	22 13%	57 15%	38 18%	51 14%
Not a priority at all	21 2%	3 2%	13 2%	5 2%	7 3%	4 1%	10 2%	21 2%	- 2%	8 3%	4 2%	5 2%	4 2%	7 2%	3 1%	11 3%
Low priority	128 13%	26 16%	72 13%	30 12%	37 14%	45 16%	46 11%	121 13%	5 9%	33 13%	25 14%	46 14%	18 11%	50 13%	35 17%	40 11%
NET HIGHER PRIORITY	824 85%	131 82%	476 85%	216 86%	214 83%	230 82%	376 87%	764 84%	51 91%	216 84%	155 84%	278 84%	148 87%	328 85%	174 82%	311 86%
Moderate priority	466 48%	65 41%	290 52% BD	111 44%	131 51%	128 46%	204 47%	442 49%	21 38%	129 50%	89 48%	151 46%	76 45%	183 48%	115 54% P	158 44%
High priority	358 37%	66 41%	186 33%	105 42% C	83 32%	102 37%	172 40% E	322 36%	30 54% H	87 34%	66 36%	127 39%	72 42%	145 38% O	59 28%	153 42% O

Comparison Groups: BCD/EFH/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_8: Maintaining and improving roads

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	973	674	264	32	452	519	224	191	265	292	228	325	232	152
NET LOWER PRIORITY	149 15%	104 15%	34 13%	10 31% O	64 14%	84 16%	36 16%	40 21% UV	36 14%	37 13%	28 12%	52 16%	40 17%	21 14%
Not a priority at all	21 2%	12 2%	9 3%	-	10 2%	11 2%	3 1%	6 3%	3 1%	9 3%	6 3%	8 2%	6 3%	1 1%
Low priority	128 13%	92 14%	25 9%	10 31% NO	54 12%	73 14%	33 15%	34 18% V	33 12%	28 10%	22 10%	44 14%	34 15%	20 13%
NET HIGHER PRIORITY	824 85%	570 85%	230 87% P	22 69%	388 86%	435 84%	188 84%	151 79%	229 86% T	255 87% T	200 88%	273 84%	192 83%	131 86%
Moderate priority	466 48%	332 49%	120 45%	13 41%	207 46%	259 50%	115 51%	95 50%	113 43%	143 49%	107 47%	151 46%	126 54% Z	66 43%
High priority	358 37%	238 35%	110 42%	9 28%	181 40% R	176 34%	73 33%	56 29%	116 44% ST	112 38% T	93 41% Y	122 38% Y	66 28%	65 43% Y

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_9: Protecting undeveloped open space, fields, and forested land in the Town

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	965	158	556	250	258	276	427	899	55	254	185	324	171	381	212	359
NET LOWER PRIORITY	322 33%	59 37%	180 32%	83 33%	96 37%	95 34%	131 31%	302 34%	18 33%	95 37%	51 28%	103 32%	61 36%	78 20%	131 62%	109 30%
										K					NP	N
Not a priority at all	88 9%	18 11%	46 8%	24 10%	22 9%	30 11%	36 8%	85 9%	2 4%	24 9%	13 7%	28 9%	20 12%	12 3%	50 24%	22 6%
								I							NP	
Low priority	234 24%	41 26%	134 24%	59 24%	74 29%	65 24%	95 22%	217 24%	16 29%	71 28%	38 21%	75 23%	41 24%	66 17%	81 38%	87 24%
															NP	N
NET HIGHER PRIORITY	643 67%	99 63%	376 68%	167 67%	162 63%	181 66%	296 69%	597 66%	37 67%	159 63%	134 72%	221 68%	110 64%	303 80%	81 38%	250 70%
										J				OP		O
Moderate priority	355 37%	52 33%	219 39%	84 34%	97 38%	103 37%	151 35%	332 37%	19 35%	86 34%	77 42%	118 36%	65 38%	135 35%	66 31%	147 41%
																O
High priority	288 30%	47 30%	157 28%	83 33%	65 25%	78 28%	145 34%	265 29%	18 33%	73 29%	57 31%	103 32%	45 26%	168 44%	15 7%	103 29%
							E							OP		O

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_9: Protecting undeveloped open space, fields, and forested land in the Town

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	965	671	261	30	447	516	219	192	264	289	225	322	232	151
NET LOWER PRIORITY	322 33%	244 36%	65 25%	12 40%	130 29%	192 37%	84 38%	81 42%	81 31%	76 26%	69 31%	110 34%	83 36%	52 34%
			O			Q	V	UV						
Not a priority at all	88 9%	57 8%	26 10%	5 17%	33 7%	55 11%	17 8%	27 14%	20 8%	24 8%	23 10%	29 9%	19 8%	15 10%
							SU							
Low priority	234 24%	187 28%	39 15%	7 23%	97 22%	137 27%	67 31%	54 28%	61 23%	52 18%	46 20%	81 25%	64 28%	37 25%
			O				V	V						
NET HIGHER PRIORITY	643 67%	427 64%	196 75%	18 60%	317 71%	324 63%	135 62%	111 58%	183 69%	213 74%	156 69%	212 66%	149 64%	99 66%
			N		R				T	ST				
Moderate priority	355 37%	235 35%	112 43%	8 27%	168 38%	186 36%	83 38%	58 30%	95 36%	119 41%	80 36%	121 38%	92 40%	49 32%
			N							T				
High priority	288 30%	192 29%	84 32%	10 33%	149 33%	138 27%	52 24%	53 28%	88 33%	94 33%	76 34%	91 28%	57 25%	50 33%
					R				S	S	Y			

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_10: Addressing wastewater issues

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	967	159	559	248	259	276	428	903	53	257	184	324	170	383	211	359
NET LOWER PRIORITY	347 36%	61 38%	203 36%	83 33%	84 32%	109 39%	154 36%	338 37%	7 13%	83 32%	66 36%	119 37%	68 40%	119 31%	104 49%	119 33%
Not a priority at all	98 10%	23 14%	48 9%	27 11%	22 8%	31 11%	45 11%	97 11%	1 2%	28 11%	16 9%	27 8%	24 14%	23 6%	39 18%	34 9%
Low priority	249 26%	38 24%	155 28%	56 23%	62 24%	78 28%	109 25%	241 27%	6 11%	55 21%	50 27%	92 28%	44 26%	96 25%	65 31%	85 24%
NET HIGHER PRIORITY	620 64%	98 62%	356 64%	165 67%	175 68%	167 61%	274 64%	565 63%	46 87%	174 68%	118 64%	205 63%	102 60%	264 69%	107 51%	240 67%
Moderate priority	370 38%	57 36%	219 39%	94 38%	106 41%	102 37%	160 37%	336 37%	28 53%	114 44%	72 39%	124 38%	50 29%	141 37%	76 36%	147 41%
High priority	250 26%	41 26%	137 25%	71 29%	69 27%	65 24%	114 27%	229 25%	18 34%	60 23%	46 25%	81 25%	52 31%	123 32%	31 15%	93 26%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_10: Addressing wastewater issues

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	967	673	259	32	448	517	222	192	264	288	225	324	232	151
NET LOWER PRIORITY	347 36%	245 36%	89 34%	12 38%	146 33%	200 39%	82 37%	73 38%	89 34%	102 35%	88 39%	122 38%	74 32%	49 32%
						Q								
Not a priority at all	98 10%	67 10%	27 10%	4 12%	32 7%	66 13%	17 8%	23 12%	26 10%	32 11%	26 12%	38 12%	18 8%	11 7%
						Q								
Low priority	249 26%	178 26%	62 24%	8 25%	114 25%	134 26%	65 29%	50 26%	63 24%	70 24%	62 28%	84 26%	56 24%	38 25%
NET HIGHER PRIORITY	620 64%	428 64%	170 66%	20 62%	302 67%	317 61%	140 63%	119 62%	175 66%	186 65%	137 61%	202 62%	158 68%	102 68%
						R								
Moderate priority	370 38%	263 39%	93 36%	12 38%	168 38%	201 39%	99 45%	72 38%	100 38%	99 34%	76 34%	127 39%	89 38%	64 42%
						R	V							
High priority	250 26%	165 25%	77 30%	8 25%	134 30%	116 22%	41 18%	47 24%	75 28%	87 30%	61 27%	75 23%	69 30%	38 25%
						R			S	S				

Comparison Groups: NOP/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_11: Acquiring and preserving open space in the Town as it becomes available

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	969	159	559	250	257	277	431	902	56	256	183	326	171	386	212	359
NET LOWER PRIORITY	435 45%	78 49%	256 46%	100 40%	128 50%	123 44%	182 42%	413 46%	18 32%	118 46%	75 41%	144 44%	89 52%	135 35%	162 76%	131 36%
								I					K		NP	
Not a priority at all	140 14%	31 19%	74 13%	35 14%	33 13%	49 18%	58 13%	136 15%	3 5%	35 14%	25 14%	44 13%	35 20%	25 6%	75 35%	36 10%
								I							NP	
Low priority	295 30%	47 30%	182 33%	65 26%	95 37%	74 27%	124 29%	277 31%	15 27%	83 32%	50 27%	100 31%	54 32%	110 28%	87 41%	95 26%
					FG										NP	
NET HIGHER PRIORITY	534 55%	81 51%	303 54%	150 60%	129 50%	154 56%	249 58%	489 54%	38 68%	138 54%	108 59%	182 56%	82 48%	251 65%	50 24%	228 64%
									H		M			O		O
Moderate priority	329 34%	44 28%	184 33%	101 40%	77 30%	99 36%	151 35%	303 34%	23 41%	84 33%	73 40%	107 33%	50 29%	131 34%	42 20%	153 43%
				BC							M			O		NO
High priority	205 21%	37 23%	119 21%	49 20%	52 20%	55 20%	98 23%	186 21%	15 27%	54 21%	35 19%	75 23%	32 19%	120 31%	8 4%	75 21%
														OP		O

Comparison Groups: BCD/EF/GH/IJKL/MNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_11: Acquiring and preserving open space in the Town as it becomes available

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	969	671	263	32	449	518	220	192	264	292	227	321	233	152
NET LOWER PRIORITY	435 45%	321 48%	100 38%	13 41%	172 38%	263 51%	104 47%	103 54%	116 44%	112 38%	91 40%	146 45%	113 48%	68 45%
		O				Q	V	UV						
Not a priority at all	140 14%	105 16%	32 12%	3 9%	48 11%	92 18%	29 13%	40 21%	33 12%	38 13%	25 11%	48 15%	40 17%	23 15%
						Q	SUV							
Low priority	295 30%	216 32%	68 26%	10 31%	124 28%	171 33%	75 34%	63 33%	83 31%	74 25%	66 29%	98 31%	73 31%	45 30%
							V							
NET HIGHER PRIORITY	534 55%	350 52%	163 62%	19 59%	277 62%	255 49%	116 53%	89 46%	148 56%	180 62%	136 60%	175 55%	120 52%	84 55%
			N		R			T	ST					
Moderate priority	329 34%	208 31%	106 40%	13 41%	167 37%	160 31%	75 34%	53 28%	86 33%	115 39%	79 35%	118 37%	78 33%	42 28%
			N		R				T		Z			
High priority	205 21%	142 21%	57 22%	6 19%	110 24%	95 18%	41 19%	36 19%	62 23%	65 22%	57 25%	57 18%	42 18%	42 28%
					R					X				XY

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_12: Adding programs and services for youth

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	962	159	554	248	257	275	426	898	53	253	182	324	170	381	211	357
NET LOWER PRIORITY	404 42%	75 47%	242 44%	87 35%	95 37%	126 46%	181 42%	387 43%	14 26%	99 39%	77 42%	139 43%	78 46%	159 42%	113 54%	127 36%
		D	D			E		I							NP	
Not a priority at all	101 10%	23 14%	51 9%	27 11%	19 7%	29 11%	53 12%	99 11%	1 2%	25 10%	17 9%	30 9%	25 15%	36 9%	31 15%	32 9%
							E	I							P	
Low priority	303 31%	52 33%	191 34%	60 24%	76 30%	97 35%	128 30%	288 32%	13 25%	74 29%	60 33%	109 34%	53 31%	123 32%	82 39%	95 27%
			D												P	
NET HIGHER PRIORITY	558 58%	84 53%	312 56%	161 65%	162 63%	149 54%	245 58%	511 57%	39 74%	154 61%	105 58%	185 57%	92 54%	222 58%	98 46%	230 64%
				BC	F				H					O		O
Moderate priority	418 43%	62 39%	238 43%	117 47%	126 49%	112 41%	179 42%	390 43%	23 43%	116 46%	81 45%	128 40%	74 44%	163 43%	81 38%	167 47%
																O
High priority	140 15%	22 14%	74 13%	44 18%	36 14%	37 13%	66 15%	121 13%	16 30%	38 15%	24 13%	57 18%	18 11%	59 15%	17 8%	63 18%
									H			M		O		O

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_12: Adding programs and services for youth

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	962	669	258	32	447	513	221	191	262	287	225	320	230	151
NET LOWER PRIORITY	404	291	95	16	155	249	85	90	111	118	81	140	101	63
	42%	43%	37%	50%	35%	49%	38%	47%	42%	41%	36%	44%	44%	42%
						Q								
Not a priority at all	101	67	28	6	44	57	18	24	27	32	28	35	22	10
	10%	10%	11%	19%	10%	11%	8%	13%	10%	11%	12%	11%	10%	7%
Low priority	303	224	67	10	111	192	67	66	84	86	53	105	79	53
	31%	33%	26%	31%	25%	37%	30%	35%	32%	30%	24%	33%	34%	35%
		O				Q					W	W	W	
NET HIGHER PRIORITY	558	378	163	16	292	264	136	101	151	169	144	180	129	88
	58%	57%	63%	50%	65%	51%	62%	53%	58%	59%	64%	56%	56%	58%
					R									
Moderate priority	418	294	111	12	199	217	100	79	114	125	99	139	106	63
	43%	44%	43%	38%	45%	42%	45%	41%	44%	44%	44%	43%	46%	42%
High priority	140	84	52	4	93	47	36	22	37	44	45	41	23	25
	15%	13%	20%	12%	21%	9%	16%	12%	14%	15%	20%	13%	10%	17%
			N		R						XY			

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_13: Increasing recreational opportunities in the Town

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	970	160	559	250	259	278	429	903	56	257	184	325	171	384	211	362
NET LOWER PRIORITY	520 54%	80 50%	315 56%	125 50%	139 54%	150 54%	229 53%	493 55%	21 38%	129 50%	107 58%	170 52%	100 58%	196 51%	143 68%	175 48%
								I							NP	
Not a priority at all	156 16%	28 18%	86 15%	42 17%	38 15%	46 17%	72 17%	151 17%	3 5%	48 19%	32 17%	49 15%	26 15%	55 14%	50 24%	49 14%
								I							NP	
Low priority	364 38%	52 32%	229 41%	83 33%	101 39%	104 37%	157 37%	342 38%	18 32%	81 32%	75 41%	121 37%	74 43%	141 37%	93 44%	126 35%
			BD								J		J		P	
NET HIGHER PRIORITY	450 46%	80 50%	244 44%	125 50%	120 46%	128 46%	200 47%	410 45%	35 62%	128 50%	77 42%	155 48%	71 42%	188 49%	68 32%	187 52%
								H						O		O
Moderate priority	320 33%	47 29%	176 31%	96 38%	81 31%	93 33%	145 34%	301 33%	16 29%	95 37%	53 29%	114 35%	43 25%	135 35%	53 25%	126 35%
										M		M		O		O
High priority	130 13%	33 21%	68 12%	29 12%	39 15%	35 13%	55 13%	109 12%	19 34%	33 13%	24 13%	41 13%	28 16%	53 14%	15 7%	61 17%
		CD							H					O		O

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_13: Increasing recreational opportunities in the Town

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	970	673	262	32	451	517	222	192	265	291	227	323	233	151
NET LOWER PRIORITY	520 54%	370 55%	132 50%	18 56%	218 48%	302 58%	103 46%	115 60%	141 53%	161 55%	110 48%	180 56%	133 57%	76 50%
						Q		S		S				
Not a priority at all	156 16%	107 16%	44 17%	5 16%	68 15%	88 17%	26 12%	34 18%	42 16%	54 19%	40 18%	52 16%	36 15%	18 12%
										S				
Low priority	364 38%	263 39%	88 34%	13 41%	150 33%	214 41%	77 35%	81 42%	99 37%	107 37%	70 31%	128 40%	97 42%	58 38%
						Q						W	W	
NET HIGHER PRIORITY	450 46%	303 45%	130 50%	14 44%	233 52%	215 42%	119 54%	77 40%	124 47%	130 45%	117 52%	143 44%	100 43%	75 50%
					R		TV							
Moderate priority	320 33%	207 31%	100 38%	10 31%	150 33%	168 32%	79 36%	55 29%	84 32%	102 35%	80 35%	109 34%	65 28%	54 36%
			N											
High priority	130 13%	96 14%	30 11%	4 12%	83 18%	47 9%	40 18%	22 11%	40 15%	28 10%	37 16%	34 11%	35 15%	21 14%
					R		V							

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_14: Construction of new school facilities

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	965	159	556	249	258	275	428	899	55	256	182	324	170	383	210	359
NET LOWER PRIORITY	631	114	361	156	157	182	290	593	29	162	119	213	112	246	157	219
	65%	72%	65%	63%	61%	66%	68%	66%	53%	63%	65%	66%	66%	64%	75%	61%
Not a priority at all	275	57	152	66	51	79	145	268	4	72	49	88	55	105	78	89
	28%	36%	27%	27%	20%	29%	34%	30%	7%	28%	27%	27%	32%	27%	37%	25%
		CD				E	E	I							NP	
Low priority	356	57	209	90	106	103	145	325	25	90	70	125	57	141	79	130
	37%	36%	38%	36%	41%	37%	34%	36%	45%	35%	38%	39%	34%	37%	38%	36%
NET HIGHER PRIORITY	334	45	195	93	101	93	138	306	26	94	63	111	58	137	53	140
	35%	28%	35%	37%	39%	34%	32%	34%	47%	37%	35%	34%	34%	36%	25%	39%
														O		O
Moderate priority	220	26	137	57	64	57	97	205	14	60	39	73	43	87	33	96
	23%	16%	25%	23%	25%	21%	23%	23%	25%	23%	21%	23%	25%	23%	16%	27%
			B											O		O
High priority	114	19	58	36	37	36	41	101	12	34	24	38	15	50	20	44
	12%	12%	10%	14%	14%	13%	10%	11%	22%	13%	13%	12%	9%	13%	10%	12%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_14: Construction of new school facilities

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	965	668	262	32	449	514	221	190	263	290	228	321	229	152
NET LOWER PRIORITY	631	429	179	22	258	373	104	132	187	208	153	222	139	89
	65%	64%	68%	69%	57%	73%	47%	69%	71%	72%	67%	69%	61%	59%
						Q		S	S	S		YZ		
Not a priority at all	275	173	88	13	107	168	34	55	86	100	75	95	53	36
	28%	26%	34%	41%	24%	33%	15%	29%	33%	34%	33%	30%	23%	24%
			N			Q		S	S	S	YZ			
Low priority	356	256	91	9	151	205	70	77	101	108	78	127	86	53
	37%	38%	35%	28%	34%	40%	32%	41%	38%	37%	34%	40%	38%	35%
						Q								
NET HIGHER PRIORITY	334	239	83	10	191	141	117	58	76	82	75	99	90	63
	35%	36%	32%	31%	43%	27%	53%	31%	29%	28%	33%	31%	39%	41%
				R		TUV						X	X	
Moderate priority	220	156	58	4	113	106	59	41	58	61	48	72	53	42
	23%	23%	22%	12%	25%	21%	27%	22%	22%	21%	21%	22%	23%	28%
High priority	114	83	25	6	78	35	58	17	18	21	27	27	37	21
	12%	12%	10%	19%	17%	7%	26%	9%	7%	7%	12%	8%	16%	14%
				R		TUV						X		

Comparison Groups: NOF/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_15: Limiting residential development and maintaining the current population level

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	966	159	559	247	258	277	427	899	56	257	185	324	167	383	210	360
NET LOWER PRIORITY	540	88	315	137	171	162	205	501	33	158	91	163	103	180	155	196
	56%	55%	56%	55%	66% G	58% G	48%	56%	59%	61% KL	49%	50%	62% KL	47%	74% NP	54% N
Not a priority at all	193	31	114	48	67	57	69	177	13	53	28	57	44	63	65	60
	20%	19%	20%	19%	26% G	21%	16%	20%	23%	21%	15%	18%	26% KL	16%	31% NP	17%
Low priority	347	57	201	89	104	105	136	324	20	105	63	106	59	117	90	136
	36%	36%	36%	36%	40% G	38%	32%	36%	36%	41% L	34%	33%	35%	31%	43% N	38% N
NET HIGHER PRIORITY	426	71	244	110	87	115	222	398	23	99	94	161	64	203	55	164
	44%	45%	44%	45%	34%	42%	52% EF	44%	41%	39%	51% JM	50% JM	38%	53% OP	26%	46% O
Moderate priority	285	50	157	78	63	81	140	266	17	69	62	106	45	116	39	127
	30%	31%	28%	32%	24%	29%	33% E	30%	30%	27%	34%	33%	27%	30% O	19%	35% O
High priority	141	21	87	32	24	34	82	132	6	30	32	55	19	87	16	37
	15%	13%	16%	13%	9%	12%	19% EF	15%	11%	12%	17%	17%	11%	23% OP	8%	10%

Comparison Groups: BCD/EF/ HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_15: Limiting residential development and maintaining the current population level

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	966	669	262	32	450	514	220	192	263	290	225	324	232	150
NET LOWER PRIORITY	540	386	131	22	226	313	146	110	135	149	115	183	142	85
	56%	58%	50%	69%	50%	61%	66%	57%	51%	51%	51%	56%	61%	57%
		O		O		Q	UV						W	
Not a priority at all	193	144	38	11	67	125	57	41	50	45	33	72	51	34
	20%	22%	15%	34%	15%	24%	26%	21%	19%	16%	15%	22%	22%	23%
		O		O		Q	V					W	W	
Low priority	347	242	93	11	159	188	89	69	85	104	82	111	91	51
	36%	36%	35%	34%	35%	37%	40%	36%	32%	36%	36%	34%	39%	34%
NET HIGHER PRIORITY	426	283	131	10	224	201	74	82	128	141	110	141	90	65
	44%	42%	50%	31%	50%	39%	34%	43%	49%	49%	49%	44%	39%	43%
			NP		R				S	S	Y			
Moderate priority	285	189	86	8	149	136	47	57	85	96	74	96	58	47
	30%	28%	33%	25%	33%	26%	21%	30%	32%	33%	33%	30%	25%	31%
				R					S	S				
High priority	141	94	45	2	75	65	27	25	43	45	36	45	32	18
	15%	14%	17%	6%	17%	13%	12%	13%	16%	16%	16%	14%	14%	12%
			P											

Comparison Groups: NOP/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_16: Adding programs and services for senior citizens

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	960	156	554	249	254	274	428	895	54	254	180	323	171	380	208	359
NET LOWER PRIORITY	422 44%	64 41%	259 47%	99 40%	139 55% FG	112 41%	169 39%	404 45% I	14 26%	107 42%	87 48%	139 43%	78 46%	146 38%	120 58% NP	149 42%
Not a priority at all	101 11%	15 10%	57 10%	29 12%	38 15% G	32 12%	31 7%	99 11% I	2 4%	26 10%	16 9%	38 12%	20 12%	36 9%	30 14%	33 9%
Low priority	321 33%	49 31%	202 36% D	70 28%	101 40% FG	80 29%	138 32%	305 34% I	12 22%	81 32%	71 39%	101 31%	58 34%	110 29%	90 43% NP	116 32%
NET HIGHER PRIORITY	538 56%	92 59%	295 53%	150 60%	115 45%	162 59% E	259 61% E	491 55% H	40 74% H	147 58%	93 52%	184 57%	93 54%	234 62% O	88 42%	210 58% O
Moderate priority	391 41%	66 42%	224 40%	100 40%	80 31%	127 46% E	182 43% E	364 41% E	22 41%	105 41%	77 43%	129 40%	63 37%	168 44%	76 37%	143 40%
High priority	147 15%	26 17%	71 13%	50 20% C	35 14%	35 13%	77 18%	127 14% H	18 33% H	42 17% K	16 9%	55 17% K	30 18% K	66 17% O	12 6%	67 19% O

Comparison Groups: BCD/EF/GH/IJKL/MNOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_16: Adding programs and services for senior citizens

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	960	663	263	32	450	508	218	191	260	290	225	319	232	150
NET LOWER PRIORITY	422	329	80	13	171	251	129	103	93	97	63	146	122	73
	44%	50%	30%	41%	38%	49%	59%	54%	36%	33%	28%	46%	53%	49%
		O				Q	UV	UV				W	W	W
Not a priority at all	101	76	21	4	32	69	37	23	19	22	14	33	33	18
	11%	11%	8%	12%	7%	14%	17%	12%	7%	8%	6%	10%	14%	12%
						Q	UV						W	
Low priority	321	253	59	9	139	182	92	80	74	75	49	113	89	55
	33%	38%	22%	28%	31%	36%	42%	42%	28%	26%	22%	35%	38%	37%
		O					UV	UV				W	W	W
NET HIGHER PRIORITY	538	334	183	19	279	257	89	88	167	193	162	173	110	77
	56%	50%	70%	59%	62%	51%	41%	46%	64%	67%	72%	54%	47%	51%
			N		R				ST	ST	XYZ			
Moderate priority	391	258	119	14	187	203	71	77	119	124	97	134	85	63
	41%	39%	45%	44%	42%	40%	33%	40%	46%	43%	43%	42%	37%	42%
								S	S					
High priority	147	76	64	5	92	54	18	11	48	69	65	39	25	14
	15%	11%	24%	16%	20%	11%	8%	6%	18%	24%	29%	12%	11%	9%
			N		R				ST	ST	XYZ			

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_17: Encouraging economic development initiatives focused on job creation

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	964	156	557	250	258	273	429	898	55	256	182	323	170	381	212	358
NET LOWER PRIORITY	292 30%	50 32%	176 32%	66 26%	81 31%	80 29%	130 30%	274 31%	13 24%	78 30%	56 31%	96 30%	51 30%	130 34% P	63 30%	94 26%
Not a priority at all	64 7%	8 5%	40 7%	16 6%	16 6%	21 8%	27 6%	63 7%	1 2%	20 8%	15 8%	17 5%	10 6%	30 8%	12 6%	19 5%
Low priority	228 24%	42 27%	136 24%	50 20%	65 25%	59 22%	103 24%	211 23%	12 22%	58 23%	41 23%	79 24%	41 24%	100 26%	51 24%	75 21%
NET HIGHER PRIORITY	672 70%	106 68%	381 68%	184 74%	177 69%	193 71%	299 70%	624 69%	42 76%	178 70%	126 69%	227 70%	119 70%	251 66%	149 70%	264 74% N
Moderate priority	422 44%	67 43%	236 42%	119 48%	105 41%	132 48%	183 43%	400 45%	19 35%	104 41%	84 46%	143 44%	77 45%	174 46%	87 41%	155 43%
High priority	250 26%	39 25%	145 26%	65 26%	72 28%	61 22%	116 27%	224 25%	23 42%	74 29%	42 23%	84 26%	42 25%	77 20%	62 29% N	109 30% N

Comparison Groups: BCD/EFG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_17: Encouraging economic development initiatives focused on job creation

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	964	668	261	32	448	514	221	191	263	288	225	320	232	152
NET LOWER PRIORITY	292 30%	208 31%	70 27%	12 38%	122 27%	170 33%	68 31%	56 29%	79 30%	89 31%	60 27%	86 27%	80 34%	46 30%
														Q
Not a priority at all	64 7%	45 7%	15 6%	3 9%	26 6%	38 7%	14 6%	9 5%	19 7%	22 8%	13 6%	15 5%	22 9%	7 5%
														X
Low priority	228 24%	163 24%	55 21%	9 28%	96 21%	132 26%	54 24%	47 25%	60 23%	67 23%	47 21%	71 22%	58 25%	39 26%
NET HIGHER PRIORITY	672 70%	460 69%	191 73%	20 62%	326 73%	344 67%	153 69%	135 71%	184 70%	199 69%	165 73%	234 73%	152 66%	106 70%
														R
Moderate priority	422 44%	293 44%	118 45%	11 34%	195 44%	226 44%	99 45%	82 43%	111 42%	129 45%	96 43%	159 50%	85 37%	73 48%
														Y
High priority	250 26%	167 25%	73 28%	9 28%	131 29%	118 23%	54 24%	53 28%	73 28%	70 24%	69 31%	75 23%	67 29%	33 22%
														Z

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_18: Construction of an indoor recreation facility for the Town

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	972	159	563	249	262	278	428	905	56	258	183	328	170	387	212	360
NET LOWER PRIORITY	584 60%	91 57%	347 62%	146 59%	153 58%	180 65%	249 58%	553 61%	27 48%	145 56%	118 64%	194 59%	109 64%	237 61%	144 68%	196 54%
Not a priority at all	273 28%	51 32%	152 27%	70 28%	61 23%	81 29%	131 31%	264 29%	8 14%	67 26%	55 30%	92 28%	55 32%	105 27%	81 38%	84 23%
Low priority	311 32%	40 25%	195 35%	76 31%	92 35%	99 36%	118 28%	289 32%	19 34%	78 30%	63 34%	102 31%	54 32%	132 34%	63 30%	112 31%
NET HIGHER PRIORITY	388 40%	68 43%	216 38%	103 41%	109 42%	98 35%	179 42%	352 39%	29 52%	113 44%	65 36%	134 41%	61 36%	150 39%	68 32%	164 46%
Moderate priority	229 24%	37 23%	128 23%	63 25%	68 26%	50 18%	110 26%	210 23%	15 27%	70 27%	39 21%	83 25%	29 17%	81 21%	40 19%	104 29%
High priority	159 16%	31 19%	88 16%	40 16%	41 16%	48 17%	69 16%	142 16%	14 25%	43 17%	26 14%	51 16%	32 19%	69 18%	28 13%	60 17%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_18: Construction of an indoor recreation facility for the Town

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	972	674	263	32	451	519	224	192	264	291	227	325	233	151
NET LOWER PRIORITY	584 60%	406 60%	161 61%	16 50%	239 53%	344 66%	116 52%	110 57%	166 63%	191 66%	130 57%	201 62%	136 58%	90 60%
						Q			S	S				
Not a priority at all	273 28%	187 28%	81 31%	4 12%	98 22%	175 34%	42 19%	58 30%	77 29%	95 33%	62 27%	86 26%	59 25%	51 34%
		P	P			Q		S	S	S				
Low priority	311 32%	219 32%	80 30%	12 38%	141 31%	169 33%	74 33%	52 27%	89 34%	96 33%	68 30%	115 35%	77 33%	39 26%
												Z		
NET HIGHER PRIORITY	388 40%	268 40%	102 39%	16 50%	212 47%	175 34%	108 48%	82 43%	98 37%	100 34%	97 43%	124 38%	97 42%	61 40%
					R		UV							
Moderate priority	229 24%	153 23%	66 25%	8 25%	119 26%	110 21%	53 24%	50 26%	57 22%	69 24%	58 26%	80 25%	55 24%	32 21%
High priority	159 16%	115 17%	36 14%	8 25%	93 21%	65 13%	55 25%	32 17%	41 16%	31 11%	39 17%	44 14%	42 18%	29 19%
					R		TUV							

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_19: Improving the variety and types of businesses in the Town

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	971	159	561	250	258	278	431	906	54	256	184	327	171	383	212	363
NET LOWER PRIORITY	323 33%	52 33%	184 33%	87 35%	88 34%	87 31%	146 34%	309 34%	10 19%	82 32%	69 38%	118 36%	48 28%	134 35%	82 39%	104 29%
								I							P	
Not a priority at all	68 7%	7 4%	42 7%	19 8%	17 7%	18 6%	32 7%	65 7%	2 4%	21 8%	14 8%	23 7%	9 5%	26 7%	19 9%	22 6%
Low priority	255 26%	45 28%	142 25%	68 27%	71 28%	69 25%	114 26%	244 27%	8 15%	61 24%	55 30%	95 29%	39 23%	108 28%	63 30%	82 23%
								I								
NET HIGHER PRIORITY	648 67%	107 67%	377 67%	163 65%	170 66%	191 69%	285 66%	597 66%	44 81%	174 68%	115 62%	209 64%	123 72%	249 65%	130 61%	259 71%
									H							O
Moderate priority	425 44%	73 46%	245 44%	106 42%	106 41%	132 47%	186 43%	394 43%	28 52%	111 43%	73 40%	146 45%	77 45%	170 44%	88 42%	161 44%
High priority	223 23%	34 21%	132 24%	57 23%	64 25%	59 21%	99 23%	203 22%	16 30%	63 25%	42 23%	63 19%	46 27%	79 21%	42 20%	98 27%
																NO

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_19: Improving the variety and types of businesses in the Town

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	971	675	261	32	450	519	223	192	264	291	227	323	233	152
NET LOWER PRIORITY	323	219	90	12	135	187	76	62	80	104	76	109	79	44
	33%	32%	34%	38%	30%	36%	34%	32%	30%	36%	33%	34%	34%	29%
							Q							
Not a priority at all	68	42	22	3	26	42	12	12	19	25	18	18	20	6
	7%	6%	8%	9%	6%	8%	5%	6%	7%	9%	8%	6%	9%	4%
Low priority	255	177	68	9	109	145	64	50	61	79	58	91	59	38
	26%	26%	26%	28%	24%	28%	29%	26%	23%	27%	26%	28%	25%	25%
NET HIGHER PRIORITY	648	456	171	20	315	332	147	130	184	187	151	214	154	108
	67%	68%	66%	62%	70%	64%	66%	68%	70%	64%	67%	66%	66%	71%
							R							
Moderate priority	425	301	110	14	201	224	100	81	117	127	98	149	97	65
	44%	45%	42%	44%	45%	43%	45%	42%	44%	44%	43%	46%	42%	43%
High priority	223	155	61	6	114	108	47	49	67	60	53	65	57	43
	23%	23%	23%	19%	25%	21%	21%	26%	25%	21%	23%	20%	24%	28%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_20: Building the value of the Town's tax base

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	961	156	555	249	255	271	431	898	52	255	183	324	168	382	207	358
NET LOWER PRIORITY	303 32%	53 34%	175 32%	75 30%	87 34%	89 33%	126 29%	280 31%	21 40%	79 31%	55 30%	111 34%	49 29%	119 31%	74 36%	105 29%
Not a priority at all	61 6%	10 6%	39 7%	12 5%	16 6%	19 7%	25 6%	59 7%	1 2%	21 8%	9 5%	17 5%	13 8%	24 6%	12 6%	22 6%
Low priority	242 25%	43 28%	136 25%	63 25%	71 28%	70 26%	101 23%	221 25%	20 38%	58 23%	46 25%	94 29%	36 21%	95 25%	62 30%	83 23%
NET HIGHER PRIORITY	658 68%	103 66%	380 68%	174 70%	168 66%	182 67%	305 71%	618 69%	31 60%	176 69%	128 70%	213 66%	119 71%	263 69%	133 64%	253 71%
Moderate priority	468 49%	71 46%	282 51%	115 46%	115 45%	133 49%	219 51%	440 49%	21 40%	124 49%	93 51%	145 45%	88 52%	204 53%	91 44%	168 47%
High priority	190 20%	32 21%	98 18%	59 24%	53 21%	49 18%	86 20%	178 20%	10 19%	52 20%	35 19%	68 21%	31 18%	59 15%	42 20%	85 24%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q23_20: Building the value of the Town's tax base

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	961	666	260	32	446	513	220	188	262	290	225	322	230	151
NET LOWER PRIORITY	303 32%	209 31%	77 30%	15 47%	132 30%	170 33%	92 42%	49 26%	80 31%	82 28%	69 31%	102 32%	73 32%	44 29%
							TUV							
Not a priority at all	61 6%	38 6%	19 7%	3 9%	30 7%	30 6%	17 8%	8 4%	15 6%	21 7%	17 8%	14 4%	16 7%	7 5%
Low priority	242 25%	171 26%	58 22%	12 38%	102 23%	140 27%	75 34%	41 22%	65 25%	61 21%	52 23%	88 27%	57 25%	37 25%
							TUV							
NET HIGHER PRIORITY	658 68%	457 69%	183 70%	17 53%	314 70%	343 67%	128 58%	139 74%	182 69%	208 72%	156 69%	220 68%	157 68%	107 71%
							S	S	S					
Moderate priority	468 49%	326 49%	126 48%	15 47%	230 52%	238 46%	92 42%	101 54%	126 48%	148 51%	109 48%	165 51%	108 47%	74 49%
							S	S	S					
High priority	190 20%	131 20%	57 22%	2 6%	84 19%	105 20%	36 16%	38 20%	56 21%	60 21%	47 21%	55 17%	49 21%	33 22%
		P	P											

Comparison Groups: NOP/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_1: Encouraging new residential development

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	44	12	20	12	16	6	22	35	9	12	7	13	10	16	9	19
Yes, would support tax increases to fund	19 43%	8 67% C	5 25%	6 50%	9 56%	3 50%	7 32%	11 31%	8 89% H	6 50%	3 43%	6 46%	3 30%	6 38%	3 33%	10 53%
No, would not support tax increases to fund	25 57%	4 33%	15 75% B	6 50%	7 44%	3 50%	15 68%	24 69%	1 11% I	6 50%	4 57%	7 54%	7 70%	10 62%	6 67%	9 47%

Comparison Groups: BCD/EFH/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_1: Encouraging new residential development

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	44	27	17	-	28	15	8	4	11	21	15	15	9	4
Yes, would support tax increases to fund	19 43%	11 41%	8 47%	-	12 43%	6 40%	3 38%	1 25%	5 45%	10 48%	9 60%	7 47%	2 22%	1 25%
No, would not support tax increases to fund	25 57%	16 59%	9 53%	-	16 57%	9 60%	5 62%	3 75%	6 55%	11 52%	6 40%	8 53%	7 78%	3 75%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_2: Improving the Town's school system

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	208	34	122	52	73	53	80	185	19	57	39	71	33	84	40	83
Yes, would support tax increases to fund	138 66%	20 59%	79 65%	39 75%	56 77% F	30 57%	51 64%	117 63%	18 95% H	39 68%	29 74%	44 62%	22 67%	55 65%	26 65%	57 69%
No, would not support tax increases to fund	70 34%	14 41%	43 35%	13 25%	17 23% E	23 43%	29 36%	68 37%	1 5% I	18 32%	10 26%	27 38%	11 33%	29 35%	14 35%	26 31%

Comparison Groups: BCD/EFH/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_2: Improving the Town's school system

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	208	146	53	8	118	89	76	39	39	54	44	63	50	40
Yes, would support tax increases to fund	138 66%	98 67%	35 66%	5 62%	80 68%	57 64%	57 75%	24 62%	21 54%	36 67%	31 70%	39 62%	34 68%	29 72%
No, would not support tax increases to fund	70 34%	48 33%	18 34%	3 38%	38 32%	32 36%	19 25%	15 38%	18 46%	18 33%	13 30%	24 38%	16 32%	11 28%

Comparison Groups: NOP/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_3: Encouraging new commercial development

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	176	27	97	52	54	43	79	161	13	53	28	54	34	44	45	84
Yes, would support tax increases to fund	58 33%	11 41%	32 33%	15 29%	24 44% G	12 28%	22 28%	47 29%	10 77% H	17 32%	11 39%	19 35%	9 26%	11 25%	14 31%	32 38%
No, would not support tax increases to fund	118 67%	16 59%	65 67%	37 71%	30 56%	31 72%	57 72% E	114 71%	3 23% I	36 68%	17 61%	35 65%	25 74%	33 75%	31 69%	52 62%

Comparison Groups: BCD/EFH/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_3: Encouraging new commercial development

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	176	119	51	5	84	91	35	36	50	55	47	48	48	31
Yes, would support tax increases to fund	58 33%	45 38%	12 24%	1 20%	32 38%	25 27%	13 37%	13 36%	21 42%	11 20%	15 32%	14 29%	19 40%	10 32%
No, would not support tax increases to fund	118 67%	74 62%	39 76%	4 80%	52 62%	66 73%	22 63%	23 64%	29 58%	44 80%	32 68%	34 71%	29 60%	21 68%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_4: Improving public safety services (police and fire)

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	119	17	62	39	25	36	56	101	17	29	21	50	16	52	12	53
Yes, would support tax increases to fund	79 66%	9 53%	41 66%	28 72%	17 68%	23 64%	38 68%	64 63%	14 82%	19 66%	18 86%	31 62%	9 56%	34 65%	5 42%	39 74%
No, would not support tax increases to fund	40 34%	8 47%	21 34%	11 28%	8 32%	13 36%	18 32%	37 37%	3 18%	10 34%	3 14%	19 38%	7 44%	18 35%	7 58%	14 26%
																O
																P

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_4: Improving public safety services (police and fire)

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	119	71	40	7	78	41	25	22	30	41	49	33	23	11
Yes, would support tax increases to fund	79 66%	45 63%	31 78%	3 43%	53 68%	26 63%	16 64%	14 64%	20 67%	28 68%	35 71%	18 55%	16 70%	7 64%
No, would not support tax increases to fund	40 34%	26 37%	9 22%	4 57%	25 32%	15 37%	9 36%	8 36%	10 33%	13 32%	14 29%	15 45%	7 30%	4 36%

Comparison Groups: NOP/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_5: Maintaining Windham's rural character

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	330	51	189	90	74	87	167	302	25	79	74	112	51	167	33	128
Yes, would support tax increases to fund	165 50%	22 43%	96 51%	47 52%	37 50%	42 48%	85 51%	146 48%	17 68% H	36 46%	40 54%	59 53%	22 43%	91 54% O	10 30%	63 49% O
No, would not support tax increases to fund	165 50%	29 57%	93 49%	43 48%	37 50%	45 52%	82 49%	156 52%	8 32% I	43 54%	34 46%	53 47%	29 57%	76 46%	23 70% NP	65 51%

Comparison Groups: BCD/EFG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_5: Maintaining Windham's rural character

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	330	220	100	8	163	166	54	52	109	114	99	108	63	49
Yes, would support tax increases to fund	165 50%	116 53%	45 45%	3 38%	83 51%	82 49%	29 54%	24 46%	52 48%	59 52%	48 48%	50 46%	36 57%	24 49%
No, would not support tax increases to fund	165 50%	104 47%	55 55%	5 62%	80 49%	84 51%	25 46%	28 54%	57 52%	55 48%	51 52%	58 54%	27 43%	25 51%

Comparison Groups: NOP/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_6: Improving traffic flow in the Town's commercial district

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	444	70	249	125	124	123	194	409	29	124	68	150	87	190	78	173
Yes, would support tax increases to fund	251 57%	36 51%	140 56%	75 60%	71 57%	66 54%	113 58%	223 55%	22 76%	70 56%	33 49%	93 62%	48 55%	107 56%	37 47%	105 61%
No, would not support tax increases to fund	193 43%	34 49%	109 44%	50 40%	53 43%	57 46%	81 42%	186 45%	7 24%	54 44%	35 51%	57 38%	39 45%	83 44%	41 53%	68 39%

Comparison Groups: BCD/EFH/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_6: Improving traffic flow in the Town's commercial district

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	444	293	139	11	229	215	99	68	124	152	105	166	104	60
Yes, would support tax increases to fund	251 57%	164 56%	80 58%	6 55%	140 61%	111 52%	55 56%	36 53%	69 56%	91 60%	61 58%	85 51%	60 58%	40 67%
						R								X
No, would not support tax increases to fund	193 43%	129 44%	59 42%	5 45%	89 39%	104 48%	44 44%	32 47%	55 44%	61 40%	44 42%	81 49%	44 42%	20 33%
						Q						Z		

Comparison Groups: NOP/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_7: Maintaining Windham's present tax level

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	508	91	279	138	112	148	244	482	21	127	98	174	93	195	111	196
Yes, would support tax increases to fund	99 19%	17 19%	47 17%	35 25% C	21 19%	25 17%	52 21%	88 18%	9 43% H	25 20%	18 18%	37 21%	15 16%	37 19% O	12 11%	48 24% O
No, would not support tax increases to fund	409 81%	74 81%	232 83% D	103 75%	91 81%	123 83%	192 79%	394 82%	12 57% I	102 80%	80 82%	137 79%	78 84%	158 81%	99 89% NP	148 76%

Comparison Groups: BCD/EFG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_7: Maintaining Windham's present tax level

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	508	338	153	15	238	269	94	102	154	157	131	177	119	64
Yes, would support tax increases to fund	99 19%	66 20%	31 20%	1 7%	54 23%	45 17%	16 17%	18 18%	25 16%	40 25%	36 27%	24 14%	24 20%	12 19%
No, would not support tax increases to fund	409 81%	272 80%	122 80%	14 93%	184 77%	224 83%	78 83%	84 82%	129 84%	117 75%	95 73%	153 86%	95 80%	52 81%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_8: Maintaining and improving roads

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	355	65	184	105	82	102	170	319	30	87	66	124	72	143	59	152
Yes, would support tax increases to fund	221 62%	39 60%	109 59%	73 70%	54 66%	61 60%	105 62%	191 60%	25 83% H	48 55%	47 71% J	78 63%	44 61%	96 67%	33 56%	91 60%
No, would not support tax increases to fund	134 38%	26 40%	75 41%	32 30%	28 34%	41 40%	65 38%	128 40%	5 17% I	39 45% K	19 29%	46 37%	28 39%	47 33%	26 44%	61 40%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_8: Maintaining and improving roads

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	355	235	110	9	178	176	72	56	114	112	92	120	66	65
Yes, would support tax increases to fund	221 62%	145 62%	70 64%	5 56%	110 62%	110 62%	53 74%	37 66%	65 57%	66 59%	51 55%	70 58%	43 65%	48 74%
No, would not support tax increases to fund	134 38%	90 38%	40 36%	4 44%	68 38%	66 38%	19 26%	19 34%	49 43%	46 41%	41 45%	50 42%	23 35%	17 26%
									S	S	Z	Z		

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_9: Protecting undeveloped open space, fields, and forested land in the Town

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	288	47	157	83	65	78	145	265	18	73	57	103	45	168	15	103
Yes, would support tax increases to fund	181 63%	32 68%	101 64%	48 58%	41 63%	49 63%	91 63%	163 62%	15 83% H	43 59%	36 63%	67 65%	29 64%	114 68%	8 53%	58 56%
No, would not support tax increases to fund	107 37%	15 32%	56 36%	35 42%	24 37%	29 37%	54 37%	102 38%	3 17% I	30 41%	21 37%	36 35%	16 36%	54 32%	7 47%	45 44%

Comparison Groups: BCD/EFH/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_9: Protecting undeveloped open space, fields, and forested land in the Town

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	288	192	84	10	149	138	52	53	88	94	76	91	57	50
Yes, would support tax increases to fund	181 63%	123 64%	50 60%	6 60%	93 62%	88 64%	32 62%	34 64%	54 61%	60 64%	51 67%	52 57%	36 63%	31 62%
No, would not support tax increases to fund	107 37%	69 36%	34 40%	4 40%	56 38%	50 36%	20 38%	19 36%	34 39%	34 36%	25 33%	39 43%	21 37%	19 38%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_10: Addressing wastewater issues

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	249	41	136	71	69	65	113	228	18	60	46	80	52	122	31	93
Yes, would support tax increases to fund	169 68%	22 54%	94 69%	52 73% B	44 64%	47 72%	77 68%	152 67%	15 83%	43 72%	27 59%	58 72%	34 65%	90 74%	20 65%	57 61%
No, would not support tax increases to fund	80 32%	19 46% D	42 31%	19 27%	25 36%	18 28%	36 32%	76 33%	3 17%	17 28%	19 41%	22 28%	18 35%	32 26%	11 35%	36 39%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_10: Addressing wastewater issues

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	249	164	77	8	133	116	41	47	74	87	60	75	69	38
Yes, would support tax increases to fund	169 68%	113 69%	52 68%	4 50%	84 63%	85 73%	28 68%	32 68%	49 66%	60 69%	39 65%	49 65%	52 75%	27 71%
No, would not support tax increases to fund	80 32%	51 31%	25 32%	4 50%	49 37%	31 27%	13 32%	15 32%	25 34%	27 31%	21 35%	26 35%	17 25%	11 29%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_11: Acquiring and preserving open space in the Town as it becomes available

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	202	36	118	48	52	54	96	183	15	54	35	73	31	117	8	75
Yes, would support tax increases to fund	135 67%	27 75%	77 65%	31 65%	32 62%	39 72%	64 67%	121 66%	12 80%	37 69%	22 63%	53 73%	20 65%	76 65%	5 62%	53 71%
No, would not support tax increases to fund	67 33%	9 25%	41 35%	17 35%	20 38%	15 28%	32 33%	62 34%	3 20%	17 31%	13 37%	20 27%	11 35%	41 35%	3 38%	22 29%

Comparison Groups: BCD/EFG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_11: Acquiring and preserving open space in the Town as it becomes available

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	202	140	56	6	107	95	41	35	61	64	55	56	42	42
Yes, would support tax increases to fund	135 67%	94 67%	37 66%	4 67%	66 62%	69 73%	25 61%	25 71%	41 67%	44 69%	32 58%	37 66%	27 64%	34 81%
No, would not support tax increases to fund	67 33%	46 33%	19 34%	2 33%	41 38%	26 27%	16 39%	10 29%	20 33%	20 31%	23 42%	19 34%	15 36%	8 19%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_12: Adding programs and services for youth

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	139	21	74	44	36	37	66	121	16	38	23	57	18	58	17	63
Yes, would support tax increases to fund	105 76%	16 76%	59 80%	30 68%	26 72%	29 78%	50 76%	89 74%	15 94% H	29 76%	20 87%	40 70%	13 72%	44 76%	13 76%	47 75%
No, would not support tax increases to fund	34 24%	5 24%	15 20%	14 32%	10 28%	8 22%	16 24%	32 26%	1 6% I	9 24%	3 13%	17 30%	5 28%	14 24%	4 24%	16 25%

Comparison Groups: BCD/EFH/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_12: Adding programs and services for youth

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	139	83	52	4	92	47	35	22	37	44	45	40	23	25
Yes, would support tax increases to fund	105 76%	64 77%	38 73%	3 75%	65 71%	40 85%	26 74%	16 73%	28 76%	34 77%	33 73%	29 72%	16 70%	21 84%
						Q								
No, would not support tax increases to fund	34 24%	19 23%	14 27%	1 25%	27 29%	7 15%	9 26%	6 27%	9 24%	10 23%	12 27%	11 28%	7 30%	4 16%
					R									

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_13: Increasing recreational opportunities in the Town

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	129	33	67	29	39	35	54	108	19	33	24	41	27	52	15	61
Yes, would support tax increases to fund	83 64%	21 64%	45 67%	17 59%	27 69%	20 57%	35 65%	69 64%	12 63%	26 79%	14 58%	24 59%	15 56%	33 63%	12 80%	37 61%
No, would not support tax increases to fund	46 36%	12 36%	22 33%	12 41%	12 31%	15 43%	19 35%	39 36%	7 37%	7 21%	10 42%	17 41%	12 44%	19 37%	3 20%	24 39%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_13: Increasing recreational opportunities in the Town

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	129	96	29	4	82	47	40	22	40	27	36	34	35	21
Yes, would support tax increases to fund	83 64%	64 67%	17 59%	2 50%	50 61%	33 70%	33 82%	13 59%	23 58%	14 52%	22 61%	20 59%	22 63%	16 76%
No, would not support tax increases to fund	46 36%	32 33%	12 41%	2 50%	32 39%	14 30%	7 18%	9 41%	17 42%	13 48%	14 39%	14 41%	13 37%	5 24%

Comparison Groups: NOP/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_14: Construction of new school facilities

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	111	18	56	36	35	36	40	98	12	34	24	36	15	48	20	43
Yes, would support tax increases to fund	94 85%	13 72%	48 86%	33 92%	31 89%	27 75%	36 90%	82 84%	11 92%	28 82%	22 92%	30 83%	13 87%	41 85%	18 90%	35 81%
No, would not support tax increases to fund	17 15%	5 28%	8 14%	3 8%	4 11%	9 25%	4 10%	16 16%	1 8%	6 18%	2 8%	6 17%	2 13%	7 15%	2 10%	8 19%

Comparison Groups: BCD/EFG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_14: Construction of new school facilities

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	111	81	24	6	76	34	56	17	18	20	25	26	37	21
Yes, would support tax increases to fund	94 85%	71 88%	18 75%	5 83%	66 87%	28 82%	49 88%	17 100% SUV	12 67%	16 80%	20 80%	21 81%	32 86%	21 100% WXY
No, would not support tax increases to fund	17 15%	10 12%	6 25%	1 17%	10 13%	6 18%	7 12%	-	6 33%	4 20%	5 20%	5 19%	5 14%	-

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_15: Limiting residential development and maintaining the current population level

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	140	21	86	32	24	34	81	131	6	30	31	55	19	87	16	36
Yes, would support tax increases to fund	50 36%	3 14%	30 35% B	17 53% B	11 46%	11 32%	28 35%	45 34%	4 67%	14 47%	14 45%	14 25%	5 26%	31 36%	5 31%	14 39%
No, would not support tax increases to fund	90 64%	18 86% CD	56 65%	15 47%	13 54%	23 68%	53 65%	86 66%	2 33%	16 53%	17 55%	41 75%	14 74%	56 64%	11 69%	22 61%

Comparison Groups: BCD/EFH/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_15: Limiting residential development and maintaining the current population level

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	140	93	45	2	74	65	27	25	43	44	35	45	32	18
Yes, would support tax increases to fund	50 36%	34 37%	15 33%	1 50%	27 36%	23 35%	12 44%	10 40%	10 23%	18 41%	13 37%	15 33%	10 31%	9 50%
No, would not support tax increases to fund	90 64%	59 63%	30 67%	1 50%	47 64%	42 65%	15 56%	15 60%	33 77%	26 59%	22 63%	30 67%	22 69%	9 50%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_16: Adding programs and services for senior citizens

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	145	26	69	50	34	35	76	126	17	42	16	53	30	64	12	67
Yes, would support tax increases to fund	97 67%	16 62%	49 71%	32 64%	22 65%	26 74%	49 64%	79 63%	16 94% H	27 64%	12 75%	38 72%	18 60%	44 69%	6 50%	45 67%
No, would not support tax increases to fund	48 33%	10 38%	20 29%	18 36%	12 35%	9 26%	27 36%	47 37%	1 6% I	15 36%	4 25%	15 28%	12 40%	20 31%	6 50%	22 33%

Comparison Groups: BCD/EFG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_16: Adding programs and services for senior citizens

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	145	75	63	5	90	54	18	11	47	68	63	39	25	14
Yes, would support tax increases to fund	97 67%	51 68%	41 65%	3 60%	65 72%	31 57%	13 72%	7 64%	35 74%	41 60%	44 70%	22 56%	16 64%	11 79%
No, would not support tax increases to fund	48 33%	24 32%	22 35%	2 40%	25 28%	23 43%	5 28%	4 36%	12 26%	27 40%	19 30%	17 44%	9 36%	3 21%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_17: Encouraging economic development initiatives focused on job creation

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	249	38	145	65	71	61	116	223	23	74	42	83	42	76	62	109
Yes, would support tax increases to fund	104 42%	19 50%	53 37%	32 49%	29 41%	23 38%	51 44%	83 37%	19 83% H	30 41%	22 52%	30 36%	18 43%	29 38%	24 39%	50 46%
No, would not support tax increases to fund	145 58%	19 50%	92 63%	33 51%	42 59%	38 62%	65 56%	140 63%	4 17% I	44 59%	20 48%	53 64%	24 57%	47 62%	38 61%	59 54%

Comparison Groups: BCD/EFH/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_17: Encouraging economic development initiatives focused on job creation

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	249	166	73	9	130	118	53	53	73	70	69	74	67	33
Yes, would support tax increases to fund	104 42%	69 42%	32 44%	2 22%	55 42%	48 41%	20 38%	23 43%	32 44%	29 41%	33 48%	25 34%	28 42%	16 48%
No, would not support tax increases to fund	145 58%	97 58%	41 56%	7 78%	75 58%	70 59%	33 62%	30 57%	41 56%	41 59%	36 52%	49 66%	39 58%	17 52%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_18: Construction of an indoor recreation facility for the Town

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	158	31	87	40	40	48	69	141	14	42	26	51	32	68	28	60
Yes, would support tax increases to fund	123 78%	22 71%	70 80%	31 78%	30 75%	39 81%	53 77%	109 77%	11 79%	37 88% L	24 92% L	34 67%	24 75%	53 78%	24 86%	45 75%
No, would not support tax increases to fund	35 22%	9 29%	17 20%	9 22%	10 25%	9 19%	16 23%	32 23%	3 21%	5 12%	2 8%	17 33% JK	8 25%	15 22%	4 14%	15 25%

Comparison Groups: BCD/EFG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_18: Construction of an indoor recreation facility for the Town

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	158	114	36	8	93	64	54	32	41	31	39	44	41	29
Yes, would support tax increases to fund	123 78%	94 82%	26 72%	3 38%	67 72%	55 86%	47 87%	23 72%	31 76%	22 71%	28 72%	30 68%	35 85%	25 86%
No, would not support tax increases to fund	35 22%	20 18%	10 28%	5 62%	26 28%	9 14%	7 13%	9 28%	10 24%	9 29%	11 28%	14 32%	6 15%	4 14%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_19: Improving the variety and types of businesses in the Town

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	222	34	131	57	64	58	99	202	16	62	42	63	46	78	42	98
Yes, would support tax increases to fund	66 30%	12 35%	35 27%	19 33%	25 39% G	16 28%	24 24%	52 26%	11 69% H	17 27%	14 33%	23 37%	10 22%	16 21%	14 33%	34 35% N
No, would not support tax increases to fund	156 70%	22 65%	96 73%	38 67%	39 61%	42 72%	75 76% E	150 74%	5 31% I	45 73%	28 67%	40 63%	36 78%	62 79% P	28 67%	64 65%

Comparison Groups: BCD/EFG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_19: Improving the variety and types of businesses in the Town

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	222	154	61	6	113	108	46	49	67	60	53	64	57	43
Yes, would support tax increases to fund	66 30%	48 31%	17 28%	-	36 32%	29 27%	18 39%	12 24%	17 25%	19 32%	18 34%	15 23%	17 30%	14 33%
No, would not support tax increases to fund	156 70%	106 69%	44 72%	6 100%	77 68%	79 73%	28 61%	37 76%	50 75%	41 68%	35 66%	49 77%	40 70%	29 67%

Comparison Groups: NOP/QR/STUV/WXYZ
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_20: Building the value of the Town's tax base

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	188	32	96	59	53	49	84	176	10	52	34	67	31	58	42	84
Yes, would support tax increases to fund	57 30%	9 28%	29 30%	19 32%	20 38%	10 20%	25 30%	51 29%	5 50%	12 23%	13 38%	23 34%	7 23%	17 29%	11 26%	26 31%
No, would not support tax increases to fund	131 70%	23 72%	67 70%	40 68%	33 62%	39 80%	59 70%	125 71%	5 50%	40 77%	21 62%	44 66%	24 77%	41 71%	31 74%	58 69%

Comparison Groups: BCD/EFH/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q24_20: Building the value of the Town's tax base

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	188	129	57	2	83	104	35	38	55	60	46	55	48	33
Yes, would support tax increases to fund	57 30%	40 31%	17 30%	-	26 31%	30 29%	13 37%	8 21%	18 33%	18 30%	15 33%	14 25%	14 29%	12 36%
No, would not support tax increases to fund	131 70%	89 69%	40 70%	2 100%	57 69%	74 71%	22 63%	30 79%	37 67%	42 70%	31 67%	41 75%	34 71%	21 64%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q25: Think about new residential growth in Windham, specifically the construction of new homes. In your opinion would you say that...

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	977	162	564	250	262	279	432	910	56	258	184	332	172	384	212	366
NET TOO MUCH	268 27%	57 35% D	154 27%	56 22%	46 18%	72 26% E	149 34% EF	256 28% I	9 16%	67 26%	61 33% M	94 28%	39 23%	147 38% OP	36 17%	82 22%
There is far too much new residential development in Windham	91 9%	19 12%	55 10%	16 6%	17 6%	20 7%	53 12% EF	86 9%	3 5%	19 7%	23 12%	32 10%	14 8%	52 14% OP	10 5%	26 7%
There is too much new residential development	177 18%	38 23%	99 18%	40 16%	29 11%	52 19% E	96 22% E	170 19%	6 11%	48 19%	38 21%	62 19%	25 15%	95 25% OP	26 12%	56 15%
The amount of residential development is about right	641 66%	90 56%	372 66% B	179 72% B	188 72% G	194 70% G	256 59%	596 65%	38 68%	175 68%	116 63%	217 65%	116 67%	220 57%	156 74% N	255 70% N
NET TOO LITTLE	68 7%	15 9%	38 7%	15 6%	28 11% FG	13 5%	27 6%	58 6%	9 16%	16 6%	7 4%	21 6%	17 10% K	17 4%	20 9% N	29 8% N
There is too little new residential development	54 6%	9 6%	34 6%	11 4%	24 9% FG	9 3%	21 5%	48 5%	6 11%	14 5%	4 2%	16 5%	15 9% K	14 4%	15 7%	23 6%
There is is far too little new residential development in Windham	14 1%	6 4% C	4 1%	4 2%	4 2%	4 1%	6 1%	10 1%	3 5%	2 1%	3 2%	5 2%	2 1%	3 1%	5 2%	6 2%

Comparison Groups: BCD/EF/FG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q25: Think about new residential growth in Windham, specifically the construction of new homes. In your opinion would you say that...

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	977	677	265	32	453	522	225	191	265	295	228	329	234	152
NET TOO MUCH	268 27%	186 27%	76 29%	5 16%	141 31%	126 24%	56 25%	55 29%	78 29%	78 26%	63 28%	92 28%	55 24%	44 29%
					R									
There is far too much new residential development in Windham	91 9%	67 10%	21 8%	3 9%	50 11%	41 8%	24 11%	15 8%	27 10%	25 8%	27 12%	33 10%	18 8%	10 7%
There is too much new residential development	177 18%	119 18%	55 21%	2 6%	91 20%	85 16%	32 14%	40 21%	51 19%	53 18%	36 16%	59 18%	37 16%	34 22%
		P	P											
The amount of residential development is about right	641 66%	443 65%	173 65%	24 75%	282 62%	359 69%	154 68%	123 64%	167 63%	197 67%	152 67%	208 63%	160 68%	102 67%
					Q									
NET TOO LITTLE	68 7%	48 7%	16 6%	3 9%	30 7%	37 7%	15 7%	13 7%	20 8%	20 7%	13 6%	29 9%	19 8%	6 4%
					Z									
There is too little new residential development	54 6%	38 6%	13 5%	2 6%	22 5%	31 6%	13 6%	9 5%	15 6%	17 6%	9 4%	23 7%	18 8%	3 2%
					Z							Z	Z	
There is is far too little new residential development in Windham	14 1%	10 1%	3 1%	1 3%	8 2%	6 1%	2 1%	4 2%	5 2%	3 1%	4 2%	6 2%	1 *	3 2%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q26: Think about new commercial and business growth in Windham, including the construction of commercial buildings in the Town. In your opinion would you say that...

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	956	159	554	242	257	275	420	892	53	249	183	322	170	380	207	356
NET TOO MUCH	145 15%	25 16%	84 15%	35 14%	28 11%	40 15%	76 18% E	133 15%	9 17%	40 16%	24 13%	48 15%	29 17%	85 22% OP	18 9%	42 12%
There is far too much new commercial development in Windham	38 4%	5 3%	23 4%	10 4%	7 3%	9 3%	22 5%	35 4%	1 2%	11 4%	6 3%	12 4%	8 5%	24 6% OP	5 2%	9 3%
There is too much new commercial development	107 11%	20 13%	61 11%	25 10%	21 8%	31 11%	54 13% E	98 11%	8 15%	29 12%	18 10%	36 11%	21 12%	61 16% OP	13 6%	33 9%
The amount of commercial development is about right	417 44%	67 42%	243 44%	107 44%	109 42%	114 41%	192 46% I	396 44%	16 30%	98 39%	78 43%	155 48% J	72 42%	180 47% O	78 38%	151 42%
NET TOO LITTLE	394 41%	67 42%	227 41%	100 41%	120 47% G	121 44% G	152 36% G	363 41%	28 53%	111 45%	81 44%	119 37% J	69 41%	115 30%	111 54% N	163 46% N
There is too little new commercial development	317 33%	48 30%	184 33%	85 35%	102 40% G	99 36% G	115 27%	296 33%	19 36%	91 37%	69 38%	96 30% J	49 29%	100 26%	87 42% N	126 35% N
There is far too little new commercial development in Windham	77 8%	19 12%	43 8%	15 6%	18 7%	22 8%	37 9%	67 8%	9 17%	20 8%	12 7%	23 7% J	20 12%	15 4%	24 12% N	37 10% N

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q26: Think about new commercial and business growth in Windham, including the construction of commercial buildings in the Town. In your opinion would you say that...

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	956	664	258	32	442	512	223	189	261	282	223	323	228	150
NET TOO MUCH	145 15%	97 15%	45 17% P	2 6%	66 15%	78 15%	20 9%	25 13%	50 19% S	50 18% S	38 17%	49 15%	30 13%	19 13%
There is far too much new commercial development in Windham	38 4%	25 4%	12 5%	1 3%	20 5%	18 4%	5 2%	7 4%	9 3%	17 6% S	11 5%	13 4%	9 4%	4 3%
There is too much new commercial development	107 11%	72 11% P	33 13% P	1 3%	46 10%	60 12%	15 7%	18 10%	41 16% ST	33 12%	27 12%	36 11%	21 9%	15 10%
The amount of commercial development is about right	417 44%	268 40%	134 52% N	14 44%	185 42%	232 45%	93 42%	66 35%	113 43%	144 51% ST	103 46%	141 44%	93 41%	64 43%
NET TOO LITTLE	394 41%	299 45% O	79 31%	16 50% O	191 43%	202 39%	110 49% UV	98 52% UV	98 38%	88 31%	82 37%	133 41%	105 46% W	67 45%
There is too little new commercial development	317 33%	246 37% O	57 22%	14 44% O	154 35%	163 32%	94 42% UV	80 42% UV	75 29%	68 24%	62 28%	112 35%	89 39% W	48 32%
There is far too little new commercial development in Windham	77 8%	53 8%	22 9%	2 6%	37 8%	39 8%	16 7%	18 10%	23 9%	20 7%	20 9%	21 7%	16 7%	19 13% X

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q27: Think about undeveloped open space in Windham, including existing parks, as well as open fields and forested land in the Town. In your opinion would you say that...

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	979	160	567	250	263	280	431	912	56	259	185	330	172	387	212	366
There is too much open space in Windham	31 3%	12 8% CD	14 2%	5 2%	12 5% G	15 5% G	4 1%	26 3%	4 7%	7 3%	3 2%	9 3%	9 5%	7 2%	19 9% NP	4 1%
The amount of open space is about right	694 71%	102 64%	405 71%	185 74% B	190 72%	202 72%	297 69%	644 71%	41 73%	182 70%	131 71%	228 69%	135 78% L	258 67%	161 76% N	264 72%
There is too little open space in Windham	254 26%	46 29%	148 26%	60 24%	61 23%	63 22%	130 30% EF	242 27%	11 20%	70 27% M	51 28% M	93 28% M	28 16%	122 32% O	32 15%	98 27% O

Comparison Groups: BCD/EF/ HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q27: Think about undeveloped open space in Windham, including existing parks, as well as open fields and forested land in the Town. In your opinion would you say that...

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	979	680	264	32	455	522	226	192	267	293	227	328	236	152
There is too much open space in Windham	31 3%	24 4%	5 2%	2 6%	15 3%	16 3%	7 3%	12 6%	6 2%	6 2%	4 2%	15 5%	7 3%	5 3%
								UV						
The amount of open space is about right	694 71%	476 70%	192 73%	24 75%	321 71%	372 71%	163 72%	133 69%	191 72%	206 70%	168 74%	237 72%	163 69%	104 68%
There is too little open space in Windham	254 26%	180 26%	67 25%	6 19%	119 26%	134 26%	56 25%	47 24%	70 26%	81 28%	55 24%	76 23%	66 28%	43 28%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q28_1: Attract businesses to fill vacant retail and industrial spaces in the Town

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	978	161	565	250	262	278	433	911	56	257	184	330	173	387	212	366
NET LESS IMPORTANT	44 4%	10 6%	19 3%	15 6%	10 4%	9 3%	25 6%	41 5%	3 5%	15 6%	9 5%	10 3%	9 5%	20 5%	10 5%	13 4%
Not at all important	19 2%	4 2%	6 1%	9 4% C	2 1%	4 1%	13 3% E	19 2%	-	5 2%	2 1%	6 2%	6 3%	9 2%	6 3%	4 1%
Not very important	25 3%	6 4%	13 2%	6 2%	8 3%	5 2%	12 3%	22 2%	3 5%	10 4% L	7 4%	4 1%	3 2%	11 3%	4 2%	9 2%
NET MORE IMPORTANT	934 96%	151 94%	546 97%	235 94%	252 96%	269 97%	408 94%	870 95%	53 95%	242 94%	175 95%	320 97%	164 95%	367 95%	202 95%	353 96%
Somewhat important	294 30%	55 34% D	188 33% D	51 20%	69 26%	83 30%	140 32%	272 30%	16 29%	77 30%	48 26%	98 30%	55 32%	120 31%	66 31%	104 28%
Very important	640 65%	96 60%	358 63%	184 74% BC	183 70% G	186 67%	268 62%	598 66%	37 66%	165 64%	127 69%	222 67%	109 63%	247 64%	136 64%	249 68%

Comparison Groups: BCD/EF/ HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q28_1: Attract businesses to fill vacant retail and industrial spaces in the Town

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	978	678	265	32	454	522	223	192	268	294	228	325	236	152
NET LESS IMPORTANT	44 4%	30 4%	12 5%	2 6%	11 2%	33 6%	5 2%	8 4%	15 6%	16 5%	10 4%	12 4%	13 6%	6 4%
						Q								
Not at all important	19 2%	13 2%	5 2%	1 3%	3 1%	16 3%	1 *%	4 2%	7 3%	7 2%	5 2%	4 1%	5 2%	3 2%
						Q			S					
Not very important	25 3%	17 3%	7 3%	1 3%	8 2%	17 3%	4 2%	4 2%	8 3%	9 3%	5 2%	8 2%	8 3%	3 2%
NET MORE IMPORTANT	934 96%	648 96%	253 95%	30 94%	443 98%	489 94%	218 98%	184 96%	253 94%	278 95%	218 96%	313 96%	223 94%	146 96%
					R									
Somewhat important	294 30%	201 30%	80 30%	12 38%	116 26%	178 34%	68 30%	56 29%	80 30%	90 31%	71 31%	85 26%	68 29%	55 36%
					Q									X
Very important	640 65%	447 66%	173 65%	18 56%	327 72%	311 60%	150 67%	128 67%	173 65%	188 64%	147 64%	228 70%	155 66%	91 60%
					R						Z			

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q28_2: Encourage development of new facilities in the Town's commercial areas

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	970	160	559	249	262	275	428	904	56	255	182	329	171	381	212	365
NET LESS IMPORTANT	289 30%	57 36%	162 29%	69 28%	66 25%	80 29%	142 33% E	268 30%	14 25%	80 31%	49 27%	107 33%	44 26%	136 36% P	61 29%	90 25%
Not at all important	82 8%	17 11%	45 8%	20 8%	14 5%	22 8%	46 11% E	75 8%	3 5%	27 11%	13 7%	24 7%	15 9%	43 11% P	24 11% P	15 4%
Not very important	207 21%	40 25%	117 21%	49 20%	52 20%	58 21%	96 22%	193 21%	11 20%	53 21%	36 20%	83 25% M	29 17%	93 24% O	37 17%	75 21%
NET MORE IMPORTANT	681 70%	103 64%	397 71%	180 72%	196 75% G	195 71%	286 67%	636 70%	42 75%	175 69%	133 73%	222 67%	127 74%	245 64%	151 71%	275 75% N
Somewhat important	440 45%	72 45%	266 48%	101 41%	128 49%	122 44%	186 43%	418 46%	20 36%	107 42%	84 46%	149 45%	84 49%	171 45%	93 44%	169 46%
Very important	241 25%	31 19%	131 23%	79 32% BC	68 26%	73 27%	100 23%	218 24%	22 39% H	68 27%	49 27%	73 22%	43 25%	74 19%	58 27% N	106 29% N

Comparison Groups: BCD/EFH/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q28_2: Encourage development of new facilities in the Town's commercial areas

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	970	675	261	31	450	518	222	191	267	289	226	321	236	151
NET LESS IMPORTANT	289 30%	196 29%	81 31%	10 32%	136 30%	152 29%	56 25%	58 30%	86 32%	89 31%	62 27%	98 31%	72 31%	41 27%
Not at all important	82 8%	53 8%	25 10%	3 10%	34 8%	48 9%	12 5%	19 10%	23 9%	28 10%	18 8%	28 9%	18 8%	12 8%
Not very important	207 21%	143 21%	56 21%	7 23%	102 23%	104 20%	44 20%	39 20%	63 24%	61 21%	44 19%	70 22%	54 23%	29 19%
NET MORE IMPORTANT	681 70%	479 71%	180 69%	21 68%	314 70%	366 71%	166 75%	133 70%	181 68%	200 69%	164 73%	223 69%	164 69%	110 73%
Somewhat important	440 45%	315 47%	112 43%	13 42%	199 44%	241 47%	105 47%	85 45%	119 45%	130 45%	103 46%	143 45%	103 44%	74 49%
Very important	241 25%	164 24%	68 26%	8 26%	115 26%	125 24%	61 27%	48 25%	62 23%	70 24%	61 27%	80 25%	61 26%	36 24%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q28_3: Attract new and different businesses and industries to locate in Windham

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	975	161	562	250	262	277	431	908	56	255	184	329	173	385	211	366
NET LESS IMPORTANT	158 16%	26 16%	95 17%	37 15%	31 12%	44 16%	83 19% E	142 16%	11 20%	46 18%	28 15%	51 16%	27 16%	81 21% OP	30 14%	45 12%
Not at all important	52 5%	8 5%	33 6%	11 4%	5 2%	19 7% E	28 6% E	48 5%	2 4%	15 6%	7 4%	16 5%	12 7%	27 7%	11 5%	14 4%
Not very important	106 11%	18 11%	62 11%	26 10%	26 10%	25 9%	55 13%	94 10%	9 16%	31 12%	21 11%	35 11%	15 9%	54 14% P	19 9%	31 8%
NET MORE IMPORTANT	817 84%	135 84%	467 83%	213 85%	231 88% G	233 84%	348 81%	766 84%	45 80%	209 82%	156 85%	278 84%	146 84%	304 79%	181 86% N	321 88% N
Somewhat important	419 43%	72 45%	237 42%	108 43%	117 45%	128 46%	169 39%	399 44%	18 32%	104 41%	78 42%	149 45%	74 43%	180 47%	84 40%	148 40%
Very important	398 41%	63 39%	230 41%	105 42%	114 44%	105 38%	179 42%	367 40%	27 48%	105 41%	78 42%	129 39%	72 42%	124 32%	97 46% N	173 47% N

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q28_3: Attract new and different businesses and industries to locate in Windham

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	975	676	264	32	452	521	222	191	267	294	228	324	236	151
NET LESS IMPORTANT	158 16%	98 14%	53 20% N	6 19%	66 15%	92 18%	29 13%	26 14%	42 16%	60 20%	42 18%	43 13%	40 17%	24 16%
Not at all important	52 5%	28 4%	22 8% N	1 3%	16 4%	36 7% Q	5 2%	7 4%	16 6% S	24 8% ST	16 7% Z	14 4%	12 5%	4 3%
Not very important	106 11%	70 10%	31 12%	5 16%	50 11%	56 11%	24 11%	19 10%	26 10%	36 12%	26 11%	29 9%	28 12%	20 13%
NET MORE IMPORTANT	817 84%	578 86% O	211 80%	26 81%	386 85%	429 82%	193 87% V	165 86% V	225 84%	234 80%	186 82%	281 87%	196 83%	127 84%
Somewhat important	419 43%	297 44%	107 41%	14 44%	195 43%	223 43%	101 45%	80 42%	110 41%	128 44%	91 40%	145 45%	104 44%	62 41%
Very important	398 41%	281 42%	104 39%	12 38%	191 42%	206 40%	92 41%	85 45%	115 43%	106 36%	95 42%	136 42%	92 39%	65 43%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q28_4: Promote job growth and employment opportunities by attracting businesses to the Town

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	974	161	562	250	261	277	432	907	56	256	184	329	172	386	212	364
NET LESS IMPORTANT	153 16%	30 19%	91 16%	32 13%	34 13%	39 14%	80 19%	143 16%	7 12%	43 17%	30 16%	48 15%	26 15%	83 22% OP	30 14%	38 10%
Not at all important	44 5%	11 7%	25 4%	8 3%	6 2%	15 5%	23 5%	42 5%	1 2%	16 6%	7 4%	10 3%	10 6%	21 5%	12 6%	10 3%
Not very important	109 11%	19 12%	66 12%	24 10%	28 11%	24 9%	57 13%	101 11%	6 11%	27 11%	23 12%	38 12%	16 9%	62 16% OP	18 8%	28 8%
NET MORE IMPORTANT	821 84%	131 81%	471 84%	218 87%	227 87%	238 86%	352 81%	764 84%	49 88%	213 83%	154 84%	281 85%	146 85%	303 78%	182 86% N	326 90% N
Somewhat important	436 45%	79 49%	251 45%	105 42%	120 46%	133 48%	180 42%	410 45%	22 39%	115 45%	70 38%	152 46%	83 48%	191 49% O	85 40%	155 43%
Very important	385 40%	52 32%	220 39%	113 45% B	107 41%	105 38%	172 40%	354 39%	27 48%	98 38%	84 46%	129 39%	63 37%	112 29%	97 46% N	171 47% N

Comparison Groups: BCD/EFH/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q28_4: Promote job growth and employment opportunities by attracting businesses to the Town

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	974	676	263	32	450	522	222	191	267	293	228	325	235	151
NET LESS IMPORTANT	153 16%	102 15%	43 16%	7 22%	61 14%	92 18%	30 14%	28 15%	50 19%	45 15%	31 14%	46 14%	42 18%	25 17%
Not at all important	44 5%	31 5%	11 4%	1 3%	17 4%	27 5%	5 2%	9 5%	15 6%	15 5%	7 3%	12 4%	13 6%	6 4%
Not very important	109 11%	71 11%	32 12%	6 19%	44 10%	65 12%	25 11%	19 10%	35 13%	30 10%	24 11%	34 10%	29 12%	19 13%
NET MORE IMPORTANT	821 84%	574 85%	220 84%	25 78%	389 86%	430 82%	192 86%	163 85%	217 81%	248 85%	197 86%	279 86%	193 82%	126 83%
Somewhat important	436 45%	308 46%	113 43%	14 44%	200 44%	235 45%	104 47%	85 45%	109 41%	137 47%	95 42%	150 46%	98 42%	79 52% WY
Very important	385 40%	266 39%	107 41%	11 34%	189 42%	195 37%	88 40%	78 41%	108 40%	111 38%	102 45%	129 40%	95 40%	47 31%

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q28_5: Promote the use of tax incentives to attract new and different businesses and industries to locate in Windham

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	973	161	561	250	262	277	430	907	55	255	183	329	173	385	212	363
NET LESS IMPORTANT	342	64	205	73	82	88	171	323	13	91	61	114	64	157	75	105
	35%	40%	37%	29%	31%	32%	40%	36%	24%	36%	33%	35%	37%	41%	35%	29%
		D	D				EF	I						P		
Not at all important	138	31	77	30	20	33	85	132	2	36	24	44	28	68	29	39
	14%	19%	14%	12%	8%	12%	20%	15%	4%	14%	13%	13%	16%	18%	14%	11%
							EF	I						P		
Not very important	204	33	128	43	62	55	86	191	11	55	37	70	36	89	46	66
	21%	20%	23%	17%	24%	20%	20%	21%	20%	22%	20%	21%	21%	23%	22%	18%
NET MORE IMPORTANT	631	97	356	177	180	189	259	584	42	164	122	215	109	228	137	258
	65%	60%	63%	71%	69%	68%	60%	64%	76%	64%	67%	65%	63%	59%	65%	71%
				BC	G	G			H							N
Somewhat important	387	65	214	107	108	117	160	367	18	100	69	136	67	152	79	149
	40%	40%	38%	43%	41%	42%	37%	40%	33%	39%	38%	41%	39%	39%	37%	41%
Very important	244	32	142	70	72	72	99	217	24	64	53	79	42	76	58	109
	25%	20%	25%	28%	27%	26%	23%	24%	44%	25%	29%	24%	24%	20%	27%	30%
									H						N	N

Comparison Groups: BCD/EF/ HI/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q28_5: Promote the use of tax incentives to attract new and different businesses and industries to locate in Windham

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	973	677	261	32	450	521	224	190	267	291	226	324	236	152
NET LESS IMPORTANT	342	226	104	10	136	205	64	59	102	117	83	114	81	48
	35%	33%	40%	31%	30%	39%	29%	31%	38%	40%	37%	35%	34%	32%
						Q			S	ST				
Not at all important	138	79	53	5	46	92	16	17	45	60	36	37	34	17
	14%	12%	20%	16%	10%	18%	7%	9%	17%	21%	16%	11%	14%	11%
			N			Q			ST	ST				
Not very important	204	147	51	5	90	113	48	42	57	57	47	77	47	31
	21%	22%	20%	16%	20%	22%	21%	22%	21%	20%	21%	24%	20%	20%
NET MORE IMPORTANT	631	451	157	22	314	316	160	131	165	174	143	210	155	104
	65%	67%	60%	69%	70%	61%	71%	69%	62%	60%	63%	65%	66%	68%
				R		UV	V							
Somewhat important	387	284	89	14	200	187	102	88	92	105	82	126	104	62
	40%	42%	34%	44%	44%	36%	46%	46%	34%	36%	36%	39%	44%	41%
		O		R		UV	UV							
Very important	244	167	68	8	114	129	58	43	73	69	61	84	51	42
	25%	25%	26%	25%	25%	25%	26%	23%	27%	24%	27%	26%	22%	28%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q28_6: Promote job growth by assisting existing small businesses in the Town

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	974	161	562	249	263	277	429	907	56	255	183	330	172	384	211	366
NET LESS IMPORTANT	187 19%	34 21%	109 19%	43 17%	39 15%	51 18%	97 23%	179 20%	5 9%	52 20%	32 17%	56 17%	39 23%	79 21%	51 24%	54 15%
							E	I						P	P	
Not at all important	57 6%	13 8%	33 6%	11 4%	12 5%	15 5%	30 7%	54 6%	2 4%	16 6%	11 6%	18 5%	10 6%	26 7%	18 9%	11 3%
														P	P	
Not very important	130 13%	21 13%	76 14%	32 13%	27 10%	36 13%	67 16%	125 14%	3 5%	36 14%	21 11%	38 12%	29 17%	53 14%	33 16%	43 12%
							E	I								
NET MORE IMPORTANT	787 81%	127 79%	453 81%	206 83%	224 85%	226 82%	332 77%	728 80%	51 91%	203 80%	151 83%	274 83%	133 77%	305 79%	160 76%	312 85%
					G				H							NO
Somewhat important	436 45%	72 45%	266 47%	97 39%	124 47%	131 47%	179 42%	412 45%	20 36%	113 44%	89 49%	152 46%	67 39%	191 50%	88 42%	153 42%
			D											P		
Very important	351 36%	55 34%	187 33%	109 44%	100 38%	95 34%	153 36%	316 35%	31 55%	90 35%	62 34%	122 37%	66 38%	114 30%	72 34%	159 43%
				BC					H							NO

Comparison Groups: BCD/EFH/JKLM/NOP
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q28_6: Promote job growth by assisting existing small businesses in the Town

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	974	677	263	31	452	520	223	191	267	292	227	323	236	152
NET LESS IMPORTANT	187 19%	125 18% P	60 23% P	2 6%	65 14%	122 23% Q	35 16%	37 19%	50 19%	65 22%	40 18%	60 19%	50 21%	29 19%
Not at all important	57 6%	41 6%	16 6%	-	16 4%	41 8% Q	7 3%	14 7%	17 6%	19 7%	7 3%	17 5%	18 8% W	11 7%
Not very important	130 13%	84 12%	44 17% P	2 6%	49 11%	81 16% Q	28 13%	23 12%	33 12%	46 16%	33 15%	43 13%	32 14%	18 12%
NET MORE IMPORTANT	787 81%	552 82%	203 77%	29 94% NO	387 86% R	398 77%	188 84%	154 81%	217 81%	227 78%	187 82%	263 81%	186 79%	123 81%
Somewhat important	436 45%	317 47% O	103 39%	14 45%	204 45%	232 45%	103 46%	89 47%	127 48%	116 40%	89 39%	130 40%	115 49% WX	82 54% WX
Very important	351 36%	235 35%	100 38%	15 48%	183 40% R	166 32%	85 38%	65 34%	90 34%	111 38%	98 43% YZ	133 41% YZ	71 30%	41 27%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q28_7: Invest in infrastructure to attract businesses to the Town

	PERCEIVED QUALITY OF LIFE			TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT			
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development & Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	969	158	560	250	260	277	428	903	56	254	183	327	172	384	209	363
NET LESS IMPORTANT	279 29%	54 34%	159 28%	66 26%	63 24%	75 27%	141 33%	264 29%	10 18%	67 26%	54 30%	101 31%	48 28%	124 32%	72 34%	81 22%
Not at all important	91 9%	19 12%	51 9%	21 8%	17 7%	22 8%	52 12%	88 10%	2 4%	23 9%	17 9%	29 9%	20 12%	47 12%	23 11%	20 6%
Not very important	188 19%	35 22%	108 19%	45 18%	46 18%	53 19%	89 21%	176 19%	8 14%	44 17%	37 20%	72 22%	28 16%	77 20%	49 23%	61 17%
NET MORE IMPORTANT	690 71%	104 66%	401 72%	184 74%	197 76%	202 73%	287 67%	639 71%	46 82%	187 74%	129 70%	226 69%	124 72%	260 68%	137 66%	282 78%
Somewhat important	456 47%	67 42%	267 48%	121 48%	118 45%	138 50%	196 46%	424 47%	28 50%	119 47%	82 45%	158 48%	77 45%	184 48%	85 41%	179 49%
Very important	234 24%	37 23%	134 24%	63 25%	79 30%	64 23%	91 21%	215 24%	18 32%	68 27%	47 26%	68 21%	47 27%	76 20%	52 25%	103 28%

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q28_7: Invest in infrastructure to attract businesses to the Town

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	969	674	260	32	449	518	221	191	267	289	225	323	236	150
NET LESS IMPORTANT	279 29%	186 28%	82 32%	10 31%	121 27%	157 30%	50 23%	52 27%	85 32%	92 32%	72 32%	94 29%	60 25%	35 23%
Not at all important	91 9%	59 9%	29 11%	2 6%	30 7%	61 12%	8 4%	20 10%	29 11%	34 12%	22 10%	27 8%	20 8%	14 9%
Not very important	188 19%	127 19%	53 20%	8 25%	91 20%	96 19%	42 19%	32 17%	56 21%	58 20%	50 22%	67 21%	40 17%	21 14%
NET MORE IMPORTANT	690 71%	488 72%	178 68%	22 69%	328 73%	361 70%	171 77%	139 73%	182 68%	197 68%	153 68%	229 71%	176 75%	115 77%
Somewhat important	456 47%	317 47%	120 46%	17 53%	218 49%	238 46%	107 48%	89 47%	119 45%	140 48%	105 47%	158 49%	108 46%	71 47%
Very important	234 24%	171 25%	58 22%	5 16%	110 24%	123 24%	64 29%	50 26%	63 24%	57 20%	48 21%	71 22%	68 29%	44 29%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q29: As part of the Comprehensive Plan development process, two community meetings are planned for this November (the evening of Thursday, November 13th and the morning of Saturday, November 22nd). In these meetings - called 'Community Visioning Forums'

	PERCEIVED QUALITY OF LIFE				TENURE IN TOWN			RESIDENCY		AREA OF TOWN				SEGMENT		
	TOTAL	Detractor	Passive	Promoter	<10 yrs	10-<20 yrs	20+ yrs	Own	Rent	North	South	East	West	Protection & Preservation	Development Freedom	Both Ways
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total Answering	973	160	563	248	260	275	433	909	53	255	182	330	172	386	212	362
You would attend both meetings	43 4%	3 2%	33 6% BD	7 3%	9 3%	11 4%	23 5%	40 4%	3 6%	10 4%	12 7%	10 3%	9 5%	18 5%	10 5%	15 4%
You would only attend the evening meeting on Thursday, November 13th	92 9%	13 8%	57 10%	21 8%	28 11%	23 8%	41 9%	88 10%	3 6%	15 6%	28 15% JL	28 8%	19 11%	45 12% P	26 12% P	21 6%
You would only attend the morning meeting on Saturday, November 22nd	94 10%	15 9%	52 9%	27 11%	28 11%	31 11%	34 8%	86 9%	7 13%	33 13% K	12 7%	27 8%	19 11%	41 11%	18 8%	33 9%
You would not attend either meeting	328 34%	53 33%	177 31%	97 39% C	81 31%	98 36%	146 34%	308 34%	13 25%	83 33%	55 30%	114 35%	58 34%	130 34%	72 34%	124 34%
You're not sure	416 43%	76 48%	244 43%	96 39%	114 44%	112 41%	189 44%	387 43%	27 51%	114 45%	75 41%	151 46%	67 39%	152 39%	86 41%	169 47% N

Comparison Groups: BCD/EFJG/HI/JKLM/NOP
 T-Test for Means, Z-Test for Percentages
 Uppercase letters indicate significance at the 95% level.
 2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

Q29: As part of the Comprehensive Plan development process, two community meetings are planned for this November (the evening of Thursday, November 13th and the morning of Saturday, November 22nd). In these meetings - called 'Community Visioning Forums'

	EMPLOYMENT STATUS			GENDER		AGE					HOUSEHOLD INCOME			
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	973	676	262	32	451	520	224	190	265	293	226	325	233	152
You would attend both meetings	43 4%	30 4%	12 5%	1 3%	17 4%	26 5%	11 5%	7 4%	10 4%	15 5%	8 4%	15 5%	13 6%	6 4%
You would only attend the evening meeting on Thursday, November 13th	92 9%	68 10%	21 8%	3 9%	36 8%	55 11%	22 10%	18 9%	29 11%	23 8%	18 8%	19 6%	35 15%	17 11%
You would only attend the morning meeting on Saturday, November 22nd	94 10%	60 9%	28 11%	5 16%	45 10%	49 9%	17 8%	17 9%	25 9%	35 12%	24 11%	28 9%	15 6%	23 15%
You would not attend either meeting	328 34%	220 33%	98 37%	10 31%	162 36%	166 32%	67 30%	59 31%	93 35%	109 37%	88 39%	104 32%	76 33%	47 31%
You're not sure	416 43%	298 44%	103 39%	13 41%	191 42%	224 43%	107 48%	89 47%	108 41%	111 38%	88 39%	159 49%	94 40%	59 39%

Comparison Groups: NOF/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.

Comprehensive Plan Survey (Resident) - Town of Windham, Maine - 2014

SEGMENT MEMBERSHIP

	EMPLOYMENT STATUS			GENDER		AGE				HOUSEHOLD INCOME				
	TOTAL	Employed	Retired	Other	Female	Male	25-44	45-54	55-64	65+	<\$40K	\$40K- <\$80K	\$80K- <\$120K	\$120K+
	(A)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total Answering	980	677	267	32	452	526	220	194	268	297	226	330	237	149
1	394 40%	265 39%	119 45%	9 28%	190 42%	203 39%	76 35%	71 37%	122 46%	124 42%	82 36%	127 38%	96 41%	71 48%
									S					W
2	214 22%	162 24%	43 16%	9 28%	72 16%	141 27%	56 25%	60 31%	47 18%	51 17%	32 14%	83 25%	58 24%	35 23%
		O				Q	UV	UV				W	W	W
3	372 38%	250 37%	105 39%	14 44%	190 42%	182 35%	88 40%	63 32%	99 37%	122 41%	112 50%	120 36%	83 35%	43 29%
					R						XYZ			

Comparison Groups: NOP/QR/STUV/WXYZ
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
2014 Critical Insights, Inc.