

**Town of Londonderry Master Plan Survey
FINAL**

Approved as Amended 3/27/12

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2
3
4
5 **Q:INTRO**

6 "Hello, my name is _____ and I'm calling on behalf of the Town of Londonderry
7 from the University of New Hampshire Survey Center. Londonderry is updating the Town's Master
8 Plan and we'd like to ask you a few questions."
9

10 IF NEEDED: "A Master Plan is a plan for the future of the whole town of Londonderry."
11

12 "First, are you a resident of Londonderry?"
13

- 14 1 LIVE IN LONDONDERRY
15 2 NO - OTHER TOWN → TERMINATE
16
17 99 REFUSED → TERMINATE
18
19
20

21 **Q:BIR1**

22 "In order to determine who to interview, could you tell me of the adults aged 18 or older who currently
23 live in your household – including yourself – who had the most recent birthday? I don't mean who's the
24 youngest, but rather, who had the most recent birthday?"
25

- 26 1 INFORMANT → SKIP TO SEX
27 2 SOMEONE ELSE – ASK TO SPEAK TO THAT PERSON → SKIP TO INT2
28 3 DON'T KNOW ALL BIRTHDAYS, ONLY SOME
29 4 DON'T KNOW ANY BIRTHDAYS OTHER THAN OWN → SKIP TO SEX
30
31 * 99 NA/REFUSED
32
33
34

35 **Q:INT2**

36 ASK TO SPEAK TO THAT PERSON
37

38 "Hello, this is _____ calling from the University of New Hampshire Survey Center
39 on behalf of the Town of Londonderry. Londonderry is updating the Town's Master Plan and we'd
40 really appreciate your help and cooperation. You have been identified as the adult in your household
41 with the most recent birthday? Is that correct?"
42

- 43 1 YES
44 2 APPOINTMENT
45
46 * 99 REFUSAL

1 Q:THANKS1
2 "Thank you very much, we are only interviewing residents of Londonderry."

3
4 PRESS '1' TO CONTINUE

5
6
7 Q:SEX

8 "Thank you very much for helping us with this important study. We really appreciate your help. Before
9 we begin I want to assure you that all of your answers are strictly confidential. Your answers will be
10 combined with those from other adults in Londonderry. This call may be monitored for quality
11 assurance."

12
13 "Participation is voluntary. If you decide to participate, you may decline to answer any question or end
14 the interview at any time."

15
16 IF ASKED – "The survey will take approximately 15 minutes to complete."

17
18 RECORD SEX OF RESPONDENT

19
20 1 MALE

21 2 FEMALE

22
23 3 UNSURE

24
25
26 98 DON'T KNOW

27 99 NA/REFUSED

28
29
30 Q1

31 "First, I am going to read some statements about Londonderry as it is today. Please tell me if you agree
32 or disagree with each of the following."

33
34 PRESS '1' TO CONTINUE

35
36 ROTATE Q1a to Q1e

37
38 Q1a

39 "There are enough outdoor recreational trails in Londonderry"

40 "Is that strongly or just somewhat"

41
42 1 STRONGLY AGREE

43 2 SOMEWHAT AGREE

44 3 NEUTRAL/NO OPINION

45 4 SOMEWHAT DISAGREE

46 5 STRONGLY DISAGREE

1
2 98 DON'T KNOW
3 99 NA/REFUSED
4

5 Q1b

6 "There are enough playing fields, such as soccer and baseball fields in Londonderry"
7 "Is that strongly or just somewhat"
8

9 Q1c

10 "There are enough parks and playgrounds in Londonderry."
11 "Is that strongly or just somewhat"
12

13 Q1d

14 "There are enough natural areas and wildlife habitats in Londonderry."
15 "Is that strongly or just somewhat"
16

17 Q1e

18 "There are enough public transportation options in Londonderry"
19 "Is that strongly or just somewhat"
20

21 Q2

22 "Next, do you think the town of Londonderry in general is growing too fast ... too slow ... or about right?"
23

- 24 1 TOO FAST
25 2 TOO SLOW
26 3 ABOUT RIGHT
27

- 28 98 DON'T KNOW
29 99 NA/REFUSED
30

31 Q3

32 "Next, I am going to read some project ideas that have been expressed in Londonderry. Please tell me if
33 you are in favor of them or oppose them."
34

35 PRESS '1' TO CONTINUE

36 ROTATE Q3a to Q3h
37
38

39 Q3a

40 "Protecting farmlands for use by the town in a Community Supported Agriculture program"
41

42 IF NEEDED: "In community supported agriculture, the Town would own the farmland and residents would buy a
43 portion of the seasonally available food grown on the farm"
44

45 IF FAVOR: "Would you still favor even if you had to pay higher taxes?"
46

- 47 1 OPPOSE – NOT NEEDED
48 2 FAVOR – NOT FOR HIGHER TAXES

1 3 FAVOR – EVEN WITH HIGHER TAXES

2

3 98 DON'T KNOW

4 99 NA/REFUSED

5

6 Q3b

7 “Protecting forests, farms and other undeveloped land to preserve open spaces?”

8

9 IF FAVOR: “Would you still favor even if you had to pay higher taxes?”

10

11 1 OPPOSE – NOT NEEDED

12 2 FAVOR – NOT FOR HIGHER TAXES

13 3 FAVOR – EVEN WITH HIGHER TAXES

14

15 98 DON'T KNOW

16 99 NA/REFUSED

17

18 Q3b-1

19 “Taking measures to protect Londonderry’s natural water supplies to preserve water quality and quantity?”

20

21 IF FAVOR: “Even if it costs more money or involves a higher degree or regulation?”

22

23 1 OPPOSE – NOT NEEDED

24 2 FAVOR – NOT FOR HIGHER COST OR REGULATION

25 3 FAVOR – EVEN WITH HIGHR COST OR REGULATION

26

27 98 DON'T KNOW

28 99 NA/REFUSED

29

30

31

32 Q3c

33 “The development of bike lanes and/or sidewalks?”

34

35 IF FAVOR: “Would you still favor even if you had to pay higher taxes?”

36

37 1 OPPOSE – NOT NEEDED

38 2 FAVOR – NOT FOR HIGHER TAXES

39 3 FAVOR – EVEN WITH HIGHER TAXES

40

41 98 DON'T KNOW

42 99 NA/REFUSED

43

44

45 Q3d

46 “The development of recreational paths, such as the “Rails to Trails” program?”

47

48 IF FAVOR: “Would you still favor even if you had to pay higher taxes?”

49

50 1 OPPOSE – NOT NEEDED

- 1 2 FAVOR – NOT FOR HIGHER TAXES
- 2 3 FAVOR – EVEN WITH HIGHER TAXES
- 3
- 4 98 DON'T KNOW
- 5 99 NA/REFUSED

6 Q3e

7 “The construction of a town auditorium for music and performing arts programs?”

8

9 IF FAVOR: “Would you still favor even if you had to pay higher taxes?”

- 10
- 11 1 OPPOSE – NOT NEEDED
- 12 2 FAVOR – NOT FOR HIGHER TAXES
- 13 3 FAVOR – EVEN WITH HIGHER TAXES
- 14
- 15 98 DON'T KNOW
- 16 99 NA/REFUSED
- 17

18 Q3f

19 “A multi-use town recreational facility that could include basketball courts, a town pool, or an ice rink?”

20

21 IF FAVOR: “Would you still favor even if you had to pay higher taxes?”

- 22
- 23 1 OPPOSE – NOT NEEDED
- 24 2 FAVOR – NOT FOR HIGHER TAXES
- 25 3 FAVOR – EVEN WITH HIGHER TAXES
- 26
- 27 98 DON'T KNOW
- 28 99 NA/REFUSED
- 29

30

31 Q3g

32 “Developing bus services with connections between residential neighborhoods and retail and service

33 areas.”

34

35 IF FAVOR: “Would you still favor even if you had to pay higher taxes?”

- 36
- 37 1 OPPOSE – NOT NEEDED
- 38 2 FAVOR – NOT FOR HIGHER TAXES
- 39 3 FAVOR – EVEN WITH HIGHER TAXES
- 40
- 41 98 DON'T KNOW
- 42 99 NA/REFUSED
- 43

44 Q3h

45 “Developing bus services with connections to neighboring communities such as Manchester, Derry, and

46 Nashua?”

47

48 IF FAVOR: “Would you still favor even if you had to pay higher taxes?”

49

- 1 1 OPPOSE – NOT NEEDED
- 2 2 FAVOR – NOT FOR HIGHER TAXES
- 3 3 FAVOR – EVEN WITH HIGHER TAXES
- 4
- 5 98 DON'T KNOW
- 6 99 NA/REFUSED
- 7

8 Q4a

9 “Now, I’d like to ask some questions about the layout of the town.

10

11 “What part of Londonderry do you currently consider to be the center of town?”

12

13 RECORD VERBATIM

14

15 PROBE FOR SPECIFIC LOCATIONS, LANDMARKS OR CROSS STREETS

16

17 PROVIDE LIST NOT TO BE READ FOR INTERVIEWER CODING ALLOWING FOR

18 OTHER SPECIFY AS WELL

19

20 Q4b

21 “Ideally, what characteristics should a center of town possess?”

22

23 RECORD VERBATIM

24

25 Q5

26 “Now, I would like to ask you a couple of questions about building codes.”

27

28 “Do you favor or oppose requiring energy efficiency in the construction of NEW homes or buildings?”

29

30 “Is that strongly or just somewhat?”

- 31
- 32 1 STRONGLY SUPPORT
 - 33 2 SOMEWHAT SUPPORT
 - 34 3 NEUTRAL/NO OPINION
 - 35 4 SOMEWHAT OPPOSE
 - 36 5 STRONGLY OPPOSE

- 37
- 38 98 DON'T KNOW
 - 39 99 NA/REFUSED

40

41 Q6

42 “Do you favor or oppose requiring energy efficiency in a major renovation of EXISTING homes or

43 buildings?”

44

45 “Is that strongly or just somewhat?”

- 46
- 47 1 STRONGLY SUPPORT

- 1 2 SOMEWHAT SUPPORT
- 2 3 NEUTRAL/NO OPINION
- 3 4 SOMEWHAT OPPOSE
- 4 5 STRONGLY OPPOSE
- 5
- 6 98 DON'T KNOW
- 7 99 NA/REFUSED

8
9 Q7

10 “I would like to change the topic again.”

11
12 “As you may know, the new airport access and bridge over the Merrimack River recently opened, making it easier
13 to access industrial land in the Northwest corner of Londonderry. Do you favor or oppose constructing a road with
14 necessary infrastructure, such as sewer and drainage, to provide additional access to this potential development
15 area?”

16
17 IF FAVOR: Would you still favor even if you had to pay higher taxes?”

- 18
- 19 1 OPPOSE – NOT NEEDED
- 20 2 FAVOR – NOT FOR HIGHER TAXES
- 21 3 FAVOR – EVEN WITH HIGHER TAXES
- 22
- 23 98 DON'T KNOW
- 24 99 NA/REFUSED

25
26 Q8

27 “Londonderry’s Planned Unit Development (PUD) ordinance allows property owners with 100 or more
28 acres of land to propose alternative zoning for a property to be developed that might include a
29 combination of different housing types mixed with retail businesses or offices. Do you favor or oppose
30 this approach to zoning?”

31
32 “Is that strongly or just somewhat?”

- 33
- 34 1 STRONGLY FAVOR
- 35 2 SOMEWHAT FAVOR
- 36 3 NEUTRAL/NO OPINION
- 37 4 SOMEWHAT OPPOSE
- 38 5 STRONGLY OPPOSE
- 39
- 40 98 DON'T KNOW
- 41 99 NA/REFUSED

42 Q9

43 “When thinking about future development or redevelopment, would you support or oppose the following
44 types of development along Route 102 (Nashua Road) in Londonderry?”

45 IF NEEDED: “Route 102 runs from Hudson to Derry, and includes exit 4 of I-93”

46
47 PRESS ‘1’ TO CONTINUE

1 ROTATE Q9a to Q9e

2
3 Q9a

4 “Small, locally owned businesses”

5
6 “Is that strongly or just somewhat?”

- 7
8 1 STRONGLY SUPPORT
9 2 SOMEWHAT SUPPORT
10 3 NEUTRAL/NO OPINION
11 4 SOMEWHAT OPPOSE
12 5 STRONGLY OPPOSE

13
14 98 DON’T KNOW

15 99 NA/REFUSED

16
17 Q9b

18 “Large retailers and/or large national chains”

19 “Is that strongly or just somewhat?”

20
21 Q9c

22 “Retail shopping centers with multiple tenants”

23 “Is that strongly or just somewhat?”

24
25 Q9d

26 “Mixed retail and office centers”

27 “Is that strongly or just somewhat?”

28
29 Q9e

30 “A variety of retail, office, residential and educational uses on the same plot of land”

31 “Is that strongly or just somewhat?”

32
33 Qf

34 “When thinking about future development or redevelopment, would you support or oppose the following
35 types of development along Route 28 (Rockingham Road) in Londonderry?”

36 IF NEEDED: “Route 28 runs from Manchester to Derry and includes exit 5 of I-93”

37
38 PRESS ‘1’ TO CONTINUE

39
40 ROTATE Q9g to Q9k

41
42 Q9g

43 “Small, locally owned businesses”

44
45 “Is that strongly or just somewhat?”

- 1 1 STRONGLY SUPPORT
- 2 2 SOMEWHAT SUPPORT
- 3 3 NEUTRAL/NO OPINION
- 4 4 SOMEWHAT OPPOSE
- 5 5 STRONGLY OPPOSE
- 6
- 7 98 DON'T KNOW
- 8 99 NA/REFUSED
- 9

10 Q9h
11 "Large retailers and/or large national chains"
12 "Is that strongly or just somewhat?"
13

14 Q9i
15 "Retail shopping centers with multiple tenants"
16 "Is that strongly or just somewhat?"
17

18 Q9j
19 "Mixed retail and office centers"
20 "Is that strongly or just somewhat?"
21

22 Q9k
23 "A variety of retail, office, residential and educational uses on the same plot of land"
24 "Is that strongly or just somewhat?"
25
26

1 Q10
2 “When thinking about future development or redevelopment in Londonderry, would you support or
3 oppose the following types of residential development?”

4
5 PRESS ‘1’ TO CONTINUE

6
7 ROTATE Q11a to Q11e

8
9 Q10a
10 “Increasing the current minimum housing lot size to greater than 1 acre.”

11
12 “Is that strongly or just somewhat?”

- 13
- 14 1 STRONGLY SUPPORT
 - 15 2 SOMEWHAT SUPPORT
 - 16 3 NEUTRAL/NO OPINION
 - 17 4 SOMEWHAT OPPOSE
 - 18 5 STRONGLY OPPOSE

- 19
- 20 98 DON’T KNOW
 - 21 99 NA/REFUSED

22
23 Q10b
24 “Allowing accommodations, such as higher density development, to provide affordable housing for
25 working families, recent graduates and older people”

26
27 IF NEEDED: “Higher density development could include houses on smaller plots of land or more units
28 on a plot of land such as apartments, condos, or town houses.”

29
30 “Is that strongly or just somewhat?”

31
32 Q10c
33 “Allowing accommodations, such as higher density development, for subdivisions that also preserve
34 large, open space areas.”

35
36 IF NEEDED: “Higher density development could include apartments, condos, townhouses, or smaller
37 plots of land.”

38
39 “Is that strongly or just somewhat?”

40
41 Q10d
42 “Developments that contain a mixture of single-family housing, town houses, apartments, and small
43 retail.”

44 “Is that strongly or just somewhat?”
45
46

1 Q11

2 “Now, I would like to change the subject, I am going to read a list of information sources; please tell me
3 which of the following you regularly rely on for information about activities within Londonderry?
4

5 CHECK ALL THAT APPLY
6

- 7 1 Local Newspaper IF NEEDED: “such as the Londonderry Times or Derry News”
- 8 2 State Newspaper IF NEEDED: “such as the Union Leader or Concord Monitor”
- 9 3 The town government web-site
- 10 4 Other web-sites
- 11 5 Word-of-mouth
- 12 6 Cable Access Channel, LACTV
- 13 7 Social networking, such as Facebook or twitter
- 14 8 or some other source (SPECIFY)
- 15 9 NONE (VOLUNTEERED)
- 16 10 DON’T KNOW
- 17 11 NA/REFUSED

18
19 Q12

20 “We’d like to give you an opportunity to express any other opinions. What do you like most about
21 living in Londonderry?”
22

23 RECORD VERBATIM
24

25 Q13

26 “What do you like least about living in Londonderry?”
27

28 RECORD VERBATIM
29

30 Q14

31 “What is your biggest hope for Londonderry in the future?”
32

33 RECORD VERBATIM
34

35 D1

36 “Now, a few final questions for statistical purposes...”

37 “What is the highest grade in school, or level of education that you’ve completed and got credit for ...”

38 [READ RESPONSES]
39

- 40 1 “Eighth grade or less,
- 41 2 Some high school,
- 42 3 High school graduate, (INCLUDES G.E.D.)
- 43 4 Technical school,
- 44 5 Some college,
- 45 6 College graduate,
- 46 7 Or postgraduate work?”

1 98 DK (DO NOT PROBE)
2 99 NA / REFUSED

3
4 D2

5 “And what is your current age?”

6
7 : :: : (RECORD EXACT NUMBER OF YEARS OLD -- E.G., 45)
8 : :: :

9
10 96 NINETY-SIX YEARS OF AGE OR OLDER
11 97 REFUSED
12 98 DK
13 99 NA

14
15 D3

16 “How many years have you lived in Londonderry?”

17
18 IF “ALL MY LIFE” ASK – “About how many years is that?”

19
20 RECORD EXACT NUMBER OF YEARS OF RESIDENCE

21
22 1 ONE YEAR OR LESS
23
24 96 96 YEARS OF MORE
25 97 REFUSED
26 98 DK
27 * 99 NA

28
29 D4

30 “How likely is it that you will still be living in Londonderry two years from now? Would you say it is
31 ... very likely ... somewhat likely ... not very likely ... or not likely at all?”

32
33 1 VERY LIKELY
34 2 SOMEWHAT LIKELY
35 3 NOT VERY LIKELY
36 4 NOT LIKELY AT ALL
37
38 98 DON'T KNOW
39 99 NA/REFUSED

40
41

1 D5
2 “Which of the following best describes how often you vote in local TOWN elections ... I vote in all
3 local elections ... I vote in most local elections ... I occasionally vote in local elections ... or I never
4 vote in local elections?”

- 5
6 1 I VOTE IN ALL LOCAL ELECTIONS
7 2 I VOTE IN MOST LOCAL ELECTIONS
8 3 I OCCASIONALLY VOTE IN LOCAL ELECTIONS
9 4 I NEVER VOTE IN LOCAL ELECTIONS
10
11 98 DON’T KNOW
12 99 NA/REFUSED
13

14 D6
15 “In the last two years, have you gone to any public meetings in Londonderry such as Town Council,
16 School Board or Planning Board meetings?”

17
18 IF NO: “Do you regularly follow these meetings through some media, such as the cable access channel,
19 websites, or newspapers?”

- 20
21 1 ATTENDED A MEETING
22 2 WATCH PUBLIC ACCESS TV/Read/Other media
23 3 NO PARTICIPATION
24
25 98 DON’T KNOW
26 99 NA/REFUSED
27

28 D7
29 “How many of the persons who CURRENTLY live in your household are under 18 years of age,
30 including babies and small children?”

- 31
32 0 NONE → SKIPTO D9
33 1 ONE
34 2 TWO
35 3 THREE
36 4 FOUR
37 5 FIVE
38 6 SIX
39 7 SEVEN OR MORE
40
41 98 DK → SKIPTO D9
42 * 99 NA / REFUSED → SKIPTO D9
43
44

1 D8

2 “Are any of your children currently in grades kindergarten through 12th grade?”

3 1 YES

4 2 NO

5

6 98 DON’T KNOW

7 99 NA/REFUSED

8

9 D9

10 “Including yourself, how many adults CURRENTLY live in your household?”

11

12 1 ONE

13 2 TWO

14 3 THREE

15 4 FOUR

16 5 FIVE

17 6 SIX

18 7 SEVEN OR MORE

19

20 98 DK

21 * 99 NA / REFUSED

22

23 D10

24 “Could you please tell me the nearest intersection to your home?”

25

26 RECORD VERBATIM

27 PROBE: “What street is your home on, and what is the nearest street it intersects with?”

28

29 D11

30 “Not counting business lines, extension phones, or cellular phones -- on how many different telephone

31 NUMBERS can your household be reached?”

32

33 0 NO LANDLINE

34 1 ONE

35 2 TWO

36 3 THREE

37 4 FOUR

38 5 FIVE

39 6 SIX

40 7 SEVEN OR MORE

41

42 98 DK

43 * 99 NA / REFUSED

44

45 Q: END

46 “Thank you very much for your time. Your comments are greatly appreciated.”