

# Vision and Community Character Survey

*Jaffrey, NH ~ 2016*

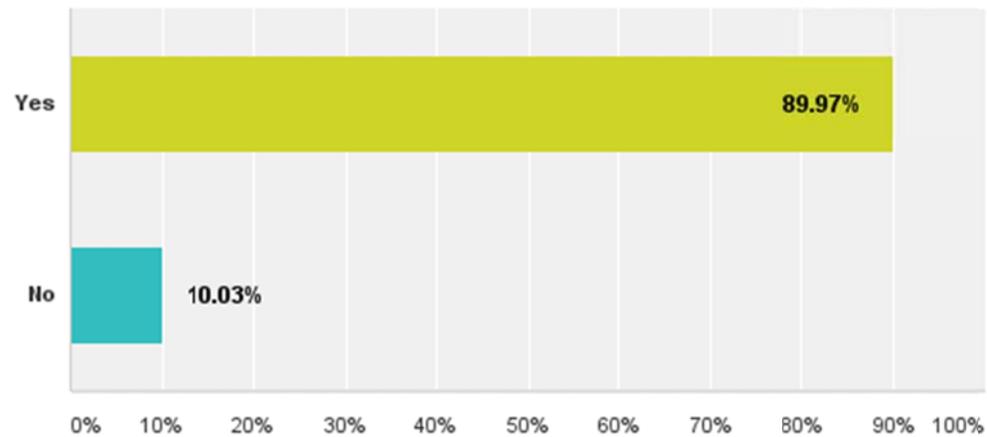


## Introduction:

In June of 2016 the Town of Jaffrey created an online survey to collect input from residents, property owners, and others on the town's distinct community character and vision for the future. Through a network of organizations and individuals the survey was promoted in July and August and 295 individuals responded. A complete report of the survey responses is available through the Jaffrey Planning Department. This shorter summary report presents an overview of the findings which will inform the drafting of the Vision and Community Character of the Jaffrey Master Plan.

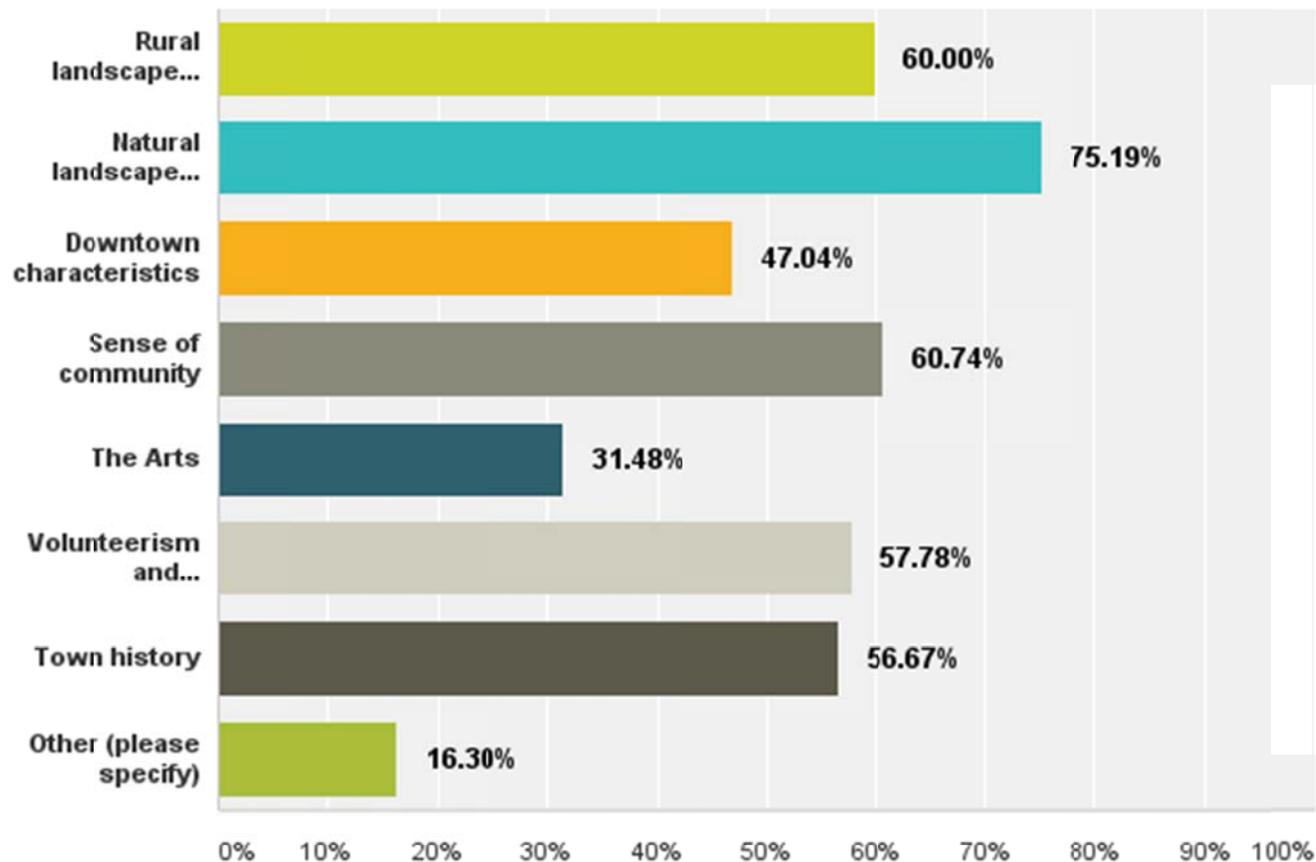
### Q1 Do you think that Jaffrey has a distinctive community character and identity?

Answered: 289 Skipped: 6



**Q2 If you agree that Jaffrey has a distinctive community character and identity, what do you think contributes to it? Check all that apply.**

Answered: 270 Skipped: 25







**Q5 On a scale of 1 -5, 1 being the least important and 5 being the most important please answer:How important are the following to the preservation of the Community Character of Jaffrey?**

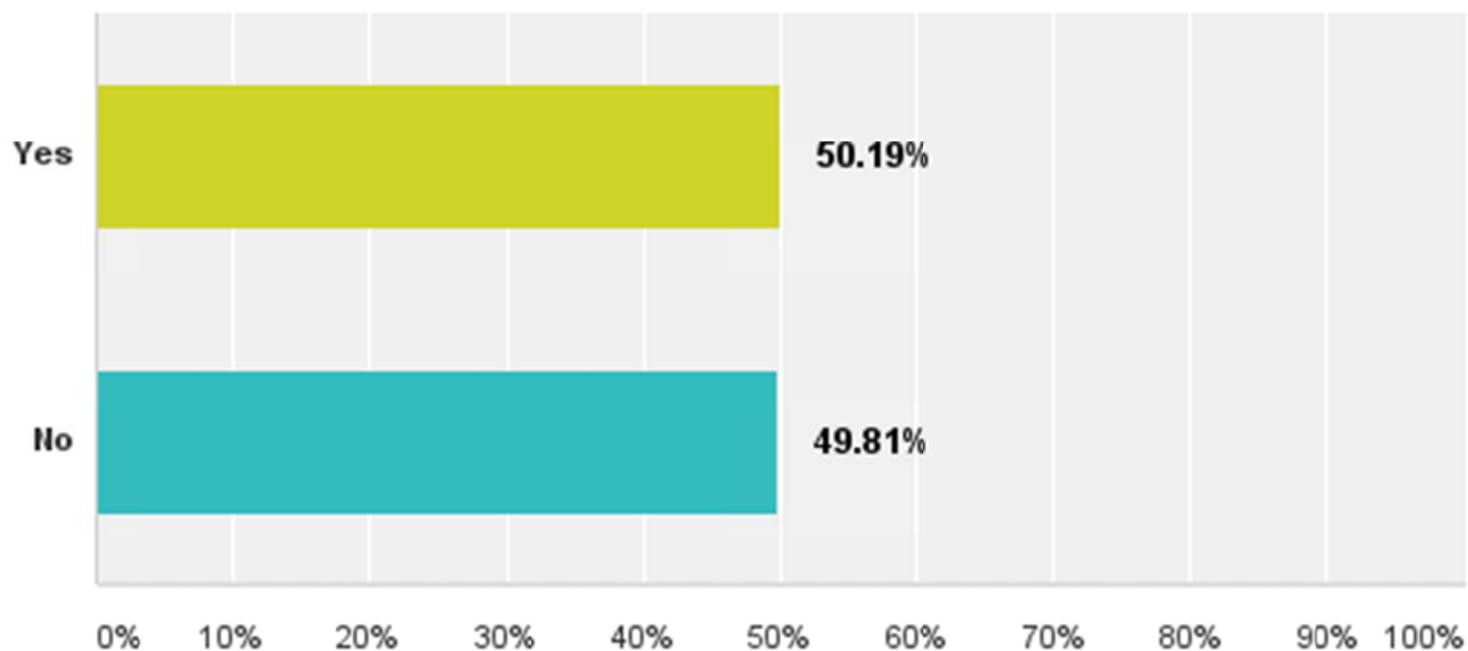
Answered: 289 Skipped: 6

Answer Options	1 (Least Important)	2	3	4	5 (Most Important)
Downtown Jaffrey	5	17	50	93	120
Natural Resources	3	1	26	61	197
Recreation Facilities	4	26	59	102	96
Historic/Cultural Resources	5	18	51	105	108

In general survey respondents felt all four categories contributed to Jaffrey’s community character with Natural Resources ranking most important - followed by Downtown Jaffrey, Historic/Cultural Resources, and Recreation Facilities.

## Q6 Do the current methods of communication regarding Town government affairs meet your needs?

Answered: 263 Skipped: 32

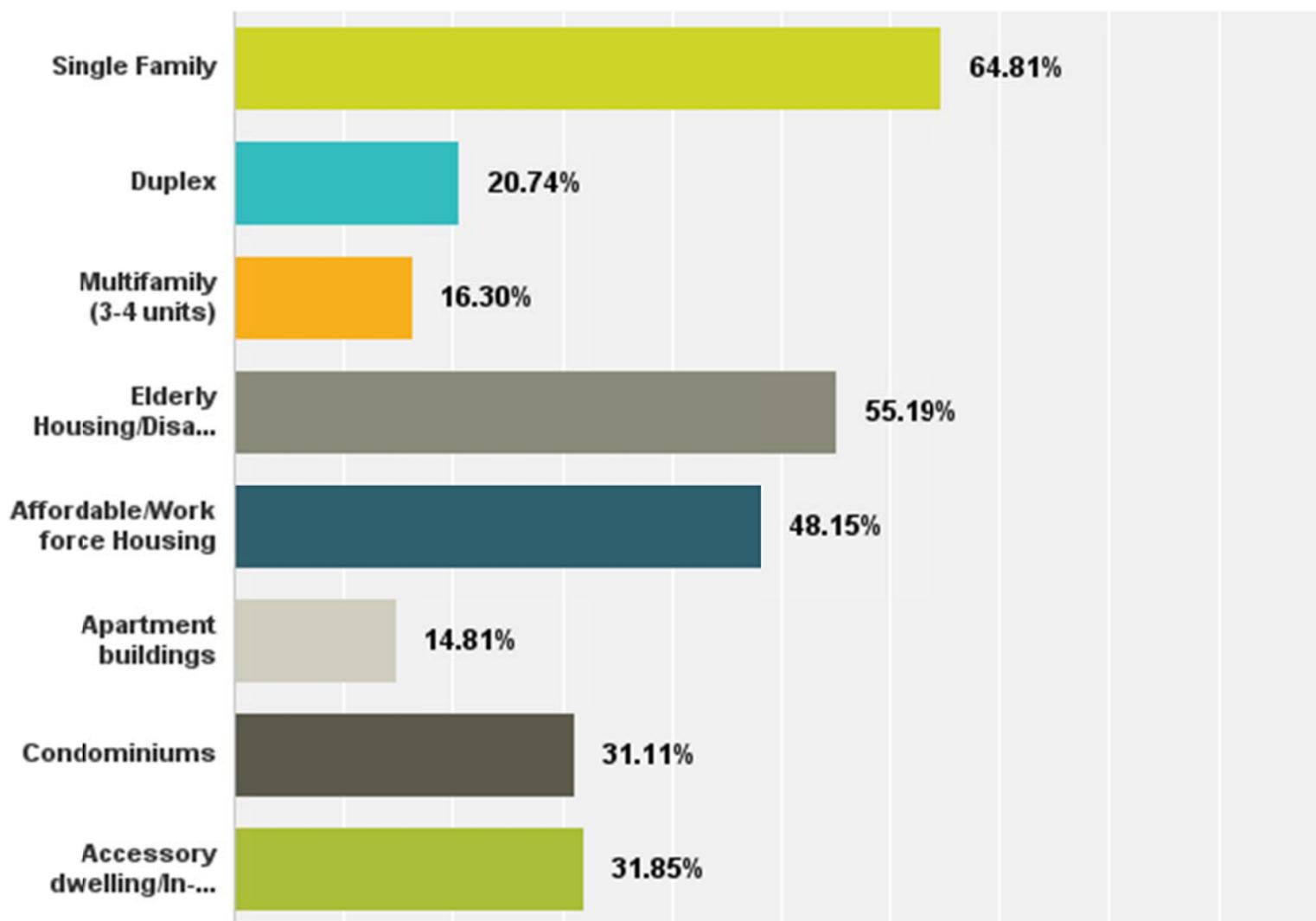






### Q9 What type of housing development would you like to see Jaffrey encouraging? (Check all that apply)

Answered: 270 Skipped: 25



**Q10 On a scale of 1-5, 1 being least important and 5 being most important, please rate the importance you think the Town should give to the following economic development goals:**

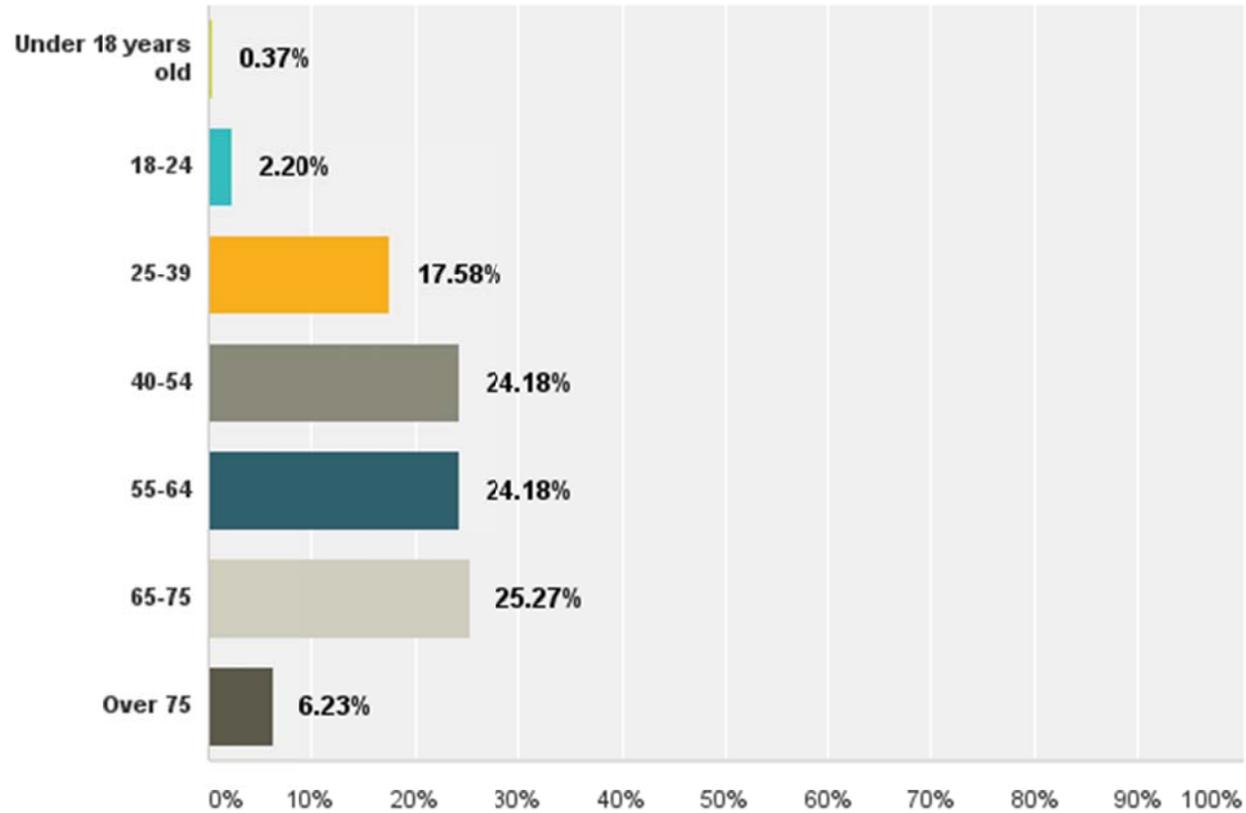
Answered: 277 Skipped: 18

- Attract new office development 17%
- Attract new retail development 35%
- Encourage more housing development 10%
- Encourage more industrial development 29%
- Encourage more small business development 55%
- Encourage more businesses in the Downtown 51%
- Encourage more home businesses and cottage industries outside the Downtown 22%
- Encourage more agriculture related (farming and forestry) business 37%

Respondents to this question were allowed to rank each listed goal by importance. They identified “Encourage more small business development” as the most important goal (55%) followed closely by “Encourage more businesses in the Downtown” at (51%). “Encourage more agriculture related (farming and forestry) business” was also identified as being most important by 37% of respondents. The lowest ranking goal was encouraging more housing development at 10%.

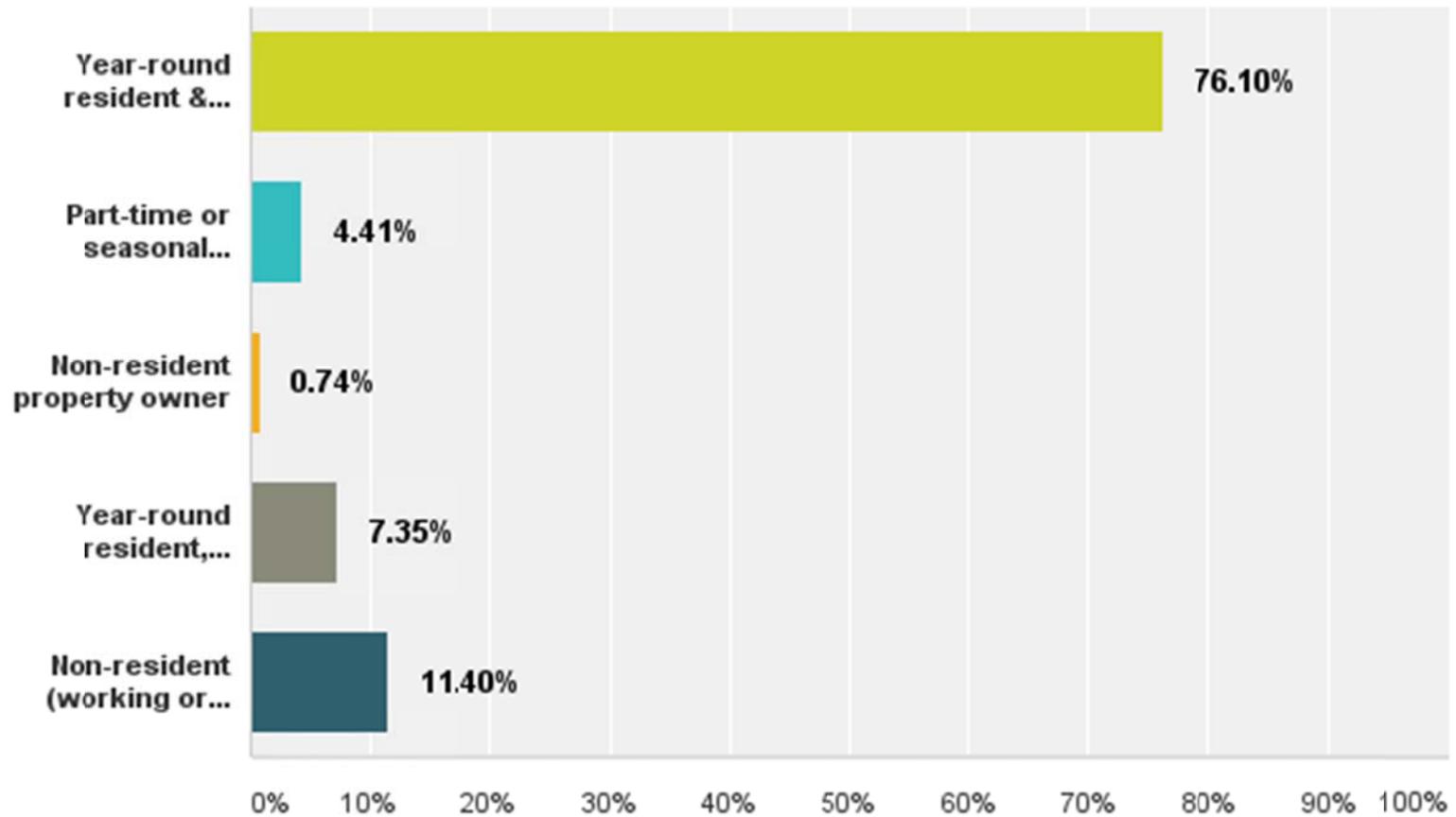
## Q11 What age bracket do you fall within? (Check one.)

Answered: 273 Skipped: 22



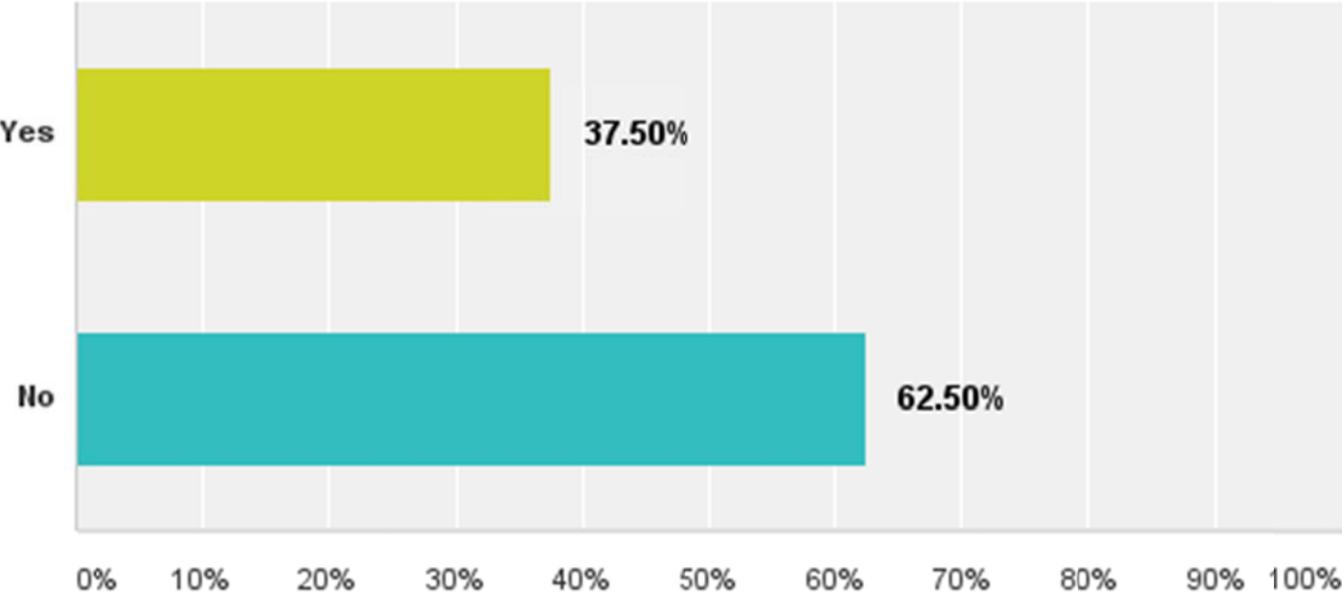
## Q12 Are you a:

Answered: 272 Skipped: 23



**Q13 If you are a seasonal/part-time resident, or non-resident owner of undeveloped property, do you intend to become a full-time resident in the future?**

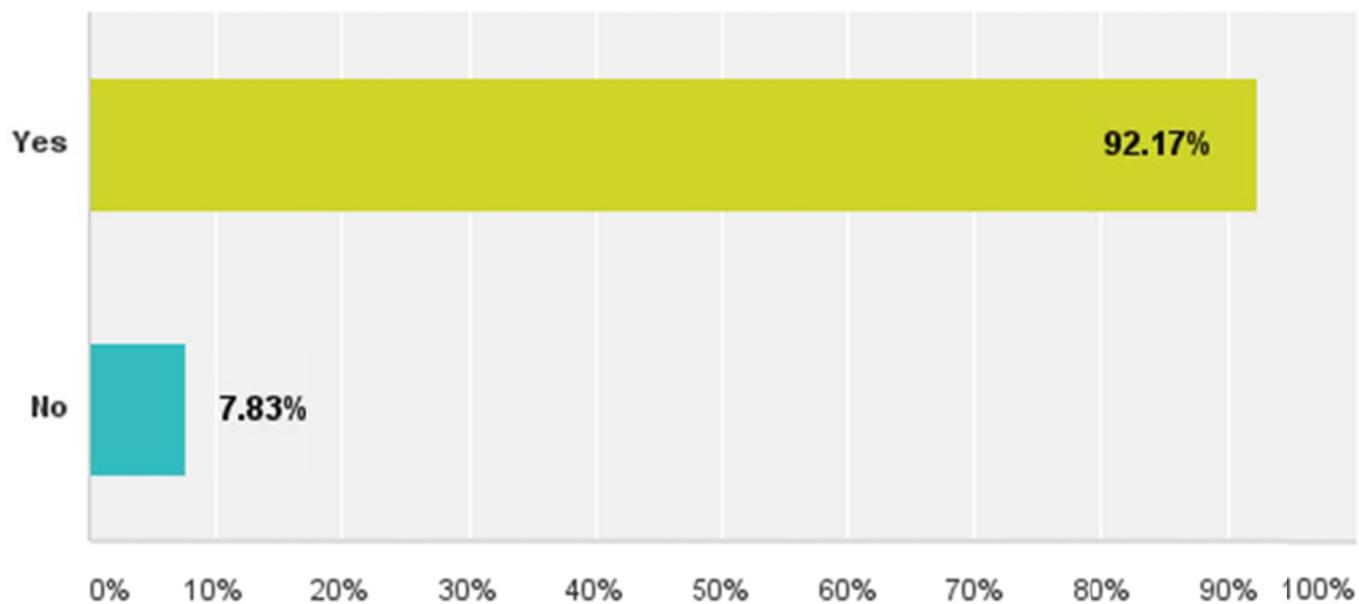
Answered: 24 Skipped: 271



It is important to note that only 24 respondents answered this question. The remainder are already year-round residents of Jaffrey.

## Q14 If you are a resident, do you plan to continue living in Jaffrey?

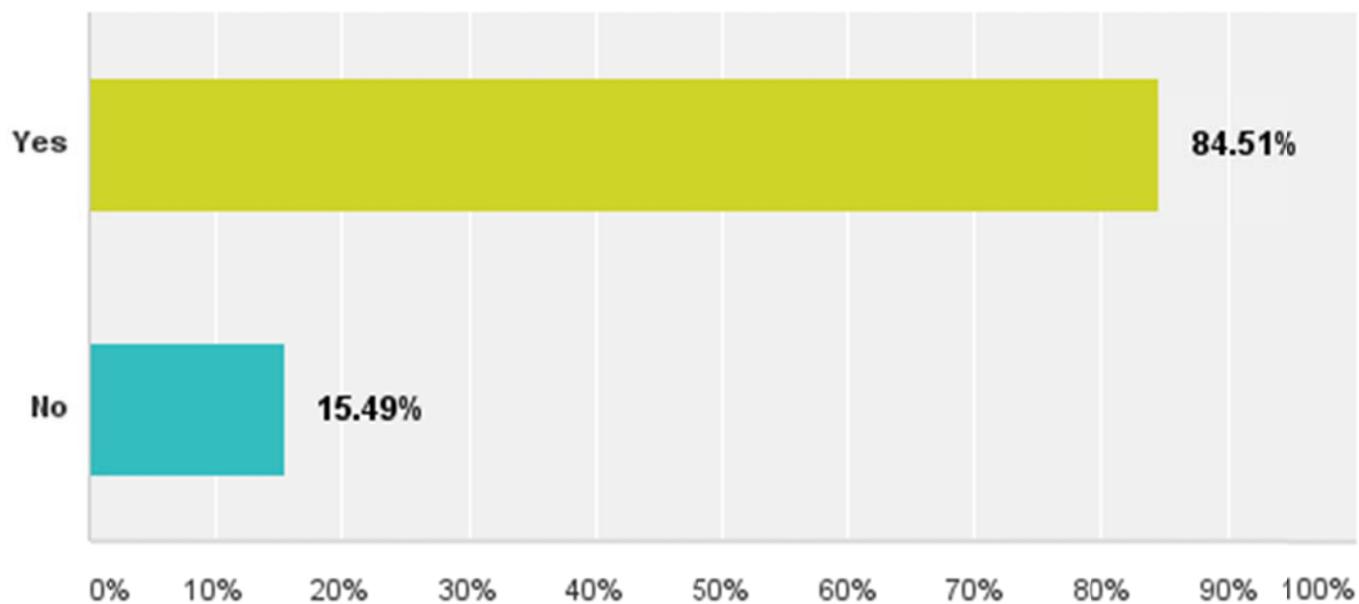
Answered: 230 Skipped: 65





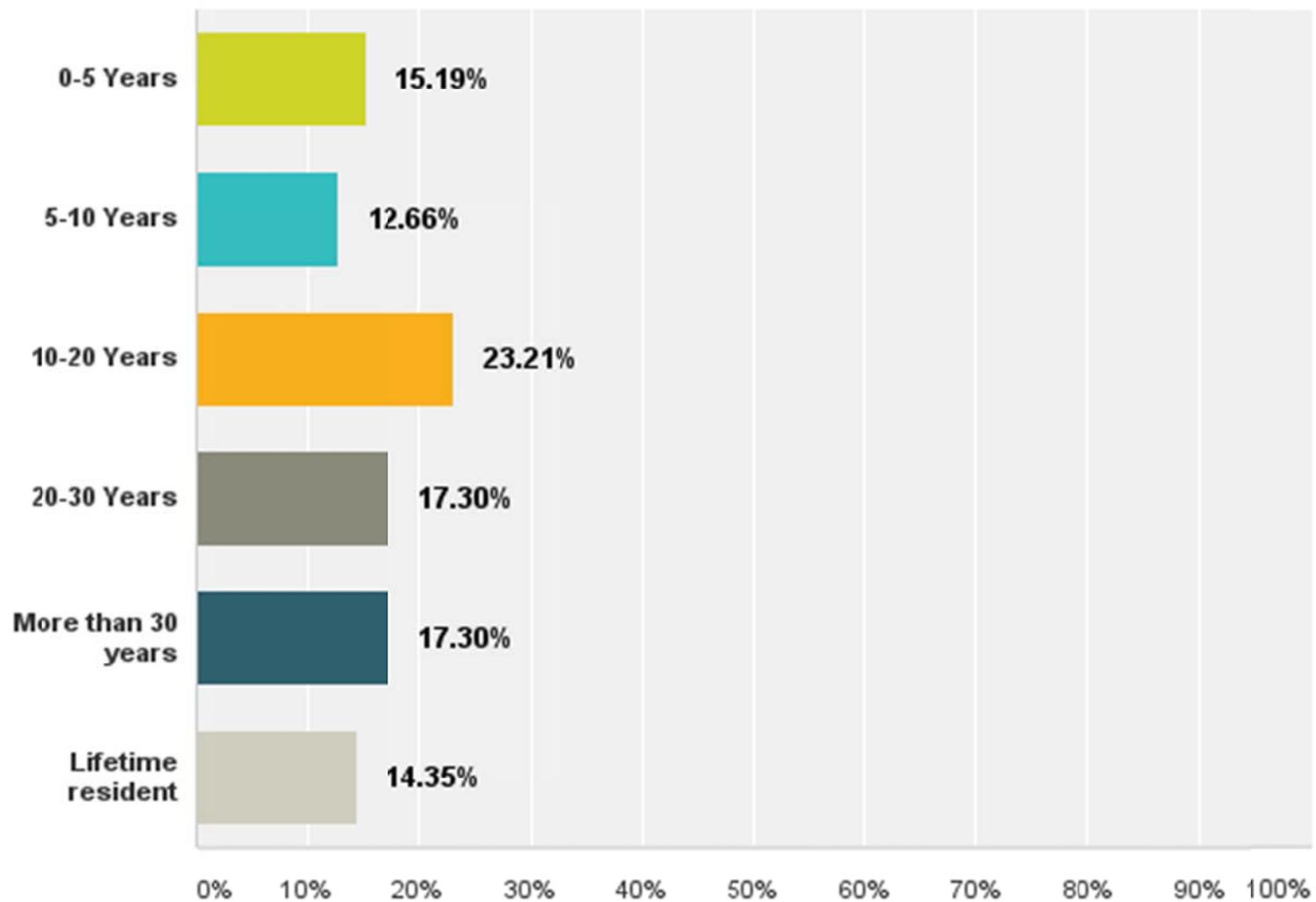
## Q16 Has this expectation been met or changed?

Answered: 142 Skipped: 153



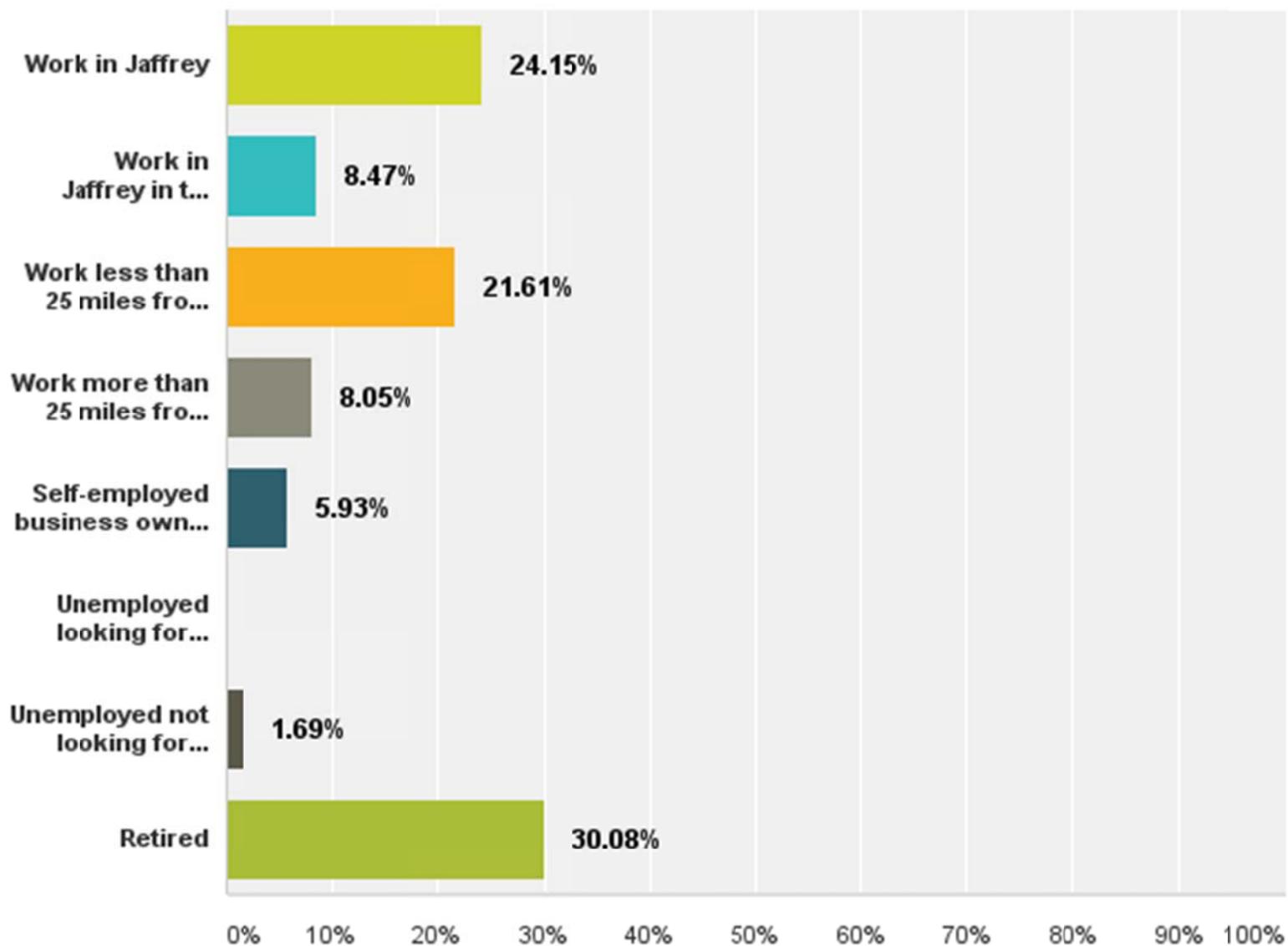
## Q17 If you are a resident of Jaffrey how long have you lived in Town?

Answered: 237 Skipped: 58



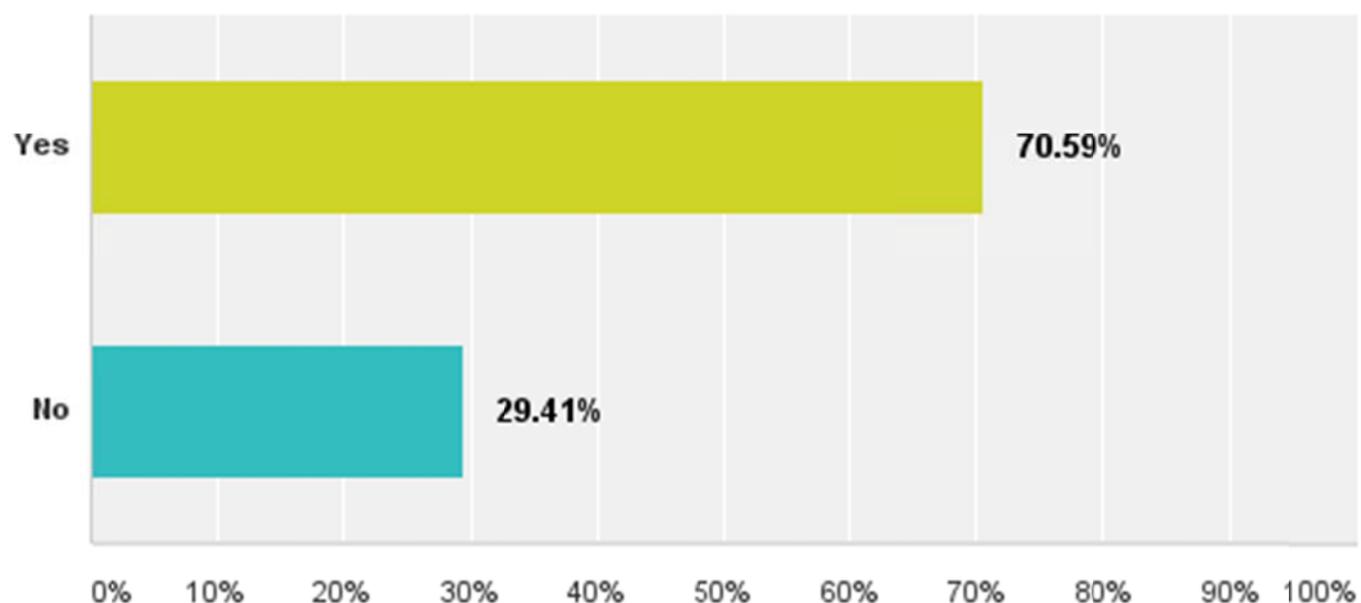
## Q18 If you are a resident of Jaffrey what is your work situation? (Select all that apply)

Answered: 236 Skipped: 59



### Q19 If you are a self-employed business owner in Jaffrey do you plan to stay in town?

Answered: 51 Skipped: 244



**Q20 Do you have any other comments that would help us describe the community character and that you think would be important to include in a Vision for the future of Jaffrey?**

This question generated very specific responses. From simple responses that they had no additional comments to more focused comments related to specific departments, places, and community initiatives. This series of open ended questions should be shared with town staff and municipal boards as an indication of what residents are thinking.