

Survey Results regarding Ayer Road Commercial Development  
November 18, 2009 EDAT

**1. My reaction to the formation of the  
Economic Development Action Team (EDAT):**

		North Harvard			Town Meeting
Answer Options		Response Percent	Response Count		Response Percent Response Count
Strongly for		32.1%	60		48.5% 127
Somewhat for		21.4%	40		30.2% 79
Wait and see		30.5%	57		9.9% 26
Somewhat against		5.9%	11		3.8% 10
Strongly against		8.0%	15		2.3% 6
<b>answered question</b>			<b>183</b>		<b>248</b>
<b>skipped question</b>			<b>4</b>		<b>14</b>

**2. I would rather limit residential tax increases  
by trimming services and spending, than by  
increasing commercial development.**

		North Harvard			Town Meeting
Answer Options		Response Percent	Response Count		Response Percent Response Count
Strongly Agree		17.1%	32		6.1% 16
Agree		17.6%	33		6.5% 17
Neutral		24.6%	46		13.7% 36
Disagree		25.7%	48		33.1% 87
Strongly disagree		12.8%	24		29.7% 78
<b>answered question</b>			<b>183</b>		<b>234</b>
<b>skipped question</b>			<b>4</b>		<b>29</b>

**3. I want Harvard to fully develop Ayer Road's  
commercial potential to provide the maximum  
tax relief.**

		North Harvard			Town Meeting
Answer Options		Response Percent	Response Count		Response Percent Response Count
Strongly agree		7.5%	14		20.2% 53
Agree		13.4%	25		23.3% 61
Neutral		11.2%	21		14.1% 37
Disagree		30.5%	57		19.9% 52
Strongly disagree		35.3%	66		15.7% 41
<b>answered question</b>			<b>183</b>		<b>244</b>
<b>skipped question</b>			<b>4</b>		<b>18</b>

<b>4. I can accept limited commercial development on Ayer Road to provide some residential tax relief but don't want to see the commercial district fully developed.</b>					
		<b>North Harvard</b>			<b>Town Meeting</b>
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>		<b>Response Percent</b>	<b>Response Count</b>
Strongly agree	30.5%	57		19.4%	51
Agree	<b>35.3%</b>	<b>66</b>		<b>39.2%</b>	<b>103</b>
Neutral	9.6%	18		12.6%	33
Disagree	12.8%	24	*	13.3%	35
Strongly disagree	10.7%	20	*	6.8%	18
<b>answered question</b>		<b>185</b>			<b>240</b>
<b>skipped question</b>		<b>2</b>			<b>23</b>
* 20 of these 44 people agreed to full development of the commercial zone					
<b>7. The type of restaurant which appeals to me (you may check more than one box)</b>					
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>			
Fast Food Restaurant	1.1%	2			
Deli	34.5%	61			
Primarily take-out	4.5%	8			
Primarily sit down with	40.1%	71			
Chain restaurant (eg.	8.5%	15			
Locally owned	66.7%	118			
Restaurant serving	39.0%	69			
Restaurant which	11.9%	21			
5 star restaurant	22.6%	40			
No more restaurants	19.2%	34			
<b>answered question</b>		<b>177</b>			
<b>skipped question</b>		<b>10</b>			
<b>8. The size of grocery/market which appeals to me on Ayer Road is (pick only one)</b>					
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>			
Large (> 50,000	5.4%	9			
Medium (25,000 -	19.2%	35			
Small (< 25,000	44.9%	82			
No grocery/market on	30.5%	53			
<b>answered question</b>		<b>179</b>			
<b>skipped question</b>		<b>8</b>			
<b>9. Would you like a pharmacy on Ayer Road?</b>					
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>			
Yes	58.0%	102			
No	42.0%	74			
<b>answered question</b>		<b>176</b>			

<i>skipped question</i>	<b>11</b>			
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