

Northwood Master Plan Community Survey Results

June 27-July 24

Digital responses: 843

Paper responses: 5

There are 581 responses that were omitted from our analysis because they were determined to have been generated by a bot, i.e. computer program that sent dozens of survey responses in a short period of time from the same computer. This is based on our examination of the response time (unreasonably short), the IP addresses of respondents (dozens were the same), and the nature of the responses (ex. hundreds of responses that were the same).

Digital responses analyzed: 260

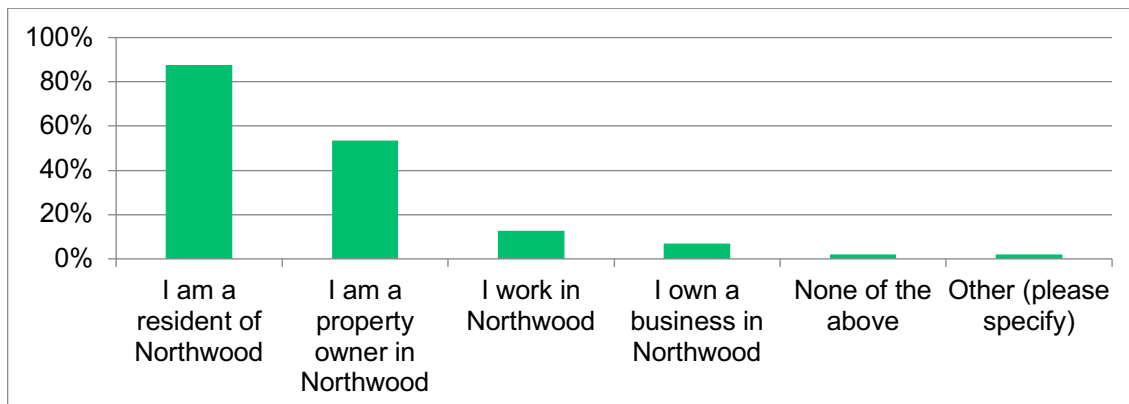
Total responses analyzed: 265

Q1. Please select all that apply

Answer Choices	Responses	
I am a resident of Northwood	87.5%	232
I am a property owner in Northwood	53.6%	142
I work in Northwood	12.5%	33
I own a business in Northwood	6.8%	18
None of the above	1.9%	5
Other (please specify)	1.9%	5
	Answered	265
	Skipped	0

Other:

- Need to move to Northwood asap
- Remote worker
- Summer resident only
- Part time resident
- I Work out of my house in Northwood but not for a business in Northwood.



Q2. I am a: (for residents only)

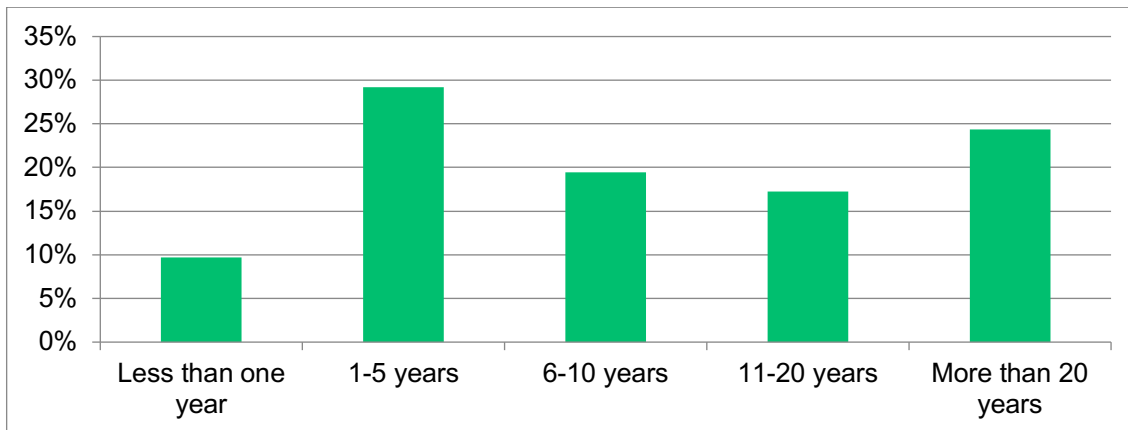
Answer Choices	Responses	
Year round resident	97.8%	227
Seasonal resident	2.2%	5
	Answered	232
	Skipped	33

Q3. Do you own or rent your home? (for residents only)

Answer Choices	Responses	
Own	94.4%	219
Rent	5.6%	13
	Answered	232
	Skipped	33

Q4. How long have you lived in Northwood? (for residents only)

Answer Choices	Responses	
Less than one year	10.4%	24
1-5 years	28.6%	66
6-10 years	19.0%	44
11-20 years	17.3%	40
More than 20 years	25.1%	58
	Answered	231
	Skipped	34

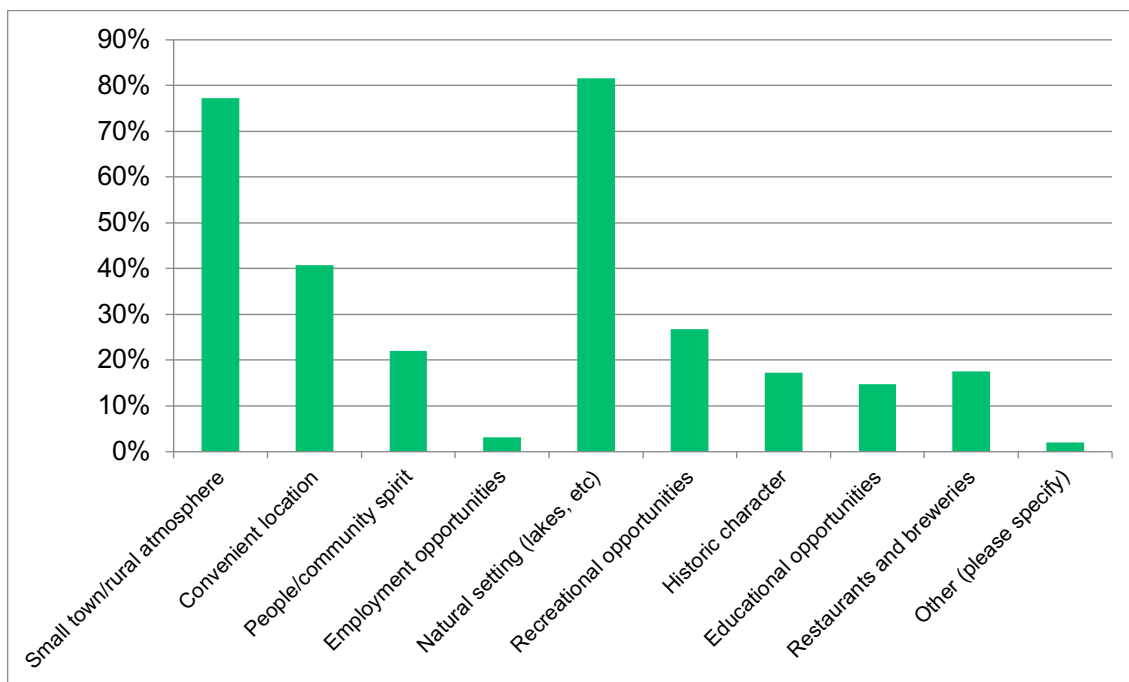


Q5. What do you like about Northwood? (choose your top 3)

Answer Choices	Responses	
Small town/rural atmosphere	77.1%	195
Convenient location	40.3%	102
People/community spirit	22.1%	56
Employment opportunities	3.2%	8
Natural setting (lakes, etc)	81.8%	207
Recreational opportunities	26.5%	67
Historic character	17.4%	44
Educational opportunities	15.4%	39
Restaurants and breweries	17.4%	44
Other (please specify)	2.8%	7
	Answered	253
	Skipped	12

“Other” responses:

- Lake side living
- not much
- The potential opportunity due to old generations moving out and high COL in surrounding areas pushing people in this area
- The crazies are in the minority and shrinking
- Non-franchised businesses
- Not too big. Small enough to "make a difference". Also, "Dark Sky"= see the stars
- Dark skies



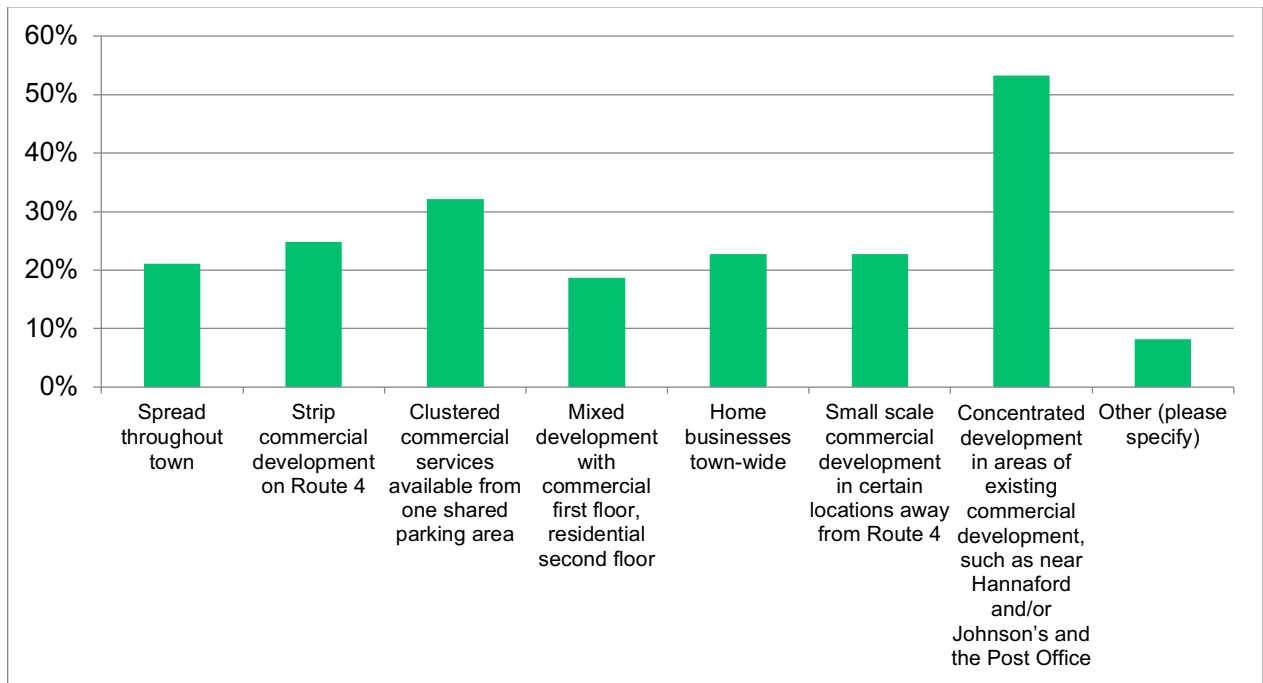
Q6. What pattern of commercial development would you prefer to see in Northwood? (check all that apply)

Answer Choices	Responses	
Spread throughout town	21.6%	54
Strip commercial development on Route 4	24.8%	62
Clustered commercial services available from one shared parking area	32.0%	80
Mixed development with commercial first floor, residential second floor	19.2%	48
Home businesses town-wide	22.8%	57
Small scale commercial development in certain locations away from Route 4	23.6%	59
Concentrated development in areas of existing commercial development, such as near Hannaford and/or Johnson's and the Post Office	53.2%	133
Other (please specify)	8.0%	20
	Answered	250
	Skipped	15

Other:

- not in Johnson's field.
- More housing of all types
- A small "downtown" outside of Route 4
- Create loop around designated area that pulls off rte 4
- No more commercial development.
- to much traffic & noise already on rt. 4
- Please don't make Route 4 like Loudon Road, Concord or Kittery, Maine - - No strip malls!! Will loose the charm of town!!
- Ban Air B and Bs in Residential areas
- No restrictions on business locations
- Would like a new way to get off from golf road With one way in and 1 way out it gets too congested
- Limited to State highways if above 3000-4000 SQ FT
- I don't care. More housing
- Just put a starbucks in somewhere and attract people from portsmouth/dover/exeter
- None. Northwood needs to be left as is. Northwood is such a small, peaceful, serene area. It's how New Hampshire is supposed to be. Land of the evergreens, where they are in abundance. If we keep adding to these discreet little areas, our future generations will never know what it is like to truly live in the beautiful open fresh air. the peace and tranquility the earth has to offer. There are plenty of other places in New Hampshire succumbing to the over population and retail giant stores, malls. Where and why have all our beautiful small town general stores. Where the screen door slams shut and the bell always ring? You know, the small town general store where you can buy almost anything you need. There are no more souvenirs. There aren't even postcards to be bought. You used to be able to buy those items in all the small stores. I don't think we need to move into the whole. Cramped city type vibe. It's more important that somewhere we can hold onto those time treasured times before they're all gone. It upsets me that when my grandchildren come ti visit there are no places like these left. It was always a special time to visit the old time places. If I wanted to go where the smog filled high emissions, overcrowded roads, with stop lights every 20 feet, I wouldn't have brought property here. Especially to return to the very things I'm trying to get away from. are at there. Leave Northwood alone

- Route 4 is busy so putting more businesses on it will make it even more busy. Is it possible to put a business park with shared parking away from route 4 such that it would lessen the traffic or control the traffic in a positive way.
- None
- No development. There should be less development opportunities available. We need to maintain the available wooded areas and maintain the the small town status. It is unfortunate to see towns invite industry and stores to the area to become overrun and busy. The politics change. The available housing changes for the worse. The tax's go up. Next thing you know only Massachusetts residents will live in our small town. Less industry and commercial property is better. More woods and swamps is better.
- Mixed development can bring a lot to Northwood, included much needed housing. as long as it remains affordable. I would like to introduce rent protection too
- medium scale commercial development on Route 4 to aid in the tax base
- Community center for all ages
- Development may require turning lanes or traffic lights



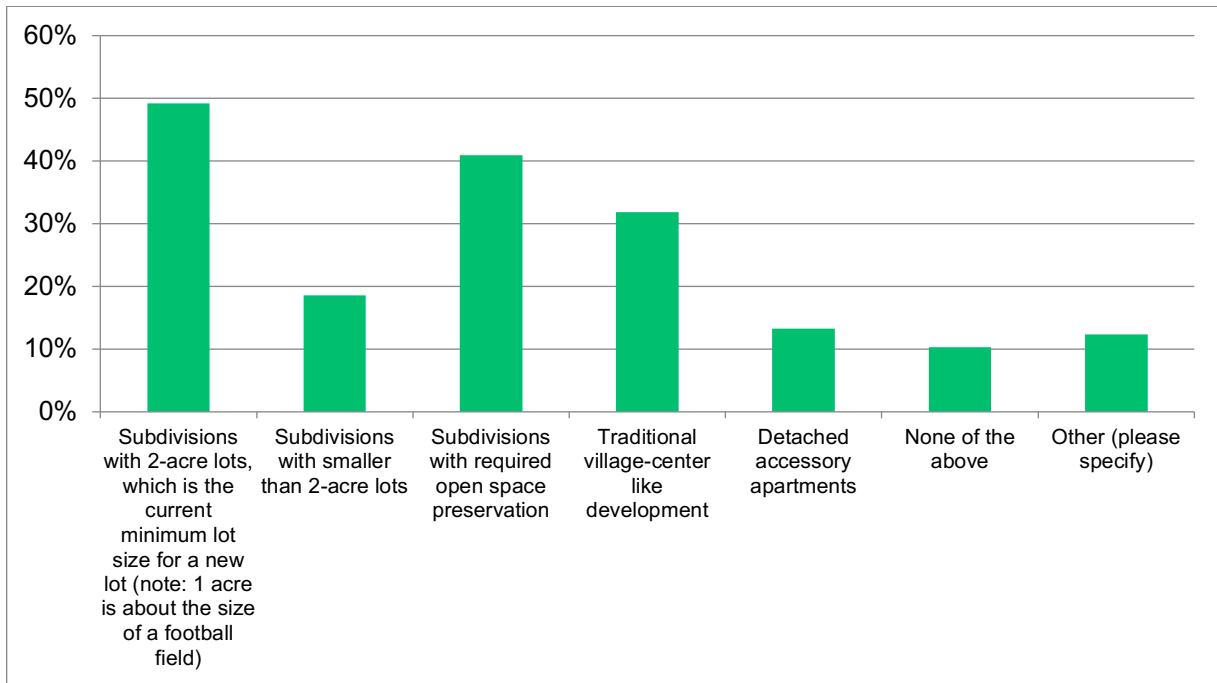
Q7. What types of residential development would you like to see more of in Northwood? (check all that apply)

Answer Choices	Responses	
Subdivisions with 2-acre lots, which is the current minimum lot size for a new lot (note: 1 acre is about the size of a football field)	48.8%	120
Subdivisions with smaller than 2-acre lots	18.3%	45
Subdivisions with required open space preservation	41.5%	102
Traditional village-center like development	31.7%	78
Detached accessory apartments	13.8%	34
None of the above	10.2%	25
Other (please specify)	13.0%	32
	Answered	246
	Skipped	19

Other:

- subdivisions with smaller than 2 acre lots only if 50 of developable land is open space placed in conservation easements. More developments with shared wells and septic. More affordable housing.
- I'd love if new lots could be wooded or at least maintain some trees rather than be blank lots like a lot of new developments I see
- Apartments. Renters need a place to live too
- Please work on keeping rural feeling in Northwood
- We are losing our rural small town history. We are losing our open fields and wide open spaces for development.
- 55+ living
- halt/or severely curtail development on town roads with only one point of access
- What ever there is a market for
- I would much rather see some affordable housing allowing young families an opportunity to purchase a first home
- More housing is needed to draw people to Northwood
- single family homes
- I would need to know what size lot is being proposed to answer 2 above. I have no clue what number 5 is "accessory apartments?"
- Make sure the board doesn't cave to less than 2 acre lots!!
- Limited 2 acre zoning with tax incentives offered to unused or abandoned properties rehabilitation. Thus minimizing larger, more intrusive sub-divisions.
- No more cookie cutter subdivisions. More apartments and other creative AFFORDABLE options for 20s and seniors.
- Increase subdivision requirement to 3.5-acre lots
- Condominiums
- MULTI FAMILY
- Convert trailerparks into developments that provide a better experience for low-income families
- Tiny homes, environmentally friendly
- Likely a variety of small residential development projects would work best
- Condos for 55+

- Affordable Housing
- Existing small lots to be buildable
- No subdivision. Lots here and there. Less clustered housing.
- None
- Attractive how income housing, a similar development was created in Exeter, cul-de-sacs with five freestanding townhouses with garages per neighborhood, a total of three neighborhoods all adjacent, and then a mid range development with community access to trails and pool just up the road.
- Condo Properties
- I think additional development along existing roads, including improving class 6 roads is also important.
- Multi-unit (up to 6) apartments or town-houses.
- I am very concerned about the tax rate going up
- Subdivision specifically for low-income working families
- Uncrowded mobile home park, well-designed and run

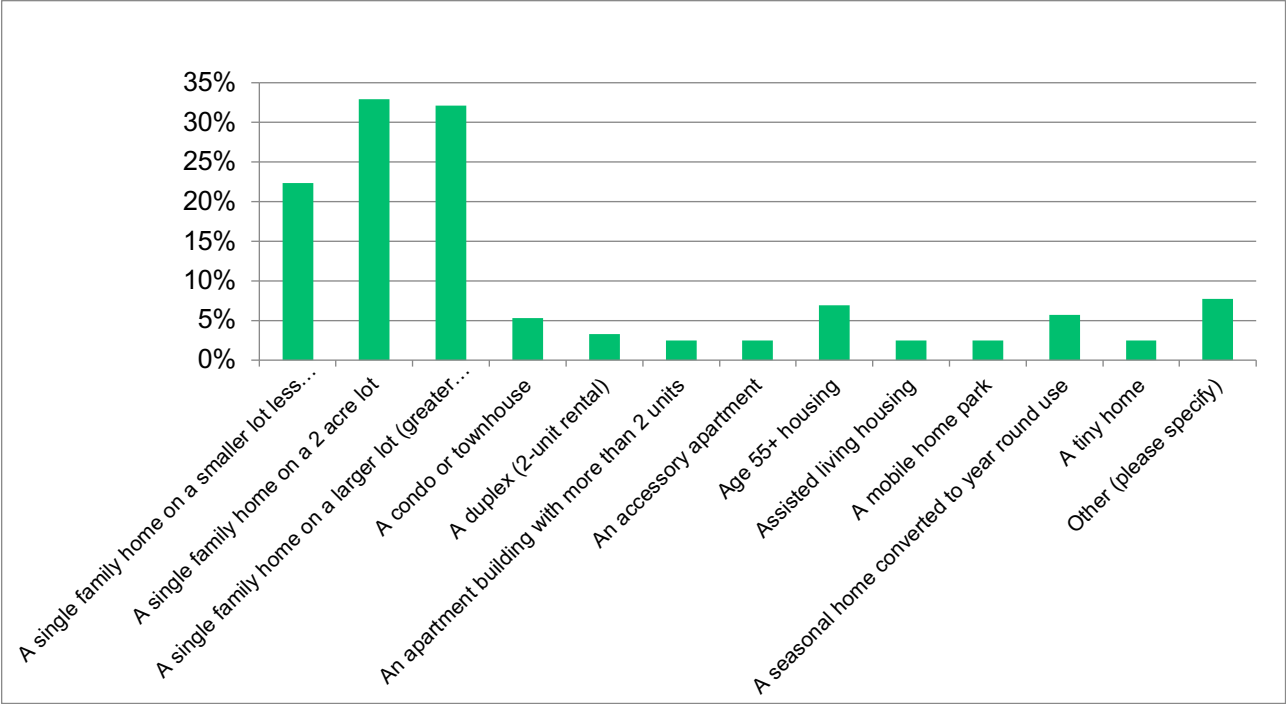


Q8. In ten years (or sooner), I will probably be living in:

Answer Choices	Responses	
A single family home on a smaller lot less than 0.5 acres (1 acre is about the size of a football field)	22.1%	55
A single family home on a 2 acre lot	32.5%	81
A single family home on a larger lot (greater than 2 acres) lot	31.7%	79
A condo or townhouse	5.2%	13
A duplex (2-unit rental)	3.2%	8
An apartment building with more than 2 units	2.4%	6
An accessory apartment	2.8%	7
Age 55+ housing	6.8%	17
Assisted living housing	2.8%	7
A mobile home park	2.4%	6
A seasonal home converted to year round use	5.6%	14
A tiny home	2.4%	6
Other (please specify)	7.6%	19
	Answered	249
	Skipped	16

Other:

- We may miss be south
- Does it matter? My partner and I just don't want to be renting the rest of our lives and need a reasonable commute to Concord and Rochester
- My current home on a 1.5 acre lot.
- Lake front property year round
- Current home
- Single family on 1.5 acres
- Probably in a CCRC if I can afford it.
- In the veterans cemetery
- Unsure
- In my current residence
- This is not a good question... how should i know
- The condo selection is not Northwood available!!!
- I'm 24 I'm going to be renting the rest of my life
- I the same little camp I bought just a few years ago. I wouldn't change anything
- In my same house on 3/4 acre
- My current house or somewhere else.
- single family home on 1 acre
- Single family home on 1 acre
- Current home: one acre- free standing structure

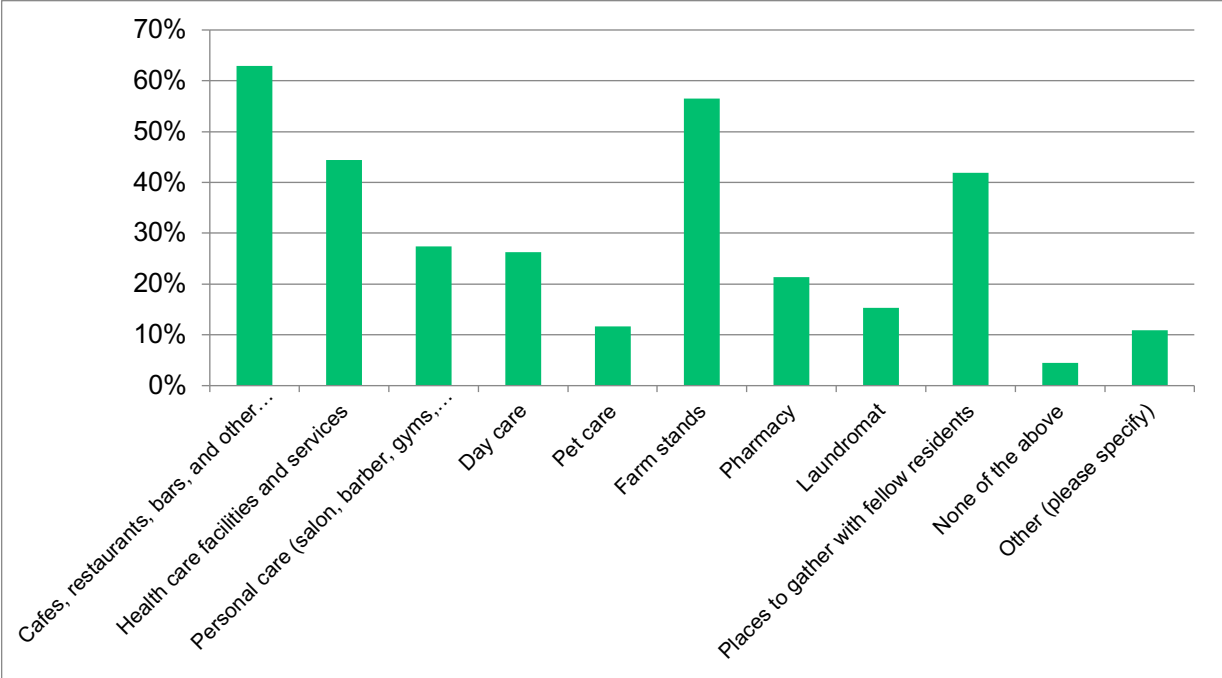


Q9. What additional businesses and services would benefit residents of Northwood? (choose all that apply)

Answer Choices	Responses	
Cafes, restaurants, bars, and other places to eat and drink	62.2%	156
Health care facilities and services	44.2%	111
Personal care (salon, barber, gyms, fitness classes, etc.)	27.1%	68
Day care	26.3%	66
Pet care	11.6%	29
Farm stands	56.6%	142
Pharmacy	21.1%	53
Laundromat	15.9%	40
Places to gather with fellow residents	41.8%	105
None of the above	4.4%	11
Other (please specify)	11.2%	28
	Answered	251
	Skipped	14

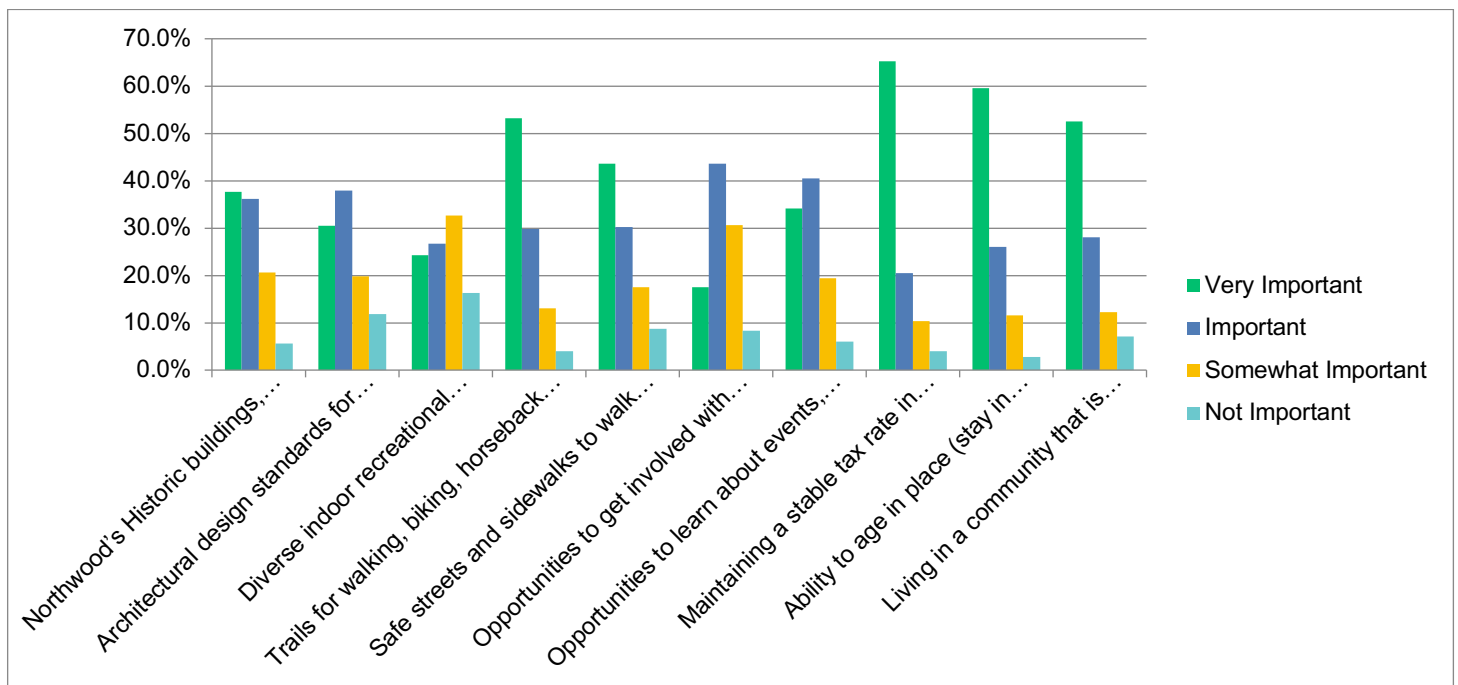
Other:

- Auto parts
- Housing
- This town has minimal to no commodities for young families. Besides location between Concord and Portsmouth - there is not much appealing to young families
- community garden
- Light Industrial and commercial, Lowe's, HD, other supermarkets
- Car wash
- Safety Complex/Community Center
- Bookstore cafe
- Northwood is situated perfectly between the seacoast and Concord and is travel lane for lots of people. We should be promoting commercial development of all kinds all along rt 4
- Market Basket!!!!
- More walkable non wooded spaces
- Larger retailers
- Some sort of recreational area for teens
- Bring back Antique Alley!! This brought business to the town.
- Local farm products business
- All of the above would benefit the residents, question is, is it feasible or sustainable for a community of our size?
- MORE HOUSING
- Park, w/ fountain, paths, trees, not for organized sports. A town common.



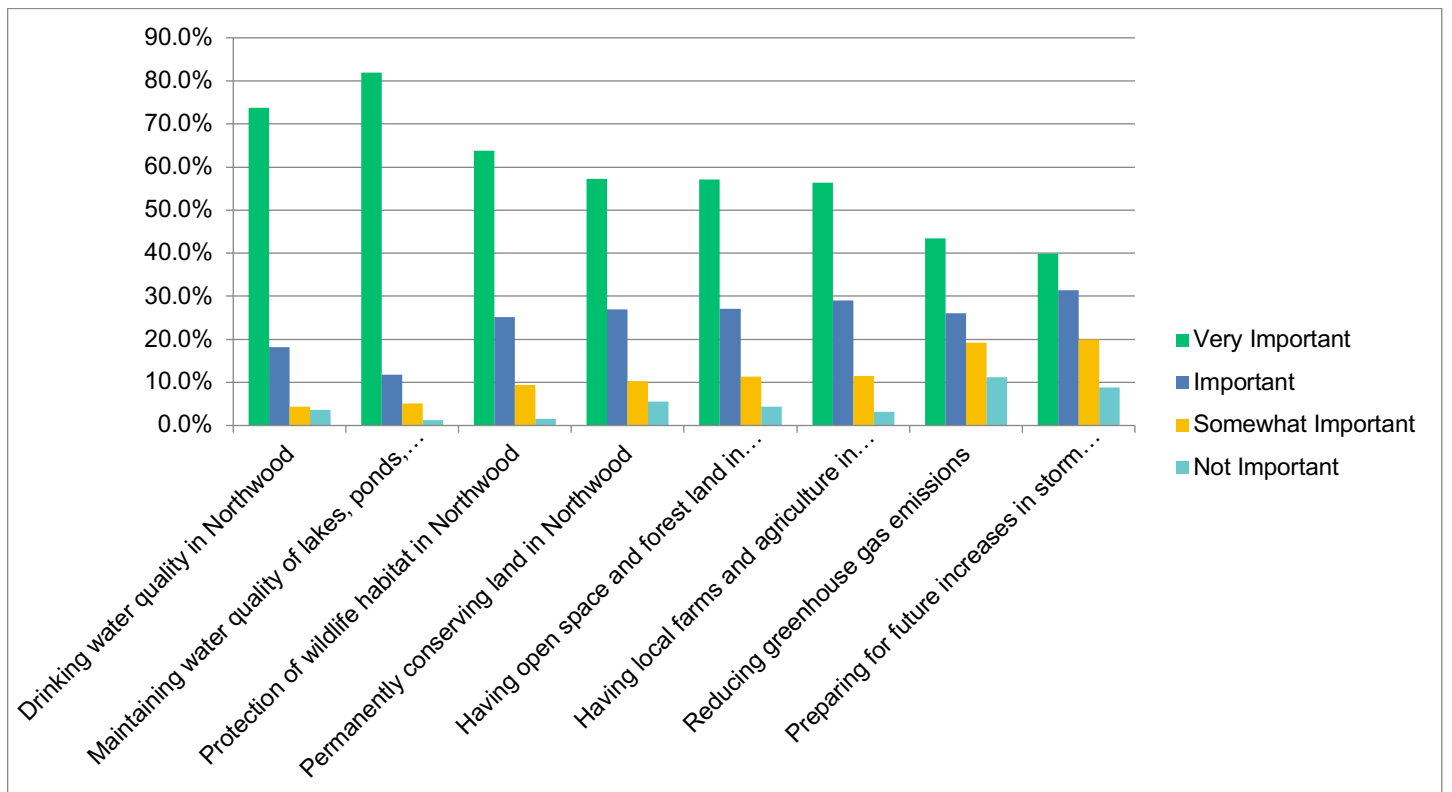
Q10. How important are the following to you:

	Very Important		Important		Somewhat Important		Not Important		Total
Northwood's Historic buildings, resources, and charm	38.0%	97	36.1%	92	20.4%	52	5.5%	14	255
Architectural design standards for commercial development in Northwood	30.5%	78	37.5%	96	20.3%	52	11.7%	30	256
Diverse indoor recreational opportunities for all ages in Northwood	24.0%	61	26.4%	67	33.1%	84	16.5%	42	254
Trails for walking, biking, horseback riding, skiing, and other recreational uses in Northwood	52.9%	135	29.8%	76	13.3%	34	3.9%	10	255
Safe streets and sidewalks to walk and bike on in Northwood	43.9%	112	29.8%	76	17.6%	45	8.6%	22	255
Opportunities to get involved with my Town	17.6%	45	43.5%	111	30.6%	78	8.2%	21	255
Opportunities to learn about events, news, budgeting, and decision making in my town	34.9%	89	40.0%	102	19.2%	49	5.9%	15	255
Maintaining a stable tax rate in Northwood	65.4%	166	20.5%	52	10.2%	26	3.9%	10	254
Ability to age in place (stay in Northwood)	60.1%	152	25.7%	65	11.5%	29	2.8%	7	253
Living in a community that is welcoming to all	52.9%	135	27.8%	71	12.2%	31	7.1%	18	255
								Answered	258
								Skipped	7



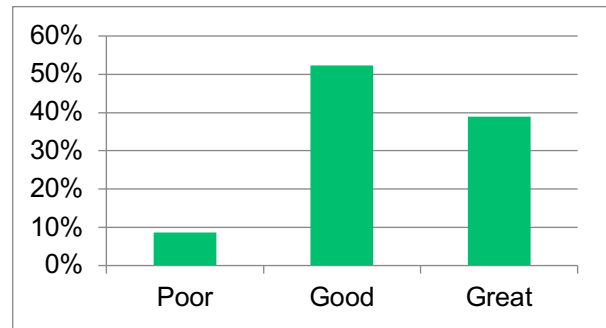
Q11. How important are the following to you:

	Very Important		Important		Somewhat Important		Not Important		Total
	%	Count	%	Count	%	Count	%	Count	
Drinking water quality in Northwood	74.3%	191	17.9%	46	4.3%	11	3.5%	9	257
Maintaining water quality of lakes, ponds, streams in Northwood	81.9%	213	11.9%	31	5.0%	13	1.2%	3	260
Protection of wildlife habitat in Northwood	64.1%	166	25.1%	65	9.3%	24	1.5%	4	259
Permanently conserving land in Northwood	57.4%	148	27.1%	70	10.1%	26	5.4%	14	258
Having open space and forest land in Northwood	57.1%	148	27.4%	71	11.2%	29	4.2%	11	259
Having local farms and agriculture in Northwood	56.4%	145	28.8%	74	11.7%	30	3.1%	8	257
Reducing greenhouse gas emissions	43.3%	110	26.4%	67	19.3%	49	11.0%	28	254
Preparing for future increases in storm events, high temperatures, heavy rainfall, and drought	40.6%	104	31.3%	80	19.5%	50	8.6%	22	256
								Answered	260
								Skipped	5



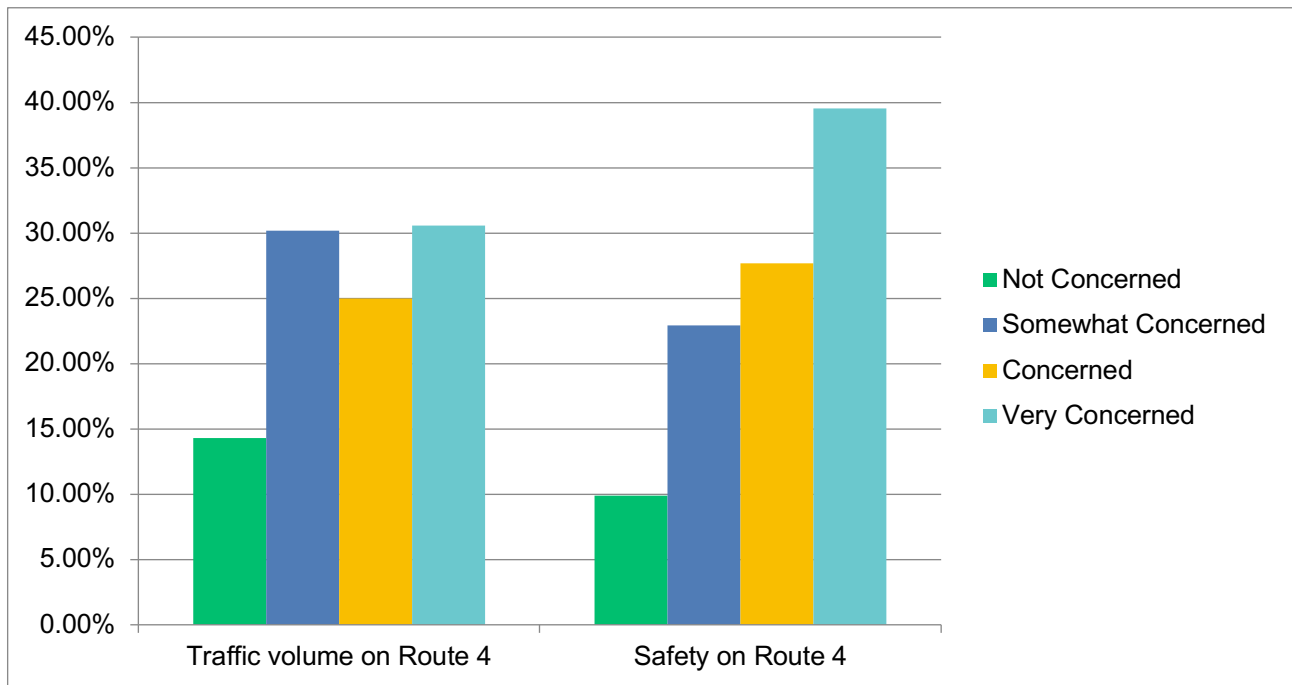
Q12. How would you rate your access to Northwood's lakes and ponds?

Answer Choices	Responses	
Poor	8.5%	22
Good	51.9%	134
Great	39.5%	102
	Answered	258
	Skipped	7



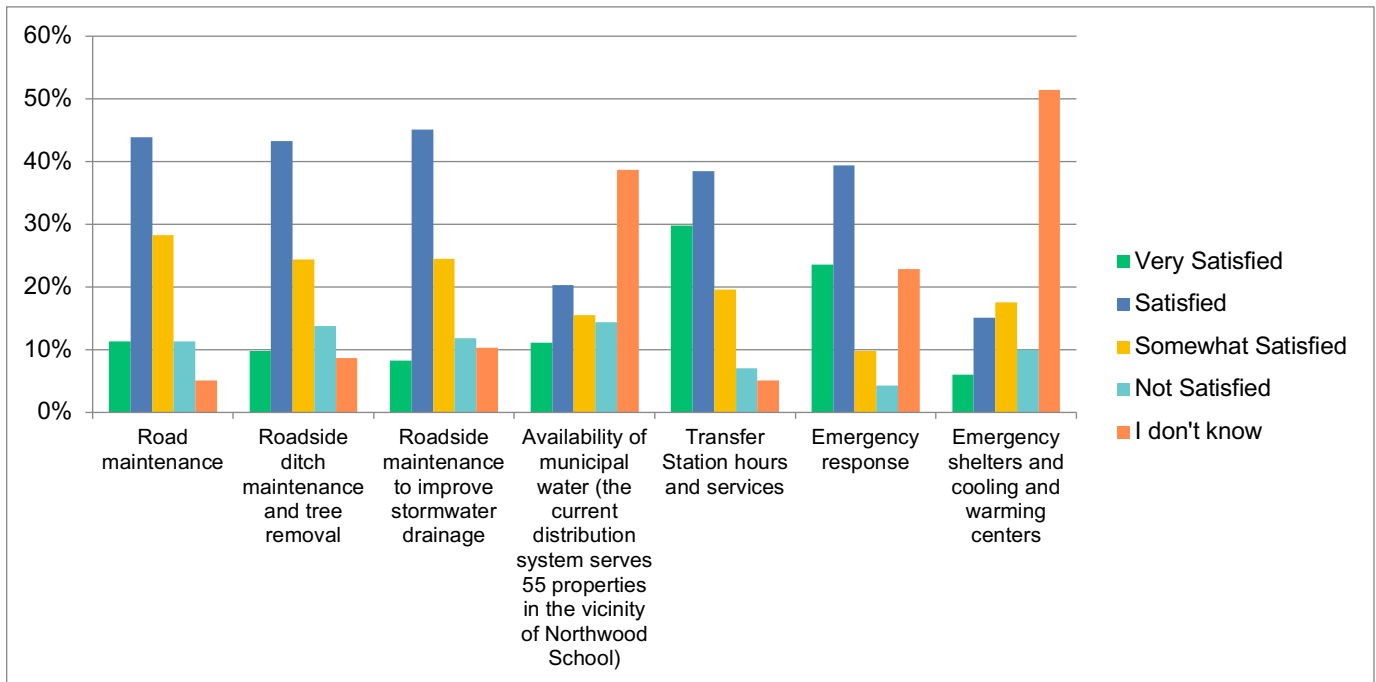
Q13. How concerned are you with:

	Not Concerned		Somewhat Concerned		Concerned		Very Concerned		Total
Traffic volume on Route 4	14.0%	36	30.4%	78	24.5%	63	31.1%	80	257
Safety on Route 4	9.7%	25	22.5%	58	27.5%	71	40.3%	104	258
								Answered	259
								Skipped	6



Q14. How satisfied are you with the following municipal services?

	Very Satisfied		Satisfied		Somewhat Satisfied		Not Satisfied		I don't know		Total
	%	Count	%	Count	%	Count	%	Count	%	Count	
Road maintenance	11.2%	29	44.2%	115	28.5%	74	11.2%	29	5.0%	13	260
Roadside ditch maintenance and tree removal	9.7%	25	43.6%	113	24.7%	64	13.5%	35	8.5%	22	259
Roadside maintenance to improve stormwater drainage	8.1%	21	45.0%	116	24.8%	64	12.0%	31	10.1%	26	258
Availability of municipal water (the current distribution system serves 55 properties in the vicinity of Northwood School)	10.9%	28	20.7%	53	15.6%	40	14.1%	36	38.7%	99	256
Transfer Station hours and services	30.0%	78	38.5%	100	19.6%	51	6.9%	18	5.0%	13	260
Emergency response	23.6%	61	39.8%	103	9.7%	25	4.2%	11	22.8%	59	259
Emergency shelters and cooling and warming centers	5.9%	15	15.3%	39	17.6%	45	9.8%	25	51.4%	131	255
Road maintenance	11.2%	29	44.2%	115	28.5%	74	11.2%	29	5.0%	13	260
										Answered	260
										Skipped	5



Q15. One word I would use to describe present-day Northwood is:

* (number) indicates the number of respondents who chose this word. All other words had one respondent.

Rural (11)	vibrant (2)	Frustrating	Resistant to change
beautiful (10)	Welcoming (2)	Fun	Safe
Growing (10)	Wonderful (2)	glamorous	salutatory
Quaint (9)	Above-average	Haughty	Scattered
Home (6)	Acceptable	Heavenly	silence
Peaceful (5)	Adequate	Helter-skelter	Small town charm
Friendly (4)	anxious	Hostile	Small town thinking
Pleasant (4)	appealing	In involved	stable
Quiet (4)	At-risk	Inconsistent	Stagnant
Boring (4)	backwards	Inefficient	Stretched
Average (3)	balance	Jambalaya	struggling
Charming (3)	Behind	Lackluster	Suburbia
Convenient (3)	busy place	Lakes	Taxation
Disjointed (3)	cleanly	Mess	Taxes
Expensive (3)	Closed-minded	Mismanaged	The original ecological
Good (3)	comely	Natural	The warm
Great (3)	Confused	Nature	through-way
busy (2)	Conscience	Noisy	Town
Changing (2)	corrupt	Normal !	Traditional
Comfortable (2)	dated	Okay	Traffic
Conservative (2)	Declining	Old	Tranquil
Dilapidated (2)	Disconnected	Optimal	Unchanging
Evolving (2)	divided	Overtaxed	Underutilized
Isolated (2)	Enjoyable	Perfect	Unique
Lacking (2)	fair	Polarized	Unwelcoming
Lovely (2)	Fine	Reactive	variety
Nice (2)	fractured	Relaxed	Very good
picturesque (2)	fresh	Relaxing	white
Promising (2)	frugal	Reserved	Wonderful
Small (2)			

Other responses:

Pass through town (I know not one word but there is no downtown that makes this feel like a community)
potential (to have it all, in terms of great schooling, sports, restaurants, outdoor activities)
The town of Northwood is great. The school is awful and run by an economically illiterate board whose allegiance is to political ideology and not the Northwood citizens or their children.
Too expensive. Northwood and other communities on 4/9/202 have the opportunity to be better commuter communities
Where we live it is filled with seasonal residents and out of towners
Home for the long haul

Q16. One word I would use to describe how I want Northwood to be in the future is:

* (number) indicates the number of respondents who chose this word. All other words had one respondent.

Rural (16)	Unchanged (2)	Flourishing	Proactive
Welcoming (10)	Updated (2)	Frugal	Reasonable
Affordable (8)	vibrant (2)	Good	Relaxing
Brilliant (7)	Accessible and welcoming to all	Green	Resilient
Safe (7)	Adapting	Growing	respectful
Community (6)	angelic	Growth	Same
Progressive (6)	Appreciative	Gulf road	Same as now
Inclusive (5)	Aware	Heavenly	Sidewalks
Quaint (5)	beauteous	Hometown	Small
cohesive (4)	Bucolic	Hospitable	Small home town feel
Prosperity (4)	Business friendly	Interesting	Special
Stable (4)	Clean	Involved	Strategic Growth
Peaceful (4)	Community-centered	irresistible	Sustainable
Better (4)	Community-minded	Lovely	Thriving and green
Convenient (3)	Connected	Maintaining	tidy
Home (3)	Conscious	Managed	Town
Quiet (3)	Consistent	modernize	Tranquil
Thriving (3)	Country	More retail	Transparent
Balance (2)	Cozy	natural	Unique
beautiful (2)	Crazy-free	NO.1	united
bustling city (2)	Creative	Oasis	Updated with charm
Diverse (2)	Cute	Optimal	variety
friendly (2)	destination	Organized	Very peaceful
Inviting (2)	Efficient	Perfect	Vision
Modern (2)	Fairness	picturesque	Visionary
pleasant (2)	FAMILY	Planned	wonderful
Quieter (2)	Family centered	Preserved	

Other responses:

Don't want it to become too populated
Few more basic stores in town . " convenient "
Representative (of what NH towns can be)

Q17. Please provide your name and contact information if you would like to receive occasional updates about the Master Plan update and be entered in random drawing to win one of five gift cards from local businesses.

Answer Choices	Responses	
First Name	100.0%	163
Last Name	99.4%	162
Email address	100.0%	163
Phone number (if no email)	20.3%	33
	Answered	163
	Skipped	97

[Email addresses will be provided to the Subcommittee and Town but not shared publicly].