

# Vineyard Gazette - Harris Poll 2013

## Harris Interactive

### Topline Survey Report

#### Assessing the Quality of Life in Martha's Vineyard

- Interviewing:** April 26 – May 13, 2013
- Respondents:** 521 adults 18+ who live on year-round or visit Martha's Vineyard. 271 are Permanent Residents and 250 are Seasonal Residents
- Method:** Telephone
- Sample:** Random Digit Dial, Cell Phone Sample, and Subscriber Lists
- Weighting:** Results from the RDD/Cell phone samples were weighted to figures from the 2010 Census and 2011 American Community Survey for education, age by gender, race/ethnicity, household size (number of adults), and household income, where necessary to bring them into line with the population of adults, age 18+, who are residents of Duke's County.
- Sampling Error:** All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive tries to avoid using the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal. For this particular survey the theoretical margin of sampling error is plus or minus 4.3 percentage points.

**Q268. Are you..?**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
Male	48%	48%	48%
Female	52%	52%	52%

**Q1030. How old are you?**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
18-39	17%	7%	26%
40-49	14%	7%	19%
50-64	29%	33%	25%
65-74	21%	28%	15%
75+	14%	19%	9%
Not sure	0%	0%	-
Decline to answer	5%	5%	5%

**Q703. Each time you visit Martha's Vineyard how many months do you typically stay on the island?**

Base: All Qualified Seasonal Respondents

	Total	Seasonal Residents	Permanent Residents
Base	250	250	-
1 Month	33%	33%	-
2 Month	18%	18%	-
3-4 Months	21%	21%	-
5+ Months	10%	10%	-
Don't Know	18%	18%	-
Refused	0%	0%	-

**Q705. For how long have you been a resident or visiting Martha's Vineyard?**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
2 years or less	2%	2%	2%
3-8 years	8%	6%	10%
9-15 years	9%	7%	11%
15+ years	80%	85%	76%
Don't Know	1%	0%	1%

**Q720. How would you rate the overall quality of life on Martha's Vineyard?**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
TOP 2 BOX (NET)	92%	95%	90%
(4) Excellent	56%	61%	52%
(3) Good	36%	34%	38%
BOTTOM 2 BOX (NET)	6%	3%	9%
(2) Fair	5%	2%	7%
(1) Poor	1%	1%	2%
Don't Know	2%	2%	1%
Refused	-	-	-

**Q725. Generally speaking, would you say that things in Martha's Vineyard are going in the right direction or are going in the wrong direction?**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
Right direction	62%	64%	60%
Wrong direction	24%	20%	27%
Don't Know	14%	15%	12%
Refused	1%	1%	1%

**Q730. In the past five years, do you think the quality of life on the island has improved a lot, improved a little, deteriorated a little, deteriorated a lot, or stayed the same?**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
TOP 2 BOX (NET)	34%	30%	38%
(5) Improved a lot	8%	5%	11%
(4) Improved a little	26%	25%	28%
BOTTOM 2 BOX (NET)	26%	25%	26%
(3) Deteriorated a little	20%	23%	17%
(2) Deteriorated a lot	6%	2%	9%
(1) Stayed the same	36%	40%	33%
Don't Know	3%	4%	2%
Refused	1%	2%	-

**Q750. Thinking about when you first moved to Martha's Vineyard, which of the following items played an important role in your decision to first move there?**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
Beaches, coastline, ocean	79%	87%	72%
Outdoor lifestyle	75%	86%	66%
Rural character	71%	79%	65%
Clean	70%	76%	64%
Sense of community	66%	68%	64%
Slower pace	63%	71%	55%
Family, friends	61%	68%	54%
Safety	58%	55%	61%
Good schools	31%	13%	47%
Employment	22%	7%	36%
Don't Know	6%	2%	9%
Refused	5%	1%	7%

**Q755. Which of the following items still remains an important role in your decision to continue to live on Martha's Vineyard?**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
Beaches, coastline, ocean	90%	93%	87%
Outdoor lifestyle	87%	90%	84%
Clean	84%	84%	83%
Rural character	84%	86%	82%
Family, friends	82%	80%	83%
Sense of community	80%	75%	86%
Slower pace	76%	80%	72%
Safety	74%	68%	80%
Good schools	41%	19%	60%
Employment	36%	11%	58%
Don't Know	1%	1%	1%
Refused	1%	1%	1%

**Q765. How satisfied are you with.... Are you...?**

**SUMMARY TABLE OF TOP BOX (Very Satisfied)**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
Fire/emergency response	71%	61%	80%
Police	57%	59%	56%
Public transportation	54%	50%	57%
Ferry service	50%	61%	40%
Hospital	47%	49%	45%
Roads	45%	53%	38%
Schools	40%	25%	54%
Air service	27%	24%	29%
Cell phone service	20%	15%	24%

**Q765. How satisfied are you with.... Are you...?**

**SUMMARY TABLE OF TOP 2 BOX (Very or Somewhat Satisfied)**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
Ferry service	89%	93%	86%
Police	88%	89%	87%
Fire/emergency response	88%	81%	94%
Roads	87%	95%	80%
Public transportation	80%	77%	83%
Hospital	80%	80%	80%
Schools	64%	43%	83%
Air service	63%	63%	63%
Cell phone service	56%	52%	59%

**Q765. How satisfied are you with.... Are you...?**

**SUMMARY TABLE OF BOTTOM 2 BOX (Not Very or Not Satisfied at All)**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
Cell phone service	38%	42%	35%
Roads	12%	4%	19%
Hospital	11%	5%	17%
Air service	11%	11%	11%
Ferry service	10%	5%	14%
Public transportation	7%	6%	8%
Police	7%	2%	11%
Schools	3%	1%	5%
Fire/emergency response	1%	1%	2%

**Q770. When it comes to decisions concerning the future of Martha's Vineyard, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in the people in charge or running...?**

**SUMMARY TABLE OF A GREAT DEAL OF CONFIDENCE**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
Conservation/environmental groups	60%	67%	54%
Martha's Vineyard Land Bank	57%	66%	48%
Steamship Authority	38%	45%	33%
Local town government	26%	28%	24%
The Martha's Vineyard Commission	23%	29%	18%
Affordable Housing Groups	21%	17%	25%
State government	16%	15%	16%
County government	14%	19%	9%

**Q770. When it comes to decisions concerning the future of Martha's Vineyard, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in the people in charge or running...?**

**SUMMARY TABLE OF SOME CONFIDENCE**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
Local town government	59%	59%	58%
County government	54%	55%	53%
State government	54%	56%	52%
Affordable Housing Groups	49%	51%	47%
The Martha's Vineyard Commission	47%	48%	46%
Conservation/environmental groups	34%	28%	39%
Martha's Vineyard Land Bank	31%	28%	35%

**Q770. When it comes to decisions concerning the future of Martha's Vineyard, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in the people in charge or running...?**

**SUMMARY TABLE OF HARDLY ANY CONFIDENCE**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
State government	23%	19%	27%
County government	21%	11%	31%
Affordable Housing Groups	18%	15%	21%
The Martha's Vineyard Commission	17%	6%	27%
Local town government	12%	8%	16%
Steamship Authority	11%	6%	16%
Martha's Vineyard Land Bank	9%	3%	14%
Conservation/environmental groups	4%	3%	6%

**Q775. When you think about ..., do you think there should be more or less regulation, or do you think the current level of regulation is about right.**

**SUMMARY TABLE OF MORE REGULATION**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
House size	53%	65%	43%
Coastal development	50%	53%	47%
Commercial development	30%	34%	26%
Historic preservation	23%	27%	19%

**Q775. When you think about ..., do you think there should be more or less regulation, or do you think the current level of regulation is about right.**

**SUMMARY TABLE OF LESS REGULATION**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
Commercial development	10%	6%	14%
House size	10%	7%	12%
Historic preservation	7%	3%	11%
Coastal development	5%	2%	7%

**Q775. When you think about ..., do you think there should be more or less regulation, or do you think the current level of regulation is about right.**

**SUMMARY TABLE OF ABOUT RIGHT**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
Historic preservation	67%	67%	67%
Commercial development	56%	55%	56%
Coastal development	41%	41%	41%
House size	35%	25%	43%

**Q780. Thinking about Martha's Vineyard's future, how concerned are you about .... Are you ...?**

**SUMMARY TABLE OF TOP BOX (Very Concerned)**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
Coastal erosion	64%	73%	56%
Cost of housing	56%	48%	63%
Pollution in ponds	55%	56%	55%
Cost of living	54%	45%	63%
Drugs/substance abuse	49%	47%	51%
Development	48%	54%	43%
Traffic congestion	41%	44%	38%
Property taxes	38%	36%	40%
Wealth disparity between seasonal residents and year-rounders	37%	37%	37%
Lack of economic opportunity (i.e., jobs)	34%	30%	38%
Crime/loss of safety	16%	14%	17%

**Q780. Thinking about Martha's Vineyard's future, how concerned are you about .... Are you ...?**

**SUMMARY TABLE OF TOP 2 BOX (Very or Somewhat Concerned)**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
Cost of living	89%	87%	91%
Coastal erosion	88%	95%	82%
Cost of housing	86%	84%	87%
Pollution in ponds	85%	89%	82%
Drugs/substance abuse	83%	82%	83%
Development	80%	86%	74%
Traffic congestion	78%	81%	75%
Lack of economic opportunity (i.e., jobs)	70%	74%	67%
Property taxes	70%	73%	68%
Wealth disparity between seasonal residents and year-rounders	63%	74%	54%
Crime/loss of safety	50%	54%	46%

**Q780. Thinking about Martha's Vineyard's future, how concerned are you about .... Are you ...?**

**SUMMARY TABLE OF BOTTOM 2 BOX (Not Very or Not at All Concerned)**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
Crime/loss of safety	49%	43%	53%
Wealth disparity between seasonal residents and year-rounders	34%	25%	43%
Lack of economic opportunity (i.e., jobs)	28%	22%	32%
Property taxes	27%	24%	29%
Traffic congestion	21%	18%	24%
Development	18%	12%	24%
Drugs/substance abuse	15%	13%	17%
Pollution in ponds	13%	9%	17%
Cost of housing	13%	14%	12%
Coastal erosion	11%	5%	16%
Cost of living	10%	12%	8%

**Q800. How familiar are you with the Martha's Vineyard Commission?**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
TOP 2 BOX (NET)	63%	58%	67%
(4) Very familiar	20%	16%	23%
(3) Somewhat familiar	43%	42%	44%
BOTTOM 2 BOX (NET)	37%	41%	33%
(2) Not very familiar	22%	24%	21%
(1) Not at all familiar	15%	18%	12%
Not sure	1%	0%	1%
Refused	-	-	-



**Q825. How important to you are each of the following stated objectives of the Martha's Vineyard Commission....**

**Are you...?**

**SUMMARY TABLE OF TOP 2 BOX (Very or Somewhat Important)**

Base: All Qualified Respondents At Least Somewhat Familiar With Martha's Vineyard

	Total	Seasonal Residents	Permanent Residents
Base	347	150	197
Preserving the character of the Island	94%	98%	90%
Providing extra protection for natural resources, e.g., water and open space	93%	98%	89%
Promoting a sustainable local economy	90%	95%	86%
Regional planning	89%	95%	84%
Regulating island development	87%	97%	79%
Promoting affordable housing	82%	88%	78%
Collecting and publishing island wide data	81%	87%	76%

**Q825. How important to you are each of the following stated objectives of the Martha's Vineyard Commission....**

**Are you...?**

**SUMMARY TABLE OF BOTTOM 2 BOX (Not Very or Not Important at All)**

Base: All Qualified Respondents At Least Somewhat Familiar With Martha's Vineyard

	Total	Seasonal Residents	Permanent Residents
Base	347	150	197
Collecting and publishing island wide data	17%	11%	22%
Promoting affordable housing	16%	11%	21%
Regulating island development	12%	3%	20%
Regional planning	9%	4%	14%
Promoting a sustainable local economy	9%	5%	12%
Providing extra protection for natural resources, e.g., water and open space	7%	2%	10%
Preserving the character of the Island	6%	2%	9%

**Q480. Do you consider yourself...?**

Base: All Qualified Respondents

	Total	Seasonal Residents	Permanent Residents
Base	521	250	271
White	86%	88%	84%
Black/African American	2%	2%	3%
Asian or Pacific Islander	0%	-	0%
Native American or Alaskan Native	1%	-	1%
Mixed Race	3%	0%	6%
Some other race	2%	1%	2%
Decline to Answer	6%	8%	4%

**Q484. With which of the following racial groups do you most closely identify?**

Base: All Qualified Respondents With Mixed Racial Backgrounds

	Total	Seasonal Residents	Permanent Residents
Base	10	1	9
White	56%	100%	53%
Black/African American	47%	100%	37%
Asian or Pacific Islander	-	-	-
Native American or Alaskan native	38%	100%	34%
Other race	26%	-	27%
Decline to Answer	13%	-	13%

**Q485. COMPUTE QUESTION**

Base: All Qualified Respondents

	Total	Seasonal Resident	Permanent Resident
Base	521	250	271
White	85%	88%	83%
Black/African American	3%	2%	3%
Asian or Pacific Islander	0%	-	0%
Native American or Alaskan native	1%	-	1%
Mixed racial background	3%	0%	5%
Other race	1%	1%	1%
Hispanic	1%	1%	2%
Decline to Answer	6%	8%	4%