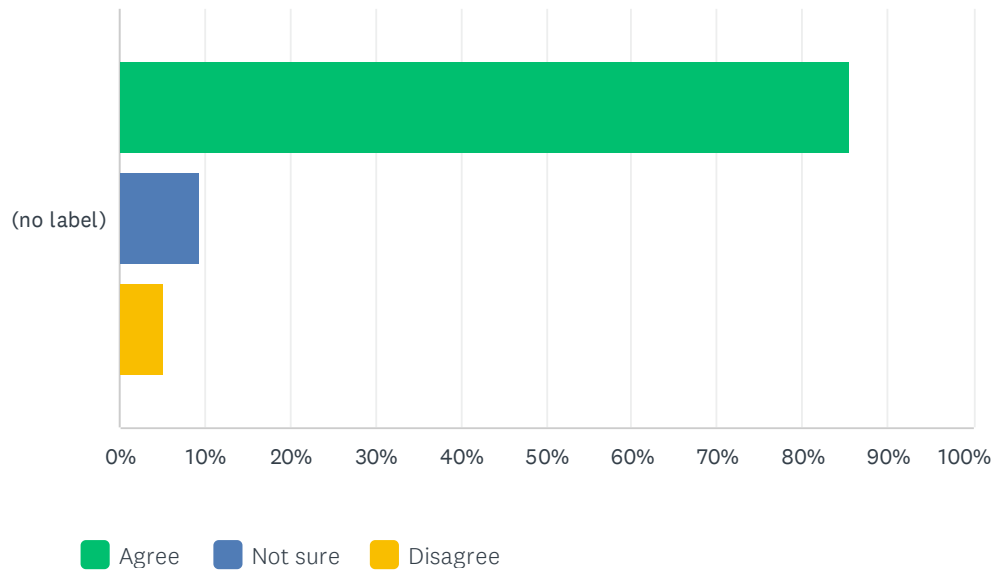


Q1 Rank your belief in the following statement: The climate is changing.

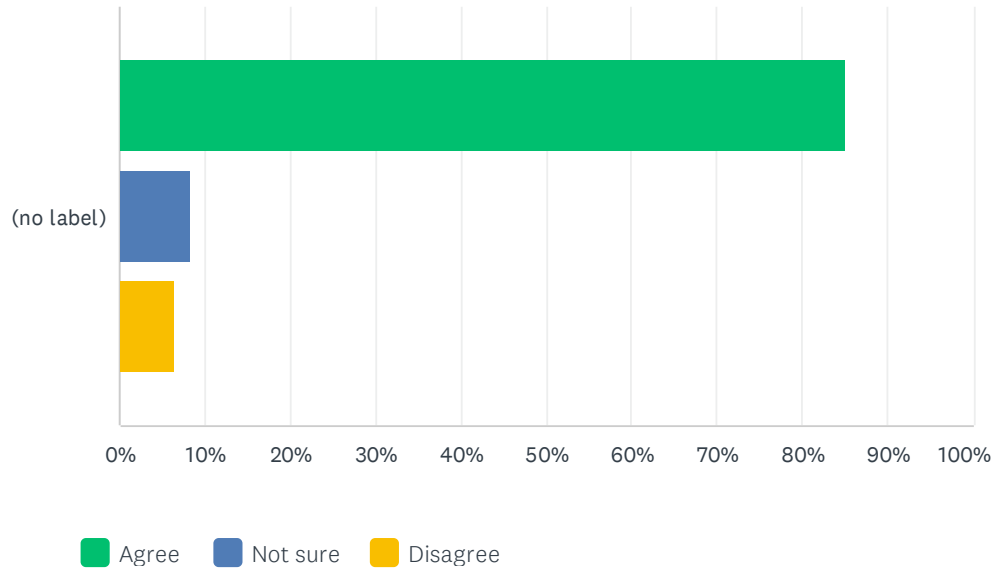
Answered: 388 Skipped: 5



	AGREE	NOT SURE	DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	85.57% 332	9.28% 36	5.15% 20	388	1.20

Q2 Rank your belief in the following statement: Humans are the main cause of climate change.

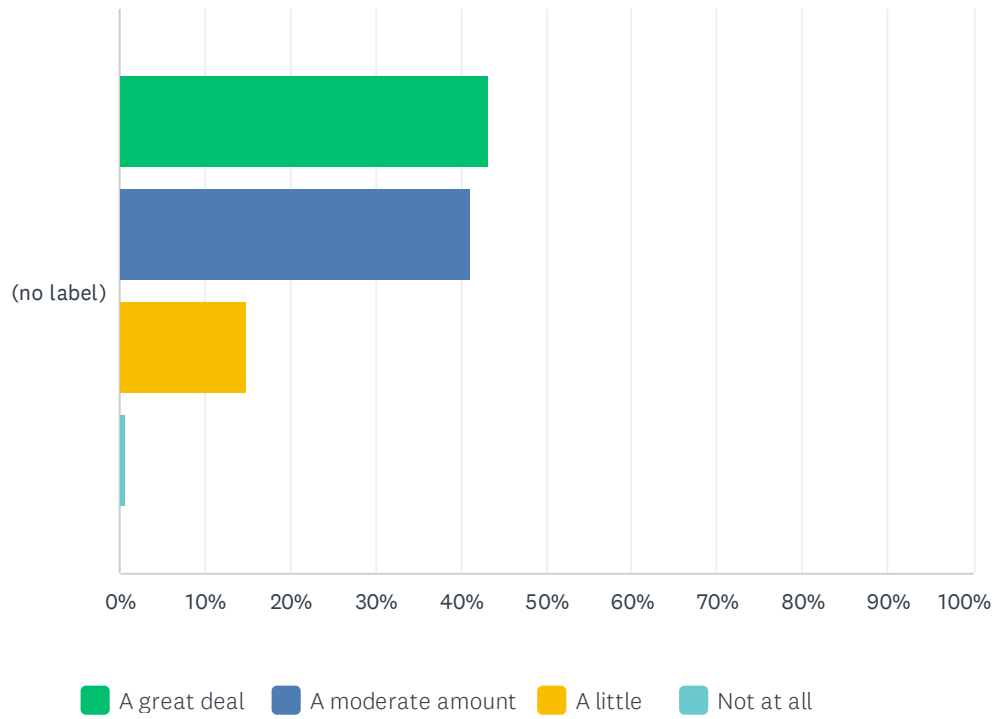
Answered: 323 Skipped: 70



	AGREE	NOT SURE	DISAGREE	TOTAL	WEIGHTED AVERAGE
(no label)	85.14% 275	8.36% 27	6.50% 21	323	1.21

Q3 How much do you think climate change will affect you personally?

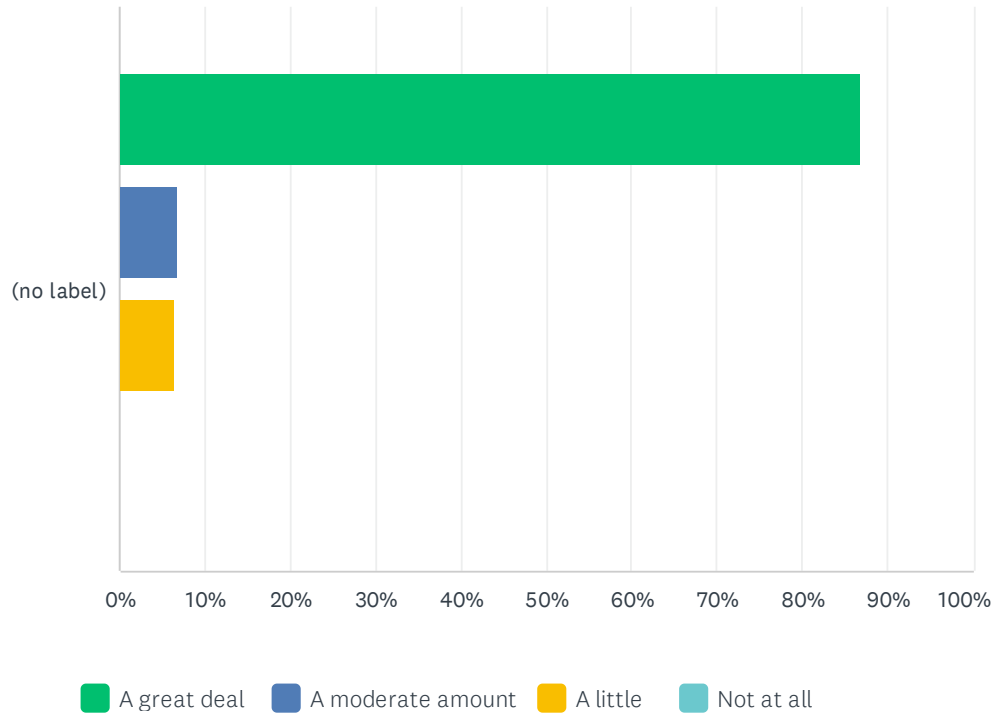
Answered: 326 Skipped: 67



	A GREAT DEAL	A MODERATE AMOUNT	A LITTLE	NOT AT ALL	TOTAL	WEIGHTED AVERAGE
(no label)	43.25% 141	41.10% 134	15.03% 49	0.61% 2	326	1.73

Q4 How much do you think climate change will affect our future generations?

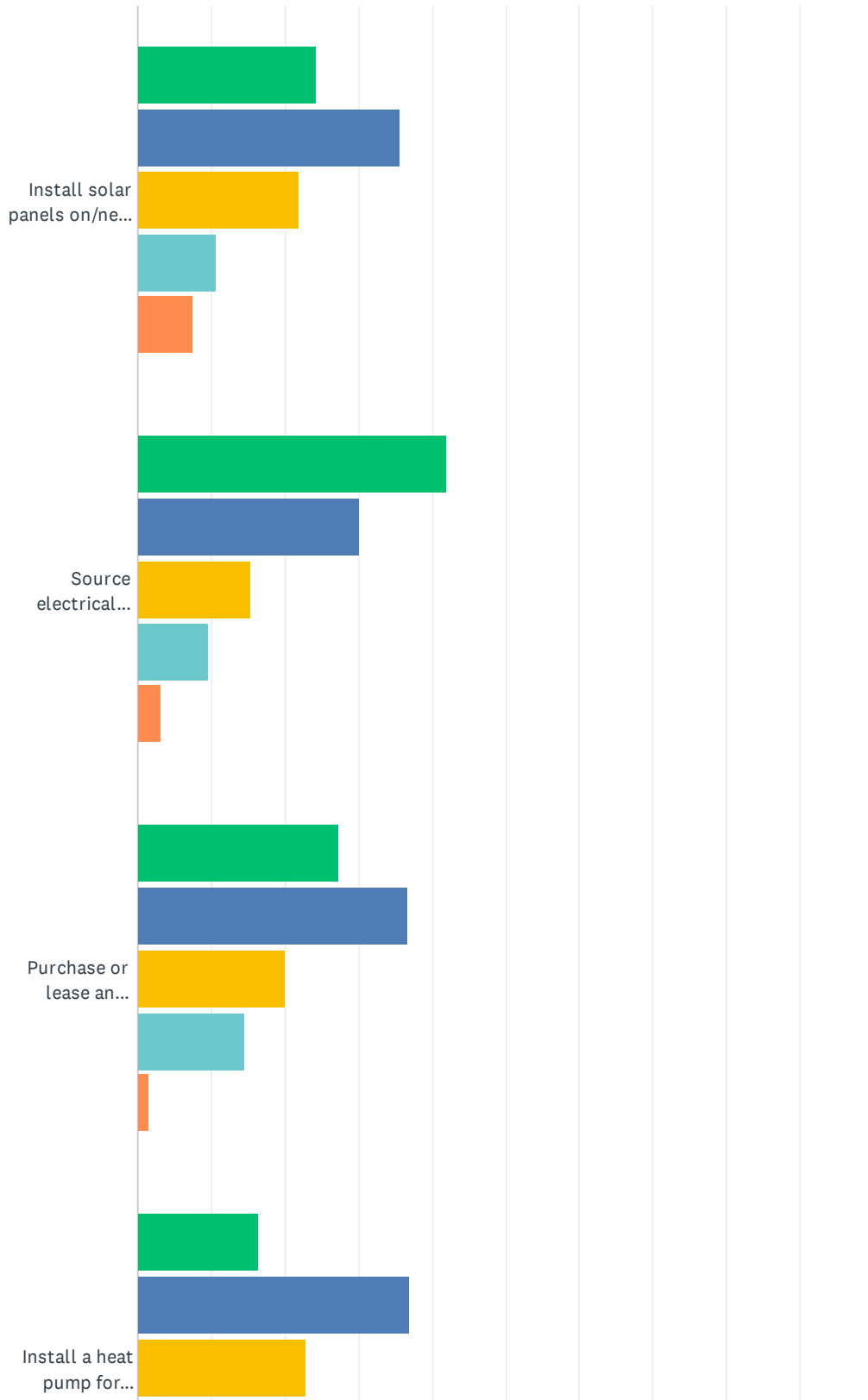
Answered: 326 Skipped: 67

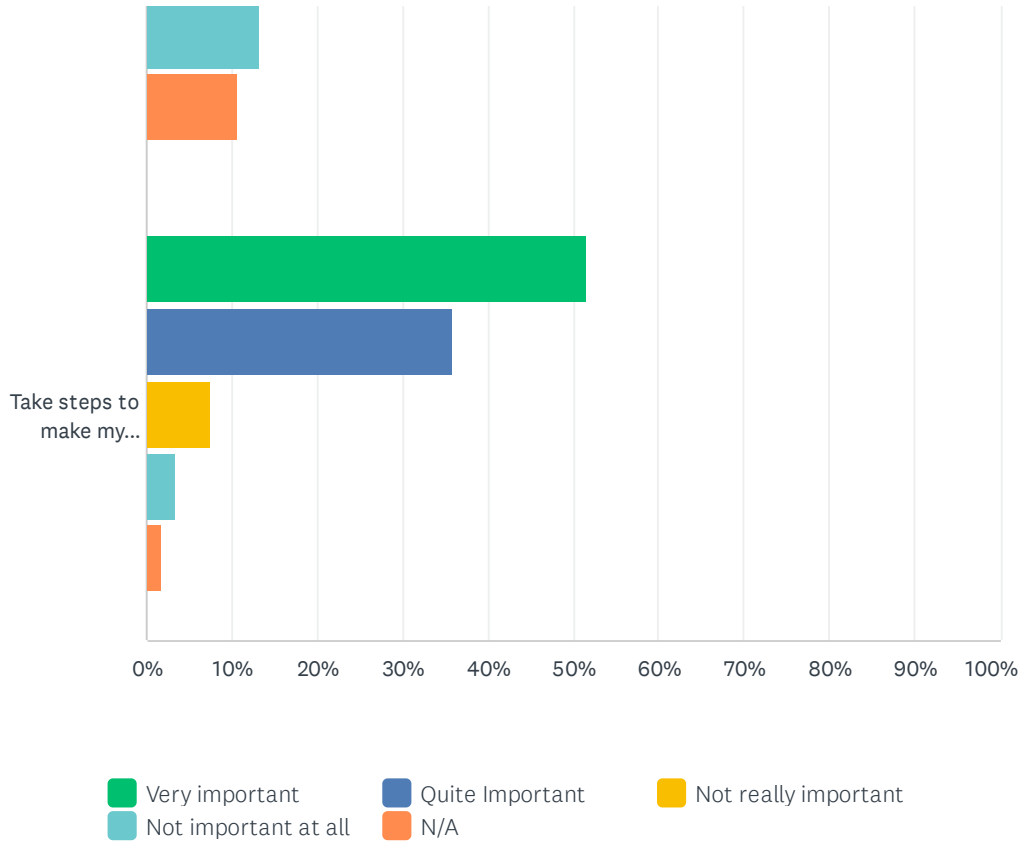


	A GREAT DEAL	A MODERATE AMOUNT	A LITTLE	NOT AT ALL	TOTAL	WEIGHTED AVERAGE
(no label)	86.81% 283	6.75% 22	6.44% 21	0.00% 0	326	1.20

Q5 For each of the following, please indicate how important you believe each action is in addressing climate change.

Answered: 355 Skipped: 38

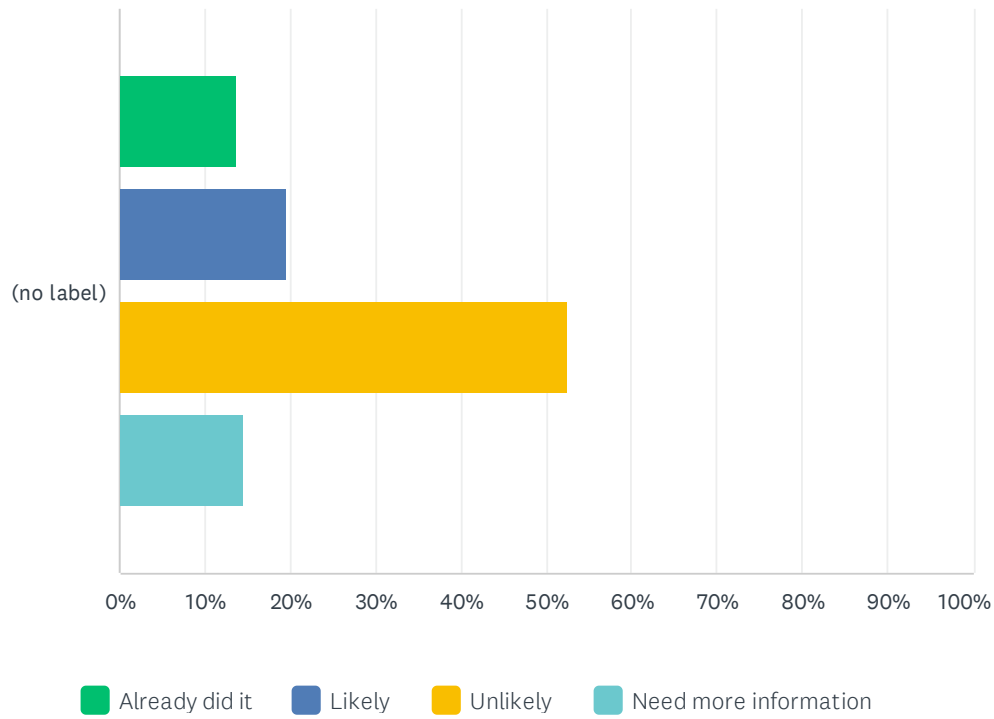




	VERY IMPORTANT	QUITE IMPORTANT	NOT REALLY IMPORTANT	NOT IMPORTANT AT ALL	N/A	TOTAL	WEIGHTED AVERAGE
Install solar panels on/near my home	24.29% 85	35.71% 125	22.00% 77	10.57% 37	7.43% 26	350	2.20
Source electrical power delivered to my home from renewables, e.g., Westford Power Options Program (POP) Gold or Silver	41.91% 145	30.06% 104	15.32% 53	9.54% 33	3.18% 11	346	1.92
Purchase or lease an electric vehicle (EV)	27.35% 96	36.75% 129	19.94% 70	14.53% 51	1.42% 5	351	2.22
Install a heat pump for heating or air conditioning	16.42% 56	36.95% 126	22.87% 78	13.20% 45	10.56% 36	341	2.37
Take steps to make my residence more energy efficient	51.70% 182	35.80% 126	7.39% 26	3.41% 12	1.70% 6	352	1.62

Q6 How likely are you to install solar panels on/near your home?

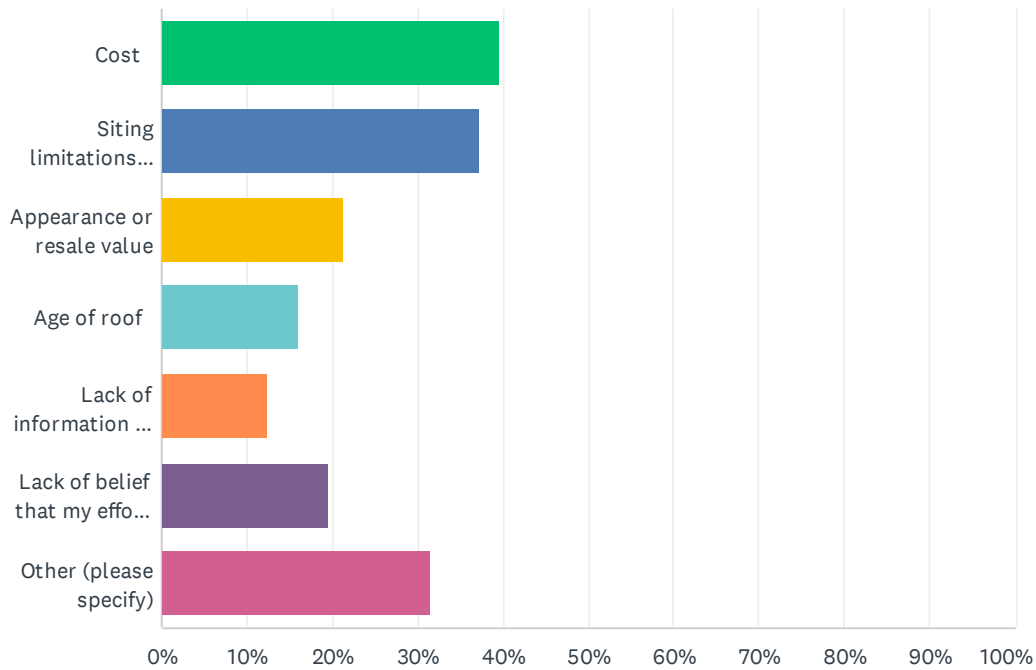
Answered: 353 Skipped: 40



	ALREADY DID IT	LIKELY	UNLIKELY	NEED MORE INFORMATION	TOTAL	WEIGHTED AVERAGE
(no label)	13.60%	19.55%	52.41%	14.45%	353	2.68
	48	69	185	51		

Q7 What are the barriers to installing solar panels on/near your home

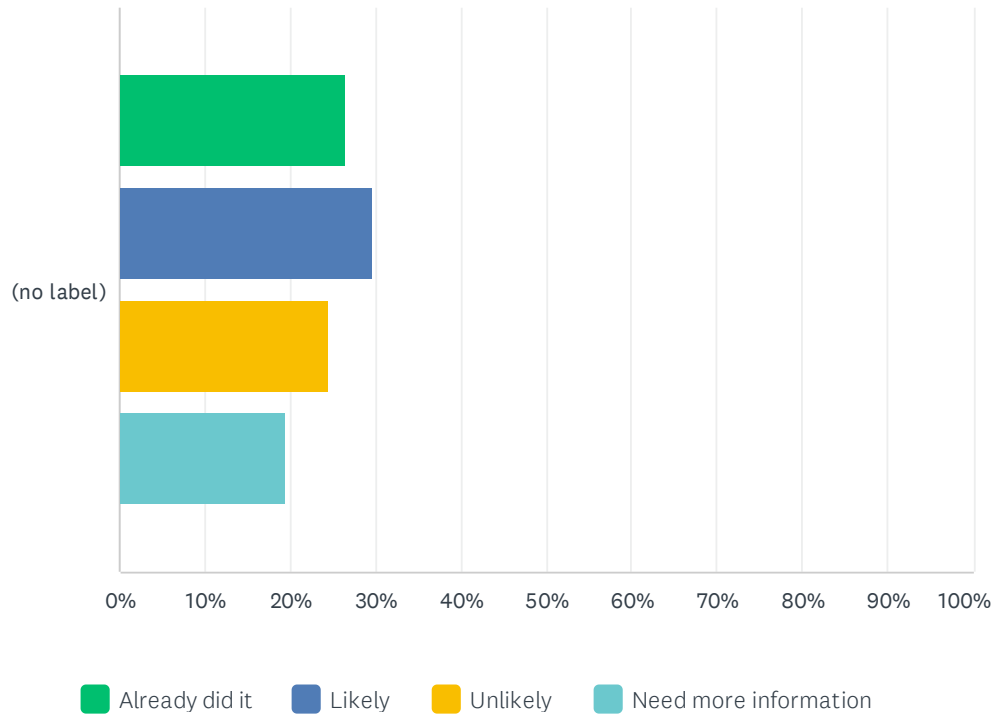
Answered: 225 Skipped: 168



ANSWER CHOICES	RESPONSES	
Cost	39.56%	89
Siting limitations (house in shaded area)	37.33%	84
Appearance or resale value	21.33%	48
Age of roof	16.00%	36
Lack of information on solar energy and how to install it	12.44%	28
Lack of belief that my efforts and expense would have a real impact	19.56%	44
Other (please specify)	31.56%	71
Total Respondents: 225		

Q8 How likely are you to source electrical power delivered to your home from renewables, e.g. Westford Power Options Program (POP) Gold or Silver

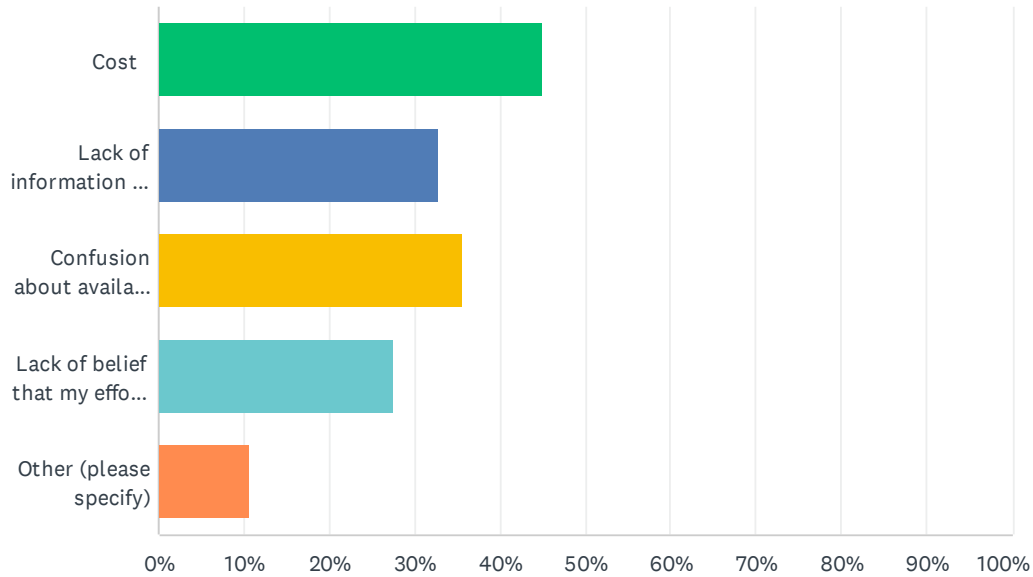
Answered: 344 Skipped: 49



	ALREADY DID IT	LIKELY	UNLIKELY	NEED MORE INFORMATION	TOTAL	WEIGHTED AVERAGE
(no label)	26.45%	29.65%	24.42%	19.48%	344	2.37
	91	102	84	67		

Q9 What are the barriers to sourcing electrical power delivered to your home from renewables

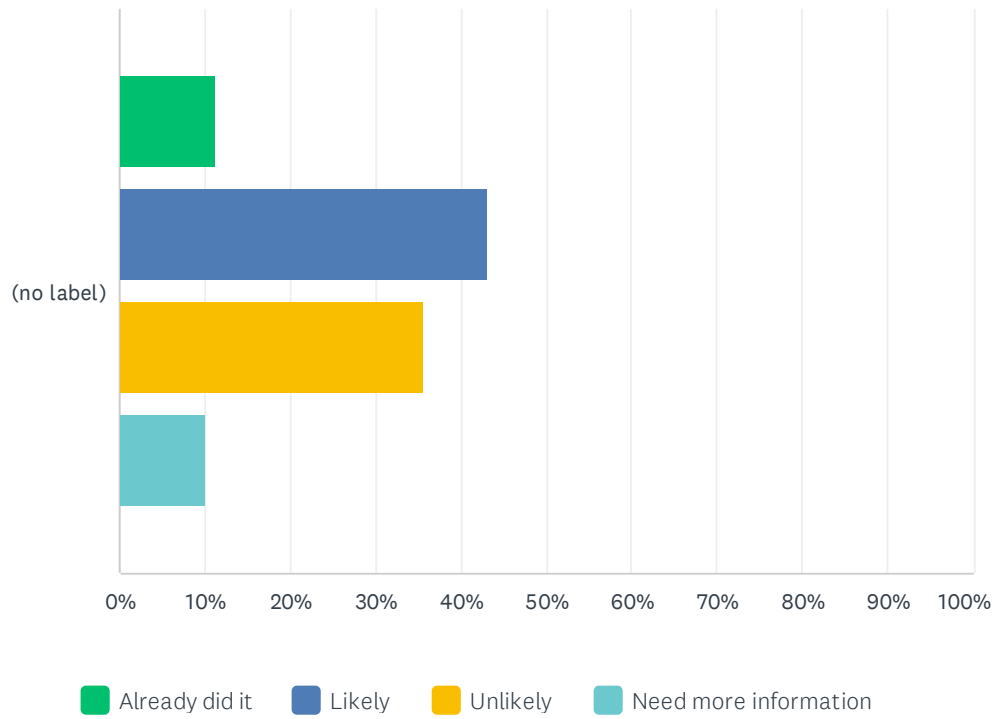
Answered: 149 Skipped: 244



ANSWER CHOICES	RESPONSES	
Cost	44.97%	67
Lack of information on increasing renewables	32.89%	49
Confusion about available products and choices	35.57%	53
Lack of belief that my efforts and expense would have a real impact	27.52%	41
Other (please specify)	10.74%	16
Total Respondents: 149		

Q10 How likely are you to purchase or lease an electric vehicle (EV)

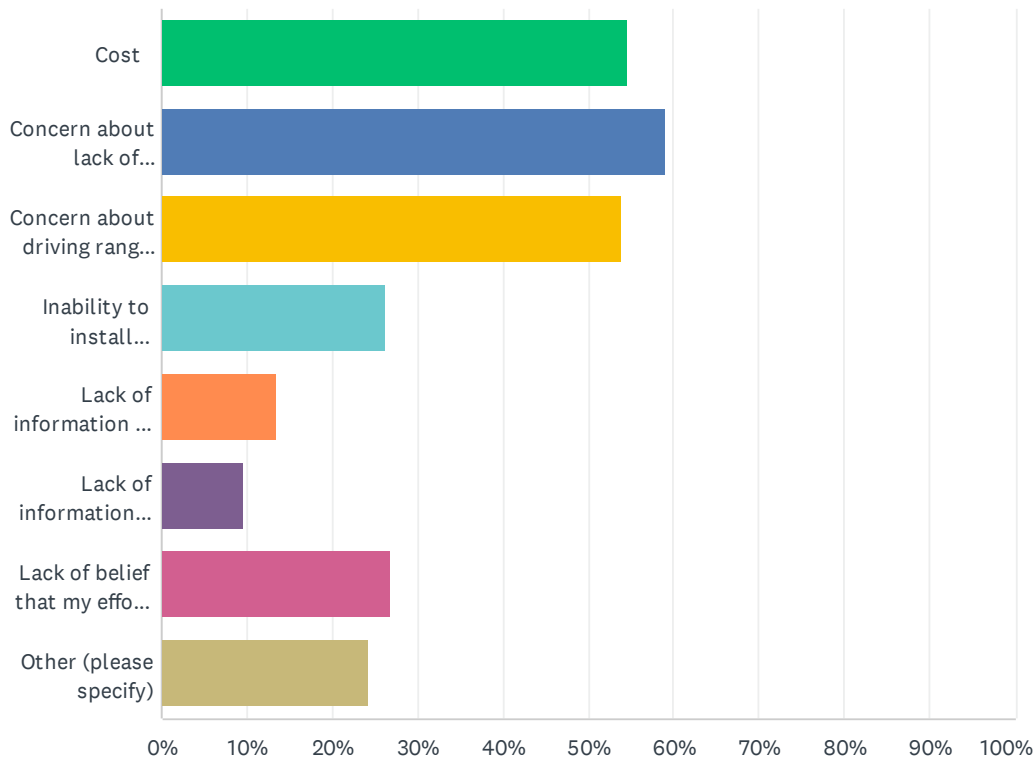
Answered: 342 Skipped: 51



	ALREADY DID IT	LIKELY	UNLIKELY	NEED MORE INFORMATION	TOTAL	WEIGHTED AVERAGE
(no label)	11.40%	42.98%	35.67%	9.94%	342	2.44
	39	147	122	34		

Q11 What are the barriers to purchasing or leasing an electric vehicle (EV)

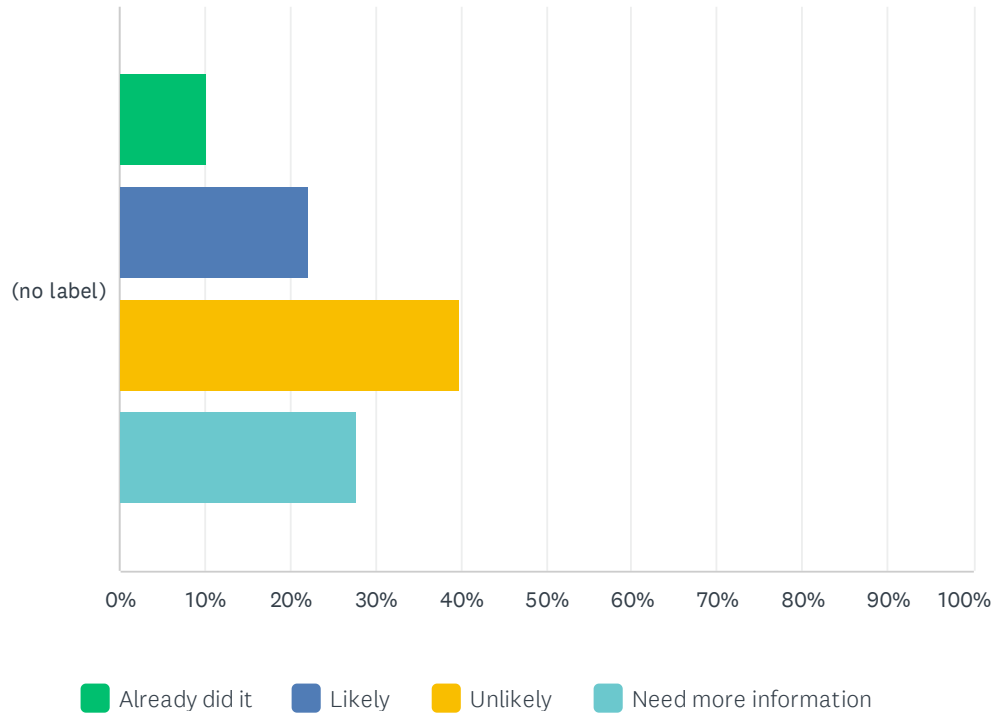
Answered: 156 Skipped: 237



ANSWER CHOICES	RESPONSES	
Cost	54.49%	85
Concern about lack of charging stations	58.97%	92
Concern about driving range of EV	53.85%	84
Inability to install charging station at my home	26.28%	41
Lack of information on electric vehicles	13.46%	21
Lack of information about rebates to purchase EVs	9.62%	15
Lack of belief that my efforts and expense would have a real impact	26.92%	42
Other (please specify)	24.36%	38
Total Respondents: 156		

Q12 How likely are you to install a heat pump for heating or air conditioning?

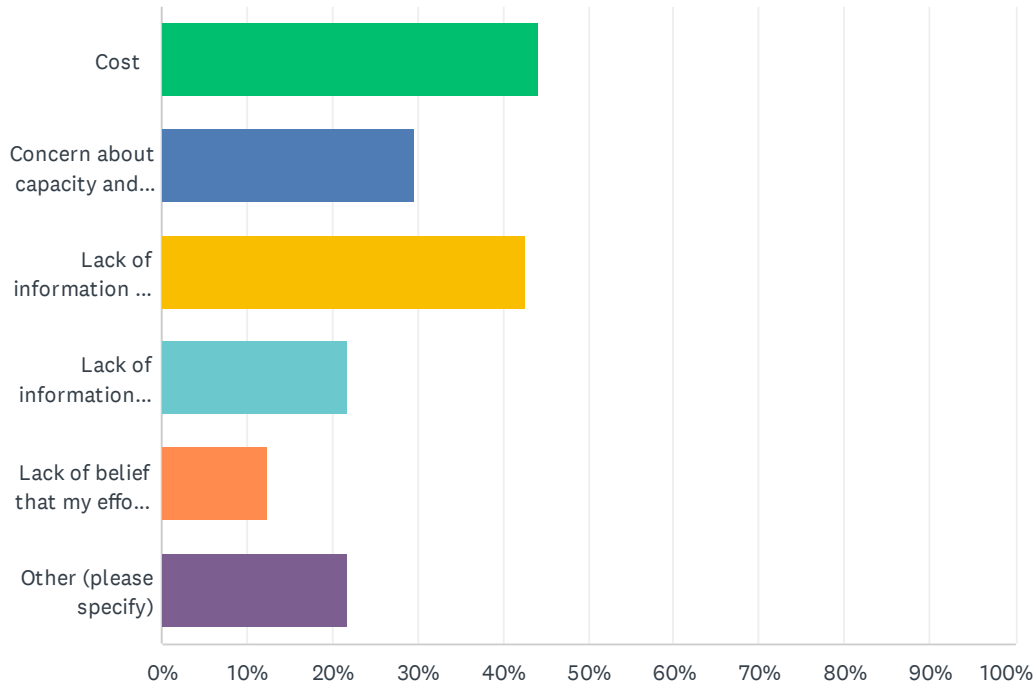
Answered: 339 Skipped: 54



	ALREADY DID IT	LIKELY	UNLIKELY	NEED MORE INFORMATION	TOTAL	WEIGHTED AVERAGE
(no label)	10.32%	22.12%	39.82%	27.73%	339	2.85
	35	75	135	94		

Q13 What are the barriers to installing a heat pump for heating or air conditioning?

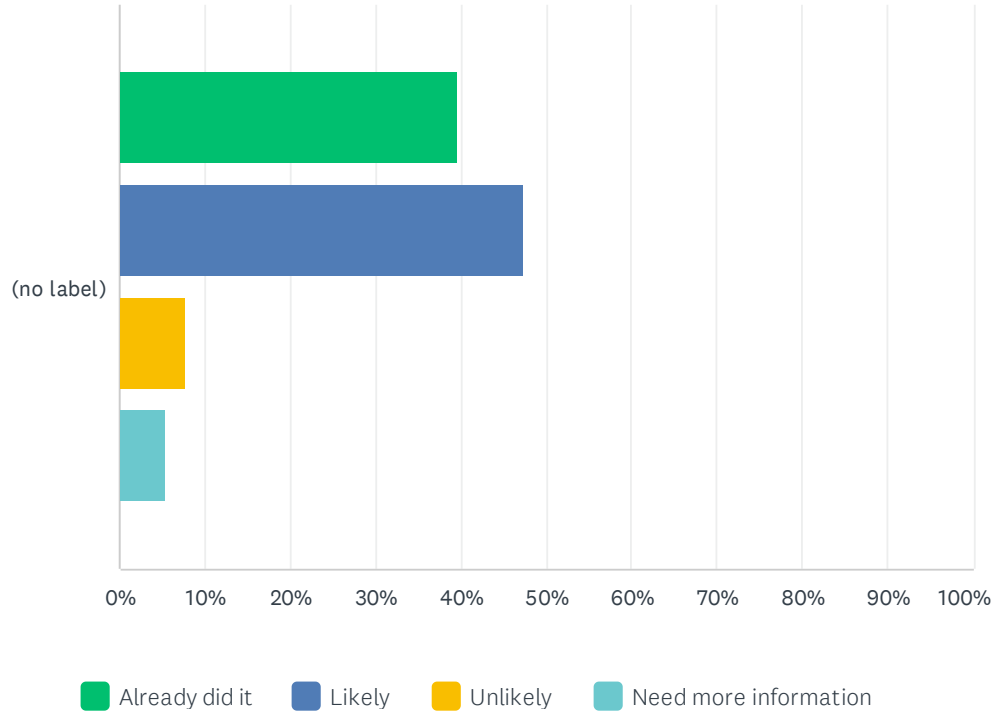
Answered: 321 Skipped: 72



ANSWER CHOICES	RESPONSES	
Cost	44.24%	142
Concern about capacity and efficiency in cold weather	29.60%	95
Lack of information on heat pumps	42.68%	137
Lack of information about available rebates or funding to purchase heat pump	21.81%	70
Lack of belief that my efforts and expense would have a real impact	12.46%	40
Other (please specify)	21.81%	70
Total Respondents: 321		

Q14 How likely are you to take steps to make your residence more energy efficient?

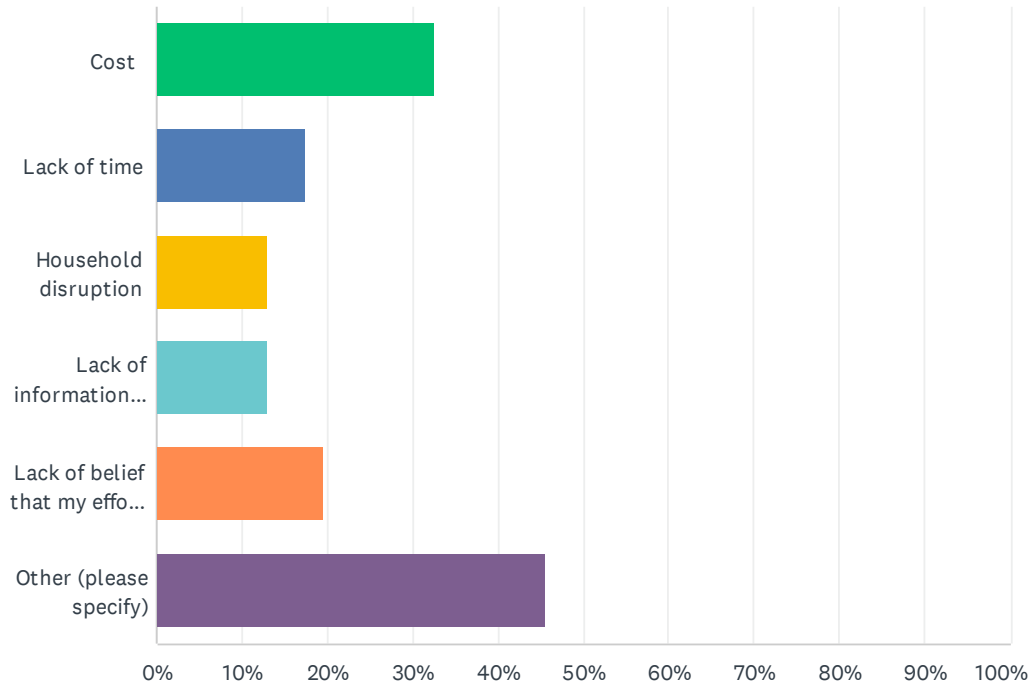
Answered: 336 Skipped: 57



	ALREADY DID IT	LIKELY	UNLIKELY	NEED MORE INFORMATION	TOTAL	WEIGHTED AVERAGE
(no label)	39.58%	47.32%	7.74%	5.36%	336	1.79
	133	159	26	18		

Q15 What are the barriers to taking steps to make your residence more energy efficient

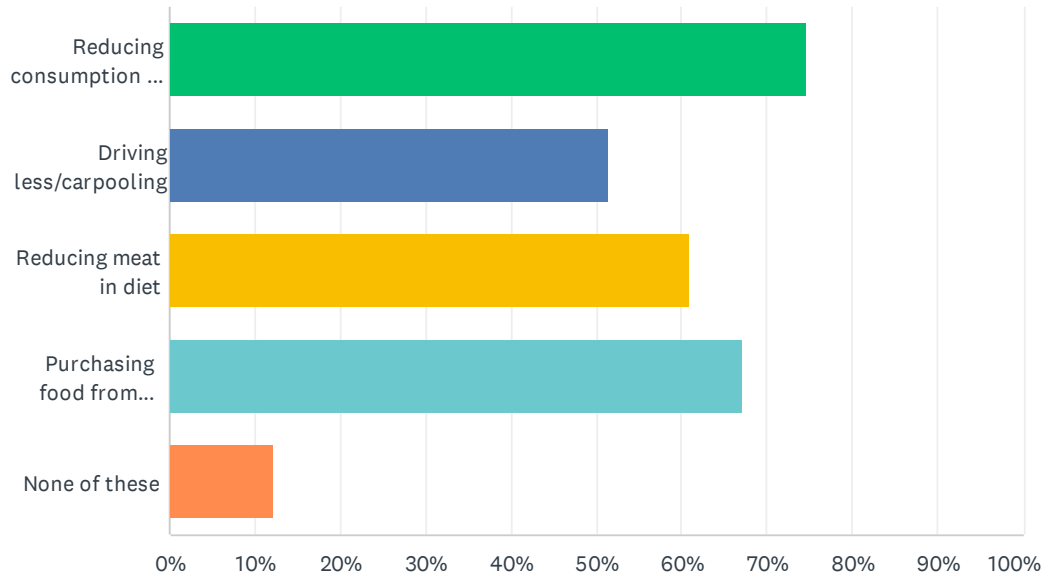
Answered: 46 Skipped: 347



ANSWER CHOICES	RESPONSES	
Cost	32.61%	15
Lack of time	17.39%	8
Household disruption	13.04%	6
Lack of information about energy audits	13.04%	6
Lack of belief that my efforts and expense would have a real impact	19.57%	9
Other (please specify)	45.65%	21
Total Respondents: 46		

Q16 Which of the following lifestyle changes would you consider? Select all that apply.

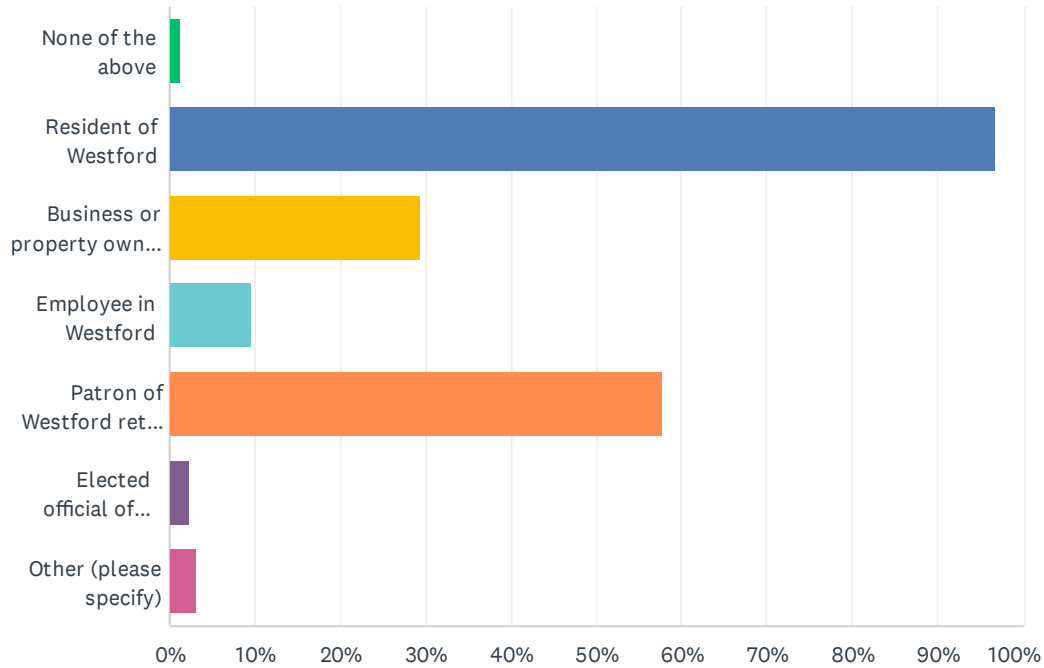
Answered: 336 Skipped: 57



ANSWER CHOICES	RESPONSES	
Reducing consumption of goods	74.70%	251
Driving less/carpooling	51.49%	173
Reducing meat in diet	61.01%	205
Purchasing food from sustainable farms and/or fisheries	67.26%	226
None of these	12.20%	41
Total Respondents: 336		

Q17 Please check all the boxes that apply to who you are and what you do in Westford:

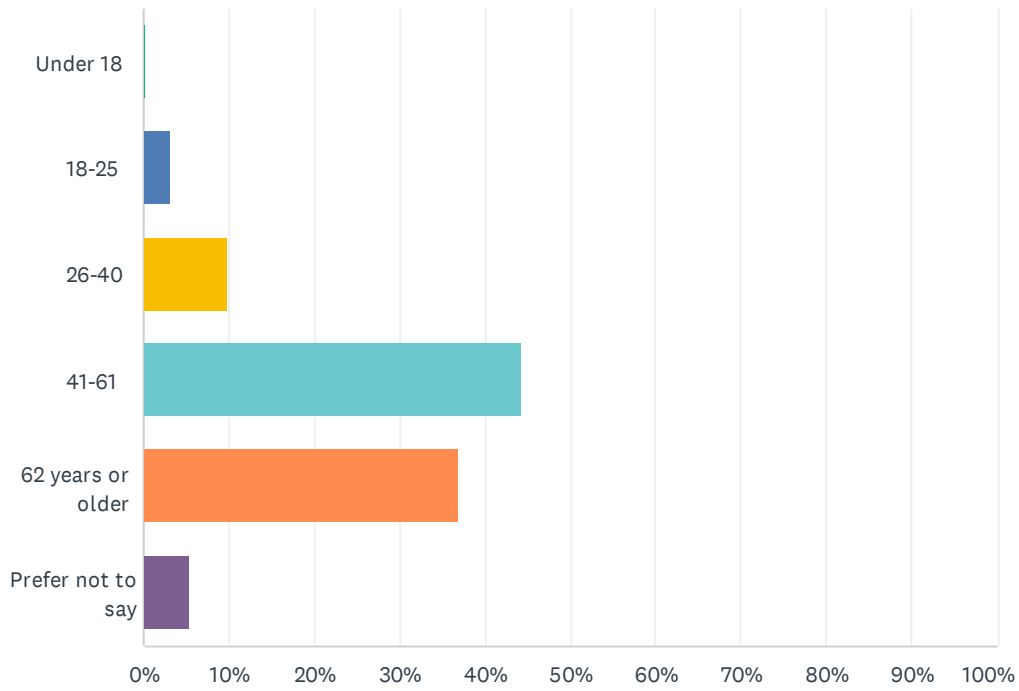
Answered: 336 Skipped: 57



ANSWER CHOICES	RESPONSES	
None of the above	1.19%	4
Resident of Westford	96.73%	325
Business or property owner in Westford	29.46%	99
Employee in Westford	9.52%	32
Patron of Westford retail and restaurants	57.74%	194
Elected official of Westford	2.38%	8
Other (please specify)	3.27%	11
Total Respondents: 336		

Q18 Please select your age group

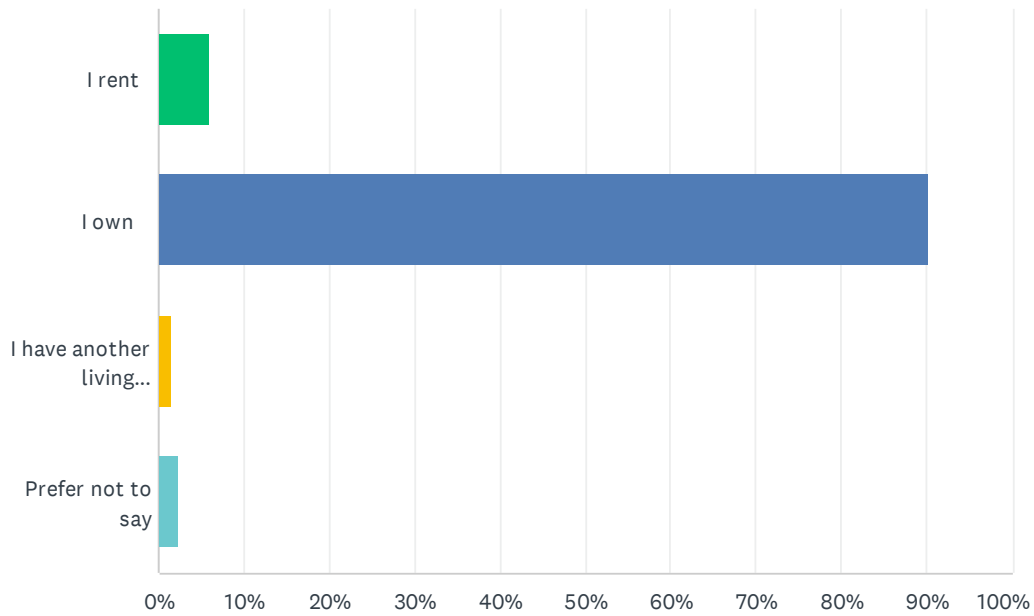
Answered: 336 Skipped: 57



ANSWER CHOICES	RESPONSES
Under 18	0.30% 1
18-25	3.27% 11
26-40	9.82% 33
41-61	44.35% 149
62 years or older	36.90% 124
Prefer not to say	5.36% 18
TOTAL	336

Q19 Do you rent or own your home?

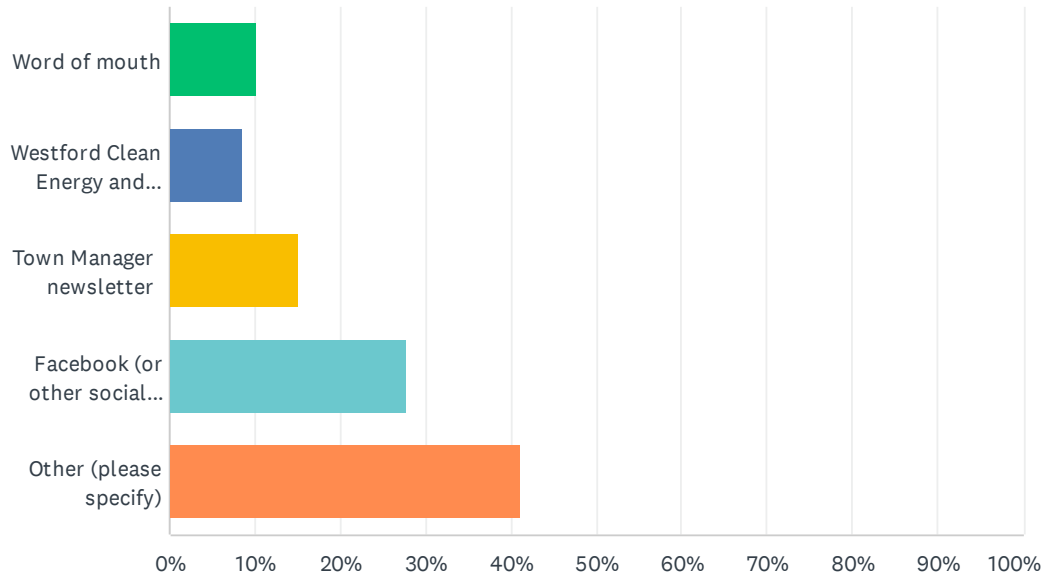
Answered: 334 Skipped: 59



ANSWER CHOICES	RESPONSES	
I rent	5.99%	20
I own	90.12%	301
I have another living arrangement	1.50%	5
Prefer not to say	2.40%	8
TOTAL		334

Q20 How did you find out about this survey?

Answered: 331 Skipped: 62



ANSWER CHOICES	RESPONSES	
Word of mouth	10.27%	34
Westford Clean Energy and Sustainability website	8.46%	28
Town Manager newsletter	15.11%	50
Facebook (or other social media)	27.79%	92
Other (please specify)	41.09%	136
Total Respondents: 331		

Q21 If you're interested in receiving the latest updates and providing input on our roadmap, leave us your email address below:

Answered: 88 Skipped: 305

Q22 What questions do you have about the roadmap, if any?

Answered: 20 Skipped: 373

Q23 Any questions or suggestions for us?

Answered: 47 Skipped: 346