MARKET DECISIONS
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Research Report

State Planning Office
Belfast and Rockland LMA Housing Study

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Methodology

The sample

The Belfast and Rockland LMA Housing Study is based on telephone interviews conducted during November 2002 with 300 randomly selected adults residing in the Belfast and Rockland Labor Market areas. A labor market area or LMA is defined;

> "A labor market area consists of an economically integrated geographical area within which workers can reside and find employment within a reasonable distance or can readily change employment without changing their place of residence." - Bureau of Labor Statistics, U.S. Department of Labor

The sample was stratified in a fashion such that 150 households were interviewed in each of the two labor market areas. Within each LMA, all areas were included from the mainland with the exception of the town of Dixmont. For the purposes of this study, island communities were excluded. The geographic areas included in this study are shown below.

Rockland Labor Market Area

Belfast Labor Market Area

The sample of the telephone numbers called was based on a complete updated list of telephone prefixes (the first three digits in a seven-digit number) used throughout this area. The sample was generated using software provided by GENESYS Sampling Systems. This software ensures that every residential telephone number has an equal probability of selection.

When a working residential number was called, the person who was involved in the decision on the selection of their current residence was identified and interviewed. Up to nine attempts were made to contact and interview each selected household and identified respondent. The survey was administered in full to each respondent.

Sampling error

The percentages reported for the entire sample are within plus or minus 5.7% that would be found if all households in this geographic area were interviewed. For example, if our survey showed that 50% of the sample felt they would like to live in a traditional neighborhood, then the comparable figure for the population would be somewhere between 44.3% and 55.7% with a confidence level of 95%. When looking at results within each of the two LMA's, the sampling error is plus or minis 8%.

NOTE: All significant differences reported between groups (such as LMA, age, by home ownership and so on) are based on a probability of significance $p < 0.05$. Thus all differences between sub-populations reported as statistically significant are so at 95% confidence.

Response Rates:

The following rate formulas are calculated using AAPOR standard formulas. In each case, these represent the most conservative calculation of the rate. For example, the response rate was calculated using AAPOR's RR1 formula and represents the lowest possible value the response rate could take.

Response Rate	*31.1%*
Respondent Cooperation Rate:	*76.9%*
Household Cooperation Rate:	*58.5%*
Refusal Rate	*17.5%*
Contact Rate	*52.8%*

Key Findings

Summary of Market Demand for Housing in a Traditional Neighborhood

Over the next five years there is the potential for 6919 households to move to a new home within the Belfast and Rockland LMAs. Between 18% and 41% of these homebuyers are interested in housing in a traditional neighborhood. The market demand for housing in a traditional neighborhood in the Belfast and Rockland LMA's is thus between 1,256 and 2,827 units.

Over the next five years, the market for homes is equivalent to 22% of the current number of households in the area. Thus the percentage of homebuyers is equivalent to 22% of the population.   Some 6,919 households will move to a new home in this area. From 4% to 9% of the total population intends to move and have an interest in living in a traditional neighborhood. Thus among homebuyers, the percentage that have an interest in a home in a traditional neighborhood is between 18% and 41% (over the next five years).

Percent of Homebuyers Interested in a Traditional Neighborhood

	% of population home buyers (% equivalent to current households)	% of homebuyers interested in a traditional neighborhood Pessimistic Assessment	% of homebuyers interested in a traditional neighborhood Optimistic Assessment
Belfast LMA	20%	20%	45%
Rockland LMA	23%	17%	39%
Total	22%	18%	41%

The first table below provides the total number of households (overall and by LMA) using the pessimistic and optimistic estimates derived for the percent of households interested in a traditional neighborhood. This is the demand for housing in a traditional neighborhood by number of units over the next five years. Based on this estimation, the demand for housing in a traditional neighborhood during the next five years is between 1,256 and 2,827 units. Within the Belfast LMA the range is 407 to 915 while in the Rockland LMA this range is 850 to 1,912. The second table provides 95% confidence intervals around these estimates. The second table provides the upper and lower bounds for the pessimistic and optimistic estimates.

Total Number of Households Interested in Living in a Traditional Neighborhood

	Total Households (2000 Census)	Total Number of Homebuyers over the next five years	Market Demand for Units in a Traditional Neighborhood	
			Pessimistic Assessment (4% of total households)	Optimistic Assessment (9% of total households)
Belfast LMA	10167	2033	407	915
Rockland LMA	21245	4886	850	1912
Total	31412	6919	1256	2827

Total Number of Households Interested in Living in a Traditional Neighborhood
(95% confidence intervals)

	Pessimistic Assessment (4% of total households)		Optimistic Assessment (9% of total households)	
	Lower Bound	Upper Bound	Lower Bound	Upper Bound
Belfast LMA	88	726	449	1381
Rockland LMA	184	1516	939	2885
Total	560	1953	1810	3844

Note that due to differences in standard errors, the numbers reported under "total" are not equivalent to the sum of the numbers from the 2 LMA's

Resident Housing Characteristics

♦ 80% of residents currently own their property with most residents (77%) living in a traditional single family home.

♦ On average, residents have lived in their current home for 13 years. However, 40% of respondents have lived in their current home for five years or less and 23% of respondents have lived in their current home for 2 years or less.

♦ In terms of setting, 48% of residents live in a neighborhood where there are houses up and down the street, 38% of residents live where they can see few, if any other homes and 14% live in a neighborhood with many homes, apartments, and businesses.

♦ Within neighborhoods with many homes, apartments, and businesses, residents are almost evenly split between those who own their homes (55%) and those who rent (45%). A much smaller percentage of renters is found in the other 2 settings.

♦ 76% of renters would prefer to own a home.

♦ The average home in this area has 2.9 bedrooms and 1.5 bathrooms.

♦ Only 30% of homes currently have town sewer and 35% currently have town water. Those with town sewer and water tend to live in neighborhoods where there are many homes, apartments, and businesses.

♦ Among homeowners, the average lot size was 3.2 acres. The average lot size varied significantly by setting with the smallest lots in neighborhoods with many homes, apartments, and businesses (1.6 acres) and the larger average lot sizes in areas where residents can see few, if any other homes (5.2 acres).

♦ The average current property value (among those who own their homes) falls in the range of $125,000 to $150,000. On average, current property values are 1.9 times the average purchase price.

♦ In terms of mobility, 30% of residents moved to their current home from the same city, 51% moved from another town in Maine, and 17% moved from out of state. 65% of residents moved from another home within the Belfast or Rockland LMA, 16% of residents moved into the area (the Belfast and Rockland LMA's) from another part of Maine.

♦ In terms of setting, residents have tended to move from more urban to more suburban or rural settings as a general rule. 35% of residents indicated the setting of their prior home was a neighborhood with many homes, apartments, and businesses. 40% of residents indicated the setting of their prior home was a neighborhood with homes up and down the street. Only 24% of residents indicated their prior home was in a setting where they could see few, if any homes.

♦ 20% of residents are planning on moving during the next five years, with 52% of those who rent indicating they plan on moving during the next five years. Younger residents are also more likely to move during the next five years, as are people who have lived in their current home for five years or less. The main reasons cited by those intending to move include moving into a better home or moving to a better location.

♦ 57% of those planning to move will move to a new home in the same area (the Belfast or Rockland LMA). 10% will move to a new home in another part of Maine while 15% will move out of state. 18% of those planning on moving during the next five years were unsure where they would move.

♦ By setting, 17% of those planning to move would like to move to a neighborhood with many homes, apartments, and businesses, 23% would like to move to a neighborhood where there are homes up and down the street, and 55% would prefer to move to an area where they can see few, if any homes.

♦ Among those planning on moving, the highest percentage of those who would prefer to move to a setting with many homes, apartments, and businesses are 18-29 (42% of those planning to move) and those 60 and older (20%).

♦ 83% of residents are living in the setting they prefer. There are significant differences by the type of setting in which they live. 95% of those who currently live in a setting where they can see few, if any homes, indicated this is the setting in which they prefer to live. 79% of those living in a neighborhood with homes up and down the street indicated this is where they prefer to live. Only 64% of those living in a neighborhood with many homes, apartments, and businesses indicated this is the setting they prefer.

♦ In terms of preferences, 47% of residents prefer a setting where they can see few, if any homes, 39% prefer a setting with homes up and down the street, and 12% prefer a neighborhood with many homes, apartments, and businesses.

♦ A majority of respondents feel it is important to create walkable neighborhoods close to schools. In addition, a majority also feel that their community should contain homes with large lot sizes rather than building compact neighborhoods. Among those who felt it was important to create walkable neighborhoods close to schools, 60% also felt their community should contain homes with large lot sizes rather than building compact neighborhoods.

♦ Among those not residing in Belfast, Rockland, or Camden (the area's service centers), only 26% indicated they looked for a home in these three communities. The reasons these residents did not choose to live in one of these service centers included the price of property and rents, preference for a rural setting, and the feeling they were too crowded. The factors that are most likely to attract those not currently living in one of these service centers were quiet neighborhoods and the availability of a home in their price range.

Preference for Living in a Traditional Neighborhood

Factor Analysis

Factor analysis assessment of attributes considered important in the selection of a home identified four fundamental characteristics residents consider when choosing a home. These were derived from a set of 16 items that assessed concepts of location, setting, and community. The concepts chosen were behavioral only and did not assess cost as a factor (which can also be a primary factor in selecting a home).

This analysis identified four behavioral factors respondents assess in determining where they would like to live:

Factor 1 – Neighborhood and Community. This concept embodies a person's view about their neighbors and the sense of community relation that is derived from a given setting. This assessment is one of personal relation rather than a sense of physical location.

Factor 2 – The Rural Setting. This concept embodies elements associated in living in a rural or less developed area. It encompasses the concept of living away from other homes and businesses. This is an assessment mainly of physical setting rather than personal relation.

Factor 3 – The Traditional Neighborhood. This concept embodies the elements that one might attribute with living in a community or setting with services and many homes. It encompasses the concept of a walkable neighborhood, that is, being close to services and activities. As with factor 2, this is an assessment mainly of physical setting rather than personal relation.

Factor 4 – Comfortable Surroundings. This factor is less clear than the others in terms of concept and the relation of the items to one another is not as cohesive. As with Factor 1, this factor does not relate to physical setting. It is a more personal assessment of the condition in which they would like to live. It encompasses beliefs about their home and their surroundings.

Cluster Analysis

Using these four factors, cluster analysis was run to classify people based upon their behavioral preferences for a home and it's setting. The analysis identified three primary groups of residents in this area. The table provides the average scores for the three clusters for each of the four factors.

Average Factor Scores by Cluster Normalized to Five Point Scale
(1= Not at All Important to 5 = Very Important)

	Cluster 1 Rural preference	Cluster 2 Mixed	Cluster 3 In town preference	Total
Neighborhood and Community	3.35	2.90	4.14	3.57
The Rural Setting	4.30	2.76	2.85	3.49
The Traditional Neighborhood	1.73	2.13	3.35	2.41
Comfortable Surroundings	4.85	3.53	4.83	4.61

Cluster 1 – Rural preference

This cluster comprises 45% of the population.

Cluster 1 (rural preference) is defined by its very high score of the factor assessing "The rural setting," its low score on the factor assessing "The traditional neighborhood," its middle level score on "Neighborhood and community," and very high score on "comfortable setting." Those in cluster one behaviorally prefer a setting in which there are few homes around them and in which they feel comfortable. Neighborhood and community is a something of an important consideration, though significantly less than these other two factors.

Characteristically, cluster 1 residents represent middle age, small family parents or empty nesters. They are traditional two adult married households (with or without children). They tend to be a little more educated than the other population groups and tend also to earn slightly higher incomes. The large lot sizes and lack of city services is reflective of the setting in which they live, which is in more rural areas where they can see few homes.

Only 42% of long-term residents fall into cluster 1, compared to 52% of those moving into the area from another part of Maine or another state during the past five years.

Cluster 2 - Mixed

This cluster comprises 17% of the population.

This unusual cluster is not differentiated by the importance of one or more attributes but rather by the fact that the cluster tends to rate all factors generally lower than the other two clusters. Behaviorally, they weigh other factors as important in their selection of a setting in which to live. Given their demographic characteristics, this may represent a group that has something of an "I'll take what I can get" perspective.

Characteristically, cluster 2 residents are less likely to move during the next five years but are also less likely to already live in their preferred setting. Among renters in this cluster, most don't want to own their homes. Perhaps surprisingly these residents were more likely to have owned their prior residence. They are also a mix of older widows and widowers as well as younger single adult households (through divorce or other process). They also represent a group with lower incomes either as retirees living on fixed incomes or younger residents with lower paying jobs.

26% of those who moved into the area from another part of Maine or another state during the past five years fall in cluster 2, compared to only 16% of long-term residents

Cluster 3 – In Town preference

This cluster comprises 38% of the population.

Cluster 3 (In town preference) is defined by its high score of the factor assessing "The traditional neighborhood," its low score on the factor assessing "The rural setting," its very high score on "Neighborhood and community," and very high score on "comfortable setting." This represents the only group, on average, to indicate that the factor "The traditional neighborhood" was an important attribute in their selection of a setting in which to live (having an average score of greater than three on the five point scale of not at all important to very important). Behaviorally, they prefer to live in an area with other homes with neighbors close by rather than in an area where they can see few, if any homes. This cluster represents the population segment for which life in a traditional neighborhood would be most appealing.

Cluster 3 residents are not, as may be suspected, composed of younger adults but rather a mix of the young and old. They are more likely to live in a neighborhood with many homes, apartments, and businesses or a neighborhood with homes up and down the street and they are also more likely to prefer these types of settings. Among those planning on moving, most would also move to one of these two types of settings. They are more likely to rent their current residence and these tend to be smaller sized (in terms of bathrooms). Among those owning homes in this cluster, their homes tend to have a lower current value. They are more likely connected to city services; a reflection that they live in more developed areas. In terms of family characteristics, there are actually two groups. The first are younger couples with larger families (2 or more children), the second are older residents 60 and older with a fair percentage of these being widows or widowers. As a group, this cluster tends to have lower incomes than cluster 1 but comparable to cluster 2.

Only 22% of those who moved into the area from another part of Maine or another state during the past five years fall in cluster 3, compared to 41% of long-term residents.

Measure of Interest in a Traditional Neighborhood

Respondents were read a description of a traditional neighborhood and then asked to assess their interest in living in such a neighborhood. Overall, 42% of residents indicated they would like to live in such a neighborhood.

Among the 55% of those who were not interested in living in a traditional neighborhood, 60% indicated they preferred a rural area or an area with open space. 20% of these residents felt there was no privacy or too many people in such neighborhoods.

Younger respondents, respondents with lower incomes and apartment renters more likely indicated they would like to live in a traditional neighborhood than middle age respondents and homeowners. In addition, those 60 and older are a segment more likely to express an interest in living in such a neighborhood.

While the conventional view might hold that such a setting would appeal to lower income households, it is important to note that a large percentage of respondents whose annual incomes were $65,000 and above were also interested in living in a traditional neighborhood (45%).

Among those currently living in a setting with many homes, apartments, and businesses, 69% would be interested in living in a traditional neighborhood. 48% of those living in a neighborhood with homes up and down the street would be interested in living in a traditional neighborhood, while only 26% of those living where they can see few, if any homes, indicated they would be interested in living in a traditional neighborhood.

By cluster

- 22% of those in cluster 1 (rural preference) indicated they would be interested in living in a traditional neighborhood.
- 40% of those in cluster 2 (mixed) indicated they would be interested in living in a traditional neighborhood.
- 67% of those in cluster 3 (in town preference) indicated they would be interested in living in a traditional neighborhood.

Market Demand for Housing in a Traditional Neighborhood

Survey results were used to assess future demand for housing in a traditional neighborhood. This was accomplished by looking at population mobility over the past five years and for the next five years, behavioral preferences based on the factor and cluster analysis for a setting such as a traditional neighborhood, and the stated interest in living in a traditional neighborhood. Using these data, it was possible to derive the market potential for housing in a traditional neighborhood over the next five years in terms of units. Estimates are provided that assume the most optimistic view of need, as well as the most pessimistic or conservative assessment of demand. The table that follows breaks down the process of how estimates were derived to determine the equivalent percentage of households (referenced to current households) that would be interested in a traditional neighborhood.

The first stage in the analysis was to determine mobility or population movement into the area as well as movement of residents within the Belfast and Rockland LMA's over the next five years. Based on calculations, the equivalent of 22% of the current number of households will be seeking a new residence during the next five years in this area[1]. This is derived from movement of residents within the area, plus net in migration over the course of the next five years.

- ♦ 11% of households intend to move within the next five years and intend to move to another home in the area.
- ♦ 15% of current households represent in migration into the area (during the past five years).
- ♦ 5% of households intend to move outside the area during the next five years and represent out migration.

Estimated net in migration is the percent of households that have moved into the area during the past five years minus the percent of households that intend to move outside the area during the next five years (15% minus 5%, or 10% of household totals for the area). The assumption here is that the pattern of in migration over the next five years will be similar to that of the previous five years.

The net equivalent in terms of current households that will move (either within the LMA to a new home or move into the area from elsewhere) is 10% (net in migration) plus 11% (those moving within the area) or 22% of households (note: this is due to rounding). Another way to think of this is that 22% of the population represents homebuyers over the next five years.

To derive the most optimistic percentage of households that would like to live in a traditional neighborhood, this 22% of households was multiplied by the 42% of residents that indicated they would be interested in a traditional neighborhood setting. This optimistic assessment of interest in a traditional neighborhood is the equivalent of 9% of the total number of households in the area.

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[1] Note that "equivalent households" refers to the percentage of households currently in the area as a baseline for calculations. The percentage includes new residents that will move into the Belfast or Rockland LMA's from outside the area in addition to resident moving within the LMA's.

The pessimistic or conservative estimate of the percentage of households interested in a traditional neighborhood setting was derived by evaluating those indicating an interest in a traditional neighborhood setting (those who said "yes" they would like to live in a traditional neighborhood) only among those, who through the factor and cluster analyses, were determined to prefer such a setting; our cluster 3 (in town preference). The pessimistic estimate is calculated by multiplying the percent of the population within cluster 3 that will move (combining movement within the area with net in migration) by the percent who indicated "yes" they would like to live in such a neighborhood. Based on this calculation, the most pessimistic of conservative estimate of interest in a traditional neighborhood is the equivalent of 4% of the current number of households.

Market Demand for Housing in a Traditional Neighborhood in Terms of Percent of Households (Overall)

	Rural preference	Mixed	In town preference	Total
In migration (Lived in residence 5 years or less, moved from out of area)	18%	23%	9%	15%
Planning to move in next 5 years (Moving within area)	13%	8%	12%	11%
Out migration (Moving out of area in next five years)	6%	2%	5%	5%
Net in migration (In migration minus out migration)	12%	21%	4%	10%
HOMEBUYERS **Net % of population moving** (Percent of population moving in area in next five years plus net in migration)	**24%**	**29%**	**15%**	**22%**
Preference for traditional neighborhood (% yes)	22%	40%	67%	42%
Potential to move into traditional neighborhood (Marginal percentages within cluster)	5%	12%	10%	9%
Cluster Percent of population	45%	17%	38%	100%
Percent of Population that Might Move into a Traditional Neighborhood ***(Percent of total population)***	***2%***	***2%***	***4%***	***9%***
			Conservative Estimate	Optimistic Estimate

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Extrapolating Results to the Population

The numbers in the table above express the market potential in terms of percentages. Using census data, it is possible to derive the number of household that would have an interest in living in a traditional neighborhood. Census 2000 data indicates there are 10,167 households in the Belfast LMA and 21,245 households in the Rockland LMA. The total number of households in the study area is 31,412. Estimates on counts are obtained from extrapolating survey results to these 31,412 households by multiplying the percentage figure derived in the previous section by the total number of households. Note again, these represent equivalent households since a component of this number represents in migration into the area. The results are summarized in the tables below.

Over the next five years, the market for homes is equivalent to 22% of the current number of households in the area. Thus the percentage of homebuyers is equivalent to 22% of the population. Some 6,919 households will move to a new home in this area. <u>From 4% to 9% of the total population would and have an interest in living in a traditional neighborhood if they were aware of housing in this setting and if such housing existed in sufficient quantity.</u> The total includes those moving into existing housing as well as any newly constructed housing in such a setting. <u>Thus among homebuyers, the percentage that have an interest in a home in a traditional neighborhood is between 18% and 41% (over the next five years).</u>

Percent of Homebuyers Interested in a Traditional Neighborhood

	% of population home buyers (% equivalent to current households)	% of homebuyers interested in a traditional neighborhood Pessimistic Assessment	% of homebuyers interested in a traditional neighborhood Optimistic Assessment
Belfast LMA	20%	20%	45%
Rockland LMA	23%	17%	39%
Total	22%	18%	41%

The first table below provides the total number of households (overall and by LMA) using the pessimistic and optimistic estimates derived for the percent of households interested in a traditional neighborhood. This is the demand for housing in a traditional neighborhood by number of units over the next five years. Based on this estimation, the demand for housing in a traditional neighborhood during the next five years is between 1,256 and 2,827 units. Within the Belfast LMA the range is 407 to 915 while in the Rockland LMA this range is 850 to 1,912. The second table provides 95% confidence intervals around these estimates. The second table provides the upper and lower bounds for the pessimistic and optimistic estimates.

Total Number of Households Interested in Living in a Traditional Neighborhood

	Total Households (2000 Census)	Total Number of Homebuyers over the next five years	Market Demand for Units in a Traditional Neighborhood	
			Pessimistic Assessment (4% of total households)	Optimistic Assessment (9% of total households)
Belfast LMA	10167	2033	407	915
Rockland LMA	21245	4886	850	1912
Total	31412	6919	1256	2827

Total Number of Households Interested in Living in a Traditional Neighborhood (95% confidence intervals)

	Pessimistic Assessment (4% of total households)		Optimistic Assessment (9% of total households)	
	Lower Bound	Upper Bound	Lower Bound	Upper Bound
Belfast LMA	88	726	449	1381
Rockland LMA	184	1516	939	2885
Total	560	1953	1810	3844

Note that due to differences in standard errors, the numbers reported under "total" are not equivalent to the sum of the numbers from the 2 LMA's

A note of caution. The figures reported here are based on certain assumptions. They assume that the pattern of in migration over the next five years will be similar to that observed over the past five years. A change in the rate of in migration would have an overall impact on these estimates. It also assumes that mobility among residents also remain relatively steady. Factors that dramatically increase or decrease the movement of households from one residence to another within the area would also have an impact on these estimates. These cautions aside, the estimates provided can be viewed as accurate within these assumptions within the stated ranges.

An assessment of Interest in Living in a Traditional Neighborhood Among Residents Moving into the Area During the Past Five Years

While much of the demand for housing in a traditional neighborhood will occur internally, a significant number of residents moving into the area from other parts of Maine or from out of state would likely purchase housing in a traditional neighborhood, if they were aware of such housing and if it were available. To evaluate the scope of this demand, an evaluation of those who had moved into the area during the past five years was conducted. Using the same set of calculations, it is estimated that the demand among those moving into the area during the next five years for housing in a traditional neighborhood would fall between 350 and 1,589 units (pessimistic and optimistic estimates). The range in the Belfast LMA among this segment of the population is 235 to 1,020 units and the demand in the Rockland LMA among this segment of the populations lies between 113 and 537 units. Note that these figures do assume that the rate of in migration into the area is comparable to that observed over the past five years. These represent the number of units that respondents would likely move into if they were available and of course if they were aware of such units. This total also represents the sum of those that would move into existing units and those that would move into newly constructed units in a traditional neighborhood (if they were available).

Assessment of Demand for Housing in a Traditional Neighborhood Among Those Moving into the Area

|	Overall	Belfast LMA	Rockland LMA
% with an interest traditional neighborhood (% indicating "yes" when asked if they would want to live in such a setting)	33%	32%	33%
Percent of group in cluster 3 – in town preference (Those who, behaviorally, are most likely to prefer housing in a traditional neighborhood)	22%	23%	21%
Product of these two percentages (Representing percent of group expressing an interest AND behaviorally more likely to prefer a home in a traditional neighborhood)	7%	7%	7%
Total percent of the population (% that have lived in their residence 5 years or less AND moved from outside the area)	15%	15%	16%
Optimistic interest in a traditional neighborhood (%)	5%	5%	5%
Pessimistic interest in a traditional neighborhood (%)	1%	1%	1%
Total households in area (2000 Census)	31412	21245	10167
Number of households that moved into the area during past 5 years	4817	3187	1627
Demand for units among those moving into the area (optimistic)	1589	1020	537
Demand for units among those moving into the area (pessimistic)	350	235	113

Summary Report

A. Respondent Characteristics
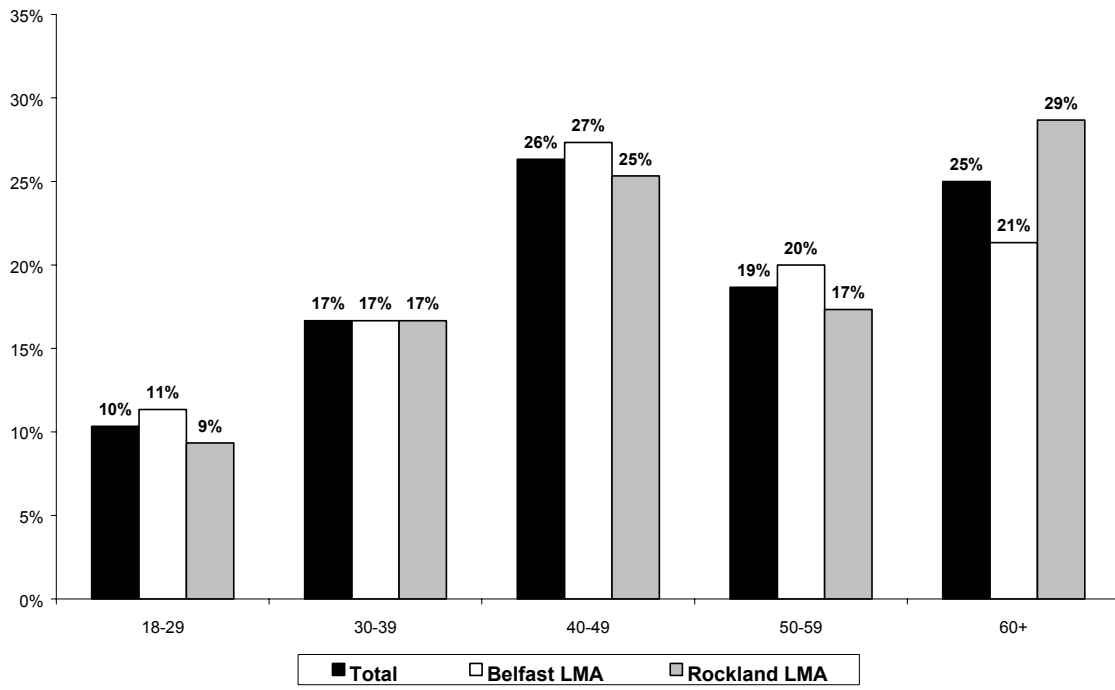
Demographic Characteristics

Overall, 62% of respondents were female. The average age among all respondents was 49 (with a median age of 47).

The largest percentage (37%) reported they had a high school diploma. Thirty percent indicated they had completed some college or received an associate's degree while 26% had received a four-year or graduate degree. Respondents had lived in Maine an average of 35 years. Most respondents (60%) were married, though 11% reported they were divorced and 12% were widowed. On average, households contained 1.91 adults (59% were 2 adult households and 27% were 1 adult households) and 0.64 children under the age of 18 (35% of households had 1 or more children). Among those reporting income, the median income fell in the range $35,000 to $50,000 (though 19% refused to provide information on household income)[2].

Gender of Respondent

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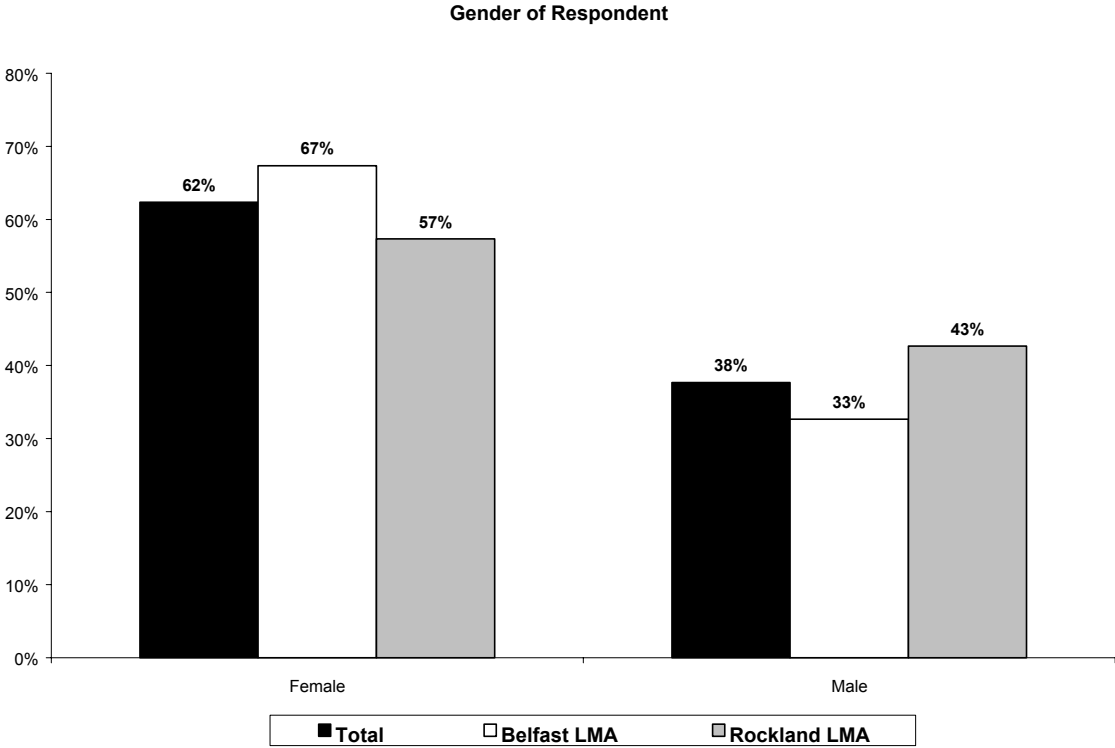
[2] In the charts and tables in this report, the category 'DK' refers to the percentage that "didn't know" or were unsure about the answer to a question. The category 'REF' refers to the percentage of respondents that refused to answer the question.

Age of Respondent

Bar chart showing age distribution by region:

Age	Total	Belfast LMA	Rockland LMA
18-29	10%	11%	9%
30-39	17%	17%	17%
40-49	26%	27%	25%
50-59	19%	20%	17%
60+	25%	21%	29%

■ Total □ Belfast LMA □ Rockland LMA

Q41 How many years of formal education did you complete?

	Total	Belfast LMA	Rockland LMA
Grade school	0%	1%	0%
Some high school	6%	5%	7%
High school graduate	37%	40%	35%
Some college	15%	15%	14%
Two year, technical college graduate	15%	15%	15%
Four year college graduate	16%	16%	17%
Post graduate degree	10%	7%	12%
Total	100%	100%	100%

Q42 How many years have you lived in Maine?

	Total	Belfast LMA	Rockland LMA
2 years or less	4%	3%	4%
3 - 5 years	8%	8%	7%
6 - 10 years	4%	4%	3%
11 - 20 years	13%	14%	13%
21-30 years	17%	16%	18%
31-40 years	16%	16%	15%
41+ years	38%	37%	38%
DK	1%	1%	1%
Total	100%	100%	100%

Marital Status

	Total	Belfast LMA	Rockland LMA
Married	60%	55%	65%
Divorced	11%	12%	9%
Widowed	12%	14%	11%
Separated	3%	3%	2%
Living with a partner	6%	5%	7%
Never married	8%	10%	5%
Total	100%	100%	100%

Q38 How many children under the age of 18 live in your home?
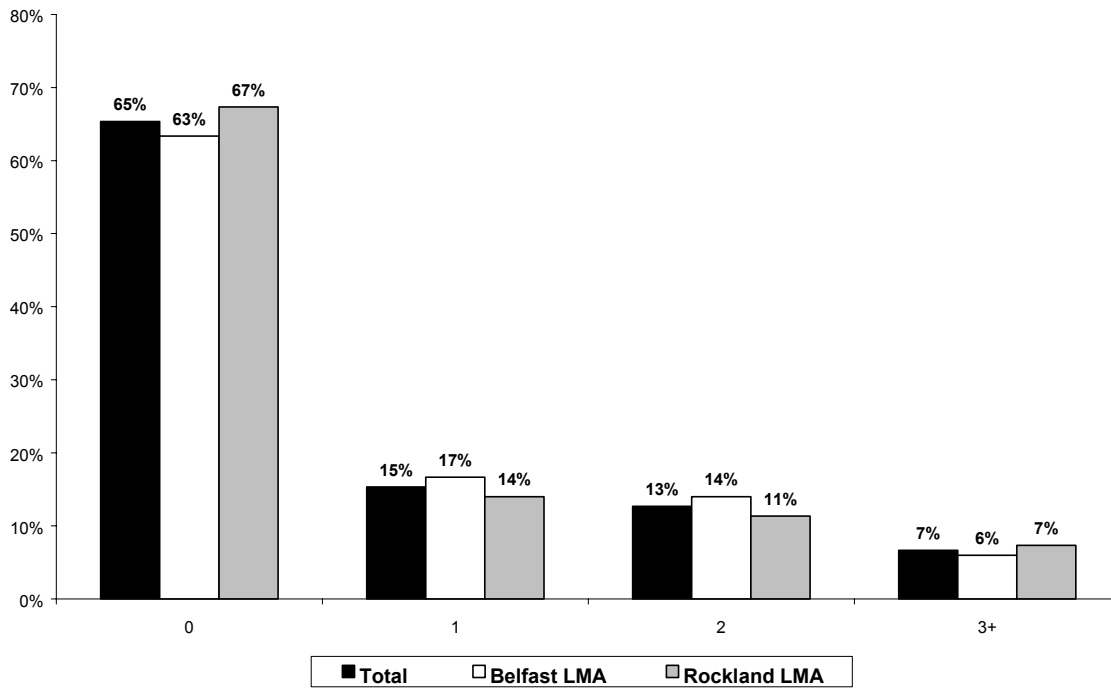
Q39 How many adults 18 or older live in your home on a permanent basis?
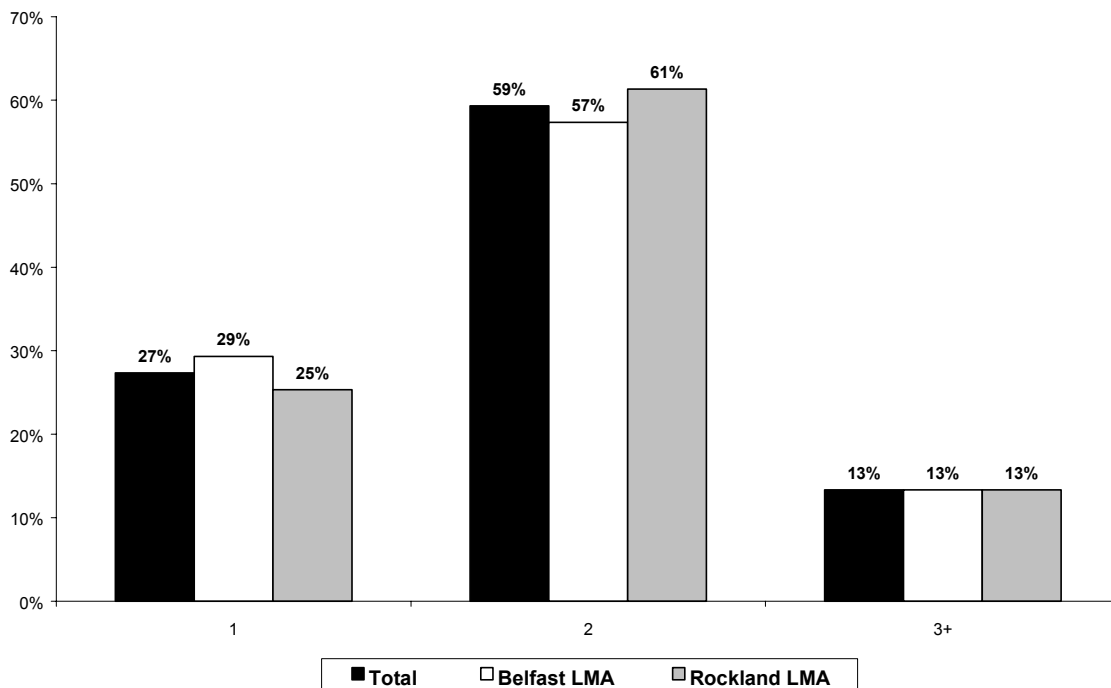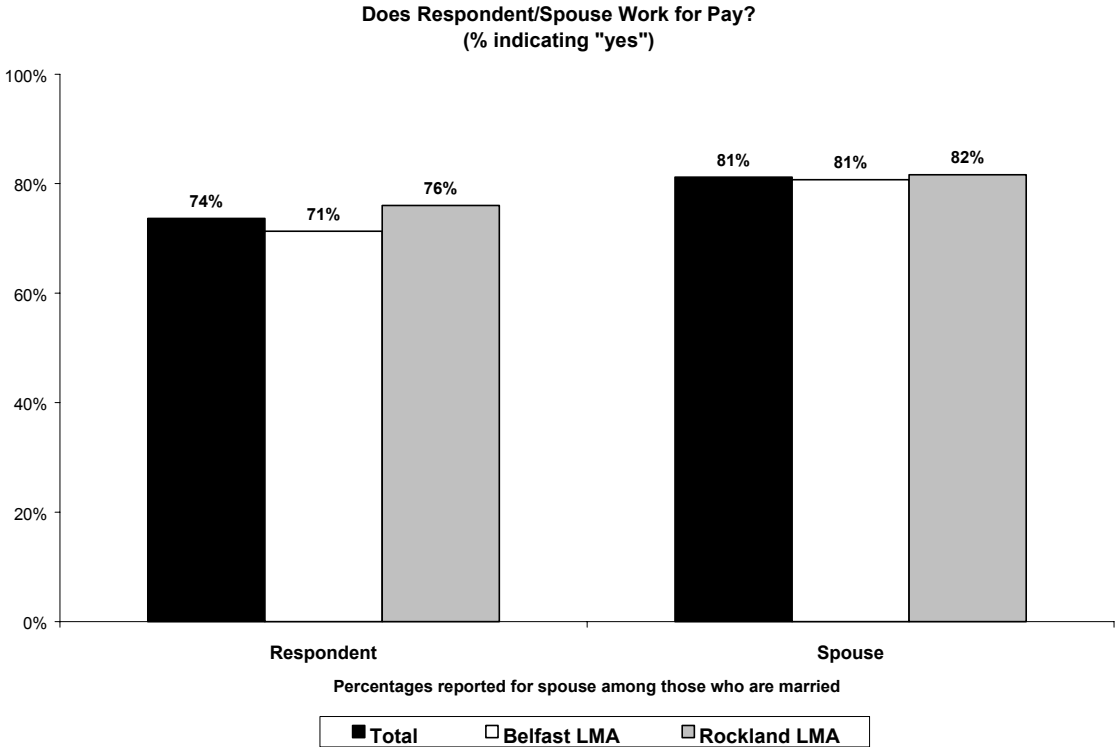
Q43 Please stop me when I read the range that includes your total annual household income.

	Total	Belfast LMA	Rockland LMA
Under $15,000	8%	8%	7%
$15,000 to just under $25,000	12%	15%	10%
$25,000 to just under $35,000	10%	10%	11%
$35,000 to just under $50,000	21%	17%	24%
$50,000 to just under $65,000	12%	12%	12%
$65,000 to just under $80,000	7%	9%	5%
$80,000 to just under $100,000	6%	4%	7%
More than $100,000	3%	3%	3%
DK	3%	1%	4%
REF	19%	21%	16%
Total	100%	100%	100%

Employment Characteristics

Overall, 74% of respondents indicated they worked for pay. Among those who were married, 81% reported their spouse also worked for pay. Sixteen percent of respondents were retired, as were 11% of their spouses. The most frequently mentioned occupations were administrative, occupations in the health care field, and professional occupations.

Does Respondent/Spouse Work for Pay?
(% indicating "yes")

Percentages reported for spouse among those who are married

■ Total   □ Belfast LMA   ▨ Rockland LMA

EMP1 Are you currently working, keeping house, going to school, or something else?

|	Respondent			Spouse		
	Total	**Belfast LMA**	**Rockland LMA**	**Total**	**Belfast LMA**	**Rockland LMA**
Working	67%	65%	69%	77%	80%	76%
Keeping house	10%	11%	9%	5%	5%	5%
Going to school	1%	2%	1%	1%		1%
With a job, but not at work temporarily				1%		1%
Unemployed, laid off, looking for work	1%	3%		2%	2%	1%
Retired	16%	13%	18%	11%	11%	11%
Disabled/unable to work	3%	5%	2%	3%	2%	4%
Other	1%	1%	2%	1%		1%
REF	1%	1%				
Total	100%	100%	100%	100%	100%	100%

Note: The percentage reported as working to EMP1 is less than those who indicated they work for pay because respondents can classify their employment status as something other than working while they still work for pay.

Occupation

	Respondent			Spouse		
	Total	Belfast LMA	Rockland LMA	Total	Belfast LMA	Rockland LMA
Administrative	11%	11%	11%	9%	7%	10%
Healthcare field	10%	11%	9%	9%	10%	8%
Professional	10%	9%	10%	10%	9%	10%
Teacher/educational field	7%	7%	7%	9%	6%	11%
Construction/ carpentry/ woodworking	7%	3%	11%	8%	10%	6%
Food Service industry	4%	2%	6%	3%	3%	4%
Driver/ truck/ bus	3%	2%	4%	7%	6%	8%
Local Government/ Police/ Fire/ EMT	3%	5%	2%	2%	3%	1%
Sales/ retail	2%	2%	3%	8%	7%	9%
Fishing/lobstering	2%		4%	3%	3%	3%
Service/UPS,FEDEX	2%	4%	1%	1%		1%
State Government	2%	3%	2%	2%	3%	1%
Factory/warehouse	2%	2%	3%	1%		3%
Mechanic	1%	1%	1%	2%	3%	1%
Banking	1%	2%	1%	2%	1%	3%
Federal Government	1%	1%	1%	1%	3%	
Other	19%	21%	17%	15%	15%	15%
Self Employed	10%	11%	8%	4%	4%	4%
DK-REF	3%	3%	3%	4%	4%	4%
Total	100%	100%	100%	100%	100%	100%

B. Current Housing Characteristics

Eight in ten respondents own their current residence.

NQ02 Do you own or rent your current home?
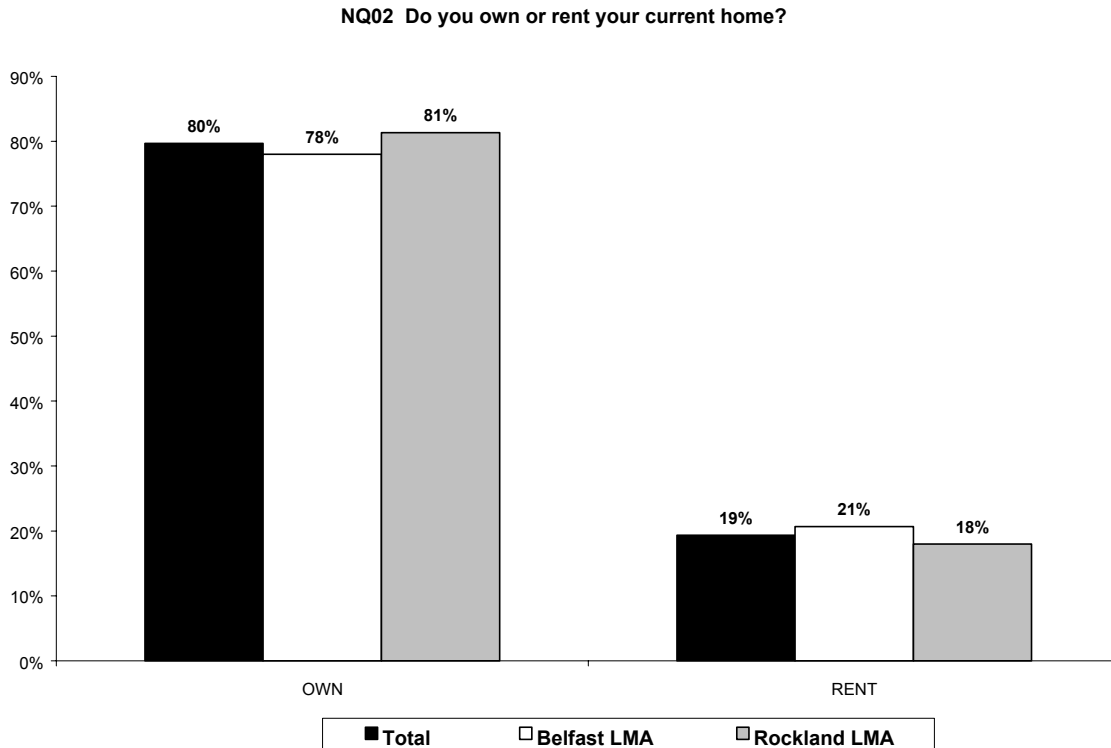
Q34 Which best describes your home? Is it a...

	Total	Belfast LMA	Rockland LMA
A traditional single family home	77%	76%	79%
A mobile home	9%	8%	10%
A duplex, condominium, attached housing	1%	1%	1%
An apartment	12%	14%	9%
REF	1%	1%	1%
Total	100%	100%	100%

Eighty percent of respondents indicated they own their current home. Twenty percent of respondents rent their current residence. Seventy-seven percent of respondents reported they lived in a traditional single family home. Owners were more likely than renters to live in a single-family home (88% compared to only 36%), while renters were more likely to live in an apartment (57% of renters reporting they lived in an apartment).

Those who have moved into the area from another part of Maine or from out of state are more likely to rent than others (35% of these respondents).

Respondents have lived in their current residence an average of 13 years.

Q01 How long have you lived at this residence?
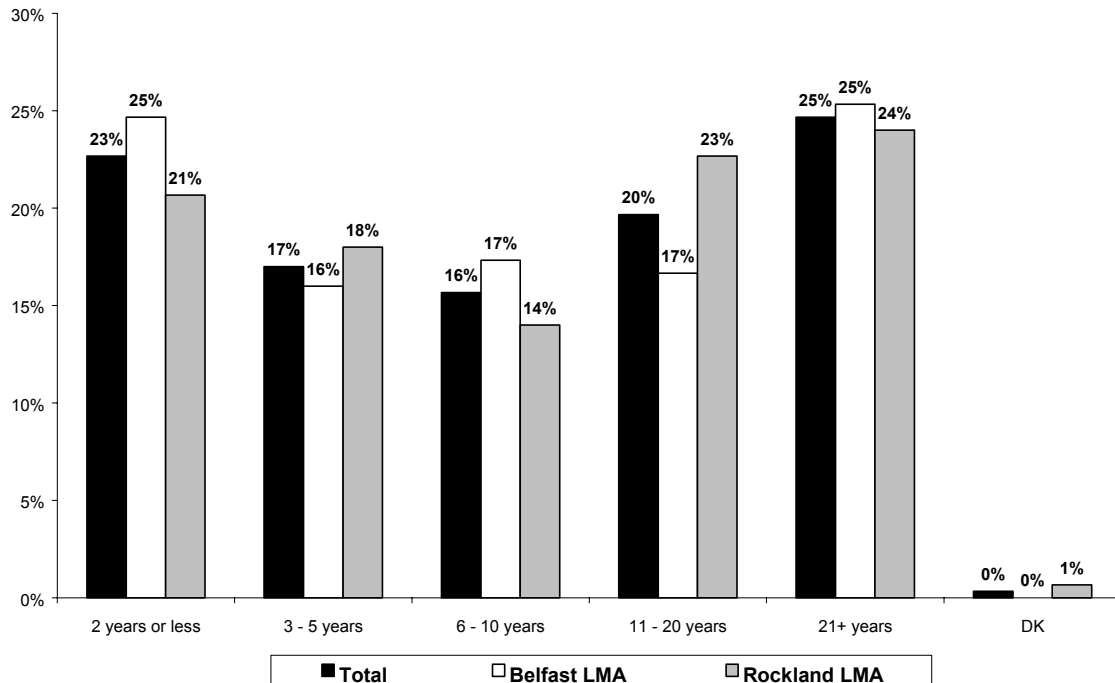
On average, respondents reported they had lived in their current residence an average of 13 years. This average is largely driven by the 25% of respondents who had resided in their current residence for 21 or more years. Twenty-three percent of respondents had lived in their residence for 2 years or less while 17% had lived in their current residence for 3 to 5 years. Sixteen percent reported they had lived in their current residence for 6 to 10 years and 20% for 11 to 20 years. Respondents are thus roughly split between those who might be considered long-term residents (at their current residence) and those who are more aptly described as newcomers to their residence.

Respondents lived in communities throughout the Belfast and Rockland LMA's.

Q01a. What town do you live in?

	Total		Labor Market Area			
			Belfast LMA		Rockland LMA	
	n	%	n	%	n	%
Belfast	53	18%	53	35%		
Belmont	6	2%	6	4%		
Brooks	8	3%	8	5%		
Frankfort	1	0%	1	1%		
Jackson	4	1%	4	3%		
Knox	6	2%	6	4%		
Liberty	6	2%	6	4%		
Linconville	11	4%	11	7%		
Monroe	2	1%	2	1%		
Montville	11	4%	11	7%		
Morill	5	2%	5	3%		
Northport	11	4%	11	7%		
Searsmont	2	1%	2	1%		
Searsport	13	4%	13	9%		
Swanville	8	3%	8	5%		
Waldo	3	1%	3	2%		
Appleton	5	2%			5	3%
Camden	18	6%			18	12%
Cushing	6	2%			6	4%
Friendship	1	0%			1	1%
Hope	5	2%			5	3%
Owls Head	3	1%			3	2%
Rockland	26	9%			26	17%
Rockport	13	4%			13	9%
South Thomaston	8	3%			8	5%
St. George	7	2%			7	5%
Thomaston	9	3%			9	6%
Union	9	3%			9	6%
Waldoboro	22	7%			22	15%
Warren	10	3%			10	7%
Washington	8	3%			8	5%
Total	300	100%	150	100%	150	100%

By area, 50% of respondents lived in the Belfast LMA and 50% lived in the Rockland LMA. By town, 18% resided in Belfast, 9% in Rockland, 7% in Waldoboro, and 6% in Camden, among other communities.

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Respondents chose to live in their communities for a variety of reasons.

Q02 What were the reasons for choosing to live in this community?

	Total	Belfast LMA	Rockland LMA
Hometown/ spouse's hometown	25%	27%	23%
Family was here, family property was here	14%	19%	9%
Job related	13%	13%	14%
Liked the area/ nice community	12%	9%	15%
Affordable housing/ rents	6%	3%	8%
Beauty/ Ocean/ Scenic	6%	8%	3%
School related/great school system	4%	3%	5%
Rural setting/ private/ peaceful	4%	3%	5%
Low taxes	2%	2%	2%
Affordable land	2%	1%	3%
Marriage	1%	1%	1%
Other	11%	10%	11%
Total	100%	100%	100%

Respondents were asked why they chose to live in a particular community. Twenty-five percent indicated they chose to live in the community in which they reside because it was their or their spouse's hometown. Fourteen percent of respondents indicated that family lived in the community or that family property was located there. Thirteen percent indicated the decision was job related while 12% liked the area and community.

Nearly half of respondents (48%) indicated they live in a neighborhood with houses up and down the street.

Q03 Which of the following best describes the area in which you live…
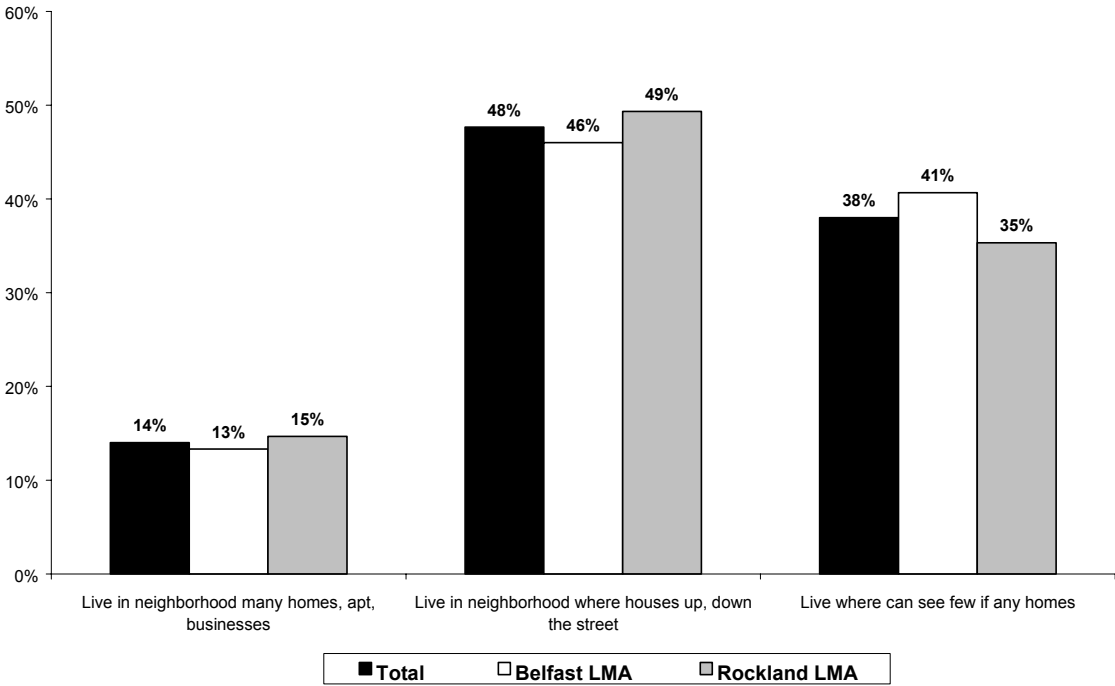
Forty-eight percent of respondents indicated they live in a neighborhood where they have houses up and down the street. Fourteen percent of respondents reported they lived in a neighborhood with many homes, apartments, and businesses. Thirty-eight percent of respondents lived where they could see few if any homes.

Respondents gave a range of reasons for choosing to live in a particular setting.

Q03a: What were the reasons for choosing to live in this type of setting?
(by setting types)
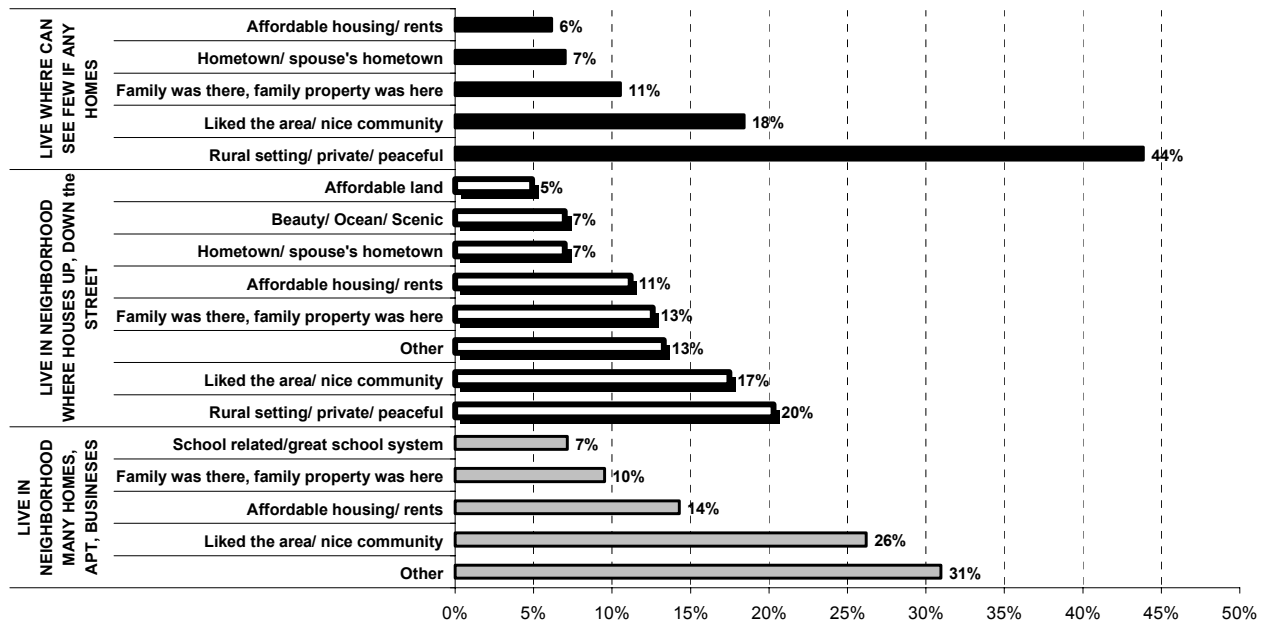
Respondents were asked an open-end question about the reasons for choosing to live in the specific type of setting. The chart above shows the distribution of answers that were coded into the specific groups:
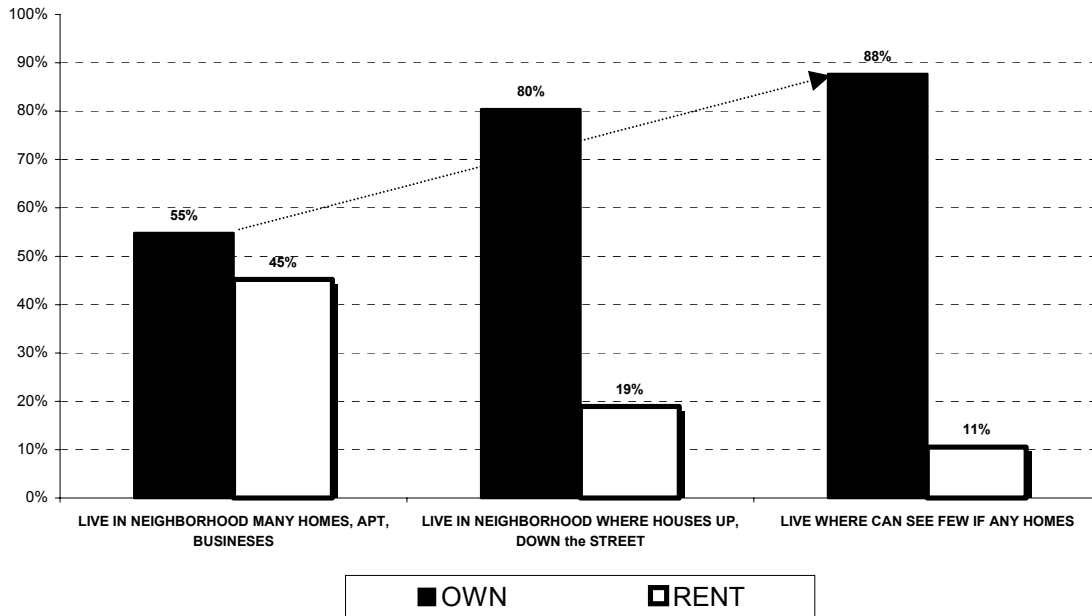
Respondents who lived where few if any houses can be seen, most often pointed that they have chosen to live in this type of setting because it is private and peaceful (44%). Another 18% of respondents mentioned that they liked the area and community.

Respondents who lived in a neighborhood with houses up or down the street listed several reasons for their choice: 20% of respondents mentioned that they have chosen to live in the area because it is rural and peaceful; another 17% mentioned that they liked the area and community; 13% of respondents mentioned that their family and property was here and 11% of respondents mentioned affordably of housing.

Many of the respondents (26%) who lived in an area with many homes, apartments, and businesses mentioned that they liked the area or community. Fourteen percent chooses this type of setting because of the affordability of housing. Among the 31% classified as "other" were a number of reasons, including convenience, possibility to open business, aging problems as well as such reasons as "didn't have a choice."

Renters are more likely to be found in a neighborhood with many homes, apartments, and businesses.

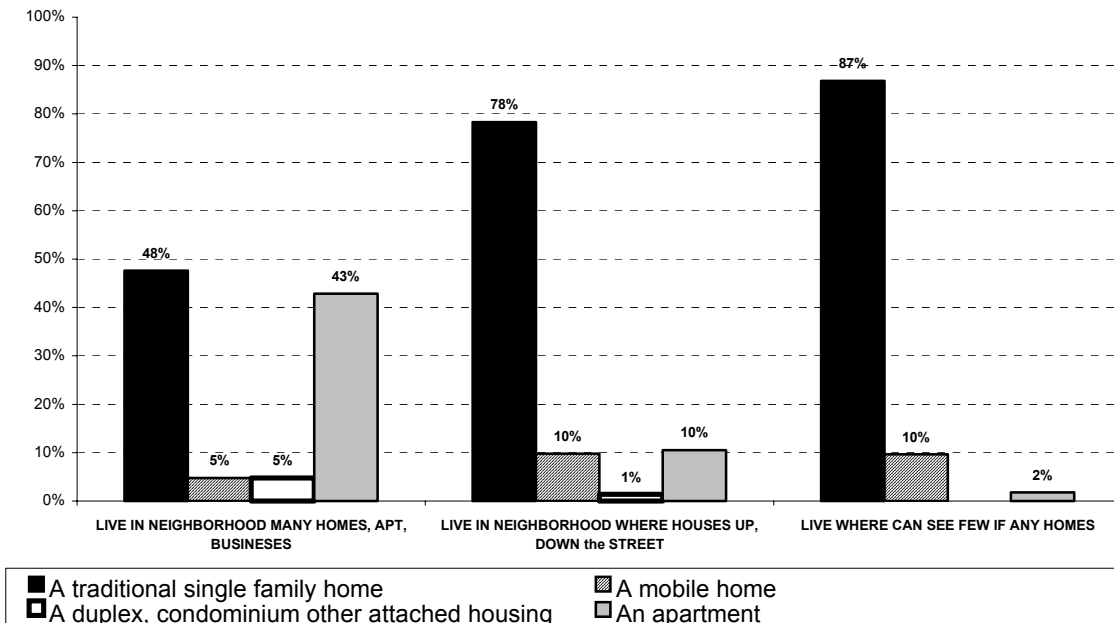**NQ02: Do you own or rent your current home?**

A large majority of respondents (88%) who live where few if any homes can be seen, own their homes while 80% of respondents who live in a neighborhoods where houses are up and down the street also own their homes.

At the same time, just a little more than half of respondents (55%) who live in a neighborhood with many homes, apartments and businesses own their homes while 45% rent.

76% of all renters would prefer to own a home.

Traditional family homes represent the most common type of housing in all three settings, though they are less prevalent in neighborhoods with many homes, apartments, and businesses.

Q34: Which best describes your home. Is it a ...

|	A traditional single family home		A mobile home
	A duplex, condominium other attached housing		An apartment

The chart above shows that majority of respondents (87%), who live where few if any homes can be seen, live in a traditional single family home; 78% of respondents who live in a neighborhood with houses up and down the street live in a traditional single family home.

Only 48% of respondents who live in a neighborhood with many homes, apartments and businesses live in a traditional single-family home and another 43% of these respondents live in an apartment.

There are differences in the type of setting in which people reside by marital status, level of education, and income.

MAR: Are you currently married..?
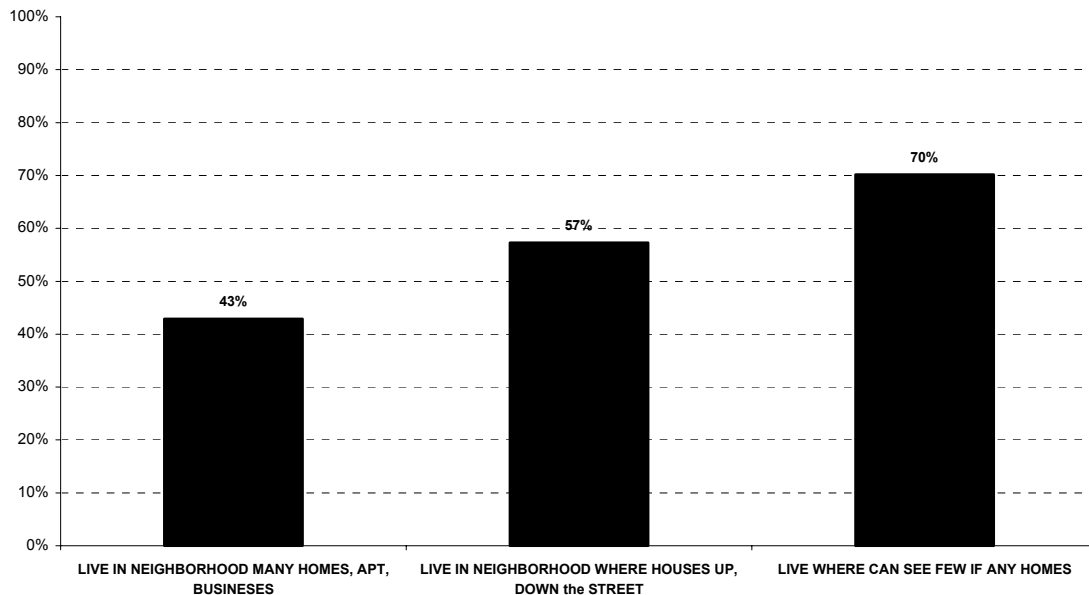
In general, there are no statistically significant differences between respondents who live in different types of neighborhoods on demographic characteristics such as sex, age or size of household.

However, the marital status of respondents who live in a neighborhood with many homes, apartments, and businesses is more diverse than the marital status of those who live in other settings.

Seventy percent of respondents who live where few, if any homes can be seen are married while only 43% of respondents who live in a neighborhood with many homes, apartments and businesses are married.

In addition, 17% of respondents who live in the neighborhoods with many homes, apartments, and businesses are divorced. Nineteen percent of those living in this setting are widowed compared to 8% of those in neighborhoods with homes up and down the street and 9% of those who live where they can see few, if any houses.

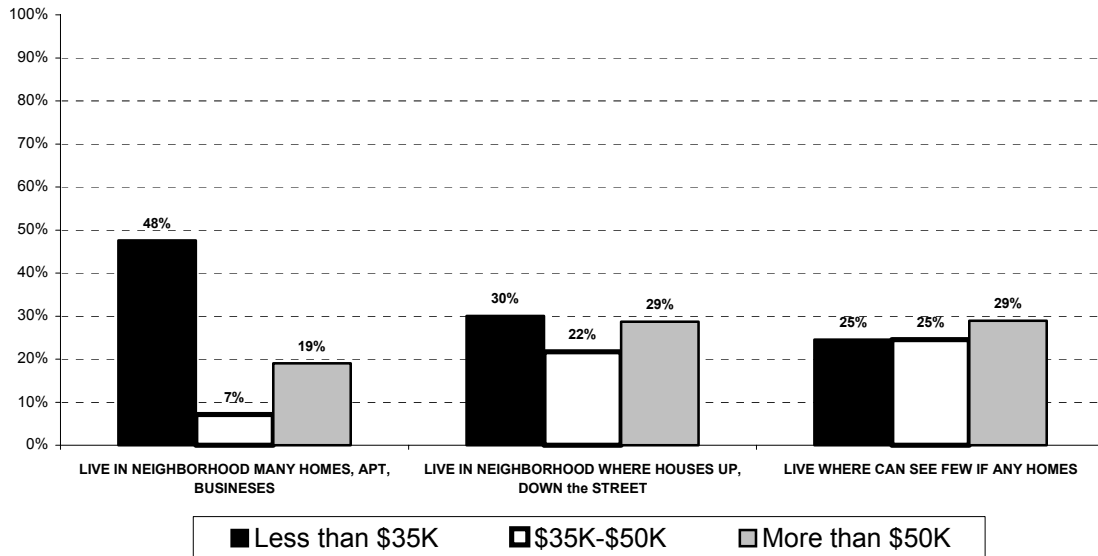**Q41: How many years of formal education did you complete?**
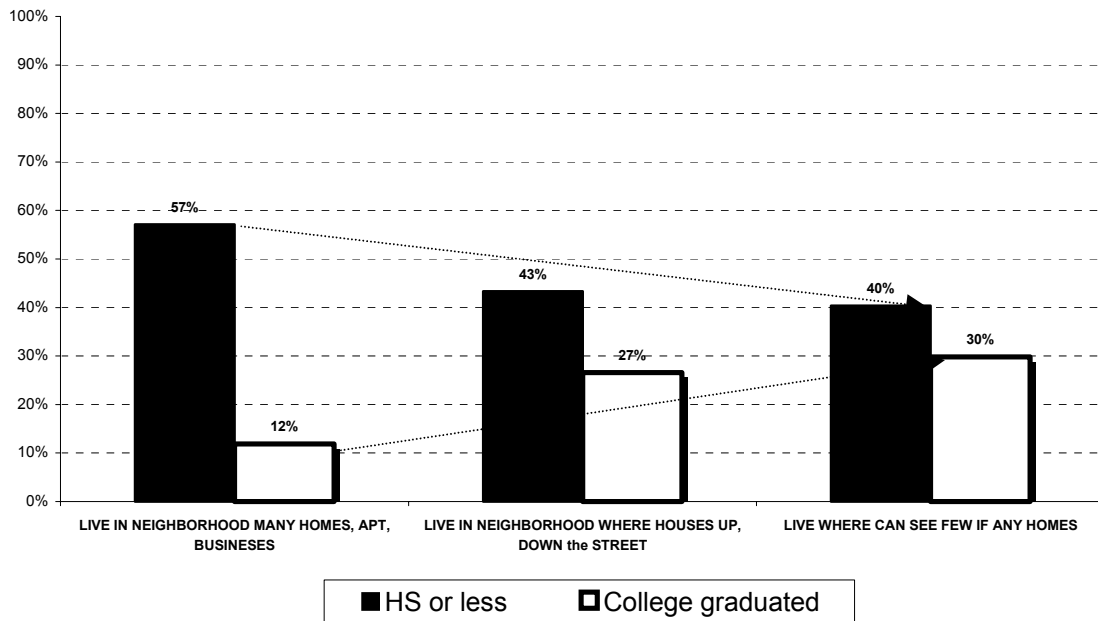
Respondents who live in neighborhoods with homes up and down the street and a setting where they can see few, if any houses, are typically better educated than those who live in a neighborhood with many homes, apartments, and businesses.

Among respondents who live in a neighborhood with many homes, apartments and businesses, 52% have high school diploma or less. Just 12% of these residents have 4-year college or graduate degree.

Among respondents who live where few, if any homes can be seen, 30% have a 4 year college or graduate degree; 27% of respondents who live in neighborhoods where houses are up and down the street have a 4 year college or graduate degree.

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**Q43: Please stop me when I read the range
that includes your total annual household income.**

Legend: ■ Less than $35K □ $35K-$50K ▨ More than $50K

Respondents who live in a neighborhood with many homes, apartments, and businesses typically have lower incomes those who live in other settings.

Among respondents who live in a neighborhood with many homes, apartments, and businesses, 48% have a yearly income of less than $35,000 and just 19% have an income greater than $50,000.

Among those respondents who live where few, if any homes can be seen, just a quarter (25%) have an annual income of less than $35,000 and 29% had an annual income greater than $50,000.

Among respondents who live in a neighborhood with many homes up and down the street, 30% have an income of less than $35,000 a year and 29% have income of $50,000 a year more.

Among renters, the average rent paid per month was $435. 53% reported this rent did not include any utilities.

NQ03a What do you pay, per month in rent?

	Total	Belfast LMA	Rockland LMA
$300 or less	28%	25%	32%
$301 - 500	26%	18%	36%
$501 - 750	28%	36%	20%
$751+	6%	7%	4%
REF	11%	14%	8%
Total	100%	100%	100%

NQ30b Does you rent include any utilities?
(% among renters)

|	Total	Belfast LMA	Rockland LMA
Heat	33%	35%	30%
Electricity	17%	16%	19%
Water	38%	35%	41%
Are there any Others?	10%	13%	7%
DOES NOT INCLUDE ANY UTILTIES	53%	52%	56%
REF	2%	3%	
Total	100%	100%	100%

The monthly rent paid by those who did not own their homes was $435, on average. Roughly one-third (34%) reported their monthly rent was $500 or greater. Thirty-three percent of renters indicated their monthly rent included heat while 17% indicated their rent included electricity. Thirty-eight percent of renters indicated their monthly rent included water.   Fifty-three percent of renters indicated their monthly rent did not include any utilities.

Respondents reported their homes had 2.9 bedrooms and 1.5 bathrooms on average.

**Q30 How many bedrooms do you have in your home?**
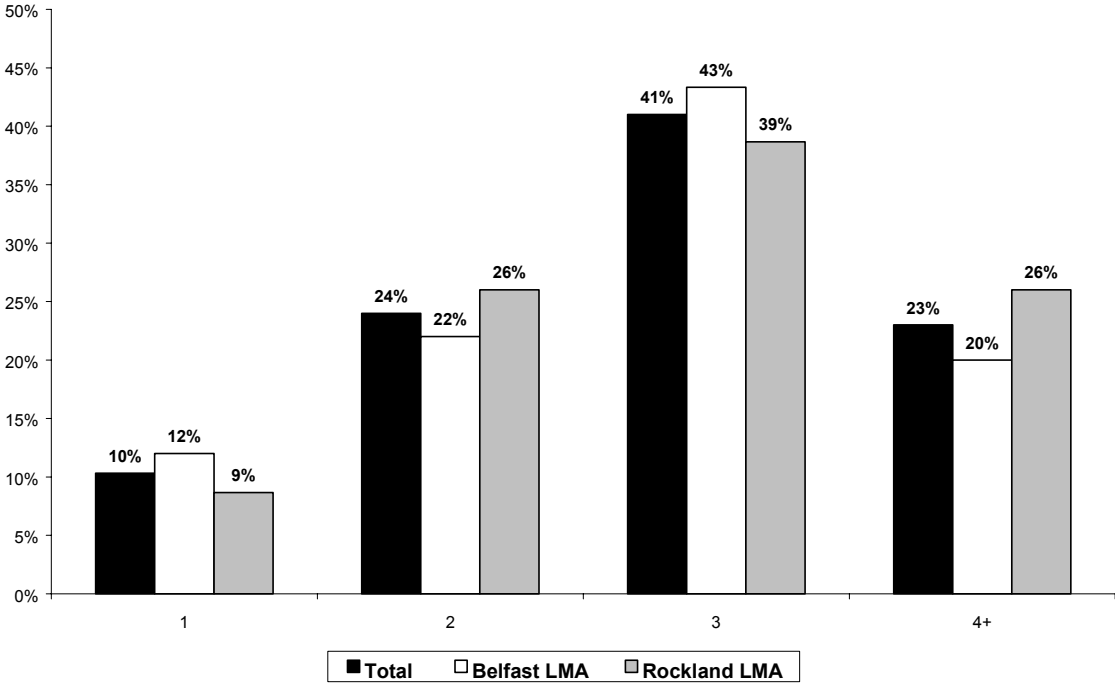
Q31 How many full and half bathrooms do you have?
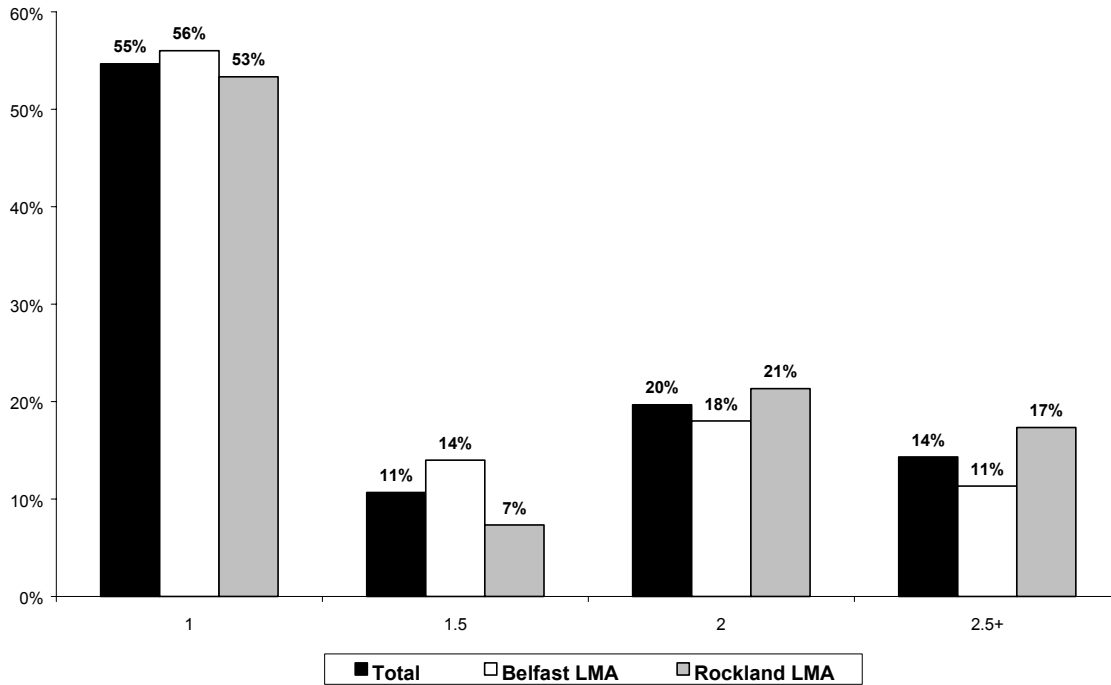
On average, respondents reported their homes had 2.9 bedrooms. The largest percentage (41%) reported their home had three bedrooms. On average, respondents reported their home contained 1.5 bathrooms with the largest percentage (55%) reporting their home had one bathroom.

There are no statistically significant differences between the sizes of homes (in terms of bedrooms and bathrooms) in the different settings.

Q30: How many bedrooms do you have in your home?
Q31: How many full and half bathrooms do you have?
(Calculated average)
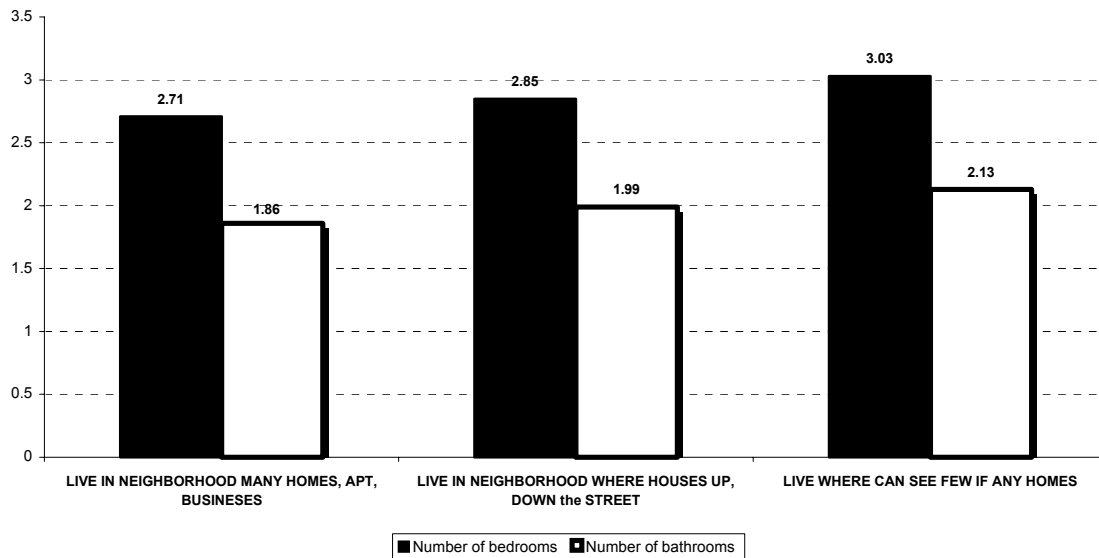
On average, respondents who live in a neighborhood with many homes, apartments, and businesses have 2.71 bedrooms and 1.86 bathrooms in their home.

Respondents who live where houses are up and down the street have 2.85 bedrooms and 1.99 bathrooms on average.

Respondents who live where few if any homes can be seen average 3.03 bedrooms and 2.13 bathrooms respectively.

Statistical ANOVA tests showed that differences between sizes of homes in different neighborhoods statistically are not significant. However, coefficient of variation[3] (for house size) is higher for neighborhoods with many homes, apartments, and businesses (52%) than for neighborhoods where few if any homes can be seen (34%). This confirms our previous conclusion about the diversity of city type settings.

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[3] The coefficient of variation might vary between 0% and 100%. If all houses in the area are the same size, Coefficient of variation will be equal 0 and if all homes are different, coefficient would be equal 100%.

On the other hand, rental homes are significantly smaller than homes which the occupants own. On average, private homes have 3.09 bedrooms and 2.14 bathrooms and rental homes have on average 2.09 bedrooms and 1.51 bathrooms.

It seems that the type of setting does not influence the size of home. On the other hand, the houses owned by residents are bigger in size and have more bathrooms that those that are rented.

Most respondents had neither town sewer nor town water.

Q35 Does your property have town sewer?
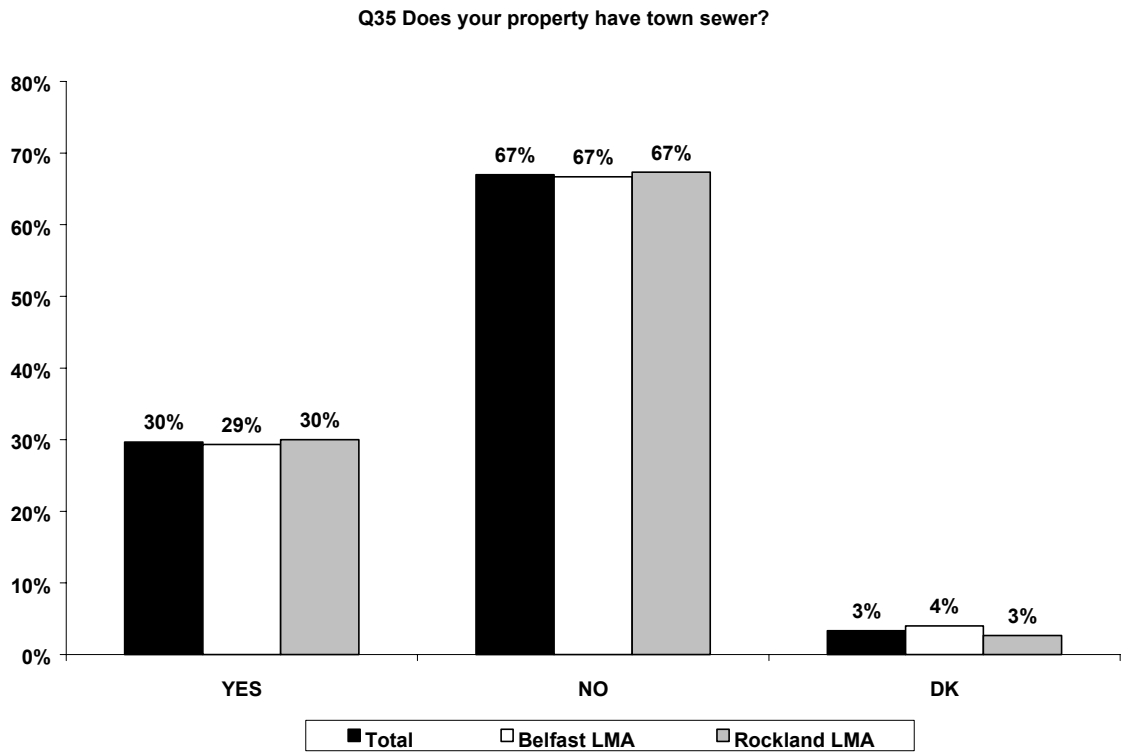
Q35a Does your property have town water?
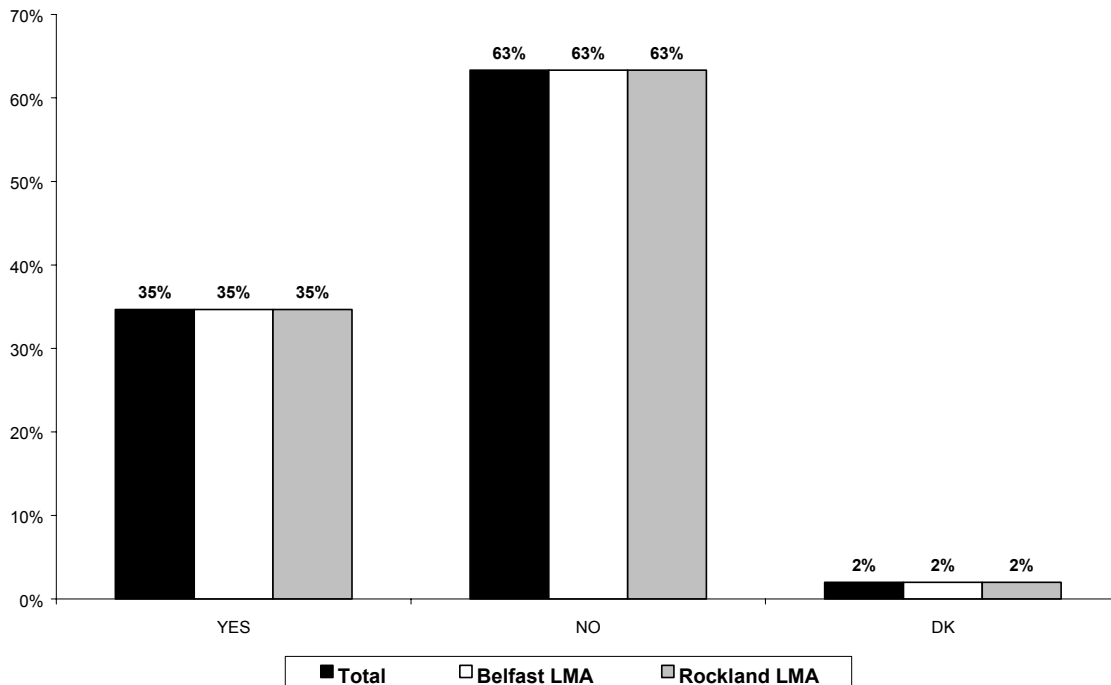
Overall, only 30% of respondents indicated their home had town sewer, while 67% reported their home did not have town sewer. Thirty-five percent of respondents reported their home had town water while 63% indicated their home did not have town water.

A large majority of those living in a setting where they could see many homes, apartments, and businesses (81%) reported having town sewer as did 34% of those living in a setting with houses up and down the street. Only 5% of those living in a setting where they could see few, if any houses reported they had town sewer.

A large majority of those living in a setting where they could see many homes, apartments, and businesses (81%) reported having town water as did 42% of those living in a setting with houses up and down the street. Only 9% of those living in a setting where they could see few, if any houses reported they had town water.

Among homeowners, the average size of a lot was 3.2 acres with 53% reporting their lot size was 2 acres or more.

Q33 How large is your lot size?
(% among homeowners)

	Total	Belfast LMA	Rockland LMA
1/4 acre or less	6%	4%	8%
1/2 acre	10%	11%	8%
3/4 acre	6%	5%	7%
1 acre	20%	19%	20%
2 acres	17%	19%	15%
3 to under 5 acres	14%	15%	13%
5 to under 10 acres	8%	6%	10%
10 acres or more	14%	15%	12%
DK	5%	5%	6%
REF	0%		1%
Total	100%	100%	100%

Among all homeowners, the average size of their lot was 3.2 acres. Twenty-two percent of respondents reported their lot size was less than one acre, while 20% reported their lot size was one acre. Fifty-three percent of respondents reported their lot size was 2 acres or more.

Those living where few, if any homes can be seen had larger lot sizes, on average.

Q33: How large is your lot size?
(Calculated average in acres)
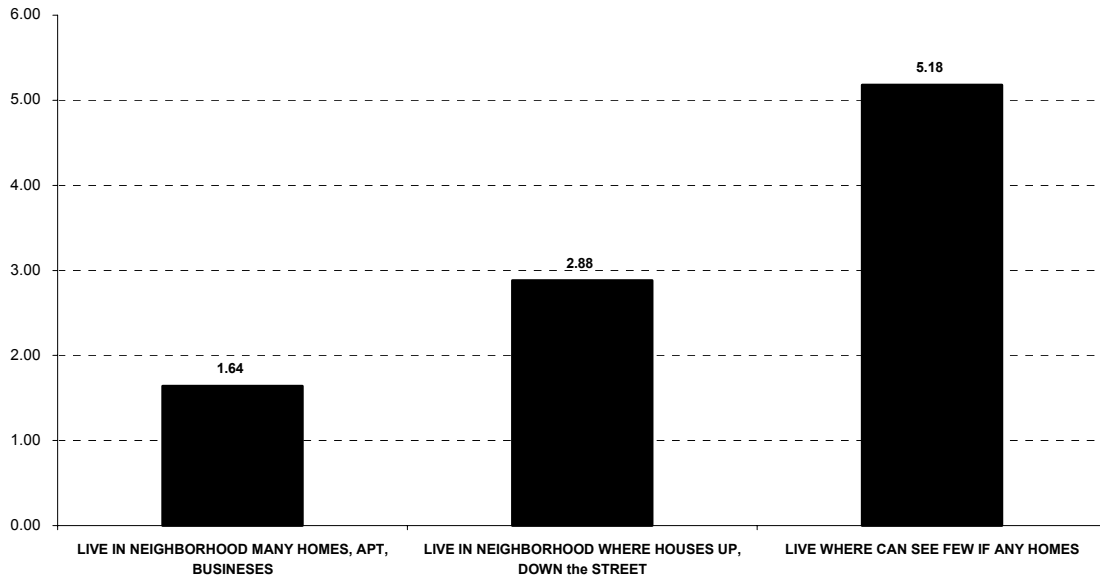
The chart above shows the average size of lot in the different type of neighborhoods[4]. In neighborhoods with many homes, apartments and businesses, the average size of lot is 1.64 acres; in the neighborhoods where houses are up and down the street, the average size of lot is 2.88 acres and the average lot size in an area where respondents can see few, if any homes is 5.18 acres.

Among those living in a neighborhood with many homes, apartments, and businesses 57% reported their lot was one acre or less. Among those living in a setting with homes up and down the street, 51% indicated their lot size was one acre or less. Among those living where they could see few, if any houses, only 27% reported their lot size was one acre or less.

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[4] The average size of lot is calculated based on actual numbers and middle point of intervals

Among homeowners, the average current value is between $125,000 and $150,000.

Q32 Please stop me when I read the range that includes what you paid for your property, including the land and home.

Q32x Please stop me when I read the range that includes the current value of your property, including the land and home.

(% among home owners)

	Purchase Value			Current Value		
	Total	Belfast LMA	Rockland LMA	Total	Belfast LMA	Rockland LMA
Under $50,000	28%	30%	27%	7%	8%	6%
$50,000 to < $75,000	21%	22%	20%	9%	12%	7%
$75,000 to < $100,000	13%	8%	19%	13%	15%	11%
$100,000 to < $125,000	8%	8%	8%	16%	16%	16%
$125,000 to < $150,000	5%	5%	4%	10%	9%	11%
$150,000 to < $175,000	3%	3%	3%	7%	3%	11%
$175,000 to < $200,000	0%		1%	4%	5%	2%
$200,000 to < $250,000	3%	3%	3%	4%	4%	4%
$250,000 to < $350,000	1%	1%	1%	3%	2%	4%
$350,000 or more	1%	2%	1%	6%	6%	7%
DK	5%	5%	4%	14%	12%	16%
REF	12%	15%	9%	8%	9%	6%
Total	100%	100%	100%	100%	100%	100%

When looking at those homeowners who were able to or chose to provide an estimate of the current value of their home, the average current value fell between $125,000 and $150,000. Thirteen percent of homeowners indicated the value of their home was between $75,000 and $100,000. Sixteen percent indicated the value of their home fell between $100,000 and $125,000, while 10% indicated the current value of their home was $125,000 to $150,000. Fourteen percent of homeowners were unsure of the current values and 8% refused to answer this question.

As can be seen from the table, there is a significant difference between the current value of the home and the price the respondent paid when buying the home. The average purchase price among respondents fell between $75,000 and $100,000. Not surprisingly, the purchase price paid by the respondent is related to how long they have resided in their residence. Those who had more recently moved into their home reported, on average, a higher purchase price.

Current property value is correlated with lot size.

**Q32x: Please stop me when I read the range that includes the current value of your property, including the land and home.
(Calculated average)**
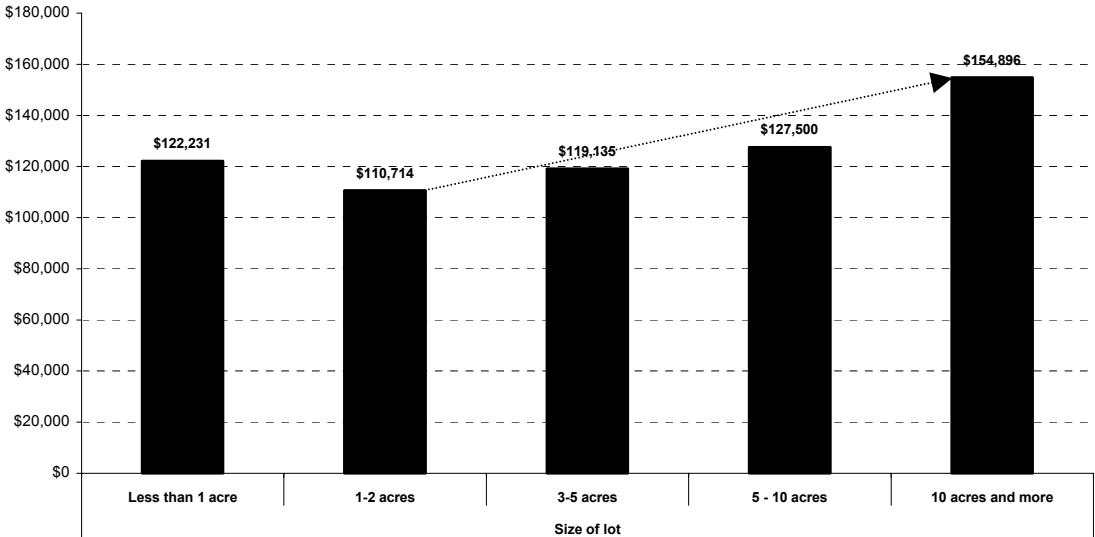
The value of property is correlated with the size of lot. Houses with a large lot size have significantly higher values than those with a small lot size[5].

The average value of property was $110,231 if the lot size was 1 to 2 acres. The average value of property was $154,896 or 1.4 times higher if the size of lot was 10 acres or more.

On the other hand, the value of property with less than 1 acre is 1.1 times higher than value of property with 1 to 2 acres. It can be explained that most of the property with small lots is located in the areas such as Belfast (33% of property with a lot size less than 1 acre) or Rockland (19% of property with a lot size less than 1 acre) where it is expected that land values would be greater than in communities further inland.

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[5] These averages are calculated based on those able or willing to provide the value of their property. The differences are statistically significant at the level of confidence of 95%.

There are no statistically significant differences between the values of property based on different types of settings

Q32x: Please stop me when I read the range that includes the current value of your property, including the land and home.
(Calculated average*)
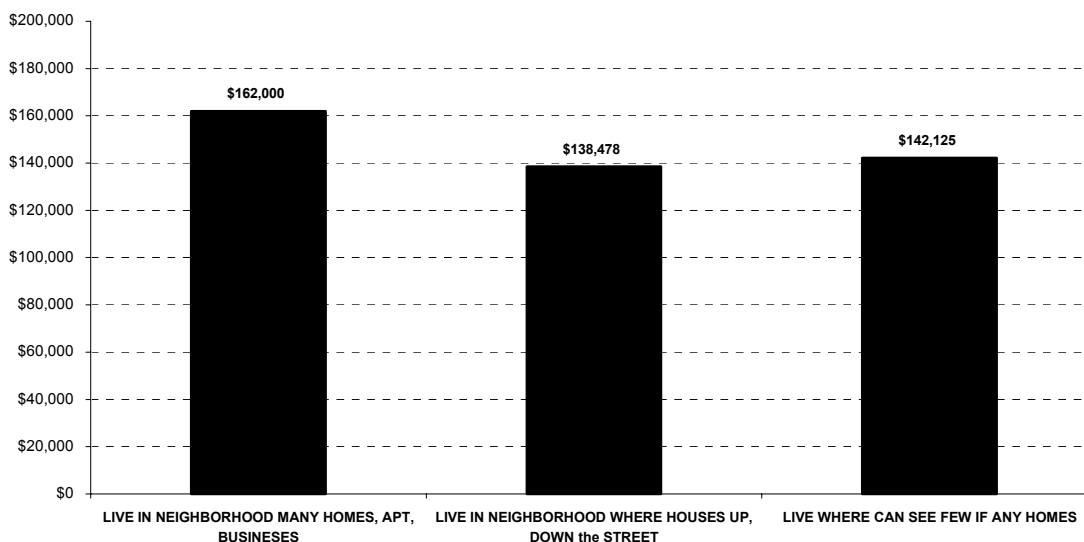
There are no statistically significant differences between the values of property based on different types of settings.

The average current value of the property that is owned by respondents who live in neighborhoods with many homes, apartments, and businesses is $162,000, on average.[6]

The average current value of the property that is owned by respondents who live where few, if any homes can be seen is $142.125, on average; and the average current value of the property that is owned by respondents who live in a neighborhood where houses are up and down the street is $138,478.

Statistical tests showed that these differences are not significant at the confidence level of 95%. However, the variance of home value is higher in neighborhoods with many homes, apartments, and businesses (coefficient of variance is equal 71%) than in areas where few, if any homes can be seen (coefficient of variance is equal 63%).

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[6] These averages are calculated based on those able or willing to provide the value of their property. The averages were calculated based on the middle of the intervals; therefore the standard errors of means might be bigger.

The value of property has nearly doubled since respondents first purchased their homes.

Q32x-Q32: Please stop me when I read the range that includes the current value of your property/what you paid for the property, including the land and home.
(Calculated average)
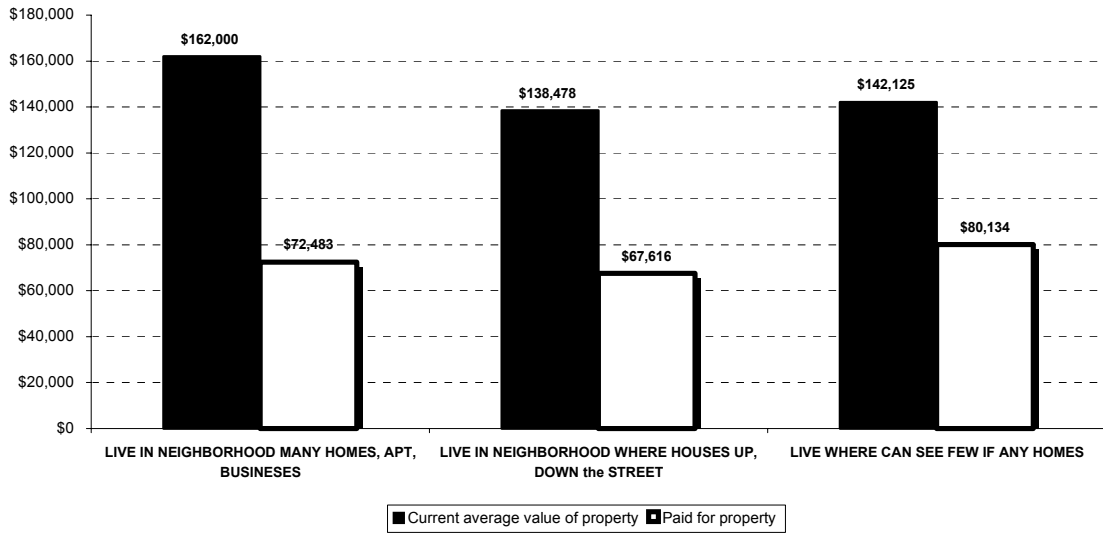
On average, the value of property owned by respondents increased 1.9 times compared to what was paid for the property.

Compared to the initial purchase price, the value of property increased from $80,134 to $142,125 on average (or 1.8 times) in areas where few, if any other homes can be seen[7]. The value of property in neighborhoods with many homes, apartments, and businesses increased 2.2 times and the value of property in neighborhoods with many homes up and down the street increased 2 times, on average, compared to the price that was paid for the property.

In all settings, the value of property increased at the same rate[8].

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[7] The average was calculated based on the middle value of the intervals; therefore the error of mean might be higher.
[8] There are no statistically significant differences in the increases of property value in different settings with the level of confidence of 95%. The test of significance was based on T-tests of averages of indices (I=Current value/purchase value).

C. Prior Residence

Most respondents moved into their current home from a prior residence in the same area.

Q04 Just prior to moving to your current home, did you live...
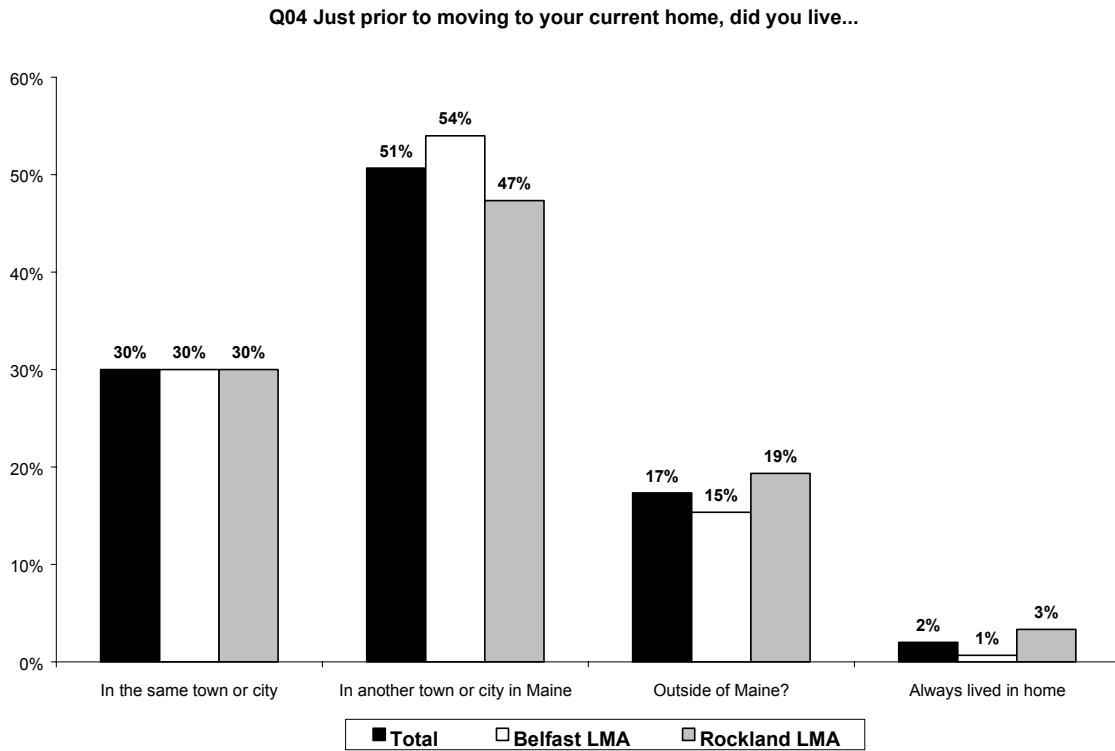
Breakdown of Residents by Location of Prior Residence
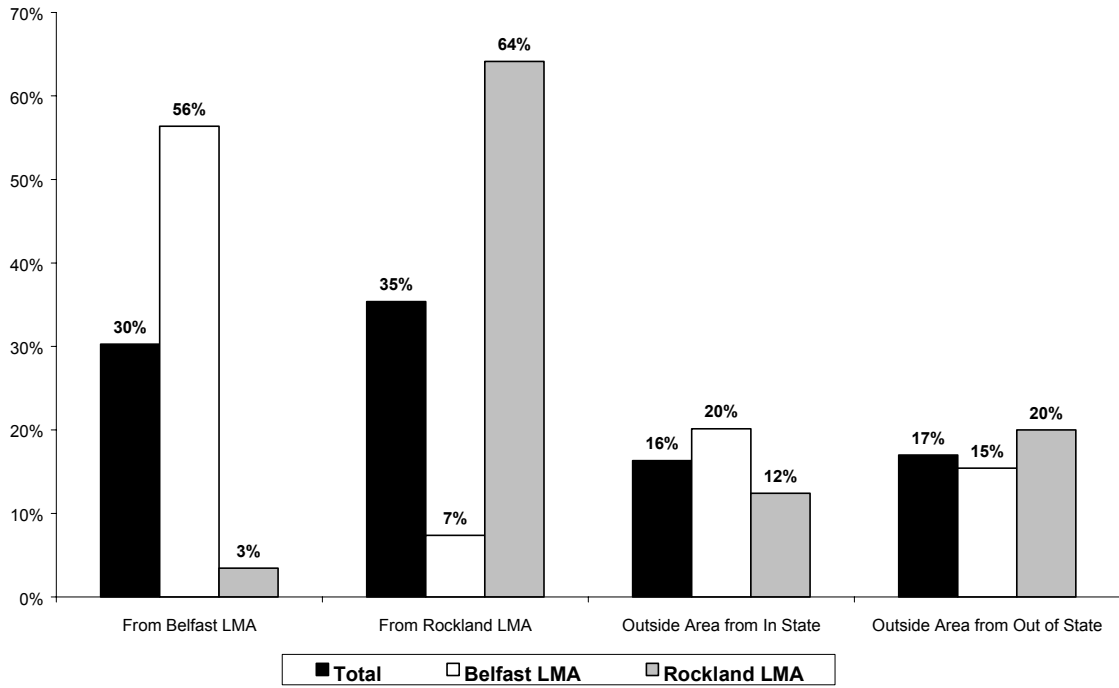
Q05 Which town or city did you live in?
(% among those moving from another Maine town)

	Total	Belfast LMA	Rockland LMA
Camden	9%	6%	11%
Rockland	9%		20%
Belfast	5%	10%	
Searsport	5%	9%	
Thomaston	5%	1%	10%
Rockport	4%	4%	4%
Linconville	3%	4%	3%
Waldoboro	3%		6%
Montville	2%	4%	
Northport	2%	4%	
Searsmont	2%	4%	
Warren	2%		4%
Fairfield	2%	4%	
Portland	2%		4%
Brooks	1%	2%	
Frankfort	1%	1%	
Knox	1%	2%	
Liberty	1%	2%	
Monroe	1%	1%	1%
Morill	1%	1%	1%
Swanville	1%	2%	
Waldo	1%	1%	
Appleton	1%		1%
Cushing	1%		3%
Friendship	1%		1%
Owls Head	1%		3%
St. George	1%		1%
Union	1%	1%	1%
Washington	1%	1%	1%
Round Pond	1%		1%
Freedom	1%	1%	
Bath	1%	1%	
Breman	1%		1%
Vinalhaven	1%		1%
Bangor	1%	2%	
Stockton Springs	1%	2%	
Farmington	1%	2%	
Wiscassett	1%		1%
Jefferson	1%		1%

Q05 Which town or city did you live in?
(% among those moving from another Maine town)
Continued

	Total	Belfast LMA	Rockland LMA
Boothbay Harbor	1%		1%
Auburn	1%	1%	
Richmond	1%	1%	
Friendship	1%		1%
Veazie	1%	1%	
Bucksport	1%	1%	
Detroit	1%	1%	
Hollis	1%		1%
Augusta	1%	1%	
Gardiner	1%	1%	1%
Eagle Lake	1%	1%	
Tenants Harbor	1%		1%
Knox	1%	1%	
Brewer	1%	1%	
Dixmont	1%	1%	
Winthrop	1%	1%	
Winterport	1%	1%	
Readfield	1%	1%	
South Berwick	1%		1%
Jackson	1%	1%	
Carmel	1%	1%	
Monson	1%	1%	
Stonington	1%	1%	
Manchester	1%		1%
Castine	1%	1%	
Bowdoin	1%		1%
Clinton	1%		1%
Damariscotta	1%		3%
DK-REF	1%	1%	
Total	100%	100%	100%

Q05a: From which state and town did you move?
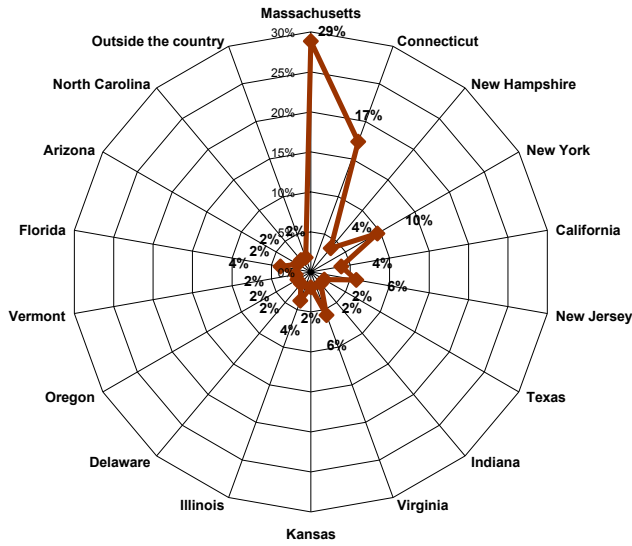
Q05a From which state did you move?
(% among those moving from out of state)

	Total	Belfast LMA	Rockland LMA
Massachusetts	29%	13%	41%
Connecticut	17%	26%	10%
New York	10%	9%	10%
New Jersey	6%		10%
Virginia	6%		10%
New Hampshire	4%	4%	3%
California	4%	9%	
Illinois	4%	9%	
Florida	4%	4%	3%
Texas	2%	4%	
Indiana	2%	4%	
Kansas	2%		3%
Delaware	2%	4%	
Oregon	2%	4%	
Vermont	2%		3%
Arizona	2%	4%	
North Carolina	2%	4%	
Outside the country	2%		3%
Total	100%	100%	100%

MARKET DECISIONS
RESEARCH · INSIGHT · STRATEGY

Respondents were asked a set of questions about the residence in which they lived prior to moving to their current residence. Two percent of respondents indicated they had always lived in the same home. Thirty percent of respondents indicated their previous residence was located in the same town. Another 51% indicated they had moved from another Maine town to their current locale. Seventeen percent indicated they moved into the area from outside Maine. The chart above provides a breakdown by the region from which they moved (by study LMA, elsewhere in Maine, or from out of state). The tables provided the specific town or state from which respondents had moved.

Nearly two in three respondents (65%) had moved to their current home from a prior residence in the study area (either the Belfast or Rockland LMA). Sixteen percent of respondents came from another part of Maine while 17% moved into the area from out of state. Thus, roughly one third of the residential movement within the region represents an influx of population from outside the region and roughly two-third is movement within the area. When looking only at newcomers (those living in their current residence 5 years or less), 61% of movement is from one residence to another within the study area while 39% represents people moving into the Belfast or Rockland LMA from other parts of Maine or from outside the state.

- ♦ 21% of those who have resided in their home 5 years or less moved to their current residence from out of state. This compares to 14% of those who have lived in their residence 6 or more years.
- ♦ 34% of those who have resided in their current residence for more than 6 years moved from a home in the same town or city. This compares to 24% of those residing in their current home for 5 years or less.
- ♦ 36% of those with a high school education or less moved to their current residence from a home in the same town or city. This compares to 23% of those with some college education and 27% of those with a 4-year or graduate degree.
- ♦ 27% of those with a 4 year or graduate degree moved to their current residence from out of state, compared to 12% of those with a high school education or less and 17% of those with some college.

Respondents lived in a variety of settings in their prior residence.

Q06 Which of the following best describes the area in which you lived…
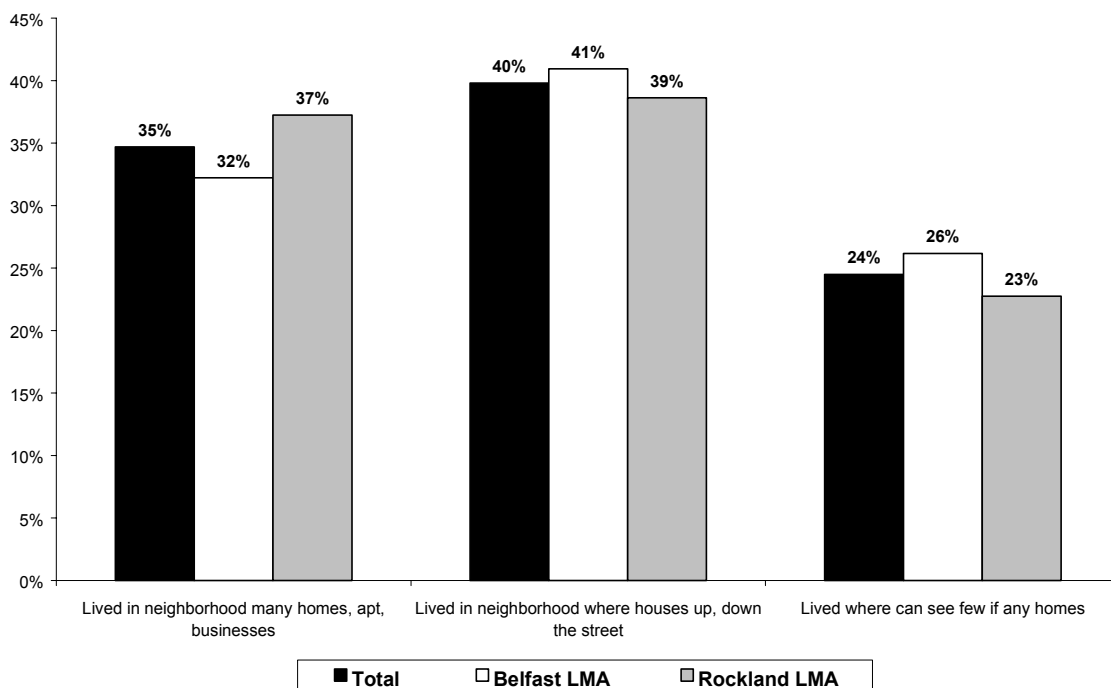
Comparison of Current Setting to Setting of Prior Residence
(where they came from)

Prior Residence	Current Residence		
	Live in neighborhood many homes, apt, businesses (14% of respondents)	Live in neighborhood where houses up, down the street (48of respondents)	Live where can see few if any homes (38% of respondents)
Lived in neighborhood many homes, apt, businesses (34% of respondents)	43%	33%	33%
Lived in neighborhood where houses up, down the street (39% of respondents)	38%	51%	26%
Lived where can see few if any homes (24% of respondents)	20%	14%	40%

Comparison of Setting of Prior Residence to Current Setting
(where they went to)

Current Residence	Prior Residence		
	Lived in neighborhood many homes, apt, businesses (34% of respondents)	Lived in neighborhood where houses up, down the street (39% of respondents)	Lived where can see few if any homes (24% of respondents)
Live in neighborhood many homes, apt, businesses (14% of respondents)	17%	13%	11%
Live in neighborhood where houses up, down the street (48% of respondents)	46%	62%	28%
Live where can see few if any homes (38% of respondents)	36%	25%	61%

Overall, 34% of respondents indicated they previously lived in a neighborhood with many homes, apartments, and businesses. Thirty-nine percent of respondents indicated they had previously lived in a neighborhood with houses up and down the street. Twenty-four percent indicated they had lived in an area where they could see few, if any homes. The two tables above provide a perspective of their current setting to the setting of their previous home. The first is a description that can be thought of as where they came from. The second can be though of as the perspective of where they went to (from their prior residence). The tables show there is a lot of movement from one setting to another; not all respondents moved to the same type of setting in which they had previously resided. The largest percentage of those moving into a similar setting are those who previously lived in a neighborhood with houses up and down the street (62% of these respondents currently live in this type of setting) and those who live in an areas where few if any houses can be seen (61% had currently live in this type of setting).

The general statements that can be made based on this study suggest that:

♦ There is a movement from neighborhoods with many homes, apartments and businesses into neighborhoods with houses up and down the street.
♦ There is a movement (though not to the same degree) from neighborhoods with many homes, apartments and businesses into areas where few if any houses can be seen.
♦ Most people who previously lived in an area with homes up and down the street moved into this same type of setting.
♦ Most people who previously lived in an area where they could see few, if any houses moved into this same type of setting.
♦ Not all respondents are opting for living in a rural setting; there is some migration from more rural areas into settings with homes up and down the street and into settings with homes, apartments and businesses.
♦ There is also some migration into neighborhoods with homes, apartments and businesses from neighborhoods with homes up and down the street.

In comparing newcomers (those who had lived in their current residence 5 years or less) to long term residents, there were not significant differences in the choices made in terms of the setting in which they now live or in the setting in which they had previously lived. Thus, these general statements apply to both newcomers and long-term residents.

There was a significant difference when examining the setting from which the respondent had come. The difference is observed among those respondents who had moved to the area from out of state. In this case, some 60% indicated their prior setting had been in a neighborhood with many homes, businesses, and apartments. In terms of the setting into which they moved, however, those from out of state are not different from those moving within the study area (the Belfast and Rockland LMA's) or other parts of Maine.

D. Intentions to Move

> ## 20% of respondents indicated they intend to move during the next five years.

mov1 Are you planning on moving from your current home during the next 5 years?
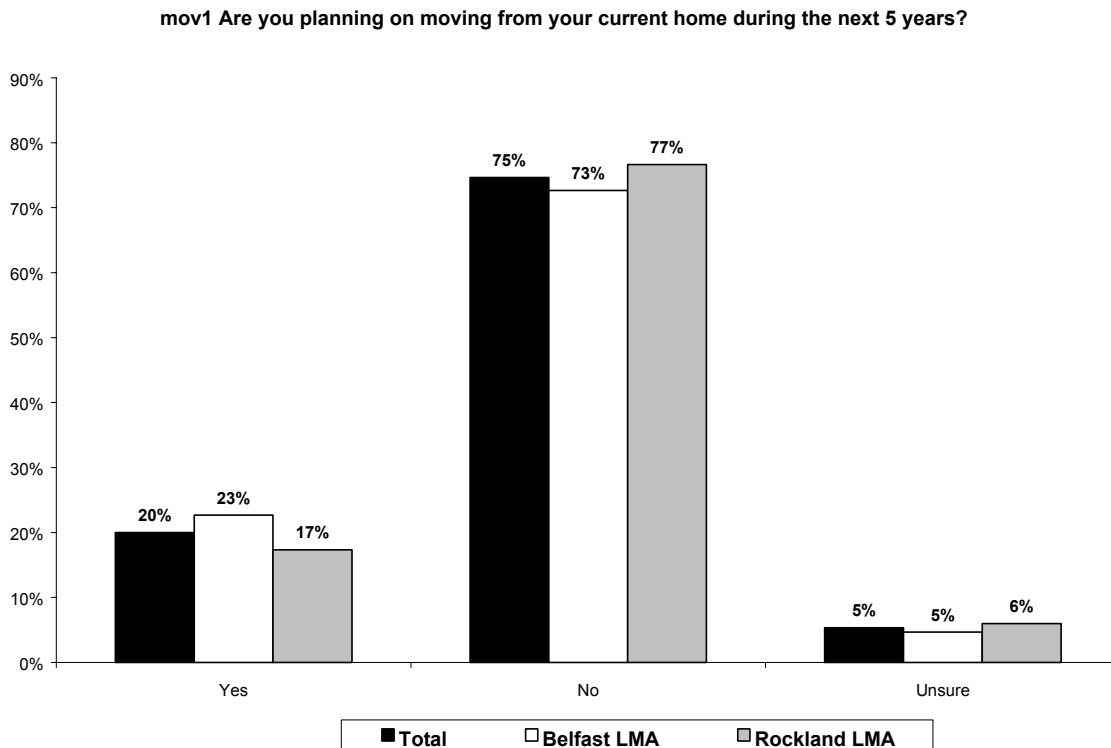
Overall, 20% of respondents indicated they were planning on moving during the next five years.

- ♦ 52% of those renting their current home are planning on moving during the next five years compared to 13% of those who own their current residence.
- ♦ 33% of those residing in a neighborhood with many homes, apartments, and businesses are planning on moving during the next five years. This compares to 22% of those living in a neighborhood with homes up and down the street and 13% of those where they can see few, if any homes.
- ♦ 28% of those with children in the household are planning to move in the next 5 years compared to 16% of those without children.
- ♦ 21% of those with at least one working member of the household are planning to move in the next 5 years compared to 15% of those without a working member of the household.

Among those who moved into the area from another part of Maine or from out of state during the past five years, 28% indicated they were planning on moving during the next five years.

There is also a clear trend in likelihood to move by age and length of residence as seen in the charts below.

MOV1: Are you planning on moving from your current home during the next 5 years?
(Percent of respondents who indicated "YES")
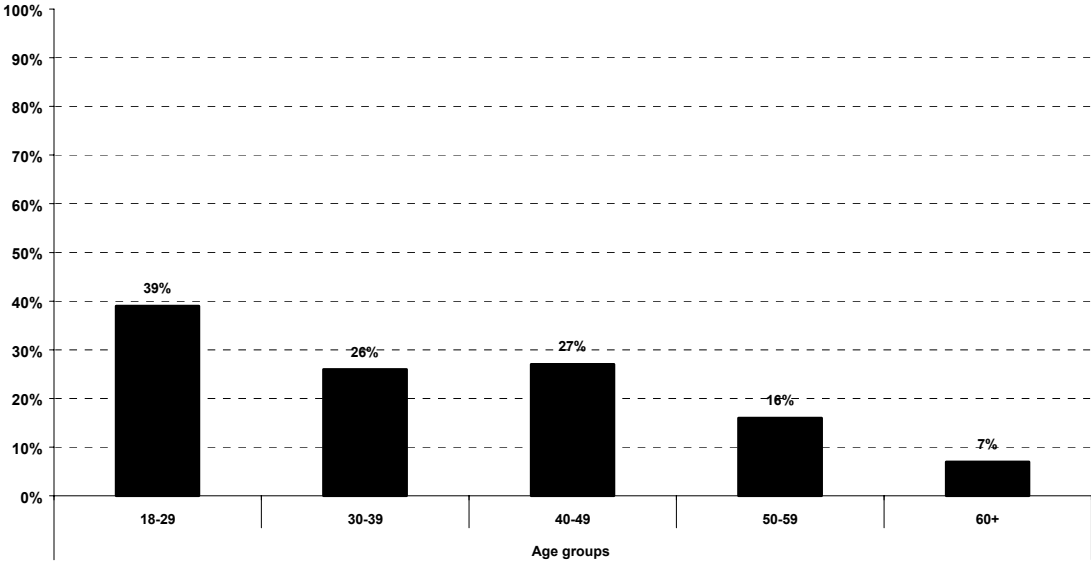
As the age of the respondent increases, there is a significant decline in the percentage that indicated they are planning on moving during the next five years. Thirty-nine percent of those 18 to 29 are planning to move during the next five years. Twenty-six percent of those 30 to 39 are planning to move and 27% of those 40 to 49 are planning to move during the next five years. Only 16% of those 50 to 59 and 7% of those 60 and older indicated they are planning to move during the next five years.

MOV1: Are you planning on moving from your current home during the next 5 years?
(Percent of respondents who indicated "YES")

How long have you lived at this residence?
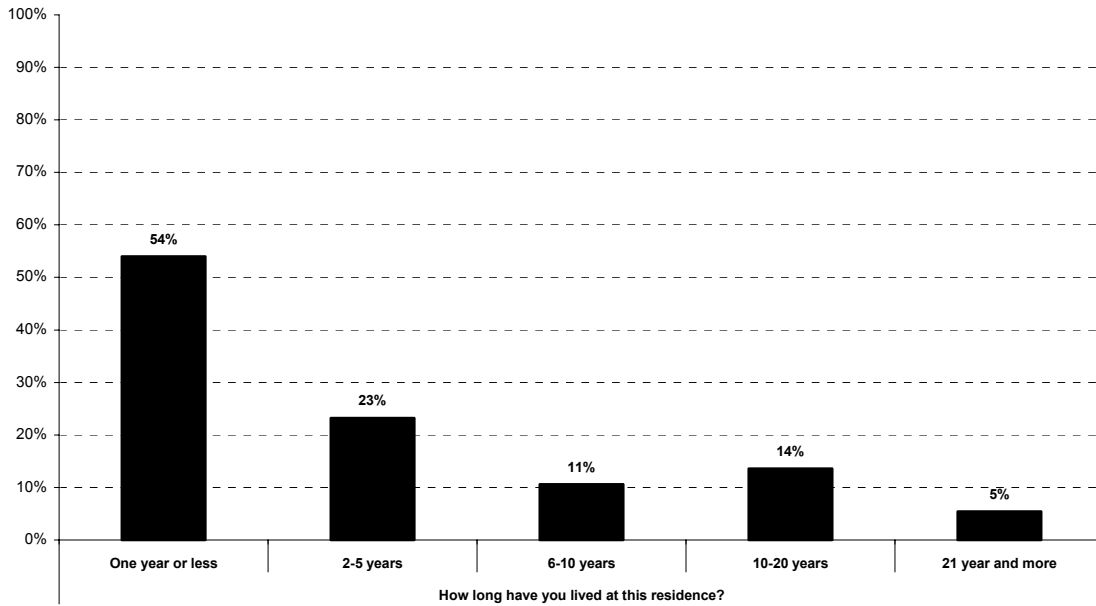
Among respondents who lived in their current home for one year or less, more than half (54%) were planning on moving in the next 5 years. Among those respondents who lived in their current residence 21 years or more, just 5% were planning on moving in the next 5 years.

In general, the most mobile group of population is younger people who are renting their home and have lived in their current residence for less than 5 years. Our estimation showed that this group represents 11% of the population[9]. Three out of four respondents (75%) in this group indicated that they are planning on moving from their current home in the next five years.

The group of residents, who are current owners of their home, lived in their current residence for more than 21 years and are 50 years of age or older, represents the least mobile group of population. According to our estimates, this group represents about 16% of population. Just 4% of respondents in this group indicated that they are likely to move from their current residence in the next 5 years.

The patterns of mobility for the remaining core of the population (73% of respondents) show a diverse range of demographic characteristics. In this group, 15% of respondents indicated that are likely to move from their current home in the next five years.

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[9] Respondents included into this group were: renters who are 18-49 years old and live in their current residence for less than 5 years.

Respondents want to move in order to find a better home, a better location, or to move away from renting.

MOV2: Why are you planning on moving?
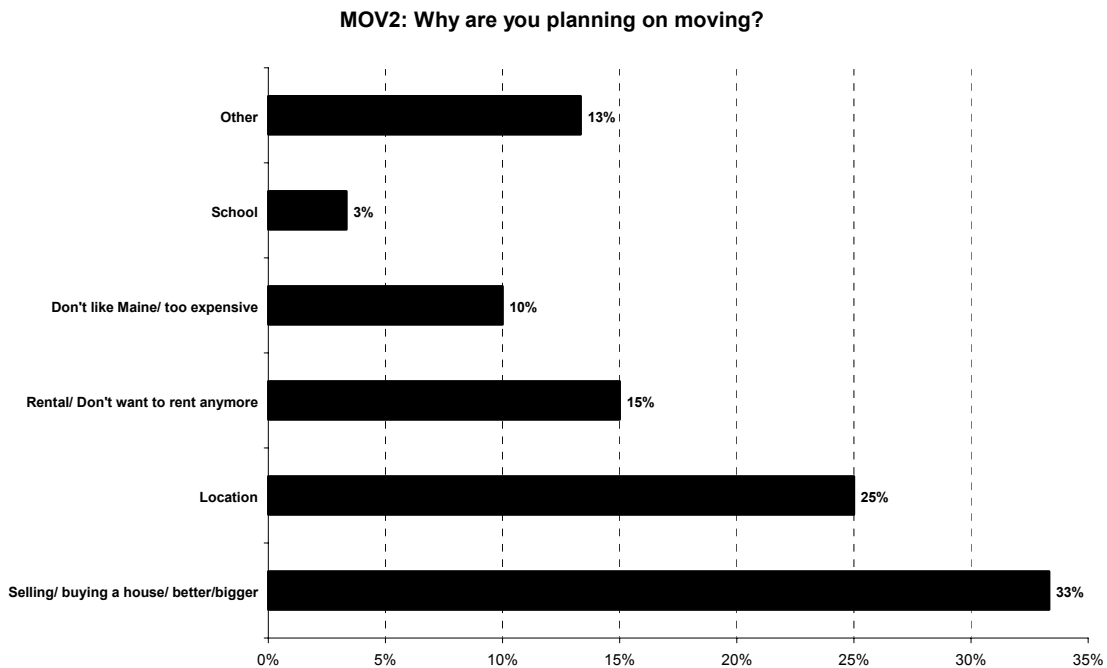
Respondents who are planning to move in the next five years were asked an open-end question: *Why are you planning to move?*

A third of respondents who are planning to move would like to sell their house and move to a better or bigger house; another 25% would like to move to a better location and 15% of respondents would like to buy a home instead of renting.

Most of those planning on moving will move to a new home in the same area.

Breakdown of Movers by Location of Residence
(% among those intending to move in next 5 years)
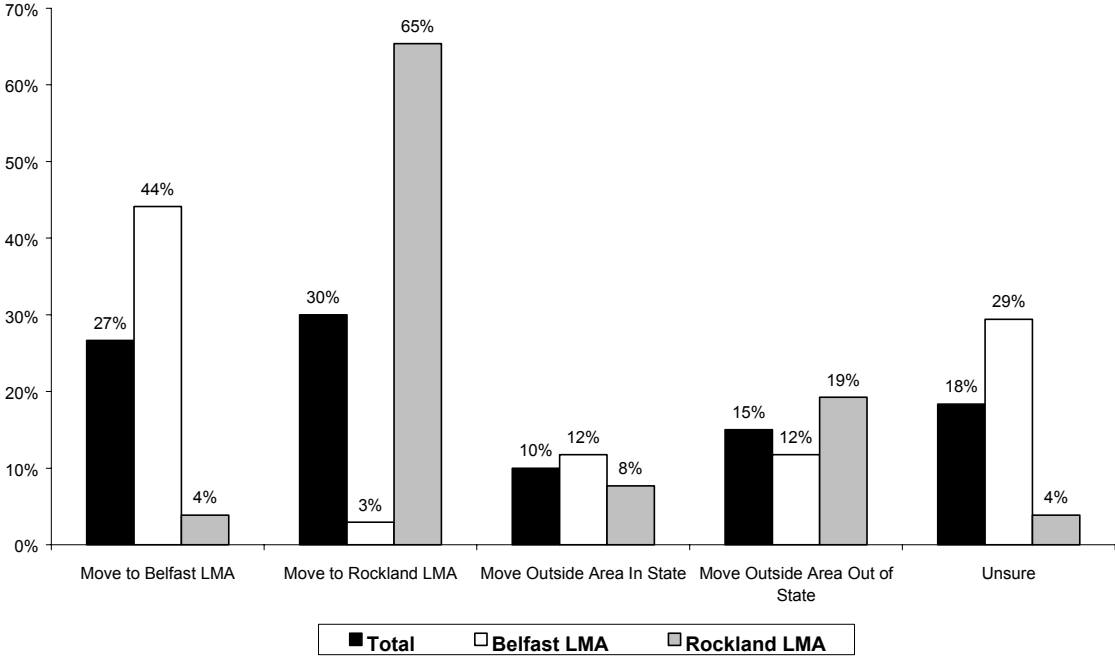
mov3 To what community are you planning to move?

	Total	Belfast LMA	Rockland LMA
Belfast	15%	24%	4%
Rockport	7%	3%	12%
Thomaston	5%		12%
Waldoboro	5%		12%
Warren	5%		12%
Linconville	3%	6%	
Rockland	3%		8%
Belmont	2%	3%	
Frankfort	2%	3%	
Liberty	2%	3%	
Northport	2%	3%	
Searsmont	2%	3%	
Camden	2%		4%
Union	2%		4%
Washington	2%		4%
New York	2%		4%
Montana	3%	3%	4%
California	3%		8%
Florida	2%	3%	
N. Carolina	2%	3%	
Out of State (other)	3%	3%	4%
Move within Maine	10%	12%	8%
DK	18%	29%	4%
Total	100%	100%	100%

Among those who indicated they were planning on moving during the next five years, 30% indicated they would move to a home in the Rockland LMA while 27% indicated they would move to a home in the Belfast LMA. By town the largest percentages were Belfast (15%) and Rockport (7%). Ten percent of those planning on moving indicated they would move to a town in Maine outside this area. Fifteen percent indicated they would move out of state. Eighteen percent of those planning on moving during the next five years were unsure where they would move.

Most of those planning on moving would prefer to move to an area where they can see few, if any houses.

mov4 Which of the following best describes the area to which you would like to move...
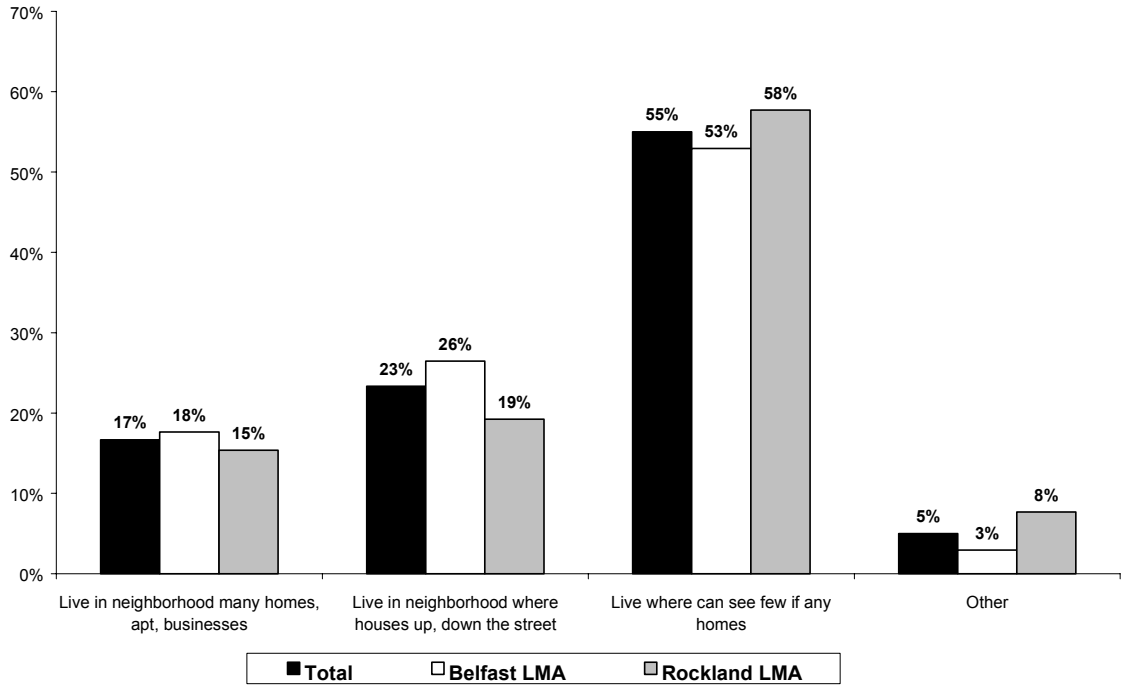
Comparison of Current Setting to Setting of Future Residence
(where they are going to)

Setting Planning to Move to	Current Residence		
	Live in neighborhood many homes, apt, businesses (14% of respondents)	Live in neighborhood where houses up, down the street (48% of respondents)	Live where can see few if any homes (38% of respondents)
Live in neighborhood many homes, apt, businesses (17% of respondents)	29%	6%	27%
Live in neighborhood where houses up, down the street (23% of respondents)	36%	26%	7%
Live where can see few if any homes (55% of respondents)	36%	65%	53%
Other	0%	3%	13%

Comparison of Current Setting to Setting of Future Residence
(where they will come from)

Current Residence	Setting Planning to Move to		
	Live in neighborhood many homes, apt, businesses (17% of respondents)	Live in neighborhood where houses up, down the street (23% of respondents)	Live where can see few if any homes (55% of respondents)
Live in neighborhood many homes, apt, businesses (14% of respondents)	40%	36%	15%
Live in neighborhood where houses up, down the street (48% of respondents)	20%	57%	61%
Live where can see few if any homes (38% of respondents)	40%	7%	24%

Among those planning on moving, 55% indicated they would like to move to a setting where they could see few, if any houses. Twenty-three percent of respondents indicated they would like to move to an area where there were houses up and down the street. Seventeen percent of respondents indicated they would like to move to a setting with many homes, apartments and businesses. There are significant differences by age as seen in the table below. Among those planning on moving during the next five years the largest segment of those age 18 to 29 (42%) intend to move to a neighborhood with many homes, apartments, and businesses. A majority of those from 40 to 49 intend to move to an area where they can see few if any homes. In the case of those age 30 to 39 and 50 to 59, this percentage (preferring a rural setting) is greater than three quarters of those planning on moving. The largest segment of 60+ year olds planning on moving would move to a neighborhood with homes up and down the street.

Setting will move to:	18-29	30-39	40-49	50-59	60+
Live in neighborhood many homes, apt, businesses	42%	15%	5%	11%	20%
Live in neighborhood where houses up, down the street	25%	8%	29%	11%	60%
Live where can see few, if any homes	33%	77%	52%	78%	20%
Other	0%	0%	14%	0%	0%

The general statements about those planning on moving during the next five years that can be made based on this study suggest that:

♦ There are no significant differences between those intending to move to a new home within this area and those intending to move to another part of Maine or out of state.
♦ Those who currently live in a neighborhood with many homes, apartments, and businesses are fairly evenly split as to the setting into which they would like to move.
♦ Most of those who now live in a neighborhood with houses up and down the street intend to move to a setting where they can see few, if any houses.
♦ About half of those now living in a setting where they can see few, if any houses, intend to move to this same type of setting.
♦ A fair percentage (27%) of those now living in an area where they can see few, if any homes, intend to move into a neighborhood where there are many homes, apartments, and businesses.

In comparing newcomers (those who had lived in their current residence 5 years or less) to long term residents, there were differences in the setting to which they would prefer to move, though it is important to note that given the small sample size the differences were not significant. Among those residing in their current residence for 5 years or less and intending to move in the next 5 years, 21% indicated they would move into a neighborhood with many homes, apartments, and businesses. This compares to 6% of those who have lived in their current residence for 6 or more years.

When we examine those who moved into the area from another part of Maine or another state and also intend to move, even a larger percentage would prefer to move to a neighborhood with many homes, apartments, and businesses. Among this group, 39% would like to move to this type of setting. The difference between this group and others intending to move does not arise from differences in preference for a more rural setting. Instead, there is less interest among this group in living in a neighborhood with homes up and down the street.

E. Preferences for the Setting in Which Respondents Reside

Eight in ten respondents are currently living in their preferred setting.

Q16 You mentioned earlier that you live in SETTING. Was this where you wanted to live?

Current Setting
by "Is this the setting in which you wanted to live?

	YES	NO
■ Live in neighborhood many homes, apt, businesses	64%	36%
□ Live in neighborhood where houses up, down the street	79%	20%
▨ Live where can see few if any homes	95%	5%
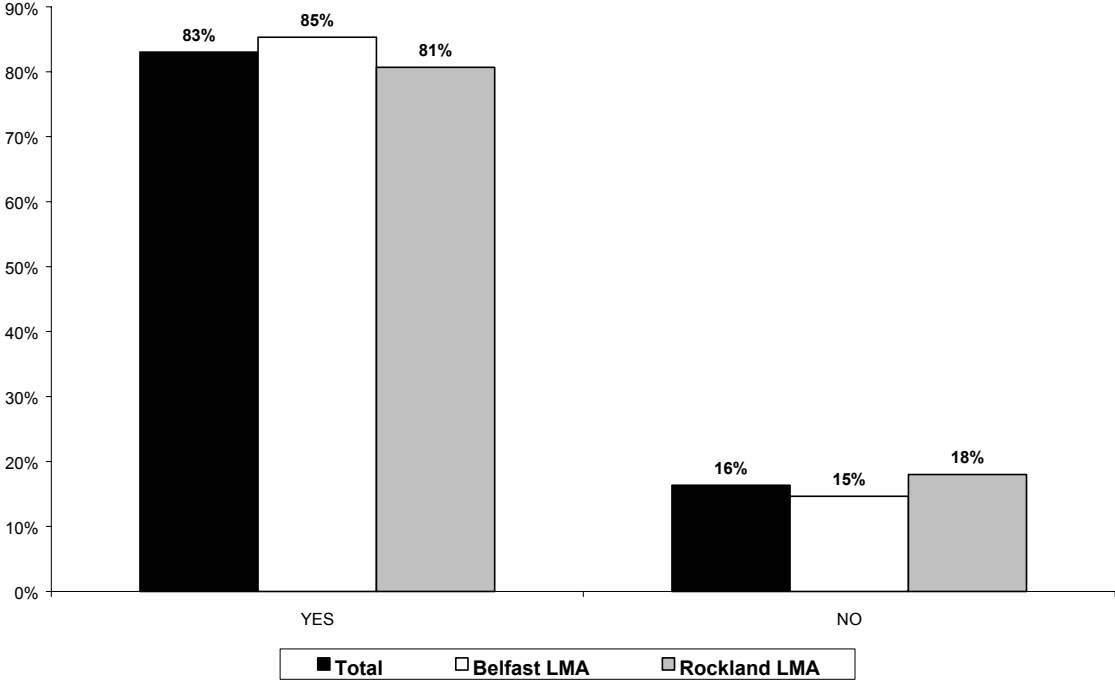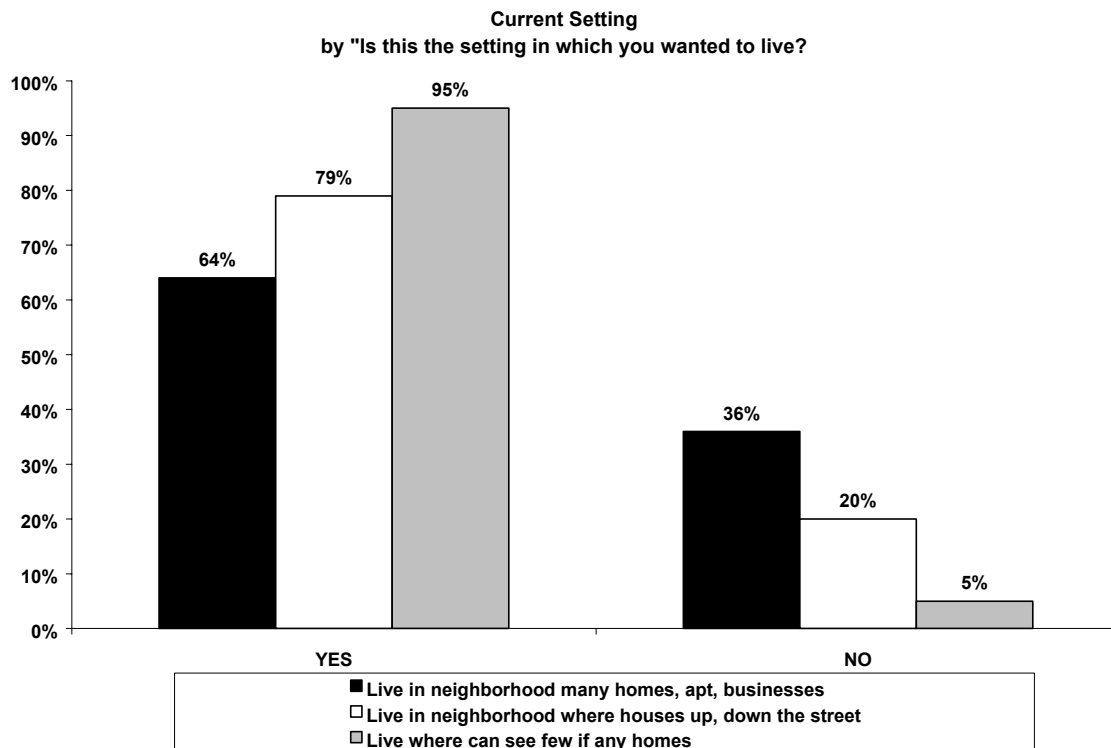
Overall, 83% of respondents indicated the setting in which they currently live was the setting in which they wanted to live. Sixteen percent of respondents indicated they would prefer to live in another setting. There were significant differences by the setting in which the respondent currently lived. Ninety-five percent of those living where they could see few, if any houses indicated this was where they wanted to live. Seventy-nine percent of those living in a neighborhood where there were houses up and down the street indicated this was where they wanted to live, as did 64% of those living in a neighborhood with many homes, apartments, and businesses.

Nearly half of respondents indicated their preferred setting was where they could see few, if any houses.

Preferred Setting

	Prefer neighborhood many homes, apt, businesses	Prefer neighborhood where houses up, down the street	Prefer where can see few if any homes
Total	12%	39%	47%
Belfast LMA	13%	40%	47%
Rockland LMA	11%	39%	47%

■ **Total** □ **Belfast LMA** □ **Rockland LMA**
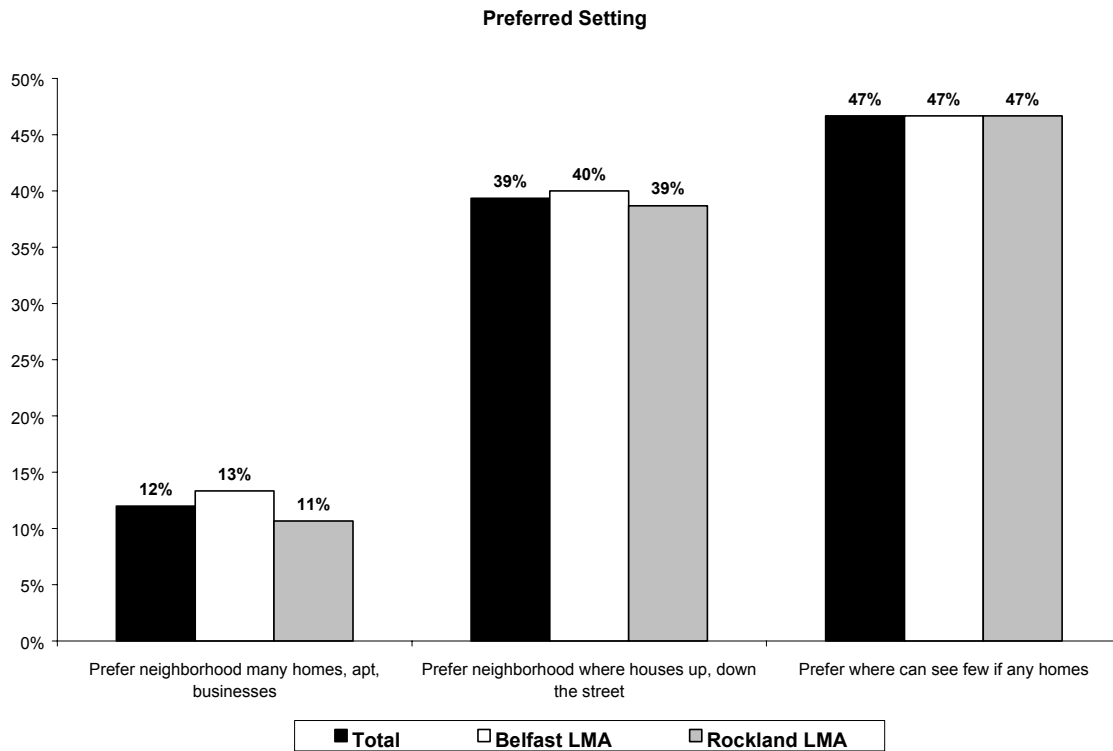
Breakdown of Current Living Setting and Preferred Setting

	Total	Belfast LMA	Rockland LMA
Live in neighborhood with many homes, apt, businesses and preferred	**9%**	**9%**	**9%**
Live in neighborhood where houses up, down the street - Prefer neighborhood many homes, apt, businesses	1%	2%	
Live where can see few, if any homes - Prefer neighborhood with many homes, apt, businesses	2%	2%	2%
Live in neighborhood where houses up, down the street and preferred	**38%**	**38%**	**39%**
Live in neighborhood with many homes, apt, businesses - Prefer neighborhood where houses up, down the street	1%	2%	
Live where can see few, if any homes and preferred	**36%**	**39%**	**33%**
Live in neighborhood where houses up, down the street - Prefer where can see few, if any homes	4%	2%	6%
Live in neighborhood many homes, apt, businesses – Prefer where can see few, if any homes	7%	6%	7%
Total	100%	100%	100%

Forty-seven percent of respondents indicated their preferred setting was one where they could see few, if any houses. Thirty-nine percent indicated their preferred setting was a neighborhood where there were houses up and down the street. Twelve percent of respondents indicated their preferred setting was a neighborhood with many homes, apartments, and businesses. There is a slight, though non-significant, preference for a neighborhood with many homes, apartments, and buildings among those who have lived in their residence five years or less; 15% compared to 10% of those who have lived in their residence 5 years or more.

The table above contrasts respondents' preferred setting for their residence with the setting of their current residence. Nine percent of respondents are currently living in a neighborhood with many homes, apartments, and businesses and this also represents where they would prefer to live. Another 3% of respondents would prefer to live in this type of neighborhood but currently live in another type of setting. Thirty-six percent of respondents currently live where they can see few, if any houses, and this also represents where they would prefer to live. Eleven percent of respondents would prefer to live in an area where they can see few, if any houses, but currently reside in another type of setting.

- ♦ 28% of those who rent would prefer a neighborhood with many homes, apartments, and businesses. This compares to 8% of those who own their homes.
- ♦ 51% of those who own their homes prefer an area where they can see few, if any homes. This compares to 29% of those who rent.
- ♦ 24% of those households without a working member indicated they prefer to live in a neighborhood with many homes, apartments, and businesses. This compares to 9% of those who have one or more people in the household that work.

F. Behavioral Indicators of Setting Preference

Respondents rate comfortable surroundings and neighborhood attributes most importantly overall.

Q14: Please rate the following statements on a scale of one to five, where 5 means that it's very important to you and 1 means that it's not at all important to you.

Statement	Score
Being within walking distance of stores, restaurants, and the library.	2.37
Being within walking distance of a corner store.	2.39
Being within walking distance of community activities.	2.42
Living in an area with homes similar to yours in terms of size and age.	2.43
Living in a neighborhood with many children.	2.72
Living in a natural area where you can't see neighbors.	3.12
Having neighbors know when you are and aren't home.	3.21
Living in an area away from stores and other businesses.	3.31
Being surrounded by open, undeveloped space.	3.66
Knowing the names of the people who live near you.	3.78
Having a home with a large lot size.	3.88
Knowing that you can drop by a neighbor's home, and that he or she will feel comfortable doing the same.	3.99
Living in an area that has a sense of community.	4.15
Living in an area with many trees and plants.	4.56
Being able to walk out your door and safely take a 10 to 20 minute walk.	4.63
Having a place where you feel good about having friends and family visit.	4.64

To understand the preferences of residents, respondents were asked to rate statements that might be used to describe a specific setting or lifestyle on a scale from 1 to 5 where 5 means that it's very important to the respondent and 1 means that it's not at all important to the respondent. These items form the core of the analysis used to determine population clusters to identify behaviorally what type of setting residents prefer. This analysis is presented below.

The highest scores, on average, were for the statement "Having a place where you feel good about having friends and family visit" (4.64 average on this five point scale).

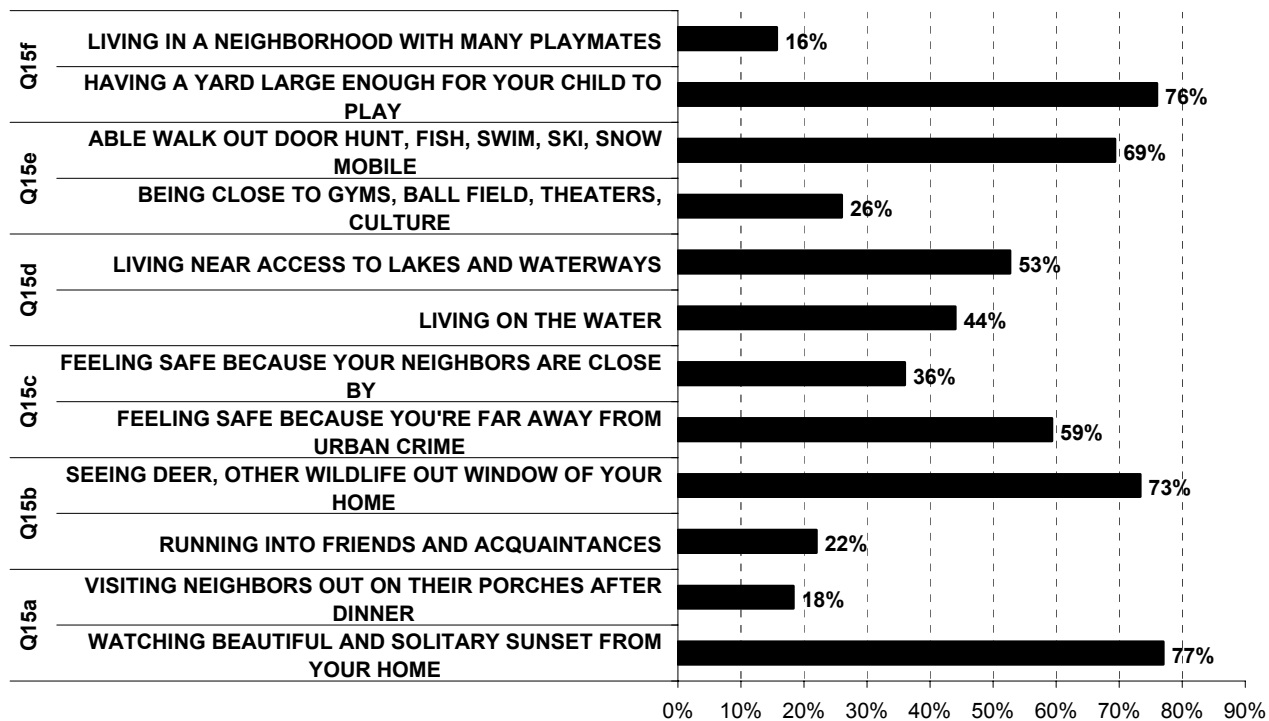The second statement by importance was "Being able to walk out your door and safely take a 10 to 20 minute walk" (4.63 average on the five point scale) and the third statement by importance was "Living in an area with many trees and plants" (4.56 average). All three of these attributes are rated as very important in considerations of a place to live.

MARKET DECISIONS
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The least important features, on average, were:

♦ Being within walking distance of stores, restaurants, and the library (2.37 average score).
♦ Being within walking distance of a corner store (2.39 average score).
♦ Being within walking distance of community activities (2.42 average score).
♦ Living in an area with homes similar to yours in terms of size and age (2.43 average score).

Most respondents prefer attributes associated with a more rural setting for their home.

Q15: Which is preferable to you...

Question	Attribute	Value
Q15f	LIVING IN A NEIGHBORHOOD WITH MANY PLAYMATES	16%
	HAVING A YARD LARGE ENOUGH FOR YOUR CHILD TO PLAY	76%
Q15e	ABLE WALK OUT DOOR HUNT, FISH, SWIM, SKI, SNOW MOBILE	69%
	BEING CLOSE TO GYMS, BALL FIELD, THEATERS, CULTURE	26%
Q15d	LIVING NEAR ACCESS TO LAKES AND WATERWAYS	53%
	LIVING ON THE WATER	44%
Q15c	FEELING SAFE BECAUSE YOUR NEIGHBORS ARE CLOSE BY	36%
	FEELING SAFE BECAUSE YOU'RE FAR AWAY FROM URBAN CRIME	59%
Q15b	SEEING DEER, OTHER WILDLIFE OUT WINDOW OF YOUR HOME	73%
	RUNNING INTO FRIENDS AND ACQUAINTANCES	22%
Q15a	VISITING NEIGHBORS OUT ON THEIR PORCHES AFTER DINNER	18%
	WATCHING BEAUTIFUL AND SOLITARY SUNSET FROM YOUR HOME	77%

Respondents were asked a question: if you COULD live in any type of setting, which is preferable to you? These questions paired off attributes that compared a factor associated with a more rural setting to one that would be associated with a neighborhood in a more suburban or urban setting. In general, respondents tended to favor the attributes associated with the more rural setting.

Seventy-seven percent of respondents preferred solitary sunset over visiting neighbors after dinner (18%).

Seventy-three percent of respondents preferred seeing deer out the window over running into friends and acquaintances (22%).

More than three quarters of respondents (76%) preferred having a yard large enough for child to play than living in a neighborhood with many playmates (16%).

Respondents believe we should create walkable neighborhoods on one hand, but that communities should contain homes with large lot sizes on the other.

Q10: How strong do you agree or disagree that…
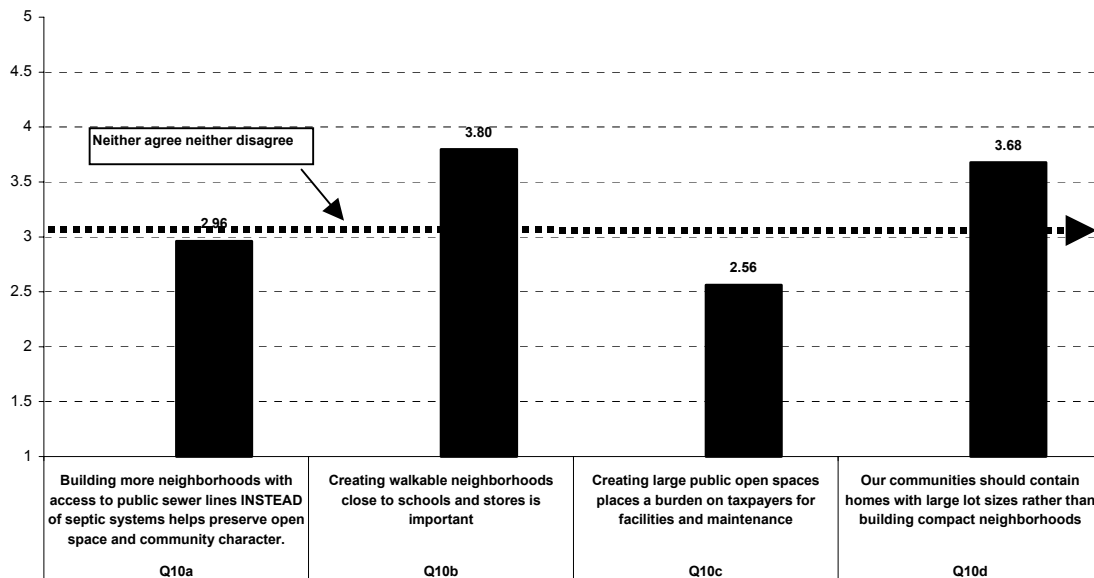
Respondents were read a series of statements and asked if they agree or disagree with a statement on a scale from one to five where one is strongly disagree and five is strongly agree with a statement.

Respondents agreed with the opposite statements creating walkable neighborhoods close to schools and stores is important (an average of 3.80) and that communities should contain homes with large lot sizes rather than building compact neighborhoods (an average score of 3.68).

Respondents were likely to disagree with the statement that creating large public open spaces places a burden on taxpayers for facilities and maintenance (an average of 2.56).

G. Reasons for Not Living in a Service Center Community

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Most respondents did not look for a home within the area's service centers.

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Q21 Did you look at any homes or apartments in SERVICE CENTER before deciding on your current residence?
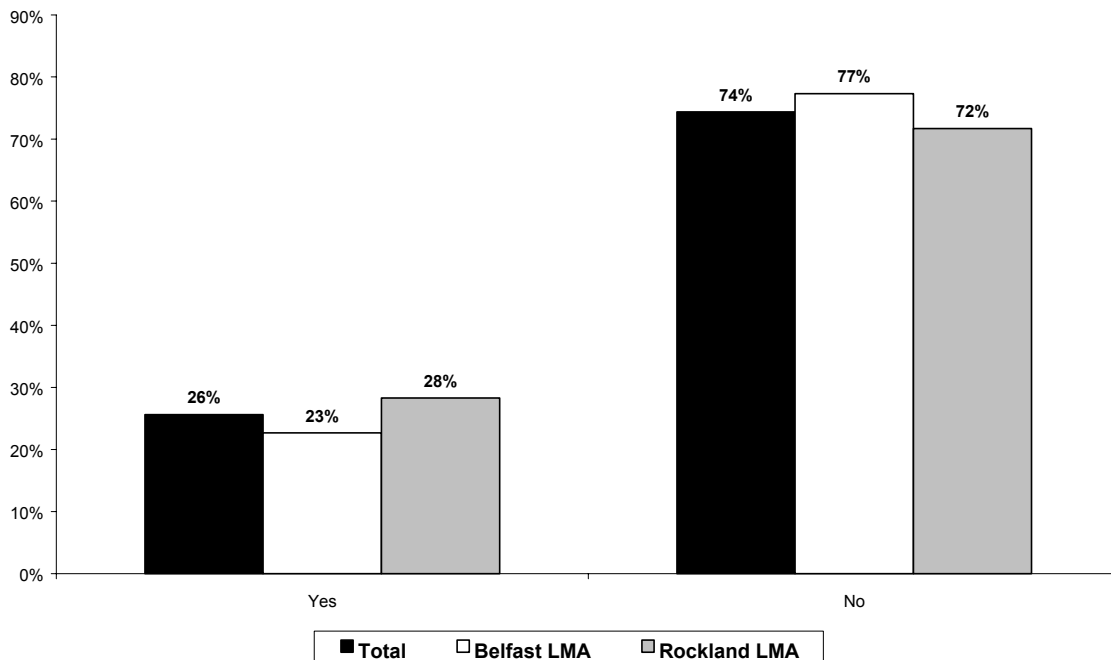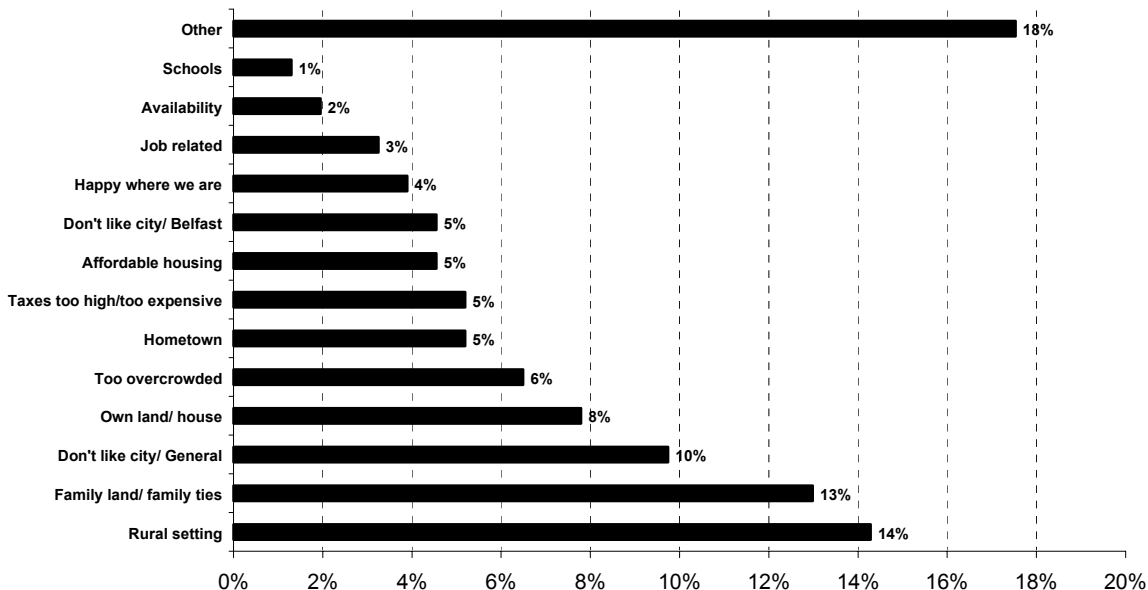

Respondents who lived in communities outside the region's service centers were asked:
Did you look at any homes or apartments in SERVICE CENTER before deciding on your current residence? The service center about which they were asked depended on the LMA in which the resided. Those in the Belfast LMA were asked if they looked for a home in Belfast, while those in the Rockland LMA were asked if they looked for a home in Rockland or Camden.

Almost three quarters (74%) answered that they did not look at any homes or apartments in these service centers.

♦ Among those who moved into the area from another part of Maine or from another state during the past five years, 33% indicated they looked at homes or apartments in these service center communities.

Those who did not look for a home in one of the area's service centers gave a number of reasons.

Q21A: Why not?
PROBE FOR DETAILS
Were there any other reasons?

| Reason	Percentage
Other	18%
Schools	1%
Availability	2%
Job related	3%
Happy where we are	4%
Don't like city/ Belfast	5%
Affordable housing	5%
Taxes too high/too expensive	5%
Hometown	5%
Too overcrowded	6%
Own land/ house	8%
Don't like city/ General	10%
Family land/ family ties	13%
Rural setting	14%

These respondents were asked an open-end question why they did not look for any homes and apartments in service center. Respondents mentioned many different reasons why they were not interested in living in-town.

Some 14% indicated that they were interested in a rural setting, another 13% of respondents had family in the area; 10% didn't like the city and 5% didn't like Belfast in particular.

Among reasons that were mentioned, but were not classified (grouped as "other") were such reasons as: "It had a rough reputation", "I wouldn't live there if you gave me the place" and others.

Those who did look for a home in one of the area's service centers gave a number of reasons for not choosing to live in one of these communities.

NQ21A: What kept you from living in SERVICE CENTER?
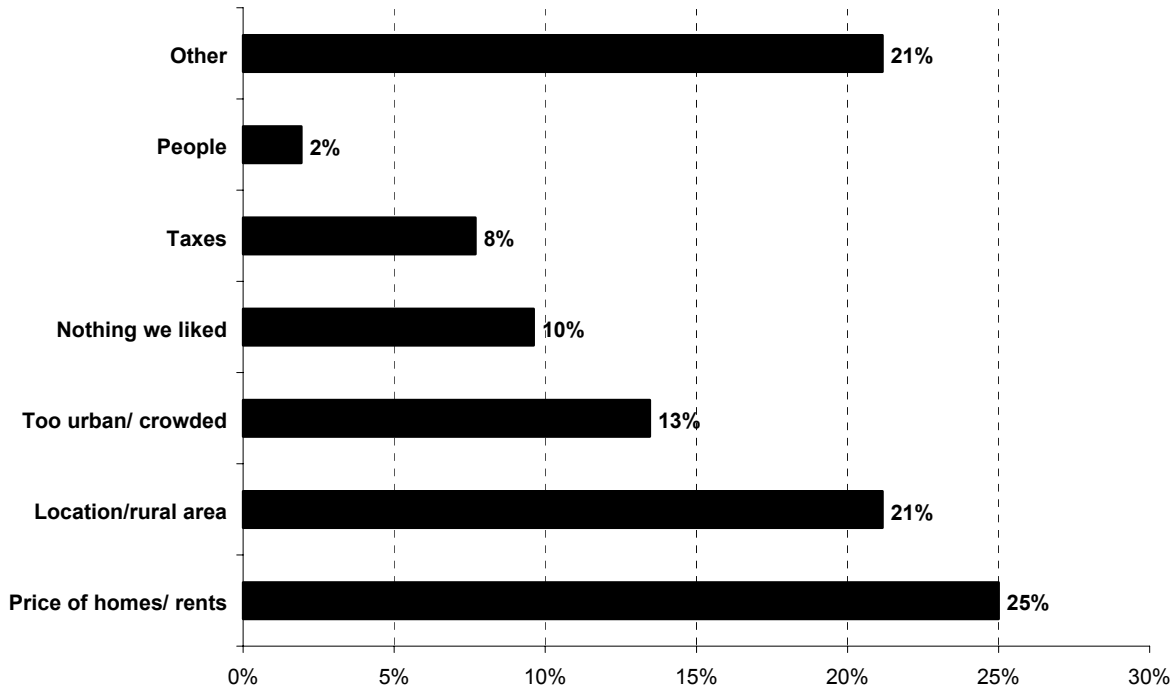
Respondents residing outside the three service centers in the area (Rockland, Camden, and Belfast) but that had looked for a home in one of these communities, were asked what kept them from living in the service center.

One out of four of these respondents mentioned the price of homes and rents as a reason that kept them from living in a service center. Another 21% liked rural areas and 13% of respondents thought that it was too urban, overcrowded.

Factors most likely to attract people to the service center communities include quiet neighborhoods, affordable prices, and well cared for neighborhoods.

Q22: Would you have seriously considered SERVICE CENTER as a place to live if…
(Percent of respondents who indicated "Yes")

Factor	Percent
You were sure that the zoning would not change.	26%
A lower interest rate or better financing options were available for purchasing, renovating or expanding, than was	27%
Schools were new or had renovated classrooms and facilities.	28%
Schools were as safe as, or safer than, those in the surrounding towns.	29%
Property taxes there were as low as the taxes in surrounding towns.	31%
There were more recreational opportunities.	31%
There were neighbors you'd like to have as friends.	34%
Schools offered academic programs which were as good or better than those offered by schools in surrounding towns	35%
There was open space available to the public nearby.	36%
You could live on a well-maintained neighborhood with safe streets.	37%
There were homes available with large lots.	39%
You could live in a neighborhood with properties that are well cared for.	40%
A home was available in your price range.	41%
There were quiet neighborhoods.	44%

Respondents living outside the service centers were asked a series of questions to assess what attributes might attract them to live in one of the area's service center communities.

Forty-four percent of respondents would consider living in one of the service center communities if there were quiet neighborhoods; 41% would consider living in service center if a home was available in their price range; 40% would live in a neighborhood with properties that are well cared for.

- ♦ Among those who moved into the area from another part of Maine or another state during the past five years, there is a greater likelihood of indicating that these attributes would have led them to consider a residence in the area's service centers.

H. Preference for Living in a Traditional Neighborhood

The assessment of preferred living setting is a multifaceted task. One must both assess respondents' direct views about the setting in which they prefer to live. This represents one aspect of determining preferences. However, such a direct assessment may not provide a complete picture of what a resident would actually prefer. A number of factors can lead respondents to answer a direct question about setting in a manner that might not reflect their optimal choice of setting. For example, factors such the perceived lack of a particular setting in an area might lead a resident to select one setting as a default simply because they believe their true preference is not available. In addition, a lack of information may lead to one choice over another.

In this study, the assessment of demand among residents for living in a traditional neighborhood setting was assessed by evaluating respondent interest as well as evaluating behavioral characteristics that underlie the choice of a setting for their home. The task involved a number of steps:

♦ Asking respondents to classify in terms of relative importance a number of attributes in deciding on a setting in which to live.
♦ Conducting analysis on these attributes to group them into constructs that define the main characteristics that residents evaluate in selecting a setting in which to live.
♦ Using these developed constructs to identify groups or clusters of residents by the characteristics that are most important to them.
♦ Linking these clusters to their current and preferred settings to develop a more complete picture of those, from a behavioral standpoint, who are likely to consider a traditional neighborhood as a setting in which they would like to live.
♦ Finally, asking respondents directly to assess their interest in a traditional neighborhood by asking them how likely they would be to consider living in such a neighborhood.

This process can build a profile of the population that has some level of interest in a traditional neighborhood. However, it is also important to link this to some measure of actual demand. This is accomplished by an evaluation of interest in a traditional neighborhood among recent movers and those planning on moving. This part of the analysis focuses on an examination of:

♦ Those who have lived at their current residence five years or less.
♦ Those who are intending to move within the next five years.

Factor Analysis of Attributes

Factor analysis is a technique used to evaluate the underlying structure in a series of supposedly related questions. The series behind factor analysis assumes that a set of questions that are related are measuring some concept or "construct" that is greater in scope than the individual questions themselves. Questionnaires often use a series of questions to assess concepts that are ambiguous or "fuzzy." These are concepts that one cannot ask respondents to evaluate in a direct fashion since they are abstract. An example from this research might be the concept of "neighborhood" in terms of its people or community character rather than its physical setting. Given the ambiguity of the term neighborhood, it is difficult to ask respondents how they feel about this concept. However, by constructing a series of questions that ask them about characteristics of the concept neighborhood, one can derive their assessment of the overall concept.

Factor analysis was used in the course of this research to help assess the behavioral concepts important in the selection of a place to live. The concepts were designed to assess the selection of a setting rather than a geographical location. Respondents were asked a series of 16 questions and asked to assess the importance of each:

Q14a	Knowing that you can drop by a neighbor's home, and that he or she will feel comfortable doing the same.
Q14b	Having neighbors know when you are and aren't home.
Q14c	Knowing the names of the people who live near you.
Q14d	Being within walking distance of stores, restaurants, and the library.
Q14e	Living in an area that has a sense of community.
Q14f	Living in an area with many trees and plants.
Q14g	Living in an area with homes similar to yours in terms of size and age.
Q14h	Living in a neighborhood with many children.
Q14i	Having a place where you feel good about having friends and family visit.
Q14j	Being within walking distance of a corner store.
Q14k	Being able to walk out your door and safely take a 10 to 20 minute walk.
Q14l	Being within walking distance of community activities.
Q14m	Living in a natural area where you can't see neighbors.
Q14n	Being surrounded by open, undeveloped space.
Q14o	Living in an area away from stores and other businesses.
Q14p	Having a home with a large lot size.

Factor Analysis identified four factors from this set of 16 items. The table below summarizes the factor loadings (a measure of correlation of the individual items with the overall factor). Factor loadings range from a value of -1.0, which indicates a strong negative relationship of the item to the factor to a value of +1.0, which indicates a strong positive relationship. Factor loading scores close to zero imply little relationship between the individual items and the factor. Reliability analysis was also conducted to evaluate the cohesiveness of the factors. The standardized alpha is presented for each factor.

		Factor 1 Neighborhood and Community	Factor 2 The Rural Setting	Factor 3 The Traditional Neighborhood	Factor 4 Comfortable Surroundings
Q14a	Knowing that you can drop by a neighbor's home, and that he or she will feel comfortable doing the same.	0.76	--	--	--
Q14b	Having neighbors know when you are and aren't home.	0.73	--	--	--
Q14c	Knowing the names of the people who live near you.	0.73	--	--	--
Q14e	Living in an area that has a sense of community.	0.64	--	--	--
Q14h	Living in a neighborhood with many children.	0.51	--	--	--
Q14m	Living in a natural area where you can't see neighbors.	--	0.70	--	--
Q14n	Being surrounded by open, undeveloped space.	--	0.79	--	--
Q14o	Living in an area away from stores and other businesses.	--	0.64	--	--
Q14p	Having a home with a large lot size.	--	0.77	--	--
Q14d	Being within walking distance of stores, restaurants, and the library.	--	--	0.82	--
Q14g	Living in an area with homes similar to yours in terms of size and age.	--	--	0.54	--
Q14j	Being within walking distance of a corner store.	--	--	0.85	--
Q14l	Being within walking distance of community activities.	--	--	0.75	--
Q14f	Living in an area with many trees and plants.	--	--	--	0.51
Q14i	Having a place where you feel good about having friends and family visit.	--	--	--	0.57
Q14k	Being able to walk out your door and safely take a 10 to 20 minute walk.	--	--	--	0.82
Alpha		**0.75**	**0.76**	**0.78**	**0.56**

Survey results based on these 16 items indicate that, conceptually, there are four factors evaluated in selecting of a setting in which to live.

Factor 1 – Neighborhood and Community. This concept embodies a person's view about their neighbors and the sense of community relation that is derived from a given setting. This assessment is one of personal relation rather than a sense of physical location.

Factor 2 – The Rural Setting. This concept embodies elements associated in living in a rural or less developed area. It encompasses the concept of living away from other homes and businesses. This is an assessment mainly of physical setting rather than personal relation.

Factor 3 – The Traditional Neighborhood. This concept embodies the elements that one might attribute with living in a community or setting with services and many homes. It encompasses the concept of a walkable neighborhood, that is, being close to services and activities. As with Factor 2, this is an assessment mainly of physical setting rather than personal relation.

Factor 4 – Comfortable Surroundings. This factor is less clear than the others in terms of concept and the relation of the items to one another is not as cohesive. As with Factor 1, this factor does not relate to physical setting. It is a more personal assessment of the condition in which they would like to live. It encompasses beliefs about their home and their surroundings.

Cluster Analysis Based on Factors

A cluster analysis was run using the four factors derived from the factor analysis. Cluster analysis is a technique that groups respondents together based on similarities. In this case, similarities in response to the questions that made up our four factors. The analysis identified three clusters of residents in the study area. Based upon their ratings of the factors, they have been labeled:

1. Rural preference
2. Mixed
3. In Town preference

The table and charts below provide a summary of these three groups by the four factors and show how they are differentiated.

Cluster 1 – Rural preference

This cluster comprises 45% of the population.

Cluster 1 (rural preference) is defined by its very high score of the factor assessing "The rural setting," its low score on the factor assessing "The traditional neighborhood," its middle level score on "Neighborhood and community," and very high score on "comfortable setting." Those in cluster 1 behaviorally prefer a setting in which there are few homes around them and in which they feel comfortable. Neighborhood and community is something of an important consideration, though significantly less than these other two factors.

Cluster 2 - Mixed

This cluster comprises 17% of the population.

This unusual cluster is not differentiated by the importance of one or more attributes but rather by the fact that the cluster tends to rate all factors generally lower than the other two clusters. Behaviorally, they weigh other factors as important in their selection of a setting in which to live. Given their demographic characteristics, this may represent a group that has something of an "I'll take what I can get" perspective.

Cluster 3 – In Town preference

This cluster comprises 38% of the population.

Cluster 3 (In town preference) is defined by its high score of the factor assessing "The traditional neighborhood," its low score on the factor assessing "The rural setting," its very high score on "Neighborhood and community," and very high score on "comfortable setting." This represents the only group, on average, to indicate that the factor "The traditional neighborhood" was an important attribute in their selection of a setting in which to live (having an average score of greater than three on the five point scale of not at all important to very important). Behaviorally, they prefer to live in an area with other homes with neighbors close by rather than an area where they can see few, if any homes. This cluster represents the population segment for which life in a traditional neighborhood would be most appealing.

Average Factor Scores by Cluster Normalized to Five Point Scale
(1= Not at All Important to 5 = Very Important)

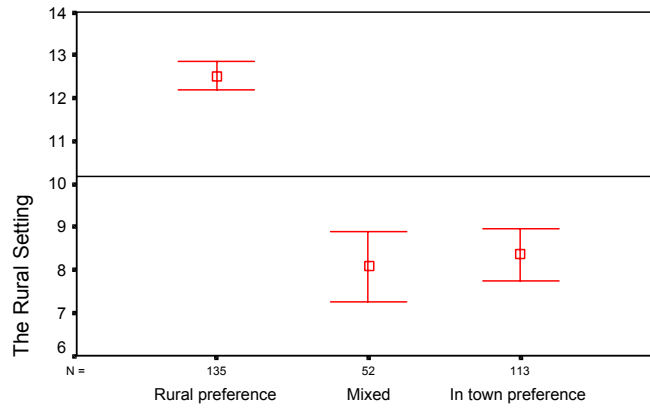|	Cluster 1 Rural preference	Cluster 2 Mixed	Cluster 3 In town preference	Total
Neighborhood and Community	3.35	2.90	4.14	3.57
The Rural Setting	4.30	2.76	2.85	3.49
The Traditional Neighborhood	1.73	2.13	3.35	2.41
Comfortable Surroundings	4.85	3.53	4.83	4.61

Confidence Intervals for Factor 1
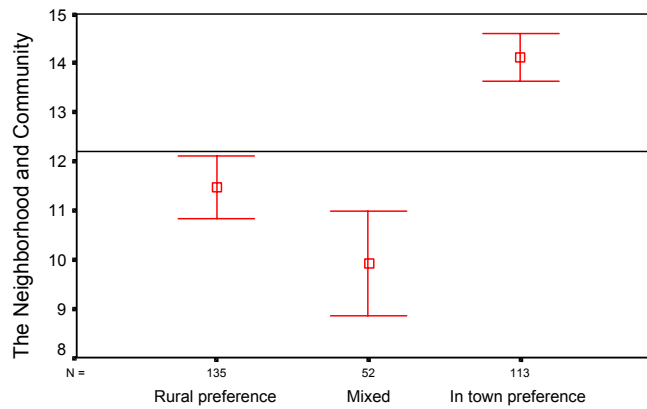
Cluster

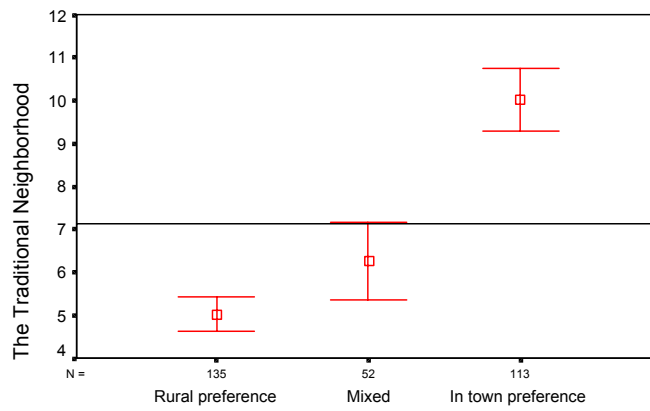Reference Line is the Overall Mean = 12.19

Confidence Interval for Factor 2

Cluster

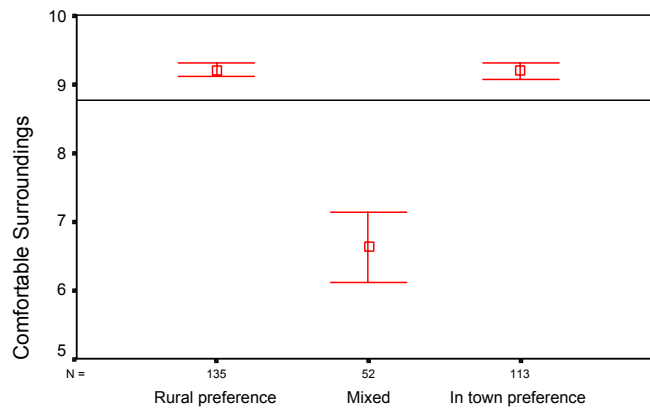Reference Line is the Overall Mean = 10.18

Confidence Interval for Factor 3

Cluster

Reference Line is the Overall Mean = 7.12

Confidence Interval for Factor 4

Cluster

Reference Line is the Overall Mean = 8.75

Characteristics of the Three Population Clusters

A second set of questions was included in the survey to determine setting preference. These five questions serve to validate the findings of the factor and cluster analysis. The questions paired off items that would represent a preference of those preferring to live in an area with few, if any homes, versus an item that would be preferred by those living in a neighborhood setting with other homes or other homes, apartments, and businesses. The table below provides a summary of these five items by cluster group.

Which is preferable to you…

	Rural preference	Mixed	In town preference	Total
Watching a beautiful and solitary sunset from your home	88%	81%	62%	77%
Visiting neighbors out on their porches after dinner	9%	12%	33%	18%
Running into friends and acquaintances	6%	33%	36%	22%
Seeing deer, other wildlife out window of your home	92%	58%	58%	73%
Feeling safe because you're far away from urban crime	77%	65%	35%	59%
Feeling safe because your neighbors are close by	21%	25%	58%	36%
Being close to gyms, ball field, theaters, culture	13%	27%	41%	26%
Able walk outdoors, hunt, fish, swim, ski, snow mobile	82%	67%	55%	69%
Having a yard large enough for your child to play	90%	77%	59%	76%
Living in a neighborhood with many playmates	7%	8%	30%	16%

With the exception of one item (Feeling safe because your neighbors are close by), a majority of respondents from all three clusters chose the item that would suggest a preference for a more rural setting. However, there are clear distinctions between the clusters with those preferring a rural setting (cluster 1) being significantly more likely to opt for a characteristic associated with a rural setting than those in cluster 3 (in town preference).

Those in cluster 1 (rural preference) clearly prefer characteristics associated with a rural setting; in most cases with 80% or more selecting the characteristic associated with a rural setting over that which is more related to a setting with homes and neighbors. In most cases, a majority of those in cluster 3 (in town preference) also chose these more rural characteristics from the pairs, the exception being "feeling safe because your neighbors are close by," which was selected by 58% of respondents in cluster 3. However, a much larger percentage of these respondents (when compared to cluster 1) chose the characteristic associated with an area with homes and neighbors over the characteristic associated with a rural setting (between 33% and 41% depending on the pair of items). This underlies the fact that living in a neighborhood with other neighbors and with access to services and activities is an important part of their preference in a setting in which to live.

The final component of the cluster analysis is to understand these three groups of residents in terms of their characteristics, not just their preferences for a particular setting in which to live. Analysis was conducted by the three population clusters to examine differences in setting preferences, housing characteristics, and demographic characteristics. This helps to identify what demographic, housing, and mobility characteristics differentiate between the groups and allows one to more clearly see what types of residents would likely consider a traditional neighborhood. Significant differences have been noted below with the percent of each cluster with the characteristic in parenthesis.

Cluster 1 Rural Preference

Current and Preferred Setting

- More likely to live in an area where they can see few, if any homes (55%)
- More likely to prefer to live in an area where they can see few, if any homes (66%)
- More likely to have moved from a town in Maine outside the area (58%)

Mobility

- Among the 23% planning on moving, more likely to move to a setting where they can see few, if any houses (81%)

- Only 42% of long-term residents fall into cluster 1, compared to 52% of those moving into the area from another part of Maine or another state during the past five years

Housing Characteristics

- Among homeowners, live on larger lot sizes on average (4.9 acres)
- Among homeowners, are less likely to have town sewer (10%)
- Among homeowners, are less likely to have town water (14%)

Demographic Characteristics

- More likely to have one child residing in the household
- More likely to have two adults residing in the household (66%)
- Are more likely to be in child rearing ages, 30-49 (50%)
- Are more likely to be empty nesters, age 50-59 (24%)
- More likely to have a four year or graduate degree (30%)
- Are more likely to have annual incomes between $35,000 and $65,000 (51%)

Characteristically, cluster 1 residents represent middle age, small family parents or empty nesters. They are traditional two adult married households (with or without children). They tend to be a little more educated than the other population groups and tend also to earn slightly higher incomes. The large lot sizes and lack of city services is reflective of the setting in which they live, which is in more rural areas where they can see few homes.

Cluster 2 Mixed

Current and Preferred Setting

♦ More likely to live in a neighborhood with many homes, apartments and businesses (23%)
♦ Are less likely to indicate they are living in the setting they prefer (78%; 17% would prefer to live in a rural setting and 2% would prefer to live in a neighborhood with many homes, apartments, and businesses)

Mobility

♦ Less likely to move in the next five years (only 12%)
♦ Among the 12% planning on moving, more likely to move to a setting where they can see few, if any houses (67%)

♦ 26% of those who moved into the area from another part of Maine or another state during the past five years fall in cluster 2, compared to only 16% of long term residents

Housing Characteristics

♦ Among renters, are less likely to prefer to own (44%)
♦ Are more likely to have owned their prior residence (51%) and less likely to have rented (33%)

Demographic Characteristics

♦ More likely to have only one adult residing in the household (42%)
♦ Are more likely to be 60 or older (35%)
♦ Are more likely to be divorced (17%)
♦ Are more likely to be widowed (21%)
♦ Are more likely to have annual incomes less than $35,000 (45%)

As noted earlier, cluster 2 residents seem to be a "take what I can get" segment of the population, or one that has settled in to their surroundings. They are less likely to move during the next five years but are also less likely to already live in their preferred setting. Among renters in this cluster, most don't want to own their homes. Perhaps surprisingly these residents were more likely to have owned their prior residence. They are also a mix of older widows and widowers as well as younger single adult households (through divorce or other process). They also represent a group with lower incomes either as retirees living on fixed incomes or younger residents with lower paying jobs.

Cluster 3 In Town Preference

Current and Preferred Setting

- ♦ More likely to live in a neighborhood with many homes, apartments and businesses (23%)
- ♦ More likely to live in a neighborhood with homes up and down the street (57%)
- ♦ More likely to prefer to live in a neighborhood with many homes, apartments and businesses (23%)
- ♦ More likely to prefer to live in a neighborhood with homes up and down the street (51%)
- ♦ More likely to have had their prior home in the same town (40%)

Mobility

- ♦ Among the 20% planning on moving, more likely to move to a neighborhood with many homes, apartments, and businesses (35%)
- ♦ Among the 20% planning on moving, more likely to move to a neighborhood with homes up and down the street (44%)

- ♦ Only 22% of those who moved into the area from another part of Maine or another state during the past five years fall in cluster 3, compared to 41% of long term residents

Housing Characteristics

- ♦ Are less likely to own their homes (75%) and more likely to rent (25%)
- ♦ Are more likely to live in homes with one bathroom (63%)
- ♦ Among homeowners, are more likely to indicate the current value of their home is under $100,000 (35%)
- ♦ Among homeowners, are more likely to have town water (53%)
- ♦ Are more likely to have rented their prior residence (48%)

Demographic Characteristics

♦ Are more likely to have 2 or more children residing in the household (23%)
♦ Are more likely to not have children residing in the household (73%)
♦ Are more likely to be 60 or older (33%)
♦ Are more likely to be widowed (17%)
♦ Are more likely to have annual incomes less than $35,000 (48%)

Cluster 3 residents are not, as may be suspected, composed of younger adults but rather a mix of the young and old. They are more likely to live in a neighborhood with many homes, apartments, and businesses or a neighborhood with homes up and down the street and they are also more likely to prefer these types of settings. Among those planning on moving, most would also move to one of these two types of settings. They are more likely to rent their current residence and these tend to be smaller sized (in terms of bathrooms). Among those owning homes in this cluster, their homes tend to have a lower current value. They are more likely connected to city services; a reflection that they live in more developed areas. In terms of family characteristics, there are actually two groups. The first are younger couples with larger families (2 or more children), the second are older residents 60 and older with a fair percentage of these being widows or widowers. As a group, this cluster tends to have lower incomes than cluster 1 but comparable to cluster 2.

Measure of Interest in a Traditional Neighborhood

All respondents were asked about their opinion on living in a specific type of neighborhood. This was referred as a traditional neighborhood that has sidewalks, has parks, schools, and churches that can be walked to, that controls drive through traffic and where homes are close together.

NQ11: All other things being equal, would you like to live in such a neighborhood if you could?
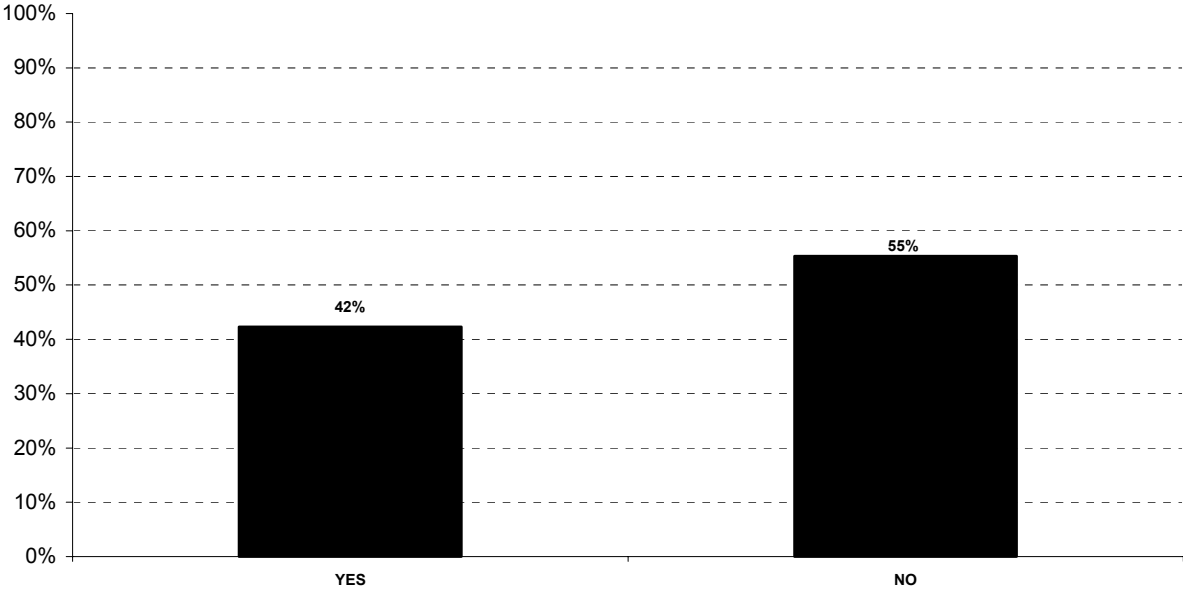
More than half of respondents (55%) answered that they wouldn't like to live in such a neighborhood while 42% of respondents indicated they would like to live in such a neighborhood.

Younger respondents, respondents with lower incomes and apartment renters are more likely to indicate they would like to live in a traditional neighborhood than middle age respondents and homeowners. In addition, those 60 and older are a segment more likely to express an interest in living in such a neighborhood. The table below illustrates this conclusion.

Interest in a traditional neighborhood by respondent demographics
NQ11: All other things being equal, would you like to live in such a
**neighborhood if you could?**

Age groups	Yes	No
18-29	58%	39%
30-39	36%	62%
40-49	38%	60%
50-59	38%	61%
60+	47%	51%
Own or rent?		
Own	39%	59%
Rent	60%	40%
Income		
<$35,000	51%	46%
$35,000 - $64,999	36%	61%
$65,000+	45%	55%

While the conventional view might hold that such a setting would appeal to lower income households, it is important to note that a large percentage of respondents whose annual incomes were $65,000 and above were also interested in living in a traditional neighborhood (45%).

There is also a significant trend by length of residence in the area, with those only recently moving into the area expressing the least interest in living in a traditional neighborhood. Among those who moved into the area during the past five years, only 33% indicated they would be interested in living in traditional neighborhood. Among those who move into the area from another part of Maine or another state but did so 6 or more years ago, 38% expressed interest. Among those who resided in the area essentially all of their lives, 49% indicated they would be interested in living in a traditional neighborhood.

Those currently residing in a setting with many homes, apartments, and businesses are the most likely to be interested the traditional neighborhood setting.

NQ11: All other things being equal, would you like to live in such a neighborhood if you could?
(Percent of respondents who indicated "Yes")
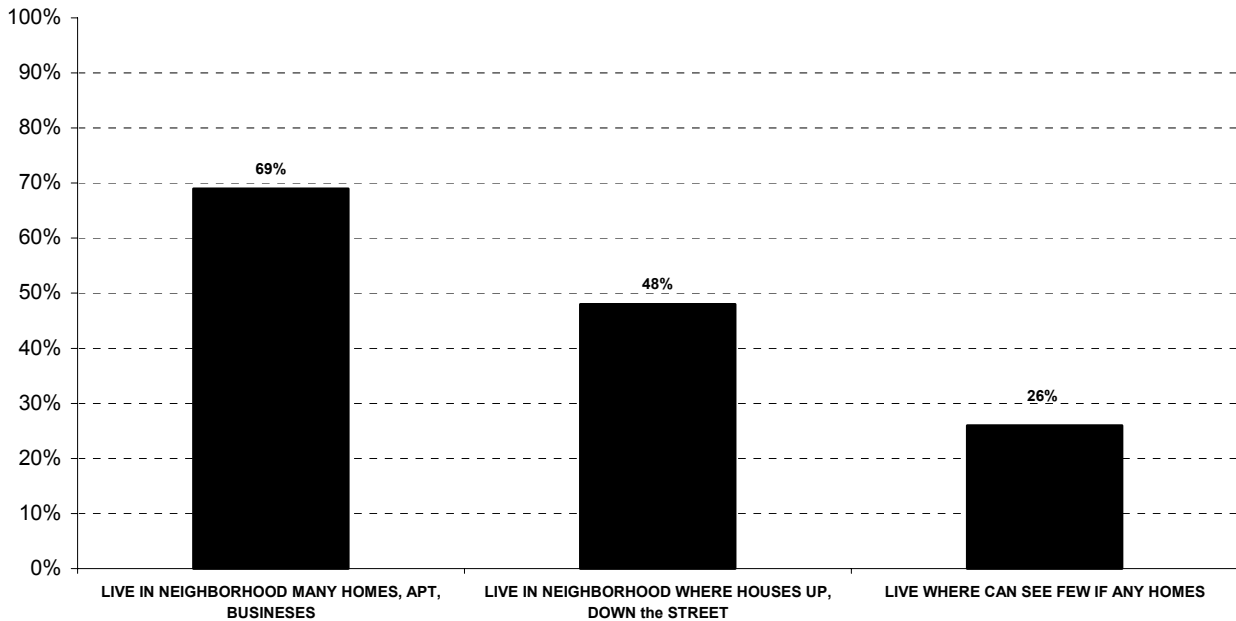
Sixty-nine percent of respondents who currently live in a setting with many homes, apartments and businesses indicated they would like to live in a traditional neighborhood. Nearly half of those who live in neighborhoods with houses up and down the street also indicated interest in a traditional neighborhood setting (48%). The group to which a traditional neighborhood is not appealing is those currently residing in a setting where they can see few, if any homes. Only 26% of these respondents indicated they would like to live in a traditional neighborhood setting.

The mobile population found traditional neighborhoods in general to be appealing. Among respondents who are planning on moving in the next five years, more than half (53%) indicated that they would like to live in a traditional neighborhood. At the same time, among respondents who are not likely to move in the next five years, only 40% would like to live in the traditional neighborhood. There are also significant differences by the setting into which those planning on moving during the next five years would like to move:

♦ Among respondents who indicated they had a preference for living in a neighborhood with many homes, apartment buildings, and businesses, 100% indicated that they would like to live in traditional neighborhoods.

♦ Among respondents who indicated they had a preference for living in a neighborhood where homes can be seen up and down the road or street; 64% indicated that they would like to live in traditional neighborhoods.

♦ Among respondents who indicated they had a preference for living in an area where very few, if any homes can be seen, only 36% indicated that they would like to live in a traditional neighborhood as well.

Among those who would not choose to live in a traditional neighborhood, the main reason cited was the desire for open space and a quiet country setting.

XNQ11: WHY NOT?

| Category	Percentage
Other	8%
Like the wildlife	3%
Like where I live/like things as they are	8%
No privacy/ too many people/too contained	20%
Like wide open space/ Quiet country setting	60%
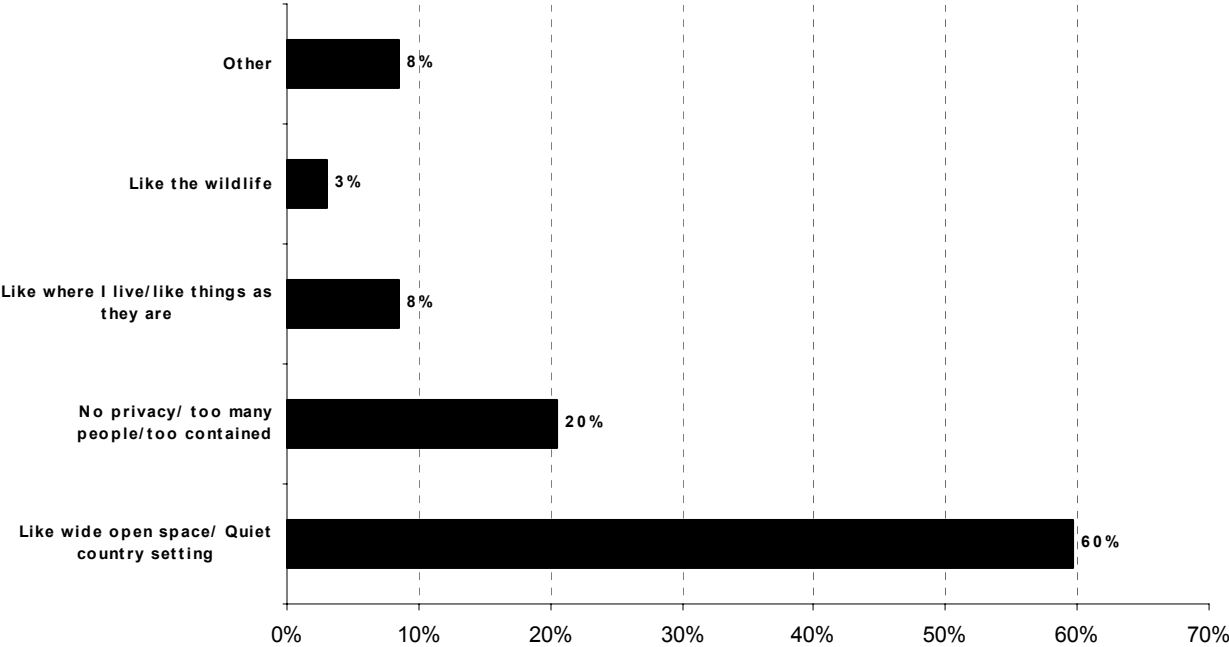
Six out of ten respondents indicated that they like wide-open space and a quiet country setting. Another 20% of respondents indicated that there is no privacy or too many people in such neighborhoods; there are too many people around.

The population cluster identified as "in town preference" was the most likely to indicate they would like to live in a traditional neighborhood.

NQ11 Next, I would like to get your thoughts on living in a specific type of neighborhood. This is referred to as a traditional neighborhood.   All other things being equal, would you like to live in such a neighborhood if you could?
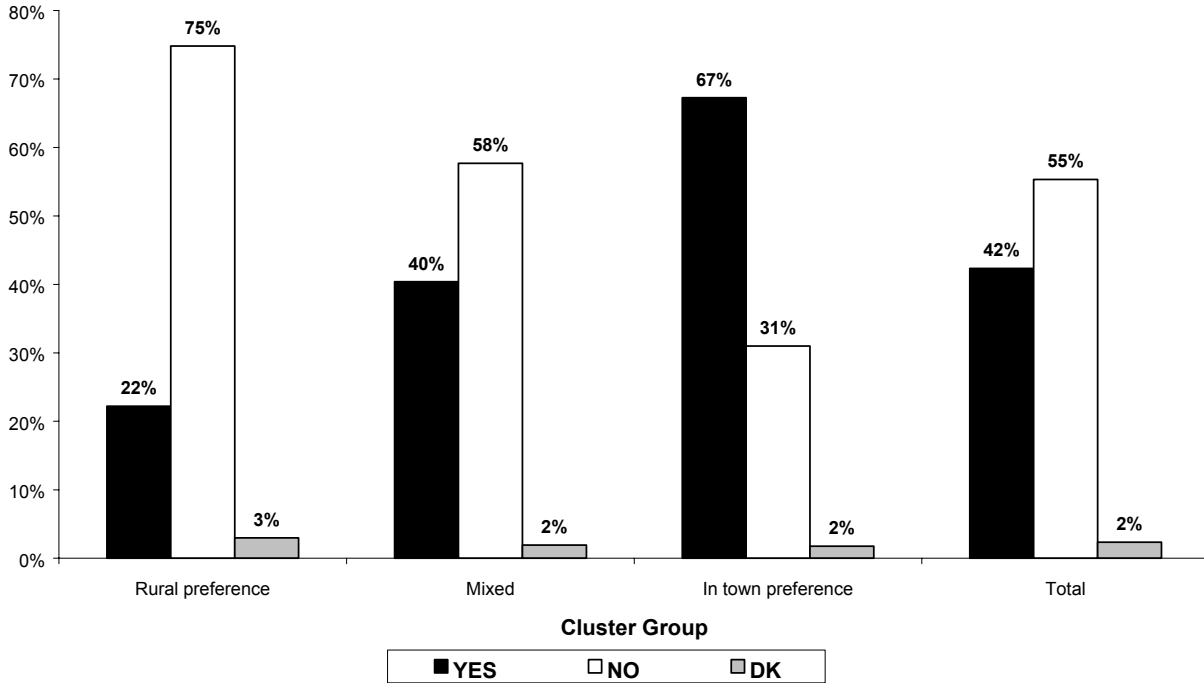
When evaluating this question by the three population clusters that identify interest behaviorally, it is not surprising to find that the in town preference cluster was also most likely to indicate they would like to live in a traditional neighborhood setting. Sixty-seven percent of those in this population cluster indicated they would like to live in this type of neighborhood. Among those in the mixed cluster, 40% expressed an interest in living in a traditional neighborhood. Among those residents in the rural preference cluster, only 22% expressed an interest in living in this type of setting.

I. Market Demand for Housing in a Traditional Neighborhood

The final component of the research is "what is the potential demand for housing in a traditional neighborhood" in this area of Maine. To assess potential demand, it was important to evaluate two components of mobility and map this onto an expressed interest in living in a traditional neighborhood.   The two components of mobility are the percent of residents in the area that intend to move to another home during the next five years in the same area. The other component is net in migration into the area from other parts of Maine or out of state. Two survey questions were evaluated to determine these components of mobility:

- ♦ Those who have lived at their current residence five years or less.
- ♦ Those who are intending to move within the next five years.

The percent of residents moving within the area during the next five years was calculated based on the percentage of those planning on moving during the next five years subtracting out those intending to move out of the area. Net in migration was calculated using both survey items. First in migration into the area was determined by the percentage of respondents residing at their current residence for five years or less and that had moved to their current residence from another part of Maine or another state. Out migration represents the percentage of respondents planning on moving during the next five years and planning to move outside the Belfast or Rockland LMA's. As a conservative measure, those who were unsure where they would move were considered as planning to move outside the area. Thus, the level of out migration is likely slightly overstated. Net in migration is calculated as in migration minus out migration.

The market demand for housing in a traditional neighborhood was calculated by multiplying the net percentage of population moving (the sum of those moving within the LMA's plus net in migration) by the percentage that expressed an interest in living in a traditional neighborhood. The results of this analysis are presented in the three tables below, which provide a breakdown overall and by population cluster. A table is provided for the entire area as well as tables for the Belfast and Rockland LMA's separately.

As an example of the calculation (looking at the total column):

- ♦ 11% of households intend to move within the next five years and intend to move to another home in the area
- ♦ 15% of current households represent in migration into the area (during the past five years)
- ♦ 5% of households intend to move outside the area during the next five years

Estimated net in migration is then 15% minus 5%, or 10% of household totals for the area.

The net equivalent in terms of current households that will move (either within the LMA to a new home or move into the area from elsewhere) is 10% (net in migration) plus 11% (those moving within the area) or 22% of households (note: this is due to rounding).   Another way to think of this is that 22% of the population represents homebuyers over the next five years.

- ♦ 42% of respondents indicated a preference for living in a traditional neighborhood

The potential market demand for housing in a traditional neighborhood in this area is thus the percent of the households that are moving (22%) multiplied by the percent interested in living in a traditional neighborhood (42%) or equivalent to 9% of the households in the area.

This 9% represents the most optimistic assessment of demand for housing in a traditional neighborhood since it factors in residents who have a behavioral preference for another type of setting. In order to derive the most pessimistic estimate, it is important to look at those who have expressed an interest in living in a traditional neighborhood and have behaviorally been identified as likely to have the greatest preference for such a setting. This is determined by evaluating the potential among those identified as cluster 3 (in town preference) during the cluster analysis. By crossing these factors among the moving population, the most pessimistic estimate of likely interest in housing in a traditional neighborhood is 4% of the households in the area. This represents the range of interest in housing in traditional neighborhoods; falling between the pessimistic estimate of 4% and the optimistic estimate of 9%, with the actual figure likely falling near the middle of this range. In other words, an equivalent of 4% - 9% of the households in this area would look at homes in a traditional neighborhood. The same percentages are found when looking at the Belfast and Rockland LMA's separately.

Market Demand for Housing in a Traditional Neighborhood in Terms of Percent of Households
(Overall)

	Rural preference	Mixed	In town preference	Total
In migration (Lived in residence 5 years or less, moved from out of area)	18%	23%	9%	15%
Planning to move in next 5 years (Moving within area)	13%	8%	12%	11%
Out migration (Moving out of area in next five years)	6%	2%	5%	5%
Net in migration (In migration minus out migration)	12%	21%	4%	10%
HOMEBUYERS **Net % of population moving** (Percent of population moving in area in next five years plus net in migration)	**24%**	**29%**	**15%**	**22%**
Preference for traditional neighborhood (% yes)	22%	40%	67%	42%
Potential to move into traditional neighborhood (Marginal percentages within cluster)	5%	12%	10%	9%
Cluster Percent of population	45%	17%	38%	100%
Percent of Population that Might Move into a Traditional Neighborhood (Percent of total population)	***2%***	***2%***	***4%***	***9%***
			Conservative Estimate	Optimistic Estimate

Market Demand for Housing in a Traditional Neighborhood in Terms of Percent of Households
(Belfast LMA)

	Rural preference	Mixed	In town preference	Total
In migration (Lived in residence 5 years or less, moved from out of area)	20%	17%	8%	15%
Planning to move in next 5 years (Moving within area)	9%	9%	13%	11%
Out migration (Moving out of area in next five years)	8%	0%	5%	5%
Net in migration (In migration minus out migration)	12%	17%	3%	9%
HOMEBUYERS **Net % of population moving** (Percent of population moving in area in next five years plus net in migration)	21%	26%	16%	20%
Preference for traditional neighborhood (% yes)	26%	48%	67%	46%
Potential to move into traditional neighborhood (Marginal percentages within cluster)	6%	13%	11%	9%
Cluster Percent of population	44%	15%	41%	100%
Percent of Population that Might Move into a Traditional Neighborhood (% of total population)	*2%*	*2%*	*4%*	*9%*
			Conservative Estimate	Optimistic Estimate

**Market Demand for Housing in a Traditional Neighborhood in
Terms of Percent of Households
(Rockland LMA)**

	Rural preference	Mixed	In town preference	Total
In migration (Lived in residence 5 years or less, moved from out of area)	16%	28%	10%	16%
Planning to move in next 5 years (Moving within area)	16%	7%	10%	12%
Out migration (Moving out of area in next five years)	4%	3%	6%	5%
Net in migration (In migration minus out migration)	12%	24%	4%	11%
HOMEBUYERS **Net % of population moving** (Percent of population moving in area in next five years plus net in migration)	28%	31%	13%	23%
Preference for traditional neighborhood (% yes)	19%	35%	67%	39%
Potential to move into traditional neighborhood (Marginal percentages within cluster)	5%	11%	9%	9%
Cluster Percent of population	44%	15%	41%	100%
Percent of Population that Might Move into a Traditional Neighborhood (% of total population)	*2%*	*2%*	*4%*	*9%*
			Conservative Estimate	Optimistic Estimate

Extrapolating Results to the Population

The numbers in the table above express the market potential in terms of percentages. Using census data, it is possible to derive the number of households that would have an interest in living in a traditional neighborhood. Census 2000 data indicates there are 10,167 households in the Belfast LMA and 21,245 households in the Rockland LMA. The total number of households in the study area is 31,412. Estimates on counts are obtained from extrapolating survey results to these 31,412 households by multiplying the percentage figure derived in the previous section by the total number of households. Note again; these represent equivalent households since a component of this number represents in migration into the area. The results are summarized in the tables below.

Over the next five years, the market for homes is equivalent to 22% of the current number of households in the area. Thus the percentage of homebuyers is equivalent to 22% of the population. Some 6,919 households will move to a new home in this area. From 4% to 9% of the total population would and have an interest in living in a traditional neighborhood if they were aware of housing in this setting and if such housing existed in sufficient quantity. The total includes those moving into existing housing as well as any newly constructed housing in such a setting. Thus among homebuyers, the percentage that have an interest in a home in a traditional neighborhood is between 18% and 41% (over the next five years).

Percent of Homebuyers Interested in a Traditional Neighborhood

	% of population home buyers (% equivalent to current households)	% of homebuyer interested in a traditional neighborhood Pessimistic Assessment	% of homebuyer interested in a traditional neighborhood Optimistic Assessment
Belfast LMA	20%	20%	45%
Rockland LMA	23%	17%	39%
Total	22%	18%	41%

The first table below provides the total number of households (overall and by LMA) using the pessimistic and optimistic estimates derived for the percent of households interested in a traditional neighborhood. This is the demand for housing in a traditional neighborhood by number of units over the next five years. Based on this estimation, the demand for housing in a traditional neighborhood during the next five years is between 1,256 and 2,827 units. Within the Belfast LMA the range is 407 to 915 while in the Rockland LMA this range is 850 to 1,912. The second table provides 95% confidence intervals around these estimates. The second table provides the upper and lower bounds for the pessimistic and optimistic estimates.

Total Number of Households Interested in Living in a Traditional Neighborhood

	Total Households (2000 Census)	Pessimistic Assessment (4% of total households)	Optimistic Assessment (9% of total households)
Belfast LMA	10167	407	915
Rockland LMA	21245	850	1912
Total	31412	1256	2827

Total Number of Households Interested in Living in a Traditional Neighborhood
(95% confidence intervals)

	Pessimistic Assessment (4% of total households)		Optimistic Assessment (9% of total households)	
	Lower Bound	Upper Bound	Lower Bound	Upper Bound
Belfast LMA	88	726	449	1381
Rockland LMA	184	1516	939	2885
Total	560	1953	1810	3844

Note that due to differences in standard errors, the numbers reported under "total" are not equivalent to the sum of the numbers from the 2 LMA's

A note of caution. The figures reported here are based on certain assumptions. They assume that the pattern of in migration over the next five years will be similar to that observed over the past five years. A change in the rate of in migration would have an overall impact on these estimates. It also assumes that mobility among residents also remain relatively steady. Factors that dramatically increase or decrease the movement of household from one residence to another within the area would also have an impact on these estimates. These cautions aside, the estimates provided can be viewed as accurate within these assumptions within the stated ranges.

An assessment of Interest in Living in a Traditional Neighborhood Among Residents Moving into the Area During the Past Five Years

While much of the demand for housing in a traditional neighborhood will occur internally, a significant number of residents moving into the area from other parts of Maine or from out of state would likely purchase housing in a traditional neighborhood, if they were aware of such housing and if it were available. To evaluate the scope of this demand, an evaluation of those who had moved into the area during the past five years was conducted. Using the same set of calculations, it is estimated that the demand among those moving into the area during the next five years for housing in a traditional neighborhood would fall between 350 and 1,589 units (pessimistic and optimistic estimates). The range in the Belfast LMA among this segment of the population is 235 to 1,020 units and the demand in the Rockland LMA among this segment of the population lies between 113, and 537 units. Note that these figures do assume that the rate of in migration into the area is comparable to that observed over the past five years. These represent the number of units that respondents would likely move into if they were available and of course if they were aware of such units. This total also represents the sum of those that would move into existing units and those that would move into newly constructed units in a traditional neighborhood (if they were available).

Assessment of Demand for Housing in a Traditional Neighborhood Among Those Moving into the Area

	Overall	Belfast LMA	Rockland LMA
% with an interest traditional neighborhood (% indicating "yes" when asked if they would want to live in such a setting)	33%	32%	33%
Percent of group in cluster 3 – in town preference (Those who, behaviorally, are most likely to prefer housing in a traditional neighborhood)	22%	23%	21%
Product of these two percentages (Representing percent of group expressing an interest AND behaviorally more likely to prefer a home in a traditional neighborhood)	7%	7%	7%
Total percent of the population (% that have lived in their residence 5 years or less AND moved from outside the area)	15%	15%	16%
Optimistic interest in a traditional neighborhood (%)	5%	5%	5%
Pessimistic interest in a traditional neighborhood (%)	1%	1%	1%
Total households in area (2000 Census)	31412	21245	10167
Number of households that moved into the area during past 5 years	4817	3187	1627
Demand for units among those moving into the area (optimistic)	1589	1020	537
Demand for units among those moving into the area (pessimistic)	350	235	113