

6/10/2016 FINAL -- 427 respondents

| Demographics | Gillette<br>07933 | Meyersville | Millington<br>07946 | Stirling<br>07980 | Total |
|--------------|-------------------|-------------|---------------------|-------------------|-------|
|              | 3,251             |             | 3,144               | 2,307             | 8,702 |
| Percentage   | 37.36%            |             | 36.13%              | 26.51%            |       |

| Survey | Gillette | Meyersville | Millington | Stirling | Total |
|--------|----------|-------------|------------|----------|-------|
|        | 142      | 25          |            |          |       |
|        | 33.17%   | 6.23%       |            |          |       |
|        | 167      |             | 160        | 100      | 427   |
|        | 39.40%   |             | 37.16%     | 23.11%   |       |

|   | % Important | % Very Important | % Relatively Unimportant | % No Opinion | FINAL %Total Important |
|---|-------------|------------------|--------------------------|--------------|------------------------|
| 1. Access to Passaic River and Great Swamp  | 39.58       | 28.1             | 26.7                     | 100          | 67.68                  |
| 2. Access to NJ Transit rail service        | 33.02       | 52.22            | 12.18                    | 100          | 85.24                  |
| 3. Access to I 78 and I 287                 | 30.19       | 62.97            | 5.42                     | 100          | 93.16                  |
| 4. Community spirit and volunteerism        | 44.5        | 44.5             | 8.67                     | 100          | 89                     |
| 5. Good schools                             | 17.8        | 73.3             | 6.79                     | 100          | 91.1                   |
| 6. Green "look and feel" / open space       | 21.78       | 71.19            | 5.85                     | 100          | 92.97                  |
| 7. Lower home prices than neighboring towns | 29.98       | 25.53            | 37.47                    | 100          | 55.51                  |
| 8. Semirural historical heritage            | 33.96       | 47.31            | 16.98                    | 100          | 81.27                  |
| 9. Residential neighborhoods                | 36.07       | 57.38            | 5.39                     | 100          | 93.45                  |
| 10. Safe place to live                      | 8.9         | 89.46            | 0.94                     | 100          | 98.36                  |
| 11. Tree-lined roads                        | 33.26       | 56.44            | 8.9                      | 100          | 89.7                   |
| 12. Town services                           | 30.44       | 60.89            | 7.49                     | 100          | 91.33                  |

|  | Agree | Strongly Agree | Disagree | Strongly Disagree | FINAL Total Agree | FINAL Total Disagree | No Opinion | FINAL Percentage Agree vs. Disagree |
|--|-------|----------------|----------|-------------------|-------------------|----------------------|------------|-------------------------------------|
| 13. Encourage development of the Valley Road commercial corridor into an economically-successful, shopper-friendly "downtown"          | 35.13 | 43.09          | 7.49     | 10.54             | 78.22             | 18.03                | 3.85       | 81.27                               |
| 14. Ensure that new commercial development is environmentally responsible  | 43.56 | 41.69          | 2.58     | 2.81              | 85.25             | 5.39                 | 9.36       | 94.05                               |
| 15. Ensure that new commercial development is architecturally consistent with Long Hill Township's predominantly residential character | 34.66 | 45.9           | 6.56     | 3.04              | 80.56             | 9.6                  | 9.84       | 89.35                               |
| 16. Improve the visual appeal/architectural quality of existing commercial areas   | 35.36 | 48.95          | 3.98     | 3.04              | 84.31             | 7.02                 | 8.67       | 92.31                               |
| 17. Provide more commercial ratables to offset local government costs  | 35.36 | 33.49          | 8.67     | 5.62              | 68.85             | 14.29                | 16.86      | 82.81                               |
| 18. Provide more active recreational facilities (tennis courts, etc.)  | 36.3  | 17.8           | 17.56    | 9.13              | 54.1              | 26.69                | 19.21      | 66.96                               |
| 19. Provide more passive recreation (walking/biking trails) within the township  | 36.3  | 45.2           | 6.79     | 4.45              | 81.5              | 11.24                | 7.26       | 87.88                               |
| 20. Provide more recreational access to the Passaic River  | 32.32 | 20.14          | 12.88    | 5.85              | 52.46             | 18.73                | 28.81      | 73.69                               |
| 21. Re-develop aged industrial sites (such as TIFA and Thermoplastics) into attractive, productive uses                                | 32.79 | 54.33          | 1.41     | 3.51              | 87.12             | 4.92                 | 7.96       | 94.65                               |
| 22. Mitigate the potential damage from serious flooding  | 38.64 | 42.62          | 5.15     | 4.92              | 81.26             | 10.07                | 8.67       | 88.97                               |

|   | Worth Considering | Not Worth Considering | No Opinion | Total Opinion | FINAL Percentage Worth Considering vs Not Worth Considering |
|---|-------------------|-----------------------|------------|---------------|---|
| 23. The impact of future changes in Long Hill Township's residential demographics (average age of homeowners)   | 62.30             | 15.46                 | 22.24      | 77.76         | 80.12%  |
| 24. The impact of future changes in Long Hill Township's school population  | 79.16             | 7.96                  | 12.88      | 87.12         | 90.86%  |
| 25. Providing additional age-appropriate, less expensive housing for existing or new residents over 50 years old  | 45.43             | 29.51                 | 25.06      | 74.94         | 60.62%  |
| 26. Providing additional life-style-appropriate, less expensive housing for existing or new residents under 30 years old who are just entering the housing market | 33.02             | 42.39                 | 24.59      | 75.41         | 43.79%  |
| 27. Making Long Hill Township attractive to new home-buyers seeking to use our NJT Rail stations  | 71.66             | 12.65                 | 15.69      | 84.31         | 85.00%  |
| 28. Making Long Hill Township attractive to new home-buyers seeking walkable mixed use (residential and commercial) neighborhoods                                 | 65.81             | 17.1                  | 17.09      | 82.91         | 79.38%  |
| 29. Increasing wastewater capacity to enable future growth  | 55.74             | 17.56                 | 26.70      | 73.3          | 76.04%  |
| 30. Providing additional tax ratables to offset the cost of government  | 65.11             | 12.18                 | 22.71      | 77.29         | 84.24%  |
| 31. Providing a wider range of shopping/dining choices for local residents  | 65.34             | 19.44                 | 15.22      | 84.78         | 77.07%  |