

2016 Town Government Survey Analysis  
For the  
Comprehensive Long Range Plan  
Committee

By the  
Concord Finance Department

# Methodology

## History

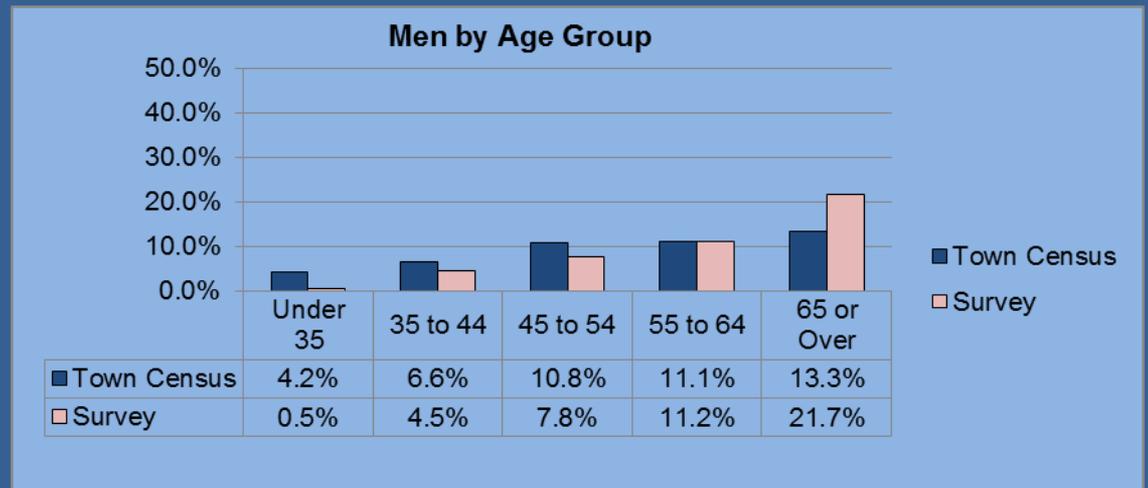
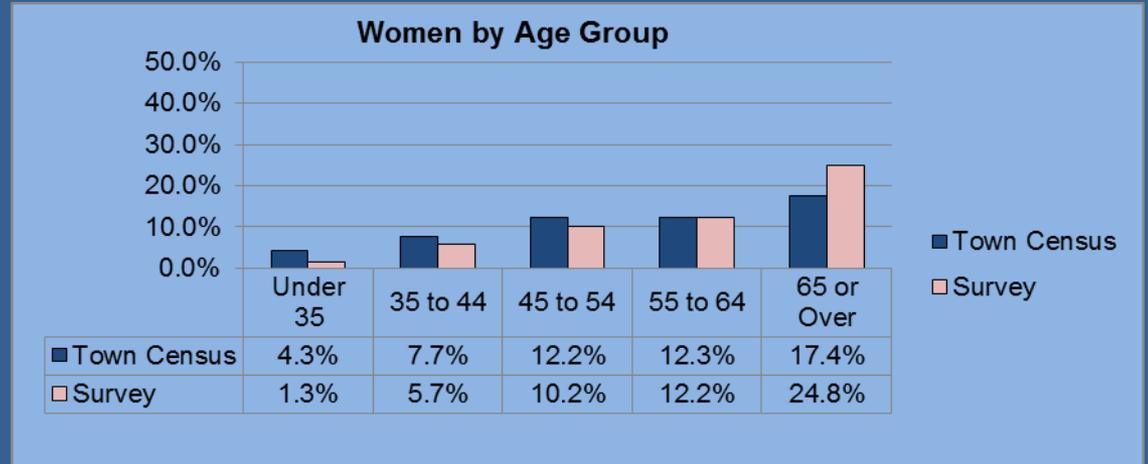
- Since 2006, the Concord Finance Department has conducted a survey of Town residents to gauge how they feel about Town services.
- In 2006, 2008, 2010, and 2012, the survey method was to call 300 to 375 randomly-selected residents on their landline telephones.
- With the increasing prevalence of cell phones, this method no longer captures an accurate sample of Concord residents.
- In 2014 and 2016, the survey method was changed.

## Survey Method

- The Town sent out a 41-question paper survey to all 7,047 households.
- For statistical purposes, only one response per household was allowed.
- A total of 1,022 households (14.5%) completed the survey by going online, calling a toll-free call center or bringing it to the Town House.
- With this methodology, the overall 2016 survey results of a sample of 1,022 completed questionnaires are accurate 95% of the time within a confidence interval of +/- 2.85%. The margin of error is larger for sub-groups within the sample.

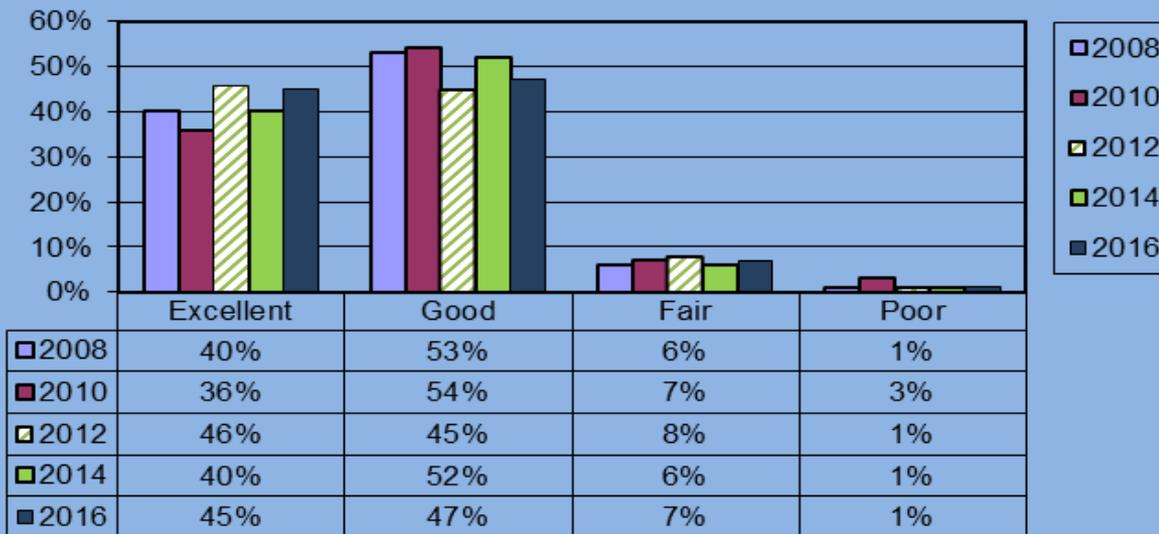
# Weighting

- A sample population may not be exactly the same as the true population.
- In the 2016 survey, a greater number of seniors responded to the survey than are represented by the 2016 Town Census.
- To adjust for this bias, a method known as “weighting” is used to make the a response proportionally representative of that cohort in the true population.



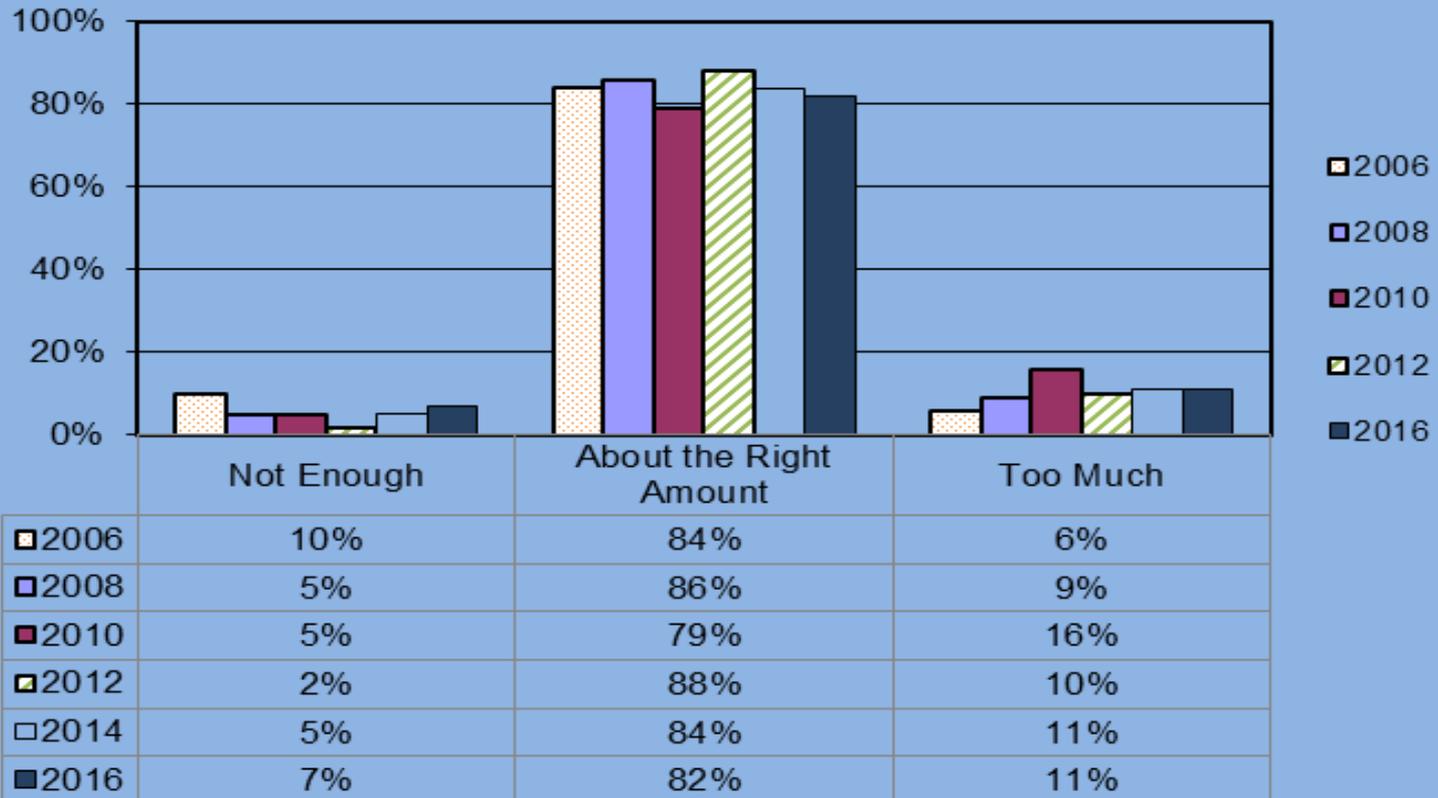
# Rating of Overall Quality of Services

## Rating of Overall Quality of Services from Town Government



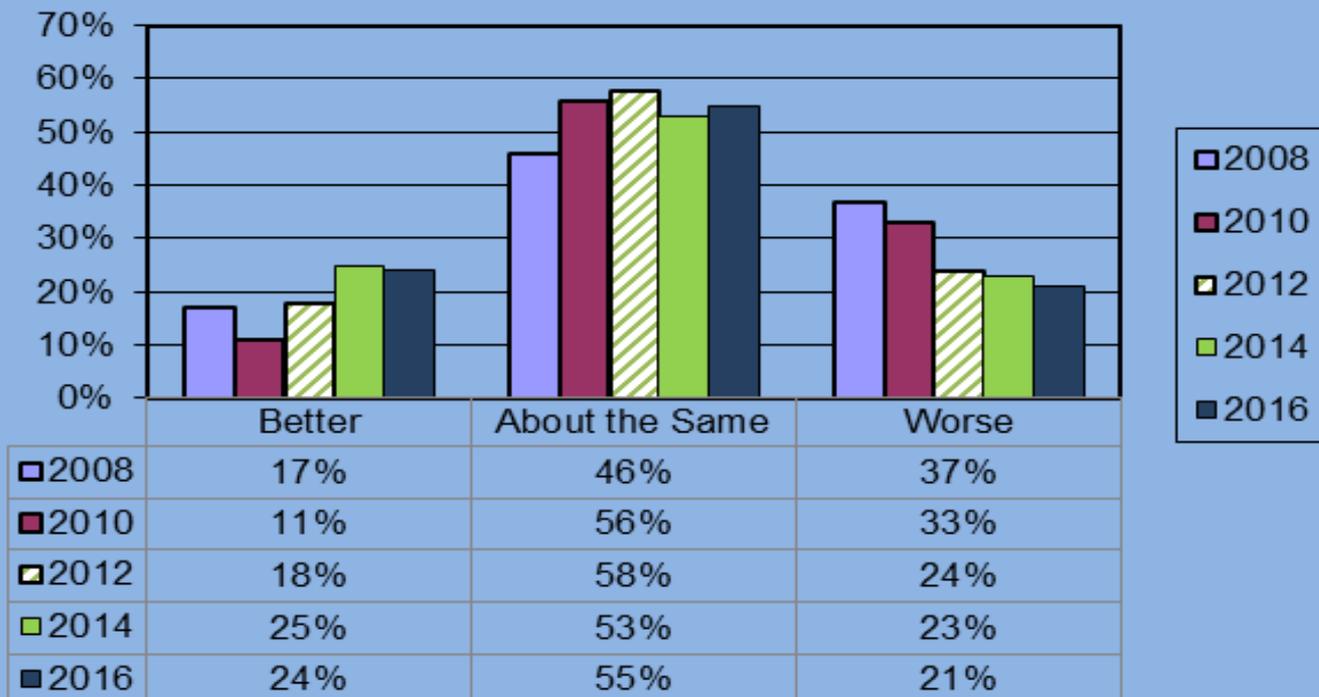
# Spending on Town Government Services

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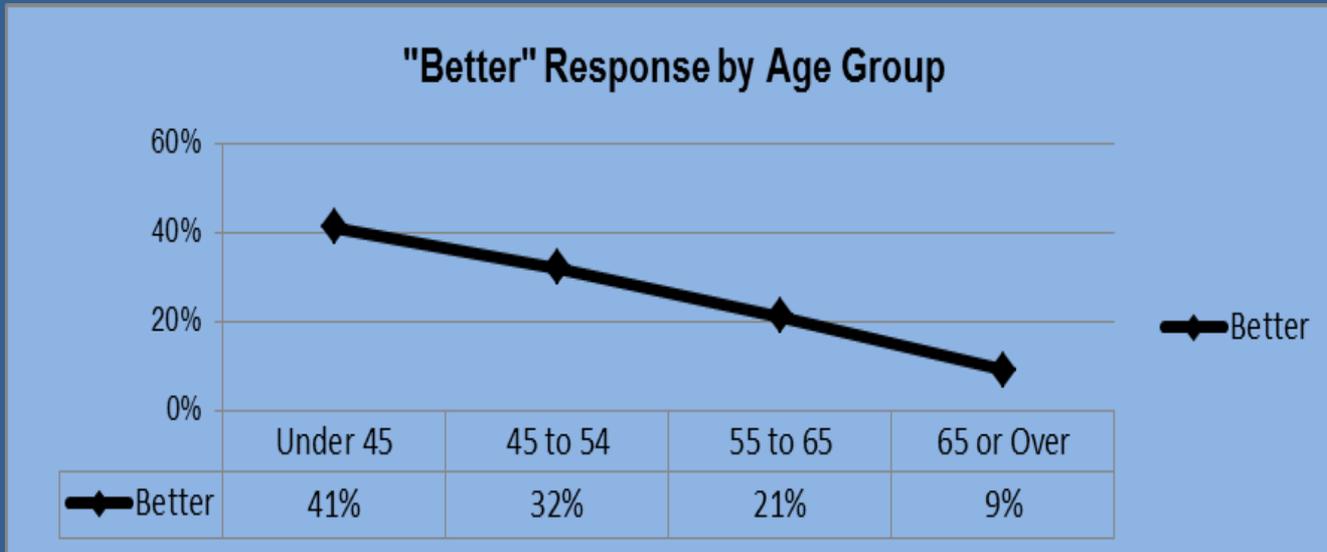


# Household Finances

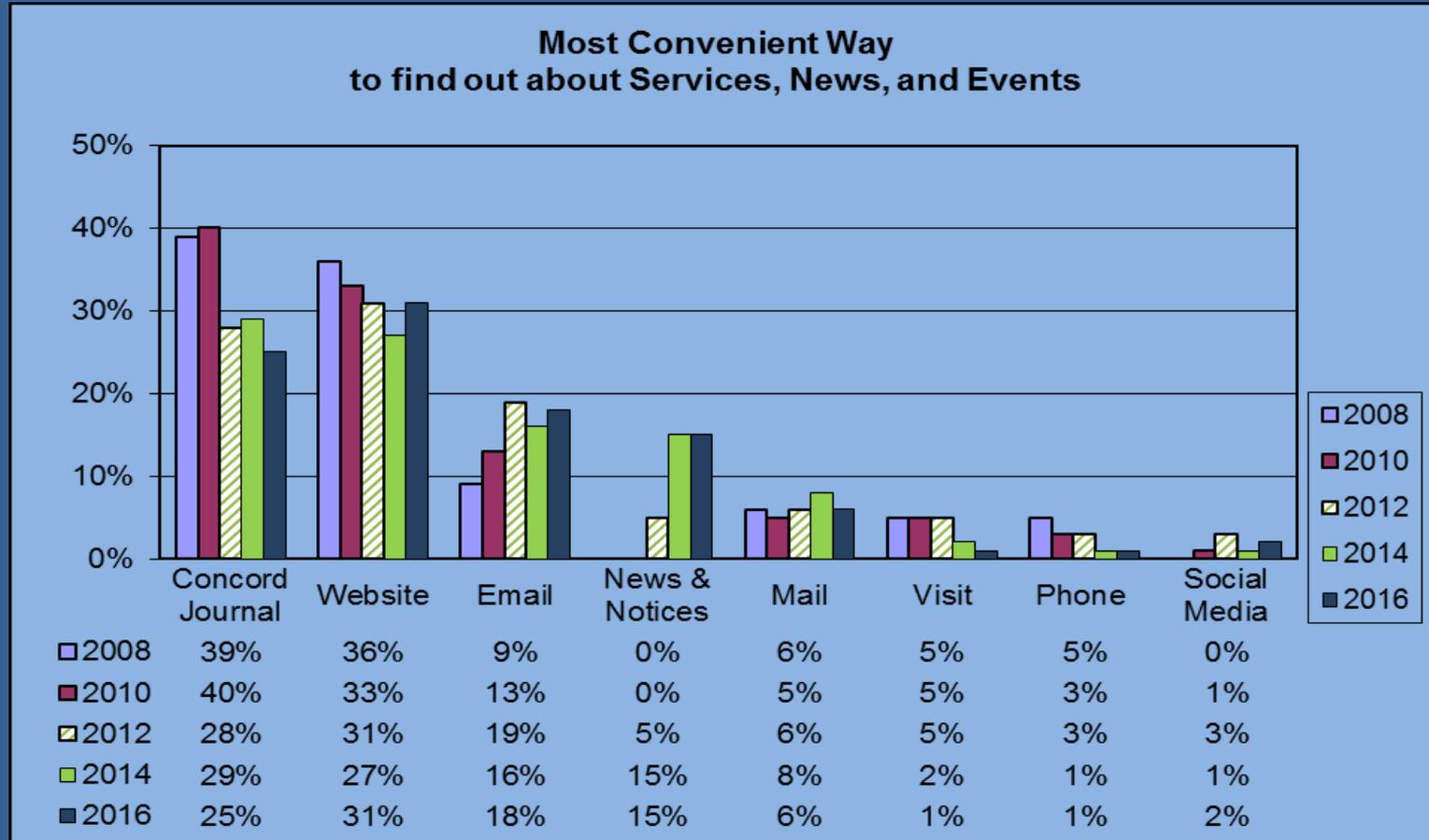
## Household Finance Compared to Two Years Ago



# Household Finances in 2016: “Better” Response by Age Group

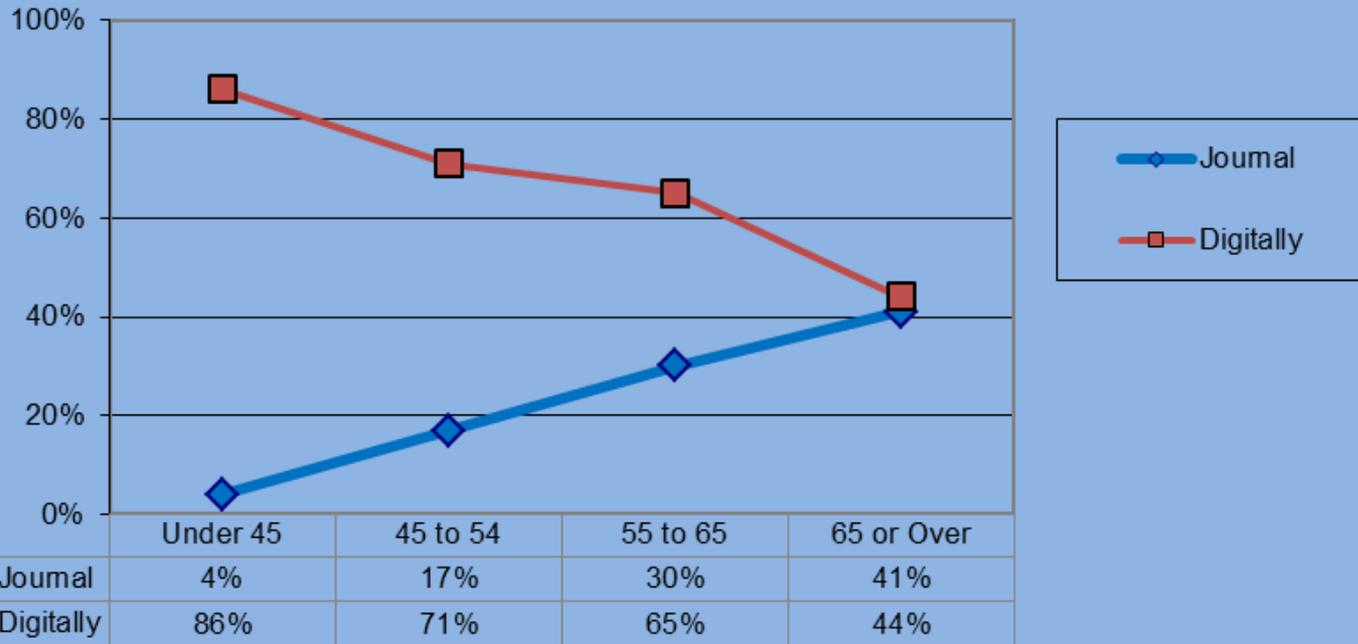


# Most Convenient Way to find out about Services, News, and Events

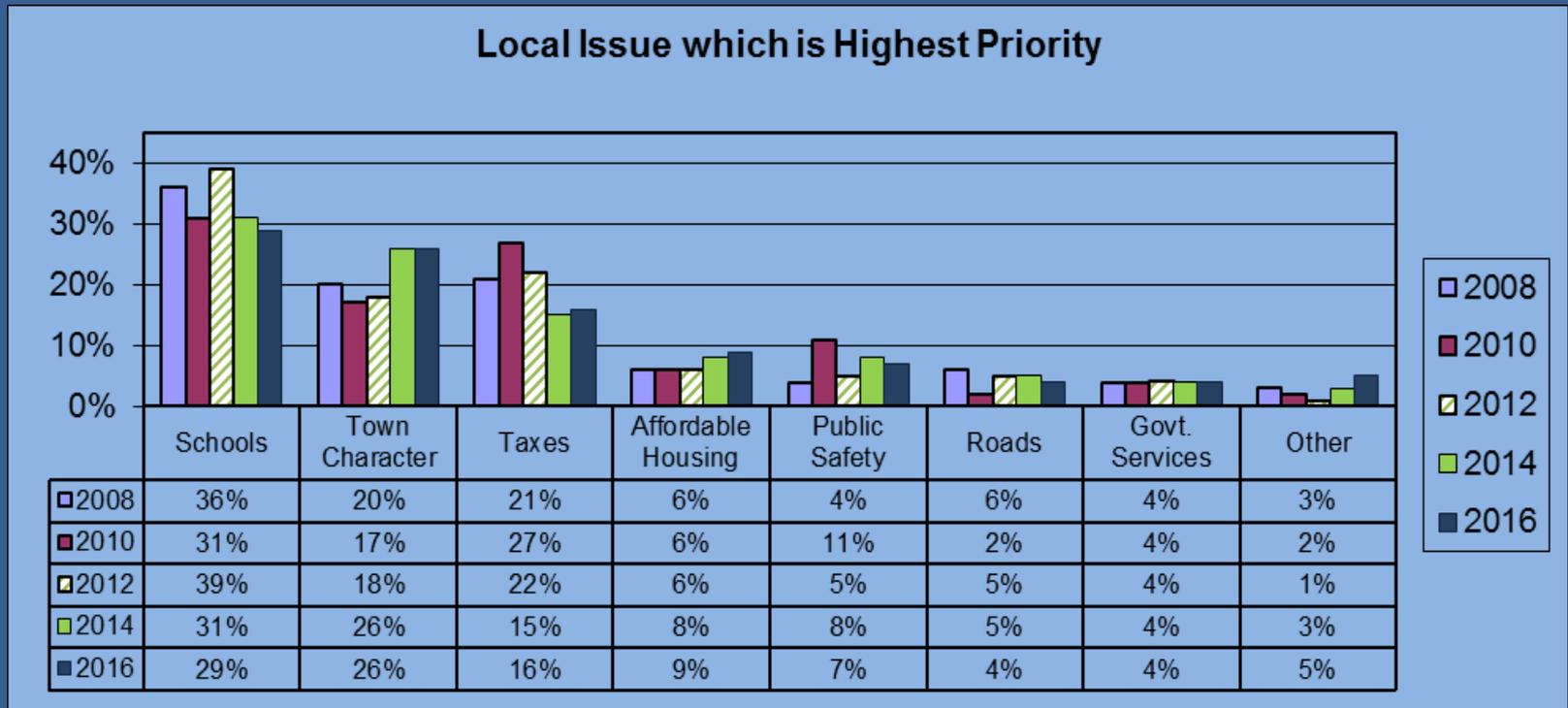


# Most Convenient Way in 2016: Preference of Concord Journal and Digitally by Age

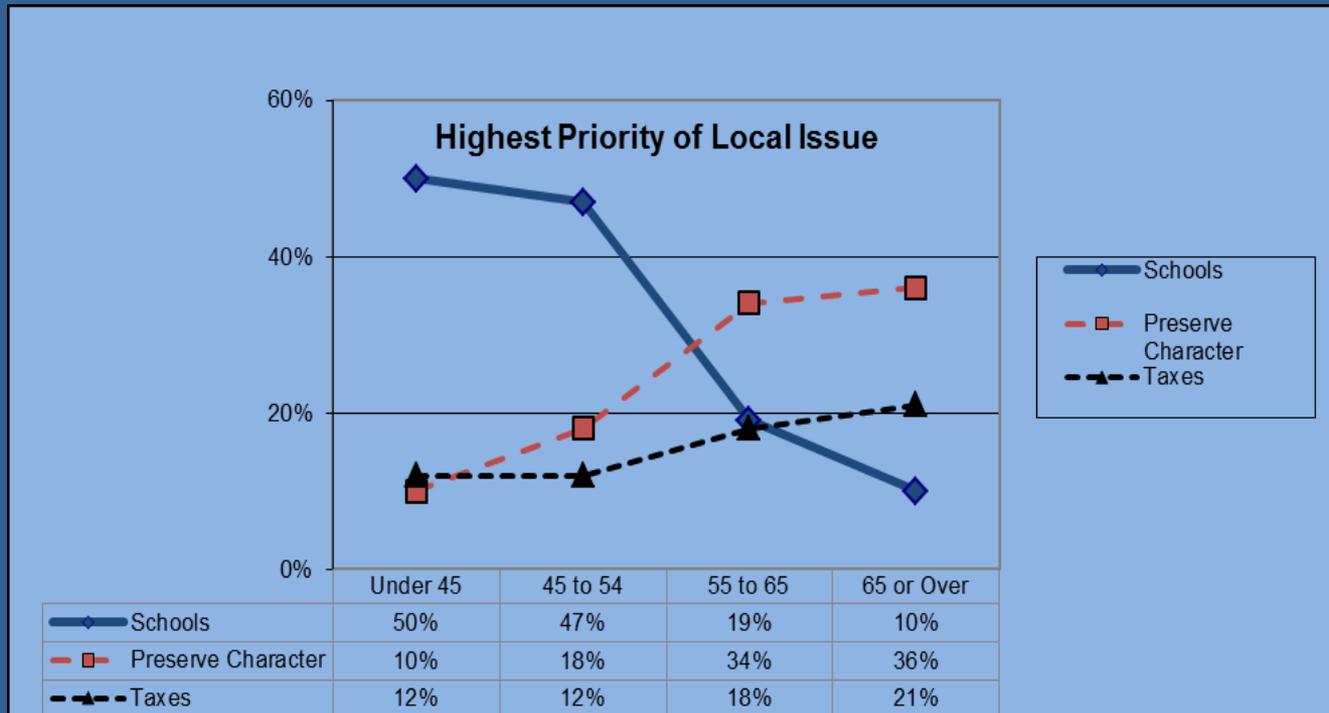
**Preference of Concord Journal and Digitally by Age**



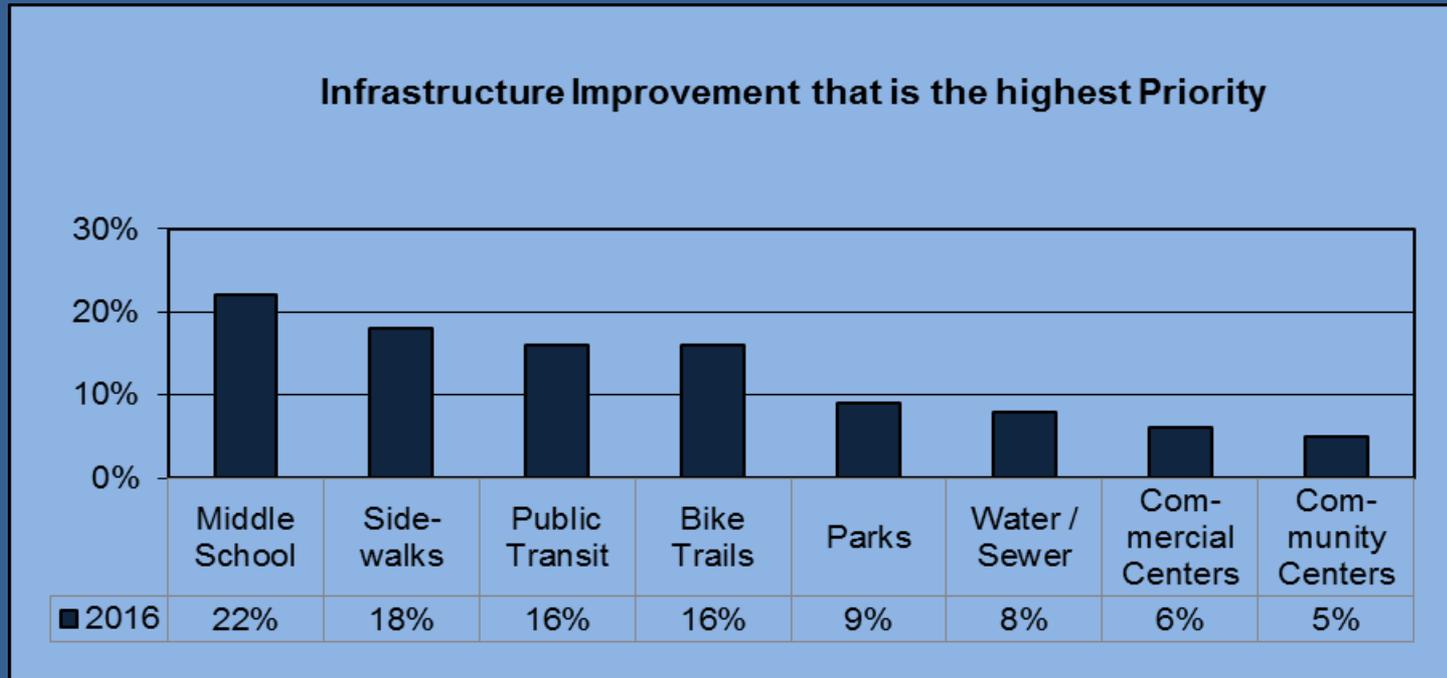
# Local Issue which is Highest Priority



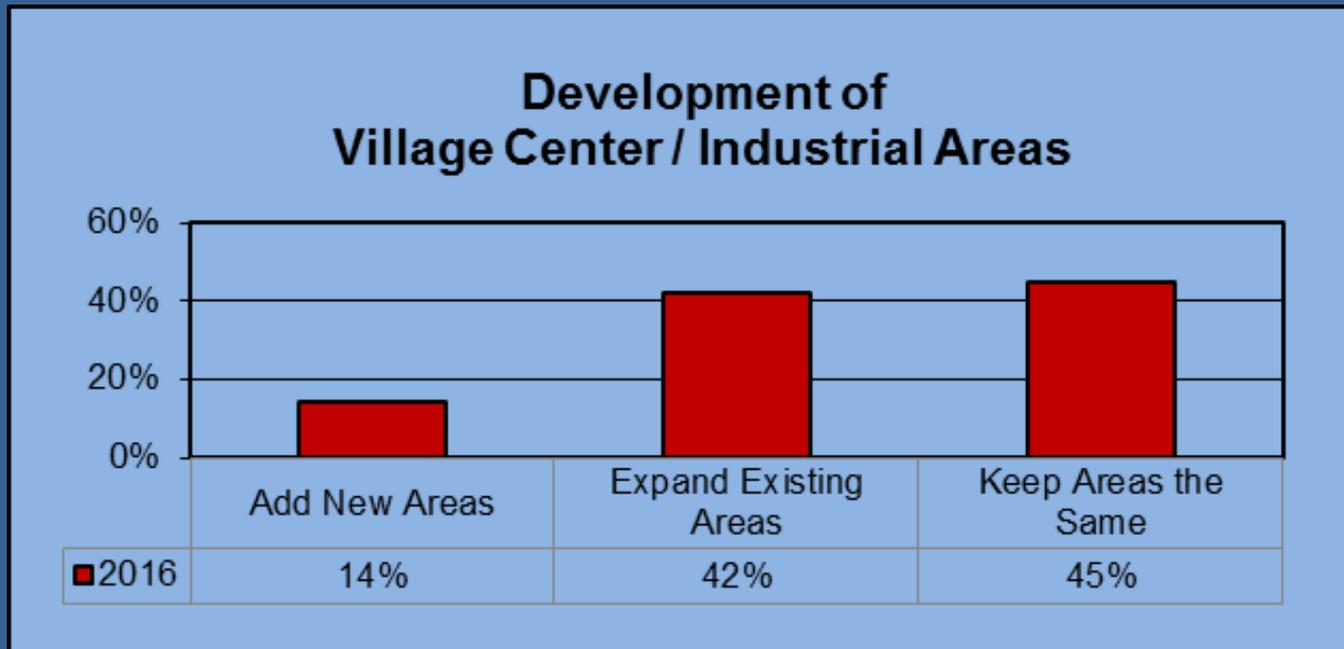
# Local Issue in 2016: Highest Priority by Age Group



# CLRP: Infrastructure Improvement that is Highest Priority



# Approach to the Development of the Three Villages and Three Industrial Parks

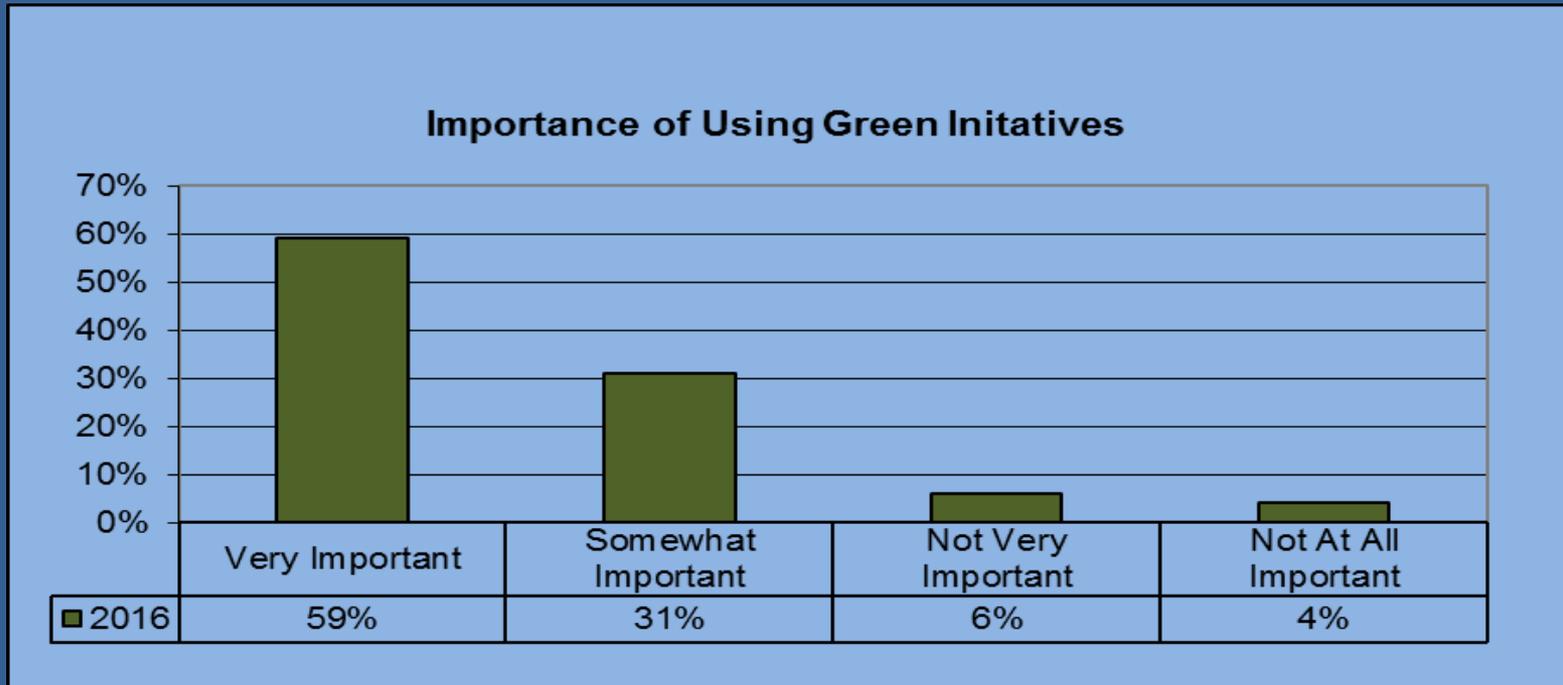


# Approach to the Development: “Keep Existing Areas the Same” Response by Years Lived in Concord

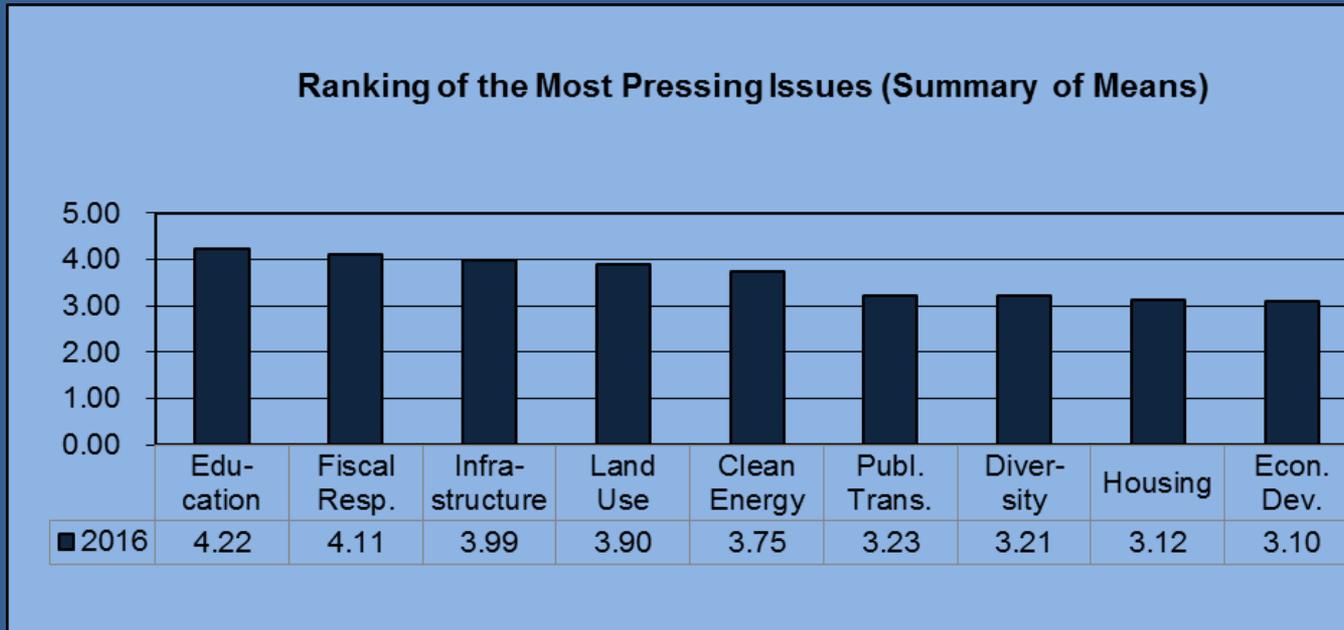
**“Keep Existing Areas” by Years Lived in Concord**



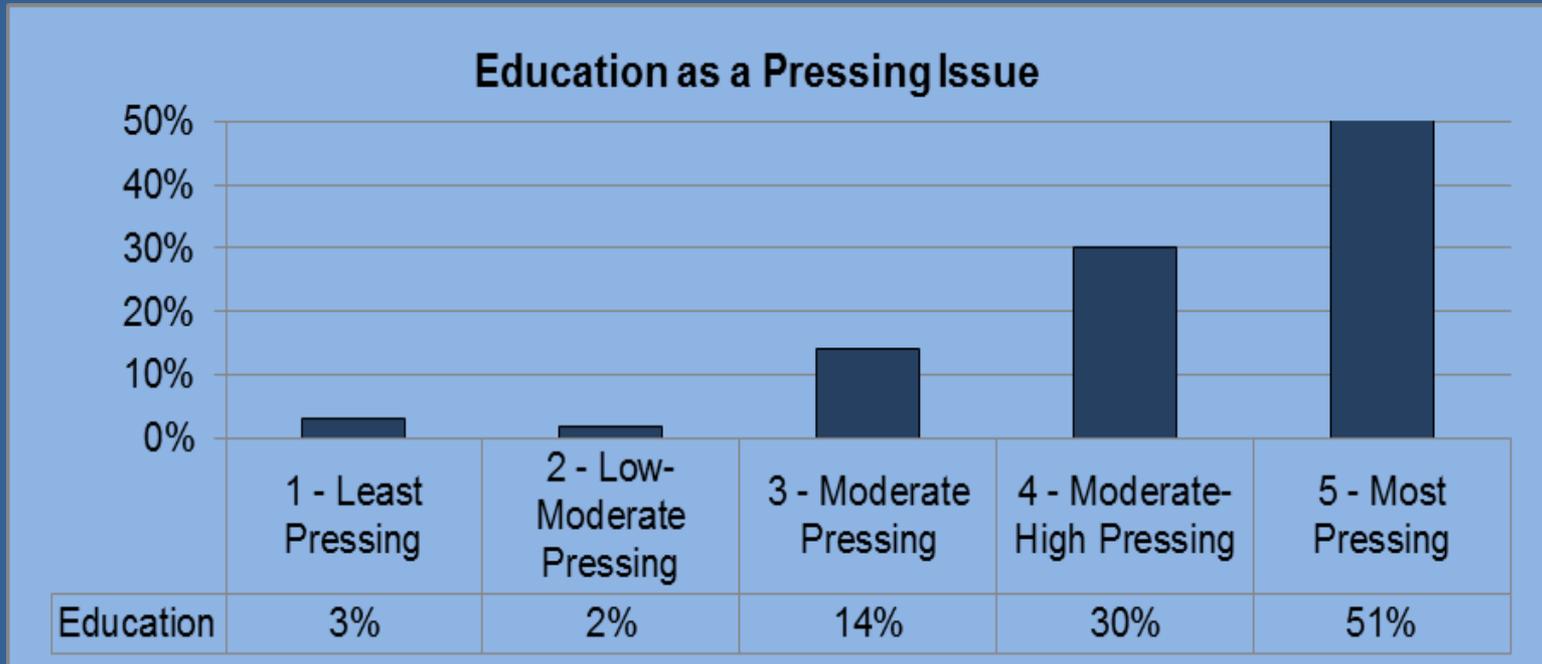
# Importance of Using Green Initiatives



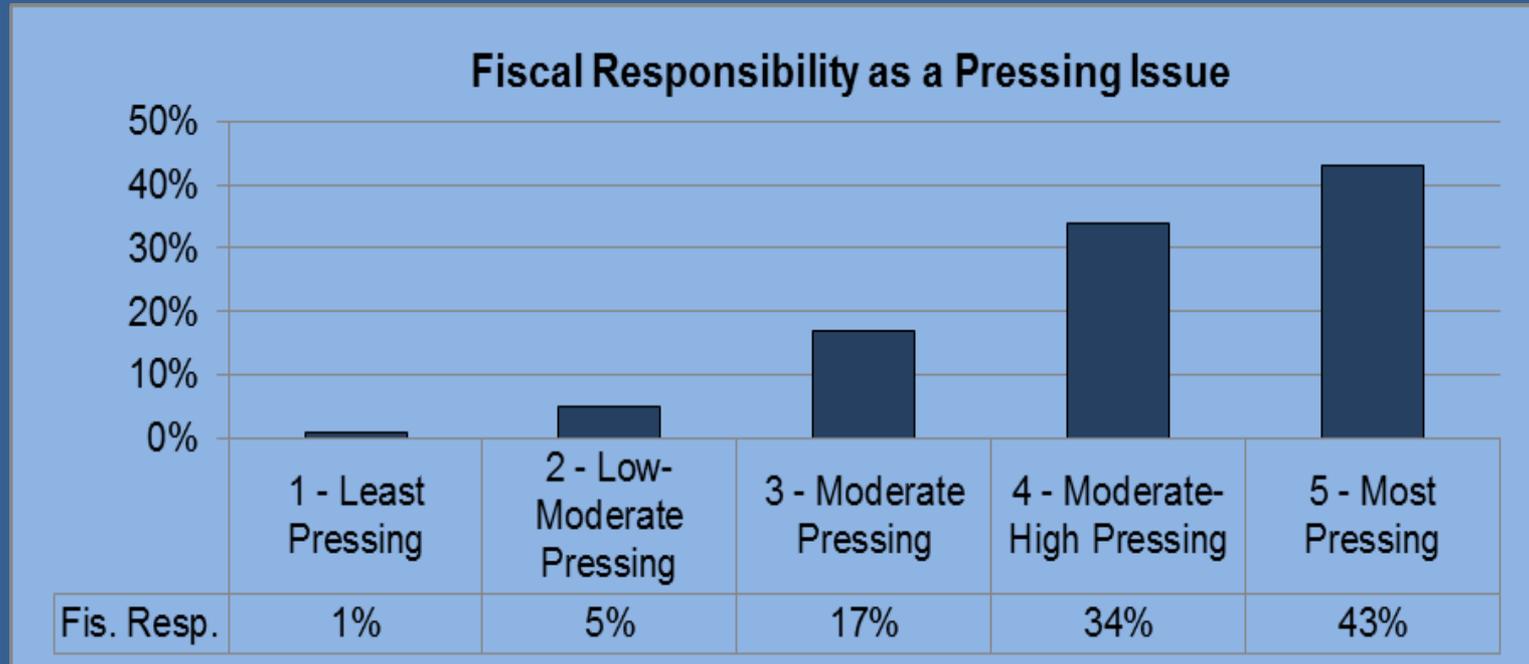
# Ranking of the Most Pressing Issues (Summary of Means)



# Education as Pressing Issue

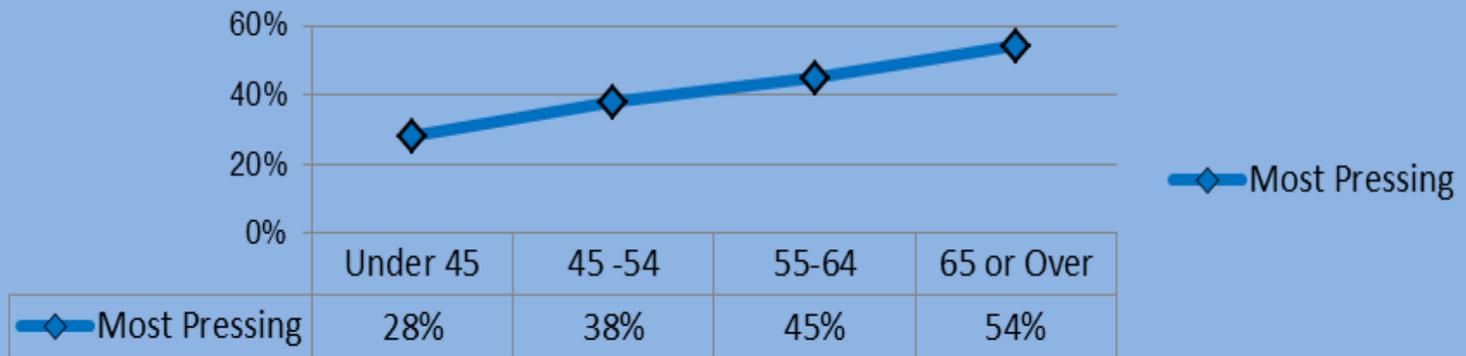


# Fiscal Responsibility as Pressing Issue

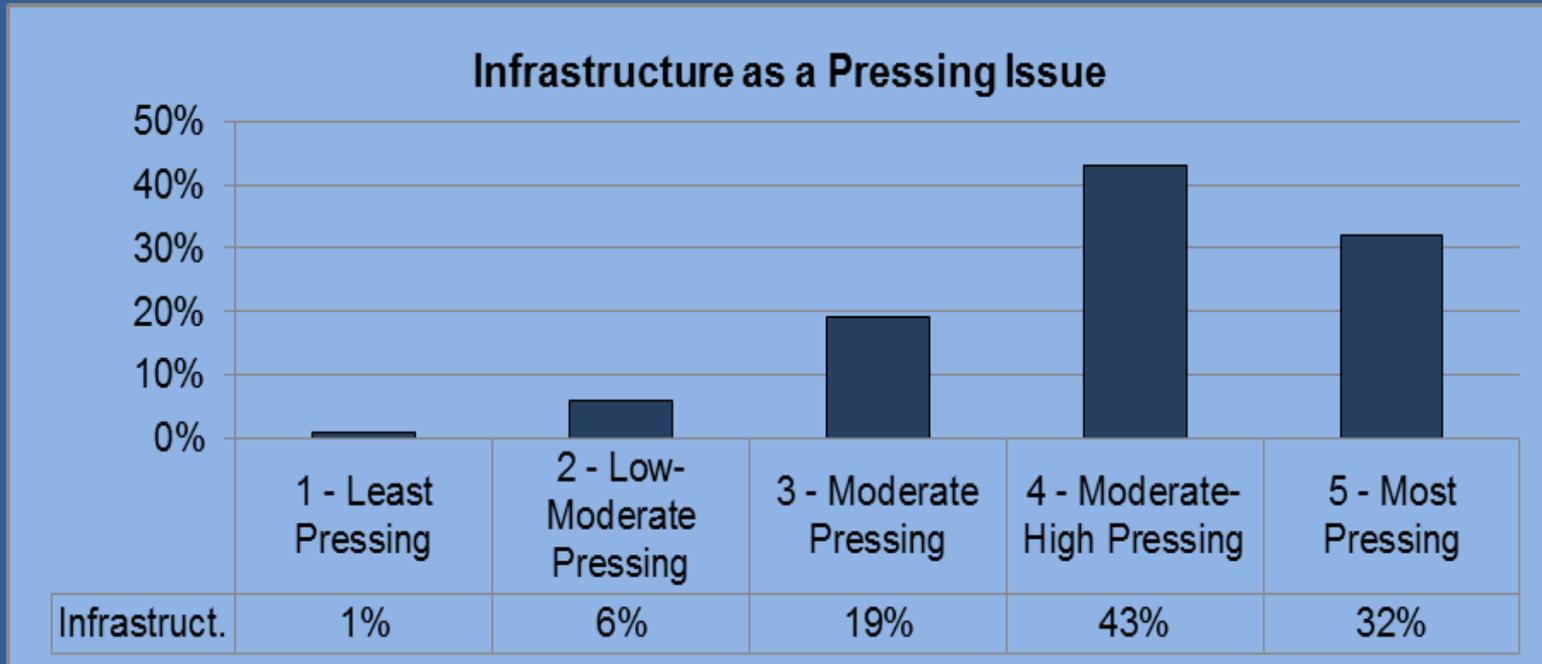


# Fiscal Responsibility: Most Pressing (“5”) Response by Age Group

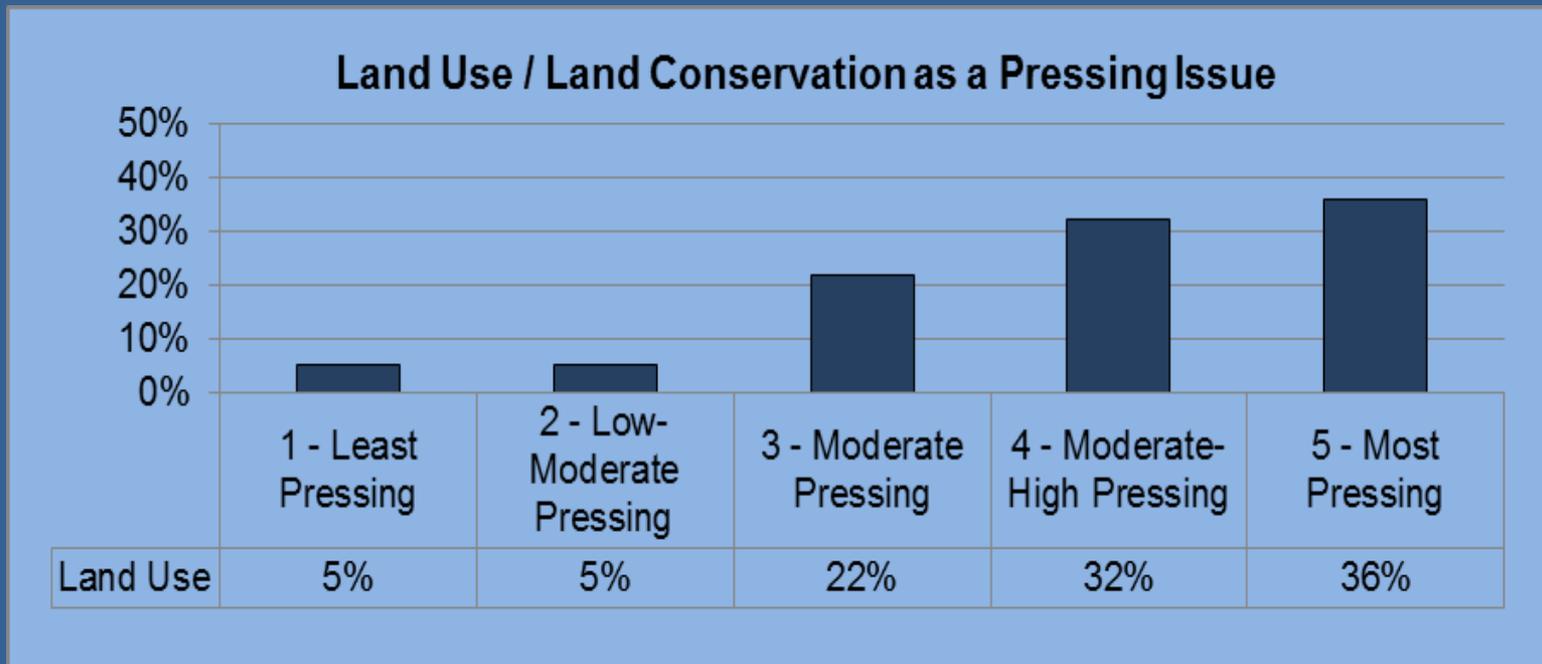
**"Fiscal Responsibility as Most Pressing Issue " by Age Group**



# Infrastructure as Pressing Issue



# Land Use / Land Conservation as Pressing Issue

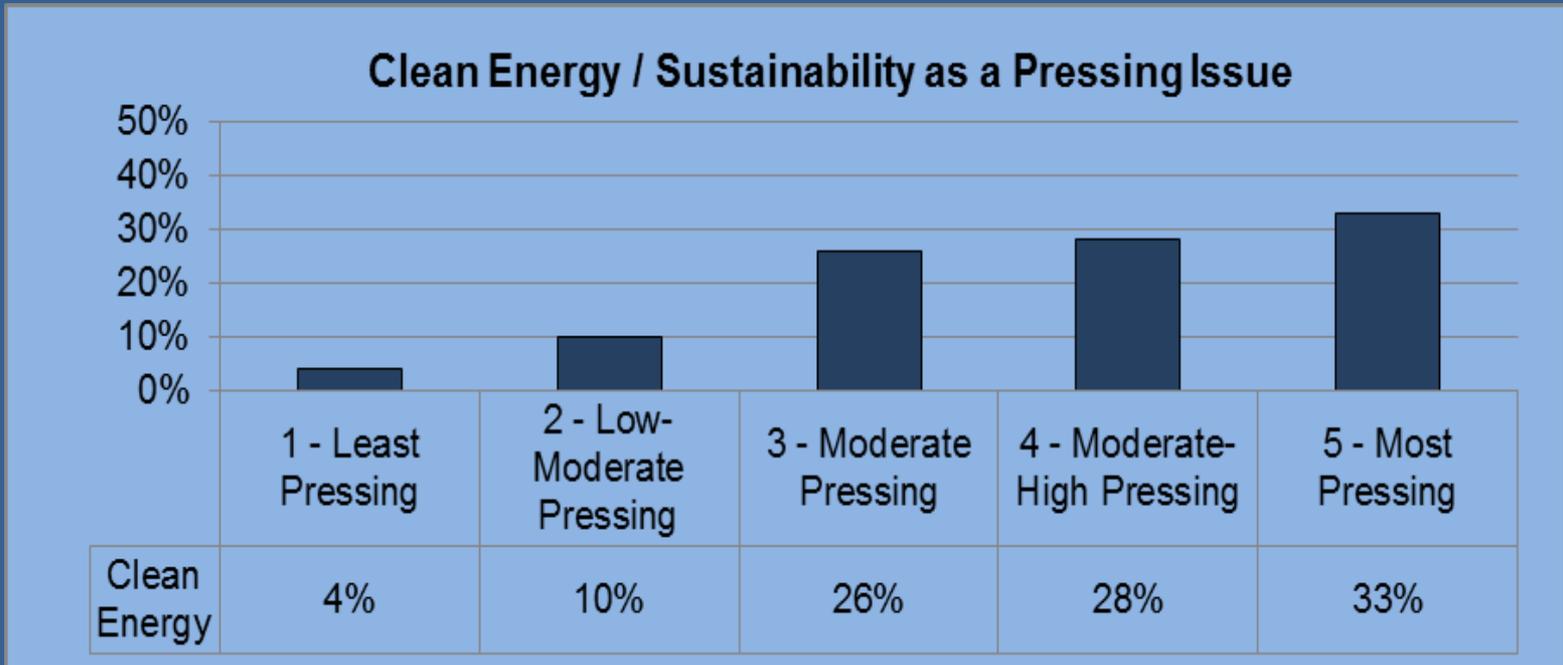


# Land Use / Land Conservation: Most Pressing (“5”) Response by Years Lived in Concord

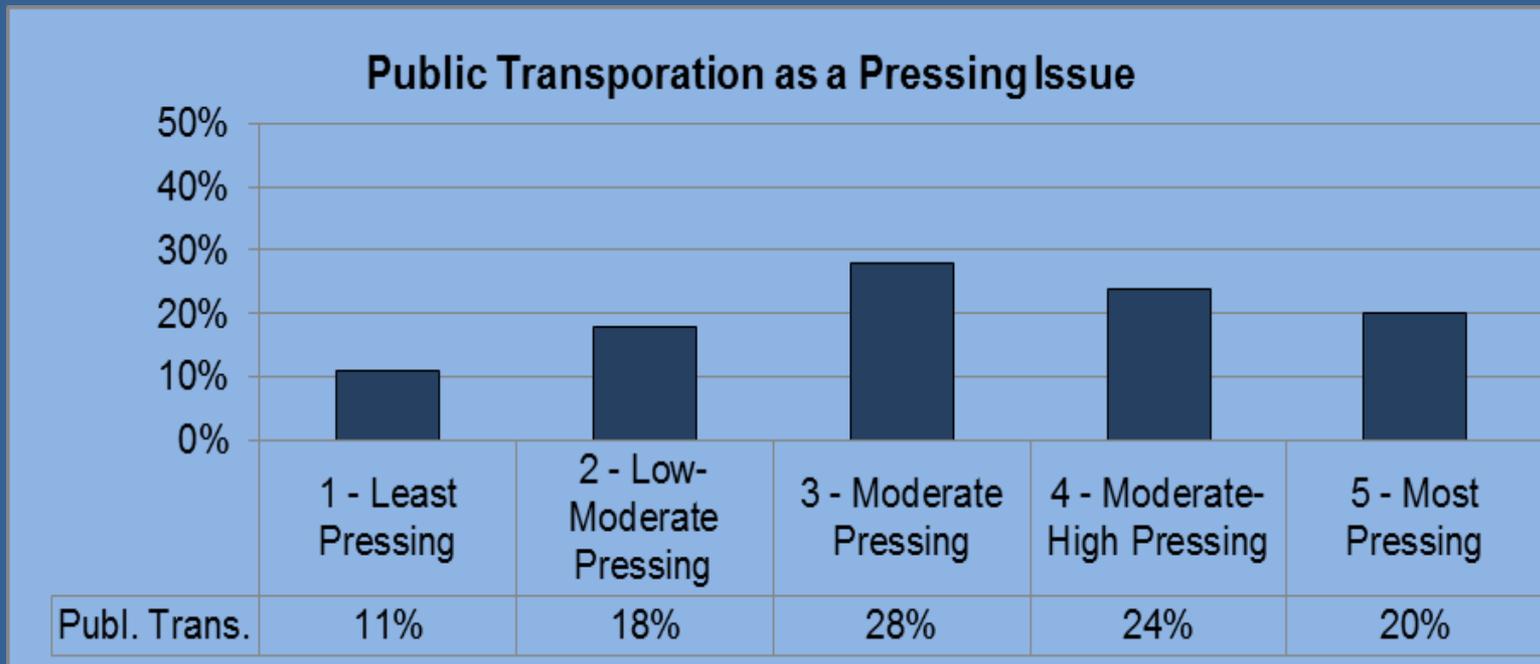
## "Land Use as Most Pressing Issue" by Years Lived in Concord



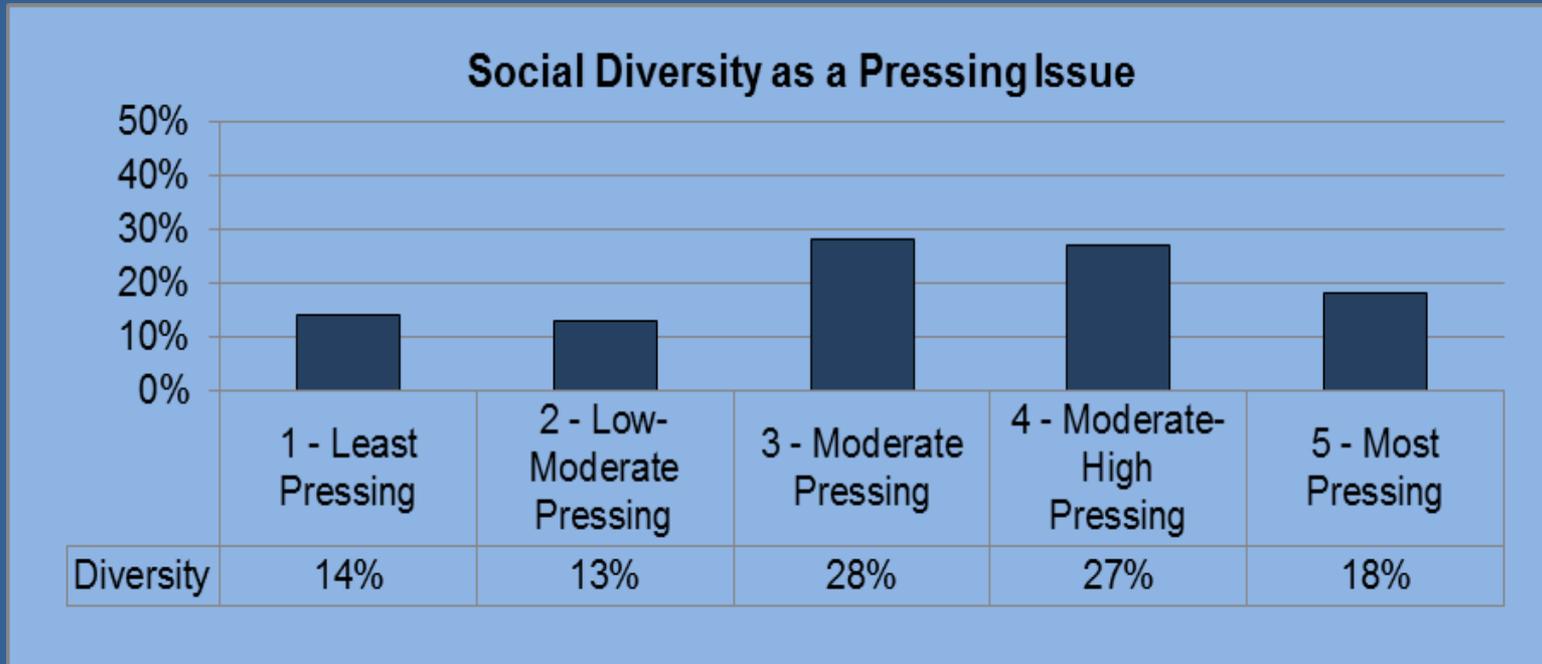
# Clean Energy / Sustainability as Pressing Issue



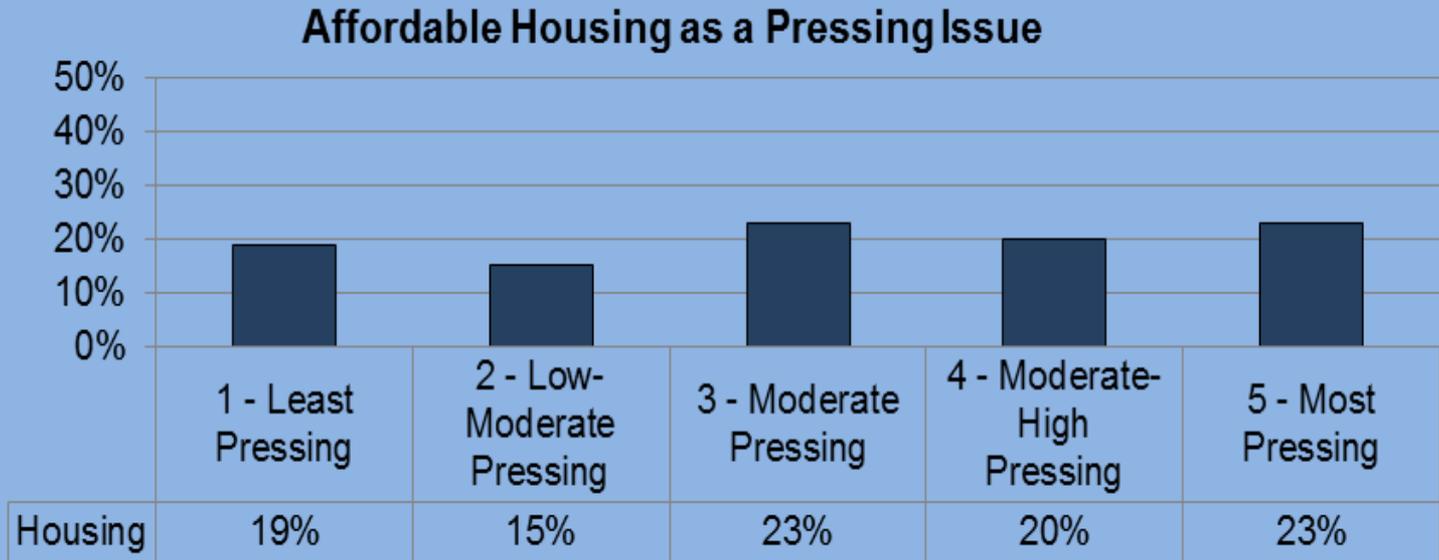
# Public Transportation as Pressing Issue



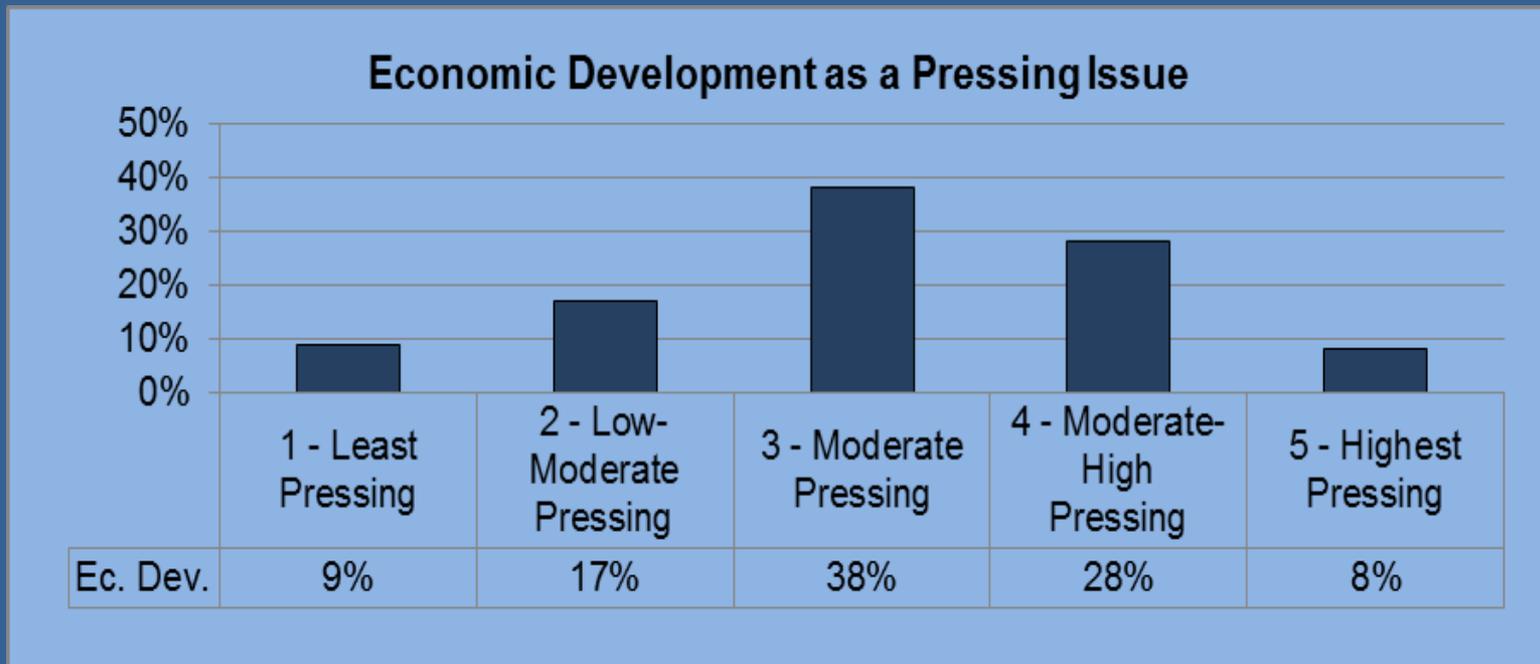
# Social Diversity as Pressing Issue



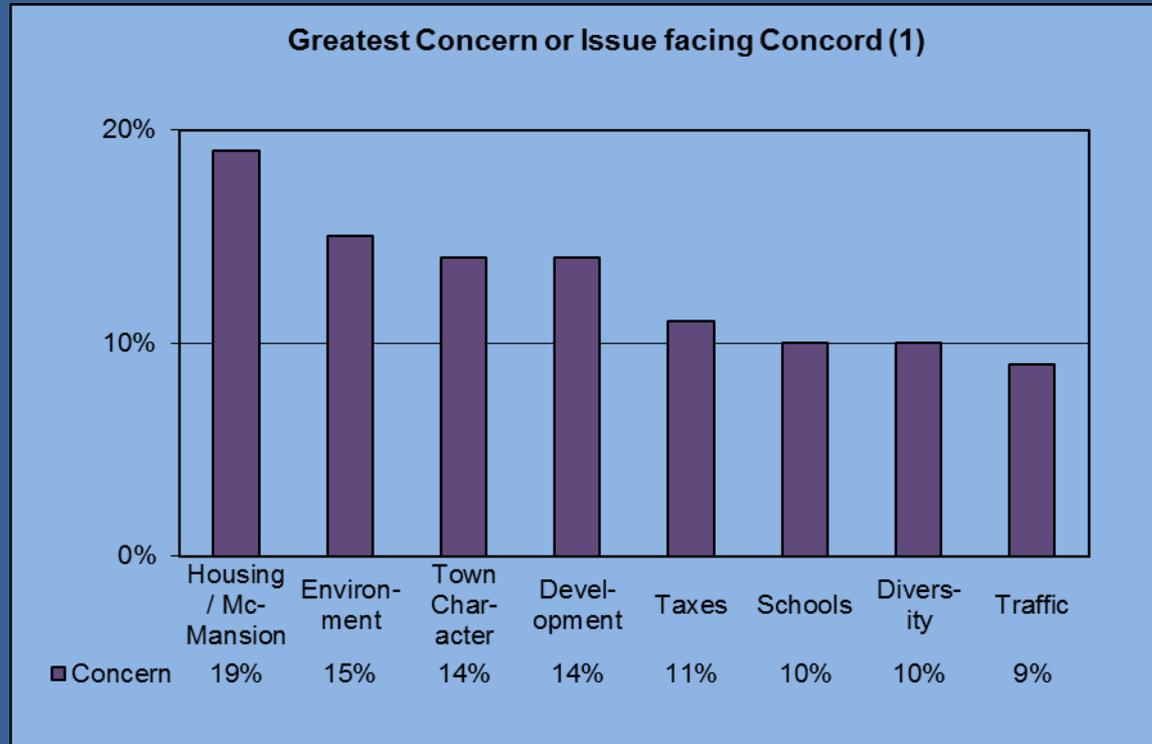
# Affordable Housing as Pressing Issue



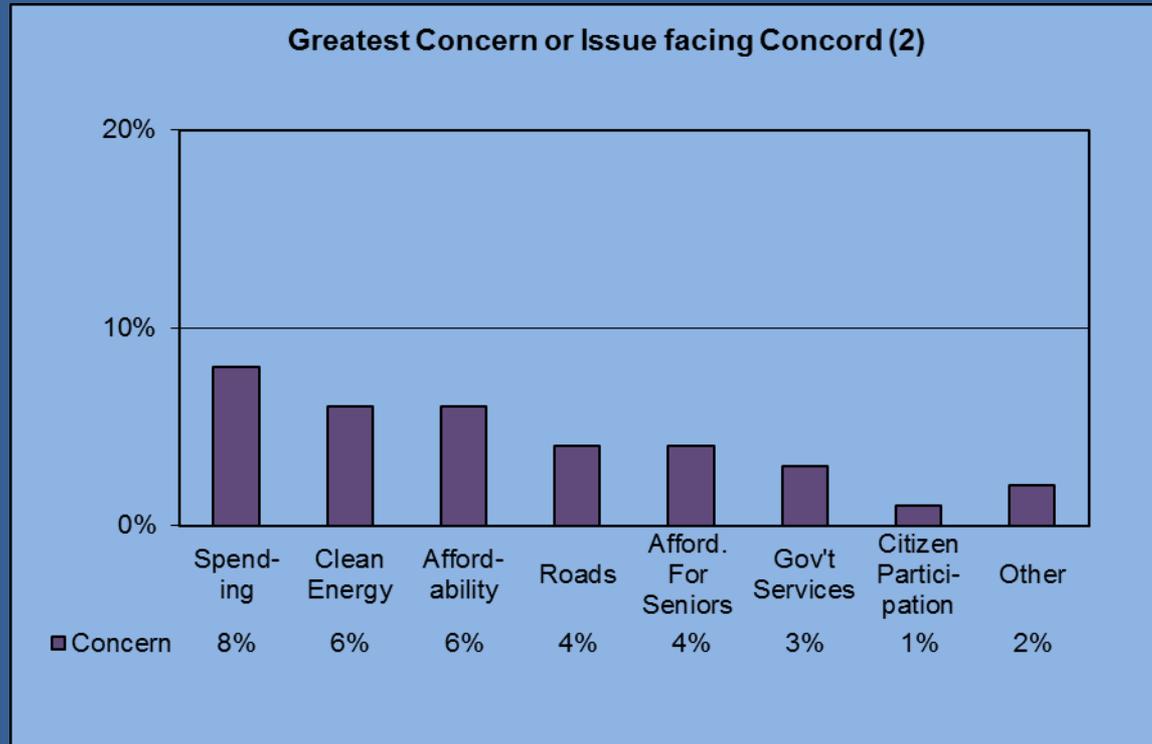
# Economic Development as Pressing Issue



# Greatest Concern or Issue facing Concord (1)



# Greatest Concern or Issue facing Concord (2)



# Questions?

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