Data Highlights for Survey #1
The Comprehensive Long-Range Planning Committee
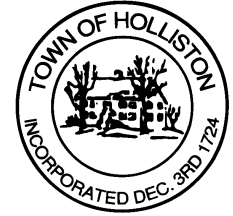## (Envisioning Future Holliston)

DATA SUBCOMMITTEE

RICH ROSENBERRY (CHAIR)

BARBARA PEATIE

PETER EAGAN

BEN SPARRELL

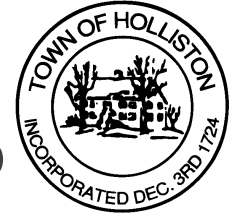PAT BOYD (EX-OFFICIO)

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What was the purpose of the survey?

The first survey was meant to determine WHAT matters to residents about the town.

- What do people like about the town? What concerns do residents have?

- How different ideas rank to the people of the town.

- With this information, a VISION statement can be created

- Existing studies, by-laws, and information can be mined for policy

- Gaps in information and law can be found

The second survey will help determine HOW residents want to reach the goals set forth by the first survey.
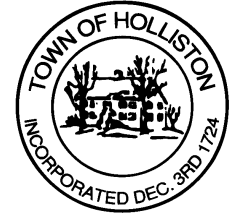
Survey recap

Survey opened on 11/8/21 and closed on 1/21/22.

- Survey was online and accessible via QR code or through the town's website.

- 3 responses were on paper at the senior center and entered by hand.
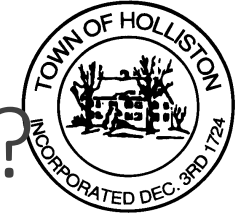
400 Total responses

380 unique emails: 10 emails had 2 responses

Not everyone ranked 1-11
  ◦ 618 items listed as #1. 15 respondents had no #1, 78 surveys had multiple #1 items

Not all questions were answered by all respondents

What were the results of the ranking?

Rank	Response	Average	% @ #1
1	Schools	3.45	25%
2	Environment	4.04	19%
3	Business	4.45	11%
4	Public recreation	4.89	7%
5	Connectivity	4.93	7%
6	Community Character	5.01	8%
7	Town Services	5.17	7%
8	Climate	6.24	6%
9	Library	6.58	3%
10	Housing	6.59	4%
11	Senior Friendly	7.18	3%
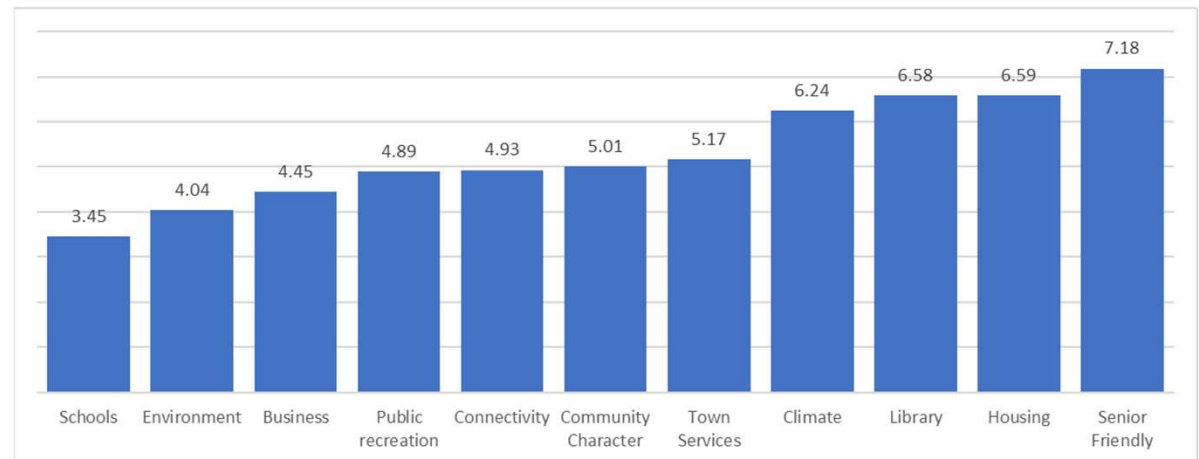
Schools, environment (water, open space, and agriculture) and business are top responses
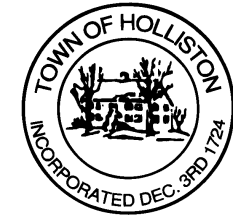
Ranking by Age Group

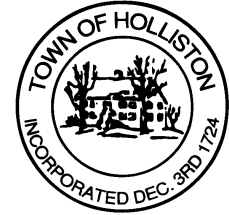| Age Group	Respondents	Environment	Community Character	Housing	Town Services	Senior Friendly	Climate	Business	Connectivity	Library	Schools	Public recreation
0-19 Years Old	2	2.00	1.00	2.00	3.50	7.00	4.00	4.00	5.00	5.00	5.50	5.50
20-34 Years Old	34	3.85	4.32	7.24	6.12	8.18	6.21	4.94	4.97	6.79	3.65	4.09
35-49 Years Old	178	4.40	5.70	7.09	5.24	7.92	6.67	3.76	4.79	6.61	2.37	4.62
50-64 Years Old	110	3.65	4.47	6.50	5.29	6.66	6.05	5.05	4.80	6.67	4.18	5.14
65-79 Years Old	69	3.87	4.71	5.48	4.42	5.84	5.57	5.01	5.35	6.19	4.71	5.45
80+	5	4.00	2.80	3.20	4.80	4.00	5.60	5.20	6.60	8.20	6.60	7.00
Grand Total	398	4.04	5.01	6.59	5.17	7.18	6.24	4.45	4.93	6.58	3.45	4.89

	Share of responses	Estimated expectation	Actual Responses	Expected Number
0-19 Years Old	0.5%	24.9%	2	99
20-34 Years Old	8.5%	17.2%	34	69
35-49 Years Old	44.7%	19.9%	178	79
50-64 Years Old	27.6%	23.4%	110	93
65-79 Years Old	17.3%	14.1%	69	56
80+	1.3%	3.7%	5	15

The 0-19 year olds and 80+ age groups were under-represented.
Most responses were between 35-49 years old

Rankings if responder had kids

Do you have kids?	Respondents	Environment	Community Character	Housing	Town Services	Senior Friendly	Climate	Business	Connectivity	Library	Schools	Public recreation
No	182	3.66	4.49	5.86	4.92	6.47	5.84	4.79	5.16	6.77	4.49	5.15
Yes	216	4.35	5.44	7.20	5.39	7.77	6.58	4.17	4.74	6.42	2.58	4.68
Grand Total	**398**	**4.04**	**5.01**	**6.59**	**5.17**	**7.18**	**6.24**	**4.45**	**4.93**	**6.58**	**3.45**	**4.89**

No	45.7%
Yes	54.3%

Some difference between kids/no kids, especially with responses tied to age (schools, senior-friendly, and housing)

Rankings by time in Holliston

Time in Holliston	Respondents	Environment	Community Character	Housing	Town Services	Senior Friendly	Climate	Business	Connectivity	Library	Schools	Public recreation
0-5 years	92	4.82	5.15	6.97	5.61	7.80	6.30	3.79	4.91	6.41	3.04	4.80
6-10 years	81	3.91	5.57	7.23	5.42	8.07	6.75	4.27	4.85	6.96	3.26	5.49
11-19 years	67	4.34	5.40	6.94	5.30	8.13	5.96	4.01	4.64	6.84	2.60	4.22
20+ years	158	3.52	4.47	5.88	4.74	5.95	6.07	5.11	5.10	6.37	4.15	4.92
Grand Total	398	4.04	5.01	6.59	5.17	7.18	6.24	4.45	4.93	6.58	3.45	4.89

0-5 years	23.1%
6-10 years	20.4%
11-19 years	16.8%
20+ years	39.7%

Difficult to assert how many people should be reached for each group
Nearly 40% have been in town over 20 years, the largest group of respondents.
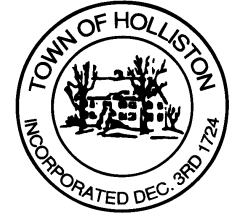
Word Clouds

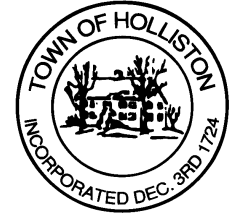Word clouds were used to evaluate the long answers of respondents

This would help reduce a reader's bias to see what they wanted/expected in the text.

WordClouds generated on monkeylearn.com

What qualities of Holliston do you value?

What are areas you would like the town to focus on?
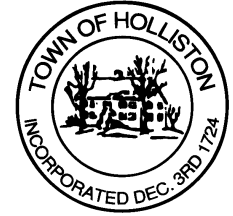
What does Future Holliston Look like?

Other areas not listed in the survey

Conclusions/Recommendations

Survey reached 400 people and gives a statistically reasonable result

This survey told us WHAT matters to residents, but not HOW to reach those goals.

From these responses, a "vision" for Holliston could be created

There should be research on the topics outlined by residents and priorities brought forward

For survey #2,
◦ we would need at least 400 responses
◦ Should aim for 1000. After that, we would be "paying" for less significant findings.
◦ Need to find ways to reach under 19 and 80+
◦ In addition to understanding what is important, second survey should ask what changes people would want to meet goals (if any).