



Town of Concord

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Town Government Survey Report

CONCORD, MA— From September 20th through October 12th, the Town conducted a comprehensive 43-question survey of Concord residents. Every one of Concord's 7,066 households received a paper questionnaire by mail with instructions that the survey could be completed online, over the phone, or by delivering the questionnaire to the Town House. One response per household was allowed to make sure that the survey was statistically valid. Out of the 7,066 survey delivered, 1,254 residents completed the survey – a response rate of 17.7%. An analysis of the results is now being released.

Many of the questions in this year's survey were similar to those in previous surveys. Eighty-three percent of respondents felt that the Town is spending about the right amount of money on Town Government Services. In terms of personal finances, 28% thought they were doing better than they were two years ago, while 56% responded that they were doing about the same and 17% that they were doing worse. Schools at 26% and Town Character at 25% topped the list of the local issues that the respondents saw as the highest priority.

With the 2018 survey, new questions were added. There were several questions pertaining to the Beede Swim and Fitness Center. From those who indicated they belonged to a fitness center or athletic club, 39% said they were a member of the Beede Center. The most important aspects in choosing Beede were location (34%) and swim facilities (30%). Other new questions included one on how Concord should achieve the goal of reducing greenhouse gases by 80% by 2050 and 40% responded that renewable energy should be prioritized. In addition, the results of the survey provided insights about which channels on the Minuteman Media Network (PEG Access Cable Television) respondents watch and if they don't watch, why not.

The 2018 Town Government Survey Report, Questionnaire, and detailed Weighted and Unweighted Cross-Tabulation Analysis can be found at the Town website on the Finance Department page under 2018 Resident Survey.

The Town would like to thank all residents who took the time to complete the survey. For any additional information about the survey, please contact Jon Harris, Budget and Purchasing Director, at 978-318-3039 or jharris@concordma.gov

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