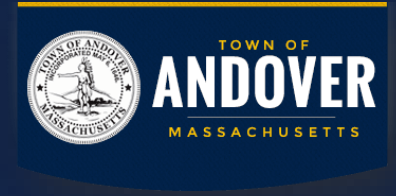




Resident Survey Results

November 16, 2020



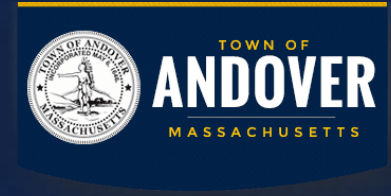
1. Survey Methodology

2. Strengths & Concerns

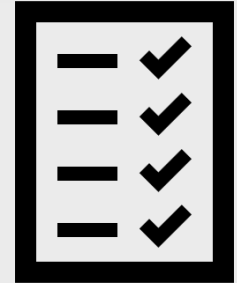
3. Governance Insights

4. Miscellaneous Insights

METHODOLOGY



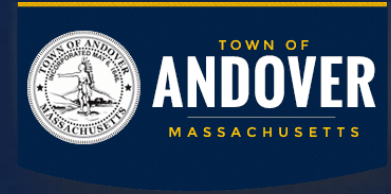
- Analysis done by UMASS Lowell Center for Public Opinion
- Issued October 2019
- Responses Collected October 2019 – February 2020
- 3500-person sample
- 1004 completed responses – a 28.7% response rate
- 4.9% margin of error
- Weighted for age, sex, and education



STRENGTHS & CONCERNS



STRENGTHS



Key Take-Away – “Overall . . . A very desirable place to live, raise children, work and engage in recreational activities. Overall quality of life in the Town of Andover is objectively high.”

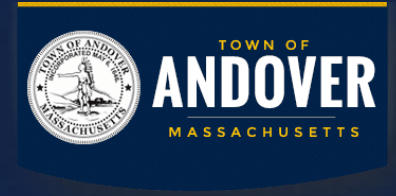
Community Attributes – “Andover gets its highest ratings for being a safe community, with strong ratings for Andover as having a ‘small town feel,’ an overall ‘sense of community,’ and access to/support for open space.”

Why People Choose Andover – The most important draw for the Town of Andover is its public school system. Also, Town services, geographic location, small town ambience and lifestyle, and property values.

Town Services – Standouts include ambulance/EMS services, library services, fire services, police, trash/recycling, snow removal, and public parks.

Customer Service – Very high ratings for courtesy, knowledge, responsiveness, and the overall customer service experience.

CONCERNS

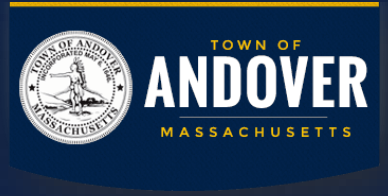


Community Attributes – The overall Quality of Life Rating is positive, with 85% rating the Town as “Excellent” or “Good.” But for the following, we received lower marks in 2019 compared to 2012:

- Andover as a Place to live
- Andover as a Place to Raise Children
- Andover as a Place to Work
- The silver lining is that, among households with a child under 18, 84% rate “Andover as a Place to Raise Children” as “Excellent” or “Good.”

Community Characteristics – Andover’s “lowest marks are on the range of housing options available to citizens and the lack of public transportation options.”

CONCERNS



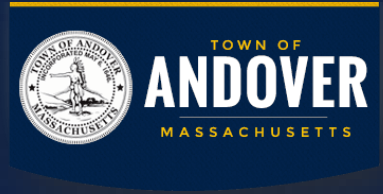
Town Services – “We note important declines in the ratings for Andover Public Schools, Street Maintenance/Repair, Traffic/Parking Enforcement, Drinking Water Quality, Economic Development, Land Use Planning/Zoning, and Public Transportation.”

Problems in Andover – “Andover is viewed as a safe place to live largely because of the lack of any serious crime. However, residents are growing concerned about drugs in the community, and express even greater concern about automobile speeding, parking, and local traffic concerns than in the 2012 survey.”

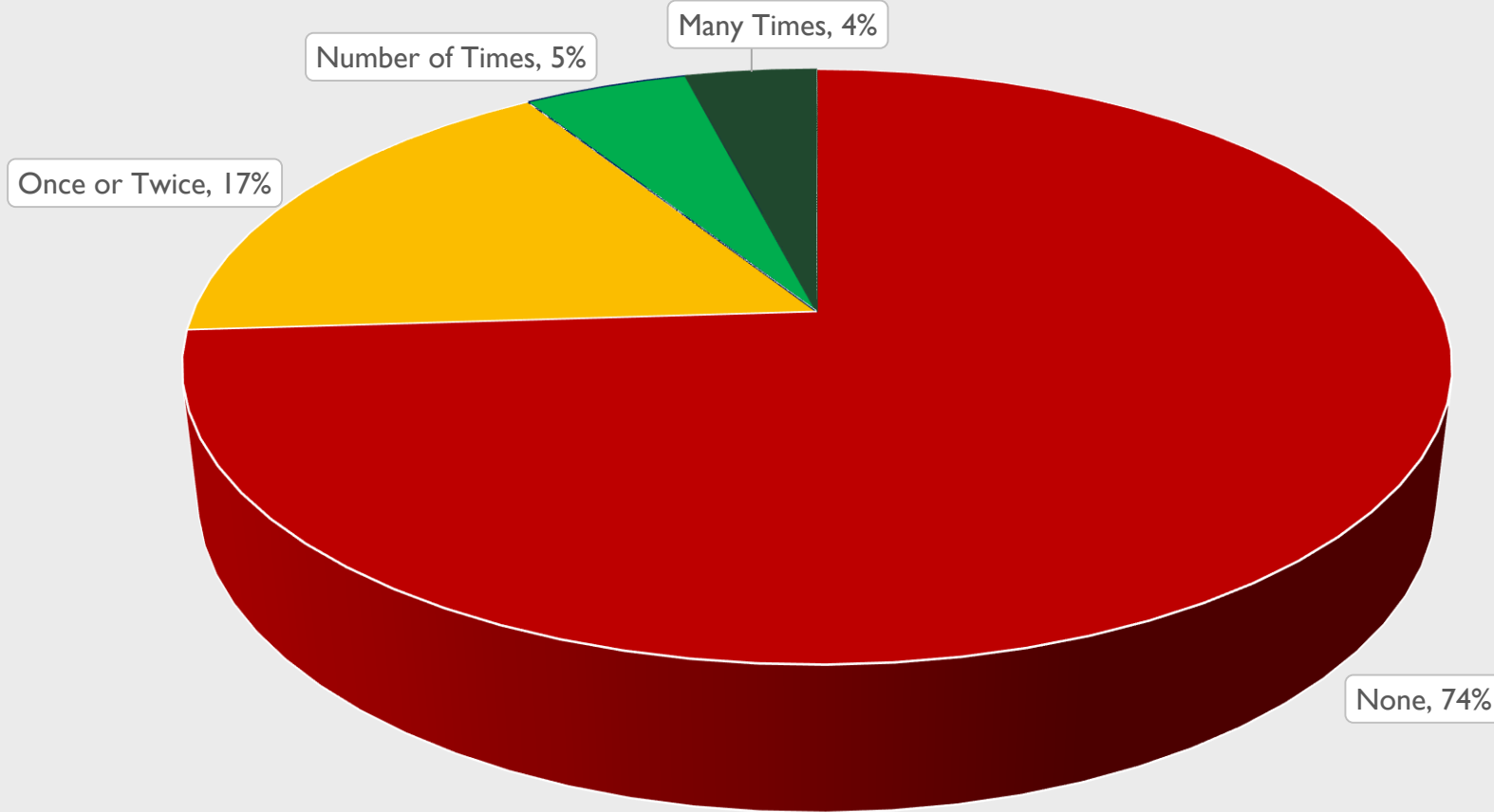
GOVERNANCE INSIGHTS



ATTENDED BOARD/COMMITTEE MEETING



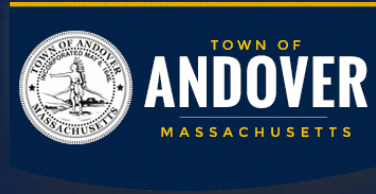
Frequency Over Last 12 Months



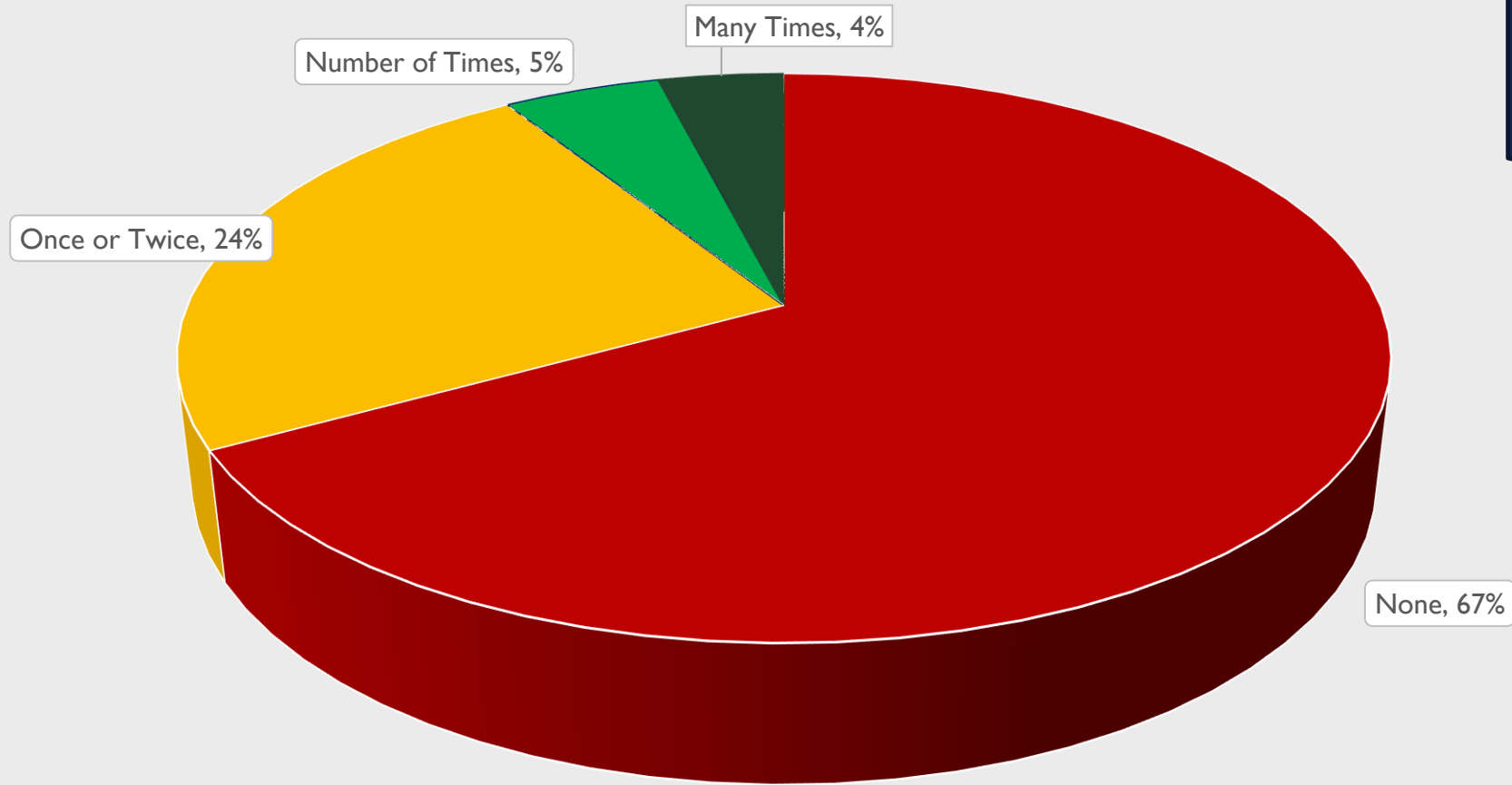
26% Attended Meeting in Last 12 Months

■ None ■ Once or Twice ■ Number of Times ■ Many Times

WATCHED BOARD/COMMITTEE MEETING ON TV



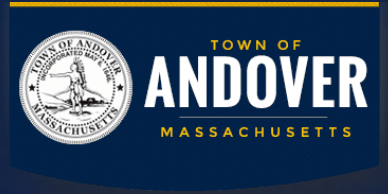
Frequency Over Last 12 Months



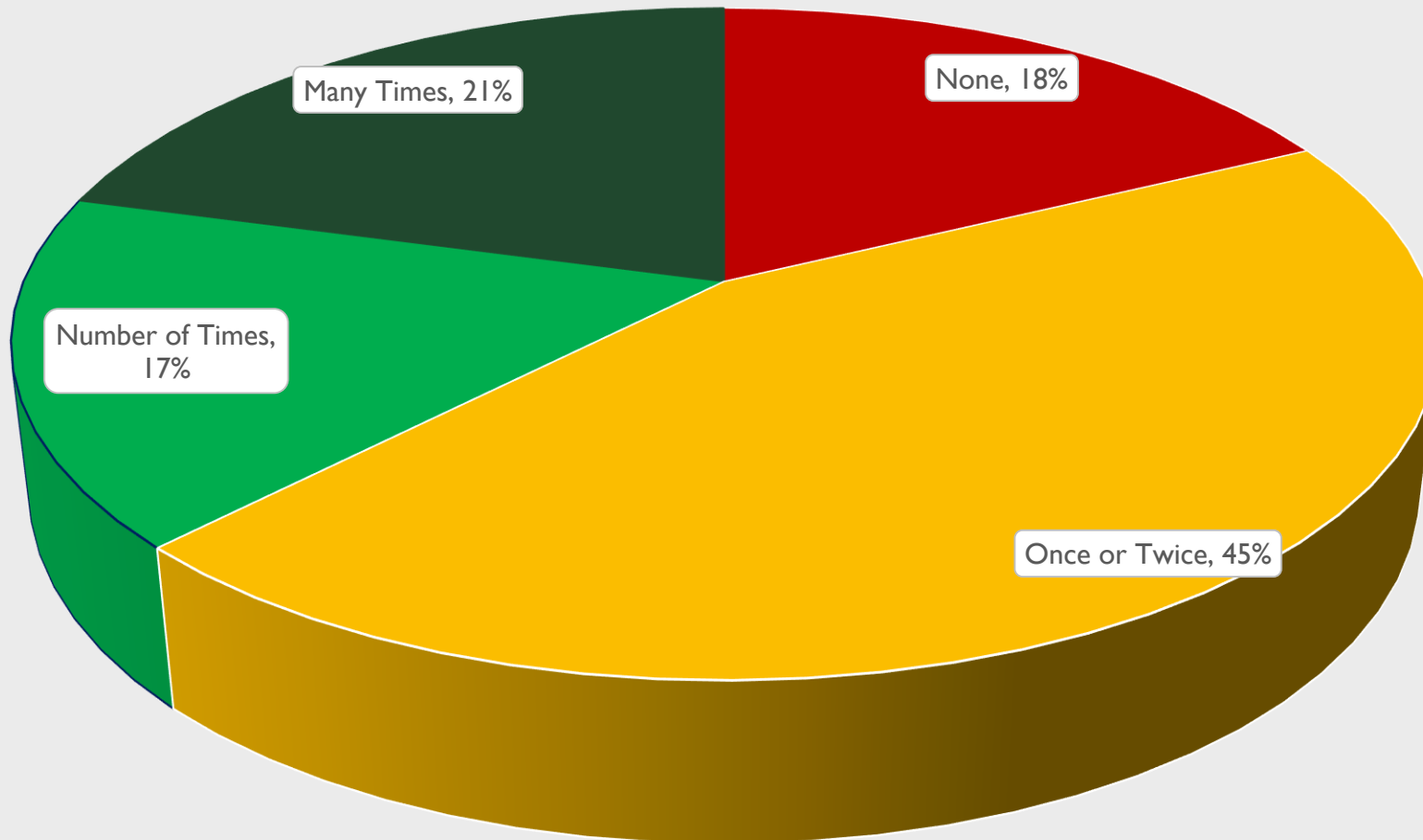
33% Watched Meeting in Last 12 Months

■ None ■ Once or Twice ■ Number of Times ■ Many Times

ELECTION PARTICIPATION



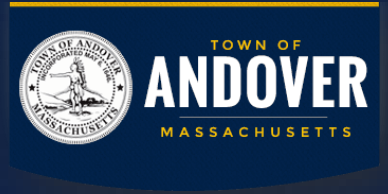
Frequency of Voting Over Last 12 Months



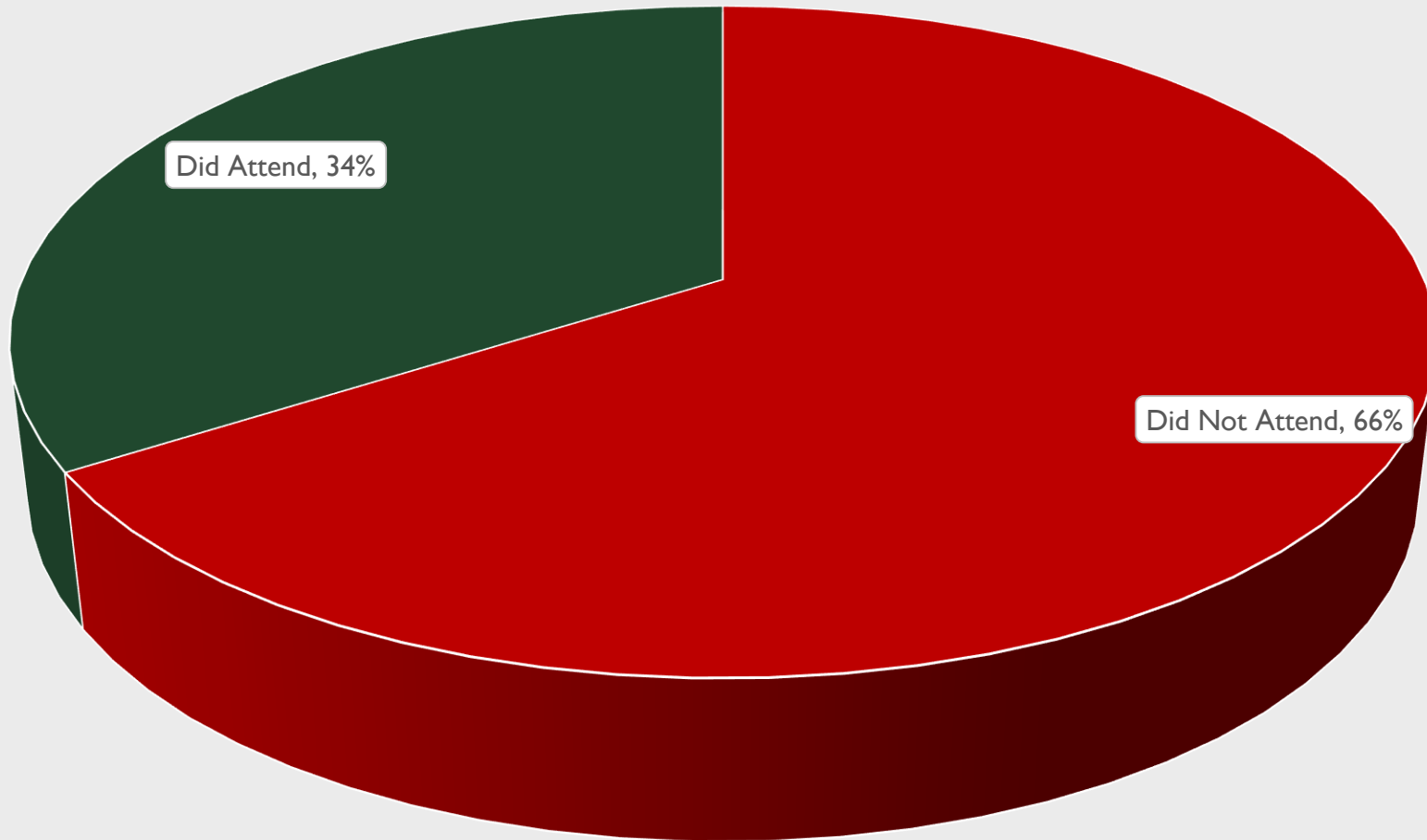
82% Voted in Last 12 Months
Older, Wealthier Residents More Likely to Vote

■ None ■ Once or Twice ■ Number of Times ■ Many Times

TOWN MEETING ATTENDANCE



TM Attendance Over Last 3 Years



1/3 Attended TM in Last 3 Years

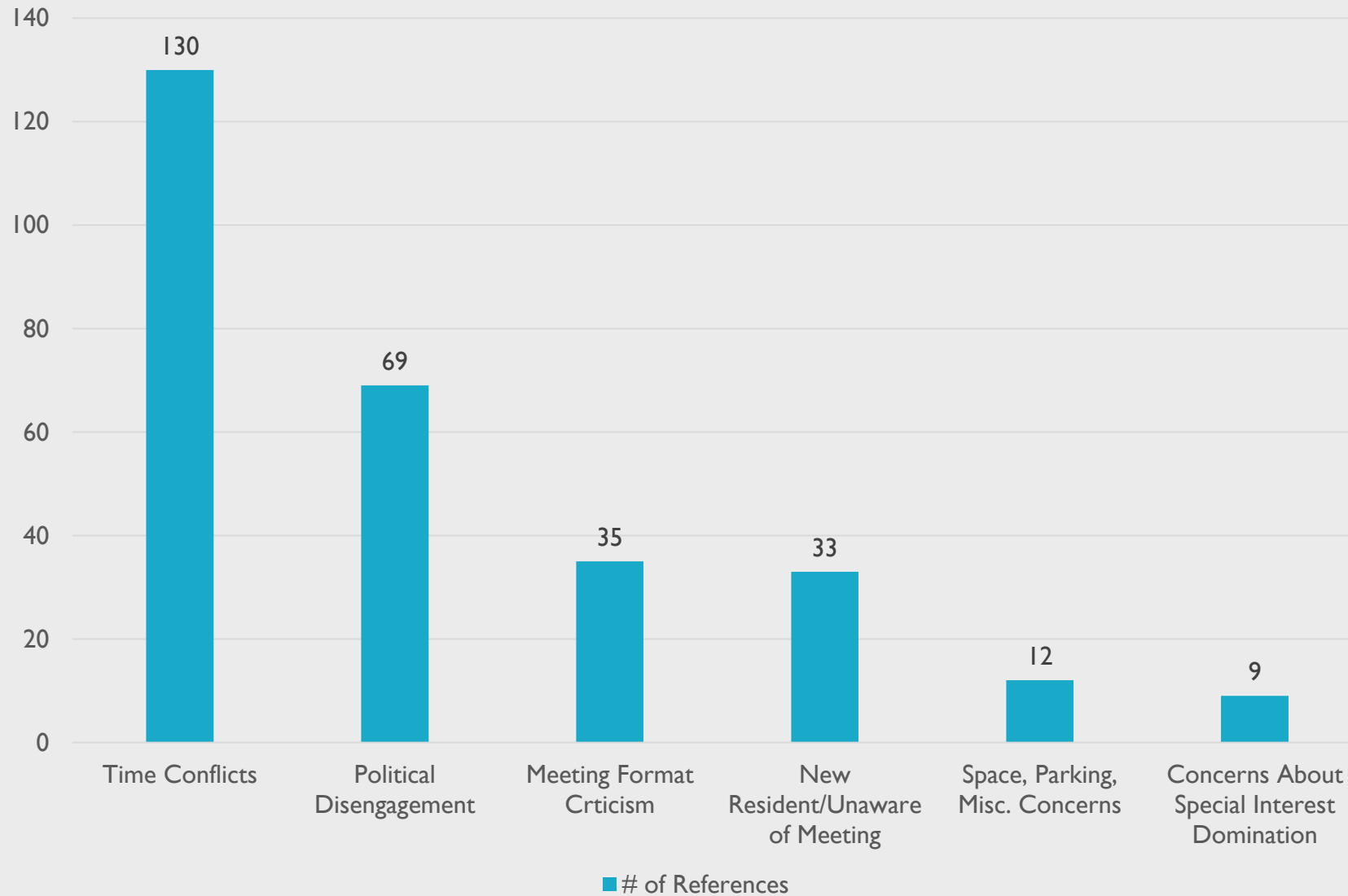
Older, Wealthier, & Parents More Likely to Attend

■ Did Not Attend ■ Did Attend

WHY RESIDENTS DON'T ATTEND TOWN MEETING



288
Responses

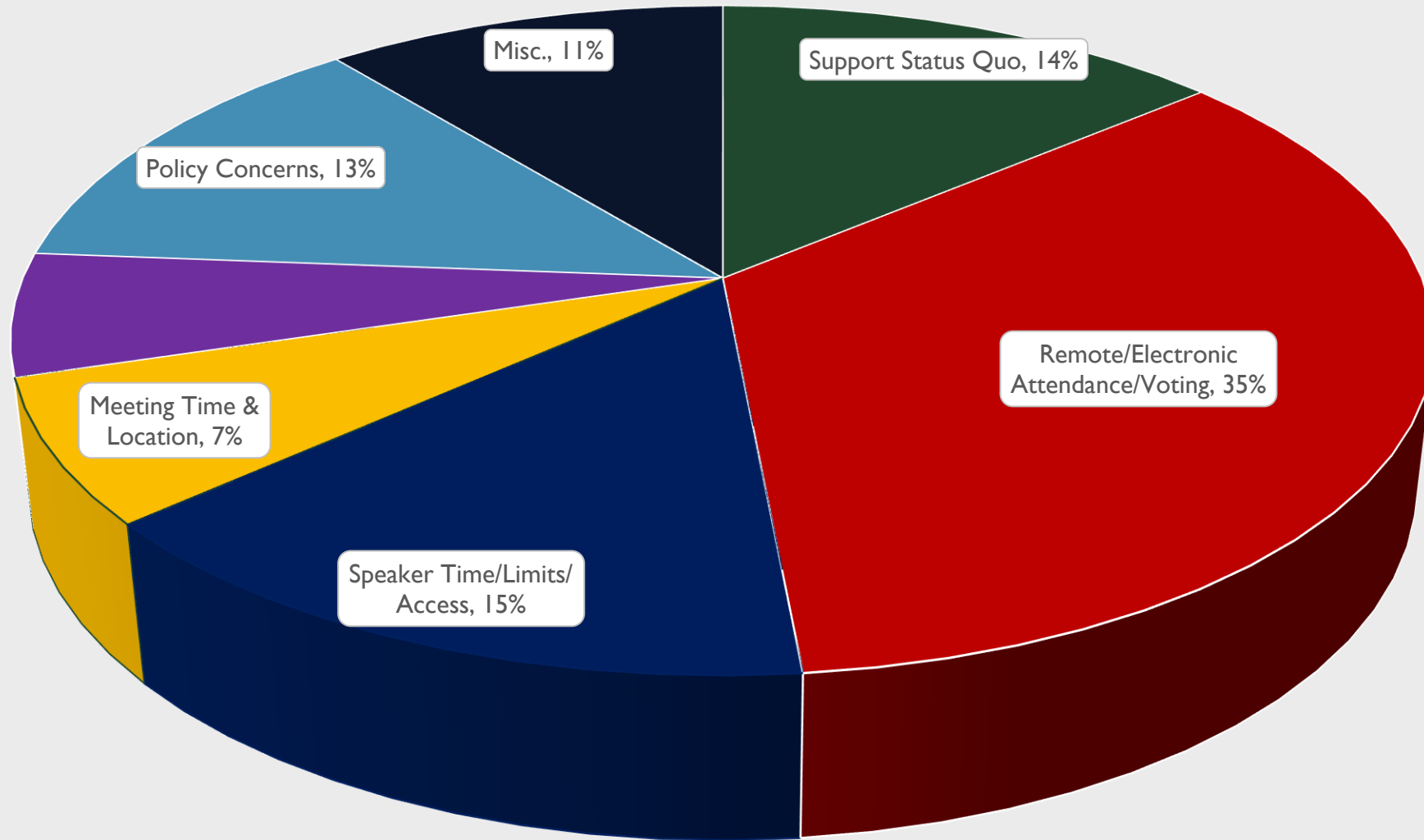


ABOLISH OPEN TOWN MEETING VS. RETAIN/REFORM OPEN TOWN MEETING



Question:
Do you have any suggestions on how
Town can improve conduct of Town
Meetings?

AMONG THOSE WISHING TO RETAIN OPEN TOWN MEETING ...

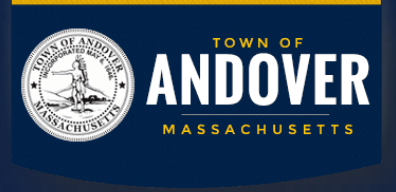


76% focused on remote voting, meeting time/location, civility, and speaker time/access

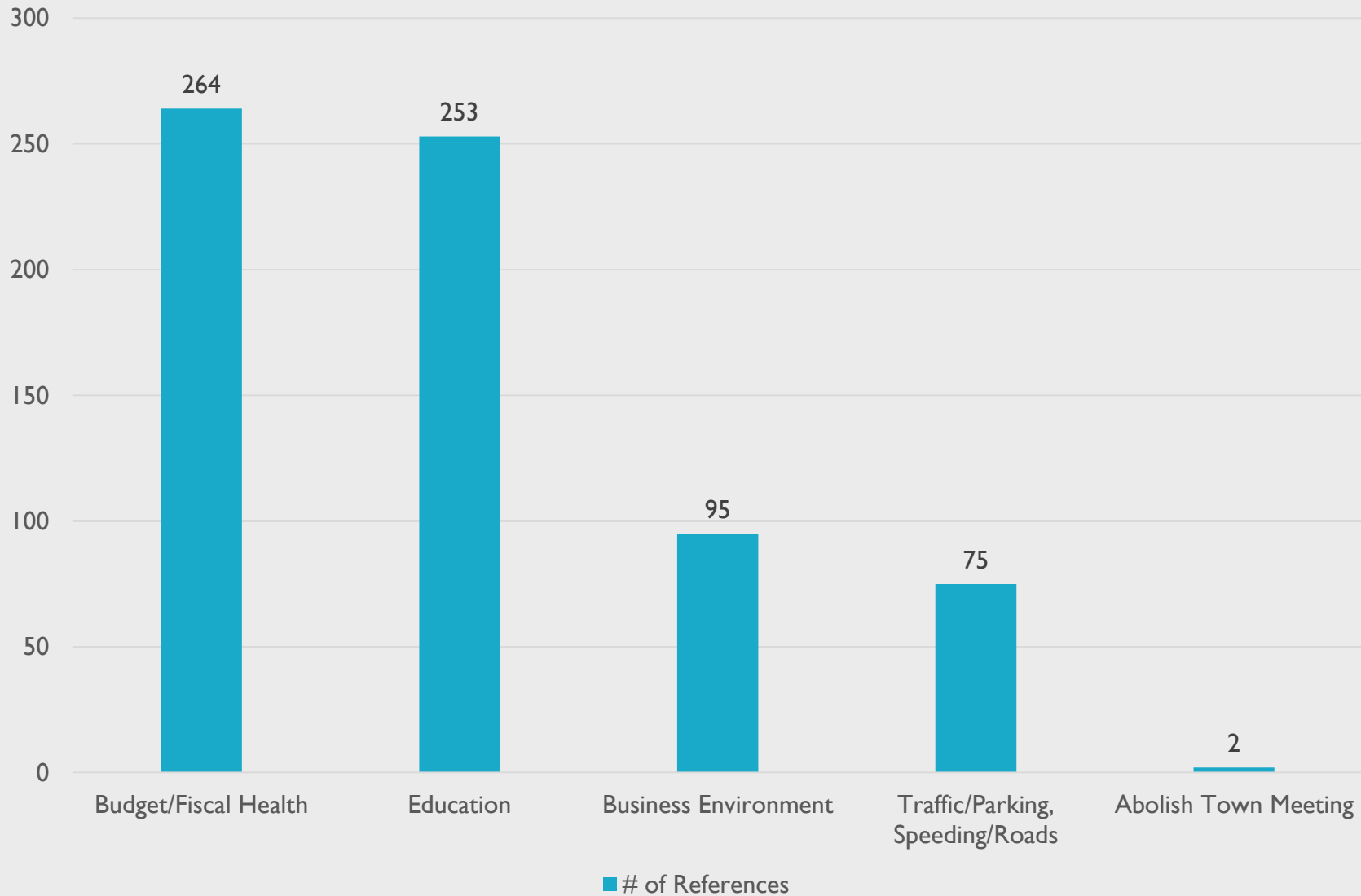
MISCELLANEOUS INSIGHTS



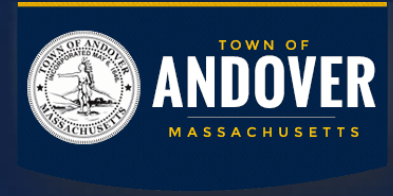
MOST IMPORTANT CHALLENGE FACING ANDOVER OVER NEXT 5 YEARS?



619
Responses



MISCELLANEOUS



Town Services – The Town services that residents most wanted to see expanded are road maintenance, recycling, water quality, and the schools.

Land Use Preferences – Small shops & businesses, open space, senior housing, and affordable housing. Since 2012, there has been growth in support for small businesses and away from large retail stores.

Communication Preferences –

- Forty percent of residents report reading the Andover Townsman on a weekly basis.
- Residents indicate an overwhelming desire to receive text message communications.

What Matters Most to Residents – For households with children under the age of 18, schools are key – 76% rate the schools as “Essential” to living in Andover. For residents 65 and over, Town services are the critical reason for living in Andover.

QUESTIONS?

