

Shrewsbury, MA

The National Community Survey

Report of Results

2022

Report by:



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About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Shrewsbury. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 614 residents of the Town of Shrewsbury collected from January 27, 2021 to March 21, 2022. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2021 survey was 24%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Shrewsbury.

How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Shrewsbury’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Shrewsbury residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Shrewsbury’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Shrewsbury’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your Town’s 2021 ratings compare to other communities’ ratings from the past five years.



Methods

Selecting survey recipients

All households within the Town of Shrewsbury were eligible to participate in the survey. A list of all households within the zip codes serving Shrewsbury was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the Town of Shrewsbury households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the Town of Shrewsbury boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

Conducting the survey

The 2,700 randomly selected households received mailings beginning on January 27, 2022 and the survey remained open for 7 weeks. For 1,200 households, the first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. For the remaining 1,500 households, the first mailing was a postcard inviting the household to participate, followed one week later by a reminder postcard. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

About 3% of the 2,700 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,611 households that received the invitations to participate, 614 completed the survey, providing an overall response rate of 24%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the Town of Shrewsbury survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (614 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the Town of Shrewsbury. The open participation survey was identical to the probability sample survey with one small update. The open participation survey was open to all town residents and became available on March 3, 2022. The survey remained open for two weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2017 American Community Survey estimates for adults in the Town of Shrewsbury. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	7%	24%	24%
	35-54	31%	40%	40%
	55+	62%	36%	36%
Hispanic origin	No, not Spanish, Hispanic, or Latino	97%	97%	95%
	Spanish, Hispanic, or Latino	3%	3%	5%
Housing tenure	Own	86%	74%	74%
	Rent	14%	26%	26%
Housing type	Attached	22%	35%	35%
	Detached	78%	65%	65%
Race & Hispanic origin	Not white alone	27%	26%	26%
	White alone, not Hispanic or Latino	73%	74%	74%
Sex	Female	49%	52%	52%
	Male	51%	48%	48%
Sex/age	Female 18-34	4%	11%	11%
	Female 35-54	15%	21%	21%
	Female 55+	30%	19%	19%
	Male 18-34	3%	12%	12%
	Male 35-54	16%	19%	19%
	Male 55+	31%	17%	17%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The Town of Shrewsbury funded this research. Please contact Taylor Galusha of the Town of Shrewsbury at tgalusha@shrewsburyma.gov if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

* Targets come from the 2010 Census and 2019 American Community Survey

Highlights

Residents think Shrewsbury is a great place to live.

About 9 in 10 residents positively rated Shrewsbury as a place to live and the overall quality of life in the community. About 92% of residents would recommend living in Shrewsbury to someone who asked and 84% planned to remain in the town for the next five years. About 9 in 10 respondents gave excellent or good marks to the overall image or reputation of Shrewsbury and the town as a place to raise children, with the latter rating being higher than the national benchmark. Additionally, Shrewsbury residents gave above-average ratings to the community valuing and respecting residents from diverse backgrounds, attracting people from diverse backgrounds, and taking care of vulnerable residents.

Safety ratings are exceptional and contribute to the quality of life in Shrewsbury.

About 95% of respondents gave excellent or good reviews to the overall feeling of safety, which was exceptional and higher than the benchmark. Residents reported higher feelings of safety from violent crime, from property crime, and from fire, flood, or other natural disasters compared to the national averages. Other ratings that were above the national benchmarks included crime prevention, animal control, and emergency preparedness. At least 9 in 10 gave high marks to fire services and ambulance or emergency medical services and reported feeling safe in their neighborhood or the downtown/commercial area during the day.

Mobility is a possible area of opportunity for Shrewsbury

About 4 in 10 residents gave high marks to the overall quality of the transportation system in Shrewsbury, which was on par with comparison communities. Ratings for snow removal were strong and higher than the national benchmark. At least 7 in 10 positively reviewed the ease of travel by car, street lighting, traffic enforcement, and street cleaning.

However, less than one-third of respondents favorably rated bus or transit services and the ease of travel by bicycle and public transportation. Fewer residents reported walking or biking instead of driving, carpooling with other adults or children instead of driving alone, and using public transportation instead of driving in Shrewsbury compared to other communities across the nation.

Community members prioritize utilities.

About 9 in 10 residents felt that the overall quality of the utility infrastructure in Shrewsbury was an important area for the community to focus on in the coming years, while 7 in 10 respondents gave excellent or good ratings to the overall quality of the utility infrastructure. Residents' assessments of power (electric and/or gas) utility, affordable high-speed internet access, and utility billing were strong and higher than the national benchmark. Yet, reviews of drinking water were lower than the national norm.

Residents praise Shrewsbury government performance.

About 8 in 10 residents rated the overall quality of services provided by the Town as excellent or good. Respondents praised the overall customer service by Shrewsbury employees and the Town treating all residents fairly, with reviews that were higher than the national benchmarks. At least two-thirds gave positive marks to public information services, the Town treating residents with respect, and the Town being honest.

Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation. The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Shrewsbury as a whole.
 (% excellent or good)

		vs. benchmark*
Overall economic health	81%	Similar
Overall quality of the transportation system	43%	Similar
Overall design or layout of residential and commercial areas	60%	Similar
Overall quality of the utility infrastructure	71%	Similar
Overall feeling of safety	95%	Higher
Overall quality of natural environment	80%	Similar
Overall quality of parks and recreation opportunities	78%	Similar
Overall health and wellness opportunities	75%	Similar
Overall opportunities for education, culture, and the arts	67%	Similar
Residents' connection and engagement with their community	60%	Similar

Please rate how important, if at all, you think it is for the Shrewsbury community to focus on each of the following in the coming two years.
 (% essential or very important)

Overall economic health	90%	Similar
Overall quality of the transportation system	63%	Similar
Overall design or layout of residential and commercial areas	77%	Similar
Overall quality of the utility infrastructure	91%	Similar
Overall feeling of safety	82%	Similar
Overall quality of natural environment	83%	Similar
Overall quality of parks and recreation opportunities	83%	Similar
Overall health and wellness opportunities	72%	Similar
Overall opportunities for education, culture, and the arts	76%	Similar
Residents' connection and engagement with their community	70%	Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

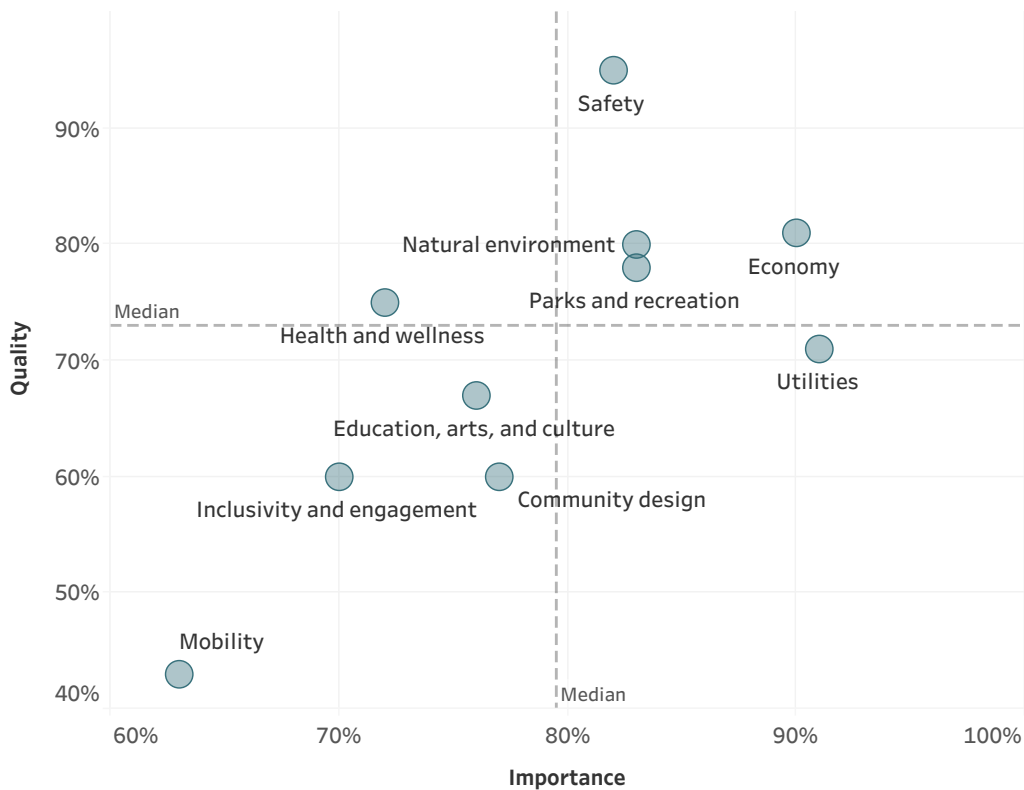
Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide Town staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 73% or more of respondents were considered of “higher quality” and those with ratings lower than 73% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 79% or more of respondents. Services were rated as “less important” if they received a rating of less than 79%. This classification uses the median ratings for quality and importance to divide the services in half.

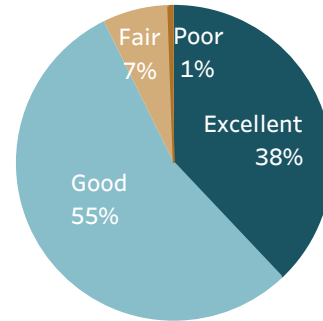
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Shrewsbury



Please rate each of the following aspects of quality of life in Shrewsbury.
(% excellent or good)

		vs. benchmark*
Shrewsbury as a place to live	95%	Similar
The overall quality of life	93%	Similar

Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)

Recommend living in Shrewsbury to someone who asks	92%	Similar
Remain in Shrewsbury for the next five years	84%	Similar

Please rate each of the following in the Shrewsbury community.
(% excellent or good)

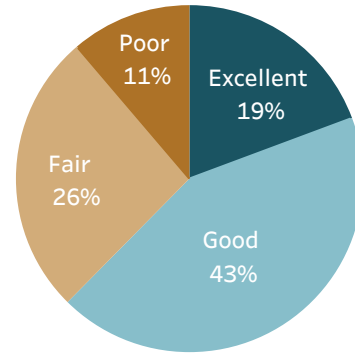
Overall image or reputation	90%	Higher
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* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Overall confidence in Shrewsbury government



Please rate the quality of each of the following services in Shrewsbury. (% excellent or good)

		vs. benchmark*
Overall customer service by Shrewsbury employees	88%	Higher
Public information services	80%	Similar

Please rate the following categories of Shrewsbury government performance. (% excellent or good)

Treating residents with respect	77%	Similar
Treating all residents fairly	68%	Higher
Being honest	68%	Similar
The value of services for the taxes paid to Shrewsbury	64%	Similar
Being open and transparent to the public	63%	Similar
Generally acting in the best interest of the community	63%	Similar
Overall confidence in Shrewsbury government	62%	Similar
Informing residents about issues facing the community	60%	Similar
The job Shrewsbury government does at welcoming resident involvement	59%	Similar
The overall direction that Shrewsbury is taking	58%	Similar

Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)

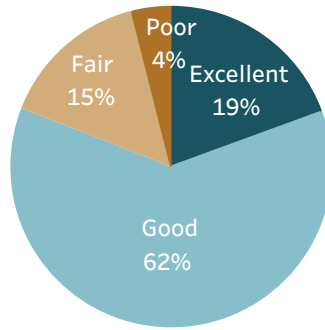
The Town of Shrewsbury	81%	Similar
The Federal Government	49%	Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

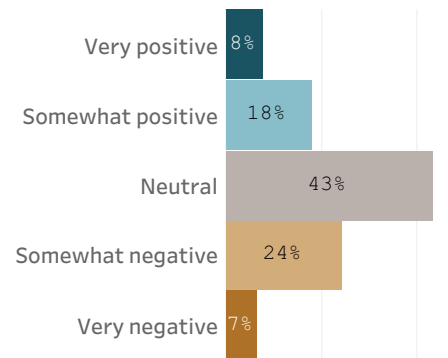
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of Shrewsbury



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



Please rate each of the following aspects of quality of life in Shrewsbury. (% excellent or good)

Aspect	Percentage	vs. benchmark*
Shrewsbury as a place to work	75%	Similar
Shrewsbury as a place to visit	55%	Similar

Please rate each of the following characteristics as they relate to Shrewsbury as a whole. (% excellent or good)

Overall economic health	81%	Similar
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Please rate each of the following in the Shrewsbury community. (% excellent or good)

Overall quality of business and service establishments	84%	Similar
Variety of business and service establishments	72%	Similar
Shopping opportunities	68%	Higher
Employment opportunities	56%	Similar
Vibrancy of downtown/commercial area	42%	Similar
Cost of living	42%	Similar

Please rate the quality of each of the following services in Shrewsbury. (% excellent or good)

Economic development	66%	Similar
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What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
(% very or somewhat positive)

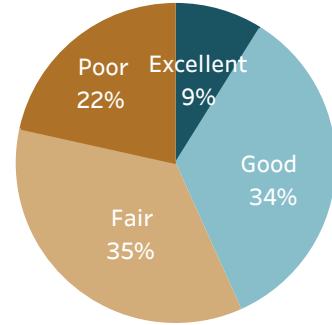
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	26%	Similar
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* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in Shrewsbury



Please rate each of the following characteristics as they relate to Shrewsbury as a whole.
(% excellent or good)

		vs. benchmark*
Overall quality of the transportation system	43%	Similar

Please also rate each of the following in the Shrewsbury community.
(% excellent or good)

Ease of travel by car	79%	Similar
Traffic flow on major streets	55%	Similar
Ease of walking	53%	Similar
Ease of public parking	50%	Similar
Ease of travel by bicycle	28%	Lower
Ease of travel by public transportation	22%	Lower

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)

Walked or biked instead of driving	45%	Lower
Carpooled with other adults or children instead of driving alone	31%	Lower
Used public transportation instead of driving	10%	Lower

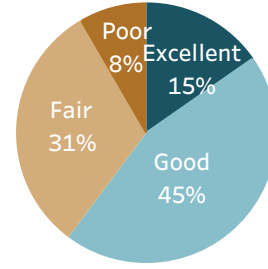
Please rate the quality of each of the following services in Shrewsbury.
(% excellent or good)

Snow removal	80%	Higher
Street lighting	77%	Similar

Traffic enforcement	75%	Similar
Street cleaning	73%	Similar
Traffic signal timing	66%	Similar
Sidewalk maintenance	55%	Similar
Street repair	47%	Similar
Bus or transit services	31%	Lower

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall design or layout of Shrewsbury's residential and commercial areas



Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

Please rate each of the following aspects of quality of life in Shrewsbury. (% excellent or good)

		vs. benchmark*
Your neighborhood as a place to live	90%	Similar

Please rate each of the following characteristics as they relate to Shrewsbury as a whole. (% excellent or good)

Overall design or layout of residential and commercial areas	60%	Similar
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Please also rate each of the following in the Shrewsbury community. (% excellent or good)

Overall appearance	82%	Similar
Preservation of the historical or cultural character of the community	66%	Similar
Well-designed neighborhoods	61%	Similar
Overall quality of new development	57%	Similar
Variety of housing options	51%	Similar
Public places where people want to spend time	51%	Similar
Well-planned residential growth	48%	Similar
Well-planned commercial growth	47%	Similar
Availability of affordable quality housing	31%	Similar

Please rate the quality of each of the following services in Shrewsbury. (% excellent or good)

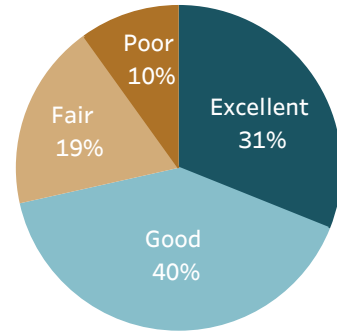
Code enforcement	53%	Similar
Land use, planning and zoning	45%	Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in Shrewsbury



Please rate the quality of each of the following services in Shrewsbury. (% excellent or good)

		vs. benchmark*
Power (electric and/or gas) utility	89%	Higher
Utility billing	84%	Higher
Garbage collection	82%	Similar
Sewer services	76%	Similar
Storm water management	72%	Similar
Affordable high-speed internet access	63%	Higher
Drinking water	49%	Lower

Please rate each of the following characteristics as they relate to Shrewsbury as a whole. (% excellent or good)

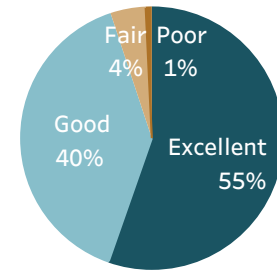
Overall quality of the utility infrastructure	71%	Similar
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* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in Shrewsbury



Please rate each of the following characteristics as they relate to Shrewsbury as a whole.
(% excellent or good)

		vs. benchmark*
Overall feeling of safety	95%	Higher

Please rate how safe or unsafe you feel:
(% very or somewhat safe)

In your neighborhood during the day	98%	Similar
In Shrewsbury's downtown/commercial area during the day	98%	Similar
From violent crime	96%	Higher
From fire, flood, or other natural disaster	93%	Higher
From property crime	92%	Higher

Please rate the quality of each of the following services in Shrewsbury.
(% excellent or good)

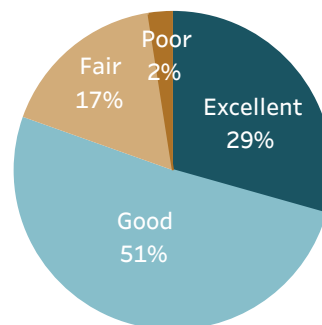
Fire services	98%	Similar
Ambulance or emergency medical services	94%	Similar
Crime prevention	93%	Higher
Fire prevention and education	88%	Similar
Animal control	86%	Higher
Emergency preparedness	79%	Higher

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

Overall quality of natural environment in Shrewsbury



Please rate each of the following characteristics as they relate to Shrewsbury as a whole.
(% excellent or good)

		vs. benchmark*
Overall quality of natural environment	80%	Similar

Please also rate each of the following in the Shrewsbury community.
(% excellent or good)

Air quality	88%	Similar
Cleanliness	82%	Similar
Water resources	59%	Similar

Please rate the quality of each of the following services in Shrewsbury.
(% excellent or good)

Recycling	79%	Similar
Yard waste pick-up	70%	Similar
Preservation of natural areas	61%	Similar
Shrewsbury open space	59%	Similar

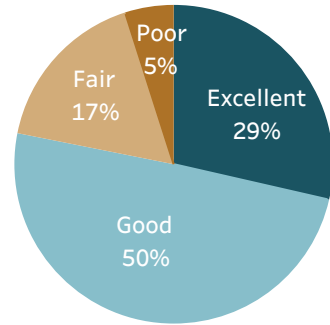
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Parks and recreation

“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”

- National Recreation and Park Association

Overall quality of the parks and recreation opportunities



Please rate each of the following characteristics as they relate to Shrewsbury as a whole.
(% excellent or good)

		vs. benchmark*
Overall quality of parks and recreation opportunities	78%	Similar

Please also rate each of the following in the Shrewsbury community.
(% excellent or good)

Fitness opportunities	59%	Similar
Recreational opportunities	59%	Similar
Availability of paths and walking trails	55%	Similar

Please rate the quality of each of the following services in Shrewsbury.
(% excellent or good)

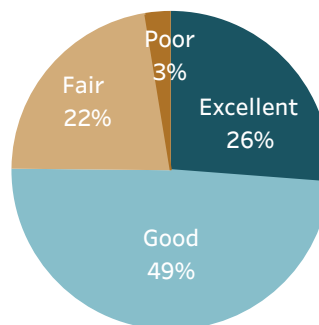
Town parks	85%	Similar
Recreation programs or classes	71%	Similar
Recreation centers or facilities	62%	Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

Overall health and wellness opportunities in Shrewsbury



Please rate each of the following characteristics as they relate to Shrewsbury as a whole.
(% excellent or good)

		vs. benchmark*
Overall health and wellness opportunities	75%	Similar

Please also rate each of the following in the Shrewsbury community.
(% excellent or good)

Availability of affordable quality health care	77%	Similar
Availability of preventive health services	76%	Similar
Availability of affordable quality food	73%	Similar
Availability of affordable quality mental health care	54%	Similar

Please rate the quality of each of the following services in Shrewsbury.
(% excellent or good)

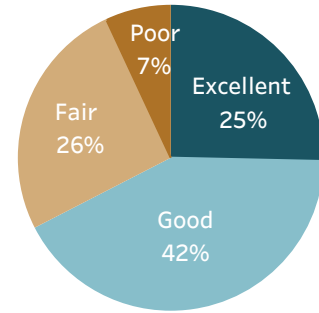
Health services	83%	Similar
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Please rate your overall health.
(% excellent or very good)

Please rate your overall health.	78%	Similar
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* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall opportunities for education, culture and the arts



Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Please rate each of the following characteristics as they relate to Shrewsbury as a whole.
(% excellent or good)

		vs. benchmark*
Overall opportunities for education, culture, and the arts	67%	Similar

Please also rate each of the following in the Shrewsbury community.
(% excellent or good)

K-12 education	89%	Higher
Availability of affordable quality childcare/preschool	62%	Similar
Opportunities to attend special events and festivals	57%	Similar
Adult educational opportunities	54%	Similar
Community support for the arts	50%	Similar
Opportunities to attend cultural/arts/music activities	44%	Similar

Please rate the quality of each of the following services in Shrewsbury.
(% excellent or good)

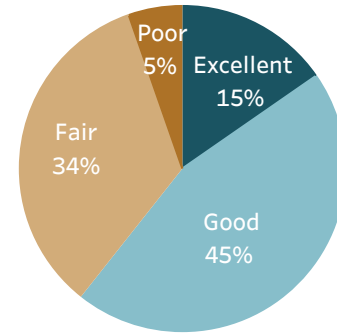
Public library services	96%	Higher
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* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Residents' connection and engagement with their community



Please rate each of the following aspects of quality of life in Shrewsbury. (% excellent or good)

		vs. benchmark*
Shrewsbury as a place to raise children	95%	Higher
Sense of community	70%	Similar
Shrewsbury as a place to retire	59%	Similar

Please rate each of the following characteristics as they relate to Shrewsbury as a whole. (% excellent or good)

Residents' connection and engagement with their community	60%	Similar
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Please rate the job you feel the Shrewsbury community does at each of the following. (% excellent or good)

Valuing/respecting residents from diverse backgrounds	80%	Higher
Attracting people from diverse backgrounds	77%	Higher
Taking care of vulnerable residents	75%	Higher
Making all residents feel welcome	74%	Similar

Please also rate each of the following in the Shrewsbury community. (% excellent or good)

Openness and acceptance of the community toward people of diverse backgrounds	72%	Similar
Sense of civic/community pride	69%	Similar
Neighborliness of residents	67%	Similar

Opportunities to volunteer	67%	Similar
Opportunities to participate in community matters	65%	Similar
Opportunities to participate in social events and activities	59%	Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)

		vs. benchmark*
Voted in your most recent local election	67%	Lower
Contacted the Town of Shrewsbury for help or information	58%	Higher
Watched a local public meeting	46%	Much higher
Volunteered your time to some group/activity	24%	Lower
Campaigned or advocated for a local issue, cause, or candidate	18%	Similar
Contacted Shrewsbury elected officials to express your opinion	14%	Similar
Attended a local public meeting	12%	Similar

In general, how many times do you:
(% a few times a week or more)

Use or check email	98%	Similar
Access the internet from your home	97%	Similar
Access the internet from your cell phone	95%	Similar
Visit social media sites	80%	Similar
Shop online	62%	Similar
Share your opinions online	26%	Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

National benchmark tables

This table contains the comparisons of Shrewsbury’s results to those from other communities. The first column shows the comparison of Shrewsbury’s rating to the benchmark. Shrewsbury’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Shrewsbury residents is statistically similar to or different than the benchmark. The second column is Shrewsbury’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Shrewsbury’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Shrewsbury’s result -- that is what percent of surveyed communities had a lower rating than Shrewsbury.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Shrewsbury.	Shrewsbury as a place to live	Similar	95%	74	398	81
	Your neighborhood as a place to live	Similar	90%	75	331	77
	Shrewsbury as a place to raise children	Higher	95%	57	400	86
	Shrewsbury as a place to work	Similar	75%	88	383	77
	Shrewsbury as a place to visit	Similar	55%	211	325	35
	Shrewsbury as a place to retire	Similar	59%	265	385	31
	The overall quality of life	Similar	93%	97	441	78
	Sense of community	Similar	70%	117	333	65
Please rate each of the following characteristics as they relate to Shrewsbury as a whole.	Overall economic health	Similar	81%	91	305	70
	Overall quality of the transportation system	Similar	43%	109	145	25
	Overall design or layout of residential and commercial areas	Similar	60%	160	299	46
	Overall quality of the utility infrastructure	Similar	71%	55	142	61
	Overall feeling of safety	Higher	95%	34	381	91
	Overall quality of natural environment	Similar	80%	150	310	51
	Overall quality of parks and recreation opportunities	Similar	78%	93	148	37
	Overall health and wellness opportunities	Similar	75%	122	300	59

Please rate each of the following characteristics as they relate to Shrewsbury as a whole.	Overall opportunities for education, culture, and the arts	Similar	67%	127	303	58
	Residents' connection and engagement with their community	Similar	60%	50	143	65
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Shrewsbury to someone who asks	Similar	92%	106	316	66
	Remain in Shrewsbury for the next five years	Similar	84%	172	309	44
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	98%	31	365	91
	In Shrewsbury's downtown/commercial area during the day	Similar	98%	34	340	90
	From property crime	Higher	92%	5	153	97
	From violent crime	Higher	96%	10	153	94
	From fire, flood, or other natural disaster	Higher	93%	7	141	95
Please rate the job you feel the Shrewsbury community does at each of the following.	Making all residents feel welcome	Similar	74%	45	148	70
	Attracting people from diverse backgrounds	Higher	77%	11	146	93
	Valuing/respecting residents from diverse backgrounds	Higher	80%	8	146	95
	Taking care of vulnerable residents	Higher	75%	10	143	93
Please rate each of the following in the Shrewsbury community.	Overall quality of business and service establishments	Similar	84%	49	308	84
	Variety of business and service establishments	Similar	72%	34	143	76
	Vibrancy of downtown/commercial area	Similar	42%	190	289	34
	Employment opportunities	Similar	56%	93	337	72
	Shopping opportunities	Higher	68%	94	323	71
	Cost of living	Similar	42%	164	302	46
	Overall image or reputation	Higher	90%	54	378	85
Please also rate each of the following in the Shrewsbury community.	Traffic flow on major streets	Similar	55%	145	354	59
	Ease of public parking	Similar	50%	193	279	31
	Ease of travel by car	Similar	79%	100	333	70

Please also rate each of the following in the Shrewsbury community.

Ease of travel by public transportation	Lower	22%	229	283	19
Ease of travel by bicycle	Lower	28%	314	335	6
Ease of walking	Similar	53%	256	335	23
Well-planned residential growth	Similar	48%	87	145	40
Well-planned commercial growth	Similar	47%	60	145	59
Well-designed neighborhoods	Similar	61%	69	143	52
Preservation of the historical or cultural character of the community	Similar	66%	55	141	61
Public places where people want to spend time	Similar	51%	219	295	26
Variety of housing options	Similar	51%	145	311	53
Availability of affordable quality housing	Similar	31%	208	336	38
Overall quality of new development	Similar	57%	159	329	51
Overall appearance	Similar	82%	133	367	64
Cleanliness	Similar	82%	120	337	64
Water resources	Similar	59%	72	130	45
Air quality	Similar	88%	86	290	70
Availability of paths and walking trails	Similar	55%	252	339	25
Fitness opportunities	Similar	59%	230	291	21
Recreational opportunities	Similar	59%	232	322	28
Availability of affordable quality food	Similar	73%	94	286	67
Availability of affordable quality health care	Similar	77%	67	299	77
Availability of preventive health services	Similar	76%	69	282	75
Availability of affordable quality mental health care	Similar	54%	71	282	75
Opportunities to attend cultural/arts/music activities	Similar	44%	237	319	26

Please also rate each of the following in the Shrewsbury community.	Community support for the arts	Similar	50%	83	142	42
	Availability of affordable quality childcare/preschool	Similar	62%	83	297	72
	K-12 education	Higher	89%	40	302	87
	Adult educational opportunities	Similar	54%	158	288	45
	Sense of civic/community pride	Similar	69%	42	142	71
	Neighborliness of residents	Similar	67%	114	295	61
	Opportunities to participate in social events and activities	Similar	59%	195	302	35
	Opportunities to attend special events and festivals	Similar	57%	237	309	23
	Opportunities to volunteer	Similar	67%	180	299	40
	Opportunities to participate in community matters	Similar	65%	142	303	53
	Openness and acceptance of the community toward people of diverse backgrounds	Similar	72%	52	327	84
	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Shrewsbury for help or information	Higher	58%	32	356
Contacted Shrewsbury elected officials to express your opinion		Similar	14%	205	297	31
Attended a local public meeting		Similar	12%	269	296	9
Watched a local public meeting		Much higher	46%	6	275	98
Volunteered your time to some group/activity		Lower	24%	242	301	19
Campaigned or advocated for a local issue, cause, or candidate		Similar	18%	175	285	38
Voted in your most recent local election		Lower	67%	125	144	13
Used public transportation instead of driving		Lower	10%	181	265	32
Carpooled with other adults or children instead of driving alone		Lower	31%	273	290	6
Walked or biked instead of driving		Lower	45%	229	294	22
Please rate the quality of each of the following services in Shrewsbury.	Public information services	Similar	80%	49	321	85
	Economic development	Similar	66%	86	312	72

Please rate the quality of each of the following services in Shrewsbury.

Traffic enforcement	Similar	75%	94	381	75
Traffic signal timing	Similar	66%	32	301	89
Street repair	Similar	47%	171	381	55
Street cleaning	Similar	73%	115	322	64
Street lighting	Similar	77%	64	362	82
Snow removal	Higher	80%	45	282	84
Sidewalk maintenance	Similar	55%	191	327	41
Bus or transit services	Lower	31%	216	277	22
Land use, planning and zoning	Similar	45%	186	325	43
Code enforcement	Similar	53%	151	381	60
Affordable high-speed internet access	Higher	63%	14	138	90
Garbage collection	Similar	82%	229	357	36
Drinking water	Lower	49%	302	324	7
Sewer services	Similar	76%	199	325	39
Storm water management	Similar	72%	131	349	62
Power (electric and/or gas) utility	Higher	89%	2	242	99
Utility billing	Higher	84%	11	277	96
Crime prevention	Higher	93%	11	380	97
Animal control	Higher	86%	9	344	97
Ambulance or emergency medical services	Similar	94%	74	343	78
Fire services	Similar	98%	58	376	84
Fire prevention and education	Similar	88%	25	314	92
Emergency preparedness	Higher	79%	16	313	95

Please rate the quality of each of the following services in Shrewsbury.	Preservation of natural areas	Similar	61%	167	294	43
	Shrewsbury open space	Similar	59%	186	282	34
	Recycling	Similar	79%	190	361	47
	Yard waste pick-up	Similar	70%	201	303	33
	Town parks	Similar	85%	158	339	53
	Recreation programs or classes	Similar	71%	152	333	54
	Recreation centers or facilities	Similar	62%	218	306	29
	Health services	Similar	83%	55	273	80
	Public library services	Higher	96%	17	349	95
	Overall customer service by Shrewsbury employees	Higher	88%	29	396	92
Please rate the following categories of Shrewsbury government performance.	The value of services for the taxes paid to Shrewsbury	Similar	64%	63	404	84
	The overall direction that Shrewsbury is taking	Similar	58%	160	352	54
	The job Shrewsbury government does at welcoming resident involvement	Similar	59%	93	346	73
	Overall confidence in Shrewsbury government	Similar	62%	78	307	74
	Generally acting in the best interest of the community	Similar	63%	90	310	71
	Being honest	Similar	68%	53	300	82
	Being open and transparent to the public	Similar	63%	30	148	80
	Informing residents about issues facing the community	Similar	60%	28	154	82
	Treating all residents fairly	Higher	68%	46	307	85
	Treating residents with respect	Similar	77%	20	145	86
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Shrewsbury	Similar	81%	97	401	76
	The Federal Government	Similar	49%	30	287	89
Please rate how important, if at all, you think it is for	Overall economic health	Similar	90%	188	282	33

Please rate how important, if at all, you think it is for the Shrewsbury community to focus on each of the following in the coming two years.	Overall quality of the transportation system	Similar	63%	125	141	12
	Overall design or layout of residential and commercial areas	Similar	77%	99	282	65
	Overall quality of the utility infrastructure	Similar	91%	14	140	90
	Overall feeling of safety	Similar	82%	245	282	13
	Overall quality of natural environment	Similar	83%	91	282	67
	Overall quality of parks and recreation opportunities	Similar	83%	31	141	78
	Overall health and wellness opportunities	Similar	72%	191	282	32
	Overall opportunities for education, culture, and the arts	Similar	76%	131	282	53
	Residents' connection and engagement with their community	Similar	70%	192	282	32
In general, how many times do you:	Access the internet from your home	Similar	97%	40	141	72
	Access the internet from your cell phone	Similar	95%	41	141	71
	Visit social media sites	Similar	80%	55	140	61
	Use or check email	Similar	98%	54	141	62
	Share your opinions online	Similar	26%	120	141	15
	Shop online	Similar	62%	35	141	75
	Please rate your overall health.	Similar	78%	13	288	95
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Similar	26%	190	291	35	

Custom benchmark tables

This table contains the comparisons of Shrewsbury’s results to those from other communities on the East Coast of a similar population, as selected by Town Staff. The first column shows the comparison of Shrewsbury’s rating to the benchmark. Shrewsbury’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Shrewsbury residents is statistically similar to or different than the benchmark. The second column is Shrewsbury’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Shrewsbury’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Shrewsbury’s result -- that is what percent of surveyed communities had a lower rating than Shrewsbury.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Shrewsbury.	Shrewsbury as a place to live	Similar	95%	6	15	66
	Your neighborhood as a place to live	Similar	90%	6	15	66
	Shrewsbury as a place to raise children	Similar	95%	6	16	68
	Shrewsbury as a place to work	Similar	75%	8	15	53
	Shrewsbury as a place to visit	Lower	55%	13	15	20
	Shrewsbury as a place to retire	Similar	59%	13	16	25
	The overall quality of life	Similar	93%	7	16	62
	Sense of community	Similar	70%	8	16	56
Please rate each of the following characteristics as they relate to Shrewsbury as a whole.	Overall economic health	Similar	81%	8	15	53
	Overall quality of the transportation system	Null	43%			
	Overall design or layout of residential and commercial areas	Similar	60%	12	13	15
	Overall quality of the utility infrastructure	Null	71%			
	Overall feeling of safety	Higher	95%	3	16	87
	Overall quality of natural environment	Similar	80%	10	15	40
	Overall quality of parks and recreation opportunities	Null	78%			

Please rate each of the following characteristics as they relate to Shrewsbury as a whole.	Overall health and wellness opportunities	Similar	75%	8	14	50
	Overall opportunities for education, culture, and the arts	Similar	67%	9	13	38
	Residents' connection and engagement with their community	Null	60%			
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Shrewsbury to someone who asks	Similar	92%	8	14	50
	Remain in Shrewsbury for the next five years	Similar	84%	8	14	50
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	98%	3	16	87
	In Shrewsbury's downtown/commercial area during the day	Similar	98%	2	16	93
	From property crime	Null	92%			
	From violent crime	Null	96%			
	From fire, flood, or other natural disaster	Null	93%			
Please rate the job you feel the Shrewsbury community does at each of the following.	Making all residents feel welcome	Null	74%			
	Attracting people from diverse backgrounds	Null	77%			
	Valuing/respecting residents from diverse backgrounds	Null	80%			
	Taking care of vulnerable residents	Null	75%			
Please rate each of the following in the Shrewsbury community.	Overall quality of business and service establishments	Similar	84%	5	14	71
	Variety of business and service establishments	Null	72%			
	Vibrancy of downtown/commercial area	Lower	42%	11	13	23
	Employment opportunities	Similar	56%	9	15	46
	Shopping opportunities	Similar	68%	7	14	57
	Cost of living	Similar	42%	8	14	50
	Overall image or reputation	Similar	90%	6	16	68
Please also rate each of the following in the	Traffic flow on major streets	Similar	55%	2	15	93

Please also rate each of the following in the Shrewsbury community.

Ease of public parking	Similar	50%	9	15	46
Ease of travel by car	Higher	79%	2	15	93
Ease of travel by public transportation	Lower	22%	12	14	21
Ease of travel by bicycle	Lower	28%	14	15	13
Ease of walking	Lower	53%	13	15	20
Well-planned residential growth	Similar	48%	5	6	33
Well-planned commercial growth	Similar	47%	4	6	50
Well-designed neighborhoods	Similar	61%	5	6	33
Preservation of the historical or cultural character of the community	Null	66%			
Public places where people want to spend time	Lower	51%	13	13	7
Variety of housing options	Similar	51%	7	14	57
Availability of affordable quality housing	Similar	31%	9	15	46
Overall quality of new development	Similar	57%	11	15	33
Overall appearance	Similar	82%	10	16	43
Cleanliness	Similar	82%	8	14	50
Water resources	Null	59%			
Air quality	Similar	88%	6	13	61
Availability of paths and walking trails	Similar	55%	11	15	33
Fitness opportunities	Similar	59%	12	13	15
Recreational opportunities	Similar	59%	12	14	21
Availability of affordable quality food	Similar	73%	9	12	33
Availability of affordable quality health care	Similar	77%	4	12	75

Please also rate each of the following in the Shrewsbury community.	Availability of preventive health services	Similar	76%	5	12	66
	Availability of affordable quality mental health care	Similar	54%	6	12	58
	Opportunities to attend cultural/arts/music activities	Lower	44%	15	15	6
	Community support for the arts	Null	50%			
	Availability of affordable quality childcare/preschool	Similar	62%	6	12	58
	K-12 education	Higher	89%	6	14	64
	Adult educational opportunities	Similar	54%	10	13	30
	Sense of civic/community pride	Null	69%			
	Neighborliness of residents	Similar	67%	6	13	61
	Opportunities to participate in social events and activities	Similar	59%	13	14	14
	Opportunities to attend special events and festivals	Lower	57%	15	15	6
	Opportunities to volunteer	Similar	67%	12	14	21
	Opportunities to participate in community matters	Similar	65%	12	14	21
	Openness and acceptance of the community toward people of diverse backgrounds	Similar	72%	9	16	50
	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Shrewsbury for help or information	Higher	58%	3	15
Contacted Shrewsbury elected officials to express your opinion		Similar	14%	10	13	30
Attended a local public meeting		Lower	12%	12	12	8
Watched a local public meeting		Much higher	46%	1	12	100
Volunteered your time to some group/activity		Lower	24%	12	13	15
Campaigned or advocated for a local issue, cause, or candidate		Similar	18%	9	13	38
Voted in your most recent local election		Null	67%			
Used public transportation instead of driving		Much lower	10%	10	14	35

Please indicate whether or not you have done each of the following in the last 12 months.	Carpooled with other adults or children instead of driving alone	Lower	31%	11	13	23
	Walked or biked instead of driving	Lower	45%	11	13	23
Please rate the quality of each of the following services in Shrewsbury.	Public information services	Similar	80%	5	13	69
	Economic development	Similar	66%	9	15	46
	Traffic enforcement	Similar	75%	4	16	81
	Traffic signal timing	Similar	66%	1	12	100
	Street repair	Similar	47%	8	15	53
	Street cleaning	Similar	73%	8	15	53
	Street lighting	Similar	77%	3	16	87
	Snow removal	Similar	80%	3	10	80
	Sidewalk maintenance	Similar	55%	10	15	40
	Bus or transit services	Lower	31%	11	14	28
	Land use, planning and zoning	Similar	45%	12	14	21
	Code enforcement	Similar	53%	10	16	43
	Affordable high-speed internet access	Null	63%			
	Garbage collection	Similar	82%	12	15	26
	Drinking water	Much lower	49%	11	11	9
	Sewer services	Similar	76%	11	12	16
	Storm water management	Similar	72%	8	13	46
	Power (electric and/or gas) utility	Similar	89%	1	13	100
	Utility billing	Similar	84%	1	12	100
Crime prevention	Higher	93%	3	16	87	

Please rate the quality of each of the following services in Shrewsbury.

Animal control	Similar	86%	1	15	100
Ambulance or emergency medical services	Similar	94%	6	15	66
Fire services	Similar	98%	4	15	80
Fire prevention and education	Similar	88%	3	14	85
Emergency preparedness	Similar	79%	2	15	93
Preservation of natural areas	Similar	61%	9	13	38
Shrewsbury open space	Similar	59%	9	12	33
Recycling	Similar	79%	8	16	56
Yard waste pick-up	Similar	70%	14	16	18
Town parks	Similar	85%	7	14	57
Recreation programs or classes	Similar	71%	9	15	46
Recreation centers or facilities	Lower	62%	14	15	13
Health services	Similar	83%	3	11	81
Public library services	Similar	96%	1	14	100
Overall customer service by Shrewsbury employees	Similar	88%	2	16	93

Please rate the following categories of Shrewsbury government performance.

The value of services for the taxes paid to Shrewsbury	Similar	64%	7	16	62
The overall direction that Shrewsbury is taking	Similar	58%	10	16	43
The job Shrewsbury government does at welcoming resident involvement	Similar	59%	10	15	40
Overall confidence in Shrewsbury government	Similar	62%	5	14	71
Generally acting in the best interest of the community	Similar	63%	8	14	50
Being honest	Similar	68%	6	14	64
Being open and transparent to the public	Null	63%			
































Please rate the following categories of Shrewsbury government performance.	Informing residents about issues facing the community	Null	60%			
	Treating all residents fairly	Similar	68%	4	14	78
	Treating residents with respect	Null	77%			
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Shrewsbury	Similar	81%	7	15	60
	The Federal Government	Similar	49%	2	13	92
Please rate how important, if at all, you think it is for the Shrewsbury community to focus on each of the following in the coming two years.	Overall economic health	Similar	90%	9	13	38
	Overall quality of the transportation system	Null	63%			
	Overall design or layout of residential and commercial areas	Similar	77%	7	13	53
	Overall quality of the utility infrastructure	Null	91%			
	Overall feeling of safety	Similar	82%	13	13	7
	Overall quality of natural environment	Similar	83%	8	13	46
	Overall quality of parks and recreation opportunities	Null	83%			
	Overall health and wellness opportunities	Similar	72%	7	13	53
	Overall opportunities for education, culture, and the arts	Similar	76%	9	13	38
	Residents' connection and engagement with their community	Similar	70%	11	13	23
In general, how many times do you:	Access the internet from your home	Null	97%			
	Access the internet from your cell phone	Null	95%			
	Visit social media sites	Null	80%			
	Use or check email	Null	98%			
	Share your opinions online	Null	26%			
	Shop online	Null	62%			
	Please rate your overall health.	Similar	78%	3	13	84































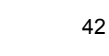
<p>What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:</p>	<p>Similar</p>	<p>26%</p>	<p>10</p>	<p>13</p>	<p>30</p>
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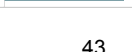
Complete set of frequencies





























This dashboard contains a complete set of responses to each question on the survey. By default, "Don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Please rate each of the following aspects of quality of life in Shrewsbury.	Question	Rating	Frequency	
			Percentage	Count
Shrewsbury as a place to live	Shrewsbury as a place to live	Excellent	52%	104
		Good	43%	86
		Fair	5%	10
		Poor	0%	0
Your neighborhood as a place to live	Your neighborhood as a place to live	Excellent	53%	106
		Good	37%	74
		Fair	8%	16
		Poor	2%	4
Shrewsbury as a place to raise children	Shrewsbury as a place to raise children	Excellent	57%	114
		Good	38%	76
		Fair	5%	10
		Poor	1%	2
Shrewsbury as a place to work	Shrewsbury as a place to work	Excellent	32%	64
		Good	44%	88
		Fair	17%	34
		Poor	7%	14
Shrewsbury as a place to visit	Shrewsbury as a place to visit	Excellent	19%	38
		Good	37%	74
		Fair	34%	68
		Poor	11%	22
Shrewsbury as a place to retire	Shrewsbury as a place to retire	Excellent	23%	46
		Good	37%	74
		Fair	22%	44
		Poor	18%	36
The overall quality of life	The overall quality of life	Excellent	38%	76
		Good	55%	110
		Fair	7%	14
		Poor	1%	2

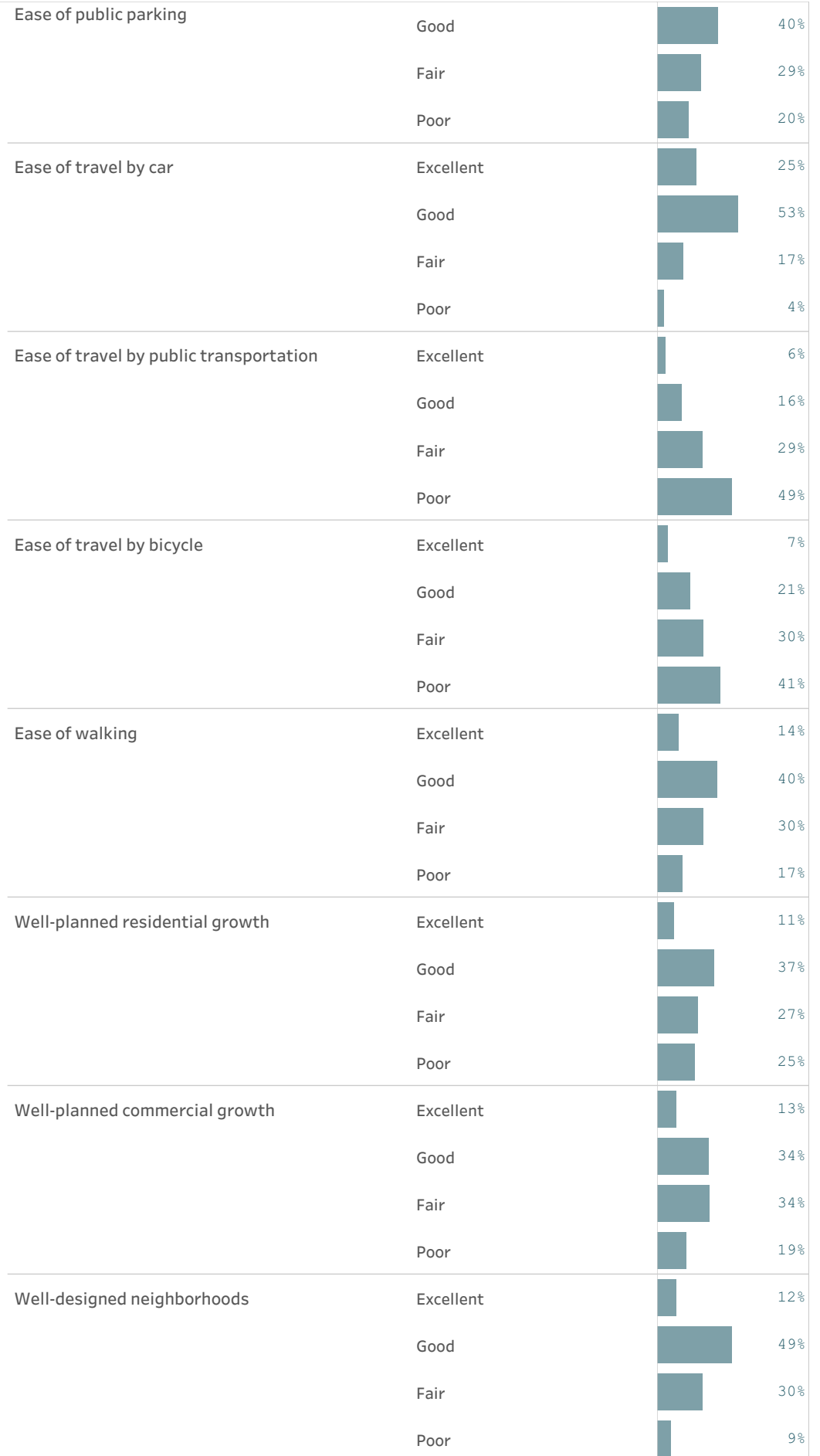
Please rate each of the following aspects of quality of life in Shrewsbury.	Sense of community	Excellent		23%
		Good		48%
		Fair		24%
		Poor		6%
Please rate each of the following characteristics as they relate to Shrewsbury as a whole.	Overall economic health	Excellent		19%
		Good		62%
		Fair		15%
		Poor		4%
Overall quality of the transportation system	Excellent		9%	
	Good		34%	
	Fair		35%	
	Poor		22%	
Overall design or layout of residential and commercial areas	Excellent		15%	
	Good		45%	
	Fair		31%	
	Poor		8%	
Overall quality of the utility infrastructure	Excellent		31%	
	Good		40%	
	Fair		19%	
	Poor		10%	
Overall feeling of safety	Excellent		55%	
	Good		40%	
	Fair		4%	
	Poor		1%	
Overall quality of natural environment	Excellent		29%	
	Good		51%	
	Fair		17%	
	Poor		2%	
Overall quality of parks and recreation opportunities	Excellent		29%	
	Good		50%	
	Fair		17%	

Please rate each of the following characteristics as they relate to Shrewsbury as a whole.	Overall quality of parks and recreation opportunities	Poor		5%
	Overall health and wellness opportunities	Excellent		26%
		Good		49%
		Fair		22%
		Poor		3%
	Overall opportunities for education, culture, and the arts	Excellent		25%
		Good		42%
		Fair		26%
		Poor		7%
	Residents' connection and engagement with their community	Excellent		15%
		Good		45%
		Fair		34%
		Poor		5%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Shrewsbury to someone who asks	Very likely		58%
		Somewhat likely		33%
		Somewhat unlikely		5%
		Very unlikely		4%
	Remain in Shrewsbury for the next five years	Very likely		56%
		Somewhat likely		27%
		Somewhat unlikely		8%
		Very unlikely		8%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		88%
		Somewhat safe		10%
		Neither safe nor unsafe		1%
		Somewhat unsafe		1%
		Very unsafe		0%
	In Shrewsbury's downtown/commercial area during the day	Very safe		81%
		Somewhat safe		17%
		Neither safe nor unsafe		2%
		Somewhat unsafe		0%
	From property crime	Very safe		62%

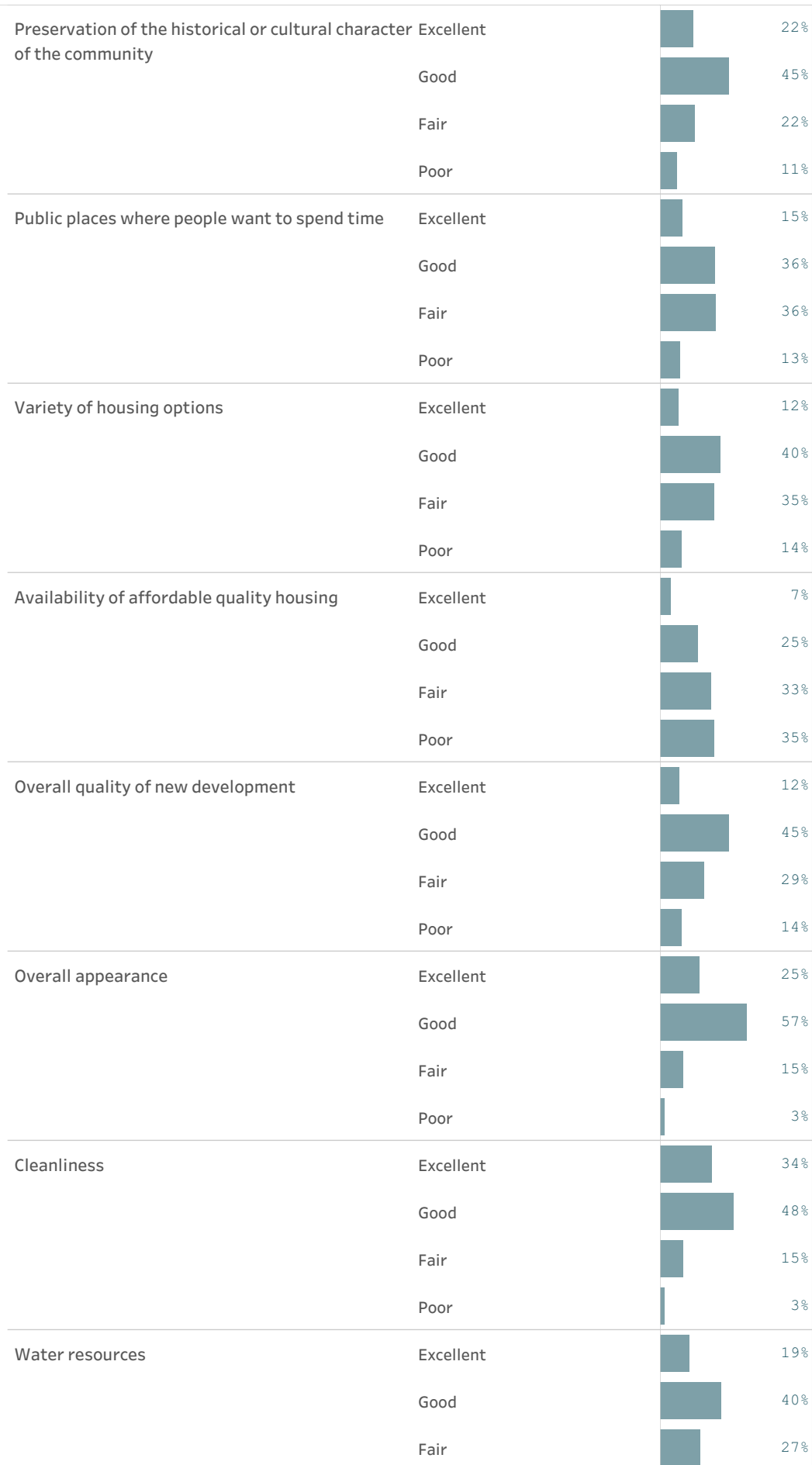
Please rate how safe or unsafe you feel:	From property crime	Somewhat safe		30%	
		Neither safe nor unsafe		5%	
		Somewhat unsafe		2%	
		Very unsafe		0%	
	From violent crime	Very safe		76%	
		Somewhat safe		20%	
		Neither safe nor unsafe		4%	
		Somewhat unsafe		0%	
	From fire, flood, or other natural disaster	Very safe		66%	
		Somewhat safe		27%	
		Neither safe nor unsafe		6%	
		Somewhat unsafe		1%	
Very unsafe			0%		
Please rate the job you feel the Shrewsbury community does at each of the following.	Making all residents feel welcome	Excellent		30%	
		Good		44%	
		Fair		20%	
		Poor		6%	
	Attracting people from diverse backgrounds	Excellent		34%	
		Good		43%	
		Fair		16%	
		Poor		7%	
	Valuing/respecting residents from diverse backgrounds	Excellent		34%	
		Good		46%	
		Fair		15%	
		Poor		5%	
	Taking care of vulnerable residents	Excellent		31%	
		Good		45%	
		Fair		19%	
		Poor		6%	
	Please rate each of the following in the Shrewsbury community.	Overall quality of business and service establishments	Excellent		24%
			Good		60%

Please rate each of the following in the Shrewsbury community.	Overall quality of business and service establishments	Fair		13%
		Poor		2%
Variety of business and service establishments	Excellent		25%	
	Good		48%	
	Fair		22%	
	Poor		5%	
Vibrancy of downtown/commercial area	Excellent		13%	
	Good		29%	
	Fair		36%	
	Poor		21%	
Employment opportunities	Excellent		15%	
	Good		41%	
	Fair		31%	
	Poor		13%	
Shopping opportunities	Excellent		26%	
	Good		42%	
	Fair		24%	
	Poor		8%	
Cost of living	Excellent		8%	
	Good		34%	
	Fair		39%	
	Poor		19%	
Overall image or reputation	Excellent		40%	
	Good		50%	
	Fair		9%	
	Poor		1%	
Please also rate each of the following in the Shrewsbury community.	Traffic flow on major streets	Excellent		9%
		Good		47%
		Fair		31%
		Poor		13%
Ease of public parking	Excellent		11%	































Please also rate each of the following in the Shrewsbury community.



Please also rate each of the following in the Shrewsbury community.











Please also rate each of the following in the Shrewsbury community.				
Water resources	Poor			14%
	Excellent			36%
Air quality	Good			53%
	Fair			11%
	Poor			0%
	Excellent			16%
Availability of paths and walking trails	Good			40%
	Fair			31%
	Poor			13%
	Excellent			10%
Fitness opportunities	Good			47%
	Fair			31%
	Poor			10%
	Excellent			13%
Recreational opportunities	Good			45%
	Fair			29%
	Poor			11%
	Excellent			15%
Availability of affordable quality food	Good			52%
	Fair			20%
	Poor			6%
	Excellent			22%
Availability of affordable quality health care	Good			53%
	Fair			18%
	Poor			5%
	Excellent			24%
Availability of preventive health services	Good			52%
	Fair			18%
	Poor			5%
	Excellent			25%
Availability of affordable quality mental health care	Excellent			19%
	Good			35%
























Please also rate each of the following in the Shrewsbury community.				
Availability of affordable quality mental health care	Fair		31%	
	Poor		15%	
Opportunities to attend cultural/arts/music activities	Excellent		10%	
	Good		34%	
	Fair		38%	
	Poor		18%	
Community support for the arts	Excellent		10%	
	Good		41%	
	Fair		39%	
	Poor		11%	
Availability of affordable quality childcare/preschool	Excellent		19%	
	Good		44%	
	Fair		23%	
	Poor		14%	
K-12 education	Excellent		45%	
	Good		44%	
	Fair		10%	
	Poor		0%	
Adult educational opportunities	Excellent		14%	
	Good		40%	
	Fair		33%	
	Poor		12%	
Sense of civic/community pride	Excellent		21%	
	Good		48%	
	Fair		27%	
	Poor		4%	
Neighborliness of residents	Excellent		20%	
	Good		48%	
	Fair		27%	
	Poor		6%	
Opportunities to participate in social events and activities	Excellent		13%	
































Please also rate each of the following in the Shrewsbury community.	Opportunities to participate in social events and activities	Good		46%
		Fair		31%
		Poor		10%
	Opportunities to attend special events and festivals	Excellent		12%
		Good		45%
		Fair		32%
		Poor		10%
	Opportunities to volunteer	Excellent		18%
		Good		49%
Fair			26%	
Poor			7%	
Opportunities to participate in community matters	Excellent		17%	
	Good		48%	
	Fair		25%	
	Poor		10%	
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		21%	
	Good		51%	
	Fair		21%	
	Poor		6%	
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Shrewsbury for help or information	No		42%
		Yes		58%
	Contacted Shrewsbury elected officials to express your opinion	No		86%
		Yes		14%
	Attended a local public meeting	No		88%
		Yes		12%
	Watched a local public meeting	No		55%
		Yes		45%
	Volunteered your time to some group/activity	No		76%
		Yes		24%
	Campaigning or advocating for a local issue, cause, or candidate	No		82%
		Yes		18%

Please indicate whether or not you have done each of the following in the last 12 months.

Voted in your most recent local election	No		33%
	Yes		67%
Used public transportation instead of driving	No		90%
	Yes		10%
Carpooled with other adults or children instead of driving alone	No		69%
	Yes		31%
Walked or biked instead of driving	No		55%
	Yes		45%

Please rate the quality of each of the following services in Shrewsbury.
































Public information services	Excellent		25%
	Good		55%
	Fair		17%
	Poor		4%
Economic development	Excellent		16%
	Good		51%
	Fair		24%
	Poor		9%
Traffic enforcement	Excellent		17%
	Good		57%
	Fair		18%
	Poor		7%
Traffic signal timing	Excellent		15%
	Good		51%
	Fair		27%
	Poor		7%
Street repair	Excellent		12%
	Good		35%
	Fair		38%
	Poor		15%
Street cleaning	Excellent		21%
	Good		52%
	Fair		21%
































Please rate the quality of each of the following services in Shrewsbury.			
Street cleaning	Poor		6%
	Excellent		21%
Street lighting	Good		56%
	Fair		17%
	Poor		6%
	Excellent		34%
Snow removal	Good		46%
	Fair		11%
	Poor		8%
	Excellent		16%
Sidewalk maintenance	Good		39%
	Fair		27%
	Poor		18%
	Excellent		6%
Bus or transit services	Good		26%
	Fair		35%
	Poor		33%
	Excellent		10%
Land use, planning and zoning	Good		35%
	Fair		32%
	Poor		23%
	Excellent		16%
Code enforcement	Good		37%
	Fair		30%
	Poor		17%
	Excellent		25%
Affordable high-speed internet access	Good		39%
	Fair		23%
	Poor		13%
	Excellent		30%
Garbage collection	Good		52%

Please rate the quality of each of the following services in Shrewsbury.
































Garbage collection	Fair		13%
	Poor		5%
Drinking water	Excellent		15%
	Good		34%
	Fair		24%
	Poor		27%
Sewer services	Excellent		26%
	Good		50%
	Fair		20%
	Poor		4%
Storm water management	Excellent		24%
	Good		48%
	Fair		23%
	Poor		5%
Power (electric and/or gas) utility	Excellent		50%
	Good		39%
	Fair		10%
	Poor		1%
Utility billing	Excellent		36%
	Good		49%
	Fair		12%
	Poor		4%
Police/Sheriff services	Excellent		48%
	Good		43%
	Fair		8%
	Poor		1%
Crime prevention	Excellent		43%
	Good		50%
	Fair		6%
	Poor		1%
Animal control	Excellent		37%

Please rate the quality of each of the following services in Shrewsbury.

Animal control	Good		49%
	Fair		11%
	Poor		3%
Ambulance or emergency medical services	Excellent		50%
	Good		45%
	Fair		6%
Fire services	Excellent		55%
	Good		43%
	Fair		2%
Fire prevention and education	Excellent		43%
	Good		46%
	Fair		10%
	Poor		2%
Emergency preparedness	Excellent		35%
	Good		44%
	Fair		17%
	Poor		4%
Preservation of natural areas	Excellent		20%
	Good		41%
	Fair		22%
	Poor		17%
Shrewsbury open space	Excellent		17%
	Good		42%
	Fair		25%
	Poor		16%
Recycling	Excellent		26%
	Good		52%
	Fair		14%
	Poor		7%
Yard waste pick-up	Excellent		23%
	Good		47%

Please rate the quality of each of the following services in Shrewsbury.	Yard waste pick-up	Fair		20%
		Poor		10%
	Town parks	Excellent		33%
		Good		52%
		Fair		12%
		Poor		3%
	Recreation programs or classes	Excellent		24%
		Good		47%
		Fair		24%
		Poor		5%
	Recreation centers or facilities	Excellent		18%
		Good		44%
		Fair		25%
		Poor		12%
	Health services	Excellent		26%
		Good		57%
		Fair		14%
		Poor		3%
	Public library services	Excellent		60%
		Good		35%
		Fair		4%
		Poor		1%
	Overall customer service by Shrewsbury employees	Excellent		42%
		Good		46%
		Fair		11%
		Poor		1%
Please rate the following categories of Shrewsbury government performance.	The value of services for the taxes paid to Shrewsbury	Excellent		22%
		Good		43%
		Fair		26%
		Poor		9%
	The overall direction that Shrewsbury is taking	Excellent		16%

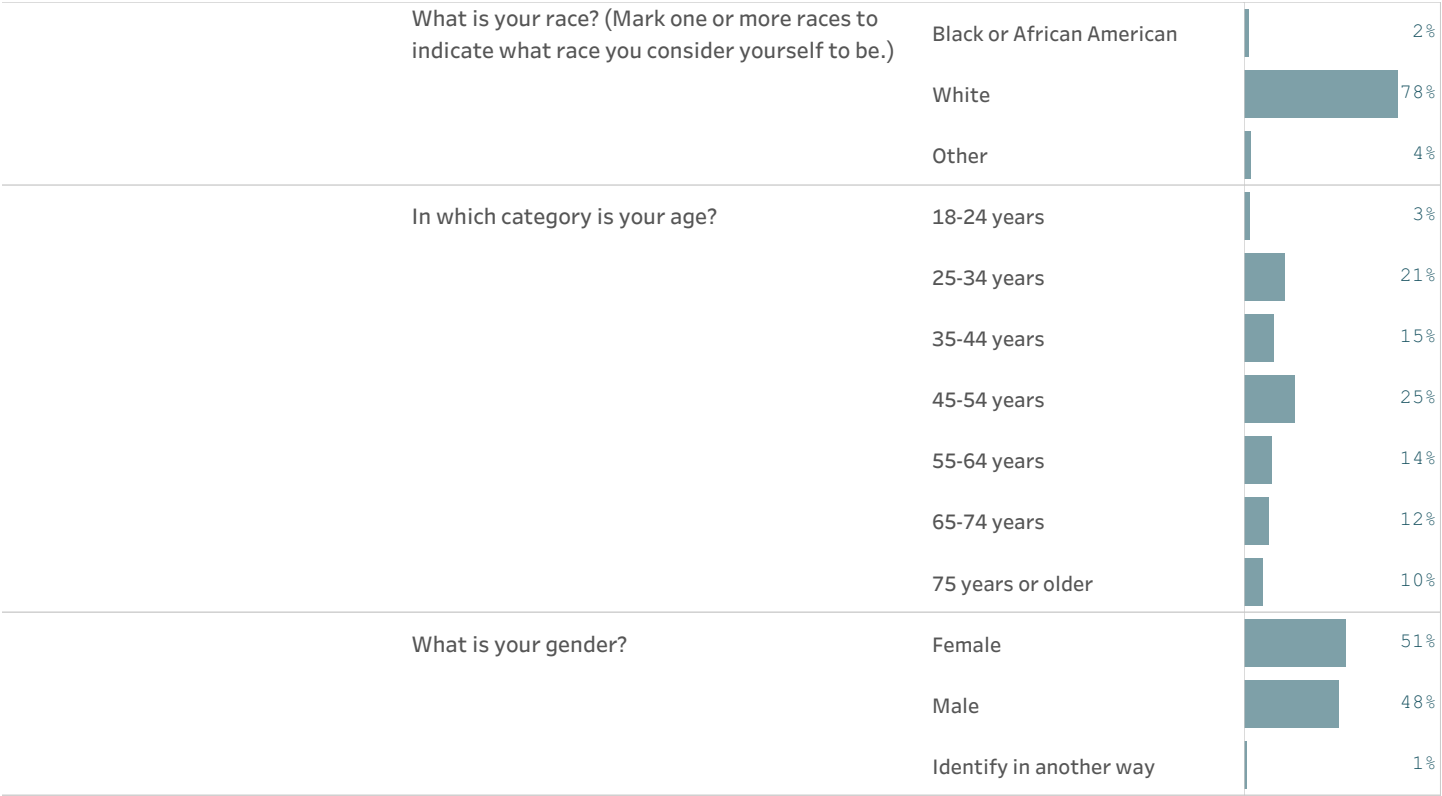
Please rate the following categories of Shrewsbury government performance.	Category	Rating	
		Percentage	Visual Bar
The overall direction that Shrewsbury is taking	Good	43%	[Bar]
	Fair	28%	[Bar]
	Poor	13%	[Bar]
The job Shrewsbury government does at welcoming resident involvement	Excellent	18%	[Bar]
	Good	41%	[Bar]
	Fair	27%	[Bar]
	Poor	13%	[Bar]
Overall confidence in Shrewsbury government	Excellent	19%	[Bar]
	Good	43%	[Bar]
	Fair	26%	[Bar]
	Poor	11%	[Bar]
Generally acting in the best interest of the community	Excellent	20%	[Bar]
	Good	43%	[Bar]
	Fair	27%	[Bar]
	Poor	10%	[Bar]
Being honest	Excellent	25%	[Bar]
	Good	43%	[Bar]
	Fair	23%	[Bar]
	Poor	9%	[Bar]
Being open and transparent to the public	Excellent	24%	[Bar]
	Good	39%	[Bar]
	Fair	26%	[Bar]
	Poor	11%	[Bar]
Informing residents about issues facing the community	Excellent	23%	[Bar]
	Good	37%	[Bar]
	Fair	30%	[Bar]
	Poor	9%	[Bar]
Treating all residents fairly	Excellent	28%	[Bar]
	Good	41%	[Bar]
	Fair	22%	[Bar]
	Poor	9%	[Bar]

Please rate the following categories of Shrewsbury government performance.	Treating residents with respect	Excellent		28%
		Good		49%
		Fair		18%
		Poor		4%
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Shrewsbury	Excellent		28%
		Good		53%
		Fair		17%
		Poor		3%
	The Federal Government	Excellent		9%
		Good		40%
		Fair		35%
		Poor		16%
Please rate how important, if at all, you think it is for the Shrewsbury community to focus on each of the following in the coming two years.	Overall economic health	Essential		43%
		Very important		46%
		Somewhat important		9%
		Not at all important		1%
	Overall quality of the transportation system	Essential		26%
		Very important		37%
		Somewhat important		31%
		Not at all important		6%
	Overall design or layout of residential and commercial areas	Essential		36%
		Very important		41%
		Somewhat important		20%
		Not at all important		2%
Overall quality of the utility infrastructure	Essential		64%	
	Very important		27%	
	Somewhat important		8%	
	Not at all important		2%	
Overall feeling of safety	Essential		49%	
	Very important		33%	
	Somewhat important		15%	

Please rate how important, if at all, you think it is for the Shrewsbury community to focus on each of the following in the coming two years.				
Overall feeling of safety	Not at all important		3%	
Overall quality of natural environment	Essential		44%	
	Very important		40%	
	Somewhat important		15%	
	Not at all important		2%	
Overall quality of parks and recreation opportunities	Essential		35%	
	Very important		49%	
	Somewhat important		16%	
	Not at all important		0%	
Overall health and wellness opportunities	Essential		29%	
	Very important		44%	
	Somewhat important		24%	
	Not at all important		3%	
Overall opportunities for education, culture, and the arts	Essential		35%	
	Very important		41%	
	Somewhat important		21%	
	Not at all important		3%	
Residents' connection and engagement with their community	Essential		25%	
	Very important		46%	
	Somewhat important		27%	
	Not at all important		2%	
In general, how many times do you:	Access the internet from your home	Several times a day		92%
		Once a day		3%
		A few times a week		2%
		Every few weeks		1%
		Less often or never		2%
		Access the internet from your cell phone	Several times a day	
Once a day			3%	
A few times a week			3%	
Every few weeks			1%	
Less often or never			4%	

In general, how many times do you:	Visit social media sites	Several times a day		60%
		Once a day		15%
		A few times a week		6%
		Every few weeks		2%
		Less often or never		18%
Use or check email	Several times a day		85%	
	Once a day		10%	
	A few times a week		3%	
	Every few weeks		1%	
	Less often or never		2%	
Share your opinions online	Several times a day		16%	
	Once a day		3%	
	A few times a week		7%	
	Every few weeks		16%	
	Less often or never		59%	
Shop online	Several times a day		17%	
	Once a day		10%	
	A few times a week		35%	
	Every few weeks		29%	
	Less often or never		9%	
Please rate your overall health.	Excellent		37%	
	Very good		41%	
	Good		17%	
	Fair		5%	
	Poor		0%	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Very positive		8%	
	Somewhat positive		18%	
	Neutral		43%	
	Somewhat negative		24%	
	Very negative		7%	
How many years have you lived in Shrewsbury?	Less than 2 years		14%	

	How many years have you lived in Shrewsbury?	2-5 years		19%
		6-10 years		11%
		11-20 years		21%
		More than 20 years		35%
	Which best describes the building you live in?	One family house detached from any other houses		64%
		Building with two or more homes (duplex, townhome, apa..		35%
		Other		2%
	Do you rent or own your home?	Rent		26%
		Own		74%
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?	About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$500		3%
		\$500 to \$999		7%
		\$1,000 to \$1,499		16%
		\$1,500 to \$1,999		23%
		\$2,000 to \$2,499		25%
		\$2,500 to \$2,999		12%
		\$3,000 to \$3,499		5%
		\$3,500 or more		8%
	Do any children 17 or under live in your household?	No		63%
		Yes		37%
	Are you or any other members of your household aged 65 or older?	No		71%
		Yes		29%
	How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		6%
		\$25,000 to \$49,999		7%
		\$50,000 to \$74,999		11%
		\$75,000 to \$99,999		13%
		\$100,000 to \$149,999		23%
		\$150,000 or more		40%
Are you Spanish, Hispanic, or Latino?	Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		97%
		Yes, I consider myself to be Spanish, Hispanic, or Latino		3%
	What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		0%
		Asian, Asian Indian, or Pacific Islander		18%



Methods (open participation)

As part of its participation in The National Community Survey™ (The NCST™), the Town of Shrewsbury conducted a survey of 614 residents. Survey invitations were mailed to randomly selected households and data were collected from January 27, 2022 to March 17, 2022. The results from this main survey effort represent the most robust estimate of your residents’ opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the Town of Shrewsbury. The open participation survey was identical to the probability sample survey with two small updates; it included a question at the beginning asking whether the respondent lives in town limits of Shrewsbury and also a question about where they heard about the survey. The open participation survey was open to all town residents and became available on March 3, 2022. The survey remained open for two weeks and there were 487 responses.













The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2010 Census and 2017 American Community Survey estimates for adults in the Town of Shrewsbury. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the open participation survey are presented in the following table.





















* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

		Unweighted	Weighted	Target*
Age	18-34	3%	13%	24%
	35-54	65%	46%	40%
	55+	33%	41%	36%
Hispanic	No, not Spanish, Hispanic, or Latino	97%	94%	95%
	Yes, I consider myself to be Spanish, Hispana..	3%	6%	5%
Housing type	Attached	7%	35%	35%
	Detached	93%	65%	65%
Race	Not white	16%	24%	24%
	White	84%	76%	76%
Race/ethnicity	Not white alone	20%	30%	26%
	White alone, not Hispanic or Latino	80%	70%	74%
Sex	Female	62%	58%	52%
	Male	38%	42%	48%
Sex/age	Female 18-34	3%	13%	11%
	Female 35-54	40%	24%	21%
	Female 55+	19%	22%	19%
	Male 18-34	0%	1%	12%
	Male 35-54	25%	22%	19%
	Male 55+	12%	19%	17%
Tenure	Own	95%	74%	74%
	Rent	5%	26%	26%

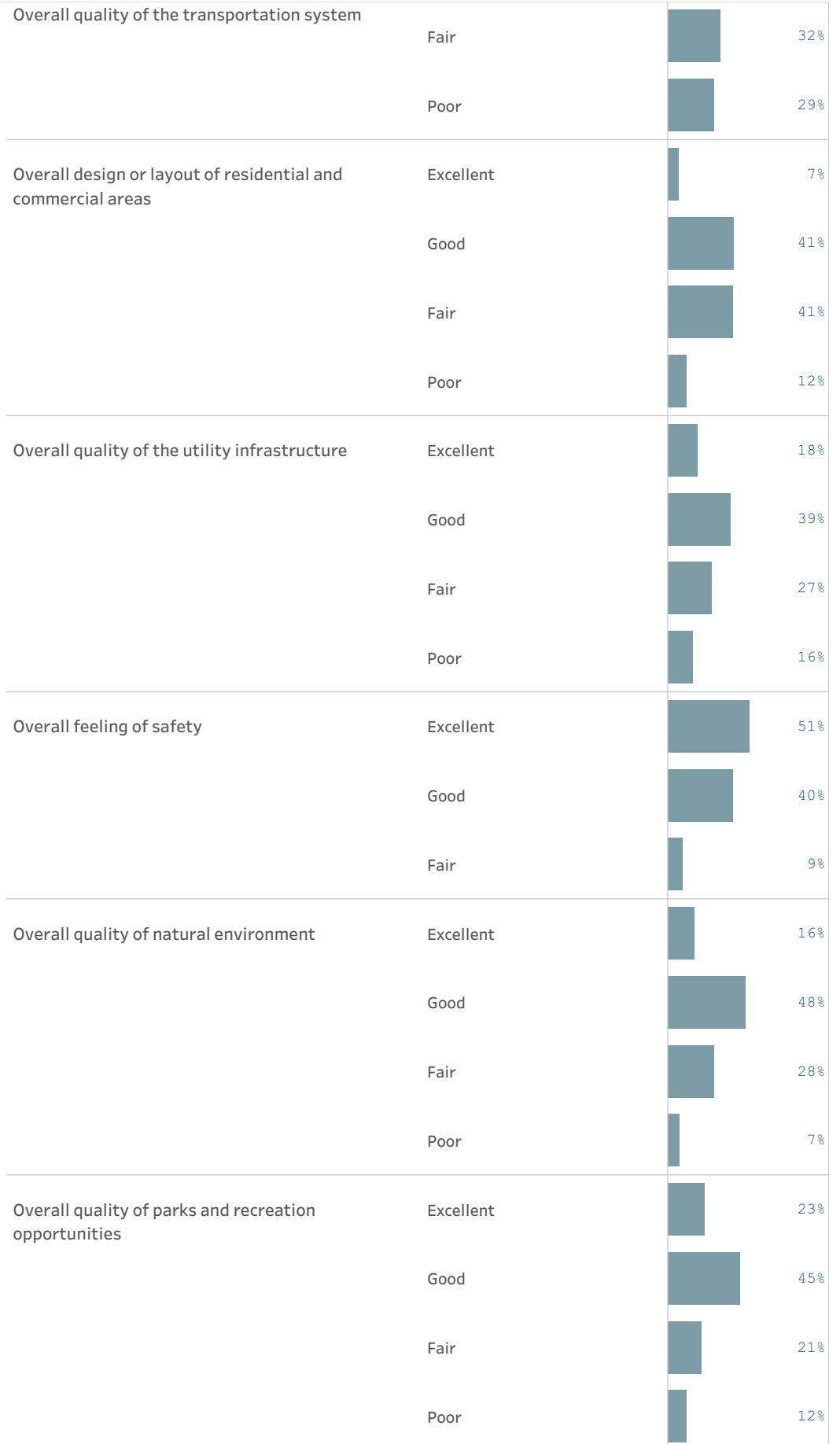
Open participation survey results

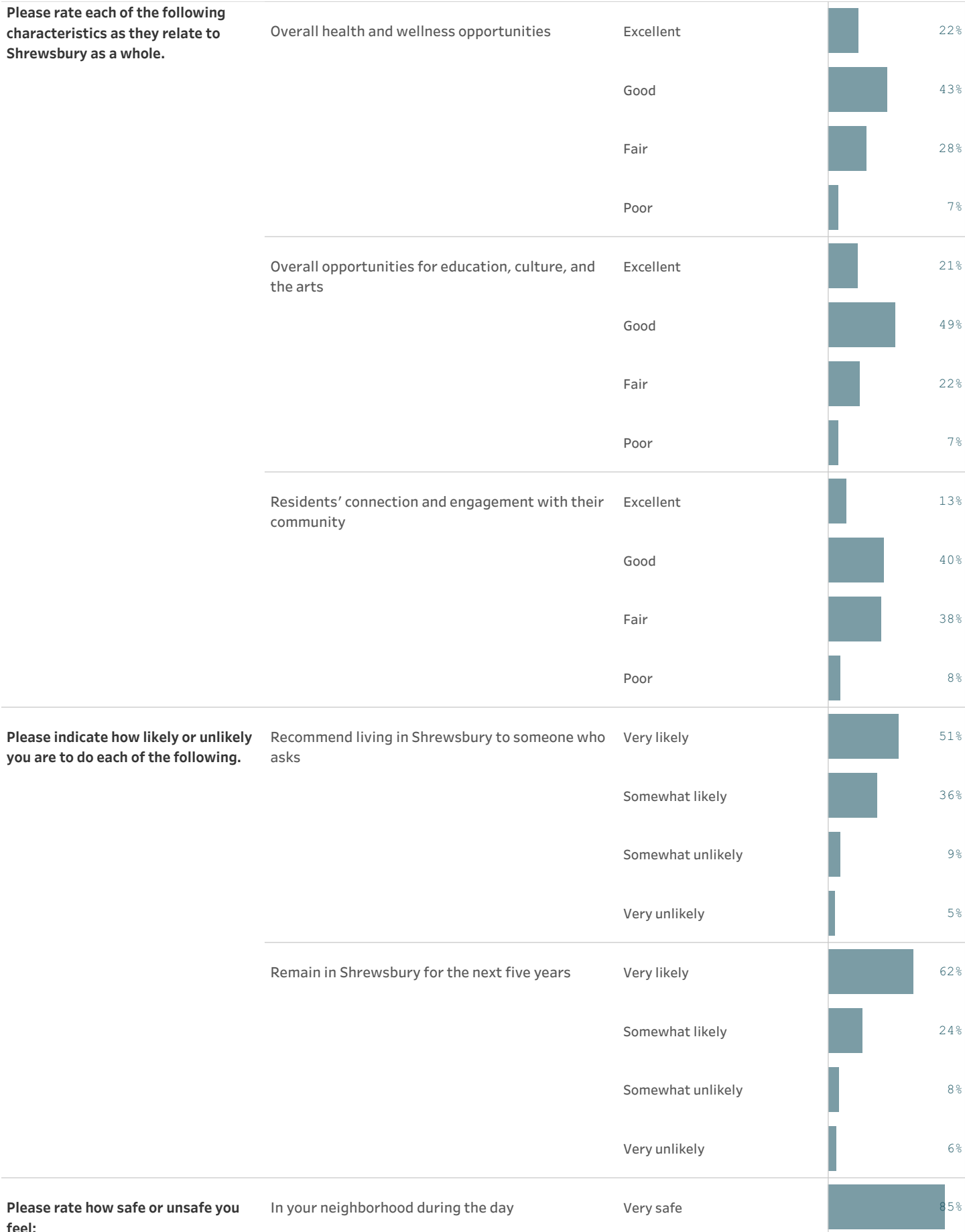
This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

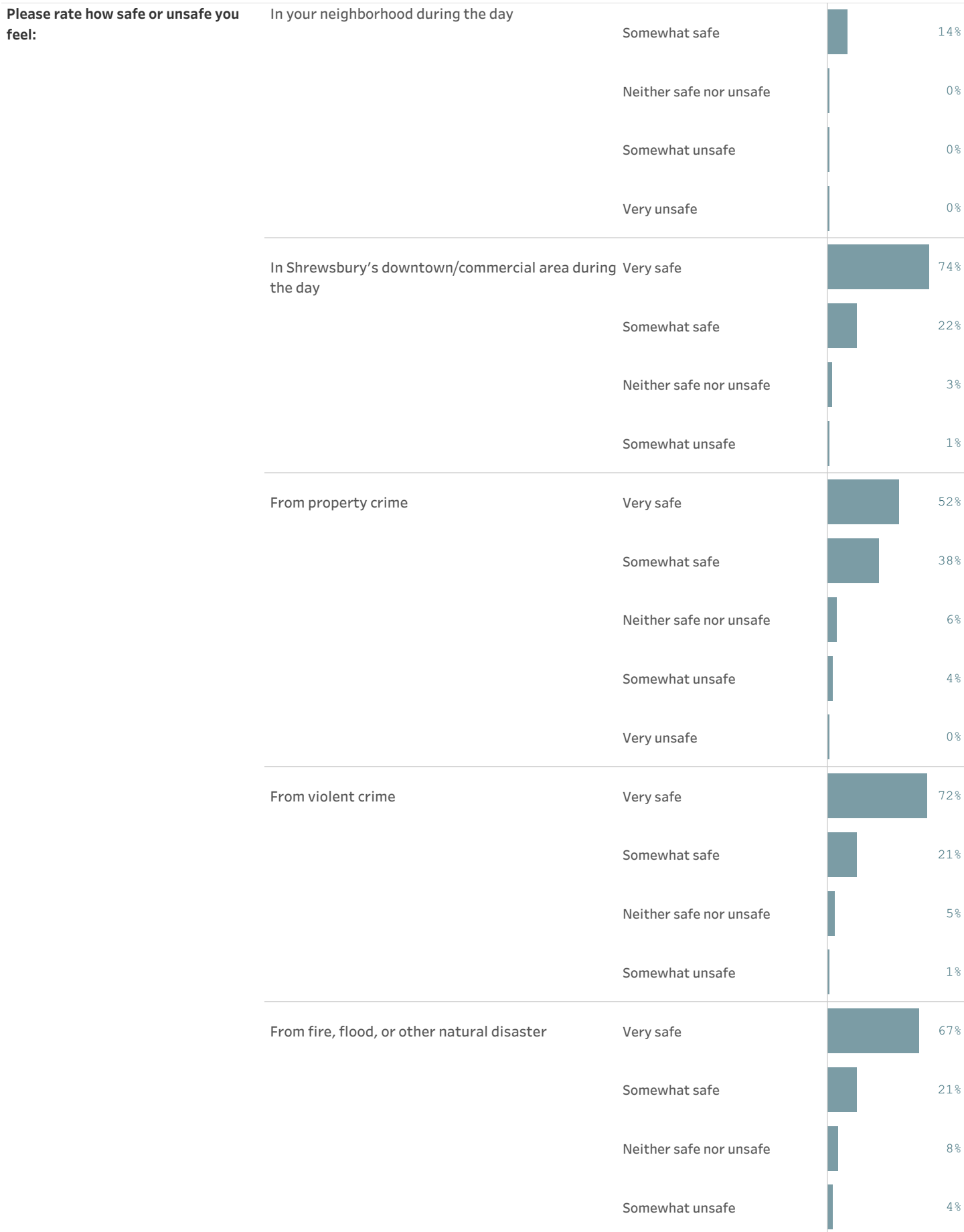
	Do you live within the town limits of Shrewsbury, MA?	Yes		100%
		No		0%
Please rate each of the following aspects of quality of life in Shrewsbury.	Shrewsbury as a place to live	Excellent		40%
		Good		52%
		Fair		6%
		Poor		2%
Your neighborhood as a place to live	Excellent		44%	
	Good		43%	
	Fair		10%	
	Poor		2%	
Shrewsbury as a place to raise children	Excellent		47%	
	Good		45%	
	Fair		8%	
	Poor		0%	
Shrewsbury as a place to work	Excellent		22%	
	Good		36%	
	Fair		27%	
	Poor		14%	
Shrewsbury as a place to visit	Excellent		11%	

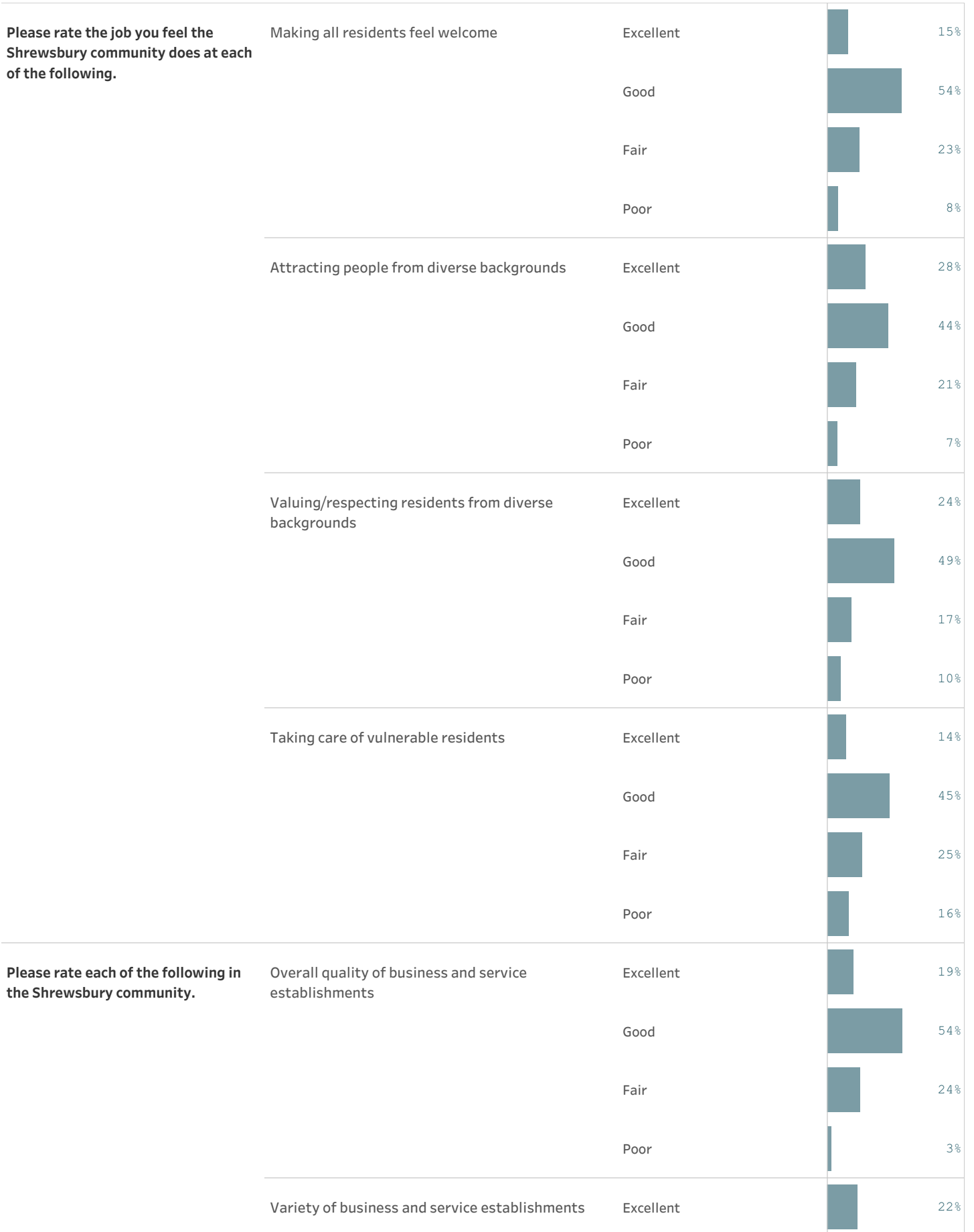
Please rate each of the following aspects of quality of life in Shrewsbury.	Shrewsbury as a place to visit	Good		43%
		Fair		37%
		Poor		9%
	Shrewsbury as a place to retire	Excellent		17%
		Good		32%
		Fair		32%
		Poor		19%
	The overall quality of life	Excellent		27%
		Good		62%
Fair			9%	
Poor			2%	
Sense of community	Excellent		18%	
	Good		46%	
	Fair		28%	
	Poor		8%	
Please rate each of the following characteristics as they relate to Shrewsbury as a whole.	Overall economic health	Excellent		19%
		Good		53%
		Fair		23%
		Poor		5%
	Overall quality of the transportation system	Excellent		5%
		Good		33%

Please rate each of the following characteristics as they relate to Shrewsbury as a whole.

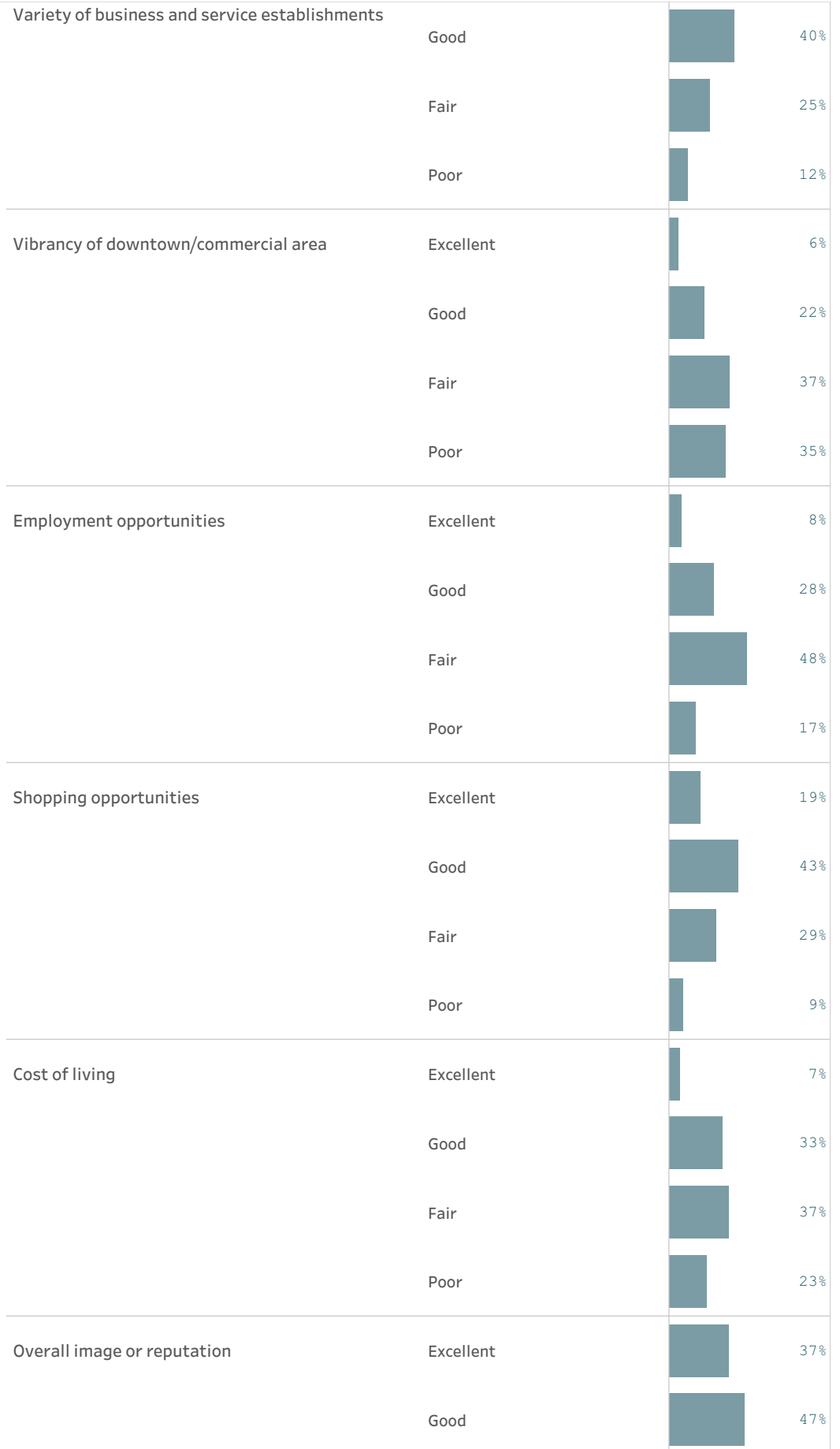


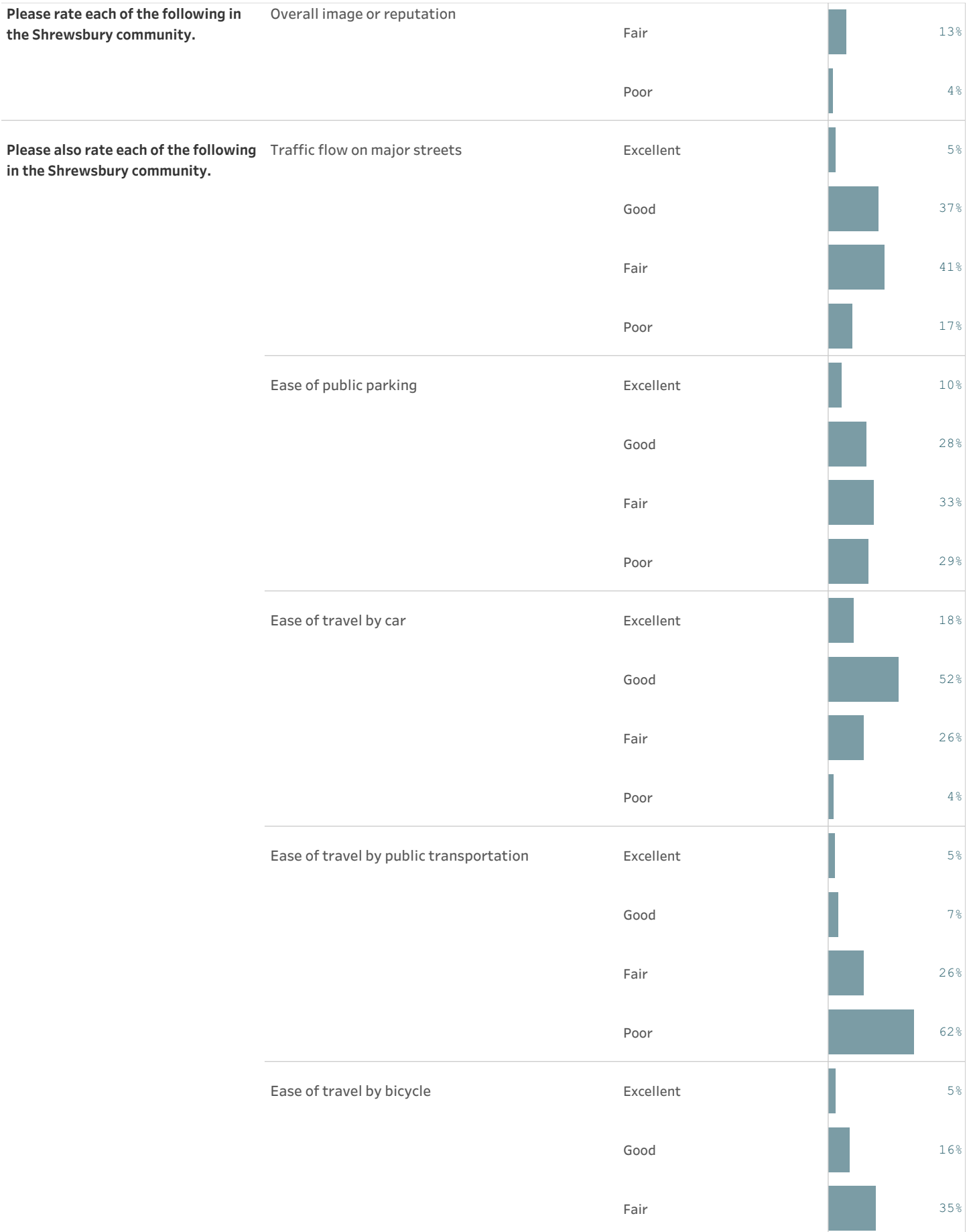




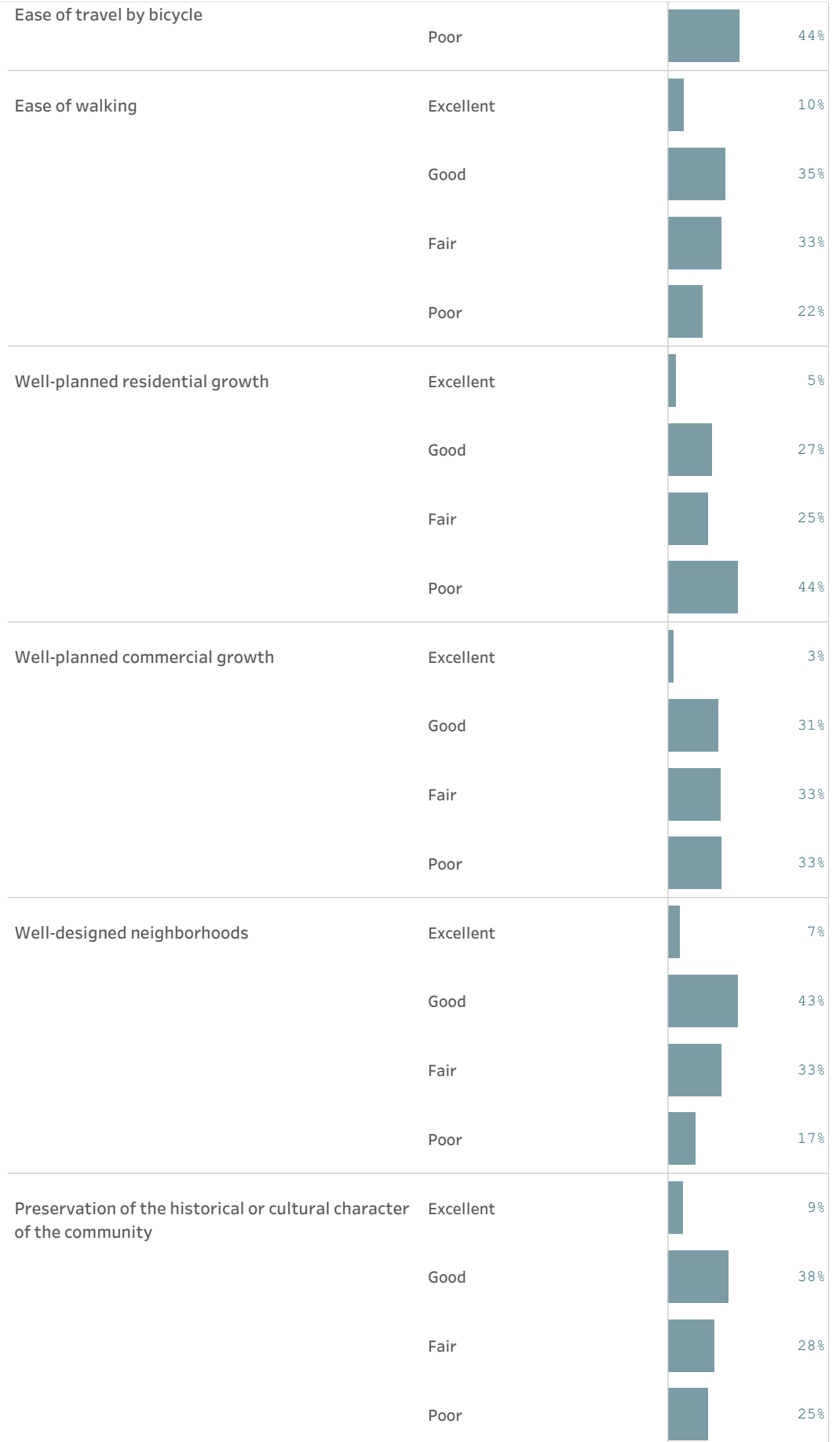


Please rate each of the following in the Shrewsbury community.

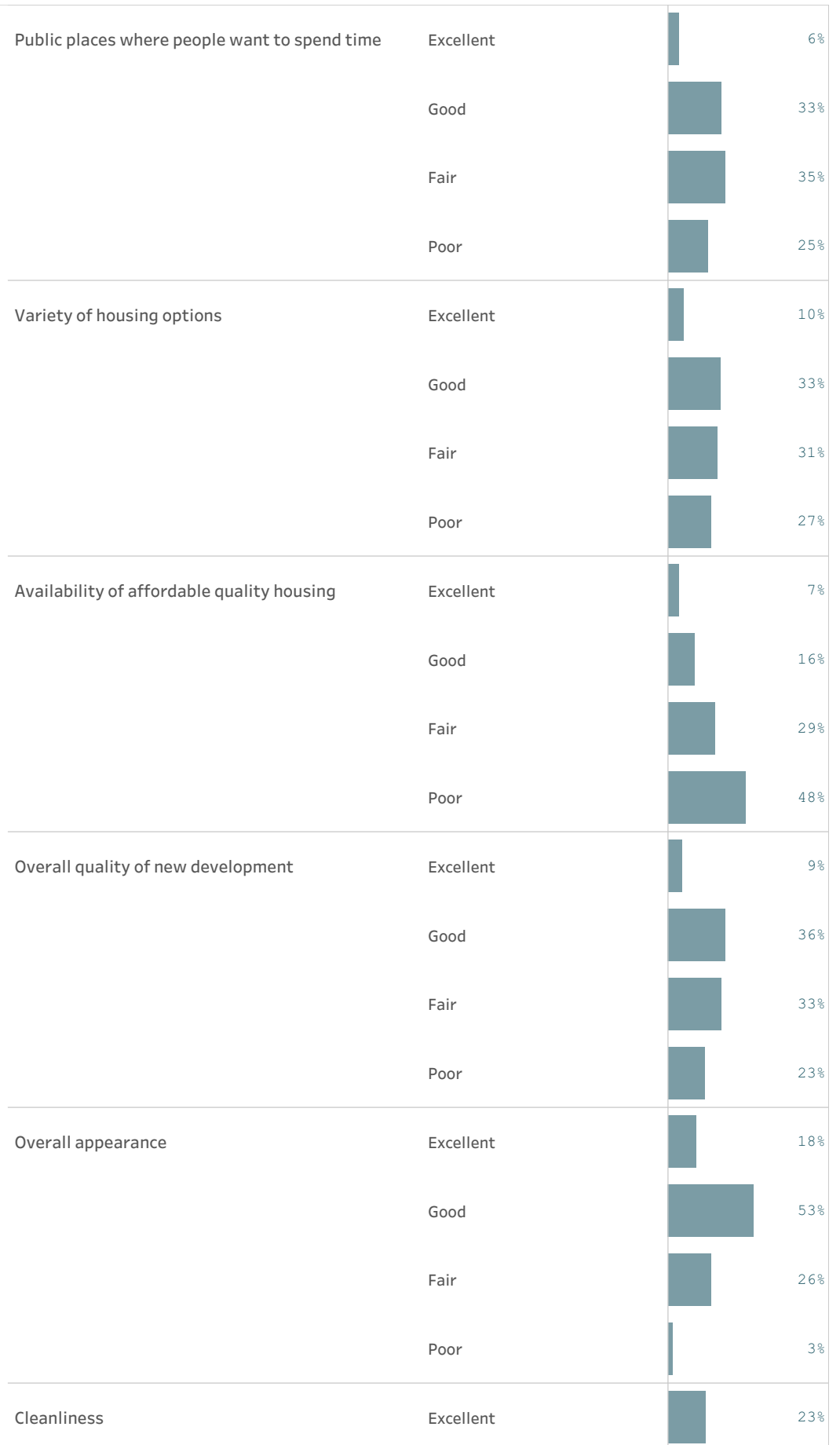




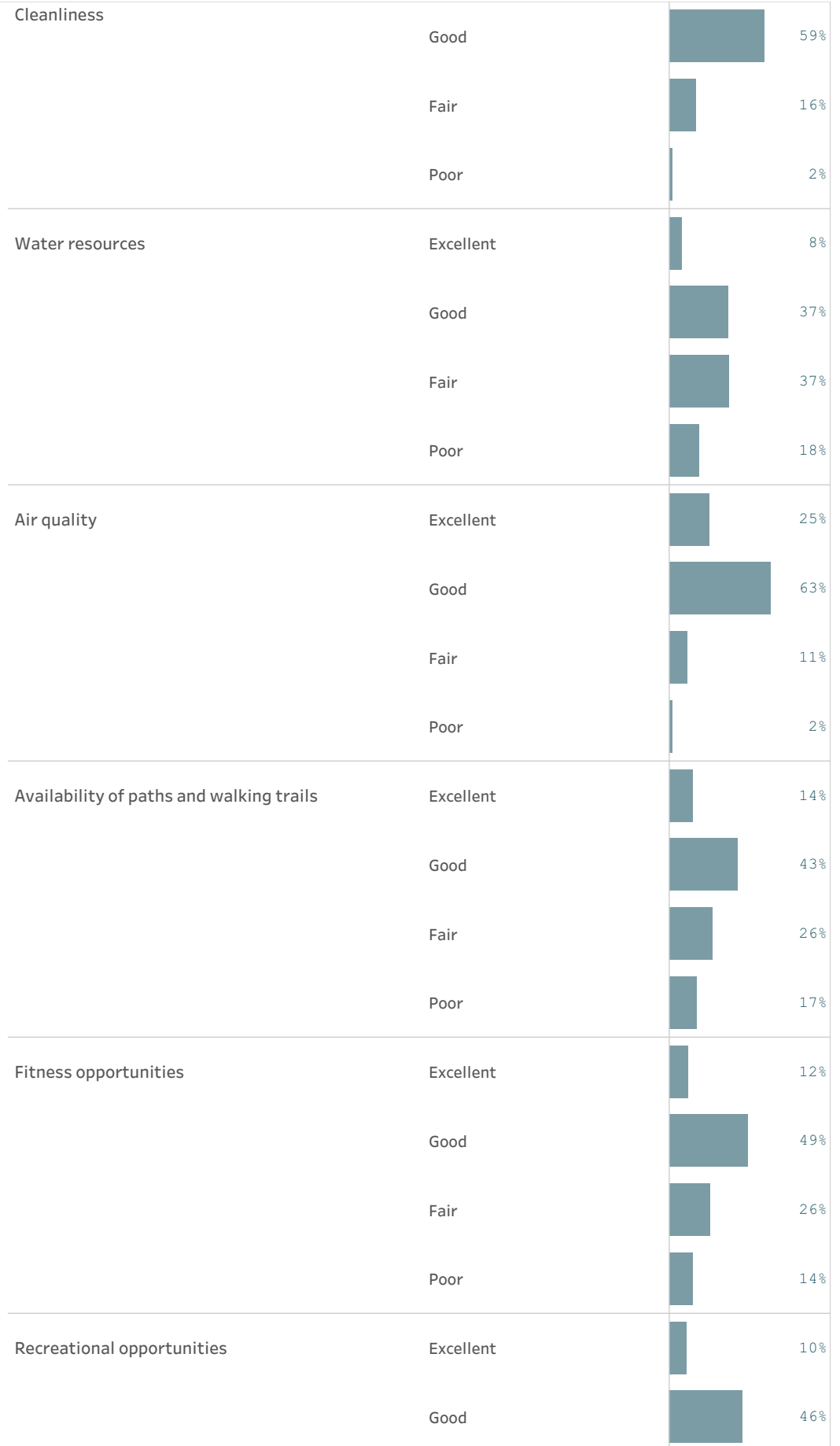
Please also rate each of the following in the Shrewsbury community.



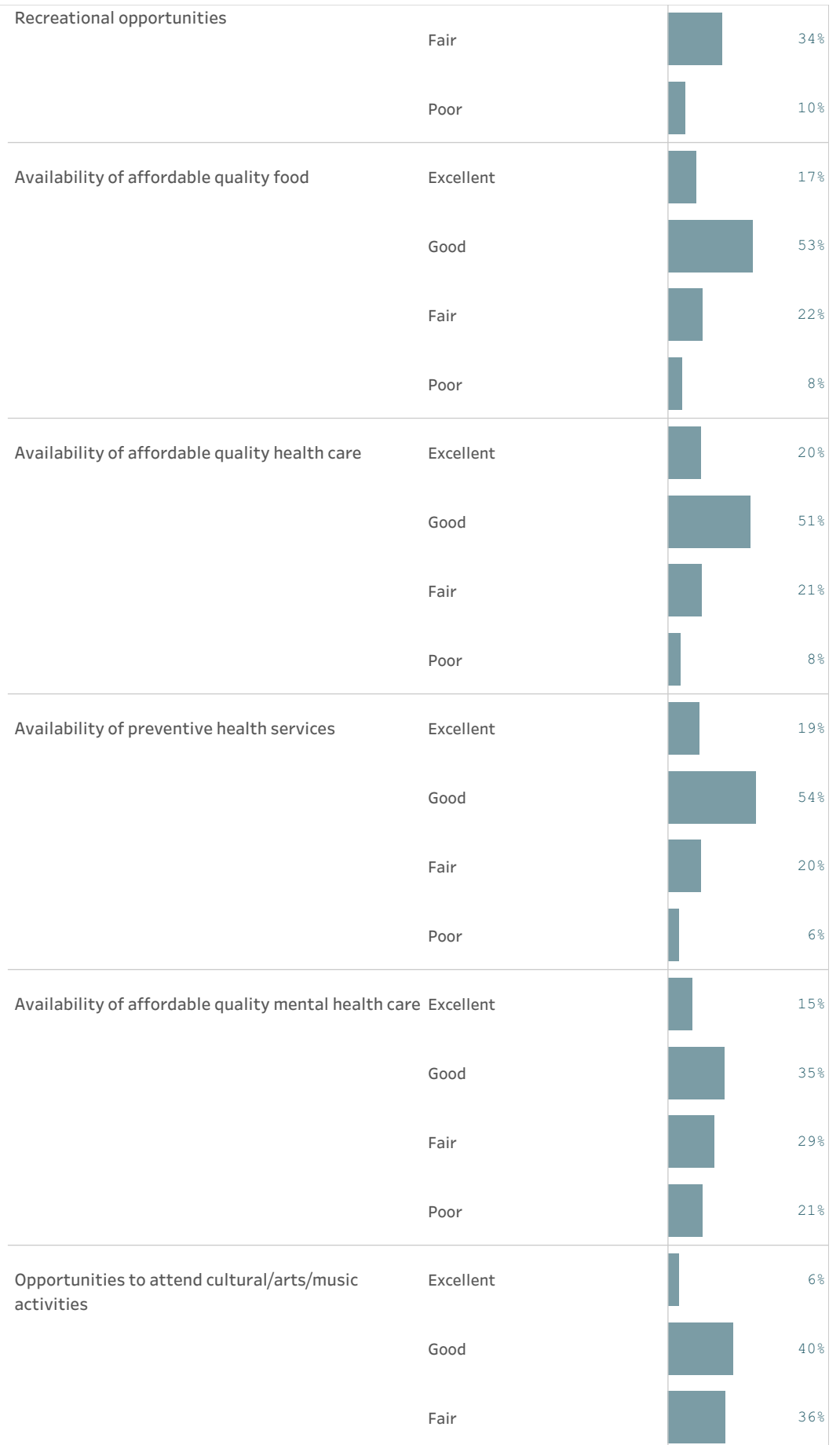
Please also rate each of the following in the Shrewsbury community.



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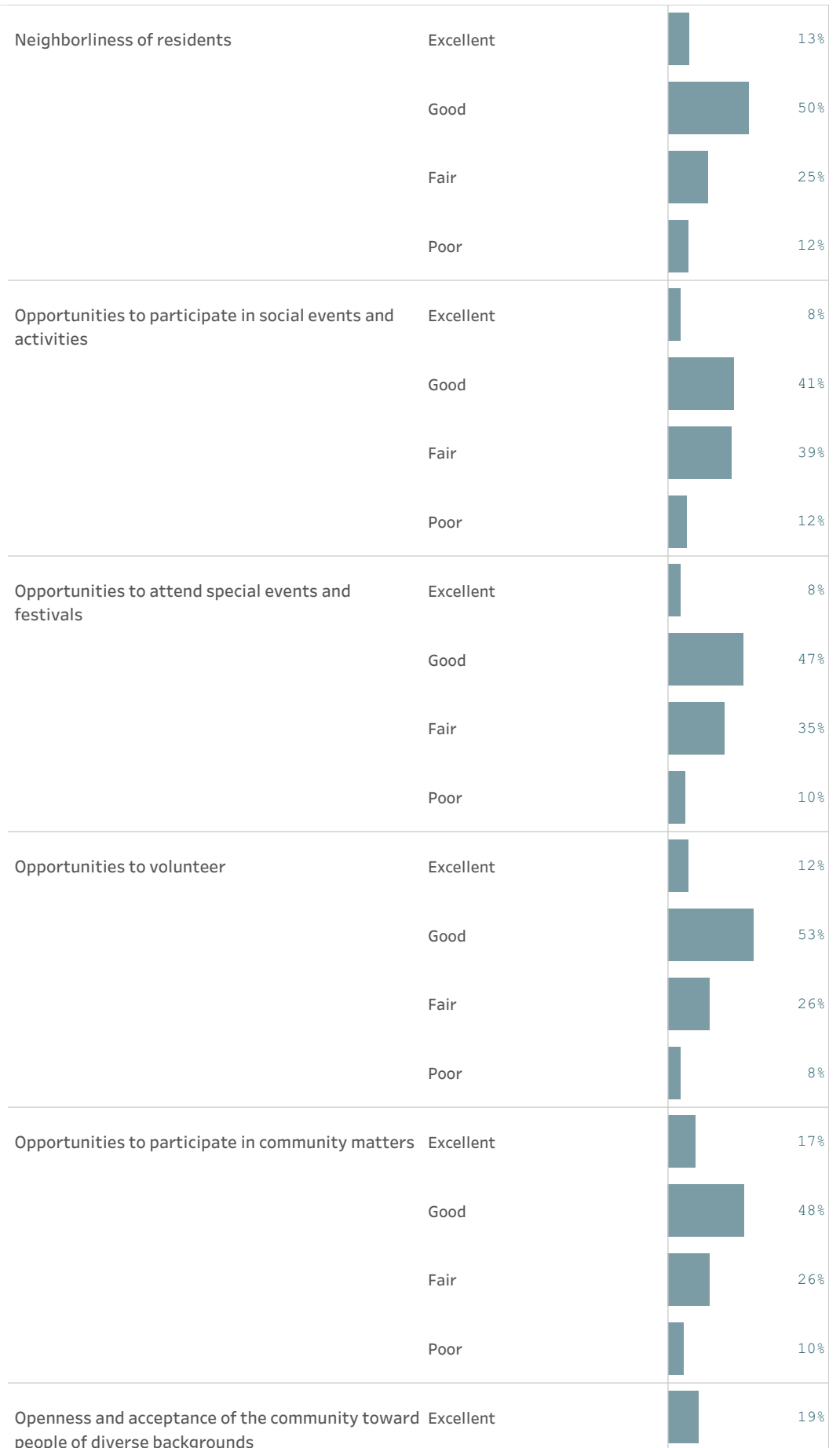


Please also rate each of the following in the Shrewsbury community.

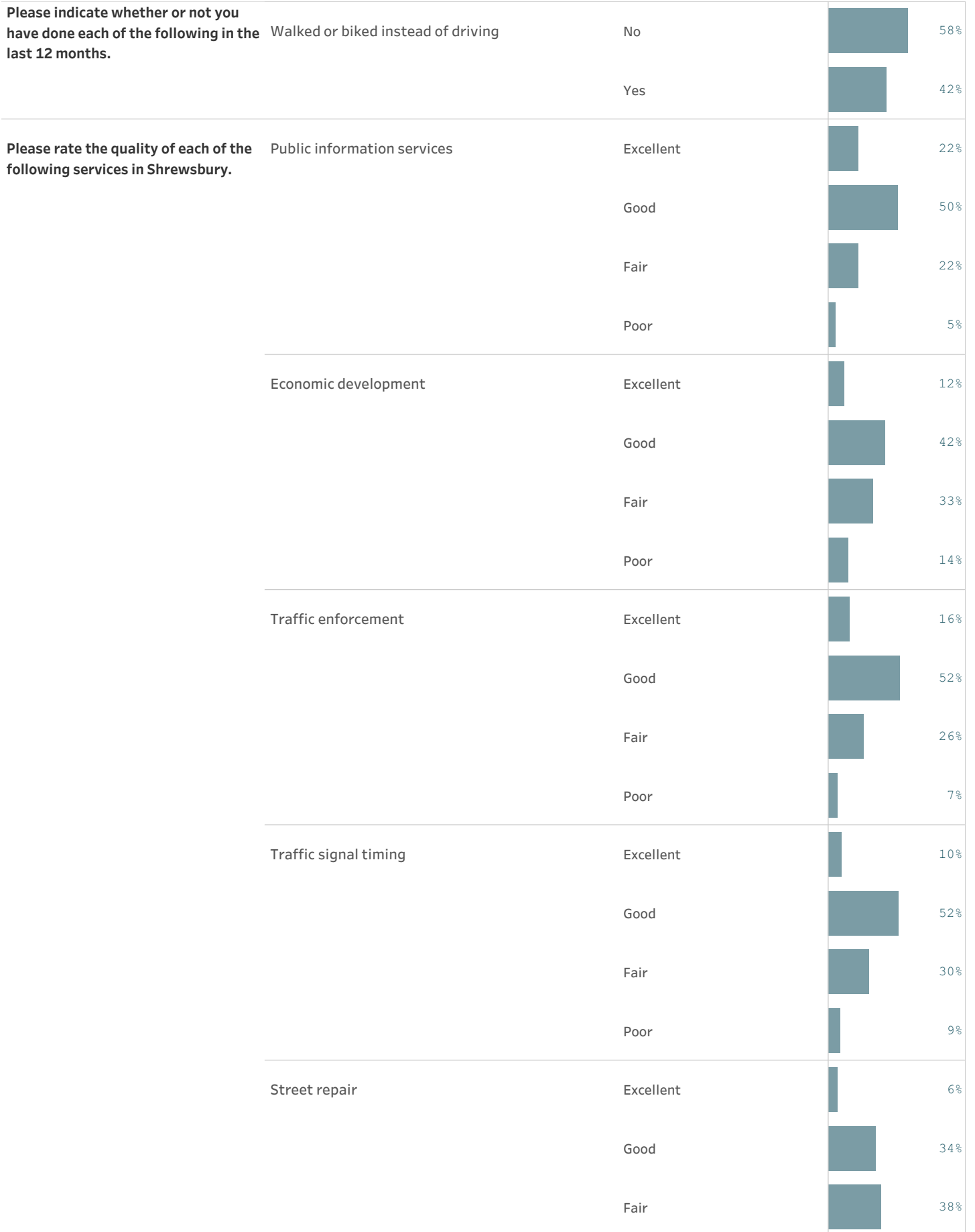




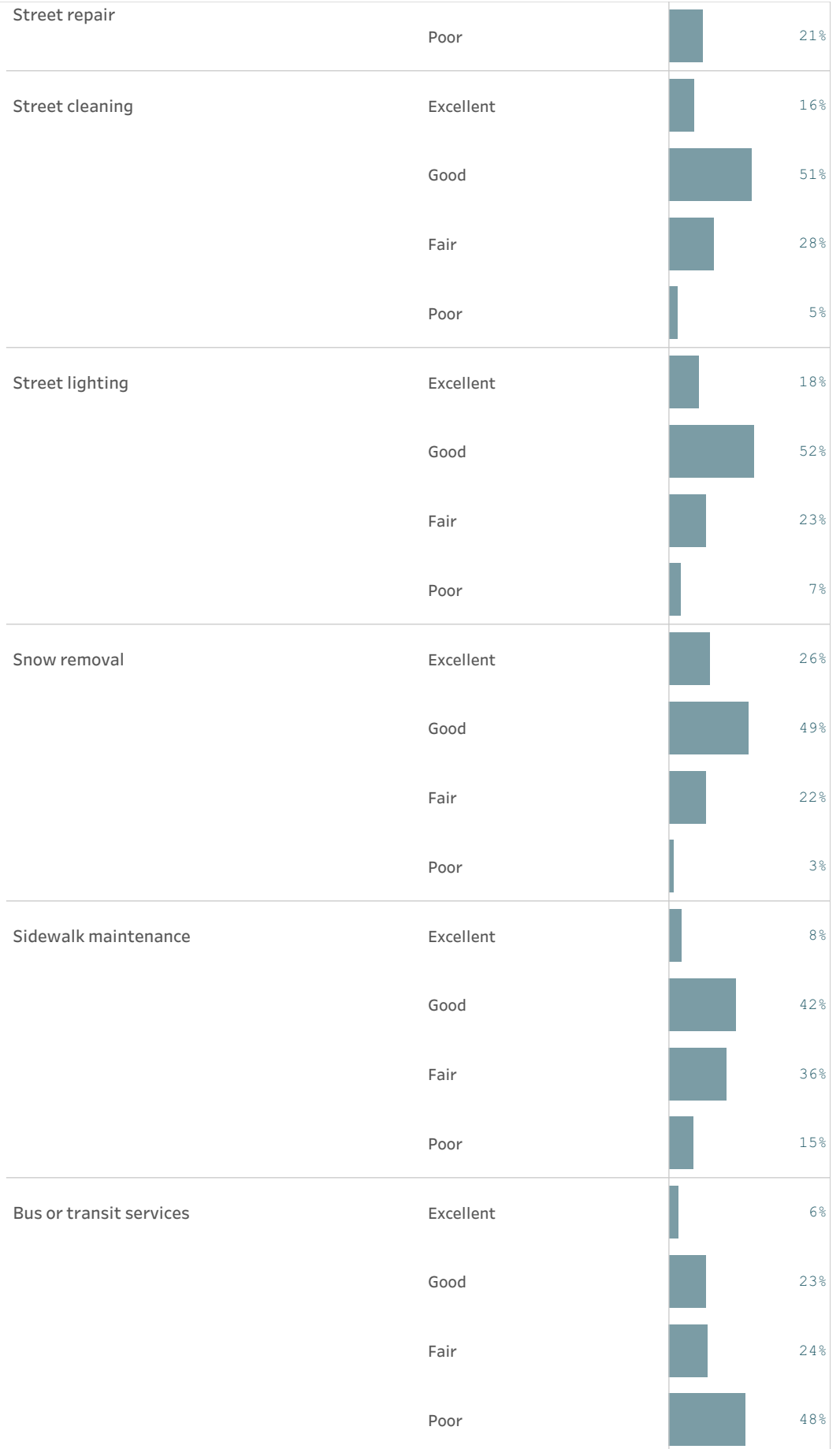
Please also rate each of the following in the Shrewsbury community.



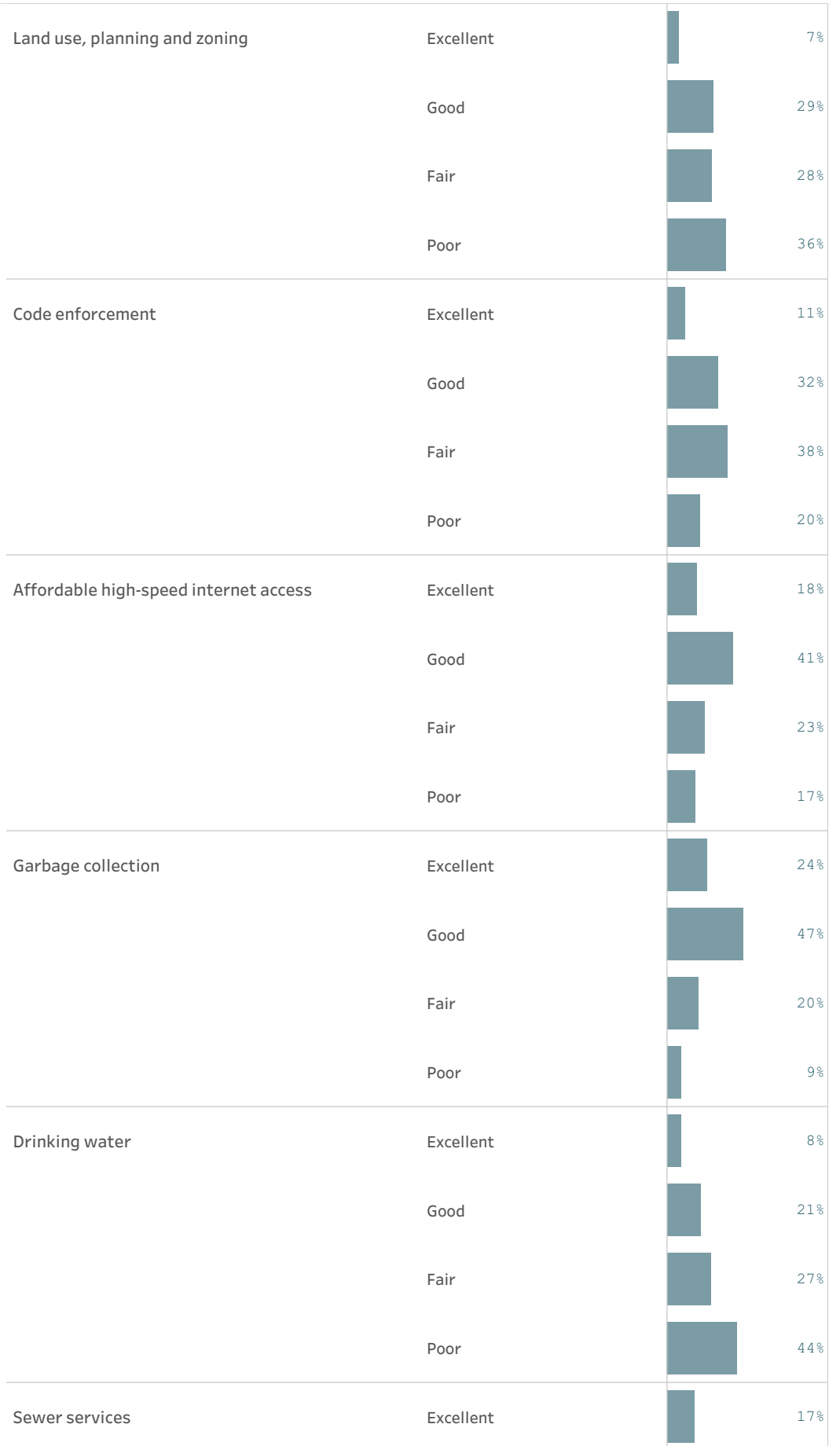
Please also rate each of the following in the Shrewsbury community.	Openness and acceptance of the community toward people of diverse backgrounds	Good		47%
		Fair		23%
		Poor		11%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Shrewsbury for help or information	No		34%
		Yes		66%
	Contacted Shrewsbury elected officials to express your opinion	No		69%
		Yes		31%
	Attended a local public meeting	No		76%
		Yes		24%
	Watched a local public meeting	No		32%
		Yes		68%
	Volunteered your time to some group/activity	No		60%
		Yes		40%
	Campaigned or advocated for a local issue, cause, or candidate	No		71%
		Yes		29%
	Voted in your most recent local election	No		17%
		Yes		83%
	Used public transportation instead of driving	No		89%
		Yes		11%
	Carpooled with other adults or children instead of driving alone	No		62%
		Yes		38%



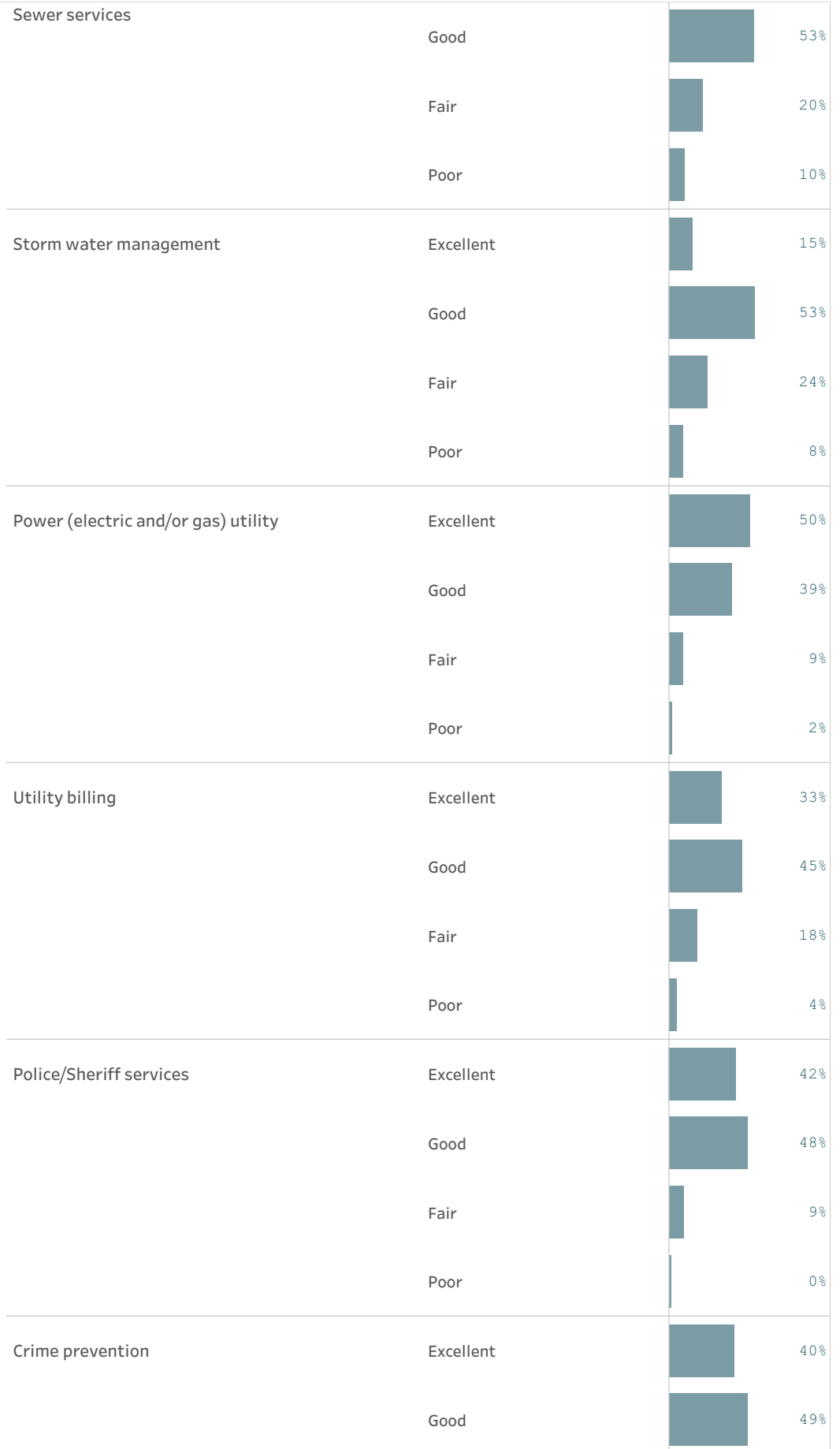
Please rate the quality of each of the following services in Shrewsbury.



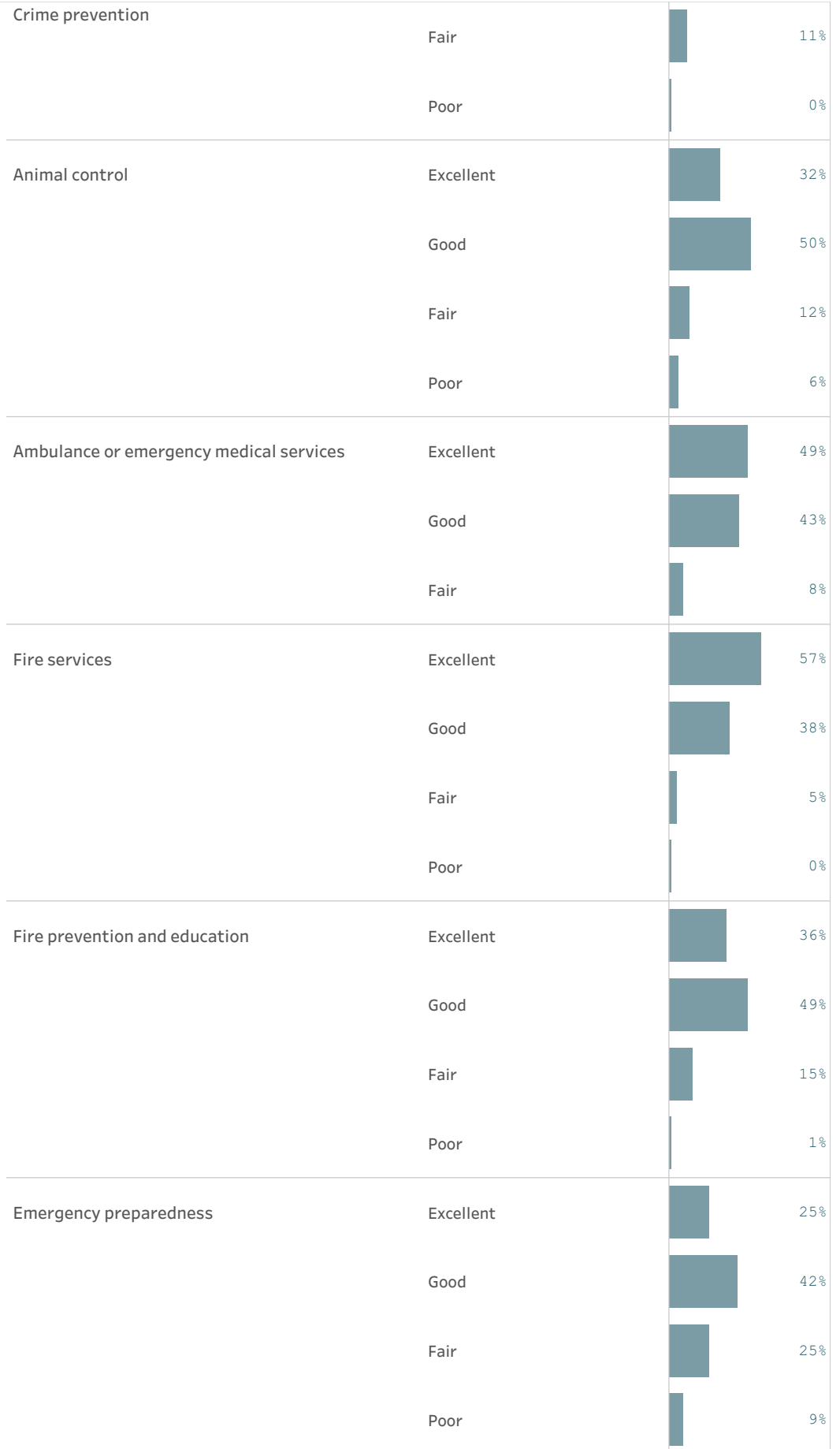
Please rate the quality of each of the following services in Shrewsbury.



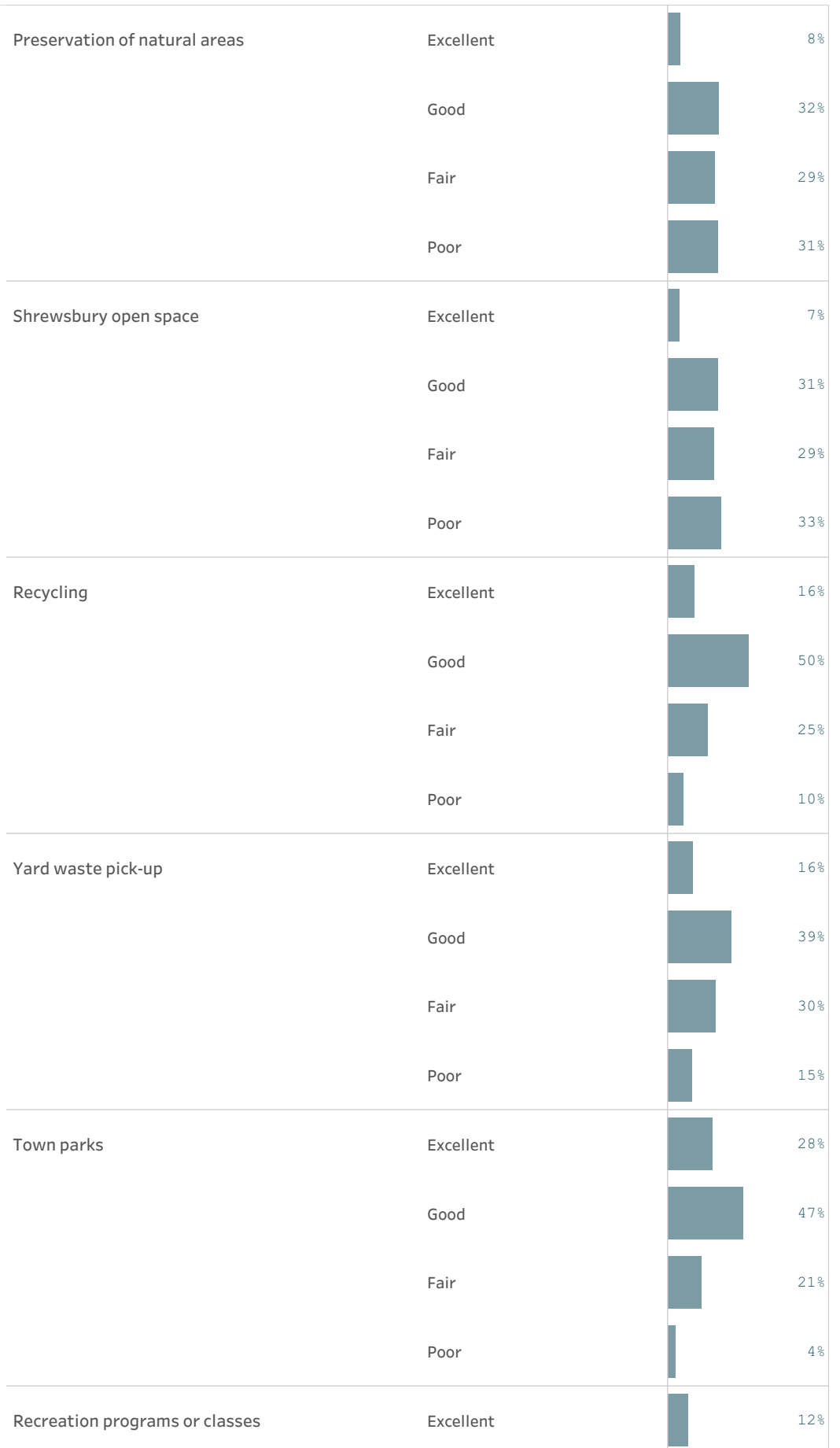
Please rate the quality of each of the following services in Shrewsbury.

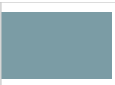



















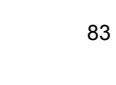


Please rate the quality of each of the following services in Shrewsbury.
























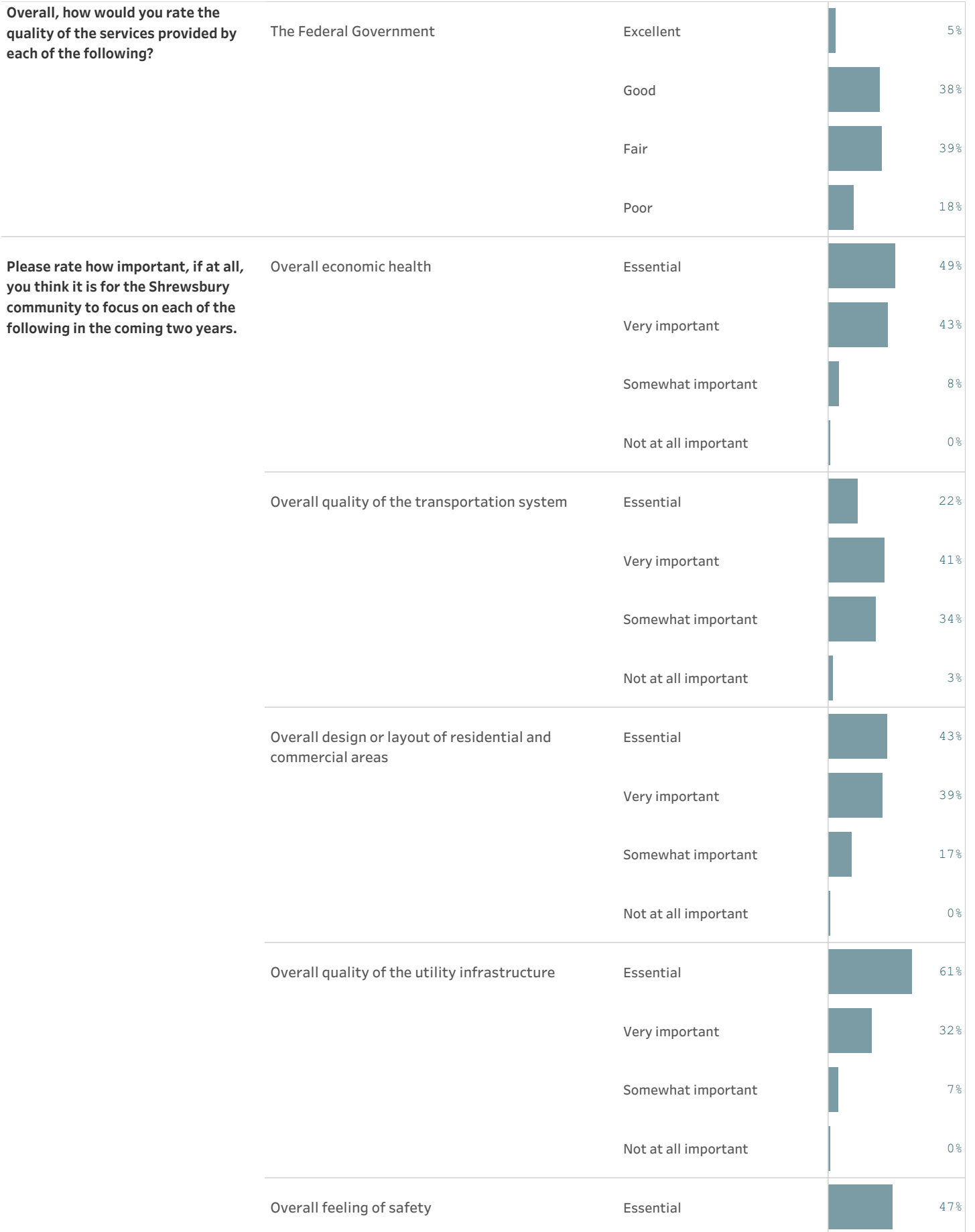
Please rate the quality of each of the following services in Shrewsbury.



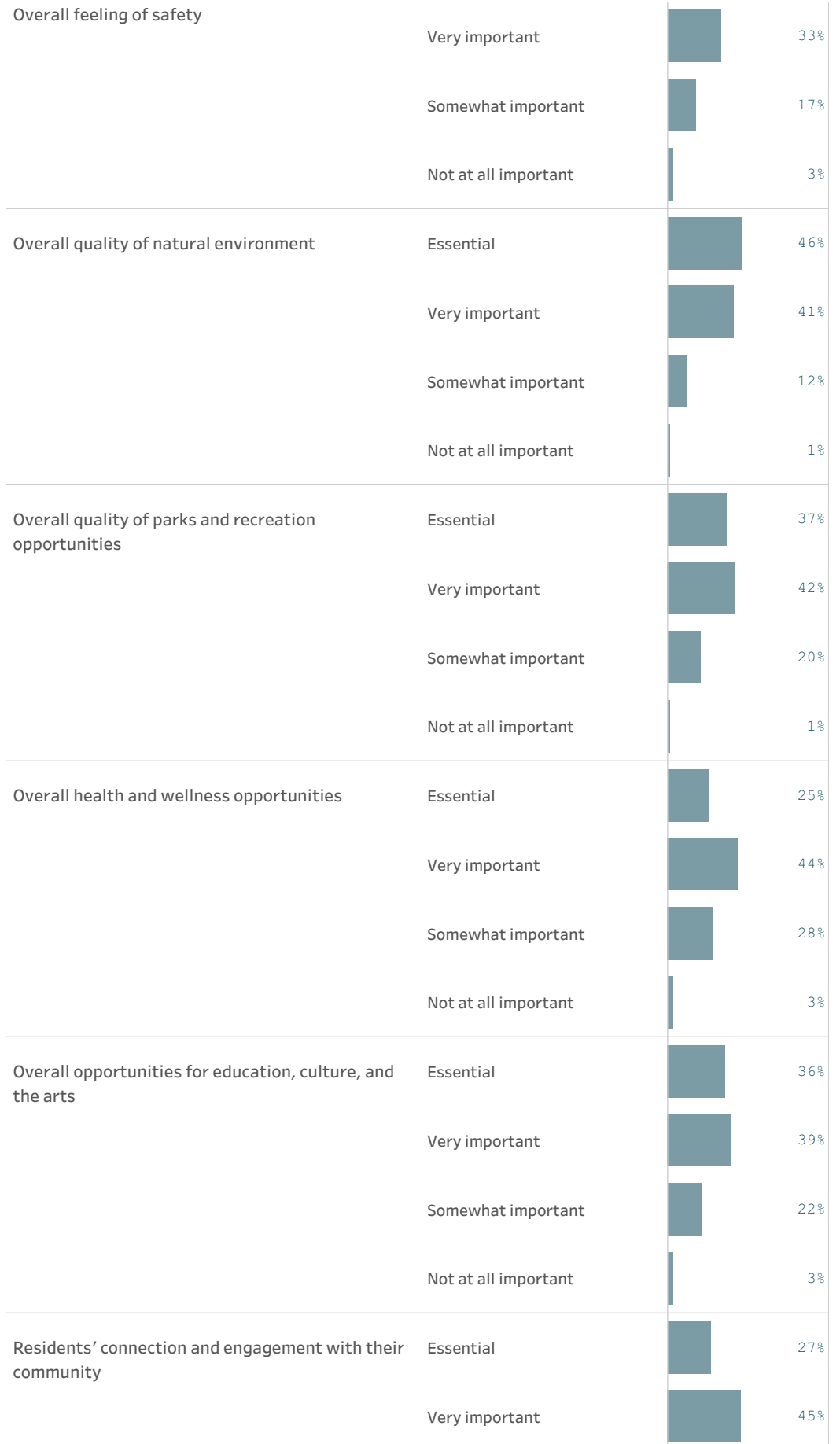
Please rate the quality of each of the following services in Shrewsbury.	Recreation programs or classes	Good		54%
		Fair		23%
		Poor		11%
Recreation centers or facilities	Excellent		11%	
	Good		35%	
	Fair		32%	
	Poor		22%	
Health services	Excellent		23%	
	Good		48%	
	Fair		21%	
	Poor		8%	
Public library services	Excellent		60%	
	Good		34%	
	Fair		6%	
	Poor		1%	
Overall customer service by Shrewsbury employees	Excellent		38%	
	Good		49%	
	Fair		12%	
	Poor		1%	
Please rate the following categories of Shrewsbury government performance.	The value of services for the taxes paid to Shrewsbury	Excellent		20%
		Good		43%

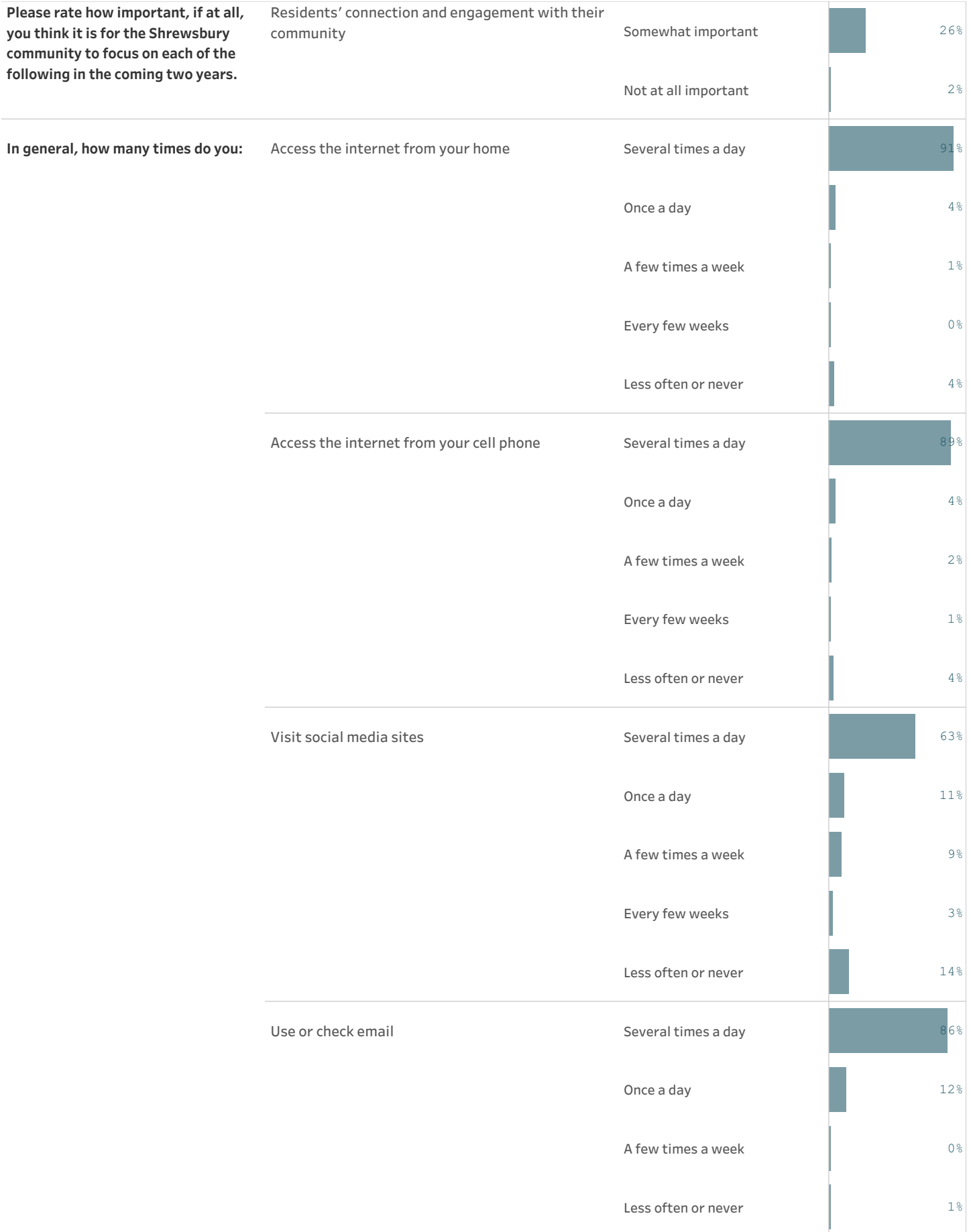


Please rate the following categories of Shrewsbury government performance.	Being honest	Poor		13%
	Being open and transparent to the public	Excellent		21%
		Good		42%
		Fair		20%
		Poor		16%
Informing residents about issues facing the community	Excellent		20%	
	Good		39%	
	Fair		27%	
	Poor		14%	
Treating all residents fairly	Excellent		21%	
	Good		43%	
	Fair		20%	
	Poor		15%	
Treating residents with respect	Excellent		24%	
	Good		49%	
	Fair		19%	
	Poor		8%	
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Shrewsbury	Excellent		21%
		Good		51%
		Fair		22%
		Poor		5%

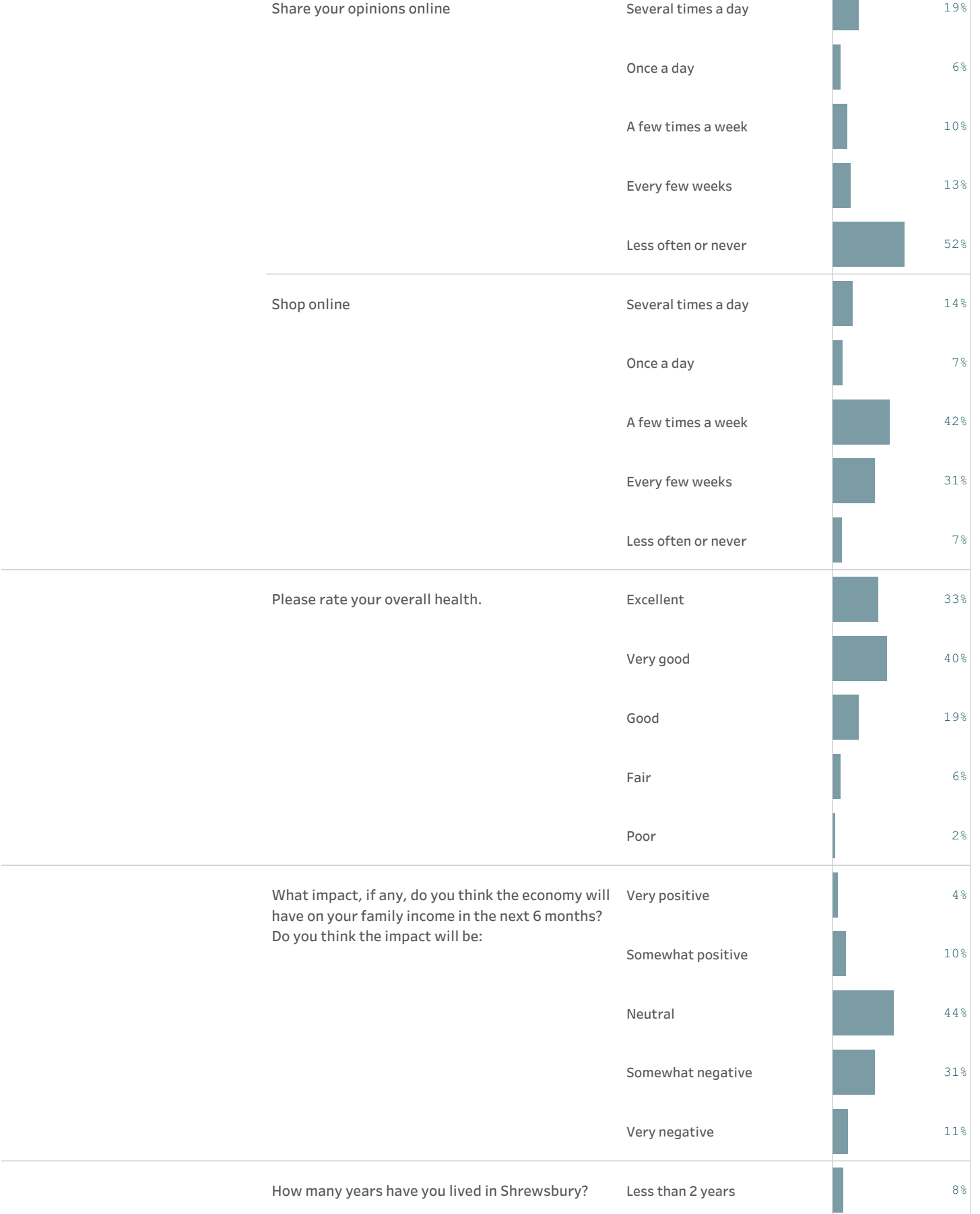


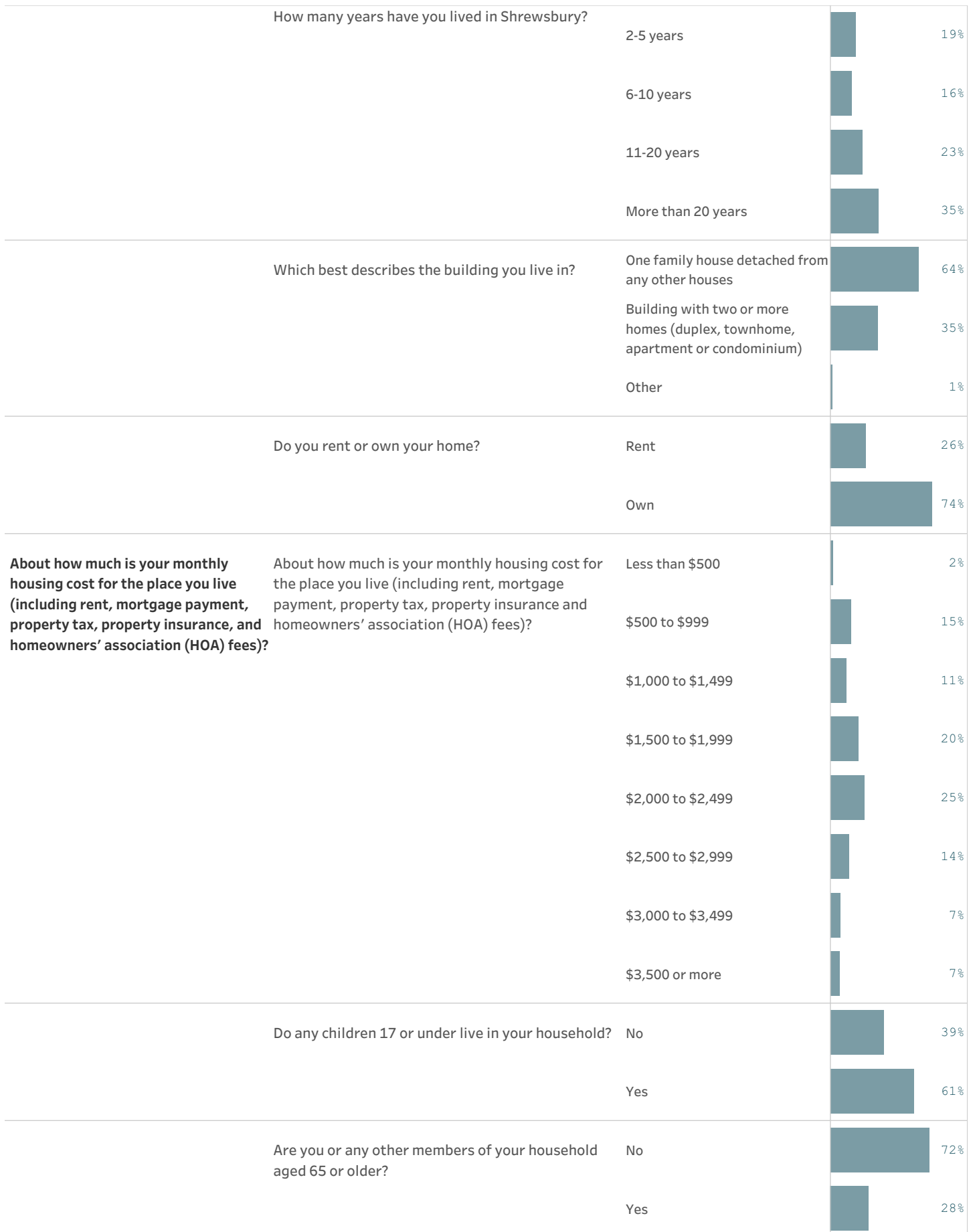
Please rate how important, if at all, you think it is for the Shrewsbury community to focus on each of the following in the coming two years.

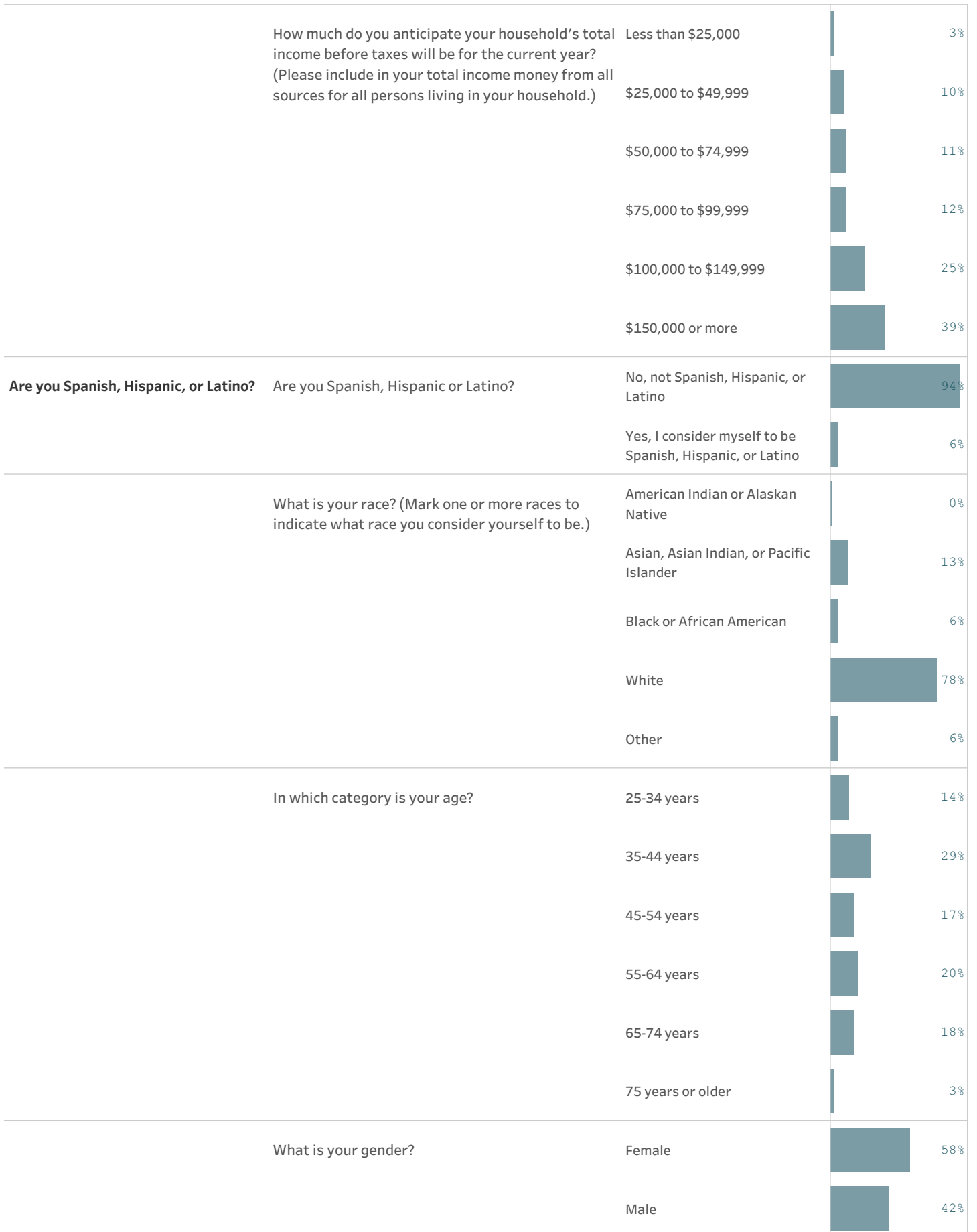




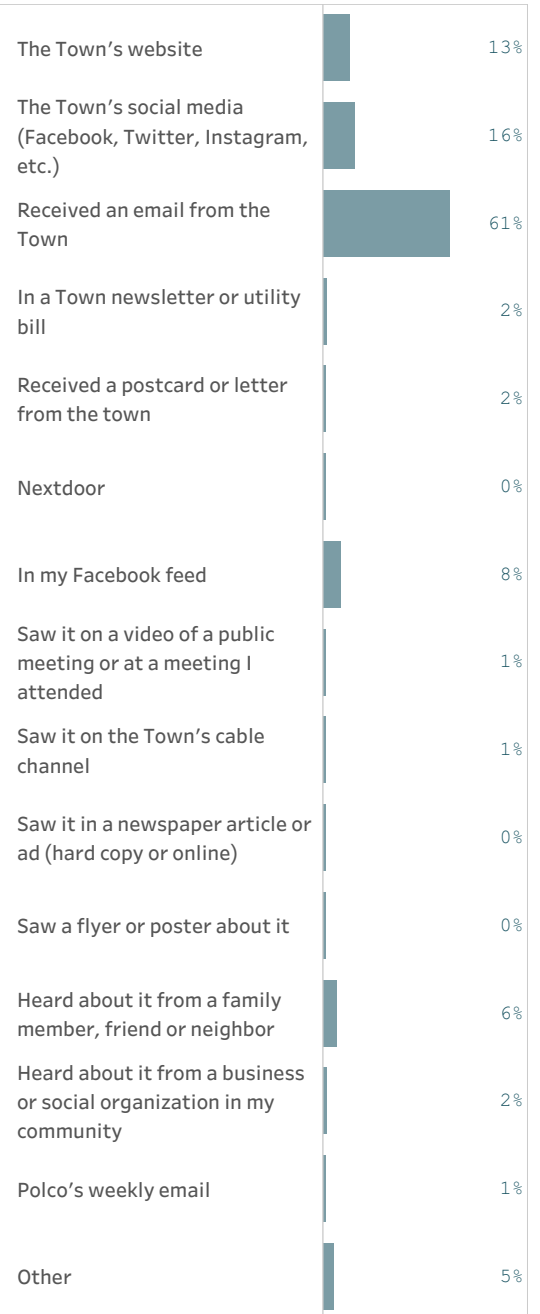
In general, how many times do you:







How did you hear about this survey?



Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Shrewsbury.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Shrewsbury as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Shrewsbury as a place to raise children.....	1	2	3	4	5
Shrewsbury as a place to work.....	1	2	3	4	5
Shrewsbury as a place to visit.....	1	2	3	4	5
Shrewsbury as a place to retire	1	2	3	4	5
The overall quality of life in Shrewsbury.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Shrewsbury as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Shrewsbury.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Shrewsbury.....	1	2	3	4	5
Overall design or layout of Shrewsbury's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Shrewsbury (water, sewer, storm water, electric, gas)	1	2	3	4	5
Overall feeling of safety in Shrewsbury.....	1	2	3	4	5
Overall quality of natural environment in Shrewsbury	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Shrewsbury.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Shrewsbury to someone who asks.....	1	2	3	4	5
Remain in Shrewsbury for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Shrewsbury's downtown/commercial area during the day.....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Shrewsbury community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Shrewsbury community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Shrewsbury.....	1	2	3	4	5
Variety of business and service establishments in Shrewsbury.....	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Shrewsbury	1	2	3	4	5
Overall image or reputation of Shrewsbury.....	1	2	3	4	5

7. Please also rate each of the following in the Shrewsbury community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Shrewsbury	1	2	3	4	5
Ease of travel by public transportation in Shrewsbury.....	1	2	3	4	5
Ease of travel by bicycle in Shrewsbury.....	1	2	3	4	5
Ease of walking in Shrewsbury.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods	1	2	3	4	5
Preservation of the historical or cultural character of the community	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Shrewsbury	1	2	3	4	5
Overall appearance of Shrewsbury.....	1	2	3	4	5
Cleanliness of Shrewsbury.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.)	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Shrewsbury	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the Town of Shrewsbury (in-person, phone, email, or web) for help or information.....	1	2
Contacted Shrewsbury elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Shrewsbury.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

9. Please rate the quality of each of the following services in Shrewsbury.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts).....	1	2	3	4	5
Shrewsbury open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Town parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Shrewsbury employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Shrewsbury government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Shrewsbury.....	1	2	3	4	5
The overall direction that Shrewsbury is taking.....	1	2	3	4	5
The job Shrewsbury government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Shrewsbury government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The Town of Shrewsbury	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Shrewsbury community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Shrewsbury	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Shrewsbury	1	2	3	4
Overall design or layout of Shrewsbury's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Shrewsbury (water, sewer, storm water, electric, gas).....	1	2	3	4
Overall feeling of safety in Shrewsbury.....	1	2	3	4
Overall quality of natural environment in Shrewsbury	1	2	3	4
Overall quality of parks and recreation opportunities	1	2	3	4
Overall health and wellness opportunities in Shrewsbury.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

Our last questions are about you and your household.
 Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online	1	2	3	4	5	6

D2. Please rate your overall health.

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. How many years have you lived in Shrewsbury?

- Less than 2 years
 2-5 years
 6-10 years
 11-20 years
 More than 20 years

D5. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes
 (duplex, townhome, apartment, or condominium)
 Mobile home
 Other

D6. Do you rent or own your home?

- Rent
 Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- Less than \$500 \$2,000 to \$2,499
 \$500 to \$999 \$2,500 to \$2,999
 \$1,000 to \$1,499 \$3,000 to \$3,499
 \$1,500 to \$1,999 \$3,500 or more

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$75,000 to \$99,999
 \$25,000 to \$49,999 \$100,000 to \$149,999
 \$50,000 to \$74,999 \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic, or Latino
 Yes, I consider myself to be Spanish, Hispanic, or Latino

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian, or Pacific Islander
 Black or African American
 White
 Other

D13. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D14. What is your gender?

- Female
 Male
 Identify in another way

Thank you! Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502