

Franklin, MA

The National Community Survey

Report of Results
2025

Report by:



Visit us online!
www.polco.us



National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Franklin. 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 NCS was developed by the experts from National Research Center at Polco in partnership with the International City/County Management Association (ICMA) and has been administered in hundreds of communities across the United States.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS focuses on the livability of Franklin by categorizing survey questions into the ten main “facets” of community livability shown below, which have been identified through years of extensive survey research as those that are most impactful to residents’ quality of life.

- 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 973 residents of the Town of Franklin collected from January 8th, 2025 to February 19th, 2025. The margin of error around any reported percentage is 3.1% for all respondents and the response rate for the 2025 survey was 20%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Franklin.



How the results are reported

For the most part, the percentages presented in this report 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 a “don’t know” response is shown in the full set of responses included in the “complete data” section; however, these responses have been removed from the analyses presented in the main body of the report. 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 500 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, Franklin'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 Franklin residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Franklin'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 Franklin's average rating was more than 20 points different when compared to the benchmark.

Methods



Selecting survey recipients

All households within the Town of Franklin were eligible to participate in the survey. A list of all households within the zip codes serving Franklin was purchased from NRC's mailing vendor, Go-Dog Direct, based on updated listings from the United States Postal Service. Since some of the zip codes that serve the Town of Franklin 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 Franklin 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 randomly selected using the birthday method. The birthday method selects a person within the household by asking the “person who most recently had a birthday” 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 5,000 randomly selected households received mailings beginning on January 8th, 2025 and data collection for the survey remained open for 6 weeks. 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. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation. 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.

The survey was available in English, Spanish, Haitian Creole, Hindi, and Simplified Chinese. All mailings contained paragraphs in all languages instructing participants on how to complete the survey in their preferred language.

About 1% of the 5,000 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 4,930 households that received the invitations to participate, 973 completed the survey, providing an overall response rate of 20%. Of the 973 responses, 968 were completed in English and 5 were completed in Simplified Chinese. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.¹

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 Franklin survey is no greater than plus or minus 3.1 percentage points around any given percent reported for all respondents (973 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 Franklin. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Franklin 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 February 5th, 2025. The survey remained open for 2 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 2020 Census and 2022 American Community Survey estimates for adults in the Town of Franklin. 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, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.² 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 ⁴
Age	18-34	6%	28%	28%
	35-54	30%	35%	34%
	55+	65%	38%	37%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	97%	96%	96%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	3%	4%	4%
Housing tenure	Own	88%	78%	78%
	Rent	12%	22%	22%
Housing type	Attached	25%	35%	35%
	Detached	75%	65%	65%
Race & Hispanic ori..	Not white alone	10%	15%	15%
	White alone, not Hispanic or Latino	90%	85%	85%
Sex	Man	43%	48%	48%
	Woman	57%	52%	52%
Sex/age	Man 18-34	3%	14%	15%
	Man 35-54	13%	17%	17%
	Man 55+	28%	16%	16%
	Woman 18-34	3%	14%	14%
	Woman 35-54	17%	17%	17%
	Woman 55+	36%	21%	21%

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 “complete data” section. 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 Franklin funded this research. Please contact Jamie Hellen of the Town of Franklin at jhellen@franklinma.gov if you have any questions about the survey.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged, and can include non-response error, coverage error, recall bias and social desirability bias. Non-response error arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than survey responders. For general resident surveys, where the results are meant to be generalized to the entire adult population living in households, the mailing lists based on the Delivery Sequence File from the United States Post Office may exclude certain types of housing units, such as those in multi-family buildings where mail is addressed to a named resident at the address rather than to a specific unit or where residents only receive their mail at a post office box and the geographic location of a residence cannot be determined, there may be a coverage error, although for most locations, this is minimal. Respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events, for example), and for some survey items, they may answer in ways they think cast their responses in a more favorable light (recall bias and social desirability bias).

Survey Validity

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

1. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
2. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
3. Targets come from the 2020 Census and 2022 American Community Survey

Key Findings

Highest-performing areas:

- Franklin received strong ratings for quality of life, and about 8 in 10 survey respondents indicated that they would recommend living in Franklin to someone who asked, and plan to stay in the city for the next five years.
- The vast majority of residents reported feeling safe in their neighborhoods and Franklin's downtown/commercial area during the day. Similarly, most participants indicated that they feel safe from violent and property crime, both of which scored above the national benchmark. Safety services also received strong ratings, and both crime prevention and animal control received above-average scores.
- About 8 in 10 community members rated the overall quality of the natural environment as excellent or good, and many environment-related topics received high scores, including:
 - Air quality (91% excellent or good)
 - Cleanliness (88%)
 - Recycling (84%; higher than the national benchmark)
- Specific parks and recreation amenities such as town parks (84% excellent or good), recreation programs or classes (81%), and availability of paths and walking trails (79%) received favorable ratings, indicating that residents value outdoor community spaces.

Focus areas:

- While ease of travel by car in Franklin was rated positively (72% excellent or good), some mobility-related questions received relatively lower ratings, including: ease of walking (67%), ease of public parking (58%), ease of travel by bicycle (46%), and ease of travel by public transportation (42%).
- Residents offered high ratings of importance (91% essential or very important) and relatively low ratings of quality (55% excellent or good) to the economy in Franklin, suggesting a priority and opportunity for growth for the community. The overall economic health of Franklin and employment opportunities were rated positively by only about half of residents. Similarly, economic development and the vibrancy of Franklin's downtown/commercial areas also received less than favorable ratings.
- Though about 9 in 10 respondents positively rated their neighborhood as a place to live, several other aspects of community design showed opportunities for improvement, including:
 - Well-planned commercial growth (40% excellent or good)
 - Well-planned residential growth (35%)
 - Land use, planning, and zoning (32%)
 - Availability of affordable quality housing (25%)

Other notable results:

- When asked what types of housing Franklin should prioritize for future development, residents indicated single-family homes (82% high or medium priority) and 55+ housing (64%) as the top choices.
- Regarding the priorities the Town should focus on for future housing development, survey respondents identified affordability (90% high or medium priority), sustainability and environmental impact (89%), and preserving the town's unique character and sense of community (89%) as the top three factors.
- About 7 in 10 residents felt that current public education programming, services, and staff should be increased. The majority (84%) of community members indicated that it's important for Franklin to prioritize educational opportunities over the next two years.

National Benchmark Comparisons:

Of the 123 evaluative questions asked, 7 items were higher, 1 item was lower, and 115 items were similar to the national benchmarks.

Higher

- Overall feeling of safety
- From property crime
- From violent crime
- Affordable high-speed internet access
- Crime prevention
- Animal control
- Recycling

Lower

- The overall direction that Franklin is taking

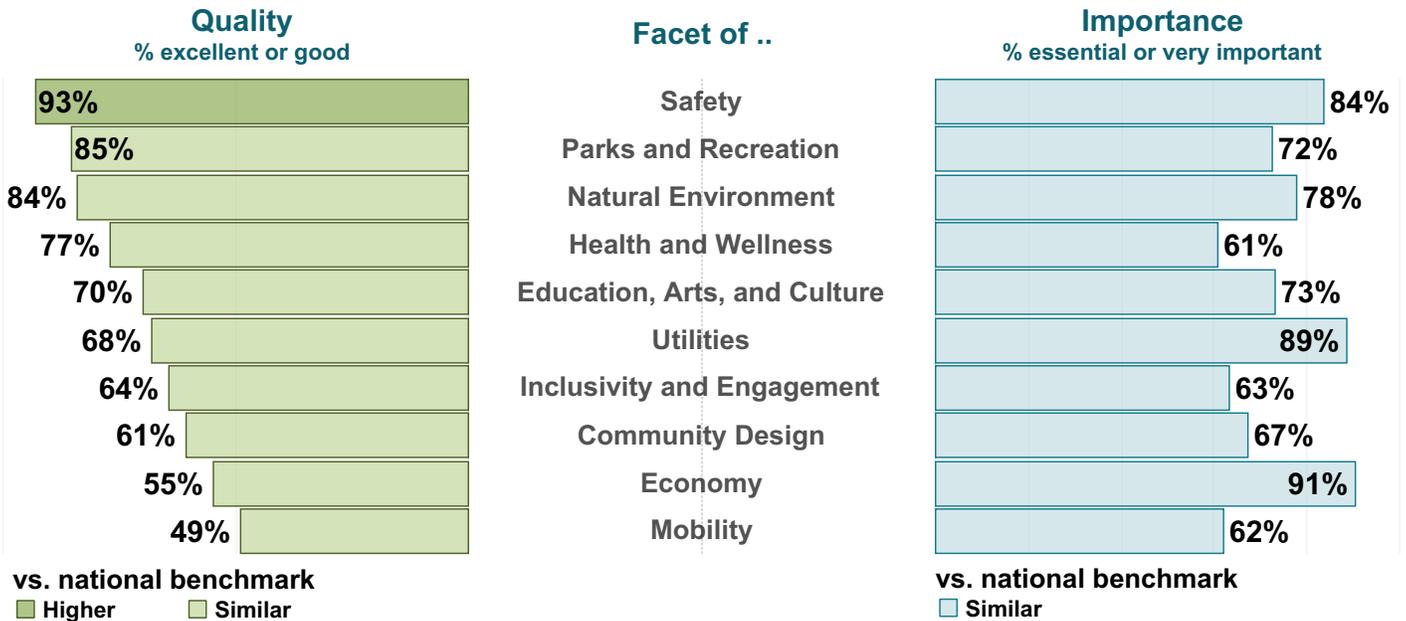
Facets of Livability



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.

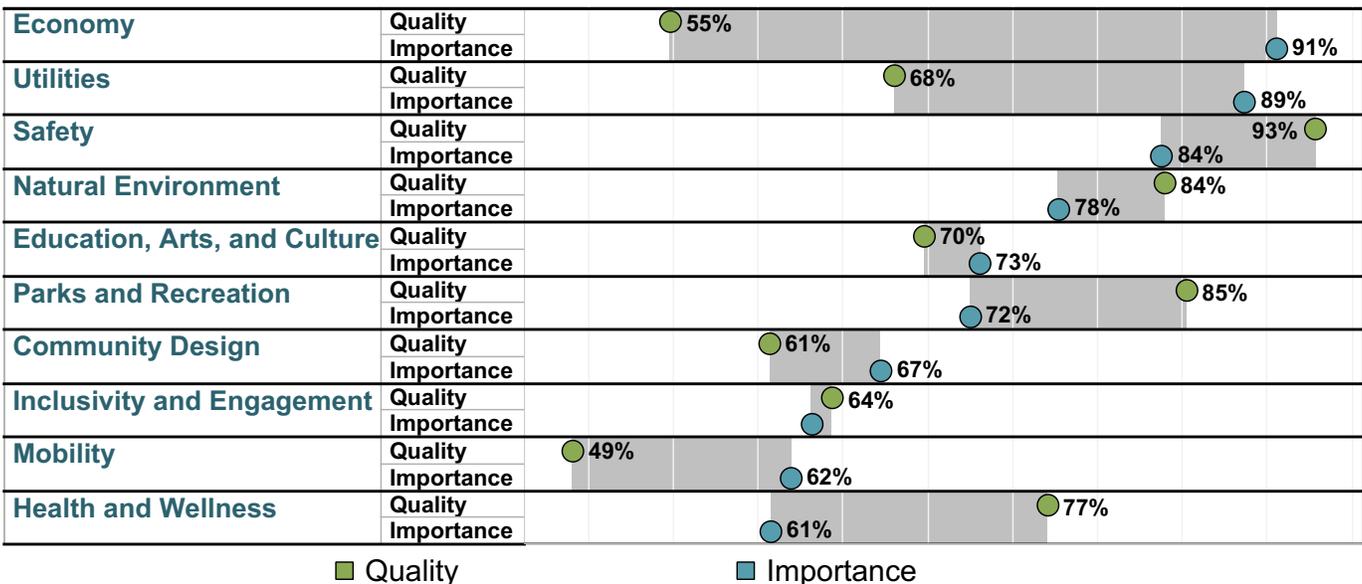
Quality and Importance by the Numbers

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher than communities across the country (the national benchmark).



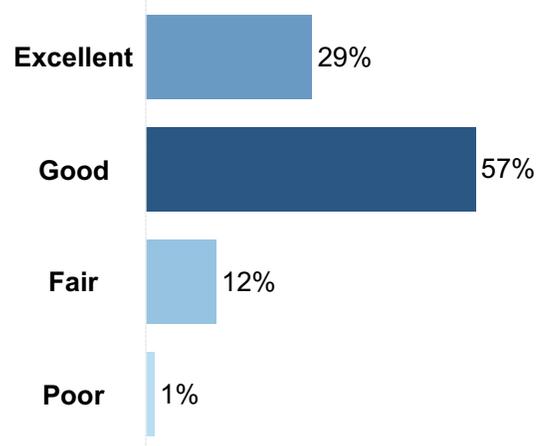
Quality/Importance Gap Analysis

The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.





The overall quality of life in Franklin, 2025



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.

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

vs. national benchmark⁷

Franklin as a place to live	88%	Similar
The overall quality of life in Franklin	86%	Similar

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

Recommend living in Franklin to someone who asks	84%	Similar
Remain in Franklin for the next five years	83%	Similar

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

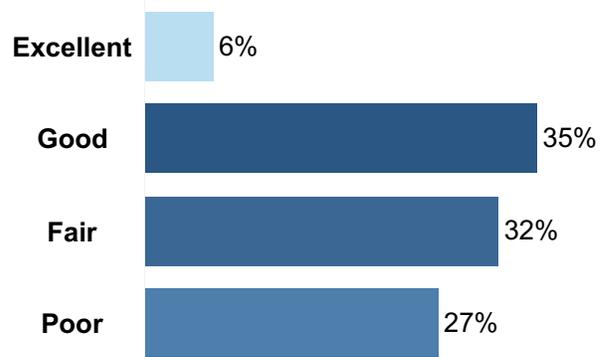
Overall image or reputation of Franklin	80%	Similar
---	-----	---------

7. 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 Franklin government, 2025



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

Service	Percentage	vs. national benchmark ^a
Overall customer service by Franklin employees (police, receptionists, planners, etc.)	88%	Similar
Public information services	72%	Similar

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

Treating residents with respect	67%	Similar
Treating all residents fairly	58%	Similar
The job Franklin government does at welcoming resident involvement	52%	Similar
The value of services for the taxes paid to Franklin	50%	Similar
Generally acting in the best interest of the community	46%	Similar
Being honest	45%	Similar
Informing residents about issues facing the community	45%	Similar
Being open and transparent to the public	42%	Similar
Overall confidence in Franklin government	42%	Similar
The overall direction that Franklin is taking	38%	Lower

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

The Town of Franklin	71%	Similar
The Federal Government	37%	Similar

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

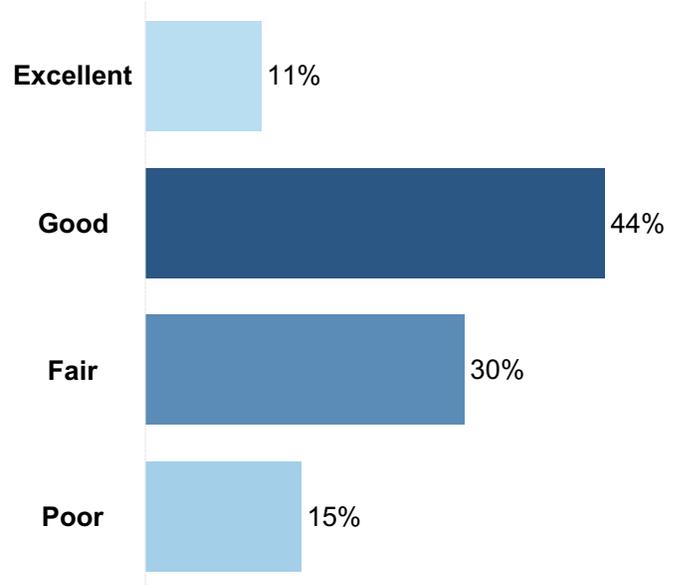
Contacted the Town of Franklin (in-person, phone, email, or web) for help or information	53%	Similar
Watched (online or on television) a local public meeting	38%	Higher
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	23%	Similar
Contacted Franklin elected officials (in-person, phone, email, or web) to express your opinion	20%	Similar

8. 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 Franklin, 2025



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

		vs. benchmark ⁹
Franklin as a place to work	73%	Similar
Franklin as a place to visit	57%	Similar

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

Overall economic health of Franklin	55%	Similar
-------------------------------------	-----	---------

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

Overall quality of business and service establishments in Franklin	79%	Similar
Variety of business and service establishments in Franklin	66%	Similar
Shopping opportunities	61%	Similar
Vibrancy of downtown/commercial area	50%	Similar
Employment opportunities	49%	Similar
Cost of living in Franklin	32%	Similar

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

Economic development



51%

Similar

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%

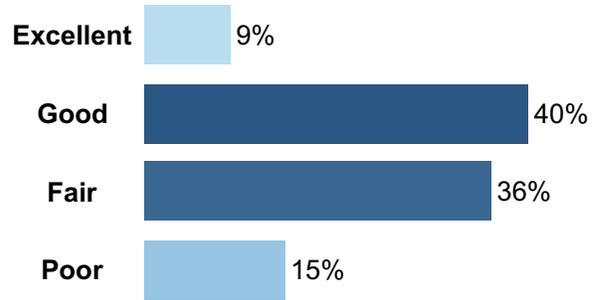
Similar

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

Overall quality of the transportation system in Franklin, 2025

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.



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

		vs. benchmark ¹⁰
Overall quality of the transportation system (auto, bicycle, foot, bus) in Franklin	49%	Similar

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

Ease of travel by car in Franklin	72%	Similar
Ease of walking in Franklin	67%	Similar
Ease of public parking	58%	Similar
Traffic flow on major streets	51%	Similar
Ease of travel by bicycle in Franklin	46%	Similar
Ease of travel by public transportation in Franklin	42%	Similar

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

Walked or biked instead of driving	51%	Similar
Used bus, rail, subway, or other public transportation instead of driving	42%	Higher
Carpooled with other adults or children instead of driving alone	37%	Similar

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

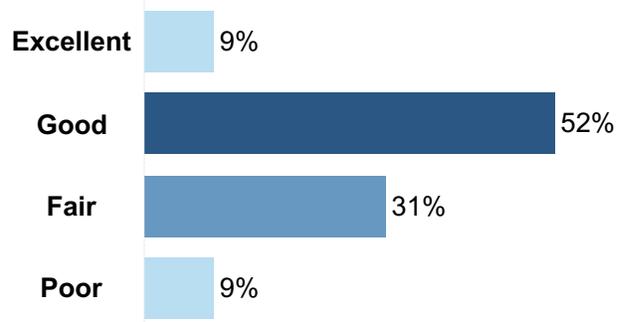
Snow removal	82%	Similar
Traffic enforcement	68%	Similar
Street cleaning	68%	Similar
Street lighting	62%	Similar
Sidewalk maintenance	62%	Similar
Traffic signal timing	56%	Similar
Bus or transit services	51%	Similar
Street repair	44%	Similar

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

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.

Overall design or layout of Franklin's residential and commercial areas, 2025



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

		vs. benchmark ¹¹
Your neighborhood as a place to live	90%	Similar

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

Overall design or layout of Franklin's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	61%	Similar
--	-----	---------

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

Overall appearance of Franklin	73%	Similar
Preservation of the historical or cultural character of the community	71%	Similar
Well-designed neighborhoods	63%	Similar
Public places where people want to spend time	62%	Similar
Variety of housing options	49%	Similar
Overall quality of new development in Franklin	41%	Similar
Well-planned commercial growth	40%	Similar
Well-planned residential growth	35%	Similar
Availability of affordable quality housing	25%	Similar

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

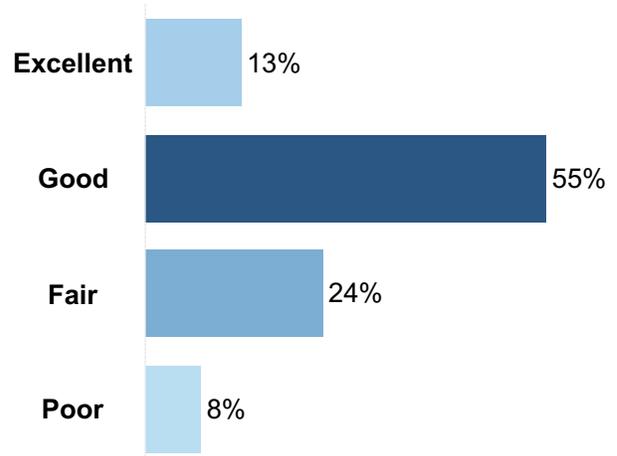
Code enforcement (weeds, abandoned buildings, etc.)	48%	Similar
Land use, planning, and zoning	32%	Similar

11. 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 Franklin, 2025



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

		vs. benchmark ¹²
Garbage collection	92%	Similar
Sewer services	84%	Similar
Storm water management (storm drainage, dams, levees, etc.)	75%	Similar
Power (electric and/or gas) utility	74%	Similar
Affordable high-speed internet access	73%	Higher
Drinking water	71%	Similar
Utility billing	64%	Similar

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

Overall quality of the utility infrastructure in Franklin (water, sewer, storm water, electric/gas, broadband)	68%	Similar
--	-----	---------

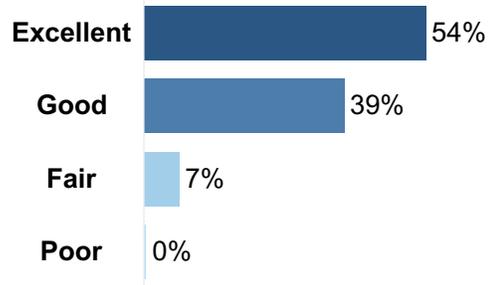
12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



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 Franklin, 2025



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

(% excellent or good)

vs.
benchmark¹³

Overall feeling of safety in Franklin	93%	Higher
---------------------------------------	-----	--------

Please rate how safe or unsafe you feel:

(% very or somewhat safe)

In Franklin's downtown/commercial area during the day	97%	Similar
In your neighborhood during the day	96%	Similar
From violent crime	96%	Higher
From property crime	92%	Higher
From fire, flood, or other natural disaster	91%	Similar

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

(% excellent or good)

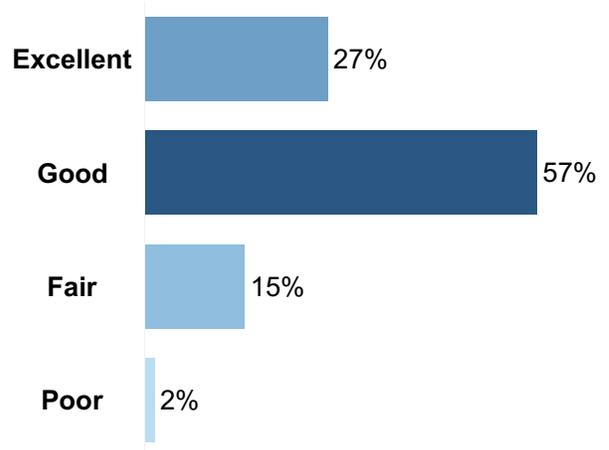
Fire services	94%	Similar
Ambulance or emergency medical services	94%	Similar
Crime prevention	90%	Higher
Police/Sheriff services	90%	Similar
Animal control	88%	Higher
Fire prevention and education	87%	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	75%	Similar

13. 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 Franklin, 2025



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

vs.
benchmark¹⁴

Overall quality of natural environment in Franklin	84%	Similar
--	-----	---------

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

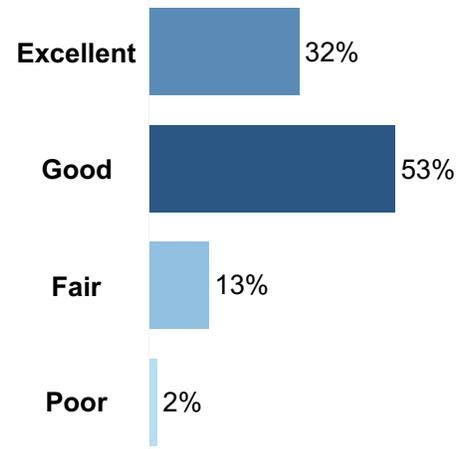
Air quality	91%	Similar
Cleanliness of Franklin	88%	Similar
Water resources (beaches, lakes, ponds, riverways, etc.)	65%	Similar

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

Recycling	84%	Higher
Yard waste pick-up	70%	Similar
Franklin open space	68%	Similar
Preservation of natural areas (open space, farmlands, and greenbelts)	65%	Similar

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

Overall quality of the parks and recreation opportunities, 2025



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

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

		vs. benchmark ¹⁵
Overall quality of parks and recreation opportunities	85%	Similar

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

Availability of paths and walking trails	79%	Similar
Fitness opportunities (including exercise classes and paths or trails, etc.)	77%	Similar
Recreational opportunities	73%	Similar

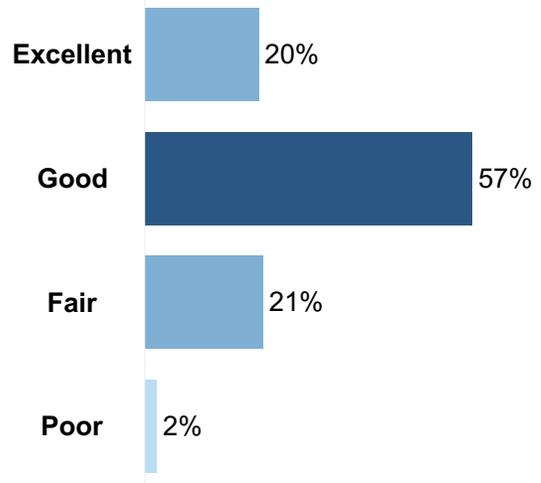
Please rate the quality of each of the following services in Franklin.
(% excellent or good)

Town parks	84%	Similar
Recreation programs or classes	81%	Similar
Recreation centers or facilities	75%	Similar

¹⁵. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



Overall health and wellness opportunities in Franklin, 2025



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.

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

		vs. benchmark ¹⁶
Overall health and wellness opportunities in Franklin	77%	Similar

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

Availability of preventive health services	69%	Similar
Availability of affordable quality food	67%	Similar
Availability of affordable quality health care	64%	Similar
Availability of affordable quality mental health care	52%	Similar

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

Health services	76%	Similar
-----------------	-----	---------

Please rate your overall health.
(% excellent or very good)

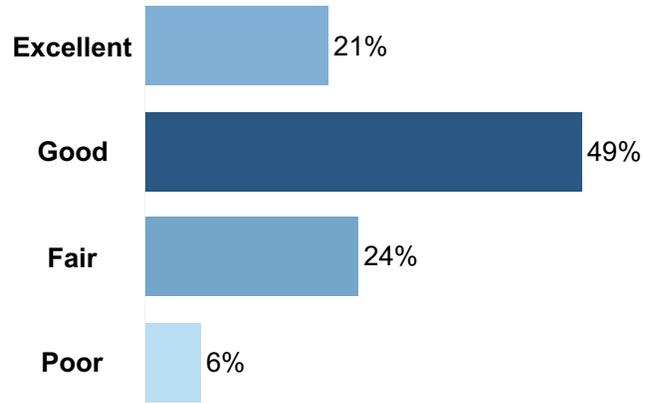
Please rate your overall health.	76%	Similar
----------------------------------	-----	---------

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

Overall opportunities for education, culture and the arts, 2025

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 Franklin as a whole. (% excellent or good)

vs. benchmark¹⁷

Overall opportunities for education, culture, and the arts	70%	Similar
--	-----	---------

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

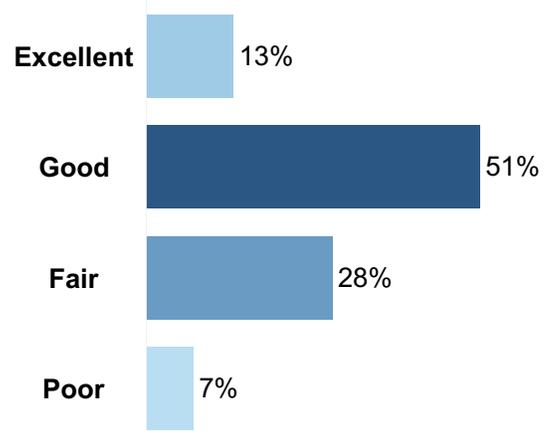
Opportunities to attend special events and festivals	75%	Similar
Opportunities to attend cultural/arts/music activities	71%	Similar
K-12 education	70%	Similar
Community support for the arts	69%	Similar
Adult educational opportunities	67%	Similar
Availability of affordable quality childcare/preschool	49%	Similar

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

Public library services	96%	Similar
-------------------------	-----	---------

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

Residents' connection and engagement with their community, 2025



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.

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

		vs. benchmark ¹⁸
Franklin as a place to raise children	87%	Similar
Sense of community	73%	Similar
Franklin as a place to retire	52%	Similar

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

Residents' connection and engagement with their community	64%	Similar
---	-----	---------

Please rate the job you feel the Franklin community does at each of the following.
(% excellent or good)

Making all residents feel welcome	79%	Similar
Valuing/respecting residents from diverse backgrounds	72%	Similar
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	68%	Similar
Attracting people from diverse backgrounds	64%	Similar

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

Opportunities to volunteer	76%	Similar
Neighborliness of residents in Franklin	71%	Similar

Opportunities to participate in community matters	70%	Similar
Opportunities to participate in social events and activities	66%	Similar
Sense of civic/community pride	66%	Similar
Openness and acceptance of the community toward people of diverse backgrounds	65%	Similar

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

Volunteered your time to some group/activity in Franklin	33%	Similar
Campaigned or advocated for a local issue, cause, or candidate	19%	Similar

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

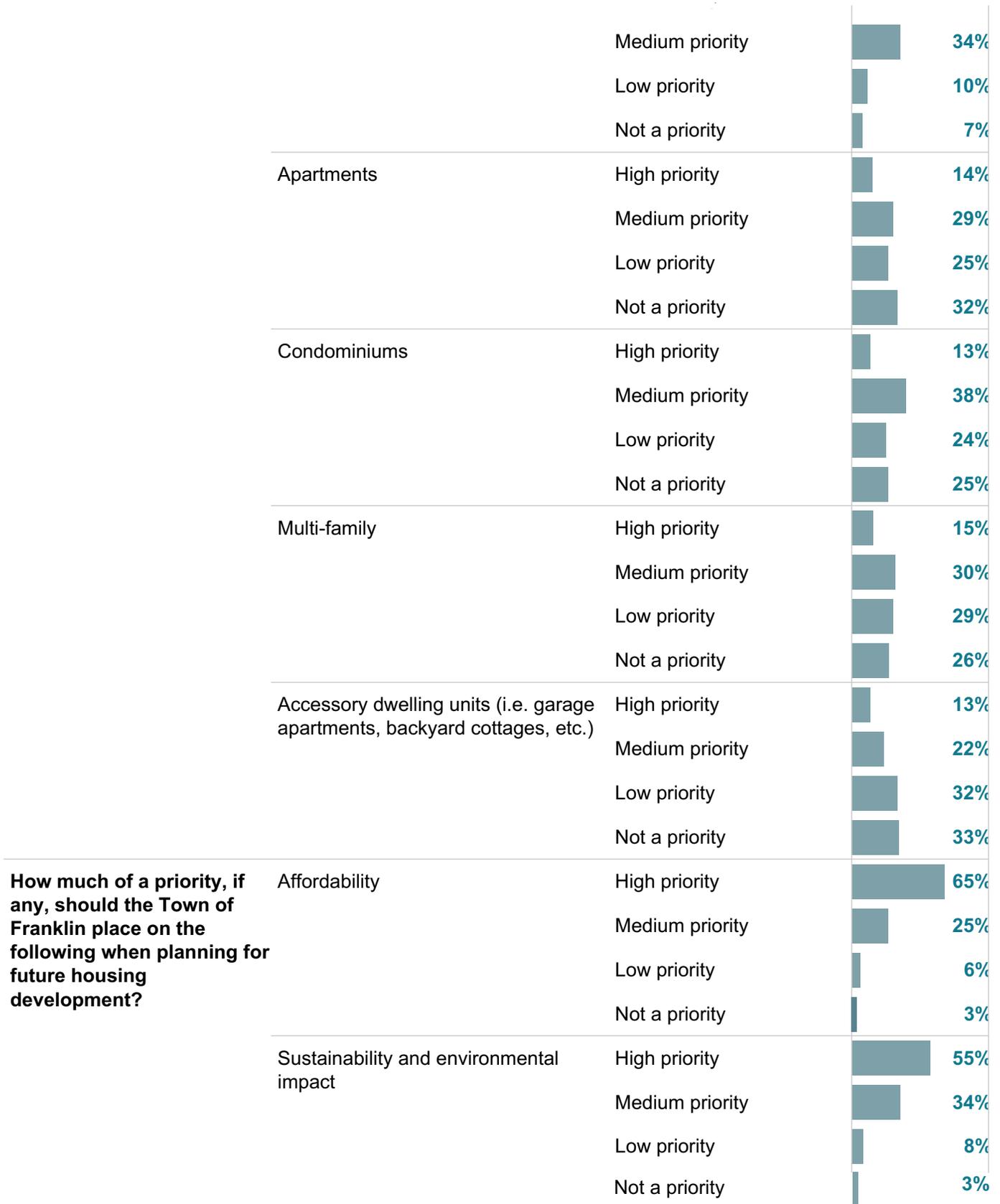
Custom Questions



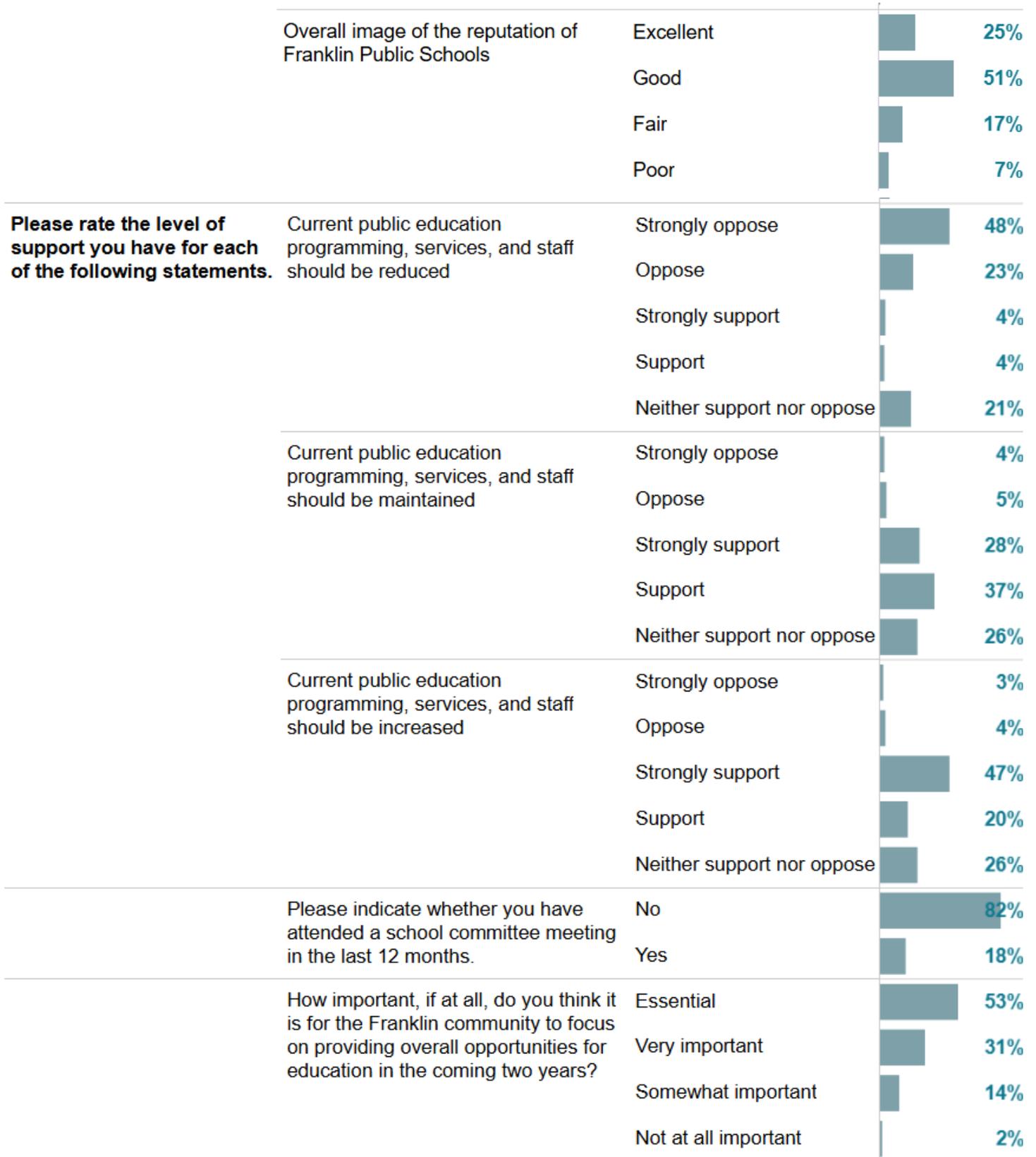
Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

Include "don't know"
No

Please rate the current response time for Fire and Emergency Medical Services (EMS) calls.	Excellent	66%	
	Good	30%	
	Fair	3%	
	Poor	1%	
Do you currently utilize the Town's online payment system for billing/permitting/licensing/etc.?	No	33%	
	Yes	67%	
What is your primary source of information?	Digital News	38%	
	Social Media	25%	
	Television	19%	
	Newspapers	10%	
	Other	4%	
	Podcasts	4%	
What is your primary social media source?	Facebook	40%	
	Instagram	18%	
	None	15%	
	Other	12%	
	Twitter	6%	
	Podcasts	4%	
	Bluesky	3%	
	TikTok	3%	
What types of housing do you feel the Town of Franklin should prioritize for future development?	55+ housing	High priority	27%
		Medium priority	37%
		Low priority	23%
		Not a priority	13%
Single-family homes	High priority	48%	



Preserving the town's unique character and sense of community	High priority	52%	
	Medium priority	37%	
	Low priority	9%	
	Not a priority	2%	
Proximity to schools, parks, and essential services	High priority	32%	
	Medium priority	49%	
	Low priority	14%	
	Not a priority	5%	
Traffic management and transportation options	High priority	50%	
	Medium priority	41%	
	Low priority	7%	
	Not a priority	1%	
Diversity in housing options	High priority	28%	
	Medium priority	37%	
	Low priority	23%	
	Not a priority	13%	
Please rate the following aspects of Franklin Public Schools.	Overall quality of PreK - 12 educational experience	Excellent	31%
		Good	44%
		Fair	19%
		Poor	5%
Variety of extracurricular and curricular activities (ex: sports, clubs)	Excellent	28%	
	Good	41%	
	Fair	18%	
	Poor	13%	
Student preparedness for post-secondary education	Excellent	25%	
	Good	52%	
	Fair	17%	
	Poor	6%	
Maintenance of building facilities	Excellent	21%	
	Good	61%	
	Fair	16%	
	Poor	2%	



The Town of Franklin 2025 Community 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 Franklin.

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Franklin.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Franklin.....	1	2	3	4	5
Overall design or layout of Franklin's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Franklin (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Franklin.....	1	2	3	4	5
Overall quality of natural environment in Franklin.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Franklin.....	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 Franklin to someone who asks.....	1	2	3	4	5
Remain in Franklin 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 Franklin'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 Franklin 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 Franklin 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 Franklin.....	1	2	3	4	5
Variety of business and service establishments in Franklin	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 Franklin.....	1	2	3	4	5
Overall image or reputation of Franklin	1	2	3	4	5

7. Please also rate each of the following in the Franklin 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 Franklin.....	1	2	3	4	5
Ease of travel by public transportation in Franklin.....	1	2	3	4	5
Ease of travel by bicycle in Franklin.....	1	2	3	4	5
Ease of walking in Franklin.....	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 Franklin.....	1	2	3	4	5
Overall appearance of Franklin.....	1	2	3	4	5
Cleanliness of Franklin.....	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 Franklin.....	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 Franklin (in-person, phone, email, or web) for help or information.....	1	2
Contacted Franklin 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 Franklin.....	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

The Town of Franklin 2025 Community Survey

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

	<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
Franklin 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 Franklin employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Franklin 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 Franklin.....	1	2	3	4	5
The overall direction that Franklin is taking.....	1	2	3	4	5
The job Franklin government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Franklin 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 Franklin.....	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 Franklin 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 Franklin.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Franklin	1	2	3	4
Overall design or layout of Franklin’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Franklin (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Franklin.....	1	2	3	4
Overall quality of natural environment in Franklin.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Franklin.....	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

13. Please rate the current response time for Fire and Emergency Medical Services (EMS) calls.

- Excellent Good Fair Poor Don’t know

14. Do you currently utilize the Town’s online payment system for billing/permitting/licensing/etc.?

- Yes No

15. What is your primary source of information?

- Podcasts Newspapers Digital News Television Social Media Other

16. What is your primary social media source?

- Facebook Instagram TikTok Twitter Bluesky Podcasts Other None

17. What types of housing do you feel the Town of Franklin should prioritize for future development?

	<u>High priority</u>	<u>Medium priority</u>	<u>Low priority</u>	<u>Not a priority</u>
55+ housing.....	1	2	3	4
Single-family homes	1	2	3	4
Apartments.....	1	2	3	4
Condominiums.....	1	2	3	4
Multi-family.....	1	2	3	4
Accessory dwelling units (i.e. garage apartments, backyard cottages, etc.).....	1	2	3	4

18. How much of a priority, if any, should the Town of Franklin place on the following when planning for future housing development?

	<u>High priority</u>	<u>Medium priority</u>	<u>Low priority</u>	<u>Not a priority</u>
Affordability.....	1	2	3	4
Sustainability and environmental impact.....	1	2	3	4
Preserving the town’s unique character and sense of community.....	1	2	3	4
Proximity to schools, parks, and essential services.....	1	2	3	4
Traffic management and transportation options.....	1	2	3	4
Diversity in housing options	1	2	3	4

19. Please rate the following aspects of Franklin Public Schools.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don’t know</u>
Overall quality of PreK - 12 educational experience	1	2	3	4	5
Variety of extracurricular and curricular activities (ex: sports, clubs)	1	2	3	4	5
Student preparedness for post-secondary education	1	2	3	4	5
Maintenance of building facilities.....	1	2	3	4	5
Overall image of the reputation of Franklin Public Schools.....	1	2	3	4	5

The Town of Franklin 2025 Community Survey

20. Please rate the level of support you have for each of the following statements.

	<u>Strongly support</u>	<u>Support</u>	<u>Neither support nor oppose</u>	<u>Oppose</u>	<u>Strongly oppose</u>
Current public education programming, services, and staff should be <u>reduced</u>	1	2	3	4	5
Current public education programming, services, and staff should be <u>maintained</u>	1	2	3	4	5
Current public education programming, services, and staff should be <u>increased</u>	1	2	3	4	5

21. Please indicate whether you have attended a school committee meeting in the last 12 months.

- Yes No

22. How important, if at all, do you think it is for the Franklin community to focus on providing overall opportunities for education in the coming two years?

- Essential Very important Somewhat important Not at all important

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, X (formerly 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 Franklin?

- 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?

- Single-family detached home
 Townhouse or duplex (may share walls but no units above or below you)
 Condominium or apartment (have units above or below you)
 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 \$300 \$2,500 to \$3,999
 \$300 to \$599 \$4,000 to \$6,999
 \$600 to \$999 \$7,000 to \$9,999
 \$1,000 to \$1,499 \$10,000 or more
 \$1,500 to \$2,499

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 \$100,000 to \$149,999
 \$25,000 to \$49,999 \$150,000 to \$199,999
 \$50,000 to \$74,999 \$200,000 to \$299,999
 \$75,000 to \$99,999 \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

- No Yes

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
 Black or African American
 Native Hawaiian or Other Pacific Islander
 White
 A race not listed

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?

- Woman
 Man
 Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

- Agender/I don't identify with any gender
 Genderqueer/gender fluid
 Non-binary
 Transgender man
 Transgender woman
 Two-spirit
 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