



TOWN *of* FRANKLIN
MASSACHUSETTS

INITIAL THOUGHTS

- Exceptional response rate
- Timing (January / February: events at that time)
- Provides a snapshot of defined feelings and opinions
- Creates a baseline to measure
- Pilot project to get feedback if surveys are good ideas and the cost associated with them
- Shows incredibly high quality of life metrics
- Depicts strong support for town services
- Shows a split of many opinions (similar to what we see on the National scale)
- Residents in Franklin share the frustrations and concerns of the majority of the country:
 - Access and affordability to mental health care, childcare, housing costs, cost of living, trust in government, development





OVERALL QUALITY OF LIFE

99% of residents rate the **overall quality of life in Franklin** as excellent / good / fair
(29% / 57% / 12% / 1% poor)

- Franklin as a place to live – 88%
- Recommend living in Franklin – 84%

- Plan to remain in Franklin for the next five years – 83%
- Overall image or reputation of Franklin – 80%



99%



AREAS OF IMPROVEMENT & INVESTMENT

- Communication, honesty, transparency, overall direction
- Housing
- Mobility (infrastructure)
- Economy
- Schools: high satisfaction, but clear desire for investment





COMMUNICATION TRANSPARENCY HONESTY

Similar range of the national average; room for changes / improvements.

- 38% – overall direction that Franklin is taking (lower than the national average)
- 19% – campaigned or advocated for a local issue, cause, or candidate
- How do we increase community engagement?
- The information is out there – how do we make it more accessible?

38%

Overall direction Franklin is taking

42%

Being open & transparent

42%

Overall confidence in Franklin government



GENERAL HOUSING

9 in 10 respondents positively rated their neighborhood as a positive place to live!

Still, there are several components of community design showing opportunities to improve.

25%

Availability of affordable housing

32%

Land use, planning, and zoning

35%

Well-planned residential growth



MOBILITY & ECONOMY

Overall **Mobility** and the **Economy** are two areas in which the residents of Franklin have concerns. Ease of travel (42%) and quality (51%) of public transportation are areas of improvement along with ease of travel by bicycle (46%) and street repair (44%).

The overall economic health (55%) of Franklin is an area of concern, a sentiment shared by many across the country.

44%

Overall condition of
roadways and street
repairs

42%

Ease of travel by public
transportation

55%

Overall economic health of
Franklin



“Pessimism prevails in Massachusetts over national economy & tariffs”¹ –UNH Survey Center

“‘An abundance of pessimism’: New England voters are down on Trump, the economy – and even Democrats, Suffolk/Globe poll finds”² –Boston Globe/Suffolk University

“46% of voters ranked the US economy as only ‘fair,’ while 28% of voters ranked the US economy as ‘poor.’ 68% reported feeling the country is headed on the ‘wrong track.’ ”³ –Suffolk University

¹UNH Survey Center, “Pessimism Prevails in Massachusetts Over National Economy & Tariffs 5/30/2025” (2025). *All UNH Survey Center Polls*. 873. https://scholars.unh.edu/survey_center_polls/873

²Stout, Matt, “An abundance of pessimism’: New England voters are down on Trump, the economy – and even Democrats, Suffolk/Globe poll finds”, *The Boston Globe*. June 10, 2025. [Link to article](#)

³Suffolk University Press Release, “Suffolk University/Boston Globe Regional Poll: Majority Oppose Recent ICE Actions, Tariffs, and Higher Ed Funding Cuts; Support Birthright Citizenship”. June 10, 2025. [Press Release](#)
[Link to full poll](#)

FRANKLIN SERVICES ARE BELOVED



80%

Franklin is a great place to live

80% of respondents plan to remain in Franklin for at least 5 years.

80% of respondents would recommend living in Franklin

Public Safety

Residents overwhelmingly feel Franklin is a safe place to live. Above the national average in safety from violent crime, property crime, crime prevention, and animal control.



94%



84%

Natural Environment

- 84% overall quality of natural environment
- 91% air quality
- 88% cleanliness
- 84% recycling (above the national average)

DEEP PRIDE AND COMMUNITY SUPPORT FOR:



Education

- 76% overall image of Franklin's schools
- 77% student preparedness
- 75% overall preK - 12 educational experience

Library

96% of residents rate Franklin's library services as good or excellent.



Raising children & Community

- 87% Franklin is a good or excellent place to raise children
- 73% Sense of community
- 79% Welcoming community



CUSTOM QUESTIONS: TOWN

38%

Residents watched a local public meeting (online or on television)
Higher than the national average

63%

Residents that get their news from digital news or social media

96%

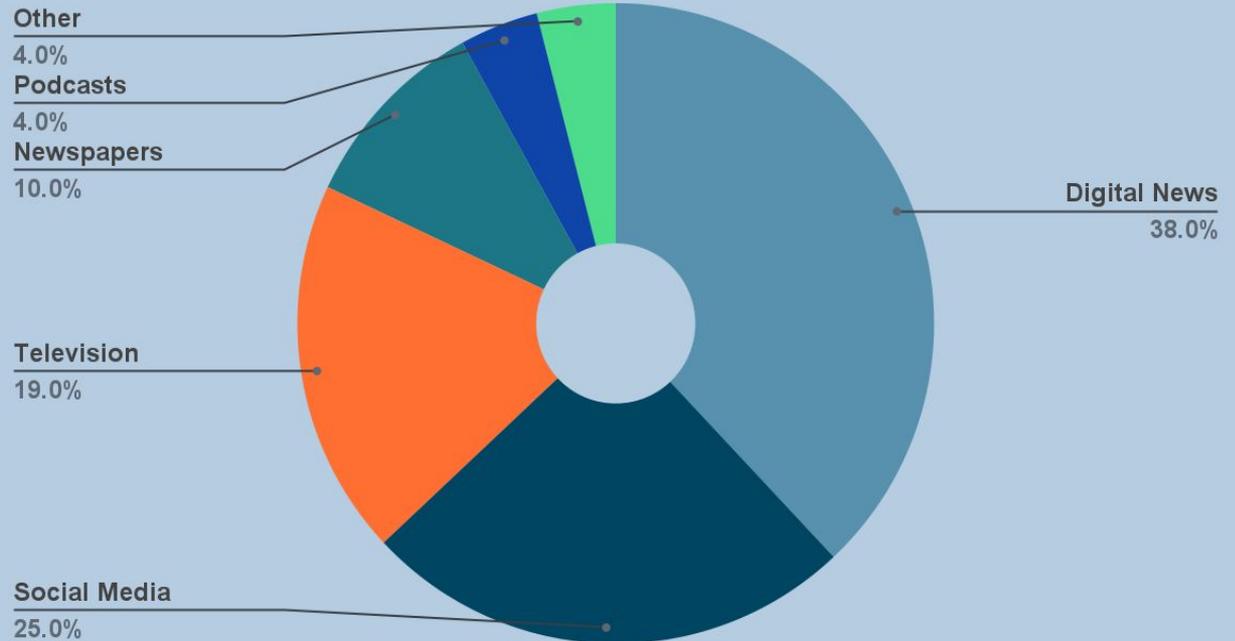
Current response time for Fire and Emergency Medical Services (EMS) calls

67%

Residents that utilize the Town's online payment system for billing/permitting/licensing

CUSTOM QUESTIONS: TOWN

Primary Source of Information



CUSTOM QUESTIONS: TOWN

Social Media Source

Other

8.9%

None

11.1%

TikTok

2.2%

Bluesky

2.2%

Podcasts

28.1%

Facebook

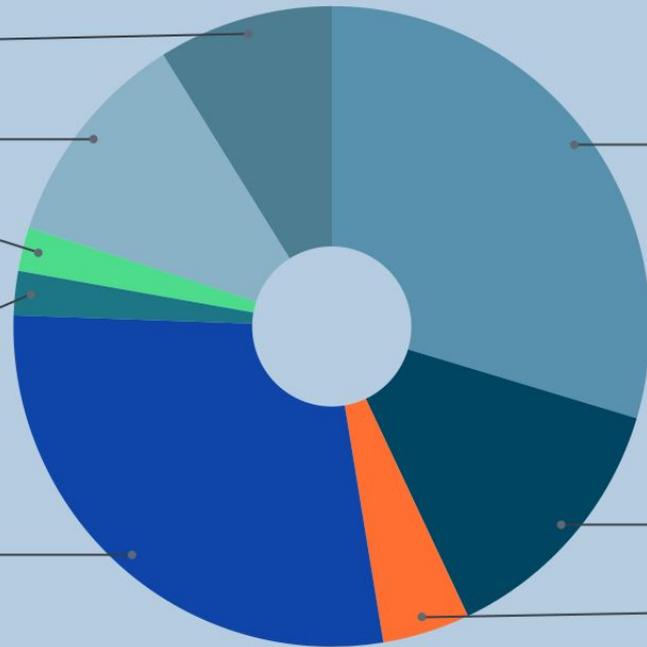
29.6%

Instagram

13.3%

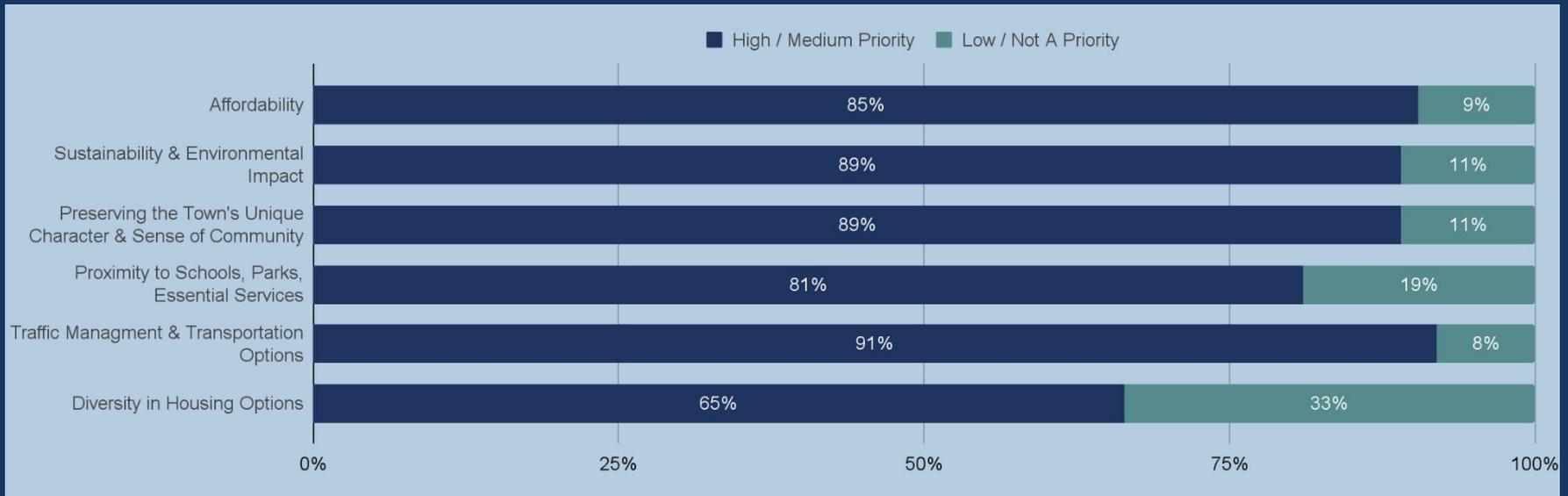
Twitter

4.4%



CUSTOM QUESTIONS: TOWN

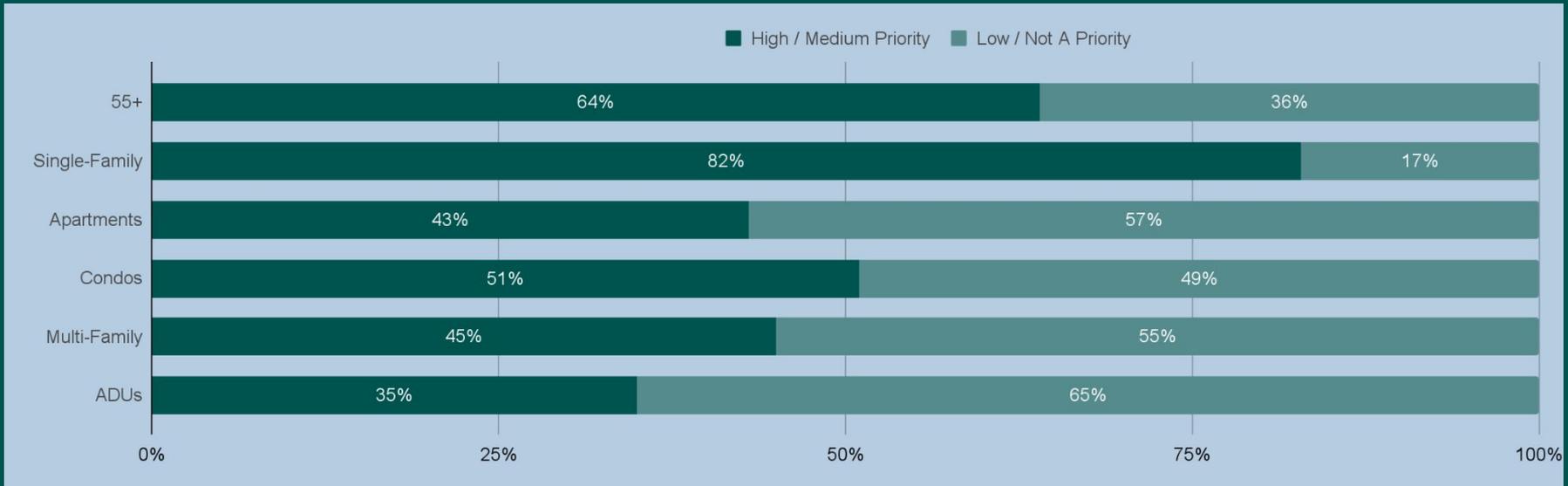
What should the Town's priority be when planning for future housing developments?



* These priorities mirror the Master Plan *

CUSTOM QUESTIONS: TOWN

What types of housing should the Town prioritize for future development?





CUSTOM QUESTIONS: SCHOOLS

YES

18%

Have you attended a School Committee meeting in the last 12 months?

NO

82%

ESSENTIAL / VERY IMPORTANT

84%

Importance of the Franklin community to focus on providing overall opportunities for education in the upcoming two year.

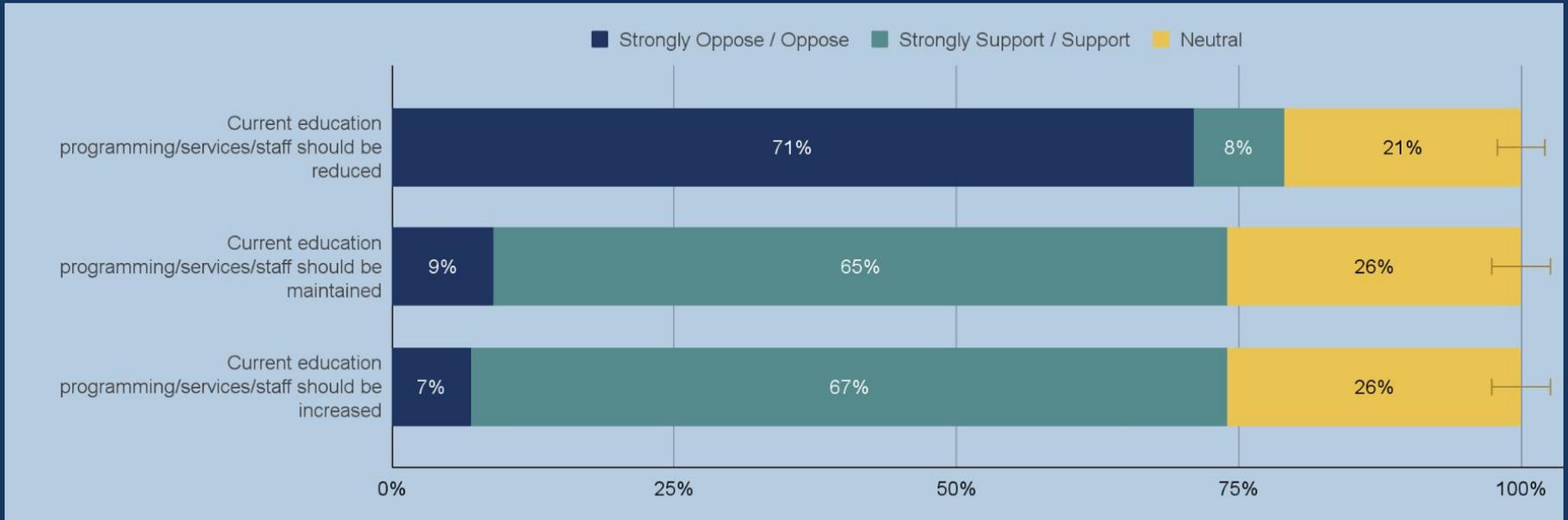
CUSTOM QUESTIONS: SCHOOLS

Ratings for various aspects of Franklin Public Schools (FPS)



CUSTOM QUESTIONS: SCHOOLS

Level of support for:





WHAT DOES ALL THIS MEAN?

1

Division within the Town for the vision of Franklin's future and how to get there. We aren't alone in this, but it is present and must be seen and heard.

2

Deeply ingrained history in New England. Division and debate are part of our roots.

3

Modern challenges:
Social media, persistent inaccurate information, increasing lack of civility and empathy, rise in digital discourse

- 63% - new source of social media or digital news
- 43% - social media (Facebook or Instagram)

4

There is a need to increase engagement.

Information is available, but how do we help people find it and understand it?

Continue joint subcommittee meetings
Additional opportunities for conversations

FINAL THOUGHTS

- Franklin is divided
- There is also an overwhelmingly high of opinion of Franklin as a place to live – **88%**
- Overall quality of life – **99%** (excellent/good/fair)
- High quality of services provided by the Town – **71%**
- Overall customer service by the Town – **88%**

