

# Southborough School Survey Response Analysis

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Presentation to Pre-K to 8 School Building Committee

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# Summary Points

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- Survey was roughly representative by age, but not perfect
  - Some demographic trends are worth noting...
- Voters had strong feelings on the issue despite a lack of clarity on the details
  - No surprise
  - Many couldn't attend town meeting due to format/convenience/conflict
- Voter preferences/priorities for new school skew only slightly by age group

# Profile of Respondents

Age Group	Respondents			Town Census	
	Count	% of Total	% of non Blank	Count	% of Total
<50	379	48%	62%	4114	50%
50-70	151	19%	25%	2904	35%
70 or older	82	10%	13%	1238	15%
blank	177	22%			
<b>Grand Total</b>	<b>789</b>	<b>100%</b>			

*Respondents roughly parallel town census by age with possible over-indexing on <50 demo...*

- (possibly offset by blanks)

*Senior respondents noticeably skew towards low income bracket. Younger respondents skew substantially wealthier...*

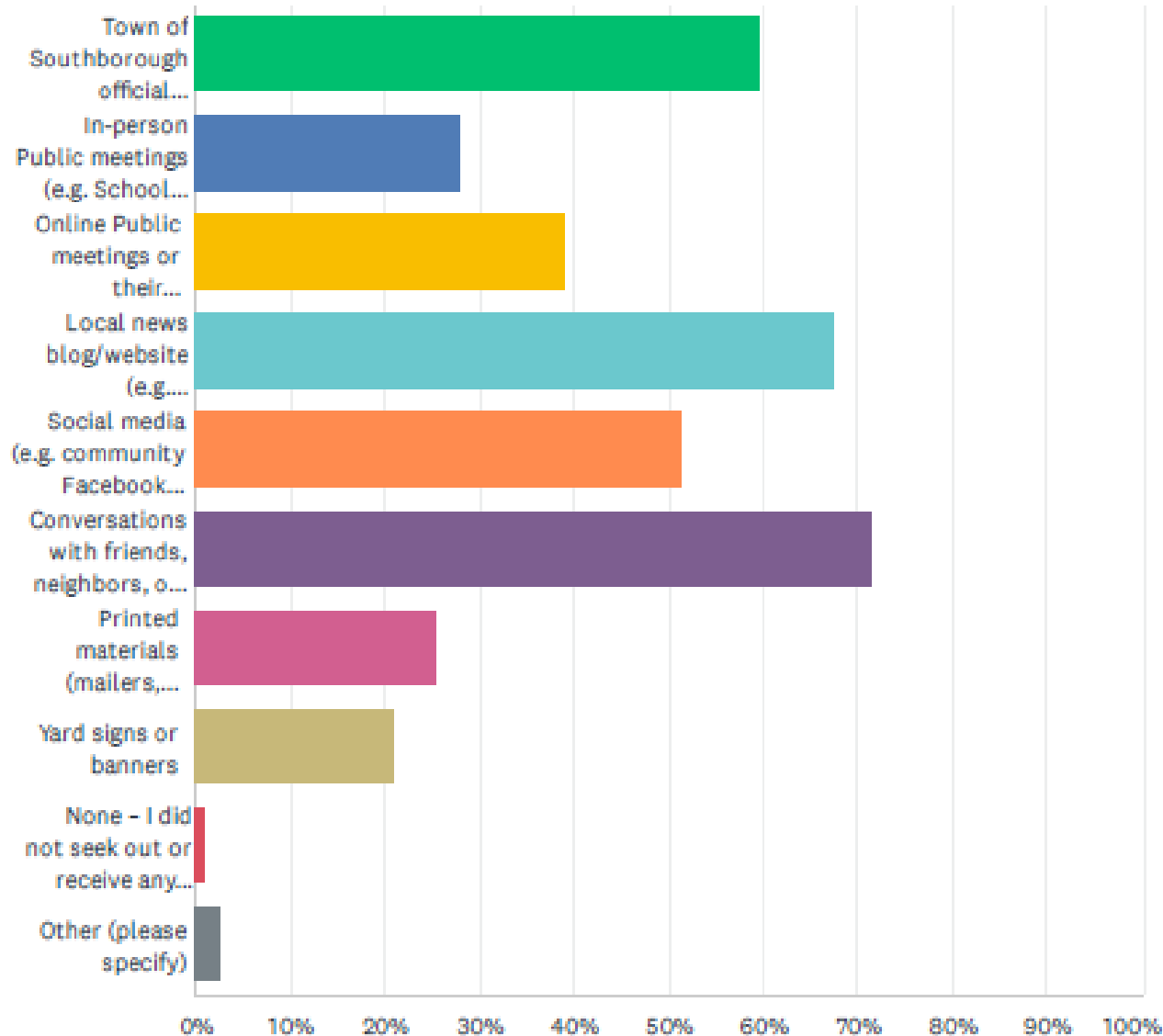
age_group2	<\$100k	\$100-150k	\$150k-200k	>\$200k	None / blank
<50	3%	7%	17%	62%	11%
50-70	7%	10%	12%	43%	28%
70 or older	24%	18%	9%	13%	35%
blank	2%	1%	0%	1%	97%
<b>Grand Total</b>	<b>6%</b>	<b>7%</b>	<b>11%</b>	<b>40%</b>	<b>36%</b>

age_group	Youngest_Kids					Grand Total
	Pre-K	K-5	Mid/High	None	(blank)	
18-29	0%	0%	0%	75%	25%	100%
30-39	72%	24%	0%	4%	1%	100%
40-49	16%	59%	21%	2%	1%	100%
50-59	0%	18%	49%	33%	0%	100%
60-69	3%	0%	5%	92%	0%	100%
70 or older	0%	0%	1%	96%	2%	100%
Prefer not to ar	9%	9%	6%	54%	23%	100%
(blank)	2%	1%	0%	0%	97%	100%
	<b>16%</b>	<b>26%</b>	<b>14%</b>	<b>25%</b>	<b>19%</b>	<b>100%</b>

*Unsurprisingly, age of respondent and age of youngest school-age children (if any) are closely correlated.*

# Information Sources

## Q2. Which sources did you use to learn about the Neary school project?



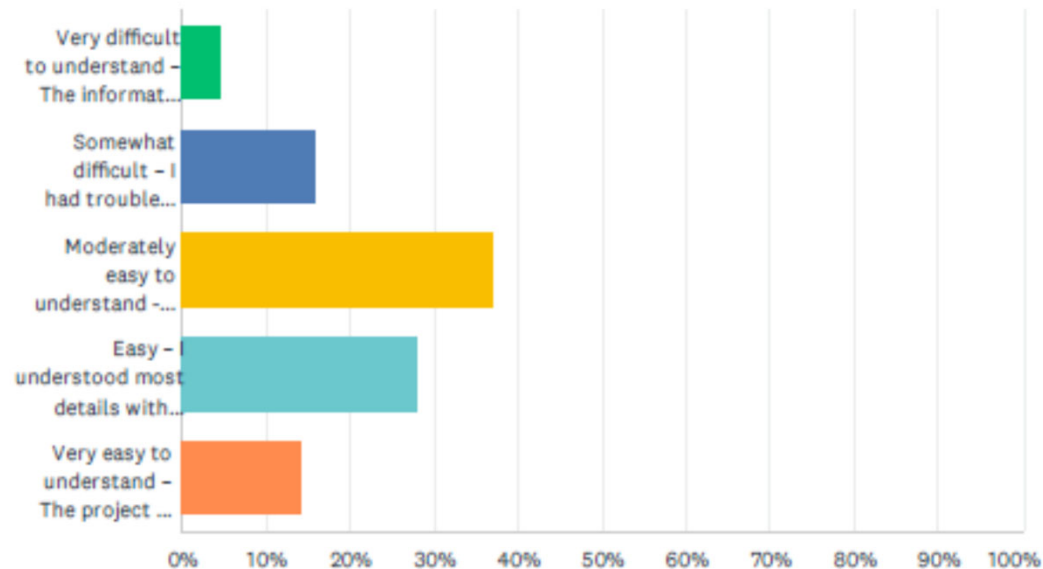
### Notes:

- *In-person & online committee meetings have low penetration for communication with voters.*
- *Official town website/mysouthborough blog comparatively effective.*
- News source popularity here closely parallel how reliable respondents felt they were.

# Details were not particularly clear

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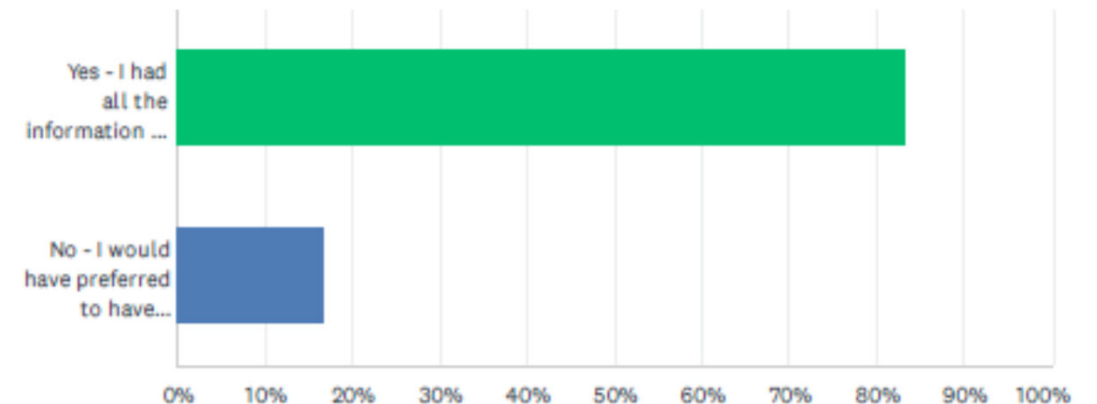
**Q4. How easy or difficult was it for you to understand the details and implications of the original Neary project based on the information available?**



*...still, respondents felt that they were well informed.*

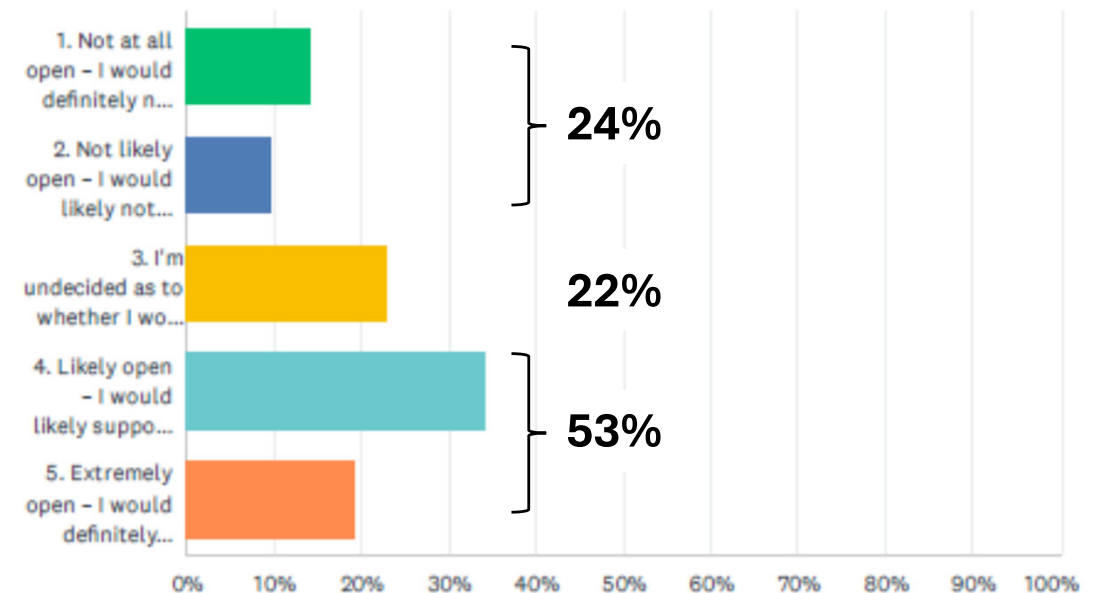
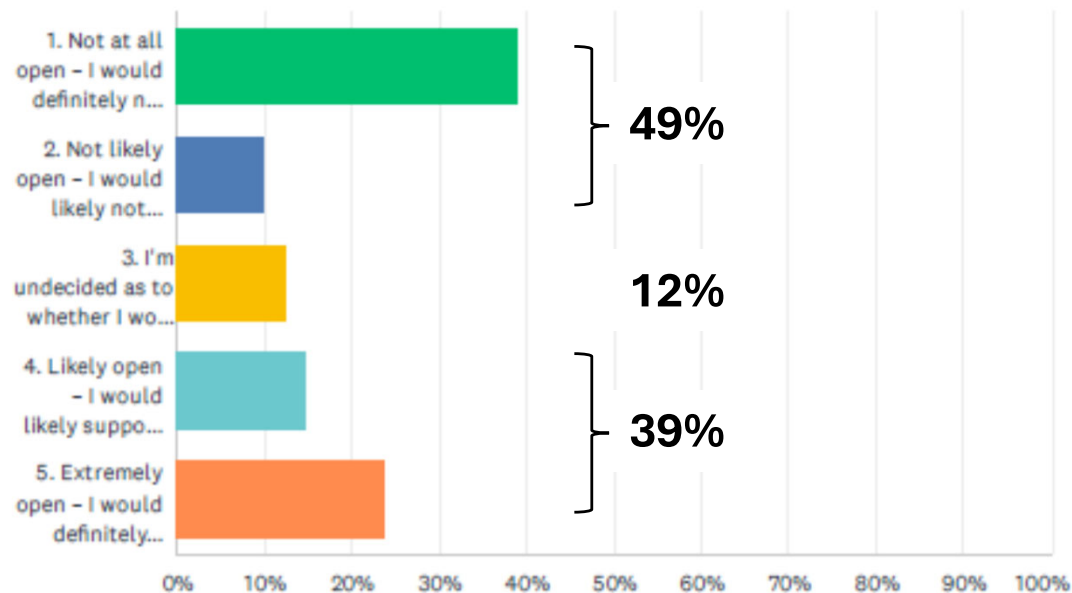
*Only 42% of respondents felt the details of the plan were Easy or Very Easy to understand...*

*...free responses show a clear mix of confusion and outright distrust.*



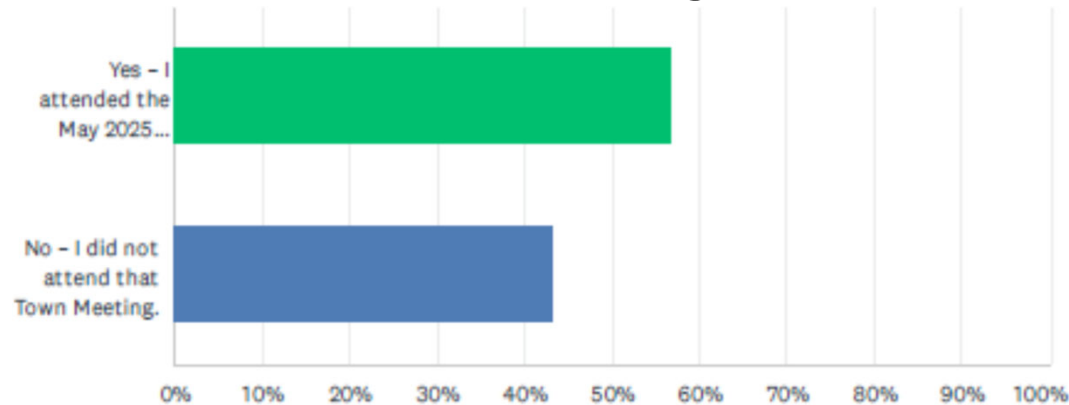
# Contrast between feelings on same vs. modified proposal

**Q9/Q10 Now that the original Neary project was not approved, how open are you to reconsidering the same/modified proposal**

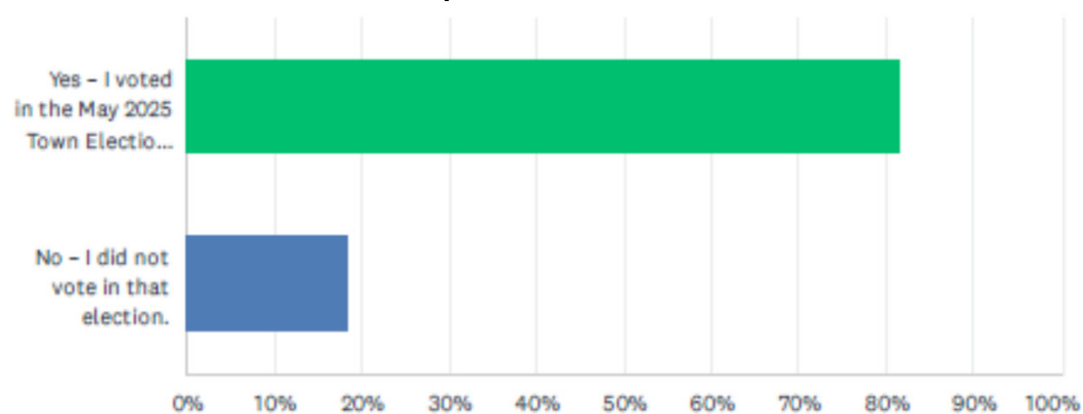


# Major difference in voter participation in meeting vs. vote

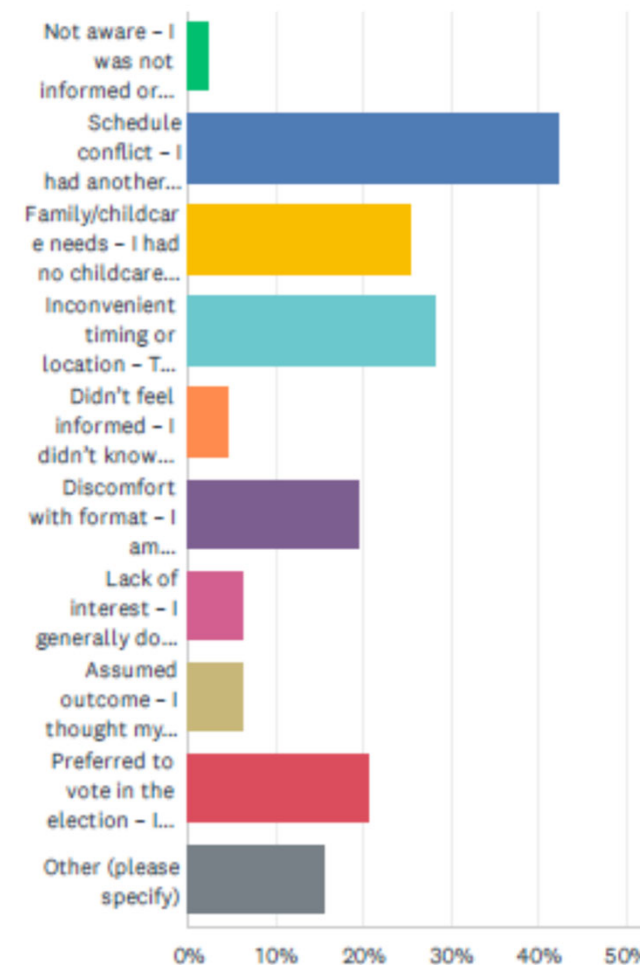
Town Meeting



Special Election



Reasons for not attending town meeting



*...clear issue with convenience for folks who could not attend town meeting.*

# Voter priorities for new school

**Q25. When considering future plans for a K–8 school building project in Southborough, to what extent do each of the following factors influence your decision making process on prospective options?**

**Total cost to Taxpayers**

age_group	1-2	3	4-5	n
<50	9%	21%	70%	376
50-70	1%	17%	82%	148
70 or older	4%	8%	89%	80
blank	5%	7%	88%	56
Grand Tot	6%	17%	77%	660

**Availability of State Funding**

age_group	1-2	3	4-5
<50	10%	26%	64%
50-70	16%	30%	54%
70 or older	15%	22%	63%
blank	32%	36%	32%
Grand Tot	14%	27%	59%

**Educational Benefits**

age_group	1-2	3	4-5
<50	8%	18%	74%
50-70	14%	24%	62%
70 or older	12%	28%	60%
blank	29%	25%	45%
Grand Tot	12%	21%	67%

**Student Safety/Health**

age_group	1-2	3	4-5
<50	7%	11%	82%
50-70	10%	19%	71%
70 or older	10%	16%	74%
blank	23%	29%	48%
Grand Tot	9%	15%	76%

**Grade Configuration**

age_group	1-2	3	4-5
<50	16%	28%	55%
50-70	27%	32%	42%
70 or older	19%	33%	47%
blank	35%	31%	35%
Grand Tot	21%	30%	50%

**Preserving Existing Schools**

age_group	1-2	3	4-5
<50	26%	26%	47%
50-70	13%	23%	64%
70 or older	15%	10%	75%
blank	13%	18%	70%
Grand Tot	21%	23%	56%

**Urgency of Need**

age_group	1-2	3	4-5
<50	14%	24%	62%
50-70	23%	33%	43%
70 or older	25%	38%	37%
blank	47%	35%	18%
Grand Tot	20%	29%	51%

1-2: No/Marginal interest

3: Moderate interest

4-5: Quite/Strong interest

**Notes:**

- Importance of each factor differs by age group, but ***only slightly***.
- More agreement than disagreement by age group on each factor.
- “Blank” age group is significant ( $\approx 8\%$  of respondents) and skews substantially cynical
- Urgency is the most divisive by age

**Summary Narrative:** respondents want a good school option for the town but are deeply concerned about how much it will cost.



# Interest in Each Option, by Age

**Q26. Please indicate your level of interest in the town exploring each of the following seven options currently under consideration**

**Trottier 3-6, Woodward 7-8**

age_group2	1-2	3	4-5	n
<50	42%	26%	32%	363
50-70	42%	25%	34%	142
70 or older	47%	23%	31%	75
blank	30%	30%	39%	46
<b>Grand Total</b>	<b>41%</b>	<b>26%</b>	<b>33%</b>	626

**Full Neary Renovation**

age_group2	1-2	3	4-5
<50	35%	27%	38%
50-70	47%	26%	27%
70 or older	55%	24%	21%
blank	61%	24%	14%
<b>Grand Total</b>	<b>42%</b>	<b>43%</b>	<b>44%</b>

**"Plan B": Finn K-2, Trottier 5-8**

age_group2	1-2	3	4-5
<50	38%	25%	37%
50-70	22%	23%	55%
70 or older	23%	22%	55%
blank	15%	23%	62%
<b>Grand Total</b>	<b>31%</b>	<b>37%</b>	<b>46%</b>

**New 4-Grade Neary**

age_group2	1-2	3	4-5
<50	38%	18%	43%
50-70	62%	18%	20%
70 or older	72%	12%	16%
blank	74%	15%	11%
<b>Grand Total</b>	<b>50%</b>	<b>29%</b>	<b>35%</b>

**Minimal Neary Reno**

age_group2	1-2	3	4-5
<50	65%	18%	17%
50-70	56%	20%	24%
70 or older	55%	19%	26%
blank	42%	29%	29%
<b>Grand Total</b>	<b>60%</b>	<b>36%</b>	<b>32%</b>

**New Pre-K to 5 School**

age_group2	1-2	3	4-5
<50	44%	22%	34%
50-70	66%	22%	12%
70 or older	58%	32%	9%
blank	68%	18%	14%
<b>Grand Total</b>	<b>52%</b>	<b>37%</b>	<b>38%</b>

## **Notes:**

- Interest in each option differs by age group, but ***only slightly***.
- More agreement than disagreement by age group on each option.
- “Blank” age group is significant ( $\approx 8\%$  of respondents) and skews substantially cynical

1-2: No/Marginal interest  
 3: Moderate interest  
 4-5: Quite/Strong interest