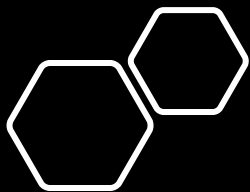


THE TOWN OF NEEDHAM 2024 COMMUNITY SURVEY



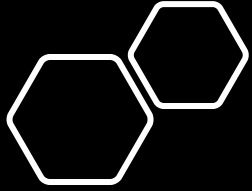


ABOUT THE NCS

The National Community Survey™ (The NCS™) report is about the “livability” of Needham.

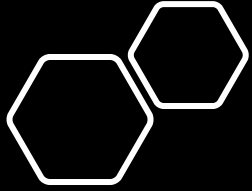
A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

The survey was developed by the experts from National Research Center at Polco.



STUDY METHOD

- The report provides the opinions of a representative sample of **673 residents** of the Town of Needham collected from March 11, 2024, to April 22, 2024.
- The margin of error is 3.8% for all respondents.
- Response rate for the 2024 survey was 23%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Needham.
- 7th time survey has been conducted – last time in 2022, and before that in 2018, 2016, 2014, 2012, 2010, and the first time in 2008.
- **Benchmark to 500 communities nation-wide**
- The survey was also posted online for 2 weeks at the close of the formal survey with 368 respondents. Those responses are not included here but are available for review.

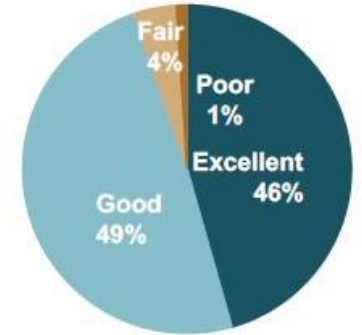


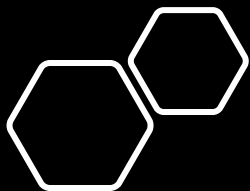
COMMUNITY LIVABILITY

Overall Highlights

- 95% rate Needham as “Excellent” or “Good” place to live (up 2% from 2022)
- 97% rate the quality of life in Needham as “Excellent” or “Good” (up 3% from 2022)
- 85% rate the quality of services provided as “Excellent” or “Good” (up 3% from 2022)
- The majority of residents perceive the Town of Needham as a safe place to live
- Inclusivity is both a strength and opportunity for continued growth in Needham.
- Needham’s economy is strong but poses challenges to community affordability

The overall quality of life in Needham, 2024





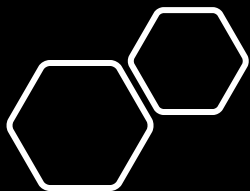
BENCHMARK COMPARISONS

COMMUNITY CHARACTERISTICS

Areas Where Needham Exceeded the National Benchmark General Community Characteristics

Community Characteristic	Percent Positive	Ranked	Percentile
Needham as a place to live	97%	26 of 387	93
Your neighborhood as a place to live	95%	24 of 347	93
Needham as a place to raise children*	97%	15 of 391	96
Recommend living in Needham to someone who asks	96%	19 of 334	94
Overall image or reputation	93%	44 of 380	88
Overall quality of life	95%	47 of 408	88

*Indicates improvement over 2022

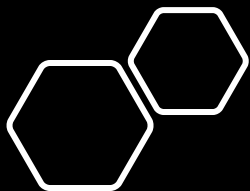


BENCHMARK COMPARISONS

COMMUNITY CHARACTERISTICS

Areas Where Needham Exceeded the National Benchmark Community Characteristics by Facet

Safety	Percent Positive	Ranked	Percentile
Overall feeling of safety	98%	3 of 373	99
In Needham's downtown/commercial area during the day	99%	7 of 339	98
From property crime	97%	2 of 282	99
From violent crime	98%	2 of 282	99
Crime prevention	92%	7 of 376	98



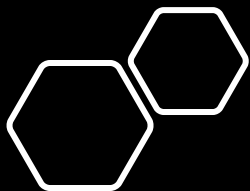
BENCHMARK COMPARISONS

COMMUNITY CHARACTERISTICS

Areas Where Needham Exceeded the National Benchmark Community Characteristics by Facet

Health and Wellness	Percent Positive	Ranked	Percentile
Availability of affordable quality health care	73%	59 of 331	82
Availability of preventive health services	75%	61 of 313	80

Economy	Percent Positive	Ranked	Percentile
Overall economic health of Needham	92%	22 of 333	93
Needham as a place to work	77%	78 of 380	79



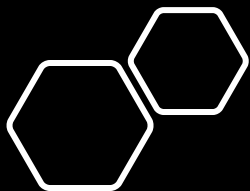
BENCHMARK COMPARISONS

COMMUNITY CHARACTERISTICS

Areas Where Needham Exceeded the National Benchmark Community Characteristics by Facet

Mobility	Percent Positive	Ranked	Percentile
Traffic flow on major streets	66%	75 of 360	78
Ease of travel by car	87%	53 of 344	84
Ease of walking	83%	36 of 348	89
Street cleaning*	81%	56 of 337	83
Snow removal*	88%	26 of 291	91
Natural Environment	Percent Positive	Ranked	Percentile
Cleanliness*	94%	32 of 353	91
Air Quality	93%	33 of 326	90

*Indicates improvement over 2022



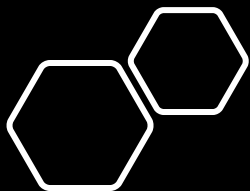
BENCHMARK COMPARISONS

COMMUNITY CHARACTERISTICS

Areas Where Needham Exceeded the National Benchmark Community Characteristics by Facet

Education and Enrichment	Percent Positive	Ranked	Percentile
Overall opportunities for education, culture, and the arts	77%	68 of 329	79
Adult educational opportunities	83%	8 of 320	97
K-12 education	90%	33 of 338	90

*Indicates improvement over 2022



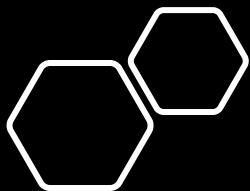
BENCHMARK COMPARISONS

HOW WELL IS NEEDHAM
GOVERNMENT DOING ITS
JOB?

Areas Where Needham Exceeded the National Benchmark General Governance

General Governance	Percent Positive	Ranked	Percentile
Overall confidence in Needham government	67%	44 of 326	86
Generally acting in the best interest of the community*	72%	42 of 330	87
Being honest*	75%	33 of 321	90
Being open and transparent to the public	68%	47 of 277	83
Informing residents about issues facing the community*	66%	33 of 281	88
Treating all residents fairly	75%	57 of 327	82
Treating residents with respect*	84%	27 of 274	90
Overall quality of services provide by the Town of Needham*	85%	53 of 387	86

*Indicates improvement over 2022



BENCHMARK COMPARISONS

HOW WELL IS NEEDHAM
GOVERNMENT DOING ITS
JOB?

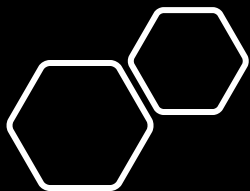
Areas Where Needham Exceeded the National Benchmark Governance by Facet

Utilities	Percent Positive	Ranked	Percentile
Drinking Water*	88%	31 of 336	90

Mobility	Percent Positive	Ranked	Percentile
Snow removal*	88%	26 of 291	91

Built Environment	Percent Positive	Ranked	Percentile
Affordable high-speed internet access	77%	7 of 269	97

*Indicates improvement over 2022



BENCHMARK COMPARISONS

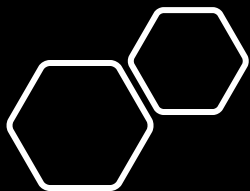
HOW WELL IS NEEDHAM
GOVERNMENT DOING ITS
JOB?

Areas Where Needham Exceeded the National Benchmark Governance by Facet

Health & Wellness	Percent Positive	Ranked	Percentile
Health services	78%	46 of 310	85

Education and Enrichment	Percent Positive	Ranked	Percentile
Public library services	97%	17 of 350	95

Safety	Percent Positive	Ranked	Percentile
Crime prevention	92%	7 of 376	98



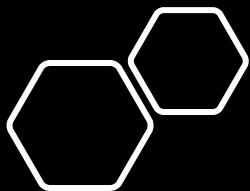
BENCHMARK COMPARISONS

HOW ENGAGED IS THE
NEEDHAM COMMUNITY?

Areas Where Needham Exceeded the National Benchmark Community Engagement by Facet

General Engagement	Percent Positive	Ranked	Percentile
Residents' connection and engagement with their community	71%	31 of 274	89
Sense of civic/community pride	81%	28 of 270	90
Needham community taking care of vulnerable residents*	70%	44 of 270	84

*Indicates improvement over 2022



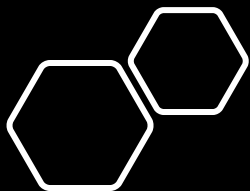
BENCHMARK COMPARISONS

HOW ENGAGED IS THE
NEEDHAM COMMUNITY?

Areas Where Needham Exceeded the National Benchmark Participation by Facet

Mobility	Percent Positive	Ranked	Percentile
Used public transportation instead of driving*	55%	17 of 299	94
Walked or biked instead of driving*	75%	40 of 317	87

*Indicates improvement over 2022



BENCHMARK COMPARISONS

HOW ENGAGED IS THE
NEEDHAM COMMUNITY?

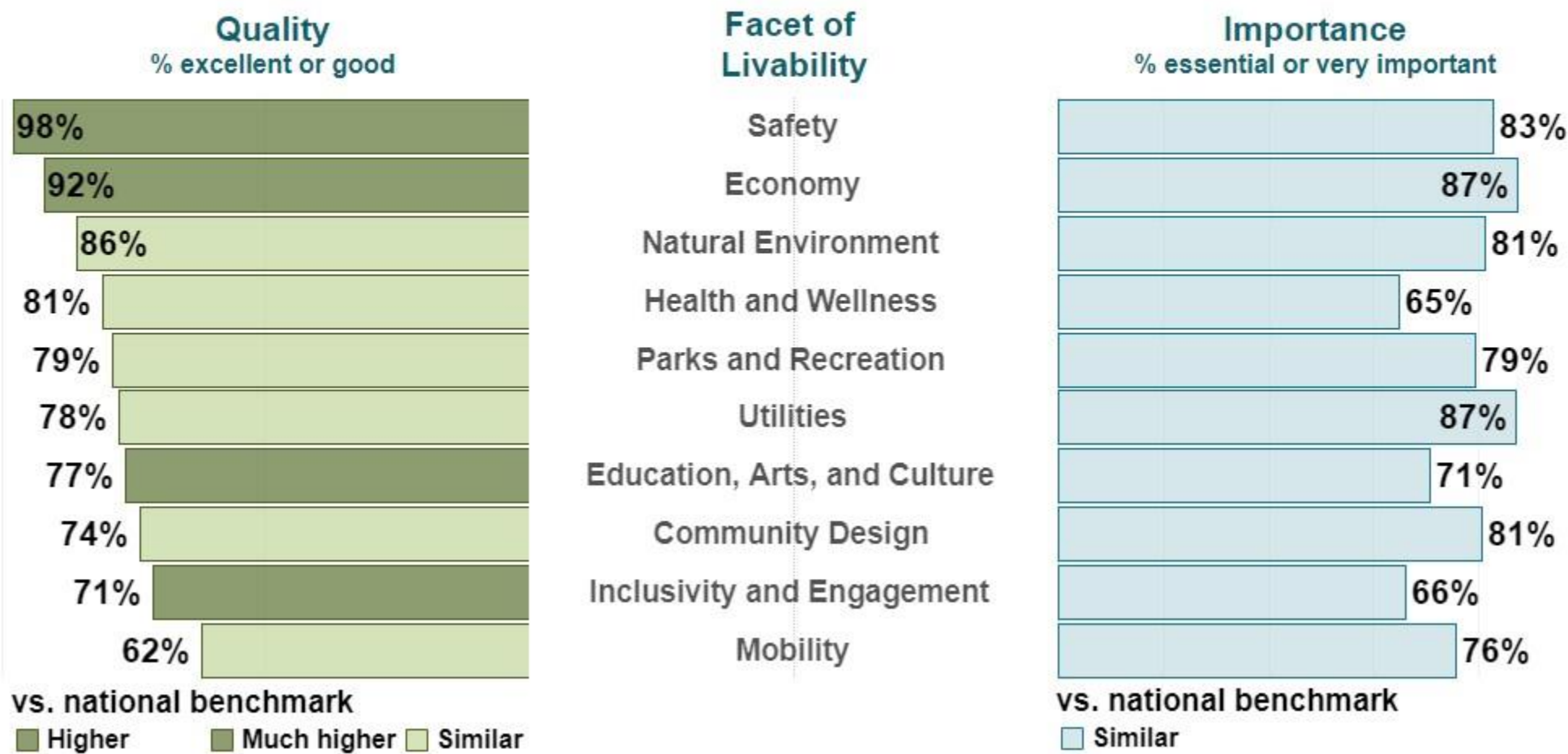
Areas Where Needham Fell below the National Benchmark

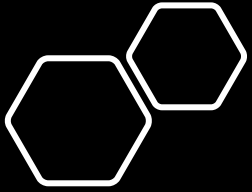
Facet	Percent Positive	Ranked	Percentile
Cost of living	18%	278 of 323	13
Availability of affordable quality housing	14%	288 of 353	17
Variety of housing options	28%	276 of 331	16
Garbage collection	42%	346 of 353	0

How do residents' priorities and satisfaction with quality of services align?

Quality and Importance by the Numbers

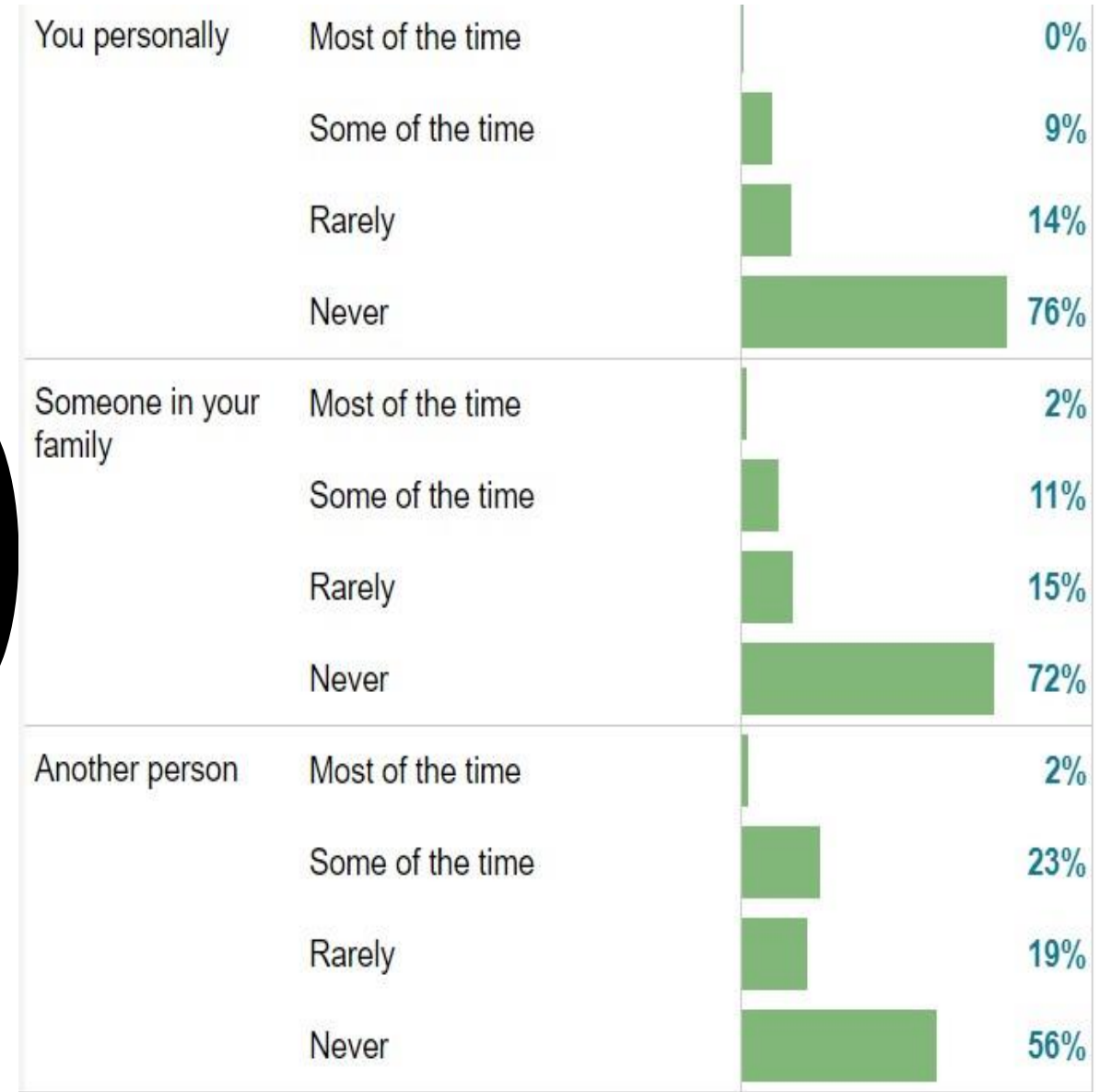
The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher than communities across the country (the national benchmark).

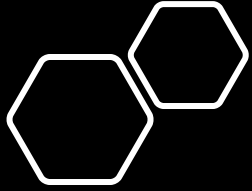




CUSTOM QUESTIONS

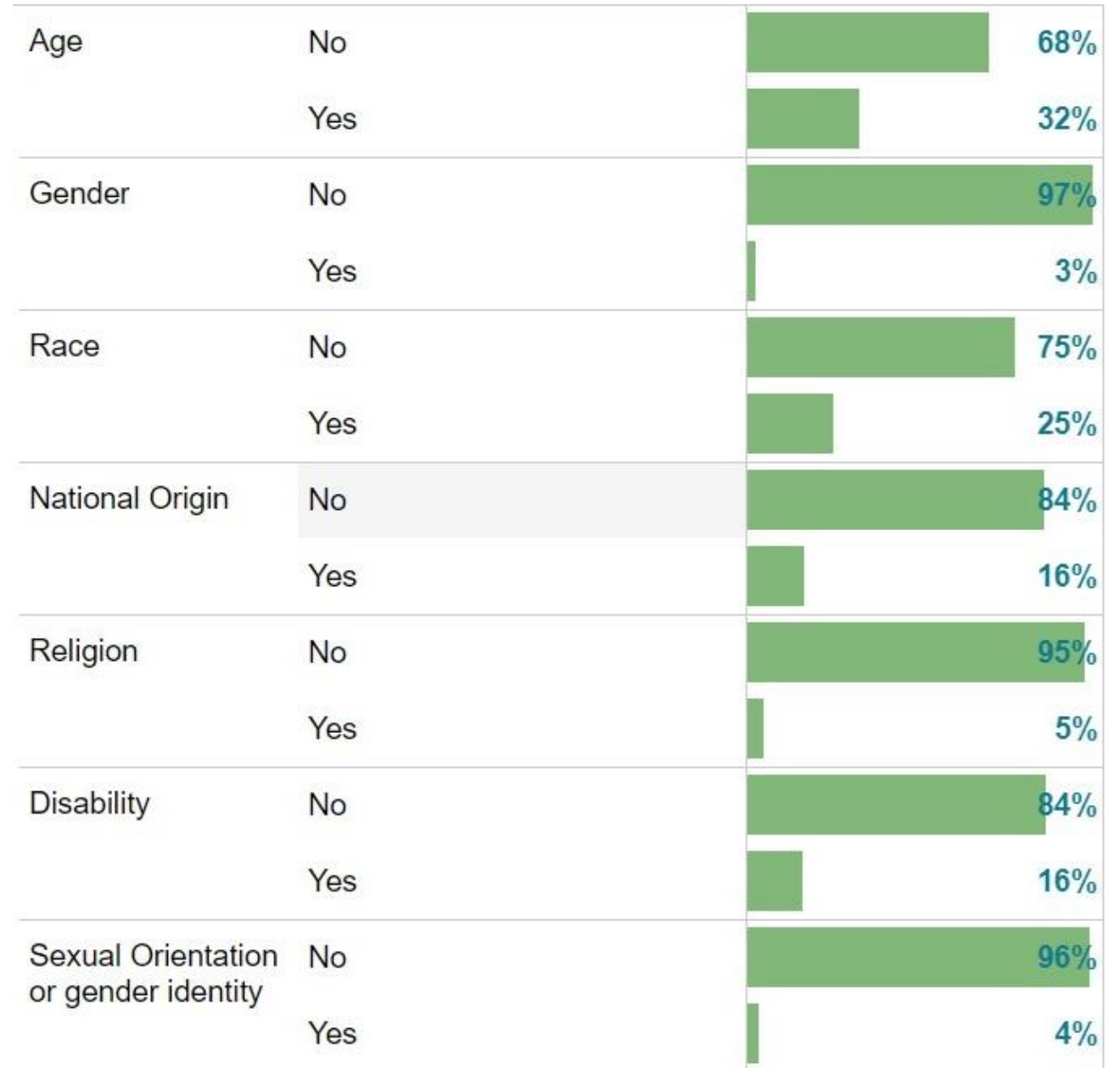
In the last year, how often, if at all, did you worry about you, someone in your family or any other person of your same race, ethnicity or nationality experiencing unfair treatment because of your race, ethnicity, or color?

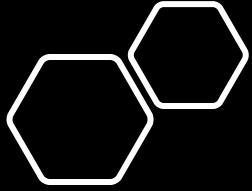




CUSTOM QUESTIONS

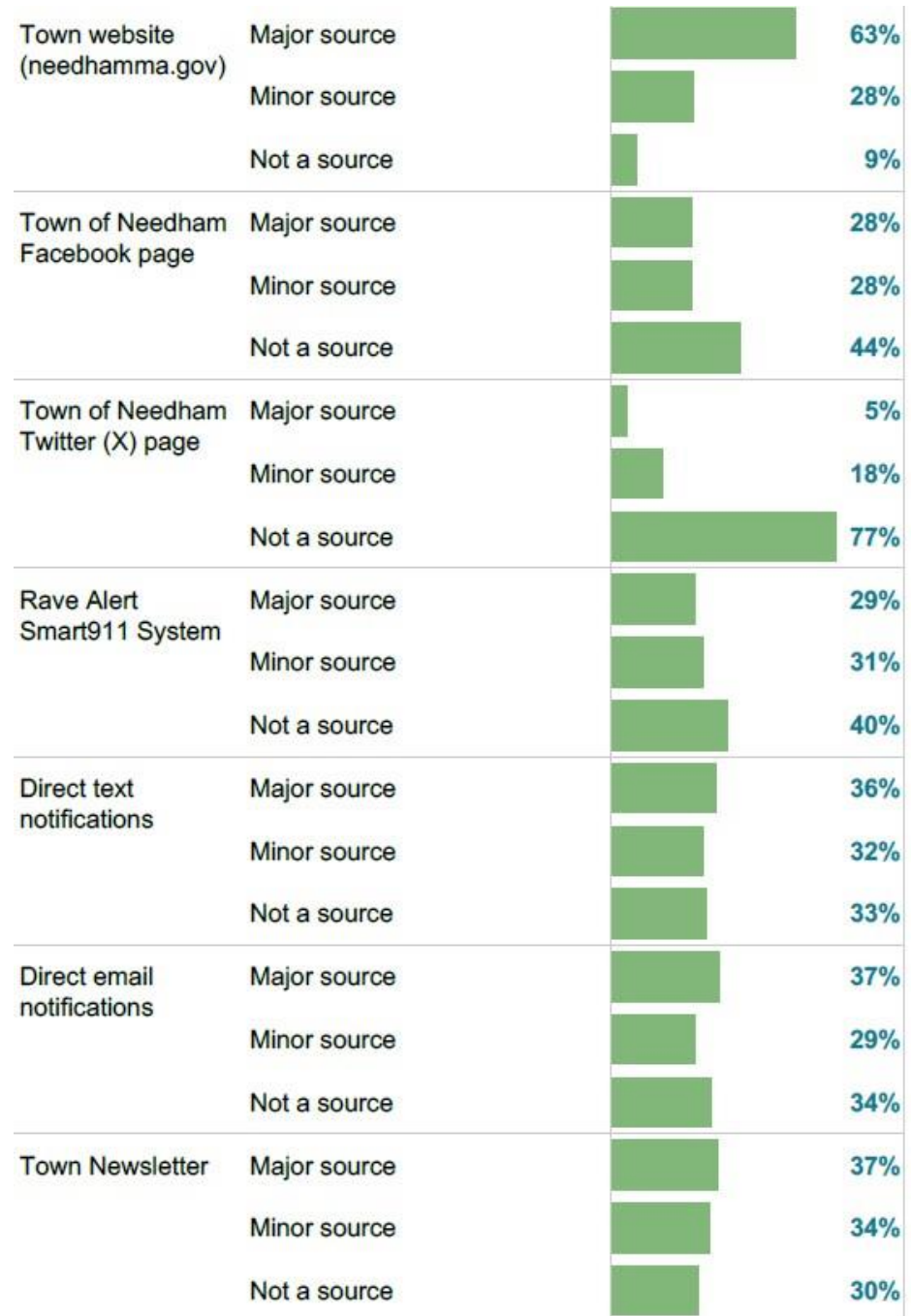
Please indicate whether or not you currently perceive barriers to living in Needham based on each of the following.

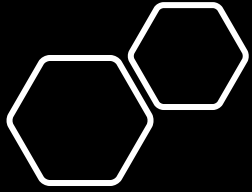




CUSTOM QUESTIONS

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the town government and its activities, events and services

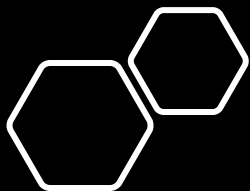




CUSTOM QUESTIONS

How familiar are you with the
Town's efforts to make people
of all races feel welcome?





TRENDS OVER TIME

Key Trends Comparison 2018 - 2024

Characteristic	2018 Rating	2024 Rating	% Change
Cost of Living	26%	18%	-8%
Availability of quality affordable housing	19%	14%	-5%
Overall customer service by Needham employees	86%	93%	7%
Overall quality of business & service establishments	68%	78%	10%
Openness and acceptance of the community toward people of diverse backgrounds	69%	66%	-4%
Quality of Stormwater Management	77%	64%	-13%
Used public transportation instead of driving	56%	55%	-1% significant because rate is back to prepandemic levels. It was 39% in 2022
Availability of paths and walking trails	66%	76%	10%

QUESTIONS?