SURVEY RESULTS

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Overview

As part of the process of updating the 2013 Plan of Conservation and Development (POCD), the Planning and Zoning Commission undertook an on-line survey in order to better understand the issues of concern to Kent residents and property owners.

The survey was deployed using SurveyMonkey, on an-line survey tool. Publicity about the survey involved:

- Posting on the Town website,
- Emails to members of local boards and residents on Town email lists,
- Social media postings (such as Facebook, Twitter, etc.),
- Printed surveys located at the library and Town Hall and senior center,
- Posters placed around the Town Center, and
- Press releases to local media outlets.

The survey was kept open for 5 weeks from the end of August to the beginning of October, During that time period, 432 responses were received.

This booklet summarizes the survey results.

"We all need people who will give us feedback. That is how we improve."

Bill Gates
American Entrepreneur

Q1 - How did you learn about this on-line survey?

Responded   290
Skipped   142

Over 60% of participants learned about the survey through digital communication.

ANSWER CHOICES	NUMBER	PERCENT
I heard about it / read about it on-line	**114**	**39 %**
I heard about it on Facebook / Twitter	**63**	**22 %**
Someone told me about it	58	20 %
I found it on the Town website	43	15 %
I heard about it at a Town meeting	8	3 %
I read about it in a newspaper	4	1 %

Q2 - What is your connection to Kent?

Almost 3/4 of participants were full-time residents.

ANSWER CHOICES	NUMBER	PERCENT
I am a full-time resident (owner)	**275**	**64 %**
I am a full-time resident (renter)	**31**	**7 %**
I am a full-time resident with housing provided by my employer	**14**	**3 %**
I am a boarding student at a private school in Kent	1	<1 %
I own a second home in Kent	69	16 %
I own land in Kent	3	1 %
I operate a business in Kent	10	2 %
I don't live or own property in Kent - I just like Kent!	9	2 %
Other (*business owner, land owner, work in Kent, former resident, etc.*)	19	4 %

Q3 - How long have you lived in Kent?

Almost half of participants have lived or owned property here for 20+ years.

ANSWER CHOICES	NUMBER	PERCENT
Less than 5 years	68	16 %
5 to 9 years	48	11 %
10 to 14 years	39	9 %
15 to 19 years	41	10 %
20 years or more	**206**	**48 %**
I don't live or own property in Kent	23	5 %

Q4 - How would you best describe where you live?

Participants were from all parts of Kent.

ANSWER CHOICES	NUMBER	PERCENT
Town Center area	82	19 %
West of the Housatonic River / North of Route 341	44	10 %
West of the Housatonic River / South of Route 341	23	5 %
East of the Housatonic River / North of Route 341	121	28 %
East of the Housatonic River / South of Route 341	**136**	**32 %**
I don't live or own property in Kent	22	5 %

Q5 - How important were the following factors in your decision to live in Kent?

75% of participants indicated community character was very important in their decision to live in Kent.

ANSWER CHOICES	Weighted Score	Very Important (+2)	Somewhat Important (+1)	No Opinion / Not A Factor (0)	Number Responded
Community character (ambience, reputation, appearance, feeling, neighborhood, etc.)	**1.67**	**75 %**	**17 %**	**8 %**	**412**
Housing type, value, etc.	1.20	43 %	34 %	23 %	401
Town amenities / services (rec. facilities, etc.)	1.05	32 %	41 %	27 %	405
With my parents, spouse, partner, etc.	0.86	38 %	10 %	52 %	402
Education system	0.84	33 %	18 %	49 %	403
Housing affordability	0.84	24 %	35 %	41 %	410
Location - Close to family	0.66	23 %	20 %	57 %	403
Location - Close to work	0.64	21 %	23 %	56 %	406
I grew up here and stayed	0.22	9 %	4 %	87 %	388
I grew up here and came back later in life	0.16	6 %	4 %	89 %	391

Q6 - How would you rate the quality of life in Kent?

87% of participants rated the overall quality of life as very good or excellent.

ANSWER CHOICES	NUMBER	PERCENT
Excellent	**134**	**41 %**
Very good	**150**	**46 %**
Good	37	11 %
Fair	8	2 %
Poor	1	<1 %

Q9 - Do you see yourself living in Kent in 10 years?

80% of participants saw themselves living in Kent in 10 years.

ANSWER CHOICES	NUMBER	PERCENT
Yes	**250**	**79 %**
No	53	17 %
If no, why not? (*age, affordability, stay as second home, lack of housing options, lack of support services (medical, etc.), winter, move out of state*)	69	11 %

Q7 - Please list up to four things in Kent you are proud of.

Individual responses available separately

The top five concepts that people felt proud of were:
- *Community*
- *Character*
- *Town Center*
- *Beauty*
- *Open Space*

THEMES		Total	#1 Sorry	#2 Sorry	#3 Sorry	#4 Sorry
Community		219	62	66	49	25
Character	(Also See "Beauty" and "Open Space")	201	61	66	49	25
Town Center	(Also See "Businesses")	121	33	42	22	24
Beauty	(Also See "Character" and "Open Space")	97	40	21	21	15
Open Space	(Also See "Beauty" and "Character")	82	28	19	17	18
Schools		51	16	16	13	6
Natural Resources		41	18	8	7	8
Businesses		39	5	4	22	8
Library		28	5	9	6	8
Culture		22	4	5	5	8
Government		17	3	4	5	5
Town Services / Facilities		17	0	5	13	4
Land Trust		15	6	3	2	4
Housing		8	2	3	2	1
Roads / Traffic / Transportation		8	1	2	3	2
Diversity		4	0	0	4	0
Other		95	17	26	29	23

Q8 - Please list up to four things in Kent you are sorry about.

Individual responses available separately

The top five concepts that people felt sorry about were:
- *Businesses*
- *Recreation Services / Facilities*
- *Town Center*
- *Roads / Traffic / Transportation*
- *Affordability*

THEMES	Total	#1 Sorry	#2 Sorry	#3 Sorry	#4 Sorry
Businesses *(Also See "Town Center")*	**76**	**21**	**23**	**15**	**17**
Recreation Services / Facilities	**76**	**30**	**24**	**10**	**12**
Town Center *(Also See "Business" And "Sidewalks")*	**71**	**24**	**25**	**12**	**10**
Roads / Traffic / Transportation	**56**	**15**	**14**	**18**	**9**
Affordability *(Also See "Housing")*	**53**	**16**	**13**	**17**	**7**
Character	**48**	21	16	5	6
Noise / Motorcycles	**43**	23	12	3	5
Government	**39**	15	7	10	7
Community	**37**	10	12	7	8
Internet / Cell Phone	**34**	13	11	2	8
Sidewalks / Streetscape *(Also See "Town Center")*	**26**	15	6	4	1
Other Town Services / Facilities *(Also See "Recreation")*	**23**	10	5	3	5
Schools	**17**	5	7	3	2
Diversity	**16**	8	6	2	0
Politics	**12**	4	4	1	3
Housing *(Also See "Affordability")*	**11**	4	3	1	3
Medical	**9**	4	2	3	0
Other	**123**	34	31	45	13

Q10 - How important are these possible Town goals to you?

The top five goals identified as important to residents appear to be:
- *Protecting natural resources,*
- *Preserving open space,*
- *Having adequate utility services,*
- *Addressing sustainability / resiliency, and*
- *Protecting cultural assets (historic resources, events)*

Median importance = 1.35   **Average (mean) importance = 1.30**

ANSWER CHOICES	Weighted Score	Very Important (+2)	Somewhat Important (+1)	No Opinion / Not Very Imp. (0)	Number Responded
Protecting Natural Resources	**1.81**	**83 %**	**15 %**	**2 %**	**320**
Preserving Open Space	**1.71**	**76 %**	**19 %**	**5 %**	**317**
Having Adequate Utility Services	**1.64**	**69 %**	**26 %**	**5 %**	**315**
Addressing Sustainability / Resiliency	**1.45**	**57 %**	**31 %**	**12 %**	**314**
Protecting Cultural Assets (hist. res., events)	**1.45**	**54 %**	**37 %**	**9 %**	**318**
Providing Quality Education	**1.44**	60 %	24 %	16 %	316
Maintaining / Enhancing the Town Center	**1.42**	59 %	34 %	6 %	316
Addressing Climate Change	**1.40**	58 %	24 %	18 %	318
Promoting Agriculture	**1.40**	50 %	40 %	10 %	317
Reducing Our "Carbon Footprint"	**1.37**	55 %	27 %	19 %	317
Enhancing Community Character	**1.36**	50 %	36 %	14 %	311
Enabling / Improving Broadband Access	**1.35**	49 %	37 %	14 %	316
Guiding Residential Development	**1.34**	49 %	36 %	15 %	314
Improving Wireless Phone Service	**1.29**	49 %	31 %	20 %	316
Promoting Business/Economic Development	**1.27**	42 %	43 %	15 %	313
Promoting Pedestrian / Bicycle Options	**1.27**	46 %	35 %	19 %	316
Improving Community Services	**1.25**	40 %	45 %	15 %	317
Improving Community Facilities	**1.17**	36 %	45 %	19 %	316
Expanding Housing Choices	**0.96**	31 %	34 %	35 %	316
Addressing Vehicular Transportation	**0.95**	23 %	52 %	35 %	313
Improving River Access	**0.89**	24 %	41 %	35 %	315
Providing For Vehicle Charging Stations (public)	**0.84**	22 %	40 %	38 %	316
Promoting Transit / Rail Options	**0.82**	24 %	34 %	42 %	316

Q11 - How well do you think the Town of Kent is doing addressing these goals?

Responded   317
Skipped   115

The top five areas where residents feeling the Town is doing the best are:
- *Preserving open space,*
- *Protecting natural resources,*
- *Protecting cultural assets (historic resources, events)*
- *Providing quality education, and*
- *Enhancing community character.*

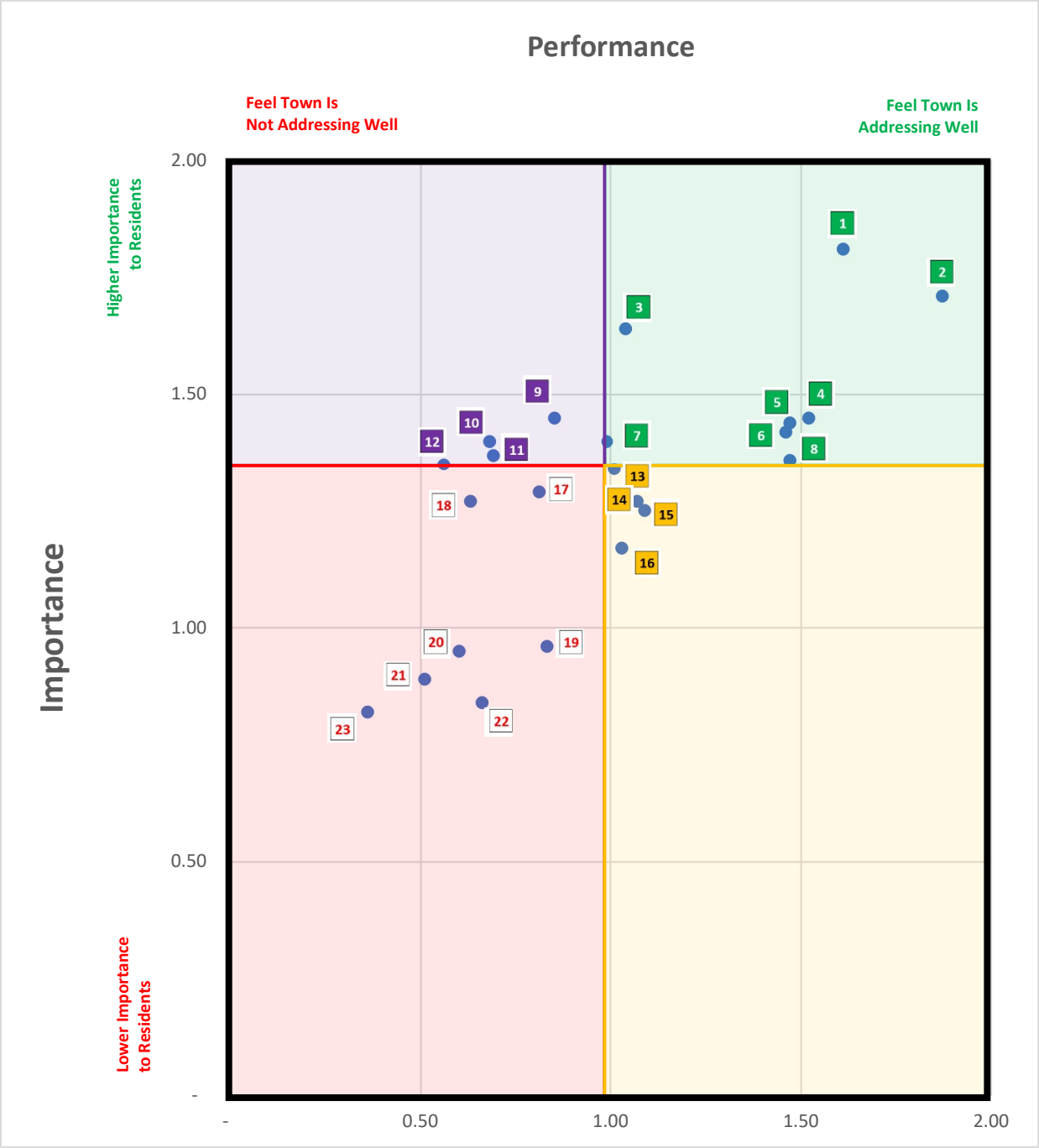**Median performance = 0.99**   **Average (mean) performance = 0.99**

ANSWER CHOICES	Weighted Score	Excellent (+3)	Good (+2)	Fair (+1)	Poor (0)	No Op. (0)	# Resp.
Preserving Open Space	**1.87**	**26 %**	**49 %**	**11 %**	**4 %**	**10 %**	**309**
Protecting Natural Resources	**1.61**	**15 %**	**50 %**	**16 %**	**4 %**	**15 %**	**308**
Protecting Cultural Assets (hist. res., events)	**1.52**	**11 %**	**50 %**	**19 %**	**5 %**	**15 %**	**304**
Providing Quality Education	**1.47**	**19 %**	**40 %**	**10 %**	**4 %**	**26 %**	**302**
Enhancing Community Character	**1.47**	**8 %**	**50 %**	**23 %**	**6 %**	**13 %**	**308**
Maintaining / Enhancing the Town Center	1.46	9 %	45 %	29 %	9 %	8 %	306
Improving Community Services	1.09	3 %	38 %	24 %	10 %	24 %	307
Promoting Business/Economic Development	1.07	4 %	35 %	25 %	15 %	22 %	308
Having Adequate Utility Services	1.04	3 %	31 %	33 %	14 %	19 %	306
Improving Community Facilities	1.03	2 %	32 %	33 %	12 %	21 %	306
Guiding Residential Development	1.01	2 %	35 %	25 %	10 %	29 %	307
Promoting Agriculture	0.99	4 %	31 %	25 %	8 %	32 %	306
Addressing Sustainability / Resiliency	0.85	1 %	27 %	28 %	9 %	35 %	305
Expanding Housing Choices	0.83	2 %	23 %	31 %	13 %	31 %	308
Improving Wireless Phone Service	0.81	2 %	23 %	29 %	24 %	21 %	309
Reducing Our "Carbon Footprint"	0.69	3 %	16 %	28 %	12 %	41 %	306
Addressing Climate Change	0.68	2 %	17 %	28 %	11 %	43 %	308
Providing For Vehicle Charging Stations (public)	0.66	1 %	21 %	21 %	17 %	40 %	306
Promoting Pedestrian / Bicycle Options	0.63	1 %	14 %	32 %	28 %	25 %	309
Addressing Vehicular Transportation	0.60	1 %	14 %	29 %	18 %	38 %	307
Enabling / Improving Broadband Access	0.56	1 %	12 %	29 %	24 %	34 %	306
Improving River Access	0.51	<1 %	13 %	25 %	22 %	39 %	308
Promoting Transit / Rail Options	0.36	1 %	6 %	21 %	29 %	43 %	308

Above Average Importance (> 1.35)	Above Average Performance (> 0.99)	Importance	Performance
1. Protecting Natural Resources		1.81	1.61
2. Preserving Open Space		1.71	1.87
3. Having Adequate Utility Services		1.64	1.04
4. Protecting Cultural Assets (hist. resources, events)		1.45	1.52
5. Providing Quality Education		1.44	1.47
6. Maintaining / Enhancing the Town Center		1.42	1.46
7. Promoting Agriculture		1.40	0.99
8. Enhancing Community Character		1.36	1.47

Above Average Importance (> 1.35)	Below Average Performance (< 0.99)	Importance	Performance
9. Addressing Sustainability / Resiliency		1.45	0.85
10. Addressing Climate Change		1.40	0.68
11. Reducing Our "Carbon Footprint"		1.37	0.69
12. Enabling / Improving Broadband Access		1.35	0.56

Below Average Importance (< 1.35)	Above Average Performance (> 0.99)	Importance	Performance
13. Guiding Residential Development		1.34	1.01
14. Promoting Business/Economic Development		1.27	1.07
15. Improving Community Services		1.25	1.09
16. Improving Community Facilities		1.17	1.03

Below Average Importance (< 1.35)	Below Average Performance (< 0.99)	Importance	Performance
17. Improving Wireless Phone Service		1.29	0.81
18. Promoting Pedestrian / Bicycle Options		1.27	0.63
19. Expanding Housing Choices		0.96	0.83
20. Addressing Vehicular Transportation		0.95	0.60
21. Improving River Access		0.89	0.51
22. Providing For Vehicle Charging Stations (public)		0.84	0.66
23. Promoting Transit / Rail Options		0.82	0.36

Performance

Feel Town Is
Not Addressing Well

Feel Town Is
Addressing Well

Higher Importance
to Residents

Importance

Lower Importance
to Residents

Q12 - What do you see as the greatest challenge or need facing Kent in the next 10 to 20 years??

Individual responses available separately

- Character / Development (72)
- Affordability (33)
- Age Composition (25)
- Climate Change (17)
- Economic Development (16)
- Internet / Cell (12)
- Fiscal (11)
- Services / School(13)

- Transportation / Roads / Traffic (9)
- Balance (8)
- Town Center (5)
- Housing (4)
- Business (3)
- Diversity (3)
- Don't Know (2)
- Other (32)

Q13 - If you could make one thing happen to make Kent a better place, what would that be?

Individual responses available separately

- Facility / Service (51)
- Town Center (48)
- Internet / Cell Phone (24)
- Character (15)
- Housing (14)
- Economic Development (12)
- Transportation (12)

- Fiscal (9)
- Development (8)
- Noise (7)
- Diversity (4)
- Don't Know (3)
- Climate Change (2)
- Other (49)

## Q14 - Would you be willing to spend more in taxes to help make that happen?

Almost 60% of participants would be willing to spend $100 more per year in taxes to accomplish the one thing they identified as being important to them.

ANSWER CHOICES	NUMBER	PERCENT
Yes, I would spend $100 more per year	**178**	**57 %**
Yes, I would spend $50 more per year	84	27 %
No	49	16 %

Q15 - What age group are you part of?

57% of participants were ages 55 to 79.
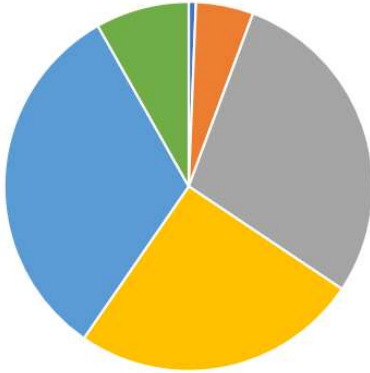
ANSWER CHOICES	NUMBER	PERCENT
Under 20 years old	2	1 %
Age 20 to 34	16	5 %
Age 35 to 54	93	29 %
Age 55 to 64	81	25 %
Age 65 to 79	**103**	**32 %**
Age 80 or over	26	8 %

Q16 - What gender are you?

60% of participants were women.
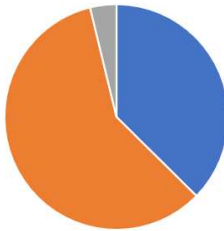
ANSWER CHOICES	NUMBER	PERCENT
Male	118	37 %
Female	190	59 %
Prefer not to answer / other	12	4%

Q17 - How many children under the age of 18 do you have living at home?

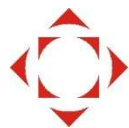*About 78% of participants had no children under the age of 18 living at home.*

ANSWER CHOICES	NUMBER	PERCENT
None	**251**	**78 %**
One	24	7 %
Two	37	11 %
Three or More	10	3 %

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Q18 - Are there any other thoughts you would like to share with us today?

Individual responses available separately

OTHER THOUGHTS
Thanks (30)
Character / Natural Resources / Open Space / Sustainability (17)
Amenities / Facilities (11)
Town / Government (9)
Town Center / Businesses (8)
Housing / Affordability / Inclusivity (6)
Traffic / Roads / Infrastructure (6)
General (5)
No / No More Thoughts (4)
Survey (3)
Implementation (3)
Other (11)