



THE NCSTM
The National Citizen SurveyTM

Morristown, TN

Trends over Time

2017



NRC

National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2017 ratings for the City of Morristown to its previous survey results in 2011, 2012, 2013, 2014, 2015 and 2016. Additional reports and technical appendices are available under separate cover.

Trend data for Morristown represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than eight percentage points between the 2016 and 2017 surveys, otherwise the comparison between 2016 and 2017 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Morristown for 2017 generally remained stable. Of the 119 items for which comparisons were available, 102 items were rated similarly in 2016 and 2017, eight items showed a decrease in ratings and nine showed an increase in ratings. Notable trends over time included the following:

- Ratings that increased were spread across the three pillars however the facet of Built Environment housed four of the nine increases from 2016 to 2017 (new development, sewer services, storm drainage and power utility).
- Within Community Engagement one item increased and two decreased; more residents reported voting in local elections in 2017 compared to 2016, however quality ratings decreased for openness and acceptance of the community toward people of diverse backgrounds and neighborliness.
- Fewer residents offered positive reviews of Morristown as a place to visit, their neighborhood as a place to live and the overall appearance of Morristown in 2017 compared to 2016.
- When reviewing the trends for changes since 2011 (rather than 2016), many improvements were observed and included a number related to the economy and jobs.

The National Citizen Survey™

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)							2017 rating compared to 2016	Comparison to benchmark						
	2011	2012	2013	2014	2015	2016	2017		2011	2012	2013	2014	2015	2016	2017
Overall quality of life	62%	66%	63%	62%	67%	64%	63%	Similar	Much lower	Much lower	Lower	Lower	Lower	Lower	Lower
Overall image	54%	52%	44%	54%	57%	60%	53%	Similar	Much lower	Much lower	Lower	Lower	Similar	Similar	Lower
Place to live	73%	72%	70%	70%	73%	76%	73%	Similar	Much lower	Much lower	Lower	Lower	Similar	Similar	Similar
Neighborhood	65%	69%	72%	68%	68%	76%	67%	Lower	Lower	Much lower	Similar	Similar	Similar	Similar	Similar
Place to raise children	60%	65%	65%	65%	68%	67%	65%	Similar	Much lower	Much lower	Lower	Lower	Similar	Lower	Lower
Place to retire	55%	50%	59%	55%	60%	59%	62%	Similar	Much lower	Much lower	Similar	Similar	Similar	Similar	Similar
Overall appearance	52%	50%	51%	56%	51%	57%	48%	Lower	Much lower	Much lower	Lower	Similar	Lower	Similar	Lower

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)								2017 rating compared to 2016	Comparison to benchmark						
		2011	2012	2013	2014	2015	2016	2017	2011		2012	2013	2014	2015	2016	2017	
Safety	Overall feeling of safety	NA	NA	69%	66%	68%	68%	64%	Similar	NA	NA	Lower	Lower	Similar	Similar	Lower	
	Safe in neighborhood	87%	91%	89%	92%	92%	89%	86%	Similar	Similar	Lower	Similar	Similar	Similar	Similar	Similar	
	Safe downtown/commercial area	83%	91%	85%	92%	85%	80%	80%	Similar	Lower	Similar	Similar	Similar	Similar	Similar	Similar	
	Overall ease of travel	NA	NA	70%	68%	70%	72%	75%	Similar	NA	NA	Similar	Similar	Similar	Similar	Similar	
	Paths and walking trails	46%	48%	38%	50%	49%	47%	48%	Similar	Much lower	Much lower	Lower	Lower	Lower	Lower	Lower	
	Ease of walking	43%	46%	42%	54%	43%	45%	50%	Similar	Much lower	Much lower	Lower	Lower	Lower	Similar	Lower	
	Travel by bicycle	29%	32%	22%	38%	28%	34%	30%	Similar	Much lower	Much lower	Much lower	Lower	Lower	Lower	Lower	
Mobility	Travel by car	62%	54%	60%	57%	65%	66%	71%	Similar	Similar	Lower	Similar	Similar	Similar	Similar	Similar	
	Public parking	NA	NA	57%	56%	61%	58%	66%	Similar	NA	NA	Similar	Similar	Similar	Similar	Similar	
	Traffic flow	42%	40%	47%	46%	51%	56%	58%	Similar	Similar	Lower	Similar	Similar	Similar	Similar	Similar	
	Overall natural environment	55%	60%	76%	71%	70%	65%	69%	Similar	Much lower	Much lower	Similar	Similar	Similar	Similar	Similar	
Natural Environment	Cleanliness	54%	54%	50%	51%	52%	53%	52%	Similar	Much lower	Much lower	Lower	Lower	Lower	Lower	Lower	
	Air quality	44%	53%	49%	54%	52%	46%	49%	Similar	Much lower	Much lower	Lower	Lower	Lower	Lower	Lower	
	Overall built environment	NA	NA	41%	51%	52%	54%	54%	Similar	NA	NA	Lower	Similar	Similar	Similar	Similar	
Built Environment	New development in Morristown	42%	53%	35%	47%	58%	54%	62%	Higher	Much lower	Lower	Lower	Similar	Similar	Similar	Similar	
	Affordable quality housing	42%	47%	42%	41%	49%	35%	41%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar	
	Housing options	49%	54%	48%	45%	51%	44%	46%	Similar	Lower	Lower	Similar	Similar	Similar	Similar	Similar	
	Public places	NA	NA	38%	48%	44%	47%	44%	Similar	NA	NA	Lower	Lower	Lower	Lower	Lower	

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)							2017 rating compared to 2016	Comparison to benchmark						
		2011	2012	2013	2014	2015	2016	2017		2011	2012	2013	2014	2015	2016	2017
Economy	Overall economic health	NA	NA	35%	39%	49%	48%	51%	Similar	NA	NA	Lower	Lower	Similar	Similar	Similar
	Vibrant downtown/commercial area	NA	NA	24%	26%	41%	45%	38%	Similar	NA	NA	Lower	Lower	Similar	Similar	Similar
	Business and services	47%	56%	42%	54%	56%	55%	53%	Similar	Much lower	Lower	Lower	Similar	Similar	Similar	Similar
	Cost of living	NA	NA	41%	44%	47%	42%	50%	Similar	NA	NA	Similar	Similar	Similar	Similar	Similar
	Shopping opportunities	40%	52%	42%	43%	53%	50%	52%	Similar	Lower	Similar	Similar	Similar	Similar	Similar	Similar
	Employment opportunities	23%	26%	23%	37%	43%	42%	46%	Similar	Lower	Similar	Similar	Similar	Similar	Similar	Similar
	Place to visit	NA	NA	41%	44%	43%	56%	47%	Lower	NA	NA	Lower	Lower	Lower	Similar	Lower
	Place to work	42%	57%	40%	51%	53%	54%	59%	Similar	Much lower	Lower	Lower	Similar	Similar	Similar	Similar
	Health and wellness	NA	NA	58%	61%	58%	61%	60%	Similar	NA	NA	Similar	Similar	Similar	Similar	Similar
	Mental health care	NA	NA	30%	40%	44%	48%	40%	Similar	NA	NA	Lower	Similar	Similar	Similar	Similar
Recreation and Wellness	Preventive health services	55%	47%	43%	50%	54%	57%	52%	Similar	Lower	Much lower	Lower	Similar	Similar	Similar	Similar
	Health care	41%	45%	41%	48%	54%	55%	50%	Similar	Much lower	Lower	Similar	Similar	Similar	Similar	Similar
	Food	49%	48%	50%	51%	55%	63%	59%	Similar	Much lower	Much lower	Lower	Lower	Similar	Similar	Similar
	Recreational opportunities	58%	50%	43%	56%	57%	54%	54%	Similar	Much lower	Much lower	Lower	Similar	Similar	Similar	Similar
	Fitness opportunities	NA	NA	47%	57%	58%	56%	64%	Similar	NA	NA	Lower	Similar	Similar	Similar	Similar
	Religious or spiritual events and activities	77%	77%	78%	77%	79%	78%	83%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar
Education and Enrichment	Cultural/arts/music activities	41%	42%	33%	42%	48%	49%	44%	Similar	Much lower	Much lower	Lower	Similar	Similar	Similar	Similar
	Adult education	NA	NA	53%	50%	63%	53%	53%	Similar	NA	NA	Similar	Similar	Similar	Similar	Similar
	K-12 education	61%	63%	69%	70%	73%	71%	69%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Child care/preschool	41%	46%	56%	51%	57%	53%	54%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Social events and activities	50%	55%	37%	41%	46%	45%	49%	Similar	Much lower	Lower	Lower	Lower	Similar	Similar	Similar
Community Engagement	Neighborliness	NA	NA	47%	53%	57%	57%	40%	Lower	NA	NA	Similar	Similar	Similar	Similar	Similar
	Openness and acceptance	46%	44%	39%	44%	45%	50%	34%	Lower	Much lower	Much lower	Lower	Lower	Similar	Similar	Lower
	Opportunities to participate in community matters	51%	56%	44%	45%	48%	46%	49%	Similar	Much lower	Much lower	Lower	Lower	Similar	Similar	Similar
	Opportunities to volunteer	74%	73%	60%	57%	62%	67%	65%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar

The National Citizen Survey™

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)							2017 rating compared to 2016	Comparison to benchmark						
	2011	2012	2013	2014	2015	2016	2017		2011	2012	2013	2014	2015	2016	2017
Services provided by Morristown	59%	68%	63%	64%	63%	66%	66%	Similar	Much lower	Lower	Similar	Similar	Similar	Similar	Similar
Customer service	81%	80%	62%	63%	66%	62%	59%	Similar	Similar	Higher	Lower	Lower	Similar	Similar	Similar
Value of services for taxes paid	44%	51%	35%	47%	42%	44%	46%	Similar	Lower	Similar	Lower	Similar	Similar	Similar	Similar
Overall direction	31%	45%	43%	49%	57%	56%	52%	Similar	Much lower	Lower	Similar	Similar	Similar	Similar	Similar
Welcoming citizen involvement	30%	42%	39%	41%	44%	46%	39%	Similar	Much lower	Lower	Lower	Similar	Similar	Similar	Similar
Confidence in City government	NA	NA	30%	34%	38%	43%	45%	Similar	NA	NA	Lower	Similar	Similar	Similar	Similar
Acting in the best interest of Morristown	NA	NA	35%	41%	41%	42%	41%	Similar	NA	NA	Lower	Similar	Similar	Similar	Similar
Being honest	NA	NA	33%	38%	42%	38%	41%	Similar	NA	NA	Lower	Lower	Lower	Lower	Lower
Treating all residents fairly	NA	NA	32%	41%	37%	30%	35%	Similar	NA	NA	Lower	Similar	Similar	Lower	Lower
Services provided by the Federal Government	37%	42%	35%	44%	38%	39%	53%	Higher	Similar	Similar	Similar	Similar	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)							2017 rating compared to 2016	Comparison to benchmark						
		2011	2012	2013	2014	2015	2016	2017		2011	2012	2013	2014	2015	2016	2017
Safety	Police	73%	82%	65%	75%	72%	75%	75%	Similar	Lower	Similar	Lower	Similar	Similar	Similar	Similar
	Fire	87%	93%	88%	89%	88%	88%	92%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Ambulance/EMS	84%	87%	83%	83%	89%	83%	85%	Similar	Lower	Similar	Similar	Similar	Similar	Similar	Similar
	Crime prevention	52%	59%	54%	64%	65%	58%	61%	Similar	Much lower	Lower	Similar	Similar	Similar	Similar	Similar
	Fire prevention	71%	79%	66%	68%	77%	73%	76%	Similar	Lower	Similar	Similar	Similar	Similar	Similar	Similar
	Animal control	42%	41%	39%	34%	45%	44%	50%	Similar	Much lower	Much lower	Lower	Much lower	Lower	Lower	Similar
	Emergency preparedness	45%	64%	42%	52%	59%	51%	49%	Similar	Much lower	Similar	Lower	Similar	Similar	Similar	Similar
	Traffic enforcement	59%	65%	59%	67%	64%	57%	65%	Higher	Lower	Similar	Similar	Similar	Similar	Similar	Similar
Mobility	Street repair	26%	35%	31%	31%	34%	35%	36%	Similar	Much lower	Much lower	Lower	Lower	Lower	Lower	Similar
	Street cleaning	45%	50%	45%	46%	47%	46%	53%	Similar	Much lower	Lower	Lower	Lower	Similar	Lower	Similar
	Street lighting	56%	68%	52%	63%	62%	56%	63%	Similar	Similar	Higher	Similar	Similar	Similar	Similar	Similar
	Snow removal	49%	58%	48%	51%	54%	54%	53%	Similar	Much lower	Similar	Lower	Similar	Similar	Similar	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good)							2017 rating compared to 2016	Comparison to benchmark							
		2011	2012	2013	2014	2015	2016	2017		2011	2012	2013	2014	2015	2016	2017	
	Sidewalk maintenance	48%	51%	44%	43%	46%	48%	49%	Similar	Lower	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Traffic signal timing	45%	49%	38%	44%	48%	48%	55%	Similar	Lower	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Garbage collection	79%	83%	85%	84%	88%	81%	83%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Recycling	75%	78%	70%	75%	73%	73%	72%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Yard waste pick-up	61%	69%	66%	58%	63%	64%	71%	Similar	Much lower	Similar	Similar	Lower	Similar	Similar	Similar	Similar
	Drinking water	54%	59%	58%	61%	59%	46%	61%	Higher	Much lower	Lower	Similar	Similar	Similar	Similar	Lower	Similar
Natural Environment	Natural areas preservation	46%	59%	41%	48%	51%	52%	44%	Lower	Much lower	Similar	Lower	Similar	Similar	Similar	Similar	Lower
	Open space	NA	NA	40%	47%	46%	48%	44%	Similar	NA	NA	Lower	Lower	Similar	Similar	Similar	Similar
	Storm drainage	58%	54%	62%	57%	59%	55%	66%	Higher	Similar	Lower	Similar	Similar	Similar	Similar	Similar	Similar
	Sewer services	64%	66%	63%	62%	63%	60%	73%	Higher	Lower	Lower	Similar	Similar	Similar	Similar	Similar	Similar
	Power utility	71%	78%	73%	76%	76%	67%	78%	Higher	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Utility billing	NA	NA	61%	65%	63%	61%	64%	Similar	NA	NA	Similar	Similar	Similar	Similar	Similar	Similar
	Land use, planning and zoning	39%	44%	42%	48%	46%	41%	41%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Code enforcement	25%	27%	31%	38%	37%	37%	40%	Similar	Much lower	Much lower	Lower	Similar	Similar	Similar	Similar	Similar
Built Environment	Cable television	56%	59%	56%	62%	58%	57%	62%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar
Economy	Economic development	34%	35%	34%	46%	49%	48%	53%	Similar	Lower	Lower	Similar	Similar	Similar	Similar	Similar	Similar
	City parks	83%	78%	71%	76%	80%	70%	75%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Recreation programs	67%	57%	52%	55%	61%	54%	52%	Similar	Lower	Much lower	Lower	Lower	Similar	Similar	Similar	Lower
	Recreation centers	61%	49%	46%	51%	59%	54%	52%	Similar	Lower	Much lower	Lower	Lower	Similar	Similar	Similar	Lower
Recreation and Wellness	Health services	61%	54%	60%	64%	64%	61%	51%	Lower	Similar	Lower	Similar	Similar	Similar	Similar	Similar	Similar
	Special events	NA	NA	46%	44%	50%	53%	46%	Similar	NA	NA	Lower	Lower	Lower	Similar	Lower	
Education and Enrichment	Public libraries	82%	82%	79%	75%	74%	77%	74%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar
Community Engagement	Public information	55%	56%	59%	55%	54%	60%	58%	Similar	Lower	Lower	Similar	Similar	Similar	Similar	Similar	Similar

The National Citizen Survey™

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)							2017 rating compared to 2016	Comparison to benchmark						
	2011	2012	2013	2014	2015	2016	2017		2011	2012	2013	2014	2015	2016	2017
Sense of community	57%	61%	48%	50%	53%	52%	51%	Similar	Lower	Lower	Lower	Lower	Similar	Similar	Similar
Contacted Morristown employees	37%	41%	38%	34%	32%	34%	38%	Similar	Much lower	Much lower	Lower	Lower	Lower	Lower	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)							2017 rating compared to 2016	Comparison to benchmark						
		2011	2012	2013	2014	2015	2016	2017		2011	2012	2013	2014	2015	2016	2017
Safety	Did NOT report a crime	NA	NA	79%	73%	79%	76%	76%	Similar	NA	NA	Similar	Similar	Similar	Similar	Similar
Mobility	Carpooled instead of driving alone	NA	NA	38%	41%	37%	38%	35%	Similar	NA	NA	Similar	Similar	Similar	Similar	Similar
	Walked or biked instead of driving	NA	NA	36%	29%	27%	28%	34%	Similar	NA	NA	Lower	Much lower	Much lower	Much lower	Much lower
Natural Environment	Recycled at home	63%	60%	70%	67%	55%	68%	70%	Similar	Much lower	Much lower	Lower	Lower	Much lower	Lower	Lower
Built Environment	NOT under housing cost stress	56%	59%	65%	69%	67%	62%	61%	Similar	Much lower	Lower	Similar	Similar	Similar	Similar	Similar
Economy	Purchased goods or services in Morristown	NA	NA	92%	94%	94%	92%	95%	Similar	NA	NA	Similar	Similar	Similar	Similar	Similar
	Economy will have positive impact on income	17%	19%	14%	24%	27%	24%	29%	Similar	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Work in Morristown	NA	NA	48%	52%	53%	58%	54%	Similar	NA	NA	Similar	Similar	Higher	Higher	Higher
Recreation and Wellness	Used Morristown recreation centers	54%	48%	58%	52%	54%	56%	55%	Similar	Similar	Much lower	Similar	Similar	Similar	Similar	Similar
	Visited a City park	81%	78%	79%	76%	77%	80%	82%	Similar	Lower	Much lower	Similar	Similar	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	76%	73%	79%	77%	67%	Lower	NA	NA	Similar	Lower	Similar	Similar	Lower
	Participated in moderate or vigorous physical activity	NA	NA	69%	65%	73%	75%	76%	Similar	NA	NA	Lower	Much lower	Lower	Lower	Similar
	In very good to excellent health	NA	NA	44%	44%	44%	44%	39%	Similar	NA	NA	Lower	Lower	Lower	Lower	Lower

The National Citizen Survey™

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)							2017 rating compared to 2016	Comparison to benchmark						
		2011	2012	2013	2014	2015	2016	2017		2011	2012	2013	2014	2015	2016	2017
Education and Enrichment	Used Morristown public libraries	64%	62%	61%	47%	49%	46%	54%	Higher	Much lower	Much lower	Similar	Much lower	Lower	Lower	Similar
	Participated in religious or spiritual activities	68%	72%	71%	61%	67%	64%	65%	Similar	Much higher	Much higher	Much higher	Higher	Higher	Higher	Higher
	Attended a City-sponsored event	NA	NA	40%	39%	29%	40%	46%	Similar	NA	NA	Lower	Lower	Much lower	Lower	Similar
Community Engagement	Contacted Morristown elected officials	NA	NA	19%	16%	15%	15%	17%	Similar	NA	NA	Similar	Similar	Similar	Similar	Similar
	Attended a local public meeting	18%	19%	15%	19%	8%	10%	11%	Similar	Much lower	Much lower	Similar	Similar	Lower	Lower	Lower
	Watched a local public meeting	NA	NA	37%	35%	27%	26%	22%	Similar	NA	NA	Similar	Similar	Similar	Similar	Similar
	Read or watched local news	NA	NA	91%	85%	92%	87%	89%	Similar	NA	NA	Similar	Similar	Similar	Similar	Similar
	Voted in local elections	61%	62%	64%	71%	65%	63%	77%	Higher	Much lower	Much lower	Lower	Similar	Lower	Lower	Similar