

THE NCSTM
The National Citizen SurveyTM

Morristown, TN

Comparisons by Geographic Subgroups

2018



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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. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Morristown’s Comparisons by Geographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by geographic quadrants.

Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by geographic quadrant. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant. Statistical testing was not performed on multiple response questions.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table A below, respondents in Districts 1 (A) and 2 (B) gave significantly lower ratings to overall quality of life than respondents in Districts 3 (C) and 4 (D), as denoted by the “A B” listed in the cell of the ratings for Districts 3 and 4. The overall quality of life rating in District 4 (D) also was significantly lower than that of District 3 (C) (as indicated by the “D” in the rating for District 3).

Figure 1: Community Characteristics – General (Example Only)

Percent rating positively (e.g., excellent/good)	District				Overall (A)
	District 1 (A)	District 2 (B)	District 3 (C)	District 4 (D)	
The overall quality of life in ABC	73%	74%	79% A B D	76% A B	78%
Overall image or reputation of ABC	65%	66%	69% A B	71% A B C	70%
ABC as a place to live	80%	81%	85% A B D	82% A B	84%

Four geographic quadrants were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 2: Geographic Areas

Quadrant	Number of Completed Surveys
NE	116
NW	136
SE	78
SW	79

Findings

Notable differences between quadrants included the following:

- When differences were noted, residents who lived in the SW quadrant of Morristown tended to be more critical of services and amenities related to the quality of services provided by various levels of government (City of Morristown, Federal Government and State Government), and Safety (crime prevention and animal control).
- NW survey participants reported higher levels of City-sponsored event attendance and engagement in Community Engagement, such as contacting elected officials, attention to local news and voting behaviors.
- Those who lived in the NW area of Morristown were more likely to have visited the City website, Facebook page or Twitter feed and were more likely to have utilized the various methods of contacting City Council members in the past 12 months than those from the NE region of the community.

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Table 1: Community Characteristics - General

	Quadrant				Overall
	NE (A)	NW (B)	SE (C)	SW (D)	(A)
Percent rating positively (e.g., excellent/good)					
The overall quality of life in Morristown	70% D	77% D	64%	55%	67%
Overall image or reputation of Morristown	50%	48%	54%	43%	49%
Morristown as a place to live	73%	77%	70%	78%	75%
Your neighborhood as a place to live	72%	78%	65%	68%	72%
Morristown as a place to raise children	68%	79% C D	63%	61%	68%
Morristown as a place to retire	76% D	68%	65%	60%	68%
Overall appearance of Morristown	64% B D	50%	52%	44%	53%

Table 2: Community Characteristics - Safety

	Quadrant				Overall
	NE (A)	NW (B)	SE (C)	SW (D)	(A)
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Overall feeling of safety in Morristown	72%	76%	68%	65%	70%
In your neighborhood during the day	88%	87%	84%	83%	86%
In Morristown's downtown/commercial area during the day	82%	83%	85%	82%	83%

Table 3: Community Characteristics - Mobility

	Quadrant				Overall
	NE (A)	NW (B)	SE (C)	SW (D)	(A)
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Overall ease of getting to the places you usually have to visit	79%	82%	75%	71%	77%
Traffic flow on major streets	56%	56%	45%	55%	54%
Ease of public parking	57%	62%	66%	59%	61%
Ease of travel by car in Morristown	76% D	75% D	66%	61%	70%
Ease of travel by bicycle in Morristown	27%	17%	48% A B D	16%	25%
Ease of walking in Morristown	50% B D	29%	61% B D	31%	42%
Availability of paths and walking trails	53% B D	37%	50%	36%	44%

Table 4: Community Characteristics - Natural Environment

	Quadrant				Overall
	NE (A)	NW (B)	SE (C)	SW (D)	(A)
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Quality of overall natural environment in Morristown	75% D	66%	74% D	55%	68%
Air quality	59% D	47%	45%	42%	49%
Cleanliness of Morristown	67% B C D	53%	46%	42%	53%

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Table 5: Community Characteristics - Built Environment

	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(C)	(D)	(A)
Overall "built environment" of Morristown (including overall design, buildings, parks and transportation systems)	63% B D	39%	52%	46%	50%
Public places where people want to spend time	50%	45%	42%	47%	46%
Variety of housing options	41%	45% D	45%	31%	40%
Availability of affordable quality housing	42% D	44% D	44% D	25%	38%
Overall quality of new development in Morristown	64%	64%	66%	64%	65%

Table 6: Community Characteristics - Economy

	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(C)	(D)	(A)
Overall economic health of Morristown	61% D	53%	62% D	42%	54%
Morristown as a place to work	56%	64%	76% A D	56%	62%
Morristown as a place to visit	53%	46%	54%	48%	50%
Employment opportunities	66% D	54%	61% D	44%	57%
Shopping opportunities	64% B D	48%	62% D	44%	54%
Cost of living in Morristown	41%	70% A C D	53%	45%	52%
Overall quality of business and service establishments in Morristown	63% D	65% D	64%	50%	61%
Vibrant downtown/commercial area	55% B D	32%	54% B D	25%	41%

Table 7: Community Characteristics - Recreation and Wellness

	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(C)	(D)	(A)
Health and wellness opportunities in Morristown	64% B	51%	70% B	62%	61%
Fitness opportunities (including exercise classes and paths or trails, etc.)	62%	57%	74% B D	53%	61%
Recreational opportunities	56%	54%	56%	51%	54%
Availability of affordable quality food	69%	74% D	71%	59%	68%
Availability of affordable quality health care	57%	60%	55%	52%	56%
Availability of preventive health services	58%	54%	58%	53%	56%
Availability of affordable quality mental health care	48%	38%	41%	49%	44%

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Table 8: Community Characteristics - Education and Enrichment

	Quadrant				Overall
	NE (A)	NW (B)	SE (C)	SW (D)	(A)
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Overall opportunities for education and enrichment	53%	52%	64%	54%	55%
Availability of affordable quality child care/preschool	55%	50%	38%	41%	47%
K-12 education	71%	64%	69%	62%	66%
Adult educational opportunities	60%	61%	58%	60%	60%
Opportunities to attend cultural/arts/music activities	60% B D	44%	47% D	30%	45%
Opportunities to participate in religious or spiritual events and activities	85%	89% D	81%	76%	83%

Table 9: Community Characteristics - Community Engagement

	Quadrant				Overall
	NE (A)	NW (B)	SE (C)	SW (D)	(A)
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Opportunities to participate in social events and activities	59% C D	53%	43%	40%	49%
Opportunities to volunteer	68%	73%	65%	67%	68%
Opportunities to participate in community matters	52%	57%	45%	52%	52%
Openness and acceptance of the community toward people of diverse backgrounds	49%	37%	46%	36%	42%
Neighborliness of residents in Morristown	64% C D	65% C D	43%	35%	53%

Table 10: Governance - General

	Quadrant				Overall
	NE (A)	NW (B)	SE (C)	SW (D)	(A)
Percent rating positively (e.g., excellent/good)					
The City of Morristown	78% B C D	64% D	64% D	46%	64%
The value of services for the taxes paid to Morristown	41%	53%	43%	49%	46%
The overall direction that Morristown is taking	58%	64%	67%	52%	60%
The job Morristown government does at welcoming citizen involvement	48%	41%	42%	34%	41%
Overall confidence in Morristown government	46%	39%	49%	41%	43%
Generally acting in the best interest of the community	48%	47%	49%	38%	45%
Being honest	39%	53% D	46%	33%	43%
Treating all residents fairly	43%	48%	42%	38%	43%
Overall customer service by Morristown employees (police, receptionists, planners, etc.)	57%	65% D	59%	47%	57%
The Federal Government	61% B D	42% D	62% B D	27%	48%
The State Government	68% B D	48% D	60% D	25%	50%
Hamblen County Government	71% D	62%	62%	53%	62%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Police services	83% B D	71%	75%	68%	74%
Fire services	93% B	81%	94% B	92% B	89%
Ambulance or emergency medical services	89%	82%	88%	90%	87%
Crime prevention	63% D	64% D	66% D	47%	61%
Fire prevention and education	69%	68%	79%	71%	71%
Animal control	71% B C D	46% D	46% D	28%	49%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	69%	64%	58%	56%	62%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Traffic enforcement	69% D	59%	62%	52%	61%
Street repair	25%	36%	35%	32%	32%
Street cleaning	54% D	49% D	42%	34%	45%
Street lighting	67% D	65% D	56%	47%	60%
Snow removal	58%	63%	53%	58%	58%
Sidewalk maintenance	70% C D	56%	49%	47%	57%
Traffic signal timing	53%	59% D	48%	40%	50%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Garbage collection	82%	95% A C D	78%	84%	85%
Recycling	79%	87%	82%	84%	83%
Yard waste pick-up	77% D	74%	72%	63%	72%
Drinking water	62% C	67% C	46%	63% C	60%
Preservation of natural areas such as open space, farmlands and greenbelts	70% C D	57%	46%	48%	56%
Morristown open space	66% B C D	50%	46%	38%	51%

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Table 14: Governance - Built Environment

	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Percent rating positively (e.g., excellent/good)					
Storm drainage	63%	58%	68%	58%	61%
Sewer services	63%	69%	65%	62%	65%
Power (electric and/or gas) utility	78%	76%	65%	66%	72%
Utility billing	73% D	66% D	60%	50%	63%
Land use, planning and zoning	38%	56% A C D	39%	34%	43%
Code enforcement (weeds, abandoned buildings, etc.)	50% C D	41% D	33%	23%	38%
Cable television	59%	61%	63%	53%	59%

Table 15: Governance - Economy

	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Percent rating positively (e.g., excellent/good)					
Economic development	64%	64%	57%	59%	61%

Table 16: Governance - Recreation and Wellness

	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Percent rating positively (e.g., excellent/good)					
City parks	83%	78%	71%	72%	76%
Recreation programs or classes	66% D	56%	60%	45%	57%
Recreation centers or facilities	52%	52%	53%	40%	49%
Health services	74% C	63%	54%	60%	64%

Table 17: Governance - Education and Enrichment

	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Percent rating positively (e.g., excellent/good)					
Public library services	89% B D	76%	83%	71%	80%
City-sponsored special events	59%	50%	50%	50%	52%

Table 18: Governance - Community Engagement

	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Percent rating positively (e.g., excellent/good)					
Public information services	72% D	60%	76% B D	55%	65%

Table 19: Participation General

	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)					
Sense of community		54% D	48% D	45% D	44%
Contacted the City of Morristown (in-person, phone, email or web) for help or information		33%	50% A	46%	45%

Table 20: Participation - Safety

	Quadrant				Overall
	NE	NW	SE	SW	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(D)	(A)
Did NOT report a crime	85% D	80%	78%	74%	80%

Table 21: Participation - Mobility

	Quadrant				Overall
	NE	NW	SE	SW	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(D)	(A)
Walked or biked instead of driving	25%	28%	23%	34%	28%
Carpooled with other adults or children instead of driving alone	41%	33%	30%	41%	37%

Table 22: Participation - Natural Environment

	Quadrant				Overall
	NE	NW	SE	SW	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(D)	(A)
Recycle at home	58%	81% A D	70%	67%	69%

Table 23: Participation - Built Environment

	Quadrant				Overall
	NE	NW	SE	SW	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(D)	(A)
NOT under housing cost stress	58%	74% A	80% A D	64%	68%

Table 24: Participation - Economy

	Quadrant				Overall
	NE	NW	SE	SW	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(D)	(A)
Purchase goods or services from a business located in Morristown	97%	96%	98%	93%	96%
Economy will have positive impact on income	36%	42% C	22%	39% C	35%
Work in Morristown	48%	61%	58%	49%	53%

Table 25: Participation - Recreation and Wellness

	Quadrant				Overall
	NE	NW	SE	SW	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(D)	(A)
Used Morristown recreation centers or their services	51%	55%	64%	65% A	58%
Visited a neighborhood park or City park	73%	81%	86% A	84% A	80%
Eat at least 5 portions of fruits and vegetables a day	67%	82% A C	69%	75%	74%
Participate in moderate or vigorous physical activity	71%	84% A D	78%	70%	76%
Reported being in "very good" or "excellent" health	30%	41% C	25%	29%	32%

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Table 26: Participation - Education and Enrichment

	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)					
Used Morristown public libraries or their services	49%	60% C	38%	56% C	51%
Participated in religious or spiritual activities in Morristown	57%	76% A C	56%	75% A C	66%
Attended a City-sponsored event	24%	60% A C D	31%	43% A	39%

Table 27: Participation - Community Engagement

	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)					
Contacted Morristown elected officials (in-person, phone, email or web) to express your opinion	14%	28% A C D	8%	17%	17%
Attended a local public meeting	9%	24% A C	11%	18%	15%
Watched (online or on television) a local public meeting	19%	30% A D	26%	15%	22%
Read or watch local news (via television, paper, computer, etc.)	74%	95% A C D	80%	84%	84%
Vote in local elections	63%	96% A C D	67%	72%	75%

Table 28: Community Focus Areas

	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Percent rating positively (e.g., essential/very important)					
Overall feeling of safety in Morristown	91%	95%	92%	93%	93%
Overall ease of getting to the places you usually have to visit	93%	74% B C D	80%	72%	80%
Quality of overall natural environment in Morristown	80%	79%	79%	70%	77%
Overall 'built environment' of Morristown (including overall design, buildings, parks and transportation systems)	83%	74%	73%	77%	77%
Health and wellness opportunities in Morristown	77%	86%	88%	77%	82%
Overall opportunities for education and enrichment	81%	89%	88%	84%	85%
Overall economic health of Morristown	89%	91%	92%	92%	91%
Sense of community	78%	80%	81%	73%	78%

Table 29: Question 13

	Quadrant				Overall (A)
	NE (A)	NW (B)	SE (C)	SW (D)	
Please rate how easy or difficult it is to learn about City services or events: (Percent rating as "very easy" or "somewhat easy").					
Please rate how easy or difficult it is to learn about City services or events:	55%	66% C D	46%	48%	54%

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Table 30: Question 15

In the last 12 months, about how many times, if at all, have you or other household members visited each of the following: (Percent rating positively (e.g., at least once a week).	Quadrant				Overall
	NE	NW	SE	SW	
	(A)	(B)	(C)	(D)	(A)
City website (www.mymorristown.com)	40%	58% A C	40%	45%	46%
City Facebook page	36%	50% A	41%	41%	42%
City Twitter feed	1%	16% A	10%	12% A	10%

Table 31: Question 16

Please rate how safe or unsafe you feel from the following in Morristown. (Percent rating as "very safe" or "somewhat safe").	Quadrant				Overall
	NE	NW	SE	SW	
	(A)	(B)	(C)	(D)	(A)
Property crimes (e.g., burglary, theft)	67%	69%	61%	63%	66%
Violent crimes (e.g., rape, assault, robbery)	65%	77% D	71%	62%	69%
Illegal drug activity (e.g., manufacture, sale or use of drugs)	42% D	39%	34%	28%	36%
Intoxicated or impaired drivers	40%	37%	31%	27%	34%
Distracted drivers	31%	32%	26%	24%	28%

Table 32: Question 17

Please indicate if you have had contact with a City Council member in the past 12 months in each of the following ways: (Percent rating as "yes").	Quadrant				Overall
	NE	NW	SE	SW	
	(A)	(B)	(C)	(D)	(A)
Face-to-face	9%	24% A C	5%	17% C	14%
On the phone	4%	16% A	9%	10%	10%
Community round table discussion	1%	6% A	2%	5%	3%
At a Council meeting	2%	8% A	4%	5%	5%

Table 33: Question 18

The City of Morristown is considering building a community center. Please rate how important, if at all, each amenity would be to you and your household: (Percent rating as "essential" or "very important").	Quadrant				Overall
	NE	NW	SE	SW	
	(A)	(B)	(C)	(D)	(A)
Multi-purpose gymnasium	61%	70% D	65%	56%	63%
Meeting rooms	48%	56%	49%	45%	49%
Pool/aquatics center	61%	74% A	61%	67%	66%
Indoor running/walking track	72% B	59%	68%	61%	65%
Public drop-in child care area for center or program users	48%	46%	57%	60%	52%
Climbing wall	20%	30%	38% A	33% A	30%
Fitness/exercise area	63%	65%	62%	61%	63%

Table 34: Question 19

How likely, if at all, would you be to utilize fixed route public transportation in Morristown? (Percent rating as "very likely" or "somewhat likely").	Quadrant				Overall
	NE	NW	SE	SW	
	(A)	(B)	(C)	(D)	(A)
How likely, if at all, would you be to utilize fixed route public transportation in Morristown?	49%	36%	51% B	42%	44%