



# Morristown, TN

Comparisons by Geographic Subgroups

2019



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# Summary

The National Community 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 quadrant.

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

Figure 1: Geographic Areas

Quadrant	Number of Completed Surveys
Northeast	112
Northwest	248
Southeast	57
Southwest	27

## 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 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 1 on the next page, respondents who lived in the Southeast (C) gave significantly lower ratings to overall quality of life than respondents who lived in the Northeast (A), Northwest (B), and Southwest (D), as denoted by the “C” listed in the cell of the ratings for the Northeast, Northwest, and Southwest quadrants. However, differences between those living in the Northeast, Northwest and Southwest were not statistically significantly different, indicated by the lack of an “A”, “B” or “D” in those cells.

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Table 1: Community Characteristics - General

	Quadrant				Overall (A)
	Northeast (A)	Northwest (B)	Southeast (C)	Southwest (D)	
Percent rating positively (e.g., excellent/good)					
The overall quality of life in Morristown	69% C	71% C	49%	73% C	68%
Overall image or reputation of Morristown	57%	54%	43%	50%	53%
Morristown as a place to live	78%	74%	67%	71%	74%
Your neighborhood as a place to live	70% C D	80% A C D	48%	51%	70%
Morristown as a place to raise children	76% C	78% C	52%	65%	73%
Morristown as a place to retire	52%	73% A C	52%	62%	63%
Overall appearance of Morristown	69% C D	59%	49%	50%	60%

Table 2: Community Characteristics - Safety

	Quadrant				Overall (A)
	Northeast (A)	Northwest (B)	Southeast (C)	Southwest (D)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Overall feeling of safety in Morristown	65% D	68% C D	50%	47%	63%
In your neighborhood during the day	87% C	91% C	64%	80% C	86%
In Morristown's downtown/commercial area during the day	79% C D	83% C D	56%	55%	76%

Table 3: Community Characteristics - Mobility

	Quadrant				Overall (A)
	Northeast (A)	Northwest (B)	Southeast (C)	Southwest (D)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Overall ease of getting to the places you usually have to visit	70%	73% C	57%	65%	69%
Traffic flow on major streets	47%	55% D	41%	33%	49%
Ease of public parking	64%	62%	52%	48%	60%
Ease of travel by car in Morristown	61%	71% C	54%	66%	65%
Ease of travel by public transportation in Morristown	17%	24% D	13%	6%	19%
Ease of travel by bicycle in Morristown	19%	28%	26%	30%	25%

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	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(C)	(D)	(A)
Ease of walking in Morristown	37%	43%	52%	32%	41%
Availability of paths and walking trails	38%	50% A	48%	44%	46%

Table 4: Community Characteristics - Natural Environment

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(C)	(D)	(A)
Quality of overall natural environment in Morristown	66%	64%	61%	67%	64%
Air quality	61% C	56%	44%	50%	56%
Cleanliness of Morristown	66% B C	54% C	37%	49%	55%

Table 5: Community Characteristics - Built Environment

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
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)	52%	54% C	37%	64% C	52%
Public places where people want to spend time	55% D	47%	54%	35%	49%
Variety of housing options	33%	44% D	34%	21%	37%
Availability of affordable quality housing	27%	39% A	40%	37%	35%
Overall quality of new development in Morristown	54%	60%	62%	51%	58%

Table 6: Community Characteristics - Economy

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(C)	(D)	(A)
Overall economic health of Morristown	54%	51%	46%	44%	51%
Morristown as a place to work	61%	63%	50%	47%	59%
Morristown as a place to visit	43%	51%	46%	42%	47%
Employment opportunities	62% D	57%	57%	41%	57%
Shopping opportunities	55%	51%	43%	60%	52%

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	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(C)	(D)	(A)
Cost of living in Morristown	37%	56% A C D	36%	19%	45%
Overall quality of business and service establishments in Morristown	53%	63% D	57%	43%	58%
Vibrant downtown/commercial area	47% C D	37%	30%	26%	38%

Table 7: Community Characteristics - Recreation and Wellness

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(C)	(D)	(A)
Health and wellness opportunities in Morristown	59%	60% C	45%	59%	58%
Fitness opportunities (including exercise classes and paths or trails, etc.)	65%	67%	73%	67%	67%
Recreational opportunities	56% D	57% D	60% D	37%	55%
Availability of affordable quality food	66%	72%	68%	71%	70%
Availability of affordable quality health care	64% C	57%	48%	50%	57%
Availability of preventive health services	54%	56%	50%	75% A B C	56%
Availability of affordable quality mental health care	46%	37%	37%	61% B C	42%

Table 8: Community Characteristics - Education and Enrichment

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., excellent/good, very/somewhat safe)	(A)	(B)	(C)	(D)	(A)
Overall opportunities for education and enrichment	59%	63%	55%	54%	60%
Availability of affordable quality child care/preschool	50% C	55% C	26%	53% C	50%
K-12 education	74% C D	71% D	58%	42%	68%
Adult educational opportunities	59% D	65% D	51%	33%	59%
Opportunities to attend cultural/arts/music activities	48% D	48% D	51% D	19%	47%
Opportunities to participate in religious or spiritual events and activities	81% D	79% D	75%	61%	78%

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Table 9: Community Characteristics - Community Engagement

	Quadrant				Overall (A)
	Northeast (A)	Northwest (B)	Southeast (C)	Southwest (D)	
Percent rating positively (e.g., excellent/good, very/somewhat safe)					
Opportunities to participate in social events and activities	41%	50%	43%	38%	46%
Opportunities to volunteer	64%	71% D	64%	47%	67%
Opportunities to participate in community matters	56% D	51% D	48%	24%	50%
Openness and acceptance of the community toward people of diverse backgrounds	54%	43%	44%	43%	46%
Neighborliness of residents in Morristown	47% D	52% D	55% D	28%	49%

Table 10: Governance - General

	Quadrant				Overall (A)
	Northeast (A)	Northwest (B)	Southeast (C)	Southwest (D)	
Percent rating positively (e.g., excellent/good)					
The City of Morristown	57%	66%	53%	60%	62%
The value of services for the taxes paid to Morristown	37% D	47% C D	26%	17%	39%
The overall direction that Morristown is taking	45%	53%	44%	58%	50%
The job Morristown government does at welcoming resident involvement	34%	55% A C	23%	61% A C	44%
Overall confidence in Morristown government	32%	44% A	38%	55% A	40%
Generally acting in the best interest of the community	37%	45%	43%	56%	43%
Being honest	40% C	44% C	18%	28%	38%
Treating all residents fairly	33%	43% C	25%	44%	38%
Overall customer service by Morristown employees (police, receptionists, planners, etc.)	58%	68% C D	50%	50%	61%
The Federal Government	48%	47%	38%	41%	45%

Table 11: Governance - Safety

	Quadrant				Overall (A)
	Northeast (A)	Northwest (B)	Southeast (C)	Southwest (D)	
Percent rating positively (e.g., excellent/good)					
Police services	68%	78% D	66%	52%	71%
Fire services	81%	88%	79%	74%	83%

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Percent rating positively (e.g., excellent/good)	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	(A)
Ambulance or emergency medical services	79% (A)	86% (B) C D	69% (C)	70% (D)	80%
Crime prevention	50%	58%	61%	44%	55%
Fire prevention and education	70% D	73% D	73% D	47%	70%
Animal control	39%	47%	48%	38%	44%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	58% D	50%	46%	31%	51%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	(A)
Traffic enforcement	50%	60%	59%	44%	56%
Street repair	28%	30%	18%	21%	27%
Street cleaning	32%	59% A C D	38%	34%	46%
Street lighting	48%	67% A C D	46%	45%	57%
Snow removal	64% D	60%	71% D	42%	62%
Sidewalk maintenance	50%	48%	50%	35%	48%
Traffic signal timing	38%	42%	44%	41%	41%
Bus or transit services	27%	22%	13%	16%	22%

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Table 13: Governance - Natural Environment

	Quadrant				Overall (A)
	Northeast (A)	Northwest (B)	Southeast (C)	Southwest (D)	
Percent rating positively (e.g., excellent/good)					
Garbage collection	84% D	84% D	74%	65%	81%
Recycling	73% D	79% C D	62%	54%	73%
Yard waste pick-up	68% D	71% D	66% D	37%	67%
Drinking water	60% C D	61% C D	40%	36%	56%
Preservation of natural areas such as open space, farmlands and greenbelts	44%	53%	55%	59%	51%
Morristown open space	42%	51% C	32%	58% C	46%

Table 14: Governance - Built Environment

	Quadrant				Overall (A)
	Northeast (A)	Northwest (B)	Southeast (C)	Southwest (D)	
Percent rating positively (e.g., excellent/good)					
Storm drainage	52%	55%	42%	49%	52%
Sewer services	65% D	65% D	64% D	32%	63%
Power (electric and/or gas) utility	57%	70% A	69%	66%	66%
Utility billing	46%	60% A	63% A	53%	56%
Land use, planning and zoning	35%	41%	38%	44%	39%
Code enforcement (weeds, abandoned buildings, etc.)	36%	31%	41%	46%	35%
Cable television	62% C	55%	40%	47%	55%

Table 15: Governance - Economy

	Quadrant				Overall (A)
	Northeast (A)	Northwest (B)	Southeast (C)	Southwest (D)	
Percent rating positively (e.g., excellent/good)					
Economic development	57%	58%	47%	62%	57%



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Table 16: Governance - Recreation and Wellness

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(D)	(A)
City parks	69%	71% D	64%	53%	68%
Recreation programs or classes	64% D	53% D	51%	30%	54%
Recreation centers or facilities	58% C D	54% C D	31%	30%	50%
Health services	61% C	63% C	44%	60%	60%

Table 17: Governance - Education and Enrichment

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(D)	(A)
Public library services	80%	84%	80%	85%	83%
City-sponsored special events	52%	47%	38%	43%	47%

Table 18: Governance - Community Engagement

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., excellent/good)	(A)	(B)	(C)	(D)	(A)
Public information services	66% C D	56% C D	36%	35%	54%

Table 19: Participation General

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(D)	(A)
Sense of community	47%	56%	43%	52%	51%
Recommend living in Morristown to someone who asks	77%	74%	68%	79%	75%
Remain in Morristown for the next five years	75%	76%	67%	82%	75%
Contacted the City of Morristown (in-person, phone, email or web) for help or information	29%	35%	48% A	47%	36%

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Table 20: Participation - Safety

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(D)	(A)
Was NOT the victim of a crime	92% D	88% D	84% D	67%	87%
Did NOT report a crime	81% C D	77% C D	56%	50%	73%

Table 21: Participation - Mobility

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(D)	(A)
Walked or biked instead of driving	23%	29%	26%	32%	27%
Carpooled with other adults or children instead of driving alone	36%	37%	42%	28%	37%
Used bus, rail, subway or other public transportation instead of driving	7%	6%	2%	0%	5%

Table 22: Participation - Natural Environment

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(D)	(A)
Recycle at home	66%	67%	63%	56%	66%

Table 23: Participation - Built Environment

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(D)	(A)
NOT under housing cost stress	69%	68%	76%	57%	68%
Did NOT observe a code violation	49% C	49% C	30%	41%	46%

Table 24: Participation - Economy

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
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	91%	95%	97%	91%	94%
Economy will have positive impact on income	30%	35% C	16%	34%	31%
Work in Morristown	56%	53%	58%	40%	53%

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Table 25: Participation - Recreation and Wellness

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
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	55%	52%	57%	61%	54%
Visited a neighborhood park or City park	70%	78%	75%	91% A	76%
Eat at least 5 portions of fruits and vegetables a day	59%	80% A D	71%	63%	71%
Participate in moderate or vigorous physical activity	69%	76%	77%	63%	73%
Reported being in "very good" or "excellent" health	44%	45%	51%	33%	44%

Table 26: Participation - Education and Enrichment

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(D)	(A)
Used Morristown public libraries or their services	48%	51%	53%	69% A B	52%
Participated in religious or spiritual activities in Morristown	59%	70% A	88% A B D	59%	68%
Attended a City-sponsored event	48%	45%	65% A B	48%	49%

Table 27: Participation - Community Engagement

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)	(A)	(B)	(C)	(D)	(A)
Contacted Morristown elected officials (in-person, phone, email or web) to express your opinion	19%	18%	33% A B	27%	21%
Attended a local public meeting	28% B D	15%	23% D	5%	19%
Watched (online or on television) a local public meeting	28%	27%	44% A B D	15%	28%
Read or watch local news (via television, paper, computer, etc.)	87%	88%	87%	84%	87%
Vote in local elections	68% D	82% A D	77% D	46%	74%

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Table 28: Community Focus Areas

	Quadrant				Overall (A)
	Northeast (A)	Northwest (B)	Southeast (C)	Southwest (D)	
Percent rating positively (e.g., essential/very important)					
Overall feeling of safety in Morristown	90%	94%	92%	96%	93%
Overall ease of getting to the places you usually have to visit	79% C	88% A C	61%	81% C	81%
Quality of overall natural environment in Morristown	75% C	84% A C D	58%	68%	77%
Overall "built environment" of Morristown (including overall design, buildings, parks and transportation systems)	60%	73% A	60%	81% A C	68%
Health and wellness opportunities in Morristown	75%	85% A	84%	74%	81%
Overall opportunities for education and enrichment	75%	89% A	93% A	85%	85%
Overall economic health of Morristown	84%	92% A	83%	85%	88%
Sense of community	76%	78%	76%	67%	76%

Table 29: Ease of Finding City Information

	Quadrant				Overall (A)
	Northeast (A)	Northwest (B)	Southeast (C)	Southwest (D)	
Please rate how easy or difficult it is to learn about City services or events:	51%	52%	64%	53%	53%

Table 30: Sources of City Information

	Quadrant				Overall (A)
	Northeast (A)	Northwest (B)	Southeast (C)	Southwest (D)	
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 as "2 times a week or more" or "2-4 times a month" or "Once a month or less")					
City website (www.mymorristown.com)	56% B	44%	51%	41%	48%
City Facebook page	49% D	44%	55% D	28%	45%
City Twitter feed	8%	10%	23% A B D	5%	11%

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Table 31: Feelings of Safety

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	(A)
Please rate how safe or unsafe you feel from the following in Morristown. (Percent rating as "Very safe" or "Somewhat safe").	(A)	(B)	(C)	(D)	(A)
Property crimes (e.g., burglary, theft)	62% D	62% D	58% D	25%	58%
Violent crimes (e.g., rape, assault, robbery)	75% C D	65% C D	48%	48%	64%
Illegal drug activity (e.g., manufacture, sale or use of drugs)	34% C D	33% C D	18%	15%	30%
Intoxicated or impaired drivers	42% B C	30%	25%	25%	33%
Distracted drivers	37% B C D	22% D	13%	6%	24%

Table 32: Contact with City Council

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	(A)
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").	(A)	(B)	(C)	(D)	(A)
Face-to-face	19%	19%	37% A B D	6%	20%
On the phone	13%	13%	15% D	2%	12%
Community round table discussion	3%	2%	1%	2%	2%
At a Council meeting	11% D	7%	16% B D	0%	9%

Table 33: Likelihood of Using Public Transportation

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	(A)
	(A)	(B)	(C)	(D)	(A)
How likely, if at all, would you be to utilize fixed route public transportation in Morristown?	44%	45%	35%	38%	43%

Table 34: Quality of Morristown Events

	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	(A)
Please rate the quality of each of the following events in Morristown: (Percent rating as "Excellent" or "Good").	(A)	(B)	(C)	(D)	(A)
Craft Beer Festival	72%	80% C	53%	57%	71%
Music on the Downtown Green	75%	75%	59%	64%	72%

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Table 35: Line Item Additions to Question 11

Overall, how would you rate the quality of the services provided by each of the following? (Percent rating as "Excellent" or "Good").	Quadrant				Overall
	Northeast	Northwest	Southeast	Southwest	(A)
	(A)	(B) C	(C)	(D)	
The State Government	50%	58%	42%	64%	54%
Hamblen County Government	51%	60%	48%	66%	56%