

THE NCSTM
The National Citizen SurveyTM

Morristown, TN

Comparisons by Geographic Subgroups

2017



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



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. This report discusses differences in opinion of survey respondents by geographic quadrant.

Responses in the following tables 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 attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between geographic quadrant are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for all respondents (299 completed surveys) is generally no greater than plus or minus six percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points. For smaller samples, the margin of error rises. Four geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 1: Geographic Areas

Geographic Quadrant	Number of Completed Surveys
NE	71
NW	140
SE	68
SW	20

Notable differences between geographic quadrants included the following:

- Residents living in the Southwest quadrant of Morristown tended to give more positive ratings to various overall characteristics of the community such as the overall image or reputation and overall appearance but offered the lowest evaluations for their neighborhood as a place to live and neighborliness in the community. However, these same residents were more likely to offer positive evaluations of opportunities to engage in the community (opportunities to participate in social events and in community matters) even though they were the least likely to attend a local public meeting.
- Aspects of local leadership and governance received the lowest evaluations from residents living in the Southeast quadrant of the community (e.g., the overall direction Morristown is taking, generally acting in the best interest of the community, being honest, treating all residents fairly).
- Safety ratings were mixed across geographic quadrants; residents living in the northern quadrants were more likely to offer positive evaluations to their overall feeling of safety and feelings of safety from property crimes. However, those in the Northeast felt the least safe from distracted drivers.

The National Citizen Survey™

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
The overall quality of life in Morristown	69%	64%	55%	65%	63%
Overall image or reputation of Morristown	49%	56%	41%	74%	53%
Morristown as a place to live	71%	80%	59%	81%	73%
Your neighborhood as a place to live	66%	83%	63%	31%	67%
Morristown as a place to raise children	70%	74%	55%	55%	65%
Morristown as a place to retire	59%	66%	54%	72%	62%
Overall appearance of Morristown	50%	51%	30%	65%	48%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Overall feeling of safety in Morristown	72%	74%	49%	44%	64%
In your neighborhood during the day	78%	91%	83%	93%	86%
In Morristown's downtown/commercial area during the day	82%	84%	76%	73%	80%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Overall ease of getting to the places you usually have to visit	79%	83%	62%	70%	75%
Traffic flow on major streets	69%	56%	58%	49%	58%
Ease of public parking	60%	70%	61%	72%	66%
Ease of travel by car in Morristown	75%	72%	71%	58%	71%
Ease of travel by bicycle in Morristown	14%	23%	51%	42%	30%
Ease of walking in Morristown	37%	45%	65%	63%	50%
Availability of paths and walking trails	41%	45%	59%	50%	48%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Quality of overall natural environment in Morristown	71%	77%	57%	66%	69%
Air quality	46%	50%	59%	34%	49%
Cleanliness of Morristown	66%	55%	35%	44%	52%

The National Citizen Survey™

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Overall "built environment" of Morristown (including overall design, buildings, parks and transportation systems)	46%	56%	45%	79%	54%
Public places where people want to spend time	44%	48%	35%	51%	44%
Variety of housing options	33%	45%	51%	66%	46%
Availability of affordable quality housing	32%	41%	46%	44%	41%
Overall quality of new development in Morristown	50%	67%	61%	72%	62%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Overall economic health of Morristown	46%	52%	42%	74%	51%
Morristown as a place to work	66%	57%	56%	60%	59%
Morristown as a place to visit	39%	49%	48%	53%	47%
Employment opportunities	47%	45%	38%	69%	46%
Shopping opportunities	45%	55%	41%	75%	52%
Cost of living in Morristown	47%	57%	42%	51%	50%
Overall quality of business and service establishments in Morristown	45%	55%	49%	76%	53%
Vibrant downtown/commercial area	30%	40%	31%	59%	38%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Health and wellness opportunities in Morristown	55%	66%	47%	80%	60%
Fitness opportunities (including exercise classes and paths or trails, etc.)	49%	66%	69%	73%	64%
Recreational opportunities	44%	61%	46%	65%	54%
Availability of affordable quality food	54%	63%	49%	77%	59%
Availability of affordable quality health care	54%	51%	40%	59%	50%
Availability of preventive health services	53%	55%	46%	51%	52%
Availability of affordable quality mental health care	31%	47%	26%	65%	40%

The National Citizen Survey™

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Overall opportunities for education and enrichment	58%	59%	61%	79%	62%
Availability of affordable quality child care/preschool	41%	48%	56%	86%	54%
K-12 education	76%	66%	54%	94%	69%
Adult educational opportunities	47%	56%	44%	70%	53%
Opportunities to attend cultural/arts/music activities	34%	48%	35%	65%	44%
Opportunities to participate in religious or spiritual events and activities	81%	83%	80%	93%	83%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Opportunities to participate in social events and activities	45%	53%	37%	65%	49%
Opportunities to volunteer	72%	55%	70%	74%	65%
Opportunities to participate in community matters	51%	41%	41%	79%	49%
Openness and acceptance of the community toward people of diverse backgrounds	36%	36%	34%	30%	34%
Neighborliness of residents in Morristown	34%	49%	43%	21%	40%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
The City of Morristown	65%	72%	53%	76%	66%
The value of services for the taxes paid to Morristown	40%	54%	26%	69%	46%
The overall direction that Morristown is taking	45%	64%	35%	65%	52%
The job Morristown government does at welcoming citizen involvement	44%	44%	18%	53%	39%
Overall confidence in Morristown government	42%	51%	28%	68%	45%
Generally acting in the best interest of the community	41%	51%	13%	63%	41%
Being honest	34%	52%	17%	63%	41%
Treating all residents fairly	35%	47%	15%	40%	35%
Overall customer service by Morristown employees (police, receptionists, planners, etc.)	56%	65%	59%	44%	59%
The Federal Government	54%	55%	48%	53%	53%

The National Citizen Survey™

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Police services	76%	81%	62%	79%	75%
Fire services	86%	93%	95%	93%	92%
Ambulance or emergency medical services	76%	87%	85%	94%	85%
Crime prevention	53%	68%	49%	77%	61%
Fire prevention and education	61%	80%	85%	75%	76%
Animal control	41%	50%	53%	59%	50%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	33%	47%	46%	80%	49%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Traffic enforcement	58%	71%	55%	79%	65%
Street repair	31%	38%	25%	66%	36%
Street cleaning	63%	48%	44%	63%	53%
Street lighting	69%	63%	49%	80%	63%
Snow removal	36%	68%	52%	44%	53%
Sidewalk maintenance	36%	47%	57%	58%	49%
Traffic signal timing	61%	56%	43%	68%	55%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Garbage collection	80%	88%	78%	84%	83%
Recycling	64%	79%	67%	76%	72%
Yard waste pick-up	67%	78%	62%	77%	71%
Drinking water	59%	65%	52%	73%	61%
Preservation of natural areas such as open space, farmlands and greenbelts	37%	34%	56%	61%	44%
Morristown open space	29%	44%	50%	60%	44%

The National Citizen Survey™

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Storm drainage	66%	72%	59%	61%	66%
Sewer services	71%	73%	71%	79%	73%
Power (electric and/or gas) utility	78%	84%	67%	79%	78%
Utility billing	58%	74%	56%	58%	64%
Land use, planning and zoning	21%	41%	37%	75%	41%
Code enforcement (weeds, abandoned buildings, etc.)	42%	40%	34%	46%	40%
Cable television	64%	59%	58%	73%	62%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Economic development	47%	52%	45%	76%	53%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
City parks	73%	83%	62%	81%	75%
Recreation programs or classes	46%	56%	45%	63%	52%
Recreation centers or facilities	41%	54%	47%	76%	52%
Health services	45%	50%	47%	79%	51%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Public library services	75%	72%	72%	79%	74%
City-sponsored special events	40%	41%	46%	71%	46%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Public information services	56%	61%	44%	76%	58%

The National Citizen Survey™

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Sense of community	41%	56%	39%	72%	51%
Contacted the City of Morristown (in-person, phone, email or web) for help or information	37%	42%	38%	25%	38%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Did NOT report a crime	68%	87%	78%	57%	76%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Walked or biked instead of driving	34%	41%	23%	37%	34%
Carpooled with other adults or children instead of driving alone	39%	28%	43%	30%	35%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Recycle at home	71%	73%	60%	75%	70%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
NOT under housing cost stress	70%	52%	57%	73%	61%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Purchase goods or services from a business located in Morristown	99%	94%	91%	100%	95%
Economy will have positive impact on income	30%	33%	23%	30%	29%
Work in Morristown	68%	38%	55%	70%	54%

The National Citizen Survey™

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Used Morristown recreation centers or their services	59%	56%	46%	60%	55%
Visited a neighborhood park or City park	81%	81%	83%	89%	82%
Eat at least 5 portions of fruits and vegetables a day	64%	74%	54%	76%	67%
Participate in moderate or vigorous physical activity	72%	78%	71%	83%	76%
Reported being in "very good" or "excellent" health	41%	49%	41%	4%	39%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Used Morristown public libraries or their services	51%	61%	36%	73%	54%
Participated in religious or spiritual activities in Morristown	53%	71%	66%	71%	65%
Attended a City-sponsored event	47%	46%	47%	41%	46%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Contacted Morristown elected officials (in-person, phone, email or web) to express your opinion	22%	17%	16%	4%	17%
Attended a local public meeting	22%	8%	10%	2%	11%
Watched (online or on television) a local public meeting	30%	25%	15%	12%	22%
Read or watch local news (via television, paper, computer, etc.)	97%	83%	89%	90%	89%
Vote in local elections	75%	82%	77%	65%	77%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Overall feeling of safety in Morristown	89%	94%	88%	93%	91%
Overall ease of getting to the places you usually have to visit	72%	87%	84%	80%	82%
Quality of overall natural environment in Morristown	80%	81%	74%	79%	79%
Overall "built environment" of Morristown (including overall design, buildings, parks and transportation systems)	72%	76%	63%	82%	73%
Health and wellness opportunities in Morristown	73%	75%	68%	77%	73%
Overall opportunities for education and enrichment	64%	84%	74%	98%	78%
Overall economic health of Morristown	83%	83%	88%	90%	85%
Sense of community	73%	79%	66%	93%	76%

The National Citizen Survey™

Table 29: Question 10 - Custom Line Items

Overall, how would you rate the quality of the services provided by each of the following?	Geographic Quadrant				Overall
	NE	NW	SE	SW	
The State Government	66%	56%	50%	54%	56%
Hamblen County Government	75%	67%	46%	80%	65%

Table 30: Question 13

Percent rating positively (e.g., very/somewhat easy) Please rate how easy or difficult it is to learn about City services or events:	Geographic Quadrant				Overall
	NE	NW	SE	SW	
	82%	73%	67%	94%	76%

Table 31: 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:	Geographic Quadrant				Overall
	NE	NW	SE	SW	
City website (www.mymorristown.com)	53%	51%	41%	24%	45%
City Facebook page	34%	33%	33%	13%	30%
City Twitter feed	3%	7%	18%	3%	8%

Table 32: Question 16

Please rate how safe or unsafe you feel from the following in Morristown.	Geographic Quadrant				Overall
	NE	NW	SE	SW	
Property crimes (e.g., burglary, theft)	51%	65%	44%	43%	54%
Violent crimes (e.g., rape, assault, robbery)	57%	70%	54%	61%	62%
Illegal drug activity (e.g., manufacture, sale or use of drugs)	20%	40%	27%	50%	33%
Intoxicated or impaired drivers	32%	35%	30%	15%	30%
Distracted drivers	10%	32%	29%	19%	24%