

# THE NCS™

The National Citizen Survey™

## Franklin, TN

Comparisons by Demographic Subgroups

2019



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# About

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. Franklin's Comparisons by Demographic 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 age, sex, ethnicity and race, housing tenure (rent or own) and housing unit type (attached or detached).

## 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 selected respondent characteristics. 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 subgroups 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 age 55 and over (C) gave significantly higher rating to the overall quality of life than those age 18 to 34 (A) and 35 to 54 (B), as denoted by the "A B" listed in the cell of the ratings for those 55+. This was also true of women (A) over men (B); people who were white alone, not Hispanic (A) over those who were Hispanic and/or other race (B); homeowners (B) over renters (A); and those living in detached housing (A) over those living in attached housing (B).

Figure 1: Community Characteristics – General (Example Only)

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	(A)
The overall quality of life in ABC	76%	78% A	82% A B	79% B	77%	81% B	71%	73%	81% A	79% B	76%	78%
Overall image or reputation of ABC	69%	69%	73% A B	71% B	69%	72% B	64%	68%	71% A	69%	71% A	70%
ABC as a place to live	81%	84% A	87% A B	85% B	83%	86% B	78%	79%	86% A	85% B	82%	84%

## Findings

Notable differences between demographic subgroups included the following:

- Community members aged 18-34 tended to give higher ratings than those who were older to several aspects of Mobility, such as ease of walking, availability of paths and walking trails, traffic enforcement, street lighting and snow removal. Residents who were 35 and older were more likely than others to participate in several aspects of Community Engagement, including doing a favor for a neighbor, attending or watching a local public meeting or voting in local elections. Additionally, community members younger than 55 were more likely to communicate with the City of Franklin via social media (Facebook, Twitter, Instagram), while community members older than 35 were more likely to communicate in person or on the phone.
- Female residents tended to give higher ratings than male residents to aspects of Mobility, including ease of travel in Franklin (via car, bicycle, walking), traffic flow, traffic signal timing and sidewalk maintenance. Female residents also were more likely to favorably rate recreation programs or classes and recreation centers or facilities. In addition, female residents awarded higher marks for Franklin as a place to visit and to work than their male counterparts.
- Residents who were white alone, not Hispanic were more likely to award positive ratings to safety (overall feeling of safety and in Franklin's downtown/commercial area during the day), than residents who were Hispanic and/or another race. These residents also tended to give higher scores to city parks, recreation programs or classes and recreation centers or facilities. In contrast, community members who identified as Hispanic and/or another race were more likely than their counterparts to work in Franklin and believed the economy would have a positive impact on their income. Residents who were Hispanic and/or another race were also more likely to communicate directly with the City of Franklin by almost all methods, including in person, via mail and email, and via social media (Facebook, Twitter, Instagram and Nextdoor).
- Respondents who owned their home gave higher ratings than renters to several aspects of Community Engagement: opportunities to participate in social events and activities, to volunteer and to participate in community matters. They were also more likely to have volunteered their time in Franklin, done a favor for or visited with a neighbor. However, respondents who rented their home were more likely to be satisfied with the City's management of growth. Residents who rented tended to give more favorable marks to some aspects of Mobility (ease of public parking, ease of travel by public transportation and availability of paths and walking trails).
- Residents living in detached homes were more likely than residents living in attached homes to positively rate several City services related to Natural Environment (garbage collection, recycling, yard waste pick-up and drinking water). Those living in detached homes reported higher rates of using Franklin recreation centers or public libraries, visiting a neighborhood or City park, attending a City-sponsored event or contacting Franklin elected officials to express their opinion. However, residents living in attached homes tended to give higher marks than their counterparts to the overall feeling of safety in the city and were more likely to recommend living in Franklin to someone who asked.

# The National Citizen Survey™

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
The overall quality of life in Franklin	100% C	97%	94%	98%	96%	97%	96%	98%	96%	97%	97%	97%
Overall image or reputation of Franklin	98% C	97% C	93%	96%	95%	97% B	91%	96%	96%	96%	97%	96%
Franklin as a place to live	100% C	99% C	97%	98%	99%	99%	99%	99%	98%	99%	98%	98%
Your neighborhood as a place to live	96%	94%	94%	95%	94%	95%	93%	91%	96% A	97% B	90%	94%
Franklin as a place to raise children	100% C	97%	96%	98%	97%	98%	98%	97%	98%	97%	98%	97%
Franklin as a place to retire	92% B C	80%	83%	89% B	77%	84%	83%	87%	82%	82%	86%	84%
Overall appearance of Franklin	98% C	97% C	93%	97%	95%	97% B	92%	96%	95%	96%	95%	96%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Franklin	99% B C	96% C	92%	97% B	93%	97% B	91%	98% B	95%	95%	98% A	95%
In your neighborhood during the day	97%	99% C	95%	97%	97%	97%	97%	96%	97%	98%	96%	97%
In Franklin's downtown/commercial area during the day	97%	99% C	95%	98%	96%	98% B	94%	98%	97%	97%	97%	97%

# The National Citizen Survey™

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall ease of getting to the places you usually have to visit	67%	67%	61%	74% B	55%	64%	74% A	66%	65%	64%	66%	65%
Traffic flow on major streets	40%	39%	34%	43% B	30%	35%	48% A	41%	35%	35%	40%	37%
Ease of public parking	56% C	49% C	36%	48%	46%	46%	50%	52% B	44%	47%	46%	47%
Ease of travel by car in Franklin	64% C	57% C	48%	62% B	49%	56%	60%	60%	53%	54%	58%	56%
Ease of travel by public transportation in Franklin	30%	24%	36% B	32%	25%	25%	41% A	36% B	25%	27%	31%	29%
Ease of travel by bicycle in Franklin	41%	31%	38%	41% B	29%	33%	45% A	37%	35%	35%	36%	36%
Ease of walking in Franklin	76% B C	61%	65%	70% B	62%	67%	63%	70%	65%	67%	66%	67%
Availability of paths and walking trails	78% B C	59%	69% B	77% B	55%	70% B	52%	73% B	64%	66%	69%	67%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Quality of overall natural environment in Franklin	96% B C	86%	83%	88%	87%	88%	85%	89%	87%	87%	88%	88%
Air quality	94% C	88%	85%	89%	88%	89%	85%	91%	87%	89%	87%	89%
Cleanliness of Franklin	96% C	93% C	88%	93%	90%	94% B	86%	94%	91%	91%	93%	92%

# The National Citizen Survey™

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	89% B C	80% C	72%	82%	78%	81%	75%	81%	79%	80%	79%	80%
Public places where people want to spend time	96% B C	88%	84%	91% B	85%	89%	85%	92% B	87%	87%	91%	88%
Variety of housing options	51%	49%	48%	50%	48%	48%	55%	48%	50%	50%	48%	49%
Availability of affordable quality housing	20%	25%	25%	27% B	19%	20%	39% A	22%	24%	24%	22%	24%
Overall quality of new development in Franklin	79%	79%	76%	79%	77%	77%	83%	75%	79%	79%	75%	78%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall economic health of Franklin	94%	96%	93%	93%	97% A	95%	94%	91%	96% A	96% B	91%	94%
Franklin as a place to work	94%	93%	90%	95% B	90%	93%	92%	94%	92%	92%	94%	93%
Franklin as a place to visit	95%	92%	97% B	97% B	91%	95%	91%	93%	94%	94%	94%	94%
Employment opportunities	87%	82%	78%	82%	82%	84%	78%	86%	80%	81%	84%	83%
Shopping opportunities	95% C	94%	90%	93%	92%	94% B	89%	93%	93%	93%	92%	93%
Cost of living in Franklin	36%	38%	46% A	40%	37%	38%	46%	29%	44% A	44% B	30%	39%
Overall quality of business and service establishments in Franklin	98% B C	93% C	87%	93%	91%	94% B	85%	94%	91%	91%	94%	92%
Vibrant downtown/commercial area	98% B C	92%	90%	92%	93%	94% B	84%	94%	92%	93%	92%	93%

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Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Health and wellness opportunities in Franklin	89%	91%	90%	92%	88%	91%	89%	89%	90%	91%	88%	90%
Fitness opportunities (including exercise classes and paths or trails, etc.)	86%	83%	84%	88% B	78%	84%	82%	83%	83%	85%	79%	83%
Recreational opportunities	88%	84%	81%	85%	82%	84%	82%	83%	84%	85%	80%	84%
Availability of affordable quality food	85%	81%	79%	80%	82%	82%	79%	81%	81%	81%	81%	81%
Availability of affordable quality health care	83%	78%	83%	83%	78%	81%	77%	75%	83% A	82%	78%	80%
Availability of preventive health services	85%	81%	82%	86% B	79%	83%	81%	76%	85% A	83%	82%	82%
Availability of affordable quality mental health care	69%	70%	62%	70%	64%	67%	68%	62%	70%	70%	62%	67%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall opportunities for education and enrichment	93%	90%	89%	93% B	86%	90%	90%	91%	89%	89%	90%	90%
Availability of affordable quality child care/preschool	77% B	59%	68%	65%	65%	62%	76% A	76% B	61%	64%	67%	66%
K-12 education	94%	95%	90%	94%	92%	94%	91%	93%	93%	93%	93%	93%
Adult educational opportunities	63%	70%	73%	71%	65%	69%	69%	63%	71%	73% B	59%	69%
Opportunities to attend cultural/arts/music activities	87%	83%	81%	84%	82%	84%	78%	89% B	81%	82%	85%	83%
Opportunities to participate in religious or spiritual events and activities	92%	95%	96%	94%	94%	95% B	89%	91%	95%	94%	93%	94%

# The National Citizen Survey™

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Opportunities to participate in social events and activities	85%	88%	83%	86%	83%	87% B	77%	79%	88% A	88% B	79%	85%
Opportunities to volunteer	75%	91% A C	84% A	86%	84%	86% B	78%	77%	88% A	89% B	76%	85%
Opportunities to participate in community matters	80%	81%	77%	83% B	75%	82% B	68%	74%	82% A	83% B	73%	80%
Openness and acceptance of the community toward people of diverse backgrounds	65%	61%	70% B	63%	67%	65%	61%	64%	65%	65%	63%	65%
Neighborliness of residents in Franklin	83%	81%	79%	81%	80%	82%	76%	80%	81%	80%	81%	81%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
The City of Franklin	94%	92%	93%	93%	92%	94% B	87%	89%	94% A	93%	91%	93%
The value of services for the taxes paid to Franklin	72%	78%	77%	78%	73%	76%	73%	68%	79% A	79% B	69%	76%
The overall direction that Franklin is taking	84% B C	74%	68%	74%	76%	73%	83% A	74%	75%	75%	73%	74%
The job Franklin government does at welcoming citizen involvement	78%	76%	73%	75%	75%	75%	75%	74%	76%	77%	73%	75%
Overall confidence in Franklin government	81% C	73%	72%	76%	73%	75%	72%	77%	74%	74%	75%	75%
Generally acting in the best interest of the community	84% B C	71%	71%	76%	73%	74%	73%	76%	74%	74%	75%	75%
Being honest	86% B C	74%	75%	81% B	73%	79%	71%	79%	77%	77%	79%	78%
Treating all residents fairly	81%	73%	74%	75%	76%	76%	75%	75%	76%	77%	73%	76%
Overall customer service by Franklin employees (police, receptionists, planners, etc.)	96%	90%	91%	92%	91%	93% B	86%	88%	93%	92%	89%	91%
The Federal Government	55%	54%	52%	62% B	44%	52%	67% A	52%	55%	55%	52%	53%

# The National Citizen Survey™

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Police/Sheriff services	94%	92%	92%	91%	94%	93% B	88%	90%	93%	93%	90%	92%
Fire services	98%	96%	98%	97%	96%	98%	95%	95%	98%	98%	95%	97%
Ambulance or emergency medical services	97%	94%	96%	95%	95%	96%	94%	93%	96%	96%	94%	95%
Crime prevention	93%	88%	88%	90%	87%	90%	83%	85%	90%	91% B	84%	89%
Fire prevention and education	94%	92%	92%	92%	91%	92%	93%	92%	92%	93%	90%	92%
Animal control	85%	87% C	79%	83%	85%	84%	83%	81%	85%	84%	84%	84%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	82%	80%	77%	77%	84% A	81%	76%	80%	80%	80%	80%	79%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Traffic enforcement	83% B C	74%	71%	76%	74%	77% B	68%	73%	76%	76%	73%	75%
Street repair	64% C	56%	50%	56%	57%	57%	58%	57%	57%	59%	52%	57%
Street cleaning	85% C	78%	72%	77%	79%	80%	73%	80%	77%	79%	76%	78%
Street lighting	85% B C	70%	72%	73%	77%	76% B	67%	76%	73%	74%	75%	75%
Snow removal	82% B C	66%	66%	76% B	65%	71%	71%	69%	72%	74%	66%	71%
Sidewalk maintenance	90% B C	74%	68%	80% B	73%	77%	78%	84% B	73%	75%	80%	77%
Traffic signal timing	68% B C	54%	50%	61% B	51%	55%	64%	53%	57%	58%	52%	56%
Bus or transit services	67% B	44%	62% B	57%	53%	51%	62%	59%	52%	56%	50%	54%

# The National Citizen Survey™

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Garbage collection	87%	90%	93%	92%	88%	91%	86%	80%	94% A	93% B	82%	90%
Recycling	81%	81%	82%	82%	80%	81%	81%	71%	85% A	85% B	71%	82%
Yard waste pick-up	85%	88%	85%	89%	84%	88% B	79%	78%	88% A	89% B	77%	87%
Drinking water	78%	74%	76%	73%	78%	76%	72%	70%	78% A	78% B	71%	76%
Preservation of natural areas such as open space, farmlands and greenbelts	79% B C	63%	66%	66%	70%	67%	72%	79% B	64%	66%	73%	68%
Franklin open space	80% B C	66%	69%	72%	70%	71%	66%	78% B	67%	68%	76% A	71%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Storm drainage	76%	82% C	74%	80%	75%	79%	76%	76%	79%	80% B	72%	78%
Sewer services	94% C	87%	84%	87%	89%	90% B	79%	85%	89%	89%	86%	88%
Power (electric and/or gas) utility	88%	88%	91%	91%	86%	90%	84%	82%	92% A	91% B	85%	89%
Utility billing	79%	77%	87% B	82%	77%	82% B	71%	71%	85% A	82%	77%	80%
Land use, planning and zoning	72% B C	60%	53%	61%	60%	59%	67%	65%	60%	60%	62%	61%
Code enforcement (weeds, abandoned buildings, etc.)	88% B C	73%	66%	76%	72%	74%	71%	89% B	69%	72%	79%	74%
Cable television	72% B C	54%	55%	59%	58%	57%	66%	60%	57%	58%	59%	58%

# The National Citizen Survey™

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Economic development	90% C	83%	80%	83%	85%	84%	85%	82%	84%	86% B	78%	84%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
City parks	97% B	90%	93%	92%	93%	95% B	83%	95%	92%	92%	95%	93%
Recreation programs or classes	91% B	83%	89%	92% B	80%	88% B	79%	88%	86%	88%	84%	87%
Recreation centers or facilities	92% B	83%	90% B	92% B	82%	88% B	81%	89%	87%	86%	90%	87%
Health services	87%	88%	89%	87%	90%	88%	86%	83%	91% A	90%	85%	88%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Public library services	95%	93%	92%	91%	96% A	94% B	87%	91%	94%	95% B	90%	93%
City-sponsored special events	84%	87%	85%	85%	86%	86%	83%	77%	89% A	90% B	75%	85%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Public information services	91% C	87%	81%	87%	86%	88% B	78%	87%	86%	86%	86%	86%

# The National Citizen Survey™

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Sense of community	89% C	83%	82%	87% B	81%	85% B	77%	83%	84%	85%	82%	84%
Recommend living in Franklin to someone who asks	100% B C	95%	95%	97%	96%	96%	98%	98% B	95%	94%	99% A	96%
Remain in Franklin for the next five years	90%	91%	93%	91%	91%	91%	95%	88%	93% A	92%	90%	91%
Contacted the City of Franklin (in-person, phone, email or web) for help or information	26%	38% A	45% A	36%	38%	35%	44%	24%	43% A	43% B	26%	37%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Was NOT the victim of a crime	94%	94%	93%	91%	97% A	94%	93%	93%	94%	95%	92%	94%
Did NOT report a crime	90%	86%	89%	86%	90%	88%	88%	89%	88%	87%	90%	88%
Stocked supplies in preparation for an emergency	27%	26%	29%	26%	28%	26%	33%	26%	28%	27%	27%	27%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Walked or biked instead of driving	58% B C	41%	38%	43%	47%	44%	47%	50%	43%	43%	48%	44%
Carpooled with other adults or children instead of driving alone	39%	48% A C	36%	44%	40%	42%	39%	38%	44%	44%	39%	42%
Used bus, rail, subway or other public transportation instead of driving	8%	9%	8%	11% B	6%	6%	20% A	12% B	7%	7%	10%	8%

# The National Citizen Survey™

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Recycle at home	75%	86% A C	79%	83% B	77%	81%	79%	69%	86% A	87% B	69%	81%
Made efforts to make your home more energy efficient	67%	73%	71%	72%	69%	68%	85% A	62%	75% A	72%	69%	71%
Made efforts to conserve water	69%	69%	76%	76% B	65%	69%	79% A	72%	70%	69%	75%	71%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
NOT under housing cost stress	67%	75%	70%	68%	76% A	77% B	47%	56%	80% A	78% B	59%	72%
Did NOT observe a code violation	82% B C	71%	67%	74%	73%	74%	67%	83% B	68%	68%	82% A	73%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Purchase goods or services from a business located in Franklin	100%	99%	98%	99%	99%	99%	97%	99%	99%	99%	99%	99%
Economy will have positive impact on income	61% C	56% C	41%	51%	55%	51%	64% A	56%	51%	53%	52%	52%
Work in Franklin	58% C	59% C	34%	51%	53%	49%	67% A	56%	50%	50%	55%	52%

# The National Citizen Survey™

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Used Franklin recreation centers or their services	65%	67% C	57%	64%	63%	63%	68%	59%	67% A	68% B	55%	64%
Visited a neighborhood park or City park	93% C	93% C	72%	86%	87%	89% B	81%	84%	89%	90% B	81%	87%
Eat at least 5 portions of fruits and vegetables a day	89% C	88% C	80%	88% B	83%	87% B	78%	80%	88% A	89% B	79%	86%
Participate in moderate or vigorous physical activity	94% C	92% C	83%	87%	93% A	90%	86%	87%	91%	92% B	86%	90%
Reported being in "very good" or "excellent" health	80% C	74% C	63%	71%	73%	75% B	61%	66%	75% A	75% B	66%	72%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Used Franklin public libraries or their services	58%	62%	58%	61%	59%	59%	62%	56%	62%	63% B	54%	60%
Participated in religious or spiritual activities in Franklin	50%	65% A	67% A	64%	60%	61%	68%	56%	66% A	66% B	55%	62%
Attended a City-sponsored event	81% C	76% C	55%	73%	69%	71%	72%	68%	73%	75% B	63%	71%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Campaigned or advocated for an issue, cause or candidate	25%	20%	32% B	26%	24%	24%	28%	25%	25%	26%	24%	26%
Contacted Franklin elected officials (in-person, phone, email or web) to express your opinion	19%	17%	22%	19%	19%	18%	23%	18%	20%	22% B	13%	19%
Volunteered your time to some group/activity in Franklin	50%	51%	46%	51%	47%	48%	55%	41%	53% A	55% B	38%	49%
Participated in a club	32%	31%	35%	31%	34%	31%	36%	33%	32%	33%	32%	32%

The National Citizen Survey™

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Talked to or visited with your immediate neighbors	78%	92% A	94% A	85%	95% A	90% B	84%	76%	96% A	95% B	78%	90%
Done a favor for a neighbor	73%	87% A	89% A	82%	86%	86% B	75%	69%	91% A	90% B	73%	84%
Attended a local public meeting	14%	26% A	35% A B	21%	29% A	24%	31%	12%	31% A	30% B	15%	25%
Watched (online or on television) a local public meeting	13%	24% A	24% A	21%	20%	18%	31% A	15%	24% A	24% B	15%	21%
Read or watch local news (via television, paper, computer, etc.)	75%	82% A	91% A B	85% B	80%	81%	87%	77%	85% A	83%	80%	82%
Vote in local elections	81%	89% A	94% A B	92% B	83%	90% B	79%	77%	93% A	93% B	78%	88%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Franklin	93%	94%	96%	98% B	89%	94%	93%	90%	95% A	95%	92%	94%
Overall ease of getting to the places you usually have to visit	87%	92%	94% A	92%	90%	91%	93%	89%	92%	93% B	88%	91%
Quality of overall natural environment in Franklin	94% B C	86%	86%	90% B	85%	88%	85%	93% B	85%	85%	92% A	87%
Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	90% B	83%	87%	90% B	81%	87%	85%	89%	85%	85%	89%	86%
Health and wellness opportunities in Franklin	83% B	70%	85% B	80%	74%	75%	88% A	83% B	75%	74%	84% A	77%
Overall opportunities for education and enrichment	93% B C	81%	79%	86% B	80%	81%	94% A	90% B	80%	81%	88% A	83%
Overall economic health of Franklin	96%	93%	93%	94%	92%	92%	96%	95%	92%	92%	95%	93%
Sense of community	89%	87%	86%	89% B	84%	85%	93% A	90% B	85%	87%	86%	86%

# The National Citizen Survey™

Table 29: Satisfaction with the City of Franklin's Management of Growth

Percent rating as "very satisfied" or "somewhat satisfied"	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Please rate your level of satisfaction with the City of Franklin's management of growth:	95% B C	79% C	72%	81%	81%	78%	92% A	86% B	78%	78%	85% A	80%

Table 30: Methods of Communicating with the City of Franklin

Percent rating as "very likely" or "somewhat likely"	Age			Sex		Race/ethnicity		Housing Tenure		Housing Unit Type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Speak to a City official in person	43%	58% A	63% A	55%	58%	53%	65% A	55%	56%	58% B	49%	56%
Speak to a City official on the phone	61%	70% A	79% A B	70%	71%	69%	73%	68%	71%	72%	67%	71%
Communicate with the City via mail	34%	37%	45% A	45% B	31%	35%	56% A	39%	38%	38%	39%	38%
Communicate with the City via email	83% C	84% C	71%	80%	79%	78%	87% A	78%	80%	81%	76%	79%
Communicate with the City on Facebook	47% B C	35% C	16%	39% B	24%	29%	50% A	42% B	27%	27%	42% A	32%
Communicate with the City on Twitter	25% C	18% C	5%	16%	17%	15%	25% A	22% B	14%	15%	18%	16%
Communicate with the City on Instagram	36% B C	16% C	5%	23% B	13%	15%	33% A	30% B	13%	15%	26% A	18%
Communicate with the City on Nextdoor	30% C	25%	21%	31% B	18%	21%	45% A	30%	23%	24%	28%	25%