THE NCS™
The National Citizen Survey™

Franklin, TN

Technical Appendices

2019

NRC
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ICMA
Leaders at the Core of Better Communities

Contents

Appendix A: Complete Survey Responses

Responses excluding "don't know"

The following pages contain a complete set of responses to each question on the survey, excluding the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 1: Question 1

Please rate each of the following aspects of quality of life in Franklin:	Excellent		Good		Fair		Poor		Total	
Franklin as a place to live	74%	N=582	25%	N=195	2%	N=13	0%	N=0	100%	N=790
Your neighborhood as a place to live	62%	N=488	33%	N=258	4%	N=33	1%	N=10	100%	N=790
Franklin as a place to raise children	78%	N=565	19%	N=137	2%	N=17	0%	N=1	100%	N=720
Franklin as a place to work	61%	N=405	31%	N=204	6%	N=43	1%	N=7	100%	N=659
Franklin as a place to visit	66%	N=509	28%	N=215	6%	N=43	0%	N=2	100%	N=769
Franklin as a place to retire	55%	N=373	29%	N=200	12%	N=84	4%	N=26	100%	N=683
The overall quality of life in Franklin	68%	N=537	29%	N=226	3%	N=23	0%	N=1	100%	N=788

Table 2: Question 2

Please rate each of the following characteristics as they relate to Franklin as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Franklin	53%	N=418	42%	N=333	4%	N=34	0%	N=2	100%	N=787
Overall ease of getting to the places you usually have to visit	23%	N=181	42%	N=325	28%	N=222	7%	N=53	100%	N=781
Quality of overall natural environment in Franklin	42%	N=325	46%	N=355	12%	N=90	1%	N=7	100%	N=777
Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	30%	N=234	50%	N=387	17%	N=129	4%	N=31	100%	N=780
Health and wellness opportunities in Franklin	47%	N=362	43%	N=330	9%	N=69	1%	N=8	100%	N=768
Overall opportunities for education and enrichment	48%	N=362	41%	N=311	9%	N=69	1%	N=8	100%	N=749
Overall economic health of Franklin	57%	N=425	38%	N=282	4%	N=32	1%	N=10	100%	N=749
Sense of community	43%	N=334	40%	N=308	14%	N=110	2%	N=17	100%	N=768
Overall image or reputation of Franklin	72%	N=558	24%	N=187	4%	N=30	0%	N=1	100%	N=776

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Franklin to someone who asks	76%	N=598	20%	N=157	2%	N=20	2%	N=12	100%	N=787
Remain in Franklin for the next five years	73%	N=567	18%	N=139	5%	N=43	4%	N=28	100%	N=777

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	80%	N=628	17%	N=133	2%	N=16	1%	N=4	0%	N=3	100%	N=784
In Franklin's downtown/commercial area during the day	81%	N=620	16%	N=124	2%	N=17	1%	N=5	0%	N=0	100%	N=766

Table 5: Question 5

Please rate each of the following characteristics as they relate to Franklin as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	4%	N=29	33%	N=262	40%	N=312	23%	N=183	100%	N=786
Ease of public parking	10%	N=76	37%	N=291	36%	N=281	17%	N=131	100%	N=779
Ease of travel by car in Franklin	12%	N=92	44%	N=338	33%	N=252	12%	N=89	100%	N=771
Ease of travel by public transportation in Franklin	8%	N=30	21%	N=77	35%	N=129	37%	N=136	100%	N=372
Ease of travel by bicycle in Franklin	7%	N=32	29%	N=133	39%	N=180	26%	N=119	100%	N=464
Ease of walking in Franklin	22%	N=158	45%	N=330	25%	N=185	8%	N=61	100%	N=733
Availability of paths and walking trails	24%	N=170	43%	N=307	27%	N=193	6%	N=45	100%	N=715
Air quality	37%	N=276	51%	N=379	10%	N=75	1%	N=10	100%	N=739
Cleanliness of Franklin	49%	N=383	43%	N=342	7%	N=54	1%	N=9	100%	N=788
Overall appearance of Franklin	59%	N=462	37%	N=290	3%	N=27	1%	N=7	100%	N=786
Public places where people want to spend time	44%	N=342	44%	N=341	10%	N=79	2%	N=12	100%	N=774
Variety of housing options	15%	N=113	34%	N=249	33%	N=242	19%	N=137	100%	N=741
Availability of affordable quality housing	7%	N=48	17%	N=121	34%	N=244	42%	N=297	100%	N=711
Fitness opportunities (including exercise classes and paths or trails, etc.)	38%	N=284	45%	N=337	15%	N=112	2%	N=14	100%	N=746
Recreational opportunities	33%	N=251	50%	N=378	15%	N=115	1%	N=9	100%	N=753
Availability of affordable quality food	34%	N=264	47%	N=366	16%	N=127	3%	N=21	100%	N=778
Availability of affordable quality health care	34%	N=255	46%	N=348	16%	N=117	4%	N=29	100%	N=749
Availability of preventive health services	37%	N=263	45%	N=321	15%	N=106	2%	N=18	100%	N=708
Availability of affordable quality mental health care	27%	N=119	40%	N=174	22%	N=95	11%	N=48	100%	N=437

Table 6: Question 6

Please rate each of the following characteristics as they relate to Franklin as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	27%	N=111	39%	N=160	21%	N=86	14%	N=56	100%	N=413
K-12 education	62%	N=357	31%	N=179	6%	N=33	1%	N=7	100%	N=576
Adult educational opportunities	24%	N=101	45%	N=191	26%	N=110	5%	N=23	100%	N=424
Opportunities to attend cultural/arts/music activities	38%	N=277	45%	N=326	13%	N=97	4%	N=25	100%	N=725
Opportunities to participate in religious or spiritual events and activities	57%	N=388	37%	N=248	6%	N=40	0%	N=2	100%	N=678
Employment opportunities	37%	N=233	46%	N=291	14%	N=92	3%	N=19	100%	N=635
Shopping opportunities	58%	N=449	35%	N=270	7%	N=53	0%	N=4	100%	N=776
Cost of living in Franklin	8%	N=59	31%	N=241	41%	N=316	20%	N=155	100%	N=771
Overall quality of business and service establishments in Franklin	36%	N=279	55%	N=425	7%	N=56	1%	N=7	100%	N=768
Vibrant downtown/commercial area	52%	N=401	40%	N=307	7%	N=52	1%	N=5	100%	N=765
Overall quality of new development in Franklin	31%	N=228	47%	N=347	18%	N=134	4%	N=28	100%	N=738
Opportunities to participate in social events and activities	36%	N=266	49%	N=362	13%	N=99	2%	N=11	100%	N=738
Opportunities to volunteer	42%	N=268	43%	N=279	12%	N=80	2%	N=15	100%	N=642
Opportunities to participate in community matters	36%	N=220	44%	N=267	18%	N=112	2%	N=14	100%	N=613
Openness and acceptance of the community toward people of diverse backgrounds	27%	N=185	38%	N=257	26%	N=176	10%	N=66	100%	N=684
Neighborliness of residents in Franklin	32%	N=242	49%	N=370	18%	N=136	1%	N=11	100%	N=760

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	29%	N=227	71%	N=556	100%	N=783
Made efforts to make your home more energy efficient	29%	N=229	71%	N=553	100%	N=782
Observed a code violation or other hazard in Franklin (weeds, abandoned buildings, etc.)	73%	N=569	27%	N=213	100%	N=781
Household member was a victim of a crime in Franklin	94%	N=732	6%	N=49	100%	N=780
Reported a crime to the police in Franklin	88%	N=690	12%	N=93	100%	N=783
Stocked supplies in preparation for an emergency	73%	N=568	27%	N=213	100%	N=781
Campaigned or advocated for an issue, cause or candidate	74%	N=582	26%	N=199	100%	N=781
Contacted the City of Franklin (in-person, phone, email or web) for help or information	63%	N=491	37%	N=292	100%	N=782
Contacted Franklin elected officials (in-person, phone, email or web) to express your opinion	81%	N=632	19%	N=148	100%	N=781

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Franklin?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Franklin recreation centers or their services	15%	N=115	15%	N=118	34%	N=266	36%	N=282	100%	N=780
Visited a neighborhood park or City park	17%	N=130	29%	N=225	41%	N=321	13%	N=104	100%	N=781
Used Franklin public libraries or their services	6%	N=50	18%	N=138	36%	N=277	40%	N=312	100%	N=778
Participated in religious or spiritual activities in Franklin	23%	N=177	24%	N=186	16%	N=123	38%	N=294	100%	N=780
Attended a City-sponsored event	2%	N=19	7%	N=54	62%	N=480	29%	N=228	100%	N=780
Used bus, rail, subway or other public transportation instead of driving	2%	N=14	1%	N=6	6%	N=43	92%	N=718	100%	N=781
Carpooled with other adults or children instead of driving alone	10%	N=80	13%	N=101	18%	N=143	58%	N=454	100%	N=778
Walked or biked instead of driving	9%	N=73	12%	N=95	22%	N=175	56%	N=438	100%	N=781
Volunteered your time to some group/activity in Franklin	7%	N=58	14%	N=111	28%	N=217	51%	N=395	100%	N=781
Participated in a club	7%	N=51	8%	N=61	17%	N=135	68%	N=527	100%	N=774
Talked to or visited with your immediate neighbors	38%	N=297	33%	N=257	19%	N=147	10%	N=82	100%	N=785
Done a favor for a neighbor	18%	N=138	31%	N=242	36%	N=280	16%	N=125	100%	N=785

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=6	2%	N=13	23%	N=178	75%	N=585	100%	N=782
Watched (online or on television) a local public meeting	2%	N=16	2%	N=19	16%	N=127	79%	N=620	100%	N=782

Table 10: Question 10

Please rate the quality of each of the following services in Franklin:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	55%	N=378	37%	N=254	6%	N=44	1%	N=8	100%	N=684
Fire services	67%	N=409	30%	N=188	3%	N=17	0%	N=1	100%	N=615
Ambulance or emergency medical services	63%	N=343	32%	N=175	4%	N=21	1%	N=4	100%	N=543

Please rate the quality of each of the following services in Franklin:	Excellent		Good		Fair		Poor		Total	
Crime prevention	40%	N=240	49%	N=294	9%	N=57	2%	N=9	100%	N=601
Fire prevention and education	45%	N=220	47%	N=232	7%	N=32	1%	N=6	100%	N=490
Traffic enforcement	31%	N=216	43%	N=298	18%	N=124	7%	N=48	100%	N=687
Street repair	15%	N=111	42%	N=319	30%	N=229	13%	N=99	100%	N=758
Street cleaning	31%	N=230	47%	N=342	18%	N=131	4%	N=30	100%	N=733
Street lighting	24%	N=183	51%	N=385	19%	N=143	7%	N=51	100%	N=762
Snow removal	28%	N=142	43%	N=217	21%	N=108	8%	N=39	100%	N=507
Sidewalk maintenance	26%	N=178	51%	N=346	18%	N=123	5%	N=35	100%	N=682
Traffic signal timing	13%	N=98	43%	N=321	29%	N=213	15%	N=113	100%	N=746
Bus or transit services	25%	N=65	29%	N=75	24%	N=62	21%	N=55	100%	N=257
Garbage collection	52%	N=367	38%	N=270	7%	N=46	3%	N=22	100%	N=706
Recycling	43%	N=288	39%	N=263	12%	N=82	6%	N=42	100%	N=675
Yard waste pick-up	49%	N=304	37%	N=229	10%	N=62	3%	N=20	100%	N=616
Storm drainage	28%	N=184	50%	N=325	16%	N=102	6%	N=39	100%	N=649
Drinking water	34%	N=248	42%	N=307	17%	N=123	8%	N=57	100%	N=735
Sewer services	40%	N=265	47%	N=311	11%	N=70	2%	N=12	100%	N=657
Power (electric and/or gas) utility	40%	N=299	49%	N=369	10%	N=79	1%	N=5	100%	N=752
Utility billing	35%	N=256	46%	N=337	15%	N=109	5%	N=35	100%	N=738
City parks	48%	N=350	45%	N=323	6%	N=45	1%	N=5	100%	N=723
Recreation programs or classes	38%	N=201	49%	N=261	12%	N=66	1%	N=4	100%	N=532
Recreation centers or facilities	39%	N=234	48%	N=294	12%	N=75	1%	N=4	100%	N=606
Land use, planning and zoning	18%	N=103	43%	N=244	28%	N=159	11%	N=66	100%	N=571
Code enforcement (weeds, abandoned buildings, etc.)	25%	N=121	49%	N=242	22%	N=106	5%	N=24	100%	N=493
Animal control	33%	N=169	51%	N=260	13%	N=66	3%	N=17	100%	N=512
Economic development	35%	N=211	49%	N=300	13%	N=81	3%	N=19	100%	N=612
Health services	35%	N=235	53%	N=358	10%	N=68	2%	N=11	100%	N=672
Public library services	54%	N=312	40%	N=229	6%	N=33	1%	N=6	100%	N=580
Public information services	35%	N=191	51%	N=272	13%	N=69	1%	N=7	100%	N=538
Cable television	22%	N=128	36%	N=212	28%	N=161	14%	N=84	100%	N=585
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	29%	N=151	51%	N=269	18%	N=95	3%	N=14	100%	N=530
Preservation of natural areas such as open space, farmlands and greenbelts	24%	N=161	44%	N=291	22%	N=143	11%	N=70	100%	N=665
Franklin open space	25%	N=174	46%	N=319	23%	N=160	6%	N=44	100%	N=697
City-sponsored special events	44%	N=274	41%	N=252	14%	N=84	1%	N=8	100%	N=617
Overall customer service by Franklin employees (police, receptionists, planners, etc.)	42%	N=286	49%	N=331	7%	N=46	2%	N=12	100%	N=675

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Franklin	42%	N=309	51%	N=374	7%	N=50	0%	N=3	100%	N=737
The Federal Government	12%	N=82	41%	N=272	34%	N=226	13%	N=83	100%	N=664

Table 12: Question 12

Please rate the following categories of Franklin government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Franklin	26%	N=181	50%	N=357	20%	N=140	4%	N=29	100%	N=708
The overall direction that Franklin is taking	25%	N=177	50%	N=359	19%	N=134	7%	N=51	100%	N=721
The job Franklin government does at welcoming citizen involvement	25%	N=151	50%	N=305	19%	N=113	6%	N=37	100%	N=606
Overall confidence in Franklin government	24%	N=168	50%	N=351	20%	N=143	5%	N=35	100%	N=696
Generally acting in the best interest of the community	23%	N=159	52%	N=367	19%	N=137	6%	N=42	100%	N=704
Being honest	25%	N=145	53%	N=311	17%	N=97	6%	N=34	100%	N=586
Treating all residents fairly	23%	N=143	52%	N=321	17%	N=106	7%	N=44	100%	N=613

Table 13: Question 13

Please rate how important, if at all, you think it is for the Franklin community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Franklin	67%	N=525	27%	N=209	6%	N=46	0%	N=1	100%	N=781
Overall ease of getting to the places you usually have to visit	52%	N=404	39%	N=304	9%	N=71	0%	N=1	100%	N=780
Quality of overall natural environment in Franklin	44%	N=346	43%	N=335	12%	N=93	1%	N=4	100%	N=778
Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	41%	N=320	44%	N=344	13%	N=101	1%	N=8	100%	N=774
Health and wellness opportunities in Franklin	37%	N=288	40%	N=316	21%	N=162	2%	N=13	100%	N=779
Overall opportunities for education and enrichment	44%	N=345	39%	N=303	15%	N=118	2%	N=12	100%	N=778
Overall economic health of Franklin	54%	N=421	39%	N=301	6%	N=50	1%	N=4	100%	N=777
Sense of community	44%	N=341	43%	N=331	12%	N=95	2%	N=12	100%	N=779

Table 14: Question 14

Please rate your level of satisfaction with the City of Franklin's management of growth:	Percent	Number
Very satisfied	29%	N=210
Somewhat satisfied	52%	N=375
Somewhat unsatisfied	13%	N=92
Very unsatisfied	7%	N=51
Total	100%	N=729

Table 15: Question 15

How likely would you be, if at all, to use each of the following methods when communicating directly with the City of Franklin to ask a question or share information?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Speak to a City official in person	24%	N=188	31%	N=240	22%	N=171	22%	N=171	100%	N=770
Speak to a City official on the phone	32%	N=249	38%	N=295	14%	N=106	16%	N=121	100%	N=770

How likely would you be, if at all, to use each of the following methods when communicating directly with the City of Franklin to ask a question or share information?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Communicate with the City via mail	15%	N=113	24%	N=181	22%	N=169	39%	N=301	100%	N=764
Communicate with the City via email	42%	N=323	37%	N=282	10%	N=80	11%	N=80	100%	N=765
Communicate with the City on Facebook	14%	N=104	18%	N=139	19%	N=149	49%	N=373	100%	N=765
Communicate with the City on Twitter	5%	N=40	11%	N=83	15%	N=118	68%	N=522	100%	N=763
Communicate with the City on Instagram	6%	N=43	12%	N=93	15%	N=116	67%	N=507	100%	N=760
Communicate with the City on Nextdoor	8%	N=64	17%	N=129	15%	N=113	60%	N=454	100%	N=761

Table 16: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	11%	N=83	8%	N=64	10%	N=77	15%	N=116	55%	N=423	100%	N=763
Purchase goods or services from a business located in Franklin	0%	N=1	1%	N=8	14%	N=105	52%	N=395	33%	N=255	100%	N=764
Eat at least 5 portions of fruits and vegetables a day	2%	N=12	13%	N=97	35%	N=268	34%	N=258	16%	N=125	100%	N=761
Participate in moderate or vigorous physical activity	2%	N=12	9%	N=65	30%	N=230	38%	N=287	22%	N=164	100%	N=758
Read or watch local news (via television, paper, computer, etc.)	3%	N=26	14%	N=108	25%	N=189	26%	N=198	32%	N=243	100%	N=763
Vote in local elections	7%	N=56	4%	N=33	10%	N=73	22%	N=165	57%	N=435	100%	N=762

Table 17: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	24%	N=187
Very good	47%	N=362
Good	25%	N=187
Fair	3%	N=24
Poor	1%	N=4
Total	100%	N=764

Table 18: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	14%	N=109
Somewhat positive	38%	N=288
Neutral	41%	N=309
Somewhat negative	6%	N=48
Very negative	0%	N=4
Total	100%	N=758

Table 19: Question D4

What is your employment status?	Percent	Number
Working full time for pay	73%	N=557
Working part time for pay	6%	N=47
Unemployed, looking for paid work	2%	N=12
Unemployed, not looking for paid work	3%	N=20
Fully retired	16%	N=125
Total	100%	N=762

Table 20: Question D5

Do you work inside the boundaries of Franklin?	Percent	Number
Yes, outside the home	35%	N=257
Yes, from home	17%	N=126
No	48%	N=358
Total	100%	N=741

Table 21: Question D6

How many years have you lived in Franklin?	Percent	Number
Less than 2 years	17%	N=126
2 to 5 years	24%	N=181
6 to 10 years	15%	N=112
11 to 20 years	21%	N=160
More than 20 years	24%	N=183
Total	100%	N=763

Table 22: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	66%	N=507
Building with two or more homes (duplex, townhome, apartment or condominium)	32%	N=247
Mobile home	0%	N=1
Other	1%	N=9
Total	100%	N=763

Table 23: Question D8

Is this house, apartment or mobile home…	Percent	Number
Rented	32%	N=241
Owned	68%	N=518
Total	100%	N=759

Table 24: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	4%	N=29
$300 to $599 per month	8%	N=59
$600 to $999 per month	5%	N=39
$1,000 to $1,499 per month	25%	N=188
$1,500 to $2,499 per month	35%	N=263
$2,500 or more per month	22%	N=165
Total	100%	N=742

Table 25: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	60%	N=460
Yes	40%	N=303
Total	100%	N=762

Table 26: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	77%	N=589
Yes	23%	N=171
Total	100%	N=760

Table 27: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	4%	N=28
$25,000 to $49,999	12%	N=89
$50,000 to $99,999	29%	N=211
$100,000 to $149,999	22%	N=162
$150,000 or more	33%	N=237
Total	100%	N=728

Table 28: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	93%	N=706
Yes, I consider myself to be Spanish, Hispanic or Latino	7%	N=50
Total	100%	N=756

Table 29: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=12
Asian, Asian Indian or Pacific Islander	5%	N=34
Black or African American	3%	N=26
White	89%	N=672
Other	5%	N=35

Total may exceed 100% as respondents could select more than one option.

Table 30: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=20
25 to 34 years	23%	N=173
35 to 44 years	22%	N=163
45 to 54 years	23%	N=175
55 to 64 years	11%	N=86
65 to 74 years	11%	N=81
75 years or older	7%	N=56
Total	100%	N=755

Table 31: Question D16

What is your sex?	Percent	Number
Female	54%	N=402
Male	46%	N=348
Total	100%	N=750

Table 32: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	86%	N=651
Land line	5%	N=36
Both	9%	N=69
Total	100%	N=757

Responses including "don't know"

The following pages contain a complete set of responses to each question on the survey, including the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 33: Question 1

Please rate each of the following aspects of quality of life in Franklin:	Excellent		Good		Fair		Poor		Don't know		Total	
Franklin as a place to live	74%	N=582	25%	N=195	2%	N=13	0%	N=0	0%	N=0	100%	N=790
Your neighborhood as a place to live	62%	N=488	33%	N=258	4%	N=33	1%	N=10	0%	N=0	100%	N=790
Franklin as a place to raise children	72%	N=565	17%	N=137	2%	N=17	0%	N=1	8%	N=65	100%	N=785
Franklin as a place to work	52%	N=405	26%	N=204	5%	N=43	1%	N=7	16%	N=121	100%	N=780
Franklin as a place to visit	65%	N=509	27%	N=215	6%	N=43	0%	N=2	2%	N=15	100%	N=785
Franklin as a place to retire	48%	N=373	26%	N=200	11%	N=84	3%	N=26	13%	N=99	100%	N=781
The overall quality of life in Franklin	68%	N=537	29%	N=226	3%	N=23	0%	N=1	0%	N=0	100%	N=789

Table 34: Question 2

Please rate each of the following characteristics as they relate to Franklin as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Franklin	53%	N=418	42%	N=333	4%	N=34	0%	N=2	0%	N=0	100%	N=787
Overall ease of getting to the places you usually have to visit	23%	N=181	42%	N=325	28%	N=222	7%	N=53	0%	N=0	100%	N=781
Quality of overall natural environment in Franklin	42%	N=325	46%	N=355	12%	N=90	1%	N=7	0%	N=3	100%	N=780
Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	30%	N=234	49%	N=387	16%	N=129	4%	N=31	0%	N=3	100%	N=783
Health and wellness opportunities in Franklin	46%	N=362	42%	N=330	9%	N=69	1%	N=8	2%	N=14	100%	N=782
Overall opportunities for education and enrichment	46%	N=362	40%	N=311	9%	N=69	1%	N=8	5%	N=37	100%	N=787
Overall economic health of Franklin	55%	N=425	36%	N=282	4%	N=32	1%	N=10	4%	N=30	100%	N=779
Sense of community	43%	N=334	40%	N=308	14%	N=110	2%	N=17	1%	N=11	100%	N=779
Overall image or reputation of Franklin	71%	N=558	24%	N=187	4%	N=30	0%	N=1	1%	N=6	100%	N=782

Table 35: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Franklin to someone who asks	76%	N=598	20%	N=157	2%	N=20	2%	N=12	0%	N=2	100%	N=788
Remain in Franklin for the next five years	72%	N=567	18%	N=139	5%	N=43	4%	N=28	1%	N=7	100%	N=784

Table 36: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	80%	N=628	17%	N=133	2%	N=16	1%	N=4	0%	N=3	0%	N=3	100%	N=787
In Franklin's downtown/commercial area during the day	79%	N=620	16%	N=124	2%	N=17	1%	N=5	0%	N=0	2%	N=14	100%	N=780

Table 37: Question 5

Please rate each of the following characteristics as they relate to Franklin as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	4%	N=29	33%	N=262	40%	N=312	23%	N=183	0%	N=1	100%	N=787
Ease of public parking	10%	N=76	37%	N=291	36%	N=281	17%	N=131	1%	N=5	100%	N=785
Ease of travel by car in Franklin	12%	N=92	44%	N=338	32%	N=252	11%	N=89	1%	N=6	100%	N=778
Ease of travel by public transportation in Franklin	4%	N=30	10%	N=77	17%	N=129	17%	N=136	52%	N=407	100%	N=779
Ease of travel by bicycle in Franklin	4%	N=32	17%	N=133	23%	N=180	15%	N=119	40%	N=313	100%	N=776
Ease of walking in Franklin	20%	N=158	42%	N=330	24%	N=185	8%	N=61	6%	N=48	100%	N=782
Availability of paths and walking trails	22%	N=170	39%	N=307	25%	N=193	6%	N=45	9%	N=69	100%	N=784
Air quality	35%	N=276	48%	N=379	10%	N=75	1%	N=10	6%	N=44	100%	N=783
Cleanliness of Franklin	49%	N=383	43%	N=342	7%	N=54	1%	N=9	0%	N=0	100%	N=788
Overall appearance of Franklin	59%	N=462	37%	N=290	3%	N=27	1%	N=7	0%	N=0	100%	N=787
Public places where people want to spend time	44%	N=342	44%	N=341	10%	N=79	2%	N=12	1%	N=10	100%	N=785
Variety of housing options	14%	N=113	32%	N=249	31%	N=242	18%	N=137	5%	N=42	100%	N=783
Availability of affordable quality housing	6%	N=48	16%	N=121	31%	N=244	38%	N=297	9%	N=70	100%	N=780
Fitness opportunities (including exercise classes and paths or trails, etc.)	36%	N=284	43%	N=337	14%	N=112	2%	N=14	5%	N=37	100%	N=784
Recreational opportunities	32%	N=251	48%	N=378	15%	N=115	1%	N=9	4%	N=28	100%	N=781
Availability of affordable quality food	34%	N=264	47%	N=366	16%	N=127	3%	N=21	1%	N=6	100%	N=784
Availability of affordable quality health care	32%	N=255	44%	N=348	15%	N=117	4%	N=29	5%	N=37	100%	N=786
Availability of preventive health services	33%	N=263	41%	N=321	14%	N=106	2%	N=18	10%	N=79	100%	N=786
Availability of affordable quality mental health care	15%	N=119	22%	N=174	12%	N=95	6%	N=48	44%	N=349	100%	N=786

Table 38: Question 6

Please rate each of the following characteristics as they relate to Franklin as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	14%	N=111	21%	N=160	11%	N=86	7%	N=56	47%	N=365	100%	N=778
K-12 education	46%	N=357	23%	N=179	4%	N=33	1%	N=7	26%	N=198	100%	N=774
Adult educational opportunities	13%	N=101	25%	N=191	14%	N=110	3%	N=23	45%	N=344	100%	N=768
Opportunities to attend cultural/arts/music activities	36%	N=277	42%	N=326	12%	N=97	3%	N=25	7%	N=51	100%	N=776
Opportunities to participate in religious or spiritual events and activities	50%	N=388	32%	N=248	5%	N=40	0%	N=2	13%	N=102	100%	N=779
Employment opportunities	30%	N=233	37%	N=291	12%	N=92	2%	N=19	18%	N=143	100%	N=777
Shopping opportunities	58%	N=449	35%	N=270	7%	N=53	0%	N=4	0%	N=2	100%	N=778
Cost of living in Franklin	8%	N=59	31%	N=241	41%	N=316	20%	N=155	1%	N=6	100%	N=778
Overall quality of business and service establishments in Franklin	36%	N=279	55%	N=425	7%	N=56	1%	N=7	2%	N=12	100%	N=780
Vibrant downtown/commercial area	52%	N=401	39%	N=307	7%	N=52	1%	N=5	2%	N=13	100%	N=778
Overall quality of new development in Franklin	29%	N=228	45%	N=347	17%	N=134	4%	N=28	5%	N=42	100%	N=780
Opportunities to participate in social events and activities	34%	N=266	46%	N=362	13%	N=99	1%	N=11	5%	N=43	100%	N=781
Opportunities to volunteer	34%	N=268	36%	N=279	10%	N=80	2%	N=15	18%	N=141	100%	N=783
Opportunities to participate in community matters	29%	N=220	35%	N=267	15%	N=112	2%	N=14	21%	N=159	100%	N=772

Please rate each of the following characteristics as they relate to Franklin as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Openness and acceptance of the community toward people of diverse backgrounds	24%	N=185	33%	N=257	23%	N=176	9%	N=66	12%	N=93	100%	N=776
Neighborliness of residents in Franklin	31%	N=242	48%	N=370	18%	N=136	1%	N=11	2%	N=18	100%	N=778

Table 39: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	29%	N=227	71%	N=556	100%	N=783
Made efforts to make your home more energy efficient	29%	N=229	71%	N=553	100%	N=782
Observed a code violation or other hazard in Franklin (weeds, abandoned buildings, etc.)	73%	N=569	27%	N=213	100%	N=781
Household member was a victim of a crime in Franklin	94%	N=732	6%	N=49	100%	N=780
Reported a crime to the police in Franklin	88%	N=690	12%	N=93	100%	N=783
Stocked supplies in preparation for an emergency	73%	N=568	27%	N=213	100%	N=781
Campaigned or advocated for an issue, cause or candidate	74%	N=582	26%	N=199	100%	N=781
Contacted the City of Franklin (in-person, phone, email or web) for help or information	63%	N=491	37%	N=292	100%	N=782
Contacted Franklin elected officials (in-person, phone, email or web) to express your opinion	81%	N=632	19%	N=148	100%	N=781

Table 40: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Franklin?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Franklin recreation centers or their services	15%	N=115	15%	N=118	34%	N=266	36%	N=282	100%	N=780
Visited a neighborhood park or City park	17%	N=130	29%	N=225	41%	N=321	13%	N=104	100%	N=781
Used Franklin public libraries or their services	6%	N=50	18%	N=138	36%	N=277	40%	N=312	100%	N=778
Participated in religious or spiritual activities in Franklin	23%	N=177	24%	N=186	16%	N=123	38%	N=294	100%	N=780
Attended a City-sponsored event	2%	N=19	7%	N=54	62%	N=480	29%	N=228	100%	N=780
Used bus, rail, subway or other public transportation instead of driving	2%	N=14	1%	N=6	6%	N=43	92%	N=718	100%	N=781
Carpooled with other adults or children instead of driving alone	10%	N=80	13%	N=101	18%	N=143	58%	N=454	100%	N=778
Walked or biked instead of driving	9%	N=73	12%	N=95	22%	N=175	56%	N=438	100%	N=781
Volunteered your time to some group/activity in Franklin	7%	N=58	14%	N=111	28%	N=217	51%	N=395	100%	N=781
Participated in a club	7%	N=51	8%	N=61	17%	N=135	68%	N=527	100%	N=774
Talked to or visited with your immediate neighbors	38%	N=297	33%	N=257	19%	N=147	10%	N=82	100%	N=785
Done a favor for a neighbor	18%	N=138	31%	N=242	36%	N=280	16%	N=125	100%	N=785

Table 41: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	1%	N=6	2%	N=13	23%	N=178	75%	N=585	100%	N=782
Watched (online or on television) a local public meeting	2%	N=16	2%	N=19	16%	N=127	79%	N=620	100%	N=782

Table 42: Question 10

Please rate the quality of each of the following services in Franklin:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	49%	N=378	33%	N=254	6%	N=44	1%	N=8	11%	N=89	100%	N=773
Fire services	53%	N=409	24%	N=188	2%	N=17	0%	N=1	20%	N=157	100%	N=771
Ambulance or emergency medical services	44%	N=343	23%	N=175	3%	N=21	0%	N=4	30%	N=228	100%	N=771
Crime prevention	31%	N=240	38%	N=294	7%	N=57	1%	N=9	22%	N=168	100%	N=769
Fire prevention and education	29%	N=220	30%	N=232	4%	N=32	1%	N=6	36%	N=276	100%	N=767
Traffic enforcement	28%	N=216	39%	N=298	16%	N=124	6%	N=48	10%	N=79	100%	N=766
Street repair	14%	N=111	41%	N=319	30%	N=229	13%	N=99	2%	N=16	100%	N=775
Street cleaning	30%	N=230	44%	N=342	17%	N=131	4%	N=30	5%	N=38	100%	N=771
Street lighting	24%	N=183	50%	N=385	19%	N=143	7%	N=51	2%	N=12	100%	N=773
Snow removal	19%	N=142	28%	N=217	14%	N=108	5%	N=39	34%	N=259	100%	N=766
Sidewalk maintenance	23%	N=178	45%	N=346	16%	N=123	5%	N=35	11%	N=83	100%	N=765
Traffic signal timing	13%	N=98	42%	N=321	28%	N=213	15%	N=113	3%	N=24	100%	N=770
Bus or transit services	8%	N=65	10%	N=75	8%	N=62	7%	N=55	67%	N=511	100%	N=768
Garbage collection	48%	N=367	35%	N=270	6%	N=46	3%	N=22	8%	N=63	100%	N=768
Recycling	37%	N=288	34%	N=263	11%	N=82	5%	N=42	13%	N=98	100%	N=773
Yard waste pick-up	40%	N=304	30%	N=229	8%	N=62	3%	N=20	20%	N=155	100%	N=770
Storm drainage	24%	N=184	42%	N=325	13%	N=102	5%	N=39	15%	N=119	100%	N=768
Drinking water	32%	N=248	40%	N=307	16%	N=123	7%	N=57	5%	N=36	100%	N=772
Sewer services	34%	N=265	40%	N=311	9%	N=70	2%	N=12	15%	N=112	100%	N=770
Power (electric and/or gas) utility	39%	N=299	48%	N=369	10%	N=79	1%	N=5	2%	N=17	100%	N=768
Utility billing	33%	N=256	44%	N=337	14%	N=109	5%	N=35	4%	N=31	100%	N=769
City parks	45%	N=350	42%	N=323	6%	N=45	1%	N=5	6%	N=48	100%	N=771
Recreation programs or classes	26%	N=201	34%	N=261	9%	N=66	1%	N=4	31%	N=239	100%	N=771
Recreation centers or facilities	31%	N=234	38%	N=294	10%	N=75	0%	N=4	21%	N=161	100%	N=767
Land use, planning and zoning	13%	N=103	32%	N=244	21%	N=159	9%	N=66	25%	N=193	100%	N=764
Code enforcement (weeds, abandoned buildings, etc.)	16%	N=121	32%	N=242	14%	N=106	3%	N=24	35%	N=269	100%	N=762
Animal control	22%	N=169	34%	N=260	9%	N=66	2%	N=17	34%	N=259	100%	N=771
Economic development	28%	N=211	39%	N=300	11%	N=81	3%	N=19	20%	N=151	100%	N=762
Health services	31%	N=235	47%	N=358	9%	N=68	1%	N=11	13%	N=98	100%	N=770
Public library services	40%	N=312	30%	N=229	4%	N=33	1%	N=6	25%	N=193	100%	N=772
Public information services	25%	N=191	35%	N=272	9%	N=69	1%	N=7	30%	N=231	100%	N=769
Cable television	17%	N=128	28%	N=212	21%	N=161	11%	N=84	23%	N=176	100%	N=761
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	N=151	35%	N=269	13%	N=95	2%	N=14	30%	N=230	100%	N=760
Preservation of natural areas such as open space, farmlands and greenbelts	21%	N=161	38%	N=291	19%	N=143	9%	N=70	13%	N=97	100%	N=762
Franklin open space	23%	N=174	41%	N=319	21%	N=160	6%	N=44	9%	N=72	100%	N=769

Please rate the quality of each of the following services in Franklin:	Excellent		Good		Fair		Poor		Don't know		Total	
City-sponsored special events	37%	N=274	34%	N=252	11%	N=84	1%	N=8	17%	N=127	100%	N=744
Overall customer service by Franklin employees (police, receptionists, planners, etc.)	37%	N=286	43%	N=331	6%	N=46	2%	N=12	12%	N=89	100%	N=764

Table 43: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Franklin	40%	N=309	49%	N=374	7%	N=50	0%	N=3	4%	N=31	100%	N=767
The Federal Government	11%	N=82	36%	N=272	30%	N=226	11%	N=83	13%	N=101	100%	N=765

Table 44: Question 12

Please rate the following categories of Franklin government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Franklin	24%	N=181	47%	N=357	18%	N=140	4%	N=29	8%	N=61	100%	N=768
The overall direction that Franklin is taking	23%	N=177	47%	N=359	17%	N=134	7%	N=51	6%	N=47	100%	N=769
The job Franklin government does at welcoming citizen involvement	20%	N=151	39%	N=305	15%	N=113	5%	N=37	21%	N=166	100%	N=772
Overall confidence in Franklin government	22%	N=168	45%	N=351	18%	N=143	5%	N=35	10%	N=76	100%	N=772
Generally acting in the best interest of the community	21%	N=159	47%	N=367	18%	N=137	5%	N=42	9%	N=69	100%	N=774
Being honest	19%	N=145	40%	N=311	13%	N=97	4%	N=34	24%	N=186	100%	N=772
Treating all residents fairly	18%	N=143	42%	N=321	14%	N=106	6%	N=44	20%	N=158	100%	N=771

Table 45: Question 13

Please rate how important, if at all, you think it is for the Franklin community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Franklin	67%	N=525	27%	N=209	6%	N=46	0%	N=1	100%	N=781
Overall ease of getting to the places you usually have to visit	52%	N=404	39%	N=304	9%	N=71	0%	N=1	100%	N=780
Quality of overall natural environment in Franklin	44%	N=346	43%	N=335	12%	N=93	1%	N=4	100%	N=778
Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	41%	N=320	44%	N=344	13%	N=101	1%	N=8	100%	N=774
Health and wellness opportunities in Franklin	37%	N=288	40%	N=316	21%	N=162	2%	N=13	100%	N=779
Overall opportunities for education and enrichment	44%	N=345	39%	N=303	15%	N=118	2%	N=12	100%	N=778
Overall economic health of Franklin	54%	N=421	39%	N=301	6%	N=50	1%	N=4	100%	N=777
Sense of community	44%	N=341	43%	N=331	12%	N=95	2%	N=12	100%	N=779

Table 46: Question 14

Please rate your level of satisfaction with the City of Franklin's management of growth:	Percent	Number
Very satisfied	28%	N=210
Somewhat satisfied	50%	N=375
Somewhat unsatisfied	12%	N=92
Very unsatisfied	7%	N=51
Don't know	4%	N=28
Total	100%	N=757

Table 47: Question 15

How likely would you be, if at all, to use each of the following methods when communicating directly with the City of Franklin to ask a question or share information?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Speak to a City official in person	24%	N=188	31%	N=240	22%	N=171	22%	N=171	100%	N=770
Speak to a City official on the phone	32%	N=249	38%	N=295	14%	N=106	16%	N=121	100%	N=770
Communicate with the City via mail	15%	N=113	24%	N=181	22%	N=169	39%	N=301	100%	N=764
Communicate with the City via email	42%	N=323	37%	N=282	10%	N=80	11%	N=80	100%	N=765
Communicate with the City on Facebook	14%	N=104	18%	N=139	19%	N=149	49%	N=373	100%	N=765
Communicate with the City on Twitter	5%	N=40	11%	N=83	15%	N=118	68%	N=522	100%	N=763
Communicate with the City on Instagram	6%	N=43	12%	N=93	15%	N=116	67%	N=507	100%	N=760
Communicate with the City on Nextdoor	8%	N=64	17%	N=129	15%	N=113	60%	N=454	100%	N=761

Table 48: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	11%	N=83	8%	N=64	10%	N=77	15%	N=116	55%	N=423	100%	N=763
Purchase goods or services from a business located in Franklin	0%	N=1	1%	N=8	14%	N=105	52%	N=395	33%	N=255	100%	N=764
Eat at least 5 portions of fruits and vegetables a day	2%	N=12	13%	N=97	35%	N=268	34%	N=258	16%	N=125	100%	N=761
Participate in moderate or vigorous physical activity	2%	N=12	9%	N=65	30%	N=230	38%	N=287	22%	N=164	100%	N=758
Read or watch local news (via television, paper, computer, etc.)	3%	N=26	14%	N=108	25%	N=189	26%	N=198	32%	N=243	100%	N=763
Vote in local elections	7%	N=56	4%	N=33	10%	N=73	22%	N=165	57%	N=435	100%	N=762

Table 49: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	24%	N=187
Very good	47%	N=362
Good	25%	N=187
Fair	3%	N=24
Poor	1%	N=4
Total	100%	N=764

Table 50: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	14%	N=109
Somewhat positive	38%	N=288
Neutral	41%	N=309
Somewhat negative	6%	N=48
Very negative	0%	N=4
Total	100%	N=758

Table 51: Question D4

What is your employment status?	Percent	Number
Working full time for pay	73%	N=557
Working part time for pay	6%	N=47
Unemployed, looking for paid work	2%	N=12
Unemployed, not looking for paid work	3%	N=20
Fully retired	16%	N=125
Total	100%	N=762

Table 52: Question D5

Do you work inside the boundaries of Franklin?	Percent	Number
Yes, outside the home	35%	N=257
Yes, from home	17%	N=126
No	48%	N=358
Total	100%	N=741

Table 53: Question D6

How many years have you lived in Franklin?	Percent	Number
Less than 2 years	17%	N=126
2 to 5 years	24%	N=181
6 to 10 years	15%	N=112
11 to 20 years	21%	N=160
More than 20 years	24%	N=183
Total	100%	N=763

Table 54: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	66%	N=507
Building with two or more homes (duplex, townhome, apartment or condominium)	32%	N=247
Mobile home	0%	N=1
Other	1%	N=9
Total	100%	N=763

Table 55: Question D8

Is this house, apartment or mobile home…	Percent	Number
Rented	32%	N=241
Owned	68%	N=518
Total	100%	N=759

Table 56: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	4%	N=29
$300 to $599 per month	8%	N=59
$600 to $999 per month	5%	N=39
$1,000 to $1,499 per month	25%	N=188
$1,500 to $2,499 per month	35%	N=263
$2,500 or more per month	22%	N=165
Total	100%	N=742

Table 57: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	60%	N=460
Yes	40%	N=303
Total	100%	N=762

Table 58: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	77%	N=589
Yes	23%	N=171
Total	100%	N=760

Table 59: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	4%	N=28
$25,000 to $49,999	12%	N=89
$50,000 to $99,999	29%	N=211
$100,000 to $149,999	22%	N=162
$150,000 or more	33%	N=237
Total	100%	N=728

Table 60: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	93%	N=706
Yes, I consider myself to be Spanish, Hispanic or Latino	7%	N=50
Total	100%	N=756

Table 61: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=12
Asian, Asian Indian or Pacific Islander	5%	N=34
Black or African American	3%	N=26
White	89%	N=672
Other	5%	N=35

Total may exceed 100% as respondents could select more than one option.

Table 62: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=20
25 to 34 years	23%	N=173
35 to 44 years	22%	N=163
45 to 54 years	23%	N=175
55 to 64 years	11%	N=86
65 to 74 years	11%	N=81
75 years or older	7%	N=56
Total	100%	N=755

Table 63: Question D16

What is your sex?	Percent	Number
Female	54%	N=402
Male	46%	N=348
Total	100%	N=750

Table 64: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	86%	N=651
Land line	5%	N=36
Both	9%	N=69
Total	100%	N=757

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Franklin chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (populations between 50,000 and 80,000).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Franklin's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Franklin's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Franklin's rating to the benchmark.

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

In that final column, Franklin's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Franklin residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Franklin's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Franklin's average rating was more than 20 points different when compared to the benchmark.

National Benchmark Comparisons

Table 65: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Franklin	97%	3	456	Much higher
Overall image or reputation of Franklin	96%	1	351	Much higher
Franklin as a place to live	98%	6	393	Higher
Your neighborhood as a place to live	94%	14	316	Higher
Franklin as a place to raise children	97%	2	382	Much higher
Franklin as a place to retire	84%	16	357	Higher
Overall appearance of Franklin	96%	9	359	Much higher

Table 66: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Franklin	95%	47	351	Higher
	In your neighborhood during the day	97%	84	358	Similar
	In Franklin's downtown/commercial area during the day	97%	34	319	Similar
Mobility	Overall ease of getting to the places you usually have to visit	65%	183	267	Similar
	Availability of paths and walking trails	67%	135	320	Similar
	Ease of walking in Franklin	67%	137	308	Similar
	Ease of travel by bicycle in Franklin	36%	238	308	Lower
	Ease of travel by public transportation in Franklin	29%	153	227	Similar
	Ease of travel by car in Franklin	56%	224	307	Similar
	Ease of public parking	47%	147	226	Similar
	Traffic flow on major streets	37%	246	343	Similar
Natural Environment	Quality of overall natural environment in Franklin	88%	62	280	Similar
	Cleanliness of Franklin	92%	27	287	Higher
	Air quality	89%	55	249	Similar
Built Environment	Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	80%	25	257	Higher
	Overall quality of new development in Franklin	78%	12	295	Higher
	Availability of affordable quality housing	24%	242	305	Lower
	Variety of housing options	49%	161	282	Similar
	Public places where people want to spend time	88%	7	250	Higher
Economy	Overall economic health of Franklin	94%	1	264	Much higher
	Vibrant downtown/commercial area	93%	1	239	Much higher
	Overall quality of business and service establishments in Franklin	92%	3	276	Higher
	Cost of living in Franklin	39%	161	260	Similar
	Shopping opportunities	93%	3	299	Much higher
	Employment opportunities	83%	1	312	Much higher
	Franklin as a place to visit	94%	9	277	Much higher
	Franklin as a place to work	93%	1	363	Much higher
Recreation and Wellness	Health and wellness opportunities in Franklin	90%	11	258	Higher
	Availability of affordable quality mental health care	67%	12	227	Higher
	Availability of preventive health services	82%	11	241	Higher
	Availability of affordable quality health care	80%	19	262	Higher
	Availability of affordable quality food	81%	16	247	Higher
	Recreational opportunities	84%	43	300	Higher
	Fitness opportunities (including exercise classes and paths or trails, etc.)	83%	32	248	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	90%	18	260	Higher
	Opportunities to participate in religious or spiritual events and activities	94%	2	209	Higher
	Opportunities to attend cultural/arts/music activities	83%	23	298	Higher
	Adult educational opportunities	69%	54	237	Similar
	K-12 education	93%	11	276	Much higher
	Availability of affordable quality child care/preschool	66%	44	259	Higher
Community Engagement	Opportunities to participate in social events and activities	85%	7	267	Higher
	Neighborliness of Franklin	81%	4	252	Higher
	Openness and acceptance of the community toward people of diverse backgrounds	65%	74	296	Similar
	Opportunities to participate in community matters	80%	10	278	Higher
	Opportunities to volunteer	85%	16	268	Higher

Table 67: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Franklin	93%	12	431	Higher
Overall customer service by Franklin employees (police, receptionists, planners, etc.)	91%	17	382	Higher
Value of services for the taxes paid to Franklin	76%	7	406	Higher
Overall direction that Franklin is taking	74%	25	320	Higher
Job Franklin government does at welcoming citizen involvement	75%	12	325	Higher
Overall confidence in Franklin government	75%	11	263	Higher
Generally acting in the best interest of the community	75%	14	263	Higher
Being honest	78%	12	255	Higher
Treating all residents fairly	76%	17	261	Higher
Services provided by the Federal Government	53%	6	254	Similar

Table 68: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	92%	21	464	Higher
	Fire services	97%	17	390	Higher
	Ambulance or emergency medical services	95%	21	350	Similar
	Crime prevention	89%	24	365	Higher
	Fire prevention and education	92%	17	287	Higher
	Animal control	84%	6	344	Higher
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	79%	16	281	Higher
Mobility	Traffic enforcement	75%	43	373	Similar
	Street repair	57%	116	390	Similar
	Street cleaning	78%	30	325	Higher
	Street lighting	75%	34	329	Higher
	Snow removal	71%	81	288	Similar
	Sidewalk maintenance	77%	14	325	Higher
	Traffic signal timing	56%	98	267	Similar
	Bus or transit services	54%	89	233	Similar
Natural Environment	Garbage collection	90%	24	358	Similar
	Recycling	82%	106	362	Similar
	Yard waste pick-up	87%	19	272	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Drinking water	76%	104	317	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	68%	70	260	Similar
	Franklin open space	71%	44	237	Similar
	Storm drainage	78%	38	355	Higher
	Sewer services	88%	18	323	Higher
	Power (electric and/or gas) utility	89%	5	183	Similar
	Utility billing	80%	17	229	Similar
	Land use, planning and zoning	61%	46	304	Similar
Built Environment	Code enforcement (weeds, abandoned buildings, etc.)	74%	9	393	Higher
	Cable television	58%	47	206	Similar
Economy	Economic development	84%	3	288	Much higher
	City parks	93%	34	328	Higher
	Recreation programs or classes	87%	25	329	Higher
Recreation and Wellness	Recreation centers or facilities	87%	27	281	Higher
	Health services	88%	10	223	Higher
Education and Enrichment	City-sponsored special events	85%	9	280	Higher
	Public library services	93%	40	342	Similar
Community Engagement	Public information services	86%	7	290	Higher

Table 69: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	84%	9	314	Higher
Recommend living in Franklin to someone who asks	96%	28	290	Higher
Remain in Franklin for the next five years	91%	25	283	Similar
Contacted Franklin (in-person, phone, email or web) for help or information	37%	260	326	Similar

Table 70: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	27%	168	229	Lower
	Did NOT report a crime to the police	88%	15	255	Higher
Safety	Household member was NOT a victim of a crime	94%	35	276	Similar
	Used bus, rail, subway or other public transportation instead of driving	8%	159	207	Lower
	Carpooled with other adults or children instead of driving alone	42%	135	242	Similar
Mobility	Walked or biked instead of driving	44%	200	251	Lower
	Made efforts to conserve water	71%	217	236	Lower
Natural Environment	Made efforts to make your home more energy efficient	71%	201	238	Similar
	Recycle at home	81%	205	262	Similar
	Did NOT observe a code violation or other hazard in Franklin	73%	15	245	Higher
Built Environment	NOT experiencing housing costs stress	72%	114	261	Similar
	Purchase goods or services from a business located in Franklin	99%	24	248	Similar
Economy	Economy will have positive impact on income	52%	3	262	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Work inside boundaries of Franklin	52%	77	249	Similar
Recreation and Wellness	Used Franklin recreation centers or their services	64%	52	240	Similar
	Visited a neighborhood park or City park	87%	104	272	Similar
	Eat at least 5 portions of fruits and vegetables a day	86%	79	240	Similar
	Participate in moderate or vigorous physical activity	90%	41	244	Similar
	In very good to excellent health	72%	48	244	Similar
Education and Enrichment	Used Franklin public libraries or their services	60%	153	251	Similar
	Participated in religious or spiritual activities in Franklin	62%	18	207	Higher
	Attended City-sponsored event	71%	31	250	Higher
Community Engagement	Campaigned or advocated for an issue, cause or candidate	26%	97	232	Similar
	Contacted Franklin elected officials (in-person, phone, email or web) to express your opinion	19%	94	246	Similar
	Volunteered your time to some group/activity in Franklin	49%	60	268	Similar
	Participated in a club	32%	64	247	Similar
	Talked to or visited with your immediate neighbors	90%	158	246	Similar
	Done a favor for a neighbor	84%	75	241	Similar
	Attended a local public meeting	25%	74	266	Similar
	Watched (online or on television) a local public meeting	21%	134	233	Similar
	Read or watch local news (via television, paper, computer, etc.)	82%	173	249	Similar
	Vote in local elections	88%	65	262	Similar

Communities included in national comparisons

The communities included in Franklin's comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO 441,603
Airway Heights city, WA 6,114
Albany city, OR 50,158
Albemarle County, VA.. 98,970
Albert Lea city, MN... 18,016
Alexandria city, VA 139,966
Algonquin village, IL... 30,046
Aliso Viejo city, CA 47,823
American Canyon city, CA.. 19,454
Ames city, IA 58,965
Ankeny city, IA 45,582
Ann Arbor city, MI..113,934
Apache Junction city, AZ 35,840
Arapahoe County, CO...572,003
Arkansas City city, AR.. 366
Arlington city, TX 365,438
Arvada city, CO...106,433
Asheville city, NC 83,393
Ashland city, OR 20,078
Ashland town, MA 16,593
Ashland town, VA.. 7,225
Aspen city, CO 6,658
Athens-Clarke County, GA 115,452
Auburn city, AL 53,380
Augusta CCD, GA 134,777

Aurora city, CO 325,078
Austin city, TX 790,390
Avon town, CO 6,447
Avon town, IN 12,446
Avondale city, AZ 76,238
Azusa city, CA.. 46,361
Bainbridge Island city, WA.. 23,025
Baltimore city, MD..620,961
Baltimore County, MD 805,029
Bartonville town, TX.. 1,469
Battle Creek city, MI... 52,347
Bay City city, MI... 34,932
Bay Village city, OH.. 15,651
Baytown city, TX.. 71,802
Bedford city, TX 46,979
Bedford town, MA 13,320
Bellevue city, WA 122,363
Bellingham city, WA 80,885
Benbrook city, TX... 21,234
Bend city, OR 76,639
Bethlehem township, PA... 23,730
Bettendorf city, IA... 33,217
Billings city, MT...104,170
Bloomington city, IN 80,405
Bloomington city, MN 82,893

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Blue Springs city, MO	52,575
Boise City city, ID	205,671
Bonner Springs city, KS	7,314
Boone County, KY	118,811
Boulder city, CO	97,385
Bowling Green city, KY	58,067
Bozeman city, MT	37,280
Brentwood city, MO	8,055
Brentwood city, TN	37,060
Brighton city, CO	33,352
Brighton city, MI	7,444
Bristol city, TN	26,702
Broken Arrow city, OK	98,850
Brookline CDP, MA	58,732
Brooklyn Center city, MN	30,104
Brooklyn city, OH	11,169
Broomfield city, CO	55,889
Brownsburg town, IN	21,285
Buffalo Grove village, IL	41,496
Burlingame city, CA	28,806
Cabarrus County, NC	178,011
Cambridge city, MA	105,162
Canandaigua city, NY	10,545
Cannon Beach city, OR	1,690
Cañon City city, CO	16,400
Canton city, SD	3,057
Cape Coral city, FL	154,305
Carlisle borough, PA	18,682
Carlsbad city, CA	105,328
Carroll city, IA	10,103
Cartersville city, GA	19,731
Cary town, NC	135,234
Castine town, ME	1,366
Castle Rock town, CO	48,231
Cedar Hill city, TX	45,028
Cedar Rapids city, IA	126,326
Celina city, TX	6,028
Centennial city, CO	100,377
Chandler city, AZ	236,123
Chandler city, TX	2,734
Chanhassen city, MN	22,952
Chapel Hill town, NC	57,233
Chardon city, OH	5,148
Charles County, MD	146,551
Charlotte city, NC	731,424
Charlotte County, FL	159,978
Charlottesville city, VA	43,475
Chattanooga city, TN	167,674
Chautauqua town, NY	4,464
Chesterfield County, VA	316,236
Clackamas County, OR	375,992
Clarendon Hills village, IL	8,427
Clayton city, MO	15,939
Clearwater city, FL	107,685
Cleveland Heights city, OH	46,121
Clinton city, SC	8,490
Clive city, IA	15,447
Clovis city, CA	95,631
College Park city, MD	30,413
College Station city, TX	93,857
Colleyville city, TX	22,807
Collinsville city, IL	25,579
Columbia city, MO	108,500
Columbia city, SC	129,272
Columbia Falls city, MT	4,688
Commerce City city, CO	45,913
Concord city, CA	122,067
Concord town, MA	17,668
Conshohocken borough, PA	7,833
Coolidge city, AZ	11,825
Coon Rapids city, MN	61,476
Copperas Cove city, TX	32,032
Coral Springs city, FL	121,096
Coronado city, CA	18,912
Corvallis city, OR	54,462
Cottonwood Heights city, UT	33,433
Coventry Lake CDP, CT	2,990
Creve Coeur city, MO	17,833
Cupertino city, CA	58,302
Dacono city, CO	4,152
Dakota County, MN	398,552
Dallas city, OR	14,583
Dallas city, TX	1,197,816
Danville city, KY	16,218
Dardenne Prairie city, MO	11,494
Darien city, IL	22,086
Davenport city, FL	2,888
Davidson town, NC	10,944
Dayton city, OH	141,527
Dayton town, WY	757
Dearborn city, MI	98,153
Decatur city, GA	19,335
Del Mar city, CA	4,161
DeLand city, FL	27,031
Delaware city, OH	34,753
Denison city, TX	22,682
Denton city, TX	113,383
Denver city, CO	600,158
Des Moines city, IA	203,433
Des Peres city, MO	8,373
Destin city, FL	12,305
Dover city, NH	29,987
Dublin city, CA	46,036
Dublin city, OH	41,751
Duluth city, MN	86,265
Durham city, NC	228,330
Durham County, NC	267,587
Dyer town, IN	16,390
Eagan city, MN	64,206
Eagle Mountain city, UT	21,415
Eagle town, CO	6,508
Eau Claire city, WI	65,883
Eden Prairie city, MN	60,797
Eden town, VT	1,323
Edgerton city, KS	1,671
Edgewater city, CO	5,170
Edina city, MN	47,941
Edmond city, OK	81,405
Edmonds city, WA	39,709
El Cerrito city, CA	23,549
El Dorado County, CA	181,058
El Paso de Robles (Paso Robles) city, CA	29,793
Elk Grove city, CA	153,015
Elko New Market city, MN	4,110
Elmhurst city, IL	44,121
Englewood city, CO	30,255
Erie town, CO	18,135
Escambia County, FL	297,619
Estes Park town, CO	5,858
Euclid city, OH	48,920
Fairview town, TX	7,248
Farmers Branch city, TX	28,616
Farmersville city, TX	3,301
Farmington Hills city, MI	79,740
Farmington town, CT	25,340
Fayetteville city, GA	15,945
Fayetteville city, NC	200,564
Fernandina Beach city, FL	11,487
Flagstaff city, AZ	65,870
Flower Mound town, TX	64,669

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Forest Grove city, OR	21,083
Fort Collins city, CO	143,986
Franklin city, TN	62,487
Frederick town, CO	8,679
Fremont city, CA	214,089
Friendswood city, TX	35,805
Fruita city, CO	12,646
Gahanna city, OH	33,248
Gaithersburg city, MD	59,933
Galveston city, TX	47,743
Gardner city, KS	19,123
Georgetown city, TX	47,400
Germantown city, TN	38,844
Gilbert town, AZ	208,453
Gillette city, WY	29,087
Glen Ellyn village, IL	27,450
Glendora city, CA	50,073
Glenview village, IL	44,692
Golden city, CO	18,867
Golden Valley city, MN	20,371
Goodyear city, AZ	65,275
Grafton village, WI	11,459
Grand Blanc city, MI	8,276
Grants Pass city, OR	34,533
Grass Valley city, CA	12,860
Greeley city, CO	92,889
Greenville city, NC	84,554
Greenwich town, CT	61,171
Greenwood Village city, CO	13,925
Greer city, SC	25,515
Gunnison County, CO	15,324
Haltom City city, TX	42,409
Hamilton city, OH	62,477
Hamilton town, MA	7,764
Hampton city, VA	137,436
Hanover County, VA	99,863
Harrisburg city, SD	4,089
Harrisonburg city, VA	48,914
Harrisonville city, MO	10,019
Hastings city, MN	22,172
Hayward city, CA	144,186
Henderson city, NV	257,729
Herndon town, VA	23,292
High Point city, NC	104,371
Highland Park city, IL	29,763
Highlands Ranch CDP, CO	96,713
Homer Glen village, IL	24,220
Honolulu County, HI	953,207
Hooksett town, NH	13,451
Hopkins city, MN	17,591
Hopkinton town, MA	14,925
Hoquiam city, WA	8,726
Horry County, SC	269,291
Howard village, WI	17,399
Hudson town, CO	2,356
Huntley village, IL	24,291
Huntsville city, TX	38,548
Hurst city, TX	37,337
Hutchinson city, MN	14,178
Hutto city, TX	14,698
Independence city, MO	116,830
Indianola city, IA	14,782
Indio city, CA	76,036
Iowa City city, IA	67,862
Irving city, TX	216,290
Issaquah city, WA	30,434
Jackson city, MO	13,758
Jackson County, MI	160,248
James City County, VA	67,009
Jefferson County, NY	116,229
Jefferson Parish, LA	432,552
Johnson City city, TN	63,152
Johnston city, IA	17,278
Jupiter town, FL	55,156
Kalamazoo city, MI	74,262
Kansas City city, KS	145,786
Kansas City city, MO	459,787
Keizer city, OR	36,478
Kenmore city, WA	20,460
Kennedale city, TX	6,763
Kent city, WA	92,411
Kerrville city, TX	22,347
Kettering city, OH	56,163
Key West city, FL	24,649
King City city, CA	12,874
Kingman city, AZ	28,068
Kirkland city, WA	48,787
Kirkwood city, MO	27,540
Knoxville city, IA	7,313
La Plata town, MD	8,753
La Vista city, NE	15,758
Laguna Niguel city, CA	62,979
Lake Forest city, IL	19,375
Lake in the Hills village, IL	28,965
Lake Stevens city, WA	28,069
Lake Worth city, FL	34,910
Lake Zurich village, IL	19,631
Lakeville city, MN	55,954
Lakewood city, CO	142,980
Lakewood city, WA	58,163
Lancaster County, SC	76,652
Lane County, OR	351,715
Lansing city, MI	114,297
Laramie city, WY	30,816
Larimer County, CO	299,630
Las Cruces city, NM	97,618
Las Vegas city, NM	13,753
Lawrence city, KS	87,643
Lawrenceville city, GA	28,546
Lee's Summit city, MO	91,364
Lehi city, UT	47,407
Lenexa city, KS	48,190
Lewisville city, TX	95,290
Lewisville town, NC	12,639
Libertyville village, IL	20,315
Lincolnwood village, IL	12,590
Lindsborg city, KS	3,458
Little Chute village, WI	10,449
Littleton city, CO	41,737
Livermore city, CA	80,968
Lombard village, IL	43,165
Lone Tree city, CO	10,218
Long Grove village, IL	8,043
Longmont city, CO	86,270
Longview city, TX	80,455
Lonsdale city, MN	3,674
Los Alamos County, NM	17,950
Los Altos Hills town, CA	7,922
Loudoun County, VA	312,311
Louisville city, CO	18,376
Lower Merion township, PA	57,825
Lynchburg city, VA	75,568
Lynnwood city, WA	35,836
Macomb County, MI	840,978
Manassas city, VA	37,821
Manhattan Beach city, CA	35,135
Manhattan city, KS	52,281
Mankato city, MN	39,309
Maple Grove city, MN	61,567
Maplewood city, MN	38,018

Maricopa County, AZ 3,817,117
Marin County, CA 252,409
Marion city, IA 34,768
Mariposa County, CA 18,251
Marshfield city, WI 19,118
Martinez city, CA 35,824
Marysville city, WA 60,020
Matthews town, NC 27,198
Maui County, HI 154,834
McAllen city, TX 129,877
McKinney city, TX..131,117
McMinnville city, OR 32,187
Mecklenburg County, NC 919,628
Menlo Park city, CA 32,026
Menomonee Falls village, WI 35,626
Mercer Island city, WA 22,699
Meridian charter township, MI 39,688
Meridian city, ID 75,092
Merriam city, KS 11,003
Mesa city, AZ...439,041
Mesa County, CO 146,723
Miami Beach city, FL 87,779
Miami city, FL...399,457
Middleton city, WI.. 17,442
Midland city, MI 41,863
Milford city, DE 9,559
Milton city, GA 32,661
Minneapolis city, MN 382,578
Minnetrista city, MN 6,384
Missouri City city, TX... 67,358
Modesto city, CA...201,165
Moline city, IL 43,483
Monroe city, MI... 20,733
Monterey city, CA 27,810
Montgomery city, MN 2,956
Montgomery County, MD.......................................971,777
Monticello city, UT 1,972
Montrose city, CO 19,132
Monument town, CO 5,530
Moraga town, CA 16,016
Morristown city, TN.. 29,137
Morrisville town, NC 18,576
Morro Bay city, CA 10,234
Mountain Village town, CO 1,320
Mountlake Terrace city, WA 19,909
Murphy city, TX 17,708
Naperville city, IL..141,853
Napoleon city, OH.. 8,749
Nederland city, TX 17,547
Needham CDP, MA.. 28,886
Nevada City city, CA... 3,068
Nevada County, CA 98,764
New Braunfels city, TX 57,740
New Brighton city, MN... 21,456
New Concord village, OH 2,491
New Hope city, MN 20,339
New Orleans city, LA 343,829
New Smyrna Beach city, FL 22,464
New Ulm city, MN 13,522
Newberg city, OR... 22,068
Newport city, RI.. 24,672
Newport News city, VA..180,719
Newton city, IA... 15,254
Noblesville city, IN 51,969
Norcross city, GA 9,116
Norfolk city, NE... 24,210
Norfolk city, VA...242,803
North Mankato city, MN... 13,394
North Port city, FL 57,357
North Richland Hills city, TX................................... 63,343

North Yarmouth town, ME 3,565
Novato city, CA... 51,904
Novi city, MI 55,224
O'Fallon city, IL... 28,281
O'Fallon city, MO... 79,329
Oak Park village, IL.. 51,878
Oakland city, CA 390,724
Oakley city, CA 35,432
Oklahoma City city, OK..579,999
Olathe city, KS..125,872
Old Town city, ME.. 7,840
Olmsted County, MN 144,248
Olympia city, WA 46,478
Orange village, OH... 3,323
Orland Park village, IL... 56,767
Orleans Parish, LA..343,829
Oshkosh city, WI.. 66,083
Oshtemo charter township, MI................................. 21,705
Oswego village, IL.. 30,355
Ottawa County, MI..263,801
Overland Park city, KS...173,372
Paducah city, KY.. 25,024
Palm Beach Gardens city, FL................................... 48,452
Palm Coast city, FL... 75,180
Palo Alto city, CA 64,403
Palos Verdes Estates city, CA 13,438
Papillion city, NE... 18,894
Paradise Valley town, AZ 12,820
Park City city, UT 7,558
Parker town, CO 45,297
Parkland city, FL.. 23,962
Pasco city, WA.. 59,781
Pasco County, FL 464,697
Payette city, ID 7,433
Pearland city, TX 91,252
Peoria city, AZ 154,065
Peoria city, IL 115,007
Pflugerville city, TX 46,936
Pinehurst village, NC 13,124
Piqua city, OH... 20,522
Pitkin County, CO... 17,148
Plano city, TX 259,841
Platte City city, MO... 4,691
Pleasant Hill city, IA 8,785
Pleasanton city, CA 70,285
Polk County, IA..430,640
Pompano Beach city, FL 99,845
Port Orange city, FL 56,048
Port St. Lucie city, FL 164,603
Portland city, OR..583,776
Powell city, OH 11,500
Powhatan County, VA... 28,046
Prince William County, VA.......................................402,002
Prior Lake city, MN.. 22,796
Pueblo city, CO..106,595
Purcellville town, VA.. 7,727
Queen Creek town, AZ 26,361
Raleigh city, NC 403,892
Ramsey city, MN 23,668
Raymond town, ME 4,436
Raymore city, MO 19,206
Redmond city, OR... 26,215
Redmond city, WA 54,144
Redwood City city, CA 76,815
Reno city, NV..225,221
Reston CDP, VA 58,404
Richland city, WA... 48,058
Richmond city, CA...103,701
Richmond Heights city, MO... 8,603
Rio Rancho city, NM.. 87,521

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River Falls city, WI	15,000
Riverside city, CA	303,871
Roanoke city, VA	97,032
Roanoke County, VA	92,376
Rochester city, NY	210,565
Rochester Hills city, MI	70,995
Rock Hill city, SC	66,154
Rockville city, MD	61,209
Roeland Park city, KS	6,731
Rogers city, MN	8,597
Rohnert Park city, CA	40,971
Rolla city, MO	19,559
Roselle village, IL	22,763
Rosemount city, MN	21,874
Rosenberg city, TX	30,618
Roseville city, MN	33,660
Round Rock city, TX	99,887
Royal Oak city, MI	57,236
Royal Palm Beach village, FL	34,140
Sacramento city, CA	466,488
Sahuarita town, AZ	25,259
Sammamish city, WA	45,780
San Anselmo town, CA	12,336
San Diego city, CA	1,307,402
San Francisco city, CA	805,235
San Jose city, CA	945,942
San Marcos city, CA	83,781
San Marcos city, TX	44,894
San Rafael city, CA	57,713
Sangamon County, IL	197,465
Santa Fe city, NM	67,947
Santa Fe County, NM	144,170
Santa Monica city, CA	89,736
Sarasota County, FL	379,448
Savage city, MN	26,911
Schaumburg village, IL	74,227
Schertz city, TX	31,465
Scott County, MN	129,928
Scottsdale city, AZ	217,385
Sedona city, AZ	10,031
Sevierville city, TN	14,807
Shakopee city, MN	37,076
Sharonville city, OH	13,560
Shawnee city, KS	62,209
Shawnee city, OK	29,857
Sherborn town, MA	4,119
Shoreline city, WA	53,007
Shoreview city, MN	25,043
Shorewood village, IL	15,615
Shorewood village, WI	13,162
Sierra Vista city, AZ	43,888
Silverton city, OR	9,222
Sioux Center city, IA	7,048
Sioux Falls city, SD	153,888
Skokie village, IL	64,784
Snoqualmie city, WA	10,670
Snowmass Village town, CO	2,826
Somerset town, MA	18,165
South Jordan city, UT	50,418
South Lake Tahoe city, CA	21,403
Southlake city, TX	26,575
Spearfish city, SD	10,494
Spring Hill city, KS	5,437
Springfield city, MO	159,498
Springville city, UT	29,466
St. Augustine city, FL	12,975
St. Charles city, IL	32,974
St. Cloud city, FL	35,183
St. Joseph city, MO	76,780
St. Joseph town, WI	3,842
St. Louis County, MN	200,226
State College borough, PA	42,034
Steamboat Springs city, CO	12,088
Sugar Grove village, IL	8,997
Sugar Land city, TX	78,817
Suisun City city, CA	28,111
Summit County, UT	36,324
Summit village, IL	11,054
Sunnyvale city, CA	140,081
Surprise city, AZ	117,517
Suwanee city, GA	15,355
Tacoma city, WA	198,397
Takoma Park city, MD	16,715
Tamarac city, FL	60,427
Temecula city, CA	100,097
Tempe city, AZ	161,719
Temple city, TX	66,102
Texarkana city, TX	36,411
The Woodlands CDP, TX	93,847
Thousand Oaks city, CA	126,683
Tigard city, OR	48,035
Tracy city, CA	82,922
Trinidad CCD, CO	12,017
Tualatin city, OR	26,054
Tulsa city, OK	391,906
Tustin city, CA	75,540
Twin Falls city, ID	44,125
Unalaska city, AK	4,376
University Heights city, OH	13,539
University Park city, TX	23,068
Upper Arlington city, OH	33,771
Urbandale city, IA	39,463
Vail town, CO	5,305
Ventura CCD, CA	111,889
Vernon Hills village, IL	25,113
Vestavia Hills city, AL	34,033
Victoria city, MN	7,345
Vienna town, VA	15,687
Virginia Beach city, VA	437,994
Walnut Creek city, CA	64,173
Warrensburg city, MO	18,838
Washington County, MN	238,136
Washington town, NH	1,123
Washoe County, NV	421,407
Washougal city, WA	14,095
Wauwatosa city, WI	46,396
Waverly city, IA	9,874
Wentzville city, MO	29,070
West Carrollton city, OH	13,143
Western Springs village, IL	12,975
Westerville city, OH	36,120
Westlake town, TX	992
Westminster city, CO	106,114
Weston town, MA	11,261
Wheat Ridge city, CO	30,166
White House city, TN	10,255
Wichita city, KS	382,368
Williamsburg city, VA	14,068
Willowbrook village, IL	8,540
Wilmington city, NC	106,476
Wilsonville city, OR	19,509
Windsor town, CO	18,644
Windsor town, CT	29,044
Winnetka village, IL	12,187
Winter Garden city, FL	34,568
Woodbury city, MN	61,961
Woodinville city, WA	10,938
Woodland city, CA	55,468
Wyandotte County, KS	157,505
Yakima city, WA	91,067

York County, VA.. 65,464

Yorktown town, IN.. 9,405

Yorkville city, IL 16,921

Yountville city, CA 2,933

Populations between 50,000 and 80,000 Benchmark Comparisons

Table 71: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Franklin	97%	1	68	Higher
Overall image or reputation of Franklin	96%	1	55	Much higher
Franklin as a place to live	98%	1	60	Higher
Your neighborhood as a place to live	94%	4	49	Higher
Franklin as a place to raise children	97%	1	60	Much higher
Franklin as a place to retire	84%	2	53	Higher
Overall appearance of Franklin	96%	1	55	Much higher

Table 72: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Franklin	95%	6	54	Higher
	In your neighborhood during the day	97%	13	54	Similar
	In Franklin's downtown/commercial area during the day	97%	4	47	Higher
Mobility	Overall ease of getting to the places you usually have to visit	65%	31	45	Similar
	Availability of paths and walking trails	67%	23	48	Similar
	Ease of walking in Franklin	67%	20	47	Similar
	Ease of travel by bicycle in Franklin	36%	37	46	Lower
	Ease of travel by public transportation in Franklin	29%	28	38	Similar
	Ease of travel by car in Franklin	56%	38	48	Similar
	Ease of public parking	47%	24	37	Similar
	Traffic flow on major streets	37%	46	56	Similar
Natural Environment	Quality of overall natural environment in Franklin	88%	9	45	Similar
	Cleanliness of Franklin	92%	3	46	Higher
	Air quality	89%	7	40	Similar
Built Environment	Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	80%	4	42	Higher
	Overall quality of new development in Franklin	78%	3	46	Higher
	Availability of affordable quality housing	24%	38	45	Lower
	Variety of housing options	49%	31	46	Similar
	Public places where people want to spend time	88%	1	40	Higher
Economy	Overall economic health of Franklin	94%	1	45	Much higher
	Vibrant downtown/commercial area	93%	1	39	Much higher
	Overall quality of business and service establishments in Franklin	92%	2	44	Higher
	Cost of living in Franklin	39%	31	41	Similar
	Shopping opportunities	93%	2	45	Much higher
	Employment opportunities	83%	1	47	Much higher
	Franklin as a place to visit	94%	1	45	Much higher
	Franklin as a place to work	93%	1	59	Much higher
Recreation and Wellness	Health and wellness opportunities in Franklin	90%	4	44	Higher
	Availability of affordable quality mental health care	67%	7	39	Higher
	Availability of preventive health services	82%	4	41	Higher
	Availability of affordable quality health care	80%	6	42	Similar
	Availability of affordable quality food	81%	6	38	Similar
	Recreational opportunities	84%	6	43	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	83%	7	42	Similar
Education and	Overall opportunities for education and enrichment	90%	7	44	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Opportunities to participate in religious or spiritual events and activities	94%	1	31	Higher
	Opportunities to attend cultural/arts/music activities	83%	3	43	Higher
	Adult educational opportunities	69%	15	38	Similar
	K-12 education	93%	2	42	Higher
	Availability of affordable quality child care/preschool	66%	7	39	Similar
	Opportunities to participate in social events and activities	85%	1	42	Higher
	Neighborliness of Franklin	81%	1	41	Higher
	Openness and acceptance of the community toward people of diverse backgrounds	65%	18	47	Similar
Community Engagement	Opportunities to participate in community matters	80%	1	42	Higher
	Opportunities to volunteer	85%	2	41	Higher

Table 73: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Franklin	93%	2	66	Higher
Overall customer service by Franklin employees (police, receptionists, planners, etc.)	91%	3	55	Higher
Value of services for the taxes paid to Franklin	76%	1	61	Higher
Overall direction that Franklin is taking	74%	5	49	Similar
Job Franklin government does at welcoming citizen involvement	75%	2	50	Higher
Overall confidence in Franklin government	75%	2	42	Higher
Generally acting in the best interest of the community	75%	1	41	Higher
Being honest	78%	2	40	Higher
Treating all residents fairly	76%	4	42	Higher
Services provided by the Federal Government	53%	2	41	Similar

Table 74: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Police/Sheriff services	92%	5	66	Higher
	Fire services	97%	4	58	Similar
	Ambulance or emergency medical services	95%	3	52	Similar
	Crime prevention	89%	5	56	Higher
	Fire prevention and education	92%	4	46	Similar
	Animal control	84%	4	51	Higher
Safety	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	79%	8	47	Similar
	Traffic enforcement	75%	7	57	Similar
	Street repair	57%	18	53	Similar
	Street cleaning	78%	4	49	Higher
	Street lighting	75%	8	54	Similar
	Snow removal	71%	9	38	Similar
	Sidewalk maintenance	77%	2	49	Higher
	Traffic signal timing	56%	14	45	Similar
Mobility	Bus or transit services	54%	20	40	Similar
	Garbage collection	90%	4	55	Similar
	Recycling	82%	17	54	Similar
Natural Environment	Yard waste pick-up	87%	5	47	Higher
	Drinking water	76%	26	51	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Preservation of natural areas such as open space, farmlands and greenbelts	68%	15	45	Similar
	Franklin open space	71%	9	39	Similar
	Storm drainage	78%	7	54	Similar
	Sewer services	88%	9	46	Similar
	Power (electric and/or gas) utility	89%	1	30	Similar
	Utility billing	80%	5	37	Similar
	Land use, planning and zoning	61%	11	46	Similar
Built Environment	Code enforcement (weeds, abandoned buildings, etc.)	74%	2	56	Higher
	Cable television	58%	9	35	Similar
Economy	Economic development	84%	1	43	Higher
	City parks	93%	6	49	Similar
	Recreation programs or classes	87%	5	47	Similar
Recreation and Wellness	Recreation centers or facilities	87%	4	44	Higher
	Health services	88%	3	34	Higher
Education and Enrichment	City-sponsored special events	85%	1	47	Higher
	Public library services	93%	9	52	Similar
Community Engagement	Public information services	86%	2	45	Higher

Table 75: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	84%	1	48	Higher
Recommend living in Franklin to someone who asks	96%	5	46	Higher
Remain in Franklin for the next five years	91%	5	45	Similar
Contacted Franklin (in-person, phone, email or web) for help or information	37%	39	53	Similar

Table 76: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	27%	27	38	Similar
	Did NOT report a crime to the police	88%	2	43	Higher
Safety	Household member was NOT a victim of a crime	94%	4	42	Similar
	Used bus, rail, subway or other public transportation instead of driving	8%	28	39	Lower
	Carpooled with other adults or children instead of driving alone	42%	24	39	Similar
Mobility	Walked or biked instead of driving	44%	30	40	Lower
	Made efforts to conserve water	71%	34	39	Lower
Natural Environment	Made efforts to make your home more energy efficient	71%	34	39	Similar
	Recycle at home	81%	34	40	Similar
	Did NOT observe a code violation or other hazard in Franklin	73%	4	41	Higher
Built Environment	NOT experiencing housing costs stress	72%	17	42	Similar
	Purchase goods or services from a business located in Franklin	99%	4	40	Similar
	Economy will have positive impact on income	52%	1	41	Higher
Economy	Work inside boundaries of Franklin	52%	11	40	Higher

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	Used Franklin recreation centers or their services	64%	9	42	Similar
	Visited a neighborhood park or City park	87%	20	45	Similar
	Eat at least 5 portions of fruits and vegetables a day	86%	13	38	Similar
	Participate in moderate or vigorous physical activity	90%	5	40	Similar
	In very good to excellent health	72%	8	39	Similar
Education and Enrichment	Used Franklin public libraries or their services	60%	27	41	Similar
	Participated in religious or spiritual activities in Franklin	62%	3	31	Higher
	Attended City-sponsored event	71%	5	42	Higher
Community Engagement	Campaigned or advocated for an issue, cause or candidate	26%	17	36	Similar
	Contacted Franklin elected officials (in-person, phone, email or web) to express your opinion	19%	14	39	Similar
	Volunteered your time to some group/activity in Franklin	49%	7	43	Higher
	Participated in a club	32%	9	40	Similar
	Talked to or visited with your immediate neighbors	90%	17	39	Similar
	Done a favor for a neighbor	84%	8	38	Similar
	Attended a local public meeting	25%	10	42	Similar
	Watched (online or on television) a local public meeting	21%	20	36	Similar
	Read or watch local news (via television, paper, computer, etc.)	82%	24	40	Similar
	Vote in local elections	88%	7	40	Similar

Communities included in populations in 50,000 to 80,000 comparisons

The communities included in Franklin's custom comparisons are listed on the following pages along with their population according to the 2010 Census.

Albany city, OR 50,158
Ames city, IA 58,965
Auburn city, AL 53,380
Avondale city, AZ 76,238
Battle Creek city, MI 52,347
Baytown city, TX 71,802
Bend city, OR 76,639
Blue Springs city, MO 52,575
Bowling Green city, KY 58,067
Brookline CDP, MA 58,732
Broomfield city, CO 55,889
Chapel Hill town, NC 57,233
Coon Rapids city, MN 61,476
Corvallis city, OR 54,462
Cupertino city, CA 58,302
Eagan city, MN 64,206
Eau Claire city, WI 65,883
Eden Prairie city, MN 60,797
Farmington Hills city, MI 79,740
Flagstaff city, AZ 65,870
Flower Mound town, TX 64,669
Franklin city, TN 62,487
Gaithersburg city, MD 59,933
Glendora city, CA 50,073
Goodyear city, AZ 65,275
Greenwich town, CT 61,171

Hamilton city, OH 62,477
Indio city, CA 76,036
Iowa City city, IA 67,862
James City County, VA 67,009
Johnson City city, TN 63,152
Jupiter town, FL 55,156
Kalamazoo city, MI 74,262
Kettering city, OH 56,163
Laguna Niguel city, CA 62,979
Lakeville city, MN 55,954
Lakewood city, WA 58,163
Lancaster County, SC 76,652
Lower Merion township, PA 57,825
Lynchburg city, VA 75,568
Manhattan city, KS 52,281
Maple Grove city, MN 61,567
Marysville city, WA 60,020
Meridian city, ID 75,092
Missouri City city, TX 67,358
New Braunfels city, TX 57,740
Noblesville city, IN 51,969
North Port city, FL 57,357
North Richland Hills city, TX 63,343
Novato city, CA 51,904
Novi city, MI 55,224
O'Fallon city, MO 79,329

Oak Park village, IL 51,878
Orland Park village, IL 56,767
Oshkosh city, WI 66,083
Palm Coast city, FL.. 75,180
Palo Alto city, CA 64,403
Pasco city, WA 59,781
Pleasanton city, CA 70,285
Port Orange city, FL 56,048
Redmond city, WA 54,144
Redwood City city, CA 76,815
Reston CDP, VA 58,404
Rochester Hills city, MI 70,995
Rock Hill city, SC 66,154
Rockville city, MD.. 61,209
Royal Oak city, MI... 57,236
San Rafael city, CA.. 57,713

Santa Fe city, NM.. 67,947
Schaumburg village, IL... 74,227
Shawnee city, KS 62,209
Shoreline city, WA... 53,007
Skokie village, IL... 64,784
South Jordan city, UT 50,418
St. Joseph city, MO 76,780
Sugar Land city, TX... 78,817
Tamarac city, FL 60,427
Temple city, TX... 66,102
Tustin city, CA 75,540
Walnut Creek city, CA.. 64,173
Woodbury city, MN.. 61,961
Woodland city, CA... 55,468
York County, VA.. 65,464

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Franklin funded this research. Please contact the City of Franklin Budget & Strategic Innovation Manager Michael Walters Young at michael.waltersyoung@franklintn.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Selecting Survey Recipients

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Franklin were eligible to participate in the survey. A list of all households within the zip codes serving Franklin was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Franklin households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Franklin boundaries were removed from consideration.

To choose the 2,800 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Franklin website. This opt-in survey was identical to the scientific survey and open to all City residents. The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.

Figure 1: Location of Survey Recipients

Survey Recipients in Franklin, TN
• Survey Recipients
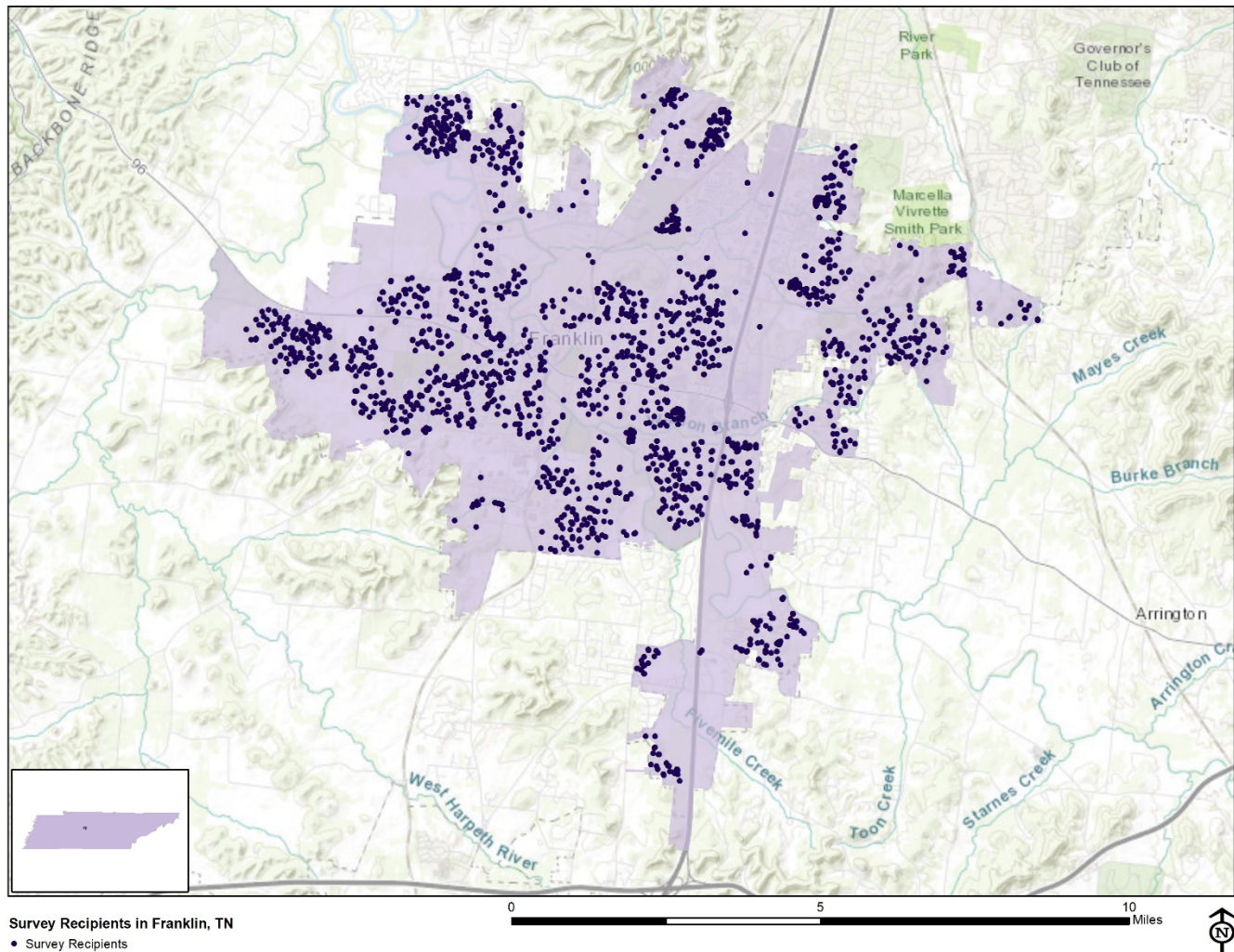
Survey Administration and Response

Selected households received three mailings, one week apart, beginning on February 5, 2019. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor and City Administrator inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English. Both cover letters included a URL through which the residents selected for the mail survey could choose respond online rather than by mail. The City of Franklin chose to augment their administration of The NCS with several additional services, including demographic subgroup comparisons and custom benchmark comparison. The results of these additional services have been provided under separate cover. Completed surveys were collected over the following seven weeks. The online "opt-in" survey became available to all residents on March 12, 2019 and remained open for three weeks.

About 4% of the 2,800 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,702 eligible households that received the survey, 792 completed the survey, providing an overall response rate of 29%. Of the 792 completed surveys, 135 were completed online. The response rate was calculated using AAPOR's response rate #2[1] for mailed surveys of unnamed persons. Additionally, 1,598 residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

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[1] See AAPOR's Standard Definitions here: http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx for more information

Table 77: Survey Response Rates

	Overall
Total sample used	2,800
I=Complete Interviews	783
P=Partial Interviews	9
R=Refusal and break off	2
NC=Non Contact	0
O=Other	0
UH=Unknown household	0
UO=Unknown other	1,940
NE=Not eligible	66
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	29%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions.[2]

The margin of error for the City of Franklin survey is no greater than plus or minus three percentage points around any given percent reported for all respondents (792 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically "skipped" to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Franklin. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached),

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[2] A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

ethnicity and race, sex and age. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 78: Franklin, TN 2019 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	33%	15%	32%
Own home	67%	85%	68%
Detached unit*	66%	75%	66%
Attached unit*	34%	25%	34%
Race and Ethnicity			
White	86%	92%	87%
Not white	14%	8%	13%
Not Hispanic	93%	97%	93%
Hispanic	7%	3%	7%
Sex and Age			
Female	53%	57%	54%
Male	47%	43%	46%
18-34 years of age	27%	8%	26%
35-54 years of age	45%	33%	45%
55+ years of age	28%	59%	30%
Females 18-34	14%	5%	15%
Females 35-54	23%	19%	24%
Females 55+	16%	33%	15%
Males 18-34	13%	3%	11%
Males 35-54	22%	14%	21%
Males 55+	12%	26%	14%

* U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table 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 data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

Appendix D: Survey Materials

Dear Franklin Resident,

It won't take much of your time to make a big difference!
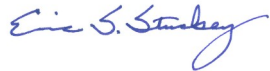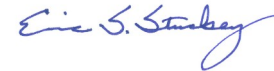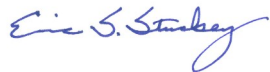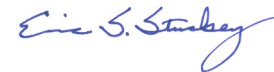
Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better city!

Sincerely,

Ken Moore
Mayor

Eric Stuckey
City Administrator

City of Franklin
109 Third Avenue South
Franklin, TN 37064

HISTORIC
FRANKLIN
TENNESSEE

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

City of Franklin
109 Third Avenue South
Franklin, TN 37064

HISTORIC
FRANKLIN
TENNESSEE

Presorted
First Class Mail
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HISTORIC
FRANKLIN
TENNESSEE

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

Dr. Ken Moore
Mayor

Eric S. Stuckey
City Administrator

HISTORIC
FRANKLIN
TENNESSEE

1799

February 2019

Dear City of Franklin Resident:

Please help us shape the future of Franklin! You have been selected at random to participate in the 2019 Franklin Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Franklin make decisions that affect our City.

A few things to remember:
- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

  http://bit.ly/franklin2019

If you have any questions about the survey please call 615-791-3217.

Thank you for your time and participation!

Sincerely,

Ken Moore
Mayor

Eric Stuckey
City Administrator

HISTORIC
FRANKLIN
TENNESSEE

February 2019

Dear City of Franklin Resident:

Here's a second chance if you haven't already responded to the 2019 Franklin Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Franklin! You have been selected at random to participate in the 2019 Franklin Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Franklin make decisions that affect our City.

A few things to remember:
- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

  http://bit.ly/franklin2019

If you have any questions about the survey please call 615-791-3217.

Thank you for your time and participation!

Sincerely,

Ken Moore
Mayor

Eric Stuckey
City Administrator

The City of Franklin 2019 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Franklin:

	Excellent	Good	Fair	Poor	Don't know
Franklin as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Franklin as a place to raise children	1	2	3	4	5
Franklin as a place to work	1	2	3	4	5
Franklin as a place to visit	1	2	3	4	5
Franklin as a place to retire	1	2	3	4	5
The overall quality of life in Franklin	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Franklin as a whole:

	Excellent	Good	Fair	Poor	Don't know
Overall feeling of safety in Franklin	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Franklin	1	2	3	4	5
Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Franklin	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Franklin	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Franklin	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Franklin to someone who asks	1	2	3	4	5
Remain in Franklin for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day	1	2	3	4	5	6
In Franklin's downtown/commercial area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Franklin as a whole:

	Excellent	Good	Fair	Poor	Don't know
Traffic flow on major streets	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel by car in Franklin	1	2	3	4	5
Ease of travel by public transportation in Franklin	1	2	3	4	5
Ease of travel by bicycle in Franklin	1	2	3	4	5
Ease of walking in Franklin	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Franklin	1	2	3	4	5
Overall appearance of Franklin	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Franklin as a whole:

	Excellent	Good	Fair	Poor	Don't know
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Franklin	1	2	3	4	5
Overall quality of business and service establishments in Franklin	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Franklin	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Franklin	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	No	Yes
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Franklin (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Franklin	1	2
Reported a crime to the police in Franklin	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Franklin (in-person, phone, email or web) for help or information	1	2
Contacted Franklin elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Franklin?

	2 times a week or more	2-4 times a month	Once a month or less	Not at all
Used Franklin recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Franklin public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Franklin	1	2	3	4
Attended a City-sponsored event	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Franklin	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	2 times a week or more	2-4 times a month	Once a month or less	Not at all
Attended a local public meeting	1	2	3	4
Watched (online or on television) a local public meeting	1	2	3	4

10. Please rate the quality of each of the following services in Franklin:

	Excellent	Good	Fair	Poor	Don't know
Police/Sheriff services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Utility billing	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Franklin open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Franklin employees (police, receptionists, planners, etc.)	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	Good	Fair	Poor	Don't know
The City of Franklin	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Franklin government performance:

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to Franklin	1	2	3	4	5
The overall direction that Franklin is taking	1	2	3	4	5
The job Franklin government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Franklin government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Franklin community to focus on each of the following in the coming two years:

	Essential	Very important	Somewhat important	Not at all important
Overall feeling of safety in Franklin	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Franklin	1	2	3	4
Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Franklin	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Franklin	1	2	3	4
Sense of community	1	2	3	4

14. Please rate your level of satisfaction with the City of Franklin's management of growth:
   ❍ Very satisfied
   ❍ Somewhat satisfied
   ❍ Somewhat unsatisfied
   ❍ Very unsatisfied
   ❍ Don't know

15. How likely would you be, if at all, to use each of the following methods when communicating directly with the City of Franklin to ask a question or share information?

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely
Speak to a City official in person	1	2	3	4
Speak to a City official on the phone	1	2	3	4
Communicate with the City via mail	1	2	3	4
Communicate with the City via email	1	2	3	4
Communicate with the City on Facebook	1	2	3	4
Communicate with the City on Twitter	1	2	3	4
Communicate with the City on Instagram	1	2	3	4
Communicate with the City on Nextdoor	1	2	3	4

16. Aside from transportation (traffic) related issues, what is the most important challenge or problem facing Franklin today?

_____

_____

The City of Franklin 2019 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	Never	Rarely	Sometimes	Usually	Always
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Franklin	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:
❍ Excellent ❍ Very good ❍ Good ❍ Fair ❍ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
❍ Very positive ❍ Somewhat positive ❍ Neutral ❍ Somewhat negative ❍ Very negative

D4. What is your employment status?
❍ Working full time for pay
❍ Working part time for pay
❍ Unemployed, looking for paid work
❍ Unemployed, not looking for paid work
❍ Fully retired

D5. Do you work inside the boundaries of Franklin?
❍ Yes, outside the home
❍ Yes, from home
❍ No

D6. How many years have you lived in Franklin?
❍ Less than 2 years ❍ 11-20 years
❍ 2-5 years ❍ More than 20 years
❍ 6-10 years

D7. Which best describes the building you live in?
❍ One family house detached from any other houses
❍ Building with two or more homes (duplex, townhome, apartment or condominium)
❍ Mobile home
❍ Other

D8. Is this house, apartment or mobile home...
❍ Rented
❍ Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?
❍ Less than $300 per month
❍ $300 to $599 per month
❍ $600 to $999 per month
❍ $1,000 to $1,499 per month
❍ $1,500 to $2,499 per month
❍ $2,500 or more per month

D10. Do any children 17 or under live in your household?
❍ No ❍ Yes

D11. Are you or any other members of your household aged 65 or older?
❍ No ❍ Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)
❍ Less than $25,000
❍ $25,000 to $49,999
❍ $50,000 to $99,999
❍ $100,000 to $149,999
❍ $150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?
❍ No, not Spanish, Hispanic or Latino
❍ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)
❍ American Indian or Alaskan Native
❍ Asian, Asian Indian or Pacific Islander
❍ Black or African American
❍ White
❍ Other

D15. In which category is your age?
❍ 18-24 years ❍ 55-64 years
❍ 25-34 years ❍ 65-74 years
❍ 35-44 years ❍ 75 years or older
❍ 45-54 years

D16. What is your sex?
❍ Female ❍ Male

D17. Do you consider a cell phone or land line your primary telephone number?
❍ Cell ❍ Land line ❍ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc.,
PO Box 549, Belle Mead, NJ 08502

City of Franklin
109 Third Avenue South
Franklin, TN 37064

HISTORIC
FRANKLIN
TENNESSEE