



THE NCSTM
The National Citizen SurveyTM

Franklin, TN

Technical Appendices
FINAL

2016



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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	
	%	N	%	N	%	N	%	N	%	N
Franklin as a place to live	73%	N=765	24%	N=255	3%	N=30	0%	N=3	100%	N=1054
Your neighborhood as a place to live	55%	N=573	38%	N=400	7%	N=72	1%	N=6	100%	N=1052
Franklin as a place to raise children	72%	N=703	25%	N=244	2%	N=19	1%	N=11	100%	N=977
Franklin as a place to work	57%	N=504	34%	N=298	8%	N=71	1%	N=13	100%	N=885
Franklin as a place to visit	62%	N=634	31%	N=314	7%	N=73	1%	N=6	100%	N=1026
Franklin as a place to retire	53%	N=472	32%	N=287	11%	N=94	4%	N=32	100%	N=886
The overall quality of life in Franklin	63%	N=659	34%	N=354	3%	N=32	0%	N=3	100%	N=1047

Table 2: Question 2

Please rate each of the following characteristics as they relate to Franklin as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Franklin	55%	N=574	42%	N=445	3%	N=32	0%	N=1	100%	N=1053
Overall ease of getting to the places you usually have to visit	17%	N=178	42%	N=442	31%	N=325	10%	N=105	100%	N=1050
Quality of overall natural environment in Franklin	37%	N=391	50%	N=527	10%	N=104	2%	N=24	100%	N=1046
Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	25%	N=261	53%	N=552	18%	N=187	5%	N=50	100%	N=1049
Health and wellness opportunities in Franklin	38%	N=383	46%	N=467	15%	N=148	1%	N=14	100%	N=1012
Overall opportunities for education and enrichment	45%	N=434	42%	N=409	12%	N=115	1%	N=11	100%	N=969
Overall economic health of Franklin	51%	N=510	44%	N=438	5%	N=52	1%	N=6	100%	N=1007
Sense of community	36%	N=373	46%	N=478	15%	N=157	2%	N=26	100%	N=1034
Overall image or reputation of Franklin	65%	N=678	31%	N=327	3%	N=29	1%	N=5	100%	N=1039

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	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Franklin to someone who asks	74%	N=772	19%	N=204	4%	N=44	3%	N=27	100%	N=1047
Remain in Franklin for the next five years	69%	N=709	20%	N=207	6%	N=65	5%	N=48	100%	N=1029

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	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	84%	N=886	13%	N=142	2%	N=17	1%	N=6	0%	N=0	100%	N=1051
In Franklin's downtown/commercial area during the day	81%	N=834	17%	N=174	2%	N=19	0%	N=5	0%	N=3	100%	N=1035

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Franklin as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	1%	N=13	25%	N=263	45%	N=476	29%	N=301	100%	N=1054
Ease of public parking	11%	N=118	42%	N=442	33%	N=345	14%	N=143	100%	N=1048
Ease of travel by car in Franklin	7%	N=68	41%	N=431	39%	N=404	13%	N=137	100%	N=1040
Ease of travel by public transportation in Franklin	5%	N=27	18%	N=95	29%	N=155	47%	N=251	100%	N=529
Ease of travel by bicycle in Franklin	6%	N=39	29%	N=186	34%	N=218	30%	N=189	100%	N=632
Ease of walking in Franklin	17%	N=173	41%	N=400	30%	N=300	12%	N=115	100%	N=987
Availability of paths and walking trails	19%	N=179	41%	N=390	27%	N=264	13%	N=129	100%	N=961
Air quality	28%	N=288	59%	N=596	11%	N=113	2%	N=18	100%	N=1014
Cleanliness of Franklin	44%	N=459	50%	N=527	6%	N=64	0%	N=3	100%	N=1053
Overall appearance of Franklin	52%	N=545	43%	N=455	5%	N=51	0%	N=2	100%	N=1054
Public places where people want to spend time	39%	N=399	50%	N=512	10%	N=106	1%	N=15	100%	N=1033
Variety of housing options	14%	N=135	34%	N=339	33%	N=327	19%	N=192	100%	N=993
Availability of affordable quality housing	7%	N=62	21%	N=203	33%	N=317	39%	N=368	100%	N=950
Fitness opportunities (including exercise classes and paths or trails, etc.)	27%	N=272	50%	N=501	19%	N=190	4%	N=36	100%	N=998
Recreational opportunities	25%	N=256	52%	N=522	19%	N=196	3%	N=32	100%	N=1005
Availability of affordable quality food	32%	N=339	45%	N=468	19%	N=200	4%	N=40	100%	N=1047
Availability of affordable quality health care	34%	N=339	43%	N=427	18%	N=181	5%	N=46	100%	N=993
Availability of preventive health services	36%	N=335	45%	N=423	16%	N=153	3%	N=26	100%	N=936
Availability of affordable quality mental health care	25%	N=128	43%	N=224	24%	N=126	8%	N=41	100%	N=519

Table 6: Question 6

Please rate each of the following characteristics as they relate to Franklin as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	19%	N=94	41%	N=206	28%	N=141	12%	N=60	100%	N=500
K-12 education	54%	N=414	38%	N=293	7%	N=50	1%	N=11	100%	N=768
Adult educational opportunities	19%	N=107	46%	N=256	25%	N=142	10%	N=54	100%	N=559
Opportunities to attend cultural/arts/music activities	35%	N=343	44%	N=425	19%	N=185	2%	N=24	100%	N=977
Opportunities to participate in religious or spiritual events and activities	53%	N=492	37%	N=348	8%	N=78	1%	N=13	100%	N=932
Employment opportunities	23%	N=198	52%	N=442	20%	N=173	4%	N=32	100%	N=845
Shopping opportunities	51%	N=525	42%	N=428	7%	N=67	1%	N=10	100%	N=1030
Cost of living in Franklin	5%	N=53	36%	N=368	39%	N=407	20%	N=207	100%	N=1035
Overall quality of business and service establishments in Franklin	34%	N=349	55%	N=563	11%	N=112	1%	N=7	100%	N=1031
Vibrant downtown/commercial area	52%	N=537	37%	N=379	10%	N=106	1%	N=6	100%	N=1029
Overall quality of new development in Franklin	30%	N=292	48%	N=467	19%	N=185	4%	N=35	100%	N=979
Opportunities to participate in social events and activities	39%	N=385	47%	N=467	12%	N=120	2%	N=19	100%	N=990
Opportunities to volunteer	35%	N=291	51%	N=419	12%	N=103	2%	N=13	100%	N=827
Opportunities to participate in community matters	28%	N=235	48%	N=401	21%	N=173	3%	N=24	100%	N=833
Openness and acceptance of the community toward people of diverse backgrounds	20%	N=184	41%	N=373	28%	N=254	10%	N=95	100%	N=906
Neighborliness of residents in Franklin	28%	N=283	49%	N=497	20%	N=206	3%	N=34	100%	N=1020

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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	26%	N=271	74%	N=775	100%	N=1046
Made efforts to make your home more energy efficient	30%	N=309	70%	N=735	100%	N=1044
Observed a code violation or other hazard in Franklin	69%	N=716	31%	N=322	100%	N=1038
Household member was a victim of a crime in Franklin	95%	N=989	5%	N=55	100%	N=1045
Reported a crime to the police in Franklin	87%	N=913	13%	N=132	100%	N=1045
Stocked supplies in preparation for an emergency	73%	N=766	27%	N=278	100%	N=1044
Campaigned or advocated for an issue, cause or candidate	80%	N=835	20%	N=211	100%	N=1047
Contacted the City of Franklin (in-person, phone, email or web) for help or information	63%	N=660	37%	N=387	100%	N=1046
Contacted Franklin elected officials (in-person, phone, email or web) to express your opinion	83%	N=871	17%	N=175	100%	N=1046

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=160	18%	N=188	30%	N=309	37%	N=387	100%	N=1045
Visited a neighborhood park or City park	20%	N=208	32%	N=335	37%	N=386	11%	N=118	100%	N=1048
Used Franklin public libraries or their services	6%	N=58	21%	N=215	32%	N=330	42%	N=438	100%	N=1041
Participated in religious or spiritual activities in Franklin	26%	N=269	26%	N=277	13%	N=141	35%	N=362	100%	N=1048
Attended a City-sponsored event	4%	N=37	10%	N=107	56%	N=584	30%	N=312	100%	N=1039
Used bus, rail, subway or other public transportation instead of driving	1%	N=13	1%	N=10	4%	N=40	94%	N=981	100%	N=1044
Carpooled with other adults or children instead of driving alone	9%	N=96	13%	N=131	23%	N=238	55%	N=573	100%	N=1038
Walked or biked instead of driving	9%	N=96	14%	N=148	21%	N=224	55%	N=576	100%	N=1044
Volunteered your time to some group/activity in Franklin	6%	N=65	16%	N=163	27%	N=276	52%	N=538	100%	N=1042
Participated in a club	5%	N=51	9%	N=92	14%	N=142	73%	N=753	100%	N=1037
Talked to or visited with your immediate neighbors	46%	N=476	31%	N=321	17%	N=177	7%	N=69	100%	N=1044
Done a favor for a neighbor	22%	N=228	28%	N=290	36%	N=373	15%	N=155	100%	N=1045

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=20	20%	N=213	77%	N=804	100%	N=1042
Watched (online or on television) a local public meeting	1%	N=12	4%	N=41	18%	N=187	77%	N=806	100%	N=1046

Table 10: Question 10

Please rate the quality of each of the following services in Franklin:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	54%	N=501	41%	N=381	4%	N=35	1%	N=5	100%	N=921
Fire services	64%	N=528	35%	N=292	1%	N=9	0%	N=1	100%	N=830
Ambulance or emergency medical services	60%	N=460	38%	N=293	2%	N=13	0%	N=3	100%	N=770
Crime prevention	43%	N=353	49%	N=397	8%	N=62	1%	N=7	100%	N=818
Fire prevention and education	45%	N=309	46%	N=318	8%	N=56	1%	N=8	100%	N=691
Traffic enforcement	27%	N=254	49%	N=456	16%	N=147	7%	N=68	100%	N=924

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Please rate the quality of each of the following services in Franklin:	Excellent		Good		Fair		Poor		Total	
Street repair	19%	N=185	43%	N=430	29%	N=290	9%	N=85	100%	N=991
Street cleaning	31%	N=307	50%	N=495	16%	N=156	3%	N=27	100%	N=984
Street lighting	27%	N=274	47%	N=484	21%	N=211	5%	N=49	100%	N=1018
Snow removal	17%	N=145	40%	N=340	27%	N=233	16%	N=136	100%	N=854
Sidewalk maintenance	21%	N=196	50%	N=470	24%	N=228	5%	N=47	100%	N=941
Traffic signal timing	12%	N=123	38%	N=386	34%	N=341	15%	N=154	100%	N=1004
Bus or transit services	14%	N=60	28%	N=123	28%	N=121	30%	N=130	100%	N=435
Garbage collection	50%	N=483	42%	N=406	7%	N=69	2%	N=17	100%	N=976
Recycling	39%	N=362	37%	N=342	13%	N=120	11%	N=103	100%	N=926
Yard waste pick-up	44%	N=366	42%	N=349	10%	N=79	5%	N=38	100%	N=832
Storm drainage	27%	N=235	53%	N=469	16%	N=145	4%	N=33	100%	N=881
Drinking water	27%	N=273	46%	N=462	17%	N=172	10%	N=104	100%	N=1010
Sewer services	32%	N=305	56%	N=532	10%	N=95	1%	N=14	100%	N=947
Power (electric and/or gas) utility	36%	N=365	52%	N=529	11%	N=112	1%	N=14	100%	N=1020
Utility billing	29%	N=296	50%	N=513	15%	N=151	5%	N=56	100%	N=1016
City parks	45%	N=444	46%	N=451	8%	N=74	1%	N=14	100%	N=982
Recreation programs or classes	34%	N=231	50%	N=339	13%	N=87	2%	N=16	100%	N=673
Recreation centers or facilities	38%	N=292	47%	N=363	13%	N=103	2%	N=18	100%	N=776
Land use, planning and zoning	16%	N=129	43%	N=338	28%	N=223	13%	N=101	100%	N=790
Code enforcement (weeds, abandoned buildings, etc.)	19%	N=141	54%	N=390	20%	N=149	7%	N=48	100%	N=728
Animal control	26%	N=185	54%	N=386	15%	N=105	6%	N=45	100%	N=721
Economic development	33%	N=281	49%	N=421	15%	N=127	3%	N=26	100%	N=856
Health services	35%	N=311	53%	N=474	10%	N=90	2%	N=14	100%	N=889
Public library services	47%	N=360	46%	N=356	5%	N=42	2%	N=14	100%	N=773
Public information services	27%	N=194	51%	N=362	18%	N=128	3%	N=24	100%	N=708
Cable television	16%	N=141	38%	N=326	28%	N=242	18%	N=156	100%	N=865
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	24%	N=158	53%	N=346	19%	N=124	4%	N=24	100%	N=651
Preservation of natural areas such as open space, farmlands and greenbelts	23%	N=213	43%	N=396	21%	N=192	12%	N=113	100%	N=914
Franklin open space	21%	N=196	49%	N=451	21%	N=199	9%	N=80	100%	N=926
City-sponsored special events	39%	N=332	49%	N=417	11%	N=92	2%	N=18	100%	N=860
Overall customer service by Franklin employees (police, receptionists, planners, etc.)	37%	N=338	53%	N=478	8%	N=75	2%	N=16	100%	N=907

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	36%	N=353	57%	N=568	6%	N=62	1%	N=8	100%	N=991
The Federal Government	10%	N=93	34%	N=299	33%	N=297	23%	N=200	100%	N=890

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	23%	N=216	53%	N=497	20%	N=183	4%	N=34	100%	N=929
The overall direction that Franklin is taking	21%	N=201	53%	N=515	22%	N=214	5%	N=47	100%	N=978

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Please rate the following categories of Franklin government performance:	Excellent		Good		Fair		Poor		Total	
The job Franklin government does at welcoming citizen involvement	20%	N=155	51%	N=400	20%	N=158	9%	N=67	100%	N=780
Overall confidence in Franklin government	21%	N=189	56%	N=510	20%	N=180	4%	N=40	100%	N=918
Generally acting in the best interest of the community	23%	N=207	51%	N=464	22%	N=201	5%	N=43	100%	N=915
Being honest	23%	N=186	51%	N=408	21%	N=170	5%	N=37	100%	N=800
Treating all residents fairly	22%	N=181	50%	N=409	22%	N=178	7%	N=56	100%	N=824

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	62%	N=655	28%	N=294	8%	N=87	1%	N=12	100%	N=1048
Overall ease of getting to the places you usually have to visit	58%	N=604	36%	N=377	5%	N=57	0%	N=5	100%	N=1043
Quality of overall natural environment in Franklin	41%	N=420	46%	N=479	13%	N=130	1%	N=7	100%	N=1036
Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	39%	N=401	44%	N=461	16%	N=166	1%	N=12	100%	N=1040
Health and wellness opportunities in Franklin	30%	N=313	45%	N=469	21%	N=221	3%	N=36	100%	N=1039
Overall opportunities for education and enrichment	41%	N=429	37%	N=389	19%	N=198	3%	N=27	100%	N=1043
Overall economic health of Franklin	48%	N=502	41%	N=431	9%	N=98	1%	N=13	100%	N=1044
Sense of community	39%	N=402	44%	N=452	16%	N=165	2%	N=18	100%	N=1039

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=290
Somewhat satisfied	55%	N=542
Somewhat unsatisfied	15%	N=146
Very unsatisfied	1%	N=11
Total	100%	N=989

Table 15: Question 15

Presently the City of Franklin and Williamson County subsidize a limited mass transit route from Spring Hill through the city to Nashville. How likely, if at all, would you be to use this transit route if the following improvements were made?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Expanded weekday schedule	16%	N=155	22%	N=207	9%	N=88	52%	N=497	100%	N=947
Additional pick-up and drop-off locations	18%	N=175	25%	N=240	9%	N=84	47%	N=452	100%	N=951
Decreasing fares	14%	N=124	20%	N=183	13%	N=122	53%	N=480	100%	N=908
Enhanced Park & Ride facilities	17%	N=140	25%	N=206	10%	N=88	48%	N=404	100%	N=838
Enhanced connections via walking, cycling, etc.	20%	N=168	25%	N=210	10%	N=84	45%	N=384	100%	N=846
Expanded weekend schedule	19%	N=161	26%	N=215	8%	N=67	47%	N=393	100%	N=835

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	14%	N=145	10%	N=100	12%	N=123	14%	N=145	50%	N=502	100%	N=1015
Purchase goods or services from a business located in Franklin	0%	N=5	1%	N=12	10%	N=102	54%	N=549	34%	N=350	100%	N=1017

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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	
Eat at least 5 portions of fruits and vegetables a day	1%	N=13	11%	N=113	38%	N=386	32%	N=325	17%	N=175	100%	N=1011
Participate in moderate or vigorous physical activity	2%	N=23	9%	N=92	30%	N=305	35%	N=359	23%	N=233	100%	N=1012
Read or watch local news (via television, paper, computer, etc.)	4%	N=42	11%	N=114	19%	N=194	32%	N=321	34%	N=344	100%	N=1016
Vote in local elections	8%	N=81	9%	N=92	14%	N=143	25%	N=258	43%	N=441	100%	N=1016

Table 17: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	29%	N=292
Very good	46%	N=468
Good	21%	N=214
Fair	4%	N=40
Poor	1%	N=5
Total	100%	N=1019

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	7%	N=75
Somewhat positive	27%	N=274
Neutral	50%	N=504
Somewhat negative	14%	N=139
Very negative	2%	N=16
Total	100%	N=1009

Table 19: Question D4

What is your employment status?	Percent	Number
Working full time for pay	73%	N=741
Working part time for pay	7%	N=71
Unemployed, looking for paid work	2%	N=17
Unemployed, not looking for paid work	3%	N=32
Fully retired	16%	N=159
Total	100%	N=1021

Table 20: Question D5

Do you work inside the boundaries of Franklin?	Percent	Number
Yes, outside the home	37%	N=363
Yes, from home	13%	N=133
No	50%	N=492
Total	100%	N=988

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Table 21: Question D6

How many years have you lived in Franklin?	Percent	Number
Less than 2 years	15%	N=156
2 to 5 years	21%	N=212
6 to 10 years	17%	N=178
11 to 20 years	25%	N=251
More than 20 years	22%	N=228
Total	100%	N=1025

Table 22: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	67%	N=679
Building with two or more homes (duplex, townhome, apartment or condominium)	32%	N=326
Mobile home	0%	N=3
Other	1%	N=12
Total	100%	N=1020

Table 23: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	32%	N=328
Owned	68%	N=689
Total	100%	N=1017

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=42
\$300 to \$599 per month	7%	N=74
\$600 to \$999 per month	9%	N=88
\$1,000 to \$1,499 per month	26%	N=260
\$1,500 to \$2,499 per month	35%	N=350
\$2,500 or more per month	18%	N=176
Total	100%	N=990

Table 25: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	59%	N=602
Yes	41%	N=414
Total	100%	N=1016

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Table 26: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	79%	N=799
Yes	21%	N=218
Total	100%	N=1017

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	5%	N=53
\$25,000 to \$49,999	13%	N=126
\$50,000 to \$99,999	32%	N=311
\$100,000 to \$149,999	24%	N=229
\$150,000 or more	26%	N=252
Total	100%	N=972

Table 28: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	95%	N=954
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	N=51
Total	100%	N=1004

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=21
Asian, Asian Indian or Pacific Islander	5%	N=48
Black or African American	5%	N=48
White	88%	N=887
Other	4%	N=43

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=34
25 to 34 years	23%	N=231
35 to 44 years	20%	N=205
45 to 54 years	24%	N=245
55 to 64 years	12%	N=124
65 to 74 years	10%	N=102
75 years or older	7%	N=76
Total	100%	N=1018

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Table 31: Question D16

What is your sex?	Percent	Number
Female	54%	N=543
Male	46%	N=468
Total	100%	N=1011

Table 32: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	78%	N=801
Land line	10%	N=100
Both	12%	N=120
Total	100%	N=1020

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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	73%	N=765	24%	N=255	3%	N=30	0%	N=3	0%	N=1	100%	N=1055
Your neighborhood as a place to live	54%	N=573	38%	N=400	7%	N=72	1%	N=6	0%	N=3	100%	N=1054
Franklin as a place to raise children	67%	N=703	23%	N=244	2%	N=19	1%	N=11	7%	N=70	100%	N=1047
Franklin as a place to work	48%	N=504	28%	N=298	7%	N=71	1%	N=13	15%	N=162	100%	N=1048
Franklin as a place to visit	61%	N=634	30%	N=314	7%	N=73	1%	N=6	2%	N=19	100%	N=1046
Franklin as a place to retire	45%	N=472	27%	N=287	9%	N=94	3%	N=32	15%	N=160	100%	N=1045
The overall quality of life in Franklin	63%	N=659	34%	N=354	3%	N=32	0%	N=3	0%	N=1	100%	N=1048

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	55%	N=574	42%	N=445	3%	N=32	0%	N=1	0%	N=0	100%	N=1053
Overall ease of getting to the places you usually have to visit	17%	N=178	42%	N=442	31%	N=325	10%	N=105	0%	N=4	100%	N=1054
Quality of overall natural environment in Franklin	37%	N=391	50%	N=527	10%	N=104	2%	N=24	0%	N=3	100%	N=1050
Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	25%	N=261	52%	N=552	18%	N=187	5%	N=50	0%	N=4	100%	N=1053
Health and wellness opportunities in Franklin	37%	N=383	45%	N=467	14%	N=148	1%	N=14	3%	N=34	100%	N=1047
Overall opportunities for education and enrichment	41%	N=434	39%	N=409	11%	N=115	1%	N=11	8%	N=79	100%	N=1048
Overall economic health of Franklin	49%	N=510	42%	N=438	5%	N=52	1%	N=6	4%	N=43	100%	N=1050
Sense of community	36%	N=373	46%	N=478	15%	N=157	2%	N=26	1%	N=13	100%	N=1047
Overall image or reputation of Franklin	64%	N=678	31%	N=327	3%	N=29	1%	N=5	1%	N=11	100%	N=1051

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	73%	N=772	19%	N=204	4%	N=44	3%	N=27	1%	N=6	100%	N=1053
Remain in Franklin for the next five years	68%	N=709	20%	N=207	6%	N=65	5%	N=48	2%	N=20	100%	N=1049

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	84%	N=886	13%	N=142	2%	N=17	1%	N=6	0%	N=0	0%	N=4	100%	N=1055
In Franklin's downtown/commercial area during the day	79%	N=834	17%	N=174	2%	N=19	0%	N=5	0%	N=3	2%	N=18	100%	N=1052

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	1%	N=13	25%	N=263	45%	N=476	29%	N=301	0%	N=1	100%	N=1054
Ease of public parking	11%	N=118	42%	N=442	33%	N=345	14%	N=143	1%	N=8	100%	N=1055
Ease of travel by car in Franklin	6%	N=68	41%	N=431	38%	N=404	13%	N=137	1%	N=12	100%	N=1053

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Please rate each of the following characteristics as they relate to Franklin as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Ease of travel by public transportation in Franklin	3%	N=27	9%	N=95	15%	N=155	24%	N=251	49%	N=507	100%	N=1036
Ease of travel by bicycle in Franklin	4%	N=39	18%	N=186	21%	N=218	18%	N=189	39%	N=405	100%	N=1037
Ease of walking in Franklin	16%	N=173	38%	N=400	29%	N=300	11%	N=115	6%	N=60	100%	N=1047
Availability of paths and walking trails	17%	N=179	37%	N=390	25%	N=264	12%	N=129	9%	N=89	100%	N=1051
Air quality	27%	N=288	57%	N=596	11%	N=113	2%	N=18	4%	N=37	100%	N=1052
Cleanliness of Franklin	44%	N=459	50%	N=527	6%	N=64	0%	N=3	0%	N=3	100%	N=1056
Overall appearance of Franklin	52%	N=545	43%	N=455	5%	N=51	0%	N=2	0%	N=1	100%	N=1055
Public places where people want to spend time	38%	N=399	49%	N=512	10%	N=106	1%	N=15	2%	N=19	100%	N=1052
Variety of housing options	13%	N=135	33%	N=339	31%	N=327	18%	N=192	5%	N=51	100%	N=1044
Availability of affordable quality housing	6%	N=62	19%	N=203	30%	N=317	35%	N=368	9%	N=96	100%	N=1046
Fitness opportunities (including exercise classes and paths or trails, etc.)	26%	N=272	48%	N=501	18%	N=190	3%	N=36	5%	N=49	100%	N=1047
Recreational opportunities	24%	N=256	50%	N=522	19%	N=196	3%	N=32	4%	N=42	100%	N=1047
Availability of affordable quality food	32%	N=339	44%	N=468	19%	N=200	4%	N=40	0%	N=5	100%	N=1053
Availability of affordable quality health care	32%	N=339	40%	N=427	17%	N=181	4%	N=46	6%	N=63	100%	N=1056
Availability of preventive health services	32%	N=335	40%	N=423	15%	N=153	2%	N=26	11%	N=110	100%	N=1047
Availability of affordable quality mental health care	12%	N=128	21%	N=224	12%	N=126	4%	N=41	50%	N=529	100%	N=1049

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	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	9%	N=94	20%	N=206	14%	N=141	6%	N=60	52%	N=541	100%	N=1041
K-12 education	40%	N=414	28%	N=293	5%	N=50	1%	N=11	26%	N=274	100%	N=1042
Adult educational opportunities	10%	N=107	25%	N=256	14%	N=142	5%	N=54	46%	N=475	100%	N=1034
Opportunities to attend cultural/arts/music activities	33%	N=343	41%	N=425	18%	N=185	2%	N=24	6%	N=61	100%	N=1038
Opportunities to participate in religious or spiritual events and activities	47%	N=492	33%	N=348	7%	N=78	1%	N=13	11%	N=113	100%	N=1045
Employment opportunities	19%	N=198	43%	N=442	17%	N=173	3%	N=32	18%	N=187	100%	N=1033
Shopping opportunities	50%	N=525	41%	N=428	6%	N=67	1%	N=10	1%	N=15	100%	N=1045
Cost of living in Franklin	5%	N=53	35%	N=368	39%	N=407	20%	N=207	1%	N=7	100%	N=1042
Overall quality of business and service establishments in Franklin	33%	N=349	54%	N=563	11%	N=112	1%	N=7	1%	N=14	100%	N=1045
Vibrant downtown/commercial area	51%	N=537	36%	N=379	10%	N=106	1%	N=6	1%	N=14	100%	N=1043
Overall quality of new development in Franklin	28%	N=292	45%	N=467	18%	N=185	3%	N=35	6%	N=63	100%	N=1041
Opportunities to participate in social events and activities	37%	N=385	45%	N=467	12%	N=120	2%	N=19	5%	N=50	100%	N=1040
Opportunities to volunteer	28%	N=291	40%	N=419	10%	N=103	1%	N=13	21%	N=217	100%	N=1043
Opportunities to participate in community matters	23%	N=235	39%	N=401	17%	N=173	2%	N=24	19%	N=200	100%	N=1033
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=184	36%	N=373	24%	N=254	9%	N=95	12%	N=129	100%	N=1035
Neighborliness of residents in Franklin	27%	N=283	48%	N=497	20%	N=206	3%	N=34	2%	N=21	100%	N=1041

Table 39: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	26%	N=271	74%	N=775	100%	N=1046
Made efforts to make your home more energy efficient	30%	N=309	70%	N=735	100%	N=1044

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Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Observed a code violation or other hazard in Franklin	69%	N=716	31%	N=322	100%	N=1038
Household member was a victim of a crime in Franklin	95%	N=989	5%	N=55	100%	N=1045
Reported a crime to the police in Franklin	87%	N=913	13%	N=132	100%	N=1045
Stocked supplies in preparation for an emergency	73%	N=766	27%	N=278	100%	N=1044
Campaigned or advocated for an issue, cause or candidate	80%	N=835	20%	N=211	100%	N=1047
Contacted the City of Franklin (in-person, phone, email or web) for help or information	63%	N=660	37%	N=387	100%	N=1046
Contacted Franklin elected officials (in-person, phone, email or web) to express your opinion	83%	N=871	17%	N=175	100%	N=1046

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=160	18%	N=188	30%	N=309	37%	N=387	100%	N=1045
Visited a neighborhood park or City park	20%	N=208	32%	N=335	37%	N=386	11%	N=118	100%	N=1048
Used Franklin public libraries or their services	6%	N=58	21%	N=215	32%	N=330	42%	N=438	100%	N=1041
Participated in religious or spiritual activities in Franklin	26%	N=269	26%	N=277	13%	N=141	35%	N=362	100%	N=1048
Attended a City-sponsored event	4%	N=37	10%	N=107	56%	N=584	30%	N=312	100%	N=1039
Used bus, rail, subway or other public transportation instead of driving	1%	N=13	1%	N=10	4%	N=40	94%	N=981	100%	N=1044
Carpooled with other adults or children instead of driving alone	9%	N=96	13%	N=131	23%	N=238	55%	N=573	100%	N=1038
Walked or biked instead of driving	9%	N=96	14%	N=148	21%	N=224	55%	N=576	100%	N=1044
Volunteered your time to some group/activity in Franklin	6%	N=65	16%	N=163	27%	N=276	52%	N=538	100%	N=1042
Participated in a club	5%	N=51	9%	N=92	14%	N=142	73%	N=753	100%	N=1037
Talked to or visited with your immediate neighbors	46%	N=476	31%	N=321	17%	N=177	7%	N=69	100%	N=1044
Done a favor for a neighbor	22%	N=228	28%	N=290	36%	N=373	15%	N=155	100%	N=1045

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=20	20%	N=213	77%	N=804	100%	N=1042
Watched (online or on television) a local public meeting	1%	N=12	4%	N=41	18%	N=187	77%	N=806	100%	N=1046

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	48%	N=501	37%	N=381	3%	N=35	0%	N=5	11%	N=114	100%	N=1035
Fire services	51%	N=528	28%	N=292	1%	N=9	0%	N=1	20%	N=209	100%	N=1039
Ambulance or emergency medical services	44%	N=460	28%	N=293	1%	N=13	0%	N=3	26%	N=269	100%	N=1039
Crime prevention	34%	N=353	38%	N=397	6%	N=62	1%	N=7	21%	N=214	100%	N=1033
Fire prevention and education	30%	N=309	31%	N=318	5%	N=56	1%	N=8	33%	N=341	100%	N=1032
Traffic enforcement	25%	N=254	44%	N=456	14%	N=147	7%	N=68	11%	N=109	100%	N=1033
Street repair	18%	N=185	41%	N=430	28%	N=290	8%	N=85	4%	N=46	100%	N=1037
Street cleaning	30%	N=307	48%	N=495	15%	N=156	3%	N=27	5%	N=52	100%	N=1036
Street lighting	26%	N=274	47%	N=484	20%	N=211	5%	N=49	2%	N=16	100%	N=1035

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Please rate the quality of each of the following services in Franklin:	Excellent		Good		Fair		Poor		Don't know		Total	
Snow removal	14%	N=145	33%	N=340	23%	N=233	13%	N=136	17%	N=176	100%	N=1030
Sidewalk maintenance	19%	N=196	46%	N=470	22%	N=228	5%	N=47	9%	N=89	100%	N=1030
Traffic signal timing	12%	N=123	37%	N=386	33%	N=341	15%	N=154	3%	N=29	100%	N=1033
Bus or transit services	6%	N=60	12%	N=123	12%	N=121	13%	N=130	58%	N=595	100%	N=1030
Garbage collection	47%	N=483	39%	N=406	7%	N=69	2%	N=17	6%	N=59	100%	N=1035
Recycling	35%	N=362	33%	N=342	12%	N=120	10%	N=103	11%	N=111	100%	N=1038
Yard waste pick-up	35%	N=366	34%	N=349	8%	N=79	4%	N=38	20%	N=202	100%	N=1034
Storm drainage	23%	N=235	45%	N=469	14%	N=145	3%	N=33	15%	N=151	100%	N=1032
Drinking water	26%	N=273	45%	N=462	17%	N=172	10%	N=104	2%	N=25	100%	N=1035
Sewer services	29%	N=305	51%	N=532	9%	N=95	1%	N=14	9%	N=90	100%	N=1036
Power (electric and/or gas) utility	35%	N=365	51%	N=529	11%	N=112	1%	N=14	1%	N=12	100%	N=1032
Utility billing	29%	N=296	50%	N=513	15%	N=151	5%	N=56	1%	N=15	100%	N=1030
City parks	43%	N=444	44%	N=451	7%	N=74	1%	N=14	5%	N=49	100%	N=1031
Recreation programs or classes	22%	N=231	33%	N=339	8%	N=87	2%	N=16	34%	N=354	100%	N=1027
Recreation centers or facilities	29%	N=292	36%	N=363	10%	N=103	2%	N=18	24%	N=247	100%	N=1024
Land use, planning and zoning	13%	N=129	33%	N=338	22%	N=223	10%	N=101	23%	N=237	100%	N=1027
Code enforcement (weeds, abandoned buildings, etc.)	14%	N=141	38%	N=390	14%	N=149	5%	N=48	29%	N=301	100%	N=1029
Animal control	18%	N=185	38%	N=386	10%	N=105	4%	N=45	30%	N=307	100%	N=1028
Economic development	27%	N=281	41%	N=421	12%	N=127	3%	N=26	17%	N=170	100%	N=1025
Health services	30%	N=311	46%	N=474	9%	N=90	1%	N=14	14%	N=145	100%	N=1034
Public library services	35%	N=360	34%	N=356	4%	N=42	1%	N=14	25%	N=260	100%	N=1033
Public information services	19%	N=194	35%	N=362	12%	N=128	2%	N=24	31%	N=314	100%	N=1022
Cable television	14%	N=141	32%	N=326	24%	N=242	15%	N=156	15%	N=157	100%	N=1022
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	N=158	34%	N=346	12%	N=124	2%	N=24	36%	N=374	100%	N=1025
Preservation of natural areas such as open space, farmlands and greenbelts	21%	N=213	39%	N=396	19%	N=192	11%	N=113	11%	N=113	100%	N=1027
Franklin open space	19%	N=196	44%	N=451	19%	N=199	8%	N=80	10%	N=104	100%	N=1029
City-sponsored special events	33%	N=332	41%	N=417	9%	N=92	2%	N=18	16%	N=162	100%	N=1022
Overall customer service by Franklin employees (police, receptionists, planners, etc.)	33%	N=338	47%	N=478	7%	N=75	2%	N=16	11%	N=112	100%	N=1019

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	34%	N=353	55%	N=568	6%	N=62	1%	N=8	4%	N=46	100%	N=1036
The Federal Government	9%	N=93	29%	N=299	29%	N=297	19%	N=200	14%	N=139	100%	N=1029

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	21%	N=216	48%	N=497	18%	N=183	3%	N=34	10%	N=104	100%	N=1033
The overall direction that Franklin is taking	19%	N=201	50%	N=515	21%	N=214	5%	N=47	6%	N=58	100%	N=1035
The job Franklin government does at welcoming citizen involvement	15%	N=155	39%	N=400	15%	N=158	7%	N=67	24%	N=251	100%	N=1032
Overall confidence in Franklin government	18%	N=189	49%	N=510	17%	N=180	4%	N=40	11%	N=114	100%	N=1031

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Please rate the following categories of Franklin government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Generally acting in the best interest of the community	20%	N=207	45%	N=464	19%	N=201	4%	N=43	11%	N=116	100%	N=1031
Being honest	18%	N=186	40%	N=408	16%	N=170	4%	N=37	22%	N=231	100%	N=1032
Treating all residents fairly	18%	N=181	40%	N=409	17%	N=178	5%	N=56	20%	N=207	100%	N=1031

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	62%	N=655	28%	N=294	8%	N=87	1%	N=12	100%	N=1048
Overall ease of getting to the places you usually have to visit	58%	N=604	36%	N=377	5%	N=57	0%	N=5	100%	N=1043
Quality of overall natural environment in Franklin	41%	N=420	46%	N=479	13%	N=130	1%	N=7	100%	N=1036
Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	39%	N=401	44%	N=461	16%	N=166	1%	N=12	100%	N=1040
Health and wellness opportunities in Franklin	30%	N=313	45%	N=469	21%	N=221	3%	N=36	100%	N=1039
Overall opportunities for education and enrichment	41%	N=429	37%	N=389	19%	N=198	3%	N=27	100%	N=1043
Overall economic health of Franklin	48%	N=502	41%	N=431	9%	N=98	1%	N=13	100%	N=1044
Sense of community	39%	N=402	44%	N=452	16%	N=165	2%	N=18	100%	N=1039

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=290
Somewhat satisfied	53%	N=542
Somewhat unsatisfied	14%	N=146
Very unsatisfied	1%	N=11
Don't know	3%	N=29
Total	100%	N=1019

Table 47: Question 15

Presently the City of Franklin and Williamson County subsidize a limited mass transit route from Spring Hill through the city to Nashville. How likely, if at all, would you be to use this transit route if the following improvements were made?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Expanded weekday schedule	15%	N=155	20%	N=207	9%	N=88	48%	N=497	8%	N=77	100%	N=1024
Additional pick-up and drop-off locations	17%	N=175	23%	N=240	8%	N=84	44%	N=452	7%	N=72	100%	N=1023
Decreasing fares	12%	N=124	18%	N=183	12%	N=122	48%	N=480	10%	N=100	100%	N=1008
Enhanced Park & Ride facilities	14%	N=140	20%	N=206	9%	N=88	39%	N=404	18%	N=186	100%	N=1024
Enhanced connections via walking, cycling, etc.	16%	N=168	20%	N=210	8%	N=84	37%	N=384	17%	N=179	100%	N=1025
Expanded weekend schedule	16%	N=161	21%	N=215	7%	N=67	38%	N=393	18%	N=187	100%	N=1022

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	14%	N=145	10%	N=100	12%	N=123	14%	N=145	50%	N=502	100%	N=1015
Purchase goods or services from a business located in Franklin	0%	N=5	1%	N=12	10%	N=102	54%	N=549	34%	N=350	100%	N=1017
Eat at least 5 portions of fruits and vegetables a day	1%	N=13	11%	N=113	38%	N=386	32%	N=325	17%	N=175	100%	N=1011

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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	
Participate in moderate or vigorous physical activity	2%	N=23	9%	N=92	30%	N=305	35%	N=359	23%	N=233	100%	N=1012
Read or watch local news (via television, paper, computer, etc.)	4%	N=42	11%	N=114	19%	N=194	32%	N=321	34%	N=344	100%	N=1016
Vote in local elections	8%	N=81	9%	N=92	14%	N=143	25%	N=258	43%	N=441	100%	N=1016

Table 49: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	29%	N=292
Very good	46%	N=468
Good	21%	N=214
Fair	4%	N=40
Poor	1%	N=5
Total	100%	N=1019

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	7%	N=75
Somewhat positive	27%	N=274
Neutral	50%	N=504
Somewhat negative	14%	N=139
Very negative	2%	N=16
Total	100%	N=1009

Table 51: Question D4

What is your employment status?	Percent	Number
Working full time for pay	73%	N=741
Working part time for pay	7%	N=71
Unemployed, looking for paid work	2%	N=17
Unemployed, not looking for paid work	3%	N=32
Fully retired	16%	N=159
Total	100%	N=1021

Table 52: Question D5

Do you work inside the boundaries of Franklin?	Percent	Number
Yes, outside the home	37%	N=363
Yes, from home	13%	N=133
No	50%	N=492
Total	100%	N=988

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Table 53: Question D6

How many years have you lived in Franklin?	Percent	Number
Less than 2 years	15%	N=156
2 to 5 years	21%	N=212
6 to 10 years	17%	N=178
11 to 20 years	25%	N=251
More than 20 years	22%	N=228
Total	100%	N=1025

Table 54: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	67%	N=679
Building with two or more homes (duplex, townhome, apartment or condominium)	32%	N=326
Mobile home	0%	N=3
Other	1%	N=12
Total	100%	N=1020

Table 55: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	32%	N=328
Owned	68%	N=689
Total	100%	N=1017

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=42
\$300 to \$599 per month	7%	N=74
\$600 to \$999 per month	9%	N=88
\$1,000 to \$1,499 per month	26%	N=260
\$1,500 to \$2,499 per month	35%	N=350
\$2,500 or more per month	18%	N=176
Total	100%	N=990

Table 57: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	59%	N=602
Yes	41%	N=414
Total	100%	N=1016

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Table 58: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	79%	N=799
Yes	21%	N=218
Total	100%	N=1017

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	5%	N=53
\$25,000 to \$49,999	13%	N=126
\$50,000 to \$99,999	32%	N=311
\$100,000 to \$149,999	24%	N=229
\$150,000 or more	26%	N=252
Total	100%	N=972

Table 60: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	95%	N=954
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	N=51
Total	100%	N=1004

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=21
Asian, Asian Indian or Pacific Islander	5%	N=48
Black or African American	5%	N=48
White	88%	N=887
Other	4%	N=43

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=34
25 to 34 years	23%	N=231
35 to 44 years	20%	N=205
45 to 54 years	24%	N=245
55 to 64 years	12%	N=124
65 to 74 years	10%	N=102
75 years or older	7%	N=76
Total	100%	N=1018

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Table 63: Question D16

What is your sex?	Percent	Number
Female	54%	N=543
Male	46%	N=468
Total	100%	N=1011

Table 64: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	78%	N=801
Land line	10%	N=100
Both	12%	N=120
Total	100%	N=1020

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 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,” “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. 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.

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. More extreme differences are noted as “much higher” or “much lower.”

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%

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%	8	418	Higher
Overall image or reputation of Franklin	97%	3	314	Much higher
Franklin as a place to live	97%	13	358	Higher
Your neighborhood as a place to live	93%	30	281	Higher
Franklin as a place to raise children	97%	8	345	Higher
Franklin as a place to retire	86%	13	324	Higher
Overall appearance of Franklin	95%	16	324	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	97%	30	268	Higher	
	In your neighborhood during the day	98%	36	323	Similar	
	In Franklin's downtown/commercial area during the day	97%	37	275	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	59%	164	189	Similar	
	Availability of paths and walking trails	59%	171	281	Similar	
	Ease of walking in Franklin	58%	169	262	Similar	
	Ease of travel by bicycle in Franklin	36%	222	268	Lower	
	Ease of travel by public transportation in Franklin	23%	138	159	Lower	
	Ease of travel by car in Franklin	48%	234	273	Lower	
	Ease of public parking	53%	89	153	Similar	
Natural Environment	Traffic flow on major streets	26%	291	321	Lower	
	Quality of overall natural environment in Franklin	88%	67	250	Similar	
	Cleanliness of Franklin	94%	32	248	Higher	
Built Environment	Air quality	87%	73	225	Similar	
	Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	77%	39	178	Similar	
	Overall quality of new development in Franklin	78%	13	256	Higher	
	Availability of affordable quality housing	28%	227	275	Lower	
	Variety of housing options	48%	174	250	Similar	
	Public places where people want to spend time	88%	12	171	Higher	
	Economy	Overall economic health of Franklin	94%	2	183	Much higher
Vibrant downtown/commercial area		89%	2	167	Much higher	
Overall quality of business and service establishments in Franklin		88%	6	245	Higher	
Cost of living in Franklin		41%	124	179	Similar	
Shopping opportunities		93%	9	267	Much higher	
Employment opportunities		76%	1	284	Much higher	
Franklin as a place to visit		92%	16	193	Much higher	
Franklin as a place to work		90%	1	324	Much higher	
Recreation and Wellness		Health and wellness opportunities in Franklin	84%	32	180	Higher
		Availability of affordable quality mental health care	68%	10	154	Higher
		Availability of preventive health services	81%	9	210	Higher
	Availability of affordable quality health care	77%	21	234	Higher	
	Availability of affordable quality food	77%	27	211	Similar	
	Recreational opportunities	77%	85	276	Similar	
Education and	Fitness opportunities (including exercise classes and paths or trails, etc.)	77%	58	172	Similar	
	Overall opportunities for education and enrichment	87%	23	180	Higher	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Enrichment	Opportunities to participate in religious or spiritual events and activities	90%	4	181	Higher
	Opportunities to attend cultural/arts/music activities	79%	26	266	Higher
	Adult educational opportunities	65%	62	161	Similar
	K-12 education	92%	20	240	Higher
	Availability of affordable quality child care/preschool	60%	70	228	Similar
Community Engagement	Opportunities to participate in social events and activities	86%	7	232	Higher
	Neighborliness of Franklin	76%	10	173	Higher
	Openness and acceptance of the community toward people of diverse backgrounds	62%	121	261	Similar
	Opportunities to participate in community matters	76%	20	247	Similar
	Opportunities to volunteer	86%	19	238	Higher

Table 67: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Franklin	93%	20	404	Higher
Overall customer service by Franklin employees (police, receptionists, planners, etc.)	90%	38	338	Similar
Value of services for the taxes paid to Franklin	77%	12	369	Higher
Overall direction that Franklin is taking	73%	37	290	Similar
Job Franklin government does at welcoming citizen involvement	71%	28	285	Higher
Overall confidence in Franklin government	76%	8	180	Higher
Generally acting in the best interest of the community	73%	13	179	Higher
Being honest	74%	16	172	Higher
Treating all residents fairly	72%	22	177	Higher
Services provided by the Federal Government	44%	63	225	Similar

Table 68: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	96%	13	414	Higher
	Fire services	99%	15	341	Similar
	Ambulance or emergency medical services	98%	26	318	Similar
	Crime prevention	92%	7	322	Higher
	Fire prevention and education	91%	17	257	Higher
	Animal control	79%	28	309	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	77%	35	255	Similar
	Mobility	Traffic enforcement	77%	56	337
Street repair		62%	90	381	Higher
Street cleaning		81%	22	291	Higher
Street lighting		74%	29	288	Higher
Snow removal		57%	188	274	Similar
Sidewalk maintenance		71%	36	297	Higher
Traffic signal timing		51%	111	232	Similar
Natural Environment	Bus or transit services	42%	150	198	Similar
	Garbage collection	91%	25	324	Similar
	Recycling	76%	204	331	Similar
	Yard waste pick-up	86%	39	245	Similar
	Drinking water	73%	167	309	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Preservation of natural areas such as open space, farmlands and greenbelts	67%	85	235	Similar
	Franklin open space	70%	55	164	Similar
Built Environment	Storm drainage	80%	29	323	Higher
	Sewer services	88%	36	297	Similar
	Power (electric and/or gas) utility	88%	11	150	Similar
	Utility billing	80%	21	162	Similar
	Land use, planning and zoning	59%	69	274	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	73%	28	339	Higher
	Cable television	54%	83	177	Similar
Economy	Economic development	82%	2	258	Much higher
Recreation and Wellness	City parks	91%	54	304	Similar
	Recreation programs or classes	85%	47	312	Similar
	Recreation centers or facilities	84%	39	256	Higher
	Health services	88%	8	183	Higher
Education and Enrichment	City-sponsored special events	87%	12	194	Higher
	Public library services	93%	66	318	Similar
Community Engagement	Public information services	79%	45	260	Similar

Table 69: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	82%	18	281	Higher
Recommend living in Franklin to someone who asks	93%	71	254	Similar
Remain in Franklin for the next five years	89%	59	246	Similar
Contacted Franklin (in-person, phone, email or web) for help or information	37%	235	279	Similar

Table 70: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	27%	125	158	Similar
	Did NOT report a crime to the police	87%	19	175	Higher
	Household member was NOT a victim of a crime	95%	18	247	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	6%	129	143	Much lower
	Carpooled with other adults or children instead of driving alone	45%	62	166	Similar
	Walked or biked instead of driving	45%	135	171	Lower
Natural Environment	Made efforts to conserve water	74%	145	161	Similar
	Made efforts to make your home more energy efficient	70%	140	162	Similar
	Recycle at home	76%	183	232	Similar
Built Environment	Did NOT observe a code violation or other hazard in Franklin	69%	20	167	Higher
	NOT experiencing housing costs stress	73%	75	228	Similar
Economy	Purchase goods or services from a business located in Franklin	98%	36	169	Similar
	Economy will have positive impact on income	35%	39	230	Similar
	Work inside boundaries of Franklin	50%	55	169	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	Used Franklin recreation centers or their services	63%	48	214	Similar
	Visited a neighborhood park or City park	89%	58	245	Similar
	Eat at least 5 portions of fruits and vegetables a day	88%	32	164	Similar
	Participate in moderate or vigorous physical activity	89%	46	168	Similar
	In very good to excellent health	75%	24	167	Similar
Education and Enrichment	Used Franklin public libraries or their services	58%	161	214	Similar
	Participated in religious or spiritual activities in Franklin	65%	17	179	Higher
	Attended City-sponsored event	70%	17	171	Higher
Community Engagement	Campaigned or advocated for an issue, cause or candidate	20%	89	155	Similar
	Contacted Franklin elected officials (in-person, phone, email or web) to express your opinion	17%	84	169	Similar
	Volunteered your time to some group/activity in Franklin	48%	66	236	Similar
	Participated in a club	27%	104	215	Similar
	Talked to or visited with your immediate neighbors	93%	50	167	Similar
	Done a favor for a neighbor	85%	45	161	Similar
	Attended a local public meeting	23%	82	237	Similar
	Watched (online or on television) a local public meeting	23%	111	202	Similar
	Read or watch local news (via television, paper, computer, etc.)	85%	111	170	Similar
	Vote in local elections	83%	93	230	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.

Airway Heights city, WA	6,114	Auburn city, AL	53,380
Albany city, OR	50,158	Auburn city, WA	70,180
Albemarle County, VA.....	98,970	Augusta CCD, GA	134,777
Albert Lea city, MN.....	18,016	Aurora city, CO	325,078
Alexandria city, VA	139,966	Austin city, TX	790,390
Algonquin village, IL.....	30,046	Avon town, CO.....	6,447
Aliso Viejo city, CA	47,823	Bainbridge Island city, WA.....	23,025
Altoona city, IA	14,541	Baltimore city, MD.....	620,961
American Canyon city, CA.....	19,454	Bartonville town, TX.....	1,469
Ames city, IA	58,965	Battle Creek city, MI.....	52,347
Andover CDP, MA.....	8,762	Bay City city, MI.....	34,932
Ankeny city, IA	45,582	Baytown city, TX.....	71,802
Ann Arbor city, MI	113,934	Bedford city, TX.....	46,979
Annapolis city, MD	38,394	Bedford town, MA	13,320
Apache Junction city, AZ.....	35,840	Bellevue city, WA	122,363
Apple Valley town, CA	69,135	Bellingham city, WA	80,885
Arapahoe County, CO.....	572,003	Beltrami County, MN	44,442
Arkansas City city, AR.....	366	Benbrook city, TX.....	21,234
Arlington County, VA	207,627	Bend city, OR.....	76,639
Arvada city, CO	106,433	Bettendorf city, IA.....	33,217
Asheville city, NC	83,393	Billings city, MT.....	104,170
Ashland city, OR	20,078	Blaine city, MN.....	57,186
Ashland town, MA	16,593	Bloomfield Hills city, MI	3,869
Ashland town, VA.....	7,225	Bloomington city, MN	82,893
Aspen city, CO	6,658	Blue Springs city, MO	52,575
Athens-Clarke County.....	115,452	Boise City city, ID.....	205,671

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Boone County, KY	118,811	Corvallis city, OR	54,462
Boulder city, CO	97,385	Creve Coeur city, MO	17,833
Bowling Green city, KY	58,067	Cross Roads town, TX	1,563
Bozeman city, MT	37,280	Dacono city, CO	4,152
Brentwood city, MO	8,055	Dade City city, FL	6,437
Brentwood city, TN	37,060	Dakota County, MN	398,552
Brighton city, CO	33,352	Dallas city, OR	14,583
Brighton city, MI	7,444	Dallas city, TX	1,197,816
Bristol city, TN	26,702	Danville city, KY	16,218
Broken Arrow city, OK	98,850	Dardenne Prairie city, MO	11,494
Brookfield city, WI	37,920	Davenport city, IA	99,685
Brookline CDP, MA	58,732	Davidson town, NC	10,944
Broomfield city, CO	55,889	Decatur city, GA	19,335
Brownsburg town, IN	21,285	Del Mar city, CA	4,161
Burien city, WA	33,313	Delaware city, OH	34,753
Burleson city, TX	36,690	Delray Beach city, FL	60,522
Cabarrus County, NC	178,011	Denison city, TX	22,682
Cambridge city, MA	105,162	Denton city, TX	113,383
Cannon Beach city, OR	1,690	Denver city, CO	600,158
Cañon City city, CO	16,400	Derby city, KS	22,158
Canton city, SD	3,057	Des Moines city, IA	203,433
Cape Coral city, FL	154,305	Des Peres city, MO	8,373
Cape Girardeau city, MO	37,941	Destin city, FL	12,305
Carlisle borough, PA	18,682	Dothan city, AL	65,496
Carlsbad city, CA	105,328	Douglas County, CO	285,465
Carroll city, IA	10,103	Dover city, NH	29,987
Cartersville city, GA	19,731	Dublin city, CA	46,036
Cary town, NC	135,234	Dublin city, OH	41,751
Casper city, WY	55,316	Duluth city, MN	86,265
Castine town, ME	1,366	Duncanville city, TX	38,524
Castle Pines North city, CO	10,360	Durham city, NC	228,330
Castle Rock town, CO	48,231	Durham County, NC	267,587
Cedar Hill city, TX	45,028	Eagan city, MN	64,206
Cedar Rapids city, IA	126,326	Eagle town, CO	6,508
Celina city, TX	6,028	East Baton Rouge Parish, LA	440,171
Centennial city, CO	100,377	East Grand Forks city, MN	8,601
Chambersburg borough, PA	20,268	East Lansing city, MI	48,579
Chandler city, AZ	236,123	Eau Claire city, WI	65,883
Chandler city, TX	2,734	Eden Prairie city, MN	60,797
Chanhassen city, MN	22,952	Edgerton city, KS	1,671
Chapel Hill town, NC	57,233	Edgewater city, CO	5,170
Charles County, MD	146,551	Edina city, MN	47,941
Charlotte city, NC	731,424	Edmond city, OK	81,405
Charlotte County, FL	159,978	Edmonds city, WA	39,709
Charlottesville city, VA	43,475	El Cerrito city, CA	23,549
Chattanooga city, TN	167,674	El Dorado County, CA	181,058
Chesterfield County, VA	316,236	El Paso city, TX	649,121
Chippewa Falls city, WI	13,661	Elk Grove city, CA	153,015
Citrus Heights city, CA	83,301	Elk River city, MN	22,974
Clackamas County, OR	375,992	Elko New Market city, MN	4,110
Clarendon Hills village, IL	8,427	Elmhurst city, IL	44,121
Clayton city, MO	15,939	Encinitas city, CA	59,518
Clearwater city, FL	107,685	Englewood city, CO	30,255
Cleveland Heights city, OH	46,121	Erie town, CO	18,135
Clinton city, SC	8,490	Escambia County, FL	297,619
Clive city, IA	15,447	Estes Park town, CO	5,858
Clovis city, CA	95,631	Fairview town, TX	7,248
College Park city, MD	30,413	Farmersville city, TX	3,301
College Station city, TX	93,857	Farmington Hills city, MI	79,740
Colleyville city, TX	22,807	Fayetteville city, NC	200,564
Collinsville city, IL	25,579	Fishers town, IN	76,794
Columbia city, SC	129,272	Flower Mound town, TX	64,669
Columbia Falls city, MT	4,688	Forest Grove city, OR	21,083
Columbus city, WI	4,991	Fort Collins city, CO	143,986
Commerce City city, CO	45,913	Fort Lauderdale city, FL	165,521
Concord city, CA	122,067	Fort Smith city, AR	86,209
Concord town, MA	17,668	Fort Worth city, TX	741,206
Coon Rapids city, MN	61,476	Fountain Hills town, AZ	22,489
Copperas Cove city, TX	32,032	Franklin city, TN	62,487
Coronado city, CA	18,912	Fredericksburg city, VA	24,286

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Fremont city, CA	214,089	Kansas City city, KS.....	145,786
Friendswood city, TX.....	35,805	Kansas City city, MO.....	459,787
Fruita city, CO.....	12,646	Keizer city, OR	36,478
Gahanna city, OH.....	33,248	Kenmore city, WA	20,460
Gaithersburg city, MD.....	59,933	Kennedale city, TX	6,763
Galveston city, TX.....	47,743	Kennett Square borough, PA.....	6,072
Gardner city, KS.....	19,123	Kettering city, OH	56,163
Geneva city, NY.....	13,261	Key West city, FL.....	24,649
Georgetown city, TX.....	47,400	King City city, CA	12,874
Germantown city, TN	38,844	King County, WA.....	1,931,249
Gilbert town, AZ.....	208,453	Kirkland city, WA.....	48,787
Gillette city, WY.....	29,087	Kirkwood city, MO.....	27,540
Glendora city, CA.....	50,073	Knoxville city, IA.....	7,313
Glenview village, IL.....	44,692	La Mesa city, CA	57,065
Globe city, AZ.....	7,532	La Plata town, MD.....	8,753
Golden city, CO.....	18,867	La Porte city, TX.....	33,800
Golden Valley city, MN.....	20,371	La Vista city, NE.....	15,758
Goodyear city, AZ.....	65,275	Lafayette city, CO	24,453
Grafton village, WI.....	11,459	Laguna Beach city, CA.....	22,723
Grand Blanc city, MI.....	8,276	Laguna Hills city, CA.....	30,344
Grand Island city, NE	48,520	Laguna Niguel city, CA	62,979
Grants Pass city, OR	34,533	Lake Forest city, IL.....	19,375
Grass Valley city, CA.....	12,860	Lake Oswego city, OR	36,619
Greenville city, NC.....	84,554	Lake Stevens city, WA	28,069
Greenwich town, CT.....	61,171	Lake Worth city, FL.....	34,910
Greenwood Village city, CO.....	13,925	Lake Zurich village, IL	19,631
Greer city, SC	25,515	Lakeville city, MN.....	55,954
Guilford County, NC	488,406	Lakewood city, CO	142,980
Gunnison County, CO	15,324	Lakewood city, WA.....	58,163
Hailey city, ID.....	7,960	Lane County, OR.....	351,715
Haines Borough, AK	2,508	Lansing city, MI	114,297
Hallandale Beach city, FL.....	37,113	Laramie city, WY.....	30,816
Hamilton city, OH.....	62,477	Larimer County, CO.....	299,630
Hanover County, VA.....	99,863	Las Vegas city, NV	583,756
Harrisburg city, SD.....	4,089	Lawrence city, KS.....	87,643
Harrisonburg city, VA	48,914	Lee's Summit city, MO.....	91,364
Harrisonville city, MO	10,019	Lehi city, UT	47,407
Hayward city, CA.....	144,186	Lenexa city, KS	48,190
Henderson city, NV	257,729	Lewis County, NY.....	27,087
Herndon town, VA.....	23,292	Lewiston city, ID.....	31,894
High Point city, NC.....	104,371	Lewisville city, TX.....	95,290
Highland Park city, IL.....	29,763	Libertyville village, IL.....	20,315
Highlands Ranch CDP, CO	96,713	Lincoln city, NE	258,379
Holland city, MI.....	33,051	Lindsborg city, KS	3,458
Honolulu County, HI.....	953,207	Little Chute village, WI	10,449
Hooksett town, NH.....	13,451	Littleton city, CO	41,737
Hopkins city, MN.....	17,591	Livermore city, CA.....	80,968
Hopkinton town, MA.....	14,925	Lone Tree city, CO	10,218
Hoquiam city, WA	8,726	Long Grove village, IL	8,043
Horry County, SC	269,291	Longmont city, CO	86,270
Hudson city, OH.....	22,262	Longview city, TX.....	80,455
Hudson town, CO.....	2,356	Lonsdale city, MN.....	3,674
Hudsonville city, MI.....	7,116	Los Altos Hills town, CA	7,922
Huntersville town, NC.....	46,773	Louisville city, CO.....	18,376
Hurst city, TX.....	37,337	Lynchburg city, VA	75,568
Hutchinson city, MN	14,178	Lynnwood city, WA	35,836
Hutto city, TX	14,698	Macomb County, MI	840,978
Hyattsville city, MD	17,557	Manhattan Beach city, CA.....	35,135
Independence city, MO.....	116,830	Manhattan city, KS.....	52,281
Indian Trail town, NC	33,518	Mankato city, MN	39,309
Indianola city, IA	14,782	Maple Grove city, MN	61,567
Iowa City city, IA	67,862	Marshfield city, WI	19,118
Irving city, TX.....	216,290	Martinez city, CA	35,824
Issaquah city, WA	30,434	Marysville city, WA.....	60,020
Jackson County, MI.....	160,248	Matthews town, NC.....	27,198
James City County, VA	67,009	McAllen city, TX	129,877
Jefferson County, NY.....	116,229	McDonough city, GA.....	22,084
Johnson City city, TN.....	63,152	McMinnville city, OR	32,187
Johnston city, IA	17,278	Menlo Park city, CA	32,026
Jupiter town, FL.....	55,156	Mercer Island city, WA	22,699

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Meridian charter township, MI	39,688	Parkland city, FL	23,962
Meridian city, ID	75,092	Pasadena city, CA	137,122
Merriam city, KS.....	11,003	Pasco city, WA.....	59,781
Mesa County, CO	146,723	Pasco County, FL	464,697
Miami Beach city, FL	87,779	Pearland city, TX.....	91,252
Miami city, FL	399,457	Peoria city, AZ	154,065
Middleton city, WI	17,442	Peoria city, IL	115,007
Midland city, MI	41,863	Peoria County, IL	186,494
Milford city, DE	9,559	Pflugerville city, TX	46,936
Milton city, GA	32,661	Phoenix city, AZ	1,445,632
Minneapolis city, MN	382,578	Pinehurst village, NC	13,124
Mission Viejo city, CA	93,305	Piqua city, OH.....	20,522
Modesto city, CA	201,165	Pitkin County, CO.....	17,148
Monterey city, CA.....	27,810	Plano city, TX	259,841
Montgomery County, VA.....	94,392	Platte City city, MO.....	4,691
Monticello city, UT	1,972	Plymouth city, MN.....	70,576
Monument town, CO	5,530	Pocatello city, ID	54,255
Mooreville town, NC.....	32,711	Polk County, IA	430,640
Morristown city, TN.....	29,137	Pompano Beach city, FL	99,845
Morrisville town, NC	18,576	Port Orange city, FL	56,048
Morro Bay city, CA	10,234	Portland city, OR.....	583,776
Mountain Village town, CO.....	1,320	Post Falls city, ID	27,574
Mountlake Terrace city, WA	19,909	Powell city, OH	11,500
Murphy city, TX.....	17,708	Prince William County, VA.....	402,002
Naperville city, IL	141,853	Prior Lake city, MN.....	22,796
Napoleon city, OH	8,749	Pueblo city, CO	106,595
Needham CDP, MA.....	28,886	Purcellville town, VA.....	7,727
New Braunfels city, TX	57,740	Queen Creek town, AZ	26,361
New Brighton city, MN.....	21,456	Radnor township, PA	31,531
New Hanover County, NC	202,667	Ramsey city, MN	23,668
New Orleans city, LA	343,829	Raymond town, ME	4,436
New Smyrna Beach city, FL	22,464	Raymore city, MO	19,206
New Ulm city, MN	13,522	Redmond city, WA	54,144
Newberg city, OR	22,068	Rehoboth Beach city, DE	1,327
Newport city, RI.....	24,672	Reno city, NV.....	225,221
Newport News city, VA	180,719	Reston CDP, VA	58,404
Newton city, IA	15,254	Richmond city, CA.....	103,701
Noblesville city, IN	51,969	Richmond Heights city, MO.....	8,603
Nogales city, AZ.....	20,837	Rifle city, CO.....	9,172
Norcross city, GA	9,116	Rio Rancho city, NM	87,521
Norfolk city, VA	242,803	River Falls city, WI	15,000
North Port city, FL.....	57,357	Riverside city, CA	303,871
North Richland Hills city, TX.....	63,343	Riverside city, MO	2,937
Northglenn city, CO.....	35,789	Roanoke County, VA	92,376
Novato city, CA	51,904	Rochester Hills city, MI	70,995
Novi city, MI	55,224	Rock Hill city, SC	66,154
O'Fallon city, IL.....	28,281	Rockville city, MD.....	61,209
O'Fallon city, MO.....	79,329	Rogers city, MN	8,597
Oak Park village, IL	51,878	Rolla city, MO	19,559
Oakland city, CA	390,724	Roselle village, IL	22,763
Oakley city, CA	35,432	Rosemount city, MN	21,874
Ogdensburg city, NY	11,128	Rosenberg city, TX	30,618
Oklahoma City city, OK.....	579,999	Roseville city, MN.....	33,660
Olathe city, KS	125,872	Round Rock city, TX.....	99,887
Old Town city, ME	7,840	Royal Oak city, MI.....	57,236
Olmsted County, MN	144,248	Saco city, ME	18,482
Olympia city, WA	46,478	Sahuarita town, AZ	25,259
Orland Park village, IL	56,767	Salida city, CO	5,236
Oshkosh city, WI.....	66,083	Sammamish city, WA.....	45,780
Oshtemo charter township, MI.....	21,705	San Anselmo town, CA	12,336
Otsego County, MI.....	24,164	San Antonio city, TX.....	1,327,407
Oviedo city, FL.....	33,342	San Carlos city, CA	28,406
Paducah city, KY	25,024	San Diego city, CA	1,307,402
Palm Beach Gardens city, FL.....	48,452	San Francisco city, CA	805,235
Palm Coast city, FL.....	75,180	San Jose city, CA	945,942
Palo Alto city, CA	64,403	San Juan County, NM.....	130,044
Papillion city, NE	18,894	San Marcos city, CA	83,781
Paradise Valley town, AZ	12,820	San Marcos city, TX.....	44,894
Park City city, UT	7,558	San Rafael city, CA.....	57,713
Parker town, CO	45,297	Sanford city, FL.....	53,570

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Sangamon County, IL.....	197,465	Thousand Oaks city, CA.....	126,683
Santa Clarita city, CA.....	176,320	Tigard city, OR.....	48,035
Santa Fe County, NM.....	144,170	Tracy city, CA.....	82,922
Santa Monica city, CA.....	89,736	Trinidad CCD, CO.....	12,017
Sarasota County, FL.....	379,448	Tualatin city, OR.....	26,054
Savage city, MN.....	26,911	Tulsa city, OK.....	391,906
Schaumburg village, IL.....	74,227	Twin Falls city, ID.....	44,125
Scott County, MN.....	129,928	Tyler city, TX.....	96,900
Scottsdale city, AZ.....	217,385	Umatilla city, OR.....	6,906
Seaside city, CA.....	33,025	University Park city, TX.....	23,068
Sevierville city, TN.....	14,807	Upper Arlington city, OH.....	33,771
Shawnee city, KS.....	62,209	Urbandale city, IA.....	39,463
Sheboygan city, WI.....	49,288	Vail town, CO.....	5,305
Sherborn town, MA.....	4,119	Vancouver city, WA.....	161,791
Shoreview city, MN.....	25,043	Ventura CCD, CA.....	111,889
Shorewood city, MN.....	7,307	Vernon Hills village, IL.....	25,113
Shorewood village, IL.....	15,615	Vestavia Hills city, AL.....	34,033
Shorewood village, WI.....	13,162	Victoria city, MN.....	7,345
Sierra Vista city, AZ.....	43,888	Vienna town, VA.....	15,687
Sioux Center city, IA.....	7,048	Virginia Beach city, VA.....	437,994
Sioux Falls city, SD.....	153,888	Wake Forest town, NC.....	30,117
Skokie village, IL.....	64,784	Walnut Creek city, CA.....	64,173
Snellville city, GA.....	18,242	Washington County, MN.....	238,136
South Lake Tahoe city, CA.....	21,403	Washington town, NH.....	1,123
Southborough town, MA.....	9,767	Washougal city, WA.....	14,095
Southlake city, TX.....	26,575	Watauga city, TX.....	23,497
Spokane Valley city, WA.....	89,755	Wauwatosa city, WI.....	46,396
Spring Hill city, KS.....	5,437	Waverly city, IA.....	9,874
Springboro city, OH.....	17,409	Weddington town, NC.....	9,459
Springfield city, MO.....	159,498	Wentzville city, MO.....	29,070
Springville city, UT.....	29,466	West Carrollton city, OH.....	13,143
St. Augustine city, FL.....	12,975	West Chester borough, PA.....	18,461
St. Charles city, IL.....	32,974	West Des Moines city, IA.....	56,609
St. Cloud city, FL.....	35,183	Western Springs village, IL.....	12,975
St. Cloud city, MN.....	65,842	Westerville city, OH.....	36,120
St. Joseph city, MO.....	76,780	Westlake town, TX.....	992
St. Louis County, MN.....	200,226	Westminster city, CO.....	106,114
St. Louis Park city, MN.....	45,250	Weston town, MA.....	11,261
Stallings town, NC.....	13,831	White House city, TN.....	10,255
State College borough, PA.....	42,034	Wichita city, KS.....	382,368
Steamboat Springs city, CO.....	12,088	Williamsburg city, VA.....	14,068
Sterling Heights city, MI.....	129,699	Willowbrook village, IL.....	8,540
Sugar Grove village, IL.....	8,997	Wilmington city, NC.....	106,476
Sugar Land city, TX.....	78,817	Wilsonville city, OR.....	19,509
Suisun City city, CA.....	28,111	Winchester city, VA.....	26,203
Summit city, NJ.....	21,457	Windsor town, CO.....	18,644
Summit County, UT.....	36,324	Windsor town, CT.....	29,044
Sunnyvale city, CA.....	140,081	Winnetka village, IL.....	12,187
Surprise city, AZ.....	117,517	Winston-Salem city, NC.....	229,617
Suwanee city, GA.....	15,355	Winter Garden city, FL.....	34,568
Tacoma city, WA.....	198,397	Woodbury city, MN.....	61,961
Takoma Park city, MD.....	16,715	Woodland city, CA.....	55,468
Tamarac city, FL.....	60,427	Wrentham town, MA.....	10,955
Temecula city, CA.....	100,097	Wyandotte County, KS.....	157,505
Tempe city, AZ.....	161,719	Yakima city, WA.....	91,067
Texarkana city, TX.....	36,411	York County, VA.....	65,464
The Woodlands CDP, TX.....	93,847	Yorktown town, IN.....	9,405
Thornton city, CO.....	118,772	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%	2	67	Higher
Overall image or reputation of Franklin	97%	1	53	Much higher
Franklin as a place to live	97%	2	57	Higher
Your neighborhood as a place to live	93%	4	47	Similar
Franklin as a place to raise children	97%	2	57	Higher
Franklin as a place to retire	86%	1	50	Higher
Overall appearance of Franklin	95%	2	52	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	97%	4	43	Higher
	In your neighborhood during the day	98%	4	54	Similar
	In Franklin's downtown/commercial area during the day	97%	3	47	Higher
Mobility	Overall ease of getting to the places you usually have to visit	59%	31	33	Similar
	Availability of paths and walking trails	59%	31	45	Similar
	Ease of walking in Franklin	58%	31	46	Similar
	Ease of travel by bicycle in Franklin	36%	41	45	Lower
	Ease of travel by public transportation in Franklin	23%	24	28	Lower
	Ease of travel by car in Franklin	48%	43	48	Lower
	Ease of public parking	53%	15	26	Similar
	Traffic flow on major streets	26%	56	58	Lower
Natural Environment	Quality of overall natural environment in Franklin	88%	10	42	Similar
	Cleanliness of Franklin	94%	5	41	Higher
	Air quality	87%	10	37	Similar
Built Environment	Overall "built environment" of Franklin (including overall design, buildings, parks and transportation systems)	77%	9	30	Similar
	Overall quality of new development in Franklin	78%	5	44	Higher
	Availability of affordable quality housing	28%	42	45	Lower
	Variety of housing options	48%	36	45	Similar
	Public places where people want to spend time	88%	2	29	Higher
Economy	Overall economic health of Franklin	94%	1	32	Much higher
	Vibrant downtown/commercial area	89%	1	29	Much higher
	Overall quality of business and service establishments in Franklin	88%	3	42	Higher
	Cost of living in Franklin	41%	22	30	Similar
	Shopping opportunities	93%	5	43	Much higher
	Employment opportunities	76%	1	46	Much higher
	Franklin as a place to visit	92%	2	32	Much higher
	Franklin as a place to work	90%	1	57	Much higher
Recreation and Wellness	Health and wellness opportunities in Franklin	84%	9	32	Similar
	Availability of affordable quality mental health care	68%	5	28	Higher
	Availability of preventive health services	81%	2	36	Similar
	Availability of affordable quality health care	77%	6	38	Similar
	Availability of affordable quality food	77%	8	32	Similar
	Recreational opportunities	77%	19	44	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	77%	14	30	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	87%	5	32	Higher
	Opportunities to participate in religious or spiritual events and activities	90%	1	29	Higher
	Opportunities to attend cultural/arts/music activities	79%	4	43	Higher
	Adult educational opportunities	65%	14	28	Similar
	K-12 education	92%	4	39	Higher
	Availability of affordable quality child care/preschool	60%	13	36	Similar
Community Engagement	Opportunities to participate in social events and activities	86%	1	38	Higher
	Neighborliness of Franklin	76%	2	30	Higher
	Openness and acceptance of the community toward people of diverse backgrounds	62%	25	44	Similar
	Opportunities to participate in community matters	76%	4	40	Similar
	Opportunities to volunteer	86%	4	40	Higher

Table 73: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Franklin	93%	3	66	Higher
Overall customer service by Franklin employees (police, receptionists, planners, etc.)	90%	10	53	Similar
Value of services for the taxes paid to Franklin	77%	2	60	Higher
Overall direction that Franklin is taking	73%	11	46	Similar
Job Franklin government does at welcoming citizen involvement	71%	5	47	Similar
Overall confidence in Franklin government	76%	2	30	Higher
Generally acting in the best interest of the community	73%	2	29	Higher
Being honest	74%	1	28	Higher
Treating all residents fairly	72%	3	29	Higher
Services provided by the Federal Government	44%	13	39	Similar

Table 74: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	96%	2	62	Higher
	Fire services	99%	3	55	Similar
	Ambulance or emergency medical services	98%	3	49	Similar
	Crime prevention	92%	2	52	Higher
	Fire prevention and education	91%	5	43	Similar
	Animal control	79%	10	48	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	77%	10	46	Similar
	Traffic enforcement	77%	13	56	Similar
Mobility	Street repair	62%	12	54	Higher
	Street cleaning	81%	2	47	Higher
	Street lighting	74%	8	52	Similar
	Snow removal	57%	29	41	Similar
	Sidewalk maintenance	71%	7	50	Similar
	Traffic signal timing	51%	19	43	Similar
	Bus or transit services	42%	28	35	Similar
Natural Environment	Garbage collection	91%	6	50	Similar
	Recycling	76%	40	54	Similar
	Yard waste pick-up	86%	8	47	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Drinking water	73%	35	50	Similar
	Preservation of natural areas such as open space, farmlands and greenbelts	67%	20	41	Similar
	Franklin open space	70%	11	28	Similar
Built Environment	Storm drainage	80%	6	53	Similar
	Sewer services	88%	12	47	Similar
	Power (electric and/or gas) utility	88%	3	25	Similar
	Utility billing	80%	4	28	Similar
	Land use, planning and zoning	59%	21	44	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	73%	7	53	Higher
	Cable television	54%	16	32	Similar
Economy	Economic development	82%	2	42	Higher
Recreation and Wellness	City parks	91%	14	47	Similar
	Recreation programs or classes	85%	13	48	Similar
	Recreation centers or facilities	84%	11	45	Similar
	Health services	88%	3	31	Higher
Education and Enrichment	City-sponsored special events	87%	1	33	Higher
	Public library services	93%	17	49	Similar
Community Engagement	Public information services	79%	10	42	Similar

Table 75: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	82%	2	46	Higher
Recommend living in Franklin to someone who asks	93%	15	43	Similar
Remain in Franklin for the next five years	89%	12	42	Similar
Contacted Franklin (in-person, phone, email or web) for help or information	37%	37	47	Similar

Table 76: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	27%	20	27	Similar
	Did NOT report a crime to the police	87%	3	31	Higher
	Household member was NOT a victim of a crime	95%	2	41	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	6%	21	26	Much lower
	Carpooled with other adults or children instead of driving alone	45%	11	28	Similar
	Walked or biked instead of driving	45%	21	29	Similar
Natural Environment	Made efforts to conserve water	74%	25	28	Similar
	Made efforts to make your home more energy efficient	70%	24	28	Similar
	Recycle at home	76%	33	41	Lower
Built Environment	Did NOT observe a code violation or other hazard in Franklin	69%	4	29	Higher
	NOT experiencing housing costs stress	73%	15	40	Similar
Economy	Purchase goods or services from a business located in Franklin	98%	8	29	Similar
	Economy will have positive impact on income	35%	6	39	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreation and Wellness	Work inside boundaries of Franklin	50%	7	29	Higher
	Used Franklin recreation centers or their services	63%	7	40	Similar
	Visited a neighborhood park or City park	89%	12	44	Similar
	Eat at least 5 portions of fruits and vegetables a day	88%	3	27	Similar
	Participate in moderate or vigorous physical activity	89%	8	29	Similar
	In very good to excellent health	75%	4	28	Similar
Education and Enrichment	Used Franklin public libraries or their services	58%	30	39	Similar
	Participated in religious or spiritual activities in Franklin	65%	3	31	Higher
	Attended City-sponsored event	70%	2	29	Higher
Community Engagement	Campaigned or advocated for an issue, cause or candidate	20%	15	25	Similar
	Contacted Franklin elected officials (in-person, phone, email or web) to express your opinion	17%	11	27	Similar
	Volunteered your time to some group/activity in Franklin	48%	7	41	Higher
	Participated in a club	27%	21	37	Similar
	Talked to or visited with your immediate neighbors	93%	6	28	Similar
	Done a favor for a neighbor	85%	7	27	Similar
	Attended a local public meeting	23%	8	41	Similar
	Watched (online or on television) a local public meeting	23%	18	36	Similar
	Read or watch local news (via television, paper, computer, etc.)	85%	15	29	Similar
	Vote in local elections	83%	17	39	Similar

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

The communities included in Franklin’s custom comparisons are listed below along with their population according to the 2010 Census.

Albany city, OR.....	50,158	Fishers town, IN	76,794
Ames city, IA.....	58,965	Flower Mound town, TX.....	64,669
Apple Valley town, CA.....	69,135	Franklin city, TN.....	62,487
Auburn city, AL.....	53,380	Gaithersburg city, MD.....	59,933
Auburn city, WA	70,180	Glendora city, CA	50,073
Battle Creek city, MI	52,347	Goodyear city, AZ	65,275
Baytown city, TX	71,802	Greenwich town, CT	61,171
Bend city, OR	76,639	Hamilton city, OH.....	62,477
Blaine city, MN	57,186	Iowa City city, IA	67,862
Blue Springs city, MO.....	52,575	James City County, VA	67,009
Bowling Green city, KY.....	58,067	Johnson City city, TN.....	63,152
Brookline CDP, MA.....	58,732	Jupiter town, FL.....	55,156
Broomfield city, CO.....	55,889	Kettering city, OH	56,163
Casper city, WY	55,316	La Mesa city, CA	57,065
Chapel Hill town, NC.....	57,233	Laguna Niguel city, CA	62,979
Coon Rapids city, MN.....	61,476	Lakeville city, MN	55,954
Corvallis city, OR	54,462	Lakewood city, WA.....	58,163
Delray Beach city, FL	60,522	Lynchburg city, VA	75,568
Dothan city, AL.....	65,496	Manhattan city, KS	52,281
Eagan city, MN	64,206	Maple Grove city, MN	61,567
Eau Claire city, WI	65,883	Marysville city, WA	60,020
Eden Prairie city, MN	60,797	Meridian city, ID	75,092
Encinitas city, CA.....	59,518	New Braunfels city, TX	57,740
Farmington Hills city, MI	79,740	Noblesville city, IN	51,969

The National Citizen Survey™

North Port city, FL	57,357	Rock Hill city, SC.....	66,154
North Richland Hills city, TX	63,343	Rockville city, MD.....	61,209
Novato city, CA.....	51,904	Royal Oak city, MI.....	57,236
Novi city, MI.....	55,224	San Rafael city, CA.....	57,713
O'Fallon city, MO	79,329	Sanford city, FL.....	53,570
Oak Park village, IL	51,878	Schaumburg village, IL.....	74,227
Orland Park village, IL	56,767	Shawnee city, KS	62,209
Oshkosh city, WI	66,083	Skokie village, IL.....	64,784
Palm Coast city, FL	75,180	St. Cloud city, MN	65,842
Palo Alto city, CA.....	64,403	St. Joseph city, MO	76,780
Pasco city, WA	59,781	Sugar Land city, TX.....	78,817
Plymouth city, MN	70,576	Tamarac city, FL	60,427
Pocatello city, ID	54,255	Walnut Creek city, CA.....	64,173
Port Orange city, FL.....	56,048	West Des Moines city, IA.....	56,609
Redmond city, WA.....	54,144	Woodbury city, MN.....	61,961
Reston CDP, VA.....	58,404	Woodland city, CA.....	55,468
Rochester Hills city, MI	70,995	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 Michael Walters Young of the City of Franklin 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."

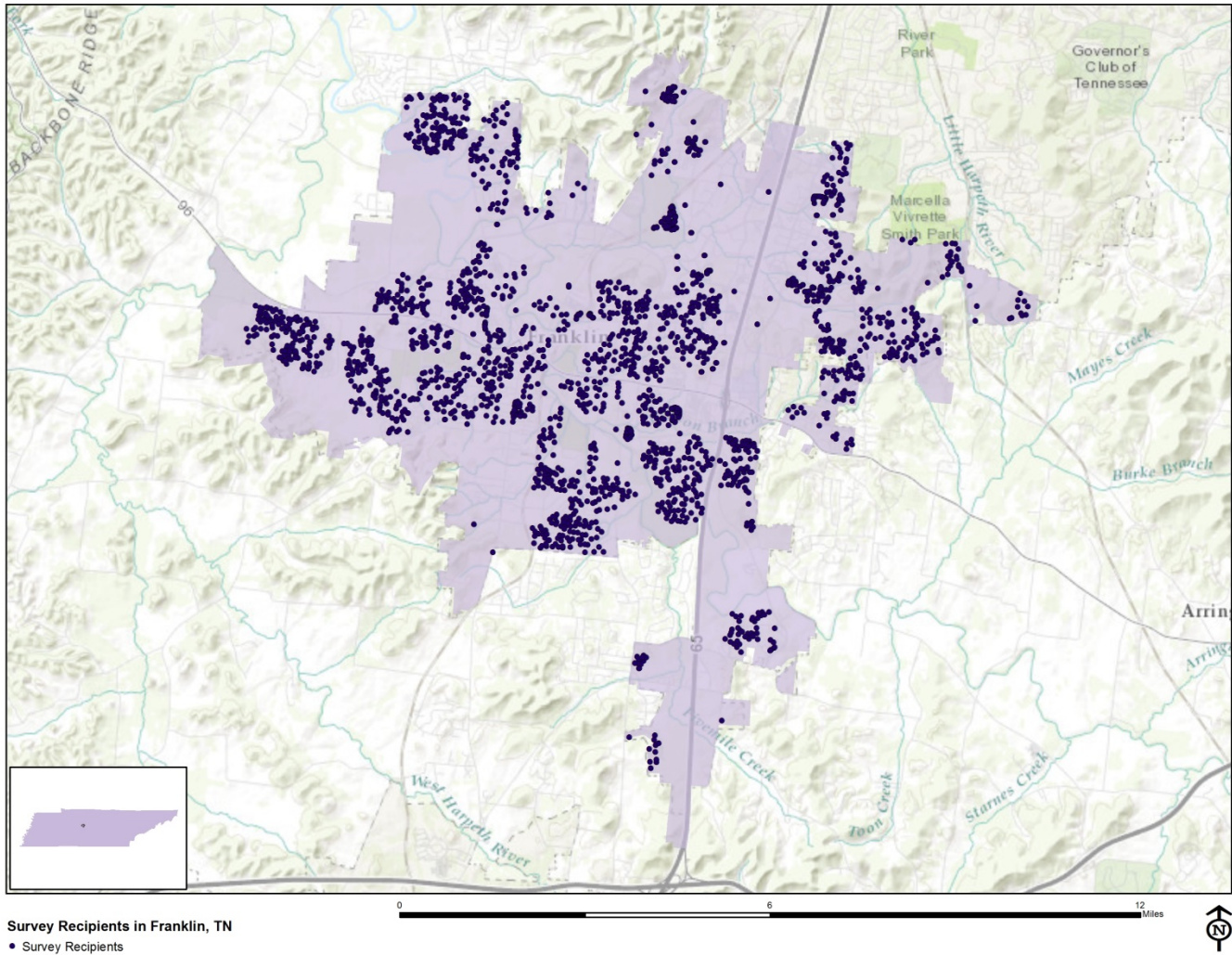
Survey Sampling

"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 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 3,000 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 over sampled 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 sampled 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.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on September 16, 2016. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor and City Manager 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. Completed surveys were collected over the following seven weeks.

About 4% of the 3,000 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 2,879 households that received the survey, 1,060 completed the survey, providing an overall response rate of 37%. Of the 1,060 completed surveys, 128 were completed online.

Table 77: Survey Response Rates

	Number mailed	Undeliverable	Eligible	Returned	Response rate
Overall	3,000	121	2,879	1,060	37%

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.¹

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 the entire sample (1,060).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

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.

Survey Data Weighting

The demographic characteristics of the survey sample 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 sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing type (attached or detached), sex, age, race, and ethnicity. The results of the weighting scheme are presented in the following table.

¹ 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.

The National Citizen Survey™

Table 78: Franklin, TN 2016 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	33%	17%	32%
Own home	67%	83%	68%
Detached unit	66%	74%	67%
Attached unit	34%	26%	33%
Race and Ethnicity			
White	86%	90%	84%
Not white	14%	10%	16%
Not Hispanic	93%	97%	95%
Hispanic	7%	3%	5%
Sex and Age			
Female	53%	57%	54%
Male	47%	43%	46%
18-34 years of age	27%	9%	26%
35-54 years of age	45%	38%	44%
55+ years of age	28%	53%	30%
Females 18-34	14%	6%	14%
Females 35-54	23%	22%	24%
Females 55+	16%	29%	15%
Males 18-34	13%	4%	12%
Males 35-54	22%	16%	20%
Males 55+	12%	24%	14%

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.

Appendix D: Survey Materials

Dear Franklin Resident,

It won't take much of your time to make a big difference!

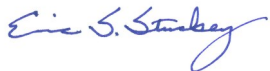
Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better City!

Sincerely,



Ken Moore
Mayor



Eric Stuckey
City Administrator

Dear Franklin Resident,

It won't take much of your time to make a big difference!

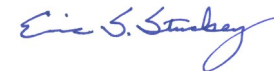
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City Administrator

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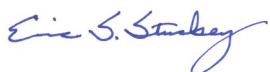
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Sincerely,



Ken Moore
Mayor



Eric Stuckey
City Administrator

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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

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



City of Franklin
109 Third Avenue South
Franklin, TN 37064

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



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109 Third Avenue South
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Franklin, TN 37064

Presorted
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PAID
Boulder, CO
Permit NO. 94



HISTORIC
FRANKLIN
TENNESSEE

City of Franklin
109 Third Avenue South
Franklin, TN 37064

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



HISTORIC
FRANKLIN
TENNESSEE

September 2016

Dear City of Franklin Resident:

Please help us shape the future of Franklin! You have been selected at random to participate in the 2016 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:**

www.n-r-c.com/survey/franklin.htm

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

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink, appearing to be 'Ken Moore'.

Ken Moore
Mayor

A handwritten signature in blue ink, appearing to be 'Eric S. Stuckey'.

Eric Stuckey
City Administrator



H I S T O R I C
F R A N K L I N
T E N N E S S E E

October 2016

Dear City of Franklin Resident:

Here's a second chance if you haven't already responded to the 2016 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 2016 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:**

www.n-r-c.com/survey/franklin.htm

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

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink, appearing to be 'Ken Moore'.

Ken Moore
Mayor

A handwritten signature in blue ink, appearing to be 'Eric S. Stuckey'.

Eric Stuckey
City Administrator

The City of Franklin 2016 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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
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:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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.

	<i>No</i>	<i>Yes</i>
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?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
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?

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

The City of Franklin 2016 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
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. Presently the City of Franklin and Williamson County subsidize a limited mass transit route from Spring Hill through the city to Nashville. How likely, if at all, would you be to use this transit route if the following improvements were made?

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don’t know</i>
Expanded weekday schedule	1	2	3	4	5
Additional pick-up and drop-off locations	1	2	3	4	5
Decreasing fares.....	1	2	3	4	5
Enhanced Park & Ride facilities	1	2	3	4	5
Enhanced connections via walking, cycling, etc.	1	2	3	4	5
Expanded weekend schedule	1	2	3	4	5

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

The City of Franklin 2016 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?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
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