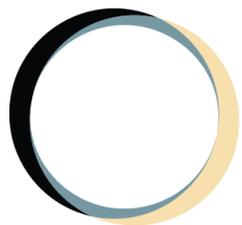


**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Sevierville, TN

Trends over Time

2017



**NRC**  
National Research Center Inc

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

**ICMA**

*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2017 ratings for the City of Sevierville to its previous survey results in 2012 and 2015. Additional reports and technical appendices are available under separate cover.

Trend data for Sevierville represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than eight percentage points between the 2015 and 2017 surveys, otherwise the comparison between 2015 and 2017 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Sevierville for 2017 generally remained stable. Of the 129 items for which comparisons were available, 115 items were rated similarly in 2015 and 2017, three items showed a decrease in ratings and 11 showed an increase in ratings. Notable trends over time included the following:

- Most ratings within the pillar of Community Characteristics remained stable from 2015 to 2017. However, ratings for affordable quality housing and the variety of housing options decreased over time. Ratings for the overall quality of new development in Sevierville, vibrant downtown/commercial area, opportunities to attend cultural activities and opportunities to volunteer increased in 2017.
- Within the pillar of Governance, no ratings were trending down from 2015 to 2017 and a handful were trending up. Residents gave higher marks to aspects of Mobility, including street repair, street cleaning, sidewalk maintenance and bus or transit services. Ratings for garbage collection also improved in 2017 compared to 2015.
- Almost all aspects of Participation remained stable over time. However, fewer residents reported that they had recycled at home in 2017 compared to 2015 and more residents reported that they had attended a City-sponsored event. The rating of overall sense of community in Sevierville in 2017 returned to its 2012 level after a small dip in 2015

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2017 rating compared to 2015	Comparison to benchmark		
	2012	2015	2017		2012	2015	2017
Overall quality of life	85%	82%	87%	Similar	Similar	Similar	Similar
Overall image	71%	75%	82%	Similar	Similar	Similar	Similar
Place to live	88%	88%	89%	Similar	Similar	Similar	Similar
Neighborhood	79%	81%	87%	Similar	Similar	Similar	Similar
Place to raise children	80%	81%	86%	Similar	Similar	Similar	Similar
Place to retire	80%	82%	87%	Similar	Much higher	Higher	Higher
Overall appearance	81%	81%	81%	Similar	Much higher	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2017 rating compared to 2015	Comparison to benchmark		
		2012	2015	2017		2012	2015	2017
Safety	Overall feeling of safety	NA	89%	85%	Similar	NA	Similar	Similar
	Safe in neighborhood	91%	96%	94%	Similar	Similar	Similar	Similar
	Safe downtown/commercial area	91%	96%	96%	Similar	Similar	Similar	Similar
Mobility	Overall ease of travel	NA	59%	61%	Similar	NA	Lower	Similar
	Paths and walking trails	56%	65%	66%	Similar	Similar	Similar	Similar
	Ease of walking	54%	63%	62%	Similar	Lower	Similar	Similar
	Travel by bicycle	38%	47%	52%	Similar	Much lower	Similar	Similar
	Travel by car	34%	51%	47%	Similar	Much lower	Similar	Similar
	Public parking	NA	53%	51%	Similar	NA	Similar	Similar
	Traffic flow	22%	32%	34%	Similar	Much lower	Similar	Similar
	Overall natural environment	68%	81%	84%	Similar	Similar	Similar	Similar
Natural Environment	Cleanliness	78%	79%	77%	Similar	Similar	Similar	Similar
	Air quality	53%	69%	68%	Similar	Much lower	Similar	Similar
Built Environment	Overall built environment	NA	64%	66%	Similar	NA	Similar	Similar
	New development in Sevierville	68%	53%	73%	Higher	Higher	Similar	Similar
	Affordable quality housing	38%	44%	36%	Lower	Similar	Similar	Similar
	Housing options	52%	54%	36%	Lower	Similar	Similar	Lower
	Public places	NA	66%	74%	Similar	NA	Similar	Similar
	Overall economic health	NA	60%	68%	Similar	NA	Similar	Similar
	Vibrant downtown/commercial area	NA	35%	43%	Higher	NA	Similar	Similar
Economy	Business and services	67%	70%	75%	Similar	Higher	Similar	Similar
	Cost of living	NA	63%	63%	Similar	NA	Similar	Higher
	Shopping opportunities	83%	85%	87%	Similar	Much higher	Much higher	Much higher
	Employment opportunities	34%	48%	54%	Similar	Higher	Similar	Higher
	Place to visit	NA	84%	88%	Similar	NA	Higher	Higher
	Place to work	56%	61%	67%	Similar	Similar	Similar	Similar
	Health and wellness	NA	64%	69%	Similar	NA	Similar	Similar
Recreation and Wellness	Mental health care	NA	43%	49%	Similar	NA	Similar	Similar
	Preventive health services	59%	61%	58%	Similar	Similar	Similar	Similar
	Health care	49%	60%	57%	Similar	Lower	Similar	Similar
	Food	65%	69%	70%	Similar	Similar	Similar	Similar
	Recreational opportunities	72%	66%	65%	Similar	Much higher	Similar	Similar
	Fitness opportunities	NA	64%	70%	Similar	NA	Similar	Similar
	Religious or spiritual events and activities	81%	81%	82%	Similar	Higher	Similar	Similar
Education and Enrichment	Cultural/arts/music activities	49%	42%	53%	Higher	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2017 rating compared to 2015	Comparison to benchmark		
		2012	2015	2017		2012	2015	2017
	Adult education	NA	59%	59%	Similar	NA	Similar	Similar
	K-12 education	NA	69%	76%	Similar	NA	Similar	Similar
	Child care/preschool	33%	55%	52%	Similar	Much lower	Similar	Similar
Community Engagement	Social events and activities	63%	50%	57%	Similar	Similar	Similar	Similar
	Neighborliness	NA	63%	71%	Similar	NA	Similar	Similar
	Openness and acceptance	55%	58%	58%	Similar	Lower	Similar	Similar
	Opportunities to participate in community matters	58%	59%	66%	Similar	Lower	Similar	Similar
	Opportunities to volunteer	74%	69%	79%	Higher	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2017 rating compared to 2015	Comparison to benchmark		
	2012	2015	2017		2012	2015	2017
Services provided by Sevierville	85%	82%	84%	Similar	Much higher	Similar	Similar
Customer service	84%	79%	78%	Similar	Much higher	Similar	Similar
Value of services for taxes paid	63%	63%	66%	Similar	Much higher	Similar	Similar
Overall direction	67%	65%	66%	Similar	Higher	Similar	Similar
Welcoming citizen involvement	60%	54%	57%	Similar	Higher	Similar	Similar
Confidence in City government	NA	63%	62%	Similar	NA	Similar	Similar
Acting in the best interest of Sevierville	NA	60%	62%	Similar	NA	Similar	Similar
Being honest	NA	62%	63%	Similar	NA	Similar	Similar
Treating all residents fairly	NA	62%	57%	Similar	NA	Similar	Similar
Services provided by the Federal Government	44%	43%	47%	Similar	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2017 rating compared to 2015	Comparison to benchmark		
		2012	2015	2017		2012	2015	2017
Safety	Police	87%	82%	85%	Similar	Higher	Similar	Similar
	Fire	98%	90%	95%	Similar	Higher	Similar	Similar
	Ambulance/EMS	NA	86%	94%	Similar	NA	Similar	Similar
	Crime prevention	72%	76%	73%	Similar	Higher	Similar	Similar
	Fire prevention	84%	79%	85%	Similar	Much higher	Similar	Similar
	Animal control	62%	57%	62%	Similar	Similar	Similar	Similar
	Emergency preparedness	54%	62%	57%	Similar	Much lower	Similar	Similar
Mobility	Traffic enforcement	61%	63%	65%	Similar	Similar	Similar	Similar
	Street repair	55%	47%	56%	Higher	Higher	Similar	Similar
	Street cleaning	71%	64%	73%	Higher	Higher	Similar	Similar
	Street lighting	72%	73%	68%	Similar	Much higher	Similar	Similar
	Snow removal	67%	71%	70%	Similar	Higher	Similar	Similar
	Sidewalk maintenance	69%	63%	71%	Higher	Much higher	Similar	Higher
	Traffic signal timing	36%	41%	44%	Similar	Much lower	Similar	Similar
Natural Environment	Bus or transit services	NA	37%	51%	Higher	NA	Lower	Similar
	Garbage collection	90%	79%	90%	Higher	Higher	Similar	Similar
	Recycling	56%	57%	61%	Similar	Much lower	Lower	Lower
	Yard waste pick-up	66%	63%	62%	Similar	Lower	Similar	Similar
	Drinking water	66%	64%	70%	Similar	Similar	Similar	Similar
	Natural areas preservation	59%	61%	59%	Similar	Similar	Similar	Similar
	Open space	NA	60%	60%	Similar	NA	Similar	Similar
Built Environment	Storm drainage	73%	69%	69%	Similar	Higher	Similar	Similar
	Sewer services	82%	76%	79%	Similar	Similar	Similar	Similar
	Power utility	NA	81%	84%	Similar	NA	Similar	Similar
	Utility billing	NA	74%	77%	Similar	NA	Similar	Similar

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		Percent rating positively (e.g., excellent/good)			2017 rating compared to 2015	Comparison to benchmark		
		2012	2015	2017		2012	2015	2017
Economy	Land use, planning and zoning	47%	51%	55%	Similar	Similar	Similar	Similar
	Code enforcement	49%	48%	50%	Similar	Similar	Similar	Similar
	Economic development	50%	60%	63%	Similar	Similar	Similar	Similar
Recreation and Wellness	City parks	82%	73%	79%	Similar	Similar	Similar	Similar
	Recreation programs	71%	69%	71%	Similar	Lower	Similar	Similar
	Recreation centers	69%	72%	69%	Similar	Similar	Similar	Similar
	Health services	NA	62%	63%	Similar	NA	Similar	Similar
Education and Enrichment	Special events	NA	67%	69%	Similar	NA	Similar	Similar
	Public libraries	NA	84%	84%	Similar	NA	Similar	Similar
Community Engagement	Public information	57%	76%	68%	Similar	Lower	Similar	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2017 rating compared to 2015	Comparison to benchmark		
	2012	2015	2017		2012	2015	2017
Sense of community	69%	61%	72%	Higher	Similar	Similar	Similar
Recommend Sevierville	87%	83%	89%	Similar	Similar	Similar	Similar
Remain in Sevierville	89%	87%	88%	Similar	Higher	Similar	Similar
Contacted Sevierville employees	53%	44%	40%	Similar	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2017 rating compared to 2015	Comparison to benchmark		
		2012	2015	2017		2012	2015	2017
Safety	Stocked supplies for an emergency	NA	30%	35%	Similar	NA	Similar	Similar
	Did NOT report a crime	NA	87%	82%	Similar	NA	Higher	Similar
	Was NOT the victim of a crime	91%	92%	89%	Similar	Higher	Similar	Similar
Mobility	Used public transportation instead of driving	NA	16%	16%	Similar	NA	Lower	Lower
	Carpooled instead of driving alone	NA	38%	39%	Similar	NA	Similar	Similar
	Walked or biked instead of driving	NA	31%	33%	Similar	NA	Much lower	Much lower
Natural Environment	Made home more energy efficient	NA	59%	59%	Similar	NA	Lower	Lower
	Recycled at home	51%	57%	46%	Lower	Much lower	Much lower	Much lower
Built Environment	Did NOT observe a code violation	NA	58%	60%	Similar	NA	Similar	Similar
	NOT under housing cost stress	61%	69%	71%	Similar	Lower	Similar	Similar
Economy	Purchased goods or services in Sevierville	NA	96%	96%	Similar	NA	Similar	Similar
	Economy will have positive impact on income	21%	46%	48%	Similar	Similar	Much higher	Higher
	Work in Sevierville	NA	55%	52%	Similar	NA	Higher	Similar
Recreation and Wellness	Used Sevierville recreation centers	60%	58%	53%	Similar	Higher	Similar	Similar
	Visited a City park	81%	73%	72%	Similar	Lower	Lower	Lower
	Ate 5 portions of fruits and vegetables	NA	80%	83%	Similar	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	75%	76%	Similar	NA	Similar	Similar
	In very good to excellent health	NA	53%	57%	Similar	NA	Similar	Similar
Education and Enrichment	Participated in religious or spiritual activities	62%	60%	59%	Similar	Much higher	Higher	Higher
	Attended a City-sponsored event	NA	43%	52%	Higher	NA	Similar	Similar
Community Engagement	Campaigned for an issue, cause or candidate	NA	17%	22%	Similar	NA	Similar	Similar
	Contacted Sevierville elected officials	NA	13%	16%	Similar	NA	Similar	Similar
	Volunteered	43%	43%	44%	Similar	Similar	Similar	Similar
	Participated in a club	28%	26%	27%	Similar	Similar	Similar	Similar

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	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2017 rating compared to 2015	Comparison to benchmark		
	2012	2015	2017		2012	2015	2017
Talked to or visited with neighbors	NA	91%	91%	Similar	NA	Similar	Similar
Done a favor for a neighbor	NA	83%	84%	Similar	NA	Similar	Similar
Attended a local public meeting	25%	19%	17%	Similar	Similar	Similar	Similar
Read or watched local news	NA	90%	90%	Similar	NA	Similar	Similar
Voted in local elections	62%	80%	73%	Similar	Much lower	Similar	Similar