

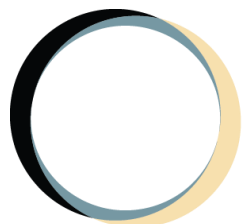


THE NCSTM
The National Citizen SurveyTM

Cartersville, GA

Trends over Time

2017



NRC

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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 Cartersville to its previous survey results in 2003, 2005, 2007, 2009, 2011, 2013 and 2015. Additional reports and technical appendices are available under separate cover.

Trend data for Cartersville 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 Cartersville for 2017 generally remained stable. Of the 132 items for which comparisons were available, 99 items were rated similarly in 2015 and 2017, 29 items showed a decrease in ratings and four showed an increase in ratings. Notable trends over time included the following:

- Most ratings within Community Characteristics were stable over time. Six measures in Mobility decreased in 2017, including traffic flow and ease of public parking, among others. Additionally, ratings for several other aspects within this pillar were noted, such as overall feeling of safety, availability of affordable quality housing, overall economic health and cost of living.
- Within Governance, ratings also declined for Mobility-related services, including street repair and street cleaning. Decreases were also seen in evaluations of Safety (crime prevention, emergency preparedness and animal control), Built Environment and Recreation and Wellness, among others.
- Compared to 2015, more residents indicated they worked inside the boundaries of Cartersville, participated in moderate or vigorous physical activity and watched a local public meeting in 2017. Fewer respondents reported they had stocked supplies in preparation for an emergency or participated in religious or spiritual activities since the last iteration of the survey.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)								2017 rating compared to 2015	Comparison to benchmark							
	2003	2005	2007	2009	2011	2013	2015	2017		2003	2005	2007	2009	2011	2013	2015	2017
Overall quality of life	82%	83%	76%	79%	80%	81%	84%	79%	↔	↔	↔	↔	↔	↔	↔	↔	↔
Overall image	*	*	70%	72%	72%	71%	74%	69%	↔	*	*	↔	↑	↔	↔	↔	↔
Place to live	86%	90%	83%	87%	85%	86%	87%	85%	↔	↑	↑	↑	↑	↔	↔	↔	↔
Neighborhood	80%	75%	72%	76%	84%	78%	80%	73%	↔	↔	↔	↔	↔	↔	↔	↔	↔
Place to raise children	79%	83%	77%	81%	81%	84%	87%	83%	↔	↑	↑	↔	↑	↑	↔	↔	↔
Place to retire	65%	61%	60%	71%	69%	71%	64%	70%	↔	↑	↔	↔	↑↑	↑	↑	↔	↔
Overall appearance	71%	71%	71%	78%	73%	75%	77%	71%	↔	↔	↔	↑	↑	↑	↔	↔	↔

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)								2017 rating compared to 2015	Comparison to benchmark							
		2003	2005	2007	2009	2011	2013	2015	2017		2003	2005	2007	2009	2011	2013	2015	2017
Safety	Overall feeling of safety	*	*	*	*	*	*	79%	69%	↓	*	*	*	*	*	*	↔	↔
	Safe in neighborhood	95%	93%	90%	92%	93%	94%	95%	90%	↔	↔	↔	↔	↔	↔	↔	↔	↔
	Safe downtown/commercial area	93%	94%	89%	93%	94%	93%	94%	89%	↔	↑	↔	↑	↑	↑	↔	↔	↔
Mobility	Overall ease of travel	*	*	*	*	*	*	70%	67%	↔	*	*	*	*	*	*	↔	↔
	Paths and walking trails	*	*	*	61%	59%	62%	63%	62%	↔	*	*	*	↑	↔	↔	↔	↔
	Ease of walking	*	*	53%	54%	56%	56%	64%	50%	↓	*	*	↓	↔	↔	↓	↔	↔
	Travel by bicycle	*	36%	34%	37%	32%	37%	46%	27%	↓	*	↓↓	↓↓	↓↓	↓↓	↓↓	↔	↓
	Travel by public transportation	*	*	*	*	*	*	32%	22%	↓	*	*	*	*	*	*	↓	↓
	Travel by car	40%	66%	42%	52%	46%	58%	69%	60%	↓	↓	↑↑	↓↓	↔	↓↓	↔	↔	↔
	Public parking	*	*	*	*	*	*	63%	48%	↓	*	*	*	*	*	*	↔	↔
Traffic flow	30%	25%	29%	31%	31%	48%	55%	42%	↓	*	*	*	↓↓	↓↓	↔	↔	↔	
Natural Environment	Overall natural environment	*	*	*	67%	69%	71%	72%	72%	↔	*	*	*	↔	↔	↓	↔	↔
	Cleanliness	*	*	*	70%	69%	74%	70%	65%	↔	*	*	*	↔	↔	↔	↔	↔
	Air quality	52%	46%	54%	49%	55%	61%	71%	60%	↓	↓	↓↓	↓↓	↓↓	↓↓	↓↓	↔	↓
Built Environment	Overall built environment	*	*	*	*	*	*	62%	56%	↔	*	*	*	*	*	*	↔	↔
	New development in Cartersville	*	*	68%	64%	61%	63%	64%	66%	↔	*	*	↑	↑	↔	↔	↔	↑
	Affordable quality housing	*	51%	55%	51%	57%	56%	61%	49%	↓	*	↔	↑↑	↑↑	↑↑	↑	↑	↔
	Housing options	*	*	*	68%	66%	62%	64%	58%	↔	*	*	*	↑↑	↑	↔	↔	↔
	Public places	*	*	*	*	*	*	66%	63%	↔	*	*	*	*	*	*	↔	↔

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)								2017 rating compared to 2015	Comparison to benchmark							
		2003	2005	2007	2009	2011	2013	2015	2017		2003	2005	2007	2009	2011	2013	2015	2017
Economy	Overall economic health	*	*	*	*	*	*	65%	54%	↓	*	*	*	*	*	*	↔	↔
	Vibrant downtown/commercial area	*	*	*	*	*	*	59%	66%	↔	*	*	*	*	*	*	↔	↑
	Business and services	*	*	*	65%	66%	71%	74%	69%	↔	*	*	*	↑	↔	↔	↔	↔
	Cost of living	*	*	*	*	*	*	64%	54%	↓	*	*	*	*	*	*	↑	↔
	Shopping opportunities	*	55%	58%	53%	59%	58%	54%	56%	↔	*	↔	↔	↑	↑	↔	↔	↔
	Employment opportunities	32%	33%	37%	36%	32%	35%	43%	37%	↔	↓	↔	↑↑	↑	↔	↔	↔	↔
	Place to visit	*	*	*	*	*	*	63%	68%	↔	*	*	*	*	*	*	↔	↔
Recreation and Wellness	Place to work	*	*	56%	62%	62%	58%	66%	63%	↔	*	*	↔	↑	↔	↔	↔	↔
	Health and wellness	*	*	*	*	*	*	70%	64%	↔	*	*	*	*	*	*	↔	↔
	Mental health care	*	*	*	*	*	*	48%	42%	↔	*	*	*	*	*	*	↔	↔
	Preventive health services	*	*	*	56%	60%	67%	61%	61%	↔	*	*	*	↑	↔	↔	↔	↔
	Health care	50%	56%	49%	49%	56%	56%	63%	56%	↔	↑	↑	↔	↔	↑	↔	↔	↔
	Food	*	*	65%	65%	64%	67%	71%	65%	↔	*	*	↔	↑	↔	↔	↔	↔
	Recreational opportunities	67%	67%	71%	72%	74%	67%	72%	72%	↔	↔	↑	↑↑	↑↑	↑	↔	↔	↔
Education and Enrichment	Fitness opportunities	*	*	*	*	*	*	73%	74%	↔	*	*	*	*	*	*	↔	↔
	Religious or spiritual events and activities	*	*	*	83%	82%	80%	90%	76%	↓	*	*	*	↑↑	↑	↔	↔	↔
	Cultural/arts/music activities	57%	59%	60%	58%	61%	60%	53%	59%	↔	↔	↔	↑↑	↑	↑	↔	↔	↔
	Adult education	*	*	*	*	*	*	56%	56%	↔	*	*	*	*	*	*	↔	↔
	K-12 education	74%	69%	74%	70%	78%	77%	79%	77%	↔	↑	↔	↑↑	↑	↑↑	↑	↔	↔
Community Engagement	Child care/preschool	*	*	52%	50%	56%	58%	73%	61%	↓	*	*	↑	↑↑	↑↑	↑↑	↑	↔
	Social events and activities	*	*	*	68%	67%	64%	59%	59%	↔	*	*	*	↑	↔	↔	↔	↔
	Neighborliness	*	*	*	*	*	*	62%	59%	↔	*	*	*	*	*	*	↔	↔
	Openness and acceptance	56%	54%	58%	59%	58%	62%	57%	53%	↔	↔	↔	↔	↔	↔	↔	↔	↔
	Opportunities to participate in community matters	*	*	*	62%	66%	60%	60%	63%	↔	*	*	*	↔	↔	↔	↔	↔
Opportunities to volunteer	*	*	*	73%	78%	77%	67%	72%	↔	*	*	*	↔	↑	↑	↔	↔	

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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Table 3: Governance General

	Percent rating positively (e.g., excellent/good)								2017 rating compared to 2015	Comparison to benchmark							
	2003	2005	2007	2009	2011	2013	2015	2017		2003	2005	2007	2009	2011	2013	2015	2017
Services provided by Cartersville	73%	79%	72%	78%	80%	78%	81%	79%	↔	↔	↔	↑	↑	↑↑	↑	↔	↔
Customer service	79%	69%	73%	70%	78%	80%	79%	65%	↓	↔	↔	↔	↔	↔	↔	↔	↔
Value of services for taxes paid	*	*	61%	67%	65%	70%	66%	59%	↔	*	*	↑↑	↑	↑↑	↑↑	↔	↔
Overall direction	63%	63%	60%	66%	65%	68%	73%	79%	↔	↑	↔	↑↑	↑	↑↑	↑	↔	↑
Welcoming citizen involvement	57%	62%	63%	62%	58%	59%	60%	59%	↔	↔	↔	↑↑	↔	↑	↑	↔	↔
Confidence in City government	*	*	*	*	*	*	64%	61%	↔	*	*	*	*	*	*	↔	↔
Acting in the best interest of Cartersville	*	*	*	*	*	*	63%	67%	↔	*	*	*	*	*	*	↔	↑
Being honest	*	*	*	*	*	*	64%	69%	↔	*	*	*	*	*	*	↔	↑
Treating all residents fairly	*	*	*	*	*	*	58%	58%	↔	*	*	*	*	*	*	↔	↔
Services provided by the Federal Government	50%	54%	46%	40%	43%	42%	36%	44%	↑	↑	↑	↑	↔	↔	↔	↔	↔

Table 4: Governance by Facet

	Percent rating positively (e.g., excellent/good)								2017 rating compared to 2015	Comparison to Benchmark								
	2003	2005	2007	2009	2011	2013	2015	2017		2003	2005	2007	2009	2011	2013	2015	2017	
Safety	Police	81%	72%	67%	78%	78%	76%	75%	67%	↔	↔	↔	↔	↔	↔	↔	↔	
	Fire	94%	91%	86%	93%	95%	95%	93%	87%	↔	↔	↔	↑	↔	↔	↔	↔	
	Ambulance/EMS	*	*	*	91%	88%	83%	86%	83%	↔	*	*	*	↔	↔	↔	↔	↔
	Crime prevention	63%	59%	49%	65%	60%	71%	73%	61%	↓	↔	↔	↓↓	↔	↔	↔	↔	↔
	Fire prevention	79%	74%	73%	80%	82%	81%	82%	76%	↔	↔	↔	↔	↔	↑	↔	↔	↔
	Animal control	50%	56%	55%	62%	65%	59%	70%	58%	↓	↓↓	↓	↓	↔	↔	↔	↔	↔
	Emergency preparedness	*	*	*	76%	75%	75%	77%	66%	↓	*	*	*	↑↑	↑↑	↑↑	↑	↔
Mobility	Traffic enforcement	62%	61%	60%	62%	65%	74%	69%	57%	↓	↔	↔	↔	↔	↔	↑	↔	↔
	Street repair	38%	47%	47%	46%	48%	47%	52%	40%	↓	↓	↔	↔	↔	↔	↔	↔	↔
	Street cleaning	49%	67%	64%	65%	69%	68%	69%	60%	↓	↓	↔	↑	↑	↑	↑	↔	↔
	Street lighting	53%	61%	61%	68%	68%	72%	69%	63%	↔	↓	↔	↑	↑	↑↑	↑↑	↔	↔
	Snow removal	*	*	*	*	58%	76%	68%	65%	↔	*	*	*	*	↔	↑↑	↔	↔
	Sidewalk maintenance	54%	53%	58%	60%	58%	60%	57%	56%	↔	↔	↔	↑	↑	↑	↔	↔	↔
	Traffic signal timing	*	41%	38%	45%	39%	51%	52%	39%	↓	*	↓	↓	↔	↓↓	↔	↔	↔
Bus or transit services	*	*	*	42%	35%	50%	33%	28%	↔	*	*	*	↓↓	↓↓	↓	↓	↓	
Natural Environment	Garbage collection	77%	83%	83%	82%	84%	90%	84%	80%	↔	↓	↔	↑	↔	↔	↑	↔	↔
	Recycling	*	*	*	*	50%	82%	75%	73%	↔	*	*	*	*	↓↓	↑	↔	↔
	Yard waste pick-up	66%	71%	79%	75%	76%	81%	83%	78%	↔	↔	↔	↑↑	↑	↑	↑	↔	↔
	Drinking water	68%	69%	60%	71%	76%	71%	74%	72%	↔	↔	↔	↑	↑	↑↑	↔	↔	↔
	Natural areas preservation	*	*	*	52%	66%	66%	68%	60%	↓	*	*	*	↔	↑↑	↔	↔	↔

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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		Percent rating positively (e.g., excellent/good)								2017 rating compared to 2015	Comparison to Benchmark								
		2003	2005	2007	2009	2011	2013	2015	2017		2003	2005	2007	2009	2011	2013	2015	2017	
Built Environment	Storm drainage	45%	46%	51%	60%	63%	73%	64%	62%	↔	↓	↓	↔	↑	↔	↑	↔	↔	
	Sewer services	71%	75%	70%	78%	79%	83%	81%	73%	↓	↔	↔	↑	↔	↑	↑	↔	↔	
	Power utility	*	*	*	76%	82%	80%	76%	75%	↔	*	*	*	↔	↑	↑	↔	↔	
	Utility billing	*	*	*	*	*	*	73%	69%	↔	*	*	*	*	*	*	*	↔	↔
	Land use, planning and zoning	39%	45%	44%	48%	53%	58%	58%	53%	↔	↓	↔	↑	↑↑	↑↑	↑	↔	↔	
	Code enforcement	41%	43%	46%	47%	43%	55%	53%	42%	↓	↓	↔	↔	↔	↔	↔	↔	↔	
	Cable television	37%	40%	42%	55%	48%	53%	52%	52%	↔	↓↓	↓↓	↓↓	↔	↓	↓	↔	↔	
Economy	Economic development	53%	48%	60%	51%	53%	57%	68%	64%	↔	↔	↔	↑↑	↑	↑	↑	↑	↔	
Recreation and Wellness	City parks	84%	81%	78%	86%	85%	81%	82%	75%	↔	↑	↑	↑↑	↑↑	↑	↔	↔	↔	
	Recreation programs	80%	75%	70%	76%	79%	79%	71%	63%	↔	↔	↔	↑	↑	↑	↑	↔	↔	
	Recreation centers	69%	72%	69%	78%	76%	76%	76%	66%	↓	↔	↔	↑	↑↑	↑	↑	↔	↔	
	Health services	*	*	62%	62%	69%	69%	72%	59%	↓	*	*	↔	↔	↑	↔	↔	↔	
Education and Enrichment	Public libraries	79%	77%	83%	92%	86%	84%	85%	77%	↔	↓	↓	↑↑	↑↑	↑	↔	↔	↔	
Community Engagement	Public information	*	61%	64%	67%	67%	73%	73%	60%	↓	*	↔	↑	↑	↔	↔	↔	↔	

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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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							
	2003	2005	2007	2009	2011	2013	2015	2017		2003	2005	2007	2009	2011	2013	2015	2017
Sense of community	67%	74%	70%	74%	76%	72%	71%	64%	↔	↑	↑	↑	↑↑	↑↑	↑	↔	↔
Recommend Cartersville	*	*	*	90%	88%	88%	89%	85%	↔	*	*	*	↑	↑	↔	↔	↔
Remain in Cartersville	*	*	*	85%	86%	88%	91%	87%	↔	*	*	*	↑	↔	↑↑	↔	↔
Contacted Cartersville employees	64%	68%	68%	68%	56%	66%	52%	53%	↔	*	*	*	↑↑	↔	↑↑	↔	↔

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							
		2003	2005	2007	2009	2011	2013	2015	2017		2003	2005	2007	2009	2011	2013	2015	2017
Safety	Stocked supplies for an emergency	*	*	*	*	*	*	45%	36%	↓	*	*	*	*	*	*	↔	↔
	Did NOT report a crime	*	*	*	*	*	*	73%	73%	↔	*	*	*	*	*	*	↔	↔
	Was NOT the victim of a crime	84%	86%	85%	90%	84%	84%	82%	86%	↔	*	*	*	↑	↔	↓	↔	↔
Mobility	Used public transportation instead of driving	*	*	*	*	*	*	11%	8%	↔	*	*	*	*	*	*	↓	↓
	Carpooled instead of driving alone	*	*	*	*	*	*	43%	48%	↔	*	*	*	*	*	*	↔	↔
	Walked or biked instead of driving	*	*	*	*	*	*	47%	50%	↔	*	*	*	*	*	*	↔	↔
Natural Environment	Conserved water	*	*	*	*	*	*	77%	80%	↔	*	*	*	*	*	*	↔	↔
	Made home more energy efficient	*	*	*	*	*	*	75%	80%	↔	*	*	*	*	*	*	↔	↔
	Recycled at home	58%	57%	54%	64%	63%	63%	67%	62%	↔	*	*	*	↓↓	↓↓	↓↓	↓	↓↓
Built Environment	Did NOT observe a code violation	*	*	*	*	*	*	53%	52%	↔	*	*	*	*	*	*	↔	↔
	NOT under housing cost stress	*	*	*	70%	71%	69%	71%	72%	↔	*	*	*	↑	↑↑	↑	↔	↔
Economy	Purchased goods or services in Cartersville	*	*	*	*	*	*	90%	97%	↔	*	*	*	*	*	*	↔	↔
	Economy will have positive impact on income	21%	29%	36%	19%	26%	27%	41%	47%	↔	*	*	*	↔	↑↑	↑↑	↑	↑
	Work in Cartersville	*	*	*	*	*	*	49%	58%	↑	*	*	*	*	*	*	↔	↑

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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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							
		2003	2005	2007	2009	2011	2013	2015	2017		2003	2005	2007	2009	2011	2013	2015	2017
Recreation and Wellness	Used Cartersville recreation centers	*	*	*	*	69%	70%	68%	67%	↔	*	*	*	*	↑↑	↑↑	↑	↔
	Visited a City park	93%	93%	90%	88%	86%	93%	87%	80%	↔	*	*	*	↔	↔	↑↑	↔	↔
	Ate 5 portions of fruits and vegetables	*	*	*	*	*	*	81%	84%	↔	*	*	*	*	*	*	↔	↔
	Participated in moderate or vigorous physical activity	*	*	*	*	*	*	78%	87%	↑	*	*	*	*	*	*	↔	↔
	In very good to excellent health	*	*	*	*	*	*	56%	55%	↔	*	*	*	*	*	*	↔	↔
Education and Enrichment	Used Cartersville public libraries	62%	65%	69%	73%	73%	73%	66%	63%	↔	*	*	*	↔	↔	↔	↔	↔
	Participated in religious or spiritual activities	*	*	*	69%	71%	66%	76%	62%	↓	*	*	*	↑↑	↑↑	↑↑	↑↑	↑
	Attended a City-sponsored event	*	*	*	*	*	*	59%	54%	↔	*	*	*	*	*	*	↔	↔
Community Engagement	Campaigned for an issue, cause or candidate	*	*	*	*	*	*	28%	28%	↔	*	*	*	*	*	*	↔	↔
	Contacted Cartersville elected officials	*	*	*	*	*	*	24%	21%	↔	*	*	*	*	*	*	↔	↔
	Volunteered	43%	46%	41%	54%	47%	47%	51%	44%	↔	*	*	*	↑↑	↔	↔	↔	↔
	Participated in a club	*	*	*	39%	35%	29%	25%	22%	↔	*	*	*	↑↑	↑	↔	↔	↔
	Talked to or visited with neighbors	*	*	*	*	*	*	86%	88%	↔	*	*	*	*	*	*	↔	↔
	Done a favor for a neighbor	*	*	*	*	*	*	82%	80%	↔	*	*	*	*	*	*	↔	↔
	Attended a local public meeting	25%	35%	29%	35%	23%	20%	21%	24%	↔	*	*	*	↑	↓	↓	↔	↔
	Watched a local public meeting	54%	56%	46%	38%	31%	32%	15%	26%	↑	*	*	*	↓↓	↓↓	↓	↓	↔
	Read or watched local news	*	*	*	*	*	*	86%	85%	↔	*	*	*	*	*	*	↔	↔
	Voted in local elections	59%	76%	61%	75%	72%	73%	77%	79%	↔	*	*	*	↔	↔	↔	↔	↔

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available