

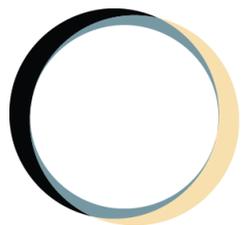


THE NCSTM
The National Citizen SurveyTM

Sevierville, TN

Technical Appendices

2017



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NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

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 Sevierville:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Sevierville as a place to live	41%	N=125	47%	N=144	8%	N=26	3%	N=9	100%	N=303
Your neighborhood as a place to live	38%	N=116	48%	N=147	9%	N=27	4%	N=13	100%	N=303
Sevierville as a place to raise children	40%	N=107	46%	N=124	11%	N=28	3%	N=8	100%	N=267
Sevierville as a place to work	26%	N=73	41%	N=114	25%	N=70	8%	N=23	100%	N=280
Sevierville as a place to visit	46%	N=135	42%	N=124	11%	N=31	1%	N=4	100%	N=294
Sevierville as a place to retire	43%	N=119	44%	N=121	9%	N=25	4%	N=11	100%	N=276
The overall quality of life in Sevierville	31%	N=93	56%	N=170	11%	N=35	2%	N=6	100%	N=303

Table 2: Question 2

Please rate each of the following characteristics as they relate to Sevierville as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Sevierville	33%	N=100	52%	N=159	12%	N=36	3%	N=9	100%	N=305
Overall ease of getting to the places you usually have to visit	18%	N=54	43%	N=129	29%	N=87	10%	N=31	100%	N=302
Quality of overall natural environment in Sevierville	31%	N=92	53%	N=157	13%	N=37	4%	N=10	100%	N=297
Overall "built environment" of Sevierville (including overall design, buildings, parks and transportation systems)	16%	N=47	50%	N=151	27%	N=80	7%	N=21	100%	N=298
Health and wellness opportunities in Sevierville	20%	N=58	50%	N=148	25%	N=76	5%	N=15	100%	N=298
Overall opportunities for education and enrichment	17%	N=47	50%	N=138	26%	N=71	7%	N=21	100%	N=276
Overall economic health of Sevierville	17%	N=49	50%	N=143	24%	N=68	8%	N=24	100%	N=284
Sense of community	25%	N=73	47%	N=136	21%	N=62	7%	N=19	100%	N=290
Overall image or reputation of Sevierville	29%	N=87	52%	N=155	16%	N=47	3%	N=8	100%	N=297

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 Sevierville to someone who asks	51%	N=156	38%	N=115	7%	N=21	4%	N=12	100%	N=304
Remain in Sevierville for the next five years	68%	N=204	20%	N=60	6%	N=18	6%	N=17	100%	N=299

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	74%	N=227	19%	N=59	2%	N=6	4%	N=12	1%	N=2	100%	N=305
In Sevierville's downtown/commercial area during the day	67%	N=196	29%	N=84	2%	N=7	2%	N=5	0%	N=1	100%	N=294

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Sevierville as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	4%	N=12	31%	N=92	38%	N=116	27%	N=83	100%	N=303
Ease of public parking	9%	N=28	41%	N=125	40%	N=121	9%	N=27	100%	N=301
Ease of travel by car in Sevierville	10%	N=30	37%	N=111	40%	N=121	13%	N=39	100%	N=300
Ease of travel by bicycle in Sevierville	16%	N=31	36%	N=70	28%	N=54	20%	N=40	100%	N=195
Ease of walking in Sevierville	22%	N=58	40%	N=106	27%	N=72	11%	N=30	100%	N=266
Availability of paths and walking trails	27%	N=72	40%	N=107	23%	N=62	10%	N=28	100%	N=270
Air quality	21%	N=61	48%	N=141	25%	N=75	7%	N=20	100%	N=297
Cleanliness of Sevierville	21%	N=63	56%	N=172	19%	N=59	4%	N=11	100%	N=304
Overall appearance of Sevierville	19%	N=58	62%	N=189	16%	N=50	2%	N=6	100%	N=303
Public places where people want to spend time	22%	N=63	52%	N=148	19%	N=54	7%	N=21	100%	N=287
Variety of housing options	8%	N=21	29%	N=80	35%	N=98	28%	N=79	100%	N=279
Availability of affordable quality housing	7%	N=18	30%	N=80	31%	N=84	33%	N=89	100%	N=271
Fitness opportunities (including exercise classes and paths or trails, etc.)	19%	N=54	50%	N=141	23%	N=64	7%	N=21	100%	N=280
Recreational opportunities	22%	N=64	42%	N=121	31%	N=88	5%	N=13	100%	N=285
Availability of affordable quality food	29%	N=87	41%	N=124	24%	N=73	6%	N=19	100%	N=303
Availability of affordable quality health care	19%	N=55	38%	N=109	32%	N=93	11%	N=33	100%	N=289
Availability of preventive health services	16%	N=44	42%	N=117	31%	N=85	12%	N=33	100%	N=279
Availability of affordable quality mental health care	13%	N=23	36%	N=67	28%	N=51	23%	N=42	100%	N=184

Table 6: Question 6

Please rate each of the following characteristics as they relate to Sevierville as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	18%	N=30	34%	N=56	28%	N=46	21%	N=34	100%	N=165
K-12 education	22%	N=47	54%	N=118	17%	N=38	6%	N=14	100%	N=217
Adult educational opportunities	21%	N=43	38%	N=77	31%	N=62	10%	N=20	100%	N=203
Opportunities to attend cultural/arts/music activities	21%	N=54	32%	N=81	30%	N=76	18%	N=45	100%	N=256
Opportunities to participate in religious or spiritual events and activities	38%	N=102	45%	N=121	15%	N=41	2%	N=6	100%	N=271
Employment opportunities	22%	N=62	32%	N=88	33%	N=93	13%	N=36	100%	N=278
Shopping opportunities	42%	N=128	45%	N=134	10%	N=31	3%	N=8	100%	N=301
Cost of living in Sevierville	15%	N=45	48%	N=143	29%	N=86	8%	N=22	100%	N=297
Overall quality of business and service establishments in Sevierville	20%	N=58	56%	N=166	22%	N=67	2%	N=7	100%	N=298
Vibrant downtown/commercial area	14%	N=38	30%	N=83	39%	N=108	18%	N=50	100%	N=280
Overall quality of new development in Sevierville	15%	N=40	58%	N=155	21%	N=57	6%	N=16	100%	N=267
Opportunities to participate in social events and activities	18%	N=50	39%	N=105	37%	N=102	6%	N=17	100%	N=274
Opportunities to volunteer	29%	N=78	50%	N=133	19%	N=52	2%	N=5	100%	N=268
Opportunities to participate in community matters	24%	N=60	42%	N=107	26%	N=67	8%	N=20	100%	N=254
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=43	41%	N=105	26%	N=67	16%	N=40	100%	N=255
Neighborliness of residents in Sevierville	19%	N=54	52%	N=146	22%	N=61	8%	N=22	100%	N=283

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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 make your home more energy efficient	41%	N=122	59%	N=180	100%	N=302
Observed a code violation or other hazard in Sevierville (weeds, abandoned buildings, etc.)	60%	N=180	40%	N=121	100%	N=302
Household member was a victim of a crime in Sevierville	89%	N=272	11%	N=33	100%	N=304
Reported a crime to the police in Sevierville	82%	N=249	18%	N=54	100%	N=303
Stocked supplies in preparation for an emergency	65%	N=198	35%	N=107	100%	N=305
Campaigned or advocated for an issue, cause or candidate	78%	N=239	22%	N=65	100%	N=304
Contacted the City of Sevierville (in-person, phone, email or web) for help or information	60%	N=184	40%	N=121	100%	N=305
Contacted Sevierville elected officials (in-person, phone, email or web) to express your opinion	84%	N=256	16%	N=48	100%	N=305

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 Sevierville?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Sevierville recreation centers or their services	9%	N=28	14%	N=44	29%	N=89	47%	N=144	100%	N=304
Visited a neighborhood park or City park	13%	N=40	24%	N=71	35%	N=107	28%	N=84	100%	N=303
Participated in religious or spiritual activities in Sevierville	24%	N=72	21%	N=64	14%	N=43	41%	N=125	100%	N=304
Attended a City-sponsored event	3%	N=9	4%	N=14	45%	N=136	48%	N=145	100%	N=303
Used bus, rail, subway or other public transportation instead of driving	2%	N=7	2%	N=7	11%	N=34	84%	N=256	100%	N=304
Carpooled with other adults or children instead of driving alone	13%	N=38	10%	N=30	17%	N=50	61%	N=183	100%	N=302
Walked or biked instead of driving	10%	N=30	8%	N=26	15%	N=44	67%	N=203	100%	N=304
Volunteered your time to some group/activity in Sevierville	9%	N=27	7%	N=20	29%	N=87	56%	N=166	100%	N=300
Participated in a club	4%	N=13	11%	N=32	12%	N=36	73%	N=221	100%	N=302
Talked to or visited with your immediate neighbors	35%	N=106	30%	N=90	26%	N=81	9%	N=27	100%	N=304
Done a favor for a neighbor	19%	N=56	23%	N=70	43%	N=129	16%	N=47	100%	N=303

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 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=2	2%	N=6	14%	N=42	83%	N=253	100%	N=303

Table 10: Question 10

Please rate the quality of each of the following services in Sevierville:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	41%	N=115	45%	N=127	12%	N=34	3%	N=8	100%	N=284
Fire services	52%	N=141	43%	N=115	5%	N=13	0%	N=1	100%	N=270
Ambulance or emergency medical services	43%	N=112	52%	N=135	5%	N=13	1%	N=2	100%	N=262
Crime prevention	26%	N=66	47%	N=120	20%	N=51	8%	N=20	100%	N=257
Fire prevention and education	30%	N=70	55%	N=124	14%	N=32	1%	N=2	100%	N=228
Traffic enforcement	24%	N=67	41%	N=116	25%	N=71	10%	N=29	100%	N=283
Street repair	13%	N=38	43%	N=123	31%	N=89	13%	N=38	100%	N=287
Street cleaning	23%	N=67	50%	N=142	20%	N=56	7%	N=20	100%	N=284
Street lighting	21%	N=61	47%	N=141	25%	N=76	6%	N=19	100%	N=298

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Please rate the quality of each of the following services in Sevierville:	Excellent		Good		Fair		Poor		Total	
Snow removal	23%	N=64	47%	N=129	22%	N=61	7%	N=20	100%	N=274
Sidewalk maintenance	19%	N=49	52%	N=136	25%	N=66	4%	N=11	100%	N=262
Traffic signal timing	11%	N=31	33%	N=95	31%	N=90	25%	N=72	100%	N=289
Bus or transit services	17%	N=28	34%	N=56	24%	N=39	25%	N=41	100%	N=163
Garbage collection	37%	N=102	53%	N=145	7%	N=21	2%	N=6	100%	N=274
Recycling	21%	N=47	40%	N=89	21%	N=46	19%	N=42	100%	N=223
Yard waste pick-up	27%	N=70	35%	N=92	28%	N=74	10%	N=25	100%	N=261
Storm drainage	19%	N=49	49%	N=123	24%	N=61	7%	N=17	100%	N=250
Drinking water	28%	N=81	43%	N=125	22%	N=65	7%	N=22	100%	N=293
Sewer services	26%	N=69	53%	N=139	18%	N=47	3%	N=7	100%	N=262
Power (electric and/or gas) utility	37%	N=109	48%	N=142	13%	N=38	3%	N=8	100%	N=297
Utility billing	27%	N=79	50%	N=143	19%	N=55	4%	N=12	100%	N=289
City parks	30%	N=81	49%	N=134	17%	N=47	3%	N=9	100%	N=270
Recreation programs or classes	28%	N=56	43%	N=87	22%	N=44	7%	N=14	100%	N=200
Recreation centers or facilities	26%	N=59	43%	N=99	25%	N=58	6%	N=13	100%	N=228
Land use, planning and zoning	21%	N=42	34%	N=69	35%	N=71	11%	N=21	100%	N=203
Code enforcement (weeds, abandoned buildings, etc.)	18%	N=39	32%	N=67	33%	N=71	17%	N=36	100%	N=214
Animal control	18%	N=42	44%	N=104	27%	N=65	11%	N=25	100%	N=236
Economic development	22%	N=52	41%	N=98	28%	N=68	9%	N=22	100%	N=239
Health services	20%	N=56	42%	N=117	28%	N=78	9%	N=25	100%	N=277
Public library services	48%	N=125	36%	N=93	13%	N=33	3%	N=9	100%	N=260
Public information services	27%	N=66	42%	N=103	26%	N=64	6%	N=15	100%	N=248
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	N=42	39%	N=94	24%	N=58	19%	N=46	100%	N=239
Preservation of natural areas such as open space, farmlands and greenbelts	20%	N=51	39%	N=99	32%	N=83	9%	N=23	100%	N=255
Sevierville open space	19%	N=42	41%	N=91	33%	N=73	8%	N=17	100%	N=223
City-sponsored special events	24%	N=57	45%	N=104	23%	N=53	8%	N=20	100%	N=235
Overall customer service by Sevierville employees (police, receptionists, planners, etc.)	30%	N=85	48%	N=134	19%	N=53	3%	N=7	100%	N=279

Table 11: 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 Sevierville	29%	N=82	55%	N=158	13%	N=36	3%	N=9	0%	N=0	100%	N=285
The Federal Government	13%	N=33	34%	N=87	34%	N=87	19%	N=47	0%	N=0	100%	N=253
The State Government	12%	N=35	37%	N=112	32%	N=96	4%	N=11	15%	N=45	100%	N=299

Table 12: Question 12

Please rate the following categories of Sevierville government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Sevierville	17%	N=48	49%	N=134	27%	N=76	7%	N=19	100%	N=277
The overall direction that Sevierville is taking	14%	N=39	52%	N=146	23%	N=63	11%	N=30	100%	N=279
The job Sevierville government does at welcoming citizen involvement	15%	N=38	42%	N=102	29%	N=70	14%	N=35	100%	N=245
Overall confidence in Sevierville government	13%	N=35	50%	N=135	28%	N=77	10%	N=26	100%	N=272
Generally acting in the best interest of the community	15%	N=43	47%	N=130	27%	N=76	11%	N=30	100%	N=277

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Please rate the following categories of Sevierville government performance:	Excellent		Good		Fair		Poor		Total	
Being honest	13%	N=35	49%	N=128	28%	N=73	10%	N=25	100%	N=261
Treating all residents fairly	16%	N=40	41%	N=105	27%	N=70	15%	N=39	100%	N=253

Table 13: Question 13

Please rate how important, if at all, you think it is for the Sevierville 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 Sevierville	57%	N=173	34%	N=103	7%	N=22	1%	N=4	100%	N=303
Overall ease of getting to the places you usually have to visit	42%	N=126	45%	N=136	12%	N=36	0%	N=1	100%	N=299
Quality of overall natural environment in Sevierville	36%	N=108	54%	N=164	9%	N=27	1%	N=2	100%	N=301
Overall "built environment" of Sevierville (including overall design, buildings, parks and transportation systems)	31%	N=94	49%	N=149	19%	N=59	1%	N=3	100%	N=304
Health and wellness opportunities in Sevierville	42%	N=127	45%	N=136	12%	N=35	1%	N=4	100%	N=302
Overall opportunities for education and enrichment	45%	N=136	43%	N=131	10%	N=30	1%	N=4	100%	N=301
Overall economic health of Sevierville	47%	N=143	44%	N=135	7%	N=21	2%	N=5	100%	N=304
Sense of community	37%	N=111	49%	N=149	14%	N=42	0%	N=2	100%	N=303

Table 14: Question 14

How important, if at all, do you think it is for the City of Sevierville to focus on each of the following over the next five years with its limited budget:	Essential		Very important		Somewhat important		Not at all important		Total	
Downtown redevelopment	23%	N=67	34%	N=100	30%	N=89	12%	N=35	100%	N=291
Use of incentives to attract new businesses	25%	N=74	38%	N=112	27%	N=80	10%	N=29	100%	N=295
Additional downtown parking	21%	N=61	35%	N=102	34%	N=99	11%	N=32	100%	N=294
Maintain and improve City streets	33%	N=98	46%	N=134	20%	N=59	1%	N=2	100%	N=293
Reduction of the City's debt	34%	N=94	49%	N=136	16%	N=45	1%	N=2	100%	N=277
Integration of traffic flow with other cities	34%	N=99	36%	N=103	27%	N=78	3%	N=9	100%	N=289
Expansion of the recycling center	20%	N=55	39%	N=108	36%	N=99	6%	N=15	100%	N=277
Extension of Veterans Boulevard to Highway 66	35%	N=102	33%	N=97	22%	N=64	10%	N=28	100%	N=291

Table 15: Question 15

How much do you support or oppose the City's participation in each of the following retail development activities:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Incentives for new retail development	41%	N=117	46%	N=129	10%	N=28	3%	N=10	100%	N=284
Grants and incentives for infrastructural repair and enhancement of existing facilities (i.e. downtown)	49%	N=140	45%	N=129	3%	N=9	3%	N=9	100%	N=286
Public funding of downtown redevelopment projects (i.e. sidewalks, parking lots, street lighting, signage, etc.)	45%	N=131	41%	N=118	11%	N=31	3%	N=8	100%	N=289
Stricter code enforcement for demolition of blighted commercial properties	43%	N=111	45%	N=117	11%	N=28	2%	N=5	100%	N=261
Revision of existing codes to facilitate upgrades and improvements to older buildings for new businesses	44%	N=123	45%	N=127	8%	N=23	2%	N=7	100%	N=279

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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	29%	N=88	25%	N=75	18%	N=52	17%	N=50	11%	N=34	100%	N=298
Purchase goods or services from a business located in Sevierville	1%	N=4	3%	N=10	16%	N=48	46%	N=140	33%	N=100	100%	N=302
Eat at least 5 portions of fruits and vegetables a day	5%	N=14	12%	N=37	44%	N=133	26%	N=78	13%	N=40	100%	N=301
Participate in moderate or vigorous physical activity	5%	N=14	19%	N=55	26%	N=77	35%	N=104	15%	N=45	100%	N=295
Read or watch local news (via television, paper, computer, etc.)	7%	N=21	3%	N=10	23%	N=68	29%	N=86	38%	N=114	100%	N=299
Vote in local elections	17%	N=52	9%	N=27	16%	N=49	12%	N=36	45%	N=136	100%	N=300

Table 17: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	13%	N=40
Very good	44%	N=132
Good	29%	N=87
Fair	13%	N=38
Poor	2%	N=7
Total	100%	N=303

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	13%	N=40
Somewhat positive	34%	N=103
Neutral	38%	N=113
Somewhat negative	12%	N=35
Very negative	3%	N=8
Total	100%	N=298

Table 19: Question D4

What is your employment status?	Percent	Number
Working full time for pay	58%	N=174
Working part time for pay	7%	N=21
Unemployed, looking for paid work	2%	N=7
Unemployed, not looking for paid work	3%	N=10
Fully retired	29%	N=86
Total	100%	N=299

Table 20: Question D5

Do you work inside the boundaries of Sevierville?	Percent	Number
Yes, outside the home	46%	N=132
Yes, from home	6%	N=17
No	48%	N=136
Total	100%	N=285

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Table 21: Question D6

How many years have you lived in Sevierville?	Percent	Number
Less than 2 years	10%	N=31
2 to 5 years	19%	N=57
6 to 10 years	20%	N=59
11 to 20 years	16%	N=49
More than 20 years	35%	N=106
Total	100%	N=302

Table 22: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	55%	N=167
Building with two or more homes (duplex, townhome, apartment or condominium)	40%	N=119
Mobile home	3%	N=9
Other	2%	N=6
Total	100%	N=301

Table 23: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	49%	N=149
Owned	51%	N=152
Total	100%	N=302

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	12%	N=35
\$300 to \$599 per month	25%	N=74
\$600 to \$999 per month	34%	N=99
\$1,000 to \$1,499 per month	22%	N=64
\$1,500 to \$2,499 per month	6%	N=16
\$2,500 or more per month	2%	N=6
Total	100%	N=293

Table 25: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	74%	N=224
Yes	26%	N=77
Total	100%	N=302

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Table 26: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	65%	N=198
Yes	35%	N=105
Total	100%	N=303

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	24%	N=70
\$25,000 to \$49,999	34%	N=100
\$50,000 to \$99,999	31%	N=90
\$100,000 to \$149,999	7%	N=19
\$150,000 or more	4%	N=10
Total	100%	N=290

Table 28: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=288
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=9
Total	100%	N=297

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	1%	N=3
Asian, Asian Indian or Pacific Islander	2%	N=6
Black or African American	1%	N=2
White	95%	N=283
Other	2%	N=5

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	10%	N=30
25 to 34 years	17%	N=53
35 to 44 years	13%	N=40
45 to 54 years	19%	N=57
55 to 64 years	11%	N=33
65 to 74 years	14%	N=43
75 years or older	15%	N=45
Total	100%	N=302

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Table 31: Question D16

What is your sex?	Percent	Number
Female	56%	N=168
Male	44%	N=133
Total	100%	N=301

Table 32: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	74%	N=225
Land line	13%	N=39
Both	13%	N=39
Total	100%	N=303

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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 Sevierville:	Excellent		Good		Fair		Poor		Don't know		Total	
Sevierville as a place to live	41%	N=125	47%	N=144	8%	N=26	3%	N=9	0%	N=0	100%	N=303
Your neighborhood as a place to live	38%	N=116	48%	N=147	9%	N=27	4%	N=13	0%	N=1	100%	N=304
Sevierville as a place to raise children	36%	N=107	41%	N=124	9%	N=28	3%	N=8	11%	N=34	100%	N=301
Sevierville as a place to work	24%	N=73	38%	N=114	23%	N=70	8%	N=23	7%	N=20	100%	N=300
Sevierville as a place to visit	45%	N=135	41%	N=124	10%	N=31	1%	N=4	2%	N=7	100%	N=301
Sevierville as a place to retire	39%	N=119	40%	N=121	8%	N=25	4%	N=11	8%	N=26	100%	N=302
The overall quality of life in Sevierville	30%	N=93	56%	N=170	11%	N=35	2%	N=6	0%	N=1	100%	N=304

Table 34: Question 2

Please rate each of the following characteristics as they relate to Sevierville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Sevierville	33%	N=100	52%	N=159	12%	N=36	3%	N=9	0%	N=0	100%	N=305
Overall ease of getting to the places you usually have to visit	18%	N=54	43%	N=129	29%	N=87	10%	N=31	0%	N=1	100%	N=303
Quality of overall natural environment in Sevierville	31%	N=92	52%	N=157	12%	N=37	3%	N=10	1%	N=4	100%	N=300
Overall "built environment" of Sevierville (including overall design, buildings, parks and transportation systems)	15%	N=47	50%	N=151	27%	N=80	7%	N=21	1%	N=4	100%	N=303
Health and wellness opportunities in Sevierville	19%	N=58	49%	N=148	25%	N=76	5%	N=15	2%	N=5	100%	N=303
Overall opportunities for education and enrichment	15%	N=47	46%	N=138	24%	N=71	7%	N=21	9%	N=26	100%	N=302
Overall economic health of Sevierville	16%	N=49	47%	N=143	22%	N=68	8%	N=24	6%	N=19	100%	N=304
Sense of community	25%	N=73	46%	N=136	21%	N=62	6%	N=19	3%	N=9	100%	N=299
Overall image or reputation of Sevierville	29%	N=87	51%	N=155	15%	N=47	3%	N=8	2%	N=6	100%	N=303

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 Sevierville to someone who asks	51%	N=156	38%	N=115	7%	N=21	4%	N=12	1%	N=2	100%	N=305
Remain in Sevierville for the next five years	67%	N=204	20%	N=60	6%	N=18	6%	N=17	2%	N=5	100%	N=304

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	74%	N=227	19%	N=59	2%	N=6	4%	N=12	1%	N=2	0%	N=1	100%	N=306
In Sevierville's downtown/commercial area during the day	65%	N=196	28%	N=84	2%	N=7	2%	N=5	0%	N=1	3%	N=9	100%	N=303

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Table 37: Question 5

Please rate each of the following characteristics as they relate to Sevierville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	4%	N=12	31%	N=92	38%	N=116	27%	N=83	0%	N=0	100%	N=303
Ease of public parking	9%	N=28	41%	N=125	40%	N=121	9%	N=27	1%	N=2	100%	N=304
Ease of travel by car in Sevierville	10%	N=30	37%	N=111	40%	N=121	13%	N=39	0%	N=1	100%	N=301
Ease of travel by bicycle in Sevierville	10%	N=31	24%	N=70	18%	N=54	13%	N=40	34%	N=102	100%	N=297
Ease of walking in Sevierville	19%	N=58	35%	N=106	24%	N=72	10%	N=30	12%	N=36	100%	N=302
Availability of paths and walking trails	24%	N=72	36%	N=107	21%	N=62	9%	N=28	10%	N=30	100%	N=300
Air quality	20%	N=61	47%	N=141	25%	N=75	6%	N=20	2%	N=5	100%	N=302
Cleanliness of Sevierville	21%	N=63	56%	N=172	19%	N=59	4%	N=11	0%	N=0	100%	N=304
Overall appearance of Sevierville	19%	N=58	62%	N=189	16%	N=50	2%	N=6	0%	N=1	100%	N=304
Public places where people want to spend time	21%	N=63	49%	N=148	18%	N=54	7%	N=21	5%	N=14	100%	N=301
Variety of housing options	7%	N=21	27%	N=80	32%	N=98	26%	N=79	8%	N=24	100%	N=303
Availability of affordable quality housing	6%	N=18	27%	N=80	28%	N=84	30%	N=89	10%	N=31	100%	N=302
Fitness opportunities (including exercise classes and paths or trails, etc.)	18%	N=54	47%	N=141	21%	N=64	7%	N=21	7%	N=20	100%	N=300
Recreational opportunities	21%	N=64	40%	N=121	29%	N=88	4%	N=13	4%	N=13	100%	N=298
Availability of affordable quality food	29%	N=87	41%	N=124	24%	N=73	6%	N=19	1%	N=2	100%	N=305
Availability of affordable quality health care	18%	N=55	36%	N=109	31%	N=93	11%	N=33	5%	N=14	100%	N=303
Availability of preventive health services	15%	N=44	39%	N=117	28%	N=85	11%	N=33	8%	N=24	100%	N=303
Availability of affordable quality mental health care	8%	N=23	22%	N=67	17%	N=51	14%	N=42	40%	N=120	100%	N=304

Table 38: Question 6

Please rate each of the following characteristics as they relate to Sevierville as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	10%	N=30	18%	N=56	15%	N=46	11%	N=34	46%	N=139	100%	N=304
K-12 education	16%	N=47	39%	N=118	12%	N=38	5%	N=14	28%	N=86	100%	N=303
Adult educational opportunities	14%	N=43	26%	N=77	21%	N=62	7%	N=20	32%	N=96	100%	N=299
Opportunities to attend cultural/arts/music activities	18%	N=54	27%	N=81	25%	N=76	15%	N=45	14%	N=43	100%	N=299
Opportunities to participate in religious or spiritual events and activities	34%	N=102	40%	N=121	14%	N=41	2%	N=6	11%	N=32	100%	N=303
Employment opportunities	21%	N=62	29%	N=88	31%	N=93	12%	N=36	8%	N=23	100%	N=301
Shopping opportunities	42%	N=128	44%	N=134	10%	N=31	3%	N=8	0%	N=1	100%	N=302
Cost of living in Sevierville	15%	N=45	48%	N=143	29%	N=86	8%	N=22	1%	N=3	100%	N=300
Overall quality of business and service establishments in Sevierville	19%	N=58	55%	N=166	22%	N=67	2%	N=7	1%	N=4	100%	N=302
Vibrant downtown/commercial area	13%	N=38	28%	N=83	36%	N=108	17%	N=50	7%	N=20	100%	N=300
Overall quality of new development in Sevierville	13%	N=40	52%	N=155	19%	N=57	5%	N=16	11%	N=33	100%	N=300
Opportunities to participate in social events and activities	16%	N=50	35%	N=105	34%	N=102	5%	N=17	10%	N=30	100%	N=304
Opportunities to volunteer	26%	N=78	44%	N=133	17%	N=52	2%	N=5	11%	N=34	100%	N=302
Opportunities to participate in community matters	20%	N=60	36%	N=107	22%	N=67	7%	N=20	15%	N=46	100%	N=300
Openness and acceptance of the community toward people of diverse backgrounds	14%	N=43	35%	N=105	22%	N=67	13%	N=40	15%	N=46	100%	N=301
Neighborliness of residents in Sevierville	18%	N=54	49%	N=146	20%	N=61	7%	N=22	6%	N=17	100%	N=300

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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 make your home more energy efficient	41%	N=122	59%	N=180	100%	N=302
Observed a code violation or other hazard in Sevierville (weeds, abandoned buildings, etc.)	60%	N=180	40%	N=121	100%	N=302
Household member was a victim of a crime in Sevierville	89%	N=272	11%	N=33	100%	N=304
Reported a crime to the police in Sevierville	82%	N=249	18%	N=54	100%	N=303
Stocked supplies in preparation for an emergency	65%	N=198	35%	N=107	100%	N=305
Campaigned or advocated for an issue, cause or candidate	78%	N=239	22%	N=65	100%	N=304
Contacted the City of Sevierville (in-person, phone, email or web) for help or information	60%	N=184	40%	N=121	100%	N=305
Contacted Sevierville elected officials (in-person, phone, email or web) to express your opinion	84%	N=256	16%	N=48	100%	N=305

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 Sevierville?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Sevierville recreation centers or their services	9%	N=28	14%	N=44	29%	N=89	47%	N=144	100%	N=304
Visited a neighborhood park or City park	13%	N=40	24%	N=71	35%	N=107	28%	N=84	100%	N=303
Participated in religious or spiritual activities in Sevierville	24%	N=72	21%	N=64	14%	N=43	41%	N=125	100%	N=304
Attended a City-sponsored event	3%	N=9	4%	N=14	45%	N=136	48%	N=145	100%	N=303
Used bus, rail, subway or other public transportation instead of driving	2%	N=7	2%	N=7	11%	N=34	84%	N=256	100%	N=304
Carpooled with other adults or children instead of driving alone	13%	N=38	10%	N=30	17%	N=50	61%	N=183	100%	N=302
Walked or biked instead of driving	10%	N=30	8%	N=26	15%	N=44	67%	N=203	100%	N=304
Volunteered your time to some group/activity in Sevierville	9%	N=27	7%	N=20	29%	N=87	56%	N=166	100%	N=300
Participated in a club	4%	N=13	11%	N=32	12%	N=36	73%	N=221	100%	N=302
Talked to or visited with your immediate neighbors	35%	N=106	30%	N=90	26%	N=81	9%	N=27	100%	N=304
Done a favor for a neighbor	19%	N=56	23%	N=70	43%	N=129	16%	N=47	100%	N=303

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 a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=2	2%	N=6	14%	N=42	83%	N=253	100%	N=303

Table 42: Question 10

Please rate the quality of each of the following services in Sevierville:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	38%	N=115	42%	N=127	11%	N=34	3%	N=8	6%	N=18	100%	N=301
Fire services	47%	N=141	38%	N=115	4%	N=13	0%	N=1	11%	N=32	100%	N=301
Ambulance or emergency medical services	37%	N=112	45%	N=135	4%	N=13	1%	N=2	13%	N=39	100%	N=301
Crime prevention	22%	N=66	40%	N=120	17%	N=51	7%	N=20	14%	N=40	100%	N=297
Fire prevention and education	23%	N=70	42%	N=124	11%	N=32	1%	N=2	24%	N=71	100%	N=299
Traffic enforcement	22%	N=67	38%	N=116	24%	N=71	10%	N=29	6%	N=17	100%	N=300
Street repair	13%	N=38	41%	N=123	30%	N=89	12%	N=38	4%	N=13	100%	N=301
Street cleaning	22%	N=67	48%	N=142	19%	N=56	7%	N=20	5%	N=14	100%	N=298
Street lighting	20%	N=61	47%	N=141	25%	N=76	6%	N=19	1%	N=3	100%	N=301

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Please rate the quality of each of the following services in Sevierville:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Snow removal	21%	N=64	43%	N=129	20%	N=61	7%	N=20	9%	N=26	100%	N=300
Sidewalk maintenance	17%	N=49	46%	N=136	22%	N=66	4%	N=11	11%	N=34	100%	N=296
Traffic signal timing	10%	N=31	32%	N=95	30%	N=90	24%	N=72	4%	N=11	100%	N=300
Bus or transit services	9%	N=28	19%	N=56	13%	N=39	14%	N=41	45%	N=133	100%	N=296
Garbage collection	34%	N=102	49%	N=145	7%	N=21	2%	N=6	8%	N=25	100%	N=299
Recycling	16%	N=47	30%	N=89	15%	N=46	14%	N=42	25%	N=74	100%	N=298
Yard waste pick-up	23%	N=70	31%	N=92	25%	N=74	8%	N=25	13%	N=38	100%	N=299
Storm drainage	16%	N=49	41%	N=123	20%	N=61	6%	N=17	16%	N=48	100%	N=298
Drinking water	27%	N=81	42%	N=125	22%	N=65	7%	N=22	3%	N=8	100%	N=301
Sewer services	23%	N=69	47%	N=139	16%	N=47	2%	N=7	12%	N=36	100%	N=297
Power (electric and/or gas) utility	36%	N=109	47%	N=142	13%	N=38	3%	N=8	1%	N=3	100%	N=300
Utility billing	27%	N=79	49%	N=143	19%	N=55	4%	N=12	2%	N=6	100%	N=295
City parks	27%	N=81	45%	N=134	16%	N=47	3%	N=9	10%	N=28	100%	N=299
Recreation programs or classes	19%	N=56	29%	N=87	14%	N=44	5%	N=14	33%	N=100	100%	N=300
Recreation centers or facilities	20%	N=59	33%	N=99	19%	N=58	4%	N=13	23%	N=70	100%	N=298
Land use, planning and zoning	14%	N=42	23%	N=69	24%	N=71	7%	N=21	31%	N=93	100%	N=296
Code enforcement (weeds, abandoned buildings, etc.)	13%	N=39	23%	N=67	24%	N=71	12%	N=36	28%	N=84	100%	N=297
Animal control	14%	N=42	35%	N=104	22%	N=65	8%	N=25	20%	N=61	100%	N=297
Economic development	17%	N=52	33%	N=98	23%	N=68	7%	N=22	19%	N=57	100%	N=296
Health services	19%	N=56	40%	N=117	26%	N=78	9%	N=25	7%	N=20	100%	N=296
Public library services	43%	N=125	32%	N=93	11%	N=33	3%	N=9	11%	N=33	100%	N=294
Public information services	22%	N=66	35%	N=103	22%	N=64	5%	N=15	16%	N=48	100%	N=297
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	14%	N=42	32%	N=94	19%	N=58	15%	N=46	19%	N=57	100%	N=296
Preservation of natural areas such as open space, farmlands and greenbelts	17%	N=51	34%	N=99	28%	N=83	8%	N=23	13%	N=39	100%	N=295
Sevierville open space	14%	N=42	31%	N=91	25%	N=73	6%	N=17	24%	N=72	100%	N=295
City-sponsored special events	20%	N=57	36%	N=104	18%	N=53	7%	N=20	20%	N=57	100%	N=291
Overall customer service by Sevierville employees (police, receptionists, planners, etc.)	28%	N=85	45%	N=134	18%	N=53	2%	N=7	6%	N=19	100%	N=298

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	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Sevierville	27%	N=82	53%	N=158	12%	N=36	3%	N=9	5%	N=15	100%	N=299
The Federal Government	11%	N=33	29%	N=87	29%	N=87	16%	N=47	15%	N=46	100%	N=299
The State Government	12%	N=35	37%	N=112	32%	N=96	4%	N=11	15%	N=45	100%	N=299

Table 44: Question 12

Please rate the following categories of Sevierville government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Sevierville	16%	N=48	45%	N=134	25%	N=76	6%	N=19	7%	N=22	100%	N=299
The overall direction that Sevierville is taking	13%	N=39	49%	N=146	21%	N=63	10%	N=30	7%	N=21	100%	N=300
The job Sevierville government does at welcoming citizen involvement	13%	N=38	34%	N=102	23%	N=70	12%	N=35	18%	N=55	100%	N=300
Overall confidence in Sevierville government	12%	N=35	45%	N=135	26%	N=77	9%	N=26	9%	N=27	100%	N=299

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Please rate the following categories of Sevierville government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
Generally acting in the best interest of the community	14%	N=43	43%	N=130	25%	N=76	10%	N=30	8%	N=24	100%	N=301
Being honest	12%	N=35	43%	N=128	24%	N=73	8%	N=25	13%	N=38	100%	N=300
Treating all residents fairly	13%	N=40	35%	N=105	23%	N=70	13%	N=39	16%	N=47	100%	N=300

Table 45: Question 13

Please rate how important, if at all, you think it is for the Sevierville 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 Sevierville	57%	N=173	34%	N=103	7%	N=22	1%	N=4	100%	N=303
Overall ease of getting to the places you usually have to visit	42%	N=126	45%	N=136	12%	N=36	0%	N=1	100%	N=299
Quality of overall natural environment in Sevierville	36%	N=108	54%	N=164	9%	N=27	1%	N=2	100%	N=301
Overall "built environment" of Sevierville (including overall design, buildings, parks and transportation systems)	31%	N=94	49%	N=149	19%	N=59	1%	N=3	100%	N=304
Health and wellness opportunities in Sevierville	42%	N=127	45%	N=136	12%	N=35	1%	N=4	100%	N=302
Overall opportunities for education and enrichment	45%	N=136	43%	N=131	10%	N=30	1%	N=4	100%	N=301
Overall economic health of Sevierville	47%	N=143	44%	N=135	7%	N=21	2%	N=5	100%	N=304
Sense of community	37%	N=111	49%	N=149	14%	N=42	0%	N=2	100%	N=303

Table 46: Question 14

How important, if at all, do you think it is for the City of Sevierville to focus on each of the following over the next five years with its limited budget:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Downtown redevelopment	22%	N=67	33%	N=100	29%	N=89	12%	N=35	4%	N=13	100%	N=304
Use of incentives to attract new businesses	25%	N=74	37%	N=112	27%	N=80	10%	N=29	2%	N=6	100%	N=301
Additional downtown parking	20%	N=61	34%	N=102	32%	N=99	11%	N=32	3%	N=10	100%	N=304
Maintain and improve City streets	32%	N=98	44%	N=134	20%	N=59	1%	N=2	3%	N=9	100%	N=302
Reduction of the City's debt	31%	N=94	45%	N=136	15%	N=45	1%	N=2	9%	N=26	100%	N=303
Integration of traffic flow with other cities	33%	N=99	34%	N=103	26%	N=78	3%	N=9	5%	N=14	100%	N=304
Expansion of the recycling center	18%	N=55	36%	N=108	33%	N=99	5%	N=15	8%	N=24	100%	N=302
Extension of Veterans Boulevard to Highway 66	34%	N=102	32%	N=97	21%	N=64	9%	N=28	4%	N=12	100%	N=303

Table 47: Question 15

How much do you support or oppose the City's participation in each of the following retail development activities:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Incentives for new retail development	39%	N=117	43%	N=129	9%	N=28	3%	N=10	6%	N=18	100%	N=303
Grants and incentives for infrastructural repair and enhancement of existing facilities (i.e. downtown)	46%	N=140	43%	N=129	3%	N=9	3%	N=9	5%	N=17	100%	N=303
Public funding of downtown redevelopment projects (i.e. sidewalks, parking lots, street lighting, signage, etc.)	43%	N=131	39%	N=118	10%	N=31	3%	N=8	5%	N=14	100%	N=303
Stricter code enforcement for demolition of blighted commercial properties	37%	N=111	39%	N=117	9%	N=28	2%	N=5	13%	N=40	100%	N=302
Revision of existing codes to facilitate upgrades and improvements to older buildings for new businesses	41%	N=123	42%	N=127	7%	N=23	2%	N=7	8%	N=24	100%	N=303

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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	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Recycle at home	29%	N=88	25%	N=75	18%	N=52	17%	N=50	11%	N=34	100%	N=298
Purchase goods or services from a business located in Sevierville	1%	N=4	3%	N=10	16%	N=48	46%	N=140	33%	N=100	100%	N=302
Eat at least 5 portions of fruits and vegetables a day	5%	N=14	12%	N=37	44%	N=133	26%	N=78	13%	N=40	100%	N=301
Participate in moderate or vigorous physical activity	5%	N=14	19%	N=55	26%	N=77	35%	N=104	15%	N=45	100%	N=295
Read or watch local news (via television, paper, computer, etc.)	7%	N=21	3%	N=10	23%	N=68	29%	N=86	38%	N=114	100%	N=299
Vote in local elections	17%	N=52	9%	N=27	16%	N=49	12%	N=36	45%	N=136	100%	N=300

Table 49: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	13%	N=40
Very good	44%	N=132
Good	29%	N=87
Fair	13%	N=38
Poor	2%	N=7
Total	100%	N=303

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	13%	N=40
Somewhat positive	34%	N=103
Neutral	38%	N=113
Somewhat negative	12%	N=35
Very negative	3%	N=8
Total	100%	N=298

Table 51: Question D4

What is your employment status?	Percent	Number
Working full time for pay	58%	N=174
Working part time for pay	7%	N=21
Unemployed, looking for paid work	2%	N=7
Unemployed, not looking for paid work	3%	N=10
Fully retired	29%	N=86
Total	100%	N=299

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Table 52: Question D5

Do you work inside the boundaries of Sevierville?	Percent	Number
Yes, outside the home	46%	N=132
Yes, from home	6%	N=17
No	48%	N=136
Total	100%	N=285

Table 53: Question D6

How many years have you lived in Sevierville?	Percent	Number
Less than 2 years	10%	N=31
2 to 5 years	19%	N=57
6 to 10 years	20%	N=59
11 to 20 years	16%	N=49
More than 20 years	35%	N=106
Total	100%	N=302

Table 54: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	55%	N=167
Building with two or more homes (duplex, townhome, apartment or condominium)	40%	N=119
Mobile home	3%	N=9
Other	2%	N=6
Total	100%	N=301

Table 55: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	49%	N=149
Owned	51%	N=152
Total	100%	N=302

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	12%	N=35
\$300 to \$599 per month	25%	N=74
\$600 to \$999 per month	34%	N=99
\$1,000 to \$1,499 per month	22%	N=64
\$1,500 to \$2,499 per month	6%	N=16
\$2,500 or more per month	2%	N=6
Total	100%	N=293

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Table 57: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	74%	N=224
Yes	26%	N=77
Total	100%	N=302

Table 58: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	65%	N=198
Yes	35%	N=105
Total	100%	N=303

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	24%	N=70
\$25,000 to \$49,999	34%	N=100
\$50,000 to \$99,999	31%	N=90
\$100,000 to \$149,999	7%	N=19
\$150,000 or more	4%	N=10
Total	100%	N=290

Table 60: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	97%	N=288
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	N=9
Total	100%	N=297

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	1%	N=3
Asian, Asian Indian or Pacific Islander	2%	N=6
Black or African American	1%	N=2
White	95%	N=283
Other	2%	N=5

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

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Table 62: Question D15

In which category is your age?	Percent	Number
18 to 24 years	10%	N=30
25 to 34 years	17%	N=53
35 to 44 years	13%	N=40
45 to 54 years	19%	N=57
55 to 64 years	11%	N=33
65 to 74 years	14%	N=43
75 years or older	15%	N=45
Total	100%	N=302

Table 63: Question D16

What is your sex?	Percent	Number
Female	56%	N=168
Male	44%	N=133
Total	100%	N=301

Table 64: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	74%	N=225
Land line	13%	N=39
Both	13%	N=39
Total	100%	N=303

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 Sevierville chose to have comparisons made to the entire database.

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 Sevierville’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 Sevierville’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 Sevierville’s rating to the benchmark.

In that final column, Sevierville’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 Sevierville 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 Sevierville	87%	173	421	Similar
Overall image or reputation of Sevierville	82%	115	319	Similar
Sevierville as a place to live	89%	170	365	Similar
Your neighborhood as a place to live	87%	127	285	Similar
Sevierville as a place to raise children	86%	145	352	Similar
Sevierville as a place to retire	87%	20	327	Higher
Overall appearance of Sevierville	81%	144	330	Similar

Table 66: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Sevierville	85%	139	298	Similar	
	In your neighborhood during the day	94%	143	329	Similar	
	In Sevierville's downtown/commercial area during the day	96%	98	285	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	61%	175	212	Similar	
	Availability of paths and walking trails	66%	125	286	Similar	
	Ease of walking in Sevierville	62%	146	271	Similar	
	Ease of travel by bicycle in Sevierville	52%	159	273	Similar	
	Ease of travel by car in Sevierville	47%	225	275	Similar	
	Ease of public parking	51%	99	176	Similar	
	Traffic flow on major streets	34%	254	322	Similar	
	Natural Environment	Quality of overall natural environment in Sevierville	84%	100	250	Similar
	Cleanliness of Sevierville	77%	144	258	Similar	
	Air quality	68%	166	222	Similar	
Built Environment	Overall "built environment" of Sevierville (including overall design, buildings, parks and transportation systems)	66%	94	202	Similar	
	Overall quality of new development in Sevierville	73%	48	262	Similar	
	Availability of affordable quality housing	36%	197	278	Similar	
	Variety of housing options	36%	219	253	Lower	
	Public places where people want to spend time	74%	80	195	Similar	
Economy	Overall economic health of Sevierville	68%	103	208	Similar	
	Vibrant downtown/commercial area	43%	98	190	Similar	
	Overall quality of business and service establishments in Sevierville	75%	55	248	Similar	
	Cost of living in Sevierville	63%	18	206	Higher	
	Shopping opportunities	87%	16	269	Much higher	
	Employment opportunities	54%	34	286	Higher	
	Sevierville as a place to visit	88%	32	221	Higher	
	Sevierville as a place to work	67%	127	330	Similar	
	Recreation and Wellness	Health and wellness opportunities in Sevierville	69%	116	204	Similar
		Availability of affordable quality mental health care	49%	90	178	Similar
	Availability of preventive health services	58%	140	214	Similar	
	Availability of affordable quality health care	57%	140	237	Similar	
	Availability of affordable quality food	70%	72	213	Similar	
	Recreational opportunities	65%	138	275	Similar	
	Fitness opportunities (including exercise classes and paths or trails, etc.)	70%	112	196	Similar	
Education and	Overall opportunities for education and enrichment	67%	129	204	Similar	

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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	82%	49	183	Similar
	Opportunities to attend cultural/arts/music activities	53%	156	271	Similar
	Adult educational opportunities	59%	80	184	Similar
	K-12 education	76%	132	245	Similar
	Availability of affordable quality child care/preschool	52%	123	230	Similar
Community Engagement	Opportunities to participate in social events and activities	57%	121	234	Similar
	Neighborliness of Sevierville	71%	64	198	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	58%	180	267	Similar
	Opportunities to participate in community matters	66%	87	247	Similar
	Opportunities to volunteer	79%	52	241	Similar

Table 67: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Sevierville	84%	78	401	Similar
Overall customer service by Sevierville employees (police, receptionists, planners, etc.)	78%	107	342	Similar
Value of services for the taxes paid to Sevierville	66%	56	366	Similar
Overall direction that Sevierville is taking	66%	117	291	Similar
Job Sevierville government does at welcoming citizen involvement	57%	111	292	Similar
Overall confidence in Sevierville government	62%	70	206	Similar
Generally acting in the best interest of the community	62%	72	206	Similar
Being honest	63%	84	199	Similar
Treating all residents fairly	57%	101	204	Similar
Services provided by the Federal Government	47%	31	226	Similar

Table 68: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	85%	117	424	Similar
	Fire services	95%	93	353	Similar
	Ambulance or emergency medical services	94%	133	323	Similar
	Crime prevention	73%	138	328	Similar
	Fire prevention and education	85%	93	259	Similar
	Animal control	62%	163	316	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	57%	194	255	Similar
Mobility	Traffic enforcement	65%	138	345	Similar
	Street repair	56%	133	379	Similar
	Street cleaning	73%	80	298	Similar
	Street lighting	68%	65	296	Similar
	Snow removal	70%	92	271	Similar
	Sidewalk maintenance	71%	27	301	Higher
	Traffic signal timing	44%	180	238	Similar
Natural Environment	Bus or transit services	51%	110	201	Similar
	Garbage collection	90%	88	329	Similar
	Recycling	61%	299	329	Lower
	Yard waste pick-up	62%	187	248	Similar
	Drinking water	70%	144	298	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	59%	105	230	Similar
	Sevierville open space	60%	82	187	Similar
Built Environment	Storm drainage	69%	121	326	Similar
	Sewer services	79%	124	296	Similar
	Power (electric and/or gas) utility	84%	18	157	Similar
	Utility billing	77%	34	179	Similar
	Land use, planning and zoning	55%	61	278	Similar
	Code enforcement (weeds, abandoned buildings, etc.)	50%	150	354	Similar
Economy	Economic development	63%	64	262	Similar
Recreation and Wellness	City parks	79%	171	304	Similar
	Recreation programs or classes	71%	132	307	Similar
	Recreation centers or facilities	69%	128	258	Similar
	Health services	63%	116	192	Similar
	City-sponsored special events	69%	100	221	Similar
Education and Enrichment	Public library services	84%	105	316	Similar
Community Engagement	Public information services	68%	92	261	Similar

Table 69: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	72%	78	286	Similar
Recommend living in Sevierville to someone who asks	89%	120	256	Similar
Remain in Sevierville for the next five years	88%	65	250	Similar
Contacted Sevierville (in-person, phone, email or web) for help or information	40%	210	287	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	35%	92	178	Similar
	Did NOT report a crime to the police	82%	74	201	Similar
	Household member was NOT a victim of a crime	89%	127	249	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	16%	98	165	Lower
	Carpooled with other adults or children instead of driving alone	39%	128	191	Similar
	Walked or biked instead of driving	33%	192	197	Much lower
Natural Environment	Made efforts to make your home more energy efficient	59%	183	185	Lower
	Recycle at home	46%	230	232	Much lower
Built Environment	Did NOT observe a code violation or other hazard in Sevierville	60%	65	191	Similar
	NOT experiencing housing costs stress	71%	97	230	Similar
Economy	Purchase goods or services from a business located in Sevierville	96%	145	194	Similar
	Economy will have positive impact on income	48%	5	230	Higher
	Work inside boundaries of Sevierville	52%	59	193	Similar
Recreation and Wellness	Used Sevierville recreation centers or their services	53%	153	217	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Visited a neighborhood park or City park	72%	226	246	Lower
	Eat at least 5 portions of fruits and vegetables a day	83%	100	186	Similar
	Participate in moderate or vigorous physical activity	76%	179	190	Similar
	In very good to excellent health	57%	164	190	Similar
Education and Enrichment	Participated in religious or spiritual activities in Sevierville	59%	34	181	Higher
	Attended City-sponsored event	52%	110	196	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	22%	99	177	Similar
	Contacted Sevierville elected officials (in-person, phone, email or web) to express your opinion	16%	112	193	Similar
	Volunteered your time to some group/activity in Sevierville	44%	85	238	Similar
	Participated in a club	27%	108	216	Similar
	Talked to or visited with your immediate neighbors	91%	101	192	Similar
	Done a favor for a neighbor	84%	61	187	Similar
	Attended a local public meeting	17%	170	239	Similar
	Read or watch local news (via television, paper, computer, etc.)	90%	34	195	Similar
	Vote in local elections	73%	206	233	Similar

Communities included in national comparisons

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

Adams County, CO.....	441,603	Avon town, CO	6,447
Airway Heights city, WA	6,114	Avon town, IN	12,446
Albany city, OR	50,158	Avondale city, AZ	76,238
Albemarle County, VA.....	98,970	Azusa city, CA.....	46,361
Albert Lea city, MN.....	18,016	Bainbridge Island city, WA.....	23,025
Alexandria city, VA	139,966	Baltimore city, MD.....	620,961
Algonquin village, IL.....	30,046	Bartonville town, TX.....	1,469
Aliso Viejo city, CA	47,823	Battle Creek city, MI.....	52,347
Altoona city, IA	14,541	Bay City city, MI.....	34,932
American Canyon city, CA.....	19,454	Baytown city, TX.....	71,802
Ames city, IA	58,965	Bedford city, TX.....	46,979
Andover CDP, MA.....	8,762	Bedford town, MA	13,320
Ankeny city, IA	45,582	Bellevue city, WA	122,363
Ann Arbor city, MI.....	113,934	Bellingham city, WA	80,885
Annapolis city, MD	38,394	Benbrook city, TX.....	21,234
Apache Junction city, AZ.....	35,840	Bend city, OR.....	76,639
Arapahoe County, CO.....	572,003	Bettendorf city, IA.....	33,217
Arkansas City city, AR.....	366	Billings city, MT.....	104,170
Arlington County, VA.....	207,627	Blaine city, MN.....	57,186
Arvada city, CO.....	106,433	Bloomfield Hills city, MI	3,869
Asheville city, NC	83,393	Bloomington city, IN	80,405
Ashland city, OR	20,078	Bloomington city, MN	82,893
Ashland town, MA	16,593	Blue Springs city, MO	52,575
Ashland town, VA.....	7,225	Boise City city, ID	205,671
Aspen city, CO	6,658	Boone County, KY	118,811
Athens-Clarke County unified government (balance),	115,452	Boulder city, CO.....	97,385
Auburn city, AL	53,380	Bowling Green city, KY	58,067
Augusta CCD, GA.....	134,777	Bozeman city, MT	37,280
Aurora city, CO	325,078	Brentwood city, MO.....	8,055
Austin city, TX	790,390	Brentwood city, TN	37,060

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Brighton city, CO.....	33,352	Danville city, KY.....	16,218
Brighton city, MI.....	7,444	Dardenne Prairie city, MO.....	11,494
Bristol city, TN.....	26,702	Darien city, IL.....	22,086
Broken Arrow city, OK.....	98,850	Davenport city, FL.....	2,888
Brookfield city, WI.....	37,920	Davenport city, IA.....	99,685
Brookline CDP, MA.....	58,732	Davidson town, NC.....	10,944
Brooklyn Center city, MN.....	30,104	Dayton city, OH.....	141,527
Broomfield city, CO.....	55,889	Dayton town, WY.....	757
Brownsburg town, IN.....	21,285	Decatur city, GA.....	19,335
Burien city, WA.....	33,313	Del Mar city, CA.....	4,161
Burleson city, TX.....	36,690	DeLand city, FL.....	27,031
Burlingame city, CA.....	28,806	Delaware city, OH.....	34,753
Cabarrus County, NC.....	178,011	Delray Beach city, FL.....	60,522
Cambridge city, MA.....	105,162	Denison city, TX.....	22,682
Cannon Beach city, OR.....	1,690	Denton city, TX.....	113,383
Cañon City city, CO.....	16,400	Denver city, CO.....	600,158
Canton city, SD.....	3,057	Derby city, KS.....	22,158
Cape Coral city, FL.....	154,305	Des Moines city, IA.....	203,433
Cape Girardeau city, MO.....	37,941	Des Peres city, MO.....	8,373
Carlisle borough, PA.....	18,682	Destin city, FL.....	12,305
Carlsbad city, CA.....	105,328	Dothan city, AL.....	65,496
Carroll city, IA.....	10,103	Douglas County, CO.....	285,465
Cartersville city, GA.....	19,731	Dover city, NH.....	29,987
Cary town, NC.....	135,234	Dublin city, CA.....	46,036
Castine town, ME.....	1,366	Dublin city, OH.....	41,751
Castle Pines North city, CO.....	10,360	Duluth city, MN.....	86,265
Castle Rock town, CO.....	48,231	Durham city, NC.....	228,330
Cedar Hill city, TX.....	45,028	Durham County, NC.....	267,587
Cedar Rapids city, IA.....	126,326	Eagan city, MN.....	64,206
Celina city, TX.....	6,028	Eagle Mountain city, UT.....	21,415
Centennial city, CO.....	100,377	Eagle town, CO.....	6,508
Chandler city, AZ.....	236,123	East Grand Forks city, MN.....	8,601
Chandler city, TX.....	2,734	East Lansing city, MI.....	48,579
Chanhassen city, MN.....	22,952	Eau Claire city, WI.....	65,883
Chapel Hill town, NC.....	57,233	Eden Prairie city, MN.....	60,797
Charles County, MD.....	146,551	Edgerton city, KS.....	1,671
Charlotte city, NC.....	731,424	Edgewater city, CO.....	5,170
Charlotte County, FL.....	159,978	Edina city, MN.....	47,941
Charlottesville city, VA.....	43,475	Edmond city, OK.....	81,405
Chattanooga city, TN.....	167,674	Edmonds city, WA.....	39,709
Chesterfield County, VA.....	316,236	El Cerrito city, CA.....	23,549
Citrus Heights city, CA.....	83,301	El Dorado County, CA.....	181,058
Clackamas County, OR.....	375,992	Elk Grove city, CA.....	153,015
Clarendon Hills village, IL.....	8,427	Elko New Market city, MN.....	4,110
Clayton city, MO.....	15,939	Elmhurst city, IL.....	44,121
Clearwater city, FL.....	107,685	Encinitas city, CA.....	59,518
Cleveland Heights city, OH.....	46,121	Englewood city, CO.....	30,255
Clinton city, SC.....	8,490	Erie town, CO.....	18,135
Clive city, IA.....	15,447	Escambia County, FL.....	297,619
Clovis city, CA.....	95,631	Estes Park town, CO.....	5,858
College Park city, MD.....	30,413	Euclid city, OH.....	48,920
College Station city, TX.....	93,857	Fairview town, TX.....	7,248
Colleyville city, TX.....	22,807	Farmersville city, TX.....	3,301
Columbia city, SC.....	129,272	Fayetteville city, NC.....	200,564
Columbia Falls city, MT.....	4,688	Fishers town, IN.....	76,794
Concord city, CA.....	122,067	Flower Mound town, TX.....	64,669
Concord town, MA.....	17,668	Forest Grove city, OR.....	21,083
Coon Rapids city, MN.....	61,476	Fort Collins city, CO.....	143,986
Copperas Cove city, TX.....	32,032	Fort Lauderdale city, FL.....	165,521
Coral Springs city, FL.....	121,096	Fort Smith city, AR.....	86,209
Coronado city, CA.....	18,912	Franklin city, TN.....	62,487
Corvallis city, OR.....	54,462	Fremont city, CA.....	214,089
Cottonwood Heights city, UT.....	33,433	Friendswood city, TX.....	35,805
Creve Coeur city, MO.....	17,833	Fruita city, CO.....	12,646
Cross Roads town, TX.....	1,563	Gahanna city, OH.....	33,248
Dacono city, CO.....	4,152	Gaithersburg city, MD.....	59,933
Dade City city, FL.....	6,437	Galveston city, TX.....	47,743
Dakota County, MN.....	398,552	Gardner city, KS.....	19,123
Dallas city, OR.....	14,583	Georgetown city, TX.....	47,400
Dallas city, TX.....	1,197,816	Germantown city, TN.....	38,844

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Gilbert town, AZ.....	208,453	King City city, CA	12,874
Gillette city, WY	29,087	King County, WA.....	1,931,249
Glendora city, CA	50,073	Kirkland city, WA.....	48,787
Glenview village, IL	44,692	Kirkwood city, MO	27,540
Globe city, AZ	7,532	Knoxville city, IA	7,313
Golden city, CO.....	18,867	La Mesa city, CA	57,065
Golden Valley city, MN.....	20,371	La Plata town, MD.....	8,753
Goodyear city, AZ	65,275	La Porte city, TX	33,800
Grafton village, WI.....	11,459	La Vista city, NE.....	15,758
Grand Blanc city, MI.....	8,276	Lafayette city, CO	24,453
Grants Pass city, OR.....	34,533	Laguna Beach city, CA.....	22,723
Grass Valley city, CA	12,860	Laguna Niguel city, CA	62,979
Greenville city, NC.....	84,554	Lake Forest city, IL	19,375
Greenwich town, CT.....	61,171	Lake Oswego city, OR	36,619
Greenwood Village city, CO.....	13,925	Lake Stevens city, WA	28,069
Greer city, SC	25,515	Lake Worth city, FL	34,910
Gunnison County, CO	15,324	Lake Zurich village, IL	19,631
Hailey city, ID	7,960	Lakeville city, MN	55,954
Haines Borough, AK	2,508	Lakewood city, CO	142,980
Hamilton city, OH.....	62,477	Lakewood city, WA.....	58,163
Hamilton town, MA	7,764	Lane County, OR.....	351,715
Hanover County, VA.....	99,863	Lansing city, MI	114,297
Harrisburg city, SD	4,089	Laramie city, WY.....	30,816
Harrisonburg city, VA	48,914	Larimer County, CO.....	299,630
Harrisonville city, MO	10,019	Las Cruces city, NM.....	97,618
Hayward city, CA	144,186	Las Vegas city, NV	583,756
Henderson city, NV	257,729	Lawrence city, KS.....	87,643
Herndon town, VA.....	23,292	Lawrenceville city, GA	28,546
High Point city, NC.....	104,371	Lee's Summit city, MO	91,364
Highland Park city, IL	29,763	Lehi city, UT	47,407
Highlands Ranch CDP, CO	96,713	Lenexa city, KS	48,190
Holland city, MI.....	33,051	Lewis County, NY	27,087
Honolulu County, HI.....	953,207	Lewiston city, ID	31,894
Hooksett town, NH.....	13,451	Lewisville city, TX.....	95,290
Hopkins city, MN	17,591	Lewisville town, NC	12,639
Hopkinton town, MA.....	14,925	Libertyville village, IL.....	20,315
Hoquiam city, WA	8,726	Lincoln city, NE	258,379
Horry County, SC	269,291	Lindsborg city, KS	3,458
Howard village, WI.....	17,399	Little Chute village, WI	10,449
Hudson city, OH.....	22,262	Littleton city, CO	41,737
Hudson town, CO.....	2,356	Livermore city, CA.....	80,968
Huntley village, IL	24,291	Lombard village, IL	43,165
Hurst city, TX.....	37,337	Lone Tree city, CO	10,218
Hutchinson city, MN	14,178	Long Grove village, IL	8,043
Hutto city, TX	14,698	Longmont city, CO	86,270
Independence city, MO.....	116,830	Longview city, TX.....	80,455
Indianola city, IA	14,782	Lonsdale city, MN.....	3,674
Indio city, CA	76,036	Los Alamos County, NM.....	17,950
Iowa City city, IA	67,862	Los Altos Hills town, CA	7,922
Irving city, TX.....	216,290	Louisville city, CO.....	18,376
Issaquah city, WA	30,434	Lower Merion township, PA	57,825
Jackson County, MI.....	160,248	Lynchburg city, VA	75,568
James City County, VA	67,009	Lynnwood city, WA	35,836
Jefferson County, CO	534,543	Macomb County, MI.....	840,978
Jefferson County, NY.....	116,229	Manassas city, VA	37,821
Jefferson Parish, LA	432,552	Manhattan Beach city, CA.....	35,135
Johnson City city, TN.....	63,152	Manhattan city, KS	52,281
Johnston city, IA	17,278	Mankato city, MN	39,309
Jupiter town, FL.....	55,156	Maple Grove city, MN	61,567
Kalamazoo city, MI.....	74,262	Maricopa County, AZ	3,817,117
Kansas City city, KS.....	145,786	Marshfield city, WI	19,118
Kansas City city, MO.....	459,787	Martinez city, CA	35,824
Keizer city, OR.....	36,478	Marysville city, WA	60,020
Kenmore city, WA	20,460	Matthews town, NC.....	27,198
Kennedale city, TX	6,763	McAllen city, TX	129,877
Kennett Square borough, PA.....	6,072	McKinney city, TX.....	131,117
Kent city, WA.....	92,411	McMinnville city, OR	32,187
Kerrville city, TX.....	22,347	Menlo Park city, CA	32,026
Kettering city, OH	56,163	Mercer Island city, WA	22,699
Key West city, FL	24,649	Meridian charter township, MI	39,688

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Meridian city, ID	75,092	Papillion city, NE	18,894
Merriam city, KS.....	11,003	Paradise Valley town, AZ	12,820
Mesa city, AZ.....	439,041	Park City city, UT	7,558
Mesa County, CO	146,723	Parker town, CO	45,297
Miami Beach city, FL	87,779	Parkland city, FL	23,962
Miami city, FL	399,457	Pasco city, WA.....	59,781
Middleton city, WI.....	17,442	Pasco County, FL	464,697
Midland city, MI.....	41,863	Payette city, ID.....	7,433
Milford city, DE	9,559	Pearland city, TX.....	91,252
Milton city, GA	32,661	Peoria city, AZ	154,065
Minneapolis city, MN	382,578	Peoria city, IL	115,007
Missouri City city, TX.....	67,358	Pflugerville city, TX	46,936
Modesto city, CA.....	201,165	Phoenix city, AZ.....	1,445,632
Monterey city, CA.....	27,810	Pinehurst village, NC	13,124
Monticello city, UT	1,972	Piqua city, OH.....	20,522
Montrose city, CO	19,132	Pitkin County, CO.....	17,148
Monument town, CO	5,530	Plano city, TX	259,841
Mooresville town, NC.....	32,711	Platte City city, MO.....	4,691
Moraga town, CA	16,016	Pleasanton city, CA	70,285
Morristown city, TN.....	29,137	Plymouth city, MN.....	70,576
Morrisville town, NC	18,576	Polk County, IA.....	430,640
Morro Bay city, CA	10,234	Pompano Beach city, FL	99,845
Mountain Village town, CO.....	1,320	Port Orange city, FL	56,048
Mountlake Terrace city, WA	19,909	Portland city, OR.....	583,776
Murphy city, TX	17,708	Post Falls city, ID	27,574
Naperville city, IL.....	141,853	Powell city, OH	11,500
Napoleon city, OH.....	8,749	Prince William County, VA.....	402,002
Needham CDP, MA.....	28,886	Prior Lake city, MN.....	22,796
Nevada City city, CA.....	3,068	Pueblo city, CO	106,595
New Braunfels city, TX	57,740	Purcellville town, VA.....	7,727
New Brighton city, MN.....	21,456	Queen Creek town, AZ	26,361
New Hanover County, NC	202,667	Ramsey city, MN.....	23,668
New Orleans city, LA	343,829	Raymond town, ME.....	4,436
New Port Richey city, FL.....	14,911	Raymore city, MO	19,206
New Smyrna Beach city, FL	22,464	Redmond city, OR.....	26,215
New Ulm city, MN	13,522	Redmond city, WA	54,144
Newberg city, OR.....	22,068	Reno city, NV.....	225,221
Newport city, RI.....	24,672	Reston CDP, VA	58,404
Newport News city, VA.....	180,719	Richmond city, CA.....	103,701
Newton city, IA.....	15,254	Richmond Heights city, MO.....	8,603
Noblesville city, IN	51,969	Rio Rancho city, NM.....	87,521
Nogales city, AZ.....	20,837	River Falls city, WI	15,000
Norcross city, GA	9,116	Riverside city, CA	303,871
Norfolk city, VA.....	242,803	Riverside city, MO	2,937
North Mankato city, MN.....	13,394	Roanoke County, VA	92,376
North Port city, FL.....	57,357	Rochester Hills city, MI.....	70,995
North Richland Hills city, TX.....	63,343	Rock Hill city, SC.....	66,154
Novato city, CA	51,904	Rockville city, MD.....	61,209
Novi city, MI.....	55,224	Roeland Park city, KS	6,731
O'Fallon city, IL.....	28,281	Rogers city, MN	8,597
O'Fallon city, MO.....	79,329	Rohnert Park city, CA	40,971
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
Oklahoma City city, OK.....	579,999	Rosenberg city, TX.....	30,618
Olathe city, KS.....	125,872	Roseville city, MN.....	33,660
Old Town city, ME.....	7,840	Round Rock city, TX.....	99,887
Olmsted County, MN	144,248	Royal Oak city, MI.....	57,236
Olympia city, WA	46,478	Saco city, ME.....	18,482
Orland Park village, IL.....	56,767	Sahuarita town, AZ	25,259
Oshkosh city, WI.....	66,083	Salida city, CO	5,236
Oshtemo charter township, MI.....	21,705	Sammamish city, WA	45,780
Oswego village, IL.....	30,355	San Anselmo town, CA	12,336
Otsego County, MI.....	24,164	San Antonio city, TX.....	1,327,407
Ottawa County, MI.....	263,801	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
Palos Verdes Estates city, CA.....	13,438	San Marcos city, CA	83,781

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San Marcos city, TX.....	44,894	The Woodlands CDP, TX.....	93,847
Sanford city, FL.....	53,570	Thousand Oaks city, CA.....	126,683
Sangamon County, IL.....	197,465	Tigard city, OR.....	48,035
Santa Clarita city, CA.....	176,320	Tracy city, CA.....	82,922
Santa Fe city, NM.....	67,947	Trinidad CCD, CO.....	12,017
Santa Fe County, NM.....	144,170	Tualatin city, OR.....	26,054
Santa Monica city, CA.....	89,736	Tulsa city, OK.....	391,906
Sarasota County, FL.....	379,448	Twin Falls city, ID.....	44,125
Savage city, MN.....	26,911	Tyler city, TX.....	96,900
Schaumburg village, IL.....	74,227	University Heights city, OH.....	13,539
Scott County, MN.....	129,928	University Park city, TX.....	23,068
Scottsdale city, AZ.....	217,385	Upper Arlington city, OH.....	33,771
Seaside city, CA.....	33,025	Urbandale city, IA.....	39,463
Sevierville city, TN.....	14,807	Vail town, CO.....	5,305
Shakopee city, MN.....	37,076	Vancouver city, WA.....	161,791
Sharonville city, OH.....	13,560	Ventura CCD, CA.....	111,889
Shawnee city, KS.....	62,209	Vernon Hills village, IL.....	25,113
Shawnee city, OK.....	29,857	Vestavia Hills city, AL.....	34,033
Sherborn town, MA.....	4,119	Victoria city, MN.....	7,345
Shoreview city, MN.....	25,043	Vienna town, VA.....	15,687
Shorewood village, IL.....	15,615	Virginia Beach city, VA.....	437,994
Shorewood village, WI.....	13,162	Walnut Creek city, CA.....	64,173
Sierra Vista city, AZ.....	43,888	Washington County, MN.....	238,136
Sioux Center city, IA.....	7,048	Washington town, NH.....	1,123
Sioux Falls city, SD.....	153,888	Washougal city, WA.....	14,095
Skokie village, IL.....	64,784	Wauwatosa city, WI.....	46,396
Snellville city, GA.....	18,242	Waverly city, IA.....	9,874
South Lake Tahoe city, CA.....	21,403	Weddington town, NC.....	9,459
Southlake city, TX.....	26,575	Wentzville city, MO.....	29,070
Spring Hill city, KS.....	5,437	West Carrollton city, OH.....	13,143
Springboro city, OH.....	17,409	West Chester borough, PA.....	18,461
Springfield city, MO.....	159,498	West Des Moines city, IA.....	56,609
St. Augustine city, FL.....	12,975	Western Springs village, IL.....	12,975
St. Charles city, IL.....	32,974	Westerville city, OH.....	36,120
St. Cloud city, FL.....	35,183	Westlake town, TX.....	992
St. Cloud city, MN.....	65,842	Westminster city, CO.....	106,114
St. Joseph city, MO.....	76,780	Weston town, MA.....	11,261
St. Louis County, MN.....	200,226	Wheat Ridge city, CO.....	30,166
State College borough, PA.....	42,034	White House city, TN.....	10,255
Steamboat Springs city, CO.....	12,088	Wichita city, KS.....	382,368
Sterling Heights city, MI.....	129,699	Williamsburg city, VA.....	14,068
Sugar Grove village, IL.....	8,997	Willowbrook village, IL.....	8,540
Sugar Land city, TX.....	78,817	Wilmington city, NC.....	106,476
Suisun City city, CA.....	28,111	Wilsonville city, OR.....	19,509
Summit city, NJ.....	21,457	Windsor town, CO.....	18,644
Summit County, UT.....	36,324	Windsor town, CT.....	29,044
Summit village, IL.....	11,054	Winnetka village, IL.....	12,187
Sunnyvale city, CA.....	140,081	Winter Garden city, FL.....	34,568
Surprise city, AZ.....	117,517	Woodbury city, MN.....	61,961
Suwanee city, GA.....	15,355	Woodland city, CA.....	55,468
Tacoma city, WA.....	198,397	Wrentham town, MA.....	10,955
Takoma Park city, MD.....	16,715	Wyandotte County, KS.....	157,505
Tamarac city, FL.....	60,427	Yakima city, WA.....	91,067
Temecula city, CA.....	100,097	York County, VA.....	65,464
Tempe city, AZ.....	161,719	Yorktown town, IN.....	9,405
Texarkana city, TX.....	36,411	Yountville city, CA.....	2,933

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 Sevierville funded this research. Please contact Tracy Baker of the City of Sevierville at tbaker@seviervilletn.org if you have any questions about the survey.

Survey Validity

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

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

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

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

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

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

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

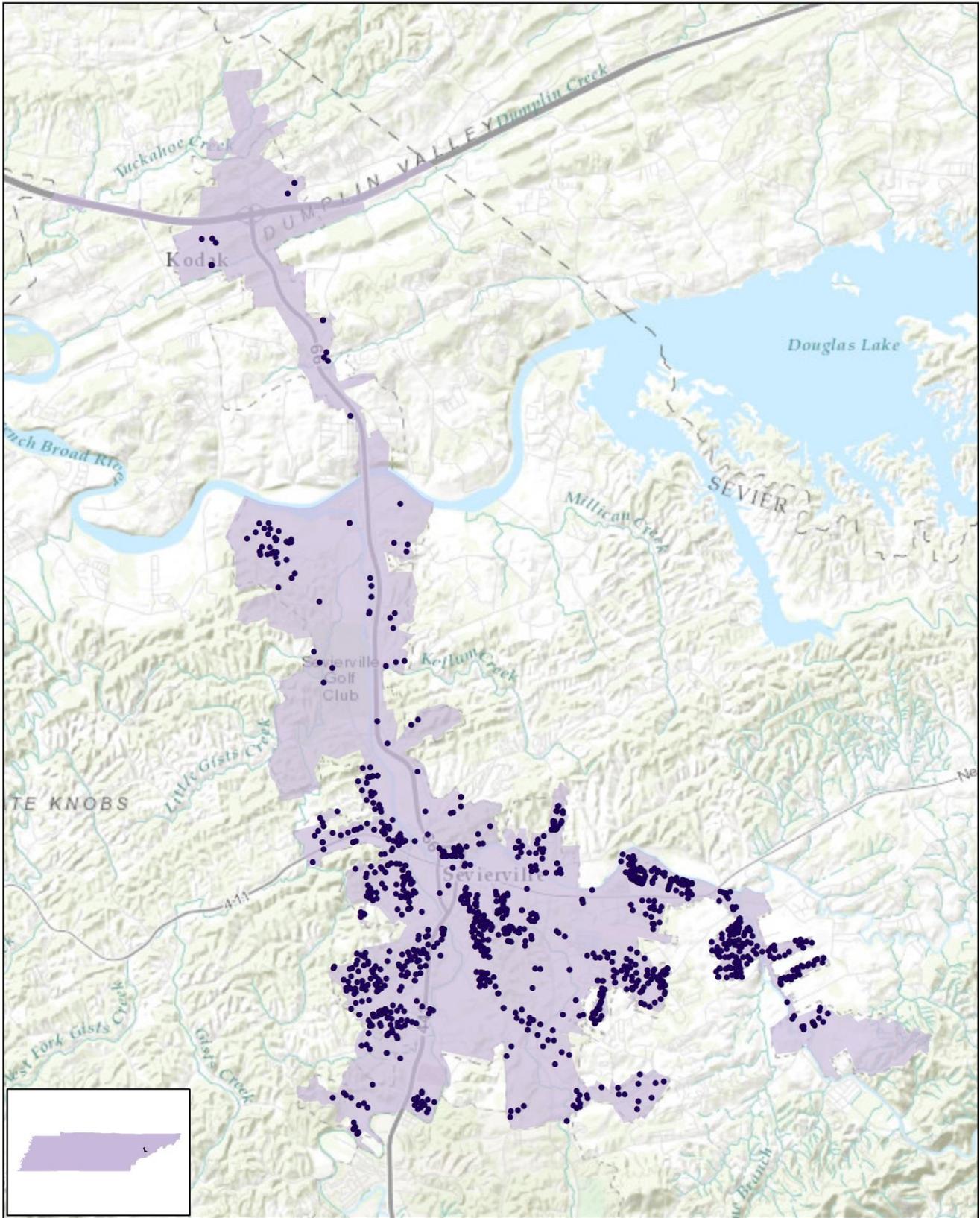
Selecting Survey Recipients

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Sevierville were eligible to participate in the survey. A list of all households within the zip codes serving Sevierville was purchased from [Go-Dog Direct](#) based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Sevierville 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 Sevierville boundaries were removed from consideration.

To choose the 1,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

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

Figure 1: Location of Survey Recipients



Survey Recipients in Sevierville, TN

- Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on February 21, 2017. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor 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. Respondents could opt to take the survey online if they preferred. Completed surveys were collected over the following seven weeks.

About 4% of the 1,500 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 1,437 households that received the survey, 314 completed the survey, providing an overall response rate of 22%. The response rate was calculated using AAPOR's response rate #2¹ for mailed surveys of unnamed persons.

Table 71: Survey Response Rate

	Overall
Total sample used	1,500
I=Complete Interviews	313
P=Partial Interviews	1
R=Refusal and break off	0
NC=Non Contact	0
O=Other	0
UH=Unknown household	0
UO=Unknown other	1,123
Response rate: $(I+P)/(I+P) + (R+NC+O) + (UH+UO)$	22

Confidence Intervals

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

The margin of error for the City of Sevierville survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (314 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents 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.

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

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

The National Citizen Survey™

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

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

Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Sevierville. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure, housing unit type and sex and age. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 72: Sevierville, ST 2017 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	51%	34%	49%
Own home	49%	66%	51%
Detached unit	59%	59%	58%
Attached unit	41%	41%	42%
Race and Ethnicity			
White	90%	95%	95%
Not white	10%	5%	5%
Not Hispanic	91%	99%	97%
Hispanic	9%	1%	3%
Sex and Age			
Female	54%	57%	56%
Male	46%	43%	44%
18-34 years of age	30%	10%	27%
35-54 years of age	32%	23%	32%
55+ years of age	38%	67%	40%
Females 18-34	15%	7%	15%
Females 35-54	17%	12%	17%
Females 55+	23%	38%	23%
Males 18-34	15%	3%	12%
Males 35-54	15%	11%	15%
Males 55+	16%	30%	17%

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 Sevierville 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,



Bryan C. Atchley
Mayor

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March 2017

Dear City of Sevierville Resident:

Please help us shape the future of Sevierville! You have been selected at random to participate in the 2017 Sevierville 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 Sevierville make decisions that affect our City.

A few things to remember:

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

<http://bit.ly/2kTPugj>

If you have any questions about the survey please call Tracy Baker at (865) 868-0910.

Thank you for your time and participation!

Sincerely,

Bryan C. Atchley
Mayor



March 2017

Dear City of Sevierville Resident:

Here's a second chance if you haven't already responded to the 2017 Sevierville 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 Sevierville! You have been selected at random to participate in the 2017 Sevierville 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 Sevierville 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:**

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If you have any questions about the survey please call Tracy Baker at (865) 868-0910.

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Sincerely,

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Mayor

The City of Sevierville 2017 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 Sevierville:

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

2. Please rate each of the following characteristics as they relate to Sevierville 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 Sevierville.....	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 Sevierville.....	1	2	3	4	5
Overall "built environment" of Sevierville (including overall design, buildings, parks and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in Sevierville.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Sevierville.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Sevierville.....	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 Sevierville to someone who asks.....	1	2	3	4	5
Remain in Sevierville 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 Sevierville'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 Sevierville 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 Sevierville.....	1	2	3	4	5
Ease of travel by bicycle in Sevierville.....	1	2	3	4	5
Ease of walking in Sevierville.....	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 Sevierville.....	1	2	3	4	5
Overall appearance of Sevierville.....	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 Sevierville 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 Sevierville.....	1	2	3	4	5
Overall quality of business and service establishments in Sevierville.....	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Sevierville.....	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 Sevierville	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 make your home more energy efficient	1	2
Observed a code violation or other hazard in Sevierville (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Sevierville	1	2
Reported a crime to the police in Sevierville	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 Sevierville (in-person, phone, email or web) for help or information	1	2
Contacted Sevierville 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 Sevierville?

	<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 Sevierville recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Participated in religious or spiritual activities in Sevierville	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 Sevierville	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 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>
Attended a local public meeting	1	2	3	4

The City of Sevierville 2017 Citizen Survey

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

	<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
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
Sevierville open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Sevierville 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 Sevierville	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5

12. Please rate the following categories of Sevierville 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 Sevierville.....	1	2	3	4	5
The overall direction that Sevierville is taking.....	1	2	3	4	5
The job Sevierville government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Sevierville 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 Sevierville 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 Sevierville	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 Sevierville	1	2	3	4
Overall “built environment” of Sevierville (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Sevierville.....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Sevierville	1	2	3	4
Sense of community.....	1	2	3	4

14. How important, if at all, do you think it is for the City of Sevierville to focus on each of the following over the next five years with its limited budget:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Downtown redevelopment.....	1	2	3	4	5
Use of incentives to attract new businesses	1	2	3	4	5
Additional downtown parking	1	2	3	4	5
Maintain and improve City streets	1	2	3	4	5
Reduction of the City’s debt	1	2	3	4	5
Integration of traffic flow with other cities	1	2	3	4	5
Expansion of the recycling center	1	2	3	4	5
Extension of Veterans Boulevard to Highway 66	1	2	3	4	5

15. How much you do you support or oppose the City’s participation in each of the following retail development activities:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Incentives for new retail development	1	2	3	4	5
Grants and incentives for infrastructural repair and enhancement of existing facilities (i.e. downtown).....	1	2	3	4	5
Public funding of downtown redevelopment projects (i.e. sidewalks, parking lots, street lighting, signage, etc.)	1	2	3	4	5
Stricter code enforcement for demolition of blighted commercial properties.....	1	2	3	4	5
Revision of existing codes to facilitate upgrades and improvements to older buildings for new businesses	1	2	3	4	5

The City of Sevierville 2017 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 Sevierville	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 Sevierville?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Sevierville?

- 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

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Thank you for helping create a better city!

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Mayor

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