



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

## Morrisville, NC

Trends over Time

2017



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# Summary

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

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

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

Overall, ratings in Morrisville for 2017 generally remained stable. Of the 132 items for which comparisons were available, 119 items were rated similarly in 2015 and 2017, six items showed a decrease in ratings and seven showed an increase in ratings. Notable trends over time included the following:

- Ratings for Community Characteristics largely remained stable with only one aspect decreasing (availability of affordable quality housing) and three aspects increasing (shopping opportunities, opportunities to attend cultural/arts/music activities and social events and activities) since 2015.
- Ratings for services and amenities provided by Morrisville were consistent over time, with two increases and four decreases from 2015 to 2017. Residents were more pleased with street cleaning and cable television, but less satisfied with yard waste pick-up, sewer services and recreation centers, as well as services provided by the Federal Government since the last survey administration.
- In 2017, more Morrisville residents reported attending a Town-sponsored event or volunteering, but fewer had frequented the Town recreation centers.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2017 rating compared to 2015	Comparison to benchmark	
	2015	2017		2015	2017
Overall quality of life	90%	93%	Similar	Similar	Similar
Overall image	85%	78%	Similar	Higher	Similar
Place to live	94%	97%	Similar	Similar	Similar
Neighborhood	83%	86%	Similar	Similar	Similar
Place to raise children	87%	95%	Similar	Similar	Higher
Place to retire	66%	70%	Similar	Similar	Similar
Overall appearance	80%	89%	Similar	Similar	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2017 rating compared to 2015	Comparison to benchmark	
		2015	2017		2015	2017
Safety	Overall feeling of safety	91%	91%	Similar	Similar	Higher
	Safe in neighborhood	95%	97%	Similar	Similar	Similar
	Safe downtown/commercial area	96%	96%	Similar	Similar	Similar
Mobility	Overall ease of travel	65%	58%	Similar	Similar	Similar
	Paths and walking trails	56%	66%	Similar	Similar	Similar
	Ease of walking	55%	52%	Similar	Similar	Similar
	Travel by bicycle	38%	33%	Similar	Similar	Similar
	Travel by public transportation	13%	19%	Similar	Much lower	Lower
	Travel by car	55%	49%	Similar	Similar	Similar
	Public parking	74%	74%	Similar	Higher	Higher
	Traffic flow	31%	25%	Similar	Lower	Lower
	Natural Environment	Overall natural environment	80%	79%	Similar	Similar
	Cleanliness	89%	91%	Similar	Similar	Higher
	Air quality	85%	94%	Similar	Similar	Higher
Built Environment	Overall built environment	51%	60%	Similar	Similar	Similar
	New development in Morrisville	60%	58%	Similar	Similar	Similar
	Affordable quality housing	60%	46%	Lower	Higher	Similar
	Housing options	64%	65%	Similar	Similar	Similar
	Public places	63%	67%	Similar	Similar	Similar
Economy	Overall economic health	84%	84%	Similar	Higher	Higher
	Vibrant downtown/commercial area	31%	28%	Similar	Lower	Lower
	Business and services	80%	73%	Similar	Similar	Similar
	Cost of living	57%	58%	Similar	Similar	Higher
	Shopping opportunities	73%	84%	Higher	Higher	Higher
	Employment opportunities	65%	68%	Similar	Much higher	Much higher
	Place to visit	45%	47%	Similar	Lower	Lower
	Place to work	84%	79%	Similar	Higher	Higher

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2017 rating compared to 2015	Comparison to benchmark	
		2015	2017		2015	2017
Recreation and Wellness	Health and wellness	66%	66%	Similar	Similar	Similar
	Mental health care	58%	56%	Similar	Similar	Similar
	Preventive health services	76%	72%	Similar	Similar	Higher
	Health care	74%	69%	Similar	Higher	Similar
	Food	80%	83%	Similar	Higher	Higher
	Recreational opportunities	61%	60%	Similar	Similar	Similar
	Fitness opportunities	70%	64%	Similar	Similar	Similar
Education and Enrichment	Religious or spiritual events and activities	72%	67%	Similar	Similar	Similar
	Cultural/arts/music activities	42%	58%	Higher	Similar	Similar
	Adult education	45%	38%	Similar	Similar	Lower
	K-12 education	80%	74%	Similar	Similar	Similar
	Child care/preschool	69%	72%	Similar	Higher	Higher
Community Engagement	Social events and activities	53%	64%	Higher	Similar	Similar
	Neighborliness	61%	62%	Similar	Similar	Similar
	Openness and acceptance	80%	84%	Similar	Higher	Higher
	Opportunities to participate in community matters	57%	61%	Similar	Similar	Similar
	Opportunities to volunteer	56%	64%	Similar	Lower	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2017 rating compared to 2015	Comparison to benchmark	
	2015	2017		2015	2017
Services provided by Morrisville	87%	85%	Similar	Similar	Similar
Customer service	81%	74%	Similar	Similar	Similar
Value of services for taxes paid	65%	65%	Similar	Similar	Similar
Overall direction	70%	65%	Similar	Similar	Similar
Welcoming citizen involvement	73%	68%	Similar	Higher	Higher
Confidence in Town government	72%	65%	Similar	Similar	Higher
Acting in the best interest of Morrisville	70%	70%	Similar	Similar	Higher
Being honest	71%	74%	Similar	Similar	Higher
Treating all residents fairly	75%	78%	Similar	Higher	Higher
Services provided by the Federal Government	56%	40%	Lower	Higher	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2017 rating compared to 2015	Comparison to benchmark	
		2015	2017		2015	2017
Safety	Police	91%	88%	Similar	Higher	Higher
	Fire	95%	95%	Similar	Similar	Similar
	Ambulance/EMS	95%	92%	Similar	Similar	Similar
	Crime prevention	80%	76%	Similar	Similar	Similar
	Fire prevention	89%	81%	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good)		2017 rating compared to 2015	Comparison to benchmark		
		2015	2017		2015	2017	
	Animal control	76%	72%	Similar	Similar	Similar	
	Emergency preparedness	67%	74%	Similar	Similar	Similar	
Mobility	Traffic enforcement	60%	55%	Similar	Similar	Similar	
	Street repair	41%	50%	Similar	Similar	Similar	
	Street cleaning	58%	73%	Higher	Similar	Similar	
	Street lighting	59%	62%	Similar	Similar	Similar	
	Snow removal	66%	58%	Similar	Similar	Similar	
	Sidewalk maintenance	69%	72%	Similar	Similar	Higher	
	Traffic signal timing	47%	49%	Similar	Similar	Similar	
	Bus or transit services	27%	29%	Similar	Much lower	Lower	
	Natural Environment	Garbage collection	86%	79%	Similar	Similar	Similar
		Recycling	84%	76%	Similar	Similar	Similar
Yard waste pick-up		84%	74%	Lower	Similar	Similar	
Drinking water		88%	78%	Similar	Higher	Similar	
Natural areas preservation		56%	53%	Similar	Similar	Similar	
Open space		49%	49%	Similar	Similar	Similar	
Built Environment		Storm drainage	74%	70%	Similar	Similar	Higher
	Sewer services	89%	79%	Lower	Similar	Similar	
	Power utility	86%	81%	Similar	Similar	Similar	
	Utility billing	76%	78%	Similar	Similar	Higher	
	Land use, planning and zoning	50%	47%	Similar	Similar	Similar	
	Code enforcement	71%	64%	Similar	Higher	Higher	
	Cable television	47%	66%	Higher	Similar	Higher	
Economy	Economic development	73%	72%	Similar	Higher	Higher	
Recreation and Wellness	Town parks	80%	80%	Similar	Similar	Similar	
	Recreation programs	74%	64%	Similar	Similar	Similar	
	Recreation centers	71%	59%	Lower	Similar	Similar	
	Health services	77%	76%	Similar	Similar	Similar	
Education and Enrichment	Special events	64%	71%	Similar	Similar	Similar	
	Public libraries	79%	84%	Similar	Similar	Similar	
Community Engagement	Public information	73%	68%	Similar	Similar	Similar	

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2017 rating compared to 2015	Comparison to benchmark	
	2015	2017		2015	2017
Sense of community	63%	62%	Similar	Similar	Similar
Recommend Morrisville	93%	93%	Similar	Similar	Similar
Remain in Morrisville	82%	84%	Similar	Similar	Similar
Contacted Morrisville employees	33%	34%	Similar	Lower	Lower

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Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2017 rating compared to 2015	Comparison to benchmark	
		2015	2017		2015	2017
Safety	Stocked supplies for an emergency	43%	38%	Similar	Similar	Similar
	Did NOT report a crime	90%	81%	Similar	Higher	Similar
	Was NOT the victim of a crime	93%	91%	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	3%	5%	Similar	Much lower	Much lower
	Carpooled instead of driving alone	26%	24%	Similar	Lower	Lower
	Walked or biked instead of driving	48%	50%	Similar	Similar	Similar
Natural Environment	Conserved water	84%	74%	Similar	Similar	Similar
	Made home more energy efficient	81%	74%	Similar	Similar	Similar
	Recycled at home	87%	86%	Similar	Similar	Similar
Built Environment	Did NOT observe a code violation	75%	72%	Similar	Much higher	Higher
	NOT under housing cost stress	78%	80%	Similar	Higher	Higher
Economy	Purchased goods or services in Morrisville	99%	99%	Similar	Similar	Similar
	Economy will have positive impact on income	47%	49%	Similar	Much higher	Higher
	Work in Morrisville	38%	34%	Similar	Similar	Similar
Recreation and Wellness	Used Morrisville recreation centers	61%	51%	Lower	Similar	Similar
	Visited a Town park	81%	86%	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	90%	88%	Similar	Similar	Similar
	Participated in moderate or vigorous physical activity	84%	90%	Similar	Similar	Similar
	In very good to excellent health	68%	68%	Similar	Similar	Similar
Education and Enrichment	Used Morrisville public libraries	59%	57%	Similar	Similar	Similar
	Participated in religious or spiritual activities	34%	39%	Similar	Lower	Similar
	Attended a Town-sponsored event	38%	57%	Higher	Lower	Similar
Community Engagement	Campaigned for an issue, cause or candidate	16%	17%	Similar	Similar	Similar
	Contacted Morrisville elected officials	11%	17%	Similar	Similar	Similar
	Volunteered	19%	30%	Higher	Much lower	Similar
	Participated in a club	11%	18%	Similar	Lower	Similar
	Talked to or visited with neighbors	85%	88%	Similar	Similar	Similar
	Done a favor for a neighbor	68%	71%	Similar	Lower	Lower
	Read or watched local news	83%	84%	Similar	Similar	Similar
	Voted in local elections	76%	70%	Similar	Similar	Lower