

THE NCSTM
The National Citizen SurveyTM

Suwanee, GA

Trends over Time

2014



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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 2014 ratings for the City of Suwanee to its previous survey results in 2008, 2010 and 2012. Additional reports and technical appendices are available under separate cover.

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

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than eight percentage points between the 2012 and 2014 surveys, otherwise the comparison between 2012 and 2014 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 Suwanee for 2014 generally remained stable. Of the 90 items for which comparisons were available, 85 items were rated similarly in 2012 and 2014, two items showed a decrease in ratings and three showed an increase in ratings.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)				2014 rating compared to 2012	Comparison to benchmark			
	2008	2010	2012	2014		2008	2010	2012	2014
Overall quality of life	95%	95%	97%	96%	Similar	Much higher	Much higher	Much higher	Higher
Overall image	95%	93%	98%	94%	Similar	Much higher	Much higher	Much higher	Much higher
Place to live	98%	98%	100%	98%	Similar	Much higher	Much higher	Much higher	Higher
Neighborhood	90%	92%	92%	91%	Similar	Higher	Much higher	Much higher	Similar
Place to raise children	97%	96%	97%	97%	Similar	Much higher	Much higher	Much higher	Higher
Place to retire	71%	72%	79%	78%	Similar	Higher	Much higher	Much higher	Higher
Overall appearance	92%	92%	94%	94%	Similar	Much higher	Much higher	Much higher	Much higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2014 rating compared to 2012	Comparison to benchmark			
		2008	2010	2012	2014		2008	2010	2012	2014
Safety	Overall feeling of safety	NA	NA	NA	94%	NA	NA	NA	NA	Higher
	Safe in neighborhood	97%	97%	96%	97%	Similar	Higher	Much higher	Higher	Similar
	Safe downtown/commercial area	96%	95%	93%	96%	Similar	Much higher	Much higher	Much higher	Similar
	Overall ease of travel	NA	NA	NA	80%	NA	NA	NA	NA	Similar
	Paths and walking trails	87%	84%	90%	85%	Similar	Much higher	Much higher	Much higher	Much higher
	Ease of walking	61%	63%	75%	67%	Similar	Similar	Higher	Much higher	Similar
	Travel by bicycle	50%	57%	65%	65%	Similar	Similar	Higher	Much higher	Similar
	Travel by car	54%	65%	68%	71%	Similar	Lower	Higher	Higher	Similar
Mobility	Public parking	NA	NA	NA	70%	NA	NA	NA	NA	Higher
	Traffic flow	38%	47%	51%	48%	Similar	Much lower	Similar	Higher	Similar
	Overall natural environment	89%	90%	94%	94%	Similar	Much higher	Much higher	Much higher	Higher
Natural Environment	Cleanliness	95%	94%	93%	94%	Similar	Much higher	Much higher	Much higher	Higher
	Air quality	78%	81%	86%	90%	Similar	Similar	Much higher	Much higher	Higher
Built Environment	Overall built environment	NA	NA	NA	87%	NA	NA	NA	NA	Much higher
	New development in Suwanee	83%	78%	87%	81%	Similar	Much higher	Much higher	Much higher	Higher

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2014 rating compared to 2012	Comparison to benchmark			
		2008	2010	2012	2014		2008	2010	2012	2014
	Affordable quality housing	73%	72%	73%	71%	Similar	Much higher	Much higher	Much higher	Higher
	Housing options	83%	78%	75%	83%	Similar	Much higher	Much higher	Much higher	Higher
	Public places	NA	NA	NA	88%	NA	NA	NA	NA	Much higher
Economy	Overall economic health	NA	NA	NA	89%	NA	NA	NA	NA	Much higher
	Vibrant downtown/commercial area	NA	NA	NA	81%	NA	NA	NA	NA	Much higher
	Business and services	81%	77%	78%	81%	Similar	Much higher	Much higher	Much higher	Higher
	Cost of living	NA	NA	NA	67%	NA	NA	NA	NA	Higher
	Shopping opportunities	61%	58%	66%	61%	Similar	Similar	Higher	Much higher	Similar
	Employment opportunities	50%	45%	52%	51%	Similar	Much higher	Much higher	Much higher	Higher
	Place to visit	NA	NA	NA	78%	NA	NA	NA	NA	Higher
	Place to work	81%	71%	83%	83%	Similar	Much higher	Much higher	Much higher	Higher
	Health and wellness	NA	NA	NA	83%	NA	NA	NA	NA	Higher
	Mental health care	NA	NA	NA	64%	NA	NA	NA	NA	Similar
Recreation and Wellness	Preventive health services	71%	67%	70%	72%	Similar	Higher	Much higher	Much higher	Similar
	Health care	66%	65%	70%	69%	Similar	Much higher	Much higher	Much higher	Similar
	Food	83%	79%	81%	79%	Similar	Much higher	Much higher	Much higher	Higher
	Recreational opportunities	88%	90%	86%	85%	Similar	Much higher	Much higher	Much higher	Higher
	Fitness opportunities	NA	NA	NA	89%	NA	NA	NA	NA	Higher
	Religious or spiritual events and activities	83%	81%	79%	84%	Similar	Similar	Higher	Higher	Similar
Education and Enrichment	Cultural/arts/music activities	76%	74%	75%	75%	Similar	Much higher	Much higher	Much higher	Higher
	Adult education	NA	NA	NA	62%	NA	NA	NA	NA	Similar
	K-12 education	90%	92%	93%	95%	Similar	Much higher	Much higher	Much higher	Much higher
	Child care/preschool	77%	71%	75%	83%	Similar	Much higher	Much higher	Much higher	Much higher

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)				2014 rating compared to 2012	Comparison to benchmark			
		2008	2010	2012	2014		2008	2010	2012	2014
Community Engagement	Social events and activities	81%	84%	84%	82%	Similar	Much higher	Much higher	Much higher	Higher
	Neighborliness	NA	NA	NA	79%	NA	NA	NA	NA	Higher
	Openness and acceptance	87%	87%	85%	88%	Similar	Much higher	Much higher	Much higher	Higher
	Opportunities to participate in community matters	79%	79%	78%	79%	Similar	Higher	Much higher	Much higher	Higher
	Opportunities to volunteer	83%	81%	77%	83%	Similar	Similar	Much higher	Higher	Higher

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)				2014 rating compared to 2012	Comparison to benchmark			
	2008	2010	2012	2014		2008	2010	2012	2014
Services provided by Suwanee	94%	87%	94%	91%	Similar	Much higher	Much higher	Much higher	Higher
Customer service	91%	84%	85%	87%	Similar	Much higher	Much higher	Much higher	Similar
Value of services for taxes paid	77%	71%	76%	76%	Similar	Much higher	Much higher	Much higher	Higher
Overall direction	86%	79%	89%	91%	Similar	Much higher	Much higher	Much higher	Much higher
Welcoming citizen involvement	80%	80%	77%	81%	Similar	Much higher	Much higher	Much higher	Much higher
Confidence in City government	NA	NA	NA	83%	NA	NA	NA	NA	Much higher
Acting in the best interest of Suwanee	NA	NA	NA	86%	NA	NA	NA	NA	Much higher
Being honest	NA	NA	NA	85%	NA	NA	NA	NA	Much higher
Treating all residents fairly	NA	NA	NA	83%	NA	NA	NA	NA	Much higher
Services provided by the Federal Government	49%	32%	40%	37%	Similar	Similar	Lower	Similar	Similar
Services provided by the State Government	57%	42%	47%	43%	Similar	Similar	Similar	Higher	Similar
Services provided by Gwinnett County Government	75%	59%	66%	65%	Similar	Much higher	Higher	Much higher	Similar

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Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)				2014 rating compared to 2012	Comparison to benchmark			
		2008	2010	2012	2014		2008	2010	2012	2014
Safety	Police	91%	86%	90%	86%	Similar	Much higher	Much higher	Much higher	Similar
	Fire	97%	95%	98%	92%	Similar	Similar	Much higher	Much higher	Similar
	Ambulance/EMS	96%	94%	97%	95%	Similar	Higher	Much higher	Much higher	Similar
	Crime prevention	87%	88%	88%	84%	Similar	Much higher	Much higher	Much higher	Higher
	Fire prevention	85%	85%	83%	82%	Similar	Higher	Much higher	Much higher	Similar
	Animal control	79%	77%	76%	71%	Similar	Much higher	Much higher	Much higher	Similar
Mobility	Traffic enforcement	80%	73%	73%	75%	Similar	Much higher	Much higher	Much higher	Similar
	Street repair	76%	69%	74%	68%	Similar	Much higher	Much higher	Much higher	Higher
	Street cleaning	79%	78%	80%	80%	Similar	Much higher	Much higher	Much higher	Higher
	Street lighting	74%	68%	70%	79%	Higher	Higher	Higher	Much higher	Higher
	Snow removal	78%	63%	52%	53%	Similar	Much higher	Similar	Similar	Similar
	Sidewalk maintenance	74%	68%	72%	73%	Similar	Much higher	Much higher	Much higher	Higher
	Traffic signal timing	55%	54%	56%	58%	Similar	Similar	Higher	Higher	Similar
	Bus or transit services	41%	30%	31%	39%	Similar	Much lower	Much lower	Much lower	Lower
	Natural Environment	Garbage collection	83%	87%	87%	83%	Similar	Lower	Much higher	Higher
Recycling		76%	86%	87%	81%	Similar	Lower	Much higher	Much higher	Similar
Yard waste pick-up		72%	76%	84%	82%	Similar	Much lower	Higher	Higher	Similar
Drinking water		84%	79%	82%	83%	Similar	Much higher	Much higher	Much higher	Higher
Natural areas preservation		83%	86%	89%	84%	Similar	Much higher	Much higher	Much higher	Higher
Open space		NA	NA	NA	86%	NA	NA	NA	NA	Higher
Built Environment	Storm drainage	82%	74%	79%	78%	Similar	Much higher	Much higher	Much higher	Similar

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		Percent rating positively (e.g., excellent/good)				2014 rating compared to 2012	Comparison to benchmark			
		2008	2010	2012	2014		2008	2010	2012	2014
	Sewer services	88%	82%	88%	83%	Similar	Higher	Much higher	Much higher	Similar
	Land use, planning and zoning	71%	64%	77%	72%	Similar	Much higher	Much higher	Much higher	Higher
	Code enforcement	70%	66%	72%	74%	Similar	Much higher	Much higher	Much higher	Higher
	Cable television	57%	55%	57%	53%	Similar	Similar	Higher	Similar	Similar
Economy	Economic development	78%	67%	77%	83%	Similar	Much higher	Much higher	Much higher	Much higher
Recreation and Wellness	City parks	97%	95%	97%	96%	Similar	Much higher	Much higher	Much higher	Higher
	Recreation programs	89%	83%	80%	79%	Similar	Much higher	Much higher	Much higher	Similar
	Recreation centers	92%	86%	87%	85%	Similar	Much higher	Much higher	Much higher	Higher
	Health services	76%	76%	81%	72%	Lower	Higher	Much higher	Much higher	Similar
Education and Enrichment	Special events	NA	NA	NA	90%	NA	NA	NA	NA	Much higher
	Public libraries	92%	93%	87%	90%	Similar	Much higher	Much higher	Higher	Similar
Community Engagement	Public information	85%	82%	86%	84%	Similar	Much higher	Much higher	Much higher	Higher

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2014 rating compared to 2012	Comparison to benchmark			
	2008	2010	2012	2014		2008	2010	2012	2014
Sense of community	91%	86%	87%	86%	Similar	Much higher	Much higher	Much higher	Higher
Recommend Suwanee	96%	96%	99%	97%	Similar	Much higher	Much higher	Much higher	Higher
Remain in Suwanee	92%	91%	91%	91%	Similar	Much higher	Much higher	Higher	Similar
Contacted Suwanee employees	52%	47%	35%	32%	Similar	Lower	Much lower	Much lower	Lower

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Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2014 rating compared to 2012	Comparison to benchmark			
		2008	2010	2012	2014		2008	2010	2012	2014
Safety	Stocked supplies for an emergency	NA	NA	NA	31%	NA	NA	NA	NA	Similar
	Did NOT report a crime	NA	NA	NA	84%	NA	NA	NA	NA	Similar
	Was NOT the victim of a crime	92%	94%	94%	91%	Similar	Much higher	Much higher	Higher	Similar
Mobility	Used public transportation instead of driving	NA	NA	NA	8%	NA	NA	NA	NA	Much lower
	Carpooled instead of driving alone	NA	NA	NA	39%	NA	NA	NA	NA	Similar
	Walked or biked instead of driving	NA	NA	NA	49%	NA	NA	NA	NA	Similar
Natural Environment	Conserved water	NA	NA	NA	83%	NA	NA	NA	NA	Similar
	Made home more energy efficient	NA	NA	NA	79%	NA	NA	NA	NA	Similar
	Recycled at home	72%	81%	86%	88%	Similar	Lower	Similar	Similar	Similar
Built Environment	Did NOT observe a code violation	NA	NA	NA	67%	NA	NA	NA	NA	Higher
	NOT under housing cost stress	68%	73%	76%	74%	Similar	Higher	Much higher	Much higher	Similar
Economy	Purchased goods or services in Suwanee	NA	NA	NA	98%	NA	NA	NA	NA	Similar
	Economy will have positive impact on income	10%	18%	26%	50%	Higher	Much lower	Similar	Much higher	Much higher
	Work in Suwanee	NA	NA	NA	29%	NA	NA	NA	NA	Lower
Recreation and Wellness	Used Suwanee recreation centers	74%	73%	67%	78%	Higher	Much higher	Much higher	Much higher	Much higher
	Visited a City park	95%	94%	97%	96%	Similar	Much higher	Much higher	Much higher	Higher
Education and Enrichment	Participated in religious or spiritual activities	46%	42%	44%	37%	Similar	Much lower	Much lower	Much lower	Lower
	Attended a City-sponsored event	NA	NA	NA	82%	NA	NA	NA	NA	Much higher
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	NA	13%	NA	NA	NA	NA	Similar
	Contacted Suwanee elected officials	NA	NA	NA	9%	NA	NA	NA	NA	Similar
	Volunteered	33%	37%	39%	27%	Lower	Much lower	Much lower	Lower	Lower

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	Percent rating positively (e.g., always/sometimes, more than once a month, yes)				2014 rating compared to 2012	Comparison to benchmark			
	2008	2010	2012	2014		2008	2010	2012	2014
Participated in a club	24%	23%	23%	25%	Similar	Much lower	Much lower	Much lower	Similar
Talked to or visited with neighbors	NA	NA	NA	91%	NA	NA	NA	NA	Similar
Done a favor for a neighbor	NA	NA	NA	81%	NA	NA	NA	NA	Similar
Attended a local public meeting	34%	28%	22%	28%	Similar	Higher	Similar	Lower	Similar
Read or watched local news	NA	NA	NA	84%	NA	NA	NA	NA	Similar
Voted in local elections	84%	70%	75%	80%	Similar	Much higher	Lower	Similar	Similar