



**CITY OF GREER, SC  
2011**



3005 30th Street  
Boulder, CO 80301  
[www.n-r-c.com](http://www.n-r-c.com) • 303-444-7863



777 North Capitol Street NE, Suite 500  
Washington, DC 20002  
[www.icma.org](http://www.icma.org) • 202-289-ICMA

**C O N T E N T S**

Survey Background..... 1  
     About The National Citizen Survey™ ..... 1  
     Understanding the Results ..... 3

Executive Summary ..... 5

Community Ratings ..... 7  
     Overall Community Quality ..... 7  
     Community Design ..... 9  
         Transportation ..... 9  
         Housing ..... 12  
         Land Use and Zoning ..... 14  
     Economic Sustainability..... 17  
     Public Safety ..... 21  
     Environmental Sustainability..... 26  
     Recreation and Wellness ..... 29  
         Parks and Recreation ..... 29  
         Culture, Arts and Education ..... 31  
         Health and Wellness ..... 33  
     Community Inclusiveness..... 35  
     Civic Engagement..... 38  
         Civic Activity..... 38  
         Information and Awareness ..... 41  
         Social Engagement ..... 42  
     Public Trust..... 44  
         City of Greer Employees..... 46

From Data to Action ..... 48  
     Resident Priorities ..... 48  
     City of Greer Action Chart™ ..... 49  
         Using Your Action Chart™ ..... 51

Custom Questions ..... 53

Appendix A: Complete Survey Frequencies ..... 54  
     Frequencies Excluding “Don’t Know” Responses ..... 54  
     Frequencies Including “Don’t Know” Responses..... 65

Appendix B: Survey Methodology ..... 80

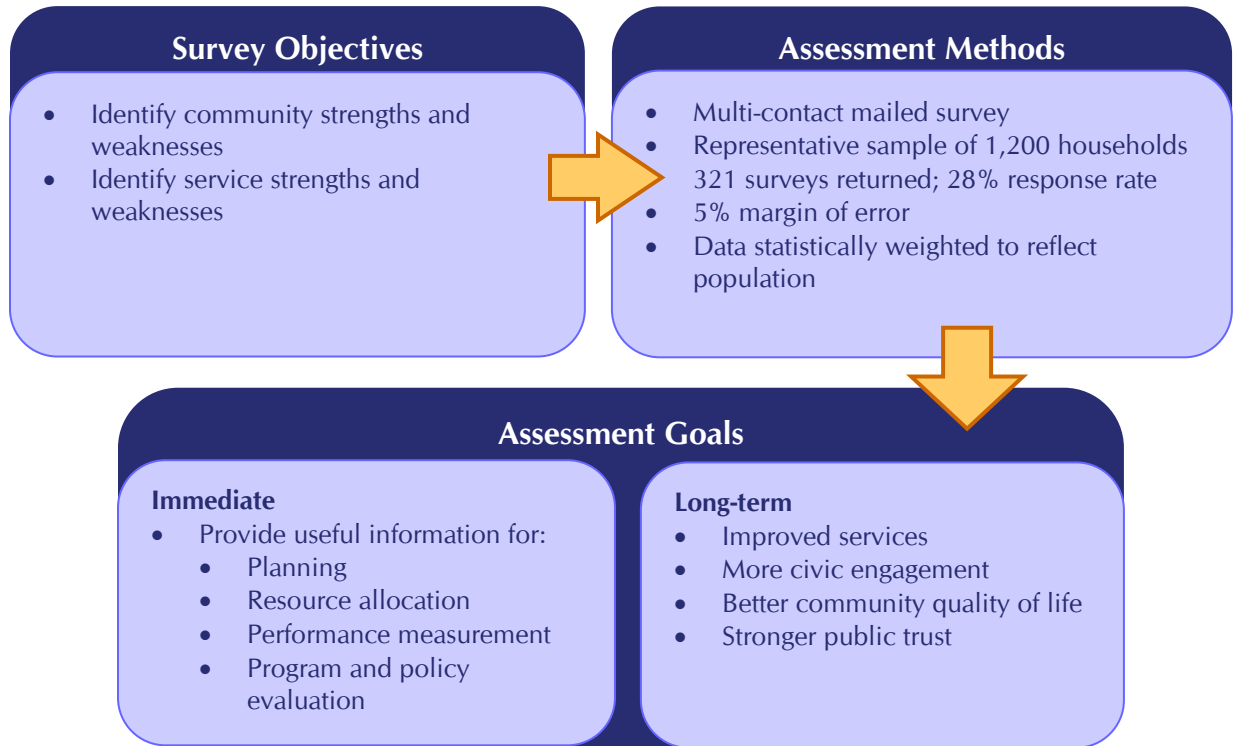
Appendix C: Survey Materials..... 90

**SURVEY BACKGROUND**

**ABOUT THE NATIONAL CITIZEN SURVEY™**

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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 321 completed surveys were obtained, providing an overall response rate of 28%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Greer was developed in close cooperation with local jurisdiction staff. Greer staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Greer staff also augmented The National Citizen Survey™ basic service with a custom set of benchmark comparisons and several custom questions.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

The margin of error around results for the City of Greer Survey (321 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Greer, but from City of Greer services to services like them provided by other jurisdictions.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; 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 City of Greer chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (jurisdictions in the Southern region). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Greer survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Greer results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Greer's rating to the benchmark.

## **“Don’t Know” Responses and Rounding**

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 body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of the City of Greer survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Greer and believed the City was a good place to live. The overall quality of life in the City of Greer was rated as “excellent” or “good” by 81% of respondents. A majority reported they plan on staying in the City of Greer for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were opportunities to participate in religious or spiritual events or activities, the quality of the overall natural environment, and the overall appearance of Greer. The two characteristics receiving the least positive ratings were the availability of paths and walking trails and ease of bicycle travel in Greer.

Ratings of community characteristics were compared to the benchmark database. Of the 30 characteristics for which comparisons were available, 13 were above the national benchmark comparison, 14 were similar to the national benchmark comparison and three were below.

Residents in the City of Greer were minimally civically engaged. While only 13% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 91% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Greer, which was lower than the benchmark.

In general, survey respondents demonstrated trust in local government. A majority rated the overall direction being taken by the City of Greer as “good” or “excellent.” This was much higher than the benchmark. Those residents who had interacted with an employee of the City of Greer in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to many local government services. City services rated were able to be compared to the benchmark database. Of the 37 services for which comparisons were available, 13 were above the benchmark comparison, 18 were similar to the benchmark comparison and six were below.

A Key Driver Analysis was conducted for the City of Greer which examined the relationships between ratings of each service and ratings of the City of Greer's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Greer can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Police services
- Fire services
- Public schools

Of these services, those deserving the most attention may be those that were below or similar to the benchmark comparisons: police services and fire services. For public schools, the City of Greer was above the benchmark and should continue to ensure high quality performance.



## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Greer – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Greer. Residents were asked whether they planned to move soon or if they would recommend the City of Greer to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Greer offers services and amenities that work.

Most of the City of Greer’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

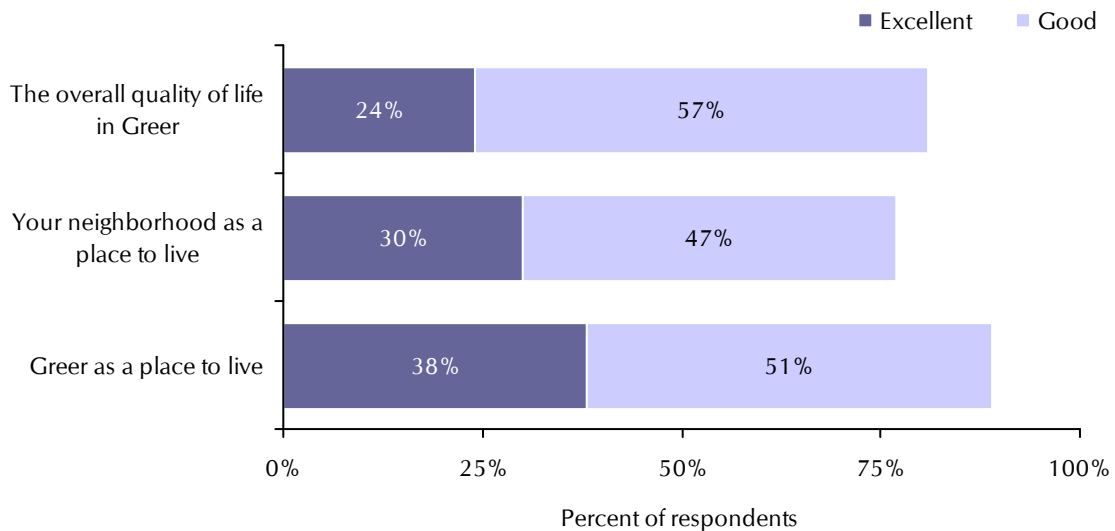


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

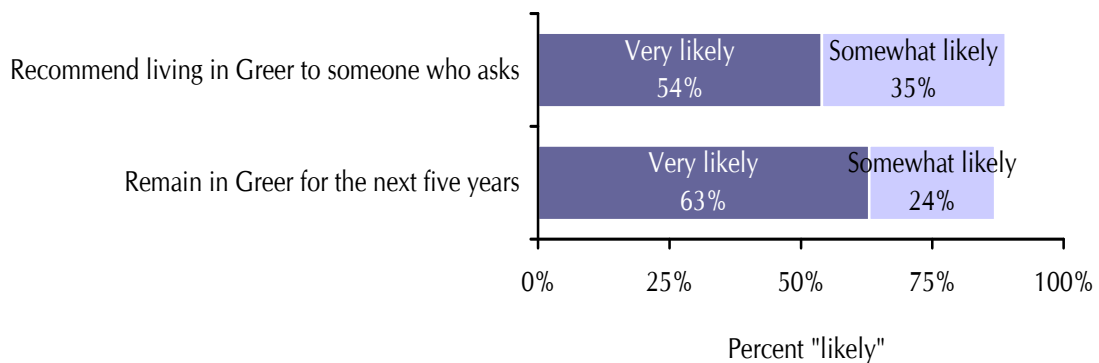


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Southern region comparison
Overall quality of life in Greer	Similar	Similar
Your neighborhood as place to live	Similar	Similar
Greer as a place to live	Above	Above
Recommend living in Greer to someone who asks	Above	Above
Remain in Greer for the next five years	Above	Much above

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of five aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel was given the most positive rating, followed by traffic flow on major streets.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

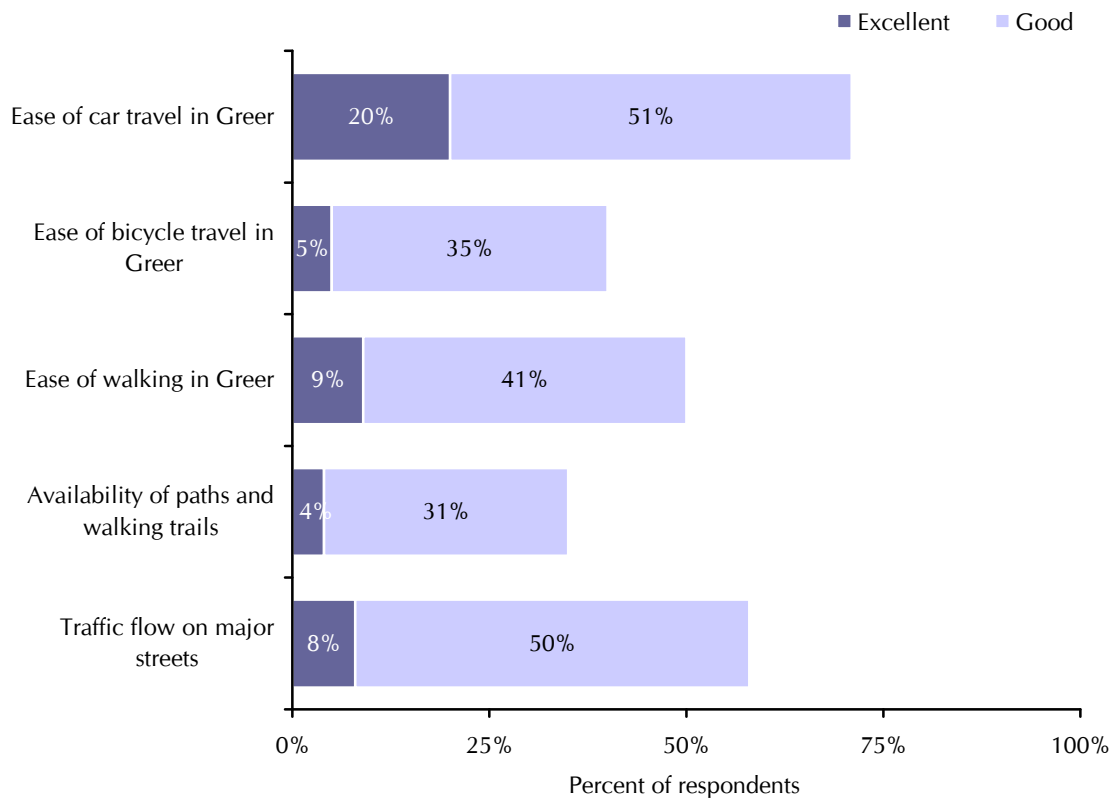


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Southern region comparison
Ease of car travel in Greer	Much above	Much above
Ease of bicycle travel in Greer	Much below	Below
Ease of walking in Greer	Much below	Similar
Availability of paths and walking trails	Much below	Much below
Traffic flow on major streets	Much above	Much above

Seven transportation services were rated in Greer. As compared to most communities across America, ratings tended to be a mix of positive and negative. One was above the benchmarks, four were below the benchmark and two were similar to the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

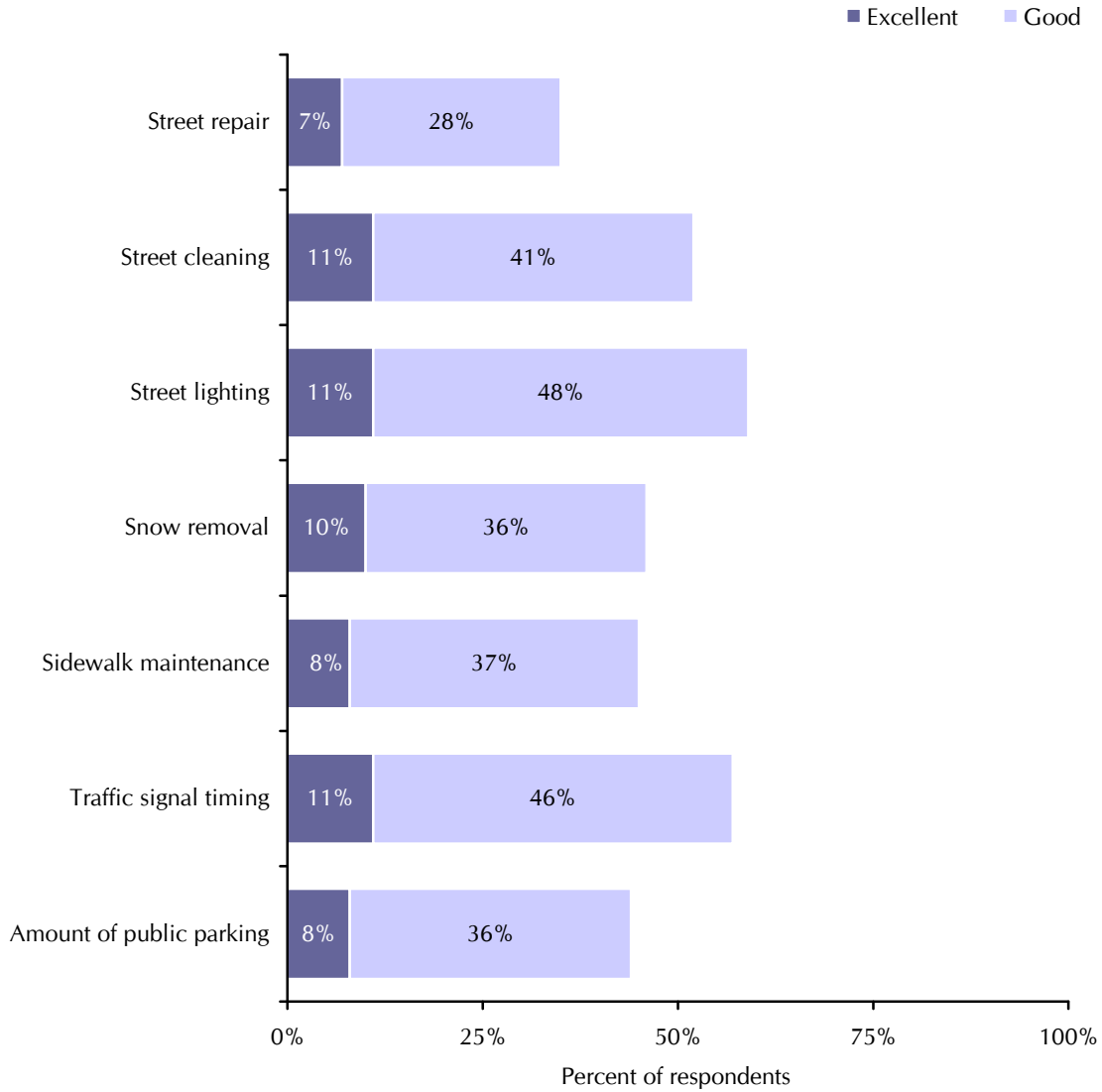


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Southern region comparison
Street repair	Much below	Much below
Street cleaning	Below	Below
Street lighting	Similar	Similar
Snow removal	Much below	Much below
Sidewalk maintenance	Below	Below
Traffic signal timing	Above	Above
Amount of public parking	Similar	Similar

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 3% of work commute trips were made by foot.

FIGURE 10: MODE OF TRAVEL USED FOR WORK COMMUTE

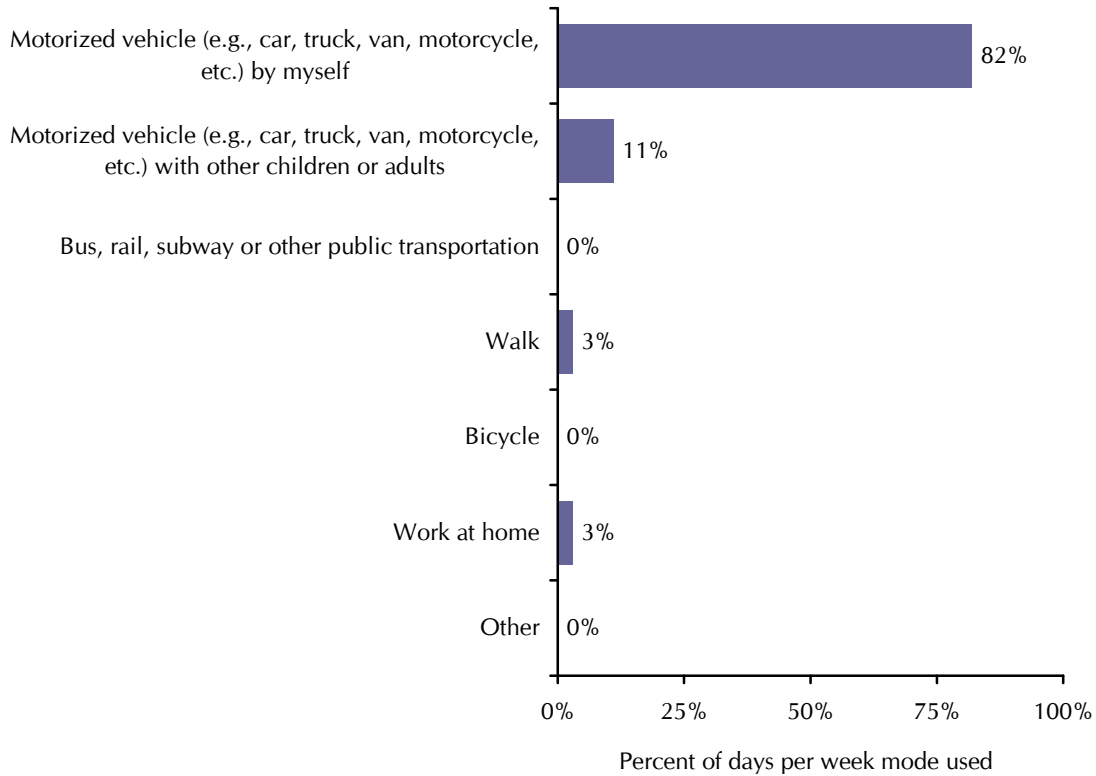


FIGURE 11: DRIVE ALONE BENCHMARKS

	National comparison	Southern region comparison
Average percent of work commute trips made by driving alone	Much more	More

## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Greer residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 60% of respondents, while the variety of housing options was rated as “excellent” or “good” by 67% of respondents. The rating of perceived affordable housing availability was much better in the City of Greer than the ratings in comparison jurisdictions.

FIGURE 12: RATINGS OF HOUSING IN COMMUNITY

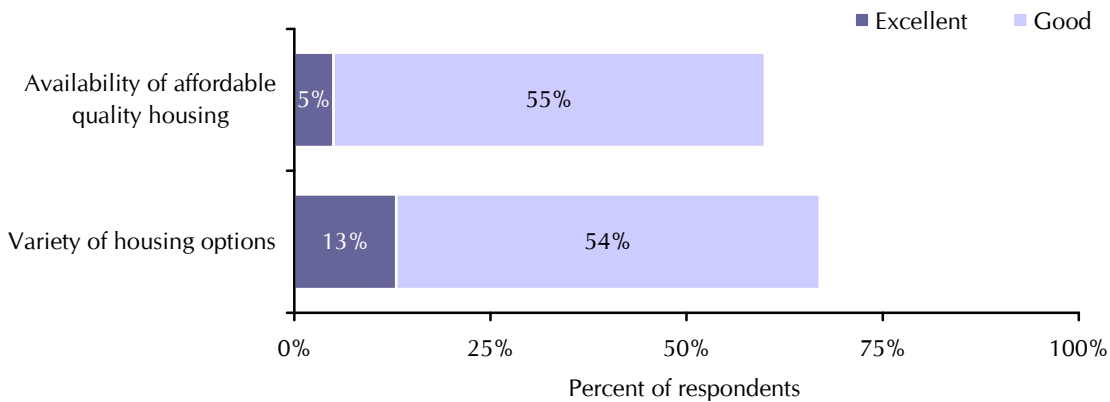


FIGURE 13: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Southern region comparison
Availability of affordable quality housing	Much above	Much above
Variety of housing options	Above	Above

To augment the perceptions of affordable housing in Greer, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Greer experiencing housing cost stress. About 33% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 14: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS

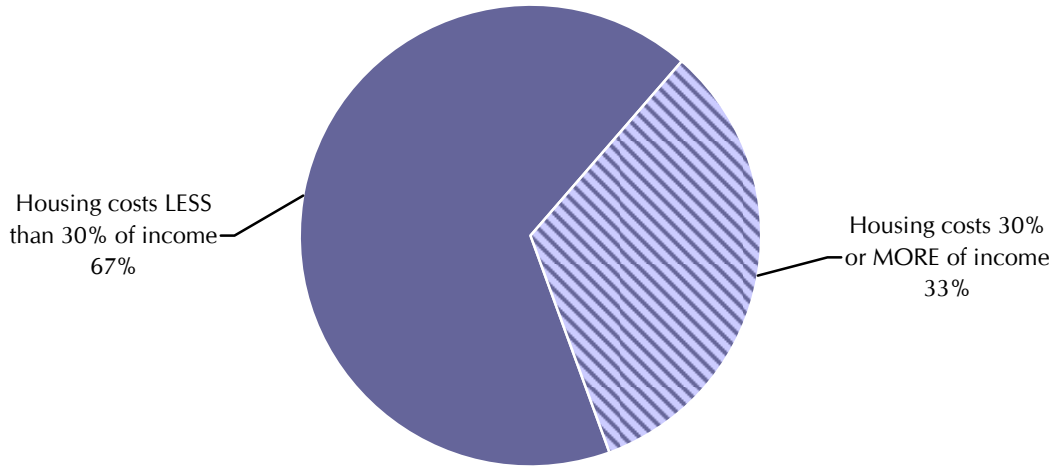


FIGURE 15: HOUSING COSTS BENCHMARKS

	National comparison	Southern region comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Similar	Less

## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Greer and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Greer was rated as “excellent” by 19% of respondents and as “good” by an additional 50%. The overall appearance of Greer was rated as “excellent” or “good” by 76% of respondents and was similar to the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Greer, 11% thought they were a “major” problem. The service of land use, planning and zoning was rated above the benchmarks, the service of code enforcement was rated below the benchmarks and the service of animal control was similar to the benchmarks.

FIGURE 16: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

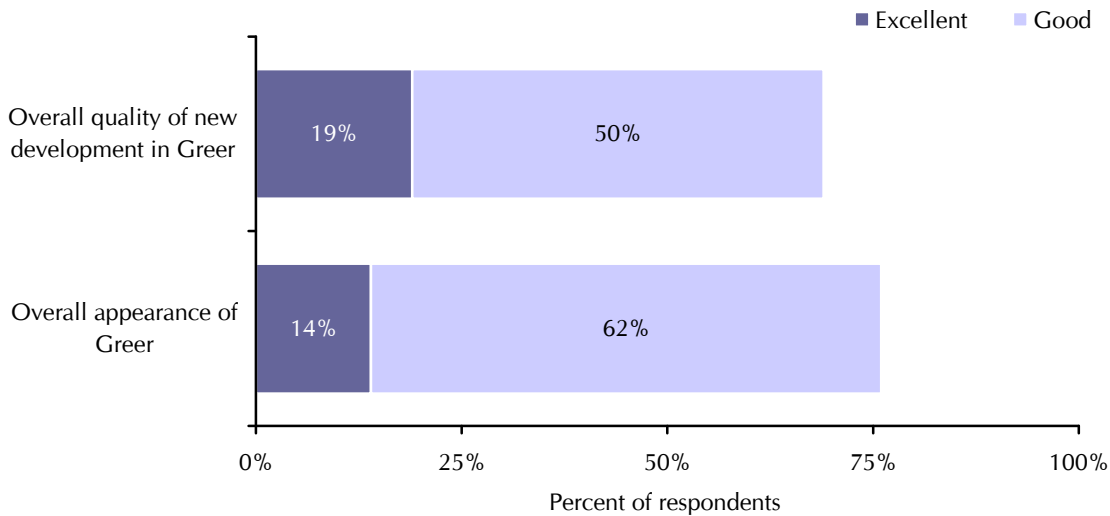


FIGURE 17: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Southern region comparison
Quality of new development in Greer	Much above	Much above
Overall appearance of Greer	Similar	Similar



FIGURE 18: RATINGS OF POPULATION GROWTH

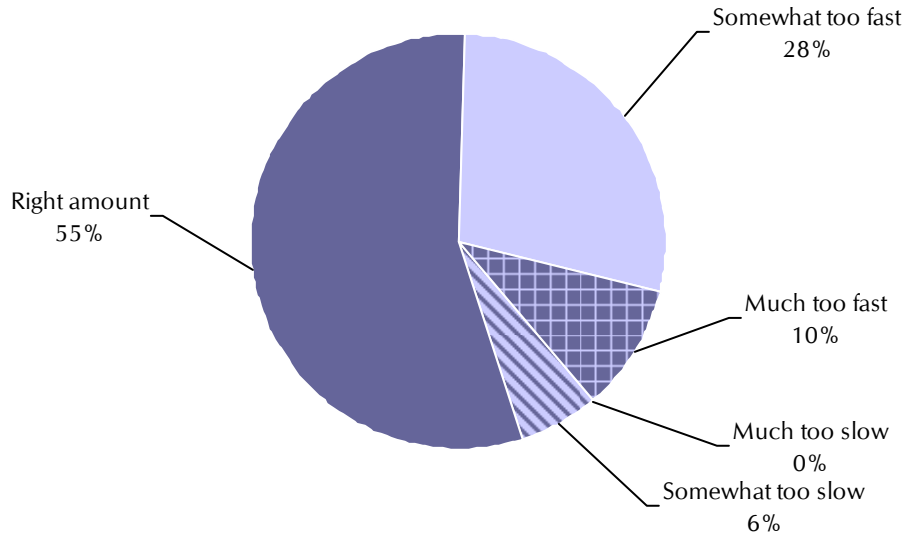


FIGURE 19: POPULATION GROWTH BENCHMARKS

	National comparison	Southern region comparison
Population growth seen as too fast	Less	Much less

FIGURE 20: RATINGS OF NUISANCE PROBLEMS

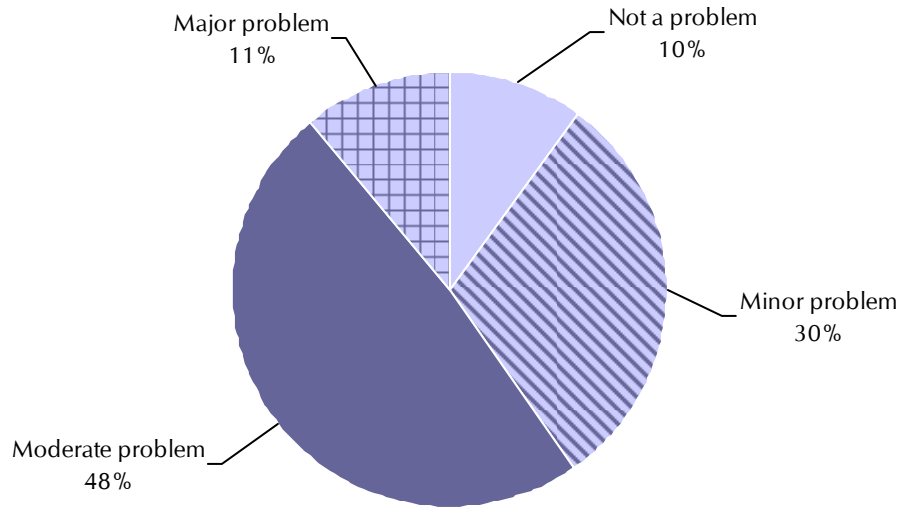


FIGURE 21: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Southern region comparison
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Similar	Similar

FIGURE 22: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

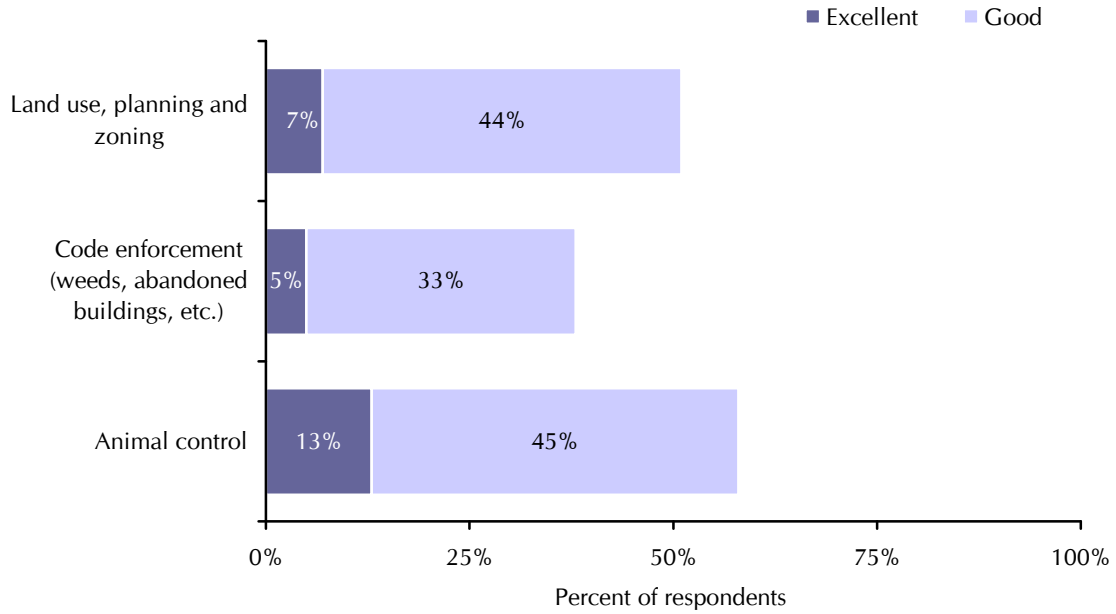


FIGURE 23: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Southern region comparison
Land use, planning and zoning	Above	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much below	Much below
Animal control	Similar	Similar

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Greer as a place to work and the overall quality of business and service establishments in Greer. Employment opportunities received the lowest rating, however it was much above both benchmarks.

FIGURE 24: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

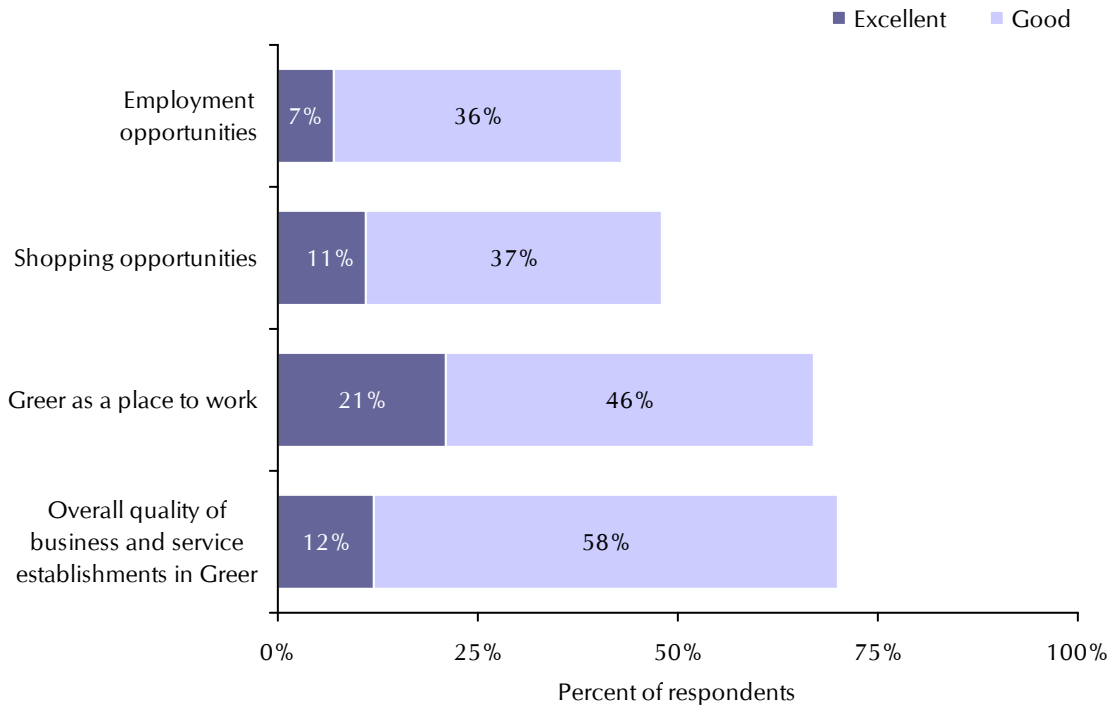


FIGURE 25: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Employment opportunities	Much above	Much above
Shopping opportunities	Similar	Similar
Greer as a place to work	Much above	Much above
Overall quality of business and service establishments in Greer	Above	Above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Greer, 77% responded that it was “too slow,” while 41% reported retail growth as “too slow.” About the same number of residents in Greer compared to other jurisdictions believed that retail growth was too slow and about the same number of residents believed that jobs growth was too slow when compared to the national benchmark.

FIGURE 26: RATINGS OF RETAIL AND JOBS GROWTH

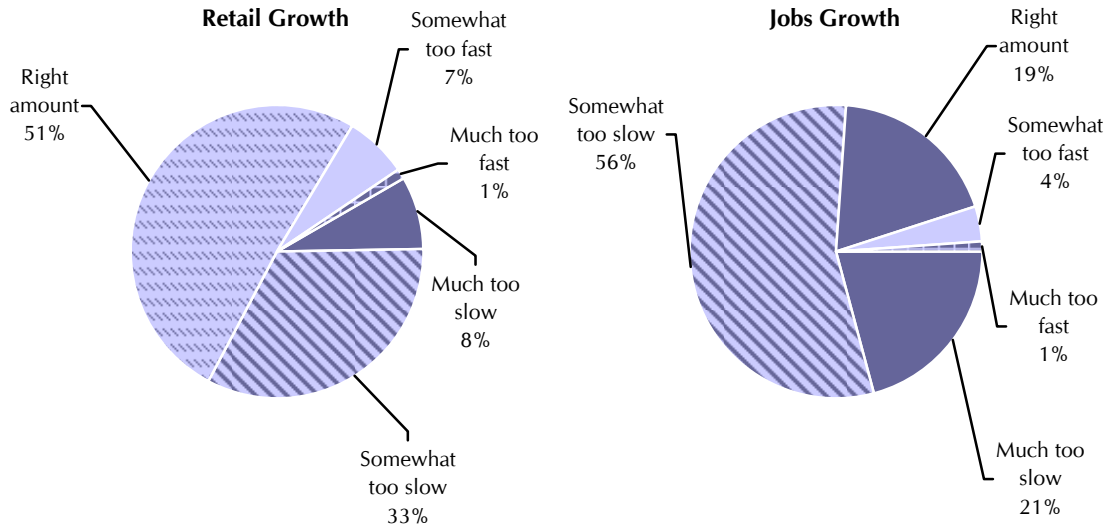


FIGURE 27: RETAIL AND JOBS GROWTH BENCHMARKS

	National comparison	Southern region comparison
Retail growth seen as too slow	Similar	Much more
Jobs growth seen as too slow	Similar	Similar

FIGURE 28: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

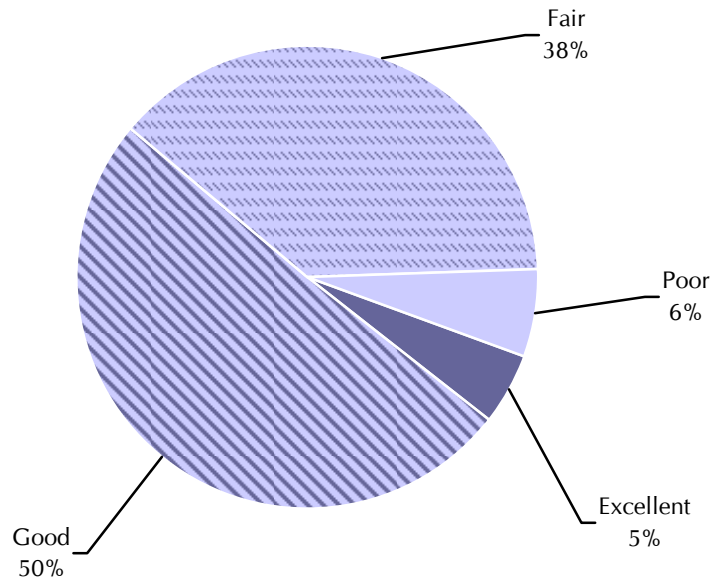


FIGURE 29: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Southern region comparison
Economic development	Much above	Much above

Residents were asked to reflect on their economic prospects in the near term. Twenty six percent of the City of Greer residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 34% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was much greater than comparison jurisdictions.

FIGURE 30: RATINGS OF PERSONAL ECONOMIC FUTURE

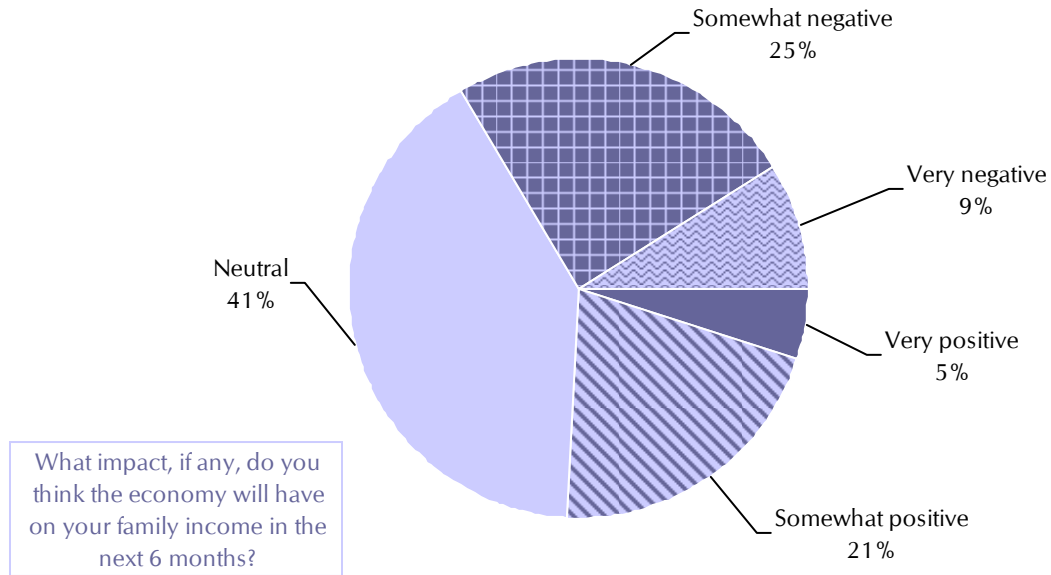


FIGURE 31: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Southern region comparison
Positive impact of economy on household income	Much above	Much above

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in the City of Greer. About 66% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 74% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety.

FIGURE 32: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

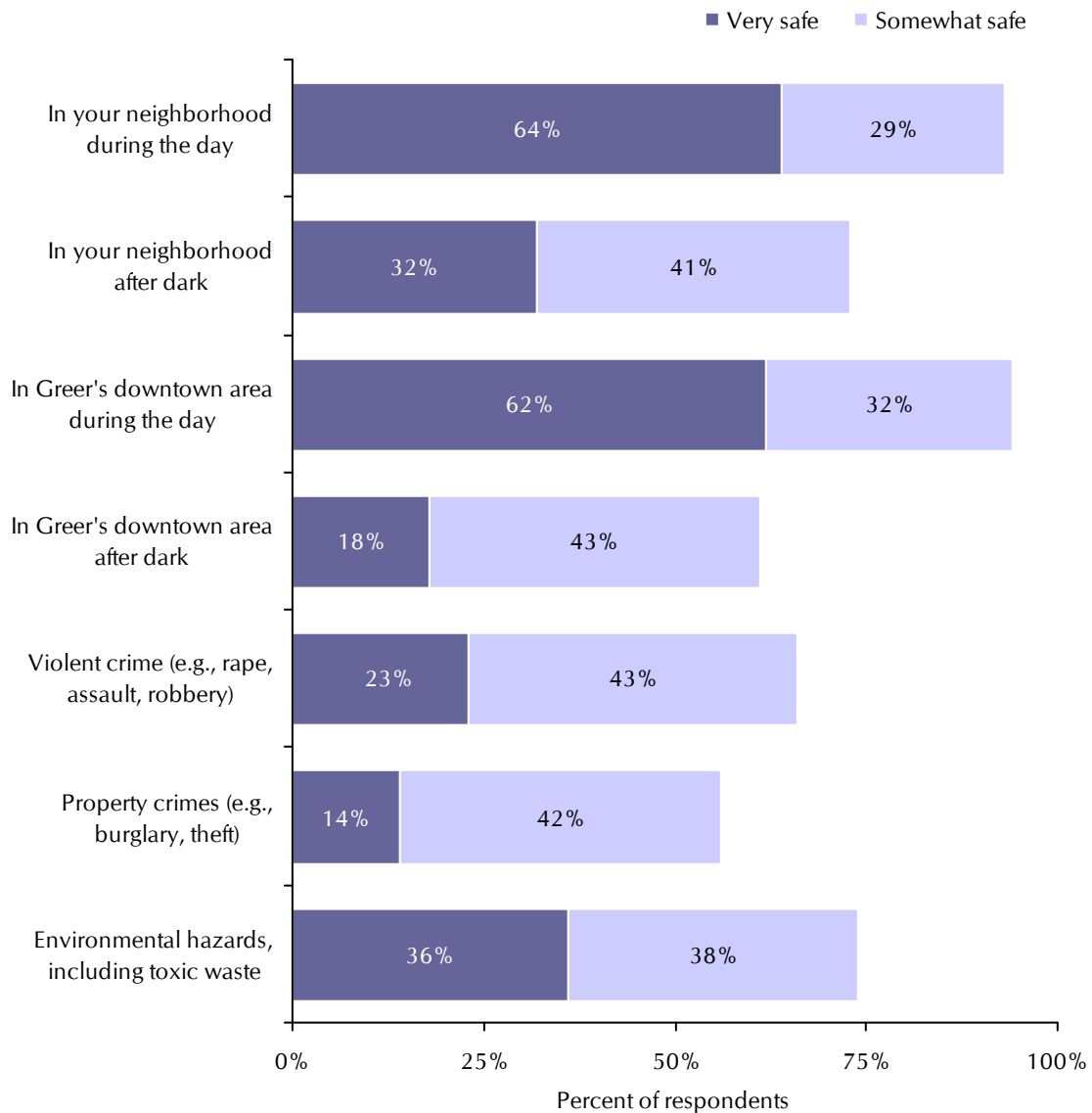


FIGURE 33: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Southern region comparison
In your neighborhood during the day	Similar	Above
In your neighborhood after dark	Similar	Similar
In Greer's downtown area during the day	Above	Much above
In Greer's downtown area after dark	Similar	Similar
Violent crime (e.g., rape, assault, robbery)	Below	Similar
Property crimes (e.g., burglary, theft)	Below	Similar
Environmental hazards, including toxic waste	Similar	Similar



As assessed by the survey, 11% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 80% had reported it to police. Compared to other jurisdictions about the same percent of Greer residents had been victims of crime in the 12 months preceding the survey and about the same percent of Greer residents had reported their most recent crime victimization to the police.

FIGURE 34: CRIME VICTIMIZATION AND REPORTING

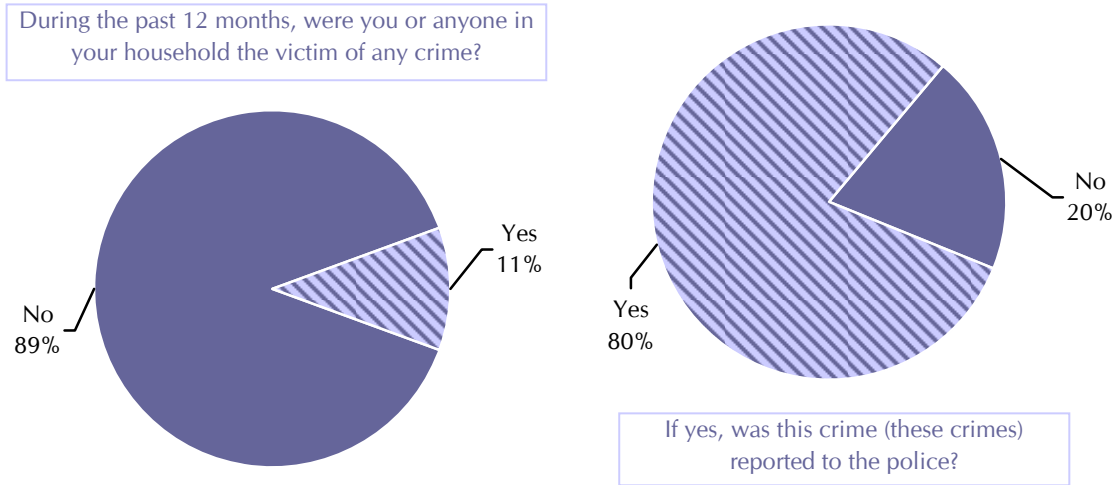


FIGURE 35: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Southern region comparison
Victim of crime	Similar	Similar
Reported crimes	Similar	Similar

Residents rated eight City public safety services. Most were rated similar to the benchmarks, however, municipal courts were rated higher than the national and custom comparisons, fire services were rated above the custom benchmark comparison and emergency preparedness was rated below the custom benchmark comparison. Fire services and emergency medical services received the highest ratings.

FIGURE 36: RATINGS OF PUBLIC SAFETY SERVICES

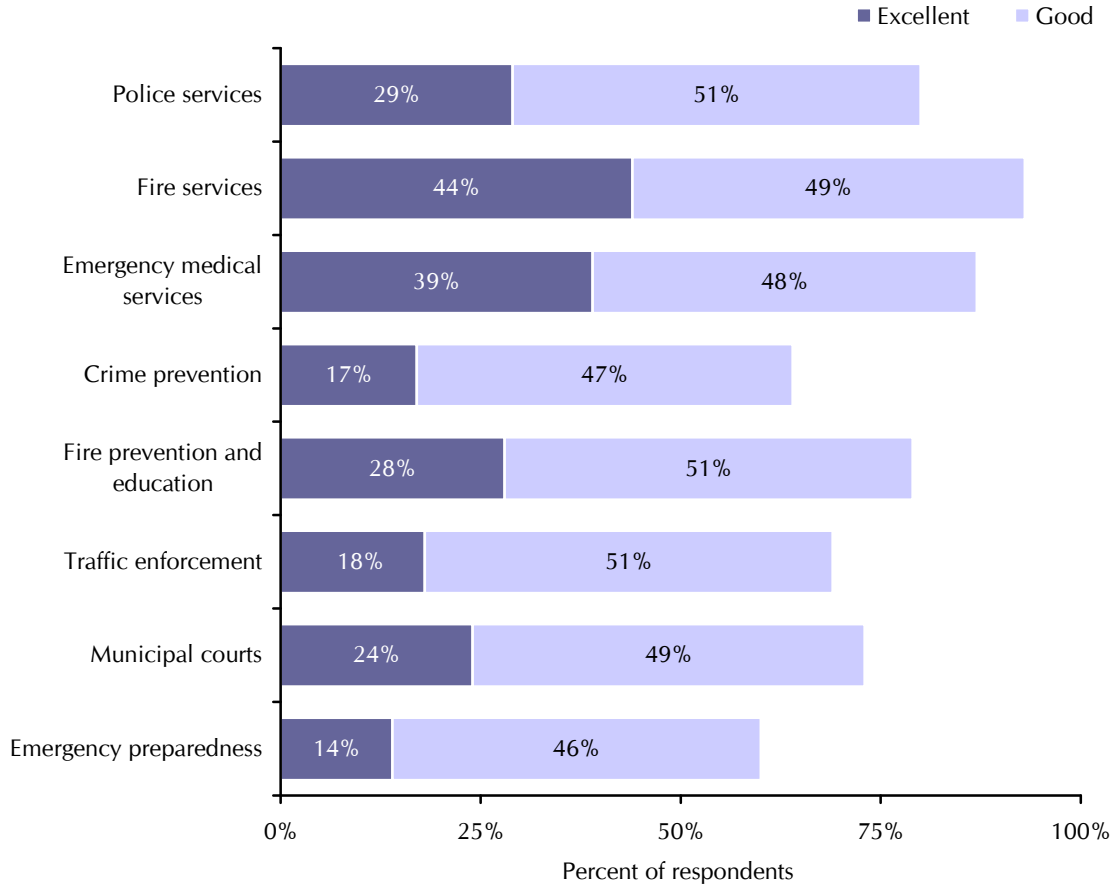


FIGURE 37: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Southern region comparison
Police services	Similar	Similar
Fire services	Similar	Above
Emergency medical services	Similar	Similar
Crime prevention	Similar	Similar
Fire prevention and education	Similar	Similar
Traffic enforcement	Similar	Similar
Municipal Courts	Much above	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar	Below

FIGURE 38: CONTACT WITH POLICE DEPARTMENT

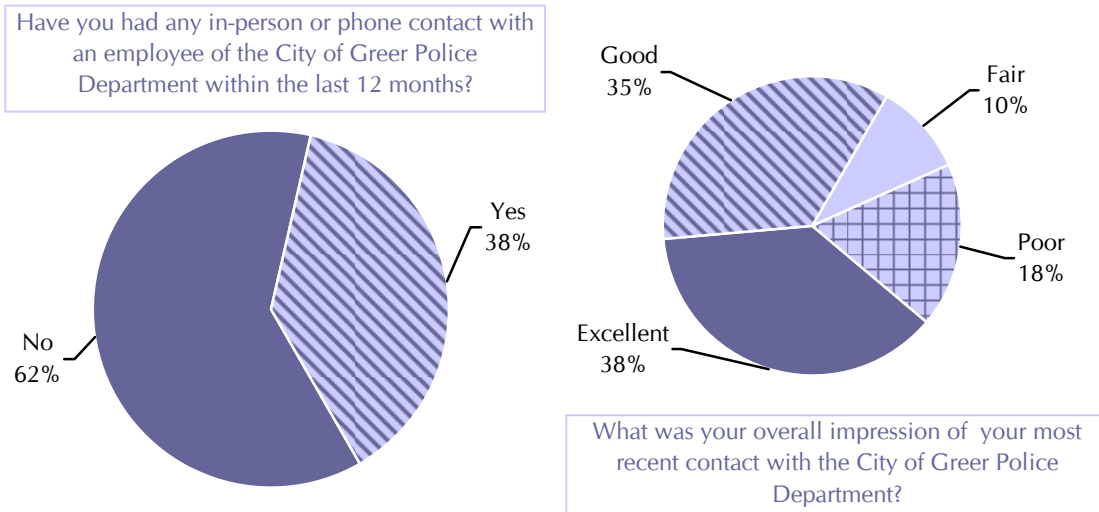


FIGURE 39: CONTACT WITH FIRE DEPARTMENT

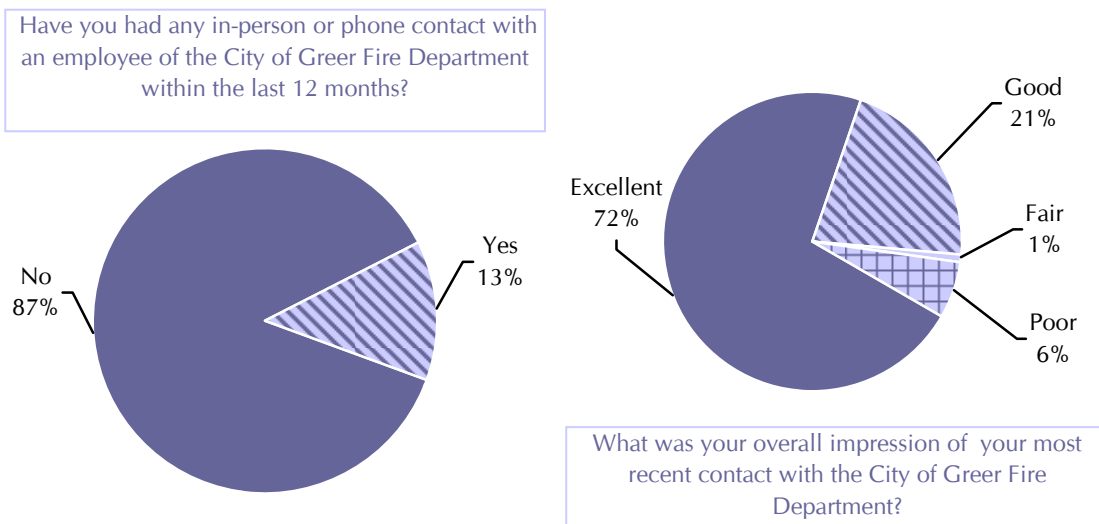


FIGURE 40: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	National comparison	Southern region comparison
Had contact with the City of Greer Police Department	Similar	Similar
Overall impression of most recent contact with the City of Greer Police Department	Similar	Below
Had contact with the City of Greer Fire Department	Similar	Similar
Overall impression of most recent contact with the City of Greer Fire Department	Above	Much above

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Greer were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 76% of survey respondents and was similar to the benchmarks.

FIGURE 41: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

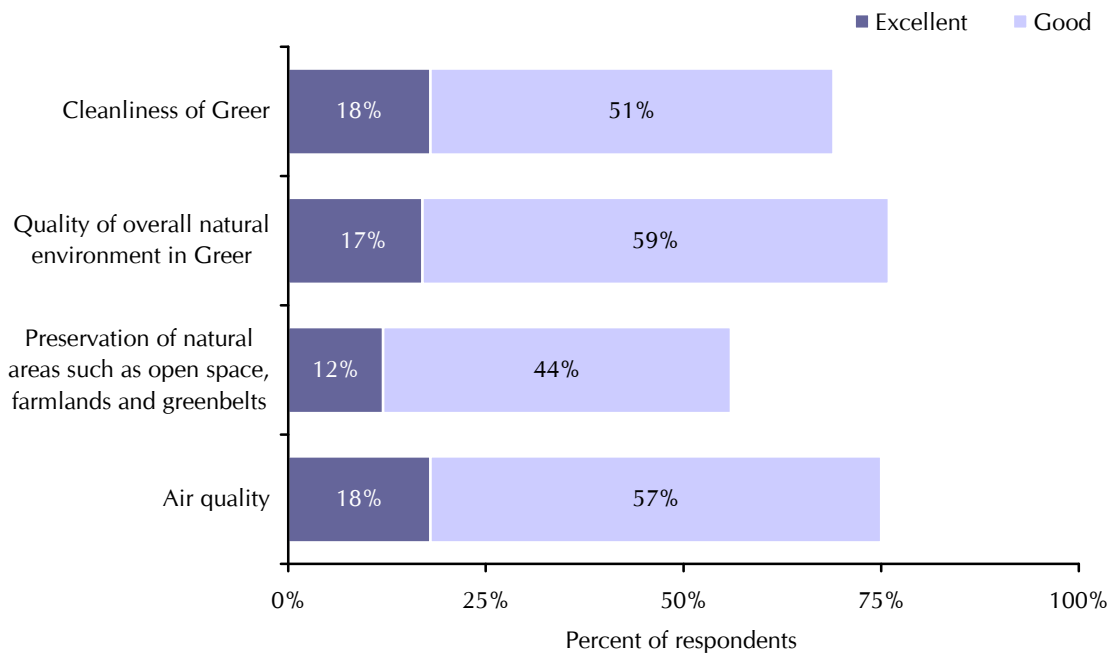


FIGURE 42: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Southern region comparison
Cleanliness of Greer	Similar	Similar
Quality of overall natural environment in Greer	Similar	Similar
Preservation of natural areas such as open space, farmlands and greenbelts	Similar	Similar
Air quality	Similar	Similar

Resident recycling was much less than recycling reported in comparison communities.

FIGURE 43: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

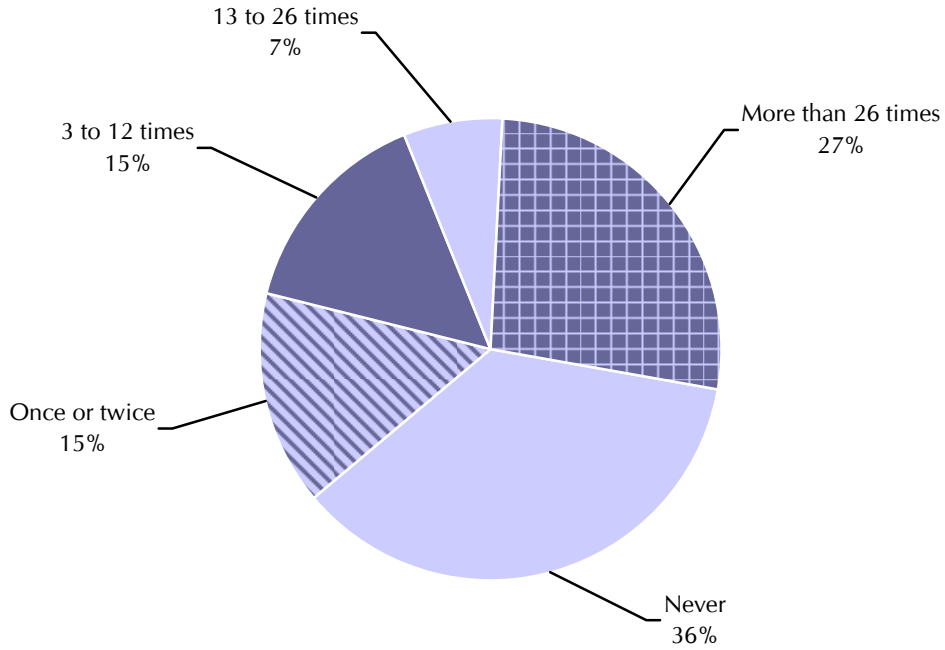


FIGURE 44: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Southern region comparison
Recycled used paper, cans or bottles from your home	Much less	Much less

Of the seven utility services rated by those completing the questionnaire, four were higher than the benchmark comparisons, one was similar to both comparisons and one was below the benchmark comparisons. The rating for garbage collection was similar to the national average, and higher when compared to the custom benchmark.

FIGURE 45: RATINGS OF UTILITY SERVICES

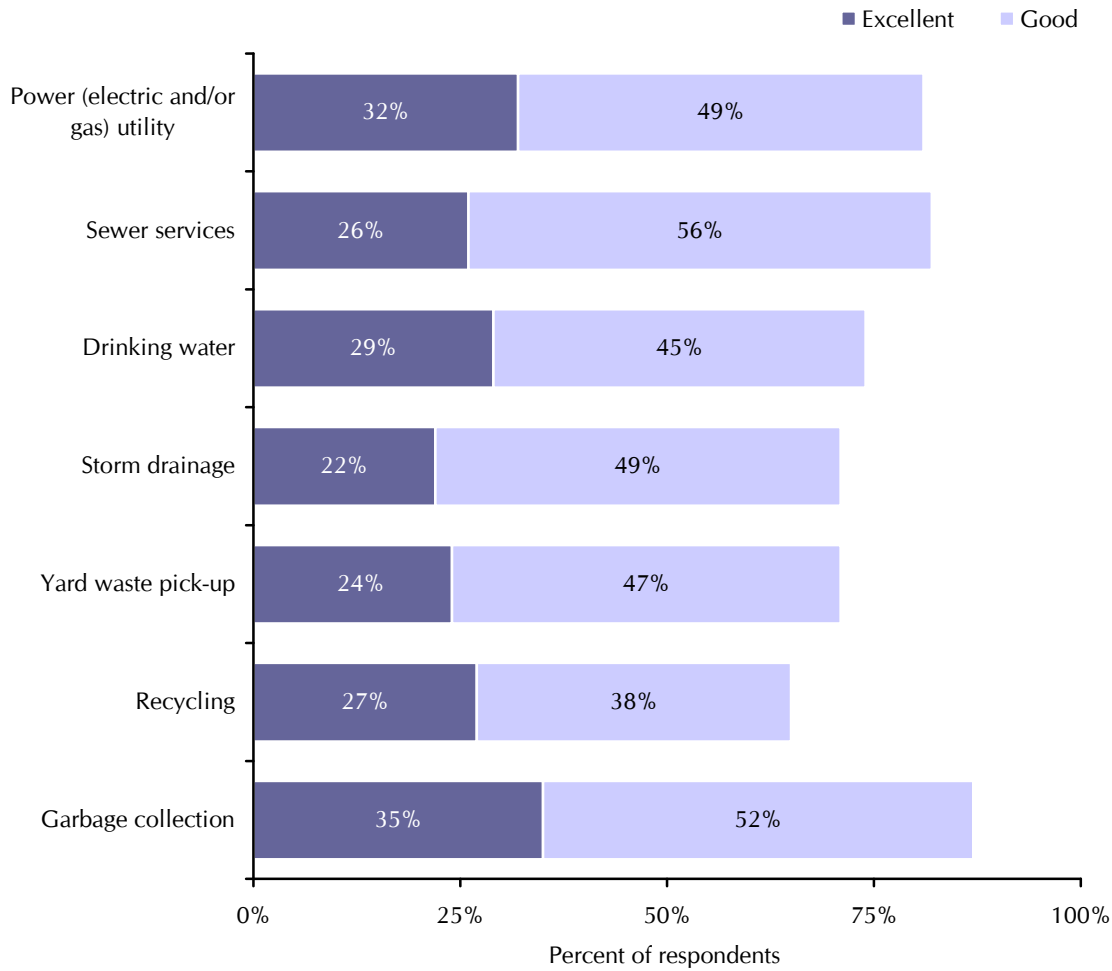


FIGURE 46: UTILITY SERVICES BENCHMARKS

	National comparison	Southern region comparison
Power (electric and/or gas) utility	Above	Much above
Sewer services	Above	Much above
Drinking water	Much above	Much above
Storm drainage	Much above	Much above
Yard waste pick-up	Similar	Similar
Recycling	Below	Below
Garbage collection	Similar	Above

## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Greer were positively as were services related to parks and recreation. City parks were rated much higher than the benchmarks while recreation programs or classes recreation centers or facilities were rated similar to the benchmarks.

Resident use of Greer parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Greer recreation centers was about the same as the percent of users in comparison jurisdictions. Recreation program use in Greer was lower than use in national comparison jurisdictions and similar to the Southern region comparison.

FIGURE 47: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

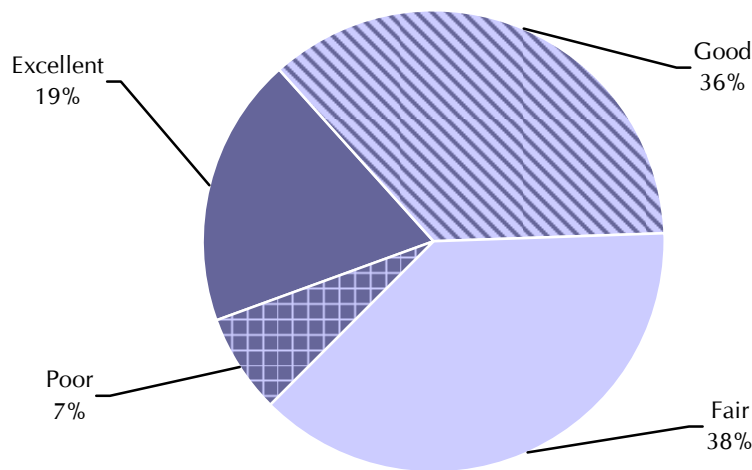


FIGURE 48: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Recreation opportunities	Similar	Similar

FIGURE 49: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

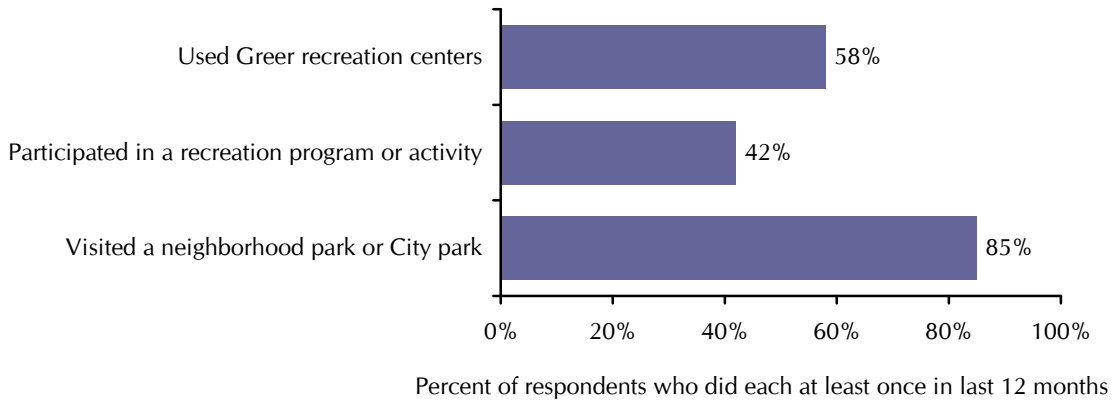


FIGURE 50: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Used Greer recreation centers	Similar	Similar
Participated in a recreation program or activity	Less	Similar
Visited a neighborhood park or City park	Similar	Similar

FIGURE 51: RATINGS OF PARKS AND RECREATION SERVICES

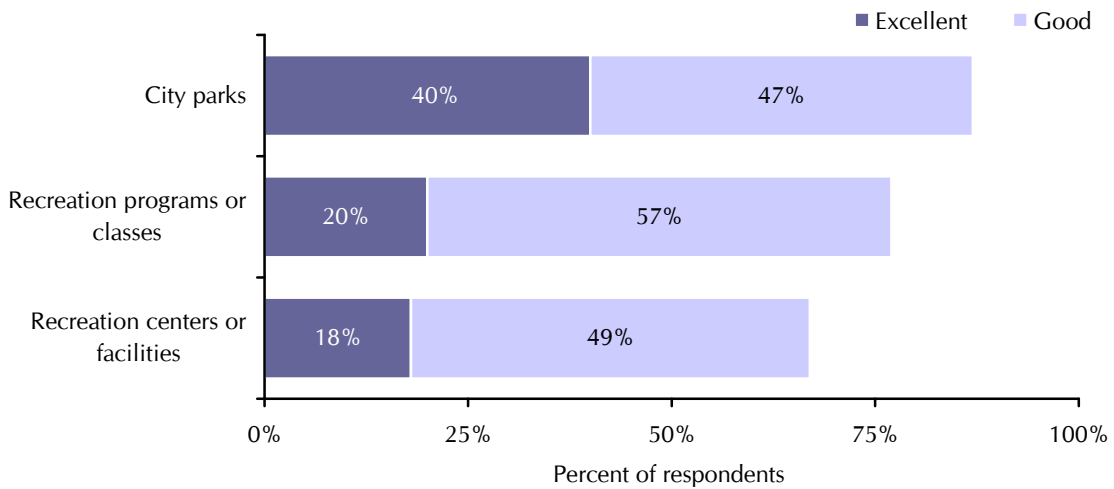


FIGURE 52: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Southern region comparison
City parks	Much above	Much above
Recreation programs or classes	Similar	Similar
Recreation centers or facilities	Similar	Similar



## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 51% of respondents. Educational opportunities were rated as “excellent” or “good” by 61% of respondents. Compared to the benchmark data, educational opportunities were similar to the average of comparison jurisdictions, as was cultural activity opportunities.

About 66% of Greer residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was below the national benchmark and similar to custom comparison jurisdictions.

FIGURE 53: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

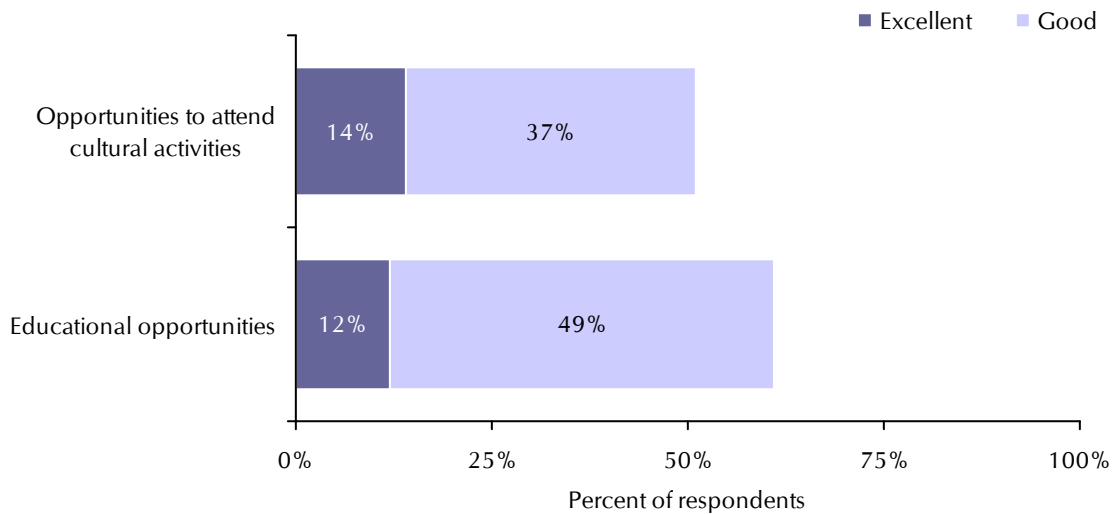


FIGURE 54: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Opportunities to attend cultural activities	Similar	Similar
Educational opportunities	Similar	Similar

FIGURE 55: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

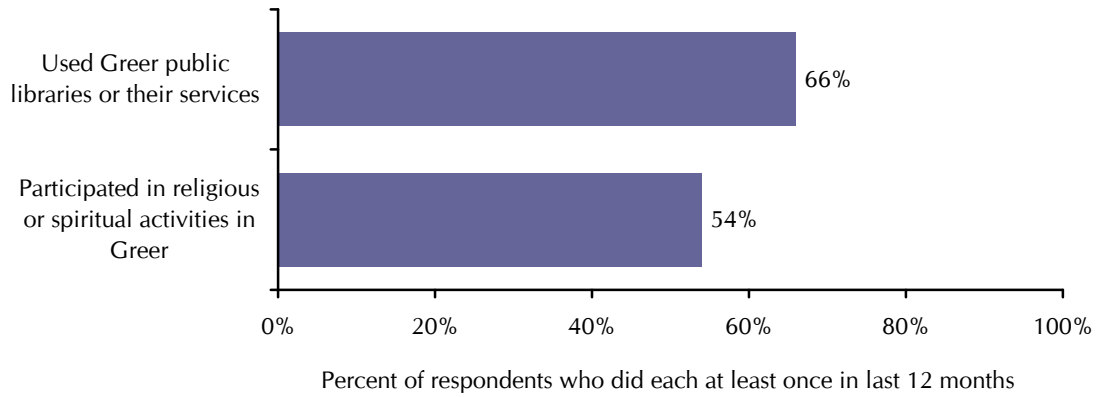


FIGURE 56: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Used Greer public libraries or their services	Less	Similar
Participated in religious or spiritual activities in Greer	Similar	Similar

FIGURE 57: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

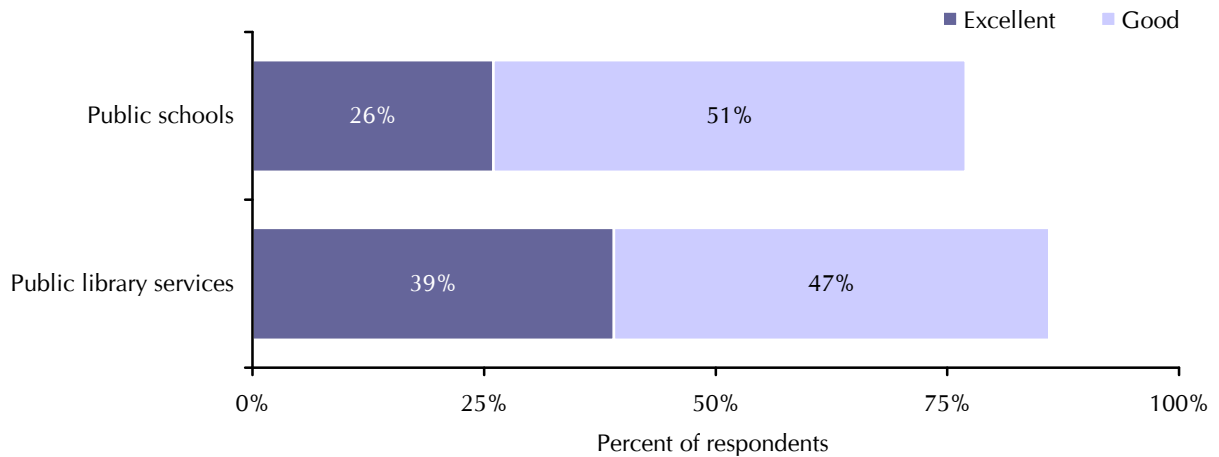


FIGURE 58: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Southern region comparison
Public schools	Above	Above
Public library services	Similar	Above

## Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Greer were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. Among Greer residents, 11% rated affordable quality health care as “excellent” while 58% rated it as “good.” Those ratings were much above the ratings of comparison communities.

FIGURE 59: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

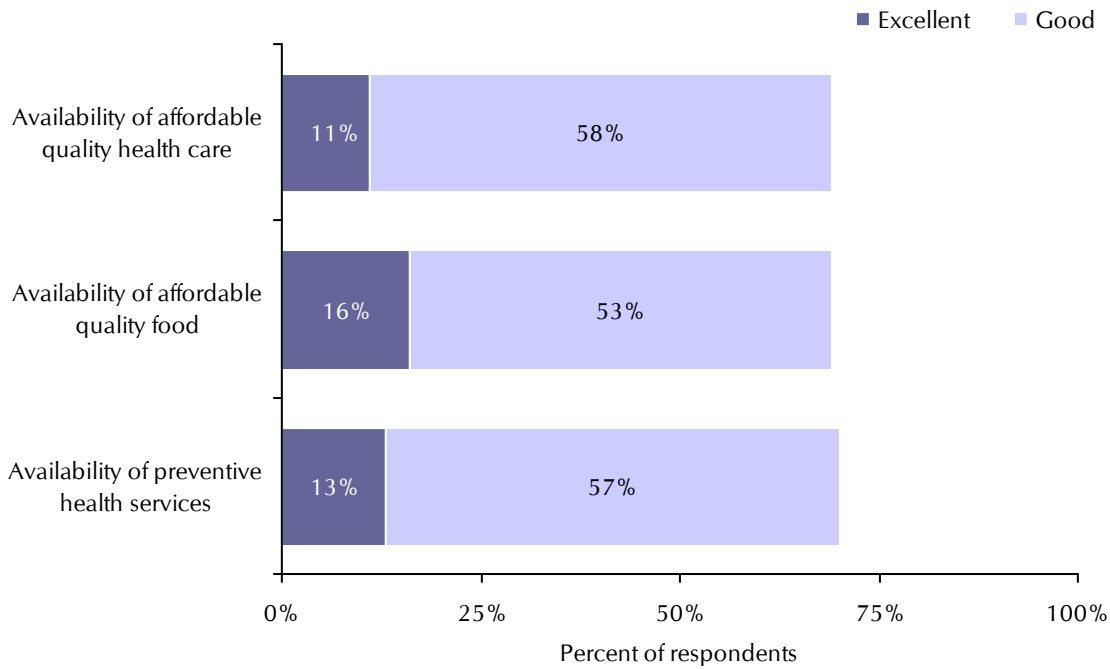


FIGURE 60: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Availability of affordable quality health care	Much above	Much above
Availability of affordable quality food	Above	Similar
Availability of preventive health services	Above	Above

Health services in Greer were rated “excellent” or “good buy 69% of respondents and were above the benchmarks.

FIGURE 61: RATINGS OF HEALTH AND WELLNESS SERVICES

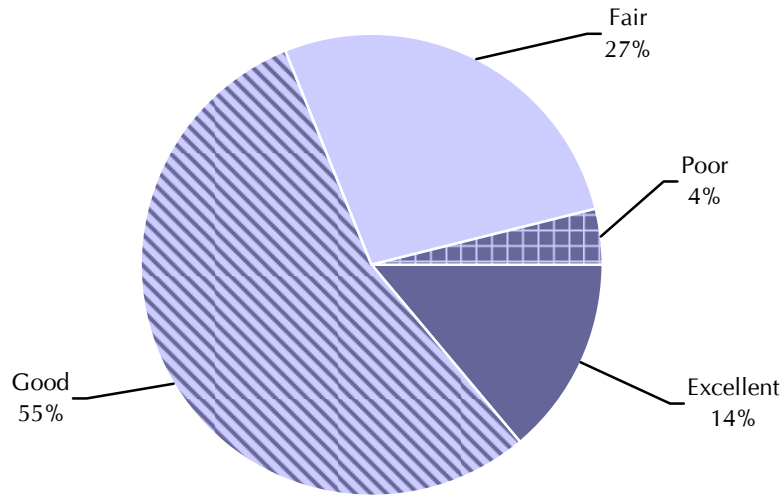


FIGURE 62: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Southern region comparison
Health services	Above	Above

## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Greer as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the City of Greer as an “excellent” or “good” place to raise kids and a majority rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Further, most survey respondents felt the City of Greer was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was higher than the benchmarks.

FIGURE 63: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

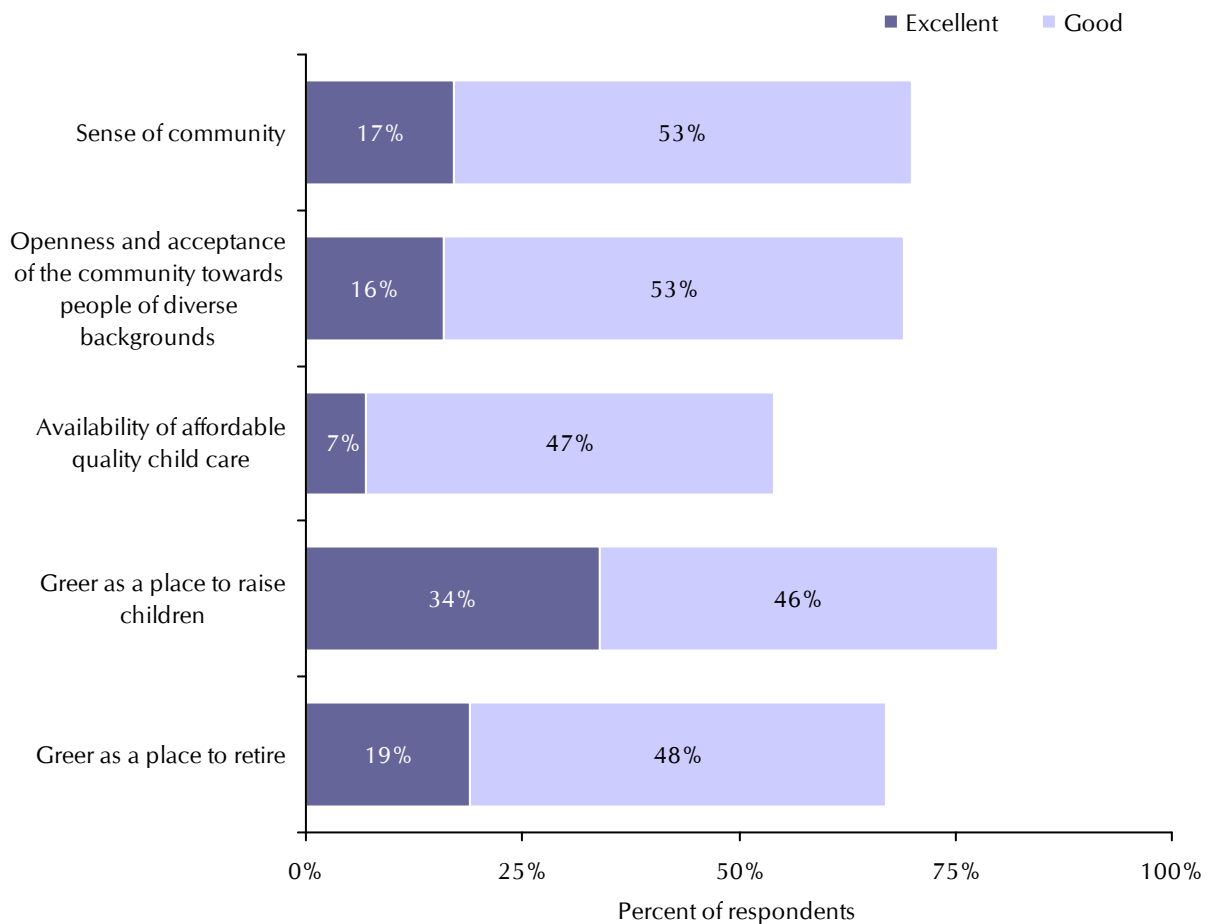


FIGURE 64: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Southern region comparison
Sense of community	Above	Above
Openness and acceptance of the community toward people of diverse backgrounds	Above	Above
Availability of affordable quality child care	Above	Above
Greer as a place to raise kids	Similar	Above
Greer as a place to retire	Similar	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 53% to 66% with ratings of “excellent” or “good.” Services to low income people were above the benchmarks while services to seniors was similar to the benchmarks. Services to youth were rated similar to the national benchmark and above the custom benchmark.

FIGURE 65: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

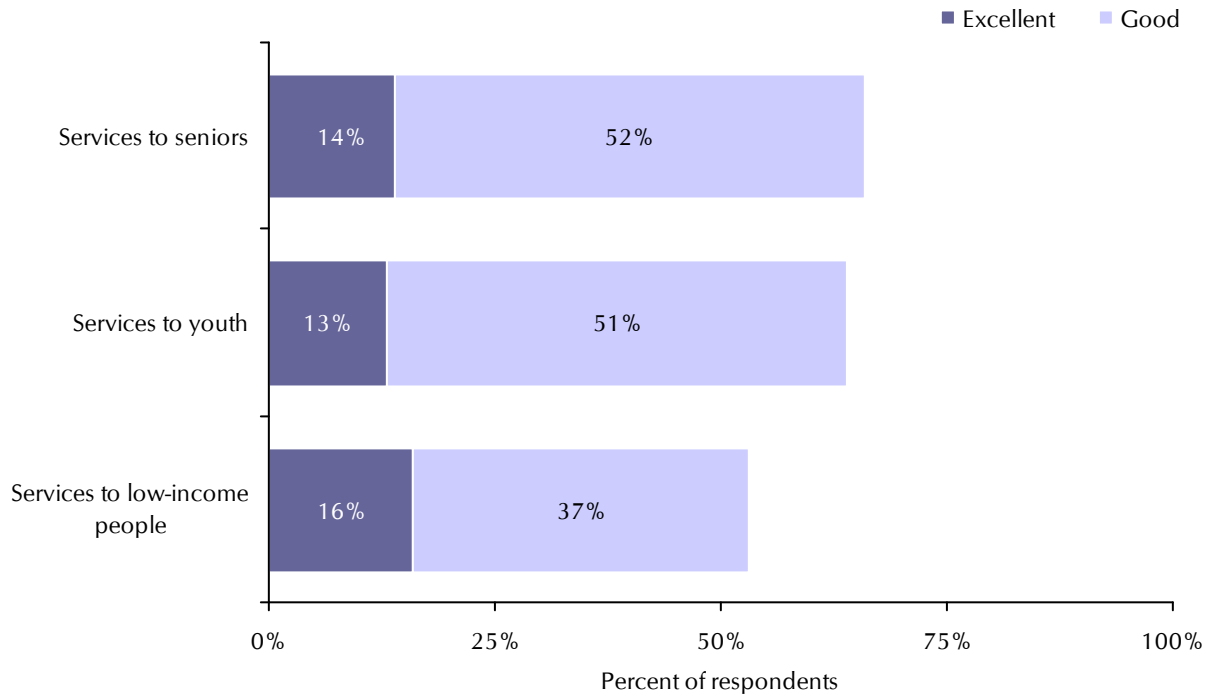


FIGURE 66: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Southern region comparison
Services to seniors	Similar	Similar
Services to youth	Similar	Above
Services to low income people	Above	Above

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Greer. Survey participants rated the volunteer opportunities in the City of Greer somewhat favorably. Opportunities to attend or participate in community matters were rated less favorably.

Ratings of civic engagement opportunities were similar to ratings from comparison jurisdictions where these questions were asked.

FIGURE 67: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

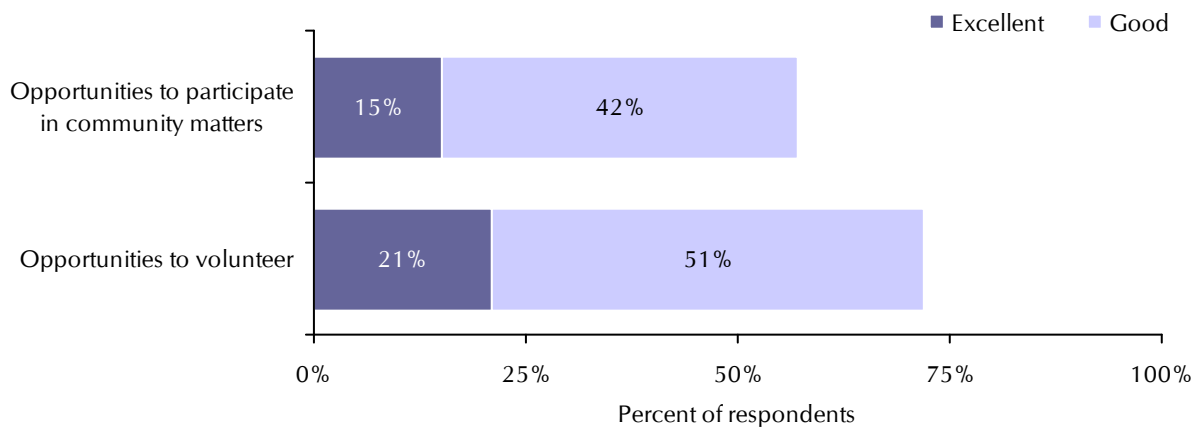


FIGURE 68: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Opportunities to participate in community matters	Similar	Similar
Opportunities to volunteer	Similar	Similar



Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions and most showed much lower rates of community engagement.

FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

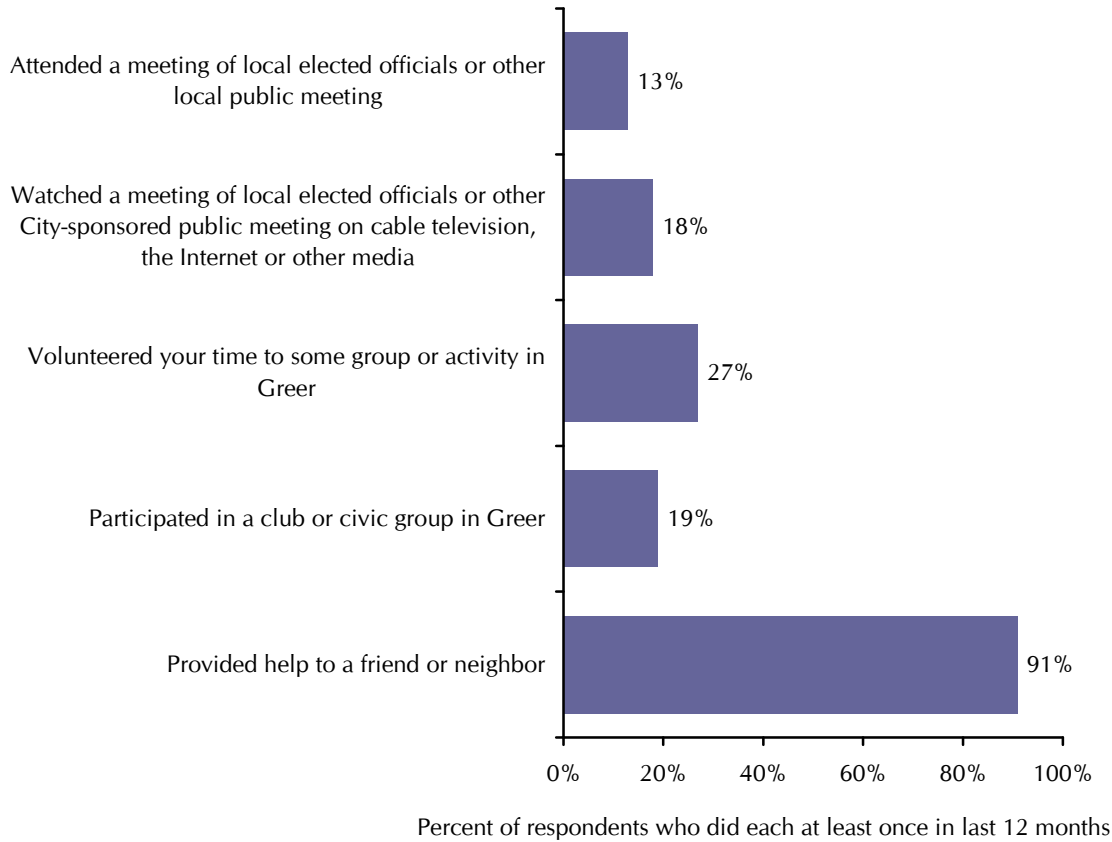


FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Attended a meeting of local elected officials or other local public meeting	Much less	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less	Much less
Volunteered your time to some group or activity in Greer	Much less	Much less
Participated in a club or civic group in Greer	Much less	Much less
Provided help to a friend or neighbor	Similar	Similar

City of Greer residents showed the largest amount of civic engagement in the area of electoral participation. Seventy-seven percent reported they were registered to vote and 66% indicated they had voted in the last general election. This rate of self-reported voting was much lower than that of comparison communities.

FIGURE 71: REPORTED VOTING BEHAVIOR

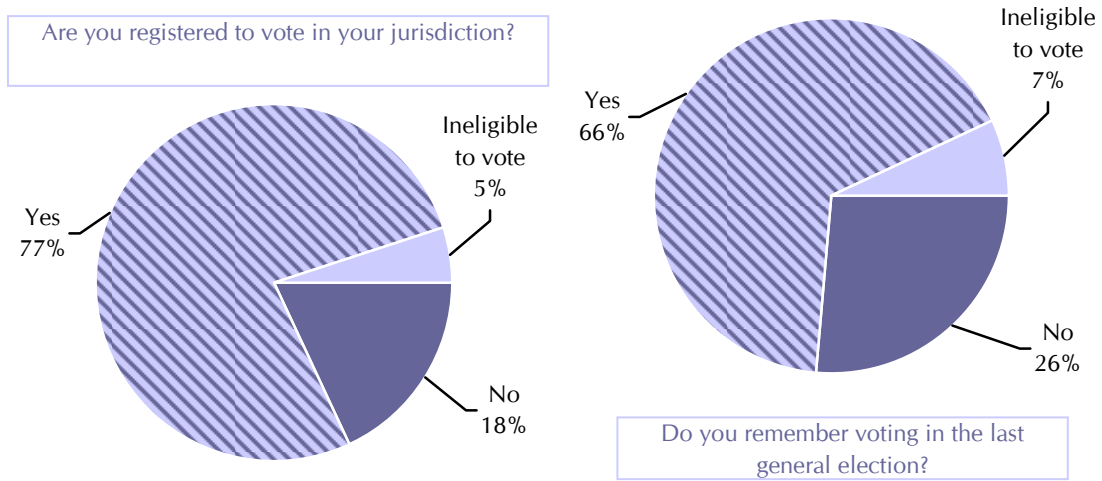


FIGURE 72: VOTING BEHAVIOR BENCHMARKS

	National comparison	Southern region comparison
Registered to vote	Less	Less
Voted in last general election	Much less	Much less

## Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Greer Web site in the previous 12 months, about half reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 73: USE OF INFORMATION SOURCES

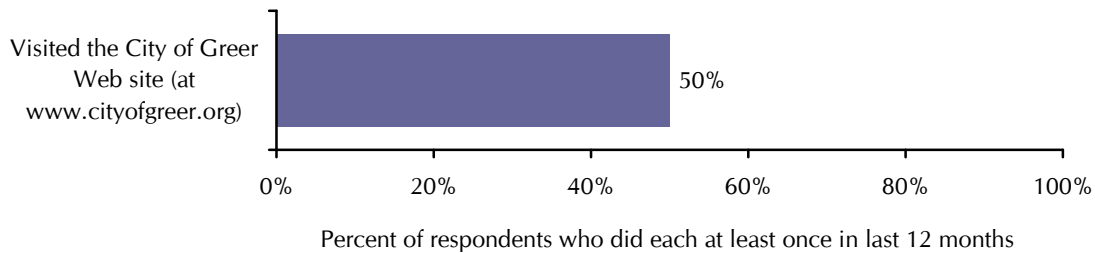


FIGURE 74: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Southern region comparison
Visited the City of Greer Web site	Much less	Much less

FIGURE 75: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

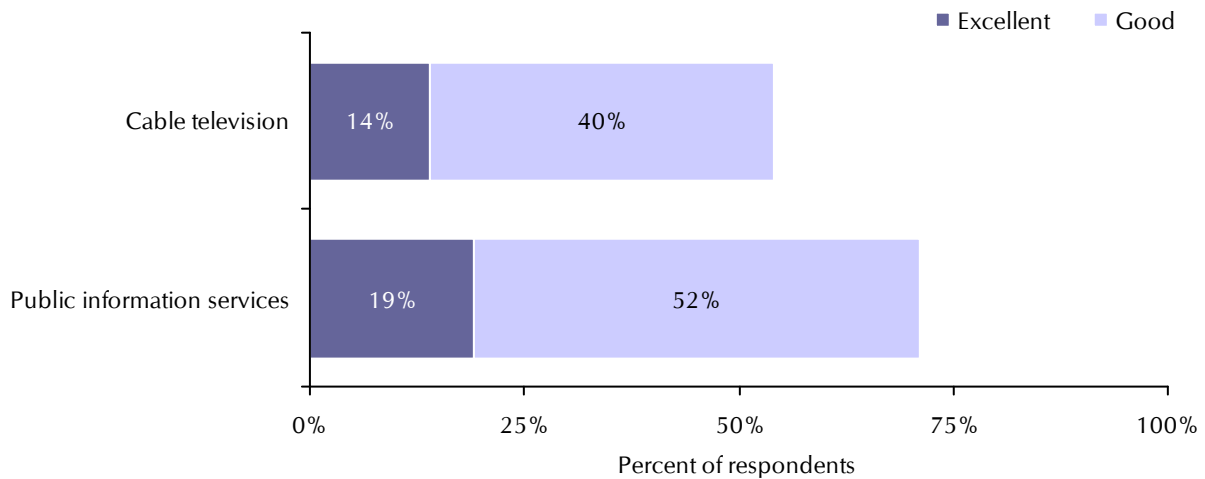


FIGURE 76: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Southern region comparison
Cable television	Similar	Similar
Public information services	Above	Above

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 65% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 77: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

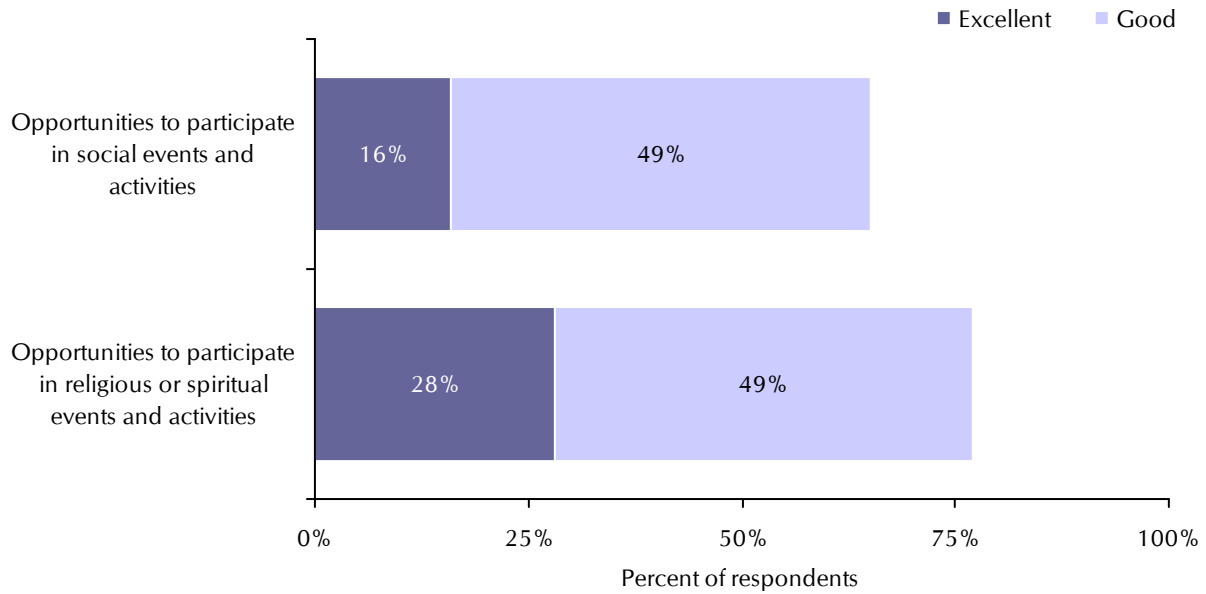


FIGURE 78: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Southern region comparison
Opportunities to participate in social events and activities	Similar	Similar
Opportunities to participate in religious or spiritual events and activities	Similar	Similar

Residents in Greer reported a strong amount of neighborliness. More than half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was more than the amount of contact reported in other communities.

FIGURE 79: CONTACT WITH IMMEDIATE NEIGHBORS

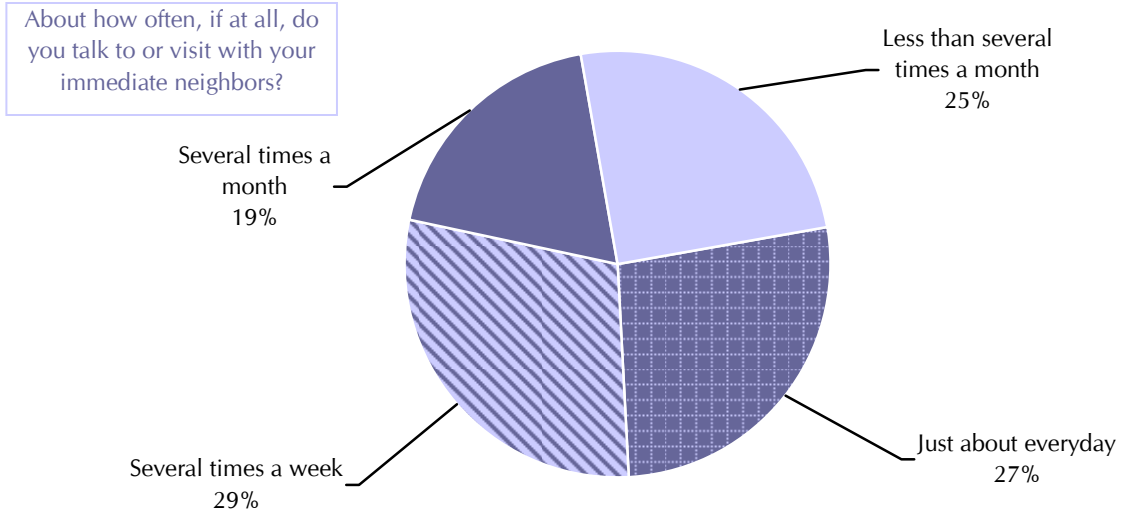


FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Southern region comparison
Has contact with neighbors at least several times per week	Much more	More

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents’ opinions about the overall direction the City of Greer is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Greer could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Greer may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was “excellent” or “good.” When asked to rate the job the City of Greer does at welcoming citizen involvement, 58% rated it as “excellent” or “good.” Of these four ratings, two were above the benchmark and two were similar to the benchmarks.

FIGURE 81: PUBLIC TRUST RATINGS

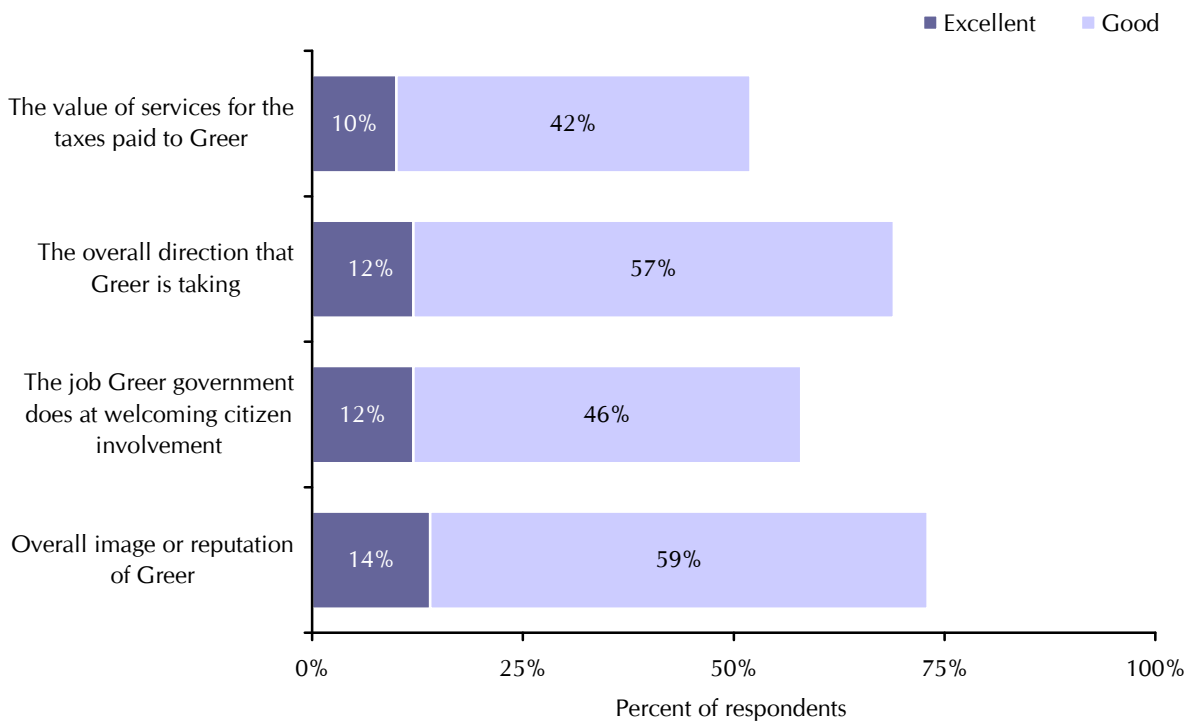


FIGURE 82: PUBLIC TRUST BENCHMARKS

	National comparison	Southern region comparison
Value of services for the taxes paid to Greer	Similar	Similar
The overall direction that Greer is taking	Much above	Much above
Job Greer government does at welcoming citizen involvement	Above	Above
Overall image or reputation of Greer	Similar	Similar

On average, residents of the City of Greer gave the highest evaluations to their own local government and the lowest average ratings to the Federal Government and the State Government. The overall quality of services delivered by the City of Greer was rated as “excellent” or “good” by 72% of survey participants. The City of Greer’s rating was similar to the benchmark when compared to other communities nationally and in the Southern region.

FIGURE 83: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

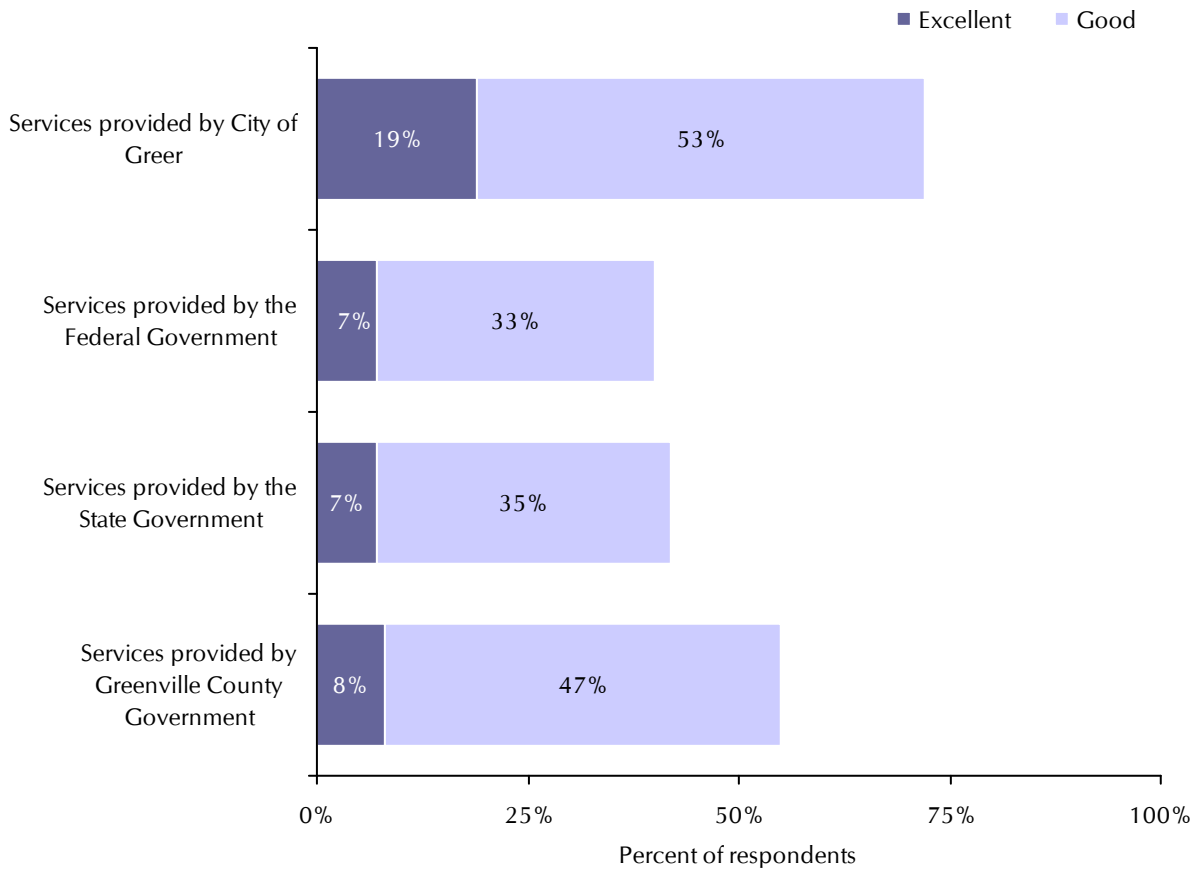


FIGURE 84: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Southern region comparison
Services provided by the City of Greer	Similar	Similar
Services provided by the Federal Government	Similar	Similar
Services provided by the State Government	Similar	Similar
Services provided by Greenville County Government	Similar	Similar

## City of Greer Employees

The employees of the City of Greer who interact with the public create the first impression that most residents have of the City of Greer. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Greer. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Greer staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 40% who reported that they had been in contact (a percent that is much lower than the benchmark comparisons) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 71% of respondents rated their overall impression as "excellent" or "good."

FIGURE 85: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

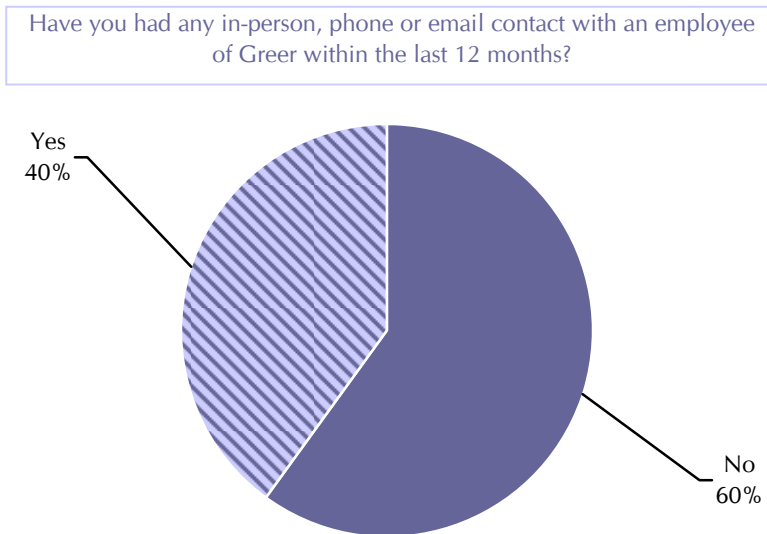


FIGURE 86: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Southern region comparison
Had contact with City employee(s) in last 12 months	Much less	Much less



FIGURE 87: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

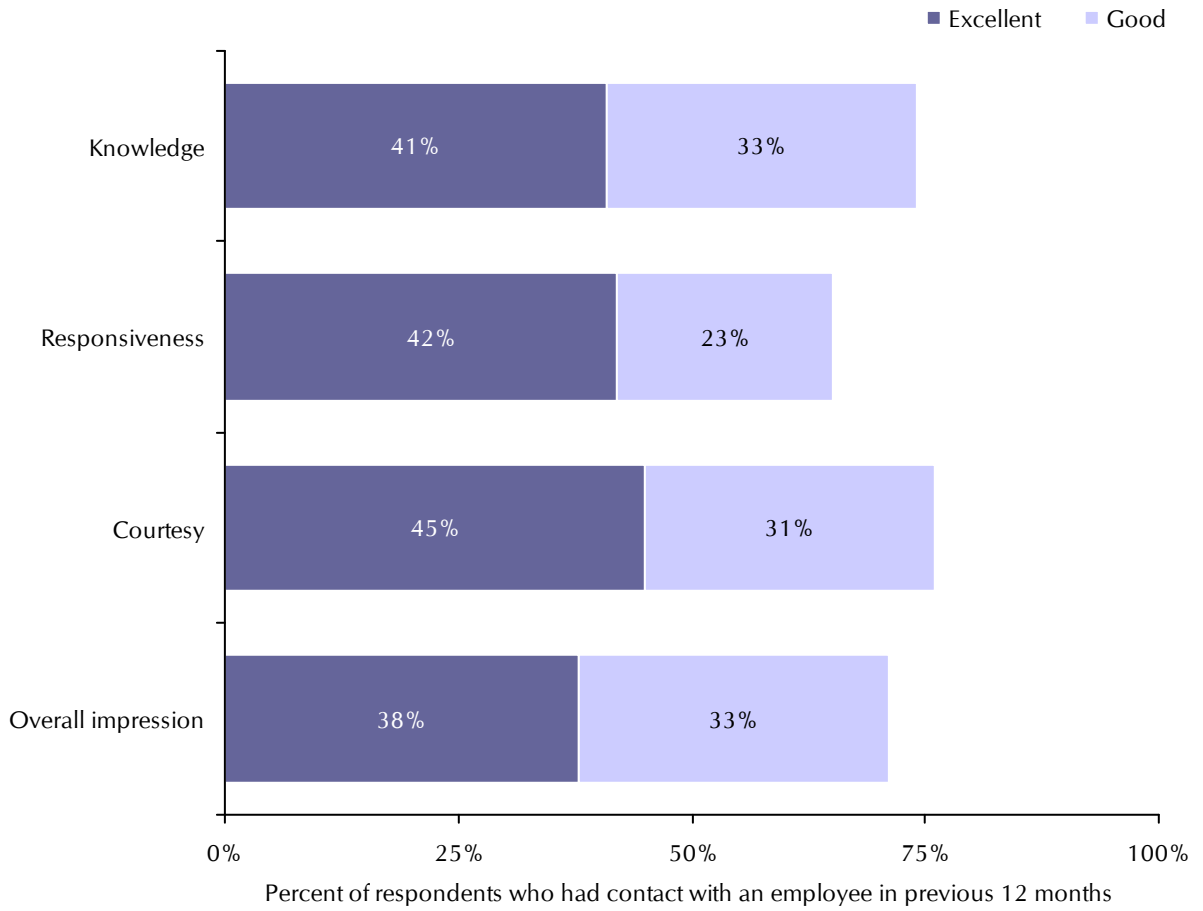


FIGURE 88: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Southern region comparison
Knowledge	Similar	Similar
Responsiveness	Similar	Similar
Courteousness	Similar	Similar
Overall impression	Similar	Similar

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Greer by examining the relationships between ratings of each service and ratings of the City of Greer's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Greer can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Greer Key Driver Analysis were:

- Police services
- Fire services
- Public schools

## CITY OF GREER ACTION CHART™

The 2011 City of Greer Action Chart™ on the following page combines two dimensions of performance:

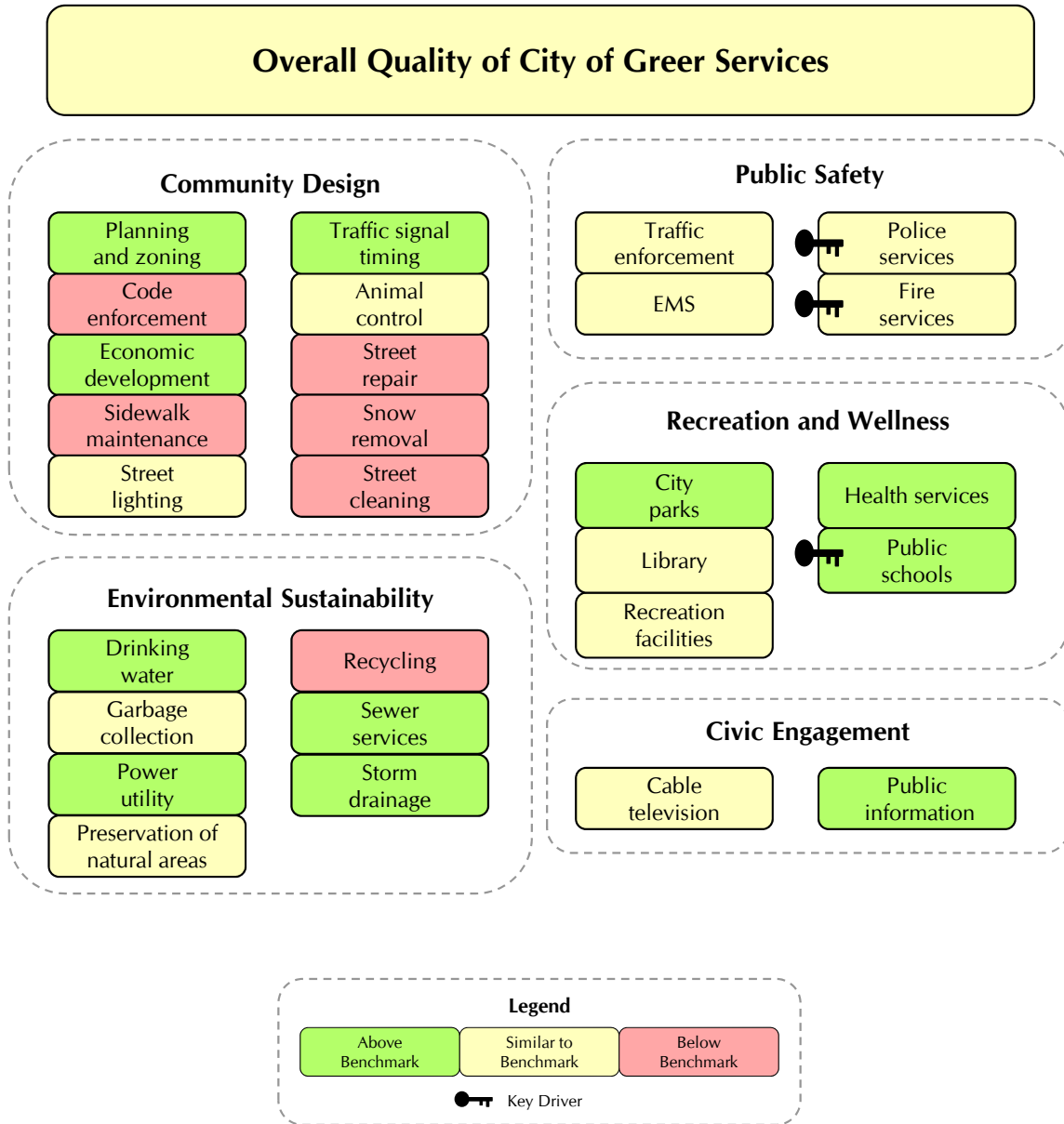
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.

Twenty-eight services were included in the KDA for the City of Greer. Of these, 11 were above the benchmark, six were below the benchmark and eleven were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Greer, no key drivers were below the benchmark. Therefore, Greer may wish to seek improvements to police services and fire services, as these key drivers received ratings similar to other benchmark jurisdictions. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 89: CITY OF GREER ACTION CHART



## Using Your Action Chart™

The key drivers derived for the City of Greer provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Greer, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Greer, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Greer residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the City of Greer key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 90: KEY DRIVERS COMPARED

Service	City of Greer Key Driver	National Key Driver	Core Service
• <b>Police services</b>	✓	✓	✓
• <b>Fire services</b>	✓		✓
Ambulance and emergency medical services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Snow removal			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
Power (electric and/or gas) utility			✓
◦ City parks			
◦ Recreation centers or facilities			
Land use planning and zoning		✓	
Code enforcement			✓
◦ Animal control			
Economic development		✓	
Health services			✓
◦ Public library			
Public information services		✓	
• <b>Public schools</b>	✓	✓	
◦ Cable television			
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

**CUSTOM QUESTIONS**

Custom Question 1						
In the last 12 months, how many times, if ever, have you or another household member visited Downtown Greer to do the following?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Dined in Downtown Greer	29%	32%	27%	7%	6%	100%
Attended an event in Downtown Greer (e.g., Family Fest, Freedom Blast, Oktoberfest, Moonlight Movies, Harvest Market, Halloween Hoopla, etc.)	30%	39%	23%	6%	3%	100%
Shopped in Downtown Greer	42%	35%	17%	4%	2%	100%

Custom Question 2	
Please rate your overall experience while visiting Downtown Greer:	Percent of respondents
Excellent	36%
Good	47%
Fair	14%
Poor	2%
Total	100%

Custom Question 3					
Please rate the following aspects of parking while visiting Downtown Greer:	Excellent	Good	Fair	Poor	Total
Availability of parking	7%	41%	35%	18%	100%
Convenience of parking	8%	38%	35%	19%	100%

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Greer:	Excellent	Good	Fair	Poor	Total
Greer as a place to live	38%	51%	10%	1%	100%
Your neighborhood as a place to live	30%	47%	18%	5%	100%
Greer as a place to raise children	34%	46%	18%	3%	100%
Greer as a place to work	21%	46%	27%	7%	100%
Greer as a place to retire	19%	48%	24%	8%	100%
The overall quality of life in Greer	24%	57%	17%	2%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Greer as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	17%	53%	28%	2%	100%
Openness and acceptance of the community towards people of diverse backgrounds	16%	53%	25%	6%	100%
Overall appearance of Greer	14%	62%	22%	3%	100%
Cleanliness of Greer	18%	51%	28%	3%	100%
Overall quality of new development in Greer	19%	50%	26%	5%	100%
Variety of housing options	13%	54%	26%	7%	100%
Overall quality of business and service establishments in Greer	12%	58%	27%	4%	100%
Shopping opportunities	11%	37%	43%	10%	100%
Opportunities to attend cultural activities	14%	37%	38%	12%	100%
Recreational opportunities	19%	36%	38%	7%	100%
Employment opportunities	7%	36%	42%	15%	100%
Educational opportunities	12%	49%	33%	6%	100%
Opportunities to participate in social events and activities	16%	49%	28%	7%	100%
Opportunities to participate in religious or spiritual events and activities	28%	49%	19%	4%	100%
Opportunities to volunteer	21%	51%	25%	3%	100%
Opportunities to participate in community matters	15%	42%	35%	8%	100%
Ease of car travel in Greer	20%	51%	20%	9%	100%
Ease of bicycle travel in Greer	5%	35%	33%	26%	100%
Ease of walking in Greer	9%	41%	34%	16%	100%
Availability of paths and walking trails	4%	31%	36%	30%	100%
Traffic flow on major streets	8%	50%	32%	10%	100%
Amount of public parking	8%	36%	36%	20%	100%
Availability of affordable quality housing	5%	55%	31%	8%	100%



Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Greer as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality child care	7%	47%	33%	13%	100%
Availability of affordable quality health care	11%	58%	23%	8%	100%
Availability of affordable quality food	16%	53%	25%	6%	100%
Availability of preventive health services	13%	57%	23%	8%	100%
Air quality	18%	57%	21%	4%	100%
Quality of overall natural environment in Greer	17%	59%	20%	4%	100%
Overall image or reputation of Greer	14%	59%	23%	4%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Greer over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	6%	55%	28%	10%	100%
Retail growth (stores, restaurants, etc.)	8%	33%	51%	7%	1%	100%
Jobs growth	21%	56%	19%	4%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Greer?	Percent of respondents
Not a problem	10%
Minor problem	30%
Moderate problem	48%
Major problem	11%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Greer:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	23%	43%	18%	11%	4%	100%
Property crimes (e.g., burglary, theft)	14%	42%	17%	16%	10%	100%
Environmental hazards, including toxic waste	36%	38%	18%	5%	3%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	64%	29%	4%	3%	0%	100%
In your neighborhood after dark	32%	41%	9%	15%	3%	100%
In Greer's downtown area during the day	62%	32%	5%	1%	0%	100%
In Greer's downtown area after dark	18%	43%	17%	12%	10%	100%

Question 7: Contact with Police Department		
Have you had any in-person or phone contact with an employee of the City of Greer Police Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the City of Greer Police Department within the last 12 months?	62%	38%

Question 8: Ratings of Contact with Police Department				
What was your overall impression of your most recent contact with the City of Greer Police Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the City of Greer Police Department?	38%	35%	10%	18%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	89%
Yes	11%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	20%
Yes	80%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Greer?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Greer public libraries or their services	34%	28%	21%	10%	8%	100%
Used Greer recreation centers	42%	29%	15%	9%	5%	100%
Participated in a recreation program or activity	58%	21%	14%	3%	4%	100%
Visited a neighborhood park or City park	15%	37%	27%	14%	7%	100%
Attended a meeting of local elected officials or other local public meeting	87%	10%	2%	0%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	82%	13%	3%	1%	0%	100%
Visited the City of Greer Web site (at www.cityofgreer.org)	50%	28%	17%	2%	3%	100%
Recycled used paper, cans or bottles from your home	36%	15%	15%	7%	27%	100%
Volunteered your time to some group or activity in Greer	73%	16%	5%	3%	3%	100%
Participated in religious or spiritual activities in Greer	46%	14%	11%	4%	25%	100%
Participated in a club or civic group in Greer	81%	12%	4%	1%	2%	100%
Provided help to a friend or neighbor	9%	23%	38%	14%	16%	100%
Watched Greer TV Channel 15	68%	19%	9%	3%	1%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	27%
Several times a week	29%
Several times a month	19%
Less than several times a month	25%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Greer:	Excellent	Good	Fair	Poor	Total
Police services	29%	51%	13%	7%	100%
Fire services	44%	49%	5%	2%	100%
Emergency medical services	39%	48%	10%	3%	100%
Crime prevention	17%	47%	25%	12%	100%
Fire prevention and education	28%	51%	12%	8%	100%
Municipal courts	24%	49%	23%	4%	100%
Traffic enforcement	18%	51%	20%	11%	100%
Street repair	7%	28%	38%	28%	100%
Street cleaning	11%	41%	35%	13%	100%
Street lighting	11%	48%	30%	11%	100%
Snow removal	10%	36%	29%	24%	100%
Sidewalk maintenance	8%	37%	34%	21%	100%
Traffic signal timing	11%	46%	31%	12%	100%
Garbage collection	35%	52%	13%	1%	100%
Recycling	27%	38%	23%	12%	100%
Yard waste pick-up	24%	47%	19%	11%	100%
Storm drainage	22%	49%	21%	7%	100%
Drinking water	29%	45%	20%	7%	100%
Sewer services	26%	56%	14%	4%	100%
Power (electric and/or gas) utility	32%	49%	14%	6%	100%
City parks	40%	47%	12%	1%	100%
Recreation programs or classes	20%	57%	19%	4%	100%
Recreation centers or facilities	18%	49%	26%	7%	100%
Land use, planning and zoning	7%	44%	38%	11%	100%
Code enforcement (weeds, abandoned buildings, etc.)	5%	33%	33%	29%	100%
Animal control	13%	45%	25%	18%	100%
Economic development	5%	50%	38%	6%	100%
Health services	14%	55%	27%	4%	100%
Services to seniors	14%	52%	22%	13%	100%
Services to youth	13%	51%	25%	11%	100%
Services to low-income people	16%	37%	25%	22%	100%
Public library services	39%	47%	13%	2%	100%
Public information services	19%	52%	23%	6%	100%
Public schools	26%	51%	17%	6%	100%
Cable television	14%	40%	30%	16%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	14%	46%	26%	15%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Greer:	Excellent	Good	Fair	Poor	Total
Preservation of natural areas such as open space, farmlands and greenbelts	12%	44%	29%	14%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Greer	19%	53%	24%	3%	100%
The Federal Government	7%	33%	38%	22%	100%
The State Government	7%	35%	39%	19%	100%
Greenville County Government	8%	47%	37%	8%	100%
Spartanburg County Government	10%	43%	34%	13%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Greer to someone who asks	54%	35%	8%	2%	100%
Remain in Greer for the next five years	63%	24%	7%	5%	100%

Question 16: Impact of the Economy	
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 of respondents
Very positive	5%
Somewhat positive	21%
Neutral	41%
Somewhat negative	25%
Very negative	9%
Total	100%

Question 17: Contact with Fire Department		
Have you had any in-person or phone contact with an employee of the City of Greer Fire Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the City of Greer Fire Department within the last 12 months?	87%	13%

Question 18: Ratings of Contact with Fire Department				
What was your overall impression of your most recent contact with the City of Greer Fire Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the City of Greer Fire Department?	72%	21%	1%	6%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Greer within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	60%
Yes	40%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Greer in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	41%	33%	21%	5%	100%
Responsiveness	42%	23%	21%	15%	100%
Courtesy	45%	31%	6%	18%	100%
Overall impression	38%	33%	17%	12%	100%

Question 21: Government Performance					
Please rate the following categories of Greer government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Greer	10%	42%	36%	13%	100%
The overall direction that Greer is taking	12%	57%	27%	4%	100%
The job Greer government does at welcoming citizen involvement	12%	46%	27%	15%	100%

Question 22a: Custom Question 1						
In the last 12 months, how many times, if ever, have you or another household member visited Downtown Greer to do the following?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Dined in Downtown Greer	29%	32%	27%	7%	6%	100%
Shopped in Downtown Greer	42%	35%	17%	4%	2%	100%
Attended an event in Downtown Greer (e.g., Family Fest, Freedom Blast, Oktoberfest, Moonlight Movies, Harvest Market, Halloween Hoopla, etc.)	30%	39%	23%	6%	3%	100%

Question 22b: Custom Question 2	
Please rate your overall experience while visiting Downtown Greer:	Percent of respondents
Excellent	36%
Good	47%
Fair	14%
Poor	2%
Total	100%

Question 22c: Custom Question 3					
Please rate the following aspects of parking while visiting Downtown Greer:	Excellent	Good	Fair	Poor	Total
Availability of parking	7%	41%	35%	18%	100%
Convenience of parking	8%	38%	35%	19%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	35%
Yes, full-time	56%
Yes, part-time	10%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	82%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	11%
Bus, rail, subway or other public transportation	0%
Walk	3%
Bicycle	0%
Work at home	3%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Greer?	Percent of respondents
Less than 2 years	18%
2 to 5 years	16%
6 to 10 years	23%
11 to 20 years	17%
More than 20 years	26%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	77%
House attached to one or more houses (e.g., a duplex or townhome)	7%
Building with two or more apartments or condominiums	15%
Mobile home	1%
Other	0%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	34%
Owned by you or someone in this house with a mortgage or free and clear	66%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than \$300 per month	10%
\$300 to \$599 per month	22%
\$600 to \$999 per month	32%
\$1,000 to \$1,499 per month	20%
\$1,500 to \$2,499 per month	14%
\$2,500 or more per month	2%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	59%
Yes	41%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	75%
Yes	25%
Total	100%

Question D9: Household Income	
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 of respondents
Less than \$24,999	28%
\$25,000 to \$49,999	30%
\$50,000 to \$99,999	25%
\$100,000 to \$149,000	11%
\$150,000 or more	6%
Total	100%



Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	92%
Yes, I consider myself to be Spanish, Hispanic or Latino	8%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	5%
Black or African American	14%
White	75%
Other	6%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	4%
25 to 34 years	27%
35 to 44 years	16%
45 to 54 years	21%
55 to 64 years	12%
65 to 74 years	10%
75 years or older	10%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	55%
Male	45%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	18%
Yes	77%
Ineligible to vote	5%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	26%
Yes	66%
Ineligible to vote	7%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	9%
Yes	91%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	47%
Yes	53%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	20%
Land line	56%
Both	24%
Total	100%

### FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Greer:	Excellent		Good		Fair		Poor		Don't know		Total	
Greer as a place to live	38%	117	51%	159	10%	31	1%	4	0%	0	100%	311
Your neighborhood as a place to live	30%	92	46%	143	18%	55	5%	16	0%	1	100%	307
Greer as a place to raise children	30%	93	41%	126	16%	49	2%	7	10%	31	100%	306
Greer as a place to work	16%	50	35%	108	21%	63	5%	16	22%	69	100%	305
Greer as a place to retire	16%	49	40%	122	20%	62	7%	20	17%	53	100%	305
The overall quality of life in Greer	24%	74	57%	178	17%	53	2%	5	0%	1	100%	312

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Greer as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	17%	51	51%	154	27%	81	2%	7	2%	7	100%	300
Openness and acceptance of the community towards people of diverse backgrounds	15%	46	49%	150	23%	69	5%	17	7%	22	100%	305
Overall appearance of Greer	14%	43	61%	190	22%	67	3%	8	1%	2	100%	309
Cleanliness of Greer	18%	57	51%	158	28%	85	3%	9	0%	0	100%	310
Overall quality of new development in Greer	18%	55	46%	142	24%	73	5%	15	8%	25	100%	310
Variety of housing options	12%	37	52%	159	25%	76	7%	21	4%	14	100%	307
Overall quality of business and service establishments in Greer	11%	34	56%	174	26%	79	4%	12	3%	10	100%	308
Shopping opportunities	11%	33	36%	113	42%	130	10%	30	2%	6	100%	311
Opportunities to attend cultural activities	13%	40	34%	106	35%	108	11%	34	7%	23	100%	310
Recreational opportunities	18%	56	34%	103	36%	111	7%	20	5%	17	100%	307
Employment opportunities	5%	16	28%	86	33%	100	12%	37	22%	69	100%	308
Educational opportunities	10%	32	43%	132	28%	88	5%	16	13%	41	100%	309
Opportunities to participate in social events and activities	15%	45	45%	139	26%	80	6%	19	8%	23	100%	306

Question 2: Community Characteristics

Please rate each of the following characteristics as they relate to Greer as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Opportunities to participate in religious or spiritual events and activities	25%	77	43%	134	16%	51	4%	11	12%	36	100%	309
Opportunities to volunteer	17%	52	41%	127	20%	63	2%	7	20%	61	100%	310
Opportunities to participate in community matters	13%	38	34%	104	29%	88	6%	19	18%	55	100%	304
Ease of car travel in Greer	20%	60	48%	149	19%	59	9%	27	4%	13	100%	308
Ease of bicycle travel in Greer	4%	11	25%	75	23%	71	19%	57	30%	90	100%	304
Ease of walking in Greer	8%	25	37%	115	31%	97	15%	46	9%	26	100%	308
Availability of paths and walking trails	3%	9	26%	80	31%	94	26%	78	14%	42	100%	304
Traffic flow on major streets	8%	25	49%	151	32%	97	10%	31	1%	4	100%	308
Amount of public parking	7%	22	34%	104	34%	104	19%	57	6%	20	100%	306
Availability of affordable quality housing	5%	14	48%	148	28%	84	7%	21	13%	39	100%	307
Availability of affordable quality child care	4%	13	27%	82	19%	58	7%	23	43%	131	100%	307
Availability of affordable quality health care	9%	29	51%	155	20%	63	7%	22	13%	39	100%	308
Availability of affordable quality food	16%	49	52%	160	25%	77	6%	17	2%	8	100%	310
Availability of preventive health services	11%	34	48%	148	19%	59	7%	20	15%	47	100%	307
Air quality	18%	54	55%	168	20%	62	4%	13	3%	9	100%	306
Quality of overall natural environment in Greer	16%	50	58%	179	20%	61	4%	12	3%	8	100%	309
Overall image or reputation of Greer	14%	43	58%	180	23%	71	4%	11	1%	4	100%	309

Question 3: Growth

Please rate the speed of growth in the following categories in Greer over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Population growth	0%	1	5%	14	42%	128	22%	66	8%	23	24%	73	100%	306
Retail growth (stores, restaurants, etc.)	7%	22	30%	92	46%	142	6%	19	1%	2	11%	33	100%	309
Jobs growth	15%	46	40%	124	14%	42	3%	9	1%	2	28%	87	100%	309

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Greer?	Percent of respondents	Count
Not a problem	9%	28
Minor problem	27%	82
Moderate problem	42%	129
Major problem	10%	31
Don't know	12%	36
Total	100%	306

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Greer:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	22%	68	42%	127	18%	54	10%	32	4%	11	4%	13	100%
Property crimes (e.g., burglary, theft)	14%	42	41%	123	16%	49	16%	48	10%	30	3%	9	100%	302
Environmental hazards, including toxic waste	31%	95	33%	100	16%	48	5%	14	3%	8	13%	38	100%	304

Question 6: Personal Safety														
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	64%	197	29%	89	4%	11	3%	11	0%	1	0%	0	100%
In your neighborhood after dark	32%	97	41%	126	9%	28	15%	46	3%	9	0%	1	100%	308
In Greer's downtown area during the day	58%	178	30%	91	4%	13	1%	4	0%	0	7%	21	100%	307
In Greer's downtown area after dark	15%	47	37%	114	15%	45	10%	32	9%	26	14%	44	100%	308

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Greer Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Greer Police Department within the last 12 months?	61%	189	38%	118	1%	3	100%	309

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Greer Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Greer Police Department?	38%	44	35%	41	10%	11	18%	21	0%	0	100%	118

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	84%	258
Yes	11%	32
Don't know	5%	16
Total	100%	306

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	20%	6
Yes	80%	26
Don't know	0%	0
Total	100%	32

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Greer?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Greer public libraries or their services	34%	103	28%	86	21%	65	10%	30	8%	24	100%
Used Greer recreation centers	42%	129	29%	88	15%	47	9%	27	5%	14	100%	305
Participated in a recreation program or activity	58%	178	21%	63	14%	43	3%	9	4%	13	100%	307
Visited a neighborhood park or City park	15%	44	37%	112	27%	81	14%	41	7%	22	100%	301
Attended a meeting of local elected officials or other local public meeting	87%	270	10%	32	2%	7	0%	0	0%	0	100%	309
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	82%	253	13%	41	3%	10	1%	3	0%	1	100%	308
Visited the City of Greer Web site (at www.cityofgreer.org)	50%	152	28%	87	17%	52	2%	5	3%	10	100%	306
Recycled used paper, cans or bottles from your home	36%	112	15%	45	15%	45	7%	22	27%	85	100%	308
Volunteered your time to some group or activity in Greer	73%	223	16%	49	5%	16	3%	8	3%	10	100%	305
Participated in religious or spiritual activities in Greer	46%	141	14%	43	11%	32	4%	12	25%	75	100%	303
Participated in a club or civic group in Greer	81%	249	12%	36	4%	13	1%	3	2%	7	100%	308
Provided help to a friend or neighbor	9%	25	23%	69	38%	113	14%	42	16%	49	100%	299
Watched Greer TV Channel 15	68%	208	19%	59	9%	27	3%	8	1%	4	100%	305

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	27%	82
Several times a week	29%	88
Several times a month	19%	59
Less than several times a month	25%	76
Total	100%	305

Question 13: Service Quality												
Please rate the quality of each of the following services in Greer:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	25%	77	44%	136	11%	35	6%	20	13%	38	100%	306
Fire services	32%	99	36%	110	4%	12	1%	4	27%	82	100%	307
Emergency medical services	28%	85	34%	106	7%	23	2%	8	28%	86	100%	307
Crime prevention	13%	40	37%	111	20%	60	9%	28	21%	63	100%	302
Fire prevention and education	19%	57	34%	104	8%	24	6%	17	33%	100	100%	302
Municipal courts	14%	43	29%	88	13%	40	2%	7	41%	125	100%	302
Traffic enforcement	14%	44	42%	127	17%	50	9%	27	18%	54	100%	301
Street repair	6%	19	26%	78	35%	105	25%	77	8%	24	100%	302
Street cleaning	10%	32	38%	116	32%	98	12%	36	8%	25	100%	307
Street lighting	11%	33	47%	144	29%	89	10%	32	3%	9	100%	306
Snow removal	8%	26	30%	91	24%	73	20%	60	18%	55	100%	304
Sidewalk maintenance	7%	20	32%	98	30%	90	18%	55	13%	41	100%	304
Traffic signal timing	11%	32	44%	135	31%	93	12%	36	3%	9	100%	305
Garbage collection	34%	105	51%	156	13%	39	1%	3	2%	6	100%	308
Recycling	22%	68	32%	97	19%	58	10%	31	18%	55	100%	308
Yard waste pick-up	20%	62	39%	120	16%	48	9%	28	15%	46	100%	303
Storm drainage	19%	59	43%	131	19%	57	7%	20	12%	38	100%	305
Drinking water	29%	88	43%	134	19%	59	6%	20	3%	8	100%	309
Sewer services	24%	74	52%	158	13%	39	4%	11	7%	22	100%	305
Power (electric and/or gas) utility	31%	96	48%	147	13%	41	6%	18	2%	5	100%	307
City parks	36%	112	42%	130	11%	34	1%	2	10%	31	100%	308
Recreation programs or classes	11%	34	32%	97	11%	33	2%	7	43%	131	100%	301
Recreation centers or facilities	12%	35	31%	95	17%	51	4%	13	36%	110	100%	305
Land use, planning and zoning	5%	15	29%	87	25%	75	7%	22	34%	103	100%	302
Code enforcement (weeds, abandoned buildings, etc.)	4%	11	25%	73	25%	73	21%	63	26%	76	100%	296
Animal control	10%	29	34%	102	19%	56	13%	40	25%	75	100%	301



Question 13: Service Quality												
Please rate the quality of each of the following services in Greer:	Excellent		Good		Fair		Poor		Don't know		Total	
	Economic development	4%	12	37%	112	28%	86	5%	14	26%	77	100%
Health services	11%	34	43%	131	21%	65	3%	9	21%	65	100%	303
Services to seniors	7%	23	29%	87	12%	36	7%	22	45%	135	100%	302
Services to youth	8%	23	29%	88	15%	44	6%	19	42%	126	100%	300
Services to low-income people	8%	24	19%	57	13%	39	12%	35	48%	144	100%	300
Public library services	30%	92	36%	111	10%	30	1%	4	23%	70	100%	307
Public information services	13%	40	36%	108	16%	47	4%	13	31%	95	100%	303
Public schools	21%	65	42%	127	13%	41	5%	15	18%	56	100%	304
Cable television	11%	33	31%	95	23%	70	12%	37	23%	72	100%	308
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	22	25%	74	14%	42	8%	24	46%	137	100%	299
Preservation of natural areas such as open space, farmlands and greenbelts	8%	25	31%	92	20%	60	10%	30	30%	91	100%	298

Question 14: Government Services Overall												
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 Greer	18%	56	51%	156	23%	71	3%	9	5%	14	100%
The Federal Government	6%	18	29%	87	34%	102	20%	59	12%	37	100%	303
The State Government	6%	18	31%	94	35%	105	16%	49	12%	38	100%	303
Greenville County Government	7%	22	42%	124	32%	97	7%	21	11%	34	100%	298
Spartanburg County Government	5%	16	24%	71	19%	55	7%	22	45%	134	100%	298

Question 15: Recommendation and Longevity												
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 Greer to someone who asks	54%	166	35%	109	8%	26	2%	7	1%	2	100%
Remain in Greer for the next five years	62%	189	23%	70	7%	22	5%	16	3%	8	100%	305

Question 16: Impact of the Economy		
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 of respondents	Count
Very positive	5%	14
Somewhat positive	21%	63
Neutral	41%	126
Somewhat negative	25%	75
Very negative	9%	27
Total	100%	306

Question 17: Contact with Fire Department								
Have you had any in-person or phone contact with an employee of the City of Greer Fire Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Greer Fire Department within the last 12 months?	86%	269	13%	41	0%	1	100%	312

Question 18: Ratings of Contact with Fire Department											
What was your overall impression of your most recent contact with the City of Greer Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total
What was your overall impression of your most recent contact with the City of Greer Fire Department?	72%	30	21%	8	1%	0	6%	3	0%	0	100% 41

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Greer within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	60%	188
Yes	40%	123
Total	100%	311

Question 20: City Employees													
What was your impression of the employee(s) of the City of Greer in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total		
	Knowledge	40%	48	33%	39	21%	25	5%	5	2%	2	100%	120
Responsiveness	41%	49	23%	27	20%	24	14%	17	2%	2	100%	120	
Courtesy	45%	54	31%	37	6%	8	18%	21	0%	0	100%	119	
Overall impression	38%	46	33%	40	17%	20	12%	15	0%	0	100%	120	

Question 21: Government Performance													
Please rate the following categories of Greer government performance:	Excellent		Good		Fair		Poor		Don't know		Total		
	The value of services for the taxes paid to Greer	9%	27	37%	112	31%	96	11%	34	12%	38	100%	307
The overall direction that Greer is taking	11%	33	50%	152	23%	71	4%	11	12%	37	100%	303	
The job Greer government does at welcoming citizen involvement	9%	27	33%	100	20%	60	11%	33	28%	86	100%	305	

Question 22a: Custom Question 1													
In the last 12 months, how many times, if ever, have you or another household member visited Downtown Greer to do the following?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total		
	Dined in Downtown Greer	29%	89	32%	98	27%	81	7%	21	6%	18	100%	306
Shopped in Downtown Greer	42%	130	35%	106	17%	53	4%	12	2%	5	100%	306	
Attended an event in Downtown Greer (e.g., Family Fest, Freedom Blast, Oktoberfest, Moonlight Movies, Harvest Market, Halloween Hoopla, etc.)	30%	90	39%	117	23%	68	6%	18	3%	8	100%	302	

Question 22b: Custom Question 2		
Please rate your overall experience while visiting Downtown Greer:	Percent of respondents	Count
Excellent	36%	106
Good	47%	140
Fair	14%	43
Poor	2%	6
Total	100%	295

Question 22c: Custom Question 3										
Please rate each of the following aspects of parking while visiting Downtown Greer	Excellent		Good		Fair		Poor		Total	
	Availability of parking	7%	20	41%	121	35%	105	18%	53	100%
Convenience of parking	8%	24	38%	112	35%	102	19%	55	100%	294

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	35%	105
Yes, full-time	56%	169
Yes, part-time	10%	30
Total	100%	304

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	82%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	11%
Bus, rail, subway or other public transportation	0%
Walk	3%
Bicycle	0%
Work at home	3%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Greer?	Percent of respondents	Count
Less than 2 years	18%	55
2 to 5 years	16%	49
6 to 10 years	23%	73
11 to 20 years	17%	53
More than 20 years	26%	82
Total	100%	312

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	77%	241
House attached to one or more houses (e.g., a duplex or townhome)	7%	20
Building with two or more apartments or condominiums	15%	48
Mobile home	1%	2
Other	0%	1
Total	100%	312

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	34%	103
Owned by you or someone in this house with a mortgage or free and clear	66%	199
Total	100%	303

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	10%	29
\$300 to \$599 per month	22%	65
\$600 to \$999 per month	32%	94
\$1,000 to \$1,499 per month	20%	60
\$1,500 to \$2,499 per month	14%	40
\$2,500 or more per month	2%	7
Total	100%	295

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	59%	183
Yes	41%	125
Total	100%	308

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	75%	235
Yes	25%	77
Total	100%	312

Question D9: Household Income		
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 of respondents	Count
Less than \$24,999	28%	82
\$25,000 to \$49,999	30%	89
\$50,000 to \$99,999	25%	74
\$100,000 to \$149,000	11%	34
\$150,000 or more	6%	18
Total	100%	296

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	92%	274
Yes, I consider myself to be Spanish, Hispanic or Latino	8%	22
Total	100%	296

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	3%	10
Asian, Asian Indian or Pacific Islander	5%	14
Black or African American	14%	42
White	75%	233
Other	6%	18
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	4%	12
25 to 34 years	27%	84
35 to 44 years	16%	51
45 to 54 years	21%	64
55 to 64 years	12%	38
65 to 74 years	10%	31
75 years or older	10%	29
Total	100%	309

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	55%	169
Male	45%	137
Total	100%	307

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	18%	55
Yes	76%	235
Ineligible to vote	5%	15
Don't know	2%	6
Total	100%	310



Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	25%	78
Yes	63%	197
Ineligible to vote	7%	21
Don't know	5%	14
Total	100%	310

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	9%	26
Yes	91%	280
Total	100%	307

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	47%	145
Yes	53%	163
Total	100%	307

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	20%	28
Land line	56%	79
Both	24%	33
Total	100%	140

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction 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 jurisdiction. 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 jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- 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.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data 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 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 tend to be ambiguous, 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). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. 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.”

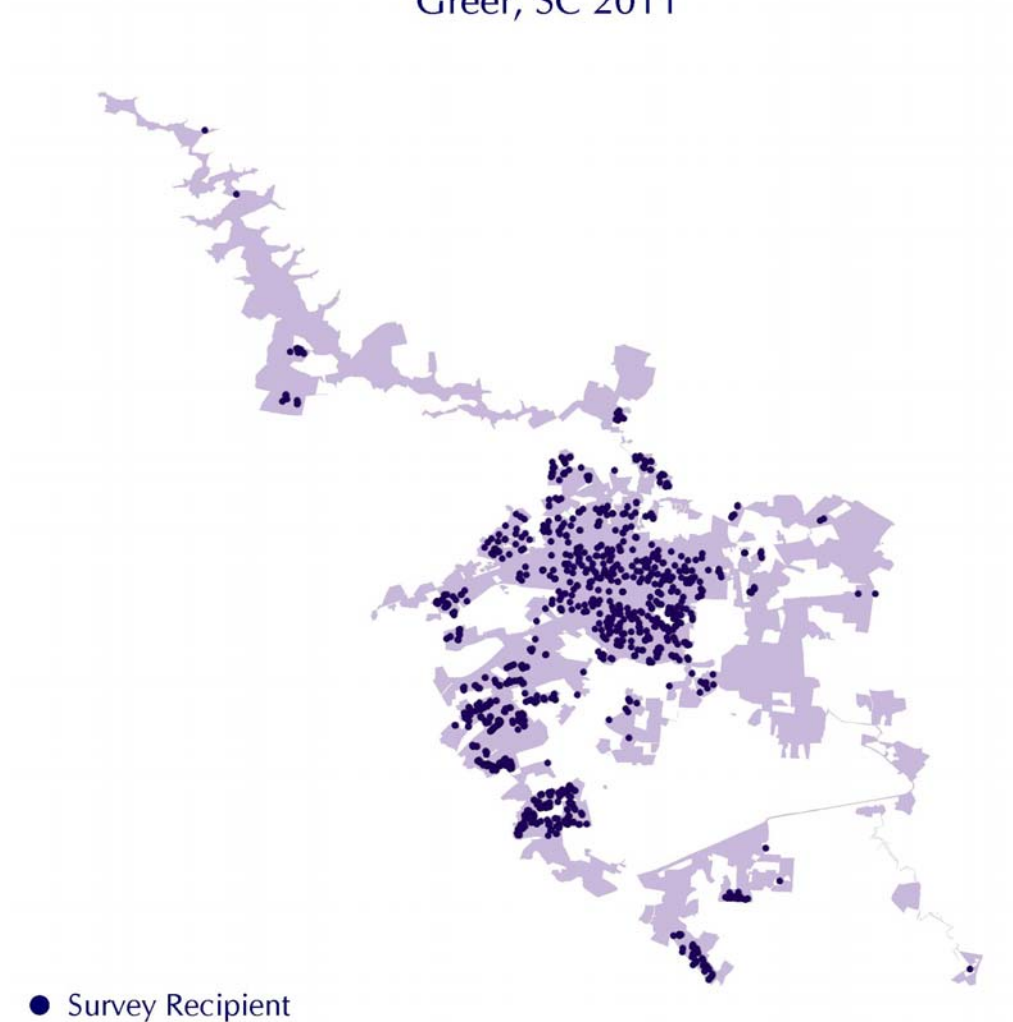
## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Greer were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Greer boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Greer households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Greer boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Greer. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 91: LOCATION OF SURVEY RECIPIENTS

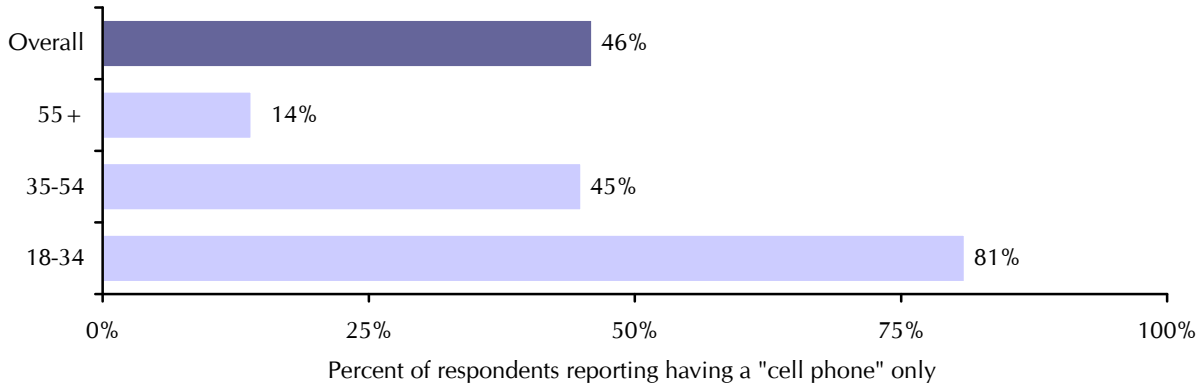
### The National Citizen Survey™ Greer, SC 2011



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.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>1</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Greer has a “cord cutter” population greater than the nationwide 2010 estimates

FIGURE 92: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN GREER



## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning October 17, 2011. 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 have already done so to refrain from turning in another survey. Completed surveys were collected over the following seven weeks.

## SURVEY RESPONSE RATE AND 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. The confidence interval for the City of Greer survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (321 completed surveys).

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 jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any

<sup>1</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

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.

For subgroups of responses, the margin of error increases because the sample size 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)

Completed surveys received by NRC 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; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and 2005-2009 American Community Survey estimates for adults in the City of Greer. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race and ethnicity and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct racial and ethnic representation

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Greer, SC Citizen Survey Weighting Table			
Characteristic	Population Norm1	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	37%	17%	34%
Own home	63%	83%	66%
Detached unit	78%	81%	78%
Attached unit	22%	19%	22%
<b>Race and Ethnicity</b>			
White	73%	83%	73%
Not white	27%	17%	27%
Not Hispanic	87%	96%	92%
Hispanic	13%	4%	8%
White alone, not Hispanic	67%	80%	68%
Hispanic and/or other race	33%	20%	32%
<b>Sex and Age</b>			
Female	54%	62%	55%
Male	46%	38%	45%
18-34 years of age	34%	16%	31%
35-54 years of age	38%	30%	37%
55+ years of age	28%	54%	32%
Females 18-34	17%	11%	17%
Females 35-54	20%	19%	20%
Females 55+	16%	32%	19%
Males 18-34	17%	5%	14%
Males 35-54	18%	11%	18%
Males 55+	11%	24%	13%

2

<sup>2</sup> 1 Source: 2010 Census/2005-2009 ACS



## SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

### Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

### “Don’t Know” Responses

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 body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; 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 Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### Comparison of Greer to the Benchmark Database

The City of Greer chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (Southern Region). A benchmark comparison (the average rating

from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Greer Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Greer's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Greer's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

## APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Greer.

Dear Greer Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Greer. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Richard W. Danner  
Mayor

Dear Greer Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Greer. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Richard W. Danner  
Mayor

Dear Greer Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Greer. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Richard W. Danner  
Mayor

Dear Greer Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Greer. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Richard W. Danner  
Mayor



301 East Poinsett Street  
Greer, South Carolina 29651

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



301 East Poinsett Street  
Greer, South Carolina 29651

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



301 East Poinsett Street  
Greer, South Carolina 29651

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



301 East Poinsett Street  
Greer, South Carolina 29651

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



October 2011

Dear City of Greer Resident:

The City of Greer wants to know what you think about our community and municipal government. You have been randomly selected to participate in Greer's 2011 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Greer residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (864) 848-5387.

Please help us shape the future of Greer. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "Rick Danner". The signature is fluid and cursive.

Richard W. Danner  
Mayor

## OFFICE OF THE MAYOR



November 2011

Dear City of Greer Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Greer wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Greer's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Greer residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (864) 848-5387.

Please help us shape the future of Greer. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "Rick Danner". The signature is fluid and cursive.

Richard W. Danner  
Mayor

## OFFICE OF THE MAYOR



# The City of Greer 2011 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 Greer:**

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

**2. Please rate each of the following characteristics as they relate to Greer as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of Greer.....	1	2	3	4	5
Cleanliness of Greer.....	1	2	3	4	5
Overall quality of new development in Greer .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in Greer.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual 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
Ease of car travel in Greer .....	1	2	3	4	5
Ease of bicycle travel in Greer.....	1	2	3	4	5
Ease of walking in Greer .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking .....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Greer.....	1	2	3	4	5
Overall image or reputation of Greer .....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Greer over the past 2 years:**

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Greer?  
 Not a problem     Minor problem     Moderate problem     Major problem     Don't know

5. Please rate how safe or unsafe you feel from the following in Greer:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Greer's downtown area during the day .....	1	2	3	4	5	6
In Greer's downtown area after dark .....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Greer Police Department within the last 12 months?

- No → Go to Question 9     Yes → Go to Question 8     Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Greer Police Department?

- Excellent     Good     Fair     Poor     Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11     Yes → Go to Question 10     Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No     Yes     Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Greer?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Greer public libraries or their services.....	1	2	3	4	5
Used Greer recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Visited the City of Greer Web site (at www.cityofgreer.org) .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Greer.....	1	2	3	4	5
Participated in religious or spiritual activities in Greer.....	1	2	3	4	5
Participated in a club or civic group in Greer .....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5
Watched Greer TV Channel 15.....	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day  
 Several times a week  
 Several times a month  
 Less than several times a month

# The City of Greer 2011 Citizen Survey

## 13. Please rate the quality of each of the following services in Greer:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Emergency medical services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Municipal courts .....	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
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
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
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television .....	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

## 14. 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 Greer .....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5
Greenville County Government.....	1	2	3	4	5
Spartanburg County Government.....	1	2	3	4	5

## 15. 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 Greer to someone who asks.....	1	2	3	4	5
Remain in Greer for the next five years .....	1	2	3	4	5

## 16. 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

17. Have you had any in-person or phone contact with an employee of the City of Greer Fire Department within the last 12 months?

- No → Go to Question 19     
  Yes → Go to Question 18     
  Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of Greer Fire Department?

- Excellent     
  Good     
  Fair     
  Poor     
  Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of Greer within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 21     
  Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of Greer in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Greer 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 Greer.....	1	2	3	4	5
The overall direction that Greer is taking.....	1	2	3	4	5
The job Greer government does at welcoming citizen involvement.....	1	2	3	4	5

22. Please check the response that comes closest to your opinion for each of the following questions:

a. In the last 12 months, how many times, if ever, have you or another household member visited Downtown Greer to do the following?

	<i>Never</i>	<i>Once or twice</i>	<i>3 to 12 times</i>	<i>13-26 times</i>	<i>More than 26 times</i>
Dined in Downtown Greer.....	1	2	3	4	5
Shopped in Downtown Greer.....	1	2	3	4	5
Attended an event in Downtown Greer (e.g., Family Fest, Freedom Blast, Oktoberfest, Moonlight Movies, Harvest Market, Halloween Hoopla, etc)...	1	2	3	4	5

b. Please rate your overall experience while visiting Downtown Greer:

- Excellent  
 Good  
 Fair  
 Poor

c. Please rate each of the following aspects of parking while visiting Downtown Greer:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
Availability of parking.....	1	2	3	5
Convenience of parking.....	1	2	3	5

# The City of Greer 2011 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. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults ..... days
- Bus, rail, subway or other public transportation ..... days
- Walk ..... days
- Bicycle ..... days
- Work at home ..... days
- Other ..... days

**D3. How many years have you lived in Greer?**

- Less than 2 years     11-20 years
- 2-5 years             More than 20 years
- 6-10 years

**D4. Which best describes the building you live in?**

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

**D5. Is this house, apartment or mobile home...**

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

**D6. 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

**D7. Do any children 17 or under live in your household?**

- No                       Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No                       Yes

**D9. 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 \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

**Please respond to both questions D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

**D11. 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

**D12. 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

**D13. What is your sex?**

- Female                 Male

**D14. Are you registered to vote in your jurisdiction?**

- No                       Ineligible to vote
- Yes                      Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- No                       Ineligible to vote
- Yes                      Don't know

**D16. Do you have a cell phone?**

- No                       Yes

**D17. Do you have a land line at home?**

- No                       Yes

**D18. If you have both a cell phone and a land line, which do you consider 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



301 East Poinsett Street  
Greer, South Carolina 29651

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO.94

