

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

**Greer, SC**  
Trends over Time  
2015



**NRC**  
National Research Center Inc

2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863



*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2015 ratings for the City of Greer to its previous survey results in 2011. Additional reports and technical appendices are available under separate cover.

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

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than six percentage points between the 2011 and 2015 surveys, otherwise the comparison between 2011 and 2015 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Greer for 2015 generally remained stable. Of the 91 items for which comparisons were available, 73 items were rated similarly in 2011 and 2015, four items showed a decrease in ratings and 14 showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, several aspects increased from 2011 to 2015. The items that increased included ease of walking in the City, cleanliness, employment opportunities, K-12 education, the availability of affordable quality child care/preschool. Respondents were also more pleased with their neighborhoods as places to live in 2015 than the previous iteration of the survey.
- Two aspects of Governance saw ratings decrease in 2015 and five aspects increased from 2011. Within the facet of Mobility, ratings for street repair and street lighting were lower than in 2011. The items that increased over time were police services, crime prevention, code enforcement, economic development and the services provided by the City of Greer.
- Compared to 2011, fewer residents reported they had used Greer's recreation centers and public libraries; however, more residents indicated that they were not under housing stress, had voted in local elections and were more optimistic that the economy would have a positive impact on their income in 2015.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2011	Comparison to benchmark	
	2011	2015		2011	2015
Overall quality of life	81%	89%	Similar	Similar	Similar
Overall image	73%	78%	Similar	Similar	Similar
Place to live	89%	94%	Similar	Higher	Similar
Neighborhood	77%	85%	Higher	Similar	Similar
Place to raise children	80%	85%	Similar	Similar	Similar
Place to retire	68%	70%	Similar	Similar	Similar
Overall appearance	76%	78%	Similar	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2015 rating compared to 2011	Comparison to benchmark		
		2011	2015		2011	2015	
Safety	Overall feeling of safety	NA	81%	NA	NA	Similar	
	Safe in neighborhood	93%	94%	Similar	Similar	Similar	
	Safe downtown/commercial area	94%	95%	Similar	Higher	Similar	
Mobility	Overall ease of travel	NA	80%	NA	NA	Similar	
	Paths and walking trails	34%	37%	Similar	Much lower	Lower	
	Ease of walking	49%	60%	Higher	Much lower	Similar	
	Travel by bicycle	40%	35%	Similar	Much lower	Lower	
	Travel by public transportation	NA	34%	NA	NA	Lower	
	Travel by car	71%	77%	Similar	Much higher	Similar	
	Public parking	NA	55%	NA	NA	Similar	
	Traffic flow	58%	64%	Similar	Much higher	Similar	
	Overall natural environment	76%	81%	Similar	Similar	Similar	
	Natural Environment	Cleanliness	69%	79%	Higher	Similar	Similar
Air quality		75%	81%	Similar	Similar	Similar	
Overall built environment		NA	65%	NA	NA	Similar	
Built Environment	New development in Greer	69%	63%	Similar	Much higher	Similar	
	Affordable quality housing	61%	68%	Similar	Much higher	Higher	
	Housing options	67%	67%	Similar	Higher	Similar	
	Public places	NA	69%	NA	NA	Similar	
	Overall economic health	NA	69%	NA	NA	Similar	
	Vibrant downtown/commercial area	NA	55%	NA	NA	Similar	
	Business and services	70%	68%	Similar	Higher	Similar	
Economy	Cost of living	NA	63%	NA	NA	Higher	
	Shopping opportunities	48%	53%	Similar	Similar	Similar	
	Employment opportunities	43%	59%	Higher	Much higher	Higher	
	Place to visit	NA	61%	NA	NA	Similar	
	Place to work	67%	72%	Similar	Much higher	Similar	
	Recreation and Wellness	Health and wellness	NA	74%	NA	NA	Similar
		Mental health care	NA	55%	NA	NA	Similar
Preventive health services		70%	73%	Similar	Higher	Similar	
Health care		68%	73%	Similar	Much higher	Similar	

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2015 rating compared to 2011	Comparison to benchmark	
		2011	2015		2011	2015
	Food	69%	74%	Similar	Higher	Similar
	Recreational opportunities	55%	57%	Similar	Similar	Similar
	Fitness opportunities	NA	52%	NA	NA	Lower
Education and Enrichment	Religious or spiritual events and activities	77%	76%	Similar	Similar	Similar
	Cultural/arts/music activities	51%	54%	Similar	Similar	Similar
	Adult education	NA	58%	NA	NA	Similar
	K-12 education	77%	86%	Higher	Higher	Similar
	Child care/preschool	54%	74%	Higher	Higher	Higher
	Social events and activities	65%	62%	Similar	Similar	Similar
Community Engagement	Neighborhoodness	NA	76%	NA	NA	Similar
	Openness and acceptance	69%	62%	Similar	Higher	Similar
	Opportunities to participate in community matters	57%	59%	Similar	Similar	Similar
	Opportunities to volunteer	72%	70%	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2015 rating compared to 2011	Comparison to benchmark	
	2011	2015		2011	2015
Services provided by Greer	73%	82%	Higher	Similar	Similar
Customer service	71%	77%	Similar	Similar	Similar
Value of services for taxes paid	52%	54%	Similar	Similar	Similar
Overall direction	69%	76%	Similar	Much higher	Similar
Welcoming citizen involvement	58%	59%	Similar	Higher	Similar
Confidence in City government	NA	62%	NA	NA	Similar
Acting in the best interest of Greer	NA	68%	NA	NA	Similar
Being honest	NA	69%	NA	NA	Similar
Treating all residents fairly	NA	68%	NA	NA	Similar
Services provided by the Federal Government	39%	38%	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2015 rating compared to 2011	Comparison to benchmark	
		2011	2015		2011	2015
Safety	Police	80%	89%	Higher	Similar	Similar
	Fire	93%	95%	Similar	Similar	Similar
	Ambulance/EMS	86%	93%	Similar	Similar	Similar
	Crime prevention	63%	82%	Higher	Similar	Similar
	Fire prevention	80%	86%	Similar	Similar	Similar
	Animal control	58%	63%	Similar	Similar	Similar
	Emergency preparedness	59%	62%	Similar	Similar	Similar
	Traffic enforcement	69%	70%	Similar	Similar	Similar
	Street repair	35%	26%	Lower	Much lower	Lower
	Street cleaning	52%	46%	Similar	Lower	Similar
Mobility	Street lighting	59%	49%	Lower	Similar	Similar
	Snow removal	47%	45%	Similar	Much lower	Lower
	Sidewalk maintenance	45%	45%	Similar	Lower	Similar
	Traffic signal timing	56%	55%	Similar	Higher	Similar
	Bus or transit services	NA	39%	NA	NA	Lower
Natural Environment	Garbage collection	86%	83%	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good)		2015 rating compared to 2011	Comparison to benchmark	
		2011	2015		2011	2015
	Recycling	65%	60%	Similar	Lower	Lower
	Yard waste pick-up	71%	69%	Similar	Similar	Similar
	Drinking water	74%	79%	Similar	Much higher	Similar
	Natural areas preservation	56%	54%	Similar	Similar	Similar
	Open space	NA	61%	NA	NA	Similar
Built Environment	Storm drainage	71%	69%	Similar	Much higher	Similar
	Sewer services	82%	79%	Similar	Higher	Similar
	Power utility	81%	78%	Similar	Higher	Similar
	Utility billing	NA	70%	NA	NA	Similar
	Land use, planning and zoning	51%	55%	Similar	Higher	Similar
	Code enforcement	38%	50%	Higher	Much lower	Similar
	Cable television	54%	61%	Similar	Similar	Similar
Economy	Economic development	55%	68%	Higher	Much higher	Similar
Recreation and Wellness	City parks	87%	83%	Similar	Much higher	Similar
	Recreation programs	77%	70%	Similar	Similar	Similar
	Recreation centers	67%	66%	Similar	Similar	Similar
	Health services	69%	77%	Similar	Higher	Similar
Education and Enrichment	Special events	NA	75%	NA	NA	Similar
	Public libraries	86%	87%	Similar	Similar	Similar
Community Engagement	Public information	71%	70%	Similar	Higher	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2011	Comparison to benchmark	
	2011	2015		2011	2015
Sense of community	70%	70%	Similar	Higher	Similar
Recommend Greer	89%	91%	Similar	Higher	Similar
Remain in Greer	87%	91%	Similar	Higher	Similar
Contacted Greer employees	40%	39%	Similar	Much lower	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2011	Comparison to benchmark	
		2011	2015		2011	2015
Safety	Stocked supplies for an emergency	NA	33%	NA	NA	Similar
	Did NOT report a crime	NA	83%	NA	NA	Similar
	Was NOT the victim of a crime	89%	95%	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	3%	NA	NA	Much lower
	Carpooled instead of driving alone	NA	39%	NA	NA	Similar
	Walked or biked instead of driving	NA	36%	NA	NA	Much lower

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2015 rating compared to 2011	Comparison to benchmark	
		2011	2015		2011	2015
Natural Environment	Conserved water	NA	79%	NA	NA	Similar
	Made home more energy efficient	NA	73%	NA	NA	Similar
	Recycled at home	64%	68%	Similar	Much lower	Lower
Built Environment	Did NOT observe a code violation	NA	61%	NA	NA	Similar
	NOT under housing cost stress	67%	75%	Higher	Similar	Similar
Economy	Purchased goods or services in Greer	NA	88%	NA	NA	Similar
	Economy will have positive impact on income	25%	37%	Higher	Much higher	Higher
	Work in Greer	NA	27%	NA	NA	Lower
Recreation and Wellness	Used Greer recreation centers	58%	50%	Lower	Similar	Similar
	Visited a City park	85%	80%	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	77%	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	77%	NA	NA	Similar
	In very good to excellent health	NA	62%	NA	NA	Similar
Education and Enrichment	Used Greer public libraries	66%	51%	Lower	Lower	Lower
	Participated in religious or spiritual activities	54%	46%	Similar	Similar	Similar
	Attended a City-sponsored event	NA	51%	NA	NA	Similar
Community Engagement	Campaigned for an issue, cause or candidate	NA	12%	NA	NA	Similar
	Contacted Greer elected officials	NA	11%	NA	NA	Similar
	Volunteered	27%	24%	Similar	Much lower	Lower
	Participated in a club	19%	15%	Similar	Much lower	Lower
	Talked to or visited with neighbors	NA	90%	NA	NA	Similar
	Done a favor for a neighbor	NA	84%	NA	NA	Similar
	Attended a local public meeting	13%	16%	Similar	Much lower	Similar
	Watched a local public meeting	18%	12%	Similar	Much lower	Lower
	Read or watched local news	NA	84%	NA	NA	Similar
	Voted in local elections	66%	75%	Higher	Much lower	Similar