



HISTORIC  
FRANKLIN  
TENNESSEE

# 2025 Franklin Community Survey Results

July 8<sup>th</sup>, 2025

## Outline

- **Survey Methodology**
- **Survey Results**
- **Survey Comparisons**
  - **Custom Questions**
  - **Trends (2016 & 2019 & 2022 Community Survey Comparisons)**
  - **National & Custom Benchmarks**
- **Next Steps**

## Survey Methodology

City contracted with Polco and the National Research Center to conduct our fourth Franklin Community Survey since 2016.

### \*Scientifically-valid Survey:

- 3,000 total surveys were mailed to randomly selected households in Franklin.
- Households had options to either fill out the survey and mail it back or scan a QR code and fill out the survey online.
- Total Paper Surveys Returned: 192
- Total Online Responses: 214
- Total Responses: 406 (down 42 or 9.2% from 2022)

**Scientifically Valid Response Rate: 13.8%**



*\*All results shown in this presentation are based on the responses from the scientifically valid survey.*



*City of Franklin, Tennessee*  
**2025 Franklin Community Survey**

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## Survey Methodology

### Open Participation Survey:

- Made available to all citizens of Franklin for two weeks following the scientifically valid survey.

**Total Open Participation Responses: 654 (*up 437 or 301% from 2022*)**

**Total Responses from Both Surveys: 1,060**

## The National Community Survey

- Polco created the National Community Survey, which is designed to measure a community’s “livability.”
- This survey is taken across the country, and communities are benchmarked against each other.
- Through the NCS, Franklin is evaluated on the ten (10) central facets of a community:

## National Community Survey

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks & Recreation
- Health & Wellness
- Education, Arts, and Culture
- Inclusivity & Engagement



## Key Takeaways – (pg. 6)

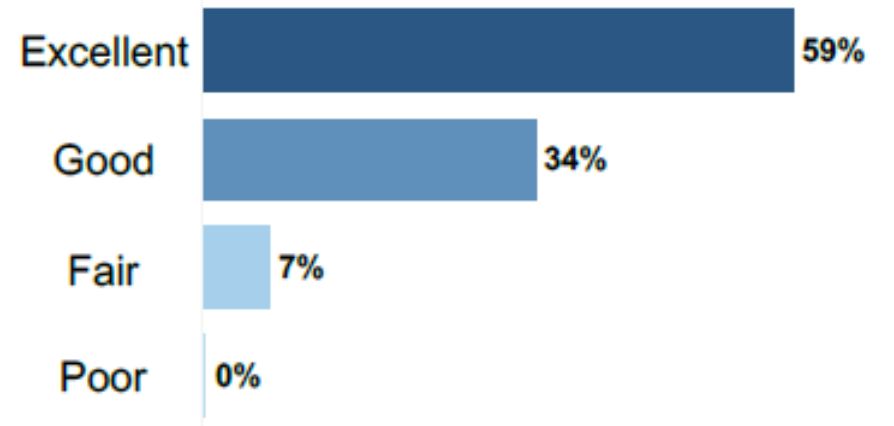
- Residents praise Franklin’s leadership, with many related items surpassing national averages and increasing since 2022.
- Residents rate Franklin’s economy very high, which far outpaces comparative communities across the country.
- While many aspects of Franklin remain highly rated, affordability and traffic continues to be a concern among residents.

## Survey Results

### Overall: Quality of Life

- Vast majority of survey respondents view the quality of life in Franklin as excellent or good (93% combined).
- Overall rating is lower compared to 2022, but it is still much higher than the national benchmark.
- 95% of residents rate Franklin as having an overall positive image or reputation (7<sup>th</sup> among other cities).

The overall quality of life in Franklin, 2025

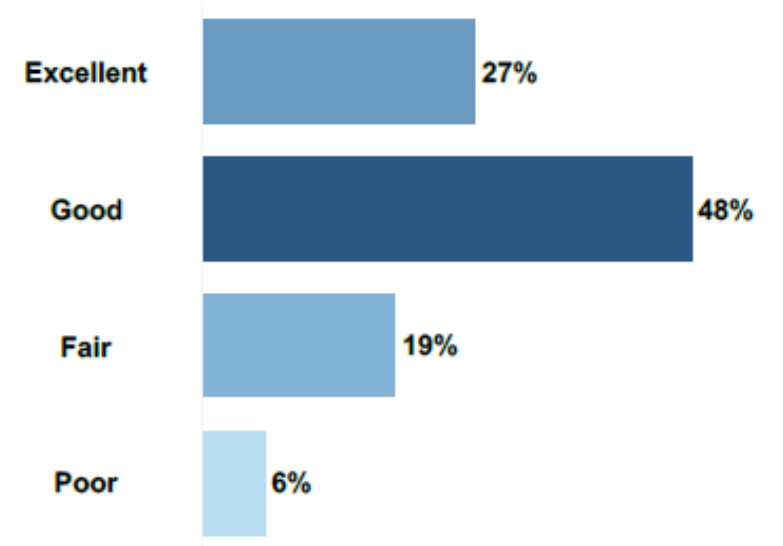


## Survey Results

### Overall: Governance

- Respondents have an increased level of confidence in Franklin’s government (75%). This is up 7% from 2022.
- Significant increases in satisfaction of government services include:
  - Overall customer service by Franklin employees (5%)
  - Value of services for the taxes paid (8%)
  - Informing residents about issues facing the community (11%)
  - Acting in the best interest of the community (7%)

Overall confidence in Franklin government, 2025

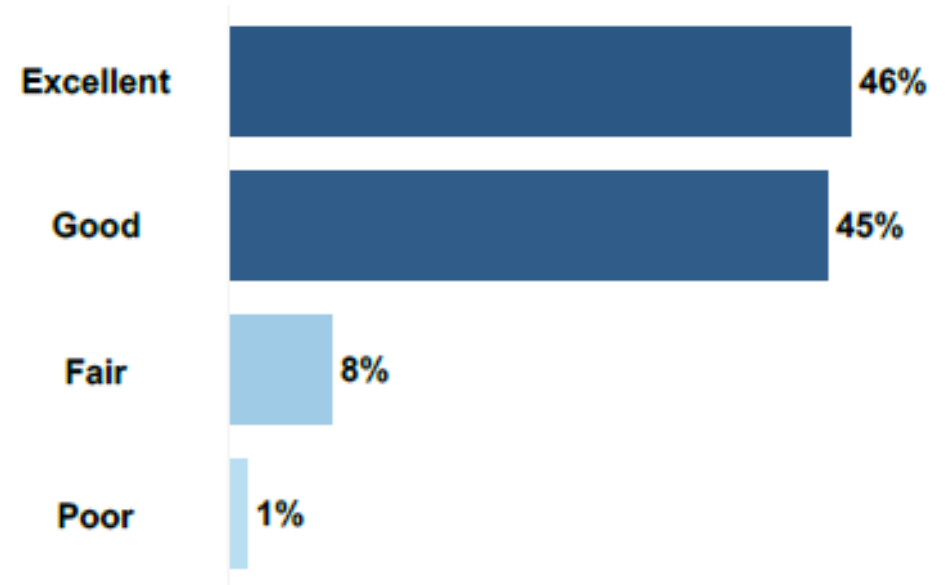


## Survey Results

### Facet: Economy

- Respondents' perception of the economy remains strong, however, there are concerns regarding employment opportunities and cost of living.
- Areas in which Franklin ranks much higher against national benchmarks include:
  - Vibrancy of downtown/commercial area
  - Employment opportunities
  - Shopping opportunities

### Overall economic health of Franklin, 2025

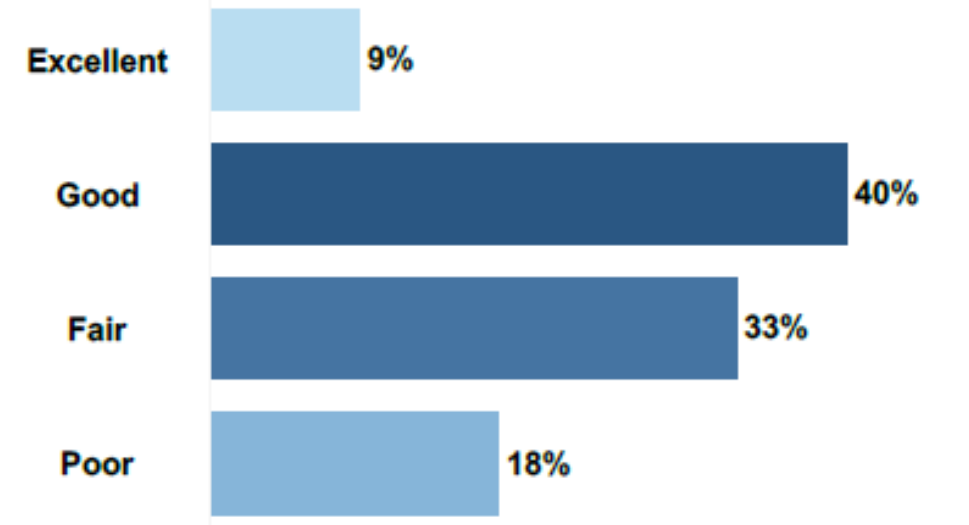


## Survey Results

### Facet: Mobility

- Less than half of respondents rated the overall quality of the transportation system in Franklin as excellent or good (49%).
- This was a 20% decrease from 2022.
- Rankings for mobility are similar to national benchmark cities, except for bicycle travel and use of public transportation vs. driving.
- Street lighting, street cleaning, and sidewalk maintenance saw an increase in satisfaction and rank higher than national benchmark cities.

**Overall quality of the transportation system in Franklin, 2025**

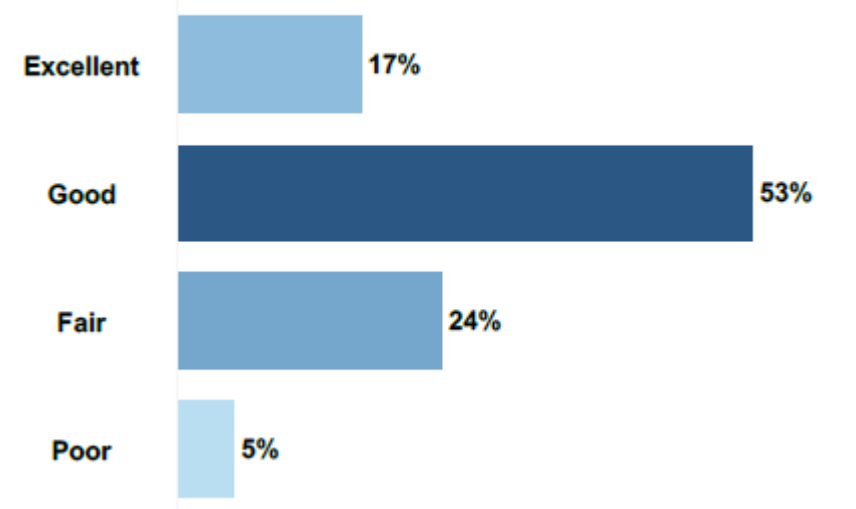


## Survey Results

### **Facet: Community Design**

- Nearly three-fourths (70%) of respondents rated the overall design or layout of residential and commercial areas as excellent or good. This is down from 2019 and 2022.
- Almost all respondents (95%) of Franklin rated their neighborhood as a place to live as excellent or good.
  - Higher rating than 2019 and 2022.
- Well-designed neighborhoods (71%), well-planned commercial growth (58%), and code enforcement (77%) were rated higher than national benchmark communities.

**Overall design or layout of Franklin's residential and commercial areas, 2025**

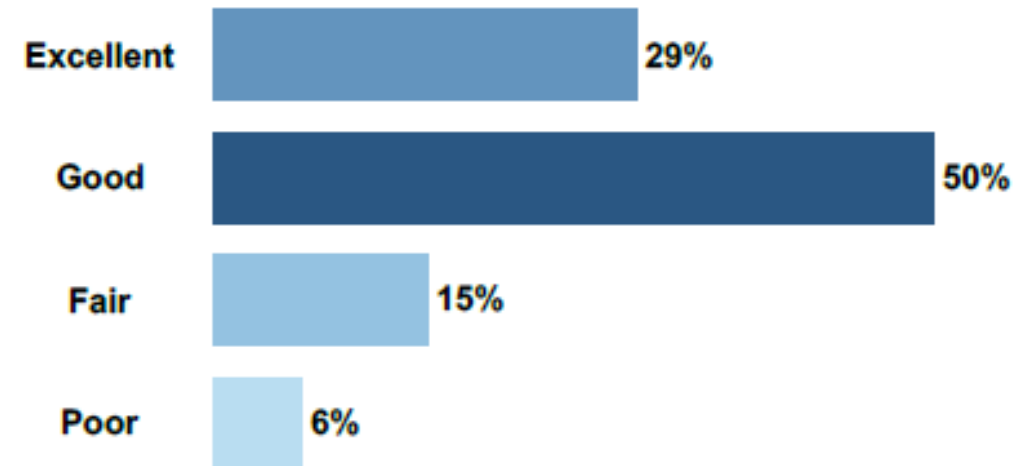


## Survey Results

### Facet: Utilities

- Over three-fourths of respondents rated the overall quality of the utility infrastructure as excellent or good (79%).
  - Similar to other national benchmark communities
- Other facets of utility services rated higher than national benchmarks including:
  - Affordable high-speed internet
  - Electric and gas utility
  - Utility billing

**Overall quality of the utility infrastructure in Franklin, 2025**

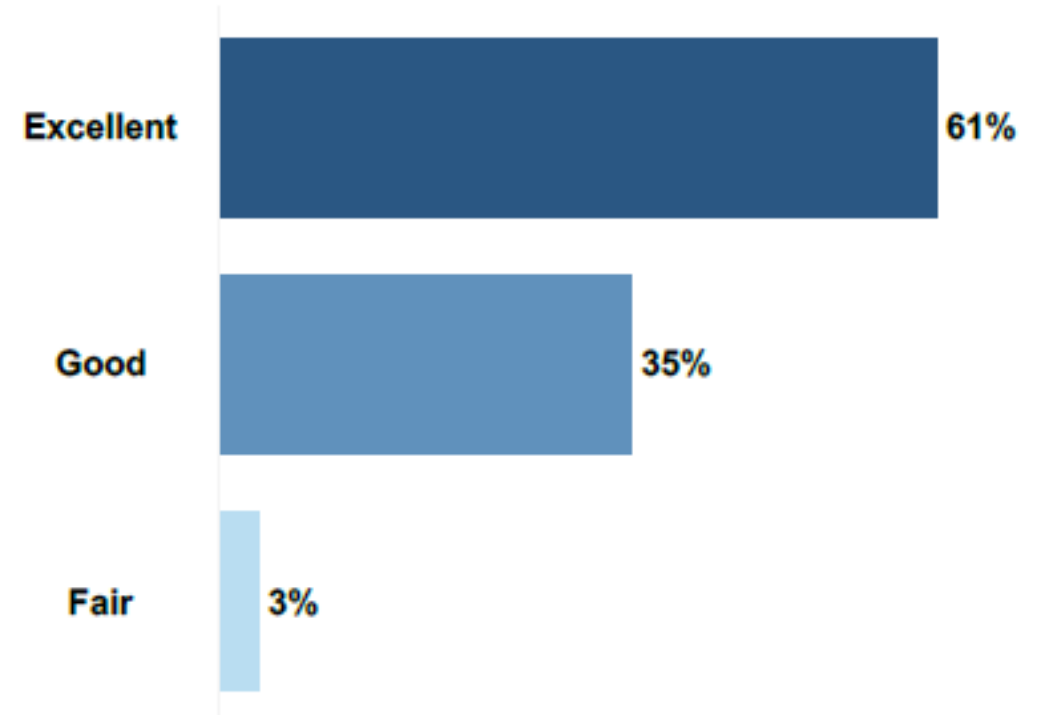


## Survey Results

### Facet: Safety

- Respondents continue to feel a high sense of safety in Franklin (97%).
- Almost all respondents (99%) rated a strong feeling of safety in neighborhoods and downtown/commercial areas during the day.
- Feeling of safety from fire, flood, or other natural disasters rated the lowest (79%).
  - Still similar with national benchmark communities.

Overall feeling of safety in Franklin, 2025



## Survey Results

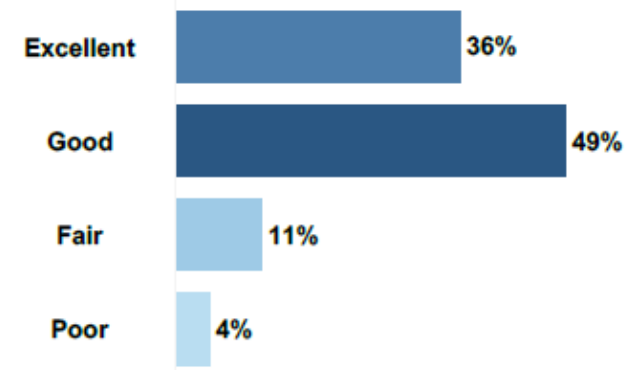
### Facet: Natural Environment

- Over eighty percent (83%) of respondents rated the natural environment in Franklin as excellent or good.
  - Similar to national benchmarks.
- Cleanliness, water resources, and air quality all saw an increase in satisfaction from 2022.

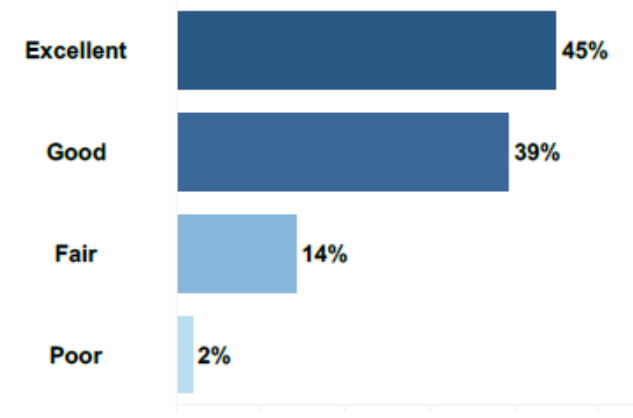
### Facet: Parks and Recreation

- Over eighty percent (84%) of respondents rated the quality of parks and recreation opportunities as excellent or good.
- Areas that were rated higher than national benchmarks include:
  - City parks
  - Fitness opportunities
  - Recreation centers or facilities

Overall quality of natural environment in Franklin, 2024



Overall quality of parks and recreation opportunities, 2025

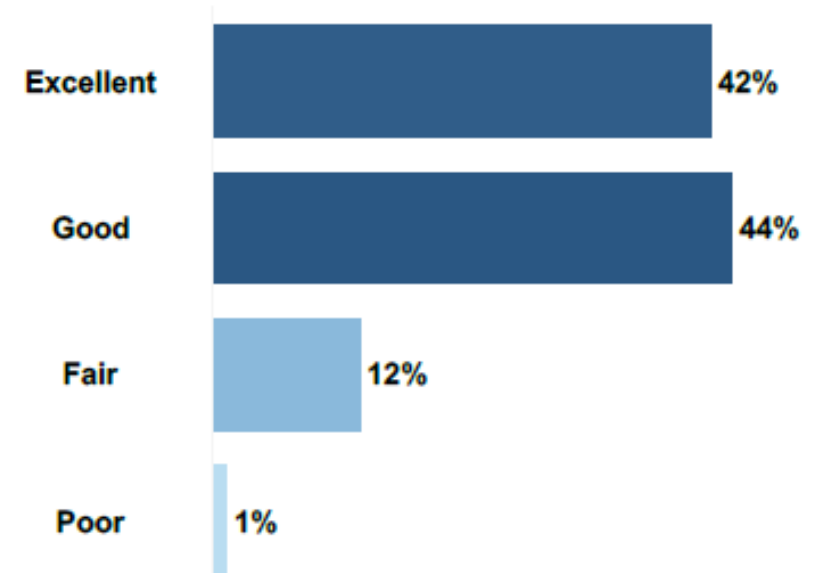


## Survey Results

### Facet: Health and Wellness

- 86% of respondents positively rate the overall health and wellness opportunities in Franklin.
- All aspect of health and wellness were rated higher than national benchmarks, except for respondents' perception of their own health.
- Availability of affordable quality mental health care saw the most positive increase at 69% (18% higher than 2022).

Overall health and wellness opportunities in Franklin, 2025



## Survey Results

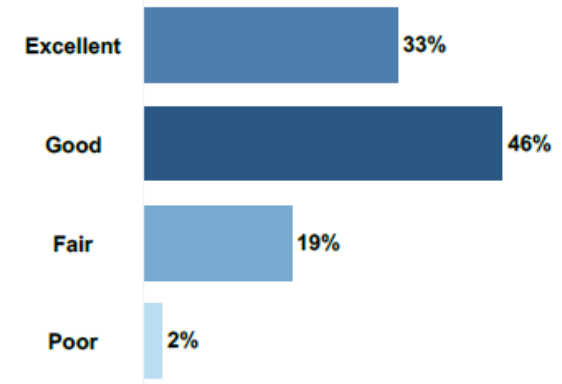
### Facet: Education, Arts, and Culture

- Respondents perceive a slight decrease in overall opportunities for education, culture, and the arts.
- K-12 education and opportunities to attend cultural/arts/music activities were rated much higher than national benchmarks.

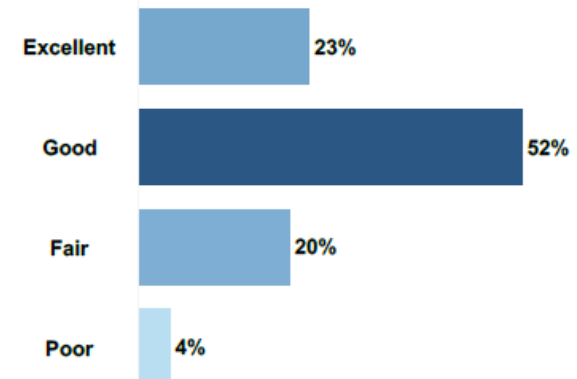
### Facet: Inclusivity and Engagement

- Respondents' perception of residents' connection and engagement with their community remains high (75%).
- One notable decrease in satisfaction was how respondents viewed Franklin as a place to retire (73%).
  - 9% decrease from 2022.

Overall opportunities for education, culture and the arts, 2025

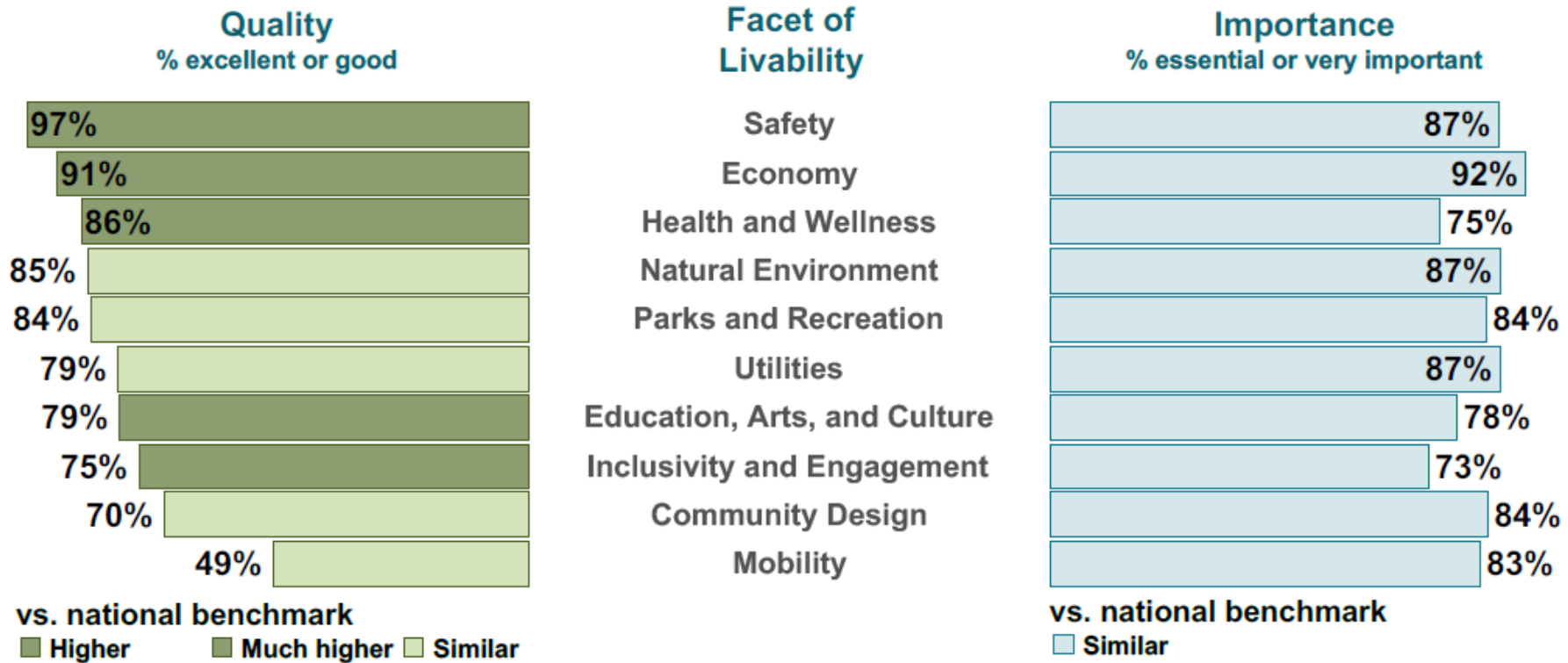


Residents' connection and engagement with their community, 2025



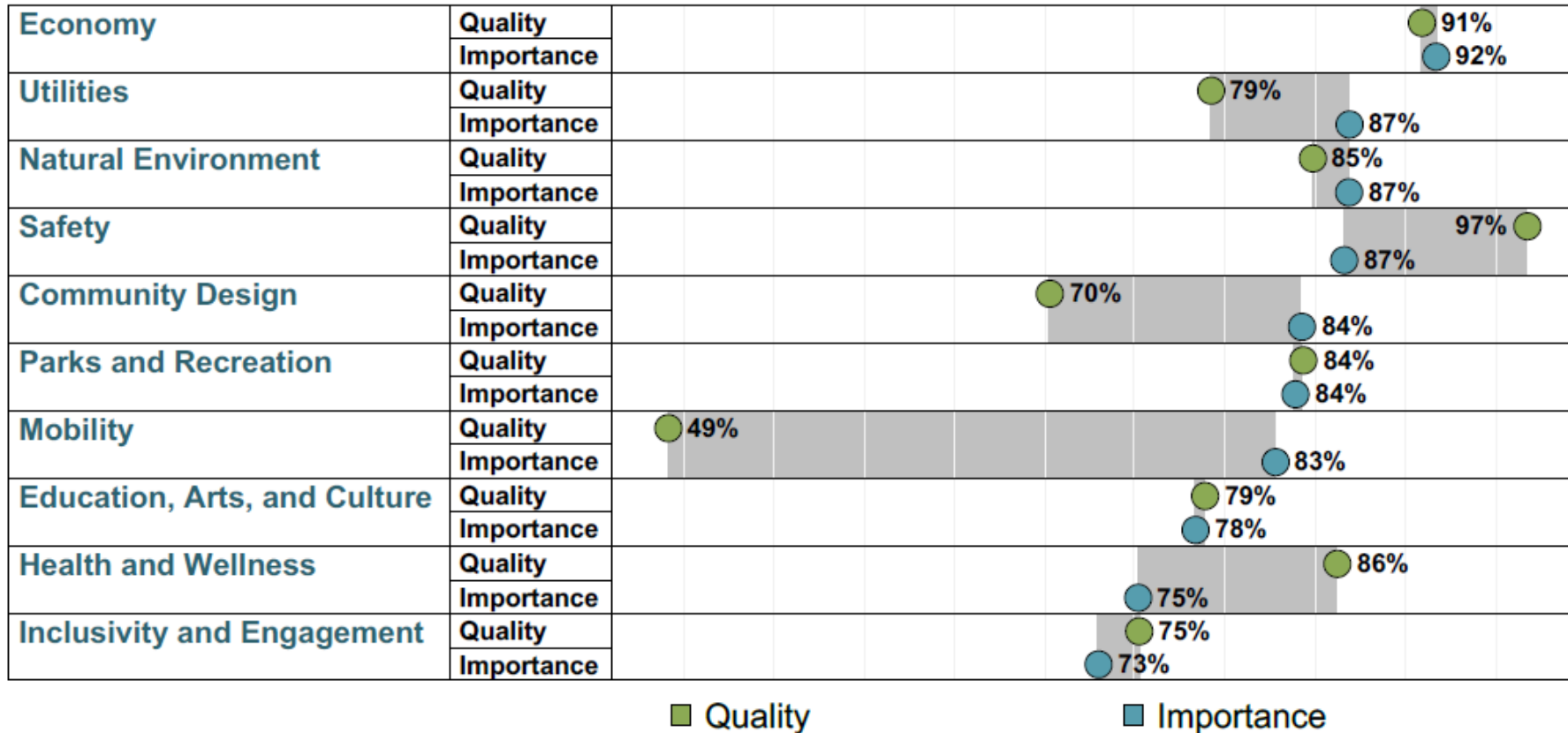
### Quality & Importance of Each Facet (pg. 8)

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher than communities across the country (the national benchmark).



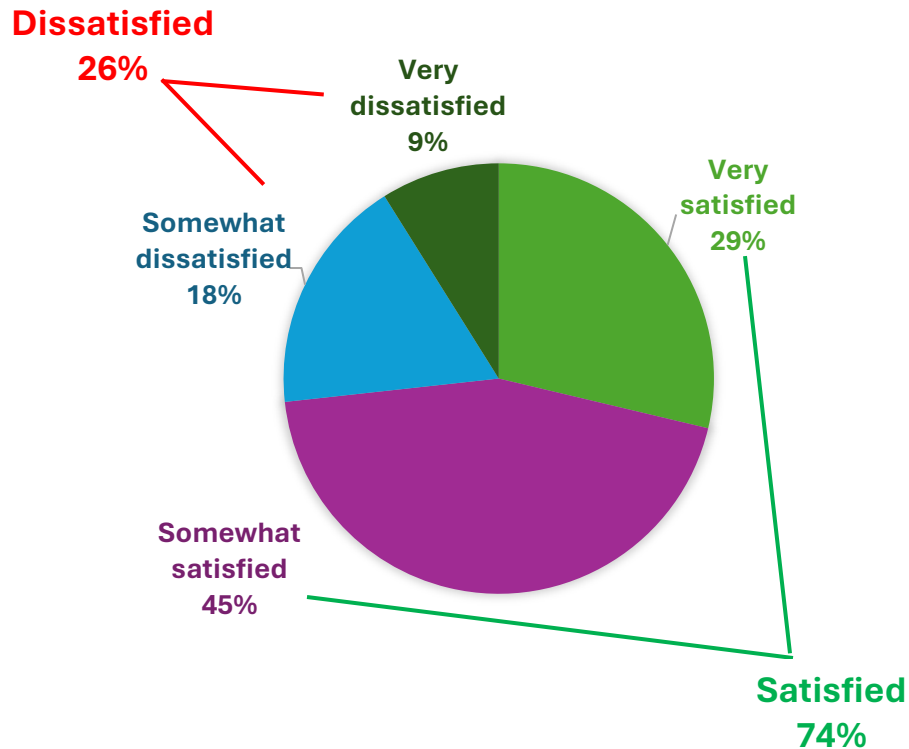
## Quality & Importance – Gap Analysis (pg. 8)

The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.

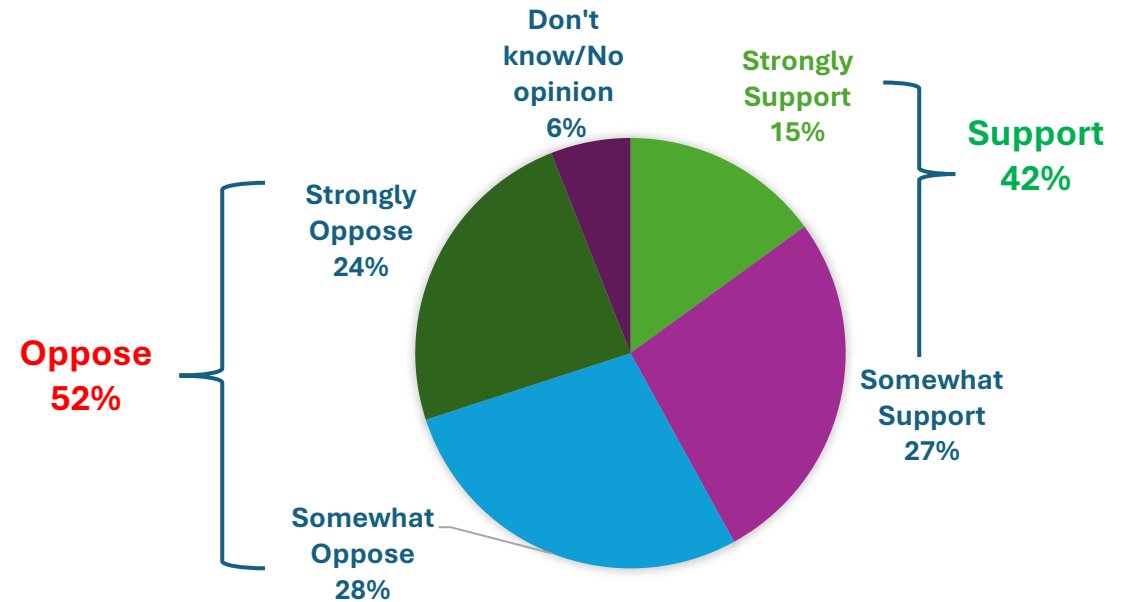


**2025 Franklin Community Survey – Custom Questions**

**Question #13:** Please rate your level of satisfaction with the City of Franklin's management of growth.



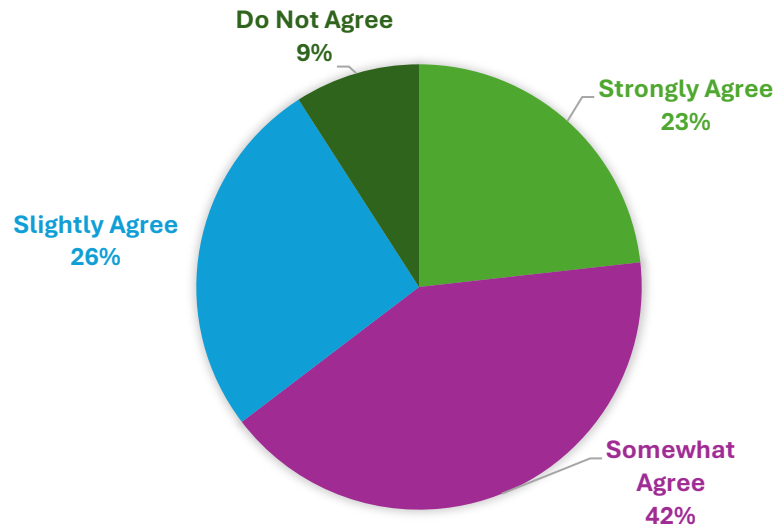
**Question #14:** How much would you support or oppose higher taxes or fees if local and state transportation projects could be completed in less time?



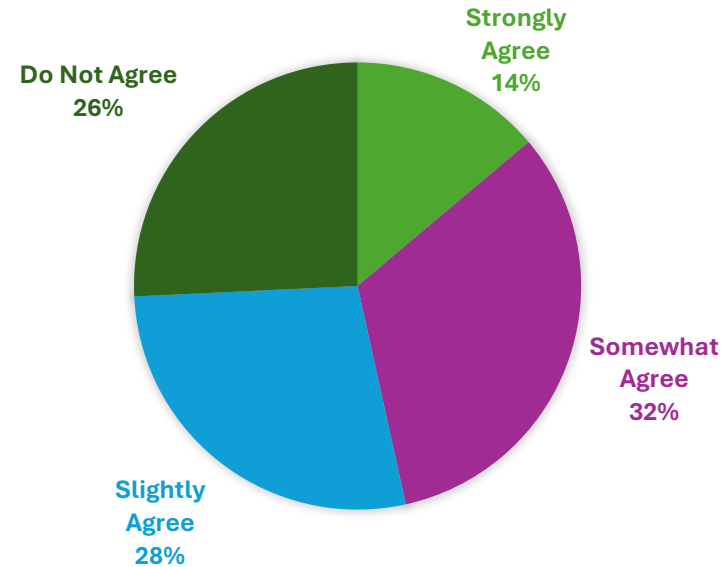
## 2025 Franklin Community Survey – Custom Questions

**Question #15:** How much would you agree if at all that each of the following amenities are needed in Franklin?

### Additional Recreation Amenities



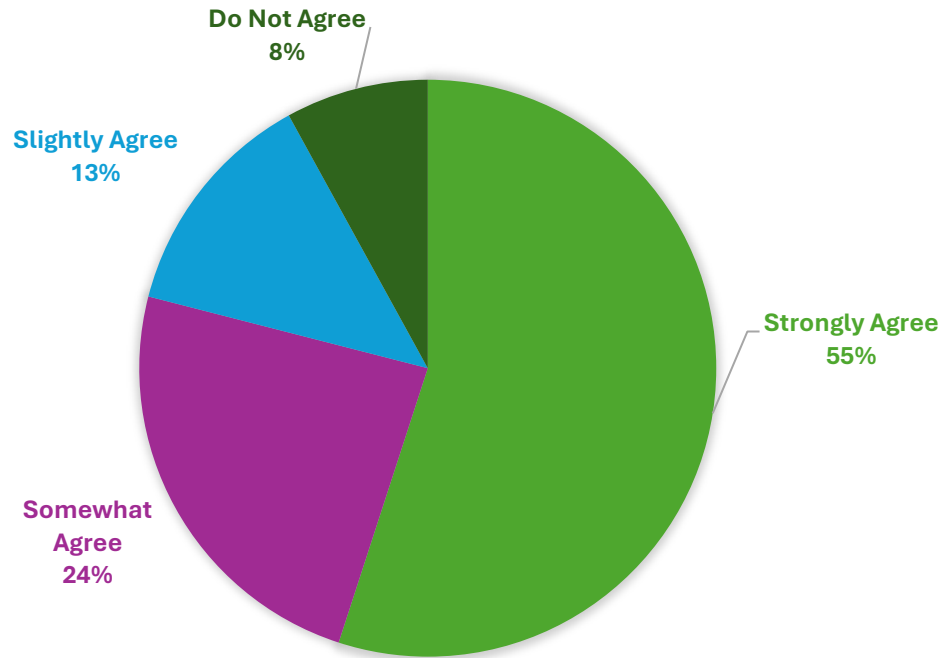
### Unique Shopping Opportunities



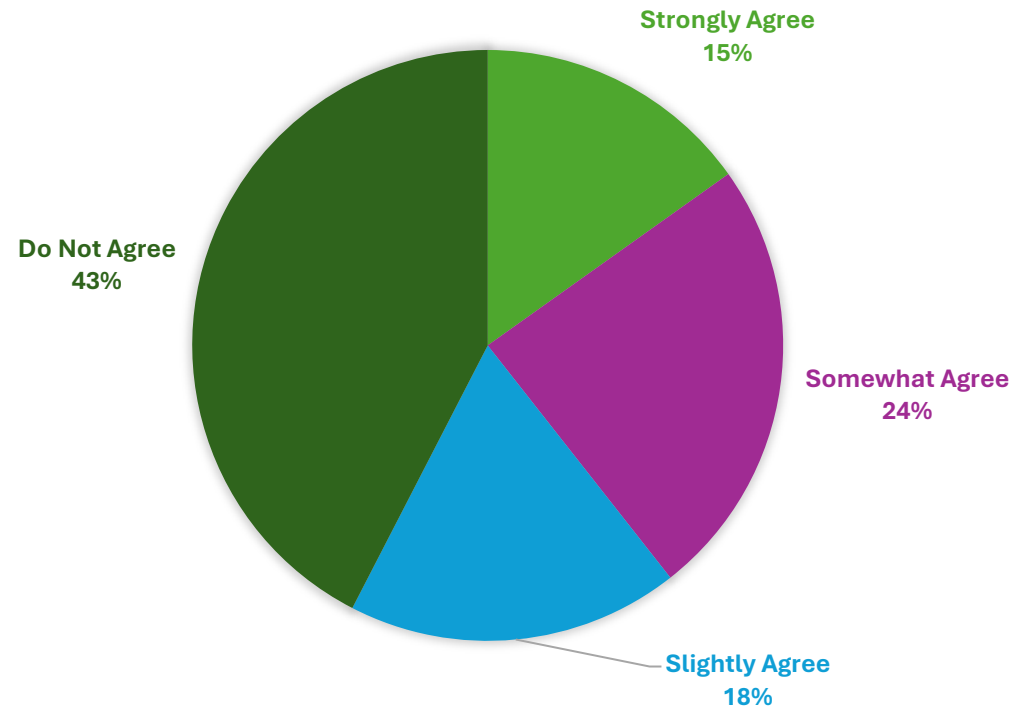
## 2025 Franklin Community Survey – Custom Questions

**Question #15:** How much would you agree if at all that each of the following amenities are needed in Franklin?

### Dedicated Farmers Market



### Large-Scale Sports & Entertainment Venue

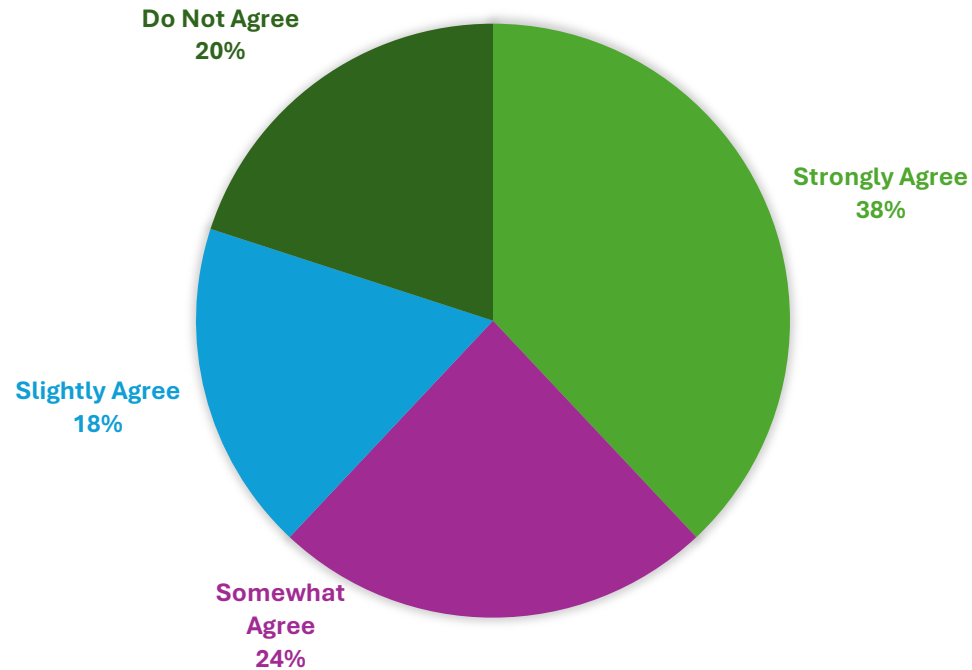


## 2025 Franklin Community Survey – Custom Questions

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**Question #15:** How much would you agree if at all that each of the following amenities are needed in Franklin?

**Enhanced Transportation Options (Rail/Light-Rail/Air/Choice Lanes)**



## 2025 Franklin Community Survey – Custom Questions

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### Open-Ended Question

Aside from transportation (traffic) related issues, what is the most important challenge or problem facing Franklin today?

Affordable housing/cost of living	38%
Growth management	27%
Traffic safety/Connectivity	17%
Education/Diversity	7%
Other	5%
Natural environment	3%
#N/A	3%
Safety/Code enforcement	1%
Health and wellness	1%

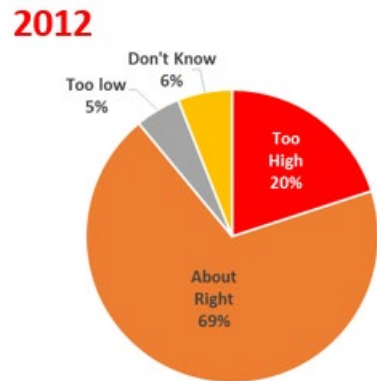
## Survey Comparisons: 2012 – 2025

	2012	2016	2019	2022	2025
How would you describe the overall Quality of Life in the City?	94%	97%	97%	97%	93%
<i>National Position / Percentile</i>		Higher	Much Higher	Higher	Higher/98 <sup>th</sup>
Are things in the City of Franklin moving in the right direction?	82%	73%	75%	66%	71%
<i>National Position / Percentile</i>		Similar	Higher	Similar	Higher/89 <sup>th</sup>
How would you rate the job being done (quality of services provided) by the City Government?	83%	89%	93%	82%	90%
<i>National Position / Percentile</i>		Higher	Higher	Similar	Higher/95 <sup>th</sup>
How would you rate the job being done (quality of services provided) by the Federal Government?	N/A	44%	53%	37%	42%
<i>National Position / Percentile</i>		Similar	Similar	Similar	Similar/66 <sup>th</sup>

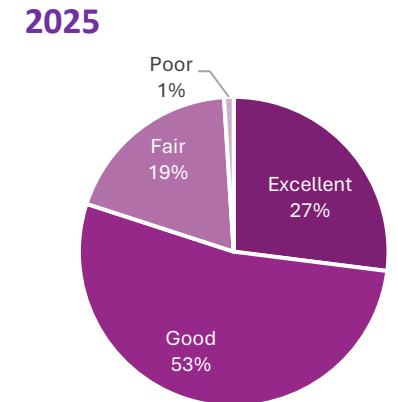
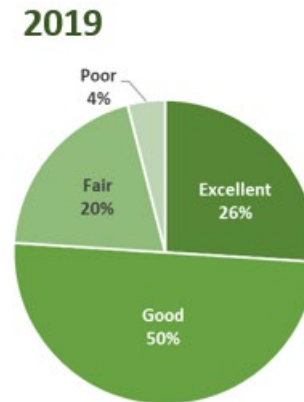
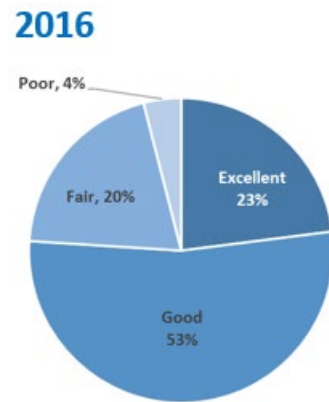
# 2025 Franklin Community Survey – Trends

## Survey Comparisons: 2012 – 2025

**2012:** For the services you receive, would you say that property taxes in Franklin are too high, about right, or too low?



**2016 – 2025:** Please rate the following categories of Franklin government performance: The value of services for the taxes paid to Franklin.



**2025 Franklin Community Survey – Trends**

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**Survey Comparisons: 2012 – 2025**

Percent of Franklin residents rating the following issues as Excellent:

	2012 Meyer/ACS Survey	2016 NCS Survey	2019 NCS Survey	2022 NCS Survey	2025 NCS Survey
Neighborliness	20%	27%	32%	36%	30%
Economic Opportunity/Jobs	8%	19%	37%	46%	28%
Shopping	8%	50%	58%	50%	45%

## 2025 Franklin Community Survey – Trends

### Survey Comparisons: 2012 – 2025

Percent of Franklin residents rating the following issues as **Poor**:

	2012 Meyer/ACS Survey	2016 NCS Survey	2019 NCS Survey	2022 NCS Survey	2025 NCS Survey
Cost of Living	15%	<b>20%</b>	<b>20%</b>	<b>29%</b>	<b>33%</b>
Affordable Housing	11%	<b>35%</b>	<b>42%</b>	<b>58%</b>	<b>55%</b>
★ Transportation/Traffic	16%	<b>29%</b>	<b>23%</b>	<b>22%</b>	<b>18%</b>
Level of Diversity	8%	<b>9%</b>	<b>10%</b>	<b>25%</b>	<b>16%</b>



## Survey Comparisons

Polco/NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. The communities in the database represent a wide geographic and population range.

## 2025 Franklin Community Survey – National Benchmarks

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### Survey Comparisons

#### Notable National Benchmark Comparisons Rankings:

The City of Franklin was much higher (Top 10) than other cities in:

Category	National Rank
Preservation of the historical or cultural character of the community.	2 <sup>nd</sup>
Fire prevention and education	2 <sup>nd</sup>
Availability of affordable quality mental health care.	3 <sup>rd</sup>
Ambulance or emergency medical services	3 <sup>rd</sup>
Code enforcement (weeds, abandoned buildings, etc.)	4 <sup>th</sup>
Vibrancy of downtown/commercial area.	4 <sup>th</sup>
The value of services for the taxes paid.	5 <sup>th</sup>
The job Franklin government does at welcoming resident involvement.	5 <sup>th</sup>

## 2025 Franklin Community Survey – National Benchmarks

### Survey Comparisons

#### Notable National Benchmark Comparisons Rankings:

The City of Franklin was much higher (Top 10) than other cities in:

Category	National Rank
Overall image or reputation of Franklin.	7 <sup>th</sup>
Franklin as a place to work.	7 <sup>th</sup>
Franklin as a place to visit.	7 <sup>th</sup>
Overall appearance of Franklin.	8 <sup>th</sup>
Overall economic health of Franklin.	8 <sup>th</sup>
Overall quality of business and service establishments in Franklin.	8 <sup>th</sup>
Economic development	10 <sup>th</sup>

## 2025 Franklin Community Survey – National Benchmarks

### Survey Comparisons

Notable National Benchmark Comparisons Rankings:  
The City of Franklin was much lower (200<sup>th</sup> or below) than other cities in:

Category	National Rank	Percentile
Ease of walking in Franklin	200	58 <sup>th</sup>
Ease of travel by public transportation in Franklin	215	26 <sup>th</sup>
Cost of living	221	29 <sup>th</sup>
Ease of travel by car in Franklin	247	60 <sup>th</sup>
Traffic flow on major streets	253	41 <sup>st</sup>
Availability of affordable quality housing	262	20 <sup>th</sup>
Ease of travel by bicycle in Franklin	268	37 <sup>th</sup>



# *City of Franklin, Tennessee*

## **Citizen Survey**

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### **Next Steps**

- Had meeting with Leadership Team members to disseminate detailed information from the survey out to departments for use in their daily operations.
- **Present to BOMA**
- Use this information in support of the continued update of **FranklinForward** – The City’s Strategic Plan.
- Encourage citizens to review the detailed reports and take citizen survey findings into account when allocating resources during current and future Budget processes.
- Integrate findings into FY 2026 Budget
- Plan to engage Franklin residents again with another survey in two years (2026/FY 2027).