

# Franklin, TN

## The National Community Survey

Report of Results  
2025

**Report by:**



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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

## About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Franklin. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

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



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The report provides the opinions of a representative sample of 406 residents of the City of Franklin collected from March 17th, 2025 to April 28th, 2025. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2025 survey was 14%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Franklin.



## How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). 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 the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

## Comparisons to benchmarks

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 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 in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Franklin's results are noted as being "higher" than the benchmark, "lower" than the benchmark, or "similar" to the benchmark, meaning that the average rating given by Franklin residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Franklin's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Franklin's average rating was more than 20 points different when compared to the benchmark.

## Trends over time

Trend data for Franklin represent important comparison data and should be examined for improvements or declines.<sup>1</sup> Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than 6.7 percentage points between the 2022 and 2025 surveys, the change is statistically significant.

1. In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

## Methods

### Selecting survey recipients

All households within the City of Franklin were eligible to participate in the survey. A list of all households within the zip codes serving Franklin was purchased from Polco's mailing vendor, Go-Dog Direct, based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Franklin households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Franklin boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was randomly selected using the "birthday method". The birthday method selects a person within the household by asking the "person who most recently had a birthday" 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 introduction of the survey.

### Conducting the survey

The 3,000 randomly selected households received mailings beginning on March 17th, 2025 and data collection for the survey remained open for 6 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation. All follow-up mailings asked those who had not completed the survey to do so, and those who had already done so to refrain from completing the survey again.

About 2% of the 3,000 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,934 households that received the invitations to participate, 406 completed the survey, providing an overall response rate of 14%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.<sup>2</sup>

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 margin of error for the City of Franklin survey is no greater than plus or minus 5 percentage points around any given percent reported for all respondents (406 completed surveys).

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the City of Franklin. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Franklin and also a question about where they heard about the survey. The open-participation survey was open to all city residents and became available on April 14th, 2025. The survey remained open for 2 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open-participation respondents.

### Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a "key and verify" method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the

original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2023 American Community Survey estimates for adults in the City of Franklin. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.<sup>3</sup> The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target <sup>4</sup>
<b>Age</b>	18-34	<b>7%</b>	<b>27%</b>	<b>28%</b>
	35-54	<b>27%</b>	<b>39%</b>	<b>39%</b>
	55+	<b>66%</b>	<b>34%</b>	<b>34%</b>
<b>Hispanic origin</b>	No, not of Hispanic, Latino/a/x, or Spanish origin	<b>97%</b>	<b>93%</b>	<b>93%</b>
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	<b>3%</b>	<b>7%</b>	<b>7%</b>
<b>Housing tenure</b>	Own	<b>84%</b>	<b>64%</b>	<b>64%</b>
	Rent	<b>16%</b>	<b>36%</b>	<b>36%</b>
<b>Housing type</b>	Attached	<b>25%</b>	<b>40%</b>	<b>40%</b>
	Detached	<b>75%</b>	<b>60%</b>	<b>60%</b>
<b>Race &amp; Hispanic origin</b>	Not white alone	<b>10%</b>	<b>24%</b>	<b>24%</b>
	White alone, not Hispanic or Latino	<b>90%</b>	<b>76%</b>	<b>76%</b>
<b>Sex</b>	Man	<b>45%</b>	<b>48%</b>	<b>48%</b>
	Woman	<b>55%</b>	<b>52%</b>	<b>52%</b>
<b>Sex/age</b>	Man 18-34	<b>3%</b>	<b>13%</b>	<b>13%</b>
	Man 35-54	<b>11%</b>	<b>20%</b>	<b>20%</b>
	Man 55+	<b>32%</b>	<b>15%</b>	<b>15%</b>
	Woman 18-34	<b>4%</b>	<b>15%</b>	<b>15%</b>
	Woman 35-54	<b>16%</b>	<b>19%</b>	<b>19%</b>
	Woman 55+	<b>34%</b>	<b>18%</b>	<b>18%</b>

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

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 the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Contact

The City of Franklin funded this research. Please contact Michael Walters Young of the City of Franklin at michael.waltersyoung@franklinTN.gov if you have any questions about the survey.

### Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged. **Non-response error** arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than those who did respond. **Coverage error** refers to the possibility that some respondents that should have been included in the surveyed population were not (e.g., for a general resident survey, USPS mailing lists may exclude certain types of housing units, such as multi-family buildings where mail is delivered to a common area rather than to a specific unit (though this is rare), or where mail is received at a PO box instead of the at household's physical location. Finally, **recall bias** occurs when respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events), and **social desirability bias** may cause respondents to answer in ways they think cast their responses in a more favorable light.

### Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

2. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
3. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
4. Targets come from the 2020 Census and 2023 American Community Survey

## Key Findings

### Highest-performing areas:

- Residents praise Franklin's leadership, with many related items surpassing national averages and increasing since 2022.
  - The value of services for the taxes paid to Franklin (72% to 80%)
  - Treating all residents fairly (65% to 76%)
  - The job Franklin government does at welcoming resident involvement (65% to 74%)
- The economy remains a community strength for Franklin, as many items received ratings much higher than the national benchmarks.
  - Franklin as a place to visit (94%)
  - Overall economic health (91%)
  - Vibrancy of downtown/commercial area (88%)
- Health and wellness opportunities received high praise from respondents and many items scored higher than national comparison communities.
  - Health services (87%)
  - Overall health and wellness opportunities (86%)
  - Availability of affordable quality health care (80%)

### Lowest-performing areas:

- Although inline with national trends and on par with national benchmarks, affordability is concern for residents.
  - Availability of affordable quality childcare/preschool (45%)
  - Cost of living (29%)
  - Availability of affordable quality housing (20%)
- Ratings for ease of travel in Franklin indicate a potential focus area for the City.
  - Traffic flow on major streets (41%)
  - Ease of travel by bicycle (37%)
  - Ease of public transportation (26%)

### Other notable results:

- In a question unique to Franklin's survey, residents were asked about their satisfaction with the City's management of growth, with 74% of respondents expressing they very or somewhat satisfied.
- Residents were split in their support of higher taxes or fees if local or state transportation projects could be completed in less time. A little more than 4 in 10 supported higher taxes or fees, while around 5 in 10 opposed.
- Residents were also asked if they agreed that various amenities were needed in Franklin. The top amenities residents strongly or somewhat agreed were needed were:
  - Dedicated Farmer's Market (79%)
  - Additional Recreation Amenities (64%)
  - Enhanced Transportation Options (62%)

### Areas of greatest change since 2022:

Of the 123 evaluative questions included on both the 2022 and current survey iterations, 101 were statistically similar to previous results. Upward trends were seen in 20 items, while 2 ratings decreased since 2022. Changes are considered statistically significant if the 2025 rating was +/- 6.7% from the previous survey effort. The most significant of those trends are listed below.

#### *Increases*

- Availability of affordable quality mental health care (+18%)
- Snow removal (+17%)
- Bus or transit services (+13%)
- Treating all residents fairly (+12%)

- Informing residents about issues facing the community (+11%)

*Decreases*

- Franklin as a place to retire (-11%)
- Employment opportunities (-11%)

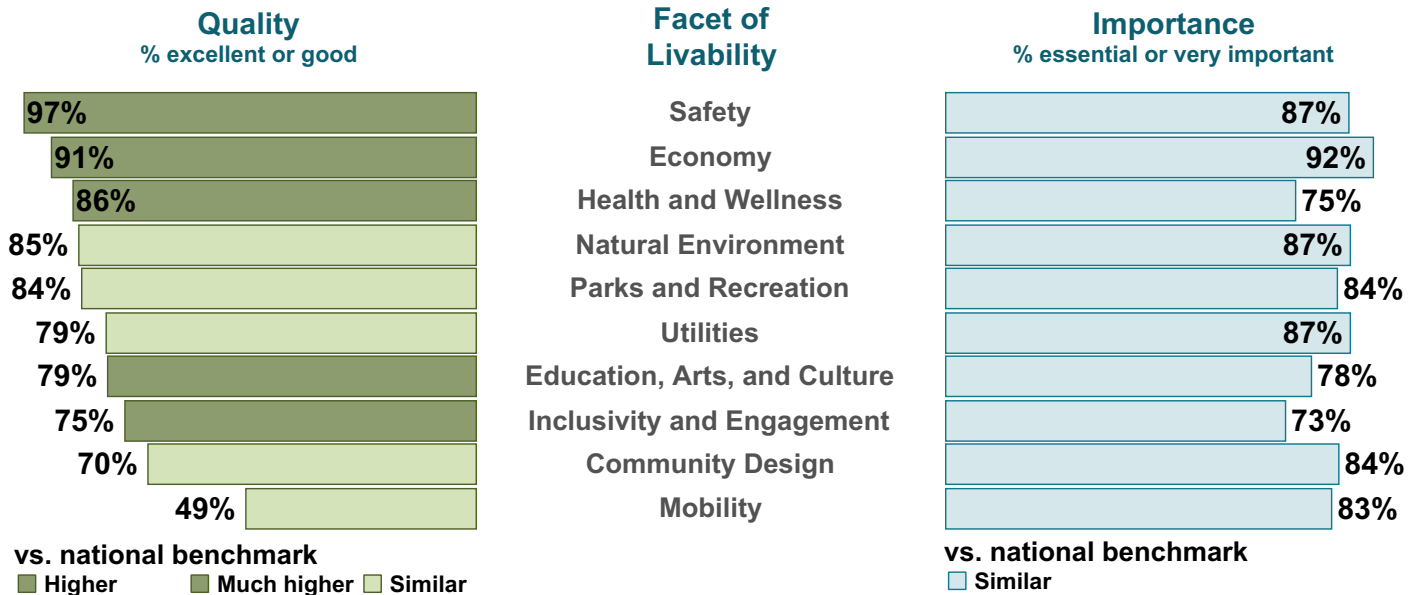
# Facets of livability



Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

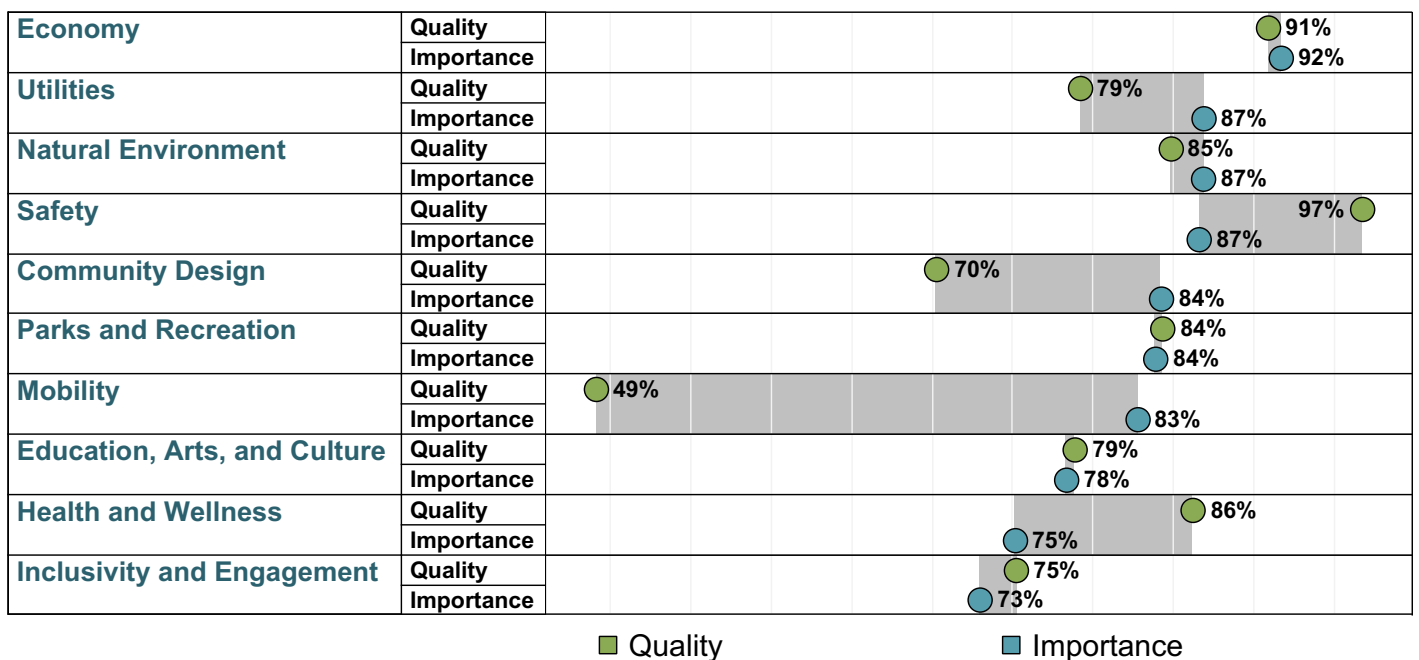
## Quality and Importance by the Numbers

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

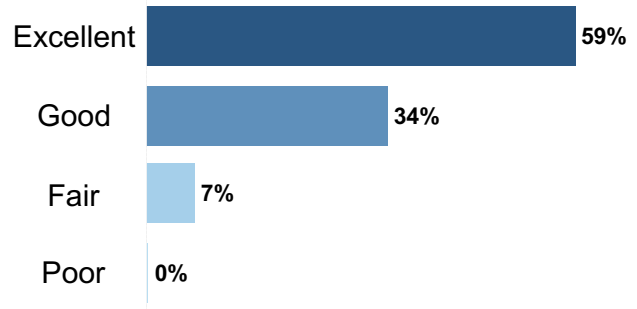
The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.



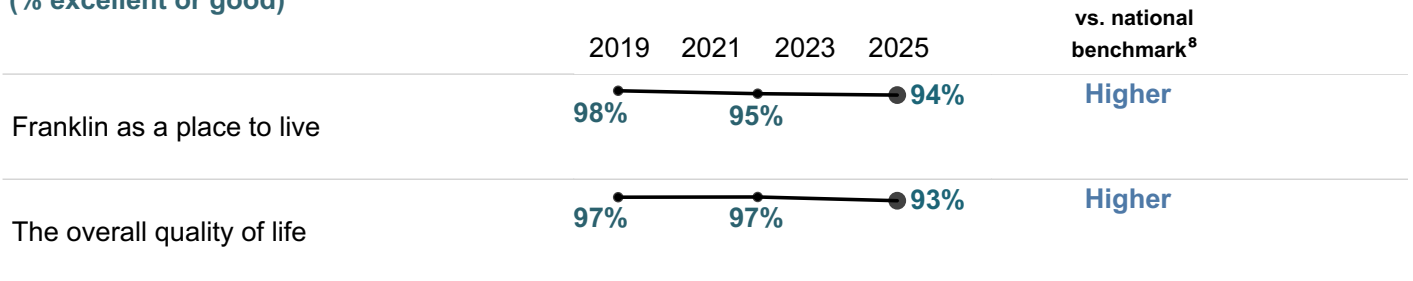
**Polco**  
Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

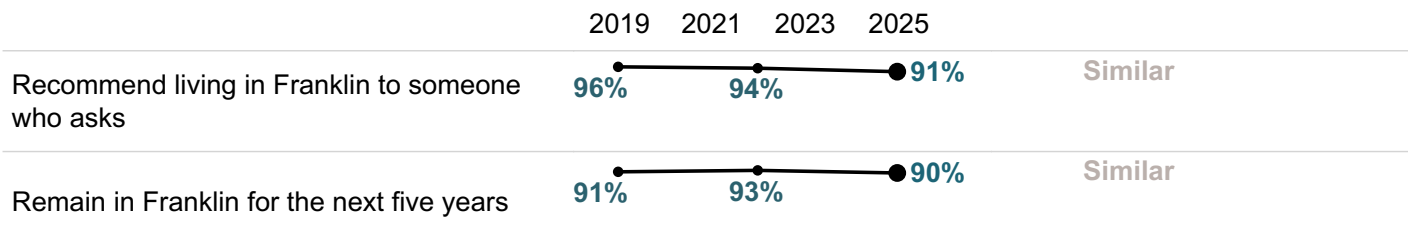
The overall quality of life in Franklin, 2025



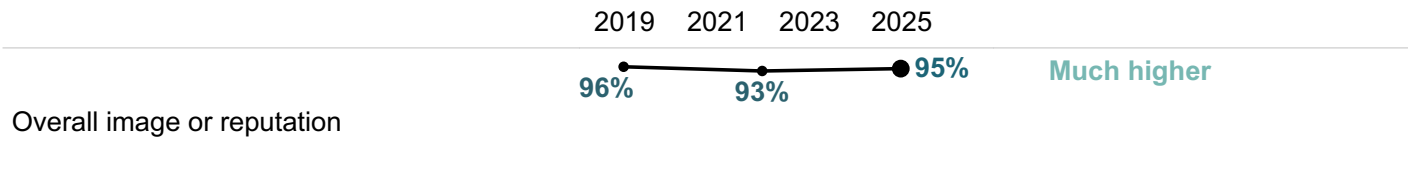
Please rate each of the following aspects of quality of life in Franklin.  
(% excellent or good)



Please indicate how likely or unlikely you are to do each of the following.  
(% very or somewhat likely)

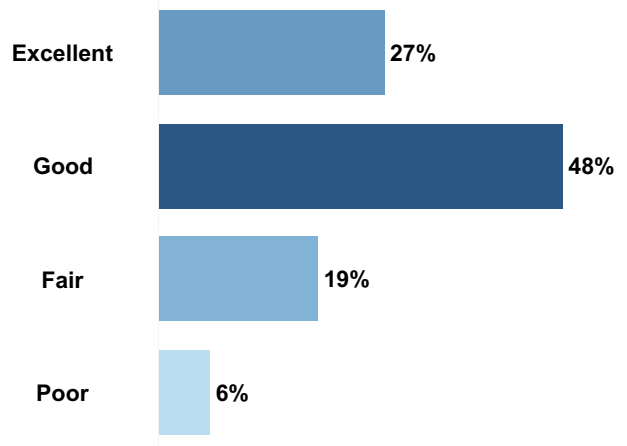


Please rate each of the following in the Franklin community.  
(% excellent or good)



8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

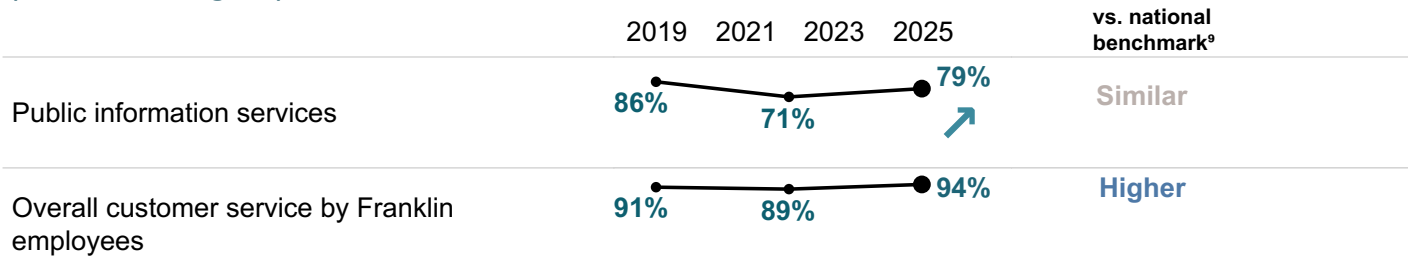
## Overall confidence in Franklin government, 2025



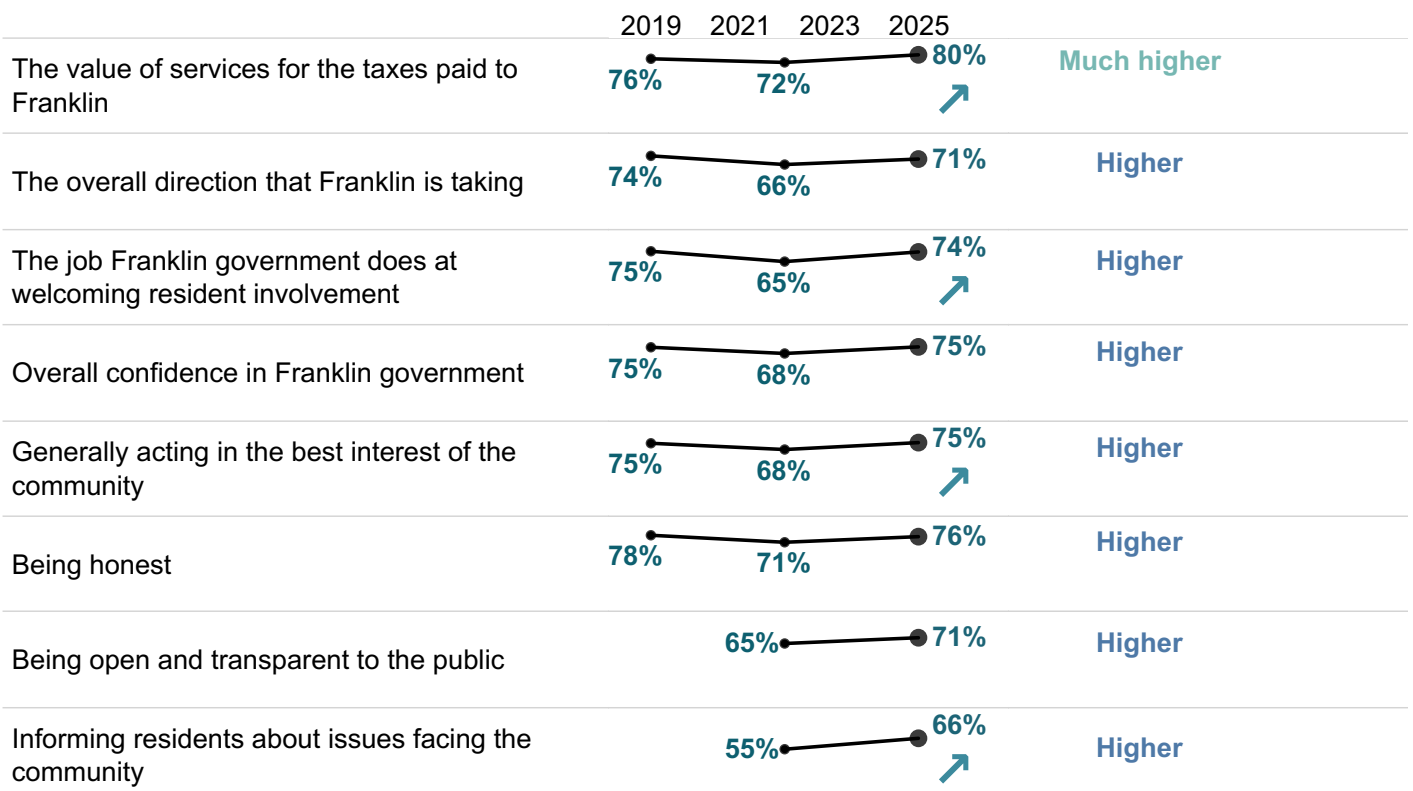
## Governance

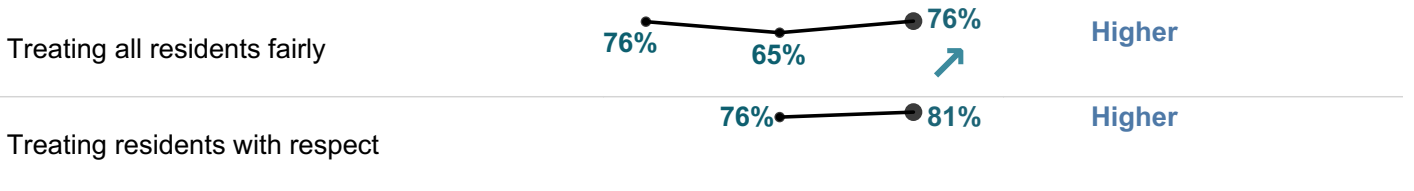
Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Please rate the quality of each of the following services in Franklin.  
(% excellent or good)

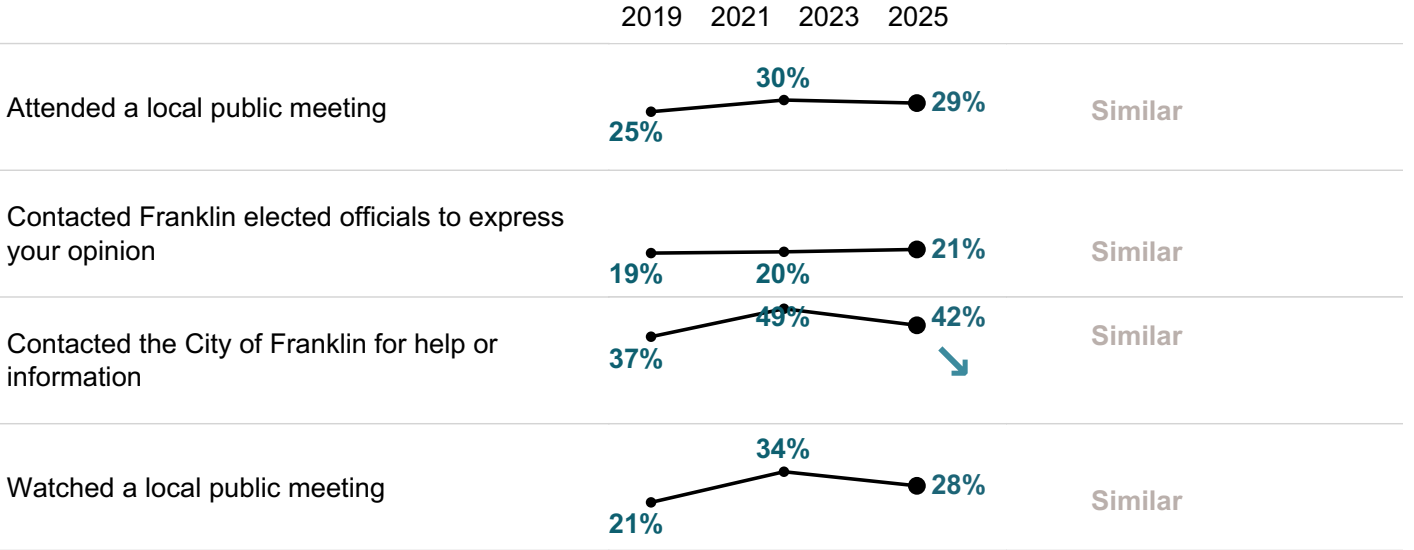


Please rate the following categories of Franklin government performance.  
(% excellent or good)

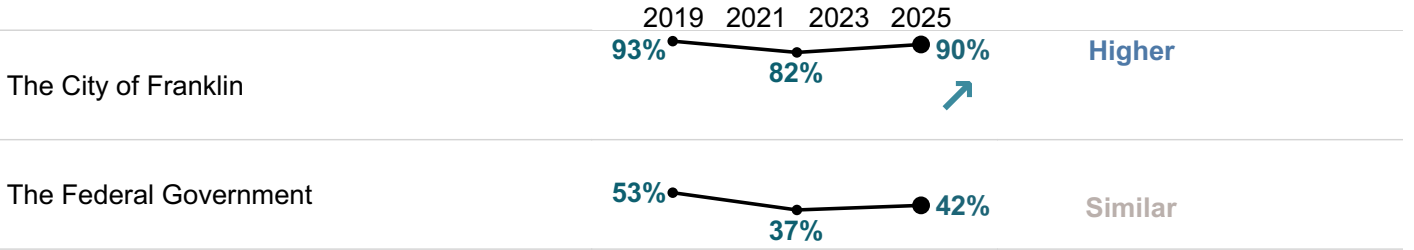




Please indicate whether or not you have done each of the following in the last 12 months. (% excellent or good)



Overall, how would you rate the quality of the services provided by each of the following? (% excellent or good)



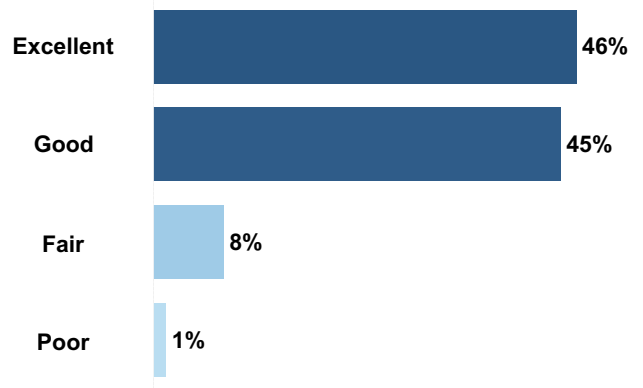
9. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



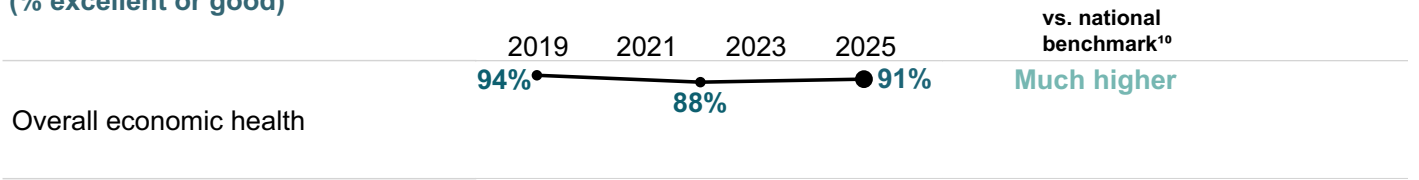
## Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

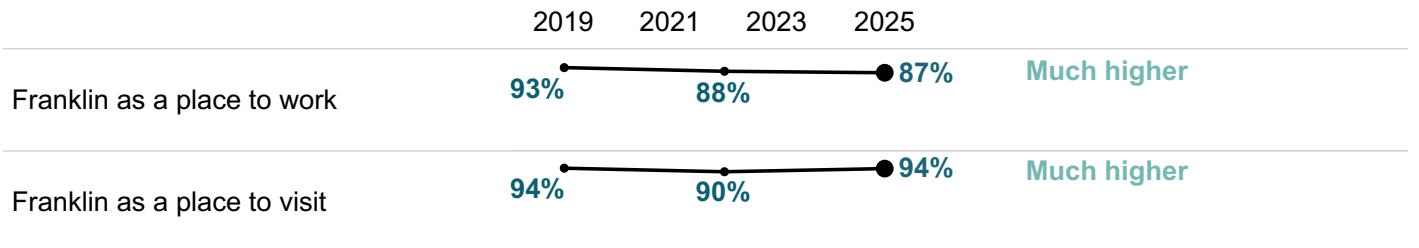
### Overall economic health of Franklin, 2025



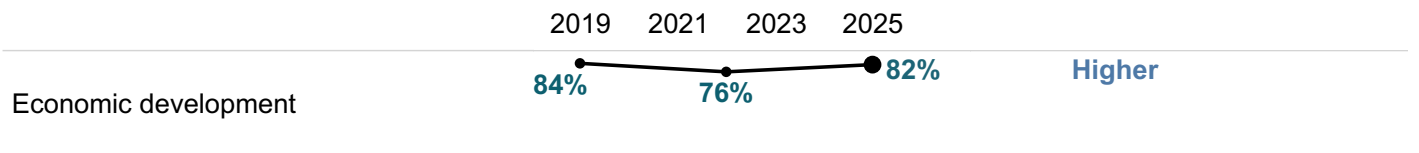
Please rate each of the following characteristics as they relate to Franklin as a whole.  
(% excellent or good)



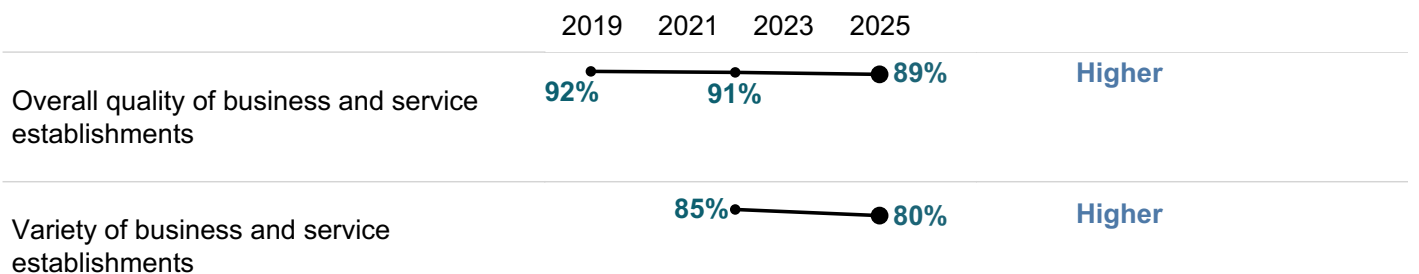
Please rate each of the following aspects of quality of life in Franklin.  
(% excellent or good)

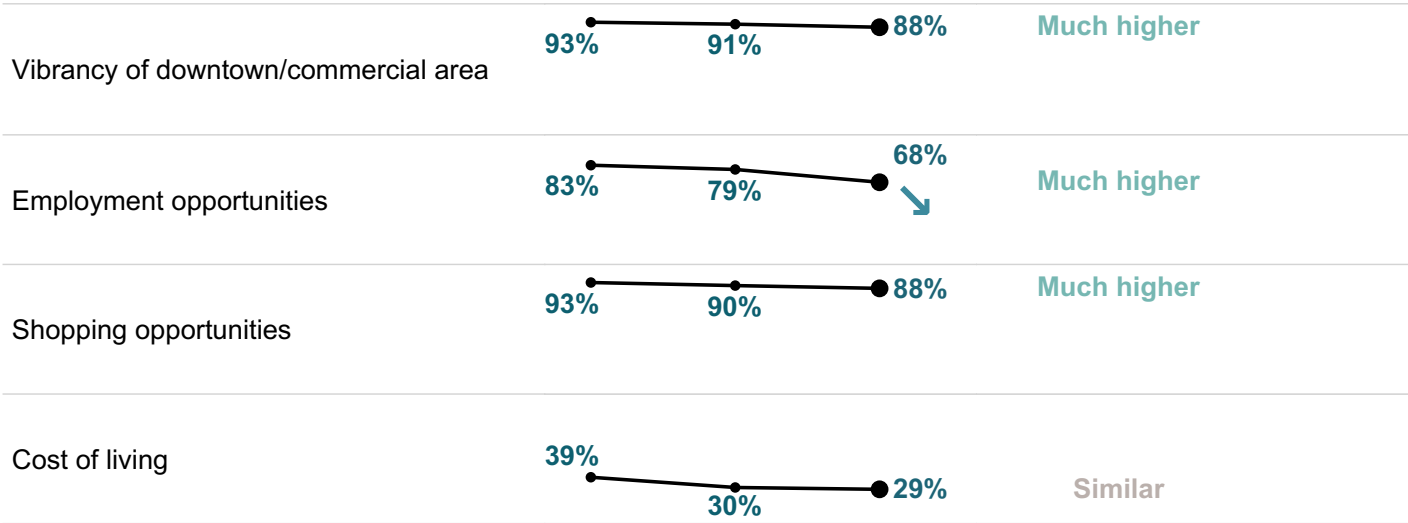


Please rate the quality of each of the following services in Franklin.  
(% excellent or good)

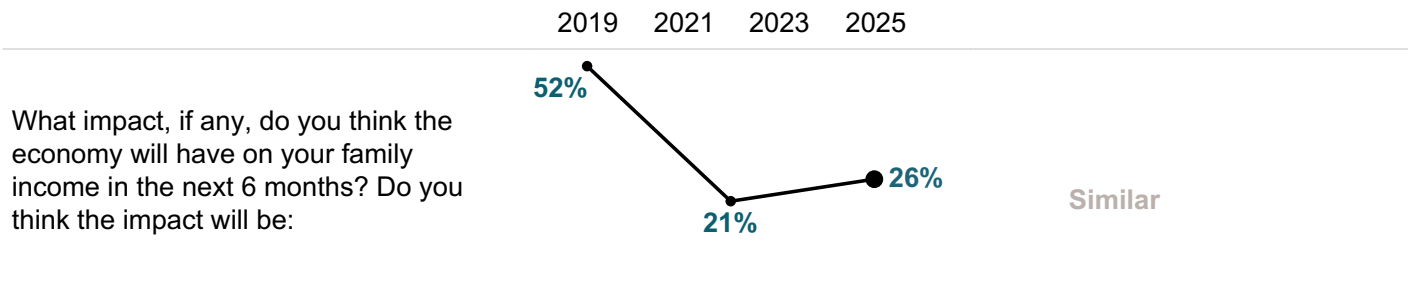


Please rate each of the following in the Franklin community.  
(% excellent or good)





**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 or somewhat positive)

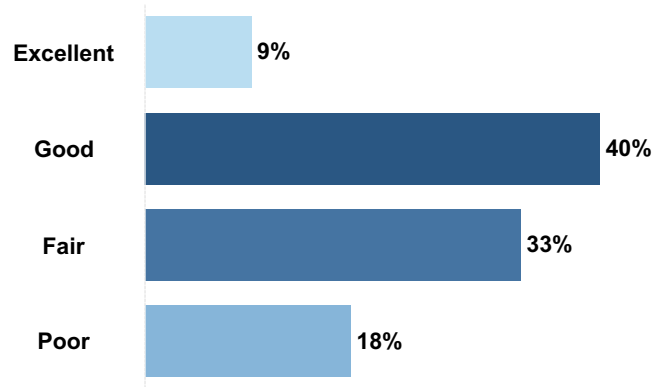


11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

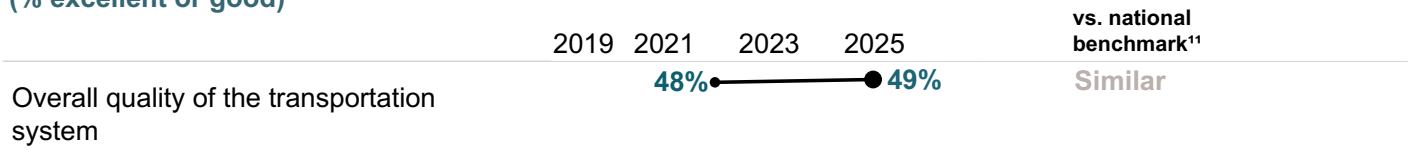
## Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

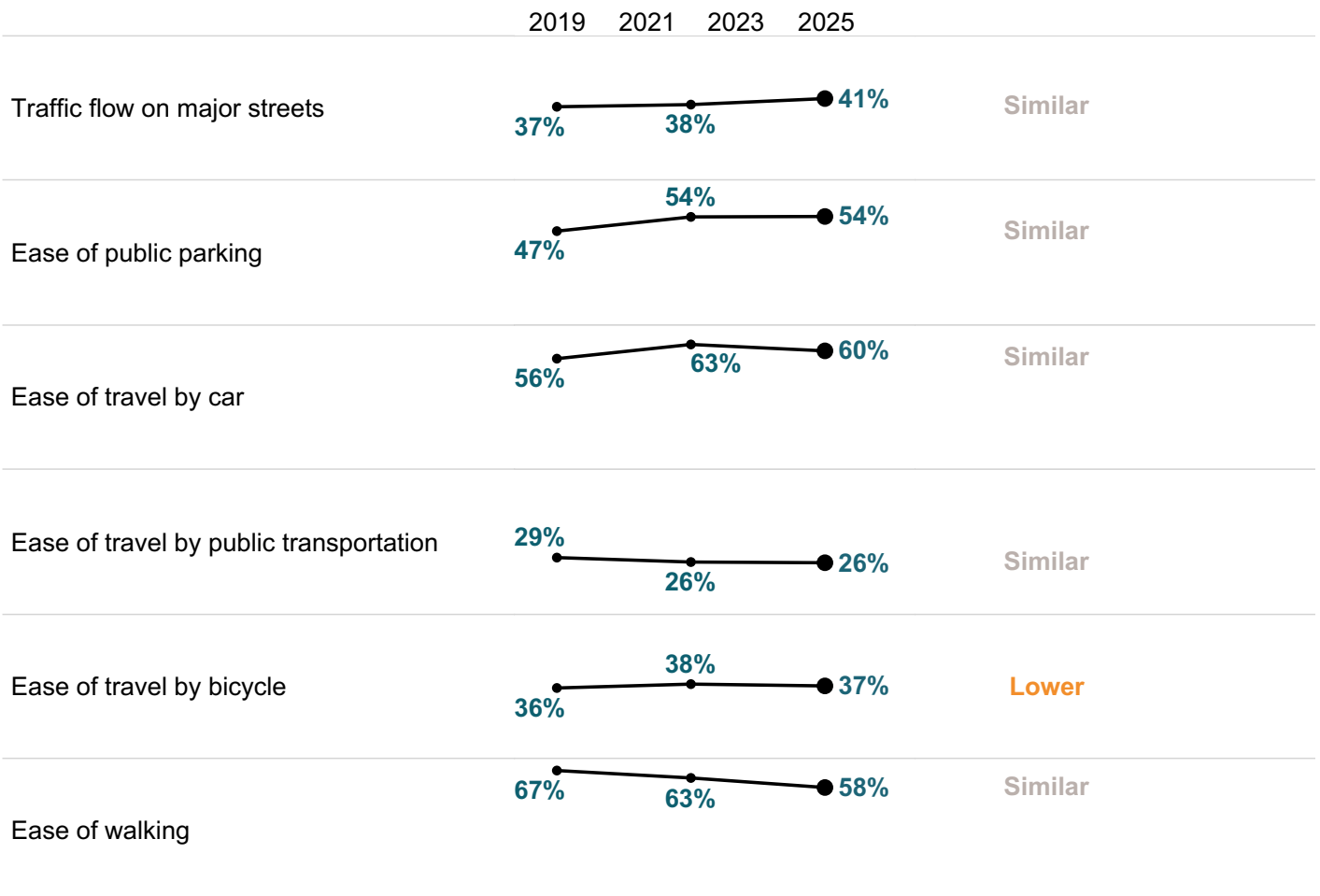
### Overall quality of the transportation system in Franklin, 2025



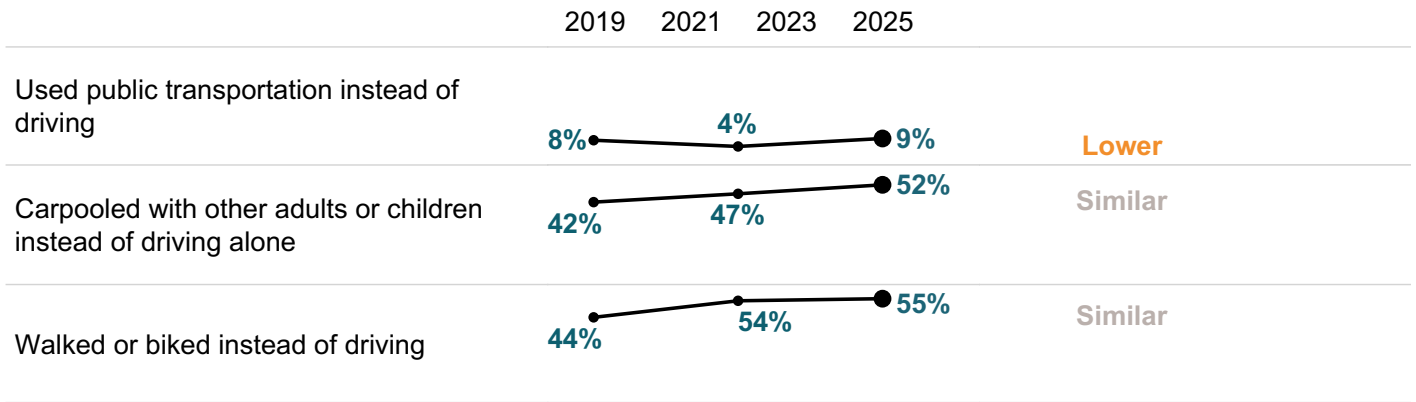
Please rate each of the following characteristics as they relate to Franklin as a whole.  
(% excellent or good)



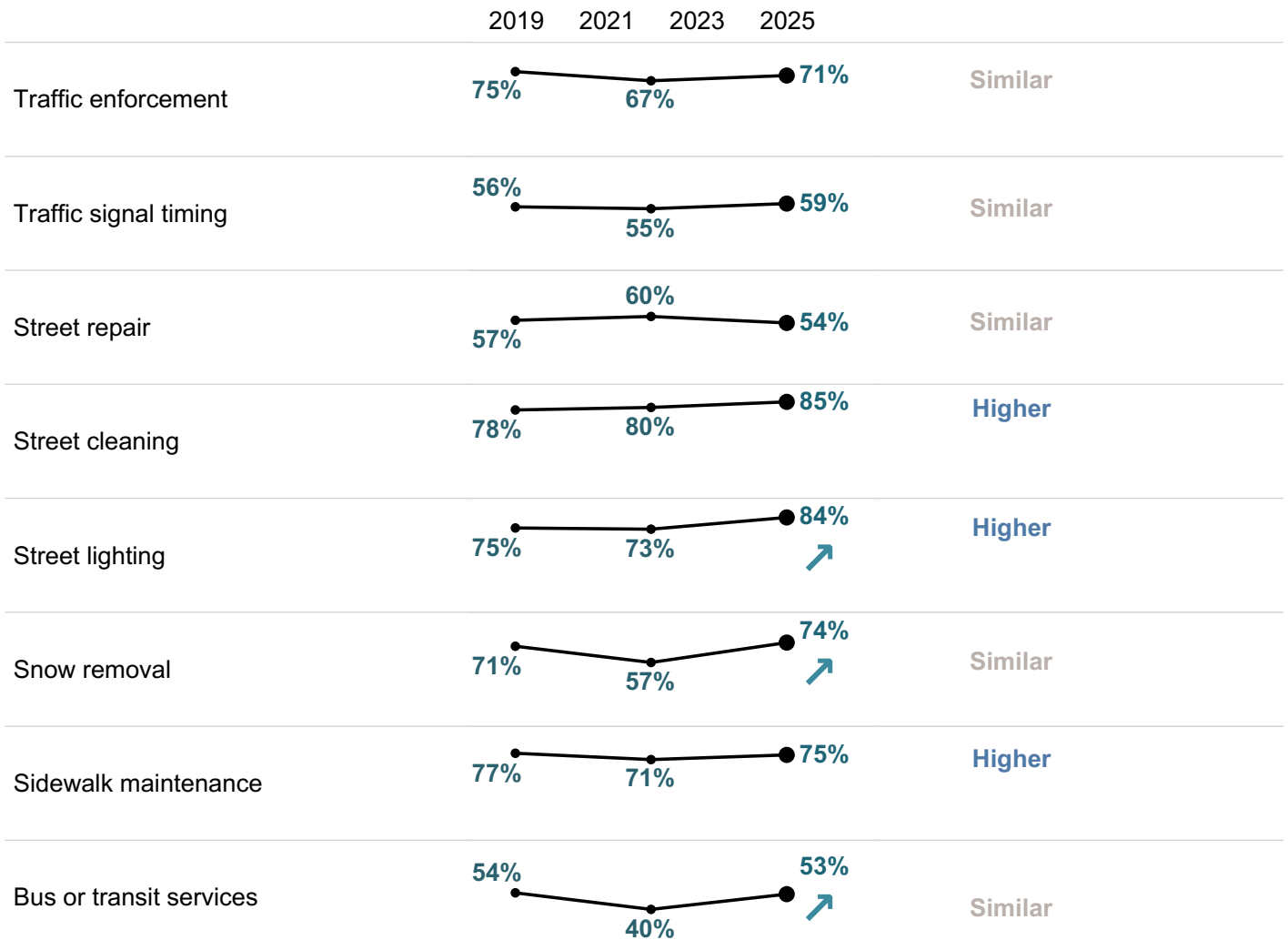
Please also rate each of the following in the Franklin community.  
(% excellent or good)



**Please indicate whether or not you have done each of the following in the last 12 months.**  
 (% yes)



**Please rate the quality of each of the following services in Franklin.**  
 (% excellent or good)

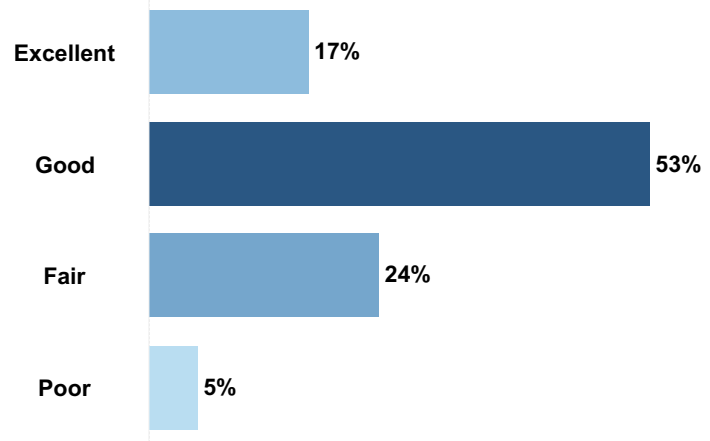


11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

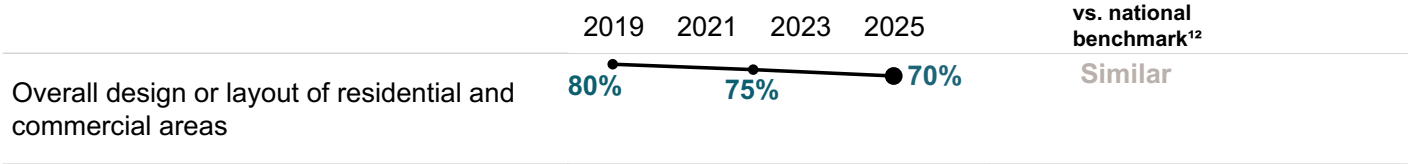
## Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

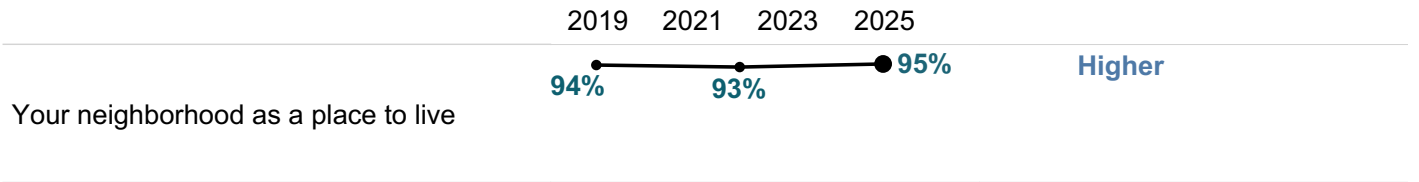
### Overall design or layout of Franklin's residential and commercial areas, 2025



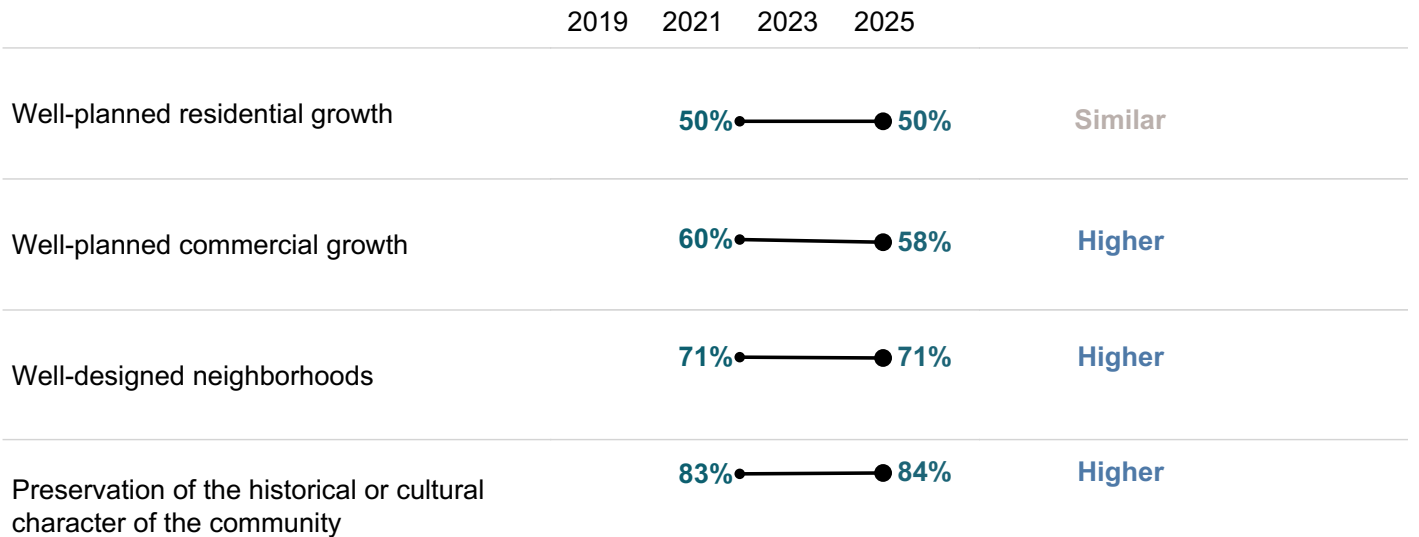
Please rate each of the following characteristics as they relate to Franklin as a whole.  
(% excellent or good)

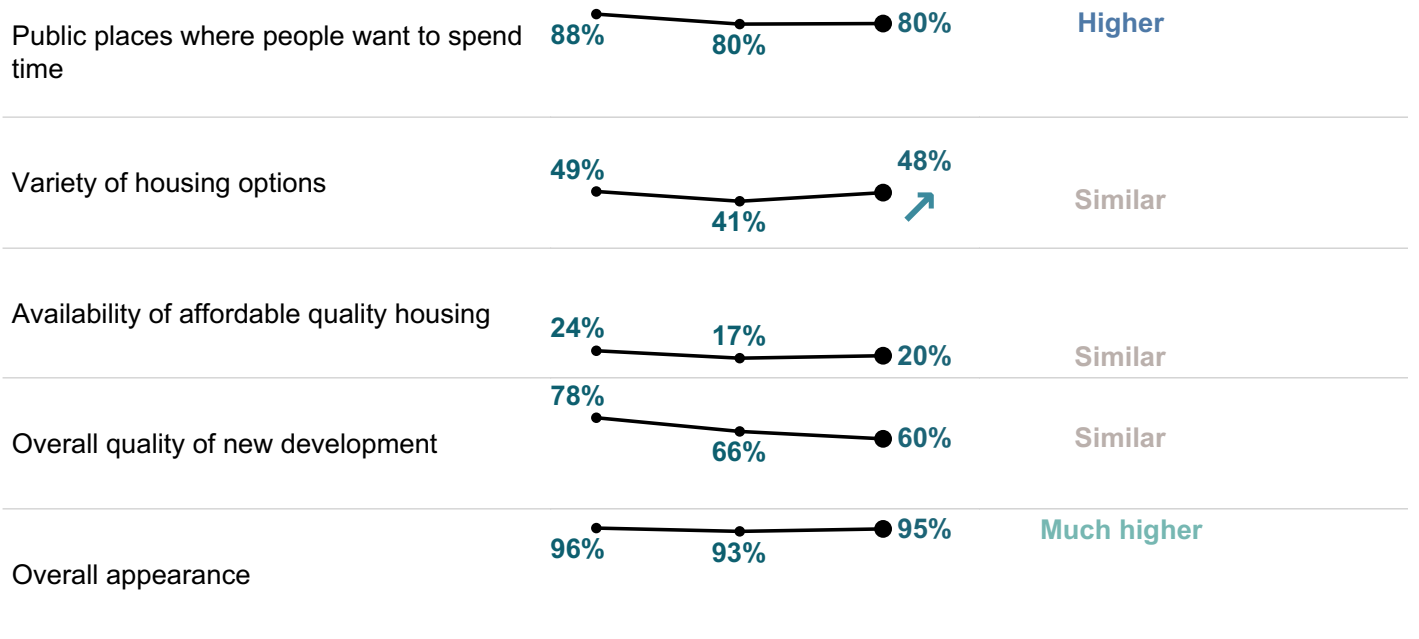


Please rate each of the following aspects of quality of life in Franklin.  
(% excellent or good)

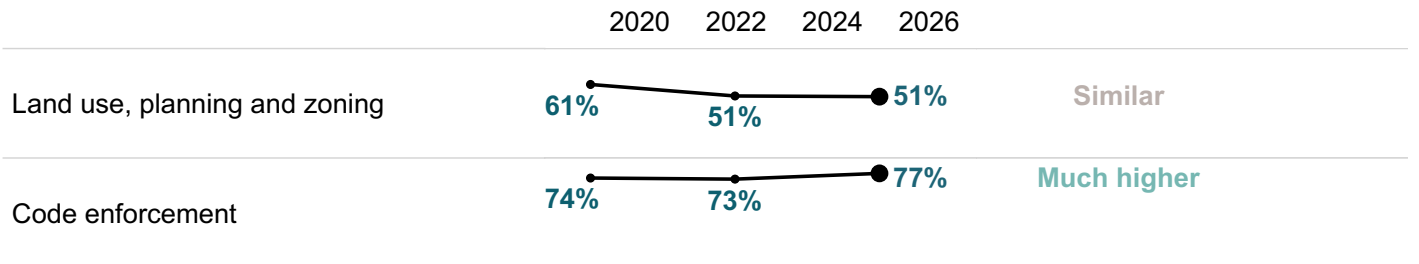


Please also rate each of the following in the Franklin community.  
(% excellent or good)





**Please rate the quality of each of the following services in Franklin.  
(% excellent or good)**

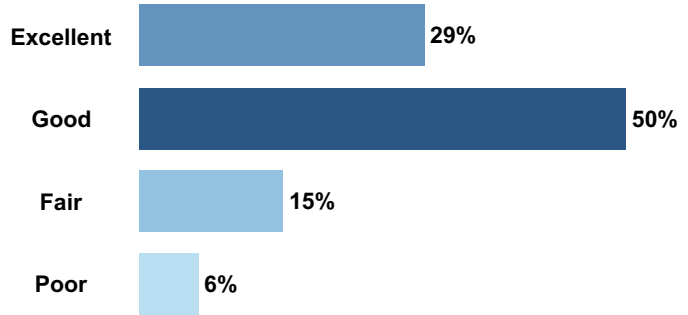


12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

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

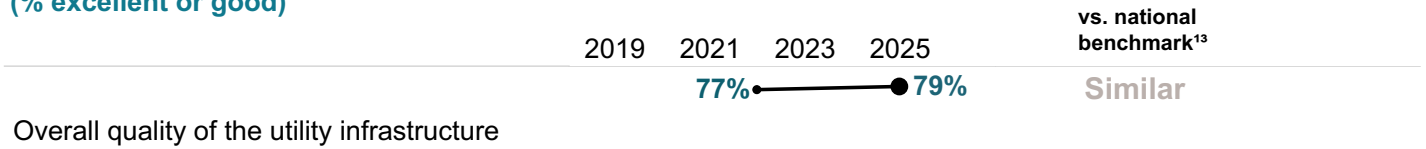
### Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.



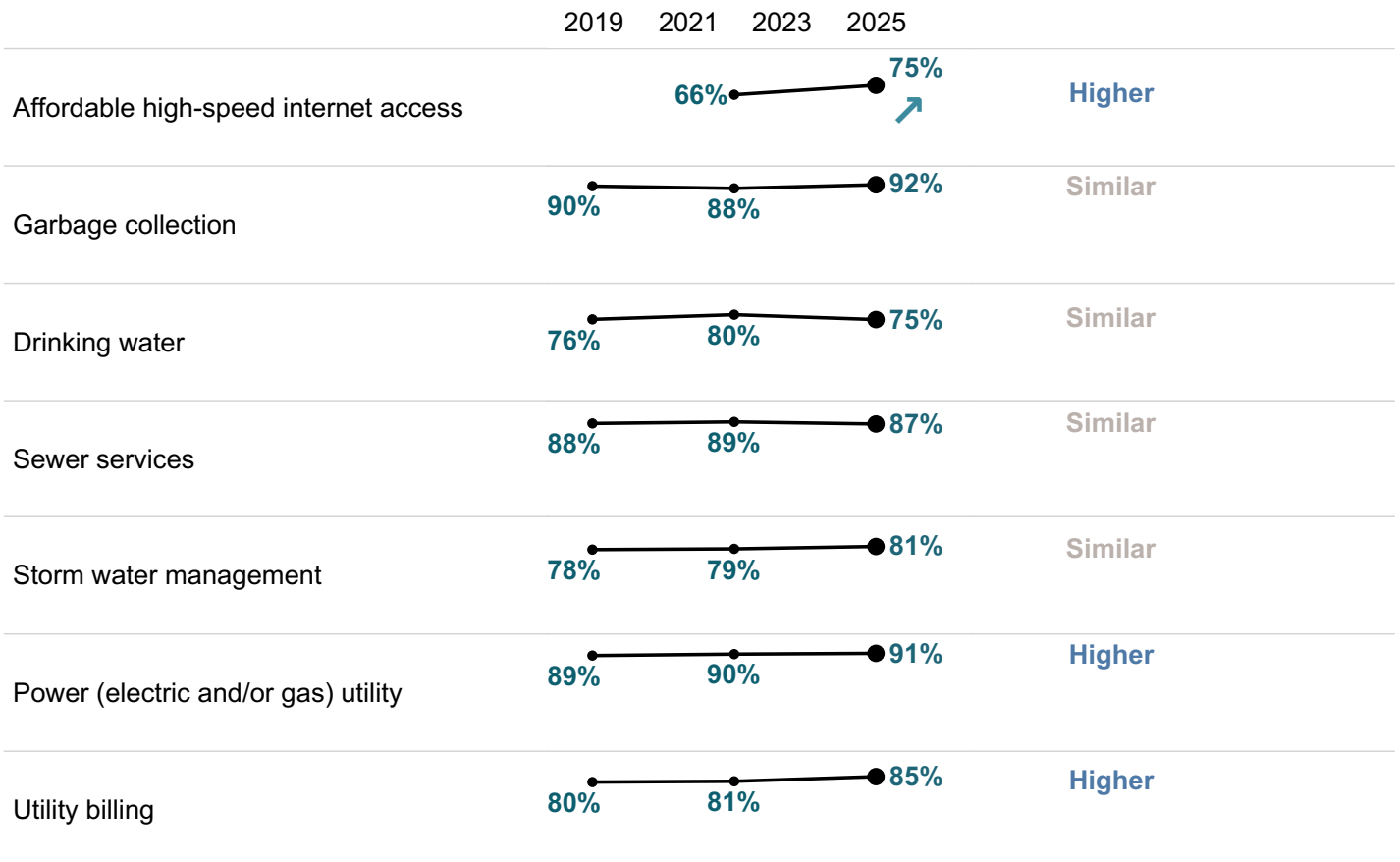
Please rate each of the following characteristics as they relate to Franklin as a whole.

(% excellent or good)



Please rate the quality of each of the following services in Franklin.

(% excellent or good)

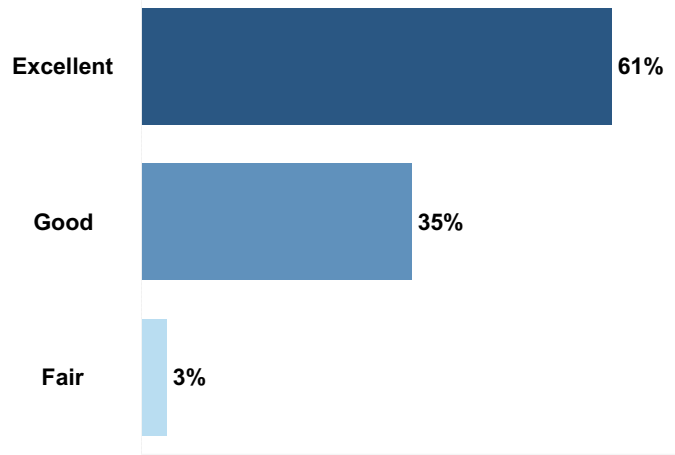


13. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

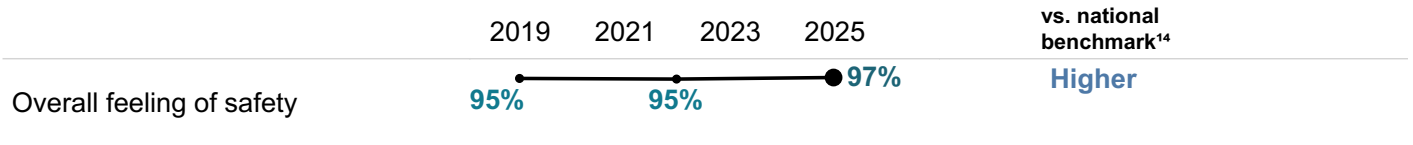
## Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

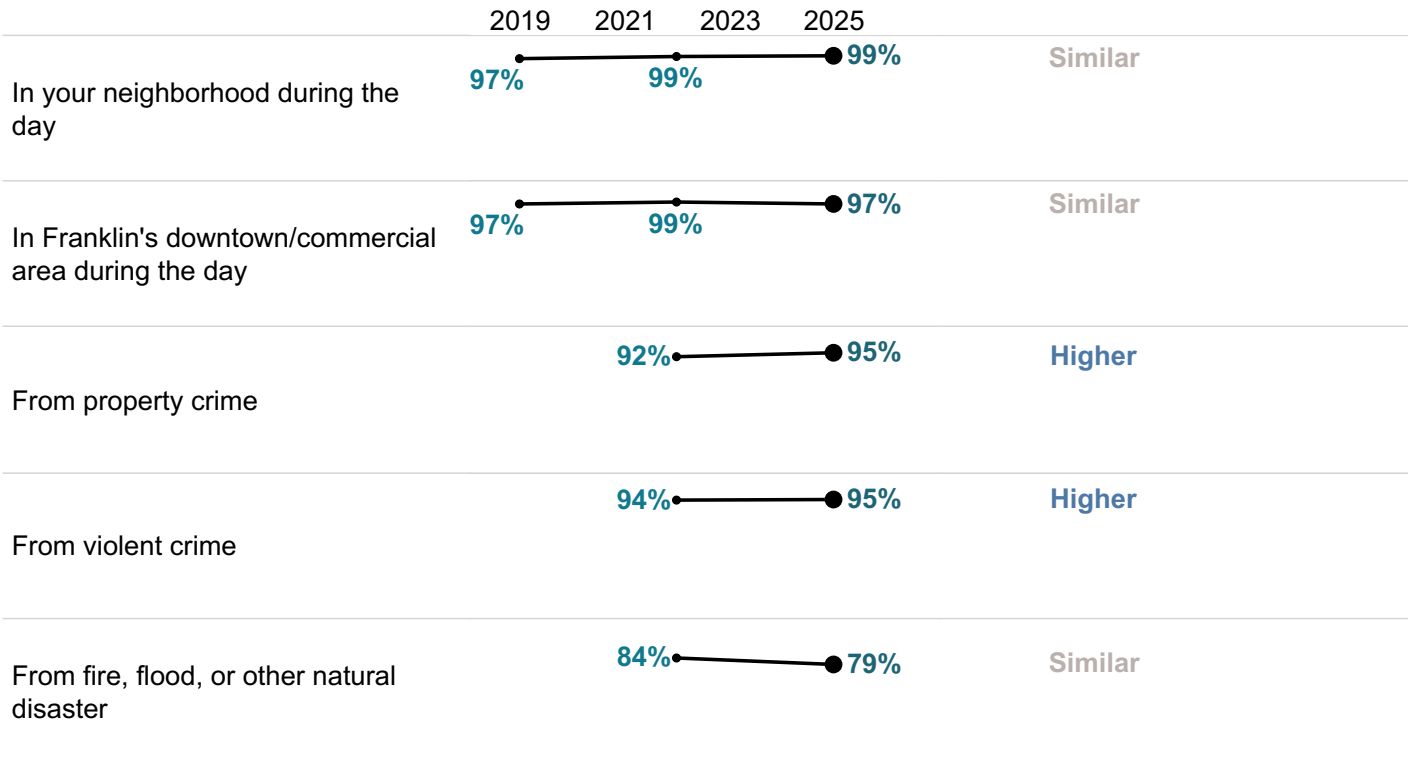
### Overall feeling of safety in Franklin, 2025



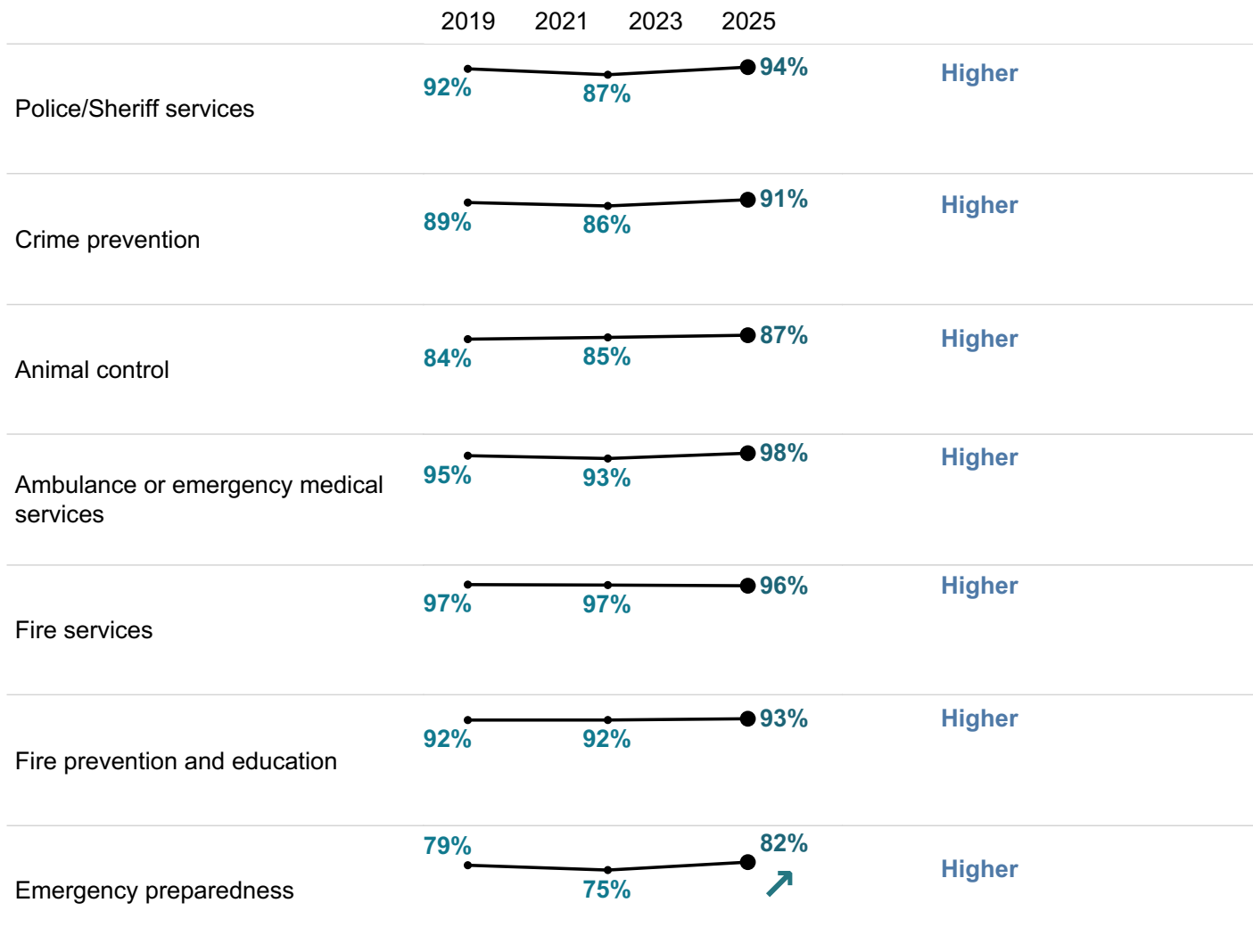
Please rate each of the following characteristics as they relate to Franklin as a whole.  
(% excellent or good)



Please rate how safe or unsafe you feel:  
(% very or somewhat safe)



**Please rate the quality of each of the following services in Franklin.  
(% excellent or good)**

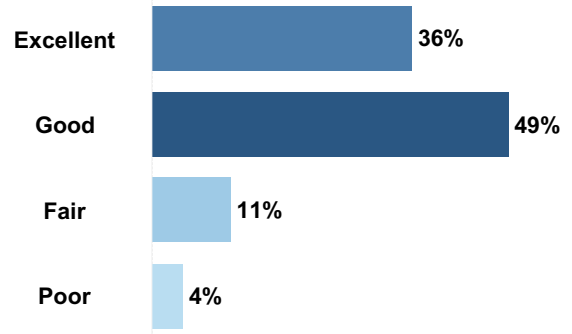


14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

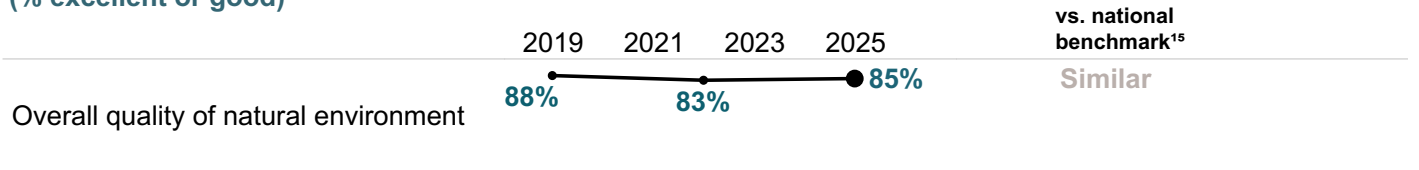
### Overall quality of natural environment in Franklin, 2024

## Natural Environment

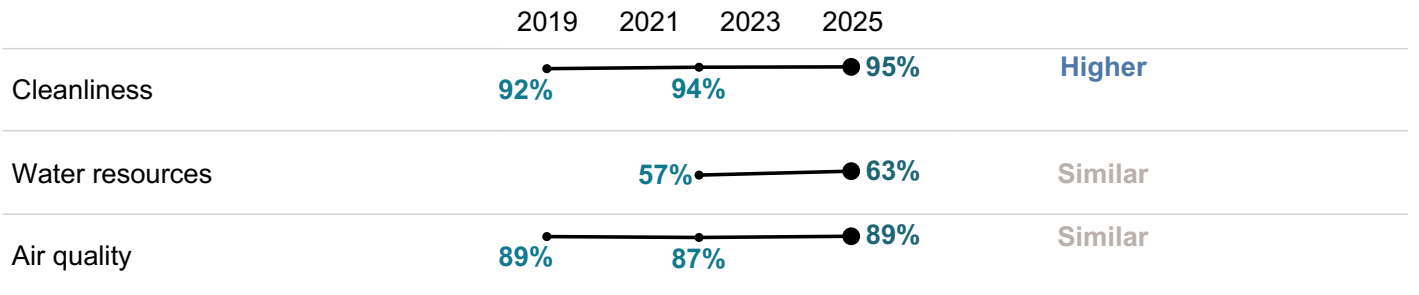
The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



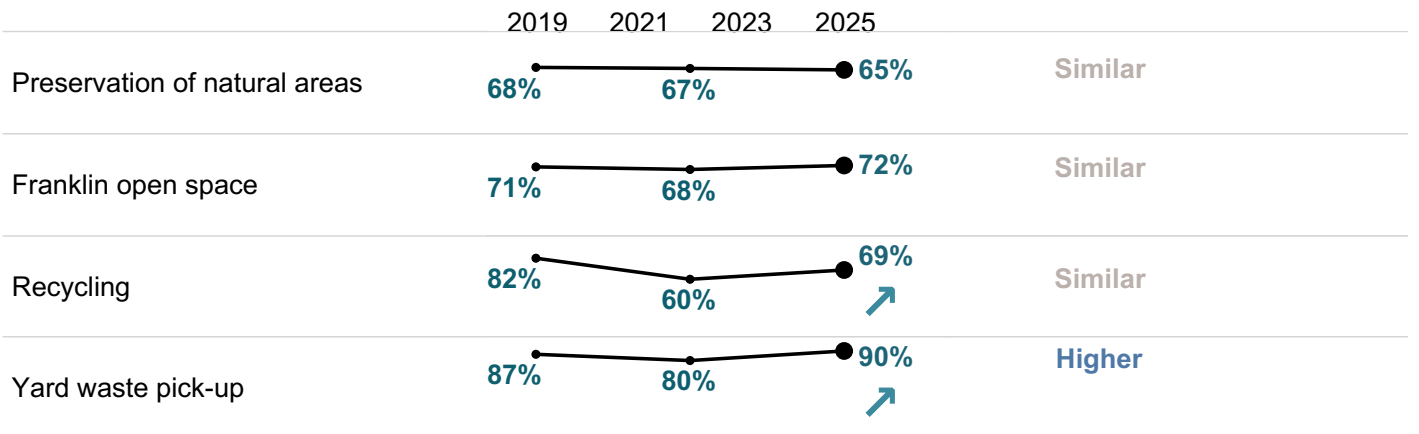
Please rate each of the following characteristics as they relate to Franklin as a whole. (% excellent or good)



Please also rate each of the following in the Franklin community. (% excellent or good)



Please rate the quality of each of the following services in Franklin. (% excellent or good)



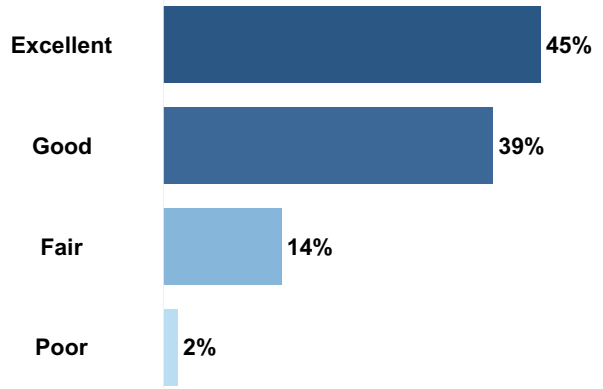
15. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Parks and Recreation

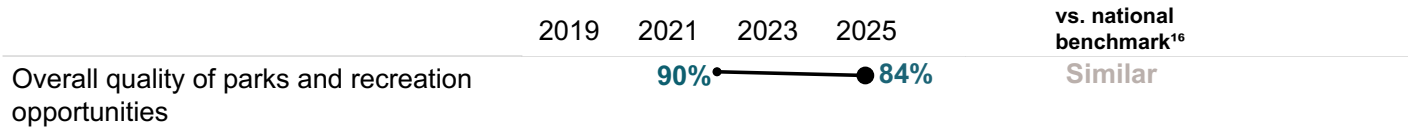
"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association

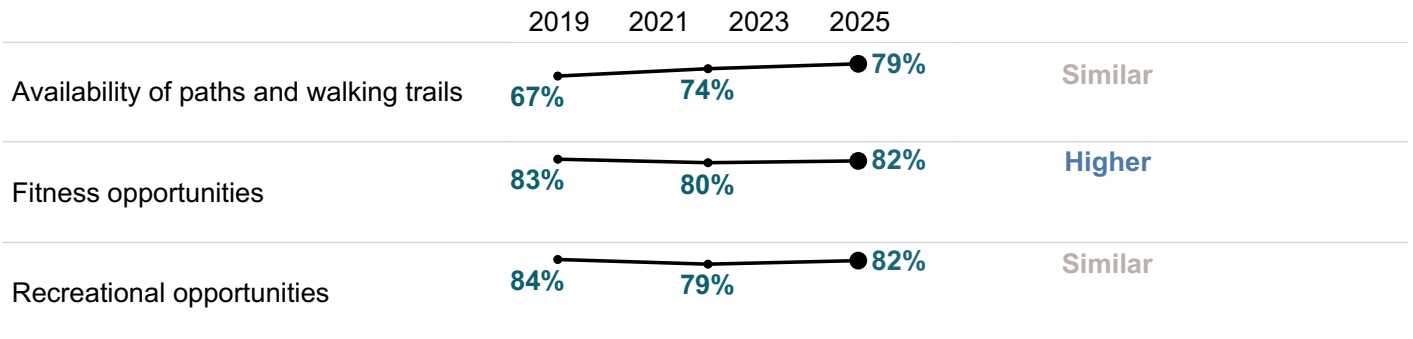
### Overall quality of parks and recreation opportunities, 2025



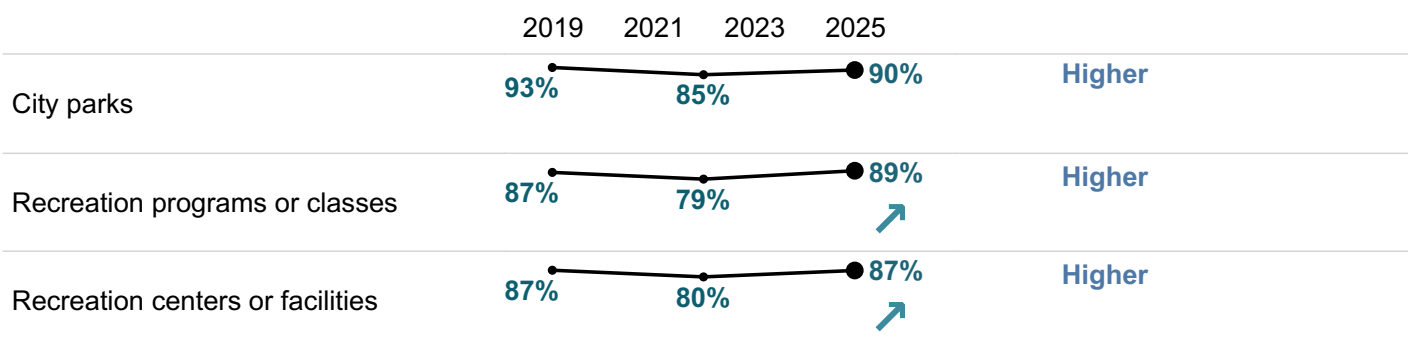
Please rate each of the following characteristics as they relate to Franklin as a whole.  
(% excellent or good)



Please also rate each of the following in the Franklin community.  
(% excellent or good)



Please rate the quality of each of the following services in Franklin.  
(% excellent or good)

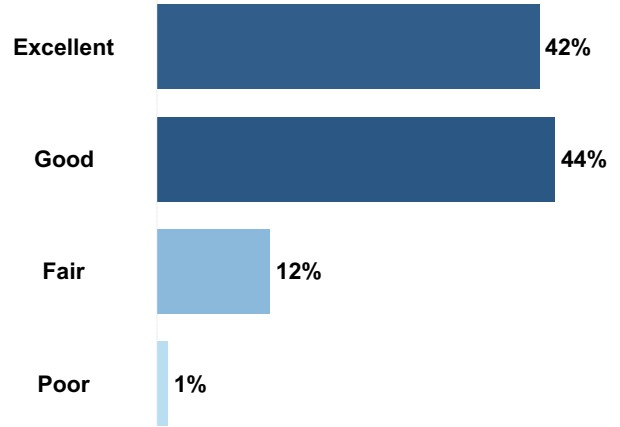


16. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

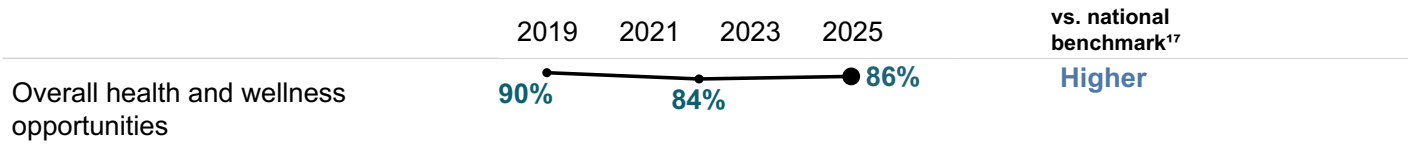
## Overall health and wellness opportunities in Franklin, 2025

### Health and Wellness

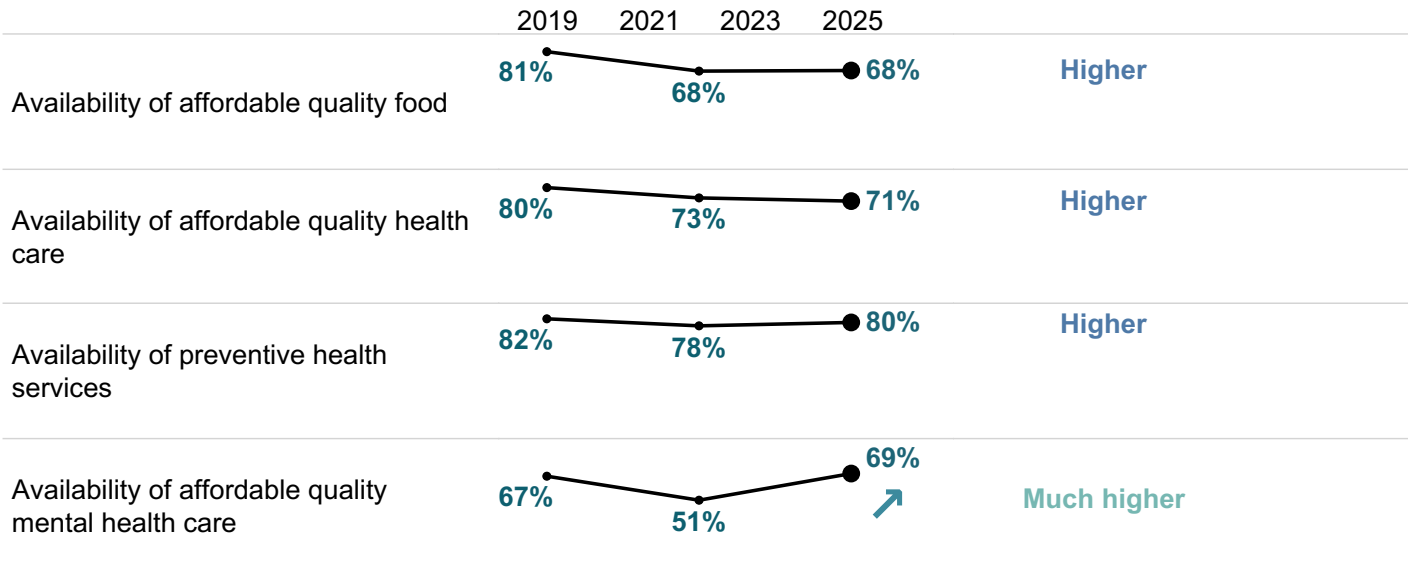
The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



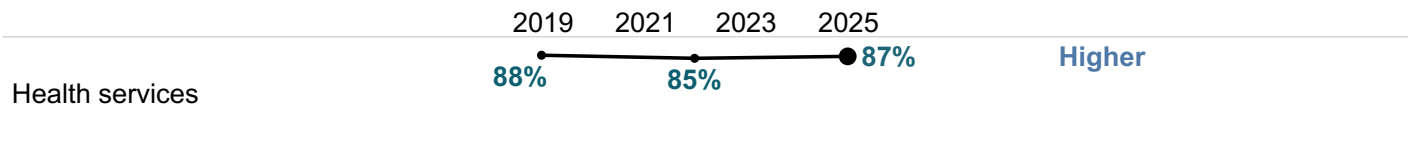
Please rate each of the following characteristics as they relate to Franklin as a whole. (% excellent or good)



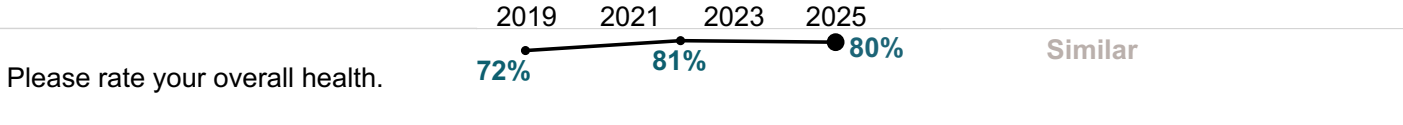
Please also rate each of the following in the Franklin community. (% excellent or good)



Please rate the quality of each of the following services in Franklin. (% excellent or good)



**Please rate your overall health.**  
(% excellent or very good)



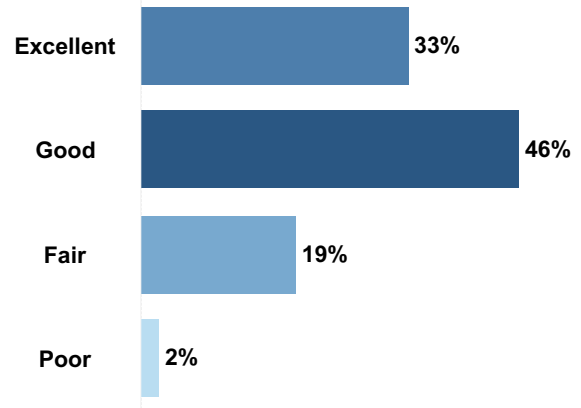
17. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



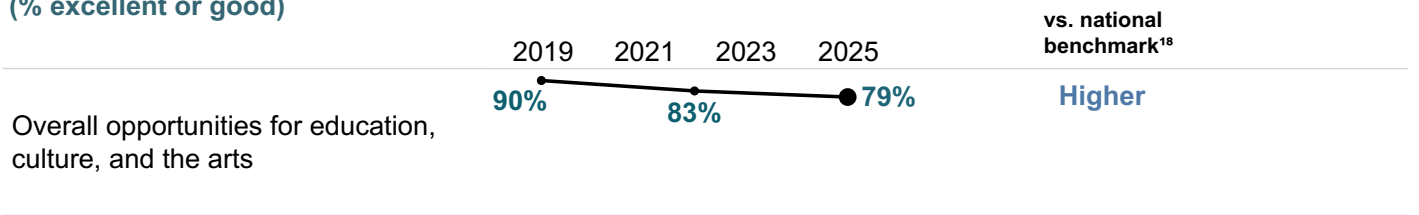
## Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

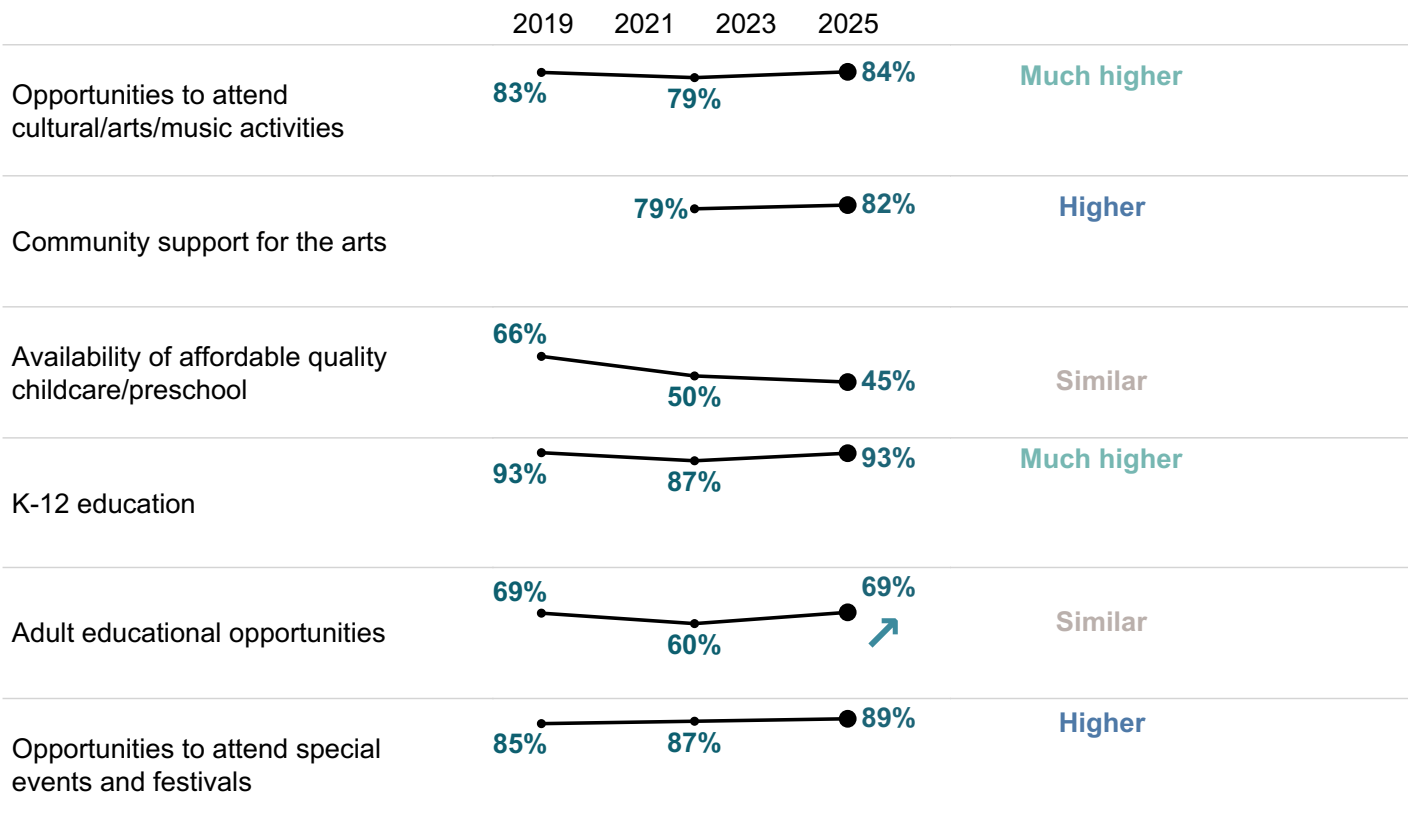
### Overall opportunities for education, culture and the arts, 2025



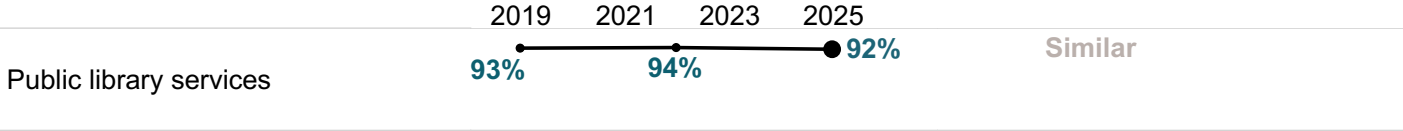
Please rate each of the following characteristics as they relate to Franklin as a whole.  
(% excellent or good)



Please also rate each of the following in the Franklin community.  
(% excellent or good)



**Please rate the quality of each of the following services in Franklin.**  
**(% excellent or good)**



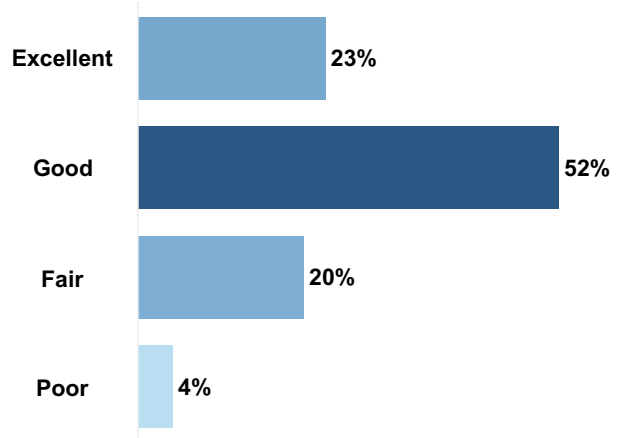
18. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



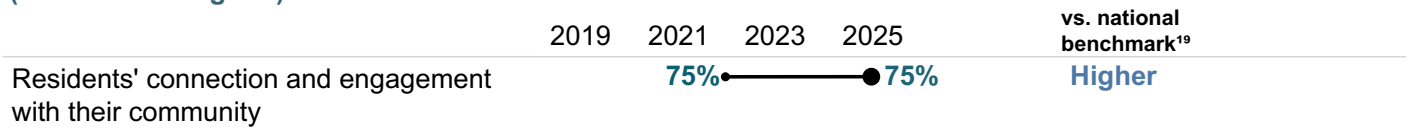
## Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

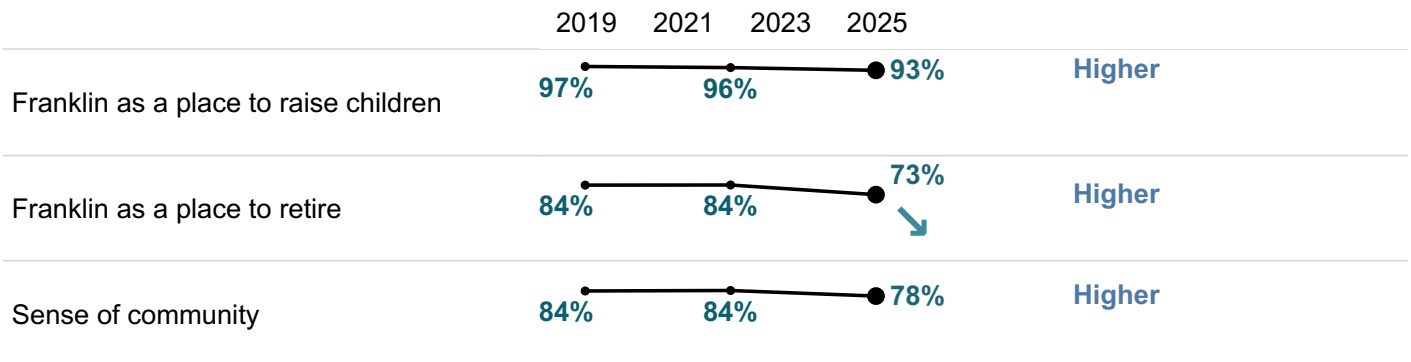
### Residents' connection and engagement with their community, 2025



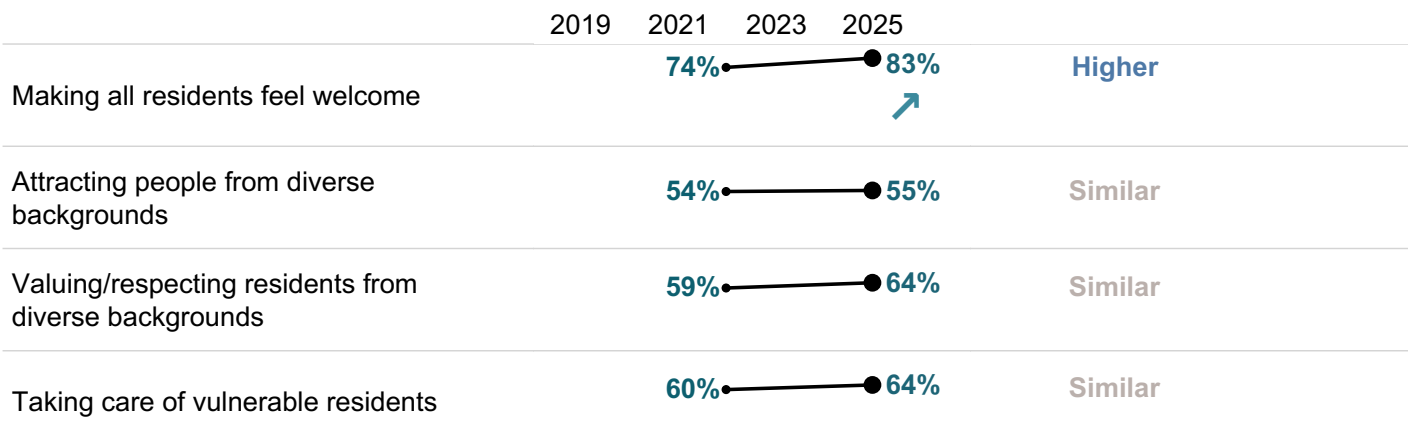
Please rate each of the following characteristics as they relate to Franklin as a whole.  
(% excellent or good)



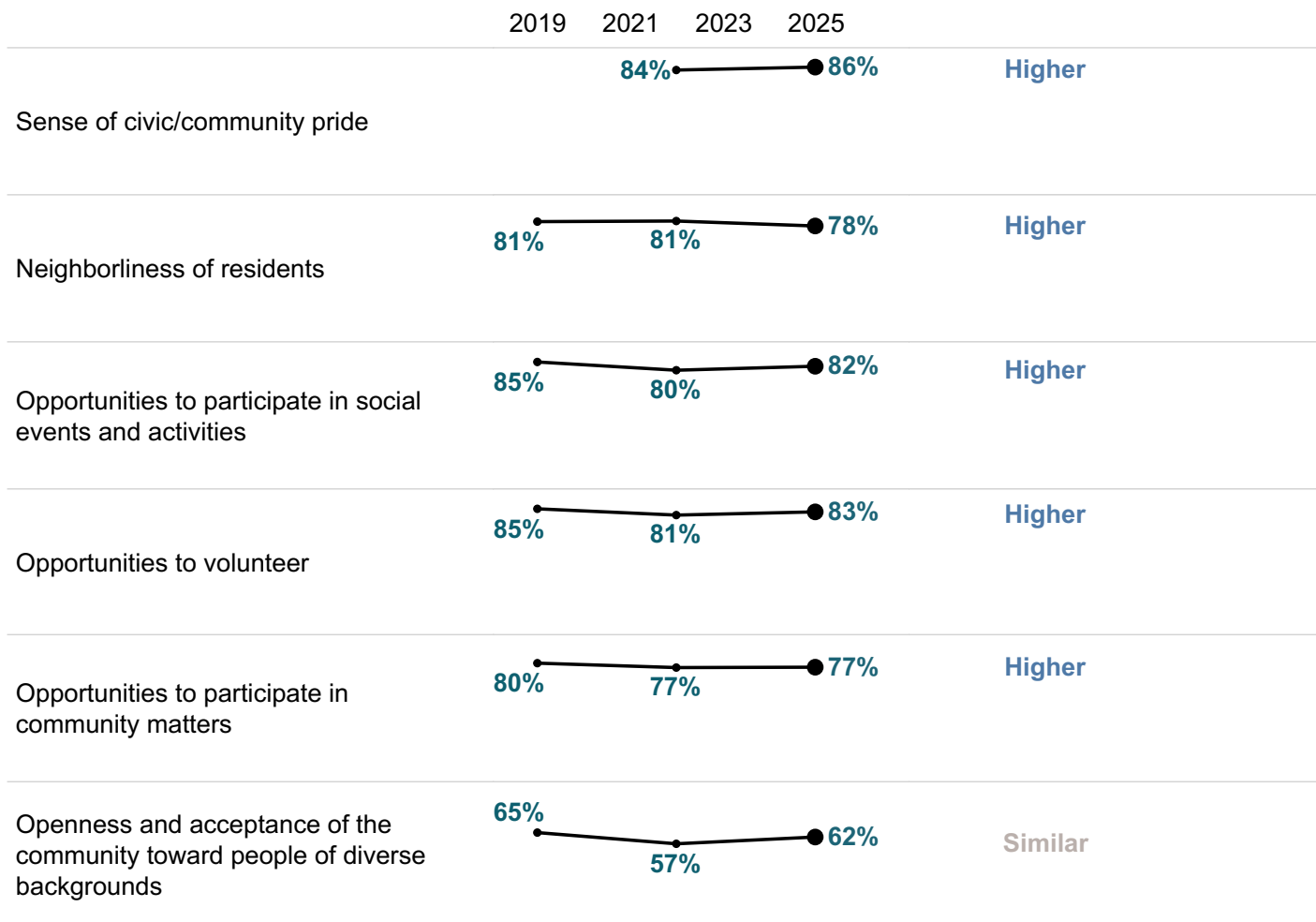
Please rate each of the following aspects of quality of life in Franklin.  
(% excellent or good)



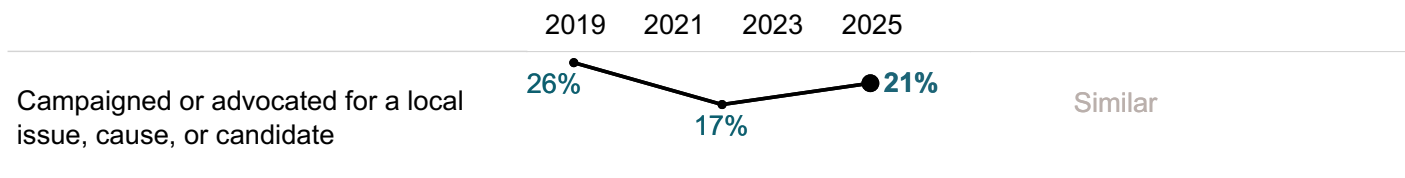
Please rate the job you feel the Franklin community does at each of the following.  
(% excellent or good)



**Please also rate each of the following in the Franklin community.**  
 (% excellent or good)


























**Please indicate whether or not you have done each of the following in the last 12 months.**  
 (% excellent or good)

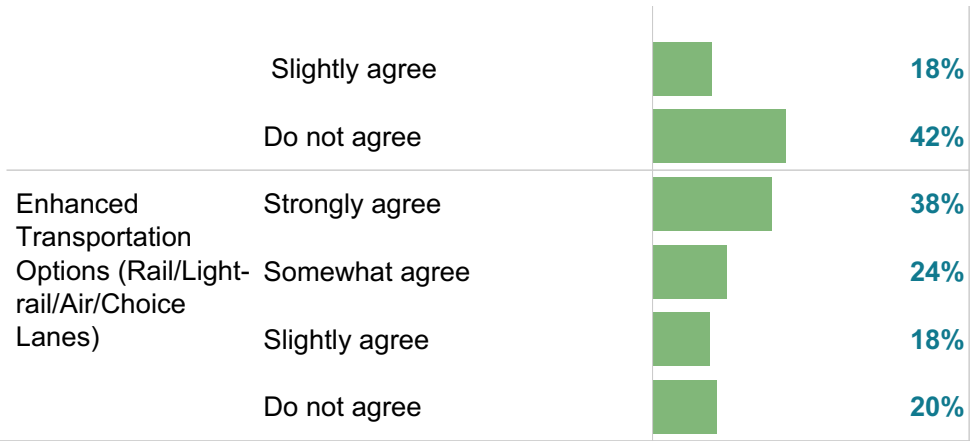


19. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Custom questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

		Include "don't know" No		
Please rate your level of satisfaction with the City of Franklin's management of growth:	Very satisfied		29%	
	Somewhat satisfied		45%	
	Somewhat dissatisfied		18%	
	Very dissatisfied		9%	
How much would you support or oppose higher taxes or fees if local and state transportation projects could be completed in less time?	Strongly support		15%	
	Somewhat support		27%	
	Somewhat oppose		28%	
	Strongly oppose		24%	
	Don't know/no opinion		6%	
<b>How much would you agree, if at all, that each of the following amenities are needed in Franklin?</b>	Additional Recreation Amenities	Strongly agree		23%
		Somewhat agree		41%
		Slightly agree		26%
		Do not agree		9%
Unique Shopping Opportunities	Strongly agree		14%	
	Somewhat agree		33%	
	Slightly agree		28%	
	Do not agree		26%	
Dedicated Farmer's Market	Strongly agree		55%	
	Somewhat agree		24%	
	Slightly agree		13%	
	Do not agree		8%	
Large-scale Sports & Entertainment Venue	Strongly agree		15%	
	Somewhat agree		24%	



## Open-ended questions

Franklin included one open-ended questions on their survey. The verbatim responses were categorized by topic area and those topics are reported below with the percent of responses given in each category. Because some comments from residents covered more than a single topic, those verbatim responses are grouped by the first topic listed in each comment.

### 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%

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# The City of Franklin 2025 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

## 1. Please rate each of the following aspects of quality of life in Franklin.

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

## 2. Please rate each of the following characteristics as they relate to Franklin as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Franklin.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Franklin .....	1	2	3	4	5
Overall design or layout of Franklin's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4	5
Overall quality of the utility infrastructure in Franklin (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Franklin.....	1	2	3	4	5
Overall quality of natural environment in Franklin.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Franklin.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community .....	1	2	3	4	5

## 3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Franklin to someone who asks.....	1	2	3	4	5
Remain in Franklin for the next five years.....	1	2	3	4	5

## 4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Franklin's downtown/commercial area during the day .....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster .....	1	2	3	4	5	6

## 5. Please rate the job you feel the Franklin community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome .....	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

## 6. Please rate each of the following in the Franklin community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Franklin.....	1	2	3	4	5
Variety of business and service establishments in Franklin .....	1	2	3	4	5
Vibrancy of downtown/commercial area .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Cost of living in Franklin.....	1	2	3	4	5
Overall image or reputation of Franklin .....	1	2	3	4	5

**7. Please also rate each of the following in the Franklin community.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Franklin.....	1	2	3	4	5
Ease of travel by public transportation in Franklin.....	1	2	3	4	5
Ease of travel by bicycle in Franklin.....	1	2	3	4	5
Ease of walking in Franklin.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Franklin.....	1	2	3	4	5
Overall appearance of Franklin.....	1	2	3	4	5
Cleanliness of Franklin.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)... ..	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Franklin.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

**8. Please indicate whether or not you have done each of the following in the last 12 months.**

	<u>No</u>	<u>Yes</u>
Contacted the City of Franklin (in-person, phone, email, or web) for help or information.....	1	2
Contacted Franklin elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Franklin.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

# The City of Franklin 2025 Community Survey

## 9. Please rate the quality of each of the following services in Franklin.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	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
Bus or transit services.....	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
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	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 (open space, farmlands, and greenbelts).....	1	2	3	4	5
Franklin open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	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
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Franklin employees (police, receptionists, planners, etc.).....	1	2	3	4	5

## 10. Please rate the following categories of Franklin government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Franklin.....	1	2	3	4	5
The overall direction that Franklin is taking.....	1	2	3	4	5
The job Franklin government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Franklin government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

## 11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Franklin.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

**12. Please rate how important, if at all, you think it is for the Franklin community to focus on each of the following in the coming two years.**

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Franklin.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Franklin .....	1	2	3	4
Overall design or layout of Franklin’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) .....	1	2	3	4
Overall quality of the utility infrastructure in Franklin (water, sewer, storm water, electric/gas, broadband) .....	1	2	3	4
Overall feeling of safety in Franklin.....	1	2	3	4
Overall quality of natural environment in Franklin.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Franklin.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents’ connection and engagement with their community .....	1	2	3	4

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

- Very satisfied    Somewhat satisfied    Somewhat dissatisfied    Very dissatisfied    Don’t know

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

- Strongly support    Somewhat support    Somewhat oppose    Strongly oppose    Don’t know/no opinion

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

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Slightly agree</u>	<u>Do not agree</u>
Additional Recreation Amenities .....	1	2	3	4
Unique Shopping Opportunities.....	1	2	3	4
Dedicated Farmer’s Market.....	1	2	3	4
Large-scale Sports & Entertainment Venue .....	1	2	3	4
Enhanced Transportation Options (Rail/Light-rail/Air/Choice Lanes) .....	1	2	3	4

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

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# The City of Franklin 2025 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

<b>D1. In general, how many times do you:</b>	Several <u>times a day</u>	Once <u>a day</u>	A few times <u>a week</u>	Every <u>few weeks</u>	Less often <u>or never</u>	Don't <u>know</u>
Access the internet from your home using a computer, laptop, or tablet computer .....	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc. ....	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online .....	1	2	3	4	5	6

**D2. Please rate your overall health.**

- Excellent   
  Very good   
  Good   
  Fair   
  Poor

**D3. 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

**D4. How many years have you lived in Franklin?**

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

**D5. Which best describes the building you live in?**

- Single-family detached home  
 Townhouse or duplex (may share walls but no units above or below you)  
 Condominium or apartment (have units above or below you)  
 Mobile home  
 Other

**D6. Do you rent or own your home?**

- Rent  
 Own

**D7. 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             \$2,500 to \$3,999  
 \$300 to \$599             \$4,000 to \$6,999  
 \$600 to \$999             \$7,000 to \$9,999  
 \$1,000 to \$1,499         \$10,000 or more  
 \$1,500 to \$2,499

**D8. Do any children 17 or under live in your household?**

- No     Yes

**D9. Are you or any other members of your household aged 65 or older?**

- No     Yes

**D10. 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 \$25,000     \$100,000 to \$149,999  
 \$25,000 to \$49,999     \$150,000 to \$199,999  
 \$50,000 to \$74,999     \$200,000 to \$299,999  
 \$75,000 to \$99,999     \$300,000 or more

**D11. Are you of Hispanic, Latino/a/x, or Spanish origin?**

- No     Yes

**D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native  
 Asian  
 Black or African American  
 Native Hawaiian or Other Pacific Islander  
 White  
 A race not listed

**D13. 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

**D14. What is your gender?**

- Woman  
 Man  
 Identify in another way → go to D14a

**D14a. If you identify in another way, how would you describe your gender?**

- Agender/I don't identify with any gender  
 Genderqueer/gender fluid  
 Non-binary  
 Transgender man  
 Transgender woman  
 Two-spirit  
 Identify in another way

**Thank you!**

Please return the completed survey in the postage-paid envelope to:  
**National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**