

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

**Greer, SC**  
Trends over Time

2018



**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 2018 ratings for the City of Greer to its previous survey results in 2011 and 2015. 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 eight percentage points between the 2015 and 2018 surveys, otherwise the comparisons between 2015 and 2018 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 2018 generally remained stable. Of the 134 items for which comparisons were available, 111 items were rated similarly in 2015 and 2018, 15 items showed a decrease in ratings and eight showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, four aspects of Mobility decreased in 2018 compared to 2015. Greer residents gave lower ratings to traffic flow, travel by car, ease of walking, and travel by public transportation. A few other facets within Community Characteristics changed over time. Within Built Environment, affordable quality housing ratings decreased; however, new development ratings increased during the same time period. Within Education and Enrichment there were decreases in K-12 education and child care/preschool, and an increase in religious or spiritual activities. Greer residents felt more positively about some aspects of Economy in 2018 and gave higher marks to shopping opportunities and employment opportunities.
- Within the pillar of Governance, two aspects of Safety decreased from 2015 ratings: crime prevention and fire prevention. Within the facet of Mobility, traffic enforcement saw lower ratings; but snow removal saw higher ratings. Survey respondents gave lower marks to land use, planning and zoning, cable television and recreation programs in 2018.
- The Participation pillar showed only one decrease in 2018 compared to 2015. Fewer residents reported that they read or watch local news. In 2018, more residents reported that they had stocked supplies for an emergency, and that they worked in Greer, than in 2015.

The National Citizen Survey™

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2018 rating compared to 2015	Comparison to benchmark		
	2011	2015	2018		2011	2015	2018
Overall quality of life	81%	89%	85%	Similar	Similar	Similar	Similar
Overall image	73%	78%	74%	Similar	Similar	Similar	Similar
Place to live	89%	94%	93%	Similar	Higher	Similar	Similar
Neighborhood	77%	85%	84%	Similar	Similar	Similar	Similar
Place to raise children	80%	85%	89%	Similar	Similar	Similar	Similar
Place to retire	68%	70%	70%	Similar	Similar	Similar	Similar
Overall appearance	76%	78%	76%	Similar	Similar	Similar	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2018 rating compared to 2015	Comparison to benchmark		
		2011	2015	2018		2011	2015	2018
Safety	Overall feeling of safety	NA	81%	88%	Similar	NA	Similar	Similar
	Safe in neighborhood	93%	94%	95%	Similar	Similar	Similar	Similar
	Safe downtown/commercial area	94%	95%	97%	Similar	Higher	Similar	Similar
Mobility	Overall ease of travel	NA	80%	80%	Similar	NA	Similar	Similar
	Paths and walking trails	34%	37%	33%	Similar	Much lower	Lower	Much lower
	Ease of walking	49%	60%	49%	Lower	Much lower	Similar	Similar
	Travel by bicycle	40%	35%	34%	Similar	Much lower	Lower	Lower
	Travel by public transportation	NA	34%	26%	Lower	NA	Lower	Lower
	Travel by car	71%	77%	65%	Lower	Much higher	Similar	Similar
	Public parking	NA	55%	55%	Similar	NA	Similar	Similar
	Traffic flow	58%	64%	51%	Lower	Much higher	Similar	Similar
	Overall natural environment	76%	81%	74%	Similar	Similar	Similar	Similar
Natural Environment	Cleanliness	69%	79%	79%	Similar	Similar	Similar	Similar
	Air quality	75%	81%	78%	Similar	Similar	Similar	Similar
	Overall built environment	NA	65%	61%	Similar	NA	Similar	Similar
Built Environment	New development in Greer	69%	63%	72%	Higher	Much higher	Similar	Higher
	Affordable quality housing	61%	68%	56%	Lower	Much higher	Higher	Higher
	Housing options	67%	67%	65%	Similar	Higher	Similar	Higher

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2018 rating compared to 2015	Comparison to benchmark		
		2011	2015	2018		2011	2015	2018
Economy	Public places	NA	69%	74%	Similar	NA	Similar	Similar
	Overall economic health	NA	69%	70%	Similar	NA	Similar	Similar
	Vibrant downtown/commercial area	NA	55%	56%	Similar	NA	Similar	Similar
	Business and services	70%	68%	71%	Similar	Higher	Similar	Similar
	Cost of living	NA	63%	61%	Similar	NA	Higher	Higher
	Shopping opportunities	48%	53%	68%	Higher	Similar	Similar	Similar
	Employment opportunities	43%	59%	72%	Higher	Much higher	Higher	Higher
	Place to visit	NA	61%	64%	Similar	NA	Similar	Similar
Recreation and Wellness	Place to work	67%	72%	74%	Similar	Much higher	Similar	Higher
	Health and wellness	NA	74%	64%	Lower	NA	Similar	Similar
	Mental health care	NA	55%	48%	Similar	NA	Similar	Similar
	Preventive health services	70%	73%	66%	Similar	Higher	Similar	Similar
	Health care	68%	73%	70%	Similar	Much higher	Similar	Similar
	Food	69%	74%	70%	Similar	Higher	Similar	Similar
	Recreational opportunities	55%	57%	50%	Similar	Similar	Similar	Lower
	Fitness opportunities	NA	52%	49%	Similar	NA	Lower	Lower
Education and Enrichment	Education and enrichment opportunities	NA	66%	61%	Similar	NA	Similar	Similar
	Religious or spiritual events and activities	77%	76%	85%	Higher	Similar	Similar	Similar
	Cultural/arts/music activities	51%	54%	54%	Similar	Similar	Similar	Similar
	Adult education	NA	58%	50%	Similar	NA	Similar	Similar
	K-12 education	77%	86%	77%	Lower	Higher	Similar	Similar
	Child care/preschool	54%	74%	62%	Lower	Higher	Higher	Similar
Community Engagement	Social events and activities	65%	62%	62%	Similar	Similar	Similar	Similar
	Neighborliness	NA	76%	73%	Similar	NA	Similar	Similar
	Openness and acceptance	69%	62%	65%	Similar	Higher	Similar	Similar
	Opportunities to participate in community matters	57%	59%	62%	Similar	Similar	Similar	Similar
	Opportunities to volunteer	72%	70%	76%	Similar	Similar	Similar	Similar

The National Citizen Survey™

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2018 rating compared to 2015	Comparison to benchmark		
	2011	2015	2018		2011	2015	2018
Services provided by Greer	73%	82%	81%	Similar	Similar	Similar	Similar
Customer service	71%	77%	79%	Similar	Similar	Similar	Similar
Value of services for taxes paid	52%	54%	55%	Similar	Similar	Similar	Similar
Overall direction	69%	76%	71%	Similar	Much higher	Similar	Similar
Welcoming citizen involvement	58%	59%	59%	Similar	Higher	Similar	Similar
Confidence in City government	NA	62%	62%	Similar	NA	Similar	Similar
Acting in the best interest of Greer	NA	68%	64%	Similar	NA	Similar	Similar
Being honest	NA	69%	64%	Similar	NA	Similar	Similar
Treating all residents fairly	NA	68%	62%	Similar	NA	Similar	Similar
Services provided by the Federal Government	39%	38%	47%	Higher	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2018 rating compared to 2015	Comparison to benchmark		
		2011	2015	2018		2011	2015	2018
Safety	Police	80%	89%	87%	Similar	Similar	Similar	Similar
	Fire	93%	95%	93%	Similar	Similar	Similar	Similar
	Ambulance/EMS	86%	93%	91%	Similar	Similar	Similar	Similar
	Crime prevention	63%	82%	72%	Lower	Similar	Similar	Similar
	Fire prevention	80%	86%	78%	Lower	Similar	Similar	Similar
	Animal control	58%	63%	62%	Similar	Similar	Similar	Similar
	Emergency preparedness	59%	62%	67%	Similar	Similar	Similar	Similar
Mobility	Traffic enforcement	69%	70%	61%	Lower	Similar	Similar	Similar
	Street repair	35%	26%	30%	Similar	Much lower	Lower	Lower
	Street cleaning	52%	46%	53%	Similar	Lower	Similar	Similar
	Street lighting	59%	49%	53%	Similar	Similar	Similar	Similar
	Snow removal	47%	45%	56%	Higher	Much lower	Lower	Similar
	Sidewalk maintenance	45%	45%	46%	Similar	Lower	Similar	Similar
	Traffic signal timing	56%	55%	51%	Similar	Higher	Similar	Similar
	Bus or transit services	NA	39%	32%	Similar	NA	Lower	Lower
Natural Environment	Garbage collection	86%	83%	78%	Similar	Similar	Similar	Similar
	Recycling	65%	60%	54%	Similar	Lower	Lower	Lower
	Yard waste pick-up	71%	69%	63%	Similar	Similar	Similar	Similar
	Drinking water	74%	79%	78%	Similar	Much higher	Similar	Similar
	Natural areas preservation	56%	54%	48%	Similar	Similar	Similar	Similar
Built Environment	Open space	NA	61%	55%	Similar	NA	Similar	Similar
	Storm drainage	71%	69%	63%	Similar	Much higher	Similar	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good)			2018 rating compared to 2015	Comparison to benchmark		
		2011	2015	2018		2011	2015	2018
	Sewer services	82%	79%	87%	Similar	Higher	Similar	Similar
	Power utility	81%	78%	83%	Similar	Higher	Similar	Similar
	Utility billing	NA	70%	69%	Similar	NA	Similar	Similar
	Land use, planning and zoning	51%	55%	46%	Lower	Higher	Similar	Similar
	Code enforcement	38%	50%	43%	Similar	Much lower	Similar	Similar
	Cable television	54%	61%	50%	Lower	Similar	Similar	Similar
Economy	Economic development	55%	68%	75%	Similar	Much higher	Similar	Higher
Recreation and Wellness	City parks	87%	83%	81%	Similar	Much higher	Similar	Similar
	Recreation programs	77%	70%	53%	Lower	Similar	Similar	Similar
	Recreation centers	67%	66%	62%	Similar	Similar	Similar	Similar
	Health services	69%	77%	81%	Similar	Higher	Similar	Similar
Education and Enrichment	Special events	NA	75%	76%	Similar	NA	Similar	Similar
	Public libraries	86%	87%	87%	Similar	Similar	Similar	Similar
Community Engagement	Public information	71%	70%	65%	Similar	Higher	Similar	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2015	Comparison to benchmark		
	2011	2015	2018		2011	2015	2018
Sense of community	70%	70%	63%	Similar	Higher	Similar	Similar
Recommend Greer	89%	91%	91%	Similar	Higher	Similar	Similar
Remain in Greer	87%	91%	88%	Similar	Higher	Similar	Similar
Contacted Greer employees	40%	39%	43%	Similar	Much lower	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2015	Comparison to benchmark		
		2011	2015	2018		2011	2015	2018
Safety	Stocked supplies for an emergency	NA	33%	47%	Higher	NA	Similar	Similar
	Did NOT report a crime	NA	83%	79%	Similar	NA	Similar	Similar
	Was NOT the victim of a crime	89%	95%	96%	Similar	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	3%	3%	Similar	NA	Much lower	Much lower
	Carpooled instead of driving alone	NA	39%	37%	Similar	NA	Similar	Similar
	Walked or biked instead of driving	NA	36%	33%	Similar	NA	Much lower	Much lower
Natural Environment	Conserved water	NA	79%	77%	Similar	NA	Similar	Similar
	Made home more energy efficient	NA	73%	74%	Similar	NA	Similar	Similar

The National Citizen Survey™

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2015	Comparison to benchmark		
		2011	2015	2018		2011	2015	2018
Built Environment	Recycled at home	64%	68%	63%	Similar	Much lower	Lower	Much lower
	Did NOT observe a code violation	NA	61%	60%	Similar	NA	Similar	Similar
	NOT under housing cost stress	67%	75%	76%	Similar	Similar	Similar	Similar
Economy	Purchased goods or services in Greer	NA	88%	89%	Similar	NA	Similar	Similar
	Economy will have positive impact on income	25%	37%	35%	Similar	Much higher	Higher	Similar
	Work in Greer	NA	27%	37%	Higher	NA	Lower	Similar
Recreation and Wellness	Used Greer recreation centers	58%	50%	51%	Similar	Similar	Similar	Similar
	Visited a City park	85%	80%	84%	Similar	Similar	Similar	Similar
	Ate 5 portions of fruits and vegetables	NA	77%	79%	Similar	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	77%	84%	Similar	NA	Similar	Similar
Education and Enrichment	In very good to excellent health	NA	62%	64%	Similar	NA	Similar	Similar
	Used Greer public libraries	66%	51%	56%	Similar	Lower	Lower	Similar
	Participated in religious or spiritual activities	54%	46%	43%	Similar	Similar	Similar	Similar
Community Engagement	Attended a City-sponsored event	NA	51%	54%	Similar	NA	Similar	Similar
	Campaigned for an issue, cause or candidate	NA	12%	17%	Similar	NA	Similar	Similar
	Contacted Greer elected officials	NA	11%	12%	Similar	NA	Similar	Similar
	Volunteered	27%	24%	28%	Similar	Much lower	Lower	Lower
	Participated in a club	19%	15%	14%	Similar	Much lower	Lower	Lower
	Talked to or visited with neighbors	NA	90%	93%	Similar	NA	Similar	Similar
	Done a favor for a neighbor	NA	84%	77%	Similar	NA	Similar	Similar
	Attended a local public meeting	13%	16%	15%	Similar	Much lower	Similar	Similar
	Watched a local public meeting	18%	12%	6%	Similar	Much lower	Lower	Lower
	Read or watched local news	NA	84%	74%	Lower	NA	Similar	Lower
Voted in local elections	66%	75%	77%	Similar	Much lower	Similar	Similar	