



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

# Bainbridge Island, WA

Trends over Time

2017



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 2017 ratings for the City of Bainbridge Island to its previous survey results in 2015, 2014 and 2013. Additional reports and technical appendices are available under separate cover.

Trend data for Bainbridge Island 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 2015 and 2017 surveys, otherwise the comparison between 2015 and 2017 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 Bainbridge Island for 2017 generally remained stable. Of the 133 items for which comparisons were available, 119 items were rated similarly in 2015 and 2017, seven items showed a decrease in ratings and seven showed an increase in ratings. Notable trends over time included the following:

- Among the seven ratings that increased in 2017, six were related to Governance. Power utility ratings in particular surged in 2017. The other five Governance aspects that increased in 2017 compared to 2015 were snow removal, sidewalk maintenance, emergency preparedness, cable television and welcoming citizen involvement. More residents also reported campaigning for an issue, cause or candidate in 2017 compared to 2015.
- Aspects related to health commonly declined; ratings for general health care, general and preventative health services were lower compared to 2015 ratings.
- Ratings for affordable quality housing and housing options in Bainbridge Island declined in 2017.

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Table 1: Community Characteristics General

|                         | Percent rating positively (e.g., excellent/good) |      |      |      | 2017 rating compared to 2015 | Comparison to benchmark |        |             |         |
|-------------------------|--|------|------|------|------------------------------|-------------------------|--------|-------------|---------|
|                         | 2013   | 2014 | 2015 | 2017 |                              | 2013                    | 2014   | 2015        | 2017    |
| Overall quality of life | 92%  | 96%  | 95%  | 95%  | Similar                      | Much higher             | Higher | Higher      | Higher  |
| Overall image           | 84%  | 84%  | 86%  | 84%  | Similar                      | Much higher             | Higher | Higher      | Higher  |
| Place to live           | 94%  | 97%  | 97%  | 97%  | Similar                      | Much higher             | Higher | Higher      | Higher  |
| Neighborhood            | 89%  | 93%  | 93%  | 94%  | Similar                      | Much higher             | Higher | Higher      | Higher  |
| Place to raise children | 92%  | 94%  | 94%  | 93%  | Similar                      | Much higher             | Higher | Higher      | Higher  |
| Place to retire         | 75%  | 79%  | 76%  | 75%  | Similar                      | Much higher             | Higher | Higher      | Similar |
| Overall appearance      | 87%  | 95%  | 96%  | 94%  | Similar                      | Much higher             | Higher | Much higher | Higher  |

Table 2: Community Characteristics by Facet

|                     |                                      | Percent rating positively (e.g., excellent/good, very/somewhat safe) |      |      |      | 2017 rating compared to 2015 | Comparison to benchmark |             |             |            |
|---------------------|--------------------------------------|--|------|------|------|------------------------------|-------------------------|-------------|-------------|------------|
|                     |                                      | 2013   | 2014 | 2015 | 2017 |                              | 2013                    | 2014        | 2015        | 2017       |
| Safety              | Overall feeling of safety            | NA   | 97%  | 98%  | 98%  | Similar                      | NA                      | Higher      | Higher      | Higher     |
|                     | Safe in neighborhood                 | 98%  | 99%  | 98%  | 99%  | Similar                      | Much higher             | Similar     | Similar     | Similar    |
|                     | Safe downtown/commercial area        | 98%  | 99%  | 99%  | 97%  | Similar                      | Much higher             | Higher      | Higher      | Higher     |
|                     | Overall ease of travel               | NA   | 72%  | 70%  | 70%  | Similar                      | NA                      | Similar     | Similar     | Similar    |
|                     | Paths and walking trails             | 62%  | 63%  | 72%  | 68%  | Similar                      | Similar                 | Similar     | Similar     | Similar    |
|                     | Ease of walking                      | 47%  | 51%  | 52%  | 58%  | Similar                      | Much lower              | Similar     | Similar     | Similar    |
|                     | Travel by bicycle                    | 34%  | 39%  | 34%  | 39%  | Similar                      | Much lower              | Lower       | Lower       | Lower      |
|                     | Travel by public transportation      | NA   | 28%  | 32%  | 34%  | Similar                      | NA                      | Lower       | Similar     | Similar    |
| Mobility            | Travel by car                        | 66%  | 67%  | 66%  | 65%  | Similar                      | Higher                  | Similar     | Similar     | Similar    |
|                     | Public parking                       | NA   | 37%  | 29%  | 33%  | Similar                      | NA                      | Lower       | Lower       | Lower      |
|                     | Traffic flow                         | 44%  | 52%  | 45%  | 40%  | Similar                      | Lower                   | Similar     | Similar     | Similar    |
|                     | Overall natural environment          | 93%  | 91%  | 96%  | 91%  | Similar                      | Much higher             | Higher      | Higher      | Higher     |
| Natural Environment | Cleanliness                          | 88%  | 95%  | 96%  | 93%  | Similar                      | Much higher             | Higher      | Higher      | Higher     |
|                     | Air quality                          | 92%  | 95%  | 97%  | 97%  | Similar                      | Much higher             | Much higher | Much higher | Higher     |
|                     | Overall built environment            | NA   | 61%  | 64%  | 63%  | Similar                      | NA                      | Similar     | Similar     | Similar    |
| Built Environment   | New development in Bainbridge Island | 50%  | 44%  | 40%  | 40%  | Similar                      | Lower                   | Lower       | Lower       | Lower      |
|                     | Affordable quality housing           | 20%  | 19%  | 19%  | 12%  | Lower                        | Much lower              | Much lower  | Much lower  | Much lower |

The National Citizen Survey™

|                            |   | Percent rating positively (e.g., excellent/good, very/somewhat safe) |      |      |      | 2017 rating compared to 2015 | Comparison to benchmark |         |             |            |         |
|----------------------------|---|--|------|------|------|------------------------------|-------------------------|---------|-------------|------------|---------|
|                            |   | 2013   | 2014 | 2015 | 2017 |                              | 2013                    | 2014    | 2015        | 2017       |         |
|                            | Housing options                                   | 37%  | 36%  | 36%  | 24%  | Lower                        | Much lower              | Lower   | Lower       | Much lower |         |
|                            | Public places                                     | NA   | 83%  | 87%  | 84%  | Similar                      | NA                      | Higher  | Higher      | Higher     |         |
| Economy                    | Overall economic health                           | NA   | 72%  | 69%  | 74%  | Similar                      | NA                      | Similar | Similar     | Similar    |         |
|                            | Vibrant downtown/commercial area                  | NA   | 65%  | 69%  | 73%  | Similar                      | NA                      | Higher  | Higher      | Higher     |         |
|                            | Business and services                             | 64%  | 64%  | 69%  | 68%  | Similar                      | Higher                  | Similar | Similar     | Similar    |         |
|                            | Cost of living                                    | NA   | 19%  | 19%  | 16%  | Similar                      | NA                      | Lower   | Lower       | Lower      |         |
|                            | Shopping opportunities                            | 46%  | 46%  | 46%  | 46%  | Similar                      | Much lower              | Similar | Similar     | Similar    |         |
|                            | Employment opportunities                          | 16%  | 11%  | 16%  | 17%  | Similar                      | Much lower              | Lower   | Lower       | Lower      |         |
|                            | Place to visit                                    | NA   | 89%  | 90%  | 90%  | Similar                      | NA                      | Higher  | Much higher | Higher     |         |
|                            | Place to work                                     | 53%  | 52%  | 51%  | 52%  | Similar                      | Lower                   | Similar | Similar     | Similar    |         |
|                            | Recreation and Wellness                           | Health and wellness  | NA   | 76%  | 79%  | 80%                          | Similar                 | NA      | Similar     | Similar    | Similar |
|                            |   | Mental health care   | NA   | 34%  | 41%  | 41%                          | Similar                 | NA      | Similar     | Similar    | Similar |
| Preventive health services |   | 63%  | 66%  | 71%  | 65%  | Lower                        | Similar                 | Similar | Similar     | Similar    |         |
| Health care                |   | 52%  | 58%  | 68%  | 58%  | Lower                        | Similar                 | Similar | Similar     | Similar    |         |
| Food                       |   | 65%  | 63%  | 64%  | 60%  | Similar                      | Higher                  | Similar | Similar     | Similar    |         |
| Recreational opportunities |   | 84%  | 84%  | 87%  | 87%  | Similar                      | Much higher             | Higher  | Higher      | Higher     |         |
| Fitness opportunities      |   | NA   | 85%  | 87%  | 87%  | Similar                      | NA                      | Higher  | Higher      | Higher     |         |
| Education and Enrichment   |   | Religious or spiritual events and activities                         | 83%  | 90%  | 91%  | 89%                          | Similar                 | Higher  | Higher      | Similar    | Similar |
|                            | Cultural/arts/music activities                    | 79%  | 82%  | 84%  | 84%  | Similar                      | Much higher             | Higher  | Higher      | Higher     |         |
|                            | Adult education                                   | NA   | 62%  | 69%  | 70%  | Similar                      | NA                      | Similar | Similar     | Similar    |         |
|                            | K-12 education                                    | 89%  | 93%  | 96%  | 93%  | Similar                      | Much higher             | Higher  | Much higher | Higher     |         |
|                            | Child care/preschool                              | 41%  | 58%  | 67%  | 58%  | Lower                        | Lower                   | Similar | Higher      | Similar    |         |
| Community Engagement       | Social events and activities                      | 79%  | 76%  | 77%  | 75%  | Similar                      | Much higher             | Similar | Higher      | Similar    |         |
|                            | Neighborliness                                    | NA   | 67%  | 69%  | 66%  | Similar                      | NA                      | Similar | Similar     | Similar    |         |
|                            | Openness and acceptance                           | 64%  | 57%  | 59%  | 59%  | Similar                      | Higher                  | Similar | Similar     | Similar    |         |
|                            | Opportunities to participate in community matters | 77%  | 74%  | 81%  | 80%  | Similar                      | Much higher             | Similar | Higher      | Higher     |         |
|                            | Opportunities to volunteer                        | 87%  | 88%  | 88%  | 90%  | Similar                      | Much higher             | Higher  | Higher      | Higher     |         |

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Table 3: Governance General

|  | Percent rating positively (e.g., excellent/good) |      |      |      | 2017 rating compared to 2015 | Comparison to benchmark |         |         |         |
|--|--|------|------|------|------------------------------|-------------------------|---------|---------|---------|
|  | 2013   | 2014 | 2015 | 2017 |                              | 2013                    | 2014    | 2015    | 2017    |
| Services provided by Bainbridge Island           | 61%  | 61%  | 68%  | 70%  | Similar                      | Much lower              | Similar | Similar | Similar |
| Customer service                                 | 78%  | 70%  | 77%  | 79%  | Similar                      | Similar                 | Similar | Similar | Similar |
| Value of services for taxes paid                 | 49%  | 48%  | 51%  | 50%  | Similar                      | Lower                   | Similar | Similar | Similar |
| Overall direction                                | 44%  | 41%  | 43%  | 41%  | Similar                      | Much lower              | Lower   | Lower   | Lower   |
| Welcoming citizen involvement                    | 59%  | 42%  | 47%  | 54%  | Higher                       | Much higher             | Similar | Similar | Similar |
| Confidence in City government                    | NA   | 28%  | 35%  | 35%  | Similar                      | NA                      | Lower   | Lower   | Lower   |
| Acting in the best interest of Bainbridge Island | NA   | 34%  | 41%  | 42%  | Similar                      | NA                      | Lower   | Similar | Similar |
| Being honest                                     | NA   | 33%  | 43%  | 46%  | Similar                      | NA                      | Lower   | Similar | Similar |
| Treating all residents fairly                    | NA   | 38%  | 45%  | 46%  | Similar                      | NA                      | Lower   | Similar | Similar |
| Services provided by the Federal Government      | 49%  | 43%  | 46%  | 39%  | Lower                        | Higher                  | Similar | Similar | Similar |

Table 4: Governance by Facet

|                     |                            | Percent rating positively (e.g., excellent/good) |      |      |      | 2017 rating compared to 2015 | Comparison to benchmark |         |         |         |
|---------------------|----------------------------|--|------|------|------|------------------------------|-------------------------|---------|---------|---------|
|                     |                            | 2013   | 2014 | 2015 | 2017 |                              | 2013                    | 2014    | 2015    | 2017    |
| Safety              | Police                     | 70%  | 74%  | 88%  | 90%  | Similar                      | Much lower              | Similar | Similar | Similar |
|                     | Fire                       | 95%  | 97%  | 97%  | 98%  | Similar                      | Higher                  | Similar | Similar | Similar |
|                     | Ambulance/EMS              | 92%  | 94%  | 96%  | 96%  | Similar                      | Much higher             | Similar | Higher  | Similar |
|                     | Crime prevention           | 77%  | 78%  | 81%  | 87%  | Similar                      | Higher                  | Similar | Higher  | Higher  |
|                     | Fire prevention            | 84%  | 85%  | 87%  | 88%  | Similar                      | Higher                  | Similar | Similar | Similar |
|                     | Animal control             | 55%  | 51%  | 56%  | 60%  | Similar                      | Lower                   | Similar | Similar | Similar |
|                     | Emergency preparedness     | 45%  | 40%  | 52%  | 62%  | Higher                       | Much lower              | Lower   | Similar | Similar |
| Mobility            | Traffic enforcement        | 55%  | 58%  | 65%  | 61%  | Similar                      | Much lower              | Similar | Similar | Similar |
|                     | Street repair              | 23%  | 27%  | 39%  | 37%  | Similar                      | Much lower              | Lower   | Similar | Similar |
|                     | Street cleaning            | 52%  | 57%  | 66%  | 64%  | Similar                      | Much lower              | Similar | Similar | Similar |
|                     | Street lighting            | 45%  | 41%  | 47%  | 49%  | Similar                      | Much lower              | Similar | Similar | Similar |
|                     | Snow removal               | 42%  | 47%  | 48%  | 55%  | Higher                       | Much lower              | Lower   | Similar | Similar |
|                     | Sidewalk maintenance       | 51%  | 54%  | 57%  | 64%  | Higher                       | Similar                 | Similar | Similar | Similar |
|                     | Traffic signal timing      | 61%  | 57%  | 53%  | 56%  | Similar                      | Higher                  | Similar | Similar | Similar |
|                     | Bus or transit services    | 50%  | 47%  | 55%  | 53%  | Similar                      | Lower                   | Similar | Similar | Similar |
| Natural Environment | Garbage collection         | 89%  | 91%  | 91%  | 90%  | Similar                      | Higher                  | Similar | Similar | Similar |
|                     | Recycling                  | 90%  | 89%  | 88%  | 85%  | Similar                      | Much higher             | Similar | Similar | Similar |
|                     | Drinking water             | 79%  | 77%  | 81%  | 78%  | Similar                      | Much higher             | Similar | Similar | Similar |
|                     | Natural areas preservation | 78%  | 76%  | 73%  | 72%  | Similar                      | Much higher             | Higher  | Higher  | Similar |
|                     | Open space                 | NA   | 81%  | 78%  | 75%  | Similar                      | NA                      | Higher  | Higher  | Higher  |
| Built Environment   | Storm drainage             | 60%  | 68%  | 66%  | 63%  | Similar                      | Similar                 | Similar | Similar | Similar |
|                     | Sewer services             | 72%  | 60%  | 75%  | 79%  | Similar                      | Similar                 | Lower   | Similar | Similar |
|                     | Power utility              | 73%  | 72%  | 48%  | 74%  | Higher                       | Similar                 | Similar | Lower   | Similar |

The National Citizen Survey™

|                          |                               | Percent rating positively (e.g., excellent/good) |      |      |      | 2017 rating compared to 2015 | Comparison to benchmark |         |         |         |
|--------------------------|-------------------------------|--|------|------|------|------------------------------|-------------------------|---------|---------|---------|
|                          |                               | 2013   | 2014 | 2015 | 2017 |                              | 2013                    | 2014    | 2015    | 2017    |
| Economy                  | Utility billing               | NA   | 71%  | 71%  | 74%  | Similar                      | NA                      | Similar | Similar | Similar |
|                          | Land use, planning and zoning | 37%  | 28%  | 29%  | 32%  | Similar                      | Much lower              | Lower   | Lower   | Lower   |
|                          | Code enforcement              | 49%  | 39%  | 48%  | 48%  | Similar                      | Similar                 | Similar | Similar | Similar |
|                          | Cable television              | 52%  | 46%  | 42%  | 51%  | Higher                       | Similar                 | Similar | Similar | Similar |
| Economy                  | Economic development          | 39%  | 39%  | 44%  | 44%  | Similar                      | Lower                   | Similar | Similar | Similar |
| Recreation and Wellness  | City parks                    | 91%  | 91%  | 92%  | 93%  | Similar                      | Much higher             | Similar | Higher  | Higher  |
|                          | Recreation programs           | 90%  | 90%  | 89%  | 90%  | Similar                      | Much higher             | Higher  | Higher  | Higher  |
|                          | Recreation centers            | 84%  | 86%  | 86%  | 85%  | Similar                      | Much higher             | Similar | Higher  | Higher  |
|                          | Health services               | 68%  | 68%  | 74%  | 66%  | Lower                        | Similar                 | Similar | Similar | Similar |
| Education and Enrichment | Special events                | NA   | 74%  | 76%  | 73%  | Similar                      | NA                      | Similar | Similar | Similar |
| Education and Enrichment | Public libraries              | 95%  | 94%  | 96%  | 94%  | Similar                      | Much higher             | Higher  | Higher  | Higher  |
| Community Engagement     | Public information            | 67%  | 63%  | 66%  | 67%  | Similar                      | Similar                 | Similar | Similar | Similar |

Table 5: Participation General

|                                       | Percent rating positively (e.g., always/sometimes, more than once a month, yes) |      |      |      | 2017 rating compared to 2015 | Comparison to benchmark |         |         |         |
|---------------------------------------|---|------|------|------|------------------------------|-------------------------|---------|---------|---------|
|                                       | 2013  | 2014 | 2015 | 2017 |                              | 2013                    | 2014    | 2015    | 2017    |
| Sense of community                    | 81%   | 74%  | 78%  | 75%  | Similar                      | Much higher             | Similar | Higher  | Similar |
| Recommend Bainbridge Island           | 89%   | 89%  | 91%  | 89%  | Similar                      | Higher                  | Similar | Similar | Similar |
| Remain in Bainbridge Island           | 88%   | 92%  | 89%  | 88%  | Similar                      | Higher                  | Similar | Similar | Similar |
| Contacted Bainbridge Island employees | 52%   | 44%  | 47%  | 45%  | Similar                      | Similar                 | Similar | Similar | Similar |

Table 6: Participation by Facet

|                     |   | Percent rating positively (e.g., always/sometimes, more than once a month, yes) |      |      |      | 2017 rating compared to 2015 | Comparison to benchmark |         |         |             |
|---------------------|---|---|------|------|------|------------------------------|-------------------------|---------|---------|-------------|
|                     |   | 2013  | 2014 | 2015 | 2017 |                              | 2013                    | 2014    | 2015    | 2017        |
| Safety              | Stocked supplies for an emergency             | NA  | 46%  | 55%  | 55%  | Similar                      | NA                      | Similar | Higher  | Higher      |
|                     | Did NOT report a crime                        | NA  | 86%  | 87%  | 85%  | Similar                      | NA                      | Similar | Higher  | Similar     |
|                     | Was NOT the victim of a crime                 | 91%   | 90%  | 95%  | 92%  | Similar                      | Higher                  | Similar | Similar | Similar     |
| Mobility            | Used public transportation instead of driving | NA  | 50%  | 47%  | 51%  | Similar                      | NA                      | Higher  | Higher  | Much higher |
|                     | Carpooled instead of driving alone            | NA  | 56%  | 58%  | 56%  | Similar                      | NA                      | Higher  | Higher  | Higher      |
|                     | Walked or biked instead of driving            | NA  | 73%  | 72%  | 75%  | Similar                      | NA                      | Higher  | Higher  | Higher      |
| Natural Environment | Conserved water                               | NA  | 78%  | 86%  | 84%  | Similar                      | NA                      | Similar | Similar | Similar     |
|                     | Made home more energy efficient               | NA  | 74%  | 74%  | 78%  | Similar                      | NA                      | Similar | Similar | Similar     |

The National Citizen Survey™

|                          |  | Percent rating positively (e.g., always/sometimes, more than once a month, yes) |      |      |      | 2017 rating compared to 2015 | Comparison to benchmark |             |             |             |
|--------------------------|--|---|------|------|------|------------------------------|-------------------------|-------------|-------------|-------------|
|                          |  | 2013  | 2014 | 2015 | 2017 |                              | 2013                    | 2014        | 2015        | 2017        |
| Built Environment        | Recycled at home                                       | 98%   | 99%  | 99%  | 100% | Similar                      | Much higher             | Higher      | Higher      | Higher      |
|                          | Did NOT observe a code violation                       | NA  | 62%  | 67%  | 66%  | Similar                      | NA                      | Similar     | Higher      | Higher      |
|                          | NOT under housing cost stress                          | 65%   | 65%  | 73%  | 72%  | Similar                      | Similar                 | Similar     | Similar     | Similar     |
| Economy                  | Purchased goods or services in Bainbridge Island       | NA  | 99%  | 98%  | 98%  | Similar                      | NA                      | Similar     | Similar     | Similar     |
|                          | Economy will have positive impact on income            | 24%   | 35%  | 29%  | 31%  | Similar                      | Higher                  | Higher      | Similar     | Similar     |
|                          | Work in Bainbridge Island                              | NA  | 53%  | 49%  | 46%  | Similar                      | NA                      | Similar     | Similar     | Similar     |
| Recreation and Wellness  | Used Bainbridge Island recreation centers              | 78%   | 78%  | 77%  | 79%  | Similar                      | Much higher             | Much higher | Much higher | Much higher |
|                          | Visited a City park                                    | 97%   | 94%  | 96%  | 95%  | Similar                      | Much higher             | Higher      | Higher      | Higher      |
|                          | Ate 5 portions of fruits and vegetables                | NA  | 91%  | 91%  | 90%  | Similar                      | NA                      | Similar     | Similar     | Similar     |
|                          | Participated in moderate or vigorous physical activity | NA  | 95%  | 95%  | 93%  | Similar                      | NA                      | Higher      | Higher      | Similar     |
|                          | In very good to excellent health                       | NA  | 75%  | 74%  | 74%  | Similar                      | NA                      | Similar     | Similar     | Similar     |
| Education and Enrichment | Used Bainbridge Island public libraries                | 85%   | 83%  | 83%  | 80%  | Similar                      | Much higher             | Higher      | Higher      | Higher      |
|                          | Participated in religious or spiritual activities      | 48%   | 43%  | 36%  | 40%  | Similar                      | Lower                   | Similar     | Lower       | Similar     |
|                          | Attended a City-sponsored event                        | NA  | 69%  | 68%  | 65%  | Similar                      | NA                      | Higher      | Higher      | Higher      |
| Community Engagement     | Campaigned for an issue, cause or candidate            | NA  | 34%  | 33%  | 45%  | Higher                       | NA                      | Higher      | Higher      | Much higher |
|                          | Contacted Bainbridge Island elected officials          | NA  | 21%  | 21%  | 26%  | Similar                      | NA                      | Similar     | Similar     | Similar     |
|                          | Volunteered  | 76%   | 66%  | 66%  | 65%  | Similar                      | Much higher             | Much higher | Much higher | Much higher |
|                          | Participated in a club                                 | 57%   | 42%  | 46%  | 46%  | Similar                      | Much higher             | Higher      | Higher      | Higher      |
|                          | Talked to or visited with neighbors                    | NA  | 97%  | 97%  | 97%  | Similar                      | NA                      | Similar     | Similar     | Similar     |
|                          | Done a favor for a neighbor                            | NA  | 89%  | 90%  | 91%  | Similar                      | NA                      | Similar     | Similar     | Higher      |
|                          | Attended a local public meeting                        | 39%   | 29%  | 35%  | 39%  | Similar                      | Much higher             | Similar     | Higher      | Higher      |
|                          | Watched a local public meeting                         | 26%   | 17%  | 18%  | 19%  | Similar                      | Much lower              | Lower       | Lower       | Similar     |

The National Citizen Survey™

|                            | Percent rating positively (e.g., always/sometimes, more than once a month, yes) |      |      |      | 2017 rating compared to 2015 | Comparison to benchmark |         |         |         |
|----------------------------|---|------|------|------|------------------------------|-------------------------|---------|---------|---------|
|                            | 2013  | 2014 | 2015 | 2017 |                              | 2013                    | 2014    | 2015    | 2017    |
| Read or watched local news | NA  | 91%  | 89%  | 86%  | Similar                      | NA                      | Similar | Similar | Similar |
| Voted in local elections   | 89%   | 96%  | 94%  | 96%  | Similar                      | Much higher             | Higher  | Higher  | Higher  |