

# ***2015 Resident Survey***

## ***Durham County, North Carolina***

Presented by

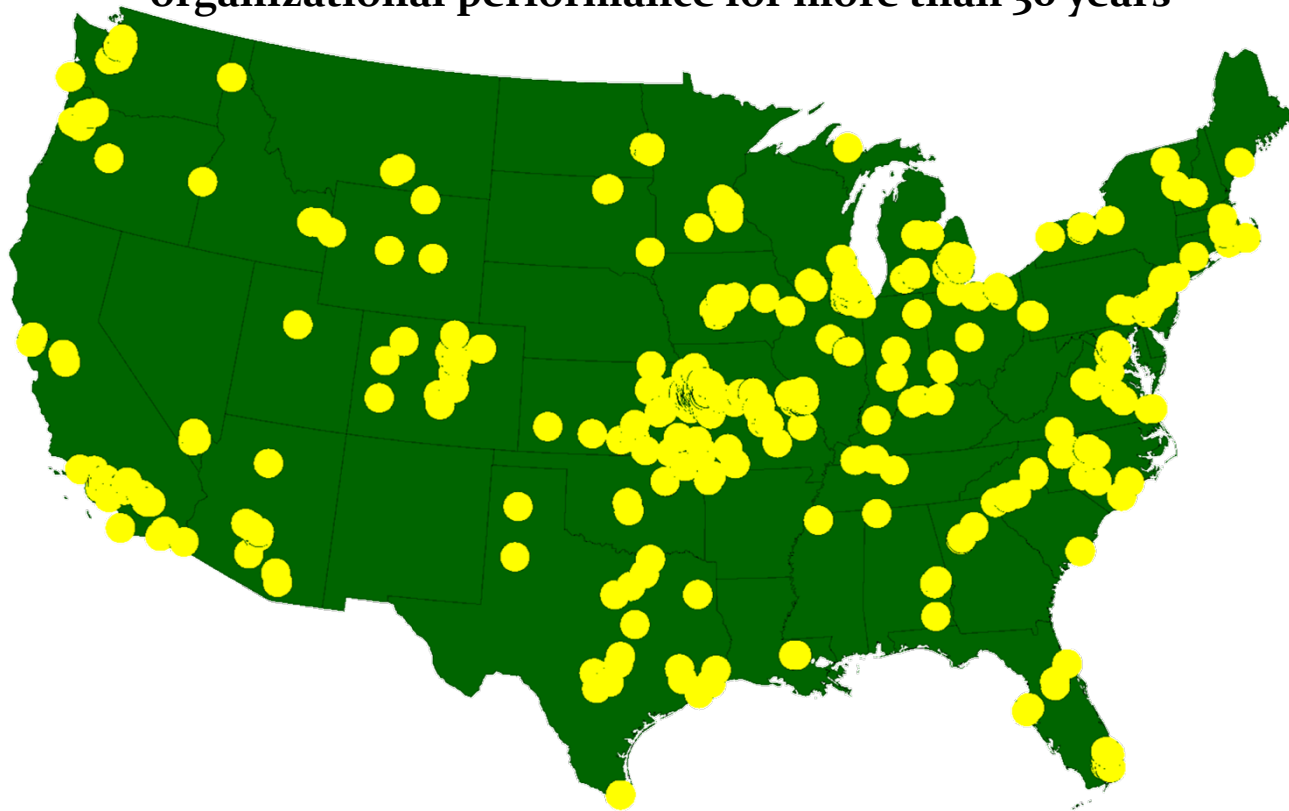


February 2016

# ETC Institute

## A National Leader in Market Research for Local Governmental Organizations

...helping Town and county governments gather and use survey data to enhance  
organizational performance for more than 30 years



More than 2,000,000 Persons Surveyed Since 2006  
for more than 800 cities in 49 States

# Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

# Purpose

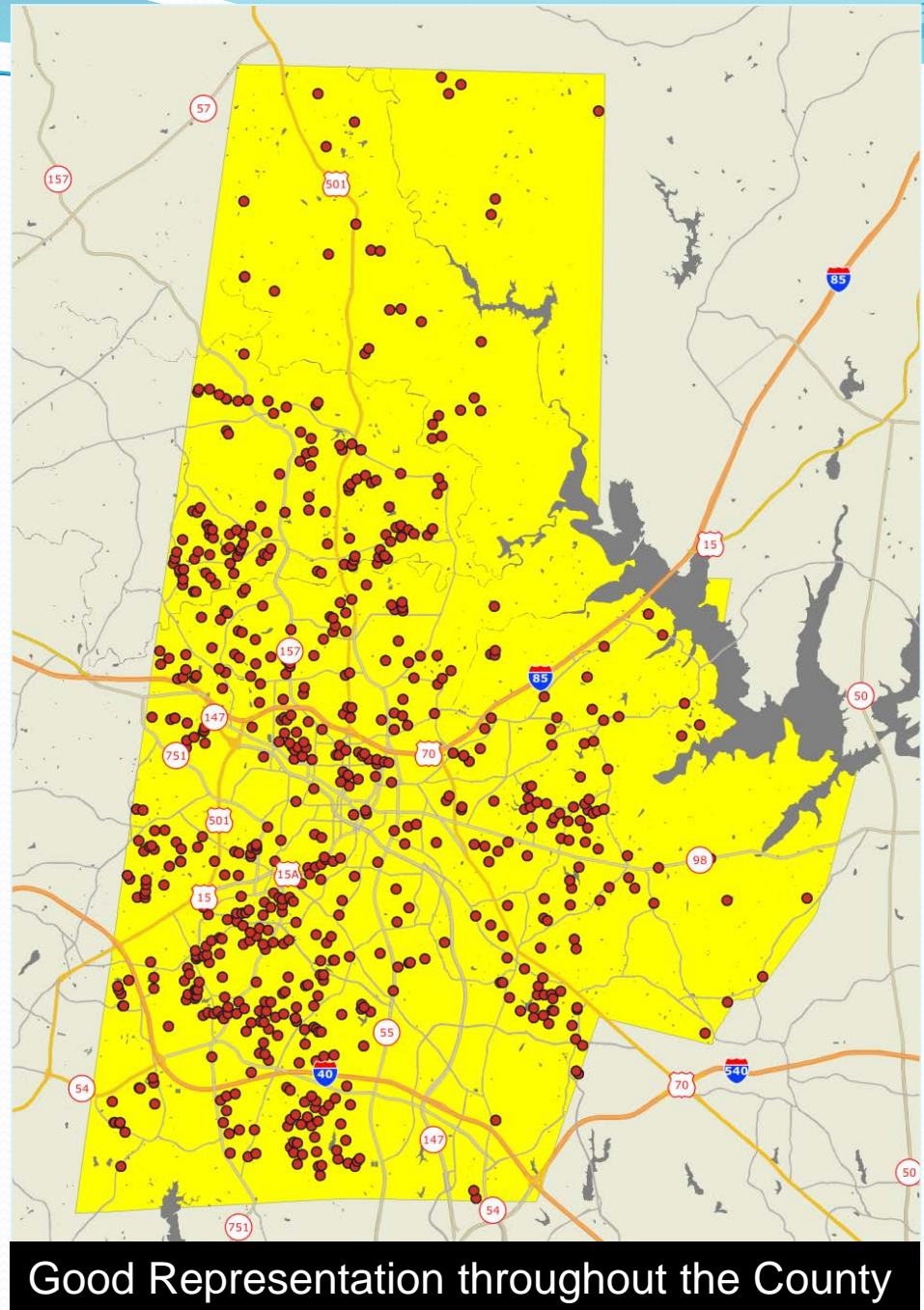
- **To objectively assess citizen satisfaction with the delivery of County services**
- **To set a baseline for future surveys**
- **To help determine priorities for the community**
- **To compare the County's performance with other large communities across the U.S.**

# Methodology

- **Survey Description**
  - ❑ seven-page survey
- **Method of Administration**
  - ❑ by mail and phone to randomly selected households
  - ❑ each survey took approximately 15-20 minutes to complete
- **Sample size:**
  - ❑ total of 679 completed surveys
  - ❑ 479 surveys from City residents, 200 from unincorporated County residents
  - ❑ demographics of survey respondents accurately reflects the actual population of the County
- **Confidence level:** 95%
- **Margin of error:** +/- 3.8% overall

# Location of Survey Respondents

## Durham County 2015 Resident Survey



# Bottom Line Up Front

- **Residents Have a Positive Perception of the County**
  - ❑ 80% rated the County as an excellent or good place to live and work, compared to 7% or less rating it as below average or poor
  - ❑ 82% are satisfied with the overall quality of life in their neighborhood, compared to only 7% who are dissatisfied
- **Durham County Rates Higher Than Other Large Communities in the Overall Quality of Services Provided**
  - ❑ The County rated 14% above the average for other large communities in the overall quality of services provided by the County



# Bottom Line Up Front

- Overall community priorities for improvement over the next 2 years:
  - ❑ Overall maintenance of streets
  - ❑ Overall flow of traffic
  - ❑ Overall quality of police protection
- Overall County priorities for improvement over the next 2 years:
  - ❑ Services of Durham County Dept. of Social Services
  - ❑ Effectiveness of communication with the public
  - ❑ Overall quality of sheriff protection

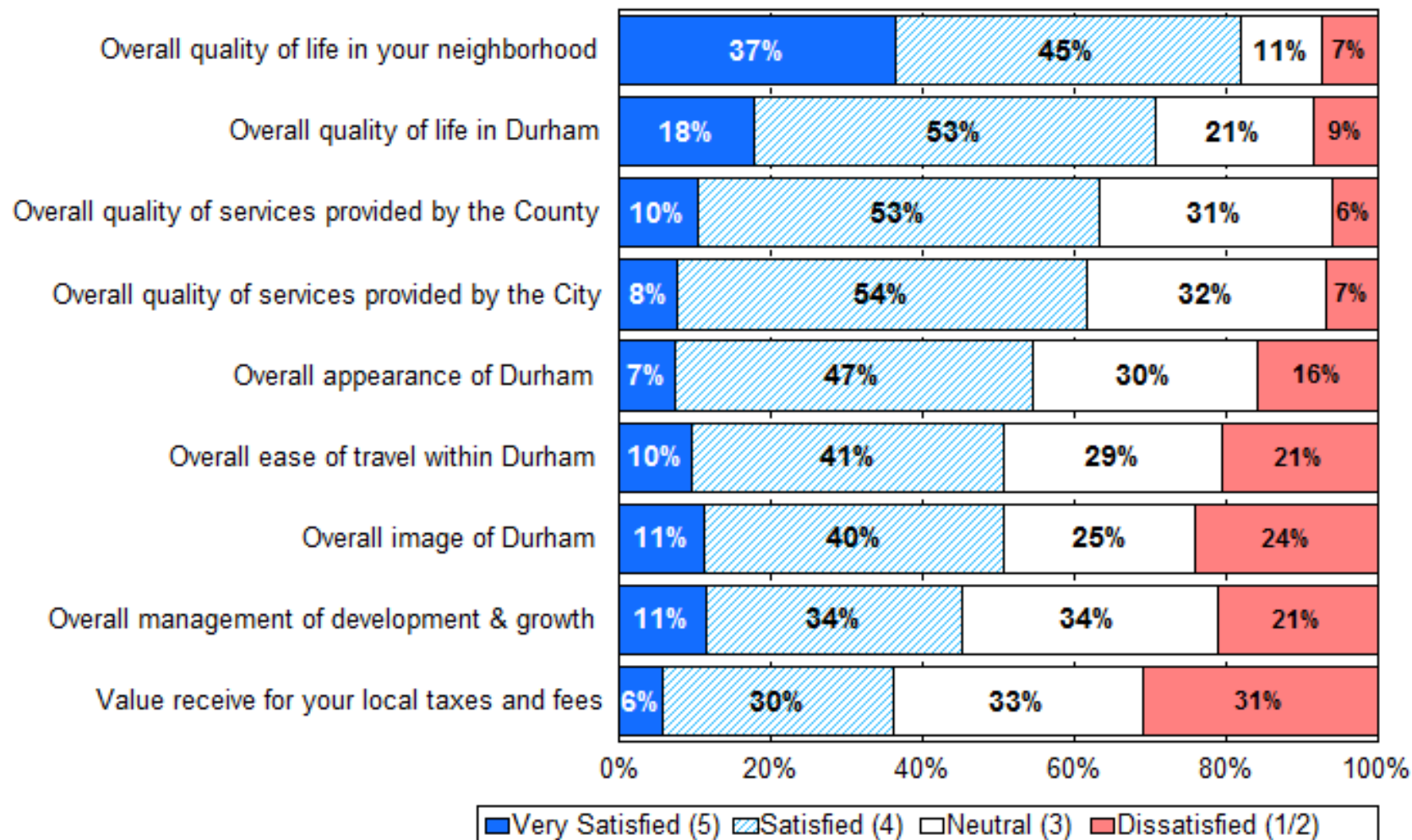


# *Major Finding #1*

Residents Have a Positive  
Perception of the County

# Satisfaction with Items That Influence Perception Residents Have of Durham

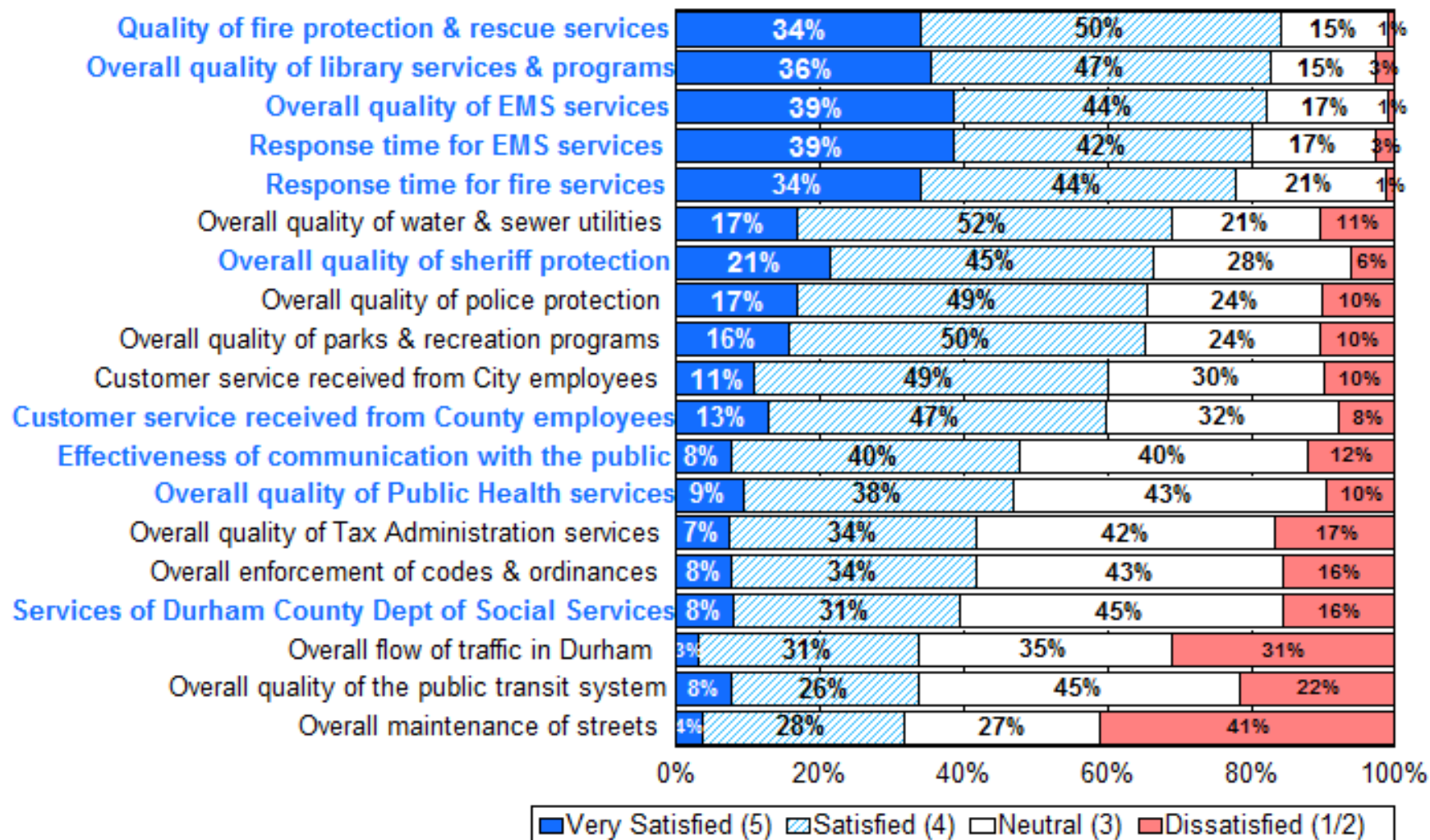
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



**More Than a 10-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied with the Overall Quality of Services Provided by the County (63% vs. 6%)**

# Overall Satisfaction with City and County Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

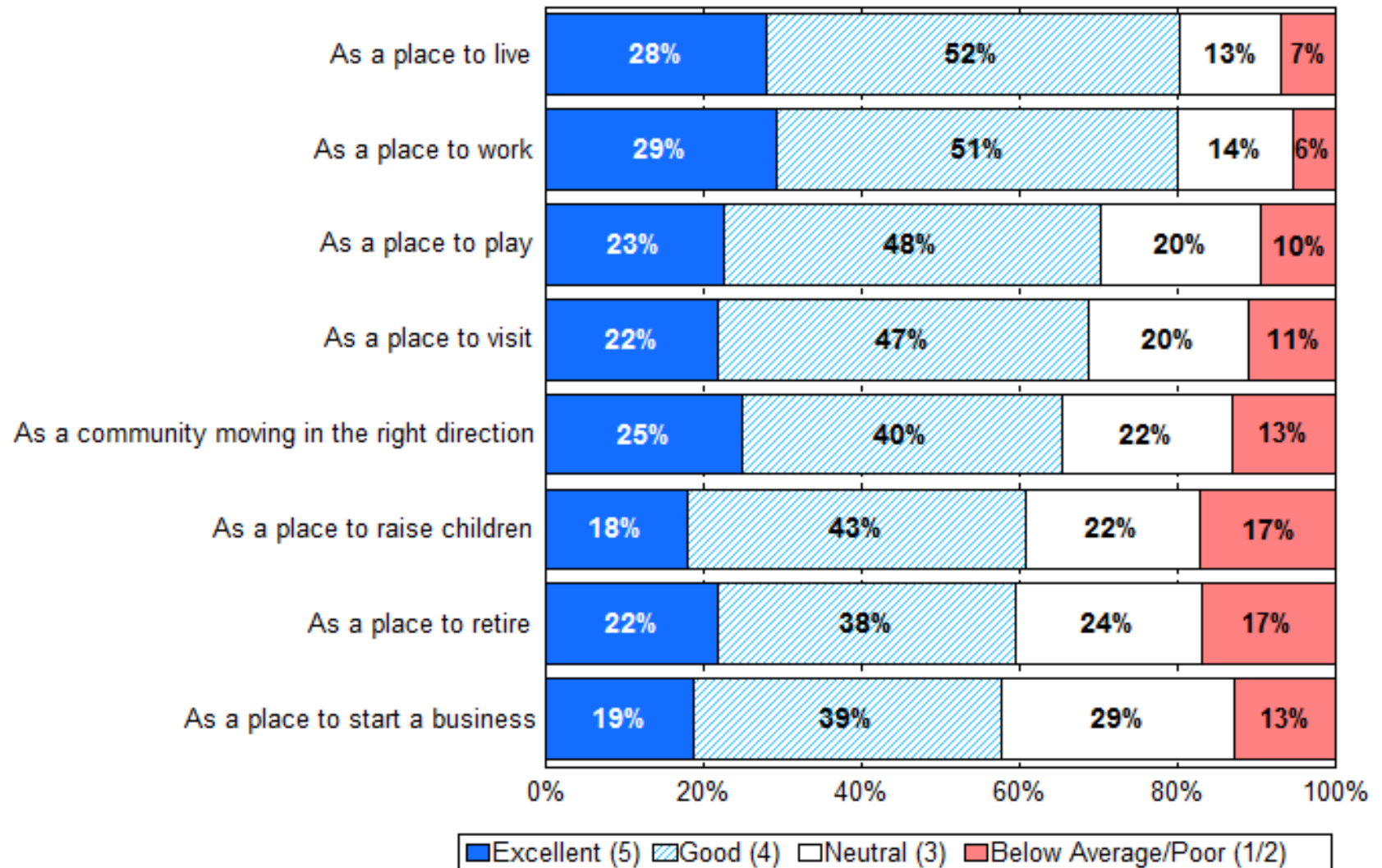


Source: ETC Institute (2015)

**High Satisfaction Ratings for Most Services**

# Overall Ratings of Durham

by percentage of respondents (excluding don't knows)

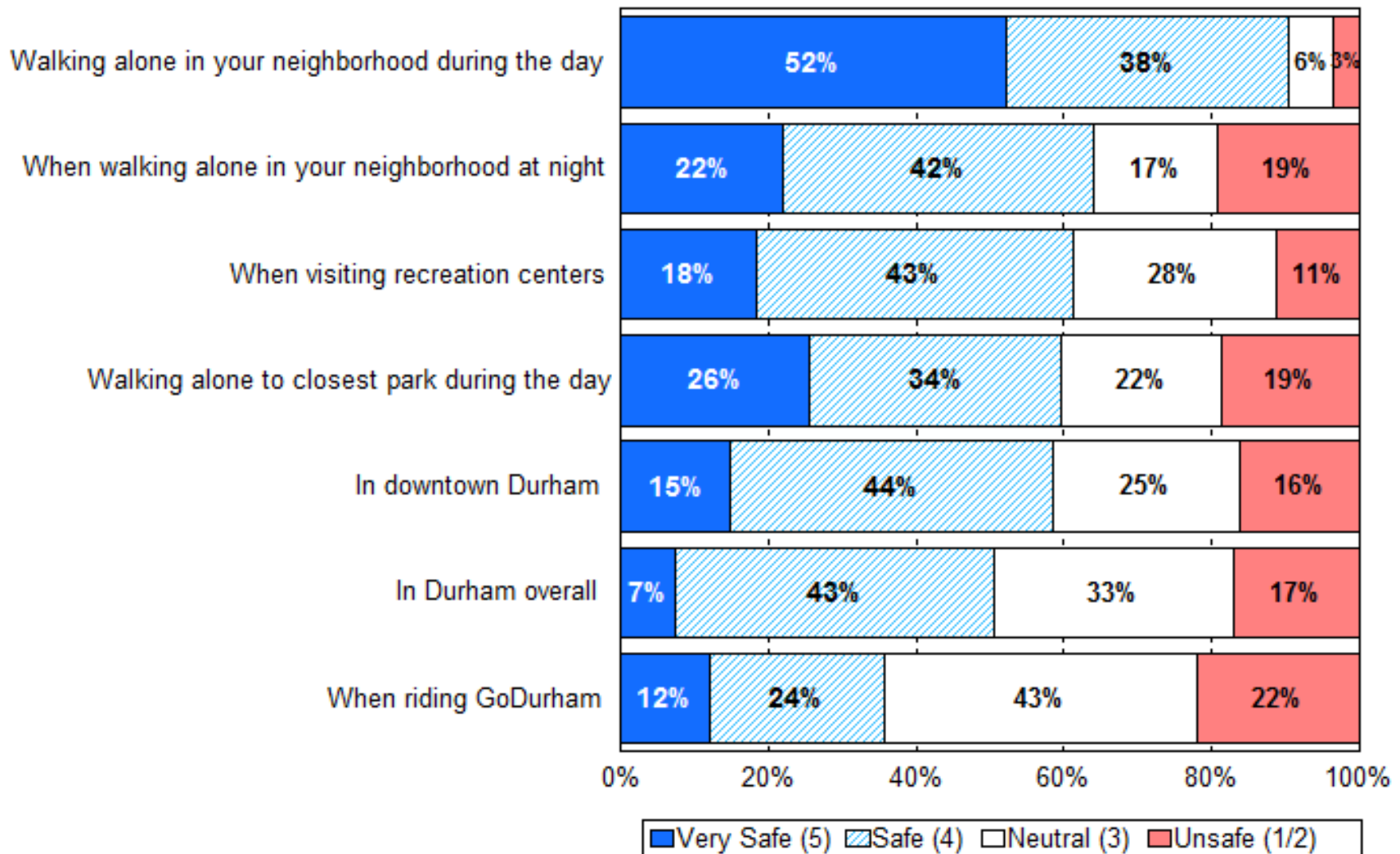


**5-1 Ratio of Residents Who Feel Excellent or Good About the County Moving in the Right Direction, Compared to Those Who Rated it as Below Average or Poor (65% vs. 13%)**



# Perceptions of Safety in Durham

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

**Most Residents Feel Safe Alone in Their Neighborhood During the Day and at Night**

## **Major Finding #2**

**Residents in Most Areas of the  
County Are Satisfied with Life  
in Durham**

# Satisfaction with Overall Quality of Services Provided by the County

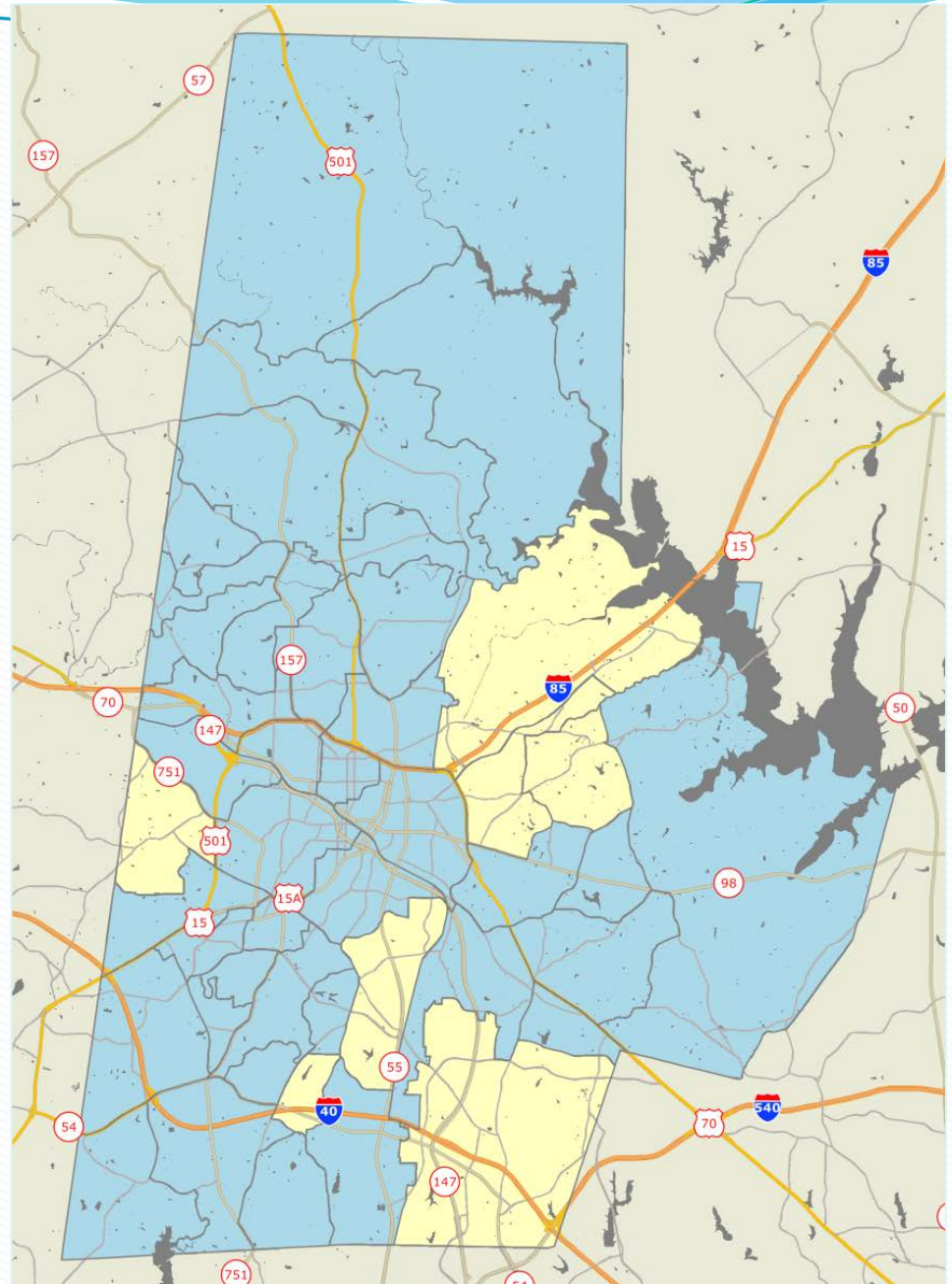
**Most areas are in BLUE, which indicates that residents in most parts of the County are satisfied**

## Citizen Satisfaction

Mean rating on a 5-point scale



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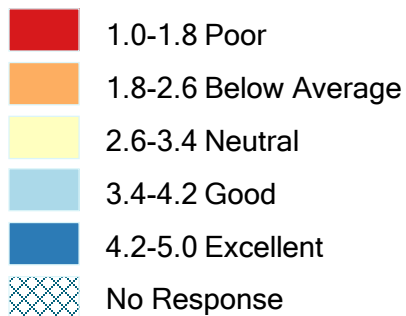


# Rating Durham as a Place to Live

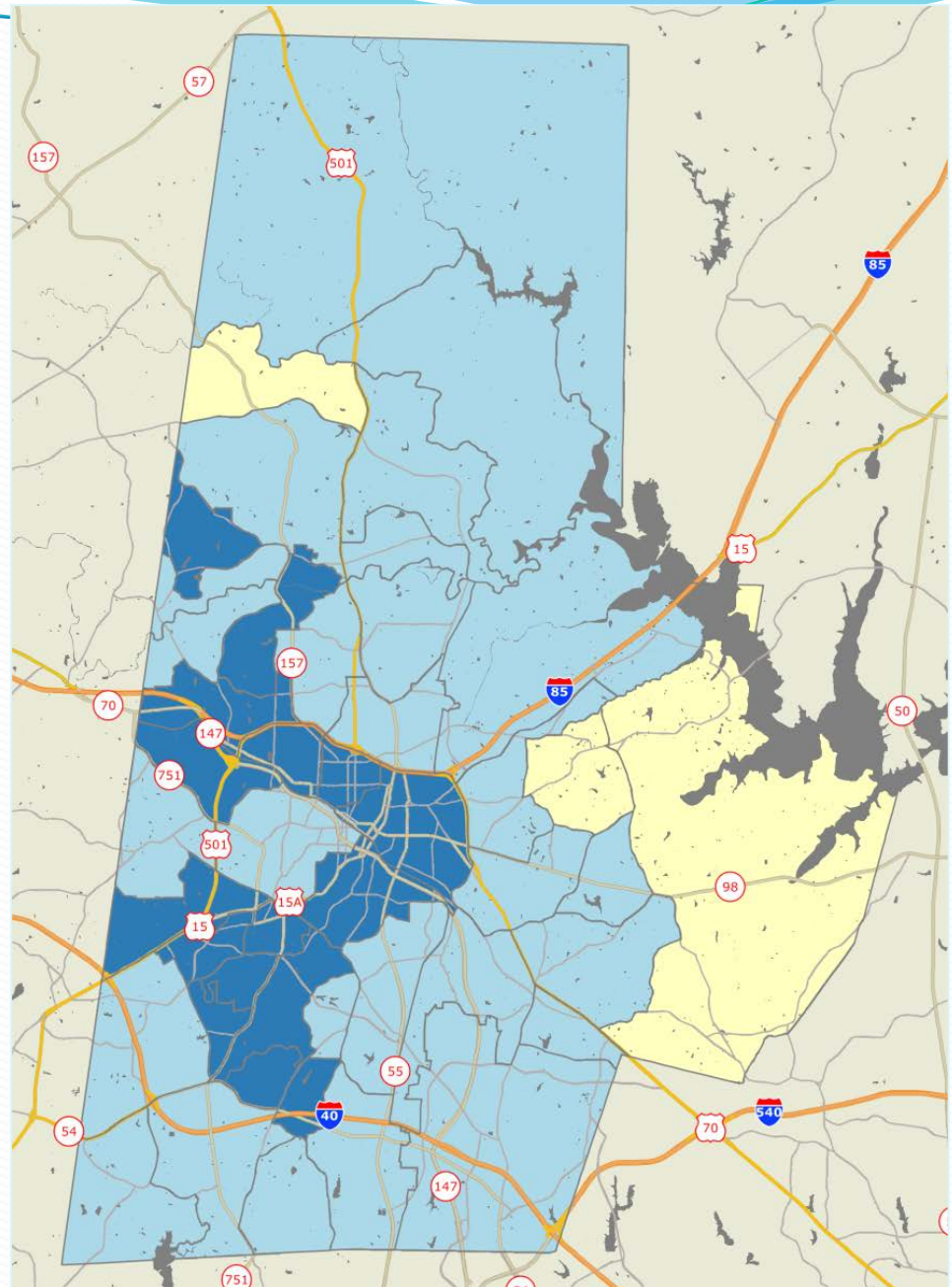
**Most areas are in BLUE, which indicates that residents in most parts of the County are satisfied**

## Citizen Satisfaction

Mean rating on a 5-point scale



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# Feeling of Safety When Walking Alone in Your Neighborhood at Night

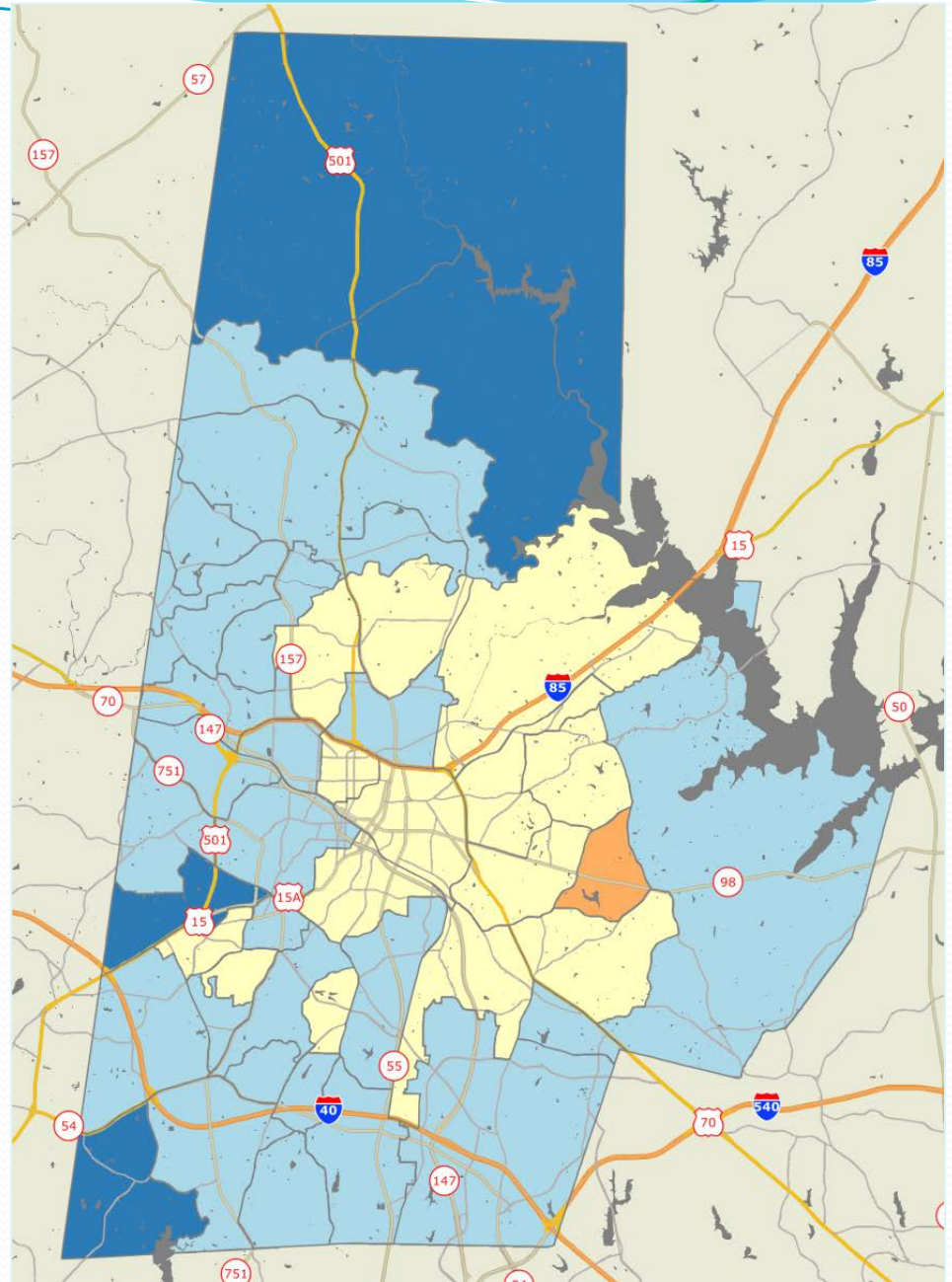
Most areas are in BLUE, which indicates that residents in most parts of the County are satisfied

## Citizen Satisfaction

Mean rating on a 5-point scale



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# Satisfaction with Overall Quality of Sheriff Protection

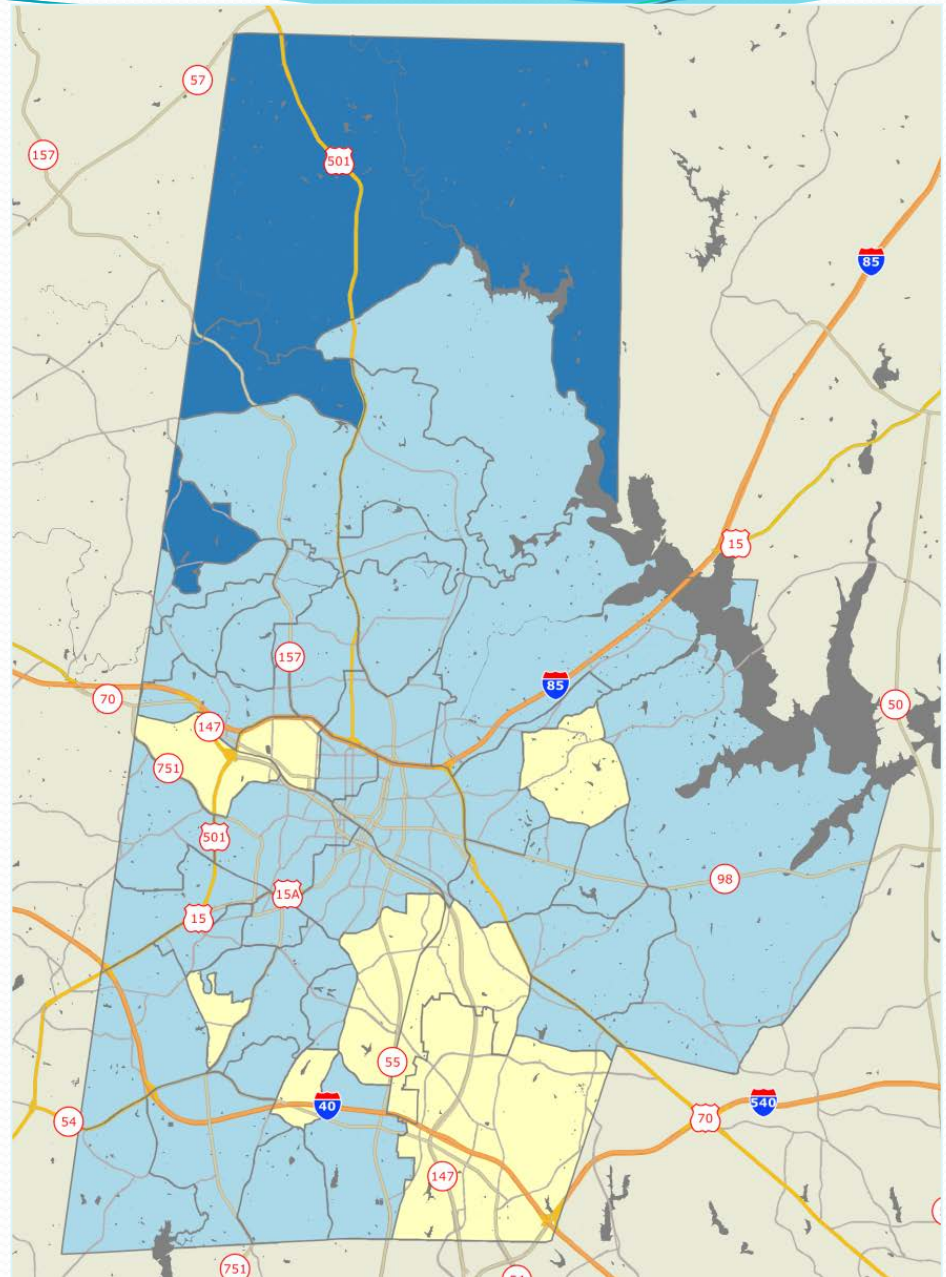
Most areas are in BLUE, which indicates that residents in most parts of the County are satisfied

## Citizen Satisfaction

Mean rating on a 5-point scale



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# Satisfaction with Response Time for Fire Services

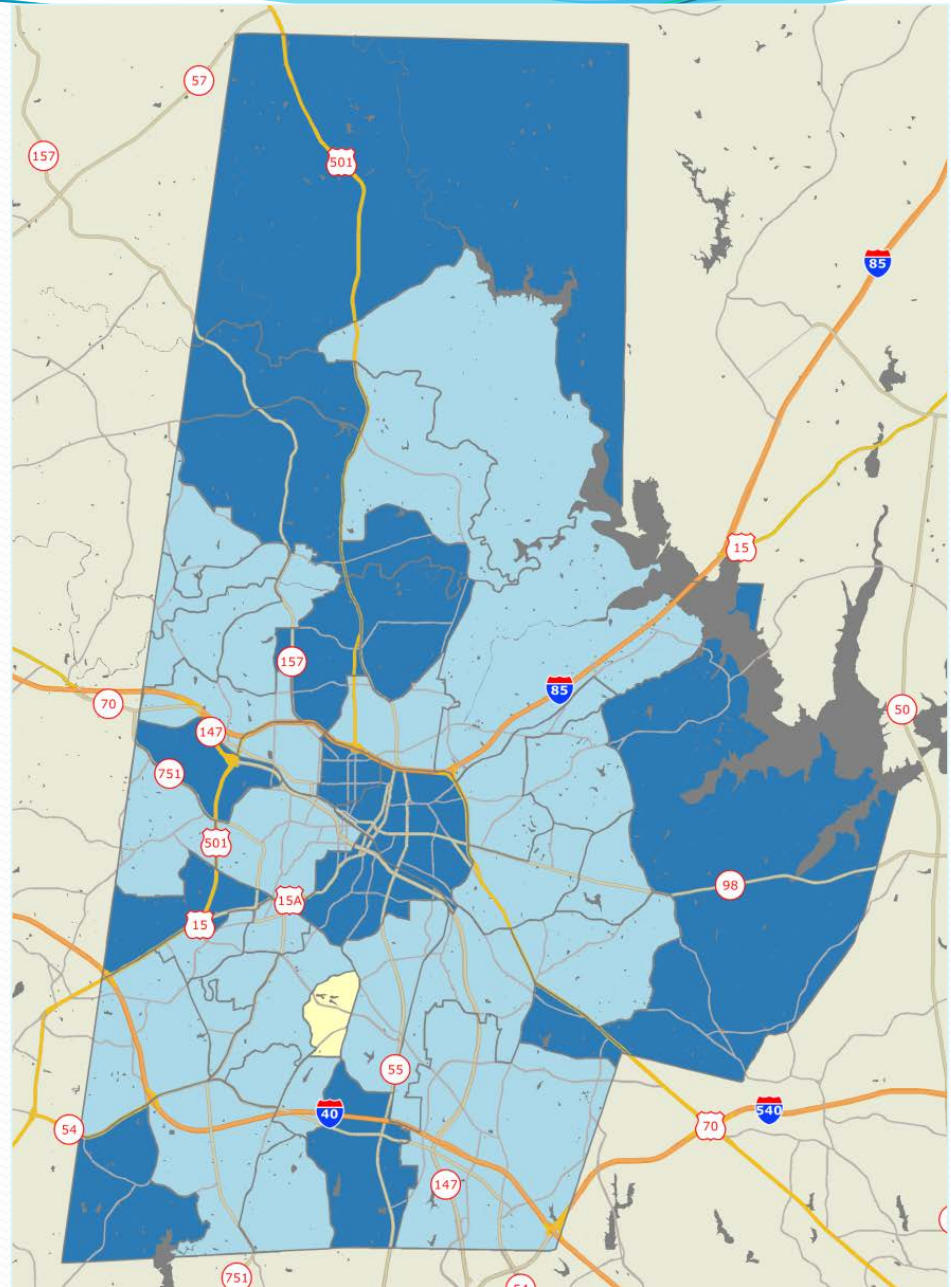
**Most areas are in BLUE, which indicates that residents in most parts of the County are satisfied**

## Citizen Satisfaction

Mean rating on a 5-point scale



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# Satisfaction with Response Time for EMS Services

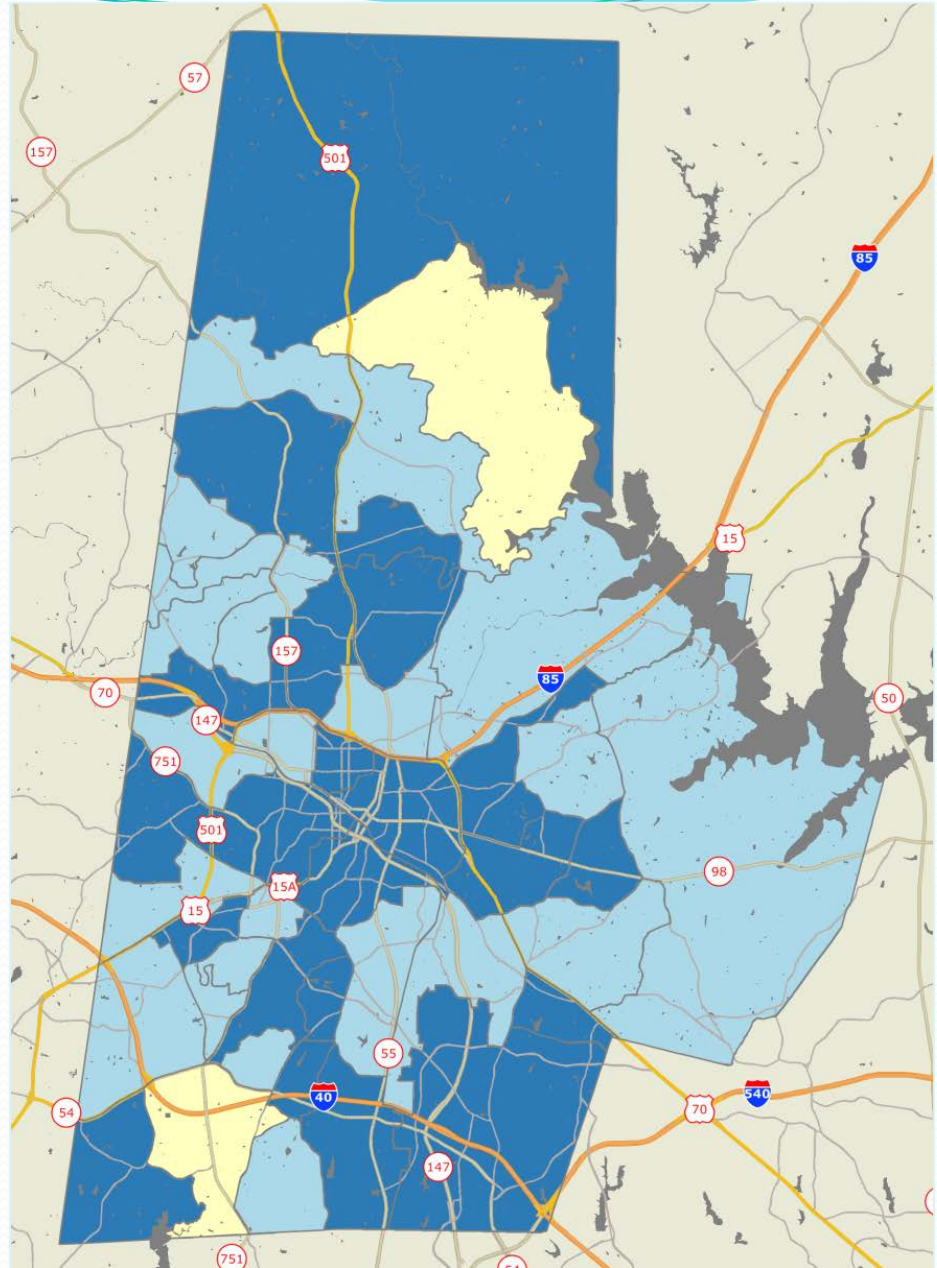
Most areas are in BLUE, which indicates that residents in most parts of the County are satisfied

## Citizen Satisfaction

Mean rating on a 5-point scale



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## *Major Finding #3*

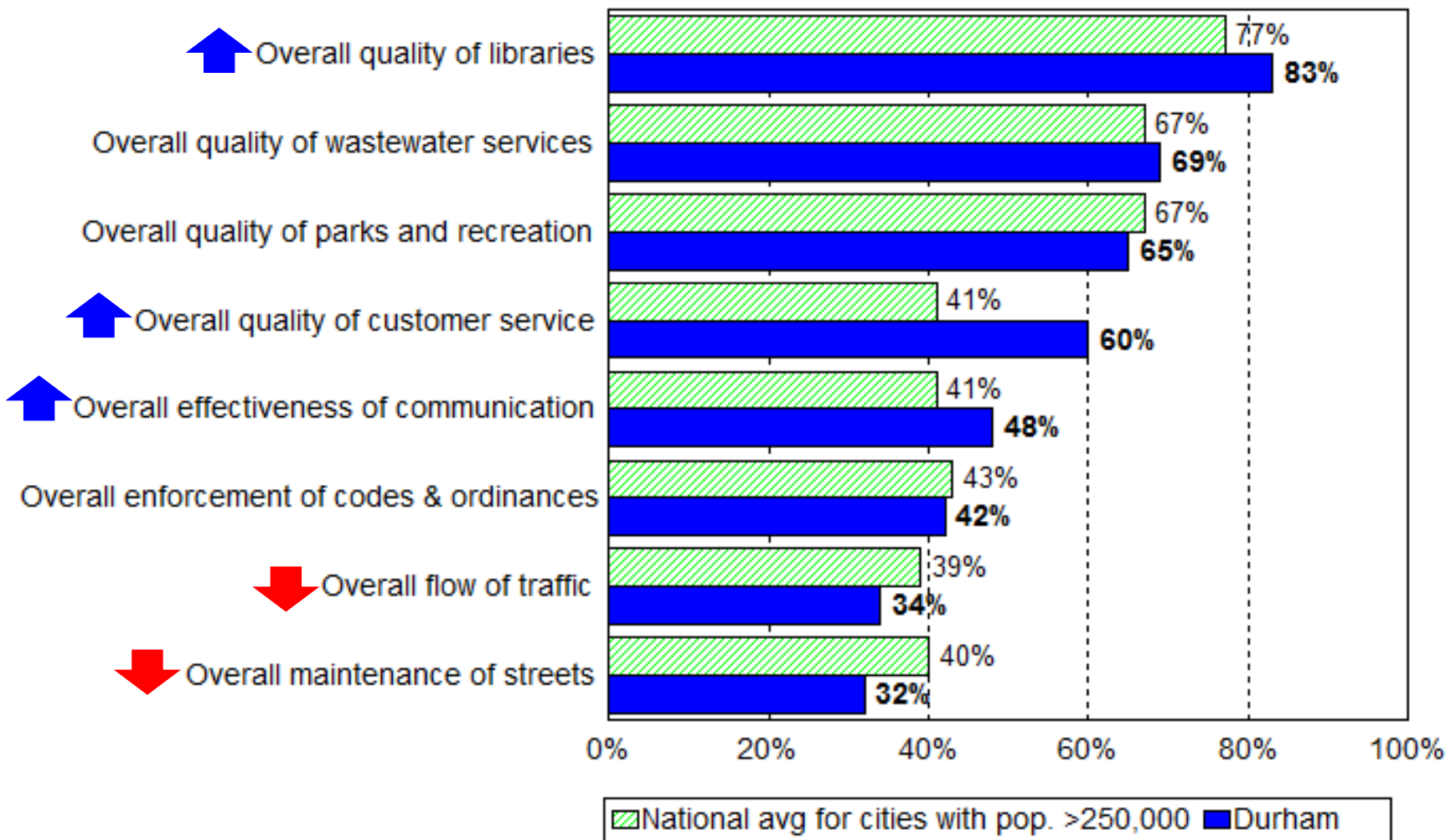
Satisfaction Ratings for  
Durham County Are Generally  
Higher Other Large  
Communities

# Satisfaction with Major Categories of Services

## Durham County vs. Large U.S. Communities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"

### National Comparisons



Significantly Higher: ↑

Significantly Lower: ↓

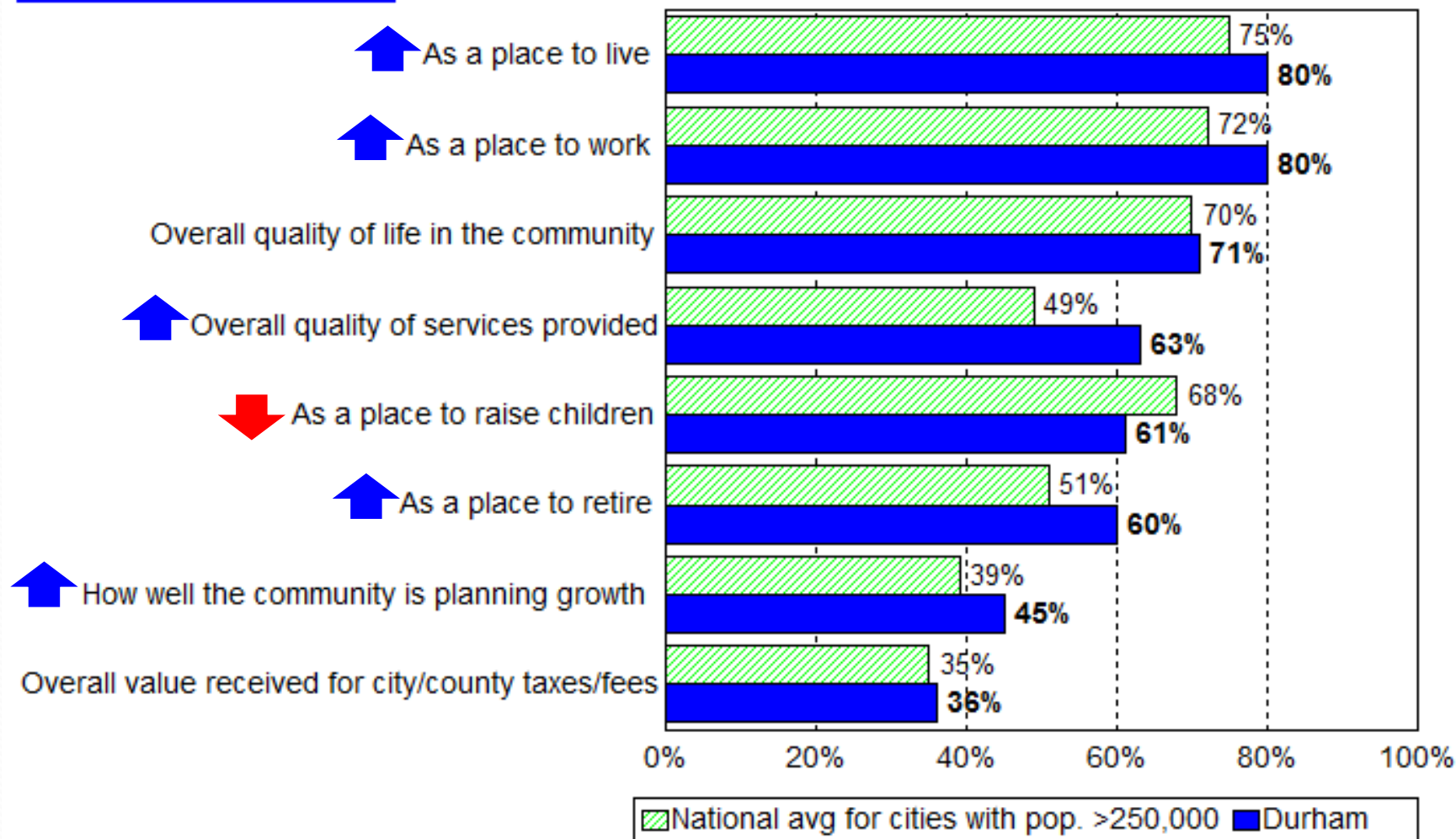


# Perceptions of the Community

## Durham County vs. Large U.S. Communities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"

### National Comparisons



Significantly Higher: ↑

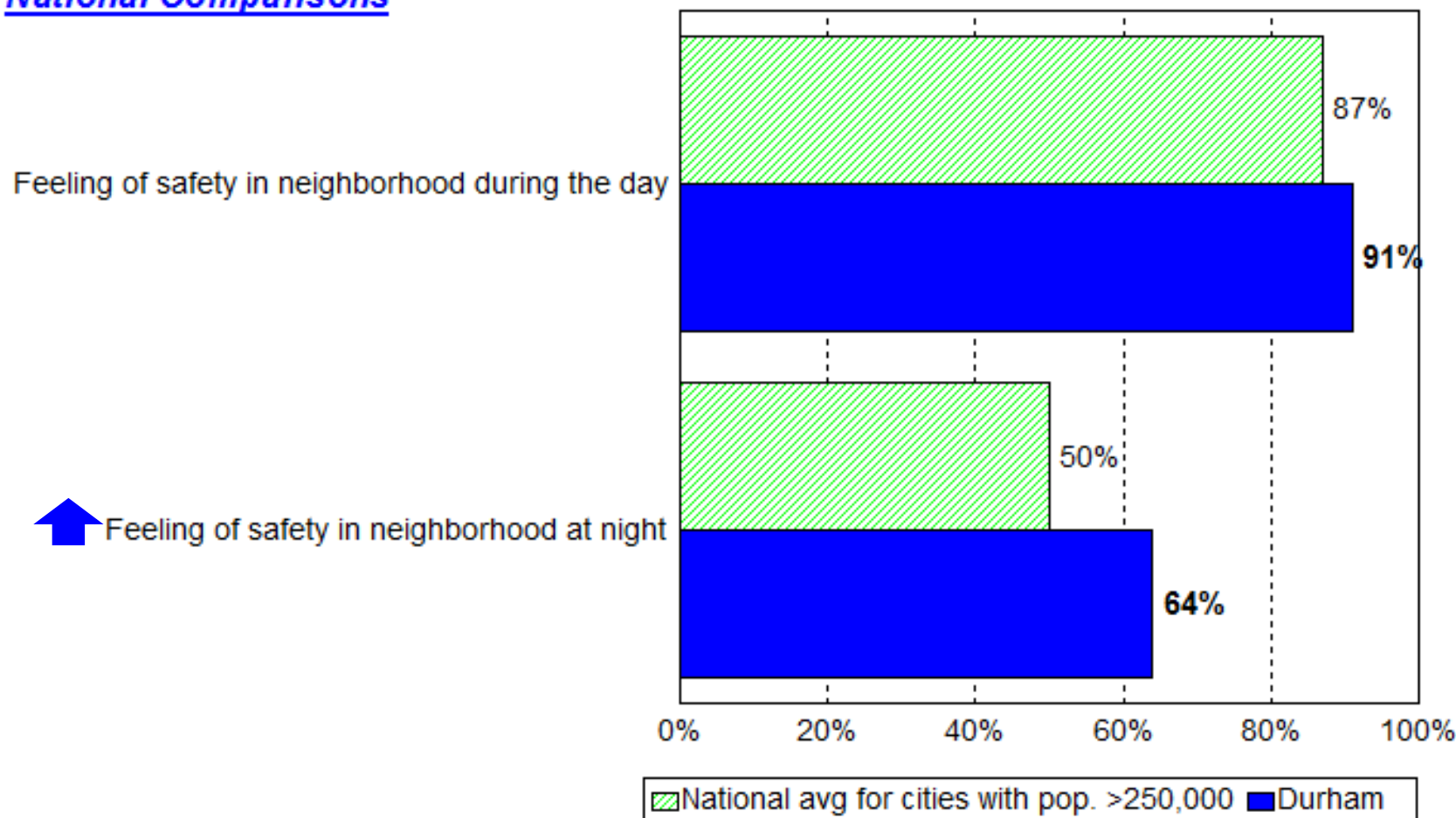
Significantly Lower: ↓

# Feeling of Safety in the City

## Durham County vs. Large U.S. Communities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "strongly agree"

### National Comparisons



Significantly Higher: ↑

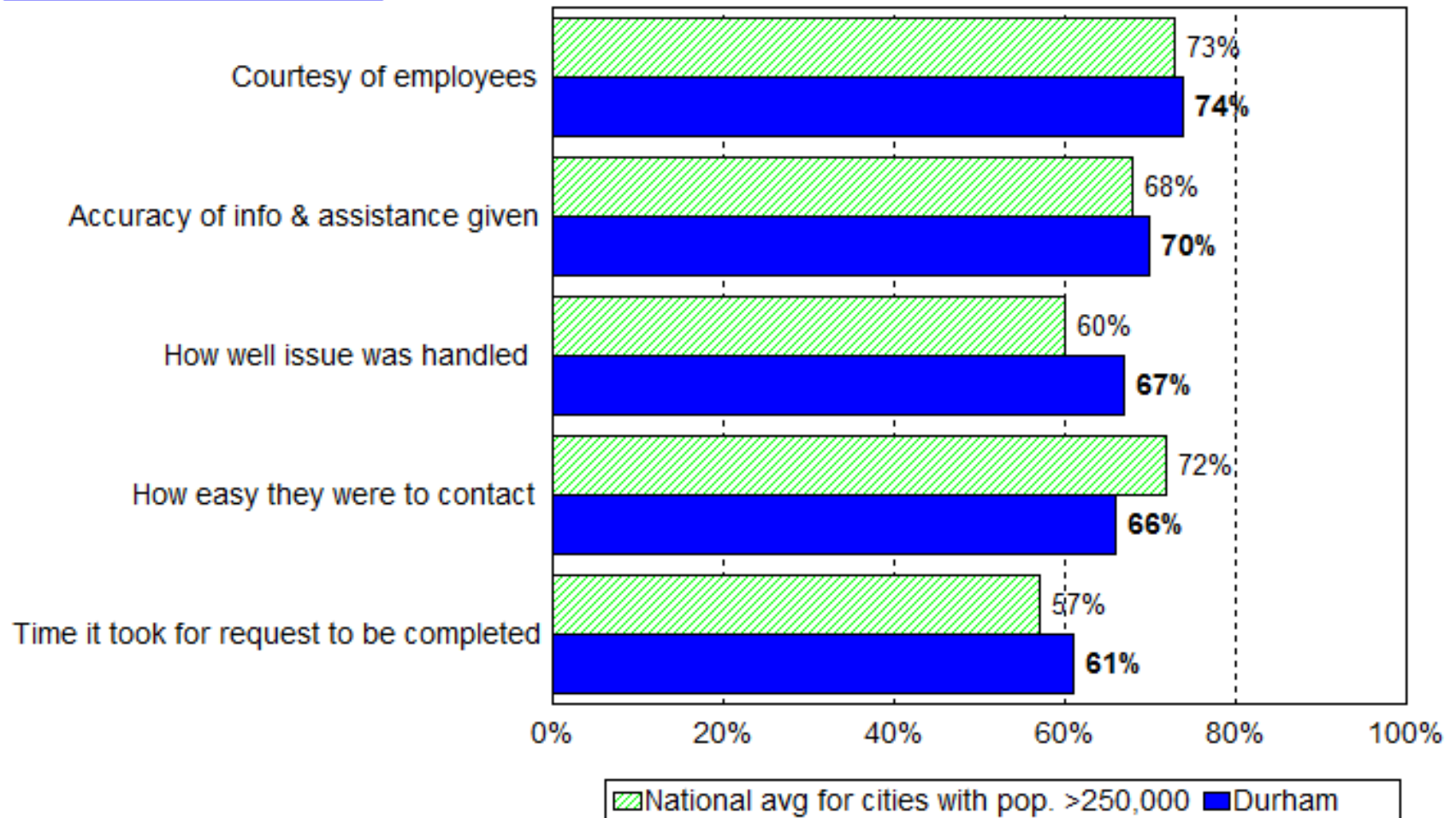
Significantly Lower: ↓

# Satisfaction with Customer Service

## Durham County vs. Large U.S. Communities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"

### National Comparisons



Significantly Higher: ↑

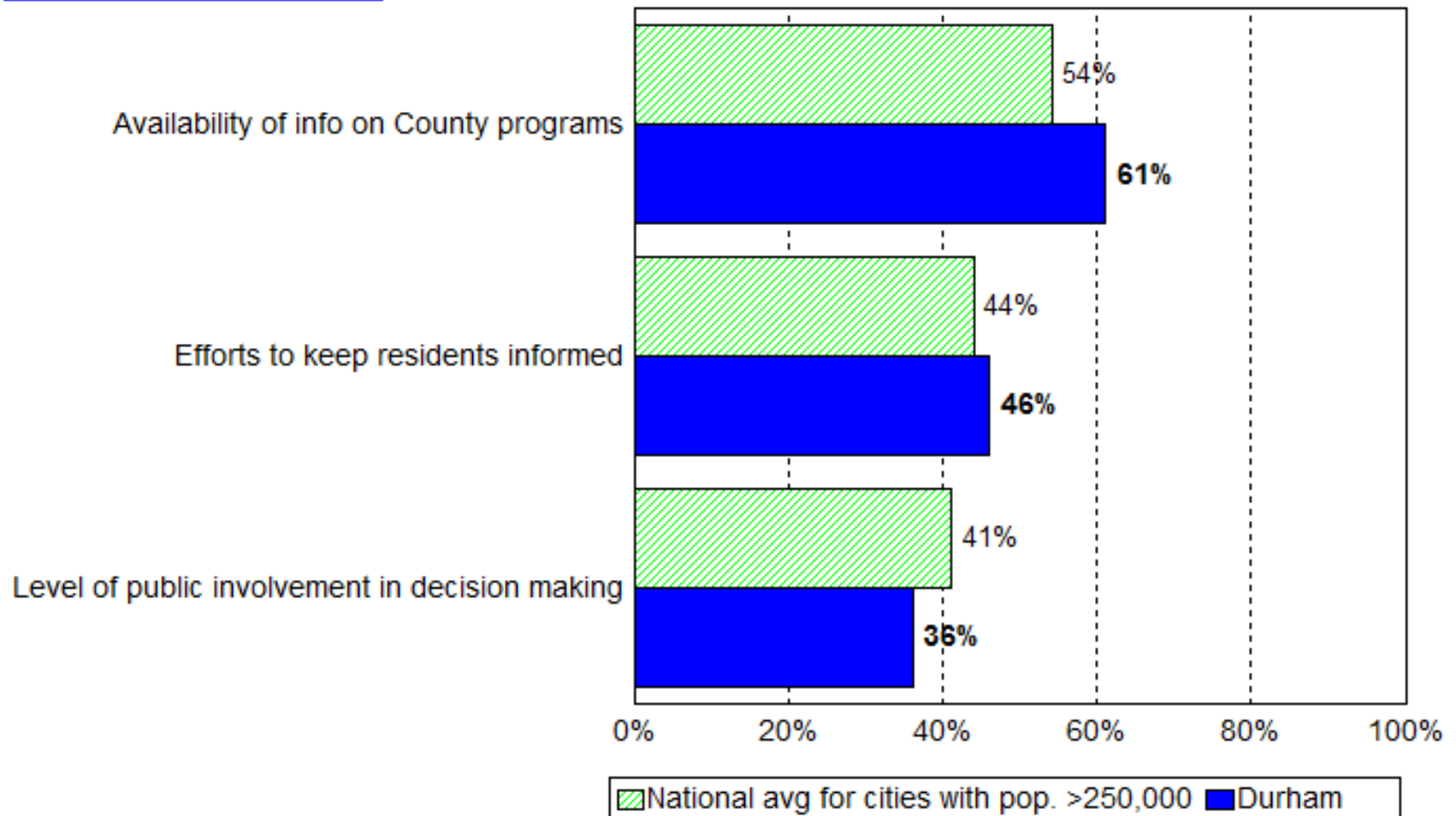
Significantly Lower: ↓

# Satisfaction with Communication

## Durham County vs. Large U.S. Communities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"

### National Comparisons



Significantly Higher: 

Significantly Lower: 

# *Major Finding #4*

## Top Priorities for Investment

# Importance-Satisfaction Rating

Durham County, North Carolina

## Major Categories of Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Overall maintenance of streets	36%	2	32%	19	0.2448	1
<b><u>High Priority (IS .10 - .20)</u></b>						
Overall flow of traffic in Durham	28%	3	34%	17	0.1848	2
Overall quality of police protection	39%	1	66%	8	0.1326	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Overall quality of the public transit system	14%	4	34%	18	0.0924	4
<b>Services of Durham County Dept of Social Services</b>	11%	7	39%	16	0.0671	5
Overall quality of Tax Administration services	9%	10	42%	14	0.0522	6
<b>Effectiveness of communication with the public</b>	9%	8	48%	12	0.0468	7
<b>Overall quality of sheriff protection</b>	13%	5	66%	7	0.0442	8
Overall quality of parks & recreation programs	12%	6	65%	9	0.0420	9
Overall enforcement of codes & ordinances	7%	13	42%	15	0.0406	10
<b>Overall quality of Public Health services</b>	7%	12	47%	13	0.0371	11
Overall quality of water & sewer utilities	9%	9	69%	6	0.0279	12
Customer service received from City employees	6%	14	60%	10	0.0240	13
<b>Customer service received from County employees</b>	4%	15	60%	11	0.0160	14
<b>Quality of fire protection &amp; rescue services</b>	7%	11	84%	1	0.0112	15
<b>Overall quality of EMS services</b>	3%	17	82%	3	0.0054	16
<b>Overall quality of library services &amp; programs</b>	3%	16	83%	2	0.0051	17
<b>Response time for fire services</b>	2%	18	78%	5	0.0044	18
<b>Response time for EMS services</b>	2%	19	80%	4	0.0040	19

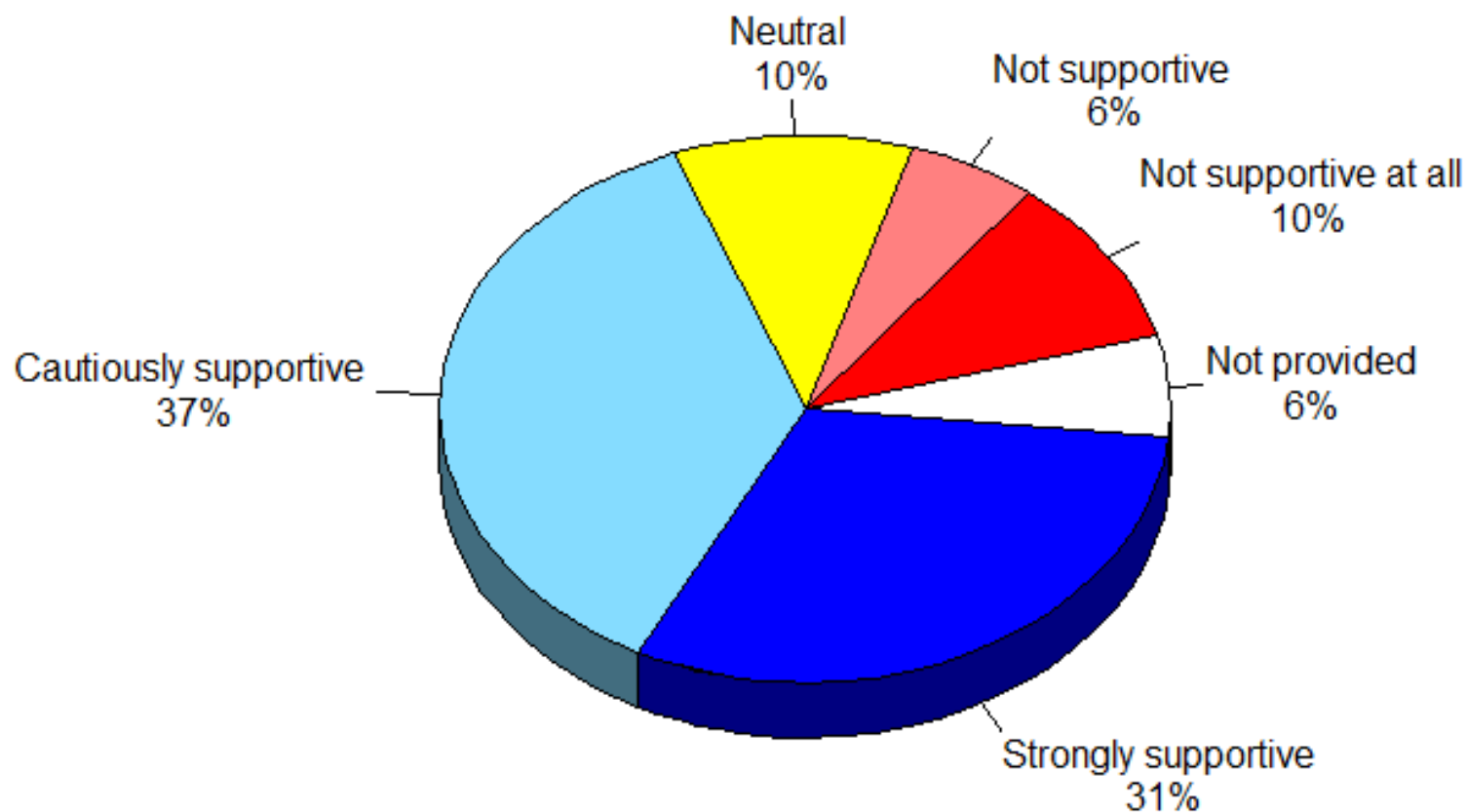
**Overall Community Priorities:**

# *Other Findings*



# How supportive would you be of allowing more misdemeanor (non-violent) drug offenses to be handled outside of court when possible?

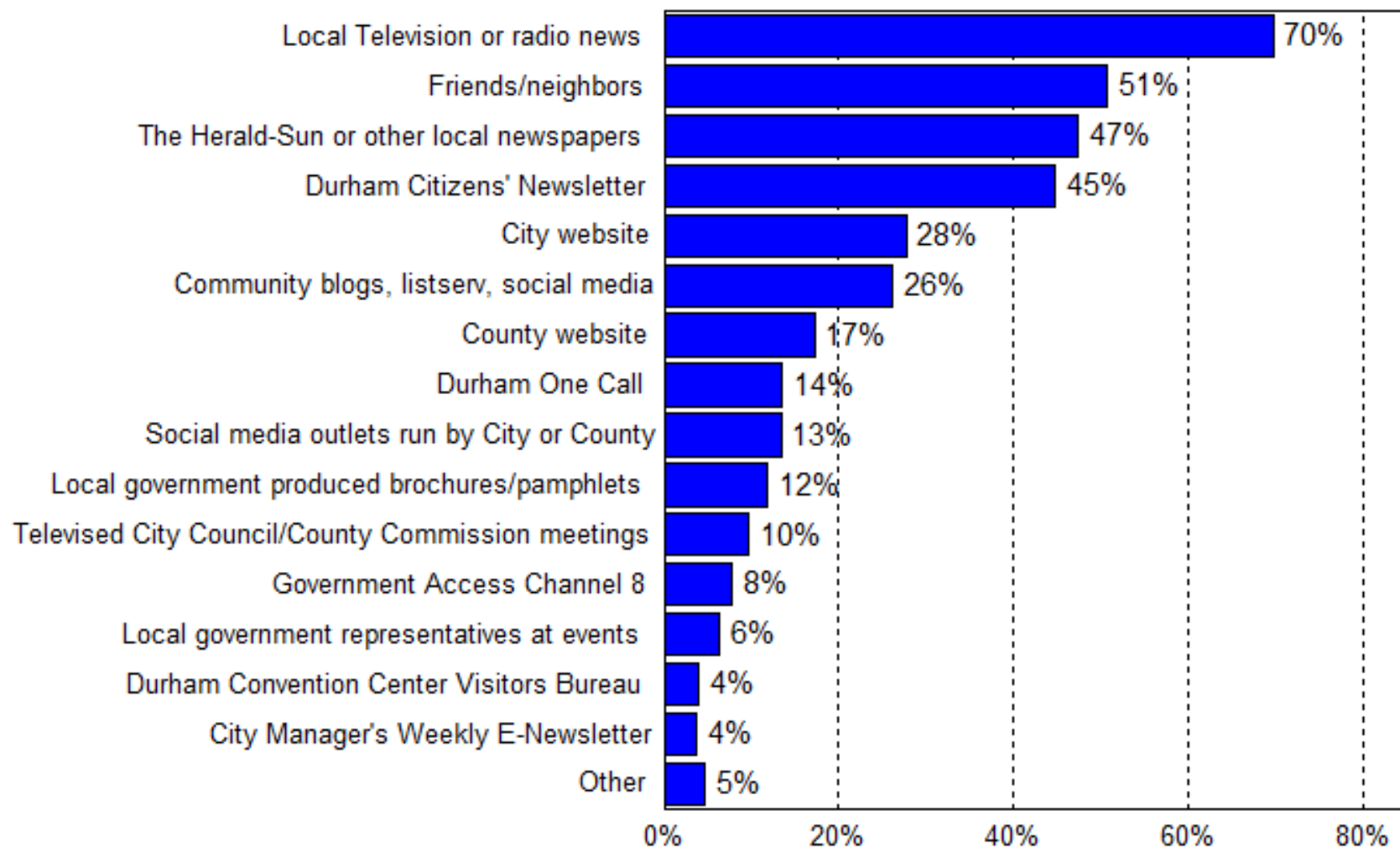
by percentage of respondents



Source: ETC Institute (2015)

# How do you hear or receive information about community issues, services, and events?

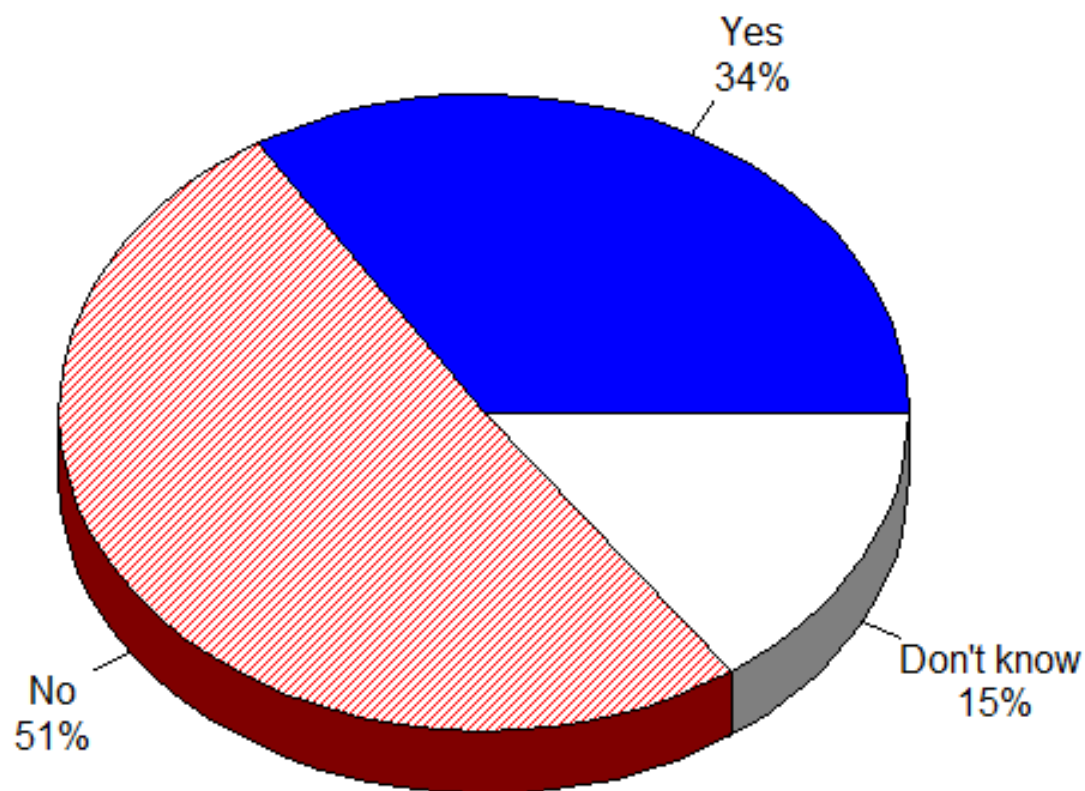
by percentage of respondents (multiple answers allowed)



Source: ETC Institute (2015)

# Would you be willing to pay higher taxes to support enhancements to City and/or County services?

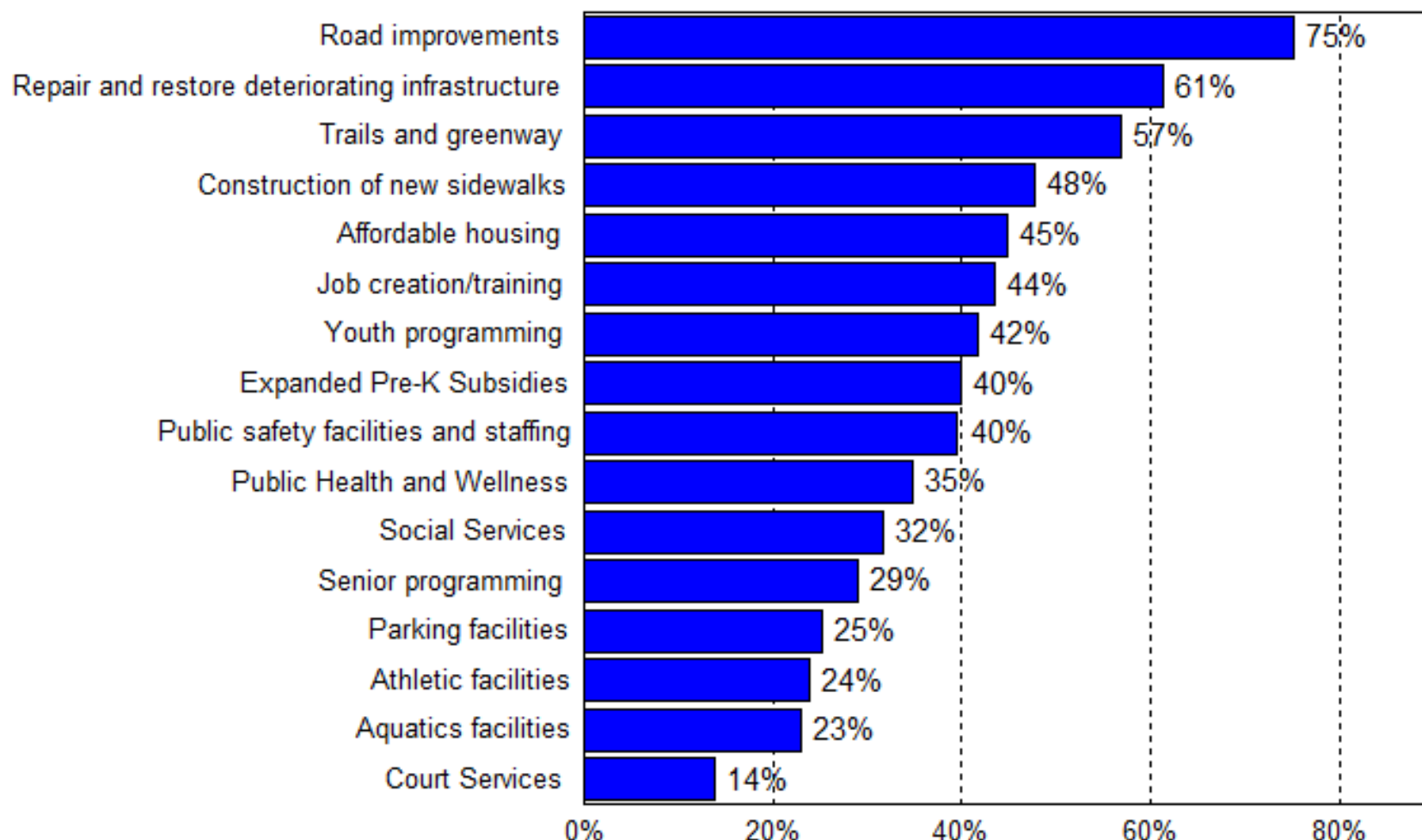
by percentage of respondents



Source: ETC Institute (2015)

# Services That Residents Would Be Willing to Pay Higher Taxes to Support Enhancements

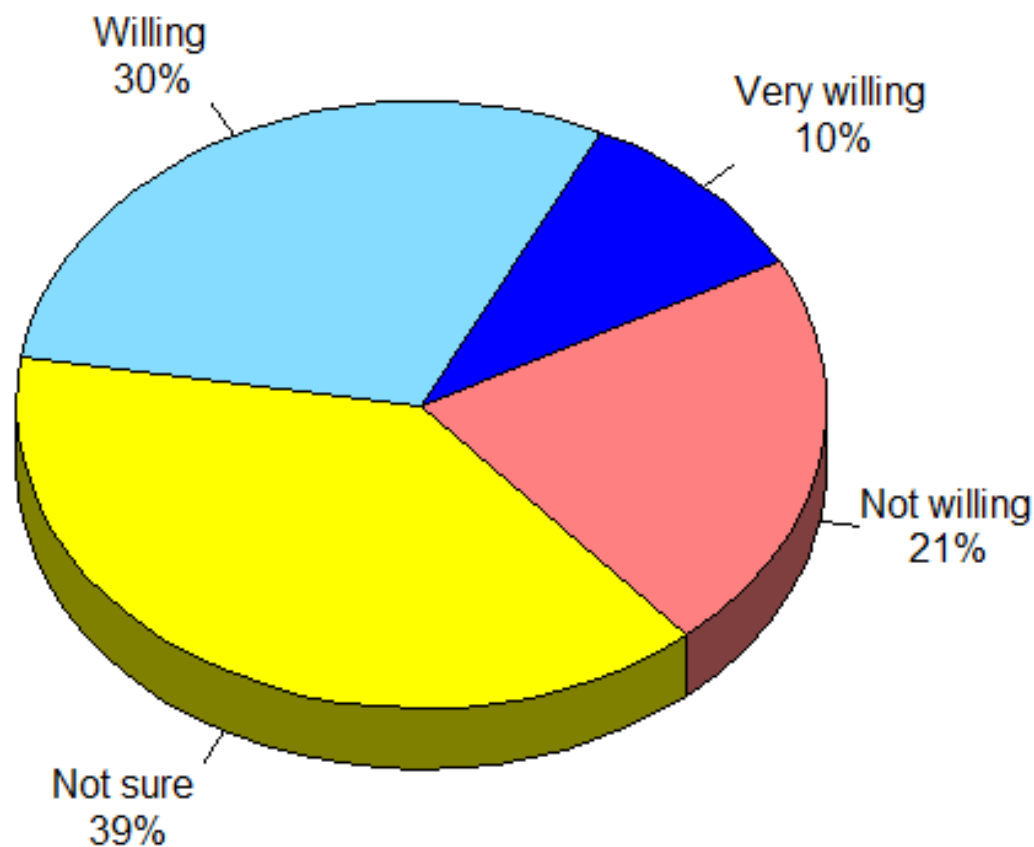
by percentage of respondents who are willing to pay higher taxes to support enhancements to City and/or County services  
(multiple selections allowed)



Source: ETC Institute (2015)

# How willing would you be to pay fees instead of taxes to pay for improvements to County services that you use or benefit from?

by percentage of respondents



# Summary

- **Residents Have a Positive Perception of the County**
  - ❑ 80% rated the County as an excellent or good place to live and work, compared to 7% or less rating it as below average or poor
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- Overall County priorities for improvement over the next 2 years:
  - ❑ Services of Durham County Dept. of Social Services
  - ❑ Effectiveness of communication with the public
  - ❑ Overall quality of sheriff protection



# Questions?

THANK YOU!!