

2013 City of Durham Resident Survey

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Final Report

Submitted to the City of Durham, NC by:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061



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2013 Durham Resident Survey

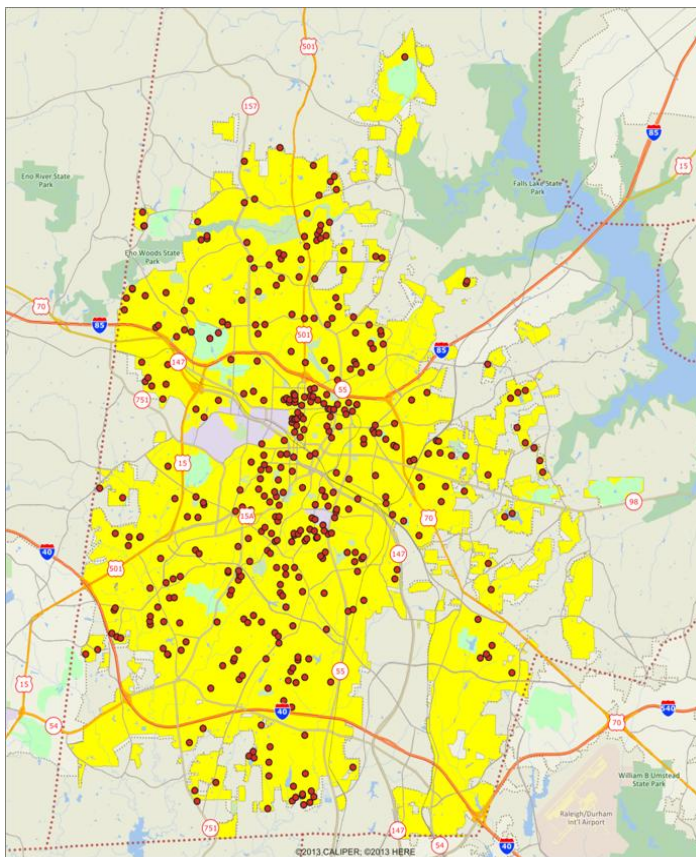
Executive Summary Report

Overview and Methodology

During the winter of 2013, ETC Institute administered its fifth DirectionFinder® Survey for the City of Durham to assess citizen satisfaction with the delivery of major City services and to help determine priorities for the community as part of the City's ongoing planning process. Previous DirectionFinder® surveys were administered in 2005, 2007, 2009 and 2011.

The seven-page survey was mailed to a random sample of 1,200 households in the City of Durham. Approximately seven days after the surveys were mailed; residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, a total of 413 completed surveys (34% response rate). The results for the random sample of 413 households have a 95% level of confidence with a precision of at least +/- 4.8%.

In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



Interpretation of “Don’t Know” Responses. The percentage of persons who gave “don’t know” responses is important because it often reflects the level of utilization of City services. For graphical purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons among different services that are provided by the City. The percentage of “don’t know” responses for each question is provided in the Tabular Data Section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

This report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey
- importance-satisfaction analysis to help the City use survey data to set priorities
- tabular data for the overall results to each question of the survey
- a copy of the survey instrument.

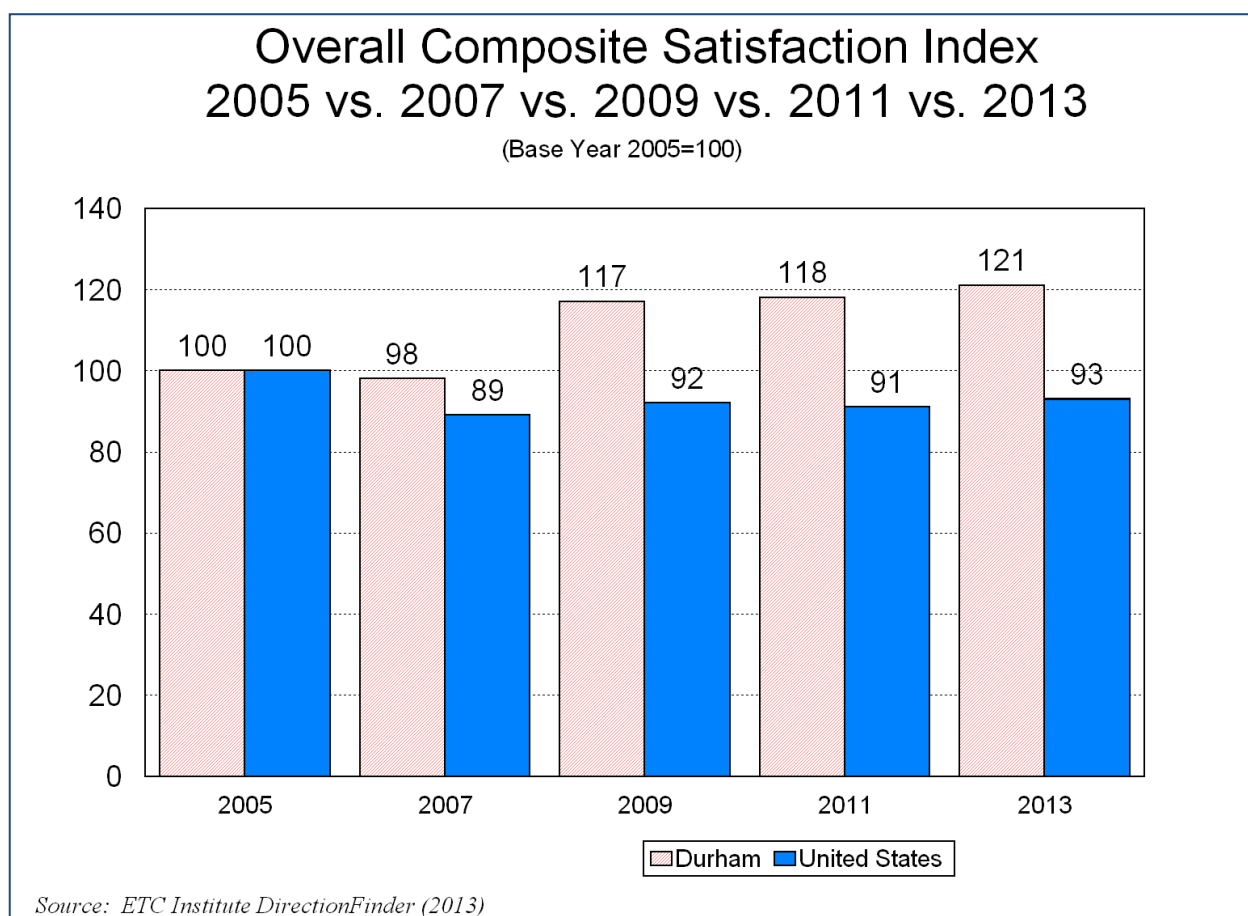
Perceptions of the City

- **Overall Ratings of the City of Durham.** Eighty-one percent (81%) of the residents surveyed who had an opinion rated the City as an “excellent” or “good” place to live and 78% rated it as an “excellent” or “good” place to work.
- **Overall Perceptions of the City.** Seventy-six percent (76%) of the residents surveyed who had an opinion were satisfied with the quality of life in their neighborhood, 70% of the residents surveyed were satisfied with the quality of services provided by the City and 68% were satisfied with the overall quality of life in the City.

Overall Satisfaction

- **Major Categories of City Services.** The overall city services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the overall proximity to a fire station (84%), the quality of fire protection and rescues services (84%) and the quality of water and sewer utilities (70%). Although residents were least satisfied with the maintenance of City streets (44%), the level of satisfaction with street maintenance increased significantly from the 2011 survey.
- **Trends.** Satisfaction increased or stayed the same in seven of the eleven major categories of City services that were rated from 2011 and decreased in four areas. The major City service that showed a statistically significant increase in satisfaction was the maintenance of City streets (+8%). There were no statistically significant decreases in satisfaction in any of the overall city services from 2011.

- Overall Composite Satisfaction Index.** To objectively assess the overall change in satisfaction with city services from 2005, ETC Institute developed a Composite Customer Satisfaction Index for the City. The Composite Customer Satisfaction Index is derived from the mean rating of the nine major categories of City services that were asked in 2005, 2007, 2009, 2011 and 2013. The index is calculated by dividing the mean rating from 2013 by the mean rating from 2005 and then multiplying the result by 100. The chart below shows the Composite Customer Satisfaction Index from 2005, 2007, 2009, 2011 and 2013 for the City of Durham and for all U.S. cities. The Composite Satisfaction Index for all U.S. cities showed a significant decrease of 7 points from 2005. In comparison, the Composite Satisfaction Index for the City of Durham increased 21 points from 2005. City leaders in Durham are to be commended for their efforts in significantly improving overall satisfaction from 2005.



Overall Priorities

- The three major categories of City services that residents thought should receive the most emphasis from City leaders over the next two years were: (1) the quality of police protection, (2) the maintenance of City streets and (3) the flow of traffic in the city. These were the same top three priorities identified in 2011.

Satisfaction with Specific Services

- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services in the City of Durham based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: cultural programming in the City (68%) and greenways and trails in the City (60%). Residents were least satisfied with the City swimming pools (35%).
- **City Maintenance.** The highest levels of satisfaction with City maintenance, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were the condition of street signs and traffic signals (67%), the condition of neighborhood streets (58%) and the condition of City parks (56%). Residents were least satisfied with the condition of bicycle facilities (37%).
- **Code Enforcement.** The highest levels of satisfaction with code enforcement based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, was the appearance of houses in neighborhoods (68%) and graffiti removal (50%). Residents were least satisfied with the removal of abandoned vehicles from private property (34%).
- **City Zoning Services.** The highest levels of satisfaction with City zoning services, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, was the enforcement of the mobile vendor ordinance and city code provisions (53%). Residents were least satisfied with the enforcement of the no front yard parking ordinance on private property (37%).
- **City Utilities Services.** The highest levels of satisfaction with City utility services based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the City solid waste services (84%), the City’s curbside recycling services (84%), the quality of drinking water (71%) and sewer services (71%).
- **Economic Development.** The highest level of satisfaction with various aspects of economic development in the City based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, was the proximity of neighborhoods to arts and cultural amenities (65%). Residents were least satisfied with the resources devoted to home ownership (29%).
- **Customer Service.** Residents were generally satisfied with City customer service. The highest levels of satisfaction with various aspects of City customer service based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: how courteous City employee were (83%) and how easy City employees were to contact (81%).

- **City Communication.** The highest level of satisfaction with various aspects of City communication based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, was the availability of information about City programs and services (61%). Residents were least satisfied with the level of public involvement in local decisions (40%).

Analysis of Trends

Long-Term Trends. The City of Durham had increases in satisfaction and/or feelings of safety in 49 of the 51 areas that were assessed from 2005; 1 area stayed the same and only 1 area decreased from 2005. Of the 49 items that showed increases, 44 of these increases were significant; none of the decreases from 2005 were significant. The most significant increases (increase of more than 10%) from the 2005 survey are listed below.

- Overall image of the city (+25%)
- Feeling of safety in downtown Durham (+23%)
- The City as a place that is moving in the right direction (+23%)
- Overall appearance of the city (+22%)
- Maintenance of city streets (+21%)
- Street maintenance and repair (+20%)
- Overall quality of life in the city (+19%)
- Condition of streets in YOUR neighborhood (+18%)
- Overall value you receive for your city taxes and fees (+17%)
- City playgrounds (+17%)
- Condition of city parks (+17%)
- Cleanliness of city streets (+16%)
- Effectiveness of City communication w/ public (+15%)
- Flow of traffic in the City (+15%)
- Overall quality of services provided by the city (+15%)
- Condition of street signs and traffic signals (+15%)
- Bulky item pick up/removal services (+15%)
- The City as a place to visit (+15%)
- Feeling of safety in the City of Durham overall (+14%)
- City efforts to keep you informed on local issues (+14%)
- Feeling of safety when visiting recreation centers (+13%)
- The City as a place to live (+13%)
- Quality of customer service from City employees (+12%)
- Availability of information about City programs/services (+12%)
- The City as a place to retire (+11%)

Short-Term Trends. The City of Durham had increases in satisfaction and/or feelings of safety in 25 of the 77 areas that were assessed from 2011; 10 of the areas stayed the same and there were 42 decreases in satisfaction and/or feelings of safety from 2011. Of the 25 items that showed increases, 7 of these increases were significant; there were significant decreases in satisfaction and/or feelings of safety in 18 areas from 2011. The significant increases from the 2011 survey are listed below:

- How easy City employees were to contact (+10%)
- Overall image of the city (+9%)
- Maintenance of city streets (+8%)
- Overall appearance of the city (+6%)
- Time it took for your request to City employees be answered (+6%)
- Street maintenance and repair (+5%)
- Courtesy of City employees (+5%)

The significant decreases from the 2011 survey are listed below:

- Greenways and trails in the city (-11%)
- Removal of abandoned vehicles from private prop. (-9%)
- The City as a place to raise children (-8%)
- When walking alone in your neighborhood at night (-7%)
- Sewer services (-7%)
- Walking alone in the nearest park during the day (-6%)
- Condition of recreation centers and facilities (-6%)
- Overall appearance of major entryways to the city (-6%)
- Mowing/tree trimming along city streets/public areas (-6%)
- Condition of bicycle facilities (-6%)
- Appearance of houses in your neighborhood (-6%)
- Graffiti removal (-6%)
- Overall police relationship with your community (-5%)
- Condition of city parks (-5%)
- Cleanliness of storm water drains and creeks (-5%)
- Quality of drinking water (-5%)
- Level of public involvement in local decisions (-5%)
- The City as a place to retire (-5%)

Other Major Findings

- Based upon a combination of “very safe” and “safe” responses among residents who had an opinion, residents felt most safe walking alone in their neighborhood during the day (86%). Residents felt least safe when riding the DATA/Bull City Connector (49%).

- More than three-fourths (78%) of the resident surveyed felt gangs were a problem in Durham; 17% did not feel gangs were a problem and 5% did not provide a response. When asked why they felt gangs were a problem in the City, the most frequently reported reasons were because of the media reports residents had heard (66%) and word of mouth (55%); 31% of residents felt gangs were a problem because of their personal experience or knowledge.
- The top sources that residents used to get information about the City were: the local television news (64%), friends/neighbors (61%) and the Durham Citizen's newsletter (53%).
- Sixty percent (60%) of the residents surveyed reported they do not normally watch programs on Durham TV8; 24% watch Durham TV 8 by channel surfing, 14% watch it for specific programs and 2% did not provide a response.
- More than three-fourths (76%) of residents had not heard about the City's strategic plan; 21% indicated they had heard about the City's strategic plan and 4% did not provide a response.
- Seventy-four percent (74%) of the residents surveyed were not aware of any of the joint City/County strategic plan initiatives; 23% of residents indicated they were aware of any of the strategic plan initiatives and 3% did not provide a response.
- Residents were generally split regarding their willingness to pay slightly higher taxes to support parks, trails and future recreational opportunities. Thirty-eight percent (38%) of the residents surveyed were "very willing" or "willing" to pay slightly higher taxes, 29% were not sure, 31% were "not willing" and 2% did not provide a response.
- Residents were also split regarding their willingness to pay fees instead of taxes to fund improvements to City services they benefit from. Thirty-eight percent (38%) of the residents surveyed were "very willing" or "willing" to pay fees instead of taxes, 35% were not sure, 24% were "not willing" and 3% did not provide a response.

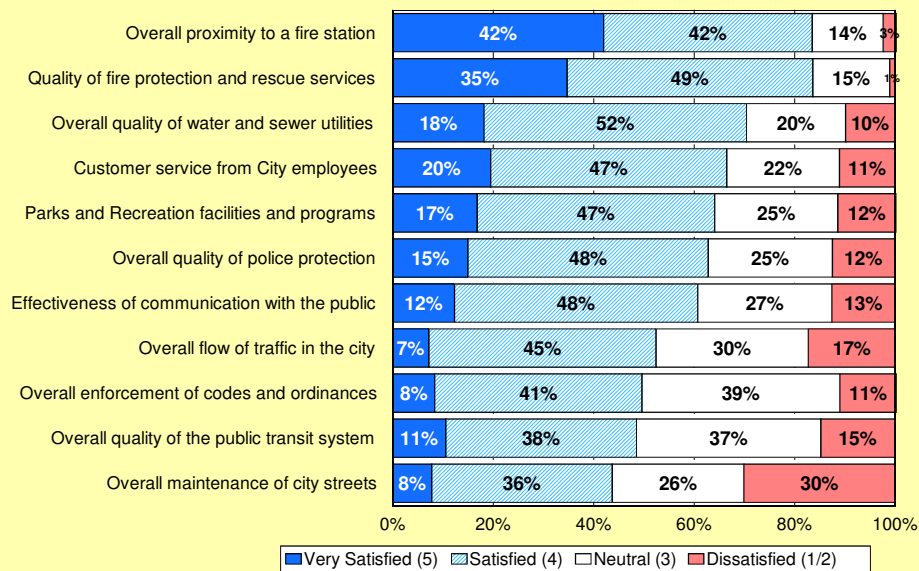
Section 1:

Charts and Graphs

City of Durham **2013 Resident Survey**

Overall Satisfaction with City Services by Major Category

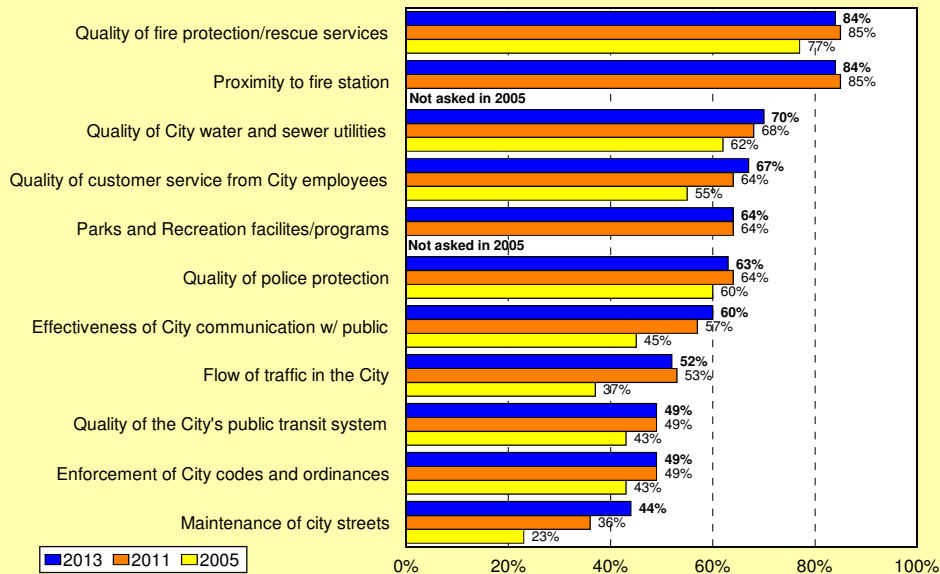
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

Trends: Satisfaction with Various Aspects of City Services - 2013 vs. 2011 vs. 2005

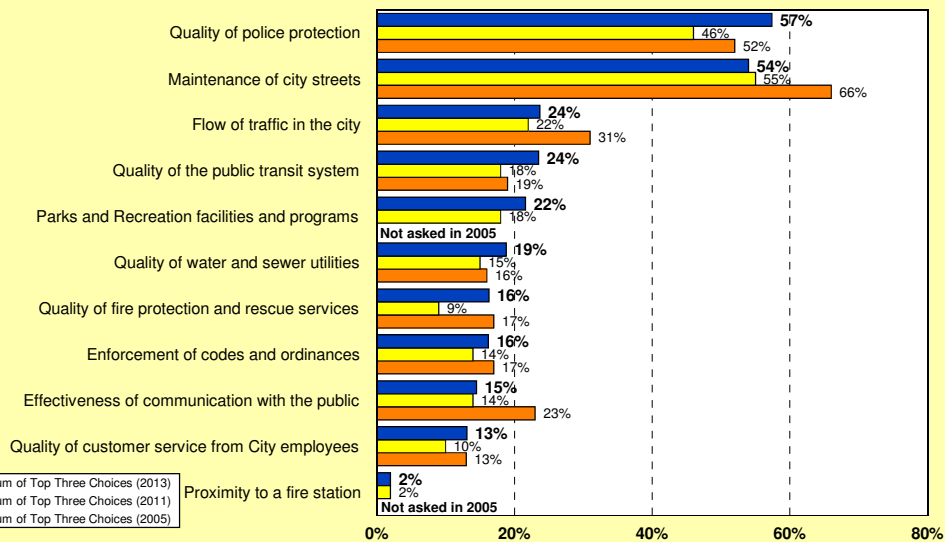
by percentage of respondents who were either "Very Satisfied" or "Satisfied" with the item (excluding don't knows)



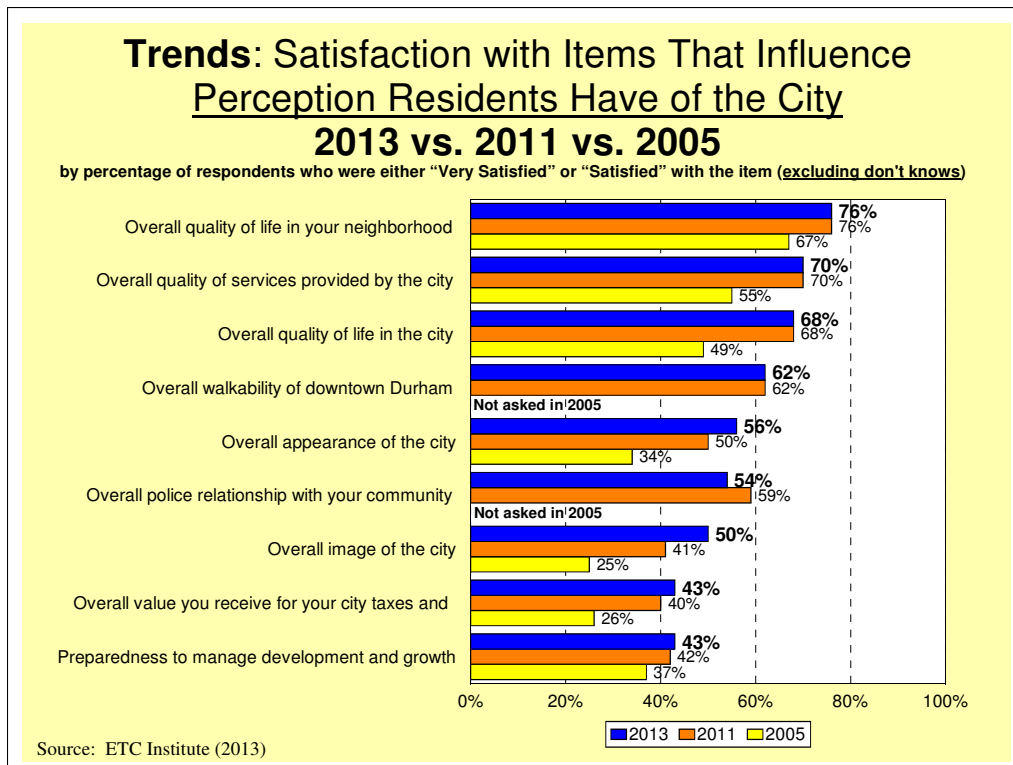
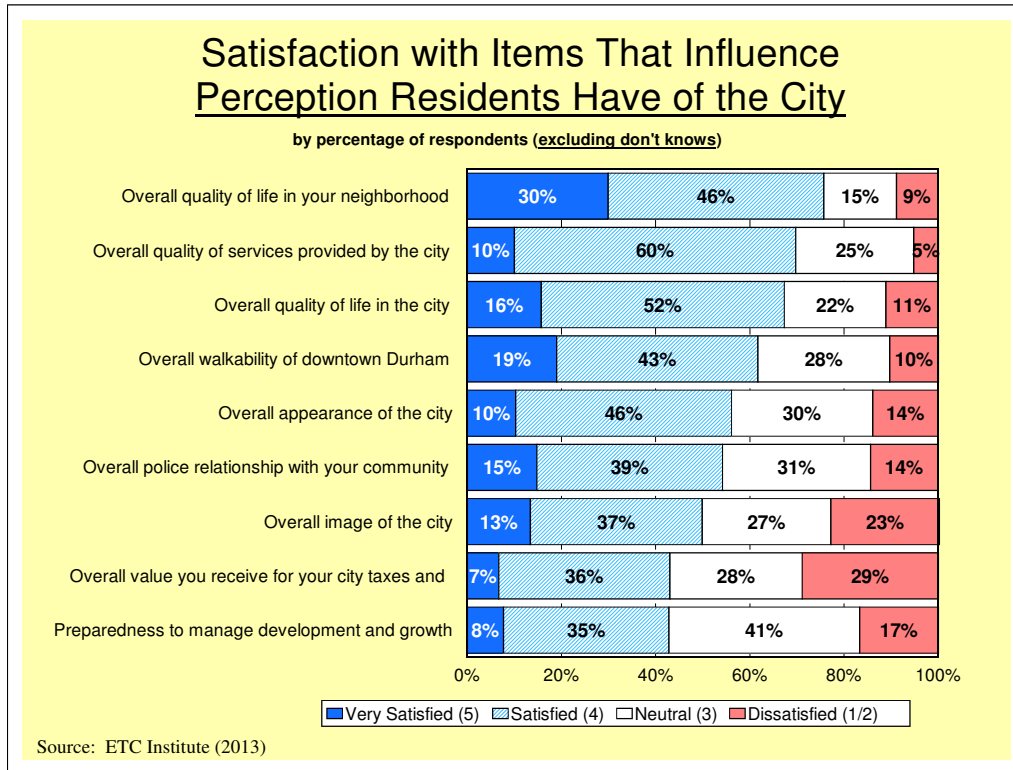
Source: ETC Institute (2013)

Trends: City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category 2013 vs. 2011 vs. 2005

by percentage of respondents who selected the item as one of their top three choices

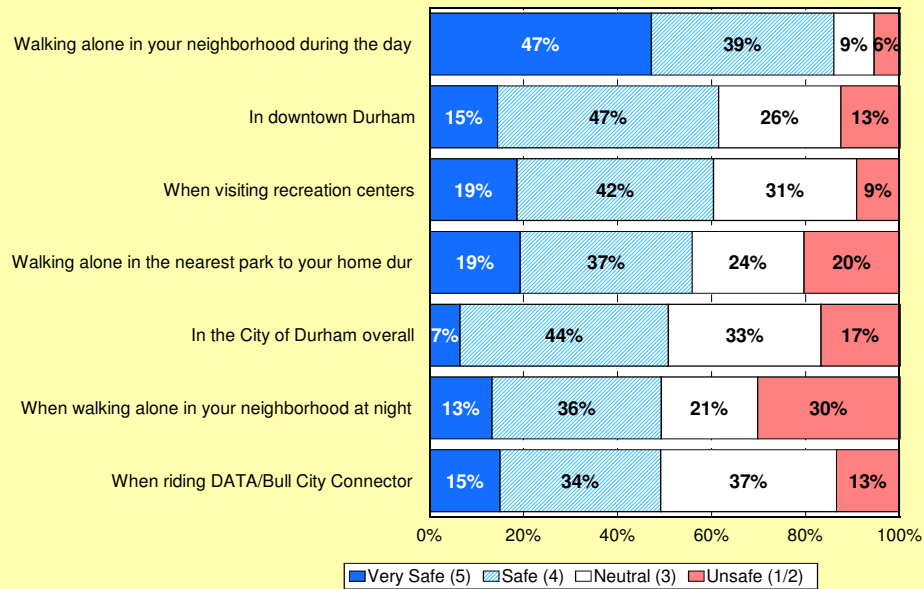


Source: ETC Institute (2013)



Perceptions of Safety in Durham

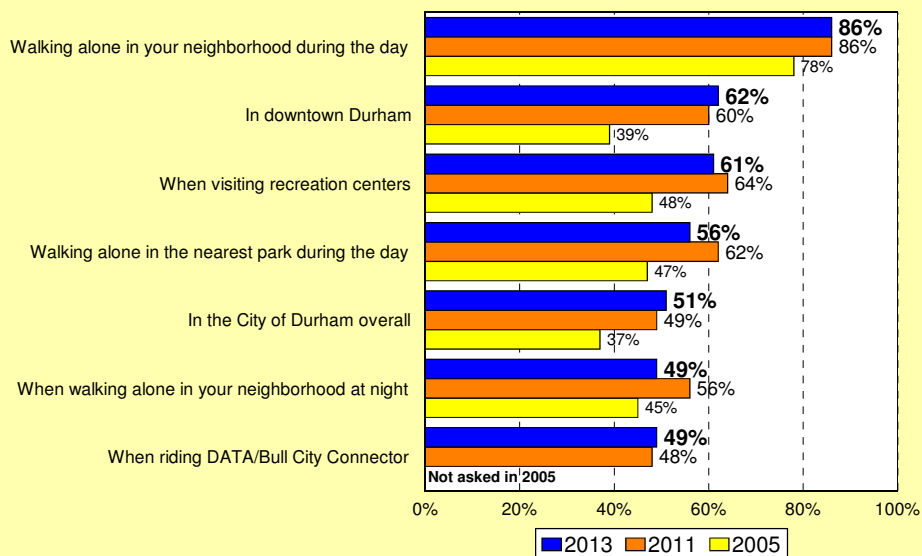
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

Trends: Perceptions of Safety in Durham 2013 vs. 2011 vs. 2005

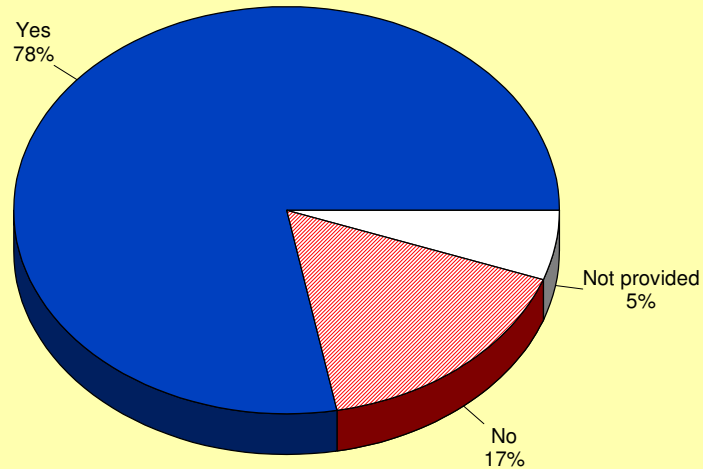
by percentage of respondents who felt "Very Safe" or "Safe" in the situation (excluding don't knows)



Source: ETC Institute (2013)

Do you think gangs are a problem in Durham?

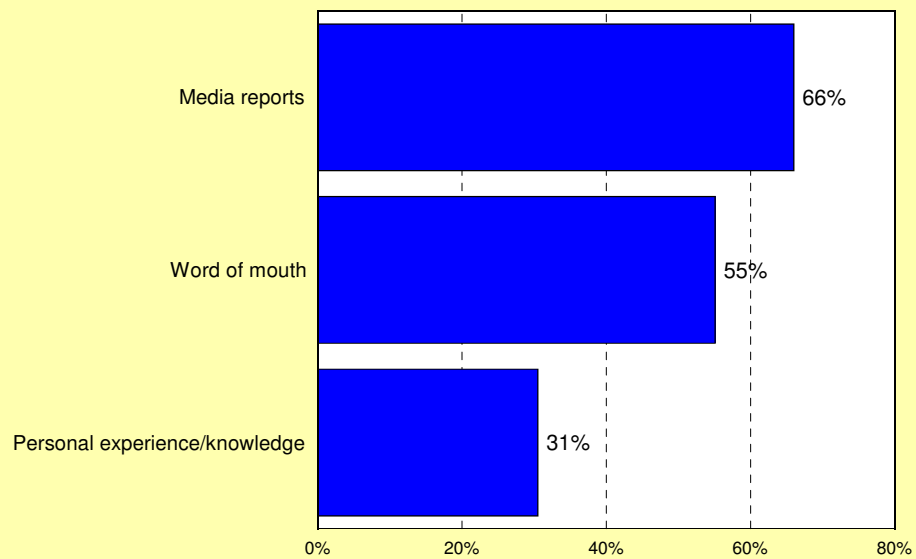
by percentage of respondents



Source: ETC Institute (2013)

Why do you think gangs are a problem in Durham?

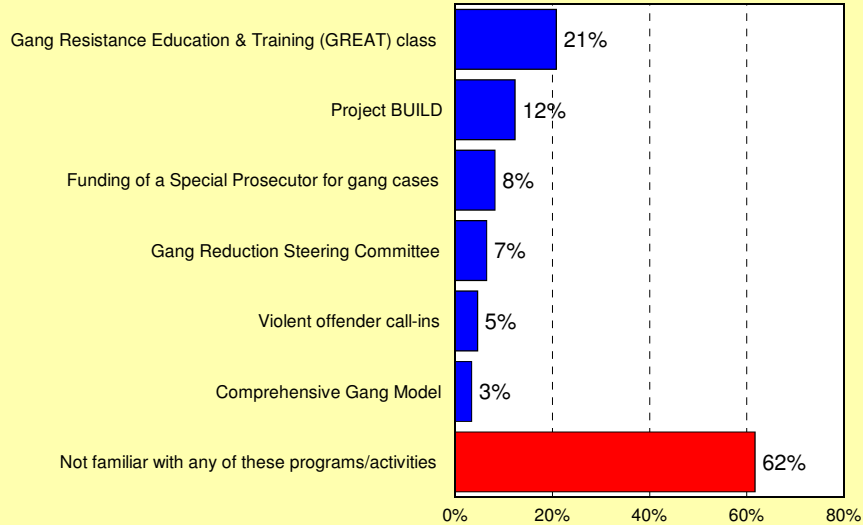
by percentage of respondents who felt gangs were a problem in Durham (multiple selections allowed)



Source: ETC Institute (2013)

Are you familiar with any of the following programs or activities that have been implemented to address gangs in Durham?

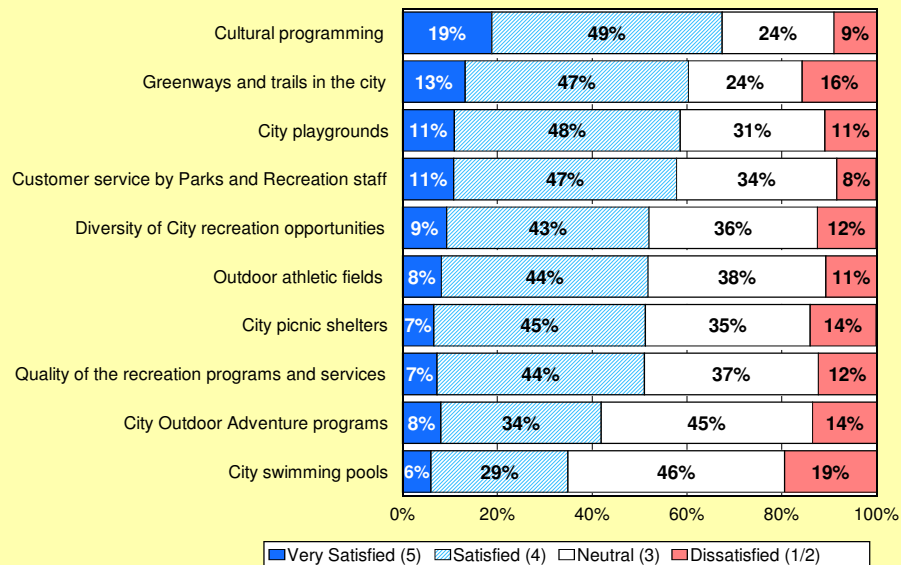
by percentage of respondents (multiple selections allowed)



Source: ETC Institute (2013)

Satisfaction with Various Aspects of Parks and Recreation

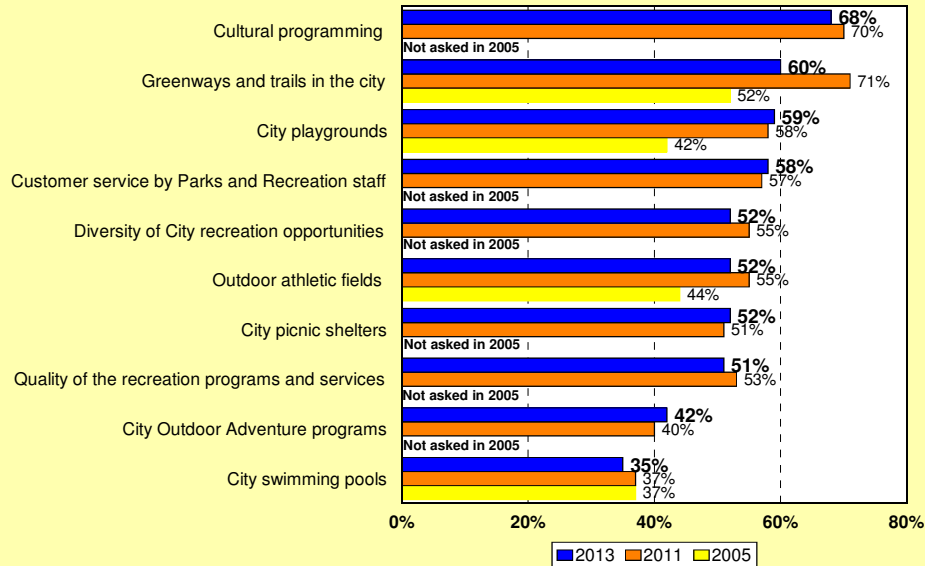
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2013)

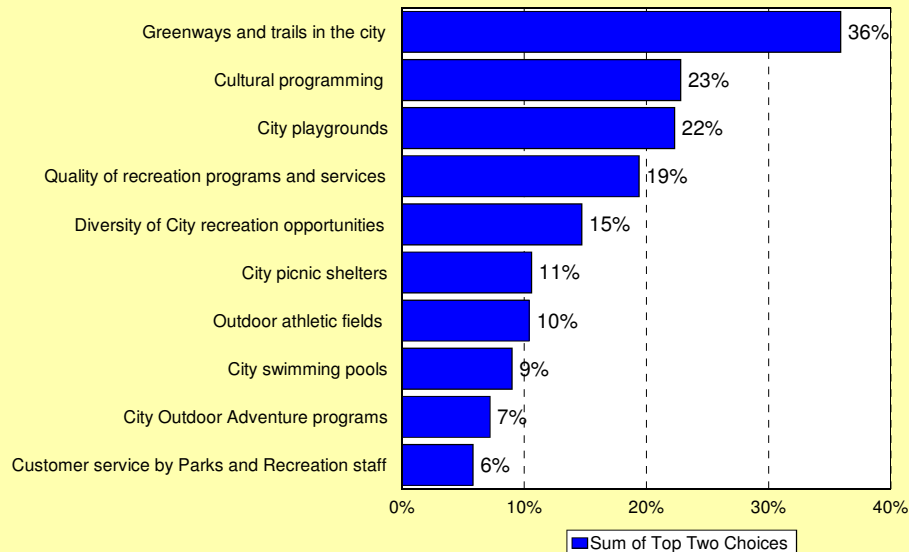
Trends: Satisfaction with Various Aspects of Parks and Recreation - 2013 vs. 2011 vs. 2005

by percentage of respondents who were either "Very Satisfied" or "Satisfied" with the item (excluding don't knows)



Parks and Recreation Items that Should Receive the Most Emphasis From City Leaders Over the Next Two Years

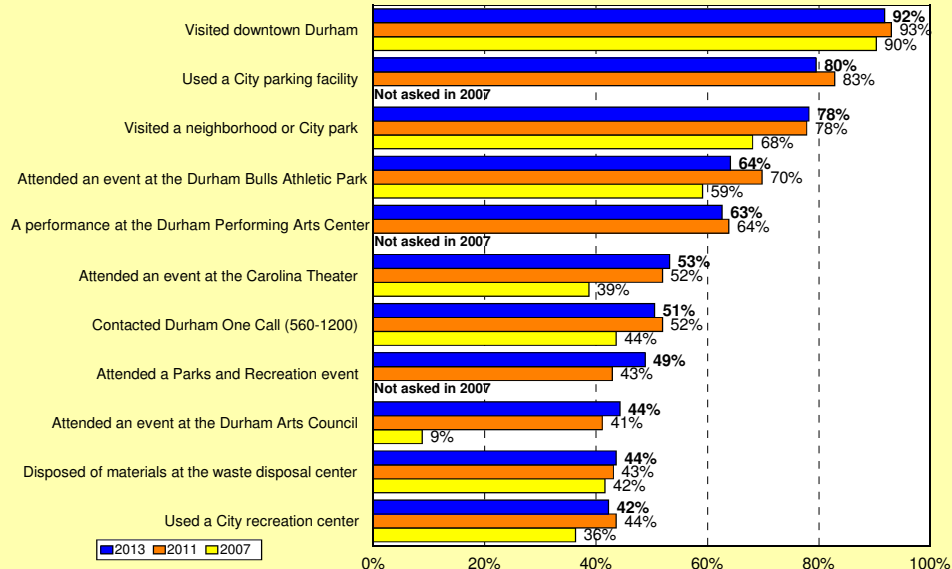
by percentage of respondents who selected the item as one of their top two choices



Trends: Have you or other members of your household done the following activities during the past year?

2013 vs. 2011 vs. 2007

by percentage of respondents who answered YES

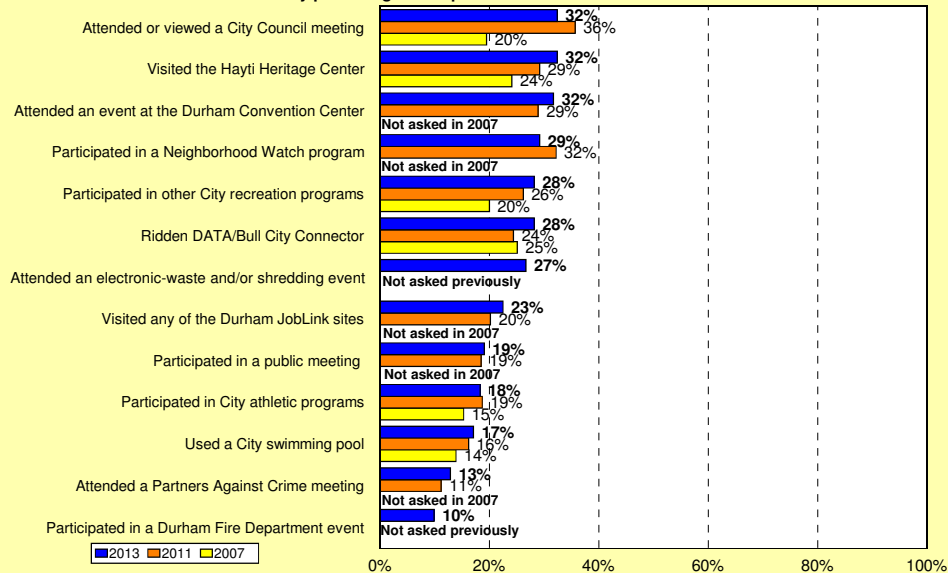


Source: ETC Institute (2013)

Trends CONTINUED: Have you or other members of your household done the following activities during the past year?

2013 vs. 2011 vs. 2007

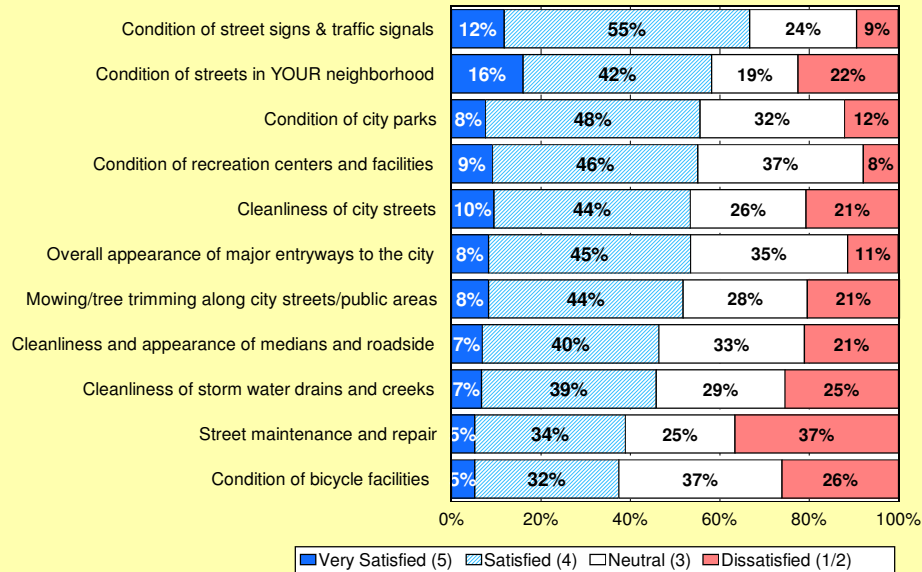
by percentage of respondents who answered YES



Source: ETC Institute (2013)

Satisfaction with Various Aspects of Maintenance Services

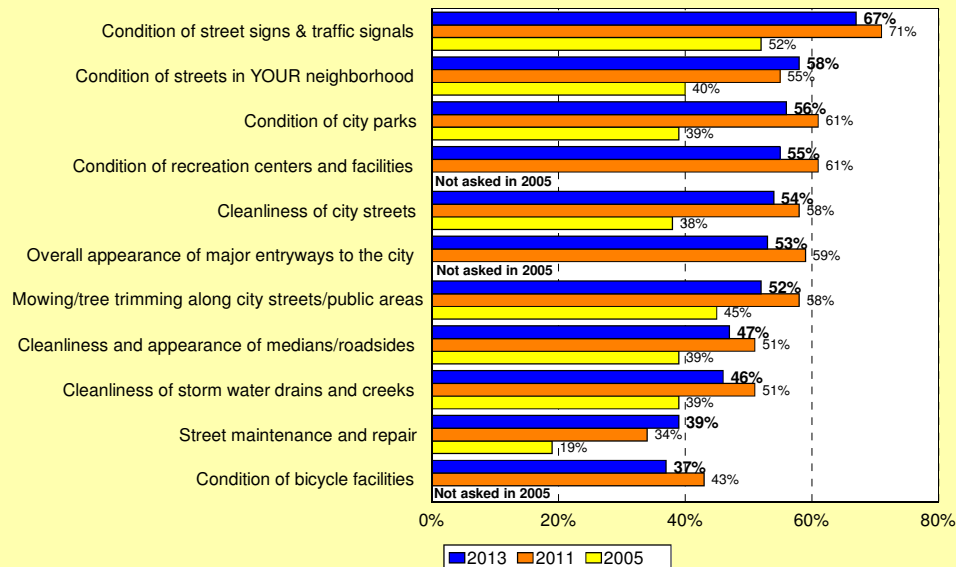
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

Trends: Satisfaction with Various Aspects of Maintenance Services - 2013 vs. 2011 vs. 2005

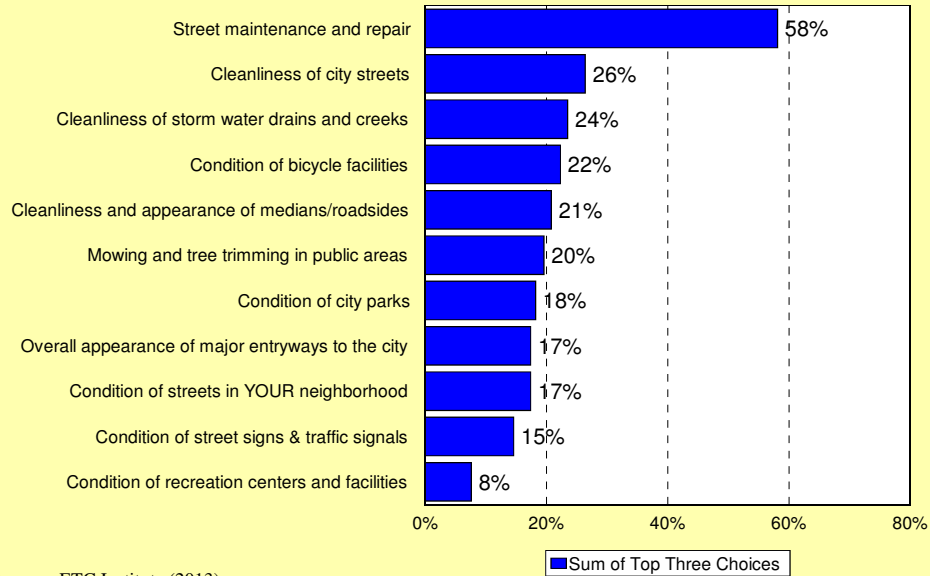
by percentage of respondents who were either "Very Satisfied" or "Satisfied" with the item (excluding don't knows)



Source: ETC Institute (2013)

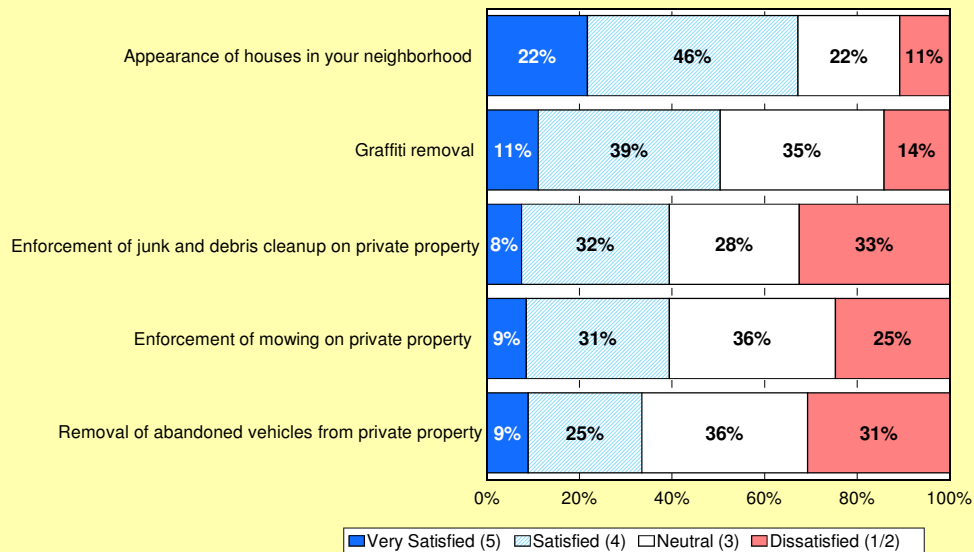
Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

by percentage of respondents who selected the item as one of their top three choices



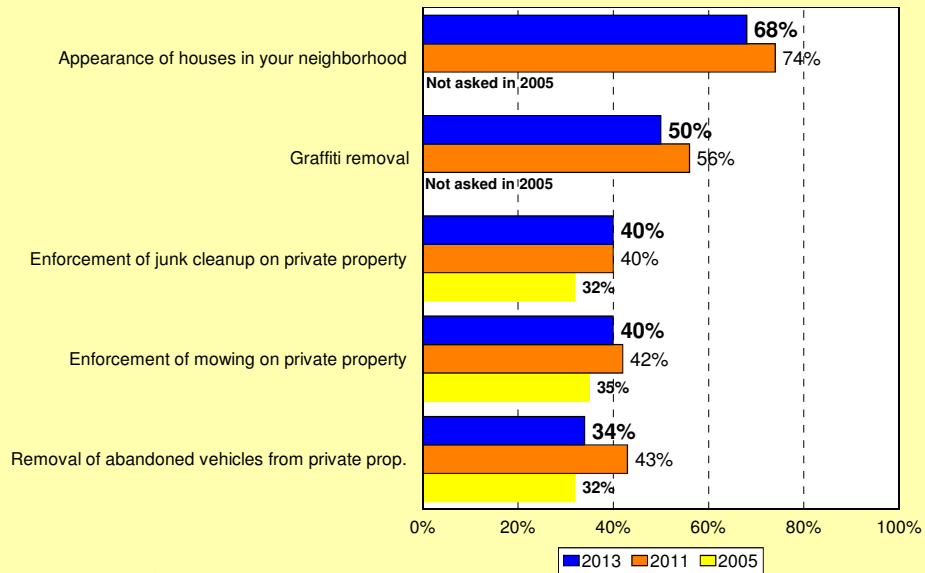
Satisfaction with Various Aspects of Code Enforcement

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



Trends: Satisfaction with Various Aspects of Code Enforcement - 2013 vs. 2011 vs. 2005

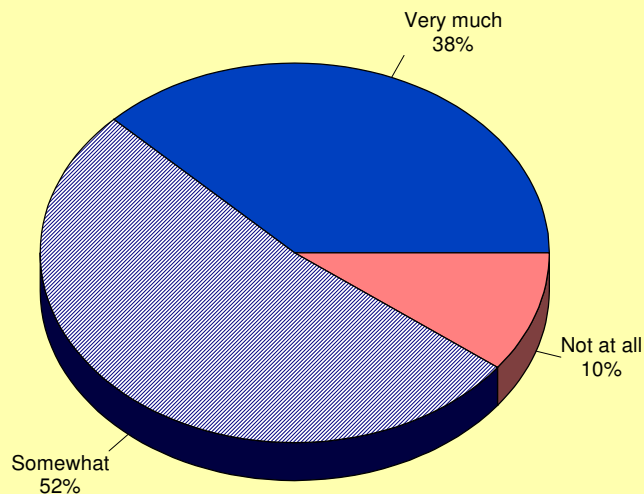
by percentage of respondents who were either "Very Satisfied" or "Satisfied" with the item (excluding don't knows)



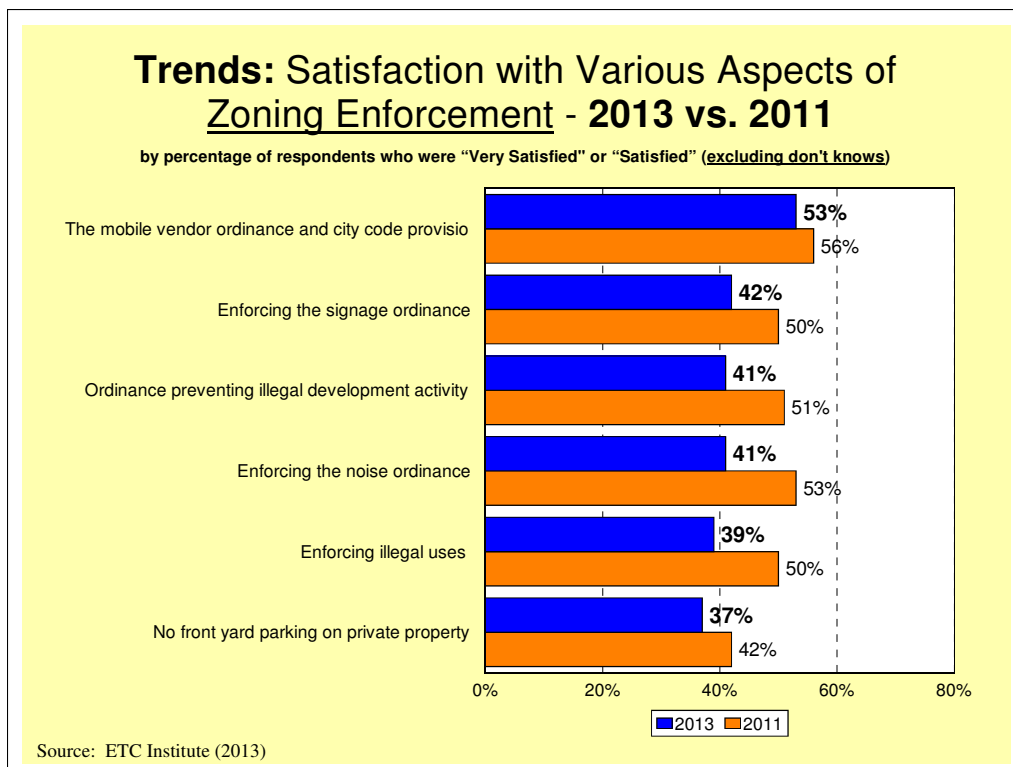
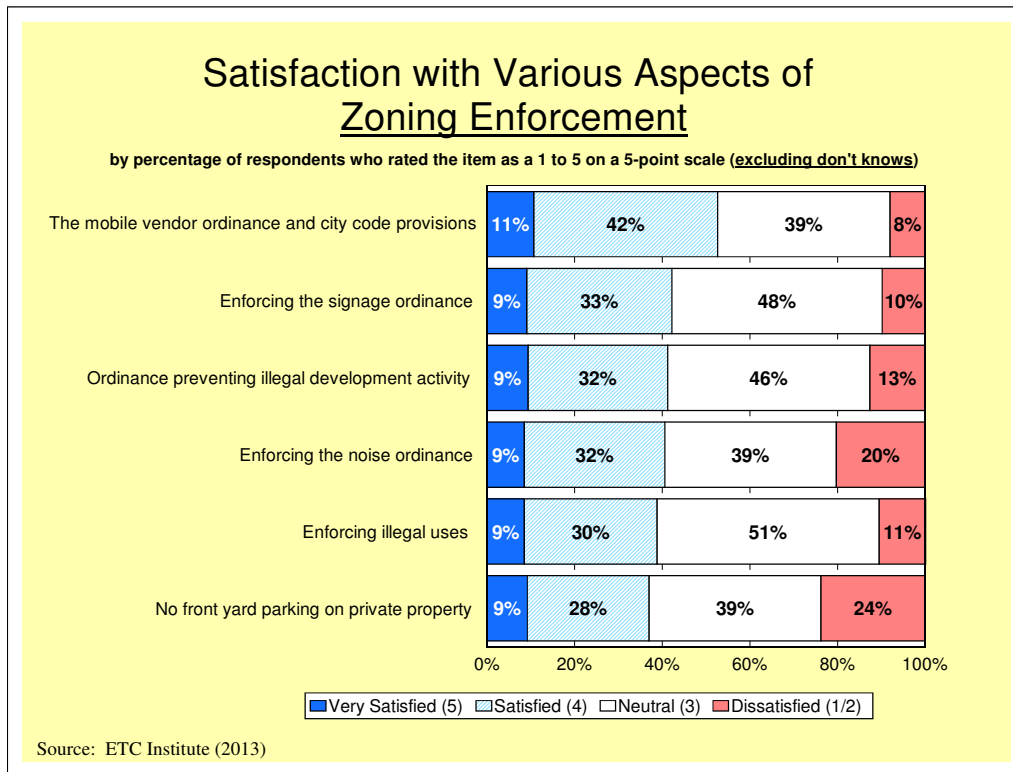
Source: ETC Institute (2013)

How responsive is the City to your code enforcement requests for service/complaints?

by percentage of respondents (excluding "don't know")

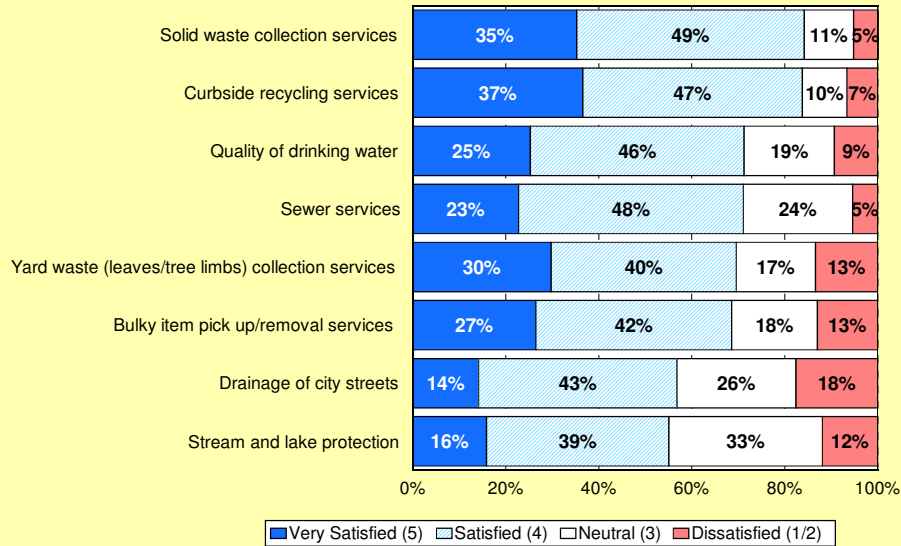


Source: ETC Institute (2013)



Satisfaction with Various Aspects of City Utility Services

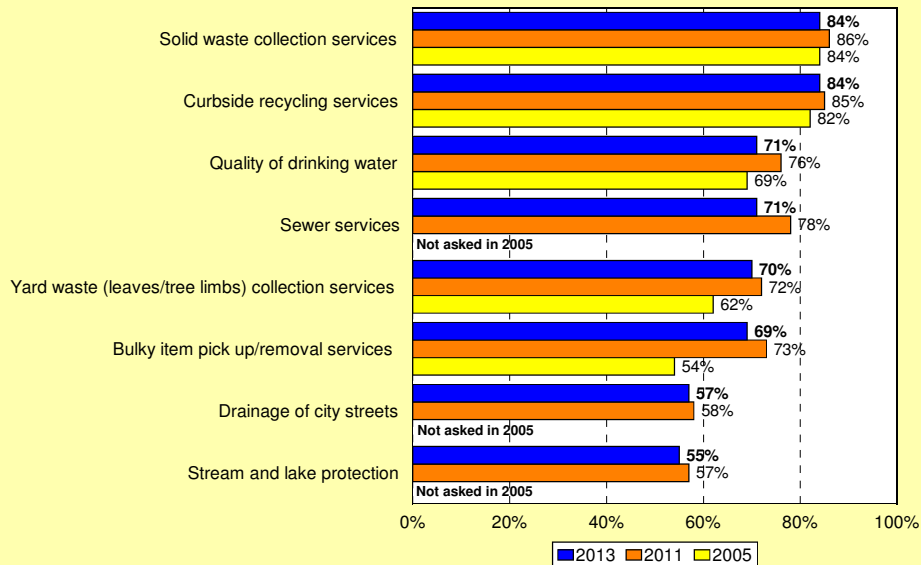
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



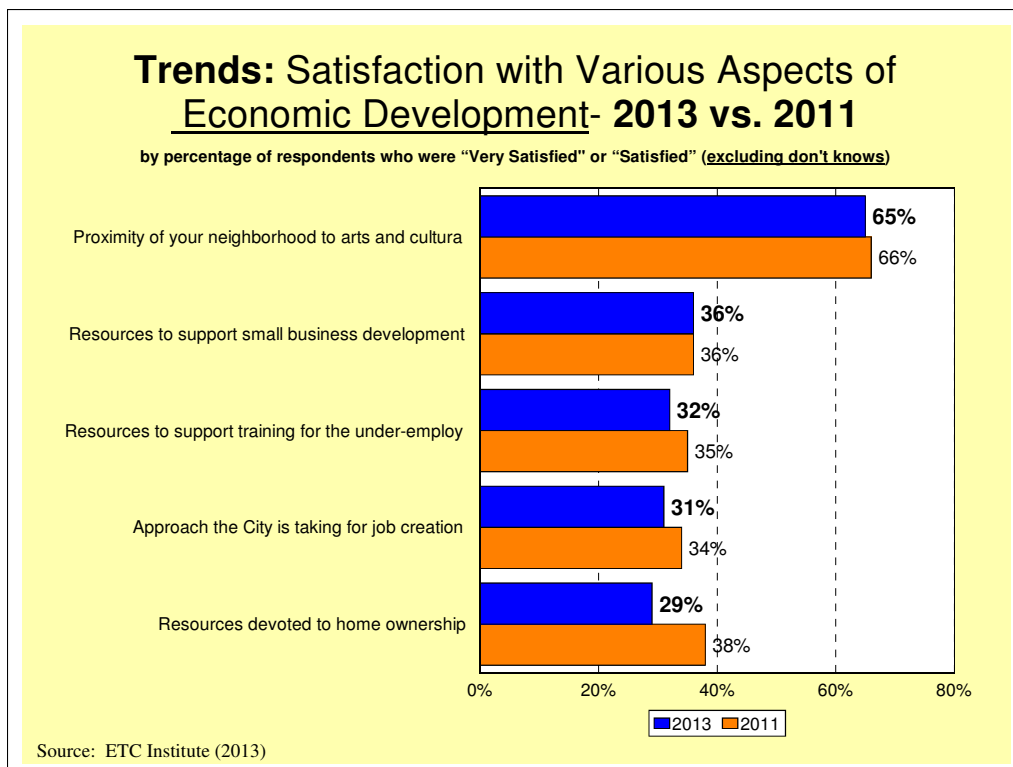
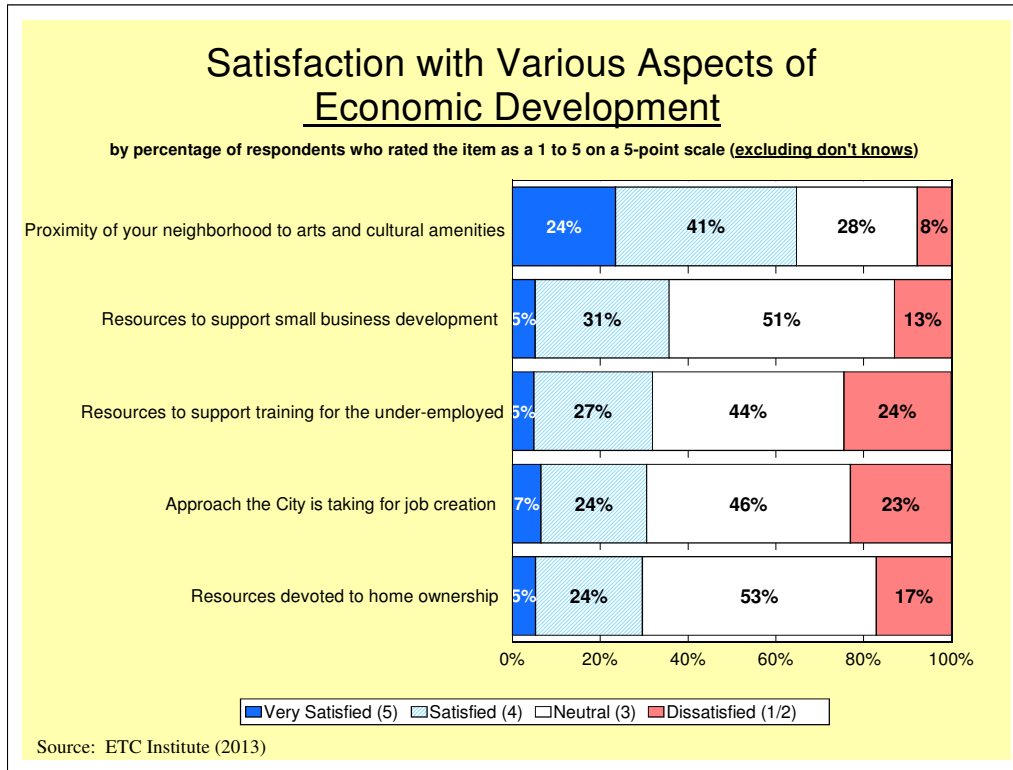
Source: ETC Institute (2013)

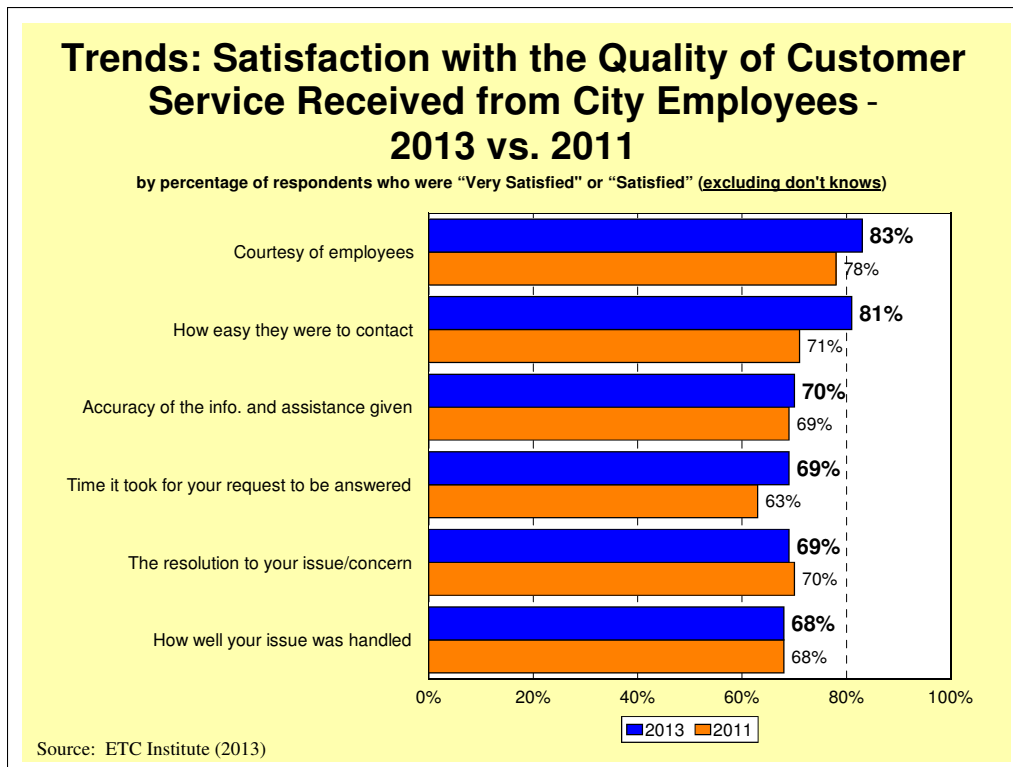
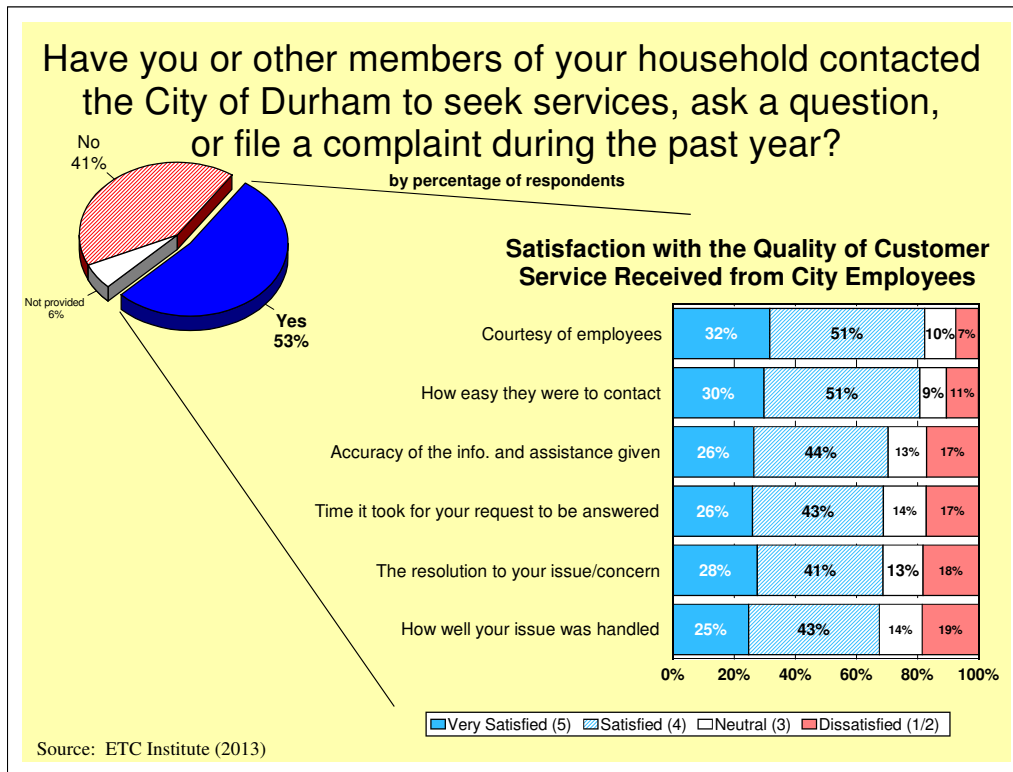
Trends: Satisfaction with Various Aspects of City Utility Services - 2013 vs. 2011 vs. 2005

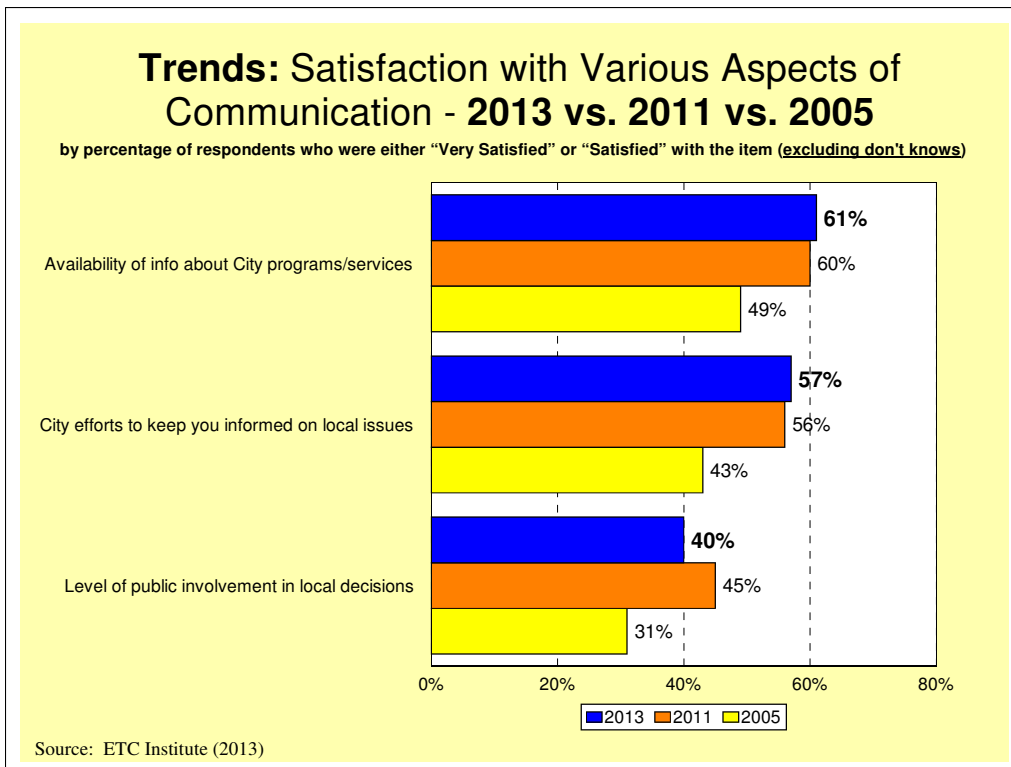
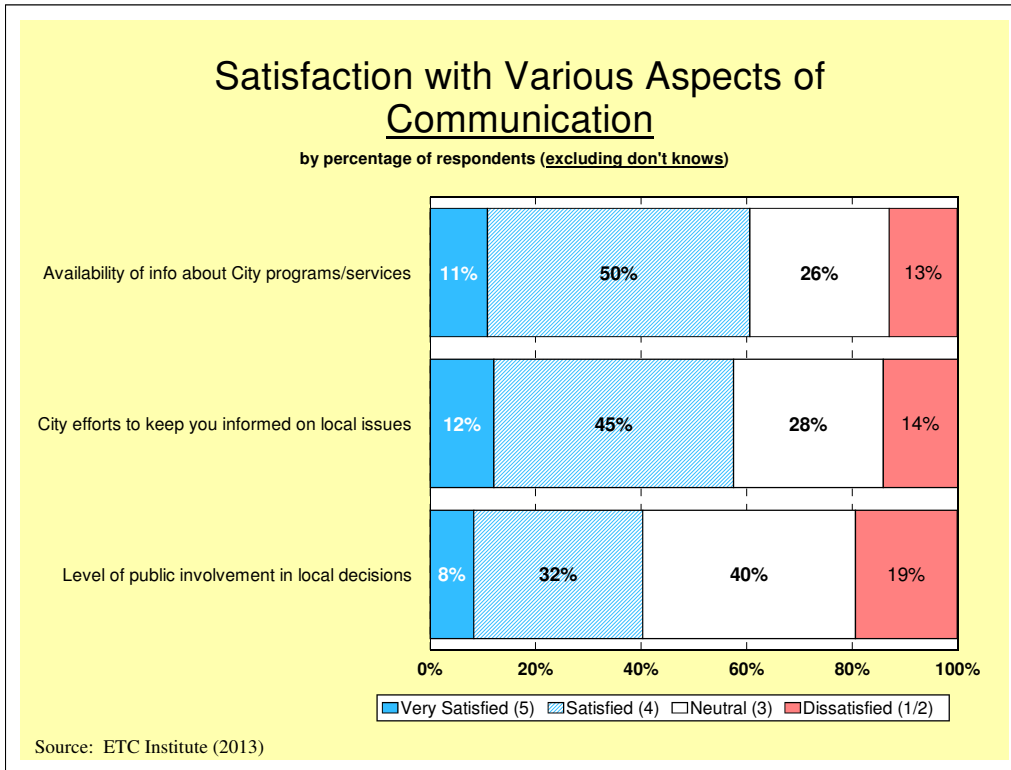
by percentage of respondents who were either "Very Satisfied" or "Satisfied" with the item (excluding don't knows)



Source: ETC Institute (2013)

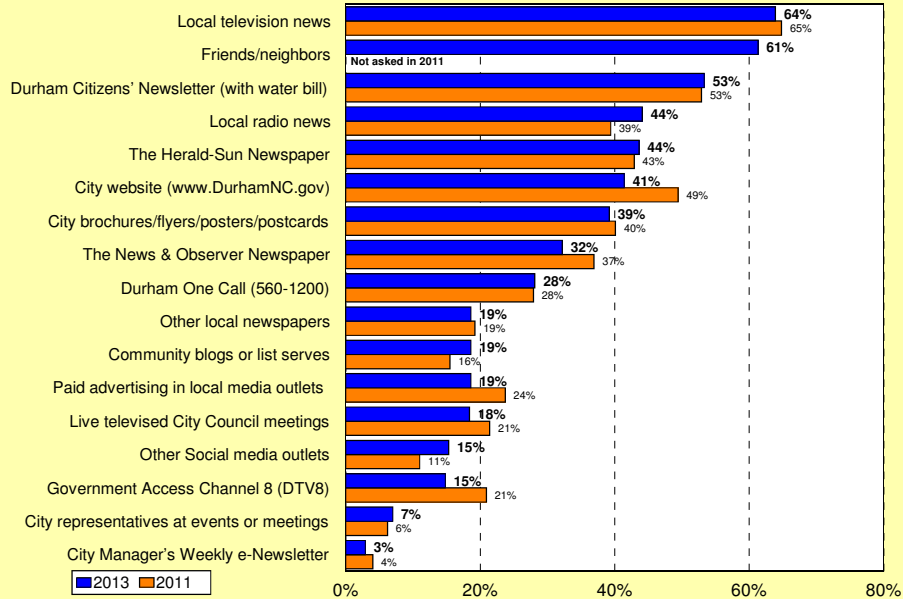






Trends: Sources used to Get Information About the City of Durham - 2013 vs. 2011

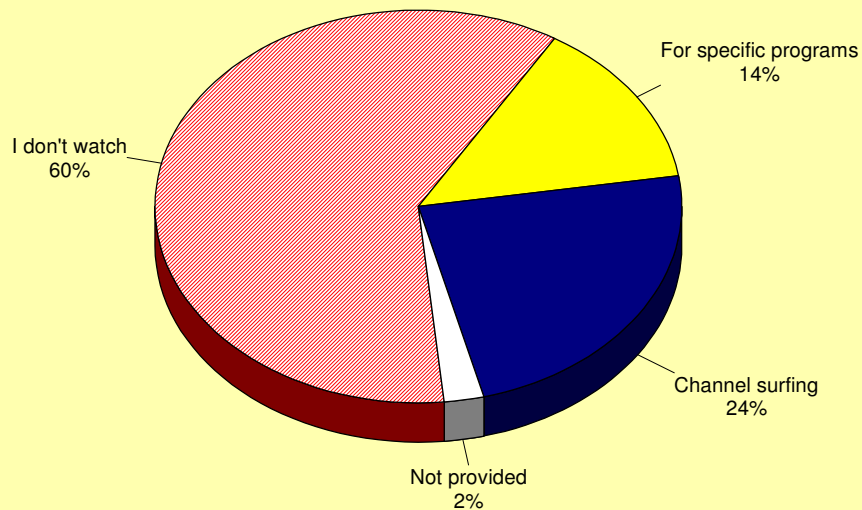
by percentage of respondents (multiple answers allowed)



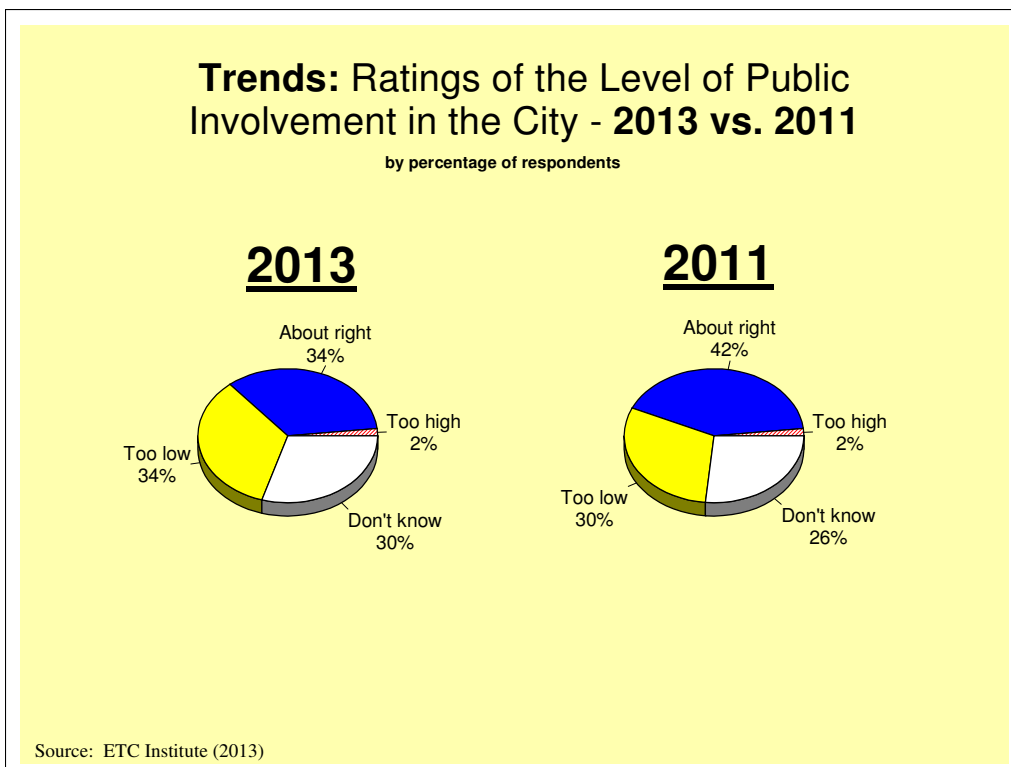
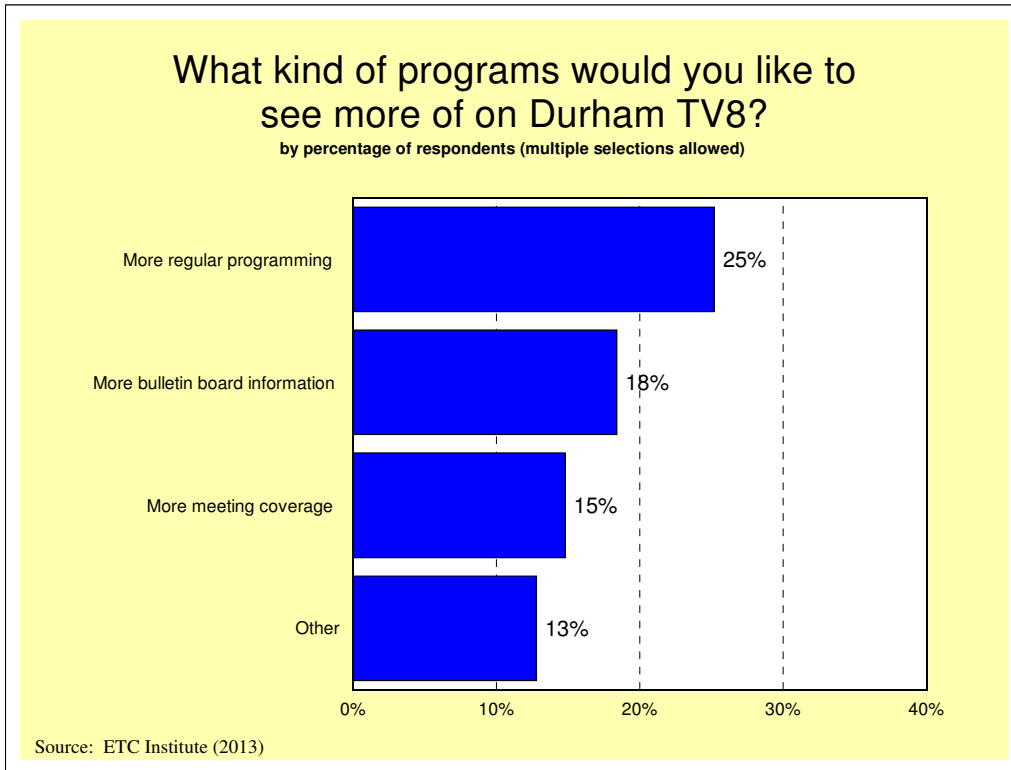
Source: ETC Institute (2013)

How do you normally watch programs on Durham TV 8?

by percentage of respondents

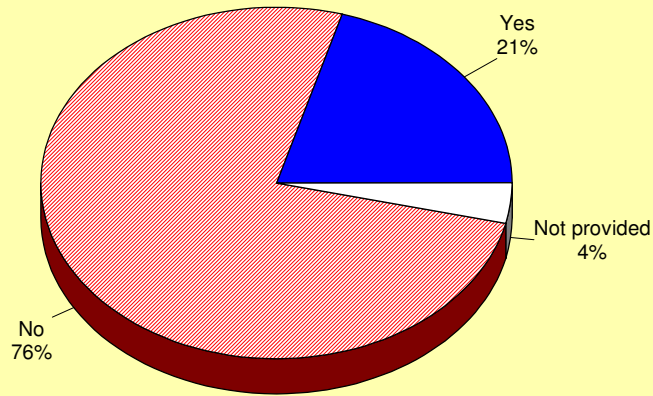


Source: ETC Institute (2013)



Are you aware of the City's Strategic Plan?

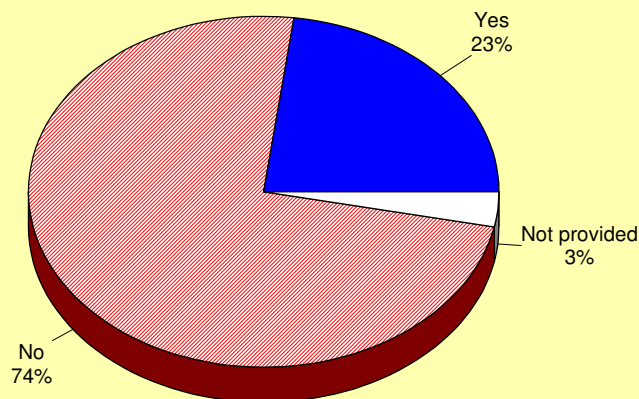
by percentage of respondents



Source: ETC Institute (2013)

Are you aware of any of the joint City/County strategic plan initiatives (Durham YouthWork Internship Program, CPR/AED training, Durham Play Streets, etc.)?

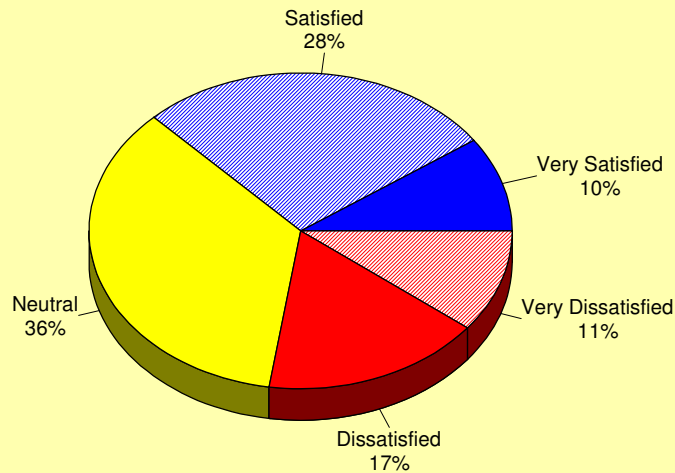
by percentage of respondents



Source: ETC Institute (2013)

Satisfaction with the overall quality of DATA (transit) routes and schedules?

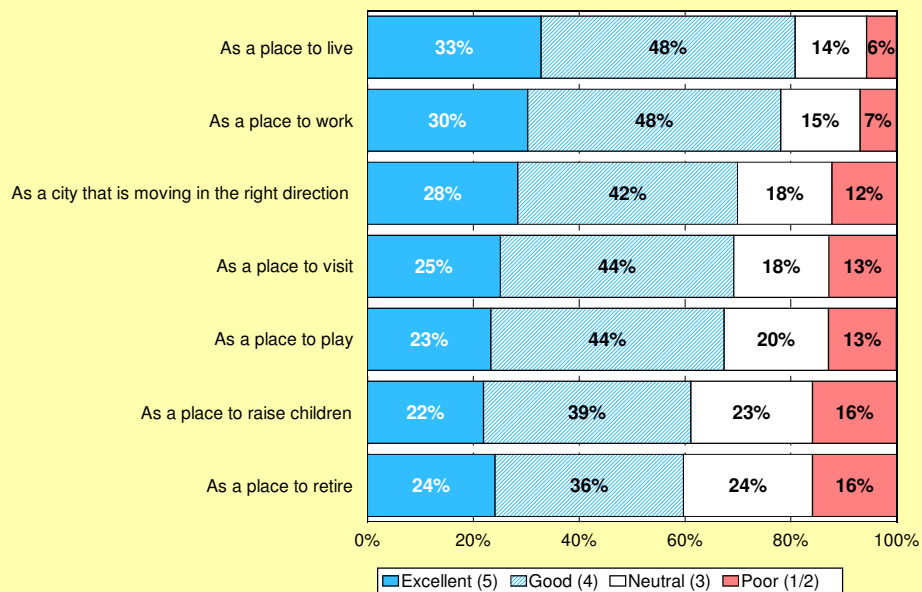
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2013)

Ratings of the City of Durham as a Place to Live

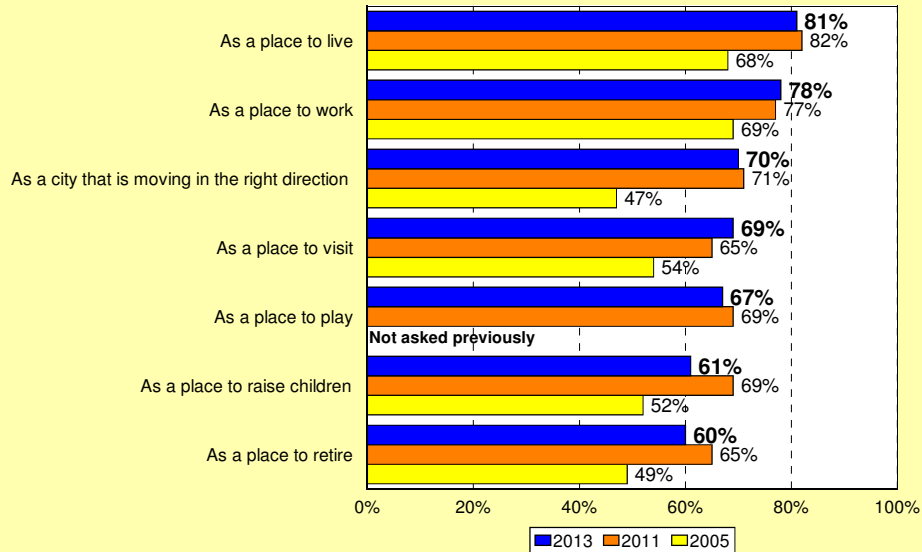
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2013)

Trends: Ratings of the City of Durham as a Place to Live - 2013 vs. 2011 vs. 2005

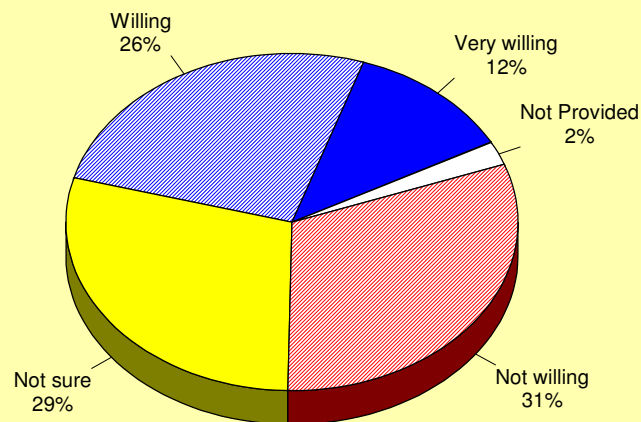
by percentage of respondents who rated the City as either "Excellent" or "Good" (excluding don't knows)



Source: ETC Institute (2013)

How willing would you be to pay slightly higher taxes to support parks, trails and future recreational opportunities?

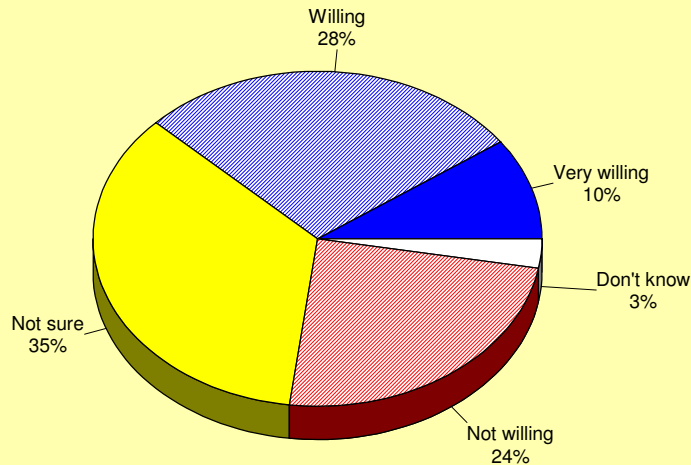
by percentage of respondents



Source: ETC Institute (2013)

How willing would you be to pay fees instead of taxes to fund improvements to City services that you use or benefit from?

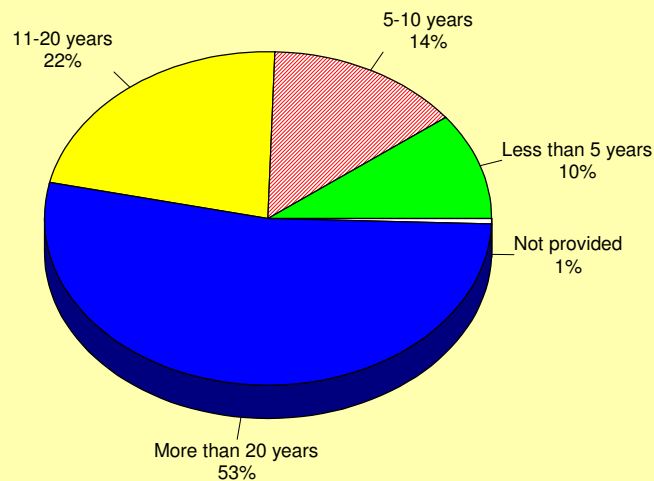
by percentage of respondents



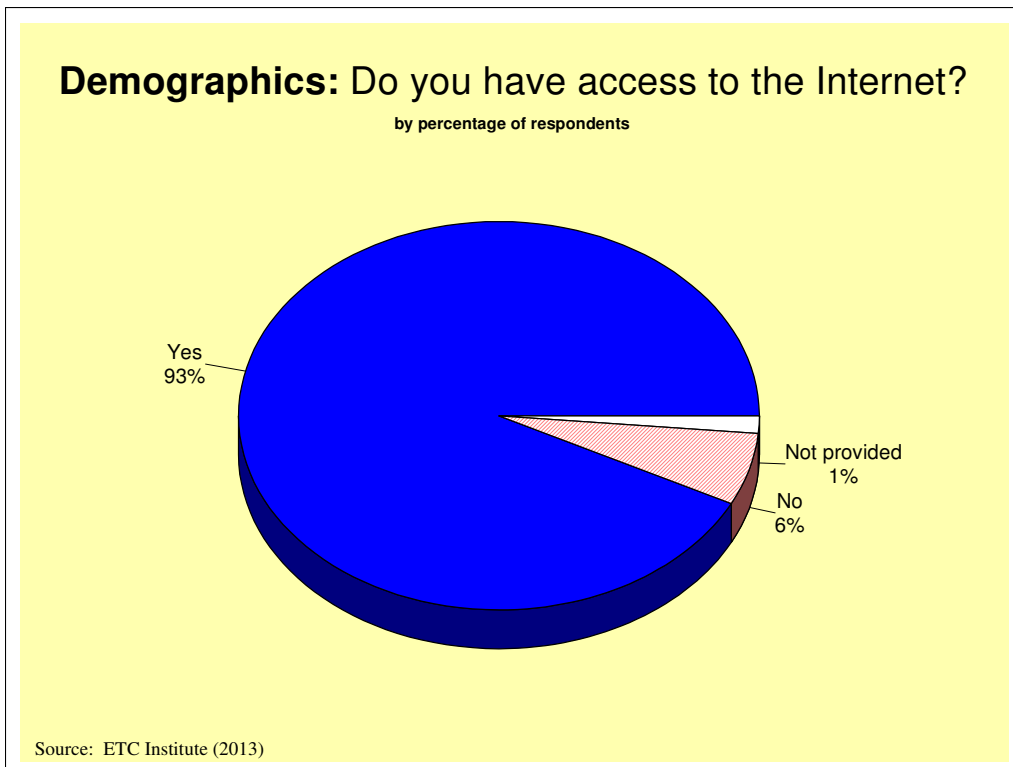
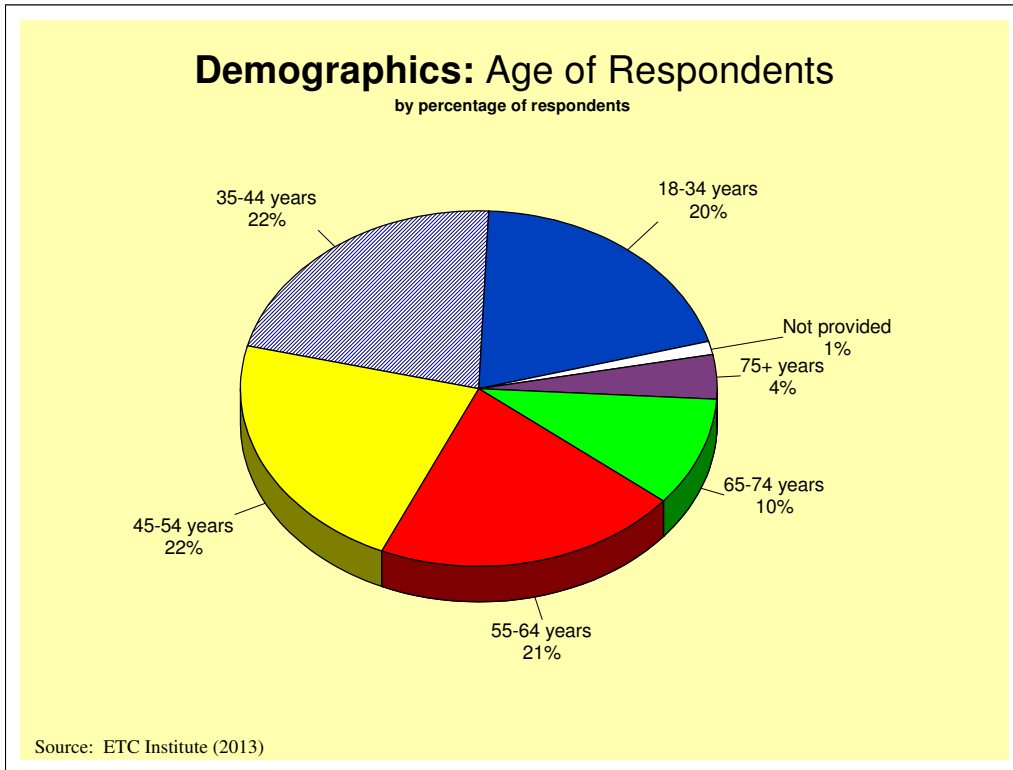
Source: ETC Institute (2013)

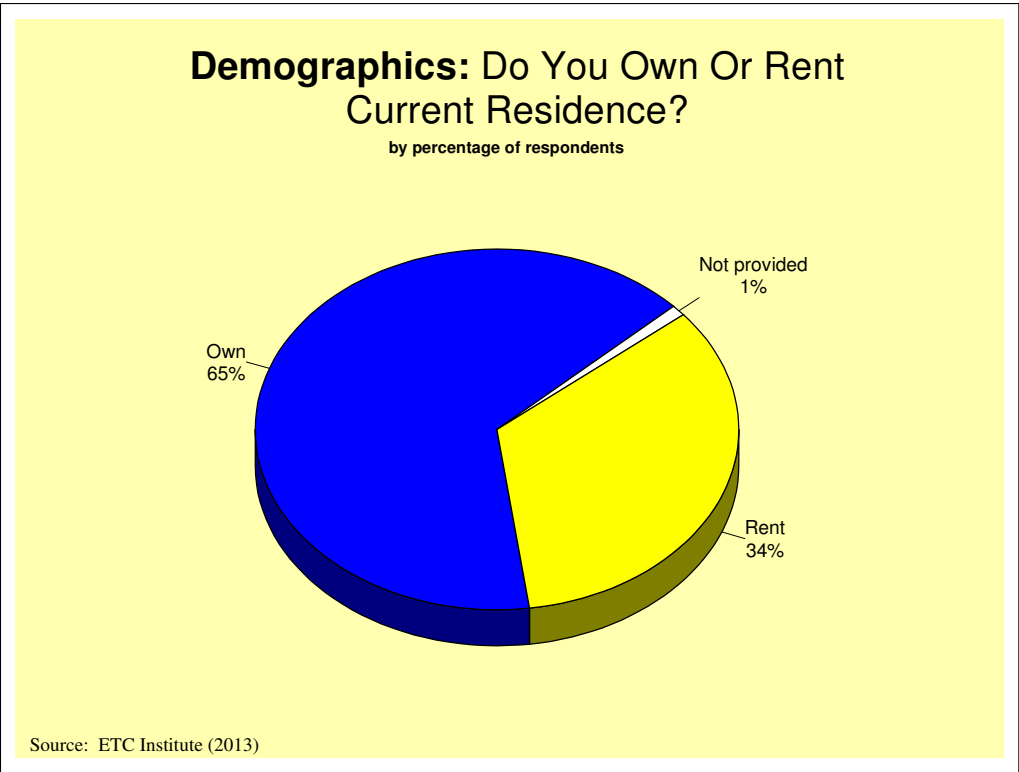
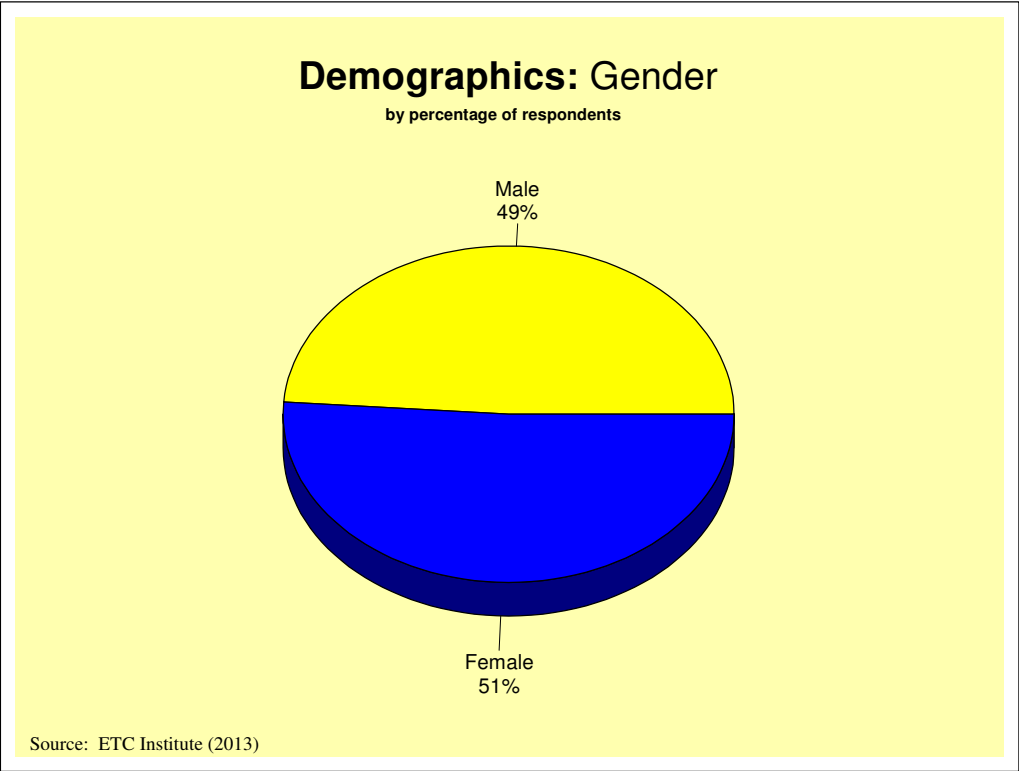
Demographics: Number of Years Respondents Have Lived in the City of Durham

by percentage of respondents



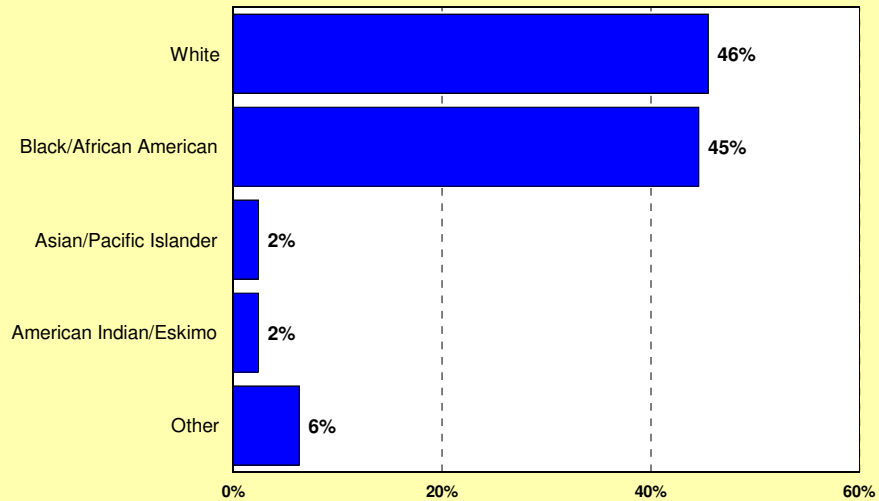
Source: ETC Institute (2013)





Demographics: Race/Ethnicity

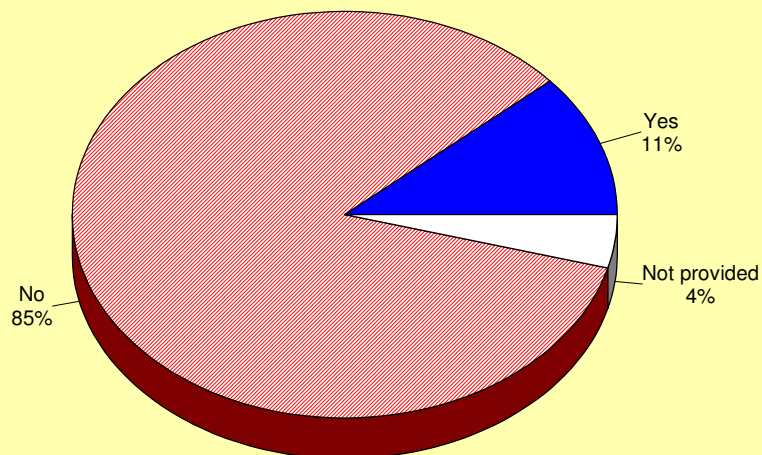
by percentage of respondents (multiple selections allowed)



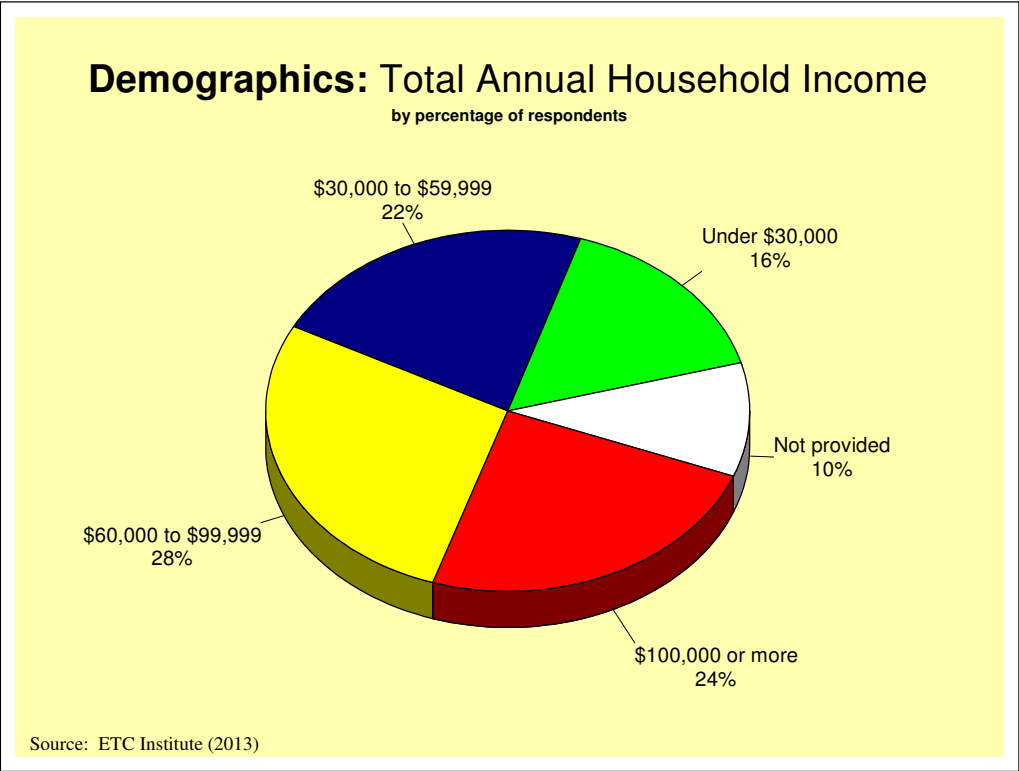
Source: ETC Institute (2013)

Demographics: Are You of Hispanic, Latino, or Other Spanish Ancestry

by percentage of respondents



Source: ETC Institute (2013)



Section 2:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Durham, North Carolina

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the maintenance services they thought should receive the most emphasis over the next two years. Fifty-eight percent (58.1%) of residents ranked street maintenance and repair as the most important maintenance service to emphasize over the next two years.

With regard to satisfaction, street maintenance and repair was ranked tenth overall with 38.9% rating street maintenance and repair as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for street maintenance and repair was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 58.1% was multiplied by 61.1% (1-0.389). This calculation yielded an I-S rating of 0.3550, which was ranked first out of the eleven maintenance service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top choices to emphasize over the next two years and 0% indicated that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Durham are provided on the following pages.

Importance-Satisfaction Rating

City of Durham, North Carolina

Overall

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Overall maintenance of city streets	54%	2	44%	11	0.3040	1
Overall quality of police protection	57%	1	63%	6	0.2135	2
<u>High Priority (IS .10-.20)</u>						
Overall quality of the public transit system	24%	4	49%	10	0.1210	3
Overall flow of traffic in the city	24%	3	52%	8	0.1128	4
<u>Medium Priority (IS <.10)</u>						
Overall enforcement of codes and ordinances	16%	8	49%	9	0.0826	5
Overall quality of Parks and Recreation facilities and programs	22%	5	64%	5	0.0775	6
Overall effectiveness of communication with the public	15%	9	60%	7	0.0580	7
Overall quality of water and sewer utilities	19%	6	70%	3	0.0556	8
Overall quality of customer service you receive from City employees	13%	10	67%	4	0.0439	9
Overall quality of fire protection and rescue services	16%	7	84%	1	0.0267	10
Overall proximity to a fire station	2%	11	84%	2	0.0033	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Durham, North Carolina

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Ranking
High Priority (IS .10-.20)						
Greenways and trails in the city	36%	1	60%	2	0.1425	1
Medium Priority (IS <.10)						
Overall quality of the City's recreation programs and services	19%	4	51%	8	0.0951	2
City playgrounds	22%	3	59%	3	0.0923	3
Cultural programming (e.g., events, concerts, and festivals)	23%	2	68%	1	0.0730	4
Diversity of City recreation opportunities	15%	5	52%	5	0.0706	5
City swimming pools	9%	8	35%	10	0.0586	6
City picnic shelters	11%	6	52%	7	0.0509	7
Outdoor athletic fields (e.g., baseball, soccer, and flag football)	10%	7	52%	6	0.0482	8
City Outdoor Adventure programs	7%	9	42%	9	0.0418	9
Customer service by the City's Parks and Recreation staff	6%	10	58%	4	0.0245	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Durham, North Carolina

Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Street maintenance and repair	58%	1	39%	10	0.3550	1
<u>High Priority (IS .10-.20)</u>						
Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	22%	4	37%	11	0.1396	2
Cleanliness of storm water drains and creeks in your neighborhood	24%	3	46%	9	0.1274	3
Cleanliness of city streets	26%	2	54%	5	0.1214	4
Cleanliness and appearance of medians and roadsides	21%	5	47%	8	0.1102	5
<u>Medium Priority (IS <.10)</u>						
Mowing and tree trimming along city streets and other public areas	20%	6	52%	7	0.0945	6
Overall appearance of major entryways to the city	17%	8	53%	6	0.0799	7
Condition of city parks	18%	7	56%	3	0.0808	8
Condition of streets in YOUR neighborhood	17%	9	58%	2	0.0727	9
Condition of street signs & traffic signals	15%	10	67%	1	0.0486	10
Condition of recreation centers and facilities.	8%	11	55%	4	0.0341	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Matrix Analysis.

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

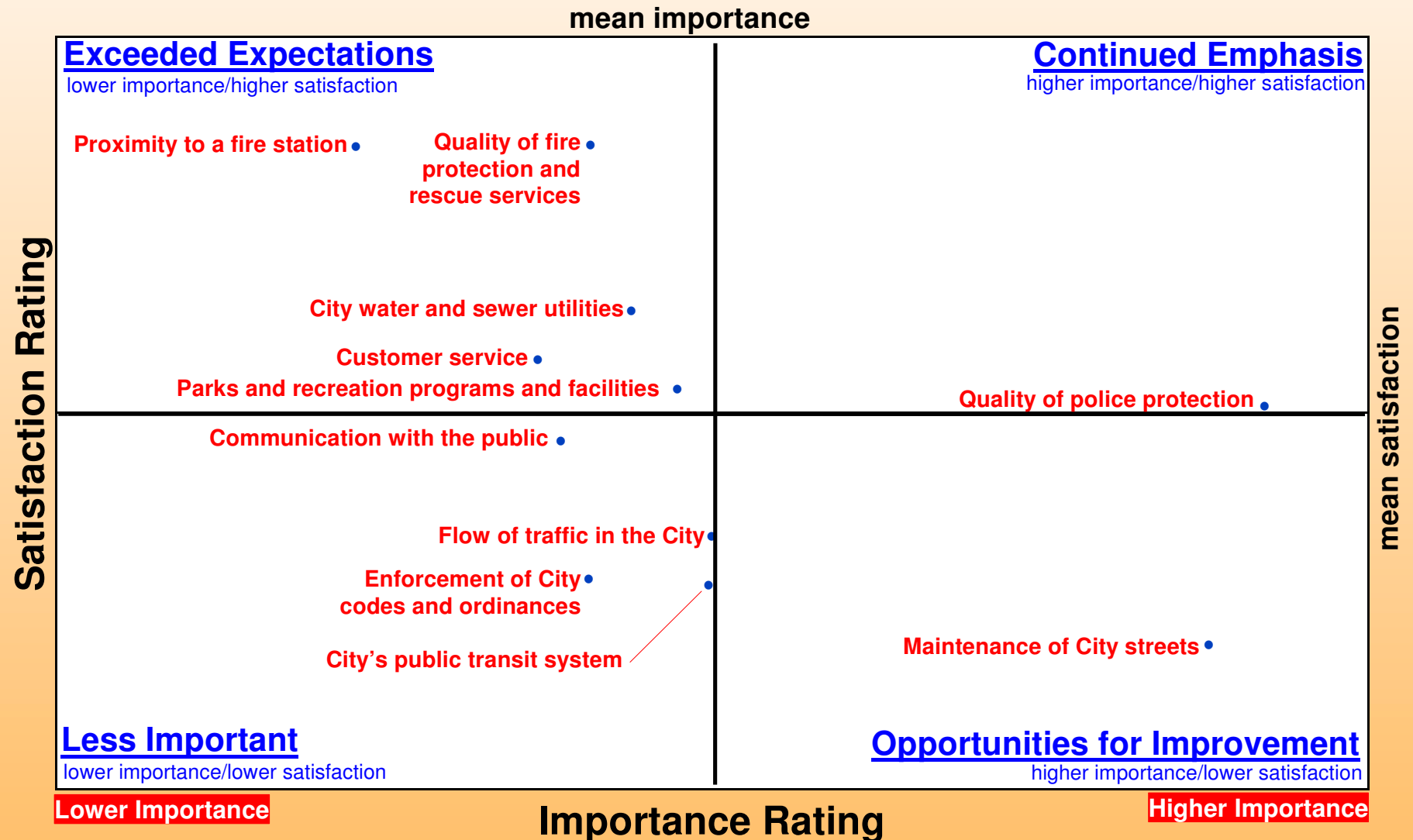
- Continued Emphasis (above average importance and above average satisfaction). This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- Exceeding Expectations (below average importance and above average satisfaction). This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- Opportunities for Improvement (above average importance and below average satisfaction). This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- Less Important (below average importance and below average satisfaction). This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for the Durham are provided on the following pages.

2013 City of Durham DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



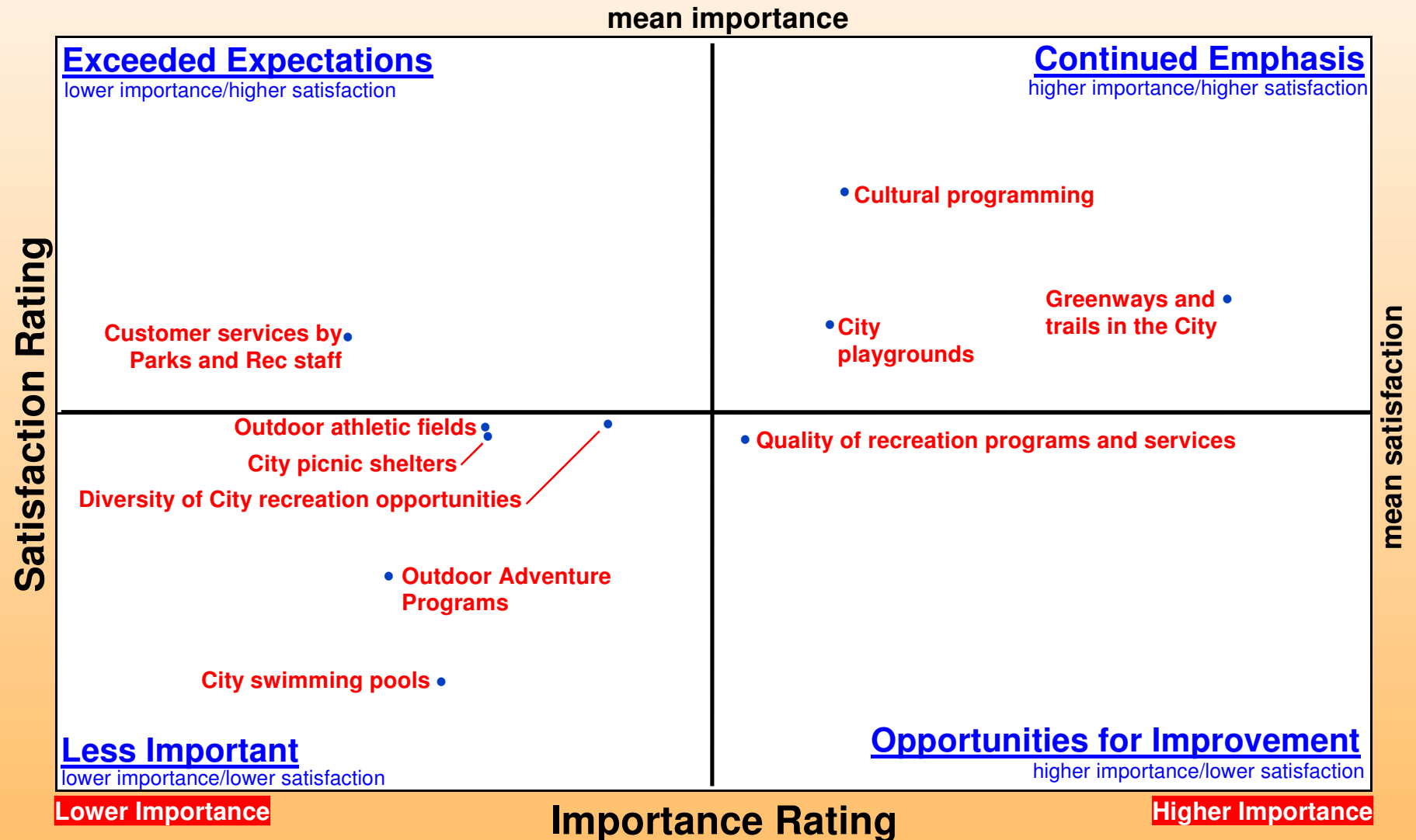
Source: ETC Institute (2013)

ETC Institute (2013)

2013 City of Durham DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



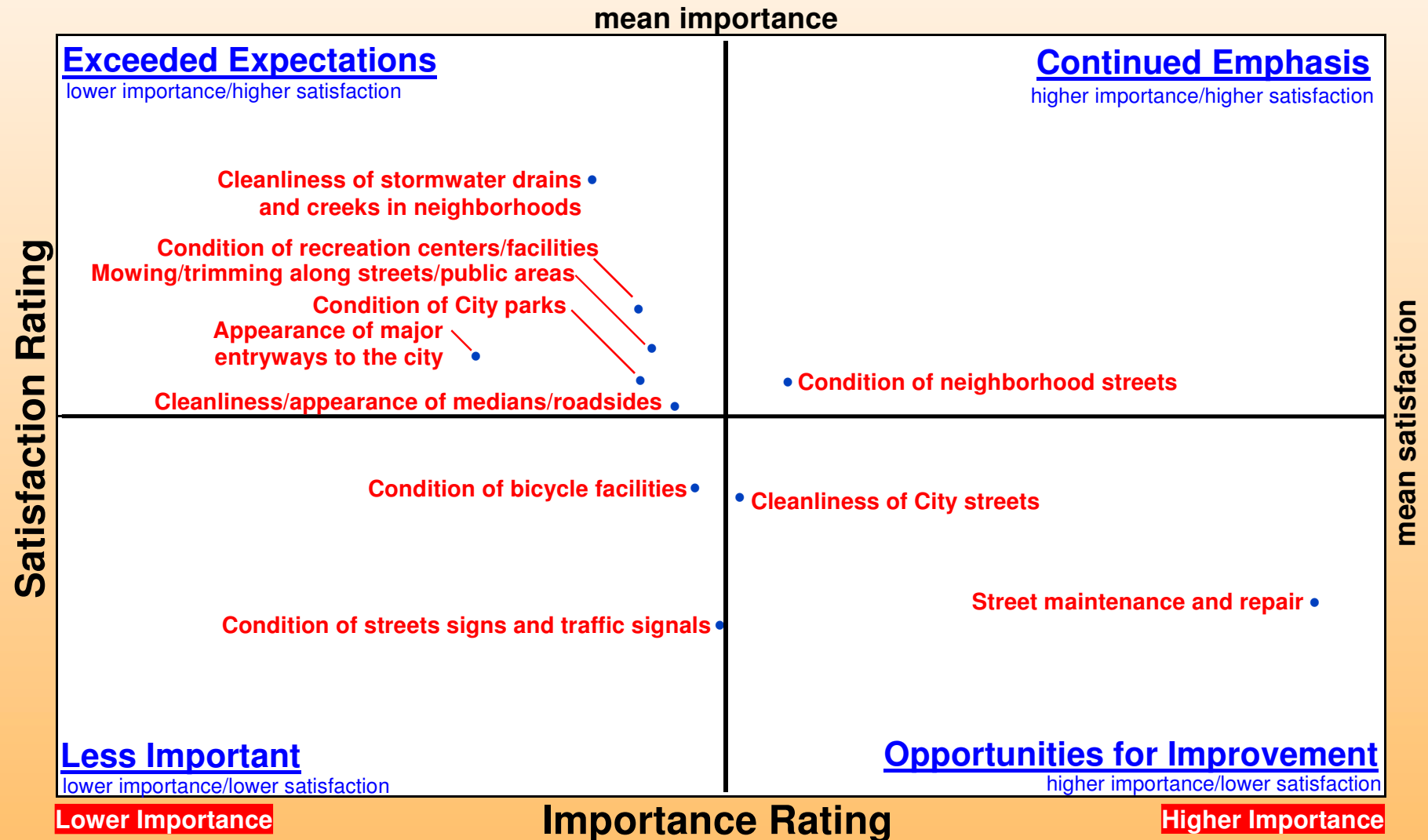
Source: ETC Institute (2013)

ETC Institute (2013)

2013 City of Durham DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Section 3:

Tabular Data

Q1. Major categories of services provided by the City of Durham are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q1a. Overall quality of police protection	14.4%	45.7%	23.6%	9.5%	2.4%	4.4%
Q1b. Overall quality of fire protection and rescue services	31.4%	44.3%	13.9%	0.5%	0.5%	9.5%
Q1c. Overall proximity to a fire station	40.6%	40.1%	13.6%	2.2%	0.2%	3.2%
Q1d. Overall maintenance of city streets	7.8%	35.8%	26.0%	22.4%	7.5%	0.5%
Q1e. Overall flow of traffic in the city	7.1%	44.3%	29.7%	15.3%	1.7%	1.9%
Q1f. Overall quality of the public transit system (Durham Area Transit Authority (DATA)/Bull City Connector)	6.8%	24.3%	23.6%	5.4%	4.1%	35.8%
Q1g. Overall quality of water and sewer utilities	18.0%	51.6%	19.5%	7.5%	2.2%	1.2%
Q1h. Overall enforcement of codes and ordinances	7.3%	35.8%	34.3%	7.1%	2.7%	12.9%
Q1i. Overall quality of customer service you receive from City employees	18.0%	43.3%	20.7%	8.0%	2.2%	7.8%
Q1j. Overall effectiveness of communication with the public	11.9%	46.7%	25.8%	10.2%	1.9%	3.4%
Q1k. Overall quality of Parks and Recreation facilities and programs	15.3%	43.3%	22.4%	8.0%	2.4%	8.5%

WITHOUT N/A RESPONSES

Q1. Major categories of services provided by the City of Durham are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "N/A")

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. Overall quality of police protection	15.0%	47.8%	24.7%	9.9%	2.5%
Q1b. Overall quality of fire protection and rescue services	34.7%	48.9%	15.3%	0.5%	0.5%
Q1c. Overall proximity to a fire station	42.0%	41.5%	14.1%	2.3%	0.3%
Q1d. Overall maintenance of city streets	7.8%	35.9%	26.2%	22.5%	7.6%
Q1e. Overall flow of traffic in the city	7.2%	45.2%	30.3%	15.6%	1.7%
Q1f. Overall quality of the public transit system (Durham Area Transit Authority (DATA)/Bull City Connector)	10.6%	37.9%	36.7%	8.3%	6.4%
Q1g. Overall quality of water and sewer utilities	18.2%	52.2%	19.7%	7.6%	2.2%
Q1h. Overall enforcement of codes and ordinances	8.4%	41.1%	39.4%	8.1%	3.1%
Q1i. Overall quality of customer service you receive from City employees	19.5%	47.0%	22.4%	8.7%	2.4%
Q1j. Overall effectiveness of communication with the public	12.3%	48.4%	26.7%	10.6%	2.0%
Q1k. Overall quality of Parks and Recreation facilities and programs	16.8%	47.3%	24.5%	8.8%	2.7%

Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q2. 1 st Choice	Number	Percent
Overall quality of police protection	166	40.2 %
Overall quality of fire protection and rescue services	11	2.7 %
Overall proximity to a fire station	2	0.5 %
Overall maintenance of city streets	79	19.1 %
Overall flow of traffic in the city	25	6.1 %
Overall quality of the public transit system (Durham Area Transit Authority (DATA)/Bull City Connector)	31	7.5 %
Overall quality of water and sewer utilities	12	2.9 %
Overall enforcement of codes and ordinances	15	3.6 %
Overall quality of customer service you receive from City employees	7	1.7 %
Overall effectiveness of communication with the public	7	1.7 %
Overall quality of Parks and Recreation facilities and programs	19	4.6 %
None chosen	39	9.4 %
Total	413	100.0 %

Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q2. 2 nd Choice	Number	Percent
Overall quality of police protection	44	10.7 %
Overall quality of fire protection and rescue services	42	10.2 %
Overall maintenance of city streets	76	18.4 %
Overall flow of traffic in the city	41	9.9 %
Overall quality of the public transit system (Durham Area Transit Authority (DATA)/Bull City Connector)	34	8.2 %
Overall quality of water and sewer utilities	32	7.7 %
Overall enforcement of codes and ordinances	21	5.1 %
Overall quality of customer service you receive from City employees	17	4.1 %
Overall effectiveness of communication with the public	27	6.5 %
Overall quality of Parks and Recreation facilities and programs	26	6.3 %
None chosen	53	12.8 %
Total	413	100.0 %

Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q2. 3rd Choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	27	6.5 %
Overall quality of fire protection and rescue services	14	3.4 %
Overall proximity to a fire station	6	1.5 %
Overall maintenance of city streets	68	16.5 %
Overall flow of traffic in the city	32	7.7 %
Overall quality of the public transit system (Durham Area Transit Authority (DATA)/Bull City Connector)	32	7.7 %
Overall quality of water and sewer utilities	34	8.2 %
Overall enforcement of codes and ordinances	31	7.5 %
Overall quality of customer service you receive from City employees	30	7.3 %
Overall effectiveness of communication with the public	26	6.3 %
Overall quality of Parks and Recreation facilities and programs	44	10.7 %
None chosen	69	16.7 %
Total	413	100.0 %

Q2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years? (Sum of Top Three Choices)

<u>Q2. Sum of Top Three Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	237	57.4 %
Overall quality of fire protection and rescue services	67	16.2 %
Overall proximity to a fire station	8	1.9 %
Overall maintenance of city streets	223	54.0 %
Overall flow of traffic in the city	98	23.7 %
Overall quality of the public transit system (Durham Area Transit Authority (DATA)/Bull City Connector)	97	23.5 %
Overall quality of water and sewer utilities	78	18.9 %
Overall enforcement of codes and ordinances	67	16.2 %
Overall quality of customer service you receive from City employees	54	13.1 %
Overall effectiveness of communication with the public	60	14.5 %
Overall quality of Parks and Recreation facilities and programs	89	21.5 %
None chosen	39	9.4 %
Total	1117	

Q3. Several items that may influence your perception of the City of Durham are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q3a. Overall quality of services provided by the City of Durham	9.8%	58.7%	24.7%	4.6%	0.5%	1.7%
Q3b. Overall appearance of the city	10.3%	45.5%	29.8%	11.7%	2.0%	0.7%
Q3c. Overall image of the city	13.0%	35.2%	26.4%	19.6%	2.7%	3.2%
Q3d. Overall police relationship with your community	14.4%	38.4%	30.6%	10.5%	3.4%	2.7%
Q3e. Overall preparedness to manage development and growth	7.3%	33.5%	38.6%	13.4%	2.4%	4.6%
Q3f. Overall quality of life in the city	15.6%	51.3%	21.5%	8.8%	2.2%	0.5%
Q3g. Overall quality of life in your neighborhood	29.8%	45.7%	15.4%	6.1%	2.7%	0.2%
Q3h. Overall walkability of downtown Durham	18.1%	40.6%	26.7%	7.6%	2.2%	4.9%
Q3i. Overall value you receive for your city taxes and fees	6.6%	35.9%	27.9%	21.0%	7.6%	1.0%

WITHOUT N/A RESPONSES

Q3. Several items that may influence your perception of the City of Durham are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "N/A")

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3a. Overall quality of services provided by the City of Durham	10.0%	59.7%	25.1%	4.7%	0.5%
Q3b. Overall appearance of the city	10.3%	45.8%	30.0%	11.8%	2.0%
Q3c. Overall image of the city	13.4%	36.4%	27.3%	20.2%	2.8%
Q3d. Overall police relationship with your community	14.8%	39.4%	31.4%	10.8%	3.5%
Q3e. Overall preparedness to manage development and growth	7.7%	35.1%	40.5%	14.1%	2.6%
Q3f. Overall quality of life in the city	15.7%	51.6%	21.6%	8.8%	2.2%
Q3g. Overall quality of life in your neighborhood	29.9%	45.8%	15.4%	6.1%	2.7%
Q3h. Overall walkability of downtown Durham	19.0%	42.7%	28.0%	8.0%	2.3%
Q3i. Overall value you receive for your city taxes and fees	6.7%	36.3%	28.1%	21.2%	7.7%

Q4. Public Safety. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

(N=413)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	N/A
Q4a. When walking alone in your neighborhood during the day	46.5%	38.2%	8.5%	3.4%	1.9%	1.5%
Q4b. When walking alone in your neighborhood at night	12.9%	35.0%	20.0%	21.7%	7.8%	2.7%
Q4c. When walking alone in the nearest park to your home during the day	17.5%	33.3%	21.7%	13.1%	5.4%	9.0%
Q4d. When visiting recreation centers	14.4%	32.4%	23.6%	5.4%	1.7%	22.6%
Q4e. In downtown Durham	14.1%	45.7%	25.3%	10.5%	1.7%	2.7%
Q4f. In the City of Durham overall	6.3%	43.1%	31.6%	14.6%	1.7%	2.7%
Q4g. When riding DATA/Bull City Connector	6.8%	15.6%	17.0%	5.4%	0.7%	54.5%

WITHOUT N/A RESPONSES

Q4. Public Safety. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations: (Without "N/A")

(N=413)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q4a. When walking alone in your neighborhood during the day	47.2%	38.8%	8.6%	3.5%	2.0%
Q4b. When walking alone in your neighborhood at night	13.3%	36.0%	20.5%	22.3%	8.0%
Q4c. When walking alone in the nearest park to your home during the day	19.3%	36.6%	23.8%	14.4%	5.9%
Q4d. When visiting recreation centers	18.6%	41.8%	30.5%	6.9%	2.2%
Q4e. In downtown Durham	14.5%	47.0%	26.0%	10.8%	1.8%
Q4f. In the City of Durham overall	6.5%	44.3%	32.5%	15.0%	1.8%
Q4g. When riding DATA/Bull City Connector	15.0%	34.2%	37.4%	11.8%	1.6%

Q4h. Do you think gangs are a problem in Durham?

Q4h. Do you think gangs are a problem in Durham?	Number	Percent
Yes	321	77.7 %
No	69	16.7 %
Not provided	23	5.6 %
Total	413	100.0 %

Q4h-1. If YES to Q4h: Why do you think gangs are a problem in Durham?

Q4h-1. Why do you think gangs are a problem in Durham?	Number	Percent
Personal experience/knowledge	98	30.5 %
Word of mouth	177	55.1 %
Media reports	212	66.0 %
Other	83	25.8 %
None chosen	1	0.3 %
Total	571	

Q4h-1. If YES to Q4h: Why do you think gangs are a problem in Durham? (Other)

Q4h-1. Other	Number	Percent
ACTIVISTS SPEAK ABOUT GANGS	1	1.2 %
ALL OF THE ABOVE	1	1.2 %
ALTERNATIVES FOR YOUTHS	1	1.2 %
AMERICAN TABACCO TRAIL	1	1.2 %
ATTITUDE OF PEOPLE	1	1.2 %
CHILDREN TELL ABOUT IT	1	1.2 %
CRIME RATE, ROBBERIES, MEDIA	1	1.2 %
CRIME STATISTICS	1	1.2 %
DAUGHTER WENT TO PUBLIC SCHOOL	1	1.2 %
DPD SCARED	1	1.2 %
DURHAM POLICE PRESENTATION	1	1.2 %
EASE WHICH DRUGS ARE DEALT	1	1.2 %
EMERGENCY/COMMUNITY WARNINGS	1	1.2 %
FREQUENT ATTACKS ON ATT	1	1.2 %
FRIEND WHO WED PAROL OFFICER	1	1.2 %
FROM STUDENTS IN SCHOOLS	1	1.2 %
FROM WORKING IN SCHOOL SYSTEM	1	1.2 %
GANG RELATED ART ALL OVER CITY	1	1.2 %
GANG REPORTS IN THE SCHOOL	1	1.2 %
GANG TAGS AT PARKS	1	1.2 %
GANG TAGS IN NEIGHBORHOODS	1	1.2 %
GANGS IN SCHOOLS	1	1.2 %
GATHERING OF KNUCKLEHEADS	1	1.2 %
GRAFFITI	7	8.4 %
GRAFITTI AND SYMBOLS	1	1.2 %
GRAFITTI IN SCHOOLS	1	1.2 %
GRAFITTI ON SIGNS AND BUILDINGS	1	1.2 %
GUNSHOTS	1	1.2 %
HEARING IT FROM OFFICERS	1	1.2 %
JURY DUTY	1	1.2 %
KIDS IN SCHOOL RUN AGROSS MEMBERS	1	1.2 %
KNOW HIGH SCHOOL TEACHERS	1	1.2 %
KNOWN FACT, GANGS AROUND WORLD	1	1.2 %
KNOWN IN PUBLIC SCHOOLS	1	1.2 %
LACK OF PEER RECREATION	1	1.2 %
LONG HISTORY OF GANG ACTIVITY	1	1.2 %
LOWER SOCIE-ECONOMIC NEIGHBORHOODS	1	1.2 %
MAY BE DUE TO DRUG USE	1	1.2 %
MEDIE REPORTS	1	1.2 %
MIDDLE SCHOOL TEACHER FRIEND	1	1.2 %
NEIGHBORHOODS AS THE HOOD	1	1.2 %
NEIGHBORING COUNTIES	1	1.2 %
NEWSPAPERS	1	1.2 %
NOT PROVIDED	9	10.8 %
NOTICEABLE IN LOW-INCOME AREAS	1	1.2 %
NUMBER OF MURDERS IN THE CITY	1	1.2 %
OBSERVATION	1	1.2 %
OBVIOUS IN SCHOOLS	1	1.2 %
PAINTING ON WALLS, GRAFITTI	1	1.2 %
PART OF URBAN PROBLEM OF CITIES	1	1.2 %
PERSONAL APPEARANCE	1	1.2 %
PROBABLY NO MORE THAN OTHER CITIES	1	1.2 %
PROBLEM IN ALL MAJOR METRO AREAS	1	1.2 %
PROFESSIONAL EXPERIENCE	1	1.2 %
SCHOOL PROGRAMS	1	1.2 %
SCHOOLS	1	1.2 %
SEE GANG ACTIVITY	1	1.2 %

Q4h-1. If YES to Q4h: Why do you think gangs are a problem in Durham? (Other)

Q4h-1. Other	Number	Percent
SHOOTINGS, SIGNS OF CRIME	1	1.2 %
STUDENTS OUT OF CONTROL	1	1.2 %
TEACHER FRIENDS	1	1.2 %
UNEQUITABLE FAVOR WITH POLICE	1	1.2 %
VIOLENCE IN SCHOOLS	1	1.2 %
VISUAL EVIDENCE, SIGNS	1	1.2 %
WHY I DO NOT FREQUENT PARKS	1	1.2 %
WORD OF MOUTH	1	1.2 %
WORK IN AN ER	1	1.2 %
WORK IN HOSP WITH VICTIMS	1	1.2 %
WORK WITH GANG AFFILIATED CLIENTS	1	1.2 %
YOUNG PEOPLE WITH NO HOPE OF FUTURE	1	1.2 %
Total	83	100.0 %

Q4i. Are you familiar with any of the following programs/activities that have been implemented to address gangs in Durham? (Check all that apply)

Q4i. Are you familiar with any of the following programs/activities that have been implemented to address gangs in Durham?

	Number	Percent
Gang Resistance Education and Training (GREAT) classes	86	20.8 %
Comprehensive Gang Model	14	3.4 %
Project BUILD	51	12.3 %
Gang Reduction Steering Committee	27	6.5 %
Violent offender call-ins	19	4.6 %
Funding of a Special Prosecutor for gang cases	34	8.2 %
Not familiar with any of these programs/activities	255	61.7 %
None chosen	37	9.0 %
Total	523	

Q5. Parks and Recreation. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q5a. City playgrounds	8.6%	37.4%	24.0%	6.1%	2.4%	21.5%
Q5b. Greenways and trails in the city	11.7%	41.8%	21.3%	10.8%	3.2%	11.2%
Q5c. City swimming pools	3.4%	16.4%	25.9%	8.3%	2.7%	43.3%
Q5d. Outdoor athletic fields (e.g., baseball, soccer, and flag football)	5.9%	31.1%	26.7%	6.1%	1.5%	28.9%
Q5e. City picnic shelters	5.1%	34.5%	26.9%	8.6%	2.2%	22.7%
Q5f. Diversity of City recreation opportunities	7.3%	33.5%	27.9%	6.8%	2.9%	21.5%
Q5g. City Outdoor Adventure programs	4.4%	18.3%	24.2%	5.1%	2.2%	45.7%
Q5h. Overall quality of the City's recreation programs and services	5.9%	35.0%	29.3%	7.6%	2.2%	20.0%
Q5i. Cultural programming (e.g., events, concerts, and festivals)	16.9%	43.8%	21.3%	5.4%	2.7%	10.0%
Q5j. Customer service provided by the City's Parks and Recreation staff	7.6%	33.0%	23.7%	3.2%	2.7%	29.8%

WITHOUT N/A RESPONSES

Q5. Parks and Recreation. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "N/A")

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. City playgrounds	10.9%	47.7%	30.5%	7.8%	3.1%
Q5b. Greenways and trails in the city	13.2%	47.1%	24.0%	12.1%	3.6%
Q5c. City swimming pools	6.0%	28.9%	45.7%	14.7%	4.7%
Q5d. Outdoor athletic fields (e.g., baseball, soccer, and flag football)	8.2%	43.6%	37.5%	8.6%	2.1%
Q5e. City picnic shelters	6.6%	44.6%	34.8%	11.1%	2.8%
Q5f. Diversity of City recreation opportunities	9.3%	42.7%	35.5%	8.7%	3.7%
Q5g. City Outdoor Adventure programs	8.1%	33.8%	44.6%	9.5%	4.1%
Q5h. Overall quality of the City's recreation programs and services	7.3%	43.7%	36.7%	9.5%	2.8%
Q5i. Cultural programming (e.g., events, concerts, and festivals)	18.8%	48.6%	23.6%	6.0%	3.0%
Q5j. Customer service provided by the City's Parks and Recreation staff	10.8%	47.0%	33.8%	4.5%	3.8%

Q6. Which TWO of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q6. 1 st Choice	Number	Percent
City playgrounds	57	13.8 %
Greenways and trails in the city	101	24.5 %
City swimming pools	19	4.6 %
Outdoor athletic fields (e.g., baseball, soccer, and flag football)	25	6.1 %
City picnic shelters	17	4.1 %
Diversity of City recreation opportunities	27	6.5 %
City Outdoor Adventure programs	10	2.4 %
Overall quality of the City's recreation programs and services	28	6.8 %
Cultural programming (e.g., events, concerts, and festivals)	42	10.2 %
Customer service provided by the City's Parks and Recreation staff	7	1.7 %
None chosen	80	19.4 %
Total	413	100.0 %

Q6. Which TWO of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q6. 2 nd Choice	Number	Percent
City playgrounds	35	8.5 %
Greenways and trails in the city	47	11.4 %
City swimming pools	18	4.4 %
Outdoor athletic fields (e.g., baseball, soccer, and flag football)	18	4.4 %
City picnic shelters	27	6.5 %
Diversity of City recreation opportunities	34	8.2 %
City Outdoor Adventure programs	20	4.8 %
Overall quality of the City's recreation programs and services	52	12.6 %
Cultural programming (e.g., events, concerts, and festivals)	52	12.6 %
Customer service provided by the City's Parks and Recreation staff	17	4.1 %
None chosen	93	22.5 %
Total	413	100.0 %

Q6. Which TWO of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top Two Choices)

Q6. Sum of Top Two Choices	Number	Percent
City playgrounds	92	22.3 %
Greenways and trails in the city	148	35.8 %
City swimming pools	37	9.0 %
Outdoor athletic fields (e.g., baseball, soccer, and flag football)	43	10.4 %
City picnic shelters	44	10.7 %
Diversity of City recreation opportunities	61	14.8 %
City Outdoor Adventure programs	30	7.3 %
Overall quality of the City's recreation programs and services	80	19.4 %
Cultural programming (e.g., events, concerts, and festivals)	94	22.8 %
Customer service provided by the City's Parks and Recreation staff	24	5.8 %
None chosen	80	19.4 %
Total	733	

Q7. Please indicate whether you or other members of your household have done the following activities during the past year by circling YES or NO for each of the items listed below.

(N=413)

	Yes	No
Q7a. Used a City recreation center	42.2%	57.8%
Q7b. Used a City swimming pool	17.1%	82.9%
Q7c. Participated in City athletic programs	18.3%	81.7%
Q7d. Participated in other City recreation programs	28.2%	71.8%
Q7e. Visited a neighborhood or City park	78.2%	21.8%
Q7f. Attended a Parks and Recreation event	48.8%	51.2%
Q7g. Participated in a Neighborhood Watch program	29.2%	70.8%
Q7h. Attended a Partners Against Crime (PAC) meeting	12.9%	87.1%
Q7i. Participated in a Durham Fire Department sponsored event (e.g., CPR or Fire Safety Training)	9.9%	90.1%
Q7j. Participated in a public meeting of an appointed board or commission	19.1%	80.9%
Q7k. Attended or viewed a City Council meeting	32.4%	67.6%
Q7l. Ridden DATA/Bull City Connector	28.2%	71.8%
Q7m. Attended an event at the Durham Arts Council	44.3%	55.7%
Q7n. Attended an event at the Carolina Theatre	53.2%	46.8%
Q7o. Attended an event at the Durham Bulls Athletic Park	64.1%	35.9%
Q7p. Visited the Hayti Heritage Center	32.4%	67.6%
Q7q. Attended a performance at the Durham Performing Arts Center	62.6%	37.4%
Q7r. Attended an event at the Durham Convention Center	31.7%	68.3%
Q7s. Disposed of materials at the City's household hazardous waste disposal center	43.6%	56.4%
Q7t. Participated in an electronic-waste and/or shredding event	26.7%	73.3%
Q7u. Contacted Durham One Call (560-1200)	50.5%	49.5%
Q7v. Visited downtown Durham	91.8%	8.2%
Q7w. Used a City parking facility	79.5%	20.5%
Q7x. Visited any of the Durham JobLink sites	22.5%	77.5%

Q8. Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q8a. Street maintenance and repair	5.2%	33.4%	24.3%	28.0%	8.4%	0.7%
Q8b. Condition of streets in YOUR neighborhood	16.0%	42.0%	19.2%	16.5%	5.9%	0.5%
Q8c. Cleanliness of city streets	9.3%	43.2%	25.6%	16.2%	4.2%	1.5%
Q8d. Condition of street signs & traffic signals	11.8%	54.8%	23.8%	7.1%	2.2%	0.2%
Q8e. Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	4.2%	25.8%	29.2%	14.7%	6.1%	19.9%
Q8f. Cleanliness and appearance of medians and roadsides	6.9%	39.1%	32.2%	15.5%	5.4%	1.0%
Q8g. Mowing and tree trimming along city streets and other public areas	8.1%	42.8%	27.3%	14.5%	5.7%	1.7%
Q8h. Condition of city parks	6.6%	42.0%	28.3%	8.8%	1.7%	12.5%
Q8i. Condition of recreation centers and facilities.	6.9%	34.4%	27.8%	4.9%	1.0%	25.1%
Q8j. Cleanliness of stormwater drains and creeks in your neighborhood	6.4%	37.1%	27.3%	19.2%	4.9%	5.2%
Q8k. Overall appearance of major entryways to the city	8.1%	44.0%	34.2%	8.6%	2.5%	2.7%

WITHOUT N/A RESPONSES

Q8. Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "N/A")

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8a. Street maintenance and repair	5.2%	33.7%	24.5%	28.2%	8.4%
Q8b. Condition of streets in YOUR neighborhood	16.0%	42.2%	19.3%	16.5%	5.9%
Q8c. Cleanliness of city streets	9.5%	43.9%	25.9%	16.5%	4.2%
Q8d. Condition of street signs & traffic signals	11.8%	54.9%	23.9%	7.1%	2.2%
Q8e. Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	5.2%	32.2%	36.5%	18.4%	7.7%
Q8f. Cleanliness and appearance of medians and roadsides	6.9%	39.5%	32.5%	15.6%	5.5%
Q8g. Mowing and tree trimming along city streets and other public areas	8.3%	43.5%	27.8%	14.8%	5.8%
Q8h. Condition of city parks	7.6%	48.0%	32.3%	10.1%	2.0%
Q8i. Condition of recreation centers and facilities.	9.2%	45.9%	37.0%	6.6%	1.3%
Q8j. Cleanliness of stormwater drains and creeks in your neighborhood	6.7%	39.1%	28.8%	20.2%	5.2%
Q8k. Overall appearance of major entryways to the city	8.3%	45.2%	35.1%	8.8%	2.5%

Q9. Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q9. 1 st Choice	Number	Percent
Street maintenance and repair	157	38.0 %
Condition of streets in YOUR neighborhood	20	4.8 %
Cleanliness of city streets	22	5.3 %
Condition of street signs & traffic signals	11	2.7 %
Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	48	11.6 %
Cleanliness and appearance of medians and roadsides	17	4.1 %
Mowing and tree trimming along city streets and other public areas	15	3.6 %
Condition of city parks	14	3.4 %
Condition of recreation centers and facilities.	4	1.0 %
Cleanliness of stormwater drains and creeks in your neighborhood	28	6.8 %
Overall appearance of major entryways to the city	18	4.4 %
None chosen	59	14.3 %
Total	413	100.0 %

Q9. Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q9. 2 nd Choice	Number	Percent
Street maintenance and repair	49	11.9 %
Condition of streets in YOUR neighborhood	43	10.4 %
Cleanliness of city streets	47	11.4 %
Condition of street signs & traffic signals	26	6.3 %
Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	26	6.3 %
Cleanliness and appearance of medians and roadsides	28	6.8 %
Mowing and tree trimming along city streets and other public areas	31	7.5 %
Condition of city parks	30	7.3 %
Condition of recreation centers and facilities.	11	2.7 %
Cleanliness of stormwater drains and creeks in your neighborhood	32	7.7 %
Overall appearance of major entryways to the city	21	5.1 %
None chosen	69	16.7 %
Total	413	100.0 %

Q9. Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?

Q9. 3 rd Choice	Number	Percent
Street maintenance and repair	34	8.2 %
Condition of streets in YOUR neighborhood	9	2.2 %
Cleanliness of city streets	40	9.7 %
Condition of street signs & traffic signals	23	5.6 %
Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	18	4.4 %
Cleanliness and appearance of medians and roadsides	41	9.9 %
Mowing and tree trimming along city streets and other public areas	35	8.5 %
Condition of city parks	31	7.5 %
Condition of recreation centers and facilities.	16	3.9 %
Cleanliness of stormwater drains and creeks in your neighborhood	37	9.0 %
Overall appearance of major entryways to the city	33	8.0 %
None chosen	96	23.2 %
Total	413	100.0 %

Q9. Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? (Sum of Top Three Choices)

Q9. Sum of Top Three Choices	Number	Percent
Street maintenance and repair	240	58.1 %
Condition of streets in YOUR neighborhood	72	17.4 %
Cleanliness of city streets	109	26.4 %
Condition of street signs & traffic signals	60	14.5 %
Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	92	22.3 %
Cleanliness and appearance of medians and roadsides	86	20.8 %
Mowing and tree trimming along city streets and other public areas	81	19.6 %
Condition of city parks	75	18.2 %
Condition of recreation centers and facilities.	31	7.5 %
Cleanliness of stormwater drains and creeks in your neighborhood	97	23.5 %
Overall appearance of major entryways to the city	72	17.4 %
None chosen	59	14.3 %
Total	1074	

Q10. Code Enforcement: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q10a. Enforcement of junk and debris cleanup on private property	6.4%	27.1%	23.9%	19.5%	8.1%	15.0%
Q10b. Enforcement of mowing on private property	7.1%	26.1%	30.3%	15.5%	5.4%	15.5%
Q10c. Removal of abandoned or inoperative vehicles from private property	7.4%	20.4%	29.8%	18.2%	7.4%	16.7%
Q10d. Appearance of houses in your neighborhood	20.9%	43.8%	21.2%	7.1%	3.2%	3.7%
Q10e. Graffiti removal	8.4%	29.6%	26.6%	8.6%	2.0%	24.9%

WITHOUT N/A RESPONSES

Q10. Code Enforcement: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "N/A")

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q10a. Enforcement of junk and debris cleanup on private property	7.5%	31.9%	28.1%	22.9%	9.6%
Q10b. Enforcement of mowing on private property	8.5%	30.9%	35.9%	18.4%	6.4%
Q10c. Removal of abandoned or inoperative vehicles from private property	8.9%	24.6%	35.8%	21.9%	8.9%
Q10d. Appearance of houses in your neighborhood	21.7%	45.5%	22.0%	7.4%	3.3%
Q10e. Graffiti removal	11.1%	39.3%	35.4%	11.5%	2.6%

Q11. How responsive is the City to your code enforcement requests for service/complaints?

Q11. How responsive is the City to your code enforcement requests for service/complaints?

	Number	Percent
Very much	61	14.8 %
Somewhat	86	20.8 %
Not at all	17	4.1 %
Don't know	249	60.3 %
Total	413	100.0 %

Q12. Zoning Enforcement: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q12a. Enforcing the no front yard parking ordinance on private property	6.9%	21.0%	29.6%	12.1%	5.9%	24.4%
Q12b. Enforcing the signage ordinance	6.7%	24.2%	35.1%	4.7%	2.5%	26.9%
Q12c. Enforcing the noise ordinance	6.9%	26.2%	31.9%	10.1%	6.4%	18.5%
Q12d. Enforcing the mobile vendor ordinance and city code provisions	7.7%	29.9%	28.1%	3.7%	2.0%	28.6%
Q12e. Enforcing illegal uses (property correctly zoned for intended use)	5.9%	21.2%	35.6%	5.2%	2.2%	29.9%
Q12f. Enforcing ordinance preventing illegal development activity	6.7%	22.5%	32.6%	6.7%	2.2%	29.4%

WITHOUT N/A RESPONSES**Q12. Zoning Enforcement: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "N/A")**

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12a. Enforcing the no front yard parking ordinance on private property	9.2%	27.8%	39.2%	16.0%	7.8%
Q12b. Enforcing the signage ordinance	9.1%	33.1%	48.0%	6.4%	3.4%
Q12c. Enforcing the noise ordinance	8.5%	32.1%	39.1%	12.4%	7.9%
Q12d. Enforcing the mobile vendor ordinance and city code provisions	10.7%	41.9%	39.4%	5.2%	2.8%
Q12e. Enforcing illegal uses (property correctly zoned for intended use)	8.5%	30.3%	50.7%	7.4%	3.2%
Q12f. Enforcing ordinance preventing illegal development activity	9.4%	31.8%	46.2%	9.4%	3.1%

Q13. City Utility Services. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q13a. Solid waste collection services	34.4%	47.7%	10.3%	3.4%	1.7%	2.5%
Q13b. Curbside recycling services	35.6%	45.9%	9.3%	5.9%	0.5%	2.7%
Q13c. Bulky item pick up/removal services (e.g., old furniture, appliances, etc.)	22.6%	35.9%	15.7%	9.1%	2.0%	14.7%
Q13d. Yard waste (leaves/tree limbs) collection services	25.8%	34.4%	14.7%	9.3%	2.2%	13.5%
Q13e. Quality of drinking water	24.6%	44.7%	18.9%	6.1%	2.9%	2.7%
Q13f. Sewer services	21.9%	46.4%	22.6%	4.9%	0.2%	3.9%
Q13g. Stream and lake protection	13.8%	33.9%	28.5%	9.3%	1.0%	13.5%
Q13h. Drainage of city streets	13.5%	40.5%	24.3%	14.7%	2.0%	4.9%

WITHOUT N/A RESPONSES

Q13. City Utility Services. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "N/A")

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13a. Solid waste collection services	35.3%	48.9%	10.6%	3.5%	1.8%
Q13b. Curbside recycling services	36.6%	47.2%	9.6%	6.1%	0.5%
Q13c. Bulky item pick up/removal services (e.g., old furniture, appliances, etc.)	26.5%	42.1%	18.4%	10.7%	2.3%
Q13d. Yard waste (leaves/tree limbs) collection services	29.8%	39.8%	17.0%	10.8%	2.6%
Q13e. Quality of drinking water	25.3%	46.0%	19.4%	6.3%	3.0%
Q13f. Sewer services	22.8%	48.3%	23.5%	5.1%	0.3%
Q13g. Stream and lake protection	15.9%	39.2%	33.0%	10.8%	1.1%
Q13h. Drainage of city streets	14.2%	42.6%	25.6%	15.5%	2.1%

Q14. Economic Development: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q14a. Approach the City is taking to address job creation	5.2%	19.2%	36.9%	13.8%	4.4%	20.4%
Q14b. Resources to support training and development for the under-employed	3.7%	20.4%	33.0%	14.8%	3.7%	24.4%
Q14c. Resources to support small business development	3.9%	23.2%	38.9%	7.6%	2.2%	24.1%
Q14d. Resources devoted to home ownership	3.9%	18.2%	39.9%	10.6%	2.2%	25.1%
Q14e. Proximity of your neighborhood to arts and cultural amenities	21.5%	37.8%	25.2%	4.9%	2.2%	8.4%

WITHOUT N/A RESPONSES

Q14. Economic Development: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "N/A")

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Approach the City is taking to address job creation	6.5%	24.1%	46.4%	17.3%	5.6%
Q14b. Resources to support training and development for the under-employed	4.9%	27.0%	43.6%	19.5%	4.9%
Q14c. Resources to support small business development	5.2%	30.5%	51.3%	10.1%	2.9%
Q14d. Resources devoted to home ownership	5.3%	24.3%	53.3%	14.1%	3.0%
Q14e. Proximity of your neighborhood to arts and cultural amenities	23.5%	41.2%	27.5%	5.4%	2.4%

Q15. During the past year, have you or other members of your household contacted the City of Durham to seek services, ask a question, or file a complaint?

Q15. Have you contacted the City of Durham to seek services, ask a question, or file a complaint?	Number	Percent
Yes	219	53.0 %
No	170	41.2 %
Not provided	24	5.8 %
Total	413	100.0 %

Q16. (Only if "YES" to Question 15) Using a 5-point scale where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the City employees you have contacted with regard to the following:

(N=219)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q16a. How easy they were to contact	29.7%	50.7%	8.7%	7.3%	3.2%	0.5%
Q16b. Courtesy of employees	31.1%	49.8%	10.0%	5.9%	1.4%	1.8%
Q16c. Accuracy of the information and assistance you were given	26.0%	43.4%	12.3%	11.0%	5.9%	1.4%
Q16d. Time it took for your request to be answered	25.6%	42.0%	13.7%	11.4%	5.5%	1.8%
Q16e. How well your issue was handled	24.2%	42.0%	13.7%	11.9%	6.4%	1.8%
Q16f. The resolution to your issue/concern	26.9%	40.2%	12.8%	10.0%	7.8%	2.3%

WITHOUT N/A RESPONSES

Q16. (Only if "YES" to Question 15) Using a 5-point scale where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the City employees you have contacted with regard to the following: (Without "N/A")

(N=219)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. How easy they were to contact	29.8%	50.9%	8.7%	7.3%	3.2%
Q16b. Courtesy of employees	31.6%	50.7%	10.2%	6.0%	1.4%
Q16c. Accuracy of the information and assistance you were given	26.4%	44.0%	12.5%	11.1%	6.0%
Q16d. Time it took for your request to be answered	26.0%	42.8%	14.0%	11.6%	5.6%
Q16e. How well your issue was handled	24.7%	42.8%	14.0%	12.1%	6.5%
Q16f. The resolution to your issue/concern	27.6%	41.1%	13.1%	10.3%	7.9%

Q17. Communication. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q17a. Availability of information about City programs and services	10.4%	47.4%	25.2%	9.6%	2.7%	4.7%
Q17b. City efforts to keep you informed about local issues	11.6%	43.5%	27.2%	10.9%	2.7%	4.2%
Q17c. Level of public involvement in local decisions	7.7%	29.4%	37.0%	14.8%	3.0%	8.1%

WITHOUT N/A RESPONSES

Q17. Communication. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Without "N/A")

(N=413)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17a. Availability of information about City programs and services	10.9%	49.7%	26.4%	10.1%	2.8%
Q17b. City efforts to keep you informed about local issues	12.1%	45.4%	28.4%	11.3%	2.8%
Q17c. Level of public involvement in local decisions	8.3%	32.0%	40.3%	16.1%	3.2%

Q18. Which of the following do you use to get information about the City of Durham? (Check all that apply)

Q18. Which of the following do you use to get information about the City of Durham?	Number	Percent
Durham Citizens' Newsletter (with water bill)	220	53.3 %
The Herald-Sun Newspaper	180	43.6 %
The News & Observer Newspaper	133	32.2 %
Other local newspapers	77	18.6 %
Government Access Channel 8 (DTV8)	61	14.8 %
Local radio news	182	44.1 %
Local television news	264	63.9 %
City Manager's Weekly e-Newsletter	12	2.9 %
City representatives at events or meetings	29	7.0 %
Community blogs or list serves	77	18.6 %
Other Social media outlets such as the City's DTV8 Facebook page, Twitter page, or YouTube page	63	15.3 %
City produced printed brochures, flyers posters, postcards, letters, and etc.	162	39.2 %
Paid advertising in local media outlets (radio/TV/newspapers/magazines)	77	18.6 %
Live televised City Council meetings	76	18.4 %
Durham One Call (560-1200)	116	28.1 %
City website (www.DurhamNC.gov)	171	41.4 %
Friends/neighbors	253	61.3 %
None chosen	6	1.5 %
Total	2159	

Q19. How do you normally watch programs on the City's government access channel (DTV8)?

Q19. How do you normally watch programs on the City's government access channel (DTV8)?	Number	Percent
Channel surfing	97	23.5 %
For specific programs	58	14.0 %
I don't watch	248	60.0 %
Not provided	10	2.4 %
Total	413	100.0 %

Q20. What kind of programs would you like to see more of on DTV8?

Q20. What kind of programs would you like to see more of on DTV8?	Number	Percent
More meeting coverage (City Council meetings, Planning Commission meetings, etc.)	61	14.8 %
More regular programming (CityLife, City Hall This Week, We Care Series, etc.)	104	25.2 %
More bulletin board information	76	18.4 %
Other	53	12.8 %
None chosen	183	44.3 %
Total	477	

Q20. What kind of programs would you like to see more of on DTV8? (Other)

Q20. Other	Number	Percent
24 HOUR PREACHING	1	1.9 %
BETTER ORGANIZED BROADCAST	1	1.9 %
BUSINESS OWNERS, ARTISTS	1	1.9 %
CAN'T GET DTV8 ANYWHERE	1	1.9 %
CANCEL AND SAVE MONEY	1	1.9 %
CANNOT GET CABLE	1	1.9 %
COMMUNITY SERVICES	1	1.9 %
CULTURAL	1	1.9 %
CULTURAL INTEREST	1	1.9 %
DO NOT HAVE A TV	1	1.9 %
DO NOT HAVE DIRECT TV	1	1.9 %
DON'T GET CABLE	1	1.9 %
DON'T KNOW IF I GET CHANNEL	1	1.9 %
DON'T SEND JUNK MAIL	1	1.9 %
DON'T WATCH	3	5.7 %
DON'T WATCH IT	1	1.9 %
DON'T WATCH TV	2	3.8 %
EMAIL OF EVENTS AND MINUTES	1	1.9 %
GOOD THINGS HAPPENING	1	1.9 %
HOW BEST TO ACCESS SERVICES	1	1.9 %
HOW CITY USES RESOURCES	1	1.9 %
MEETINGS VIA INTERNET VIDEO	1	1.9 %
MEXICAN/INDIAN HERITAGE	1	1.9 %
MORE MEDIA COVERAGE	1	1.9 %
MUSIC PROGRAMMING	1	1.9 %
NEED TO KEEP DURHAM PRETTY	1	1.9 %
NO CABLE	1	1.9 %
NONE	1	1.9 %
NOT PROVIDED	12	22.6 %
ON TV NEWS CHANNEL	1	1.9 %
OTHER E-NEWSLETTER	1	1.9 %
PROGRAMMING IS BORING	1	1.9 %
PUTTING MEETINGS ONLINE	1	1.9 %
RESTAURANT PLACE, FREE PROGRAM	1	1.9 %
UNLIKELY TO WATCH	1	1.9 %
UPDATED ON BOTTOM OF SCREEN	1	1.9 %
WANT WATCH	1	1.9 %
WOMEN COMMISSION	1	1.9 %
WOULD LIKE TO SEE AS DIGITAL	1	1.9 %
Total	53	100.0 %

Q21. Provide the top three methods you use to get information about the City of Durham? (1st Method)

Q21. 1st Method	Number	Percent
ABC MORNING NEWS	1	0.2 %
BEING INVOLVED	1	0.2 %
BLOG	1	0.2 %
BLOGS	1	0.2 %
BORN HERE	1	0.2 %
BULLETIN	1	0.2 %
BUS	1	0.2 %
CABLE NEWS	1	0.2 %
CITIZEN NEWSLETTER	1	0.2 %
CITIZENS NEWSLETTER	11	2.7 %
CITIZENS NEWSLETTERS	1	0.2 %
CITY COUNCIL MEETINGS	1	0.2 %
CITY EMPLOYEES	1	0.2 %
CITY HALL	1	0.2 %
CITY LIFE	1	0.2 %
CITY NEWS	1	0.2 %
CITY OF DURHAM WEBSITE	2	0.5 %
CITY WEBSITE	13	3.1 %
DAUGHTER	1	0.2 %
DOA CALLING POST	1	0.2 %
DPR WEBSITE	1	0.2 %
DTV8	2	0.5 %
DURHAM CITIZENS NEWSLETTER	4	1.0 %
DURHAM NEWSLETTER	1	0.2 %
DURHAM ONE CALL	3	0.7 %
DURHAMNC.COM	1	0.2 %
DURHAMNC.GOV	1	0.2 %
E-NEWSLETTER	1	0.2 %
EMAIL	1	0.2 %
EMAIL NEWS RELEASES	1	0.2 %
FACEBOOK	1	0.2 %
FRIENDS	3	0.7 %
FRIENDS AND FAMILY	1	0.2 %
FRIENDS AND NEIGHBORS	11	2.7 %
HERALD-SUN	24	5.8 %
INDEPENDENT	2	0.5 %
INDY WEEKLY	2	0.5 %
INTERNET	18	4.4 %
INTERNET BLOGS	1	0.2 %
LETTERS	1	0.2 %
LIST SERVE	1	0.2 %
LIST SERVES	1	0.2 %
LOCAL INDEPENDENT PAPER	1	0.2 %
LOCAL NEWS	4	1.0 %
LOCAL NEWS 7	1	0.2 %
LOCAL NEWSPAPER	3	0.7 %
LOCAL RADIO	1	0.2 %
LOCAL RADIO NEWS	2	0.5 %
LOCAL TV	6	1.5 %
LOCAL TV NES	1	0.2 %
LOCAL TV NEWS	8	1.9 %
LOCAL TV STATIONS	1	0.2 %
MAIL	2	0.5 %
MAILED BROCHURES	1	0.2 %
MAILINGS	3	0.7 %
MEDIA	2	0.5 %
NEIGHBORHOOD LIST SERVE	4	1.0 %

Q21. Provide the top three methods you use to get information about the City of Durham? (1st Method)

Q21. 1st Method	Number	Percent
NEIGHBORS	2	0.5 %
NEIGHBORS AND FRIENDS	1	0.2 %
NEWS	9	2.2 %
NEWS 6 TV	1	0.2 %
NEWS AND OBSERVER	17	4.1 %
NEWS ON TV	1	0.2 %
NEWS RADIO	1	0.2 %
NEWSLETTER	9	2.2 %
NEWSLETTER AND WATER BILL	1	0.2 %
NEWSLETTER WITH WATER BILL	1	0.2 %
NEWSLETTERS	1	0.2 %
NEWSPAPER	34	8.2 %
NEWSPAPERS	2	0.5 %
NOT PROVIDED	69	16.7 %
ONE CALL	4	1.0 %
ONLINE	1	0.2 %
ONLINE WEB	1	0.2 %
OTHER LOCAL NEWSPAPERS	1	0.2 %
PAC YAHOO GROUP	1	0.2 %
PAC Z LIST SERVE	1	0.2 %
PAPER	1	0.2 %
PEOPLE	1	0.2 %
PLAN EVENTS/ACTIVITIES	1	0.2 %
POSTERS AND FLYERS	1	0.2 %
RADIO	4	1.0 %
SOCIAL MEDIA	1	0.2 %
TELEPHONE	1	0.2 %
TELEVISION	1	0.2 %
TV	24	5.8 %
TV/INTERNET NEWS	1	0.2 %
TV NEWS	10	2.4 %
TV8	1	0.2 %
WATER BILL	4	1.0 %
WATER BILL NEWSLETTER	1	0.2 %
WEB	1	0.2 %
WEB SEARCH	1	0.2 %
WEBSITE	24	5.8 %
WEBSTIE	1	0.2 %
WEEKLY EMAIL	1	0.2 %
WORD OF MOUTH	4	1.0 %
WORK FOR GOVERNMENT	1	0.2 %
WRAL	1	0.2 %
WRAL NEWS	1	0.2 %
WUNC	3	0.7 %
Total	413	100.0 %

Q21. Provide the top three methods you use to get information about the City of Durham? (2nd Method)

Q21. 2nd Method	Number	Percent
NBC EVENING NEWS	1	0.2 %
MEDIA	1	0.2 %
INDEPENDENT NEWSPAPER	1	0.2 %
FRIENDS	6	1.5 %
LIVE HERE	1	0.2 %
NEWSPAPER	32	7.7 %
EMPLOYMENT	1	0.2 %
NEWS AND OBSERVER	18	4.4 %
DTV8	5	1.2 %
HERALD-SUN	10	2.4 %
LOCAL TV NEWS	8	1.9 %
NPR	2	0.5 %
ONLINE WEBSITES	1	0.2 %
OTHER SOCIAL MEDIA	2	0.5 %
TV AND INTERNET	1	0.2 %
NOT PROVIDED	103	24.9 %
NEWS	7	1.7 %
WEBSITES	1	0.2 %
ONE CALL	3	0.7 %
WALKING AROUND DOWNTOWN	1	0.2 %
DURHAM ONE CALL	7	1.7 %
FRIENDS AND NEIGHBORS	5	1.2 %
LOCAL NEWS	7	1.7 %
LOCAL NEWS RADIO	1	0.2 %
LOCAL RADIO NEWS	2	0.5 %
NEIGHBORHOOD LIST SERVE	4	1.0 %
SOCIAL MEDIA	2	0.5 %
NEWSPAPERS	1	0.2 %
THE DURHAM NEWS	2	0.5 %
WEBSITE	10	2.4 %
BLOGS OR LIST SERVES	2	0.5 %
LOCAL NEWSPAPER	1	0.2 %
INC EMAIL LIST	1	0.2 %
WORD OF MOUTH	8	1.9 %
TV NEWS	8	1.9 %
WRAL	1	0.2 %
BLOGS AND LIST SERVES	1	0.2 %
CITIZENS NEWSLETTER	5	1.2 %
COMMUNITY LIST SERVES	1	0.2 %
FACEBOOK AND SOCIAL MEDIA	1	0.2 %
FLYER IN BILLS	1	0.2 %
NEIGHBORHOOD ORGANIZATION	1	0.2 %
NEWS OUTLETS	1	0.2 %
OBSERVER	1	0.2 %
OTHER LOCAL NEWSPAPERS	2	0.5 %
PAID ADVERTISING	1	0.2 %
CITY WEBSITE	6	1.5 %
E-NEWSLETTER	1	0.2 %
INDY WEEK	1	0.2 %
INTERNET	6	1.5 %
LOCAL RADIO	4	1.0 %
MAILINGS FROM CITY	1	0.2 %
RADIO	13	3.1 %
WATER BILL	1	0.2 %
FACEBOOK	2	0.5 %
CITY PRODUCED BROCHURES	1	0.2 %
CHURCH BULLETIN	1	0.2 %

Q21. Provide the top three methods you use to get information about the City of Durham? (2nd Method)

Q21. 2nd Method	Number	Percent
INDEPENDENT	3	0.7 %
LOCAL TV	5	1.2 %
NEIGHBORS	4	1.0 %
NEWSLETTERS	1	0.2 %
PRINT	1	0.2 %
TELEPHONE	1	0.2 %
TELEVISION	2	0.5 %
TV	23	5.6 %
CITY PRINTED ITEMS	1	0.2 %
LIST SERVE	3	0.7 %
TELEVISED COUNCIL MEETINGS	1	0.2 %
MAIL	2	0.5 %
NEWSLETTER	7	1.7 %
CABLE CHANNEL	1	0.2 %
LIST SERVE EMAIL	1	0.2 %
PAPER	2	0.5 %
LOCAL NEWS TV	1	0.2 %
DURHAM ARTS WEBSITE	1	0.2 %
PAC MEETINGS	1	0.2 %
PRINT NEWS	1	0.2 %
CITY BOARDS	1	0.2 %
FAMILY	1	0.2 %
GOVT WEBSITE	1	0.2 %
NEIGHBORHOOD	1	0.2 %
NEWS ON TV	1	0.2 %
PERSONAL INVOLVEMENT	1	0.2 %
PERSONAL VISITS	1	0.2 %
RADIO AND TV	1	0.2 %
LIST SERVES	1	0.2 %
RECORDINGS WHEN CALLED	1	0.2 %
CAROLINA PARENT ONLINE	1	0.2 %
WATER BILL INSERT	1	0.2 %
MAILINGS	2	0.5 %
NEWS LETTERS	1	0.2 %
CITY NEWS REPORT	1	0.2 %
NEWS FROM FRIENDS	1	0.2 %
CO-WORKERS	1	0.2 %
DURHAM MAGAZINES	1	0.2 %
RADIO NEWS	1	0.2 %
WEB	1	0.2 %
COMMUNITY LIST SERVE	1	0.2 %
INTERENET	1	0.2 %
TAX BILL	1	0.2 %
HOME MAIL	1	0.2 %
LETTER WITH WATER BILL	1	0.2 %
NEWS TV	1	0.2 %
ONLINE SOURCES	1	0.2 %
SNAIL MAIL	1	0.2 %
CITY PUBLICATIONS	1	0.2 %
CITY WEB PAGE	1	0.2 %
CITY WEBPAGE	1	0.2 %
Total	413	100.0 %

Q21. Provide the top three methods you use to get information about the City of Durham? (3rd Method)

Q21. 3rd Method	Number	Percent
HERALD-SUN	4	1.0 %
FRIENDS AND NEIGHBORS	10	2.4 %
TV AND RADIO	2	0.5 %
NEWSLETTER WITH WATER BILL	1	0.2 %
NOT PROVIDED	161	39.0 %
TV	11	2.7 %
PARKS	1	0.2 %
WEBSITE	9	2.2 %
CITY WEBSITE	6	1.5 %
LOCAL TV NEWS	8	1.9 %
LIVE CITY COUNCIL MEETINGS	1	0.2 %
RADIO	13	3.1 %
TV NEWS	2	0.5 %
HEREALD-SUN	1	0.2 %
DURHAM ONE CALL	3	0.7 %
TELEVISISED COUNCIL MEETINGS	1	0.2 %
LOCAL NEWS	2	0.5 %
DTV8	2	0.5 %
NETWORKING	1	0.2 %
FRIENDS	12	2.9 %
NEWS AND OBSERVER	2	0.5 %
CITIZENS NEWSLETTER	6	1.5 %
CITY PRODUCED BROCHURES	2	0.5 %
NEWSLETTER	7	1.7 %
CITIZEN NEWSLETTER	1	0.2 %
COMMERCIAL TV NEWS	1	0.2 %
LOCAL RADIO	2	0.5 %
DPR FLYERS	1	0.2 %
CITY COUNCIL MEETINGS	1	0.2 %
OTHER SOCIAL MEDIA	1	0.2 %
LOCAL NEWSPAPERS	1	0.2 %
DURHAM SUN	1	0.2 %
NEWSPAPER	11	2.7 %
WORD OF MOUTH	21	5.1 %
CITY GOV WEBSITE	1	0.2 %
INTERNET	5	1.2 %
TELEVISION	2	0.5 %
NEWS WEBSITES	1	0.2 %
NEWS AND OBSSERVER	1	0.2 %
CIVIC ENGAGEMENT	1	0.2 %
LOCAL RADIO NEWS	2	0.5 %
CITY BROCHURES	2	0.5 %
LOCAL TV	3	0.7 %
E-NEWSLETTER	2	0.5 %
BLOGS OR LIST SERVES	1	0.2 %
WUNC RADIO	1	0.2 %
OTHER LOCAL NEWSPAPERS	2	0.5 %
RADIO TV	1	0.2 %
WEB	3	0.7 %
NBC 14	1	0.2 %
FACEBOOK	4	1.0 %
NEWS	4	1.0 %
NPR	1	0.2 %
NEWSLETTERS	1	0.2 %
SOCIAL MEDIA	2	0.5 %
NEIGHBORS	4	1.0 %
MEDIA	1	0.2 %

Q21. Provide the top three methods you use to get information about the City of Durham? (3rd Method)

Q21. 3rd Method	Number	Percent
MAILED COMMUNICATION	1	0.2 %
BROCHURES	3	0.7 %
NEIGHBOR	3	0.7 %
WALKING AROUND THE CITY	1	0.2 %
BOARDS	1	0.2 %
PAID ADVERTISING	2	0.5 %
CITY REPS AT MEETINGS	1	0.2 %
THE DURHAM NEWS	1	0.2 %
INFO SESSIONS	1	0.2 %
PRINTED NOTES	1	0.2 %
WATER BILL	3	0.7 %
NEWS 14	1	0.2 %
WEBSITES	1	0.2 %
LOCAL NEWS RADIO	1	0.2 %
INDEPENDENT WEEKLY	1	0.2 %
WRAL NEWS	1	0.2 %
NEIGHBORS AND FRIENDS	2	0.5 %
INTERNET SEARCH	1	0.2 %
BLOGST OR LIST SERVES	1	0.2 %
NEWS ON RADIO	1	0.2 %
TV CITY COUNCIL MEETING	1	0.2 %
TV TIME WARNER	1	0.2 %
LIST SERVES	1	0.2 %
FAMILY AND FRIENDS	1	0.2 %
CITY MAILINGS	1	0.2 %
ONE CALL	1	0.2 %
NEWS ON TV	1	0.2 %
ADVERTISEMENT SIGNS	1	0.2 %
LIBRARY WEBSITE	1	0.2 %
DURHAM WEBSITE	1	0.2 %
NETWORK	1	0.2 %
TV TOWN MAILINGS	1	0.2 %
AT JOB	1	0.2 %
ADVERTISING	1	0.2 %
COMMUNITY	1	0.2 %
INSTAGRAM	1	0.2 %
FLYERS	2	0.5 %
NEWSLETTER, SEWER BILL	1	0.2 %
SOCIAL INTERACTION	1	0.2 %
SOCIAL MEDIA OUTLETS	1	0.2 %
CO-WORKERS	1	0.2 %
OTHER BILLS	1	0.2 %
COMMUNITY BLOGS	1	0.2 %
PRINTED MEDIA	1	0.2 %
OBSERVER PAPER	1	0.2 %
LIST SERVE	1	0.2 %
CITY CABLE SHOW	1	0.2 %
CLUBS	1	0.2 %
WORK	1	0.2 %
Total	413	100.0 %

Q21. Provide the top three methods you use to get information about the City of Durham? (Sum of All Three Responses)

Q21. Sum of All Three Responses	Number	Percent
ABC MORNING NEWS	1	0.2 %
NBC EVENING NEWS	1	0.2 %
HERALD-SUN	38	9.2 %
BEING INVOLVED	1	0.2 %
MEDIA	4	1.0 %
FRIENDS AND NEIGHBORS	26	6.3 %
BLOG	1	0.2 %
INDEPENDENT NEWSPAPER	1	0.2 %
TV AND RADIO	2	0.5 %
BLOGS	1	0.2 %
FRIENDS	21	5.1 %
NEWSLETTER WITH WATER BILL	2	0.5 %
BORN HERE	1	0.2 %
LIVE HERE	1	0.2 %
BULLETIN	1	0.2 %
NEWSPAPER	77	18.6 %
TV	58	14.0 %
BUS	1	0.2 %
EMPLOYMENT	1	0.2 %
PARKS	1	0.2 %
CABLE NEWS	1	0.2 %
CITIZEN NEWSLETTER	2	0.5 %
NEWS AND OBSERVER	37	9.0 %
WEBSITE	43	10.4 %
CITIZENS NEWSLETTER	22	5.3 %
DTV8	9	2.2 %
CITY WEBSITE	25	6.1 %
LOCAL TV NEWS	24	5.8 %
LIVE CITY COUNCIL MEETINGS	1	0.2 %
RADIO	30	7.3 %
TV NEWS	20	4.8 %
NPR	3	0.7 %
HEREALD-SUN	1	0.2 %
ONLINE WEBSITES	1	0.2 %
DURHAM ONE CALL	13	3.1 %
OTHER SOCIAL MEDIA	3	0.7 %
TEVELIVISED COUNCIL MEETINGS	1	0.2 %
TV AND INTERNET	1	0.2 %
CITIZENS NEWSLETTERS	1	0.2 %
CITY COUNCIL MEETINGS	2	0.5 %
CITY EMPLOYEES	1	0.2 %
CITY HALL	1	0.2 %
LOCAL NEWS	13	3.1 %
CITY LIFE	1	0.2 %
NEWS	20	4.8 %
CITY NEWS	1	0.2 %
WEBSITES	2	0.5 %
NETWORKING	1	0.2 %
CITY OF DURHAM WEBSITE	2	0.5 %
ONE CALL	8	1.9 %
WALKING AROUND DOWNTOWN	1	0.2 %
LOCAL NEWS RADIO	2	0.5 %
CITY PRODUCED BROCHURES	3	0.7 %
LOCAL RADIO NEWS	6	1.5 %
NEWSLETTER	23	5.6 %
NEIGHBORHOOD LIST SERVE	8	1.9 %
COMMERCIAL TV NEWS	1	0.2 %

Q21. Provide the top three methods you use to get information about the City of Durham? (Sum of All Three Responses)

Q21. Sum of All Three Responses	Number	Percent
LOCAL RADIO	7	1.7 %
SOCIAL MEDIA	5	1.2 %
DPR FLYERS	1	0.2 %
DAUGHTER	1	0.2 %
DOA CALLING POST	1	0.2 %
DPR WEBSITE	1	0.2 %
NEWSPAPERS	3	0.7 %
DURHAM CITIZENS NEWSLETTER	4	1.0 %
THE DURHAM NEWS	3	0.7 %
DURHAM NEWSLETTER	1	0.2 %
BLOGS OR LIST SERVES	3	0.7 %
LOCAL NEWSPAPERS	1	0.2 %
LOCAL NEWSPAPER	4	1.0 %
DURHAM SUN	1	0.2 %
DURHAMNC.COM	1	0.2 %
DURHAMNC.GOV	1	0.2 %
E-NEWSLETTER	4	1.0 %
EMAIL	1	0.2 %
WORD OF MOUTH	33	8.0 %
EMAIL NEWS RELEASES	1	0.2 %
INC EMAIL LIST	1	0.2 %
CITY GOV WEBSITE	1	0.2 %
FACEBOOK	7	1.7 %
FRIENDS AND FAMILY	1	0.2 %
WRAL	2	0.5 %
INTERNET	29	7.0 %
BLOGS AND LIST SERVES	1	0.2 %
TELEVISION	5	1.2 %
COMMUNITY LIST SERVES	1	0.2 %
NEWS WEBSITES	1	0.2 %
FACEBOOK AND SOCIAL MEDIA	1	0.2 %
NEWS AND OBSSERVER	1	0.2 %
FLYER IN BILLS	1	0.2 %
NEIGHBORHOOD ORGANIZATION	1	0.2 %
NEWS OUTLETS	1	0.2 %
CIVIC ENGAGEMENT	1	0.2 %
OBSERVER	1	0.2 %
OTHER LOCAL NEWSPAPERS	5	1.2 %
PAID ADVERTISING	3	0.7 %
CITY BROCHURES	2	0.5 %
LOCAL TV	14	3.4 %
INDY WEEK	1	0.2 %
WUNC RADIO	1	0.2 %
MAILINGS FROM CITY	1	0.2 %
RADIO TV	1	0.2 %
WEB	5	1.2 %
WATER BILL	8	1.9 %
INDEPENDENT	5	1.2 %
NBC 14	1	0.2 %
INDY WEEKLY	2	0.5 %
CHURCH BULLETIN	1	0.2 %
NEWSLETTERS	3	0.7 %
NEIGHBORS	10	2.4 %
PRINT	1	0.2 %
TELEPHONE	2	0.5 %
MAILED COMMUNICATION	1	0.2 %
BROCHURES	3	0.7 %

Q21. Provide the top three methods you use to get information about the City of Durham? (Sum of All Three Responses)

Q21. Sum of All Three Responses	Number	Percent
NEIGHBOR	3	0.7 %
INTERNET BLOGS	1	0.2 %
WALKING AROUND THE CITY	1	0.2 %
LETTERS	1	0.2 %
LIST SERVE	5	1.2 %
LIST SERVES	3	0.7 %
LOCAL INDEPENDENT PAPER	1	0.2 %
BOARDS	1	0.2 %
CITY PRINTED ITEMS	1	0.2 %
LOCAL NEWS 7	1	0.2 %
LOCAL TV NES	1	0.2 %
TELEVISED COUNCIL MEETINGS	1	0.2 %
CITY REPS AT MEETINGS	1	0.2 %
LOCAL TV STATIONS	1	0.2 %
MAIL	4	1.0 %
MAILED BROCHURES	1	0.2 %
MAILINGS	5	1.2 %
INFORMATION SESSIONS	1	0.2 %
PRINTED NOTES	1	0.2 %
NEWS 14	1	0.2 %
NEIGHBORS AND FRIENDS	3	0.7 %
CABLE CHANNEL	1	0.2 %
LIST SERVE EMAIL	1	0.2 %
PAPER	3	0.7 %
NEWS 6 TV	1	0.2 %
LOCAL NEWS TV	1	0.2 %
DURHAM ARTS WEBSITE	1	0.2 %
INDEPENDENT WEEKLY	1	0.2 %
WRAL NEWS	2	0.5 %
INTERNET SEARCH	1	0.2 %
BLOGST OR LIST SERVES	1	0.2 %
PAC MEETINGS	1	0.2 %
NEWS ON TV	3	0.7 %
NEWS ON RADIO	1	0.2 %
NEWS RADIO	1	0.2 %
PRINT NEWS	1	0.2 %
TV CITY COUNCIL MEETING	1	0.2 %
NEWSLETTER AND WATER BILL	1	0.2 %
TV TIME WARNER	1	0.2 %
CITY BOARDS	1	0.2 %
FAMILY	1	0.2 %
GOVT WEBSITE	1	0.2 %
FAMILY AND FRIENDS	1	0.2 %
NEIGHBORHOOD	1	0.2 %
PERSONAL INVOLVEMENT	1	0.2 %
PERSONAL VISITS	1	0.2 %
RADIO AND TV	1	0.2 %
CITY MAILINGS	1	0.2 %
RECORDINGS WHEN CALLED	1	0.2 %
NOT PROVIDED	69	16.7 %
ONLINE	1	0.2 %
ONLINE WEB	1	0.2 %
ADVERTISEMENT SIGNS	1	0.2 %
PAC YAHOO GROUP	1	0.2 %
CAROLINA PARENT ONLINE	1	0.2 %
LIBRARY WEBSITE	1	0.2 %
PAC Z LIST SERVE	1	0.2 %

Q21. Provide the top three methods you use to get information about the City of Durham? (Sum of All Three Responses)

Q21. Sum of All Three Responses	Number	Percent
WATER BILL INSERT	1	0.2 %
DURHAM WEBSITE	1	0.2 %
PEOPLE	1	0.2 %
NETWORK	1	0.2 %
PLAN EVENTS/ACTIVITIES	1	0.2 %
POSTERS AND FLYERS	1	0.2 %
NEWS LETTERS	1	0.2 %
TV TOWN MAILINGS	1	0.2 %
CITY NEWS REPORT	1	0.2 %
AT JOB	1	0.2 %
NEWS FROM FRIENDS	1	0.2 %
ADVERTISING	1	0.2 %
COMMUNITY	1	0.2 %
INSTAGRAM	1	0.2 %
FLYERS	2	0.5 %
TV/INTERNET NEWS	1	0.2 %
CO-WORKERS	2	0.5 %
DURHAM MAGAZINES	1	0.2 %
NEWSLETTER, SEWER BILL	1	0.2 %
RADIO NEWS	1	0.2 %
SOCIAL INTERACTION	1	0.2 %
T, CHANNEL 8	1	0.2 %
SOCIAL MEDIA OUTLETS	1	0.2 %
COMMUNITY LIST SERVE	1	0.2 %
INTERENET	1	0.2 %
TAX BILL	1	0.2 %
OTHER BILLS	1	0.2 %
WATER BILL NEWSLETTER	1	0.2 %
WEB SEARCH	1	0.2 %
COMMUNITY BLOGS	1	0.2 %
HOME MAIL	1	0.2 %
LETTER WITH WATER BILL	1	0.2 %
PRINTED MEDIA	1	0.2 %
OBSERVER PAPER	1	0.2 %
NEWS TV	1	0.2 %
CITY CABLE SHOW	1	0.2 %
CLUBS	1	0.2 %
ONLINE SOURCES	1	0.2 %
SNAIL MAIL	1	0.2 %
WEBSTIE	1	0.2 %
CITY PUBLICATIONS	1	0.2 %
WEEKLY EMAIL	1	0.2 %
WORK	1	0.2 %
WORK FOR GOVERNMENT	1	0.2 %
WUNC	3	0.7 %
CITY WEB PAGE	1	0.2 %
CITY WEBPAGE	1	0.2 %
Total	975	

Q22. Do you think the level of public involvement in the City of Durham is:

Q22. Do you think the level of public involvement in the City of Durham is:	Number	Percent
Too high	7	1.7 %
About right	142	34.4 %
Too low	142	34.4 %
Not provided	3	0.7 %
<u>I don't know</u>	<u>119</u>	<u>28.8 %</u>
Total	413	100.0 %

Q23. Are you aware of the City's Strategic Plan?

Q23. Are you aware of the City's Strategic Plan?	Number	Percent
Yes	85	20.6 %
No	313	75.8 %
<u>Not provided</u>	<u>15</u>	<u>3.6 %</u>
Total	413	100.0 %

Q24. Are you aware of any of the joint City/County strategic plan initiatives (Durham YouthWork Internship Program, CPR/AED training, Durham Play Streets, and Durham on the Move)?

Q24. Are you aware of any of the joint City/County strategic plan initiatives	Number	Percent
Yes	95	23.0 %
No	305	73.8 %
<u>Not provided</u>	<u>13</u>	<u>3.1 %</u>
Total	413	100.0 %

Q25. How satisfied are you with the overall quality of DATA (transit) routes and schedules?

Q25. How satisfied are you with the DATA (transit) routes and schedules?	Number	Percent
Very Satisfied	19	4.6 %
Satisfied	54	13.1 %
Neutral	70	16.9 %
Dissatisfied	33	8.0 %
Very Dissatisfied	19	4.6 %
<u>Don't Know</u>	<u>218</u>	<u>52.8 %</u>
Total	413	100.0 %

Q26. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Durham with regard to the following:

(N=413)

	Excellent	Good	Neutral	Below Average	Poor	N/A
Q26a. As a place to live	32.7%	47.8%	13.4%	3.9%	1.7%	0.5%
Q26b. As a place to work	28.0%	44.1%	13.9%	4.6%	1.7%	7.6%
Q26c. As a place to play	22.2%	42.0%	18.8%	9.5%	2.7%	4.9%
Q26d. As a place to raise children	20.5%	36.6%	21.5%	11.2%	3.7%	6.6%
Q26e. As a place to retire	22.9%	33.9%	23.2%	10.5%	4.6%	4.9%
Q26f. As a place to visit	24.4%	42.9%	17.6%	9.3%	3.2%	2.7%
Q26g. As a city that is moving in the right direction	27.8%	40.7%	17.6%	8.8%	3.2%	2.0%

WITHOUT N/A RESPONSES

Q26. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Durham with regard to the following:(Without "N/A")

(N=413)

	Excellent	Good	Neutral	Below Average	Poor
Q26a. As a place to live	32.8%	48.0%	13.5%	3.9%	1.7%
Q26b. As a place to work	30.3%	47.8%	15.0%	5.0%	1.8%
Q26c. As a place to play	23.3%	44.1%	19.7%	10.0%	2.8%
Q26d. As a place to raise children	21.9%	39.2%	23.0%	12.0%	3.9%
Q26e. As a place to retire	24.1%	35.6%	24.4%	11.0%	4.9%
Q26f. As a place to visit	25.1%	44.1%	18.0%	9.5%	3.3%
Q26g. As a city that is moving in the right direction	28.4%	41.5%	17.9%	9.0%	3.2%

Q27. What do you like BEST about living in the City of Durham?

Q27. What do you like BEST about living in the City of Durham?	Number	Percent
30 MINUTES FROM MOST ANYWHERE IN THE TRIANGLE	1	0.2 %
A COMBINATION OF CULTURE AND GRITTIENESS	1	0.2 %
ACADEMIA AND CULTURE, PROXIMITY TO BEACHES	1	0.2 %
ACCESS TO EVERYTHING	1	0.2 %
ACCESS TO THE ARTS	1	0.2 %
AFFORDABILITY	2	0.5 %
AFFORDABLE HOUSING	1	0.2 %
AFFORDABLE, ECLECTIC	1	0.2 %
ALTHOUGH A CITY, IT STILL HAS "A SMALL TOWN FEEL"	1	0.2 %
ARTS	1	0.2 %
BASEBALL	1	0.2 %
CHANGE IN TABACCO RD AREA, DOWNTOWN, NEW HOTEL	1	0.2 %
CHEAPER THAN CHAPEL HILL	1	0.2 %
CHURCH I ATTEND	1	0.2 %
CITY LIFE BUT NOT BIG CITY	1	0.2 %
CITY LIVING WITH SMALL TOWN VIBE	1	0.2 %
CLIMATE, FAMILY, FRIENDS	1	0.2 %
CLOSE PROXIMITY TO DOWNTOWN	1	0.2 %
CLOSE PROXIMITY TO PLACE OF EMPLOYMENT	1	0.2 %
CLOSE TO INTERSTATE	1	0.2 %
CLOSE TO MY JOB	1	0.2 %
CLOSE TO MY WORK	1	0.2 %
CLOSE TO WORK	1	0.2 %
CLOSE TO WORK AND DOWNTOWN	1	0.2 %
CLOSER TO WHERE I WORK	1	0.2 %
COMMUNITY	1	0.2 %
COMMUNITY AND HISTORICAL ASPECTS	1	0.2 %
COMMUNITY, EVERYONE HELPING EACH OTHER, NEIGHBORS	1	0.2 %
CONVENIENCE	1	0.2 %
CONVENIENCE TO WORK AND AIRPORT	1	0.2 %
CONVENIENCE, ACCESSIBILITY	1	0.2 %
CONVENIENCE, HEALTH SERVICES, CULTURE, CLIMATE	1	0.2 %
CONVENIENT FOR MEDICAL FACILITIES	1	0.2 %
CONVENIENT THINGS I NEED	1	0.2 %
COST OF LIVING	1	0.2 %
CULTURAL ACTIVITIES	1	0.2 %
CULTURAL ACTIVITIES, RESTAURANTS	1	0.2 %
CULTURAL AND ARTS OFFERINGS	1	0.2 %
CULTURAL DIVERSITY	1	0.2 %
CULTURAL LIFE, UNIVERSITIES AND SPORTS	1	0.2 %
CULTURAL OPPORTUNITIES	1	0.2 %
CULTURAL OPPORTUNITIES, DIVERSITY, DOWNTOWN	1	0.2 %
CULTURE	1	0.2 %
DEVELOPMENT OF HOUSING AND BUSINESSES	1	0.2 %
DIVERSE AND UNIQUE PEOPLE	1	0.2 %
DIVERSE COMMUNITY, ARTS FOCUS, DOWNTOWN DEVELOPMENT	1	0.2 %
DIVERSITY	10	2.4 %
DIVERSITY AND ARTS	1	0.2 %
DIVERSITY IN THE CITY GOVT, ARTS, FOOD	1	0.2 %
DIVERSITY OF FOOD AND CULTURE	1	0.2 %
DIVERSITY OF NEIGHBORHOODS	1	0.2 %
DIVERSITY OF PEOPLE	1	0.2 %
DIVERSITY OF PEOPLE AND CULTURES	1	0.2 %

Q27. What do you like BEST about living in the City of Durham?

Q27. What do you like BEST about living in the City of Durham?	Number	Percent
DIVERSITY OF PEOPLE, ENTERTAINMENT, JOBS	1	0.2 %
DIVERSITY OF PEOPLE, GREAT CULTURE AND FOOD	1	0.2 %
DIVERSITY OF RESIDENTS, LIBERAL ATTITUDE, COST	1	0.2 %
DIVERSITY OF THE PEOPLE	2	0.5 %
DIVERSITY, APPRECIATION FOR HISTORY, SAVING BLDGS	1	0.2 %
DIVERSITY, CLIMATE, OPPORTUNITIES FOR JOBS	1	0.2 %
DIVERSITY, COMMUNITY, INNOVATION	1	0.2 %
DIVERSITY, CULTURAL OFFERINGS, DOWNTOWN IMPROVE	1	0.2 %
DIVERSITY, DINING OPTIONS, CULTURAL EXPERIENCES	1	0.2 %
DIVERSITY, FEEL OF COMMUNITY, RENAISSANCE DOWNTOWN	1	0.2 %
DIVERSITY, FOOD SCENE, PUBLIC LIBRARY	1	0.2 %
DIVERSITY, LIBERAL, FOOD SCENE	1	0.2 %
DIVERSITY, POTENTIAL	1	0.2 %
DIVERSITY, THERE'S ALWAYS GREAT CULTURAL EVENTS	1	0.2 %
DOWN TO EARTH PEOPLE	1	0.2 %
DOWNTOWN	2	0.5 %
DOWNTOWN, DPAC, DBAP	1	0.2 %
DOWNTOWN, MY NEIGHBORHOOD	1	0.2 %
DOWNTOWN ACTIVITIES AND RESTAURANTS	1	0.2 %
DOWNTOWN AND MY WALKABLE, PED FRIENDLY NEIGHBORHD	1	0.2 %
DOWNTOWN AREA	1	0.2 %
DOWNTOWN AREA DEVELOPMENT	1	0.2 %
DOWNTOWN NIGHT LIFE, SCHOOL SYSTEM	1	0.2 %
DPAC AND RTP	1	0.2 %
DPAC AND RESTAURANTS	1	0.2 %
DUCHAM BULLS	1	0.2 %
DUKE HOSPITAL AND CHURCH	1	0.2 %
DUKE MEDICINE	1	0.2 %
DUKE UNIVERSITY ACTIVITIES	1	0.2 %
DUKE UNIVERSITY AND HEALTH SERVICE	1	0.2 %
DUPAC, PROXIMITY TO RALEIGH AND CHAPEL HILL	1	0.2 %
DURHAM HAS OFFERED A SATISFACTORY LIFE	1	0.2 %
EASE OF TRANSPORTATION, MANAGEABLE DISTANCE	1	0.2 %
EASY TO HAVE GREAT HOUSE, GREAT JOB, LOTS OF OPPS	1	0.2 %
EDUCATION, MEDICAL, RELIGION	1	0.2 %
EDUCATIONAL OPPORTUNITIES	1	0.2 %
ENTERTAINMENT OPPORTUNITIES	1	0.2 %
ENTERTAINMENT VARIETY, FOOD	1	0.2 %
ENTERTAINMENT, CULTURE, DPAC, RESTAURANTS	1	0.2 %
FAMILY ACTIVITIES	1	0.2 %
FAMILY AND FRIENDS	1	0.2 %
FAMILY LIVES HERE	1	0.2 %
FAMILY ORIENTED	1	0.2 %
FESTIVALS, PARKS, FOOD TRUCKS, RIGSBEE AVE	1	0.2 %
FOOD AND CULTURAL LIFE DIVERSE CITY NICE SCALE	1	0.2 %
FOOD AND CULTURE	1	0.2 %
FOOD AND PEOPLE	1	0.2 %
FOOD TRUCKS	1	0.2 %
FOOD TRUCKS, ATMOSPHERE	1	0.2 %
FUN AND DIVERSE COMMUNITY, LISTENS TO RESIDENTS	1	0.2 %
GOOD AND IMPROVING CULTURE, ARTS, RESTAURANTS, ETC.	1	0.2 %
GOOD DINING AND BARS	1	0.2 %

Q27. What do you like BEST about living in the City of Durham?

Q27. What do you like BEST about living in the City of Durham?	Number	Percent
GOOD JOBS	1	0.2 %
GOOD PLACE TO WORK	1	0.2 %
GREAT BALANCE OF STUFF TO DO, LACK OF CONGESTION	1	0.2 %
GREAT NEIGHBORHOODS	1	0.2 %
GREAT RESTAURANTS	1	0.2 %
GREAT RESTAURANTS AND FOOD	1	0.2 %
GREAT VALUE FOR QUALITY OF LIFE AND DIVERSITY	1	0.2 %
GROWTH OVER THE PAST 10 YEARS	1	0.2 %
HAS NICE PARKS AND SECURITY	1	0.2 %
HAS SOMETHING TO OFFER EVERYONE	1	0.2 %
HEALTH OPTIONS	1	0.2 %
HIGHER EDUCATIONAL OPPORTUNITIES	1	0.2 %
HISTORIC BULDINGS RESTORED	1	0.2 %
HISTORY AND CULTURE, OUR NEIGHBORHOOD	1	0.2 %
HOME, GREAT OPPORTUNITIES	1	0.2 %
HOSPITALS	1	0.2 %
HOSPITALS, MALLS, RESTAURANTS	1	0.2 %
HOW COOL IT IS, ARTS, FOOD, OVERALL HIPNESS	1	0.2 %
I FEEL SAFE IN MOST AREAS	1	0.2 %
I LIKE ARTS INVOLVEMENT	1	0.2 %
I LIKE IT BECAUSE WE'VE GOT A LOT OF PROTECTION	1	0.2 %
I LIKE THE COMMUNITY	1	0.2 %
I LIKE THE PROGRESS BEING MADE DOWNTOWN	1	0.2 %
IT HAS IMPROVED SO MUCH IN 10 YEARS	1	0.2 %
IT IS CLOSE TO WHERE I WORK AND GO TO SCHOOL	1	0.2 %
IT IS EASY TO LIVE IN, CONVENIENT SERVICES	1	0.2 %
IT IS WHERE I WAS BORN/EDUCATED/LIVE/HAVE FAMILY	1	0.2 %
IT'S EASY TO GET AROUND	1	0.2 %
IT'S HOME	1	0.2 %
IT'S PEOPLE	1	0.2 %
IT'S A SMALL CITY WITH BIG CITY INFLUENCE	1	0.2 %
ITS BLACK HISTORY, THE OVERALL FEEL, IT'S HOME	1	0.2 %
IT'S ECLECTIC AND DIVERSE, CULTURAL OPPORTUNITIES	1	0.2 %
ITS PRETTY	1	0.2 %
ITS SIZE AND RELATION TO OTHER CITIES	1	0.2 %
JOB OPPORTUNITIES	1	0.2 %
JOB OPPORTUNITIES, GOOD LIFE LIVING	1	0.2 %
LESS TRAFFIC THAN SURROUNDING CITIES	1	0.2 %
LIBERAL POLITICS AND CREATIVE CLASS	1	0.2 %
LIKE THE RESTAURANTS AND BAR SCENE IN DOWNTOWN	1	0.2 %
LOT OF GOOD FOOD AND RESTAURANTS TO VISIT	1	0.2 %
LOTS OF CHOICES	1	0.2 %
LOVE CULTURE AND FOOD OPPORTUNITIES	1	0.2 %
LOVE EVERYTHING ABOUT IT	1	0.2 %
LOW PROPERTY TAXES COMPARED TO RALEIGH	1	0.2 %
MEDICAL FACILITIES	2	0.5 %
MOST OF MY FAMILY LIVES HERE	1	0.2 %
MULTICULTURAL	1	0.2 %
MULTICULTURAL AND VERY ENTERTAINING	1	0.2 %
MY HOMETOWN	1	0.2 %
MY JOB	1	0.2 %
MY NEIGHBORHOOD	1	0.2 %
MY NEIGHBORHOOD, FAST EMS SERVICE, POLICE SERVICE	1	0.2 %
NEIGHBORHOODS, PEOPLE KNOWING THEIR NEIGHBORS	1	0.2 %
NICE PEOPLE	1	0.2 %

Q27. What do you like BEST about living in the City of Durham?

Q27. What do you like BEST about living in the City of Durham?	Number	Percent
NINTH STREET AREA	1	0.2 %
NOT BIG TRAFFIC	1	0.2 %
NOT MUCH CRIME LIKE SOME CITIES	1	0.2 %
NOT PROVIDED	145	35.1 %
NOT TOO LARGE OF A CITY, CONVENIENT SHOPPING	1	0.2 %
NOTHING	1	0.2 %
OPPORTUNITIES	1	0.2 %
OPPORTUNITIES OF EDUCATION	1	0.2 %
PARKS AND RECREATION, ENO RIVER	1	0.2 %
PEOPLE	1	0.2 %
PEOPLE, DIVERSITY OF POPULATION	1	0.2 %
PEOPLE ARE GENERALLY WARM AND CORDIAL	1	0.2 %
PEOPLE LIVING IN THE CITY OF DURHAM	1	0.2 %
PLACE TO RETIRE	1	0.2 %
NICE PLACE TO PLAY, WORK AND RETIRE	1	0.2 %
POPULATION	1	0.2 %
PROGRESS, GROWTH, IMPROVED OVERALL APPEARANCE	1	0.2 %
PROGRESSIVE ENVIRONMENT	1	0.2 %
PROGRESSIVE, LIKE MINDED	1	0.2 %
PROXIMITY	1	0.2 %
PROXIMITY OF EVERYTHING	1	0.2 %
PROXIMITY TO DUKE HOSPITAL	1	0.2 %
PROXIMITY TO DUKE HOSPITAL AND COLLEGE RESOURCES	1	0.2 %
PROXIMITY TO EVERYTHING, EASE OF TRAVEL	1	0.2 %
PROXIMITY TO SHOPPING	1	0.2 %
PROXIMITY TO VA CLINIC	1	0.2 %
QUIET, CLEAN	1	0.2 %
QUIET, PEACEFUL	1	0.2 %
REGROWTH IN DOWNTOWN, MY HOME, DPAC	1	0.2 %
RESEARCH PARK AND UNIVERSITIES	1	0.2 %
RESTAURANTS	1	0.2 %
RESTAURANTS AND BARS, FREE PARKING, DPAC	1	0.2 %
RESTAURANTS AND HEALTHCARE	1	0.2 %
RESTAURANTS AND THEATRE/MUSICAL VENUES	1	0.2 %
RESTAURANTS, DIVERSITY, SENSE OF PLACE	1	0.2 %
RESTAURANTS, DPAC, DOWNTOWN	1	0.2 %
RESTAURANTS AND COMMUNITY	1	0.2 %
REVITALIZATION EFFORTS OF THE DOWNTOWN	1	0.2 %
REVITALIZED DOWNTOWN	1	0.2 %
SAFETY, PACE OF LIFE, CONCERNED FOR NEIGHBORS	1	0.2 %
SCHOOLS, NEIGHBORHOODS, PLEASANT SHOPS	1	0.2 %
SCHOOLS AND EDUCATION	1	0.2 %
SEEING CENTRAL PARK REVIVAL HAS BEEN EXCITING	1	0.2 %
SENSE OF COMMUNITY AND ALL OFFERINGS	1	0.2 %
SENSE OF COMMUNITY, OPENNESS TO PEOPLE AND IDEAS	1	0.2 %
SIZE AND NO TRAFFIC PROBLEMS	1	0.2 %
SMALL CITY AND GOOD RESTAURANTS	1	0.2 %
SMALL TOWN ATMOSPHERE, REALLY GOOD MAYOR	1	0.2 %
SMALL TOWN FEE, CLOSE TO OTHER CITIES	1	0.2 %
SMALL TOWN FEEL, LARGE CITY RESTAURANTS, SPORTS	1	0.2 %
SO FAR OKAY	1	0.2 %
SOUTHERN CHARMS AND THINGS TO SEE/HEAR/KNOW	1	0.2 %
STREETS	1	0.2 %
SUPPORT OF SMALL BUSINESSES, ALL ART LOCALES AND DPAC	1	0.2 %

Q27. What do you like BEST about living in the City of Durham?

Q27. What do you like BEST about living in the City of Durham?	Number	Percent
THE ARTS AND REVIVAL OF DOWNTOWN, SMALL BUSINESSES	1	0.2 %
THE ATMOSPHERE, LOVE THE ARCHITECTURE, COMMUNITY	1	0.2 %
THE AWESOME DIVERSITY, FUN THINGS TO DO AND SEE	1	0.2 %
THE BUS LINE IN THE PEOPLE ARE OK TO ME	1	0.2 %
THE COMMUNITY FEELING	1	0.2 %
THE CULTURAL OPPORTUNITIES AND MUCH FREE PARKING	1	0.2 %
THE DIVERSITY	3	0.7 %
THE DIVERSITY DURHAM OFFERS IS AMAZING	1	0.2 %
THE DIVERSITY OF PEOPLE	1	0.2 %
THE DIVERSITY, CULTURAL ACTIVITIES IN DOWNTOWN	1	0.2 %
THE ENERGY OF PEOPLE AND LOCAL BUSINESSES	1	0.2 %
THE GREEN ZONES	1	0.2 %
THE GROWTH OPPORTUNITIES	1	0.2 %
THE LIVING, SHOPPING, PLACES TO GO	1	0.2 %
THE LOCATION OF THE CITY	1	0.2 %
THE NEIGHBORHOOD	1	0.2 %
THE PEOPLE	1	0.2 %
THE PEOPLE AND THEIR DIVERSITY	1	0.2 %
THE PEOPLE SURROUNDING ME	1	0.2 %
THE VIBE, THE DIVERSITY	1	0.2 %
THE VIBRANCY OF DOWNTOWN	1	0.2 %
THE WEATHER	1	0.2 %
UP AND COMING RESTAURANTS, IMPROVED DOWNTOWN	1	0.2 %
URBAN FEEL BUT NOT CONGESTED	1	0.2 %
VALUE, CULTURAL ACTIVITIES	1	0.2 %
VAREITY, DIVERSITY, HUMILITY	1	0.2 %
VAREITY OF RESTAURANTS AND THINGS TO DO	1	0.2 %
VARIETY OF POPULATION, ENTERTAINMENT	1	0.2 %
VARIETY OF SHOPPING, RESTAURANTS, ACTIVITIES	1	0.2 %
VERSATILITY	1	0.2 %
VERY FRIENDLY PEOPLE	1	0.2 %
VITALITY AND DIVERSITY	1	0.2 %
WALKABILITY	1	0.2 %
WALKABILITY IN DOWNTOWN	1	0.2 %
WALKABILITY OF DOWNTOWN, UNIQUE RESTAURANTS	1	0.2 %
WE HAVE GREAT RESTAURANTS	1	0.2 %
WEATHER	2	0.5 %
WHERE I WAS BORN AND RAISED	1	0.2 %
WORK	1	0.2 %
Total	413	100.0 %

Q28. What do you like LEAST about living in the City of Durham?

Q28. What do you like LEAST about living in the City of Durham?	Number	Percent
A LOT, COULDN'T COME UP WITH JUST ONE	1	0.2 %
ALL EFFORTS ARE FOCUSED ON DOWNTOWN AND THAT'S ALL	1	0.2 %
ALWAYS RAISING PROPETY TAXES	1	0.2 %
BAD RAP OF THE CITY BY CHANNELL 11 TV	1	0.2 %
BAD REPUTATION	1	0.2 %
BAD REPUTATION, NEED MORE TRANSIT IN NEIGHBORHOODS	1	0.2 %
BASED ON COLOR AND AREA YOU LIVED TREATED DIFFERENTLY	1	0.2 %
BEING APPROACHED BY PEOPLE ASKING FOR MONEY	1	0.2 %
BEING A CLEAN CITY, BY I-85 TO DOWNTOWN AREA	1	0.2 %
BIKE SUPPORT IS TERRIBLE	1	0.2 %
BIKES THINKING THEY OWN THE ROAD	1	0.2 %
BLIGHT IN NEIGHBORHOODS AND PUBLIC THOROUGHFARES	1	0.2 %
BORDED UP HOUSES	1	0.2 %
BUS ROUTES NEED TO BE MORE OUTSPREAD	1	0.2 %
CAR BREAK INS IN PARKING LOTS, LACK OF PARKING	1	0.2 %
CARS PARKED IN FRONT YARDS, UNSIGHTLY ITEMS	1	0.2 %
CLOSING DOWN CERTAIN STORES	1	0.2 %
CONCERN FOR PERSONAL SAFETY, COMMUNITY CLEANLINESS	1	0.2 %
CRIME	26	6.3 %
CRIME, APPEARANCE OF MANY AREAS, OVERALL IMAGE	1	0.2 %
CRIME, BOARDED UP HOUSES	1	0.2 %
CRIME, DEFEATISM, OCCASIONAL LACK OF VISION	1	0.2 %
CRIME, ESPECIALLY YOUTH	1	0.2 %
CRIME, GANGS, UNEMPLOYMENT	1	0.2 %
CRIME, PERCEPTION OF IT BEING DANGEROUS	1	0.2 %
CRIME, POOR HOUSING, RUN DOWN NEIGHBORHOODS	1	0.2 %
CRIME, PUBLIC SCHOOLS NEED HELP	1	0.2 %
CRIME, QUALITY OF PUBLIC SCHOOLS	1	0.2 %
CRIME, RACIAL PROFILING, RUDENESS OF OTHERS	1	0.2 %
CRIME, RUNDOWN STATE OF NEIGHBORHOODS	1	0.2 %
CRIME, SCHOOLS	1	0.2 %
CRIME, STREET MAINTENANCE	1	0.2 %
CRIME AND DISHONESTY	1	0.2 %
CRIME AND GANG RELATED ISSUES	1	0.2 %
CRIME AND GANGS	1	0.2 %
CRIME AND POVERTY	1	0.2 %
CRIME AND SAFETY	1	0.2 %
CRIME ASSOCIATED CITY	1	0.2 %
CRIME LEVEL AND FEAR OF TRAVELING ALONE	1	0.2 %
CRIME PARTICULARLY ON AMERICAN TABACCO TRAIL	1	0.2 %
CRIME RATE	4	1.0 %
CRIME RATE AND SAFETY	1	0.2 %
CRIME RATE HAS GONE UP	1	0.2 %
CRIME RATE, PROXIMITY TO CRIME	1	0.2 %
CRIME RATES	1	0.2 %
CRIME RATES, IT IS ONLY BECOMING MORE DANGEROUS	1	0.2 %
CRIME REPUTATION	1	0.2 %
CRIME STILL AN ISSUE IN SOME AREAS	1	0.2 %
CRIMES	1	0.2 %
DELAPIDTAED ROADWAYS	1	0.2 %
DIRTY NEIGHBORHOODS, DIRTY STREETS AND SAFETY	1	0.2 %
DOESN'T SEEM TO BE VERY EASY TO GET FROM POINT A TO POINT B	1	0.2 %

Q28. What do you like LEAST about living in the City of Durham?

Q28. What do you like LEAST about living in the City of Durham?	Number	Percent
DON'T ADD LARGER DOWNTOWN PARKING	1	0.2 %
DON'T ALWAYS FEEL SAFE	1	0.2 %
DON'T FEEL SAFE WHILE WALKING ALONE ON TOBACCO TRAIL	1	0.2 %
DOWNTOWN STILL FEELS SOMEWHAT UNSAFE	1	0.2 %
DRIVING ON CERTAIN STREETS THAT NEED REPAVED	1	0.2 %
ECONOMIC DIVIDE OF RICH AND POOR	1	0.2 %
ECONOMICS	1	0.2 %
EMPTY DOWNTOWN	1	0.2 %
FEAR OF CRIME, ASSAULTS AND ROBBERIES	1	0.2 %
TOO MUCH FOCUS ON THE POOR, OVERLOOKING OTHER WORKING, NOT RICH	1	0.2 %
FOOD AND ARTS SCENE	1	0.2 %
FORMER PREVALENCE OF PANHANDLERS	1	0.2 %
GANG VIOLENCE	1	0.2 %
GANG VIOLENCE AND CRIME RATES	1	0.2 %
GANGS	1	0.2 %
GANGS, TOO MANY GANGS IN THE STREETS	1	0.2 %
GENTRIFICATION WITHOUT PROGRAMS TO INCLUDE POVERTY	1	0.2 %
GOOD OLE BOY CIRCLE	1	0.2 %
HIGH PROPERTY TAX	1	0.2 %
HIGH TAXES	3	0.7 %
HIGHWAY NOISE FROM I-85, LACK OF GREENSWAYS	1	0.2 %
HOME BREAK-INS, GANGS, CRIME IN GENERAL	1	0.2 %
I HAVE NEVER BEEN HARASSED BY POLICE UNTIL HERE	1	0.2 %
INCONSISTENT QUALITY OF PUBLIC SCHOOLS	1	0.2 %
INCREASE IN HOLD-UPS	1	0.2 %
ISNT' ENOUGH ENTERTAINMENT	1	0.2 %
IT CAN BE UNSAFE AT TIMES	1	0.2 %
JOB OPPORTUNITIES	1	0.2 %
JOBS, HOUSING AND FINDING HELP WHEN NEEDED	1	0.2 %
KNOWING HOW MANY POOR LIVE HERE WITHOUT DIGNITY	1	0.2 %
LACK OF ATTENTION TO STREETS AROUND LOCAL SCHOOLS	1	0.2 %
LACK OF EFFORT TO INCREASE OVERALL DENSITY OF BUILDINGS	1	0.2 %
LACK OF ENTERTAINMENT OPPORTUNITIES	1	0.2 %
LACK OF PROTECTION IN COMMUNITIES, NEED MORE COPS	1	0.2 %
LACK OF SAFETY	1	0.2 %
LACK OF SIDEWALKS AND INEFFECTIVE BUS ROUTES	1	0.2 %
LACK OF STORES/RESTAURANTS NORTH OF I-85	1	0.2 %
LACK OF THINGS TO DO, LACK OF CARE FROM LOCAL GOVERNMENT	1	0.2 %
LAYOUT OF CENTER CITY, CONFUSING AND POOR SIGNS	1	0.2 %
LAYOUT OF STREETS, VERY FEW SIDEWALKS	1	0.2 %
LEADERSHIP ON CRUCIAL ISSUES	1	0.2 %
LIMITED GREENSPACE, REC FACILITIES, BIKE LANES	1	0.2 %
LITTLE FOCUS ON PROGRAMS TO ASSIST THE LESS FORTUNATE	1	0.2 %
LIVE ON RACEWAY	1	0.2 %
LIVING HERE	1	0.2 %
LOCATION NOT IN NEW ENGLAND	1	0.2 %
LOT OF POT HOLES	1	0.2 %
LOW SES NEIGHBORHOOD AROUND NCCU NEEDS HELP	1	0.2 %
LOW WAGES, NO UNIONS	1	0.2 %

Q28. What do you like LEAST about living in the City of Durham?

Q28. What do you like LEAST about living in the City of Durham?	Number	Percent
MEDIA VIEW OF THE CITY	1	0.2 %
MEDICAL	1	0.2 %
MOST STREETS ARE IN BAD SHAPE	1	0.2 %
N/A, NOTHING	2	0.5 %
NEED MORE BIKE LANES, CONSIDER LIGHT RAIL TOO	1	0.2 %
NEED MORE FESTIVALS	1	0.2 %
NEED SIDEWALKS	1	0.2 %
NEGATIVE COMMENTS FROM SURROUNDING AREAS	1	0.2 %
NEGATIVE IMAGE FROM OUTSIDERS AND MEDIA	1	0.2 %
NEGATIVE MEDIA REPRESENTATION	1	0.2 %
NEGATIVE REPUTATION	1	0.2 %
NEGATIVITY OF THE NEW MEDIA ABOUT DURHAM	1	0.2 %
NO BAKERIES, ENFORCEMENT OF CODES	1	0.2 %
NO CULTURAL LIFE	1	0.2 %
NO ENOUGH RESIDENTS IN DOWNTOWN	1	0.2 %
NO JOBS	1	0.2 %
NO MAJOR PROBLEMS	1	0.2 %
NO POLICE ENFORCING SPEED LIMITS ON DUKE AND GREG	1	0.2 %
NO SIDEWALKS IN MANY NEIGHBORHOODS, FEW BIKE PATHS	1	0.2 %
NOTHING	1	0.2 %
NORTH CAROLINA REPUTATION, THINK ABOUT DURHAM	1	0.2 %
NOT ENOUGH BEING FOR HOMELESS	1	0.2 %
NOT ENOUGH RECREATION PLACES FOR DIFFERENT AGES	1	0.2 %
NOT ENOUGH SIDEWALKS OR BIKE LANES, NOT WALKABLE	1	0.2 %
NOT MUCH TO DO LATE AT NIGHT	1	0.2 %
NOT PROVIDED	145	35.1 %
NOTHING MUCH TO SEE	1	0.2 %
NOTHING TO DO	1	0.2 %
OUTSIDE IMAGE US UNSAFE	1	0.2 %
OVER TAXED	1	0.2 %
PARKING, SOME STREETS NEED REPAIRED	1	0.2 %
PEOPLE	1	0.2 %
PERCEIVED GANG ACTIVITY	1	0.2 %
PERCEPTION OF HIGH CRIME	1	0.2 %
PEOPLE BEGGING ON STREET CORNERS	1	0.2 %
POLARIZATION	1	0.2 %
POLICE PROTECTION	1	0.2 %
POLITICAL CLIMATE	1	0.2 %
POLITICAL/IDEOLOGICAL FRAGMENTATION	1	0.2 %
POOR AREAS NEED SIDEWALKS	1	0.2 %
POOR POLICE, SOLID WASTE SERVICE	1	0.2 %
POOR QUALITY STREETS	1	0.2 %
POORLY LIT STREETS	1	0.2 %
PRESENCE OF GUNS AND GUN VIOLENCE	1	0.2 %
PROPERTY CRIMES IN NEIGHBORHOOD DURING DAY	1	0.2 %
PUBLIC EDUCATION, QUALITY AND FUNDING TOO LOW	1	0.2 %
PUBLIC SCHOOL SYSTEM	1	0.2 %
PUBLIC SCHOOLS NEED HELP	1	0.2 %
RACIAL POLITICS, MORE MALLS	1	0.2 %
REALTORS AND GENTRIFICATION	1	0.2 %
THAT IT IS IN NORTH CAROLINA	1	0.2 %
REPUBLICAN INFLUENCE IN LAST YEAR OR SO	1	0.2 %

Q28. What do you like LEAST about living in the City of Durham?

Q28. What do you like LEAST about living in the City of Durham?	Number	Percent
REPUTATION	2	0.5 %
REPUTATION BY OTHERS	1	0.2 %
REPUTATION FOR POTENTIALLY UNSAFE AREAS	1	0.2 %
REPUTATION OF DURHAM HAS FOR BEING DANGEROUS	1	0.2 %
REPUTATION, PUBLIC EDUCATION	1	0.2 %
RISK, NOT SAFE TO WALK ALONE AT NIGHT	1	0.2 %
SAFETY	1	0.2 %
SAFETY CONCERNS, POOR UPTOWN SERVICE	1	0.2 %
SAFETY FACTOR	1	0.2 %
SAFETY ON ATT, LACK OF ADEQUATE TRANSIT	1	0.2 %
SAFETY OR REPUTATION FOR LACK OF SAFETY	1	0.2 %
SANS ACTIVITY, YOUTH NOT IN SCHOOL, NO PARENTING	1	0.2 %
SCHOOL OPTIONS	1	0.2 %
SCHOOL SITUATION	1	0.2 %
SCHOOL SYSTEM	1	0.2 %
SCHOOL SYSTEM NEEDS WORK, INCREASED VIOLENCE	1	0.2 %
SCHOOL SYSTEM, FEELING PUBLIC PARKS UNSAFE	1	0.2 %
SCHOOL SYSTEMS	1	0.2 %
SCHOOLS	1	0.2 %
SCHOOLS AND CRIME REPUTATION	1	0.2 %
SIDEWALKS AND STREETS MINIMALLY MAINTAINED	1	0.2 %
SOME AREAS ARE JUST RUNDOWN	1	0.2 %
SOME BAD PARTS OF TOWN AND UNEMPLOYMENT	1	0.2 %
SOUNDS OF GUNSHOTS	1	0.2 %
STILL SOME SAFETY CONCERNS	1	0.2 %
STORMWATER BILL TOO HIGH, COST TOO MUCH IN CITY	1	0.2 %
STREETS WILL BE BLOCKED OFF WITHOUT PROPER WARNING	1	0.2 %
STUFF TO DO	1	0.2 %
TAX RATES AND CAR TAXES FOR DISABLED PEOPLE	1	0.2 %
TAXES	2	0.5 %
TAXES, URBAN YOUTH NEED POS INFLUENCE/OUTLETS	1	0.2 %
TAXES AND CRIME	1	0.2 %
TAXES AND FEES ARE TOO HIGH, PROPERTY TAX TOO HIGH	1	0.2 %
TAXES ARE TOO HIGH, SOME DANGEROUS NEIGHBORHOODS	1	0.2 %
TAXES GOING UP	1	0.2 %
TAXES TOO HIGH	2	0.5 %
TAXES WAY TOO HIGH-NEAR WORST IN STATE	1	0.2 %
THE CITY'S REPUTATION	1	0.2 %
THE CRIME	2	0.5 %
THE CRIME AND DELAPIDATED STRUCTURES	1	0.2 %
THE GANGS, GET RID OF THAT BPROBLEM	1	0.2 %
THE GAY RIGHTS AGENDA AND THE PEOPLE ON SUBSIDY	1	0.2 %
THE GRATEGY TO GET THE BLACKS PUSH AWAY FROM CITY	1	0.2 %
THE JOB LEVEL IS UP	1	0.2 %
THE LOOK OF THE CITY AND REPUTATION	1	0.2 %
THE MAYOR	1	0.2 %
THE NIGHT LIFE	1	0.2 %
THE PARKS NEED IMPROVEMENT	1	0.2 %
THE REPUTATION	1	0.2 %
THE RUNDOWN HOUSING COMMUNITIES	1	0.2 %
THE SCHOOLS	1	0.2 %
THE TRASH ON THE SIDE OF THE ROADS	1	0.2 %

Q28. What do you like LEAST about living in the City of Durham?

Q28. What do you like LEAST about living in the City of Durham?	Number	Percent
THE WALKING ROUTES ARE NOT SAFE	1	0.2 %
THEFT HAPPENS TOO OFTEN	1	0.2 %
THOSE THAT DO NOT APPRECIATE THE BEAUTY OF DURHAM	1	0.2 %
TOLD BY OFFICER WE LIVE IN TARGET RICH ENVIRONMENT	1	0.2 %
TOO MANY BREAK-INS	1	0.2 %
TOO MANY HOUSES THAT ARE GOING TO SECTION EIGHT	1	0.2 %
TOO MANY OLD TREES	1	0.2 %
TOO MANY TAXES, TOO HIGH	1	0.2 %
TOO MUCH CRIME	1	0.2 %
TOO MUCH CRIME IN THE CITY OF DURHAM	1	0.2 %
TOO MUCH WELFARE, CRIME, TAX INCREASES	1	0.2 %
TRAFFIC	2	0.5 %
TRANSIET POPULATION, HOMELESS, AND FEEL DISREGARDED AS A STUDENT	1	0.2 %
TRASH IN THE STREETS	1	0.2 %
UNDER PRIVILEGED HAVE A VERY HARD TIME	1	0.2 %
UNEMPLOYMENT RATE	1	0.2 %
UNLIGHTED STREETS MAKES IT UNSAFE AT NIGHT	1	0.2 %
VALUE FOR MONEY FOR TAXES	1	0.2 %
VALUE RECIEVED FOR PROPERTY TAXES	1	0.2 %
VERY EXPENSIVE TO LIVE HERE, TAXES AND FOOD PRICES	1	0.2 %
VERY LOUD MUSIC PLAYED BY PASSING CARS	1	0.2 %
VIOLENCE AND THE CRIME	1	0.2 %
VIOLENCE IN SOME AREAS	1	0.2 %
VIOLENT CRIME	1	0.2 %
VIOLENT CRIME AND RACIAL ISSUES	1	0.2 %
WALKING TO PLACES ISN'T REALLY AN OPTION	1	0.2 %
THE WAY WE ARE PRESENTED ON TV AND NEWS	1	0.2 %
YOU NEED A CAR	1	0.2 %
Total	413	100.0 %

Q29. How willing would you be to pay slightly higher taxes to support parks, trails and future Recreational opportunities?

Q29. How willing would you be to pay slightly higher taxes?	Number	Percent
Very willing	51	12.3 %
Willing	108	26.2 %
Not sure	120	29.1 %
Not willing	125	30.3 %
Not Provided	2	0.5 %
Don't know	7	1.7 %
Total	413	100.0 %

Q30. How willing would you be to pay fees instead of taxes to pay for improvements to City services that you use or benefit from?

Q30. How willing would you be to pay fees instead of taxes?	Number	Percent
Very willing	40	9.7 %
Willing	115	27.8 %
Not sure	147	35.6 %
Not willing	99	24.0 %
Not Provided	1	0.2 %
Don't know	11	2.7 %
Total	413	100.0 %

Q31. What is the most significant issue(s) you think the City of Durham will face over the next five years?

Q31. What is the most significant issue(s) you think the City of Durham will face over the next five years?	Number	Percent
ACCEPTANCE, INTEGRATION WITH NEW PEOPLE	1	0.2 %
ADD MORE TRANSIT ROUTES AND SCHEDULES	1	0.2 %
ADDITIONAL CRIME, TAKING ADVANTAGE OF ASSISTANT PROGRAM	1	0.2 %
ADDRESSING THE HOMELESS	1	0.2 %
AFFORDABLE HOUSING, CRIME/GUN VIOLENCE, RACIAL PROFILING	1	0.2 %
AFFORDABLE HOUSING, JOB CREATION	1	0.2 %
AGAIN GANG VIOLENCE, CRIME	1	0.2 %
AVOIDING GENTRIFICATION AS THE CITY GROWS	1	0.2 %
BAD INFRASTRUCTURE AND OVER DEVELOPMENT	1	0.2 %
BALANCING GROWTH WITH ENVIRONMENT/ GREENSPACE CONCERNS	1	0.2 %
BE A BETTER PLACE TO LIVE IN	1	0.2 %
BEING OVER TAX, WITH NO INCREASE IN PAY RATES	1	0.2 %
BETTER SCHOOLS, GROWTH	1	0.2 %
BLACKS AWAKENING TO RACIAL PREJUDICE	1	0.2 %
CITY SERVICE AND MAINTENANCE	1	0.2 %
CONTAINING/MANAGING GROWTH	1	0.2 %
CONTINUE POSITIVE GROWTH AND EMERGE A GREAT COMMUNITY	1	0.2 %
CONTINUED ECONOMIC DEVELOPMENT	1	0.2 %
CONTROLLING CRIME EFFICIENTLY, REDUCE WASTEFUL SPENDING	1	0.2 %
CONTROLLING CRIME, TRAFFIC CONGESTION, DOWNTOWN PARK	1	0.2 %
CRIME	17	4.1 %
CRIME, A LOT OF BREAK-INS	1	0.2 %
CRIME, AGING INFRASTRUCTURE	1	0.2 %
CRIME, DRUGS, GANGS	1	0.2 %
CRIME, EDUCATIONAL NEEDS	1	0.2 %
CRIME, GANGS	1	0.2 %
CRIME, GRASS, YOUTH EMPLOYMENT, EDUCATION OPPORTUNITIES	1	0.2 %
CRIME, HOMELESSNESS AND CULTURAL DIVISION	1	0.2 %
CRIME, QUALITY OF SCHOOLS	1	0.2 %
CRIME, ROADS NEEDING REPAIR	1	0.2 %
CRIME, SAFETY	1	0.2 %
CRIME, STRATEGIC GROWTH	1	0.2 %
CRIME AND CRAPPY STREETS	1	0.2 %
CRIME AND GANG VIOLENCE	1	0.2 %
CRIME AND GROWTH	1	0.2 %
CRIME AND REPAIR OF ROADWAYS, BIKE TRAFFIC	1	0.2 %
CRIME AND TRAFFIC, ILLEGALS	1	0.2 %
CRIME AND UNEMPLOYMENT	1	0.2 %
CRIME INCREASE	1	0.2 %
CRIME OR MAINTAIN QUALITY OF PUBLIC SCHOOLS	1	0.2 %
CRIME PREVENTION	1	0.2 %
CRIME RATE	2	0.5 %
CRIME RATE WILL GO UP	1	0.2 %
CRIMES	1	0.2 %
CRIMES AND DRUG ABUSE	1	0.2 %
DAMAGE BY NCGA, LOVE DURHAM, HATE NC	1	0.2 %
DECENT HOUSING FOR LOW INCOME FAMILIES, BETTER SCHOOL	1	0.2 %
DECREASING PREVALENCE OF GANG VIOLENCE	1	0.2 %

Q31. What is the most significant issue(s) you think the City of Durham will face over the next five years?

Q31. What is the most significant issue(s) you think the City of Durham will face over the next five years?	Number	Percent
DETERIORATION OF STREETS	1	0.2 %
DEVELOPERS WANTING TO BUILD OUTSIDE OF SPIRIT OF DURHAM	1	0.2 %
DEVELOPING ALONG WITH RESIDENTS IN EAST DURHAM	1	0.2 %
DEVELOPMENT AND INNER CITY CRIME	1	0.2 %
DEVELOPMENT, HOUSING, TRANSIT, INFRASTRUCTURE	1	0.2 %
DISPARITY BETWEEN CLASSES IN TERMS OF OPPORTUNITIES	1	0.2 %
DISPARITY BETWEEN PUBLIC SCHOOLS	1	0.2 %
DISPLACEMENT OF LOW-INCOME FAMILIES	1	0.2 %
DOWNTOWN AREA GREAT, NOW ATTEND TO RTP AREA	1	0.2 %
DOWNTOWN PARKING, SAFETY ISSUES	1	0.2 %
ECONOMIC DEVELOPMENT	1	0.2 %
ECONOMIC GROWTH, ECONOMIC INFILL	1	0.2 %
ECONOMIC ISSUES, UNEMPLOYMENT OF COLLEGE EDUCATED	1	0.2 %
EDUCATION	1	0.2 %
EDUCATION OF OUR CHILDREN	1	0.2 %
EDUCATION OF YOUNG PEOPLE, SCHOOL RESOURCES	1	0.2 %
EMPLOYMENT AND TEACHING SALARIES	1	0.2 %
EMPLOYMENT FOR LOW INCOME WORKERS	1	0.2 %
EMPLOYMENT FOR THE PEOPLE, AFFORDABLE LIVING	1	0.2 %
EMPLOYMENT FOR UNDER EDUCATION EX-OFFENDERS	1	0.2 %
EMPLOYMENT OPPORTUNITIES	1	0.2 %
EQUAL ATTENTION TO STREETS IN ALL NEIGHBORHOODS	1	0.2 %
EXPANDING THE ECONOMIC GROWTH TO LOW-INCOME AREAS	1	0.2 %
EXPANSION	1	0.2 %
FINANCES	1	0.2 %
FOCUS ON CRIMINAL ACTIVITY	1	0.2 %
FUNDING	1	0.2 %
GANG RELATED ISSUES	1	0.2 %
GANG VIOLENCE	1	0.2 %
GANGS	1	0.2 %
GANGS AND STREET CRIME	1	0.2 %
GETTING A FAIR/BALANCED POLITICAL GROUP OF LEADERS	1	0.2 %
GETTING MORE COMMUNITY INVOLVEMENT	1	0.2 %
GHANGING THE NEG IMAGE, TOO MANY ON WELFARE	1	0.2 %
GOOD MANAGEMENT OF GROWTH INCLUDING TRANSIT	1	0.2 %
GROWING CRIME	1	0.2 %
GROWING PAIN	1	0.2 %
GROWTH	4	1.0 %
GROWTH, CRIME, EDUCATION	1	0.2 %
GROWTH, KEEPING IT REAL	1	0.2 %
GROWTH, NEED TO CONTROL POPULATION GROWTH	1	0.2 %
GROWTH, POOR NEIGHBORHOODS, CRIME	1	0.2 %
GROWTH AND CONTINUING TO PROVIDE REASONABLE SERVICES	1	0.2 %
GROWTH AND CRIME	1	0.2 %
GROWTH AND CRIME CONTROL	1	0.2 %
GROWTH AND INCREASED SAFETY	1	0.2 %
GROWTH AND SCHOOLS	1	0.2 %
GROWTH AND THE ABILITY TO HANDLE IT	1	0.2 %
GROWTH AND TRAFFIC ISSUES	1	0.2 %
GROWTH AT THE EDGES, KEEPING LIVING COSTS DOWN	1	0.2 %

Q31. What is the most significant issue(s) you think the City of Durham will face over the next five years?

Q31. What is the most significant issue(s) you think the City of Durham will face over the next five years?	Number	Percent
GROWTH CHALLENGE, DURHAM IS POPULATED	1	0.2 %
GROWTH-GOOD PROBLEM BUT BE READY	1	0.2 %
GROWTH INFLUX	1	0.2 %
GROWTH PROBLEMS WHICH WILL INCREASE CRIME	1	0.2 %
HANDLING GROWTH	1	0.2 %
HAVING TOO FEW EMPLOYED CITIZENS TO SUPPORT UNEMPLOYED	1	0.2 %
HEALTH, EDUCATIONAL ISSUES, ROAD/LAKE MAINTENANCE	1	0.2 %
HELP MINORITY YOUTH BE PRODUCTIVE CITIZENS OF DURHAM	1	0.2 %
HOMELESS	1	0.2 %
HOUSING, EQUALITY FOR DIVERSE INCOMES, HEALTH	1	0.2 %
HOUSING, JOBS, EDUCATION	1	0.2 %
HOUSING, JOBS, FOOD, COST OF LIVING	1	0.2 %
IMAGE	1	0.2 %
IMAGE AND NON-COMMERCIAL DEVELOPMENT	1	0.2 %
IMAGE-CRIME	1	0.2 %
IMPROVEMENT, PHYSICAL	1	0.2 %
IMPROVING GOV EFFICIENCY	1	0.2 %
IMPROVING ITS SCHOOLS	1	0.2 %
IMPROVING NEIGHBORHOODS	1	0.2 %
INCREASE OF POPULATION BUT NO INCREASE OF TAX BASE	1	0.2 %
INCREASED CRIME RATES, LACK OF AFFORDABLE LIVING	1	0.2 %
INDUSTRY TO PROVIDE JOBS AND SIDEWALKS	1	0.2 %
INTEGRATING VARIOUS ASPECTS OF DURHAM	1	0.2 %
JOB CREATION, ECONOMIC ISSUES, LACK OF EXPANSION, CRIME	1	0.2 %
JOB CREATION, WELFARE SYSTEM PROGRAMS	1	0.2 %
JOB GROWTH	2	0.5 %
JOB GROWTH AND HOMELESSNESS	1	0.2 %
JOB GROWTH WITHIN THE CITY	1	0.2 %
JOB OPPORTUNITIES	1	0.2 %
JOBS AND BUSES	1	0.2 %
JOBS THAT PAY A LIVING WAGE	1	0.2 %
JUDICIAL ISSUES	1	0.2 %
KEEPING MOMENTUM FOR GROWTH	1	0.2 %
KEEPING THE TAX RATE LOW ENOUGH TO BE AFFORDABLE	1	0.2 %
KEEPING UP WITH GROWTH	1	0.2 %
LACK OF BASEBALL FIELDS FOR OUR YOUTH	1	0.2 %
LACK OF EMPLOYMENT AND NEGATIVE CONSEQUENCES	1	0.2 %
LACK OF POLICE PROTECTION, HIGH CRIME	1	0.2 %
LESSENING THE CRIME RATE	1	0.2 %
LIGHT RAIL	1	0.2 %
LOSS OF POWER BY LEGISLATURE, ANTI-URBAN POLICIES	1	0.2 %
LOWER CRIME, MORE SAFETY, BEAUTIFYING DURHAM	1	0.2 %
LOWERING VIOLENT CRIME AND GROWTH	1	0.2 %
MAINTAINING A GOOD LEVEL OF PROGRESS	1	0.2 %
MAINTAINING AND DIRECTING ECOLOGICALLY SOUND GROWTH	1	0.2 %
MAINTAINING LOCAL DIVERSITY DOWNTOWN FEEL IN GROWING	1	0.2 %
MAINTAINING SMALL TOWN ATMOSPHERE, PROMOTE WALK/BIKE	1	0.2 %

Q31. What is the most significant issue(s) you think the City of Durham will face over the next five years?

Q31. What is the most significant issue(s) you think the City of Durham will face over the next five years?	Number	Percent
MAINTENANCE, WATER QUALITY, AFFORDABLE HOUSING	1	0.2 %
MAKE IT AFFORDABLE TO LIVE IN DURHAM	1	0.2 %
MAKING SURE WE DON'T OVER DEVELOP	1	0.2 %
MANAGING APPROPRIATE DEVELOPMENT, ADEQUATE SENIOR SERVICE	1	0.2 %
MANAGING GROWTH	1	0.2 %
MANAGING GROWTH AND DEBT	1	0.2 %
MANAGING GROWTH IN A POSITIVE WAY	1	0.2 %
MANAGING GROWTH IN THE PERIPHERY, JOB GROWTH, DEVELOPMENT	1	0.2 %
MANAGING GROWTH, DOWNTOWN AND OUT EDGES OF CITY	1	0.2 %
MEETING THE COMPASSIONATE NEEDS OF UNDERFUNDED PEOPLE	1	0.2 %
MORE, MORE HIGH SCHOOL DROP-OUTS	1	0.2 %
MORE FAMILIES CHOOSING CHARTER SCHOOLS OVER PUBLIC	1	0.2 %
MORE PEOPLE MOVING TO THIS TOWN IS GOOD	1	0.2 %
MORE ROBBERIES AND DRUG USAGE	1	0.2 %
MOVING OUT CRIME	1	0.2 %
NEED MORE LOW-INCOME HOUSING	1	0.2 %
NEED TO KEEP TAXES DOWN	1	0.2 %
NEEDS TO PUT EFFORTS TOWARDS SMART URBAN GROWTH	1	0.2 %
NOT ABOUT PAYING TAXES, BUT ABOUT HOW IT'S USED	1	0.2 %
NOT PROVIDED	146	35.4 %
NOT SURE	1	0.2 %
OVER CROWDING, GANGS, NOT ENOUGH JOBS	1	0.2 %
OVER DEVELOPMENT	1	0.2 %
OVER TAXATION	1	0.2 %
OVERALL ECONOMY OF NC AND US	1	0.2 %
OVERCROWDING	2	0.5 %
OVERCROWDING WITH LITTLE PLANNING OF COMMERCIAL GROWTH	1	0.2 %
PEOPLE MOVING OUT OF CITY	1	0.2 %
PEOPLE THAT DON'T HAVE WILL BE IN THE COLD	1	0.2 %
POLICE PROTECTION	1	0.2 %
POOR PUBLIC TRANSIT	1	0.2 %
POPULATION DENSITY, TRANSPORTATION, INFRASTRUCTURE	1	0.2 %
POPULATION GROWTH AND CRIME	1	0.2 %
POPULATION GROWTH, LIGHT RAIL, BEAUTIFICATION	1	0.2 %
POVERTY	2	0.5 %
POVERTY AND HOMELESSNESS	1	0.2 %
PROGRESS	1	0.2 %
PUBLIC EDUCATION	1	0.2 %
PUBLIC SCHOOLS	1	0.2 %
PUBLIC TRANSPORTATION	1	0.2 %
PUBLIC TRANSPORTATION, SAFETY, AND RESIDENTIAL DEVELOPMENT	1	0.2 %
QUALITY EDUCATION FOR CHILDREN	1	0.2 %
QUALITY OF LIFE	1	0.2 %
QUALITY OF PUBLIC SCHOOLS	1	0.2 %
RECREATION	1	0.2 %

Q31. What is the most significant issue(s) you think the City of Durham will face over the next five years?

Q31. What is the most significant issue(s) you think the City of Durham will face over the next five years?	Number	Percent
RECREATION FACILITIES WILL NOT HAVE MUCH INVOLVEMENT	1	0.2 %
REDUCING VIOLENT CRIME	1	0.2 %
REDUCTION IN CRIME, SCHOOLS AND TEACHERS UNDERPAID	1	0.2 %
RENEWING DOWNTOWN/CITY AREA, IMAGE	1	0.2 %
RESULT OF POOR EDUCATION OF OUR CHILDREN	1	0.2 %
REVERSING ITS REPUTATION FOR BEING DANGEROUS	1	0.2 %
ROADS AND SCHOOLS	1	0.2 %
RUNDOWN HOUSES	1	0.2 %
SAFETY	1	0.2 %
SAFETY AND EDUCATION	1	0.2 %
SAFETY FACTOR, POLICE TRUST, GANGS, DRUG TRAFFIC	1	0.2 %
SCHOOL IMPROVEMENT, TEACHER RETENTION	1	0.2 %
SCHOOLS	3	0.7 %
SCHOOLS, POVERTY, AND CRIME	1	0.2 %
SCHOOLS AND ROAD DETERIORATION	1	0.2 %
SCHOOLS AND TRAFFIC	1	0.2 %
SCHOOLS/EDUCATION OF CHIDLREN, JOBLESS RULE	1	0.2 %
SCHOOLS NEED MAJOR IMPROVEMENT	1	0.2 %
SMART GROWTH AND JOBS	1	0.2 %
SOFTENING RACE LINES	1	0.2 %
SPENDING TAX MONEY WISELY TO BENEFIT PEOPLE WHO PAY	1	0.2 %
SPRAWLING DEVELOPMENT	1	0.2 %
SUPPORTING ECON DISADVANTAGED BECAUSE OF POOR ECONOMY	1	0.2 %
TAX INCREASE AND RETIREMENT COSTS	1	0.2 %
TEENAGE DROP OUTS, LITERACY, PRICE OF FOOD TOO HIGH	1	0.2 %
THE LIVELIHOOD OF CITY AND ITS PRODUCTIVITY	1	0.2 %
THE MAYOR	1	0.2 %
THEFT, CRIME, DIFFICULTY FOR PEOPLE ON DISABILITY	1	0.2 %
TOO MUCH DEVELOPMENT IN 9TH ST AREA	1	0.2 %
TOP HEAVY ON POPULATION TOO DEPENDENT ON GOVERNMENT SERVICES	1	0.2 %
TRADING ENVIRONMENTAL PROTECTION FOR ECONOMIC DEVELOPMENT	1	0.2 %
TRAFFIC	3	0.7 %
TRAFFIC, AFFORDABLE HOUSING, SAFE SCHOOLS	1	0.2 %
TRAFFIC, OVERCROWDING	1	0.2 %
TRAFFIC CONGESTION	1	0.2 %
TRAFFIC CONGESTION IN AND OUT OF THE CITY	1	0.2 %
TRAFFIC CONGESTION, FREEWAY NOISE	1	0.2 %
TRANSIT TRANSPORTATION FOR THE ELDERLY	1	0.2 %
TRUST IN THE SYSTEM	1	0.2 %
UNCONTROLLED DEVELOP EFFECTS ON WATER QUALITY	1	0.2 %
UNDEREMPLOYMENT AND CONTINUING STRUCTURAL INEQUALITY	1	0.2 %
UNEMPLOYMENT	1	0.2 %
UNEMPLOYMENT AND HEALTH CARE ISSUES	1	0.2 %
UNEMPLOYMENT OF YOUTH, BREAKDOWN OF NEIGHBORHOODS	1	0.2 %
UNFUNDED PENSIONS, DEBT, CURBING WASTE	1	0.2 %
VIOLENCE, GANG ACTIVITY	1	0.2 %
VIOLENCE AMONG GANGS AND CRIME	1	0.2 %
WAGE PRESSURE PRICING MAJORITY OF CITIZENS OUT OF GROWTH	1	0.2 %
WATER	2	0.5 %
WATER SUPPLY	1	0.2 %
Total	413	100.0 %

Q32. What area(s) would you like the City to devote more resources to?

Q32. What area(s) would you like the City to devote more resources to?	Number	Percent
ACTIVITIES FOR SENIOR CITIZENS	1	0.2 %
ALL OF THEM, THE ENTIRE COUNTY	1	0.2 %
ALTERNATIVE TRANSPORTATION, BIKEWAYS, PUBLIC TRANSIT	1	0.2 %
ANTI-RACISM TRAINING FOR POLICE OFFICERS	1	0.2 %
ASSURING MINORITIES THAT THEY WON'T BE FORCED OUT	1	0.2 %
ATT SAFETY, CRIME, APPEARANCE	1	0.2 %
ATTRACTING RESIDENTIAL POPULATION	1	0.2 %
BEAUTIFYING LOW INCOME AREAS	1	0.2 %
BEAUTIFICATION, MORE EMS, MINIMIZING CRIME	1	0.2 %
BETTER COMMUNICATION WITH THE PUBLIC	1	0.2 %
BETTER MONEY MANAGEMENT	1	0.2 %
BIKE FACILITIES, LANES, TRAILS, ETC	1	0.2 %
BIKE LANES EXTENDING OUTSIDE OF DOWNTOWN	1	0.2 %
BIKE LANES, WALKABILITY OF CITY WITH SIDEWALKS	1	0.2 %
BIKE PATHS, SAFETY, SIDEWALKS	1	0.2 %
BRINGING IN INDUSTRY	1	0.2 %
BUSES AND PUBLIC TRANSPORTATION	1	0.2 %
CHILDREN	1	0.2 %
CHILDREN WELFARE AND ADULTS NEED WELFARE	1	0.2 %
CITY STREETS AND SAFE SCHOOLS	1	0.2 %
CLEANING UP AREAS TO MAKE THEM LOOK NICER	1	0.2 %
CLEANING UP COMMUNITIES	1	0.2 %
CLEANING UP RUNDOWN HOUSES	1	0.2 %
CLEANING UP TRASH, HIGH GRASS	1	0.2 %
CLEANLINESS, DEPRESSED NEIGHBORHOOD IMPROVEMENT	1	0.2 %
COMMUNICATING WHAT YOUR TAXES PAY FOR	1	0.2 %
COMMUNITY OUTREACH AND MORE FESTIVALS	1	0.2 %
CREATING DIVERSE MIXED INCOME NEIGHBORHOODS	1	0.2 %
CREATING MORE BIKE LANES AND SIDEWALKS	1	0.2 %
CREATING MORE JOBS	1	0.2 %
CRIME	3	0.7 %
CRIME, HOW DURHAM LOOKS TO OUR NEIGHBORS	1	0.2 %
CRIME, STREETS FIXED, JOBS	1	0.2 %
CRIME AND GANGS	1	0.2 %
CRIME FIGHTING	1	0.2 %
CRIME PREVENTION	4	1.0 %
CRIME PREVENTION THROUGH EDUCATION AND OUTREACH PROGRAMS	1	0.2 %
CRIME PREVENTION, GANGS	1	0.2 %
CRIME PREVENTION, JOB CREATION	1	0.2 %
CRIME PREVENTION, PARKS, BEAUTIFICATION, ROADS	1	0.2 %
CRIME RATE	1	0.2 %
CRIME REDUCTION/PREVENTION	1	0.2 %
DEPORT ILLEGALS, KILL CRIMINALS	1	0.2 %
DEVELOPMENT OF DOWNTOWN	1	0.2 %
DOG PARK	1	0.2 %
DOWNTOWN	4	1.0 %
DURHAM	1	0.2 %
EARLY CHILDHOOD	1	0.2 %
EAST DURHAM	2	0.5 %
EAST DURHAM RESIDENCIES	1	0.2 %
ECOLOGICALLY SOUND GROWTH	1	0.2 %

Q32. What area(s) would you like the City to devote more resources to?

Q32. What area(s) would you like the City to devote more resources to?	Number	Percent
ECONOMIC AND SOCIAL INTEGRATION OF UNDERPRIVILEGED	1	0.2 %
EDUCATION	4	1.0 %
EDUCATION AND POLICE/FIRE SAFETY/EMS	1	0.2 %
EDUCATION AND YOUTH	1	0.2 %
EDUCATION, PLANNED GROWTH, BIKE SAFETY	1	0.2 %
EDUCATION, RAISES FOR DPS EMPLOYEES WHO HAVEN'T HAD ONE	1	0.2 %
EMPLOYMENT, ENTREPRENEUR PROGRAMS	1	0.2 %
ENFORCING SPEED LIMITS	1	0.2 %
ENSURING GROWTH IN SENIOR SERVICES, FOOD PROGRAMS	1	0.2 %
ENTERTAINMENT	1	0.2 %
ENTIRE CITY	1	0.2 %
FASTER RESPONSE TO 911 CALLS	1	0.2 %
FATETTEVILLE STREET MAKE OVER	1	0.2 %
FIGHTING CRIME AND IMPROVING BLIGHTED SECTIONS OF CITY	1	0.2 %
FREE PROGRAM	1	0.2 %
GET YOUNG PEOPLE OFF THE STREETS	1	0.2 %
GETTING THE HOMELESS HOUSING, JOBS	1	0.2 %
GOOD PR AND POSITIVE INFORMATION ABOUT THE CITY	1	0.2 %
GREENWAYS	1	0.2 %
HAVE MORE RESTAURANTS DOWNTOWN	1	0.2 %
HELP LOW-INCOME AREAS BE ATTRACTIVE	1	0.2 %
HELP LOW-INCOME FAMILY WITH HOME REPAIRS	1	0.2 %
HELP THOSE IN NEED	1	0.2 %
HELPING PEOPLE FIND JOBS	1	0.2 %
HOMELESS PROGRAMS	1	0.2 %
HOMELESSNESS, JOB OPPORTUNITY FOR THEM	1	0.2 %
HOUSING AND HIGH CRIME AREAS	1	0.2 %
IMAGE-EDUCATION	1	0.2 %
IMPROVE OPPORTUNITIES FOR TEENS	1	0.2 %
IMPROVEMENT OF SECONDARY STREETS AND LIGHTS	1	0.2 %
IMPROVING BIKE FACILITIES ON ROADS, TICKET SPEEDERS	1	0.2 %
IMPROVING HILLSBOROUGH ROAD ENTRANCE TO DURHAM	1	0.2 %
IMPROVING VIOLENCE AND NEIGHBORHOODS	1	0.2 %
INFRASTRUCTURE	1	0.2 %
INNER CITY OLDEN NEIGHBORHOOD CRIME REDUCTION	1	0.2 %
JOB CREATIONS FOR YOUTH	1	0.2 %
JOB GROWTH	1	0.2 %
JOBS	1	0.2 %
KEEPING PEOPLE INFORMED OF SERVICES	1	0.2 %
KEEPING TAX INCREASES AT BAY	1	0.2 %
KEEPING THE CITY CLEAN	1	0.2 %
KIDS RECREATION	1	0.2 %
LIBRARY FOR WEST DURHAM	1	0.2 %
LITERACY	1	0.2 %
LOW INCOME AND HOMELESS HOUSING	1	0.2 %
LOW INCOME HOUSING	1	0.2 %
MAGNET SCHOOLS	1	0.2 %
MAKE LOCAL GOVT AND RESOURCES MORE EFFECTIVE	1	0.2 %
MORE BIKE TRAILS/LANES AND LESS CRIME IN NEIGHBORHOODS	1	0.2 %

Q32. What area(s) would you like the City to devote more resources to?

Q32. What area(s) would you like the City to devote more resources to?	Number	Percent
MORE SIDEWALKS, IMPROVE WALKABILITY, UNIVERSITY DRIVE	1	0.2 %
MORE SUMMER YOUTH PROGRAMS	1	0.2 %
MORE TREES, BUS STOP BENCHES	1	0.2 %
MOVE SMOOTH JAZZ CONCERTS, AMPHITHEATRE	1	0.2 %
NEIGHBORHOODS GROW WITHOUT MUCH INPUT	1	0.2 %
NOT PROVIDED	193	46.7 %
NOT RAISING TAXES	1	0.2 %
OFF ROADS, NEW AND BIGGER STORES	1	0.2 %
OUTDOOR ADVENTURE, STREET MAINTENANCE, BIKE LANES	1	0.2 %
OUTLINE COUNTIES	1	0.2 %
PARK MAINTENANCE	1	0.2 %
PARKS, MORE NEIGHBORHOOD PARKS	1	0.2 %
PARKS AND ATHLETIC FACILITIES AND IMAGE BUILDING	1	0.2 %
PARKS AND REC, LAW ENFORCEMENT	1	0.2 %
PARKS AND REC, MIDDLE SCHOOL EDUCATION OPTIONS	1	0.2 %
PARKS AND REC, PLAYGROUNDS	1	0.2 %
PARKS AND RECREATION	3	0.7 %
PEDESTRIAN AND BIKE FRIENDLY ENVIRONMENT	1	0.2 %
PLAYING FIELDS, GREENWAYS, BIKE PATHS	1	0.2 %
PLEASE REMOVE TREES OFF POWER LINES	1	0.2 %
POLICE, BIKE TRAILS, ART	1	0.2 %
POLICE AND EMERGENCY SERVICES	1	0.2 %
POLICE AND FIRE DEPARTMENTS	1	0.2 %
POLICE PRESENCE IN HIGH CRIME AND DRUG AREAS	1	0.2 %
POLICE PROTECTION	2	0.5 %
POVERTY REDUCTION	1	0.2 %
PROGRAMS FOR UNDERSERVED YOUTH	1	0.2 %
PROJECTS, LOW INCOME HOUSING	1	0.2 %
PROTECTING THE PEOPLE THAT LIVE HERE AND PAY TAXES	1	0.2 %
PROTECTION OF WATERSHEDS, CRIME CONTROL	1	0.2 %
PROVIDE EDUCATION VOUCHERS TO PARENTS, PUBLIC/PRIVATE	1	0.2 %
PUBLIC ART, CRIME CONTROL	1	0.2 %
PUBLIC CONCERNS REGARDING DEVELOPMENT	1	0.2 %
PUBLIC EDUCATION	1	0.2 %
PUBLIC EDUCATION AND ENVIRONMENTAL PROTECTION	1	0.2 %
PUBLIC SAFETY	2	0.5 %
PUBLIC TRANSPORTATION	1	0.2 %
PURCHASING LAND TO EXPAND BASEBALL FACILITIES	1	0.2 %
RAPID REHOUSING PROJECT	1	0.2 %
RECREATIONAL PARKS	1	0.2 %
REC ACTIVITIES FOR YOUTH	1	0.2 %
RECREATION	1	0.2 %
REDUCING POVERTY, CREATING ECONOMIC OPPORTUNITIES	1	0.2 %
REDUCING VIOLENT CRIME	1	0.2 %
REMOVE BOARDED HOUSES, KEEP STREETS CLEAN	1	0.2 %
REPAIR DETERIORATED STREETS AND KEEP STATE GOVERNMENT		
OUT OF CITY AFFAIRS	1	0.2 %
REPAIRING STREETS	1	0.2 %
REPAIRING STREETS AND POTHOLES	1	0.2 %
REPAVE NEEDED STREETS	1	0.2 %
ROADS	1	0.2 %

Q32. What area(s) would you like the City to devote more resources to?

Q32. What area(s) would you like the City to devote more resources to?	Number	Percent
ROADS, TEACHERS, BIKE TRAILS	1	0.2 %
ROCK QUARRY PARK, STADIUM HEIGHTS, CARVER	1	0.2 %
ROXBORO ST, CORNWALLIS, CHARLEST STREET	1	0.2 %
SAFE GREENSPACE	1	0.2 %
SAFE PLACE TO LIVE	1	0.2 %
SAFE RECREATION FOR KIDS	1	0.2 %
SAFETY	3	0.7 %
SAFETY ON TABACCO TRAIL	1	0.2 %
SCHOOL AND CAREER OPPORTUNITIES FOR YOUTH	1	0.2 %
SCHOOL CURRICULUM AND TEACHER RECRUITMENT OF TRAINING	1	0.2 %
SCHOOLS	1	0.2 %
SCHOOLS, COLLEGE PREP, JOB TRAINING	1	0.2 %
SCHOOLS, EDUCATION	1	0.2 %
SCHOOLS, PARKS	1	0.2 %
SCHOOLS, PARKS AND TRAILS	1	0.2 %
SENIOR TRANSPORTATION	1	0.2 %
SHORE MORE IMPORTANCE AT THE 911 CALLS	1	0.2 %
SIDEWALK CONSTRUCTION, PEDESTRIAN SAFETY	1	0.2 %
SIDEWALK REPAIR	1	0.2 %
SIDEWALKS AND ROADDS	1	0.2 %
SIDEWALKS, BIKE LANES, PUBLIC TRANSIT	1	0.2 %
SIDEWALKS, BIKE PATHS	1	0.2 %
SOUTH DURHAM	1	0.2 %
SPORTS, CULTURAL ACTIVITIES, REPAIR STREETS	1	0.2 %
SPORTS, EDUCATION, JOBS	1	0.2 %
SPREAD PUBLIC FACILITIES OUTSIDE OF URBAN AREAS	1	0.2 %
STREET AND SIDEWALK MAINTENANCE, ENFORCEMENT OF CODES	1	0.2 %
STREET LIGHTING	1	0.2 %
STREET MAINTENANCE, STREET LIGHTS	1	0.2 %
STREET REPAIR AND DRAINAGE	1	0.2 %
STREET REPAIRS	1	0.2 %
STREET REPAIRS, UNDERBRUSH REMOVAL, STREET LIGHTING	1	0.2 %
STREETS, PARKING, DOWNTOWN AREAS	1	0.2 %
STREETS, RUNDOWN HOUSES AND COMMUNITIES	1	0.2 %
STREETS AND JOB OPPORTUNITIES	1	0.2 %
STREETS ARE DESPERATELY IN NEED OF ATTENTION	1	0.2 %
THE ARTS AND SCHOOLS	1	0.2 %
THE HIGHWAY GRASS NEEDS CUTTING	1	0.2 %
THE VARIOUS CULTURES, LET THEM FLOURISH	1	0.2 %
TRAFFIC AND TRANSPORTATION	1	0.2 %
TRAILS	1	0.2 %
TRANSPORTATION PLANNING	1	0.2 %
TREE TRIMMING BEFORE WINTER OR BAD WEATHER	1	0.2 %
UNDERGROUND UTILITIES	1	0.2 %
UNDERPRIVILEGED YOUTH	1	0.2 %
UNEMPLOYMENT	1	0.2 %
UNEMPLOYMENT AND TRAINING	1	0.2 %
VIOLENT CRIME, MERGING WITH COUNTY GOVT, ROAD REPAIRS	1	0.2 %
WALKING TRAILS	1	0.2 %
WEST SIDE RESIDENCES	1	0.2 %
WHERE NEEDED	1	0.2 %
YOUTH	1	0.2 %
YOUTH AND EMPLOYMENT	1	0.2 %
Total	413	100.0 %

Q33. Approximately how many years have you lived in Durham?

Q33. Approximately how many years have you lived in Durham?	Number	Percent
Less than 5 years	43	10.4 %
5-10 years	59	14.3 %
11-20 years	92	22.3 %
More than 20 years	217	52.5 %
Not provided	2	0.5 %
Total	413	100.0 %

Q34. What is your age?

Q34. What is your age?	Number	Percent
18-34 years	84	20.3 %
35-44 years	91	22.0 %
45-54 years	92	22.3 %
55-64 years	86	20.8 %
65-74 years	39	9.4 %
75+ years	16	3.9 %
Not provided	5	1.2 %
Total	413	100.0 %

Q35. Do you have access to the Internet?

Q35. Do you have access to the Internet?	Number	Percent
Yes	382	92.5 %
No	25	6.1 %
Not provided	6	1.5 %
Total	413	100.0 %

Q36. What is your gender?

Q36. What is your gender?	Number	Percent
Female	211	51.1 %
Male	202	48.9 %
Total	413	100.0 %

Q37. Do you own or rent your current residence?

Q37. Do you own or rent your current residence?	Number	Percent
Own	269	65.1 %
Rent	140	33.9 %
Not provided	4	1.0 %
Total	413	100.0 %

Q38. Which of the following best describes your race/ethnicity? (Check all that apply)

Q38. Which of the following best describes your race/ethnicity?	Number	Percent
Asian/Pacific Islander	10	2.4 %
White	188	45.5 %
American Indian/Eskimo	10	2.4 %
Black/African American	184	44.6 %
Other	26	6.3 %
Not provided	11	2.7 %
Total	429	

Q38. Other

Q38. Other	Number	Percent
BLACK/AMERICAN	1	3.8 %
HISPANIC	9	34.6 %
HISPANIC/WHITE	1	3.8 %
INDIAN	1	3.8 %
INDIAN/BLACK	1	3.8 %
LATINO	2	7.7 %
MIX	1	3.8 %
MIXED RACE	2	7.7 %
MIXED RACE HOUSEHOLD	1	3.8 %
MULTI RACIAL	1	3.8 %
NOT PROVIDED	5	19.2 %
WEST INDIAN	1	3.8 %
Total	26	100.0 %

Q39. Are you of Hispanic, Latino, or other Spanish ancestry?

Q39. Are you of Hispanic, Latino, or other Spanish ancestry?	Number	Percent
Yes	47	11.4 %
No	349	84.5 %
Not provided	17	4.1 %
Total	413	100.0 %

Q40. Would you say your total annual household income is:

Q40. Would you say your total annual household income is:	Number	Percent
Under \$30,000	66	16.0 %
\$30,000 to \$59,999	93	22.5 %
\$60,000 to \$99,999	114	27.6 %
\$100,000 or more	99	24.0 %
Not provided	41	9.9 %
Total	413	100.0 %

Section 4:

Survey Instrument



CITY OF DURHAM

City Manager's Office

101 CITY HALL PLAZA | DURHAM, NC 27701

919.560.4222 | F 919.560.4949

www.DurhamNC.gov

October 2013

Dear City of Durham Resident:

Thanks to you, the City of Durham remains one of the most vibrant and progressive cities in the United States. As we continue to grow and meet new challenges, it is important that we also continue to strategically plan for our future.

An important part of this planning process involves gathering input from City residents on a wide range of issues impacting our quality of life. We want you to be a part of this process by taking a few minutes to complete the enclosed *2013 City of Durham Resident Survey*.

By completing and returning this survey, you will assist the City Council, as well as the City Administration, in making critical decisions about prioritizing City resources and helping set the direction for the future of our community.

Please return your completed survey in the enclosed postage-paid envelope **within the next 10 days** to the ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

If you have any questions about this survey, or wish to learn more about the City's Strategic Plan and how your responses will impact the decisions made by your local government, please contact Durham One Call at (919) 560-1200 or visit the City's website at www.DurhamNC.gov/StrategicPlan.

Your feedback is very vital to us and we appreciate your help in making Durham an even better community to live, work, and play.

Sincerely,

Thomas J. Bonfield
City Manager

Enclosure

*Si usted tiene preguntas o no habla inglés,
por favor llame al 1-888-801-5368 y hable con Terry.*

2013 CITY OF DURHAM RESIDENT SURVEY

Please take a few minutes to complete this survey. Your input is an important part of the City of Durham's on-going effort to identify and respond to resident concerns. If you have questions, please contact Durham One Call at (919) 560-1200. This survey is intended for City of Durham residents only.

1. Major categories of services provided by the City of Durham are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
A.	Overall quality of police protection	5	4	3	2	1	9
B.	Overall quality of fire protection and rescue services	5	4	3	2	1	9
C.	Overall proximity to a fire station	5	4	3	2	1	9
D.	Overall maintenance of city streets	5	4	3	2	1	9
E.	Overall flow of traffic in the city	5	4	3	2	1	9
F.	Overall quality of the public transit system (Durham Area Transit Authority (DATA)/Bull City Connector)	5	4	3	2	1	9
G.	Overall quality of water and sewer utilities	5	4	3	2	1	9
H.	Overall enforcement of codes and ordinances	5	4	3	2	1	9
I.	Overall quality of customer service you receive from City employees	5	4	3	2	1	9
J.	Overall effectiveness of communication with the public	5	4	3	2	1	9
K.	Overall quality of Parks and Recreation facilities and programs	5	4	3	2	1	9

2. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write the letters below for your top three choices using the letters from the list in Question 1].

1st. _____

2nd. _____

3rd. _____

3. Several items that may influence your perception of the City of Durham are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
A.	Overall quality of services provided by the City of Durham	5	4	3	2	1	9
B.	Overall appearance of the city	5	4	3	2	1	9
C.	Overall image of the city	5	4	3	2	1	9
D.	Overall police relationship with your community	5	4	3	2	1	9
E.	Overall preparedness to manage development and growth	5	4	3	2	1	9
F.	Overall quality of life in the city	5	4	3	2	1	9
G.	Overall quality of life in your neighborhood	5	4	3	2	1	9
H.	Overall walkability of downtown Durham	5	4	3	2	1	9
I.	Overall value you receive for your city taxes and fees	5	4	3	2	1	9

4. **Public Safety.** Using a scale of 1 to 5 where 5 means “very safe” and 1 means “very unsafe,” please rate how safe you feel in the following situations:

<i>How safe do you feel:</i>		<i>Very Safe</i>	<i>Safe</i>	<i>Neutral</i>	<i>Unsafe</i>	<i>Very Unsafe</i>	<i>N/A</i>
A.	When walking alone in your neighborhood during the day	5	4	3	2	1	9
B.	When walking alone in your neighborhood at night	5	4	3	2	1	9
C.	When walking alone in the nearest park to your home during the day	5	4	3	2	1	9
D.	When visiting recreation centers	5	4	3	2	1	9
E.	In downtown Durham	5	4	3	2	1	9
F.	In the City of Durham overall	5	4	3	2	1	9
G.	When riding DATA/Bull City Connector	5	4	3	2	1	9

- 4h. Do you think gangs are a problem in Durham? ____ (1) Yes ____ (2) No

4h-1. If YES to Q4h: Why do you think gangs are a problem in Durham? (Check all that apply)

- ____ (1) Personal experience/knowledge
 ____ (2) Word of mouth
 ____ (3) Media Reports
 ____ (4) Other (please list): _____

- 4i. Are you familiar with any of the following programs/activities that have been implemented to address gangs in Durham? (Check all that apply)

- ____ (1) Gang Resistance Education and Training (GREAT) classes
 ____ (2) Comprehensive Gang Model
 ____ (3) Project BUILD
 ____ (4) Gang Reduction Steering Committee
 ____ (5) Violent offender call-ins
 ____ (6) Funding of a Special Prosecutor for gang cases
 ____ (7) Not familiar with any of these programs/activities

5. **Parks and Recreation.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
A.	City playgrounds	5	4	3	2	1	9
B.	Greenways and trails in the city	5	4	3	2	1	9
C.	City swimming pools	5	4	3	2	1	9
D.	Outdoor athletic fields (e.g., baseball, soccer, and flag football)	5	4	3	2	1	9
E.	City picnic shelters	5	4	3	2	1	9
F.	Diversity of City recreation opportunities	5	4	3	2	1	9
G.	City Outdoor Adventure programs	5	4	3	2	1	9
H.	Overall quality of the City’s recreation programs and services	5	4	3	2	1	9
I.	Cultural programming (e.g., events, concerts, and festivals)	5	4	3	2	1	9
J.	Customer service provided by the City’s Parks and Recreation staff	5	4	3	2	1	9

6. Which TWO of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? (Write in the letters below using the letters from the list in Question 5).

1st: _____

2nd: _____

7. Please indicate whether you or other members of your household have done the following activities during the past year by circling YES or NO for each of the items listed below.

A. Used a City recreation center.....	YES	NO
B. Used a City swimming pool	YES	NO
C. Participated in City athletic programs.....	YES	NO
D. Participated in other City recreation programs	YES	NO
E. Visited a neighborhood or City park.....	YES	NO
F. Attended a Parks and Recreation event	YES	NO
G. Participated in a Neighborhood Watch program... ..	YES	NO
H. Attended a Partners Against Crime (PAC) meeting.....	YES	NO
I. Participated in a Durham Fire Department sponsored event (e.g., CPR or Fire Safety Training)	YES	NO
J. Participated in a public meeting of an appointed board or commission	YES	NO
K. Attended or viewed a City Council meeting	YES	NO
L. Ridden DATA/Bull City Connector	YES	NO
M. Attended an event at the Durham Arts Council.....	YES	NO
N. Attended an event at the Carolina Theatre	YES	NO
O. Attended an event at the Durham Bulls Athletic Park.....	YES	NO
P. Visited the Hayti Heritage Center	YES	NO
Q. Attended a performance at the Durham Performing Arts Center.....	YES	NO
R. Attended an event at the Durham Convention Center	YES	NO
S. Disposed of materials at the City's household hazardous waste disposal center	YES	NO
T. Participated in an electronic-waste and/or shredding event	YES	NO
U. Contacted Durham One Call (560-1200)	YES	NO
V. Visited downtown Durham	YES	NO
W. Used a City parking facility.....	YES	NO
X. Visited any of the Durham JobLink sites.....	YES	NO

8. Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
A.	Street maintenance and repair	5	4	3	2	1	9
B.	Condition of streets in YOUR neighborhood	5	4	3	2	1	9
C.	Cleanliness of city streets	5	4	3	2	1	9
D.	Condition of street signs & traffic signals	5	4	3	2	1	9
E.	Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	5	4	3	2	1	9
F.	Cleanliness and appearance of medians and roadsides	5	4	3	2	1	9
G.	Mowing and tree trimming along city streets and other public areas	5	4	3	2	1	9
H.	Condition of city parks	5	4	3	2	1	9
I.	Condition of recreation centers and facilities.	5	4	3	2	1	9
J.	Cleanliness of stormwater drains and creeks in your neighborhood	5	4	3	2	1	9
K.	Overall appearance of major entryways to the city	5	4	3	2	1	9

9. Which THREE of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? (Write in the letters below using the letters from the list in Question 8).

1st : _____

2nd : _____

3rd : _____

10. **Code Enforcement:** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
A.	Enforcement of junk and debris cleanup on private property	5	4	3	2	1	9
B.	Enforcement of mowing on private property	5	4	3	2	1	9
C.	Removal of abandoned or inoperative vehicles from private property	5	4	3	2	1	9
D.	Appearance of houses in your neighborhood	5	4	3	2	1	9
E.	Graffiti removal	5	4	3	2	1	9

11. **How responsive is the City to your code enforcement requests for service/complaints?** (Circle one)
 ___(1) Very much ___(2) Somewhat ___(3) Not at all ___(9) Don't know

12. **Zoning Enforcement:** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
A.	Enforcing the no front yard parking ordinance on private property	5	4	3	2	1	9
B.	Enforcing the signage ordinance	5	4	3	2	1	9
C.	Enforcing the noise ordinance	5	4	3	2	1	9
D.	Enforcing the mobile vendor ordinance and city code provisions	5	4	3	2	1	9
E.	Enforcing illegal uses (property correctly zoned for intended use)	5	4	3	2	1	9
F.	Enforcing ordinance preventing illegal development activity	5	4	3	2	1	9

13. **City Utility Services.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
A.	Solid waste collection services	5	4	3	2	1	9
B.	Curbside recycling services	5	4	3	2	1	9
C.	Bulky item pick up/removal services (e.g., old furniture, appliances, etc.)	5	4	3	2	1	9
D.	Yard waste (leaves/tree limbs) collection services	5	4	3	2	1	9
E.	Quality of drinking water	5	4	3	2	1	9
F.	Sewer services	5	4	3	2	1	9
G.	Stream and lake protection	5	4	3	2	1	9
H.	Drainage of city streets	5	4	3	2	1	9

14. **Economic Development:** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
A.	Approach the City is taking to address job creation	5	4	3	2	1	9
B.	Resources to support training and development for the under-employed	5	4	3	2	1	9
C.	Resources to support small business development	5	4	3	2	1	9
D.	Resources devoted to home ownership	5	4	3	2	1	9
E.	Proximity of your neighborhood to arts and cultural amenities	5	4	3	2	1	9

15. During the past year, have you or other members of your household contacted the City of Durham to seek services, ask a question, or file a complaint?

- ___ (1) Yes (Answer Question 16, sections A – F)
 ___ (2) No (Go to Question 17)

16. (Only if “YES” to Question 15) Using a 5-point scale where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with the City employees you have contacted with regard to the following:

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
A.	How easy they were to contact	5	4	3	2	1	9
B.	Courtesy of employees	5	4	3	2	1	9
C.	Accuracy of the information and assistance you were given	5	4	3	2	1	9
D.	Time it took for your request to be answered	5	4	3	2	1	9
E.	How well your issue was handled	5	4	3	2	1	9
F.	The resolution to your issue/concern	5	4	3	2	1	9

17. Communication. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
A.	Availability of information about City programs and services	5	4	3	2	1	9
B.	City efforts to keep you informed about local issues	5	4	3	2	1	9
C.	Level of public involvement in local decisions	5	4	3	2	1	9

18. Which of the following do you use to get information about the City of Durham? (Check all that apply)

- | | |
|--|--|
| ___ (01) Durham Citizens' Newsletter (with water bill) | ___ (11) Other Social media outlets such as the City's DTV8 Facebook page, Twitter page, or YouTube page |
| ___ (02) The Herald-Sun Newspaper | ___ (12) City produced printed brochures, flyers posters, postcards, letters, etc. |
| ___ (03) The News & Observer Newspaper | ___ (13) Paid advertising in local media outlets (radio/TV/newspapers/magazines) |
| ___ (04) Other local newspapers | ___ (14) Live televised City Council meetings |
| ___ (05) Government Access Channel 8 (DTV8) | ___ (15) Durham One Call (560-1200) |
| ___ (06) Local radio news | ___ (16) City website (www.DurhamNC.gov) |
| ___ (07) Local television news | ___ (17) Friends/neighbors |
| ___ (08) City Manager's Weekly e-Newsletter | |
| ___ (09) City representatives at events or meetings | |
| ___ (10) Community blogs or list serves | |

19 . How do you normally watch programs on the City's government access channel (DTV8)?

- ___ (1) Channel surfing
 ___ (2) For specific programs (City Council meetings, *City Hall This Week*, *CityLife*, Planning Commission meetings, other special programming)
 ___ (3) I don't watch

20. What kind of programs would you like to see more of on DTV8?

- ___ (1) More meeting coverage (City Council meetings, Planning Commission meetings, etc.)
 ___ (2) More regular programming (*CityLife*, *City Hall This Week*, *We Care Series*, etc.)
 ___ (3) More bulletin board information
 ___ (4) Other: _____

21. Provide the top three methods you use to get information about the City of Durham?

1st _____ 2nd _____ 3rd _____

22. Do you think the level of public involvement in the City of Durham is:

- ____ (1) Too high – too many opportunities for public involvement
____ (2) About right
____ (3) Too low – not enough opportunities for public involvement
____ (9) I don't know

23. Are you aware of the City's Strategic Plan?

- ____ (1) Yes _____ (2) No

24. Are you aware of any of the joint City/County strategic plan initiatives (Durham YouthWork Internship Program, CPR/AED training, Durham Play Streets, and Durham on the Move)?

- ____ (1) Yes _____ (2) No

25. How satisfied are you with the overall quality of DATA (transit) routes and schedules?

- ____ (5) Very satisfied _____ (2) Dissatisfied
____ (4) Satisfied _____ (1) Very dissatisfied
____ (3) Neutral _____ (9) Don't know

26. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Durham with regard to the following:

How would you rate the City of Durham:		Excellent	Good	Neutral	Below Average	Poor	N/A
A.	As a place to live	5	4	3	2	1	9
B.	As a place to work	5	4	3	2	1	9
C.	As a place to play	5	4	3	2	1	9
D.	As a place to raise children	5	4	3	2	1	9
E.	As a place to retire	5	4	3	2	1	9
F.	As a place to visit	5	4	3	2	1	9
G.	As a city that is moving in the right direction	5	4	3	2	1	9

27. (Optional) What do you like BEST about living in the City of Durham?

28. (Optional) What do you like LEAST about living in the City of Durham?

29. How willing would you be to pay slightly higher taxes to support parks, trails and future Recreational opportunities?

- ____ (1) Very willing _____ (2) Willing _____ (3) Not Sure _____ (4) Not Willing

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

- ____ (1) Very willing _____ (2) Willing _____ (3) Not Sure _____ (4) Not Willing

31. (Optional) What is the most significant issue(s) you think the City of Durham will face over the next five years?

32. (Optional) What area(s) would you like the City to devote more resources to?

33. Approximately how many years have you lived in Durham?

- | | |
|--|---|
| <input type="checkbox"/> (1) Less than 5 years | <input type="checkbox"/> (3) 11-20 years |
| <input type="checkbox"/> (2) 5-10 years | <input type="checkbox"/> (4) More than 20 years |

34. What is your age?

- | | |
|---|--|
| <input type="checkbox"/> (1) Under 25 years | <input type="checkbox"/> (5) 55-64 years |
| <input type="checkbox"/> (2) 25-34 years | <input type="checkbox"/> (6) 65-74 years |
| <input type="checkbox"/> (3) 35-44 years | <input type="checkbox"/> (7) 75+ years |
| <input type="checkbox"/> (4) 45-54 years | |

35. Do you have access to the Internet?

- ☐ (1) Yes ☐ (2) No

36. What is your gender?

- ☐ (1) Female ☐ (2) Male

37. Do you own or rent your current residence?

- ☐ (1) Own ☐ (2) Rent

38. Which of the following best describes your race/ethnicity? (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> (1) Asian/Pacific Islander | <input type="checkbox"/> (4) Black/African American |
| <input type="checkbox"/> (2) White | <input type="checkbox"/> (5) Other: _____ |
| <input type="checkbox"/> (3) American Indian/Eskimo | |

39. Are you of Hispanic, Latino, or other Spanish ancestry?

- ☐ (1) Yes ☐ (2) No

40. Would you say your total annual household income is:

- | | |
|---|---|
| <input type="checkbox"/> (1) Under \$30,000 | <input type="checkbox"/> (3) \$60,000 to \$99,999 |
| <input type="checkbox"/> (2) \$30,000 to \$59,999 | <input type="checkbox"/> (4) \$100,000 or more |

41. What is your home zip code? _____

If you have other comments about ways to improve the quality of City services, please write your comments below. Your responses will remain completely confidential. The information printed on the sticker will ONLY be used to help identify which areas of the city are having difficulties with City-provided services. If your address is not correct, please provide the correct information.

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information.