



CITY OF WINSTON-SALEM, NC 2011



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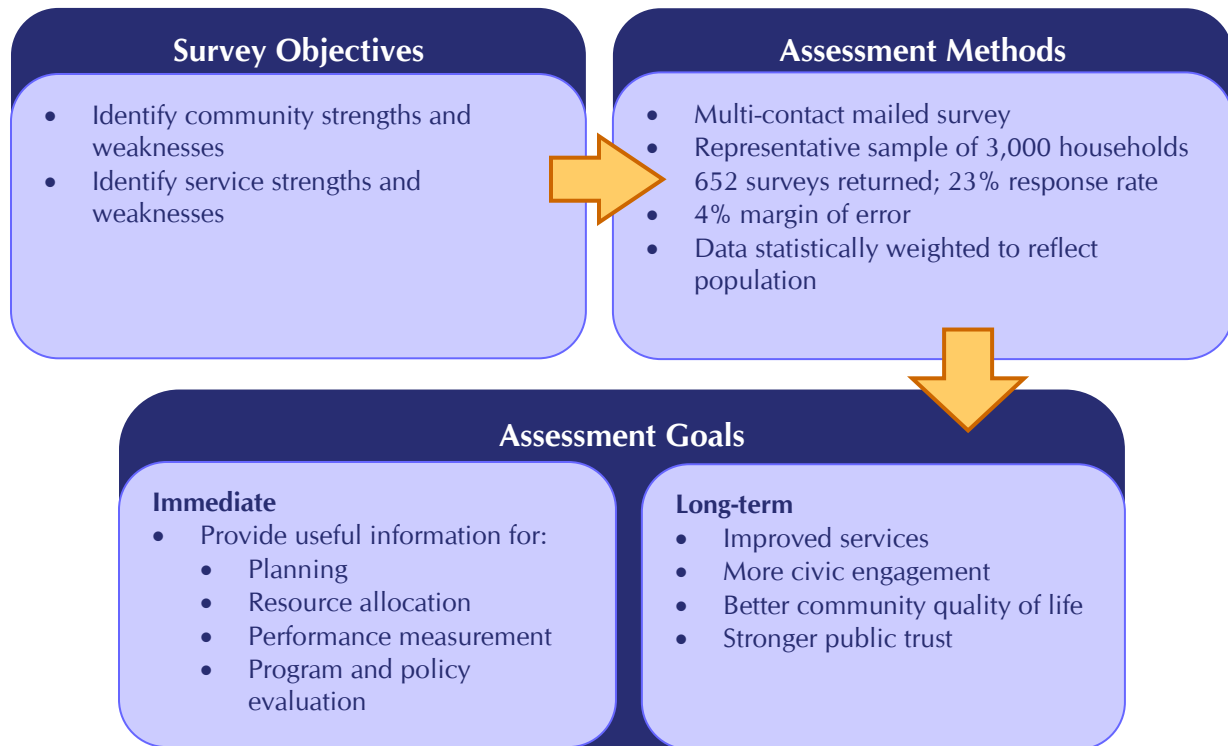
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 652 completed surveys were obtained, providing an overall response rate of 23%. Typically, response rates obtained on citizen surveys range from 20% to 40%.

The National Citizen Survey™ customized for the City of Winston-Salem was developed in close cooperation with local jurisdiction staff. Winston-Salem staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Winston-Salem staff also augmented The National Citizen Survey™ basic service through a variety of options including a custom set of benchmark comparisons, crosstabulation of results and several custom questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Winston-Salem Survey (652 completed surveys) is plus or minus four percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 56-64% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Winston-Salem, but from City of Winston-Salem services to services like them provided by other jurisdictions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Winston-Salem chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (cities in the Southern region with populations from 100,000 to 450,000). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Winston-Salem survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Winston-Salem results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Winston-Salem's rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Winston-Salem survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Winston-Salem and believed the City was a good place to live. The overall quality of life in the City of Winston-Salem was rated as “excellent” or “good” by 78% of respondents. A majority reported they plan on staying in the City of Winston-Salem for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were opportunities to volunteer and opportunities to participate in religious or spiritual events or activities. Among the characteristics receiving the least positive ratings were employment opportunities and the amount of public parking.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, 16 were above the national benchmark comparison, eight were similar to the national benchmark comparison and seven were below.

Residents in the City of Winston-Salem were civically engaged. While only 26% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 96% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in the City of Winston-Salem, which was much higher than the benchmark.

In general, survey respondents demonstrated trust in local government. A majority rated the overall direction being taken by the City of Winston-Salem as “good” or “excellent.” This was similar to the national benchmark. Those residents who had interacted with an employee of the City of Winston-Salem in the previous 12 months gave high marks to those employees. About three-quarters rated their overall impression of employees as “excellent” or “good.”

City services rated were able to be compared to the benchmark database. Of the 29 services for which comparisons were available, six were above the benchmark comparison, 12 were similar to the benchmark comparison and 11 were below.

A Key Driver Analysis was conducted for the City of Winston-Salem which examined the relationships between ratings of each service and ratings of the City of Winston-Salem's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Winston-Salem can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- CityLink customer service
- Code enforcement
- Health services
- Recreation facilities
- Storm drainage

Of these services, those deserving the most attention may be those that were below or similar to the benchmark comparisons: code enforcement and recreation facilities. For health services and storm drainage services, the City of Winston-Salem was above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Winston-Salem – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to the City of Winston-Salem. Residents were asked whether they planned to move soon or if they would recommend the City of Winston-Salem to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Winston-Salem offers services and amenities that work.

Most of the City of Winston-Salem's residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

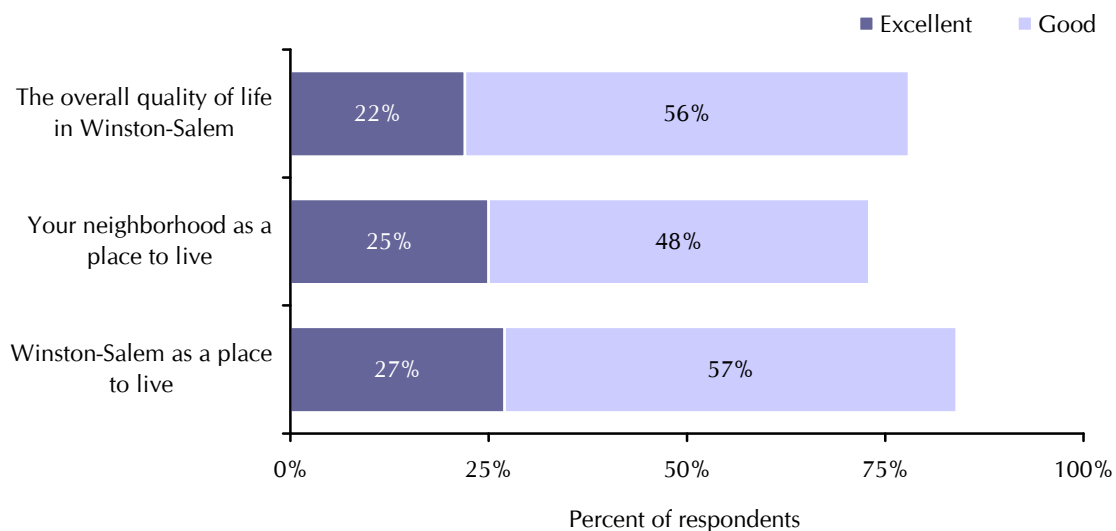


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

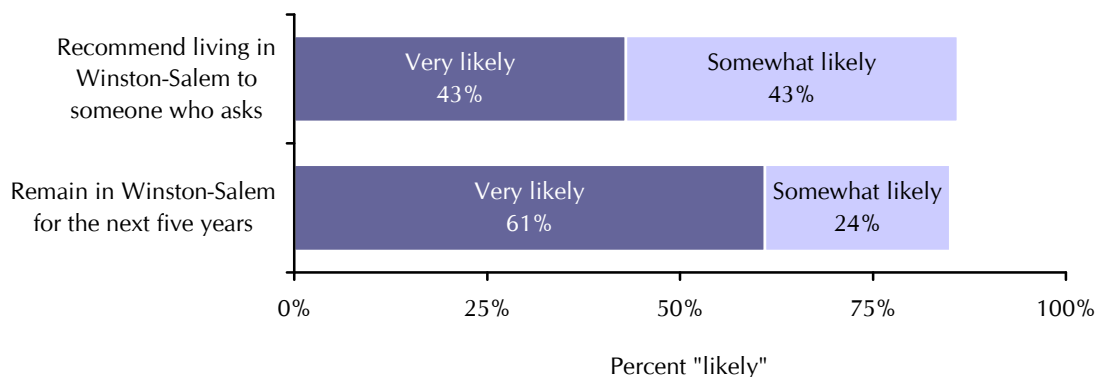


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Overall quality of life in Winston-Salem	Similar	Much above
Your neighborhood as place to live	Much below	Similar
Winston-Salem as a place to live	Similar	Above
Recommend living in Winston-Salem to someone who asks	Similar	Above
Remain in Winston-Salem for the next five years	Above	Much above

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel in Winston-Salem was given the most positive rating.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

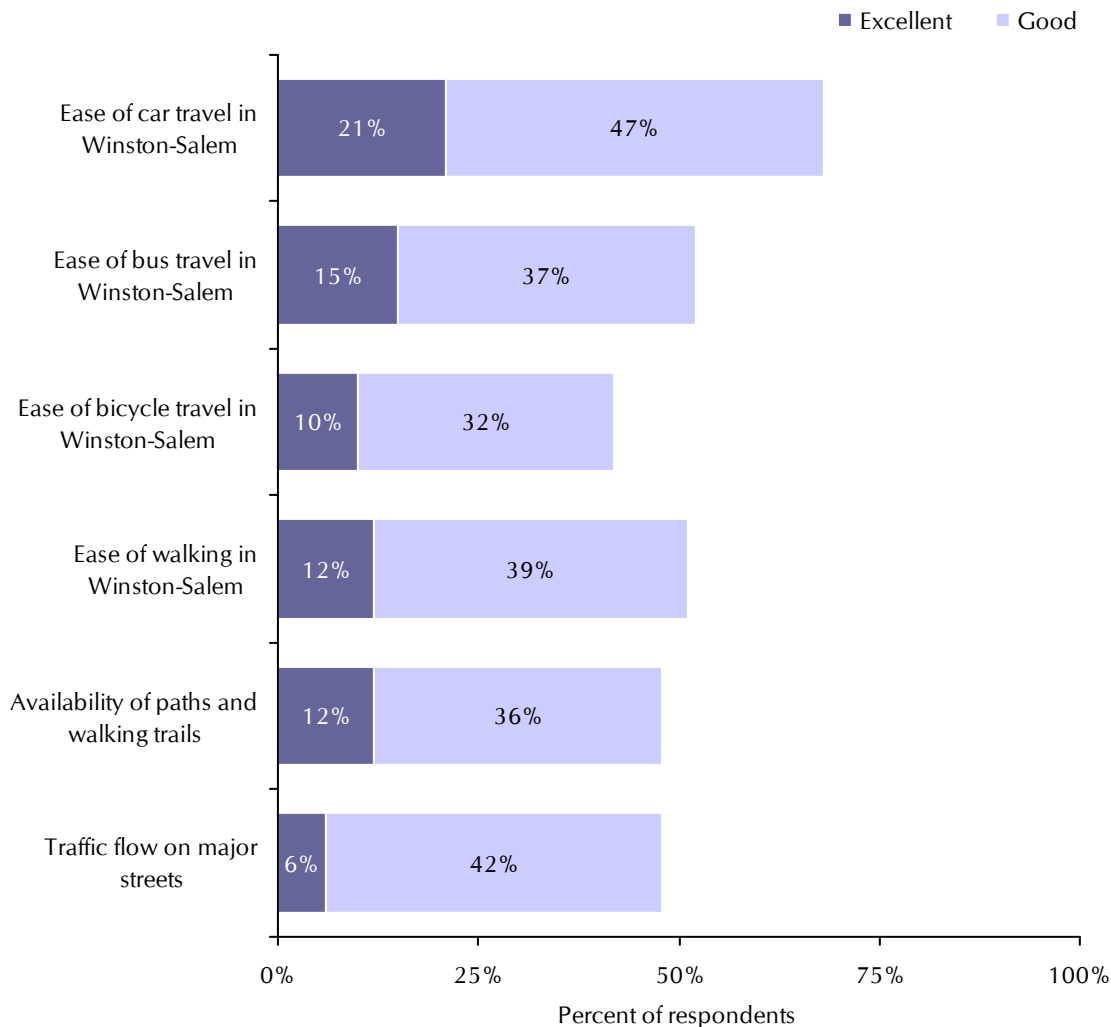


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Ease of car travel in Winston-Salem	Much above	Much above
Ease of bus travel in Winston-Salem	Much above	Much above
Ease of bicycle travel in Winston-Salem	Much below	Much above
Ease of walking in Winston-Salem	Much below	Above
Availability of paths and walking trails	Much below	Above
Traffic flow on major streets	Similar	Much above

Eight transportation services were rated in Winston-Salem. As compared to most communities across America, ratings tended to be a mix of positive and negative.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

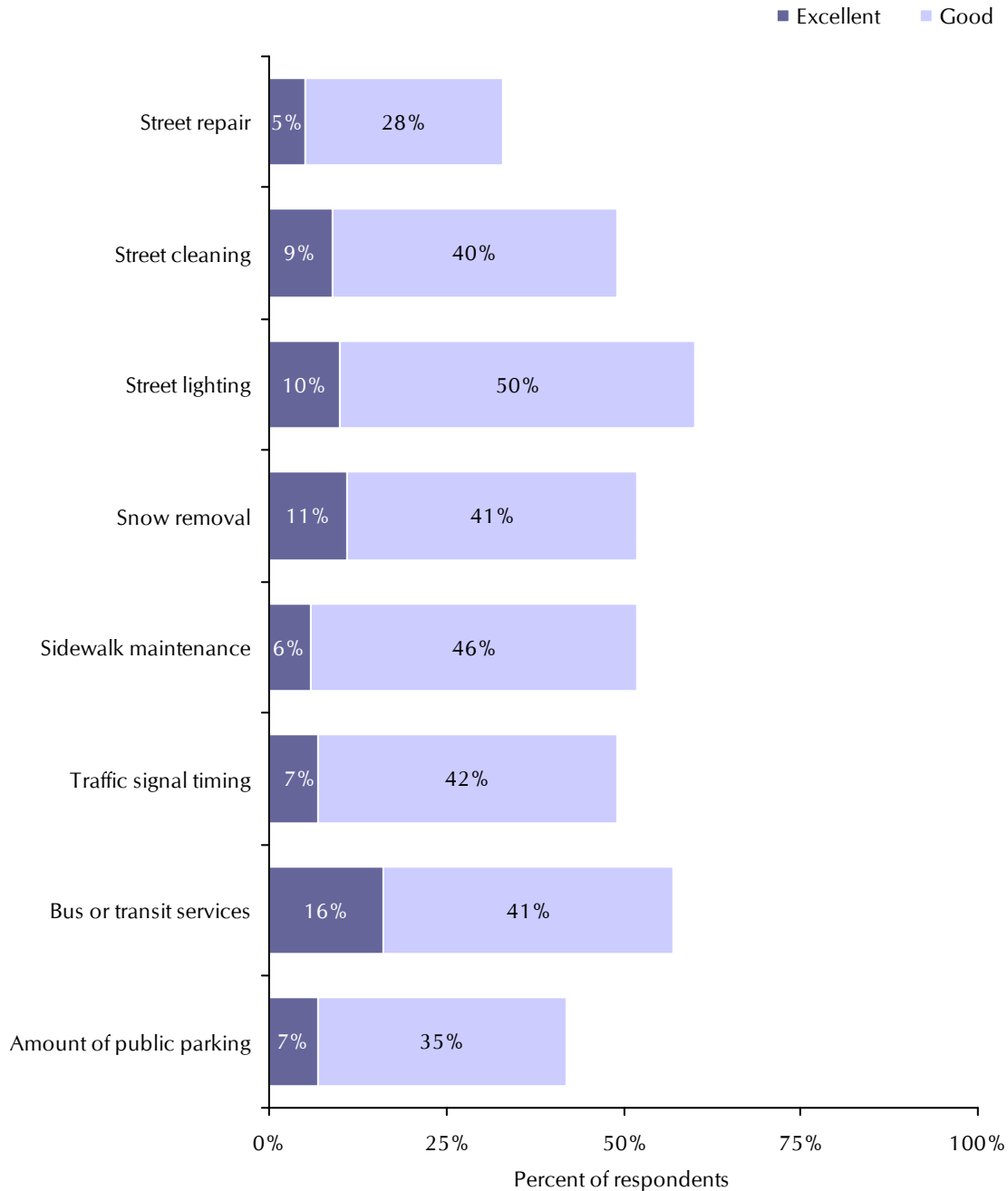


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Street repair	Much below	Much below
Street cleaning	Much below	Below
Street lighting	Similar	Much above
Snow removal	Much below	Not available
Sidewalk maintenance	Similar	Similar
Traffic signal timing	Similar	Above
Bus or transit services	Above	Much above
Amount of public parking	Below	Similar

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 3% of work commute trips were made by transit and 4% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

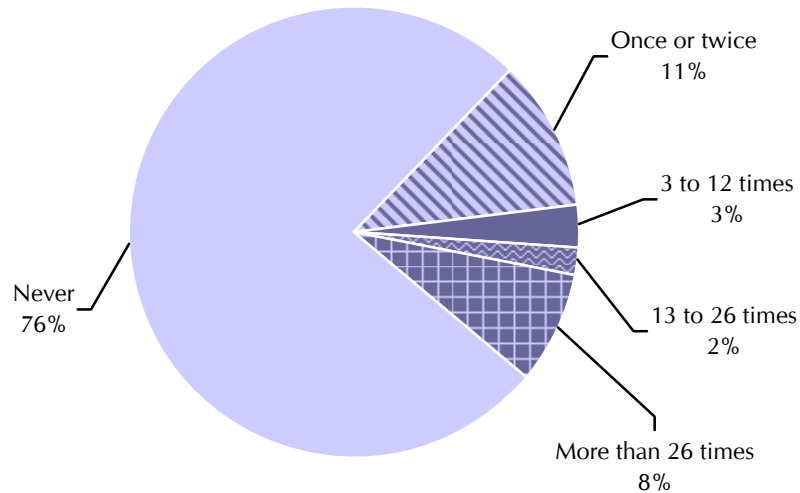


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Ridden a local bus within Winston-Salem	Similar	More

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

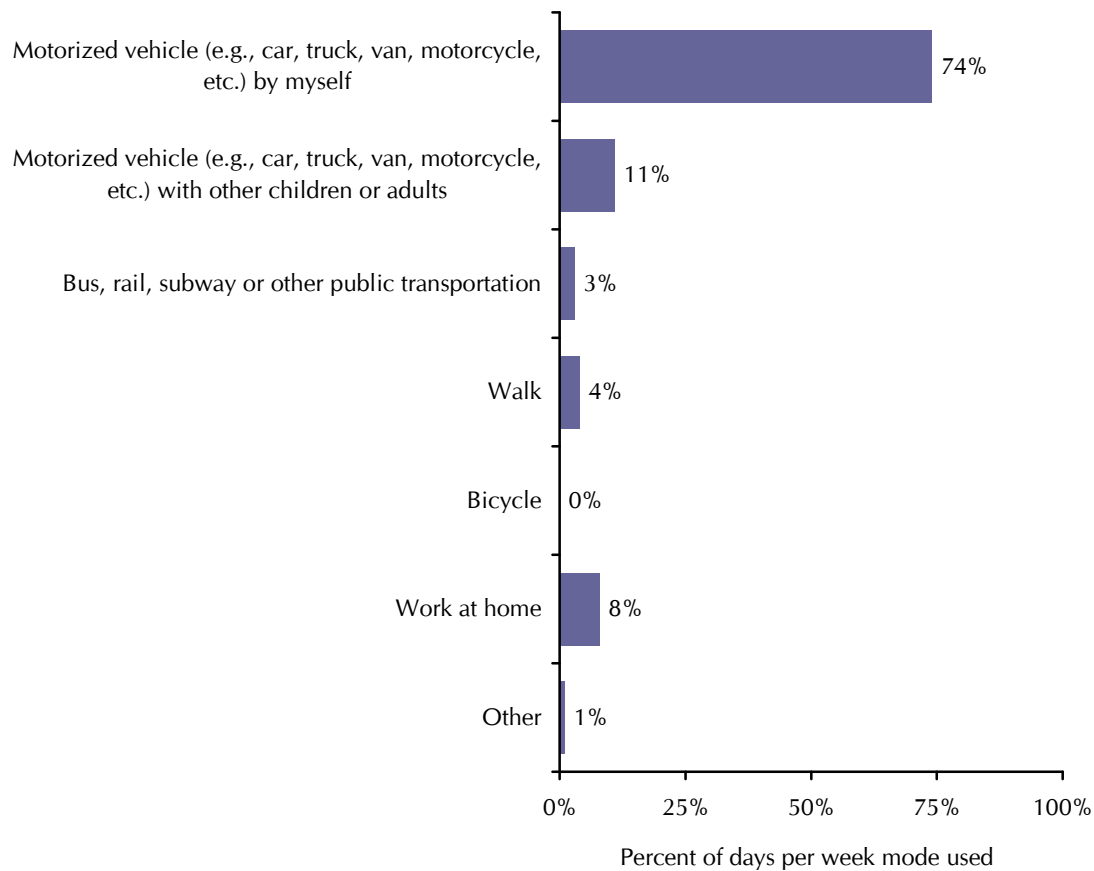


FIGURE 13: DRIVE ALONE BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Average percent of work commute trips made by driving alone	Similar	Similar

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Winston-Salem residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 54% of respondents, while the variety of housing options was rated as “excellent” or “good” by 67% of respondents. The rating of perceived affordable housing availability was much better in the City of Winston-Salem than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY

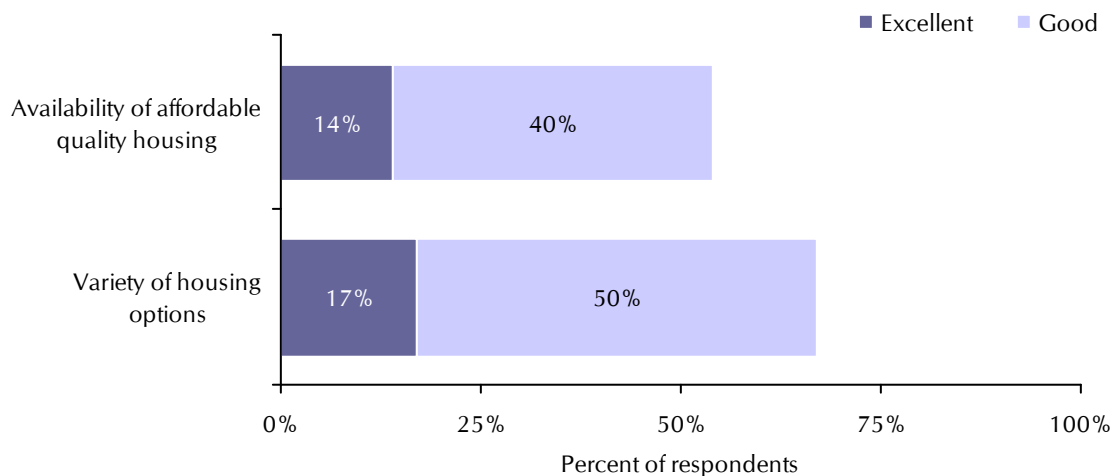


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Availability of affordable quality housing	Much above	Much above
Variety of housing options	Much above	Much above

To augment the perceptions of affordable housing in Winston-Salem, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Winston-Salem experiencing housing cost stress. About one-third of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS

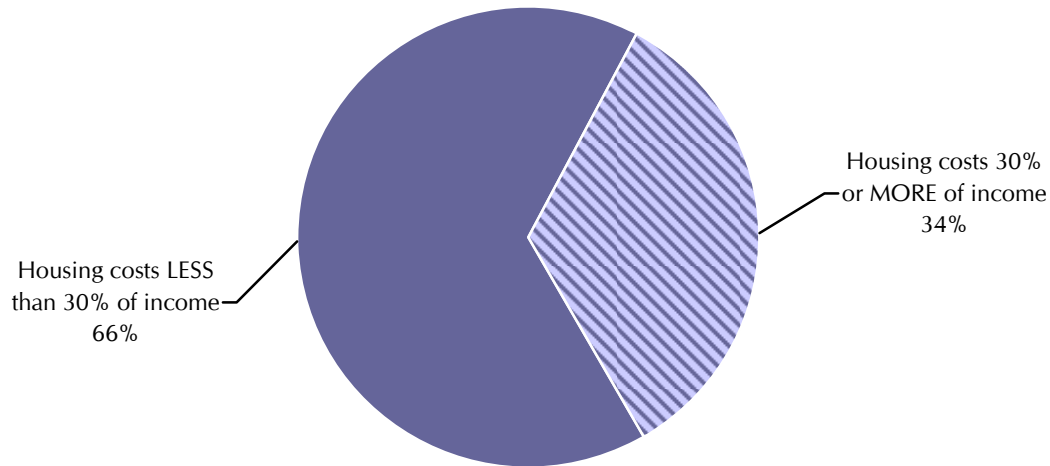


FIGURE 17: HOUSING COSTS BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Experiencing housing costs stress (housing costs 30% or MORE of income)	Less	Much less

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Winston-Salem and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Winston-Salem was rated as "excellent" by 13% of respondents and as "good" by an additional 45%. The overall appearance of Winston-Salem was rated as "excellent" or "good" by 69% of respondents and was similar to the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Winston-Salem, 16% thought they were a "major" problem.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

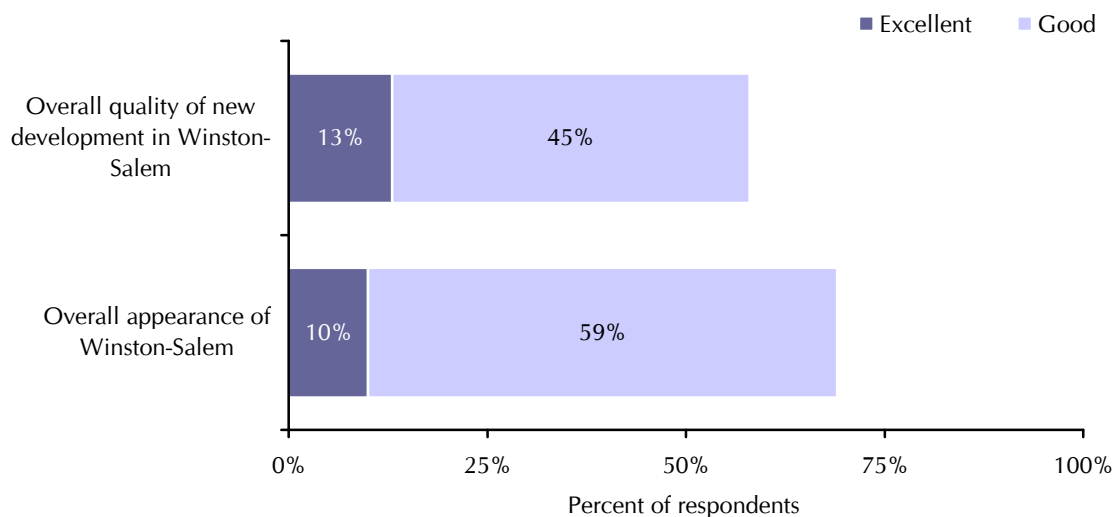


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Quality of new development in Winston-Salem	Similar	Similar
Overall appearance of Winston-Salem	Similar	Similar

FIGURE 20: RATINGS OF POPULATION GROWTH

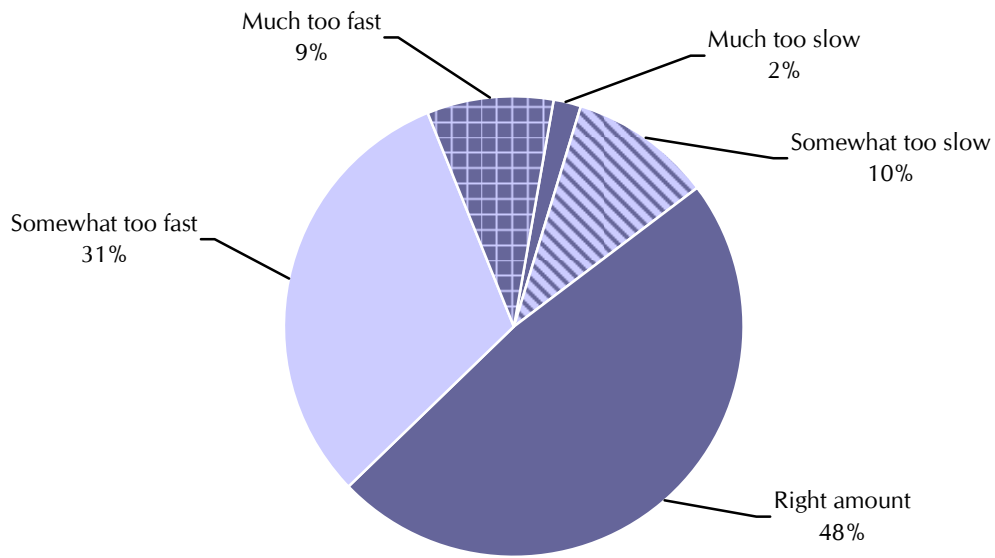


FIGURE 21: POPULATION GROWTH BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Population growth seen as too fast	Less	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS

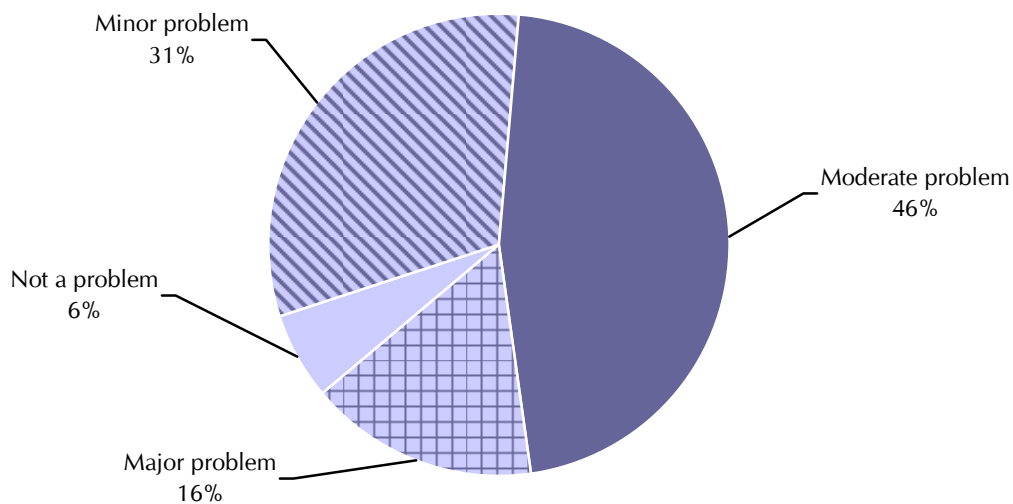


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Run down buildings, weed lots and junk vehicles seen as a "major" problem	More	Similar

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

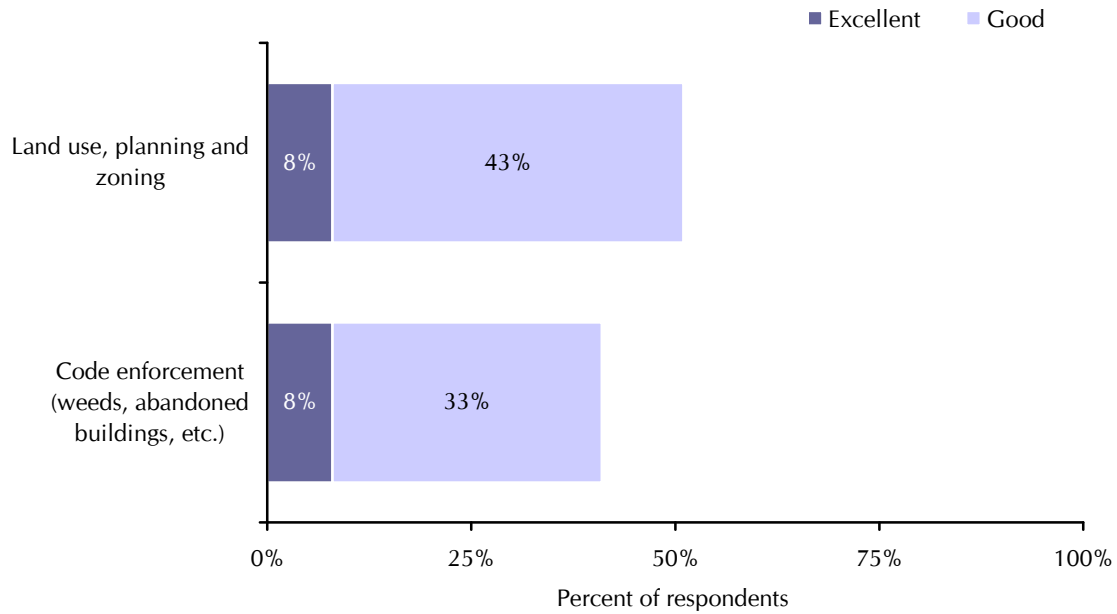


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Land use, planning and zoning	Much above	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Below	Below

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were shopping opportunities and the overall quality of business and service establishments. Receiving the lowest rating was employment opportunities; however it was much above both benchmarks.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

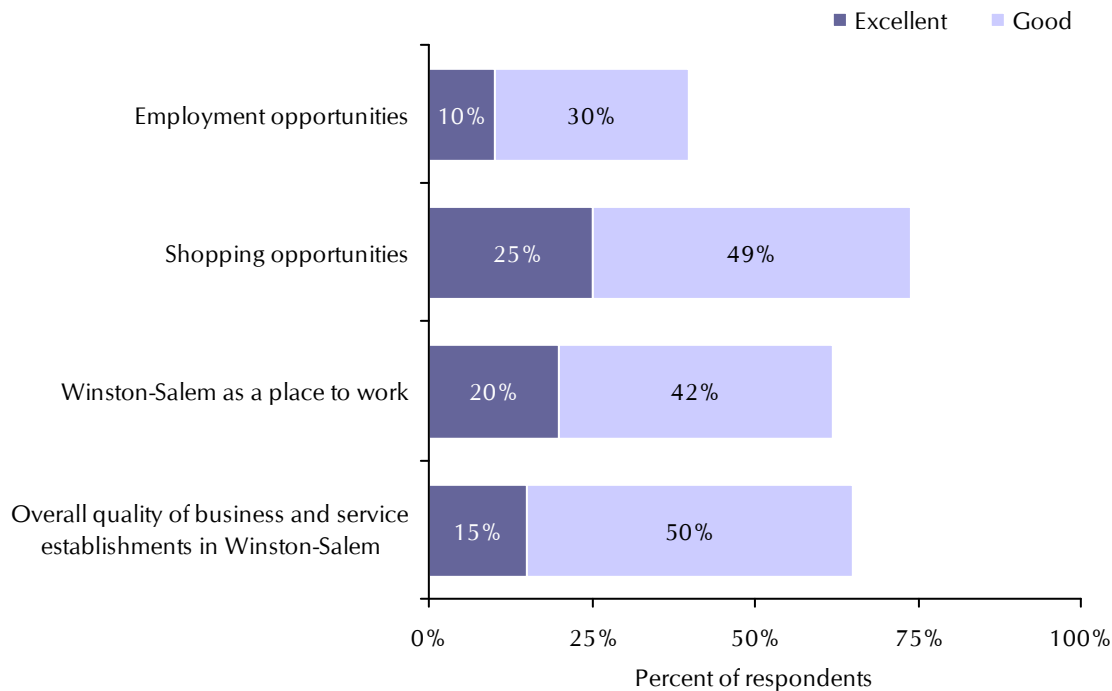


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Employment opportunities	Much above	Much above
Shopping opportunities	Much above	Much above
Winston-Salem as a place to work	Much above	Much above
Overall quality of business and service establishments in Winston-Salem	Similar	Above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Winston-Salem, 89% responded that it was “too slow,” while 38% reported retail growth as “too slow.” Many more residents in Winston-Salem compared to other jurisdictions believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOBS GROWTH

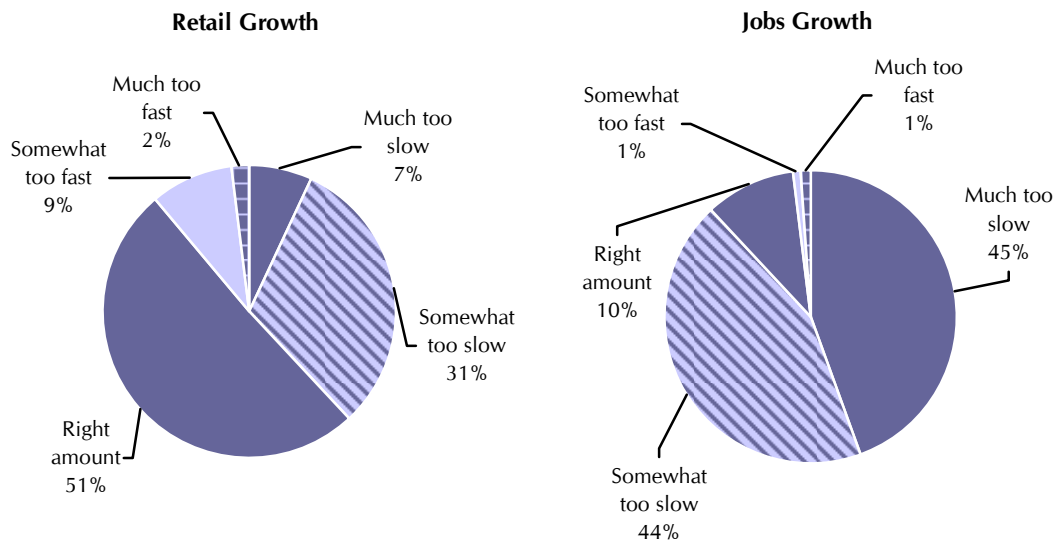


FIGURE 29: RETAIL AND JOBS GROWTH BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Retail growth seen as too slow	Similar	Much more
Jobs growth seen as too slow	Much more	Much more

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

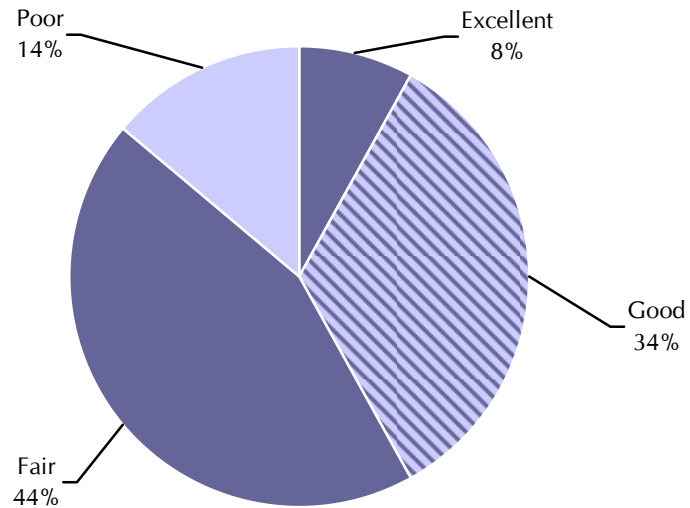


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Economic development	Similar	Similar

Residents were asked to reflect on their economic prospects in the near term. Twenty percent of the City of Winston-Salem residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 41% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was higher when compared to the nation, and similar when compared to custom comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE

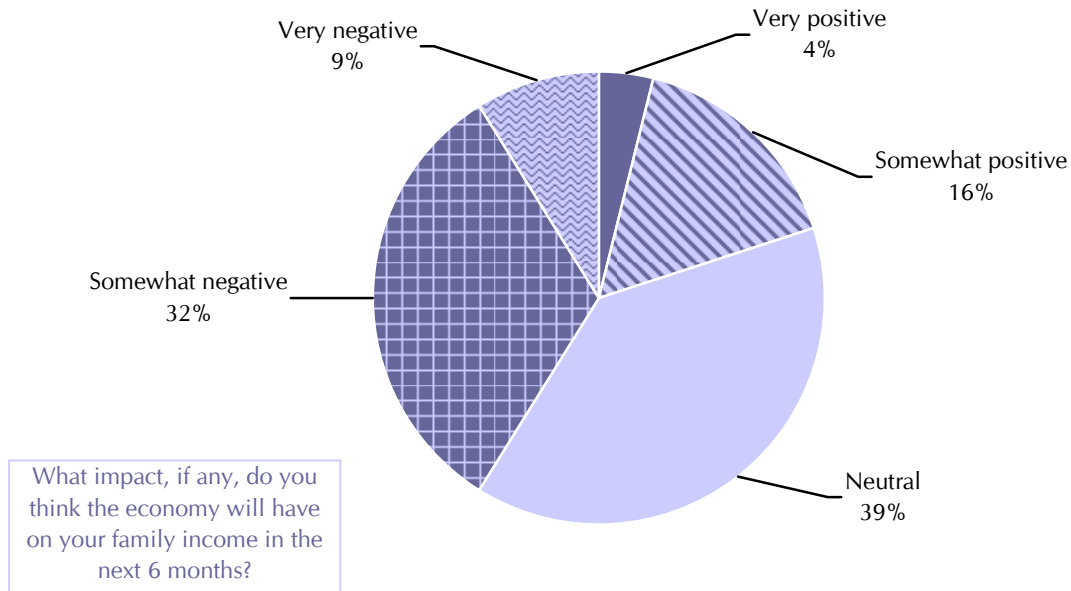


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Positive impact of economy on household income	Above	Similar

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Winston-Salem. About 59% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 71% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

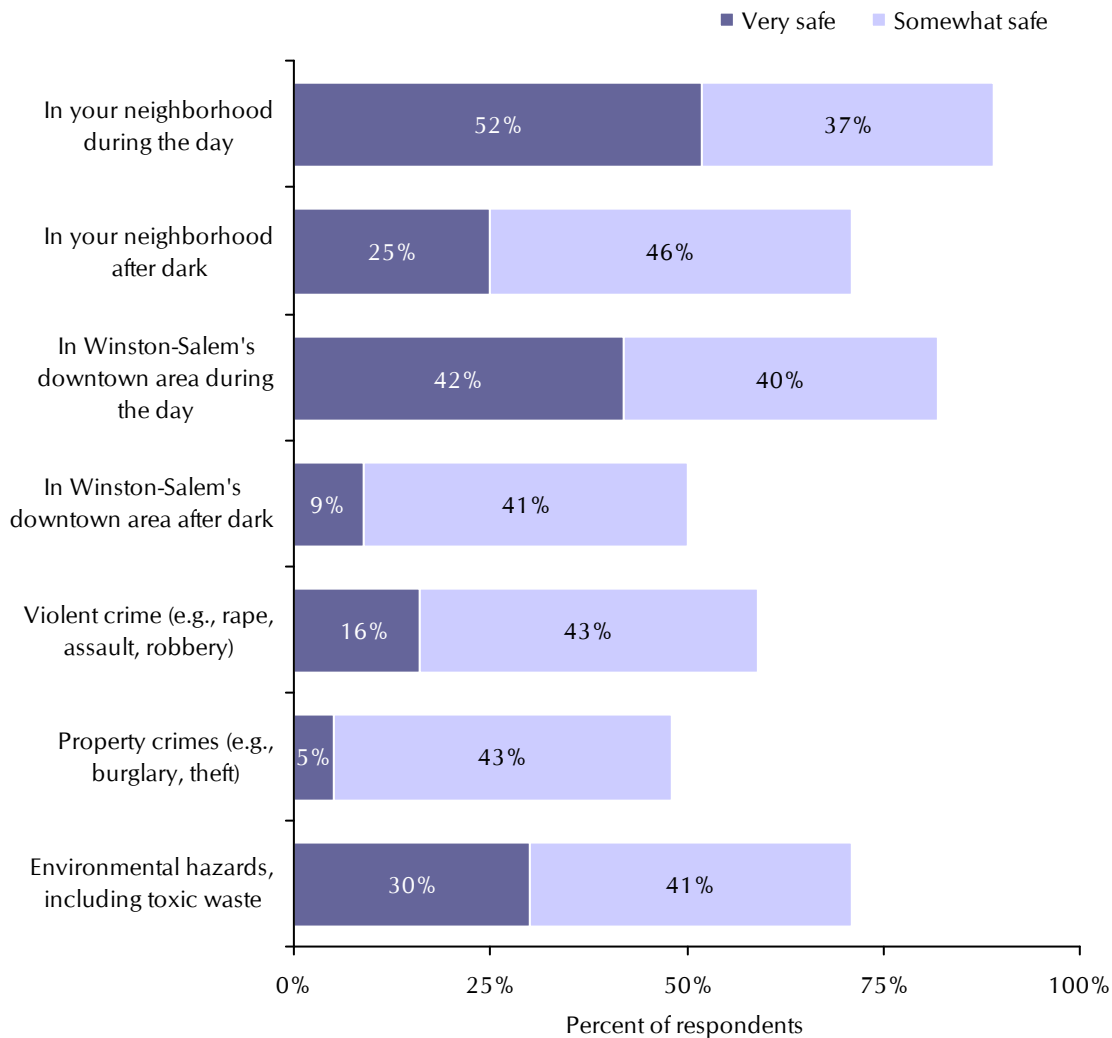


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
In your neighborhood during the day	Below	Above
In your neighborhood after dark	Below	Above
In Winston-Salem's downtown area during the day	Much below	Above
In Winston-Salem's downtown area after dark	Much below	Much above
Violent crime (e.g., rape, assault, robbery)	Much below	Similar
Property crimes (e.g., burglary, theft)	Much below	Similar
Environmental hazards, including toxic waste	Below	Similar

As assessed by the survey, 11% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 86% had reported it to police. Compared to other cities of similar population size in the South, many fewer Winston-Salem residents had been victims of crime in the 12 months preceding the survey and many more of Winston-Salem residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING

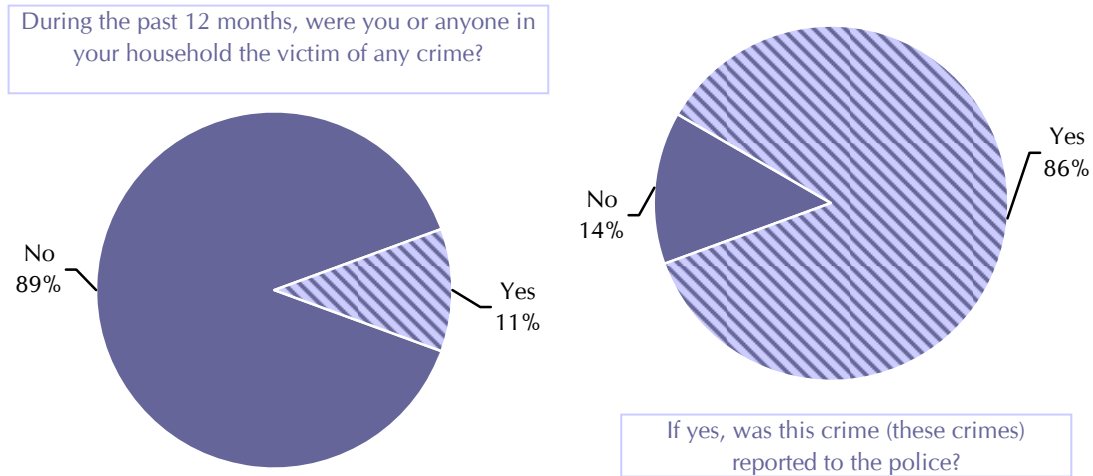


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Victim of crime	Similar	Much less
Reported crimes	Much more	Much more

Residents rated six City public safety services; of these, four were rated above the custom benchmark comparison, one was rated similar to the custom benchmark comparison and one was rated below the custom benchmark comparison. Fire services and fire prevention and education received the highest ratings, while crime prevention and emergency preparedness received the lowest ratings.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES

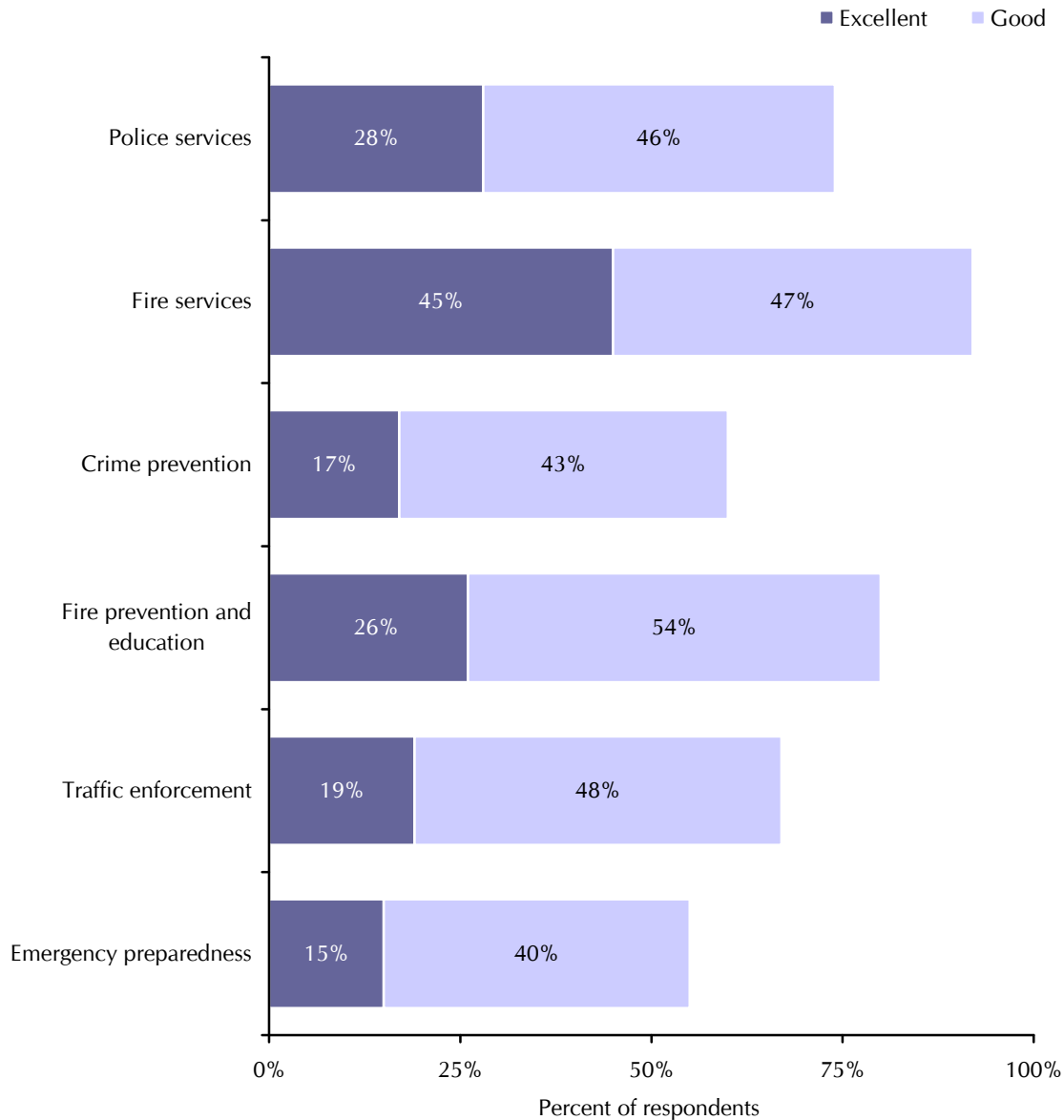
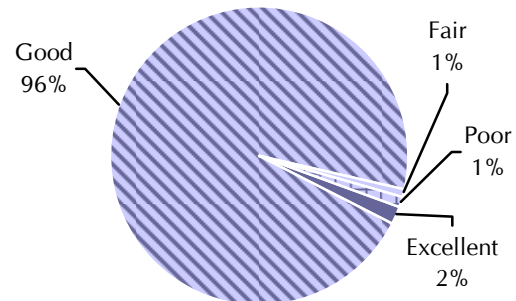
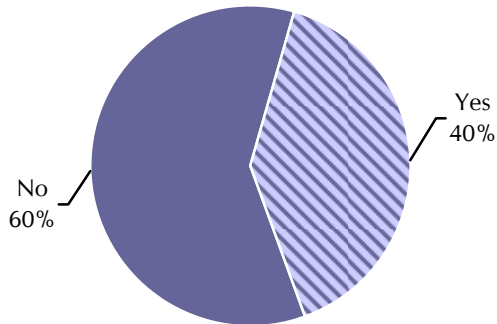


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Police services	Similar	Similar
Fire services	Similar	Above
Crime prevention	Below	Above
Fire prevention and education	Similar	Much above
Traffic enforcement	Similar	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Below	Much below

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

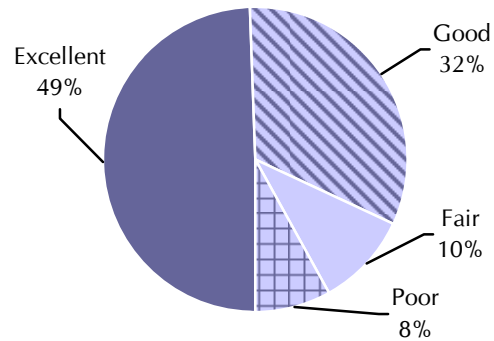
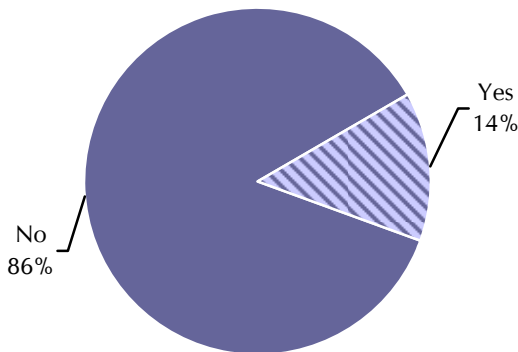
Have you had any in-person or phone contact with an employee of the City of Winston-Salem Police Department within the last 12 months?



What was your overall impression of your most recent contact with the City of Winston-Salem Police Department?

FIGURE 41: CONTACT WITH FIRE DEPARTMENT

Have you had any in-person or phone contact with an employee of the City of Winston-Salem Fire Department within the last 12 months?



What was your overall impression of your most recent contact with the City of Winston-Salem Fire Department?

FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Had contact with the City of Winston-Salem Police Department	More	Not available
Overall impression of most recent contact with the City of Winston-Salem Police Department	Similar	Not available
Had contact with the City of Winston-Salem Fire Department	Similar	Not available
Overall impression of most recent contact with the City of Winston-Salem Fire Department	Much below	Not available

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Winston-Salem were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 67% of survey respondents; it was below the national benchmark but above the custom benchmark.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

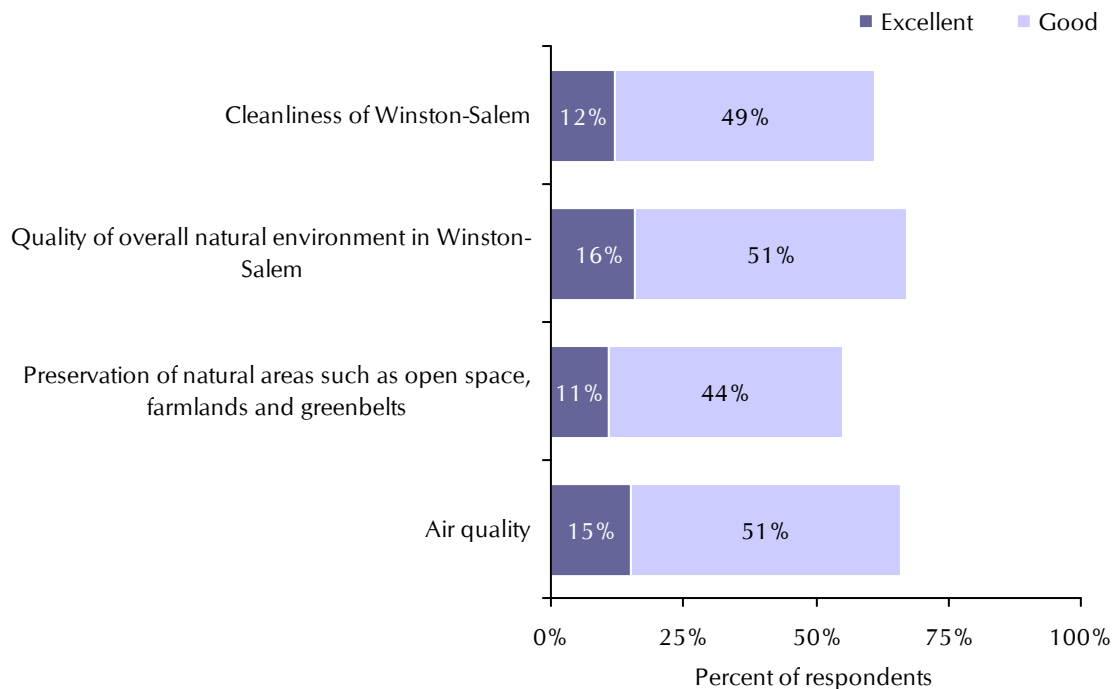


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Cleanliness of Winston-Salem	Much below	Similar
Quality of overall natural environment in Winston-Salem	Below	Above
Preservation of natural areas such as open space, farmlands and greenbelts	Below	Similar
Air quality	Similar	Much above

Resident recycling was much greater than recycling reported in comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

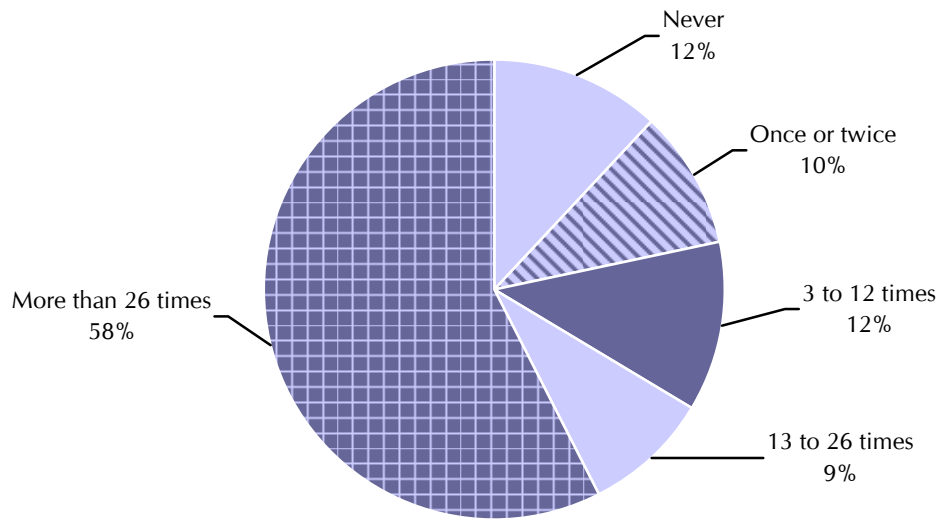


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Recycled used paper, cans or bottles from your home	Much more	Much more

Of the six utility services rated by those completing the questionnaire, four were much higher than the custom benchmark comparison, two were similar and none were below the benchmark comparisons.

FIGURE 47: RATINGS OF UTILITY SERVICES

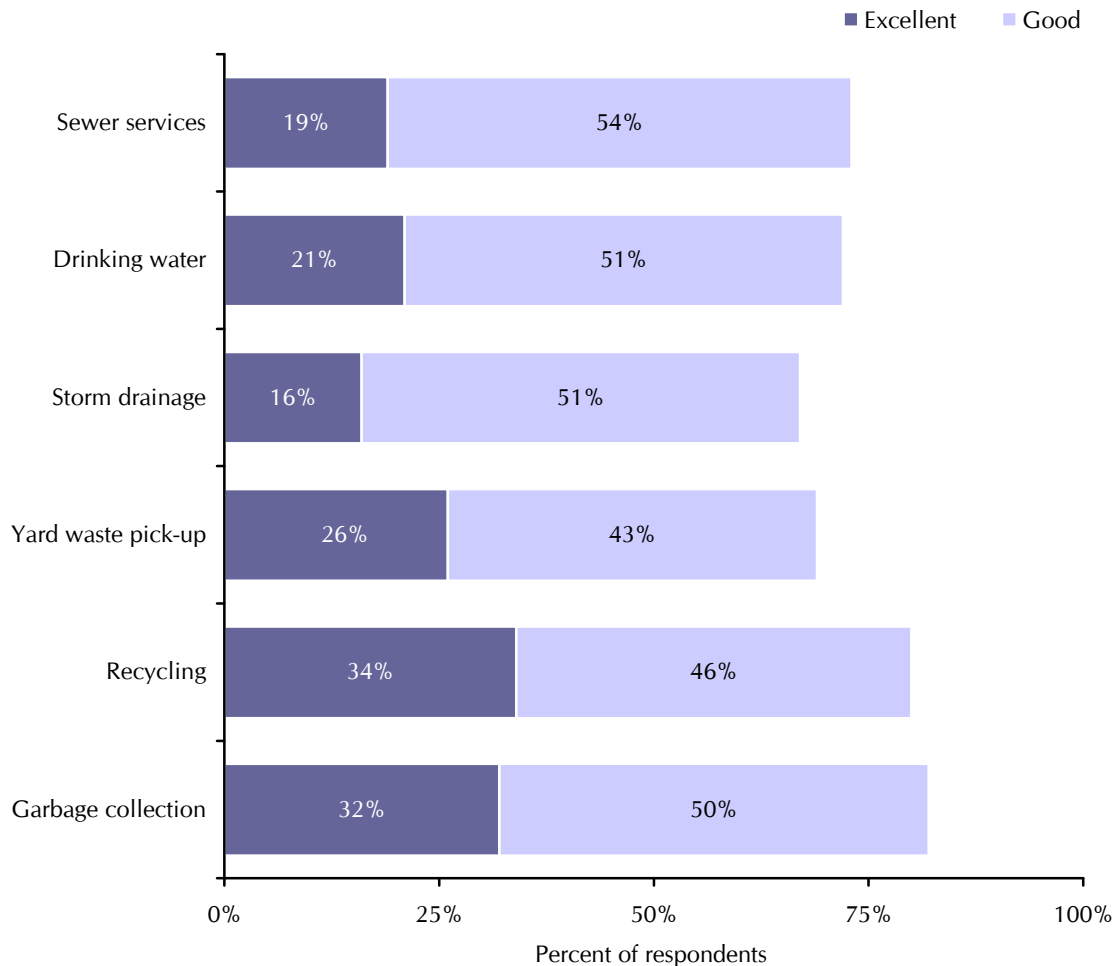


FIGURE 48: UTILITY SERVICES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Sewer services	Similar	Much above
Drinking water	Above	Much above
Storm drainage	Above	Much above
Yard waste pick-up	Similar	Similar
Recycling	Much above	Much above
Garbage collection	Similar	Similar

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Winston-Salem were rated positively.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

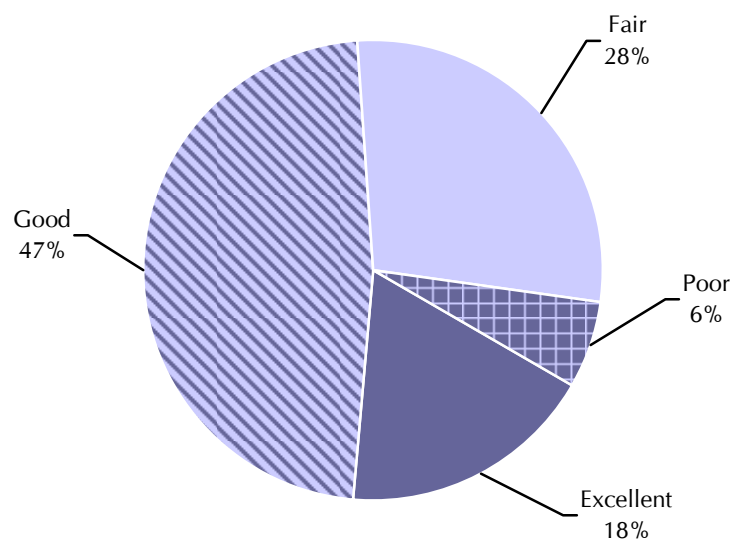


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Recreation opportunities	Similar	Much above

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

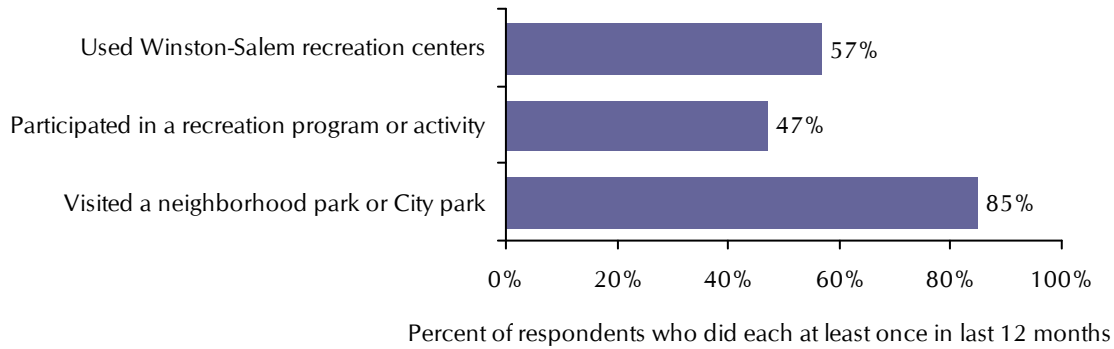


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Used Winston-Salem recreation centers	Similar	More
Participated in a recreation program or activity	Similar	Much more
Visited a neighborhood park or City park	Similar	Similar

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES

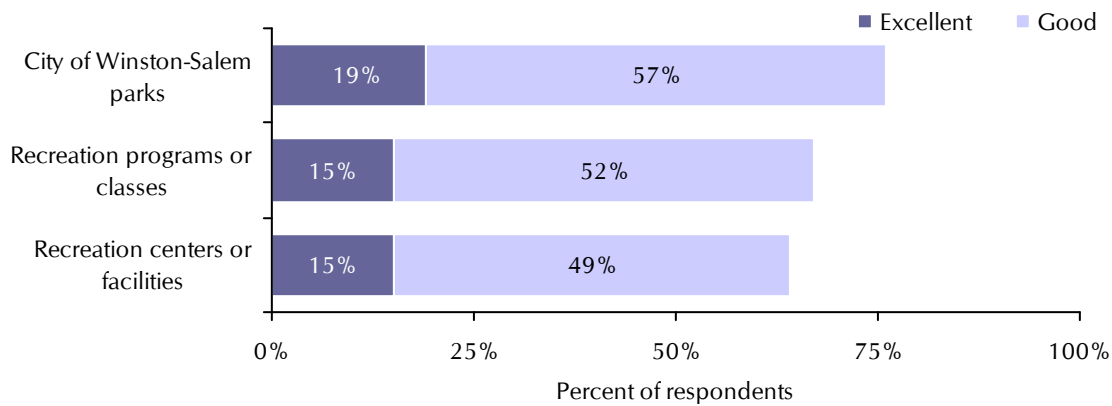


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
City of Winston-Salem parks	Below	Similar
Recreation programs or classes	Below	Similar
Recreation centers or facilities	Below	Similar

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 70% of respondents. Educational opportunities were rated as “excellent” or “good” by 74% of respondents. Compared to the benchmark data, educational opportunities were much above the average of comparison jurisdictions, as were cultural opportunities.

About 69% of Winston-Salem residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was much higher than in comparison jurisdictions.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

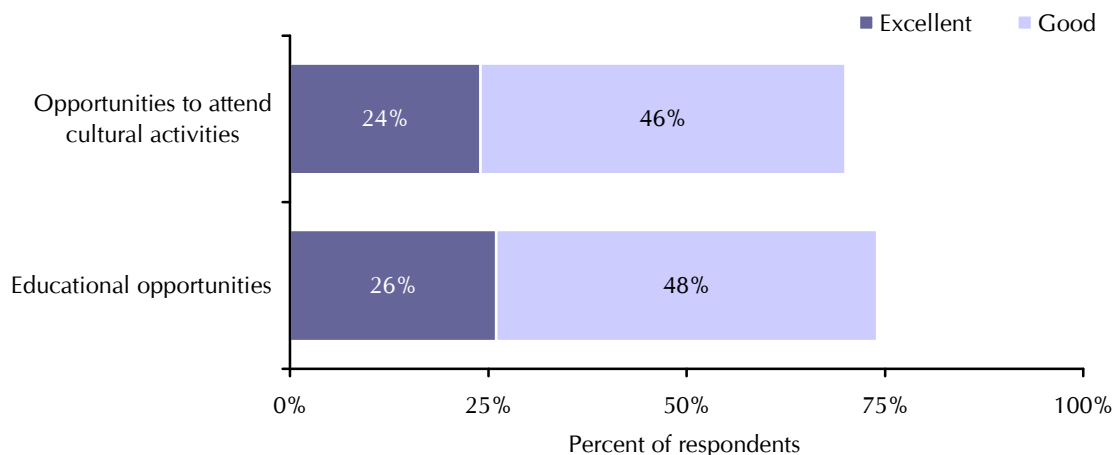


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Opportunities to attend cultural activities	Much above	Much above
Educational opportunities	Much above	Much above

FIGURE 57: PARTICIPATION IN CULTURAL OPPORTUNITIES

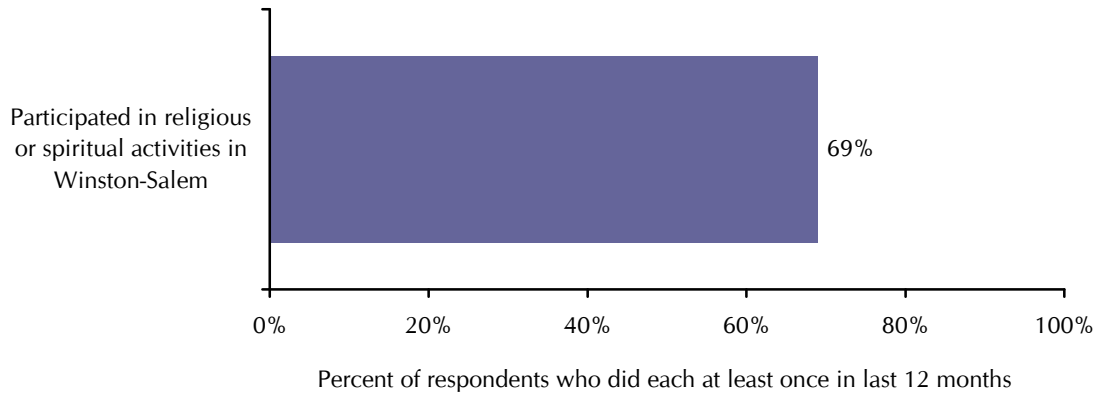


FIGURE 58: PARTICIPATION IN CULTURAL OPPORTUNITIES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Participated in religious or spiritual activities in Winston-Salem	Much more	Much more

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Winston-Salem were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services.

Among Winston-Salem residents, 23% rated affordable quality health care as "excellent" while 39% rated it as "good." Those ratings were above the ratings of comparison communities.

FIGURE 59: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

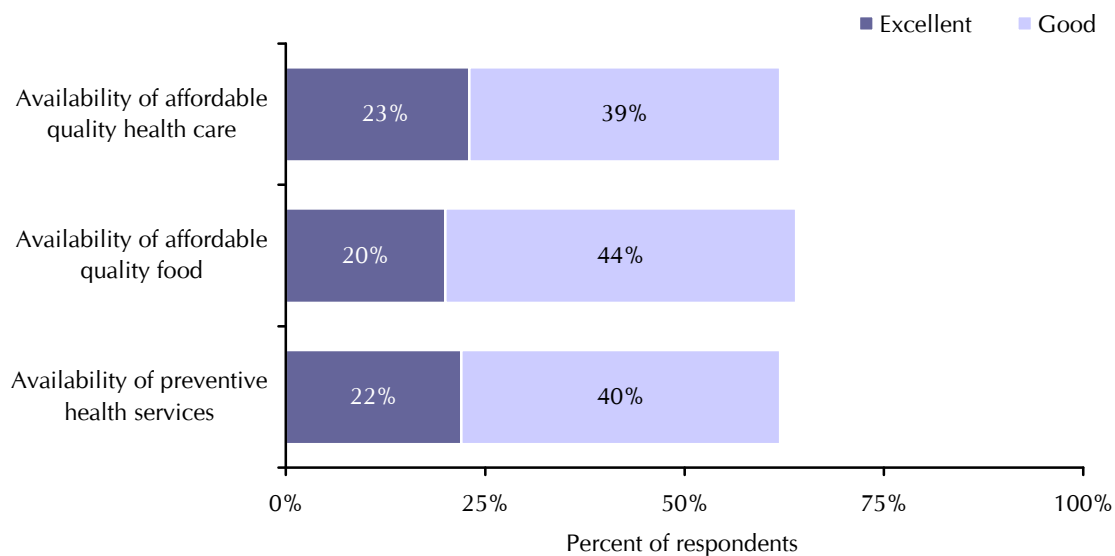


FIGURE 60: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Availability of affordable quality health care	Much above	Much above
Availability of affordable quality food	Above	Above
Availability of preventive health services	Much above	Much above

Health services in Winston-Salem were rated “excellent” or “good” by 69% of respondents and were much above benchmarks.

FIGURE 61: RATINGS OF HEALTH AND WELLNESS SERVICES

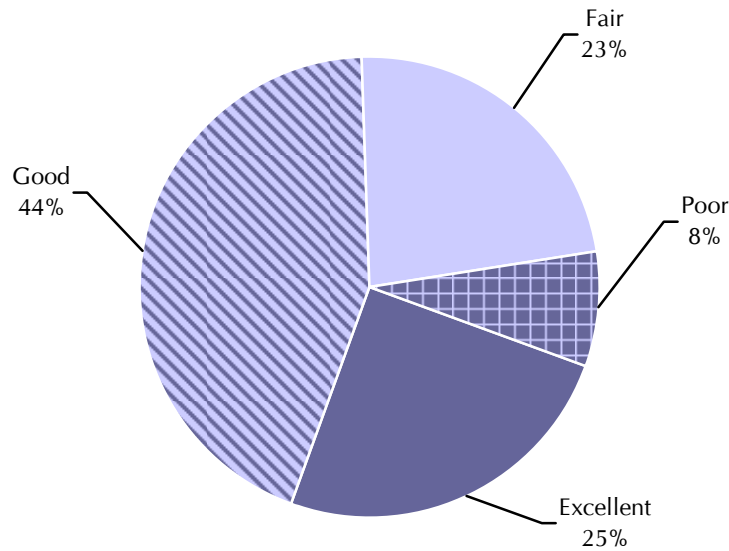


FIGURE 62: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Health services	Much above	Much above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Winston-Salem as a place to raise children or to retire. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

About three-quarters of residents rated the City of Winston-Salem as an “excellent” or “good” place to raise kids and a majority percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Further, a majority of survey respondents felt the City of Winston-Salem was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was much higher than the benchmarks.

FIGURE 63: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

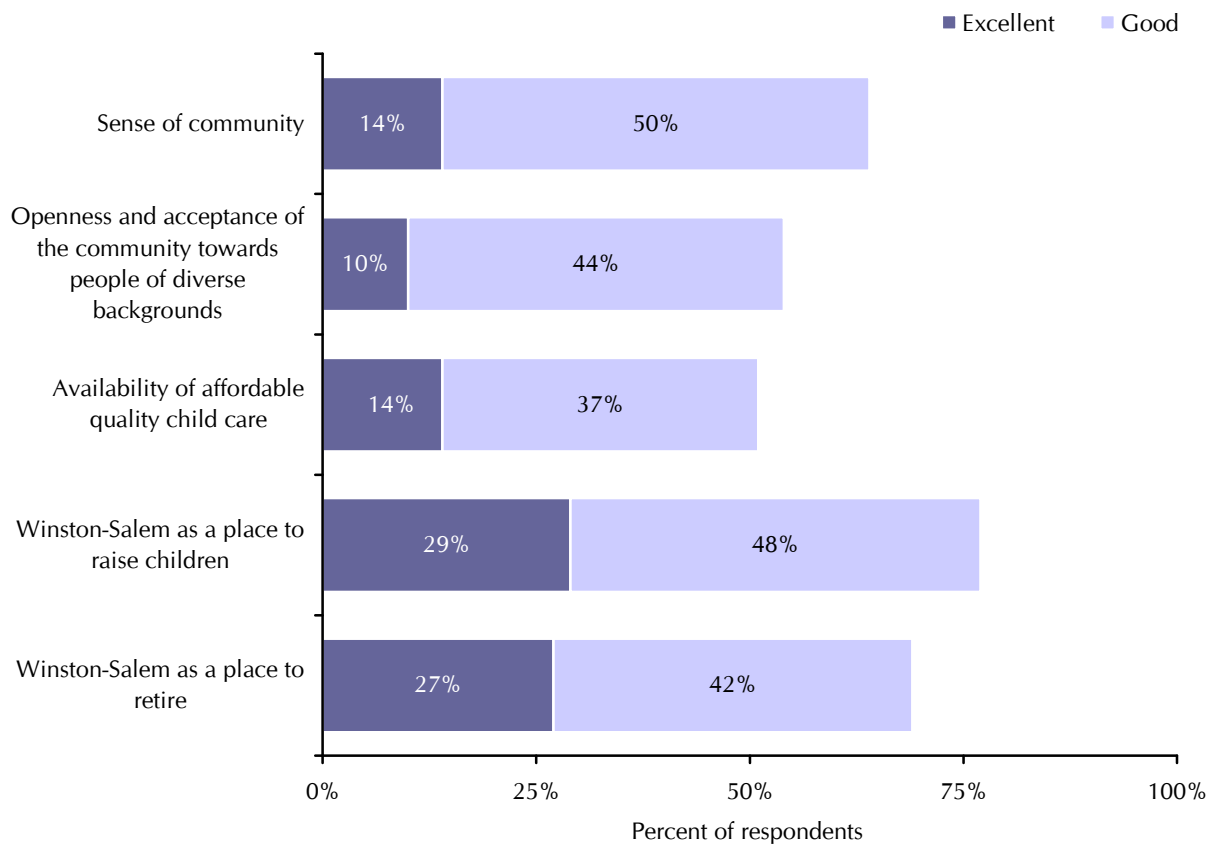


FIGURE 64: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Sense of community	Similar	Much above
Openness and acceptance of the community toward people of diverse backgrounds	Much below	Much below
Availability of affordable quality child care	Much above	Much above
Winston-Salem as a place to raise kids	Similar	Much above
Winston-Salem as a place to retire	Above	Much above

FIGURE 65: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

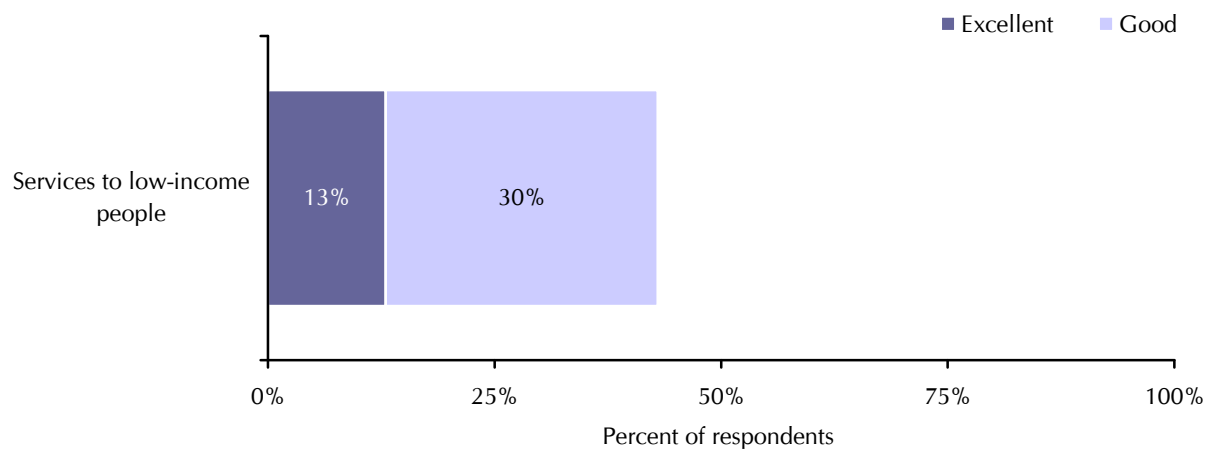


FIGURE 66: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Services to low income people	Similar	Similar

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Winston-Salem. Survey participants rated the volunteer opportunities in the City of Winston-Salem very favorably. Opportunities to attend or participate in community matters were also rated favorably.

Ratings of civic engagement opportunities were above ratings from comparison jurisdictions where these questions were asked.

FIGURE 67: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

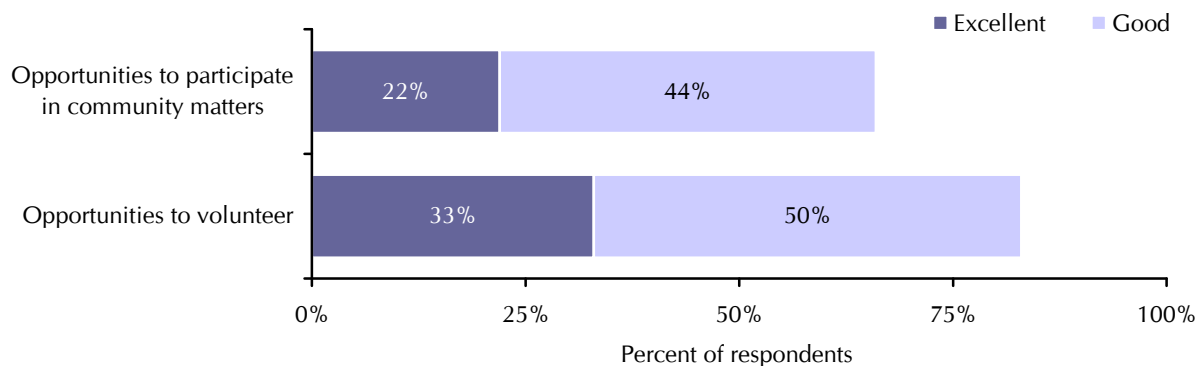
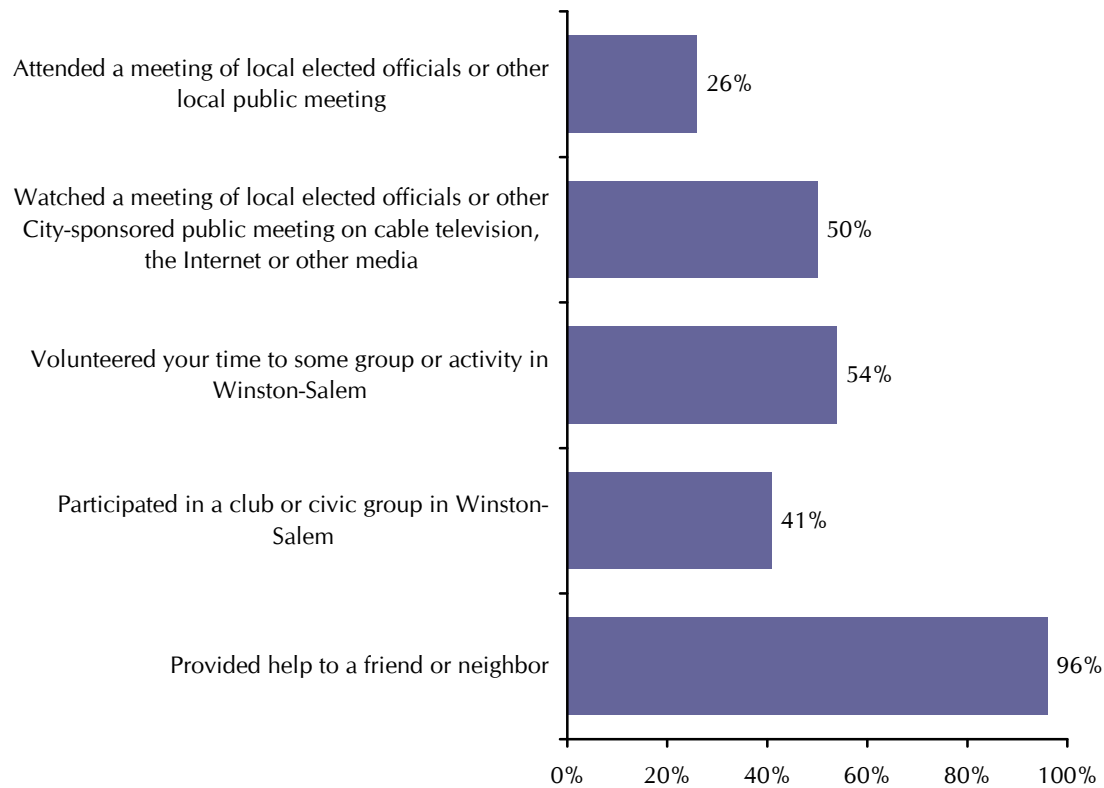


FIGURE 68: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Opportunities to participate in community matters	Above	Much above
Opportunities to volunteer	Much above	Much above

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Participation rates tended to be similar to or above the benchmarks.

FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES



Percent of respondents who did each at least once in last 12 months

FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Attended a meeting of local elected officials or other local public meeting	Similar	Similar
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much more	Similar
Volunteered your time to some group or activity in Winston-Salem	Much more	Much more
Participated in a club or civic group in Winston-Salem	Much more	Much more
Provided help to a friend or neighbor	Similar	Similar

City of Winston-Salem residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-three percent reported they were registered to vote and 76% indicated they had voted in the last general election.

FIGURE 71: REPORTED VOTING BEHAVIOR

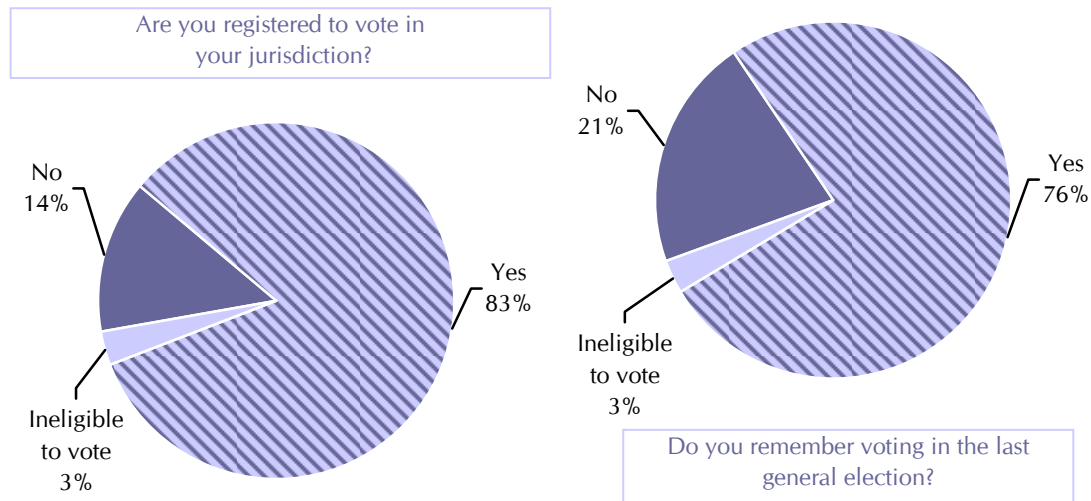


FIGURE 72: VOTING BEHAVIOR BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Registered to vote	Similar	Similar
Voted in last general election	Similar	Much more

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Winston-Salem Web site in the previous 12 months, 58% reported they had done so at least once. Public information services were rated unfavorably compared to benchmark data.

FIGURE 73: USE OF INFORMATION SOURCES

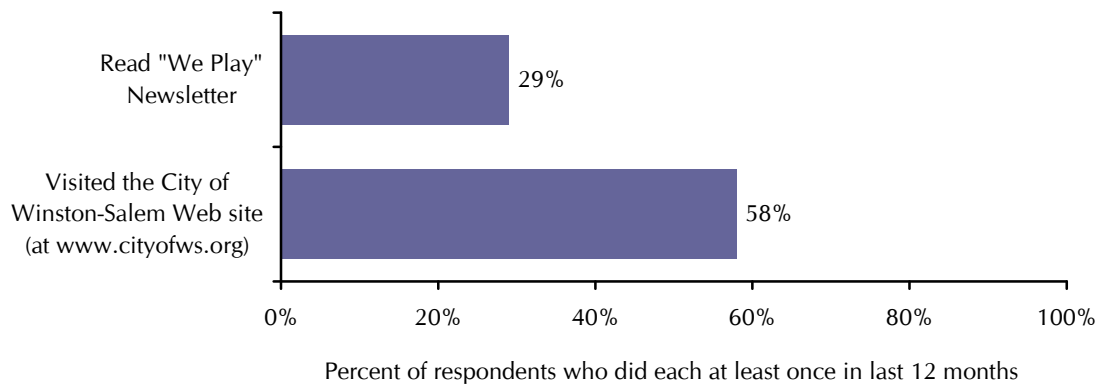


FIGURE 74: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Read Winston-Salem Newsletter	Much less	Much less
Visited the City of Winston-Salem Web site	Similar	Similar

FIGURE 75: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

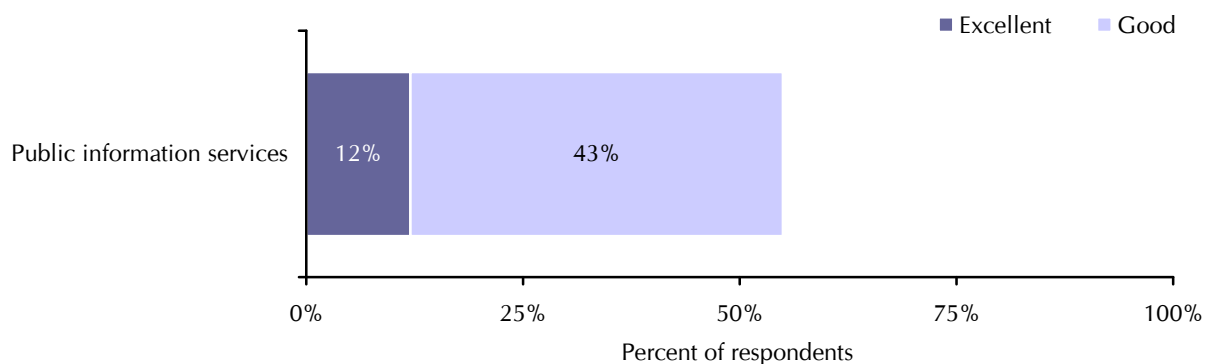


FIGURE 76: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Public information services	Much below	Below

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 67% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 77: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

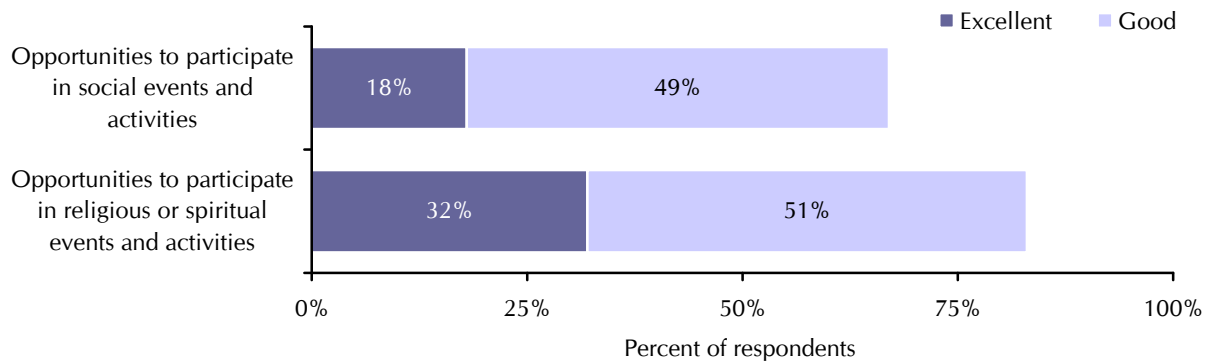


FIGURE 78: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Opportunities to participate in social events and activities	Above	Much above
Opportunities to participate in religious or spiritual events and activities	Much above	Much above

Residents in Winston-Salem reported a fair amount of neighborliness. Close to half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 79: CONTACT WITH IMMEDIATE NEIGHBORS

About how often, if at all, do you talk to or visit with your immediate neighbors?

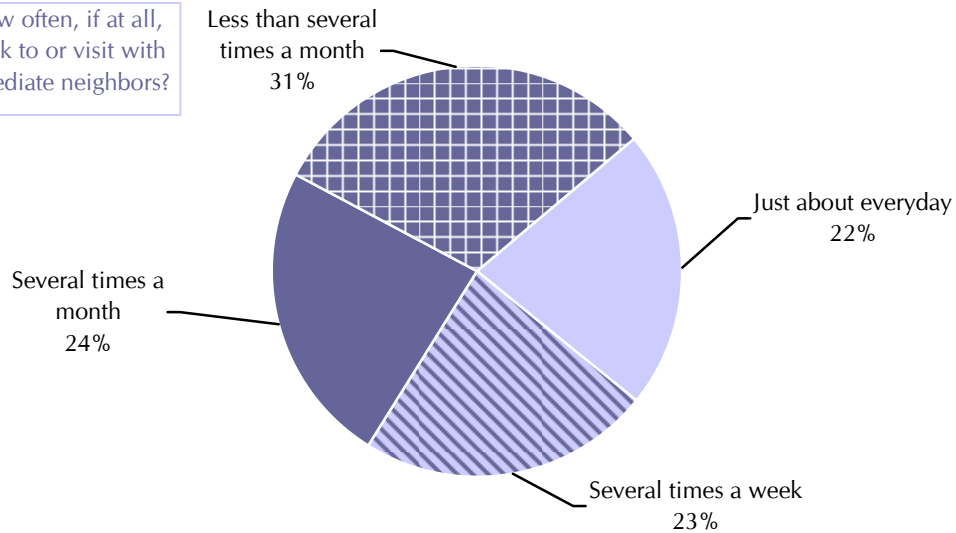


FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Has contact with neighbors at least several times per week	Less	Much less

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Winston-Salem is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Winston-Salem could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Winston-Salem may be colored by their dislike of what all levels of government provide.

About 45% of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Winston-Salem does at welcoming citizen involvement, 48% rated it as "excellent" or "good." Of these four ratings, two were above the custom benchmark, two were similar to the custom benchmark and none were below the custom benchmark.

FIGURE 81: PUBLIC TRUST RATINGS

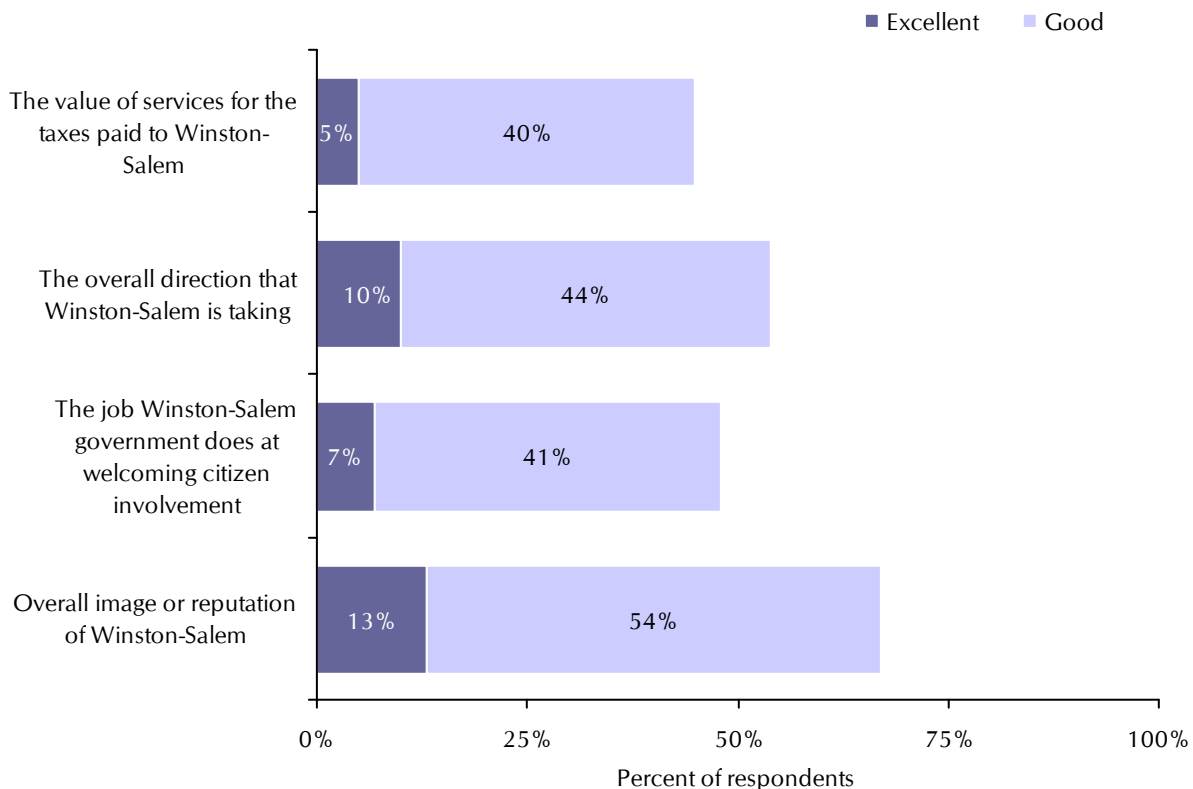


FIGURE 82: PUBLIC TRUST BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Value of services for the taxes paid to Winston-Salem	Much below	Similar
The overall direction that Winston-Salem is taking	Similar	Above
Job Winston-Salem government does at welcoming citizen involvement	Similar	Similar
Overall image or reputation of Winston-Salem	Below	Much above

On average, residents of the City of Winston-Salem gave the highest evaluations to their own local government and the lowest average rating to the Federal Government and the State Government. The overall quality of services delivered by the City of Winston-Salem was rated as “excellent” or “good” by 71% of survey participants. The City of Winston-Salem’s rating was above the benchmark when compared to other cities in the South of similar population size.

FIGURE 83: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

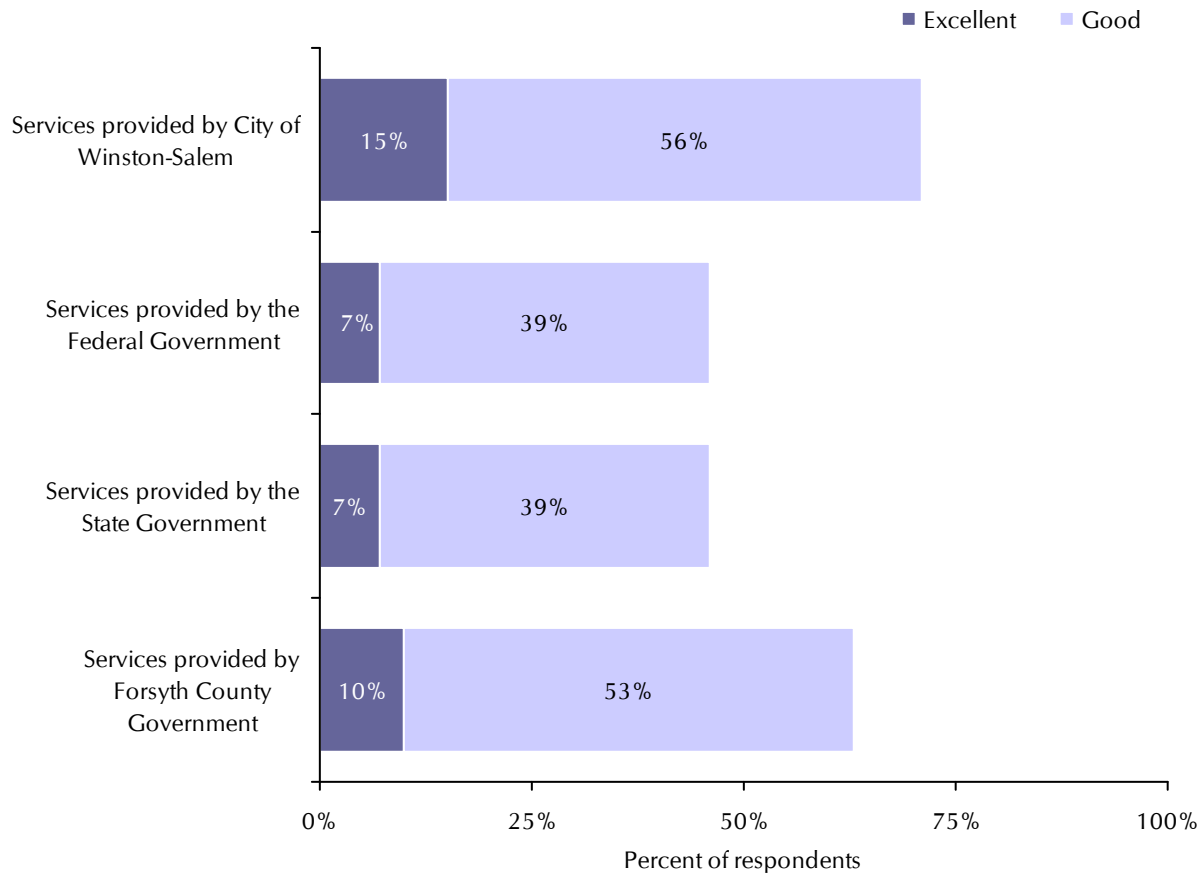


FIGURE 84: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Services provided by the City of Winston-Salem	Similar	Above
Services provided by the Federal Government	Above	Similar
Services provided by the State Government	Above	Similar
Services provided by Forsyth County Government	Much above	Above

City of Winston-Salem Employees

The employees of the City of Winston-Salem who interact with the public create the first impression that most residents have of the City of Winston-Salem. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Winston-Salem. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Winston-Salem staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 46% who reported that they had been in contact (a percent that is much lower than the benchmark comparisons) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 75% of respondents rated their overall impression as "excellent" or "good."

FIGURE 85: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

Have you had any in-person, phone or email contact with an employee of Winston-Salem within the last 12 months?

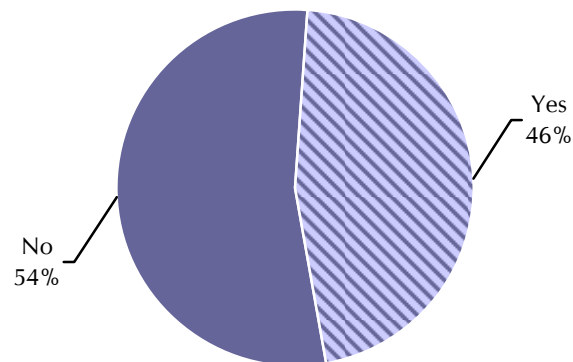


FIGURE 86: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Had contact with City employee(s) in last 12 months	Much less	Much less

FIGURE 87: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

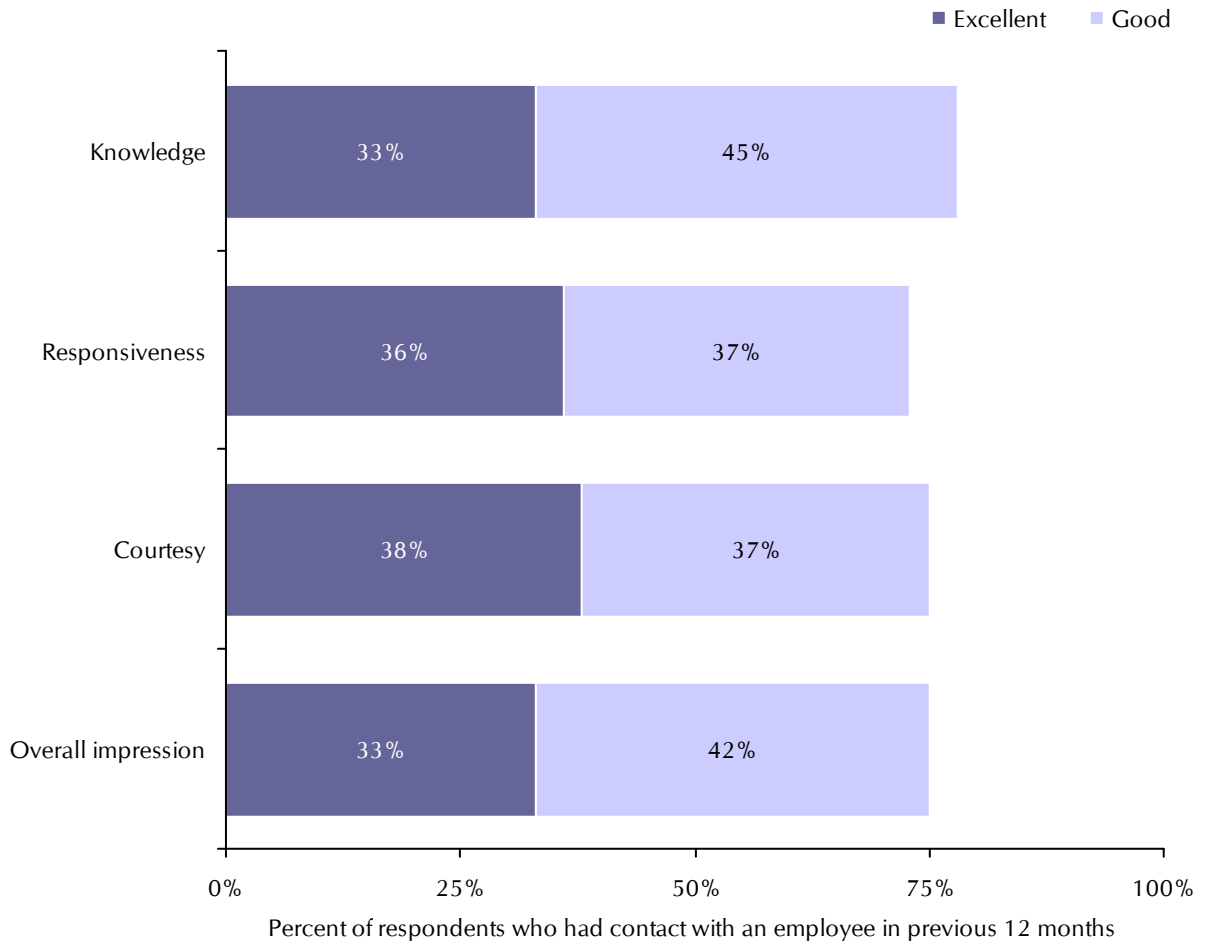


FIGURE 88: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Cities in the Southern region with populations from 100,000 to 450,000
Knowledge	Similar	Similar
Responsiveness	Similar	Similar
Courteousness	Below	Similar
Overall impression	Similar	Similar

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Winston-Salem by examining the relationships between ratings of each service and ratings of the City of Winston-Salem's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Winston-Salem can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Winston-Salem Key Driver Analysis were:

- CityLink customer service
- Code enforcement
- Health services
- Recreation facilities
- Storm drainage

CITY OF WINSTON-SALEM ACTION CHART™

The 2011 City of Winston-Salem Action Chart™ on the following page combines two dimensions of performance:

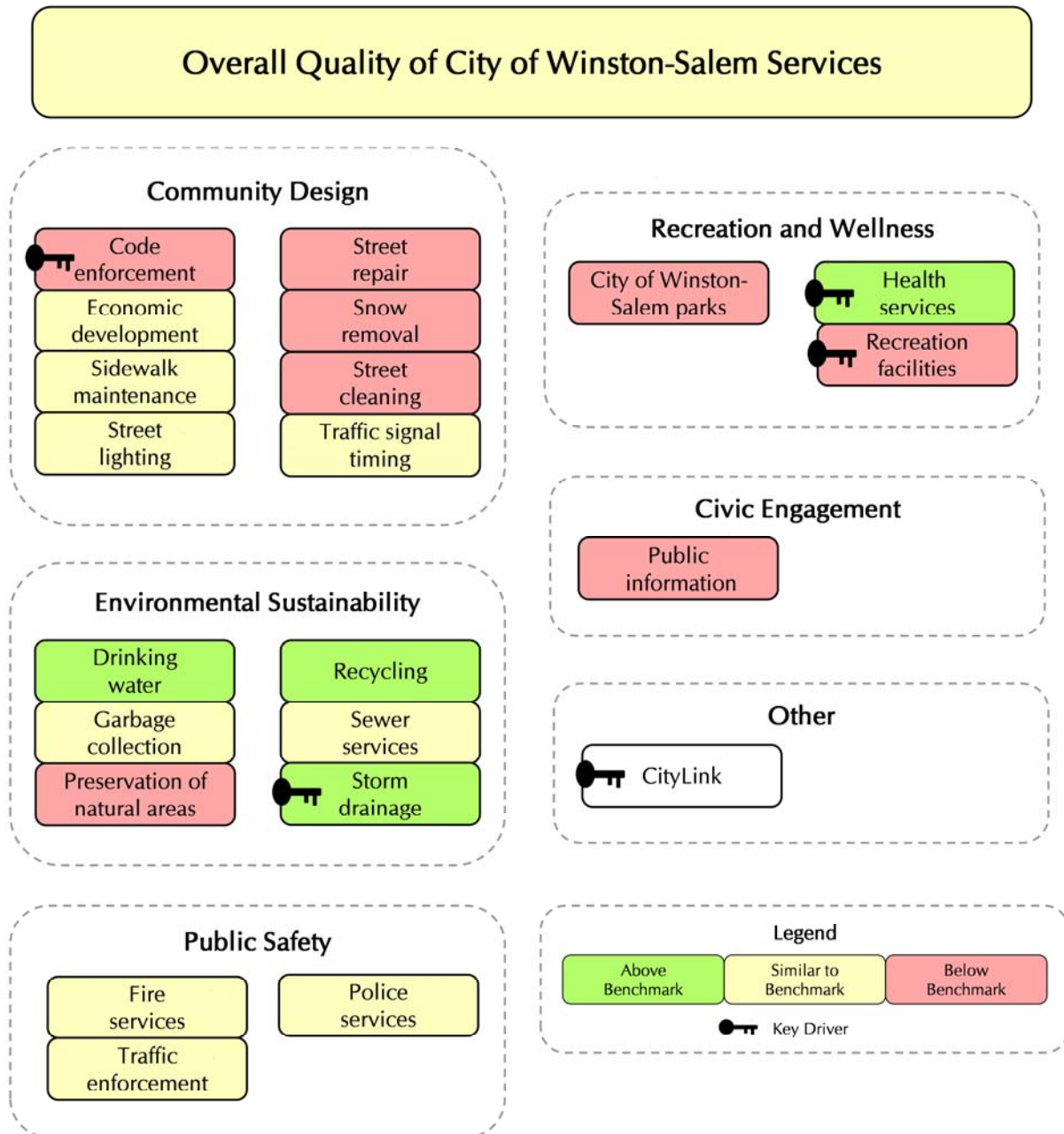
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.

Twenty-two services were included in the KDA for the City of Winston-Salem. Of these, four were above the benchmark, eight were below the benchmark and nine were similar to the benchmark (no comparison was available for one service).

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In Winston-Salem, code enforcement and recreation facilities were below the benchmark. Because CityLink customer service does not have benchmark data, this is an area for watchful waiting and potential action following the next survey's results. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering "don't know" were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including "Don't Know" Responses for the percent "don't know" for each service.

FIGURE 89: CITY OF WINSTON-SALEM ACTION CHART



Using Your Action Chart™

The key drivers derived for the City of Winston-Salem provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Winston-Salem, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Winston-Salem, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But street cleaning could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of street cleaning, were there indications that the community's street cleaning expectations were not met prior to the survey data collection? Do Winston-Salem residents have different expectations for street cleaning than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the City of Winston-Salem key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "◦") those services that neither are local nor national key drivers nor are they core services. It is

FIGURE 90: KEY DRIVERS COMPARED

Service	City of Winston-Salem Key Driver	National Key Driver	Core Service
Police services		✓	✓
Fire services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Snow removal			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
• Storm drainage	✓		✓
Drinking water			✓
Sewer services			✓
◦ City parks			
Recreation centers or facilities	✓		
• Code enforcement	✓		✓
Economic development		✓	
• Health services	✓		✓
Public information services		✓	
◦ Preservation of natural areas			
Customer service when contacting CityLink	✓		

- Key driver overlaps with national and or core services

- Service may be targeted for reductions it is not a key driver or core service

CUSTOM QUESTIONS

Custom Question 1				
If the City had to reduce services to cut costs, how much, if at all, do you think the City should reduce the level of each of the following services?	Reduce a lot	Reduce somewhat	Do not reduce	Total
Bulky item pick-up	10%	34%	56%	100%
Code enforcement	6%	39%	55%	100%
Fire services	3%	11%	86%	100%
Public transit	6%	25%	70%	100%
Parks maintenance/recreation programs	4%	37%	59%	100%
Police services	3%	17%	80%	100%
Public assembly facilities/special events	13%	47%	40%	100%
Recycling	3%	24%	72%	100%
Snow removal	4%	22%	74%	100%
Support of non-profit organizations	11%	38%	51%	100%

Custom Question 2				
As part of its annual budget process, the City considers potential programs and services. To what extent, if at all, do you think the City should fund through increased fees or taxes each of the following new or expanded programs?	Definitely fund	Consider funding	Do not fund	Total
Cultural/special event recruitment/support	15%	55%	30%	100%
Economic development/business recruitment	48%	43%	9%	100%
Emergency preparedness/disaster recovery	48%	44%	8%	100%
Expanded bus service	27%	45%	28%	100%
Green/sustainability initiatives	29%	52%	18%	100%
Greenways/trails	27%	53%	21%	100%
Housing assistance/revitalization programs	43%	40%	17%	100%
Information technology (e-services)	25%	55%	20%	100%
Public art	16%	43%	42%	100%
Recreation programs	25%	57%	18%	100%
Sidewalks	37%	50%	12%	100%
Streetcar	18%	33%	49%	100%

Custom Question 3					
To what extent would you support or oppose prioritizing funding for each of the following identified capital project needs?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Community and economic development projects	49%	42%	6%	3%	100%
Public safety projects	48%	46%	5%	1%	100%
Transportation projects	38%	44%	14%	3%	100%
Recreation and cultural projects	29%	49%	15%	6%	100%
General government projects	19%	52%	22%	8%	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Winston-Salem:	Excellent	Good	Fair	Poor	Total
Winston-Salem as a place to live	27%	57%	14%	3%	100%
Your neighborhood as a place to live	25%	48%	21%	6%	100%
Winston-Salem as a place to raise children	29%	48%	17%	5%	100%
Winston-Salem as a place to work	20%	42%	26%	11%	100%
Winston-Salem as a place to retire	27%	42%	21%	10%	100%
The overall quality of life in Winston-Salem	22%	56%	18%	4%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Winston-Salem as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	14%	50%	28%	8%	100%
Openness and acceptance of the community towards people of diverse backgrounds	10%	44%	33%	13%	100%
Overall appearance of Winston-Salem	10%	59%	26%	5%	100%
Cleanliness of Winston-Salem	12%	49%	33%	5%	100%
Overall quality of new development in Winston-Salem	13%	45%	32%	11%	100%
Variety of housing options	17%	50%	24%	9%	100%
Overall quality of business and service establishments in Winston-Salem	15%	50%	29%	7%	100%
Shopping opportunities	25%	49%	21%	5%	100%
Opportunities to attend cultural activities	24%	46%	24%	6%	100%
Recreational opportunities	18%	47%	28%	6%	100%
Employment opportunities	10%	30%	38%	22%	100%
Educational opportunities	26%	48%	21%	5%	100%
Opportunities to participate in social events and activities	18%	49%	28%	5%	100%
Opportunities to participate in religious or spiritual events and activities	32%	51%	16%	2%	100%
Opportunities to volunteer	33%	50%	13%	3%	100%
Opportunities to participate in community matters	22%	44%	28%	6%	100%
Ease of car travel in Winston-Salem	21%	47%	24%	9%	100%
Ease of bus travel in Winston-Salem	15%	37%	31%	16%	100%
Ease of bicycle travel in Winston-Salem	10%	32%	36%	22%	100%
Ease of walking in Winston-Salem	12%	39%	32%	18%	100%
Availability of paths and walking trails	12%	36%	36%	16%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Winston-Salem as a whole:	Excellent	Good	Fair	Poor	Total
Traffic flow on major streets	6%	42%	37%	15%	100%
Amount of public parking	7%	35%	41%	17%	100%
Availability of affordable quality housing	14%	40%	32%	15%	100%
Availability of affordable quality child care	14%	37%	34%	16%	100%
Availability of affordable quality health care	23%	39%	24%	14%	100%
Availability of affordable quality food	20%	44%	28%	8%	100%
Availability of preventive health services	22%	40%	29%	9%	100%
Air quality	15%	51%	29%	5%	100%
Quality of overall natural environment in Winston-Salem	16%	51%	27%	5%	100%
Overall image or reputation of Winston-Salem	13%	54%	26%	7%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Winston-Salem over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	2%	10%	48%	31%	9%	100%
Retail growth (stores, restaurants, etc.)	7%	31%	51%	9%	2%	100%
Jobs growth	45%	44%	10%	1%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Winston-Salem?	Percent of respondents
Not a problem	6%
Minor problem	31%
Moderate problem	46%
Major problem	16%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Winston-Salem:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	16%	43%	17%	17%	6%	100%
Property crimes (e.g., burglary, theft)	5%	43%	20%	22%	9%	100%
Environmental hazards, including toxic waste	30%	41%	18%	8%	3%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	52%	37%	7%	3%	1%	100%
In your neighborhood after dark	25%	46%	10%	14%	5%	100%
In Winston-Salem's downtown area during the day	42%	40%	9%	6%	3%	100%
In Winston-Salem's downtown area after dark	9%	41%	19%	18%	12%	100%

Question 7: Contact with Police Department		
Have you had any in-person or phone contact with an employee of the City of Winston-Salem Police Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the City of Winston-Salem Police Department within the last 12 months?	60%	40%

Question 8: Ratings of Contact with Police Department				
What was your overall impression of your most recent contact with the City of Winston-Salem Police Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the City of Winston-Salem Police Department?	2%	96%	1%	1%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	89%
Yes	11%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	14%
Yes	86%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Winston-Salem?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Winston-Salem recreation centers	43%	31%	15%	4%	6%	100%
Participated in a recreation program or activity	53%	28%	10%	4%	5%	100%
Visited a neighborhood park or City park	15%	27%	37%	9%	12%	100%
Ridden a local bus within Winston-Salem	76%	11%	3%	2%	8%	100%
Attended a meeting of local elected officials or other local public meeting	74%	19%	6%	1%	1%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	50%	29%	15%	5%	1%	100%
Read "We Play" Newsletter	71%	17%	8%	3%	1%	100%
Visited the City of Winston-Salem Web site (at www.cityofws.org)	42%	20%	26%	9%	3%	100%
Recycled used paper, cans or bottles from your home	12%	10%	12%	9%	58%	100%
Volunteered your time to some group or activity in Winston-Salem	46%	23%	16%	4%	10%	100%
Participated in religious or spiritual activities in Winston-Salem	31%	20%	11%	8%	31%	100%
Participated in a club or civic group in Winston-Salem	59%	22%	11%	3%	6%	100%
Provided help to a friend or neighbor	4%	17%	41%	18%	20%	100%
Watched the City of Winston-Salem local government channel TV13	42%	22%	19%	8%	9%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	22%
Several times a week	23%
Several times a month	24%
Less than several times a month	31%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Winston-Salem:	Excellent	Good	Fair	Poor	Total
Police services	28%	46%	18%	8%	100%
Fire services	45%	47%	7%	1%	100%
Crime prevention	17%	43%	29%	11%	100%
Fire prevention and education	26%	54%	16%	3%	100%
Traffic enforcement	19%	48%	22%	11%	100%
Street repair	5%	28%	41%	27%	100%
Street cleaning	9%	40%	35%	15%	100%
Street lighting	10%	50%	28%	12%	100%
Snow removal	11%	41%	30%	18%	100%
Sidewalk maintenance	6%	46%	33%	14%	100%
Traffic signal timing	7%	42%	33%	17%	100%
Bus or transit services	16%	41%	31%	12%	100%
Garbage collection	32%	50%	16%	2%	100%
Recycling	34%	46%	15%	4%	100%
Yard waste pick-up	26%	43%	26%	5%	100%
Storm drainage	16%	51%	24%	9%	100%
Drinking water	21%	51%	19%	9%	100%
Sewer services	19%	54%	23%	4%	100%
City of Winston-Salem parks	19%	57%	22%	2%	100%
Recreation programs or classes	15%	52%	31%	2%	100%
Recreation centers or facilities	15%	49%	31%	5%	100%
Land use, planning and zoning	8%	43%	39%	11%	100%
Code enforcement (weeds, abandoned buildings, etc.)	8%	33%	38%	21%	100%
Economic development	8%	34%	44%	14%	100%
Health services	25%	44%	23%	8%	100%
Senior programs at recreation centers	15%	49%	27%	8%	100%
Youth programs at recreation centers	15%	46%	26%	13%	100%
Services to low-income people	13%	30%	34%	23%	100%
Public information services	12%	43%	34%	10%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	40%	33%	12%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	11%	44%	34%	12%	100%
Customer service when contacting CityLink, the City of Winston-Salem contact center	20%	39%	29%	12%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Winston-Salem	15%	56%	24%	6%	100%
The Federal Government	7%	39%	34%	20%	100%
The State Government	7%	39%	38%	16%	100%
Forsyth County Government	10%	53%	29%	9%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Winston-Salem to someone who asks	43%	43%	9%	5%	100%
Remain in Winston-Salem for the next five years	61%	24%	7%	8%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	4%
Somewhat positive	16%
Neutral	39%
Somewhat negative	32%
Very negative	9%
Total	100%

Question 17: Contact with Fire Department		
Have you had any in-person or phone contact with an employee of the City of Winston-Salem Fire Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the City of Winston-Salem Fire Department within the last 12 months?	86%	14%

Question 18: Ratings of Contact with Fire Department				
What was your overall impression of your most recent contact with the City of Winston-Salem Fire Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the City of Winston-Salem Fire Department?	49%	32%	10%	8%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Winston-Salem within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	54%
Yes	46%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Winston-Salem in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	33%	45%	15%	8%	100%
Responsiveness	36%	37%	12%	15%	100%
Courtesy	38%	37%	13%	12%	100%
Overall impression	33%	42%	12%	13%	100%

Question 21: Government Performance					
Please rate the following categories of Winston-Salem government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Winston-Salem	5%	40%	38%	17%	100%
The overall direction that Winston-Salem is taking	10%	44%	34%	12%	100%
The job Winston-Salem government does at welcoming citizen involvement	7%	41%	36%	16%	100%

Question 22a: Custom Question 1				
If the City had to reduce services to cut costs, how much, if at all, do you think the City should reduce the level of each of the following services?	Reduce a lot	Reduce somewhat	Do not reduce	Total
Bulky item pick-up	10%	34%	56%	100%
Code enforcement	6%	39%	55%	100%
Fire services	3%	11%	86%	100%
Public transit	6%	25%	70%	100%
Parks maintenance/recreation programs	4%	37%	59%	100%
Police services	3%	17%	80%	100%
Public assembly facilities/special events	13%	47%	40%	100%
Recycling	3%	24%	72%	100%
Snow removal	4%	22%	74%	100%
Support of non-profit organizations	11%	38%	51%	100%

Question 22b: Custom Question 2				
As part of its annual budget process, the City considers potential programs and services. To what extent, if at all, do you think the City should fund through increased fees or taxes each of the following new or expanded programs?	Definitely fund	Consider funding	Do not fund	Total
Cultural/special event recruitment/support	15%	55%	30%	100%
Economic development/business recruitment	48%	43%	9%	100%
Emergency preparedness/disaster recovery	48%	44%	8%	100%
Expanded bus service	27%	45%	28%	100%
Green/sustainability initiatives	29%	52%	18%	100%
Greenways/trails	27%	53%	21%	100%
Housing assistance/revitalization programs	43%	40%	17%	100%
Information technology (e-services)	25%	55%	20%	100%
Public art	16%	43%	42%	100%
Recreation programs	25%	57%	18%	100%
Sidewalks	37%	50%	12%	100%
Streetcar	18%	33%	49%	100%

Question 22c: Custom Question 3					
To what extent would you support or oppose prioritizing funding for each of the following identified capital project needs?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Community and economic development projects	49%	42%	6%	3%	100%
Public safety projects	48%	46%	5%	1%	100%
Transportation projects	38%	44%	14%	3%	100%
Recreation and cultural projects	29%	49%	15%	6%	100%
General government projects	19%	52%	22%	8%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	37%
Yes, full-time	51%
Yes, part-time	12%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	74%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	11%
Bus, rail, subway or other public transportation	3%
Walk	4%
Bicycle	0%
Work at home	8%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Winston-Salem?	Percent of respondents
Less than 2 years	9%
2 to 5 years	12%
6 to 10 years	10%
11 to 20 years	14%
More than 20 years	55%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	64%
House attached to one or more houses (e.g., a duplex or townhome)	8%
Building with two or more apartments or condominiums	25%
Mobile home	1%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	42%
Owned by you or someone in this house with a mortgage or free and clear	58%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	10%
\$300 to \$599 per month	25%
\$600 to \$999 per month	38%
\$1,000 to \$1,499 per month	16%
\$1,500 to \$2,499 per month	8%
\$2,500 or more per month	3%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	72%
Yes	28%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	76%
Yes	24%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	31%
\$25,000 to \$49,999	35%
\$50,000 to \$99,999	23%
\$100,000 to \$149,000	6%
\$150,000 or more	6%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	94%
Yes, I consider myself to be Spanish, Hispanic or Latino	6%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	3%
Black or African American	40%
White	53%
Other	5%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	6%
25 to 34 years	25%
35 to 44 years	11%
45 to 54 years	23%
55 to 64 years	15%
65 to 74 years	11%
75 years or older	9%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	54%
Male	46%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	14%
Yes	83%
Ineligible to vote	3%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	21%
Yes	76%
Ineligible to vote	3%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	11%
Yes	89%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	44%
Yes	56%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	27%
Land line	53%
Both	20%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Winston-Salem:	Excellent		Good		Fair		Poor		Don't know		Total	
Winston-Salem as a place to live	27%	173	56%	365	14%	90	3%	17	0%	1	100%	646
Your neighborhood as a place to live	25%	159	48%	311	21%	134	6%	39	0%	1	100%	644
Winston-Salem as a place to raise children	27%	174	44%	283	16%	102	5%	32	7%	45	100%	637
Winston-Salem as a place to work	20%	125	41%	260	25%	162	10%	66	4%	25	100%	637
Winston-Salem as a place to retire	24%	151	37%	240	18%	118	9%	59	12%	75	100%	642
The overall quality of life in Winston-Salem	22%	142	55%	355	18%	113	4%	23	1%	6	100%	641

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Winston-Salem as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	13%	86	49%	310	27%	174	7%	48	3%	19	100%	637
Openness and acceptance of the community towards people of diverse backgrounds	9%	59	43%	272	32%	205	13%	81	3%	22	100%	639
Overall appearance of Winston-Salem	10%	61	59%	376	26%	166	5%	34	1%	4	100%	640
Cleanliness of Winston-Salem	12%	75	49%	314	33%	213	5%	34	1%	4	100%	640
Overall quality of new development in Winston-Salem	12%	79	43%	271	30%	192	10%	64	5%	31	100%	638
Variety of housing options	16%	104	48%	305	23%	150	9%	56	4%	24	100%	639
Overall quality of business and service establishments in Winston-Salem	14%	92	49%	316	28%	180	7%	43	2%	12	100%	642
Shopping opportunities	25%	160	49%	315	21%	134	5%	33	0%	1	100%	642
Opportunities to attend cultural activities	23%	150	44%	284	23%	146	6%	37	4%	25	100%	643
Recreational opportunities	18%	115	46%	294	28%	178	6%	41	2%	10	100%	638
Employment opportunities	9%	60	28%	181	36%	232	21%	134	5%	32	100%	640

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Winston-Salem as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Educational opportunities	26%	165	47%	299	20%	130	5%	34	2%	10	100%	638
Opportunities to participate in social events and activities	17%	108	47%	301	27%	172	5%	31	4%	23	100%	635
Opportunities to participate in religious or spiritual events and activities	30%	192	48%	306	15%	93	2%	10	6%	37	100%	639
Opportunities to volunteer	32%	203	48%	304	13%	82	3%	21	5%	30	100%	640
Opportunities to participate in community matters	21%	132	41%	260	26%	163	5%	33	7%	43	100%	631
Ease of car travel in Winston-Salem	21%	132	46%	293	23%	147	9%	55	2%	11	100%	638
Ease of bus travel in Winston-Salem	11%	68	26%	163	21%	136	11%	72	31%	200	100%	637
Ease of bicycle travel in Winston-Salem	7%	47	24%	152	27%	171	16%	103	25%	158	100%	631
Ease of walking in Winston-Salem	11%	68	37%	229	29%	185	17%	104	6%	40	100%	626
Availability of paths and walking trails	11%	70	33%	211	34%	214	15%	93	8%	48	100%	636
Traffic flow on major streets	6%	37	42%	262	36%	228	15%	93	2%	11	100%	631
Amount of public parking	6%	41	34%	212	39%	246	16%	104	5%	29	100%	633
Availability of affordable quality housing	12%	79	36%	228	28%	181	13%	85	10%	62	100%	635
Availability of affordable quality child care	8%	54	23%	146	21%	135	10%	63	38%	239	100%	636
Availability of affordable quality health care	22%	136	36%	225	22%	139	13%	84	8%	49	100%	633
Availability of affordable quality food	20%	126	44%	278	27%	174	7%	47	2%	11	100%	636
Availability of preventive health services	20%	128	37%	237	27%	168	8%	52	8%	48	100%	634
Air quality	14%	89	49%	311	28%	179	5%	32	3%	20	100%	631
Quality of overall natural environment in Winston-Salem	16%	100	50%	317	26%	168	5%	34	3%	18	100%	636
Overall image or reputation of Winston-Salem	13%	80	52%	330	25%	159	7%	46	3%	17	100%	632

Question 3: Growth														
Please rate the speed of growth in the following categories in Winston-Salem over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	2%	11	8%	53	38%	242	24%	157	7%	45	21%	132	100%	640
Retail growth (stores, restaurants, etc.)	6%	39	27%	171	46%	288	8%	50	2%	13	11%	71	100%	633
Jobs growth	39%	248	38%	240	9%	54	0%	3	1%	4	13%	81	100%	630

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Winston-Salem?	Percent of respondents	Count
Not a problem	6%	34
Minor problem	28%	178
Moderate problem	42%	262
Major problem	15%	92
Don't know	9%	59
Total	100%	626

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Winston-Salem:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	16%	101	43%	273	17%	110	17%	108	6%	35	2%	13	100%	640
Property crimes (e.g., burglary, theft)	5%	33	42%	265	20%	124	22%	139	9%	58	3%	17	100%	636
Environmental hazards, including toxic waste	27%	170	37%	234	16%	104	7%	43	3%	17	11%	68	100%	638

Question 6: Personal Safety													
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total
In your neighborhood during the day	52%	336	36%	234	7%	46	3%	18	1%	7	0%	1	100% 643
In your neighborhood after dark	25%	157	46%	294	10%	62	14%	90	5%	34	0%	3	100% 639
In Winston-Salem's downtown area during the day	39%	248	37%	238	8%	51	6%	38	2%	15	8%	50	100% 640
In Winston-Salem's downtown area after dark	8%	52	37%	234	17%	108	16%	104	11%	71	11%	70	100% 639

Question 7: Contact with Police Department									
Have you had any in-person or phone contact with an employee of the City of Winston-Salem Police Department within the last 12 months?	No		Yes		Don't know		Total		
Have you had any in-person or phone contact with an employee of the City of Winston-Salem Police Department within the last 12 months?	59%	377	40%	253	1%	9	100%	638	

Question 8: Ratings of Contact with Police Department													
What was your overall impression of your most recent contact with the City of Winston-Salem Police Department?	Excellent		Good		Fair		Poor		Don't know		Total		
What was your overall impression of your most recent contact with the City of Winston-Salem Police Department?	2%	5	96%	242	1%	4	1%	2	0%	0	100%	253	

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	88%	557
Yes	11%	72
Don't know	1%	6
Total	100%	635

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	14%	10
Yes	86%	61
Don't know	0%	0
Total	100%	71

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Winston-Salem?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Winston-Salem recreation centers	43%	272	31%	196	15%	95	4%	24	6%	40	100%	627
Participated in a recreation program or activity	53%	334	28%	177	10%	64	4%	28	5%	30	100%	632
Visited a neighborhood park or City park	15%	93	27%	168	37%	235	9%	58	12%	75	100%	629
Ridden a local bus within Winston-Salem	76%	473	11%	68	3%	17	2%	13	8%	52	100%	623
Attended a meeting of local elected officials or other local public meeting	74%	466	19%	117	6%	38	1%	5	1%	5	100%	632
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	50%	319	29%	185	15%	94	5%	31	1%	8	100%	637
Read "We Play" Newsletter	71%	442	17%	103	8%	53	3%	20	1%	4	100%	623
Visited the City of Winston-Salem Web site (at www.cityofws.org)	42%	264	20%	129	26%	164	9%	59	3%	19	100%	634
Recycled used paper, cans or bottles from your home	12%	76	10%	61	12%	75	9%	55	58%	365	100%	631
Volunteered your time to some group or activity in Winston-Salem	46%	293	23%	144	16%	104	4%	28	10%	61	100%	630
Participated in religious or spiritual activities in Winston-Salem	31%	192	20%	128	11%	68	8%	48	31%	193	100%	630
Participated in a club or civic group in Winston-Salem	59%	371	22%	140	11%	67	3%	20	6%	36	100%	633
Provided help to a friend or neighbor	4%	26	17%	105	41%	258	18%	110	20%	128	100%	627

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Winston-Salem?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Watched the City of Winston-Salem local government channel TV13	42%	266	22%	140	19%	120	8%	52	9%	58	100%	636

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	22%	138
Several times a week	23%	143
Several times a month	24%	148
Less than several times a month	31%	196
Total	100%	625

Question 13: Service Quality												
Please rate the quality of each of the following services in Winston-Salem:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	26%	168	42%	273	17%	108	7%	45	8%	52	100%	646
Fire services	38%	247	40%	255	6%	38	1%	6	15%	98	100%	646
Crime prevention	14%	91	36%	231	25%	158	9%	59	16%	103	100%	641
Fire prevention and education	20%	128	40%	258	12%	79	3%	17	25%	157	100%	639
Traffic enforcement	17%	112	43%	278	20%	125	10%	62	10%	64	100%	641
Street repair	5%	31	27%	172	39%	252	26%	166	3%	20	100%	641
Street cleaning	9%	56	38%	243	33%	211	14%	93	6%	39	100%	642
Street lighting	10%	61	49%	312	27%	175	12%	75	3%	19	100%	642
Snow removal	11%	68	39%	246	28%	182	17%	108	5%	34	100%	638
Sidewalk maintenance	6%	36	41%	255	30%	186	13%	80	11%	67	100%	624
Traffic signal timing	7%	46	41%	259	32%	201	17%	104	2%	14	100%	625

Question 13: Service Quality												
Please rate the quality of each of the following services in Winston-Salem:	Excellent		Good		Fair		Poor		Don't know		Total	
Bus or transit services	9%	54	22%	140	17%	107	7%	42	45%	283	100%	626
Garbage collection	31%	192	48%	303	15%	94	2%	12	5%	29	100%	630
Recycling	32%	201	43%	273	14%	88	4%	26	7%	47	100%	635
Yard waste pick-up	21%	135	35%	224	21%	135	4%	27	18%	114	100%	634
Storm drainage	13%	82	43%	270	20%	129	7%	45	17%	106	100%	632
Drinking water	20%	125	49%	304	19%	116	9%	54	4%	27	100%	628
Sewer services	16%	103	47%	297	20%	123	4%	22	14%	85	100%	631
City of Winston-Salem parks	17%	109	53%	332	20%	125	2%	14	7%	46	100%	626
Recreation programs or classes	9%	59	33%	210	20%	127	1%	8	36%	225	100%	628
Recreation centers or facilities	11%	69	35%	220	22%	139	4%	23	28%	174	100%	625
Land use, planning and zoning	5%	34	29%	183	27%	167	7%	45	31%	194	100%	623
Code enforcement (weeds, abandoned buildings, etc.)	6%	37	24%	150	28%	175	16%	97	26%	165	100%	624
Economic development	7%	42	27%	173	36%	228	11%	72	18%	115	100%	630
Health services	22%	135	39%	242	20%	124	7%	45	12%	77	100%	623
Senior programs at recreation centers	8%	50	26%	161	14%	89	4%	27	48%	305	100%	632
Youth programs at recreation centers	8%	50	25%	159	14%	89	7%	44	46%	289	100%	631
Services to low-income people	8%	51	19%	117	21%	131	14%	87	37%	230	100%	617
Public information services	10%	62	35%	216	28%	172	8%	50	19%	119	100%	619
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	64	28%	174	23%	145	8%	53	31%	196	100%	633
Preservation of natural areas such as open space, farmlands and greenbelts	8%	48	31%	197	24%	153	8%	53	28%	175	100%	627
Customer service when contacting CityLink, the City of Winston-Salem contact center	14%	89	27%	171	21%	129	8%	51	30%	184	100%	624

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Winston-Salem	14%	89	54%	340	23%	145	5%	34	4%	24	100%	632
The Federal Government	7%	41	34%	215	30%	187	18%	111	12%	78	100%	632
The State Government	6%	38	35%	221	33%	211	14%	90	12%	73	100%	633
Forsyth County Government	9%	55	48%	302	27%	168	8%	50	9%	55	100%	630

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Winston-Salem to someone who asks	43%	264	42%	263	8%	52	5%	31	2%	12	100%	621
Remain in Winston-Salem for the next five years	59%	367	23%	145	7%	42	8%	47	3%	19	100%	620

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	4%	27
Somewhat positive	16%	98
Neutral	39%	247
Somewhat negative	32%	202
Very negative	9%	57
Total	100%	632

Question 17: Contact with Fire Department

Have you had any in-person or phone contact with an employee of the City of Winston-Salem Fire Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Winston-Salem Fire Department within the last 12 months?	85%	527	14%	88	1%	8	100%	623

Question 18: Ratings of Contact with Fire Department

What was your overall impression of your most recent contact with the City of Winston-Salem Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Winston-Salem Fire Department?	49%	41	32%	27	10%	9	8%	6	2%	1	100%	84

Question 19: Contact with City Employees

Have you had any in-person, phone or email with an employee of the City of Winston-Salem within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents		Count
No	54%		337
Yes	46%		282
Total	100%		619

Question 20: City Employees

What was your impression of the employee(s) of the City of Winston-Salem in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	32%	90	44%	123	14%	40	7%	21	3%	7	100%	281
Responsiveness	36%	101	37%	103	12%	35	14%	41	1%	2	100%	281
Courtesy	38%	106	36%	102	13%	36	12%	33	1%	3	100%	280
Overall impression	33%	91	42%	118	12%	33	13%	37	0%	1	100%	280

Question 21: Government Performance												
Please rate the following categories of Winston-Salem government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Winston-Salem	4%	28	36%	228	34%	219	15%	94	10%	66	100%	635
The overall direction that Winston-Salem is taking	9%	57	39%	248	30%	192	10%	66	11%	71	100%	634
The job Winston-Salem government does at welcoming citizen involvement	5%	31	31%	194	27%	173	12%	78	25%	157	100%	634

Question 22a: Custom Question 1								
If the City had to reduce services to cut costs, how much, if at all, do you think the City should reduce the level of each of the following services?	Reduce a lot		Reduce somewhat		Do not reduce		Total	
Bulky item pick-up	10%	61	34%	216	56%	360	100%	637
Code enforcement	6%	37	39%	238	55%	338	100%	613
Fire services	3%	17	11%	70	86%	545	100%	632
Public transit	6%	35	25%	155	70%	435	100%	626
Parks maintenance/recreation programs	4%	24	37%	237	59%	372	100%	633
Police services	3%	18	17%	106	80%	511	100%	635
Public assembly facilities/special events	13%	80	47%	293	40%	248	100%	621
Recycling	3%	21	24%	156	72%	460	100%	637
Snow removal	4%	24	22%	140	74%	467	100%	631
Support of non-profit organizations	11%	72	38%	241	51%	319	100%	632

Question 22b: Custom Question 2								
As part of its annual budget process, the City considers potential programs and services. To what extent, if at all, do you think the City should fund through increased fees or taxes each of the following new or expanded programs?	Definitely fund		Consider funding		Do not fund		Total	
Cultural/special event recruitment/support	15%	91	55%	331	30%	180	100%	602
Economic development/business recruitment	48%	293	43%	266	9%	54	100%	612
Emergency preparedness/disaster recovery	48%	299	44%	276	8%	48	100%	622

Question 22b: Custom Question 2									
As part of its annual budget process, the City considers potential programs and services. To what extent, if at all, do you think the City should fund through increased fees or taxes each of the following new or expanded programs?	Definitely fund		Consider funding		Do not fund		Total		
Expanded bus service	27%	166	45%	277	28%	175	100%	619	
Green/sustainability initiatives	29%	179	52%	316	18%	112	100%	607	
Greenways/trails	27%	163	53%	321	21%	126	100%	610	
Housing assistance/revitalization programs	43%	264	40%	249	17%	104	100%	618	
Information technology (e-services)	25%	150	55%	329	20%	123	100%	602	
Public art	16%	96	43%	260	42%	254	100%	610	
Recreation programs	25%	155	57%	350	18%	112	100%	618	
Sidewalks	37%	230	50%	308	12%	77	100%	615	
Streetcar	18%	108	33%	201	49%	295	100%	605	

Question 22c: Custom Question 3									
To what extent would you support or oppose prioritizing funding for each of the following identified capital project needs?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total
Community and economic development projects	49%	302	42%	263	6%	36	3%	19	100% 621
Public safety projects	48%	301	46%	291	5%	29	1%	8	100% 629
Transportation projects	38%	239	44%	277	14%	89	3%	20	100% 625
Recreation and cultural projects	29%	183	49%	307	15%	94	6%	38	100% 623
General government projects	19%	115	52%	318	22%	132	8%	47	100% 611

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	37%	235
Yes, full-time	51%	319
Yes, part-time	12%	73
Total	100%	627

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	74%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	11%
Bus, rail, subway or other public transportation	3%
Walk	4%
Bicycle	0%
Work at home	8%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Winston-Salem?	Percent of respondents	Count
Less than 2 years	9%	58
2 to 5 years	12%	78
6 to 10 years	10%	66
11 to 20 years	14%	88
More than 20 years	55%	355
Total	100%	644

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	64%	414
House attached to one or more houses (e.g., a duplex or townhome)	8%	49
Building with two or more apartments or condominiums	25%	163
Mobile home	1%	5
Other	2%	13
Total	100%	644

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	42%	262
Owned by you or someone in this house with a mortgage or free and clear	58%	357
Total	100%	620

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	10%	61
\$300 to \$599 per month	25%	156
\$600 to \$999 per month	38%	233
\$1,000 to \$1,499 per month	16%	98
\$1,500 to \$2,499 per month	8%	49
\$2,500 or more per month	3%	19
Total	100%	617

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	72%	453
Yes	28%	178
Total	100%	631

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	76%	485
Yes	24%	155
Total	100%	640

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	31%	186
\$25,000 to \$49,999	35%	208
\$50,000 to \$99,999	23%	135
\$100,000 to \$149,000	6%	38
\$150,000 or more	6%	33
Total	100%	600

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	94%	588
Yes, I consider myself to be Spanish, Hispanic or Latino	6%	36
Total	100%	624

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	5
Asian, Asian Indian or Pacific Islander	3%	20
Black or African American	40%	253
White	53%	333
Other	5%	33
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	6%	36
25 to 34 years	25%	162
35 to 44 years	11%	70
45 to 54 years	23%	149
55 to 64 years	15%	94
65 to 74 years	11%	72
75 years or older	9%	55
Total	100%	638

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	54%	335
Male	46%	290
Total	100%	625

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	14%	89
Yes	81%	513
Ineligible to vote	3%	19
Don't know	3%	17
Total	100%	638

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	21%	133
Yes	75%	482
Ineligible to vote	3%	19
Don't know	1%	4
Total	100%	638

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	11%	68
Yes	89%	570
Total	100%	638

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	44%	281
Yes	56%	352
Total	100%	633

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	27%	82
Land line	53%	165
Both	20%	63
Total	100%	310

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

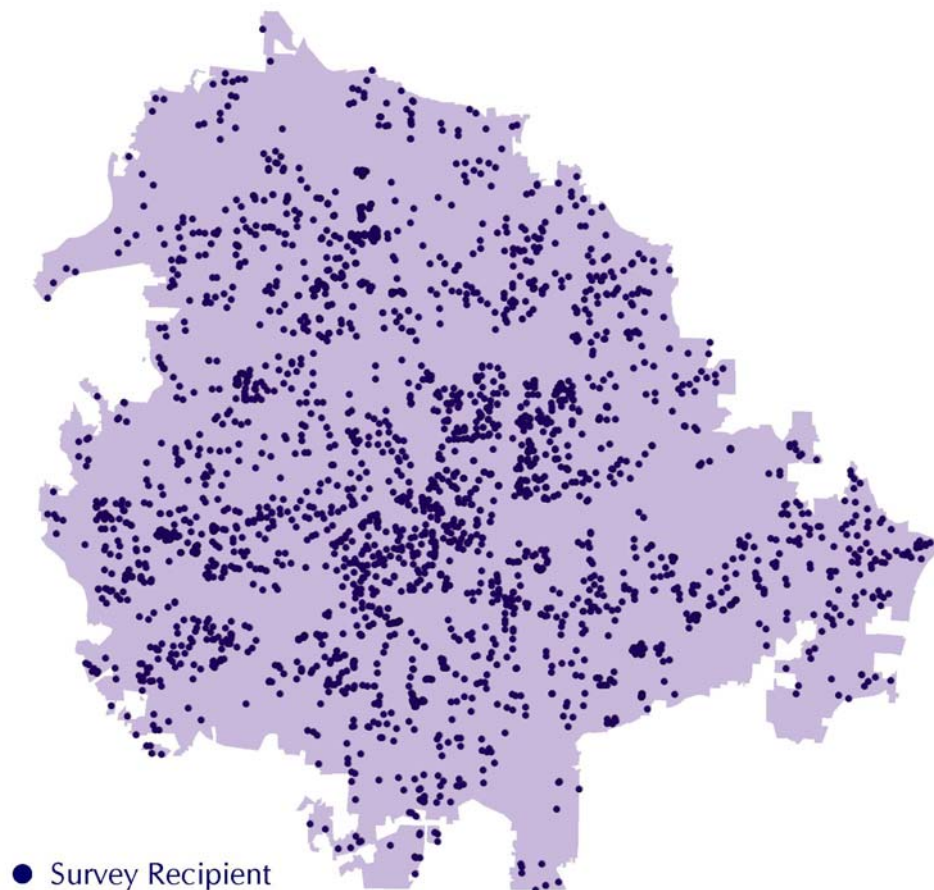
SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Winston-Salem were eligible to participate in the survey; 3,000 were selected to receive the survey. These 3,000 households were randomly selected from a comprehensive list of all housing units within the City of Winston-Salem boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Winston-Salem households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Winston-Salem boundaries were removed from consideration.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Winston-Salem. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 91: LOCATION OF SURVEY RECIPIENTS

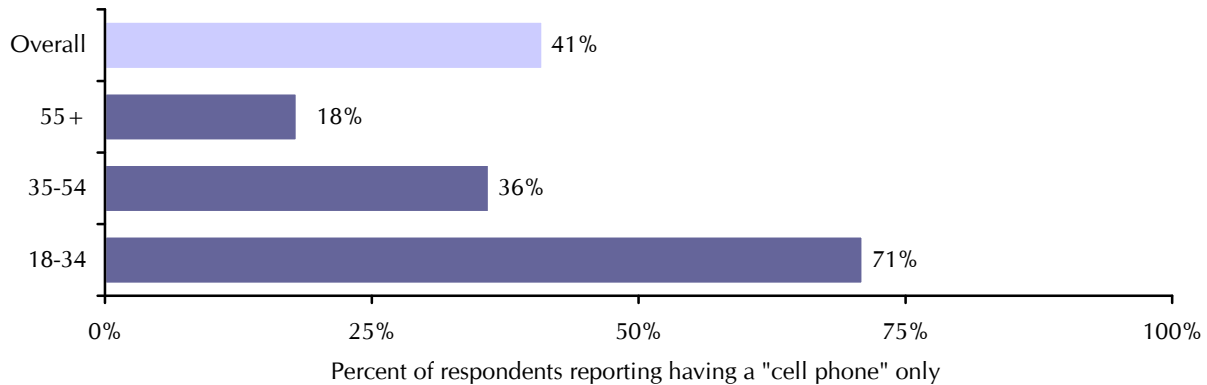
The National Citizen Survey™ Winston-Salem, NC 2011



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.¹ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Winston-Salem has a “cord cutter” population greater than the nationwide 2010 estimates

FIGURE 92: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN WINSTON-SALEM



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning September 9, 2011. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. In addition to an invitation to complete the survey online, the letter included a paragraph written in Spanish, which invited the household to participate and provided instructions for requesting the survey in Spanish. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey, and also included a paragraph written in Spanish, for those who would like to request the survey in Spanish. Completed surveys were collected over the following seven weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Winston-Salem survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (652 completed surveys, 23 of which were completed online).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as

¹ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

“excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to population norms found in the 2010 Census and other population norms for adults in the City of Winston-Salem. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing unit type, housing tenure, race, sex, and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Winston-Salem, NC Weighting Table 2011			
Characteristic	Population Norm ²	Unweighted Data	Weighted Data
Housing			
Rent home	44%	31%	42%
Own home	56%	69%	58%
Detached unit	68%	68%	65%
Attached unit	32%	32%	35%
Race and Ethnicity			
White	55%	67%	51%
Not white	45%	33%	49%
Not Hispanic	89%	96%	94%
Hispanic	11%	4%	6%
White alone, not Hispanic	52%	65%	49%
Hispanic and/or other race	48%	30%	51%
Sex and Age			
Female	54%	62%	54%
Male	46%	39%	46%
18-34 years of age	34%	13%	31%
35-54 years of age	35%	30%	34%
55+ years of age	31%	57%	35%
Females 18-34	18%	8%	16%
Females 35-54	18%	19%	19%
Females 55+	18%	34%	18%
Males 18-34	16%	5%	15%
Males 35-54	17%	12%	16%
Males 55+	13%	22%	15%

² 2010 Census Data

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the *Citizen Surveys* book, but also in *Public Administration Review*, *Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Winston-Salem to the Benchmark Database

The City of Winston-Salem chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (cities in the Southern region with populations from 100,000

to 450,000). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Winston-Salem Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Winston-Salem's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Winston-Salem's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

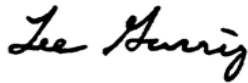
APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Winston-Salem.

Dear City of Winston-Salem
Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Winston-Salem. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Lee Garrity
City Manager/Administrador de la Ciudad

Estimado residente de la
ciudad de Winston-Salem,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Winston-Salem. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

www.cityofws.org

Dear City of Winston-Salem
Resident,

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Estimado residente de la
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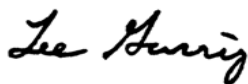
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Atentamente,



City of Winston-Salem
P.O. Box 2511
Winston-Salem, NC 27102

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

www.cityofws.org



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P.O. Box 2511
Winston-Salem, NC 27102

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City Council: Mayor Allen Joiner; Vivian H. Burke, Mayor Pro Tempore, Northeast Ward; Denise D. Adams, North Ward; Dan Besse, Southwest Ward; Robert C. Clark, West Ward; Molly Leight, South Ward; Wanda Merschel, Northwest Ward; Derwin L. Montgomery, East Ward; James Taylor, Jr., Southeast Ward; City Manager: Lee D. Garrity

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Winston-Salem

**Office of the
City Manager**

Lee D. Garrity
City Manager

P.O. Box 2511
Winston-Salem, NC 27102
Tel 336.747.7380
Fax 336.748.3060
leeg@cityofws.org
www.cityofws.org

September 2011

Dear City of Winston-Salem Resident:

The City of Winston-Salem wants to know what you think about our community and City government. You have been randomly selected to participate in Winston-Salem's 2011 Citizen Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Winston-Salem. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés por favor llámenos al número 336.727.8000 para pedir una copia de la encuesta en español. Todos sus respuestas se quedarán completamente anónimos. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the Winston-Salem Mayor and City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Winston-Salem residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend the few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You may complete the survey online if you would prefer, at:
[xxWeb address]

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 336.727.8000.

Please help us shape the future of Winston-Salem. Thank you for your time and participation.

Sincerely,

Lee Garrity
City Manager/Administrador de la Ciudad



September 2011

Dear City of Winston-Salem Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Winston-Salem wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Winston-Salem's 2011 Citizen Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Winston-Salem. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés, por favor llámenos al número 336.727.8000 para pedir una copia de la encuesta en español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Winston-Salem residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

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Please help us shape the future of Winston-Salem. Thank you for your time and participation.

Sincerely,



Lee Garrity
City Manager/Administrador de la Ciudad



Office of the
City Manager

Lee D. Garrity
City Manager

P.O. Box 2511
Winston-Salem, NC 27102
Tel 336.747.7380
Fax 336.748.3060
leeg@cityofws.org
www.cityofws.org



> request a service > report a problem
> make a suggestion

City Council: Mayor Allen Joines; Vivian H. Burke, Mayor Pro Tempore, Northeast Ward; Denise D. Adams, North Ward; Dan Besse, Southwest Ward; Robert C. Clark, West Ward; Molly Leight, South Ward; Wanda Merschel, Northwest Ward; Derwin L. Montgomery, East Ward; James Taylor, Jr., Southeast Ward; City Manager: Lee D. Garrity

The City of Winston-Salem 2011 Citizen Survey

www.cityofws.org

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Winston-Salem:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Winston-Salem as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Winston-Salem as a place to raise children	1	2	3	4	5
Winston-Salem as a place to work.....	1	2	3	4	5
Winston-Salem as a place to retire	1	2	3	4	5
The overall quality of life in Winston-Salem.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Winston-Salem as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of Winston-Salem	1	2	3	4	5
Cleanliness of Winston-Salem	1	2	3	4	5
Overall quality of new development in Winston-Salem.....	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Winston-Salem	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Winston-Salem.....	1	2	3	4	5
Ease of bus travel in Winston-Salem.....	1	2	3	4	5
Ease of bicycle travel in Winston-Salem	1	2	3	4	5
Ease of walking in Winston-Salem.....	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Winston-Salem	1	2	3	4	5
Overall image or reputation of Winston-Salem.....	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Winston-Salem over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Winston-Salem?

☐ Not a problem
 ☐ Minor problem
 ☐ Moderate problem
 ☐ Major problem
 ☐ Don't know

5. Please rate how safe or unsafe you feel from the following in Winston-Salem:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Winston-Salem's downtown area during the day.....	1	2	3	4	5	6
In Winston-Salem's downtown area after dark.....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Winston-Salem Police Department within the last 12 months?

☐ No → Go to Question 9
 ☐ Yes → Go to Question 8
 ☐ Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Winston-Salem Police Department?

☐ Excellent
 ☐ Good
 ☐ Fair
 ☐ Poor
 ☐ Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

☐ No → Go to Question 11
 ☐ Yes → Go to Question 10
 ☐ Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

☐ No
 ☐ Yes
 ☐ Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Winston-Salem?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Winston-Salem recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Winston-Salem	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Read "We Play" Newsletter.....	1	2	3	4	5
Visited the City of Winston-Salem Web site (at www.cityofws.org)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Winston-Salem	1	2	3	4	5
Participated in religious or spiritual activities in Winston-Salem	1	2	3	4	5
Participated in a club or civic group in Winston-Salem	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5
Watched the City of Winston-Salem local government channel TV13	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

☐ Just about every day
 ☐ Several times a month
☐ Several times a week
 ☐ Less than several times a month

13. Please rate the quality of each of the following services in Winston-Salem:

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5

The City of Winston-Salem 2011 Citizen Survey

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13. Please rate the quality of each of the following services in Winston-Salem:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
City of Winston-Salem parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Senior programs at recreation center	1	2	3	4	5
Youth programs at recreation center.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public information services	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Customer service when contacting CityLink, the City of Winston-Salem contact center.....	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Winston-Salem.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Forsyth County Government	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

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

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

17. Have you had any in-person or phone contact with an employee of the City of Winston-Salem Fire Department within the last 12 months?

☐ No → Go to Question 19 ☐ Yes → Go to Question 18 ☐ Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of Winston-Salem Fire Department?

☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of Winston-Salem within the last 12 months (including police, receptionists, planners or any others)?

☐ No → Go to Question 21 ☐ Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of Winston-Salem in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Winston-Salem government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Winston-Salem.....	1	2	3	4	5
The overall direction that Winston-Salem is taking.....	1	2	3	4	5
The job Winston-Salem government does at welcoming citizen involvement	1	2	3	4	5

22. Please check the response that comes closest to your opinion for each of the following questions:

- a. If the City had to reduce services to cut costs, how much, if at all, do you think the City should reduce the level of each of the following services?

	<i>Reduce a lot</i>	<i>Reduce somewhat</i>	<i>Do not reduce</i>
Bulky item pick-up	1	2	3
Code enforcement.....	1	2	3
Fire services	1	2	3
Public transit	1	2	3
Parks maintenance/recreation programs.....	1	2	3
Police services.....	1	2	3
Public assembly facilities/special events	1	2	3
Recycling	1	2	3
Snow removal	1	2	3
Support of non-profit organizations	1	2	3

- b. As part of its annual budget process, the City considers potential programs and services. To what extent, if at all, do you think the City should fund through increased fees or taxes each of the following new or expanded programs?

	<i>Definitely fund</i>	<i>Consider funding</i>	<i>Do not fund</i>
Cultural/special event recruitment/support.....	1	2	3
Economic development/business recruitment	1	2	3
Emergency preparedness/disaster recovery	1	2	3
Expanded bus service	1	2	3
Green/sustainability initiatives.....	1	2	3
Greenways/trails.....	1	2	3
Housing assistance/revitalization programs.....	1	2	3
Information technology (e-services)	1	2	3
Public art.....	1	2	3
Recreation programs.....	1	2	3
Sidewalks	1	2	3
Streetcar	1	2	3

- c. To what extent would you support or oppose prioritizing funding for each of the following identified capital project needs?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Community and economic development projects.....	1	2	3	4
Public safety projects.....	1	2	3	4
Transportation projects	1	2	3	4
Recreation and cultural projects	1	2	3	4
General government projects	1	2	3	4

- d. What one thing is the single most pressing issue facing the City in the next five years?

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- ☐ No → Go to Question D3
☐ Yes, full time → Go to Question D2
☐ Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days
 Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days
 Bus, rail, subway or other public transportation days
 Walk days
 Bicycle days
 Work at home days
 Other days

D3. How many years have you lived in Winston-Salem?

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

D4. Which best describes the building you live in?

- ☐ One family house detached from any other houses
☐ House attached to one or more houses (e.g., a duplex or townhome)
☐ Building with two or more apartments or condominiums
☐ Mobile home
☐ Other

D5. Is this house, apartment or mobile home...

- ☐ Rented for cash or occupied without cash payment?
☐ Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- ☐ Less than \$300 per month
☐ \$300 to \$599 per month
☐ \$600 to \$999 per month
☐ \$1,000 to \$1,499 per month
☐ \$1,500 to \$2,499 per month
☐ \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- ☐ No ☐ Yes

D8. Are you or any other members of your household aged 65 or older?

- ☐ No ☐ Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$24,999
☐ \$25,000 to \$49,999
☐ \$50,000 to \$99,999
☐ \$100,000 to \$149,999
☐ \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- ☐ No, not Spanish, Hispanic or Latino
☐ Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
☐ Asian, Asian Indian or Pacific Islander
☐ Black or African American
☐ White
☐ Other

D12. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

D13. What is your sex?

- ☐ Female ☐ Male

D14. Are you registered to vote in your jurisdiction?

- ☐ No ☐ Ineligible to vote
☐ Yes ☐ Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- ☐ No ☐ Ineligible to vote
☐ Yes ☐ Don't know

D16. Do you have a cell phone?

- ☐ No ☐ Yes

D17. Do you have a land line at home?

- ☐ No ☐ Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- ☐ Cell ☐ Land line ☐ Both

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



Winston-Salem

**Office of the
City Manager**

Lee D. Garrity
City Manager

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leeg@cityofws.org
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Septiembre 2011

Estimado residente de Winston-Salem:

La Ciudad de Winston-Salem desea saber qué piensa usted sobre la comunidad y el gobierno municipal. **Su hogar es uno de entre de algunos hogares seleccionados al azar para participar en la Ciudad de Winston-Salem 2011 Encuesta de los Ciudadanos.**

Por favor tome unos pocos minutos para llenar la Encuesta de Ciudadanos adjunta. Sus respuestas ayudarán a que el Concejo de la Ciudad tome decisiones para mejorar la entrega de los servicios a nuestra comunidad. Encontrará que las preguntas son interesantes y nosotros definitivamente encontraremos que sus respuestas son útiles. ¡Por favor participe!

Para obtener una verdadera muestra representativa de los residentes de Winston-Salem, solicitamos que llene la encuesta el adulto que haya tenido su cumpleaños más recientemente. La edad del adulto no importa siempre que tenga 18 años de edad o más. Al seleccionar de ésta forma a la persona que debe llenar la encuesta, se asegura que la encuesta en los hogares de la ciudad mejorara la exactitud de los resultados. Por favor tenga usted la seguridad de que sus respuestas se mantendrán anónimas.

Por favor, haga que el adecuado miembro del hogar pase unos minutos contestando todas las preguntas y devuelva la encuesta en el sobre adjunto con el franqueo pagado. Si tiene alguna pregunta acerca de la Encuesta de los Ciudadanos por favor llámenos al 336.727.8000.

Su participación en esta encuesta es muy importante especialmente puesto que su hogar es uno del pequeño numero que está siendo encuestado. Por favor, ayúdenos a darle forma al futuro de Winston-Salem. Gracias por su tiempo y participación.

Sinceramente,

Lee Garrity
City Manager/Administrador de la Ciudad
La Ciudad de Winston-Salem



Encuesta Ciudadana del 2011 de la Ciudad de Winston-Salem

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Por favor complete este cuestionario si usted es el adulto (18 años o más) de su casa que más recientemente haya celebrado su cumpleaños. El año de nacimiento del adulto no importa. Por favor encierre en un círculo la respuesta que mejor represente su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

1. Por favor clasifique cada uno de los siguientes aspectos de la calidad de vida en Winston-Salem:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Winston-Salem como lugar en donde vivir	1	2	3	4	5
Su vecindario como lugar en donde vivir	1	2	3	4	5
Winston-Salem como lugar para criar niños.....	1	2	3	4	5
Winston-Salem como lugar para trabajar	1	2	3	4	5
Winston-Salem como lugar para jubilarse/retirarse	1	2	3	4	5
La calidad general de vida en Winston-Salem	1	2	3	4	5

2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con la Ciudad de Winston-Salem:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Sentido de cooperación comunitaria	1	2	3	4	5
Aceptación de la comunidad a gente de diferentes antecedentes.....	1	2	3	4	5
Aspecto general de la Ciudad de Winston-Salem	1	2	3	4	5
Limpieza de Winston-Salem	1	2	3	4	5
Calidad general de desarrollo nuevo en Winston-Salem	1	2	3	4	5
Variedad de opciones de vivienda.....	1	2	3	4	5
Calidad general de empresas y establecimientos de servicio en Winston-Salem	1	2	3	4	5
Suficientes lugares de compra	1	2	3	4	5
Oportunidades para asistir a actividades culturales	1	2	3	4	5
Oportunidades de recreación	1	2	3	4	5
Oportunidades para empleo	1	2	3	4	5
Oportunidades educativas	1	2	3	4	5
Oportunidades para participar en eventos y actividades sociales	1	2	3	4	5
Oportunidades para participar en eventos y actividades religiosos o espirituales	1	2	3	4	5
Oportunidades para ser voluntario	1	2	3	4	5
Oportunidades para participar en asuntos de comunidad	1	2	3	4	5
Facilidad para andar en carro	1	2	3	4	5
Facilidad para andar en autobús	1	2	3	4	5
Facilidad para andar en bicicleta	1	2	3	4	5
Facilidad para caminar	1	2	3	4	5
Disponibilidad de caminos y senderos para caminar	1	2	3	4	5
Flujo de tráfico sobre las calles principales	1	2	3	4	5
Disponibilidad de Estacionamiento Público.....	1	2	3	4	5
Disponibilidad de viviendas a precios accesibles.....	1	2	3	4	5
Guarderías infantiles a precios accesibles	1	2	3	4	5
Asistencia médica a precios accesibles	1	2	3	4	5
Acceso a comida de buena calidad a un costo razonable.....	1	2	3	4	5
Disponibilidad de servicios preventivos de salud	1	2	3	4	5
Calidad del medio ambiente (aire).....	1	2	3	4	5
Calidad del ambiente natural general en Winston-Salem	1	2	3	4	5
Imagen/reputación general de Winston-Salem	1	2	3	4	5

3. Por favor evalúe la rapidez de crecimiento durante los últimos 2 años en las siguientes categorías:

	<i>demasiado lento</i>	<i>un poco lento</i>	<i>cantidad apropiada</i>	<i>un poco rápido</i>	<i>muy rápido</i>	<i>no sé</i>
Crecimiento de la población	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.)	1	2	3	4	5	6
Aumento de oportunidad de empleo	1	2	3	4	5	6

4. ¿Hasta qué grado son problema los edificios en ruinas, lotes de hierba mala o vehículos chatarra en Winston-Salem?

☐ No son problema ☐ Problema menor ☐ Problema moderado ☐ Problema mayor ☐ No sé

5. Por favor clasifique qué tan seguro o inseguro se siente usted de lo siguiente en Winston-Salem:

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
Crimen violento (Ej. violación, ataque, robo)	1	2	3	4	5	6
Crímenes de propiedad (Ej. robo, asalto)	1	2	3	4	5	6
Peligros ambientales, incluyendo desecho tóxico	1	2	3	4	5	6

6. Por favor clasifique qué tan seguro o inseguro se siente usted:

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
En su vecindario durante el día	1	2	3	4	5	6
En su vecindario durante la noche	1	2	3	4	5	6
En el centro de la Ciudad durante el día	1	2	3	4	5	6
En el centro de la Ciudad durante la noche	1	2	3	4	5	6

7. ¿Ha tenido algún contacto en persona o por teléfono con un empleado del Ciudad del Departamento de Policía Winston-Salem dentro de los últimos 12 meses?

☐ No → Vaya a la Pregunta 9 ☐ Sí → Vaya a la Pregunta 8 ☐ No sé → Vaya a la Pregunta 9

8. ¿Cuál fue la impresión general de su contacto más reciente con el Ciudad del Departamento de Policía Winston-Salem?

☐ Excelente ☐ Buena ☐ Regular ☐ Deficiente ☐ No sé

9. Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen?

☐ No → Vaya a la pregunta 11 ☐ Sí → Vaya a la pregunta 10 ☐ No sé → Vaya a la pregunta 11

10. ¿Si usted marcó sí, denunció esos crímenes a la policía?

☐ No ☐ Sí ☐ No sé

11. Durante los últimos 12 meses, ¿cuántas veces (usted o algún miembro de su familia) participó en las siguientes actividades en la Ciudad de Winston-Salem?

	<i>Nunca</i>	<i>1 ó 2 veces</i>	<i>3 a 12 veces</i>	<i>13 a 26 veces</i>	<i>más de 26 veces</i>
Utilizó los centros de recreación de Winston-Salem	1	2	3	4	5
Participó en programas o actividades recreativas	1	2	3	4	5
Visitó un parque del vecindario o de la Ciudad	1	2	3	4	5
Utilizó un autobús local dentro de la Ciudad	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública	1	2	3	4	5
Miró una reunión de oficiales locales electos u otra reunión pública patrocinada por la Ciudad en televisión por cable, la Internet u otros medio	1	2	3	4	5
Leyó el boletín "We Play"	1	2	3	4	5
Visitó la Ciudad del sitio en red Winston-Salem (en www.cityofws.org)	1	2	3	4	5
Recicló papel, latas o botellas en su casa	1	2	3	4	5
Trabajó de voluntario en algún grupo o actividad	1	2	3	4	5
Participó en actividades religiosas o espirituales en Winston-Salem	1	2	3	4	5
Participó en un club o grupo cívico en Winston-Salem	1	2	3	4	5
Proporcionó ayuda a un amigo o vecino	1	2	3	4	5
Miró el canal TV13 del gobierno local de la Ciudad de Winston-Salem	1	2	3	4	5

12. ¿Como qué tan a menudo, si lo hace, habla o tiene visita con sus vecinos inmediatos (gente que vive en los 10 o 20 hogares más cercanos a usted)?

☐ Casi todos los días
☐ Varias veces por semana
☐ Varias veces al mes
☐ Menos de varias veces al mes

13. Por favor clasifique la calidad de cada uno de los siguientes servicios en Winston-Salem:

	<i>Excelente</i>	<i>Buena</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Servicios de la Policía	1	2	3	4	5
Servicios de Bomberos	1	2	3	4	5
Prevención de Crímenes	1	2	3	4	5
Educación y Prevención contra Incendios	1	2	3	4	5
Imposición de las Leyes de Tránsito	1	2	3	4	5
Reparación de Calles	1	2	3	4	5

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13. Por favor clasifique la calidad de cada uno de los siguientes servicios en Winston-Salem:

	Excelente	Bueno	Pasable	Bajo	No sé
Limpieza de Calles	1	2	3	4	5
Iluminación de Calles.....	1	2	3	4	5
Removimiento de Nieve	1	2	3	4	5
Mantenimiento de Aceras / Veredas	1	2	3	4	5
Regulación de Semáforos / Señales de Tránsito.....	1	2	3	4	5
Servicios de Autobús / Transporte.....	1	2	3	4	5
Recolección de Basura	1	2	3	4	5
Reciclaje	1	2	3	4	5
Recolección de Desechos del Patio (jardín)	1	2	3	4	5
Drenajes	1	2	3	4	5
Agua Potable.....	1	2	3	4	5
Servicios de Cañería.....	1	2	3	4	5
Parques de Ciudad de Winston-Salem	1	2	3	4	5
Clases o Programas Recreativos.....	1	2	3	4	5
Centros de Recreación	1	2	3	4	5
Uso, Planificación y Zonificación de Terreno	1	2	3	4	5
Imposición de las Ordenanzas (mala hierba, maleza, edificios abandonados, etc.).....	1	2	3	4	5
Desarrollo Económico.....	1	2	3	4	5
Servicios de Salud	1	2	3	4	5
Programas para personas de tercera edad en el centro de recreación	1	2	3	4	5
Programas para la juventud en el centro de recreación	1	2	3	4	5
Servicios para Personas de Bajos Recursos.....	1	2	3	4	5
Servicios de Información Pública.....	1	2	3	4	5
Preparación de emergencia (servicios que preparan a la comunidad para desastres u otras situaciones de emergencia).	1	2	3	4	5
Preservación de áreas naturales tales como espacio abierto, tierra de cultivo y áreas verdes	1	2	3	4	5
Servicio al cliente al ponerse en contacto con CityLink, el centro de contactos de la Ciudad de Winston-Salem	1	2	3	4	5

14. En general, ¿cómo evalúa usted los servicios suministrados por...

	Excelente	Bueno	Pasable	Bajo	No sé
la Ciudad de Winston-Salem	1	2	3	4	5
el Gobierno Federal	1	2	3	4	5
el Gobierno Estatal	1	2	3	4	5
Gobierno del Condado de Forsyth.....	1	2	3	4	5

15. Por favor indique qué tan probable o improbable es usted para hacer cada uno de los siguientes:

	Muy Probable	Algo probable	Algo improbable	Muy Improbable	No sé
Recomendarle vivir en Winston-Salem a alguien que pregunta.....	1	2	3	4	5
Permanecer en Winston-Salem para los próximos cinco años	1	2	3	4	5

16. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:

☐ Muy positivo ☐ Más o menos positivo ☐ Neutral ☐ Más o menos negativo ☐ Muy negativo

17. ¿Ha tenido algún contacto en persona o por teléfono con un empleado del Ciudad del Departamento de Bomberos Winston-Salem dentro de los últimos 12 meses?

☐ No → Vaya a la Pregunta 19 ☐ Sí → Vaya a la Pregunta 18 ☐ No sé → Vaya a la Pregunta 19

18. ¿Cuál fue la impresión general de su contacto más reciente con el Ciudad del Departmentamento de Bomberos Winston-Salem?

☐ Excelente ☐ Buena ☐ Regular ☐ Deficiente ☐ No sé

19. ¿Ha tenido contacto personal, teléfono o por correo electrónico con algún empleado de la Ciudad de Winston-Salem durante los últimos 12 meses (incluyendo policías, recepcionistas, planificadores u otros)?

☐ No → Vaya a la pregunta 21 ☐ Sí → Vaya a la pregunta 20

20. ¿Cuál fue su impresión de los empleados de la Ciudad de Winston-Salem en su más reciente contacto? (Evalúe cada característica abajo.)

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Conocimiento	1	2	3	4	5
Simpatía	1	2	3	4	5
Cortesía	1	2	3	4	5
Impresión General	1	2	3	4	5

21. Por favor clasifique las siguientes categorías del desempeño gubernamental en Winston-Salem:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
El valor de servicios para los impuestos pagados a Winston-Salem	1	2	3	4	5
La dirección general que está tomando Winston-Salem	1	2	3	4	5
La labor del gobierno de Winston-Salem para incluir la participación ciudadana	1	2	3	4	5

22. Por favor marque la respuesta que represente mejor su opinión en cada una de las siguientes preguntas:

- a. Si la Ciudad tuviera que reducir servicios para rebajar costos, ¿cuánto, si en algo, cree usted que la Ciudad debería reducirle al nivel de cada uno de los siguientes servicios?

	<i>Reducir mucho</i>	<i>Reducir en algo</i>	<i>No reducir</i>
Recogida de artículos voluminosos	1	2	3
Imposición de código	1	2	3
Servicios de bombero	1	2	3
Tránsito público	1	2	3
Mantenimiento de parques/programas de recreación	1	2	3
Servicios de policía	1	2	3
Instalaciones públicas para asamblea/eventos especiales	1	2	3
Reciclaje	1	2	3
Desalojo de nieve	1	2	3
Apoyo para organizaciones sin fines de lucro	1	2	3

- b. Como parte de su proceso de presupuesto anual, la Ciudad considera programas y servicios potenciales. ¿Hasta qué punto, si en algo, cree usted que la Ciudad debería financiar por medio de cuotas o impuestos aumentados cada uno de los siguientes programas nuevos o ampliados?

	<i>Definitivamente financiar</i>	<i>Considerar financiar</i>	<i>No financiar</i>
Contratación/respaldo de eventos culturales/especiales	1	2	3
Desarrollo económico/contratación empresarial	1	2	3
Preparación para emergencias/recuperación de desastres	1	2	3
Servicio ampliado de autobús	1	2	3
Iniciativas ecológicas/de sostenibilidad	1	2	3
Zonas verdes/senderos	1	2	3
Programas de asistencia/revitalización de viviendas	1	2	3
Tecnología para información (servicios electrónicos)	1	2	3
Arte público	1	2	3
Programas de recreación	1	2	3
Aceras	1	2	3
Tranvía	1	2	3

- c. ¿Hasta qué punto apoyaría o se opondría a priorizar el financiamiento de cada una de las siguientes necesidades identificadas de proyectos capitales?

	<i>Fuertemente apoyo</i>	<i>En algo apoyo</i>	<i>En algo me opongo</i>	<i>Fuertemente me opongo</i>
Proyectos de desarrollo comunitario y económico	1	2	3	4
Proyectos de seguridad pública	1	2	3	4
Proyectos de transporte	1	2	3	4
Proyectos de recreación y culturales	1	2	3	4
Proyectos generales de gobierno	1	2	3	4

- d. ¿Qué cosa es el único asunto más urgente al que se enfrenta la Ciudad durante los próximos cinco años?

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Nuestras últimas preguntas son acerca de usted y su hogar. De nuevo, todas las respuestas son anónimas y serán reportadas en forma general.

D1. ¿Actualmente está empleado con sueldo?

- ☐ No → Vaya a la Pregunta D3
- ☐ Sí, tiempo completo → Vaya a la Pregunta D2
- ☐ Sí, medio tiempo → Vaya a la Pregunta D2

D2. Durante una semana típica, ¿cuántos días hace un recorrido hasta el trabajo (para la mayor distancia que recorre) de cada manera en la lista de abajo? (Ponga el número total de días, usando números enteros.)

Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) solo días

Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) con otros niños o adultos días

Autobús, vía férrea, metro u otro transporte público días

Caminar días

Bicicleta días

Trabajar en el hogar días

Otro días

D3. ¿Cuántos años tiene usted viviendo en Wichita?

- ☐ Menos de 2 años
- ☐ 2-5 años
- ☐ 6-10 años
- ☐ 11-20 años
- ☐ Más de 20 años

D4. ¿Cuál describe mejor el edificio en el que vive?

- ☐ Casa de una sola familia separada de cualquier otra casa
- ☐ Casa adjunta a una o más casas (p.ej., un dúplex o townhome)
- ☐ Edificio con dos o más apartamentos o condominios
- ☐ Hogar móvil
- ☐ Otro

D5. ¿Es esta casa, apartamento o casa rodante / trailer es...

- ☐ Alquilada o la ocupa sin pago?
- ☐ Propia, o alguno de su familia la paga con hipoteca o ya está pagado?

D6. ¿Como cuánto es su costo mensual de vivienda para el lugar donde vive? (incluyendo renta, pago de hipoteca, impuesto de propiedad, seguro de propiedad y cuotas de asociación de propietarios (HOA))?

- ☐ Menos de \$300 por mes
- ☐ \$300 a \$599 por mes
- ☐ \$600 a \$999 por mes
- ☐ \$1,000 a \$1,499 por mes
- ☐ \$1,500 a \$2,499 por mes
- ☐ \$2,500 o más por mes

D7. ¿Algún niño de 17 años o menos vive en su hogar?

- ☐ No
- ☐ Sí

D8. ¿Tiene usted o cualquiera de los miembros de su familia 65 años o más?

- ☐ No
- ☐ Sí

D9. ¿Cuánto cree usted que será el ingreso de su familia antes de impuestos para el año actual? (Por favor incluya en su ingreso total todo ingreso de todas las personas de su casa.)

- ☐ Menos de \$24,999
- ☐ \$25,000 a \$49,999
- ☐ \$50,000 a \$99,999
- ☐ \$100,000 a \$149,999
- ☐ \$150,000 o más

Por favor responda a ambas preguntas D10 y D11:

D10. ¿Es usted Español, Hispano o Latino?

- ☐ No, no soy Español, Hispano o Latino
- ☐ Sí, me considero Español, Hispano o Latino

D11. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)

- ☐ Indio Americano o nativo de Alaska
- ☐ Asiático o de las Islas del Pacífico
- ☐ Negro, Afro-americano
- ☐ Blanco / Caucásico
- ☐ Otro

D12. ¿En que categoría está su edad?

- ☐ 18-24 años
- ☐ 25-34 años
- ☐ 35-44 años
- ☐ 45-54 años
- ☐ 55-64 años
- ☐ 65-74 años
- ☐ 75 años o más

D13. ¿Cuál es su sexo?

- ☐ Femenino
- ☐ Masculino

D14. ¿Está registrado para votar en su jurisdicción?

- ☐ No
- ☐ Sí
- ☐ No tengo derecho a votar
- ☐ No sé

D15. Muchas personas no tienen tiempo para votar en las elecciones. ¿Recuerda usted haber votado en la última elección general?

- ☐ No
- ☐ Sí
- ☐ No tengo derecho a votar
- ☐ No sé

D16. ¿Usted tiene un teléfono celular?

- ☐ No
- ☐ Sí

D17. ¿Usted tiene una línea de tierra (conexión a la pared) en el hogar?

- ☐ No
- ☐ Sí

D18. Si usted tiene tanto un teléfono celular como una línea de tierra, ¿a cuál considera como su número primordial de teléfono?

- ☐ Celular
- ☐ Línea de tierra
- ☐ Ambos

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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