

2024 Resident Survey

Durham County, North Carolina

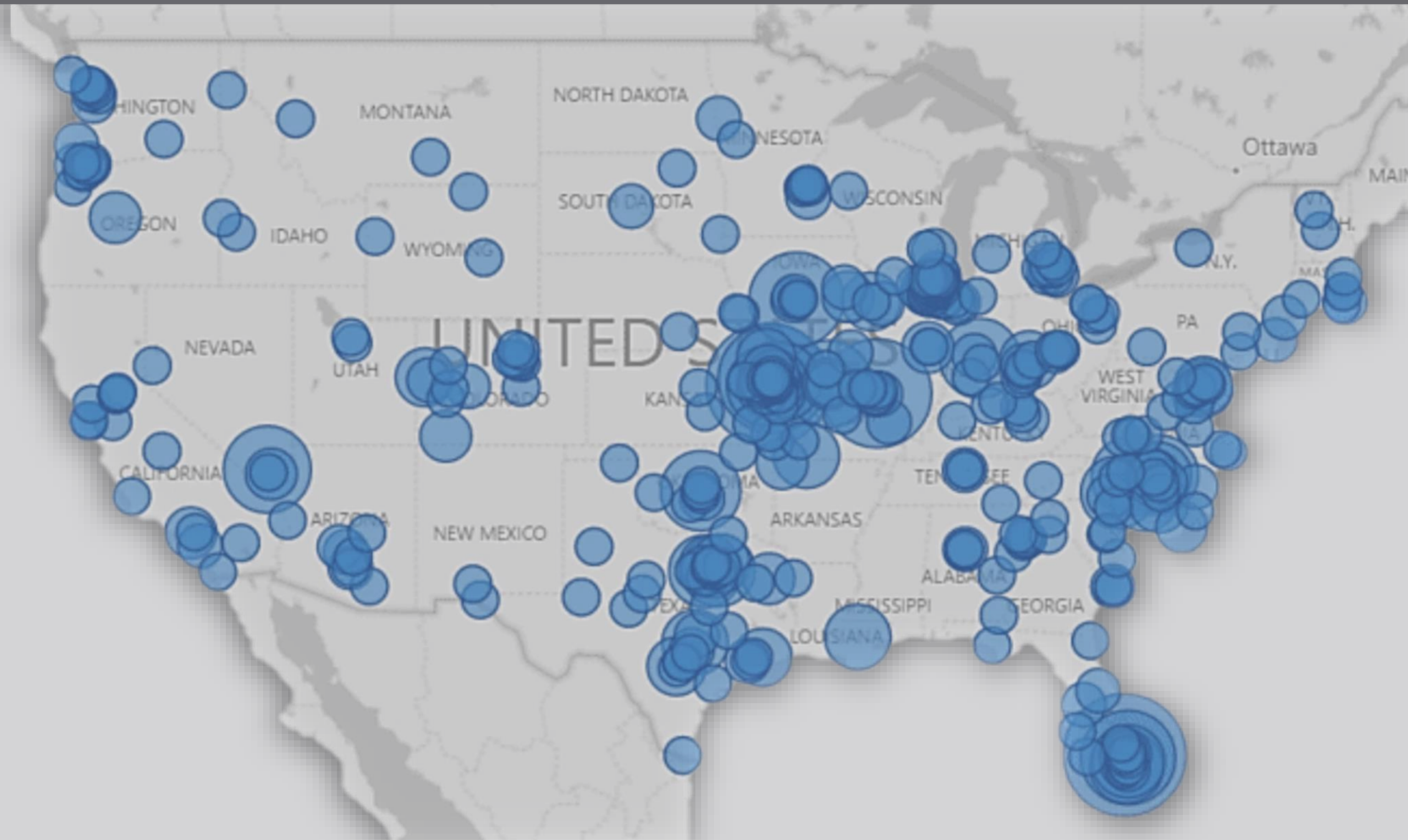


PRESENTED BY

MARCH 2025

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

For more than 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.



More Than 3,000,000 Person's Surveyed Since 2015 for More Than 1,000 Communities in 49 States

Agenda

Purpose and Methodology

What We Learned

Major Findings

Summary

Questions



A background image of children playing on a playground. In the foreground, two girls are running towards the camera, one in a red shirt and the other in a pink shirt. In the background, two boys are standing, one in an orange shirt and the other in a green shirt. The image is slightly blurred and has a dark overlay.

Purpose

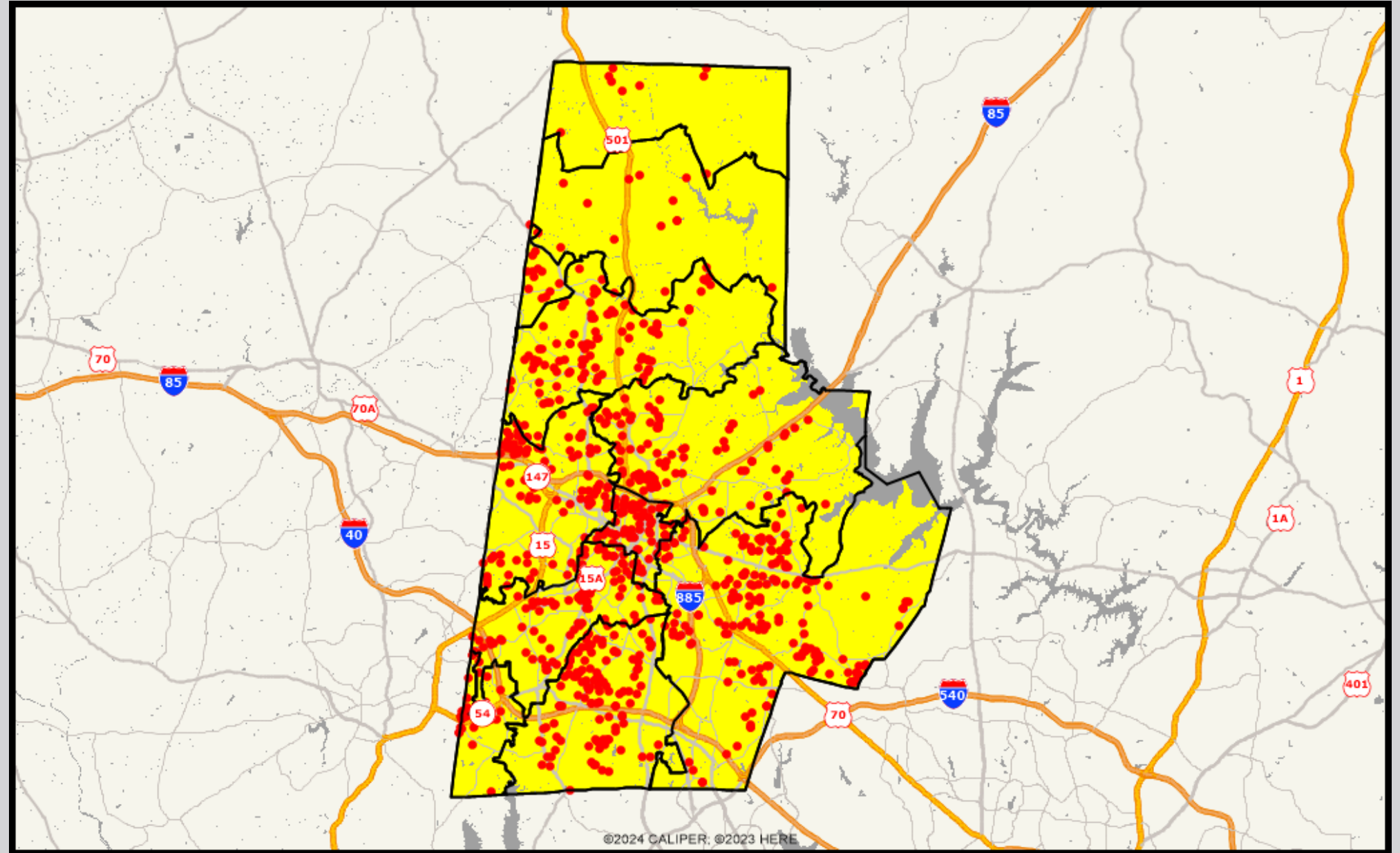
- To objectively assess resident satisfaction with the delivery of major County services
- To help determine priorities for the community
- To measure trends from previous surveys
- To compare the County's performance with other similar sized communities

Methodology

- **Survey Description**
 - Seven-page survey; included many of the same questions as previous surveys
 - 10th Resident Survey conducted for Durham County
- **Method of Administration**
 - By mail and online to randomly selected sample of County residents
- **Sample Size**
 - 810 completed surveys (goal was 800)
 - Margin of error: +/- 3.4% at the 95% level of confidence

Location of Survey Respondents

- Good representation throughout the County
- Demographics of survey respondents reflects the actual population of the County



What We Learned

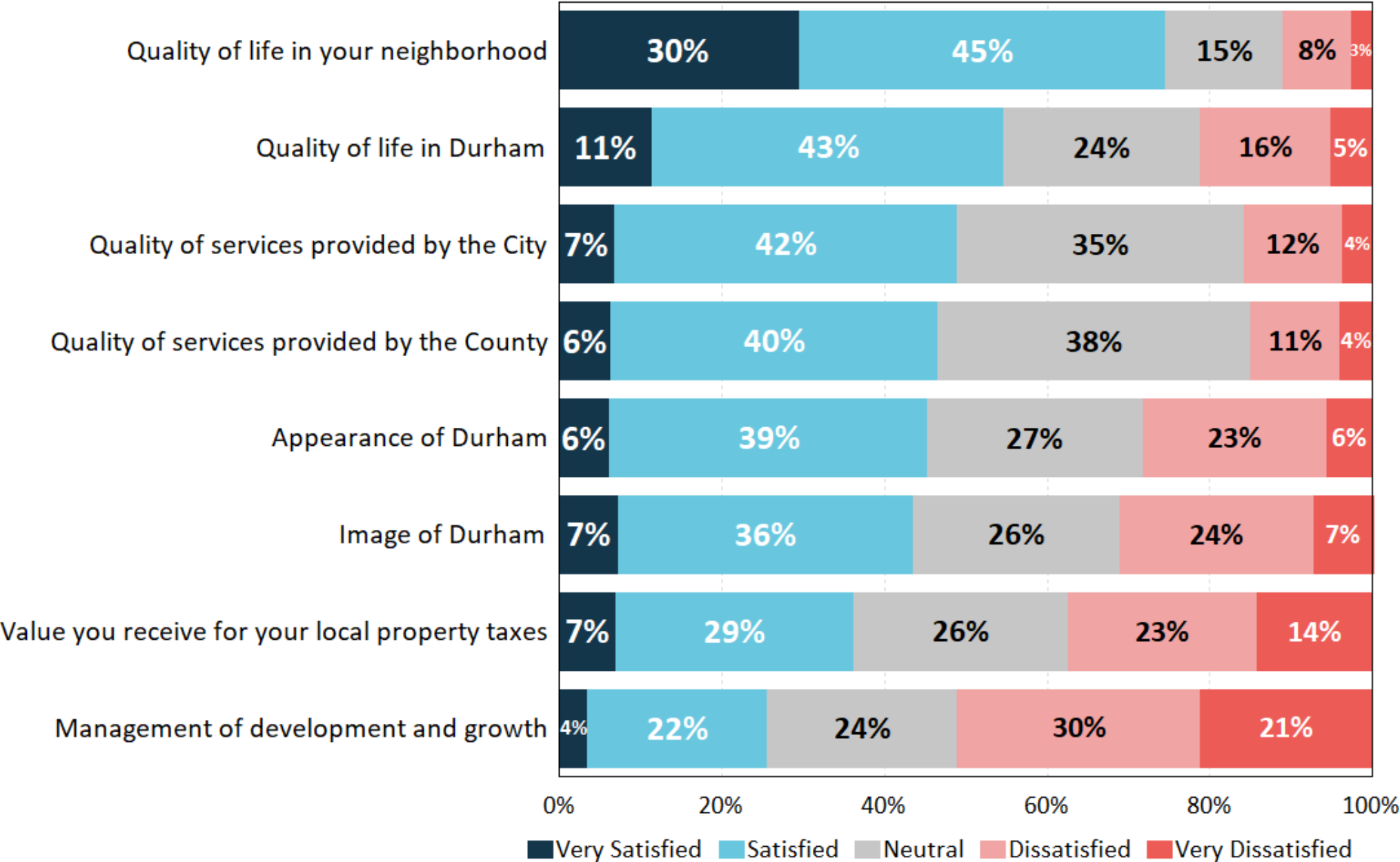
- Residents Have a Positive Perception of Durham County
 - 76% of Respondents Rated Durham As an Excellent or Good Place to Live
- Durham County Rates 33% Above the U.S. Average in Customer Service from County Employee
- Top Community Priorities
 - Public Schools
 - Affordable Housing
 - Police Protection
 - Street Maintenance
- Top County Priorities
 - Public Schools
 - Sheriff Protection
 - Department of Social Services

Topic #1

Residents Have a Positive Perception of Durham County

Q3. Level of Satisfaction with Items That Influence Perceptions of Durham

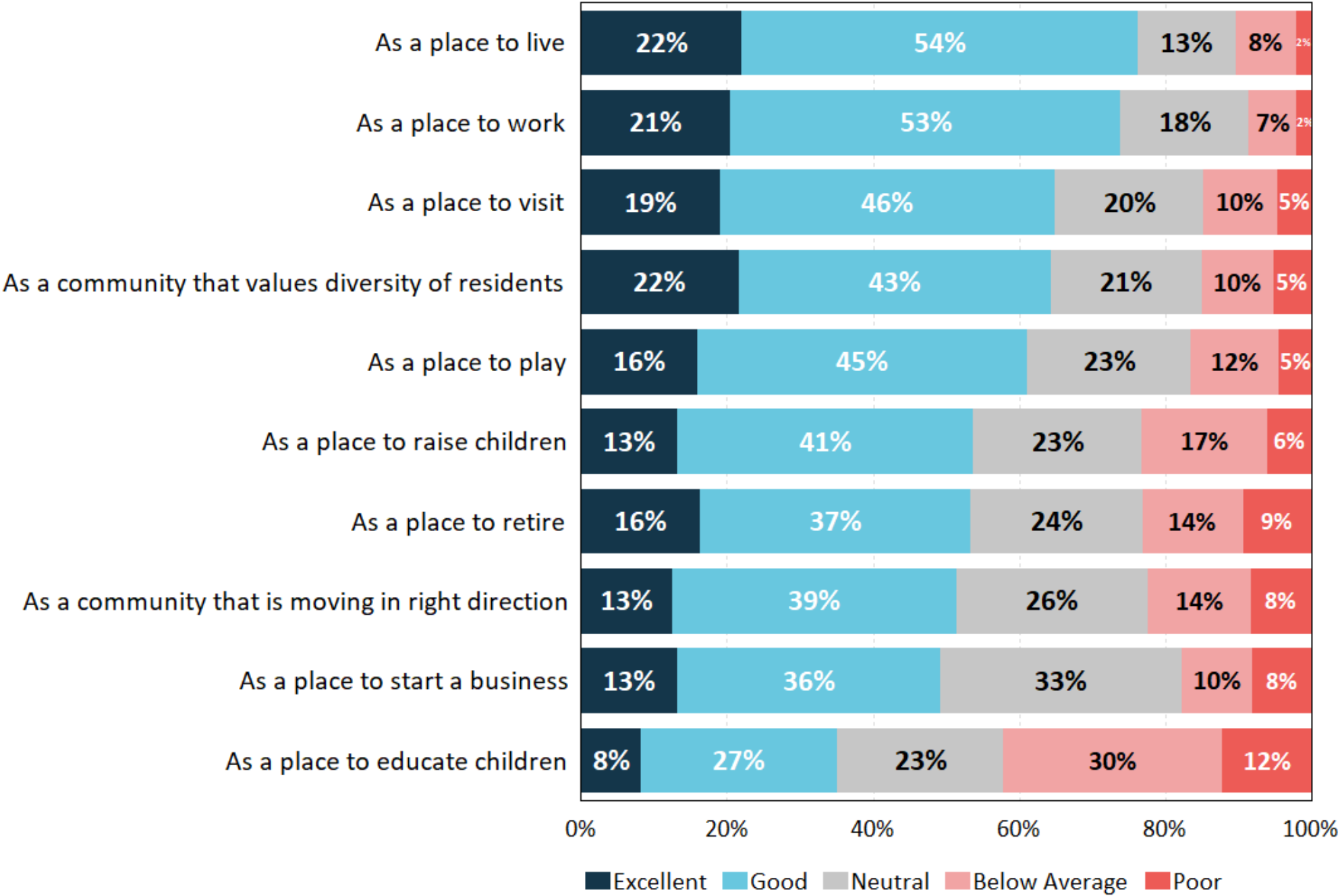
by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding *N/A* responses)



Most Respondents Are Satisfied with the Quality of Life in Their Neighborhood

Q28. Overall Ratings of the Community with Regard to the County

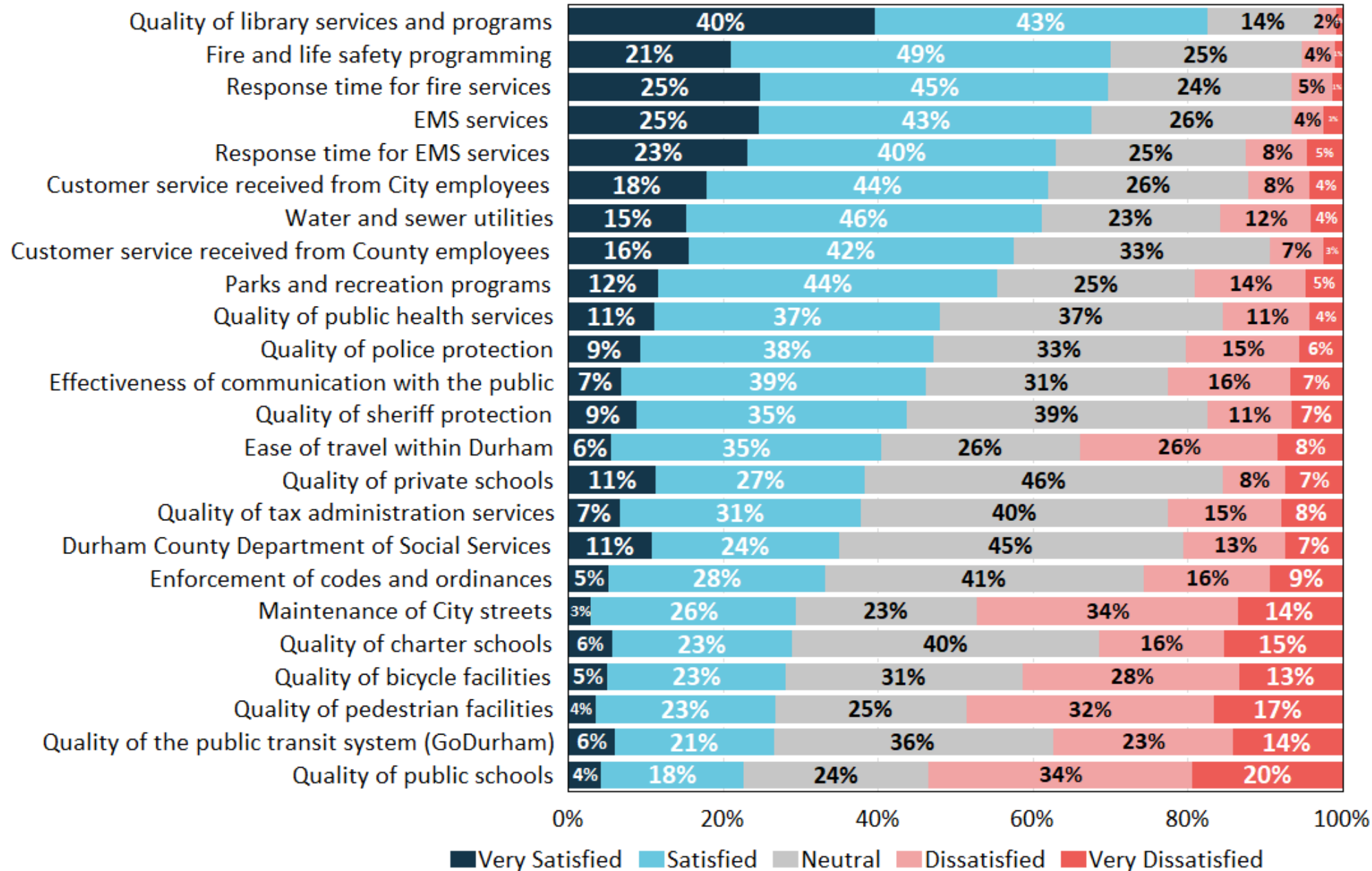
by the percentage of respondents, using a 5-point scale where 5 means *excellent* and 1 means *poor* (excluding *N/A* responses)



Most Respondents Feel Durham Is an Excellent or Good Place to Live

Q1. Satisfaction with Major Categories of Services Provided by the City and County

by the percentage of respondents, using a 5-point scale where 5 means *very satisfied* and 1 means *very dissatisfied* (excluding N/A responses)



Topic #2

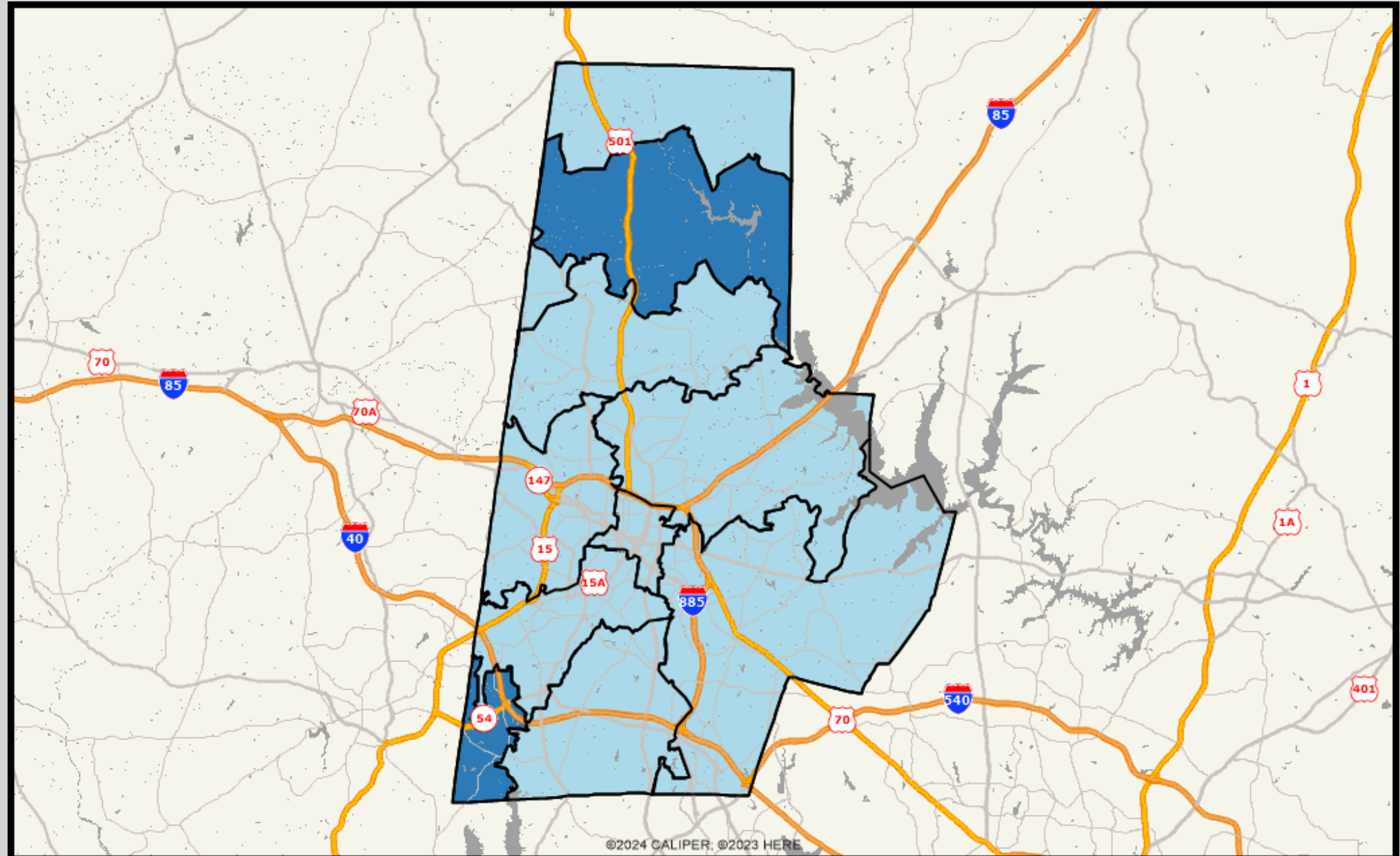
Geographic Analysis

Overall Quality of Life in Your Neighborhood

All Areas Are in Blue, Indicating
That Residents in ALL Parts of the
County Are Satisfied with the
Quality of Life in Their
Neighborhood

Rating

- Excellent
- Good
- Neutral
- Below Average
- Poor
- No Response

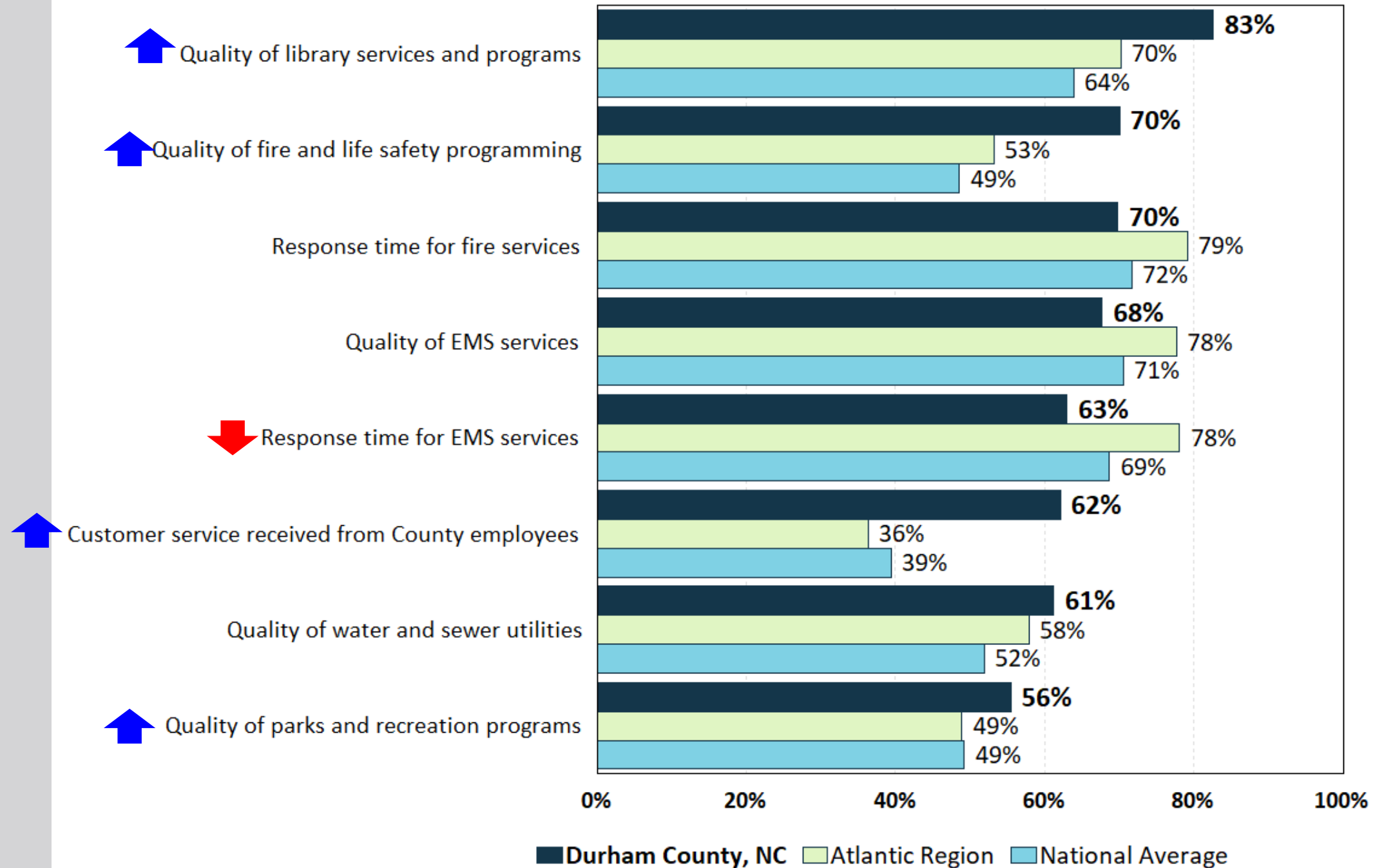


Topic #3

Comparisons to Other Communities

Major Categories of Services Provided by the City & County

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)

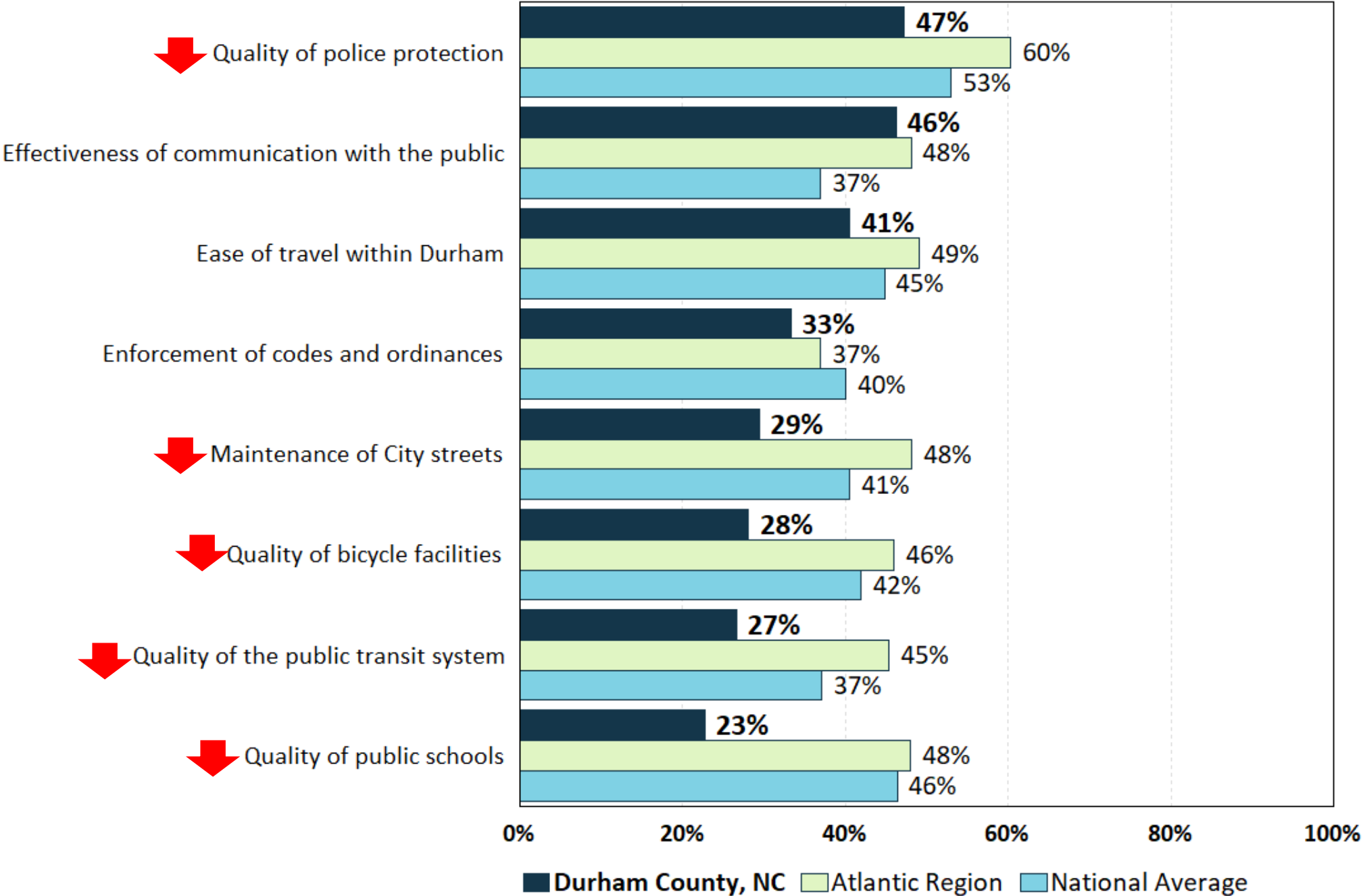


Significantly Higher ↑

Significantly Lower ↓

Major Categories of Services Provided by the City & County (Cont.)

by the sum percentage of respondents that were either *very satisfied* or *satisfied* with the service (excluding *N/A* responses)

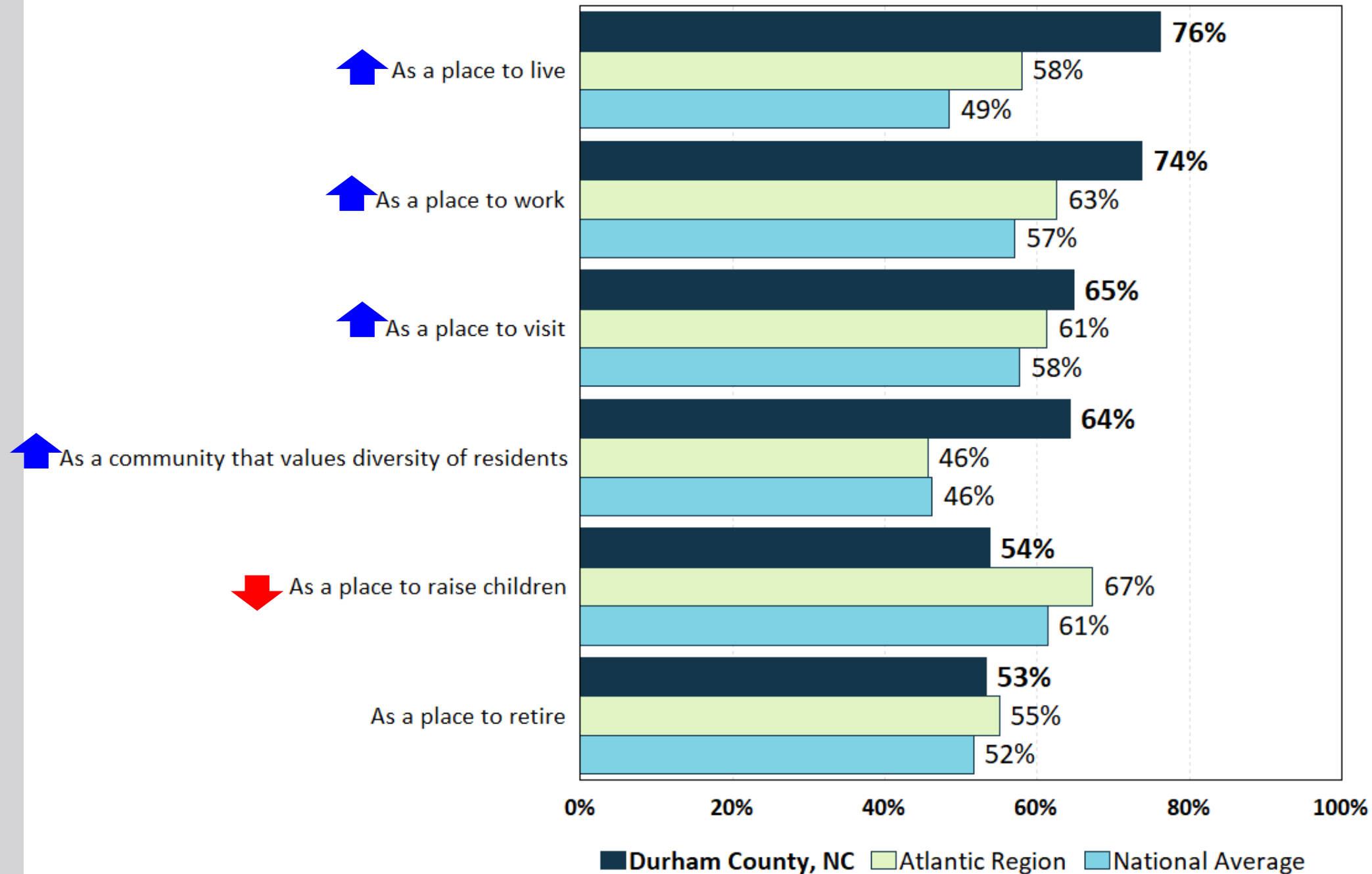


Significantly Higher 

Significantly Lower 

Overall Ratings of the Community

by the sum percentage of respondents that gave a rating of either *excellent* or *good* (excluding *N/A* responses)



Significantly Higher 

Significantly Lower 

Topic #4

Trend Analysis

Trend Analysis

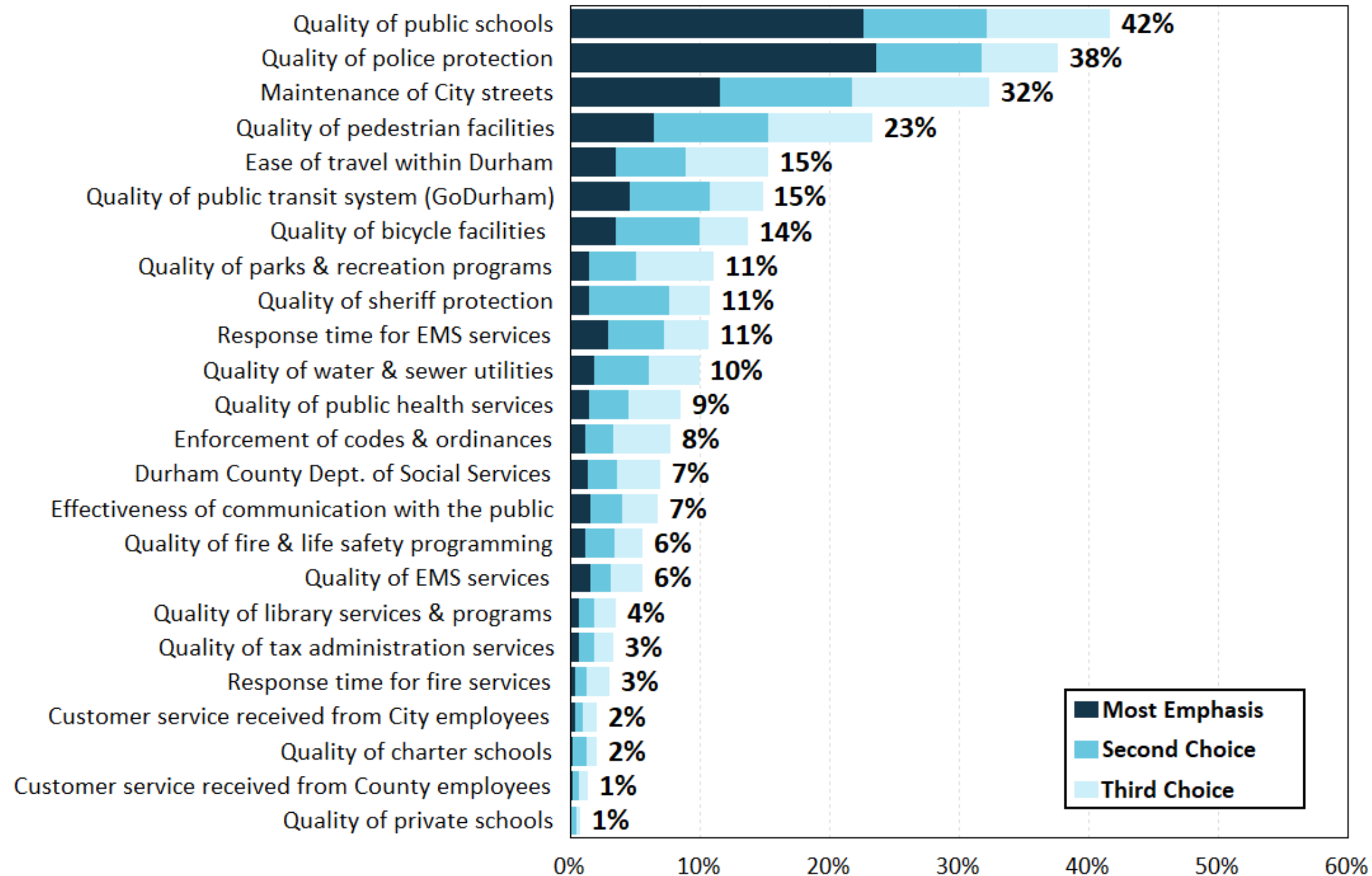
- Notable *Increases* in Satisfaction Since 2023:
 - As a Place to Retire
 - Amount of Litter in Your Neighborhood
 - Quality of Life in Your Neighborhood
 - Solid Waste Collection Services
- Notable *Decreases* in Satisfaction Since 2023:
 - How Schools Manage the Education Budget
 - School Being Transparent About Education-Related Decision Making
 - Accuracy of the Information Given
 - Experience Engaging with the County Government Process

Topic #5

Top Community Priorities

Q2. Which Major Categories of Services do you think should receive the MOST EMPHASIS from City & County leaders over the next TWO years?

by the sum percentage of respondents' top three choices



Importance-Satisfaction Analysis Ratings (2024)

Major Categories of City & County Services

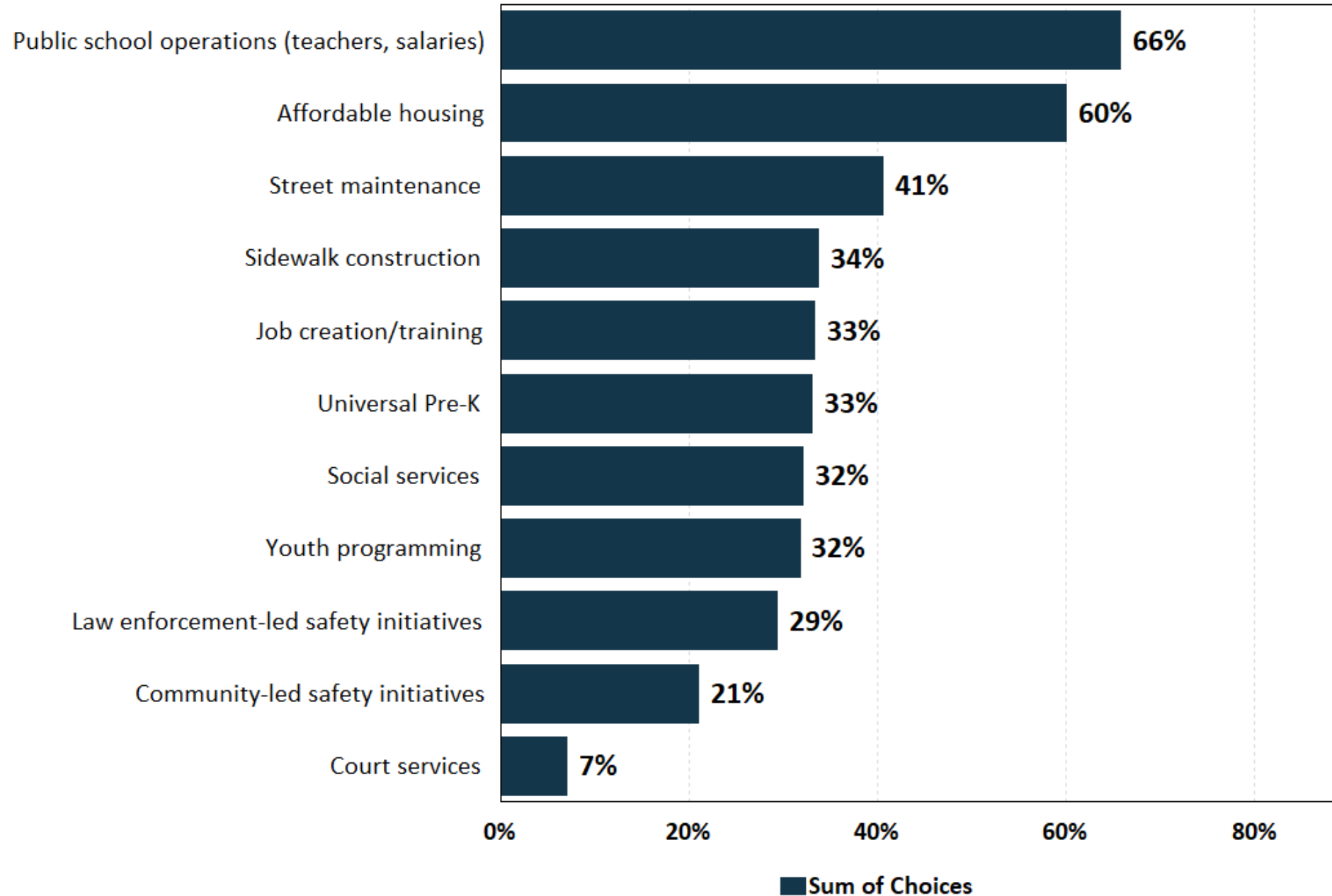
Durham County, NC

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S > 0.20)						
Quality of public schools	42%	1	23%	24	0.3216	1
Maintenance of City streets	32%	3	29%	19	0.2280	2
High Priority (I-S=0.10-0.20)						
Quality of police protection	38%	2	47%	11	0.1985	3
Quality of pedestrian facilities	23%	4	27%	22	0.1706	4
Quality of the public transit system (GoDurham)	15%	6	27%	23	0.1086	5
Medium Priority (I-S < 0.10)						
Quality of bicycle facilities	14%	7	28%	21	0.0985	6
Ease of travel within Durham	15%	5	41%	14	0.0904	7
Quality of sheriff protection	11%	9	44%	13	0.0602	8
Enforcement of codes and ordinances	8%	13	33%	18	0.0514	9
Quality of parks and recreation programs	11%	8	56%	9	0.0490	10
Durham County Dept. of Social Services	7%	14	35%	17	0.0449	11
Quality of public health services	9%	12	48%	10	0.0442	12
Response time for EMS services	11%	10	63%	5	0.0392	13
Quality of water and sewer utilities	10%	11	61%	7	0.0384	14
Effectiveness of communication with the public	7%	15	46%	12	0.0360	15

Overall Priorities

Q26. From the list of local government services below, prioritize your top 5 to increase funding for

by the percentage of respondents (five choices could be selected)



Summary

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Questions?

Thank You!!