

Community Survey Results

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wakegov.com

What is the community survey?

- A public opinion poll that:
 - Identifies a community's most important issues,
 - Informs policies and decision-making, and
 - Supports the development of a strategic plan.

What is the community survey?

Satisfaction Surveys

- Individual, direct use, and experience shape opinions.

Perception Surveys

- Opinions based on observation
- May include direct use—but also:
 - Observation and feeling
 - Awareness and attitudes
 - Experiences by others (family, friends, co-workers, social networks)
 - Personal beliefs
 - Political beliefs
 - National and regional politics
 - Media and messaging

Probolsky Research implemented the survey



- Market research and polling firm serving businesses, governments, non-profits, and elections.
- Pollster and strategic advisor for local, county, and statewide government agencies. Recent examples include:
 - Arlington County, Virginia
 - Richland County, South Carolina
 - Dakota County, Minnesota
 - Kern County, California

Survey Sample Details

2,261

Respondents

+/- 2%

Margin of Error

95%

Confidence
Interval

15-18 min

Time required to take Survey

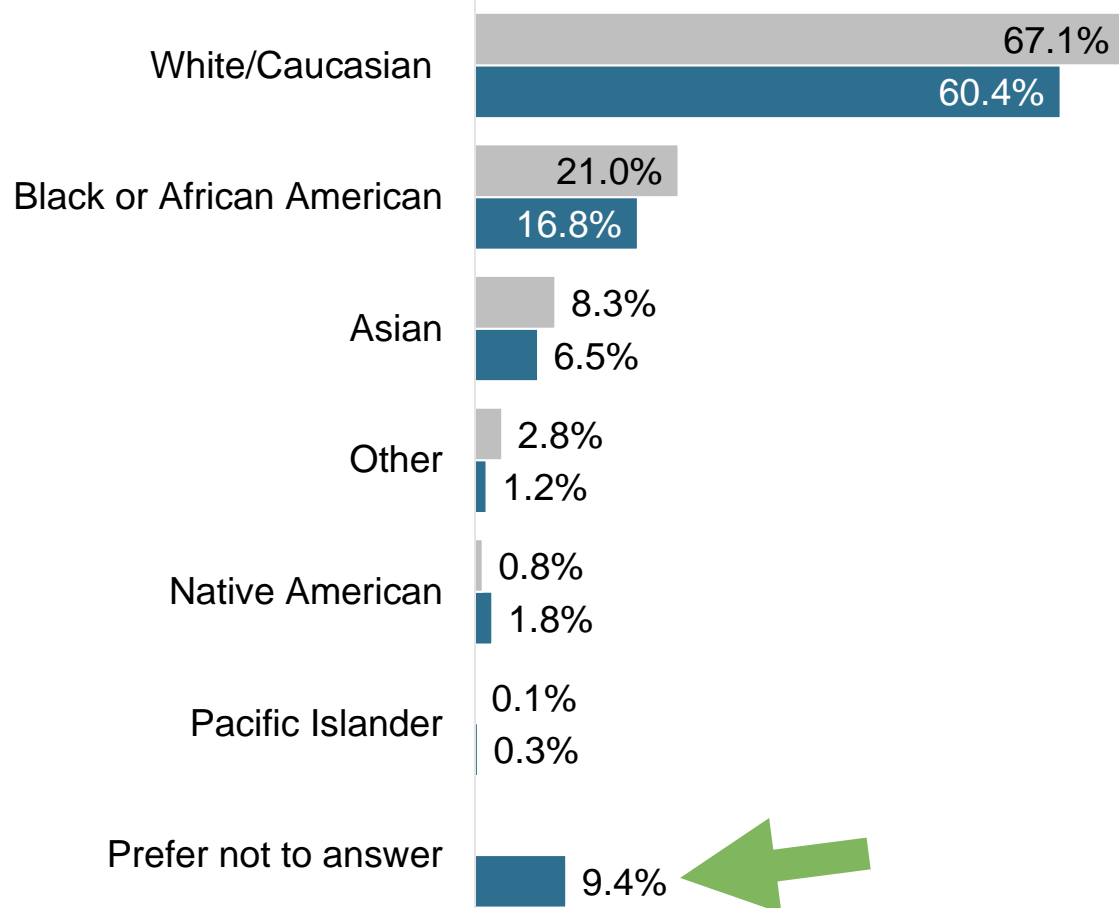
Sept-Oct 2022

Fielded Responses

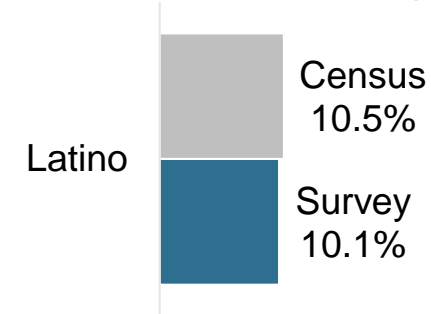
Representative of Race, Ethnicity, & Gender

Race

■ Census ■ Survey

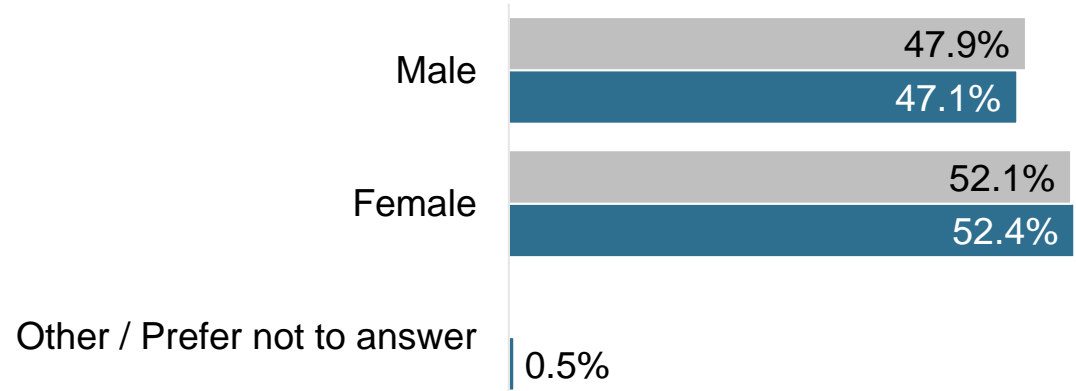


Ethnicity



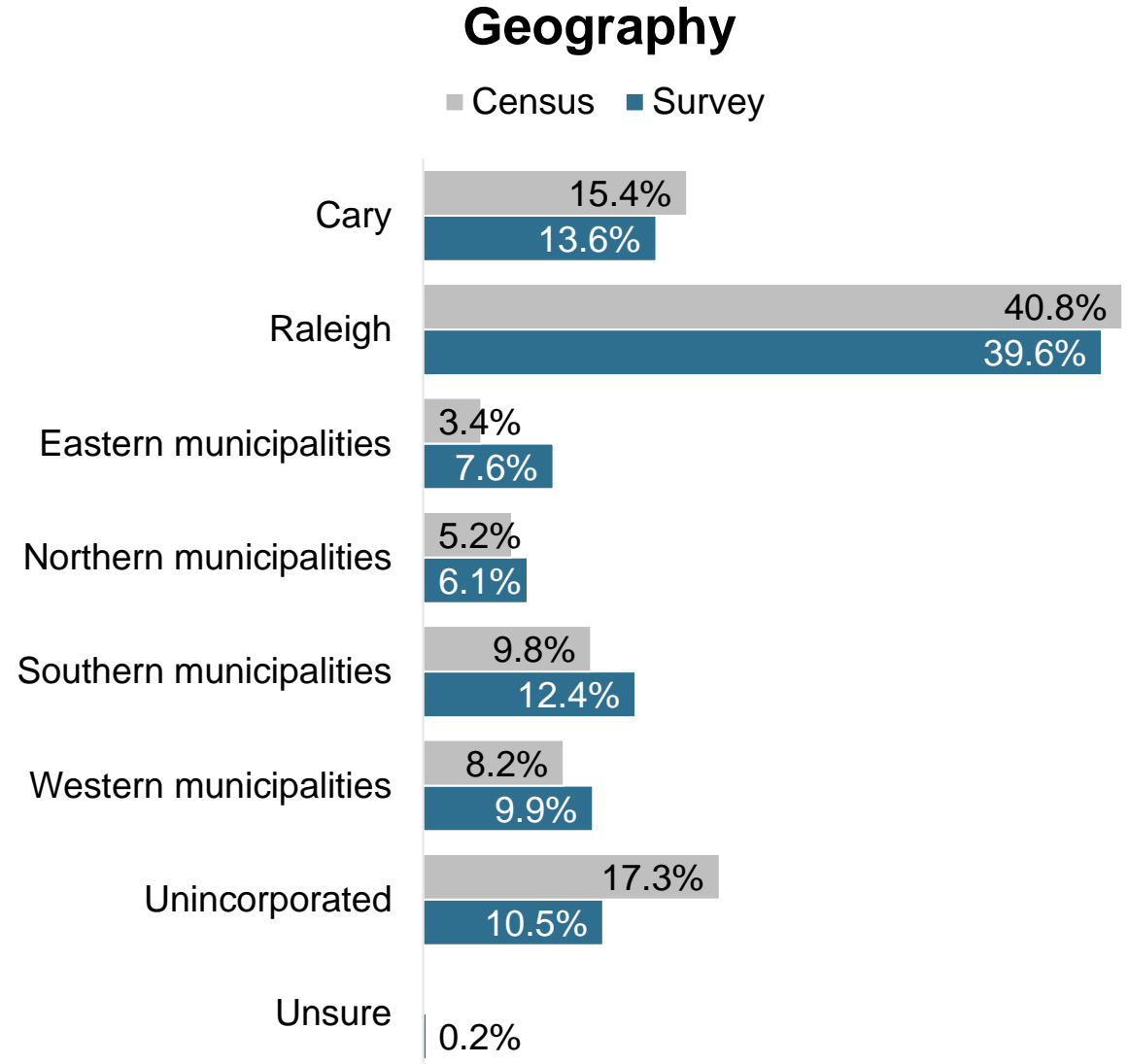
Gender (18+ years old)

■ Census ■ Survey

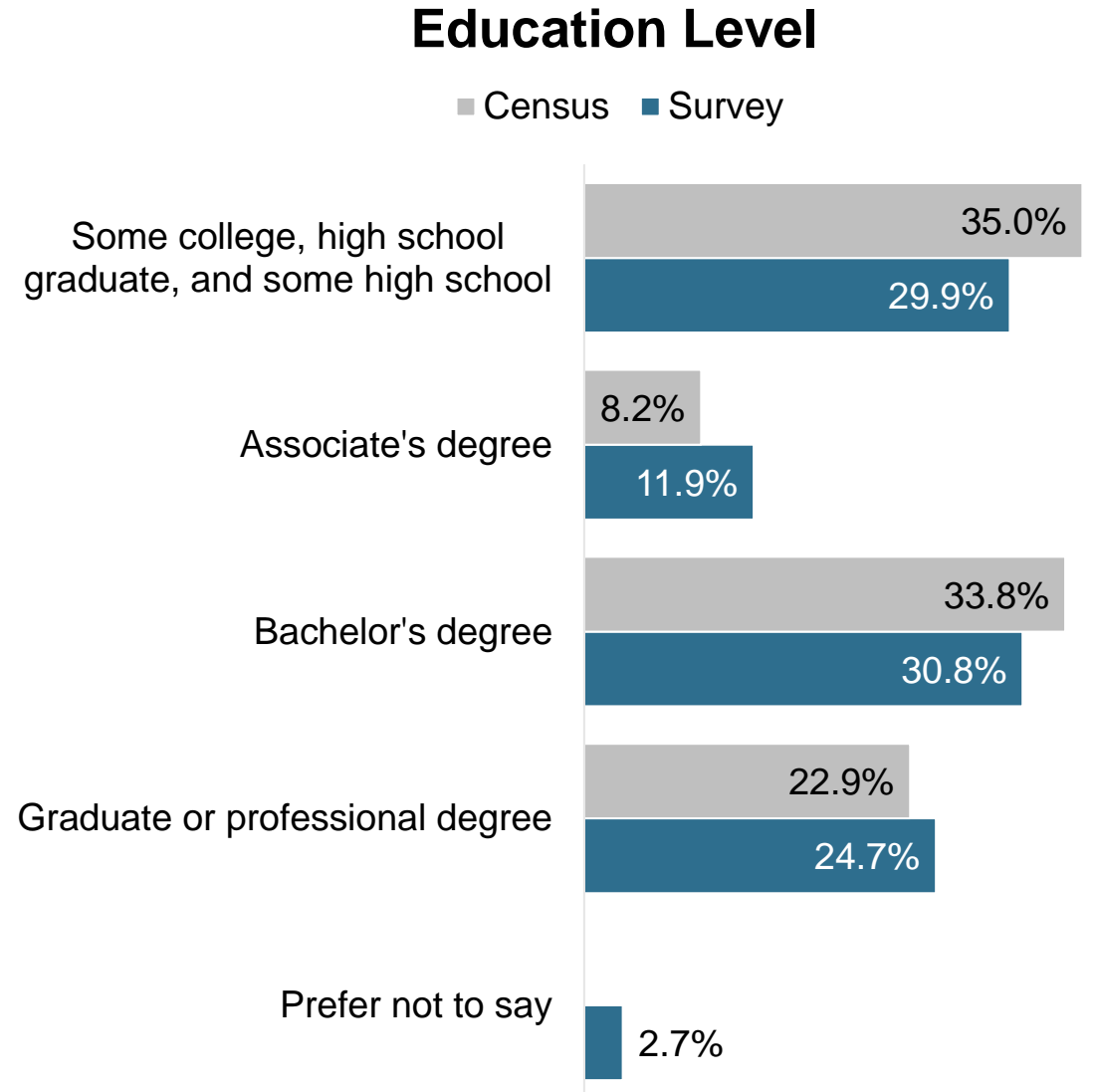
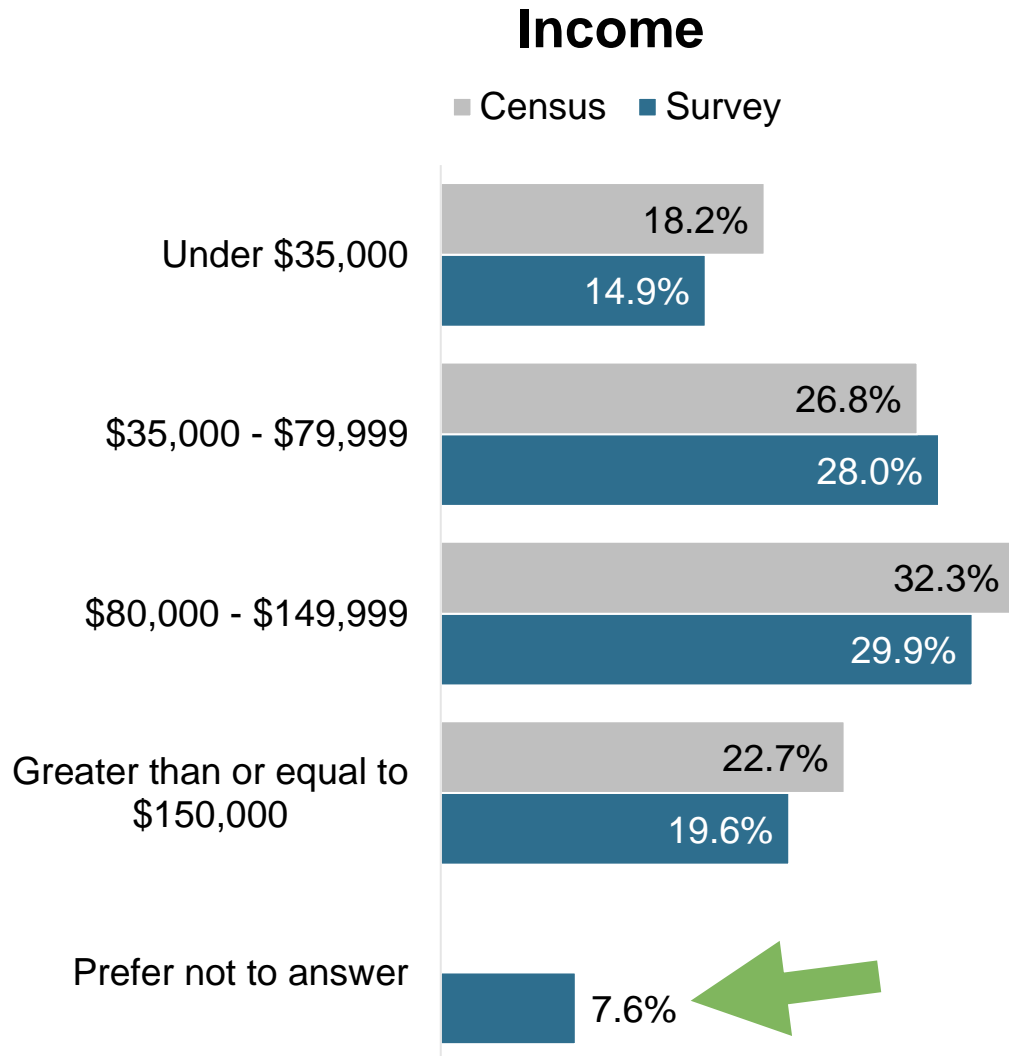


Representative of Geography

- Directional municipalities
 - Eastern – Knightdale, Wendell, Zebulon
 - Northern – Rolesville, Wake Forest
 - Southern – Angier, Fuquay-Varina, Garner, Holly Springs
 - Western – Apex, Durham, Morrisville

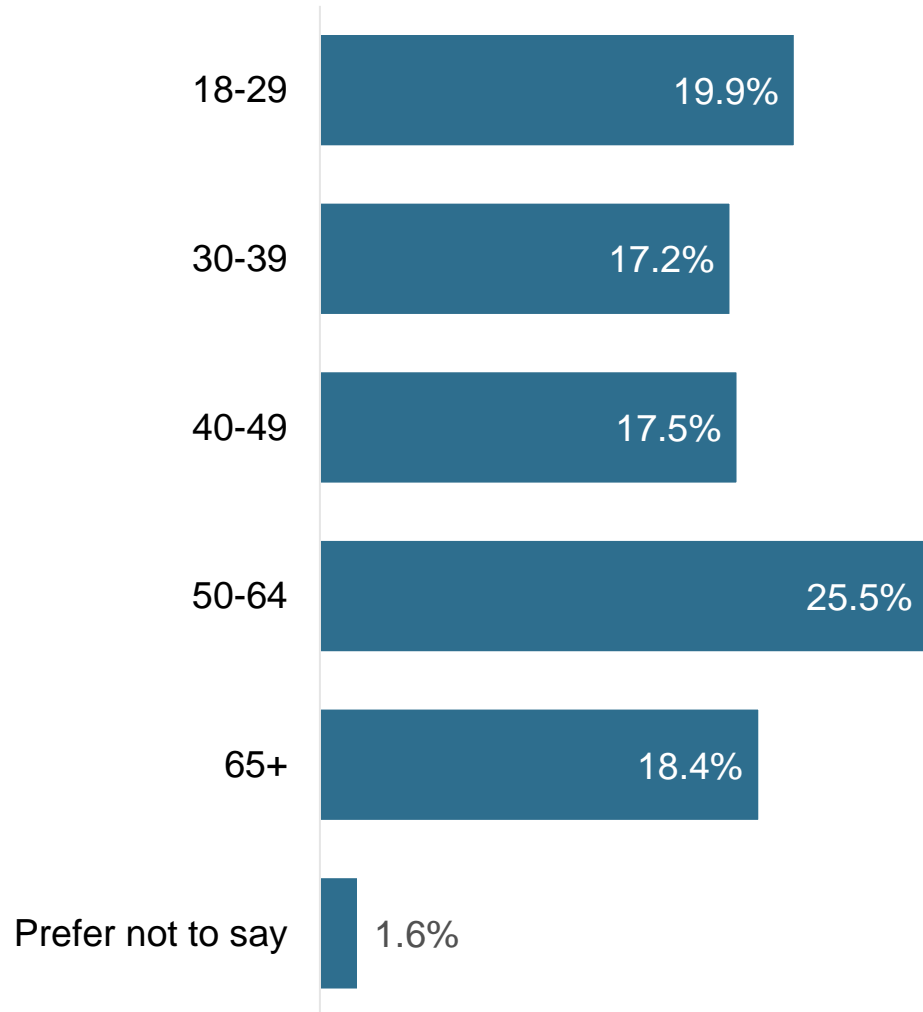


Representative of Income & Education Level

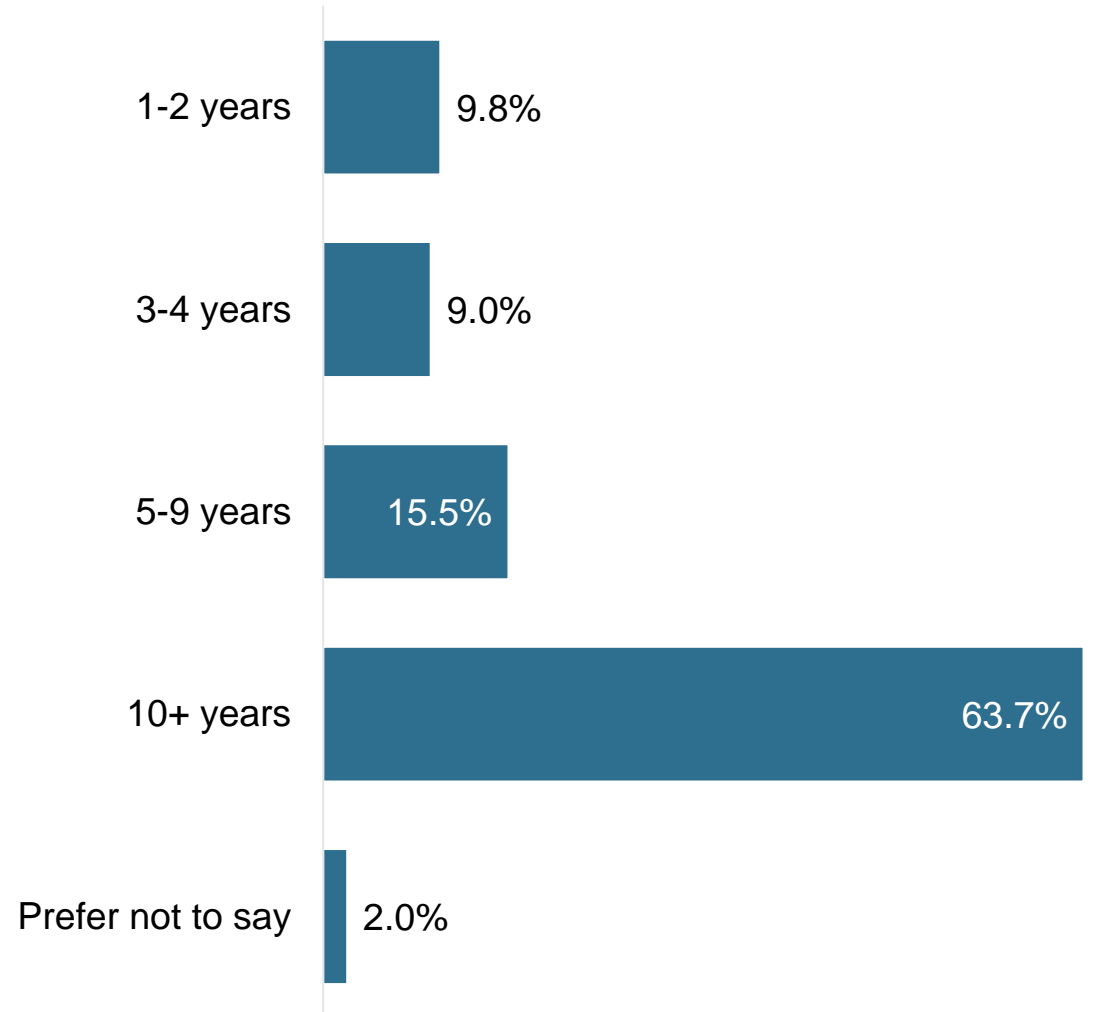


Collected Age & Years of Residency

Age of Respondent



Years of Residency in Wake County

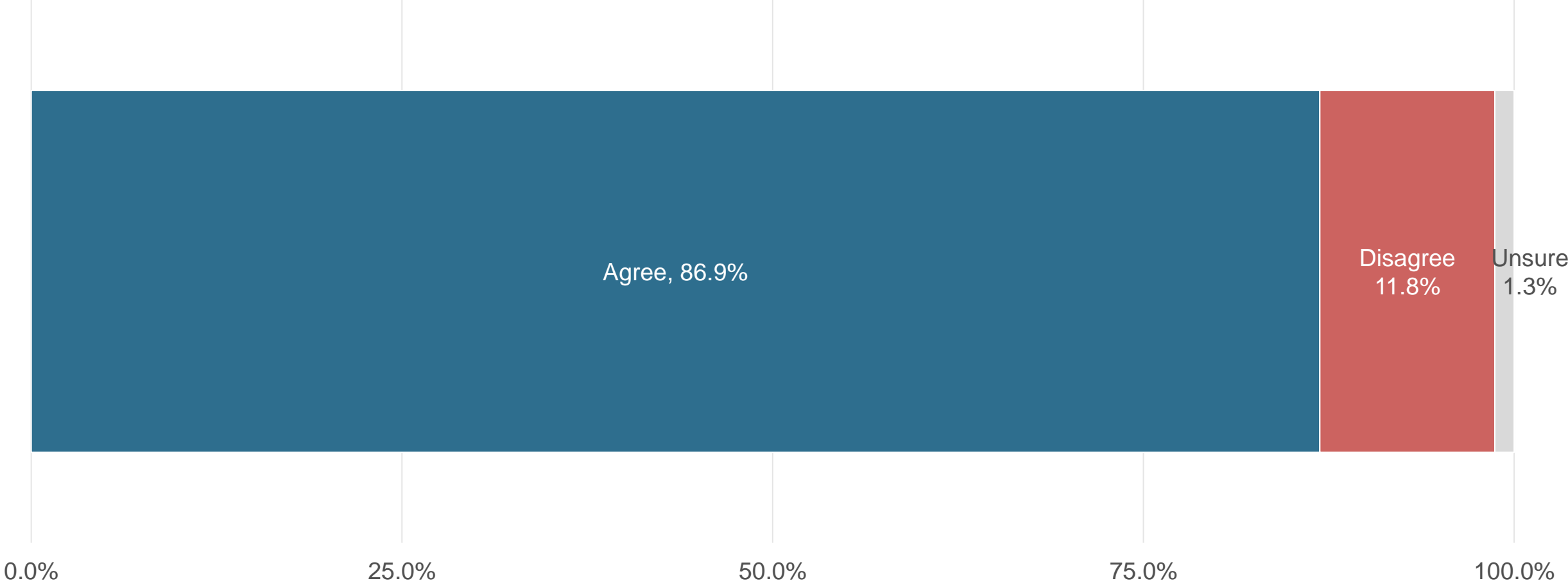


When Interpreting the Results...

- Respondents may not understand local government roles or differences (i.e., county vs. municipal services)
- Probolsky's methodology relied on social media and panels.
- Results:
 - Are summarized into Agree, Disagree, or Unsure
 - Compares the delta between Agree and Disagree
- Use caution when comparing to customer satisfaction survey results.

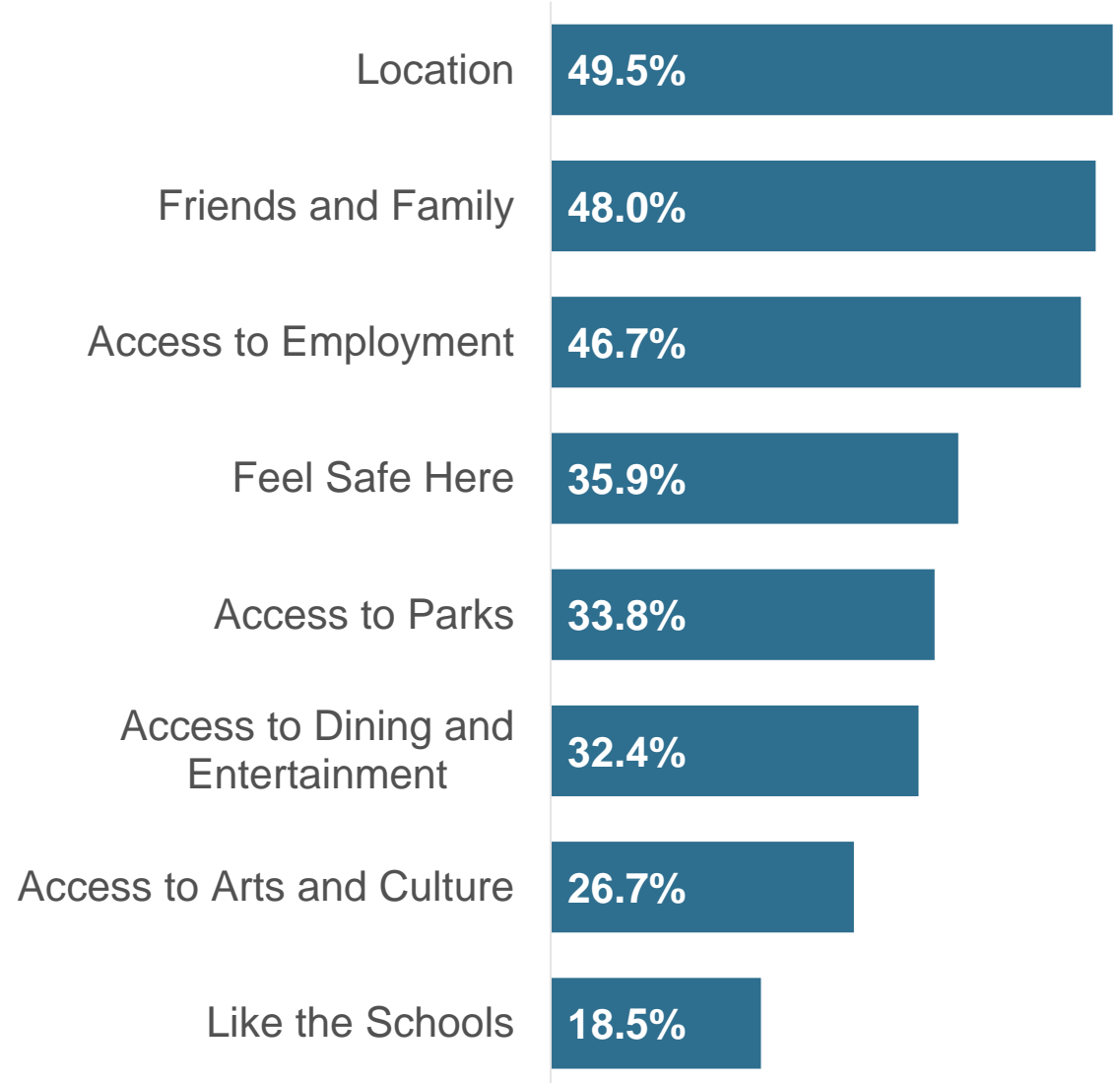
87% agree Wake County is a nice place to live

Question 46: Agree or disagree: Wake County is a nice place to live.



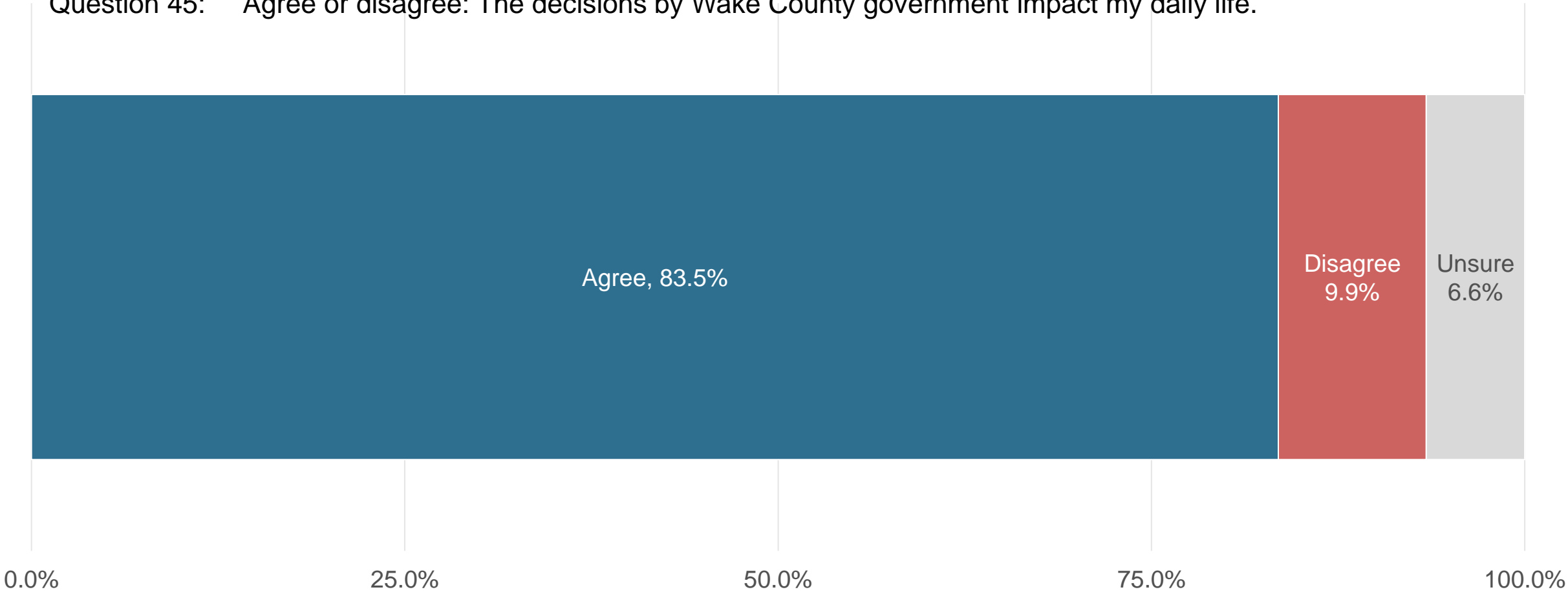
Reasons for Living in Wake County

- Location, proximity to friends and family and access to employment are the most common reasons.
- No other reason(s) exceeded 10%

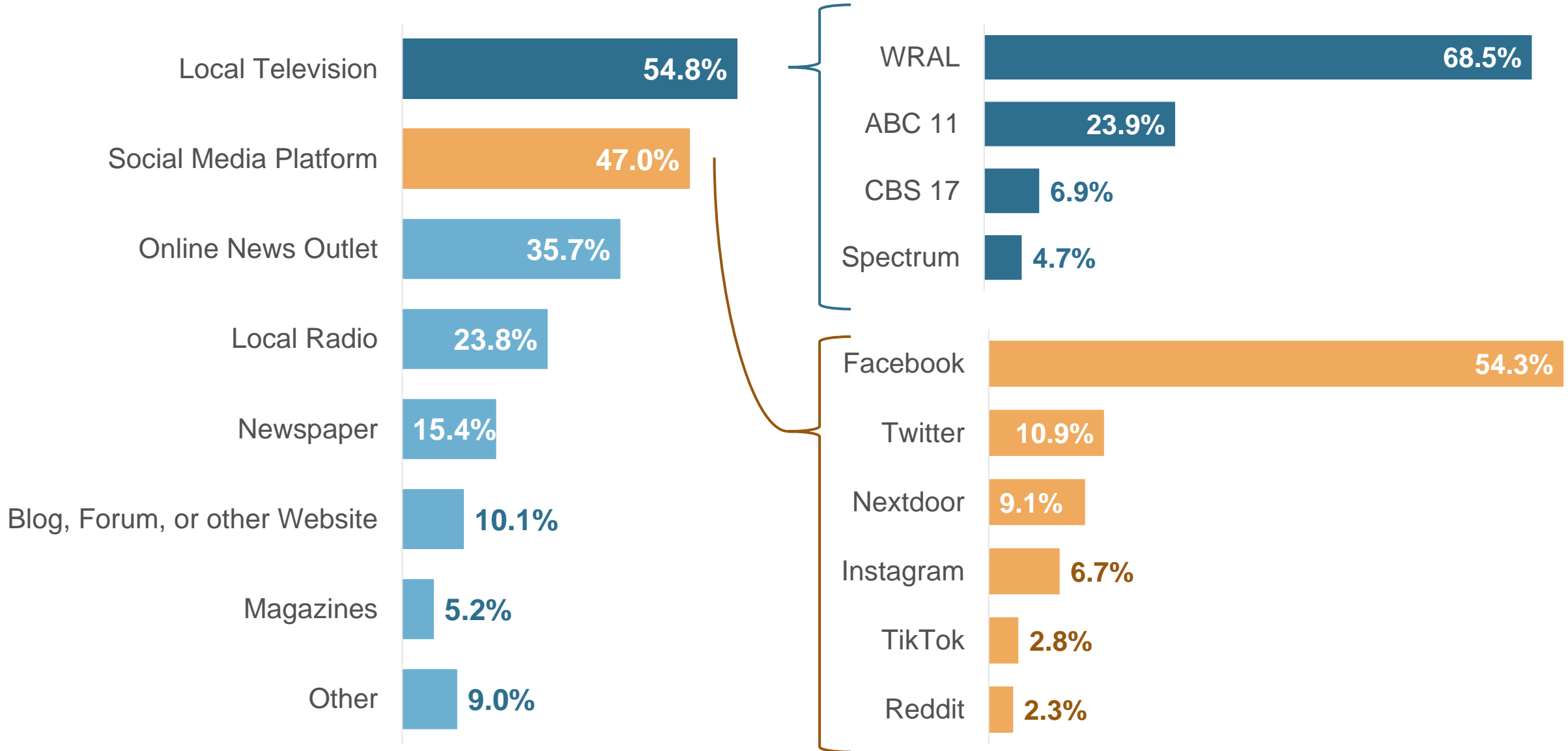


84% agree the decisions by Wake County government impact their daily life

Question 45: Agree or disagree: The decisions by Wake County government impact my daily life.

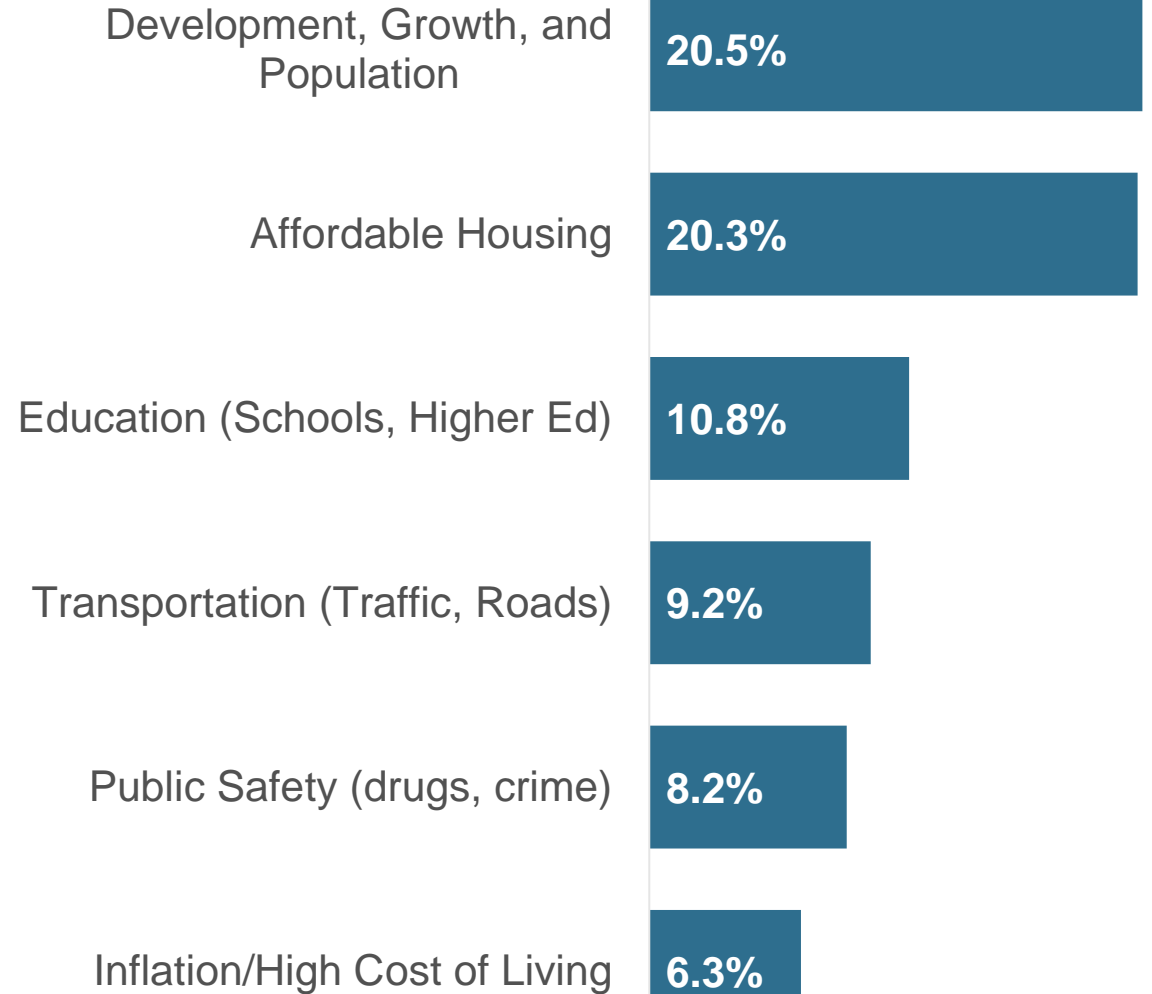


Where do you get your news and info?



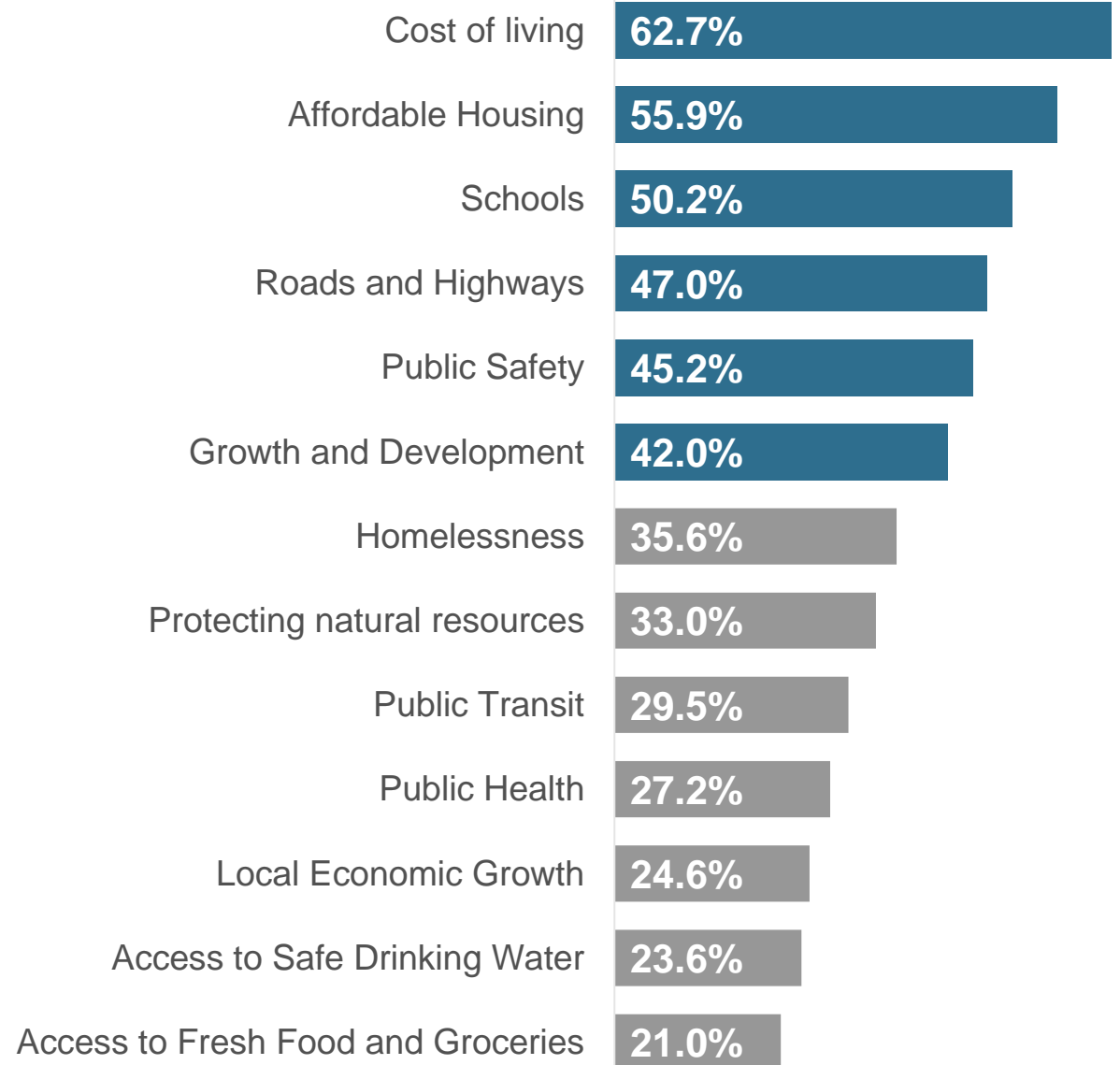
Most important issues facing Wake County

- Open-ended question
- Development, growth, and population and affordable housing are the top two issues
- Wake County does not have complete control to impact these issues alone—requires partnerships

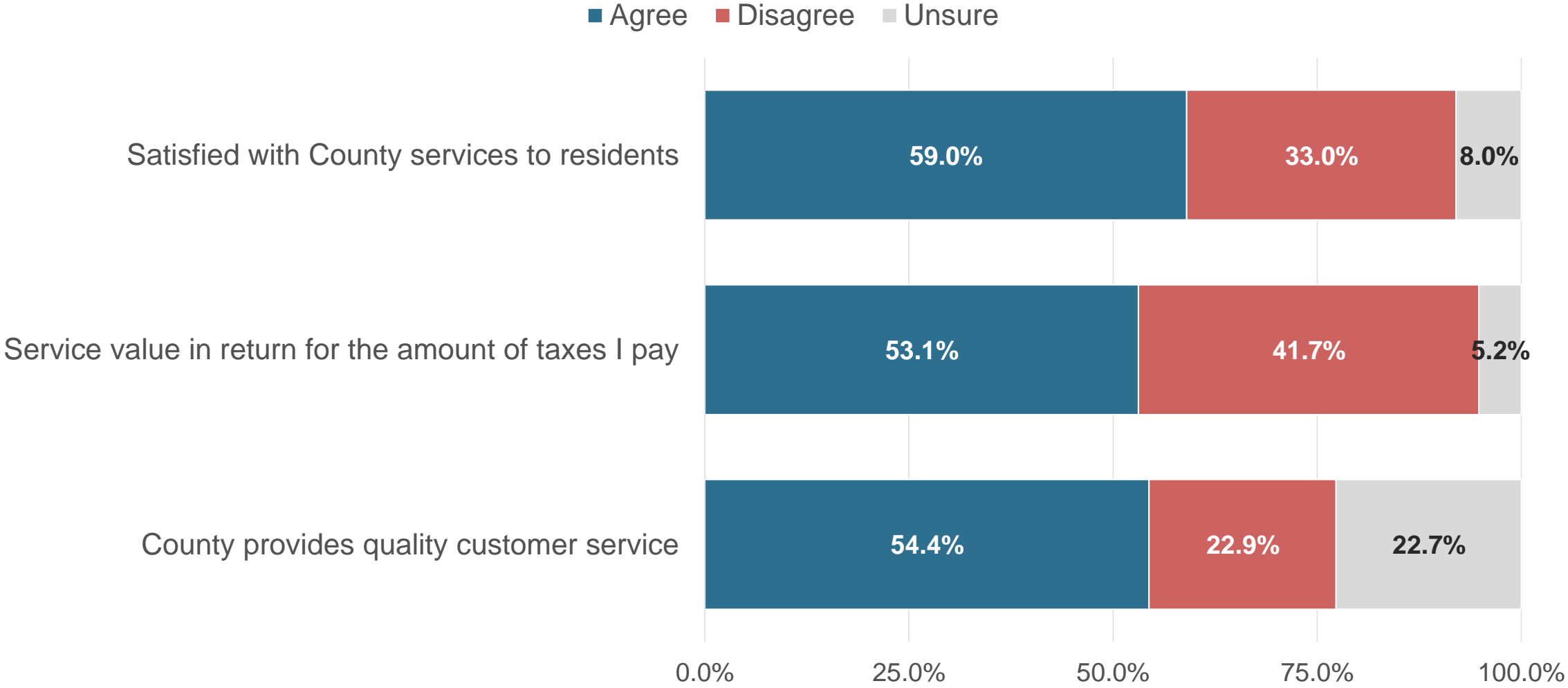


What should be Wake County's top priorities?

- Choose all that apply from a list of issues identified in other community engagements
- Cost of living, affordable housing, and schools exceeded 50% of all responses.
- Top six responses mirror the top six from categories from open-ended question.

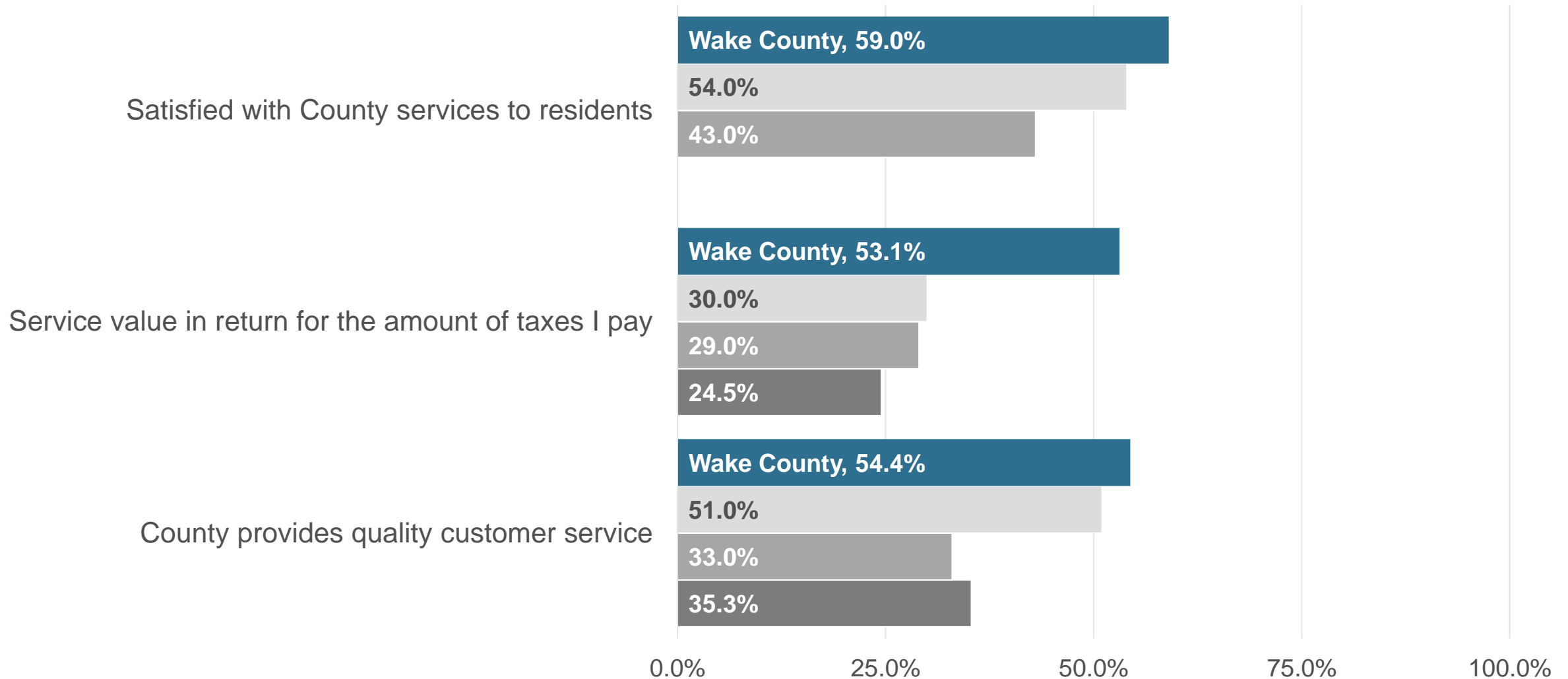


Wake County Services and Value



Wake County Services and Value

■ Wake County ■ Benchmark 1 ■ Benchmark 2 ■ Benchmark 3





Community Health &
Vitality



Economic Strength



Education



Great Government

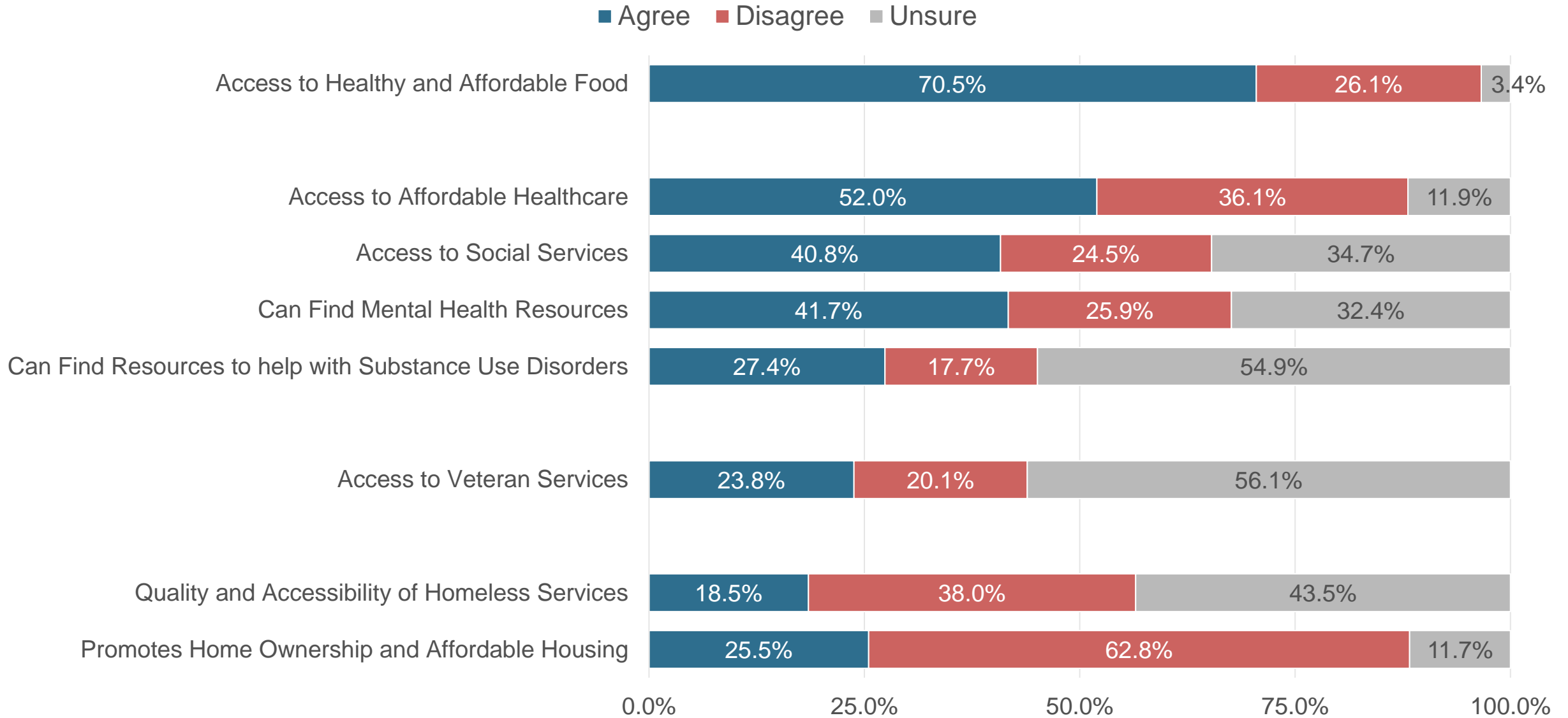


Growth & Sustainability



Public Safety

Community Health and Vitality



Community Health and Vitality

Strengths

- Access to healthy and affordable food (+44.4%)

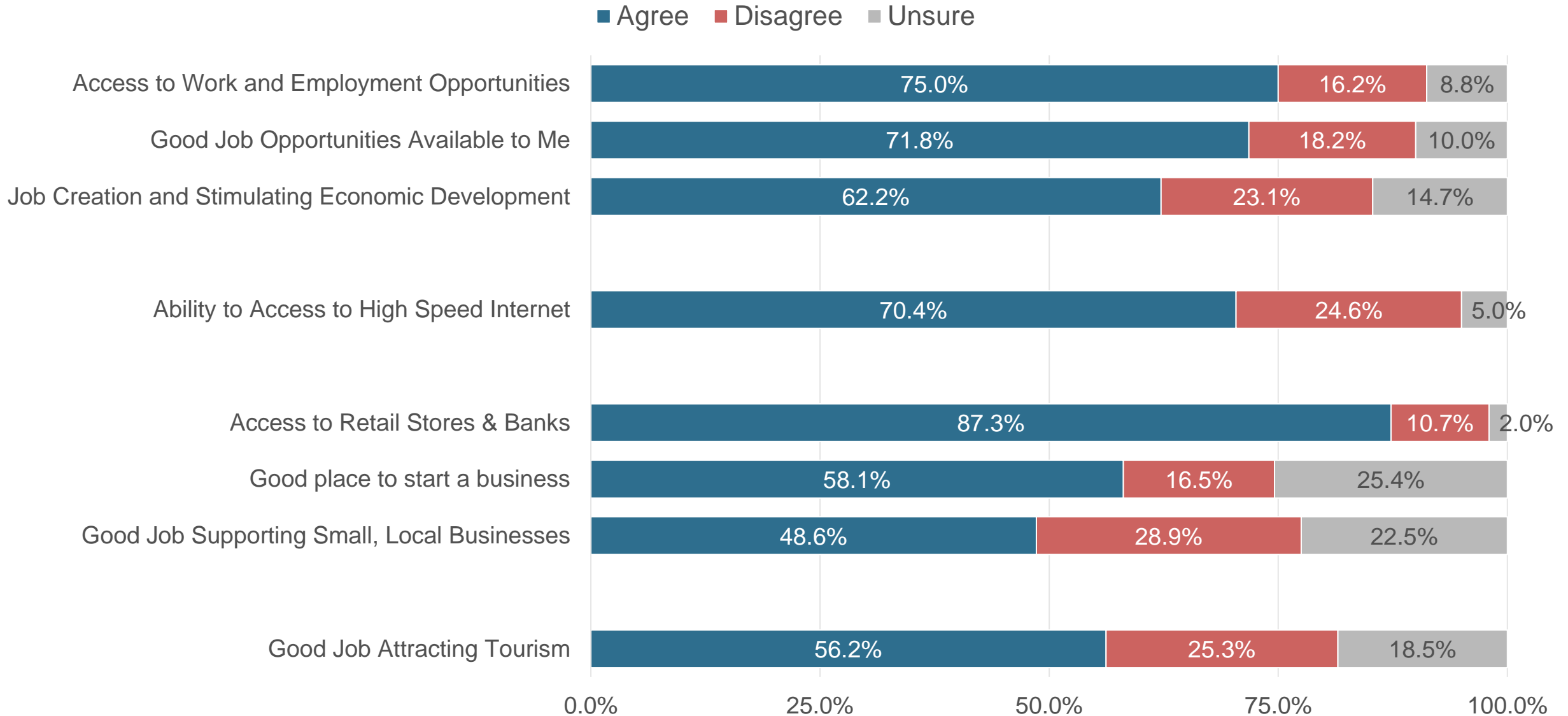
Fair

- Access to social services (+16.3%)
- Access to affordable healthcare (+15.9%)
- Access to mental health resources (+15.8%)
- Find resources to help with substance use disorders (+9.7%)
- Access to veteran services (+3.7%)

Opportunities

- Quality and accessibility of homeless services (-19.5%)
- Promoting home ownership and affordable housing (-37.3%)

Economic Strength



Economic Strength

Strengths

- Access to retail stores and banks (+76.6%)
- Good job opportunities (+58.8%)
- Employment opportunities (+53.6%)
- Access to high-speed internet (+45.8%)
- Good place to start a business (+41.6%)
- Job creation and stimulating economic development (+39.1%)
- Attracting tourism (+30.9%)

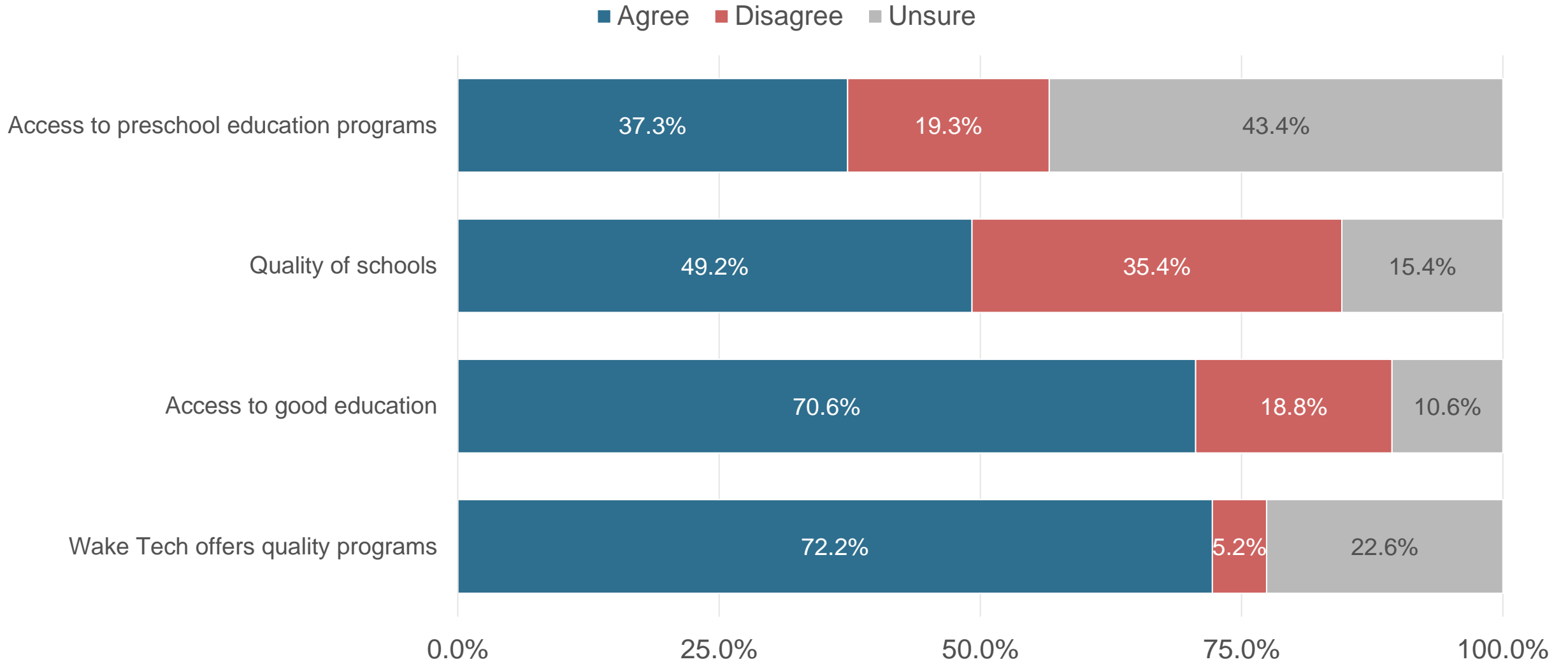
Fair

- Supporting small local businesses (+19.7%)

Opportunities

% Formula: Percent of agree responses minus percent of disagree responses, does not include unsure responses.

Education



Education

Strengths

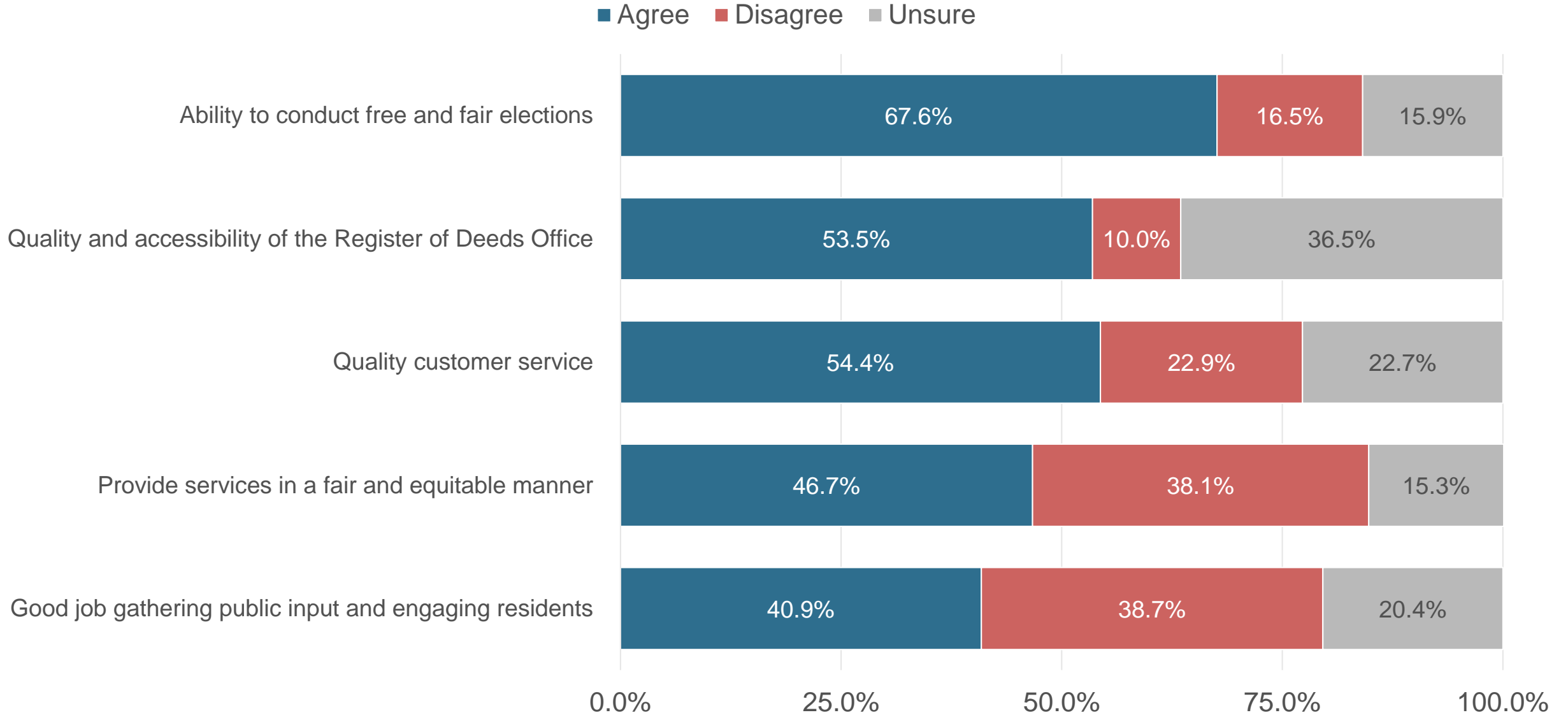
- Quality programs at Wake Tech (+67.0%)
- Can access to a good education (+51.8%)

Fair

- Access to preschool education (+18.0%)
- Quality of schools (+13.8%)

Opportunities

Great Government



Great Government

Strengths

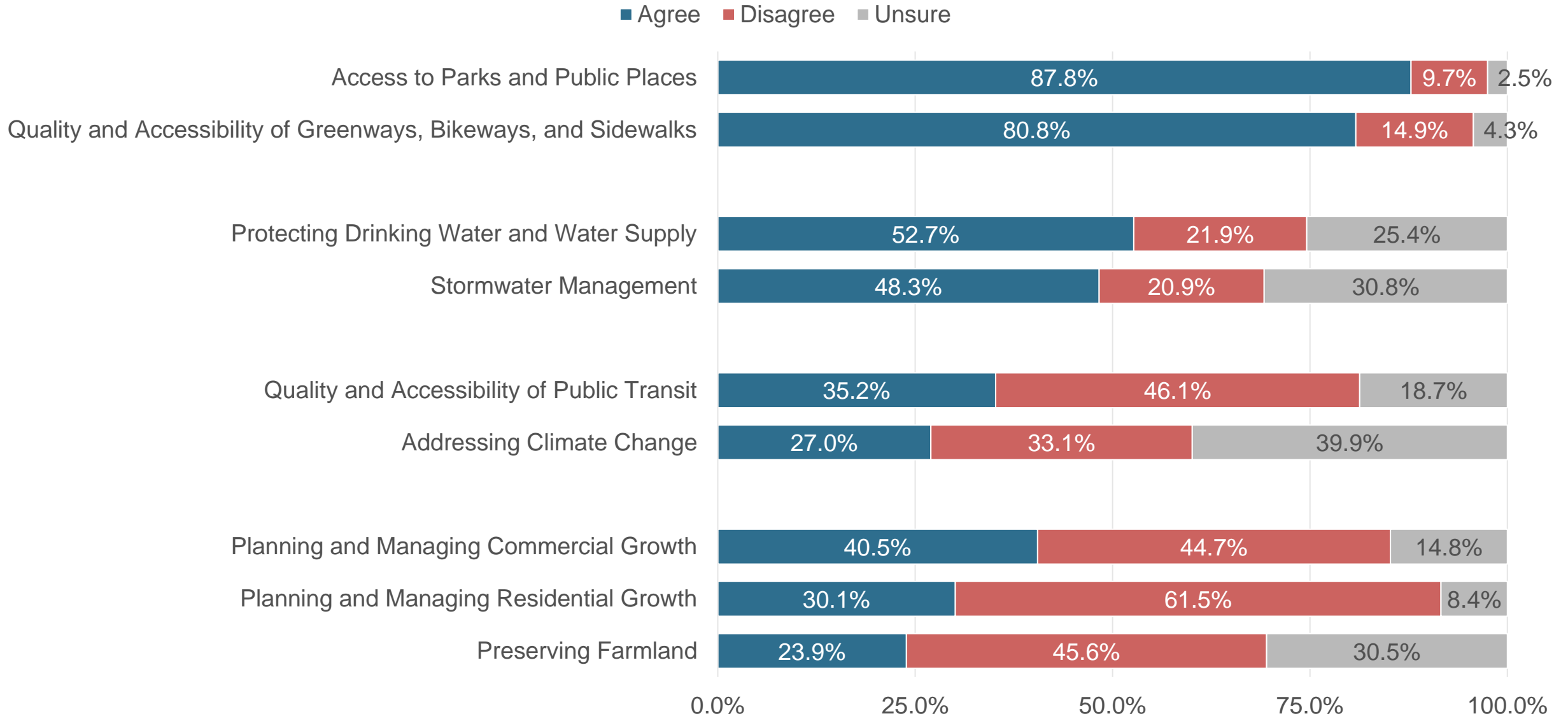
- Ability to conduct free and fair elections (+51.1%)
- Quality and accessibility of the Register of Deeds Office (+43.5%)
- Quality customer service (+31.5%)

Fair

- Provide services in a fair and equitable manner (+8.6%)
- Good job gathering public input and engaging residents (+2.2%)

Opportunities

Growth and Sustainability



Growth and Sustainability

Strengths

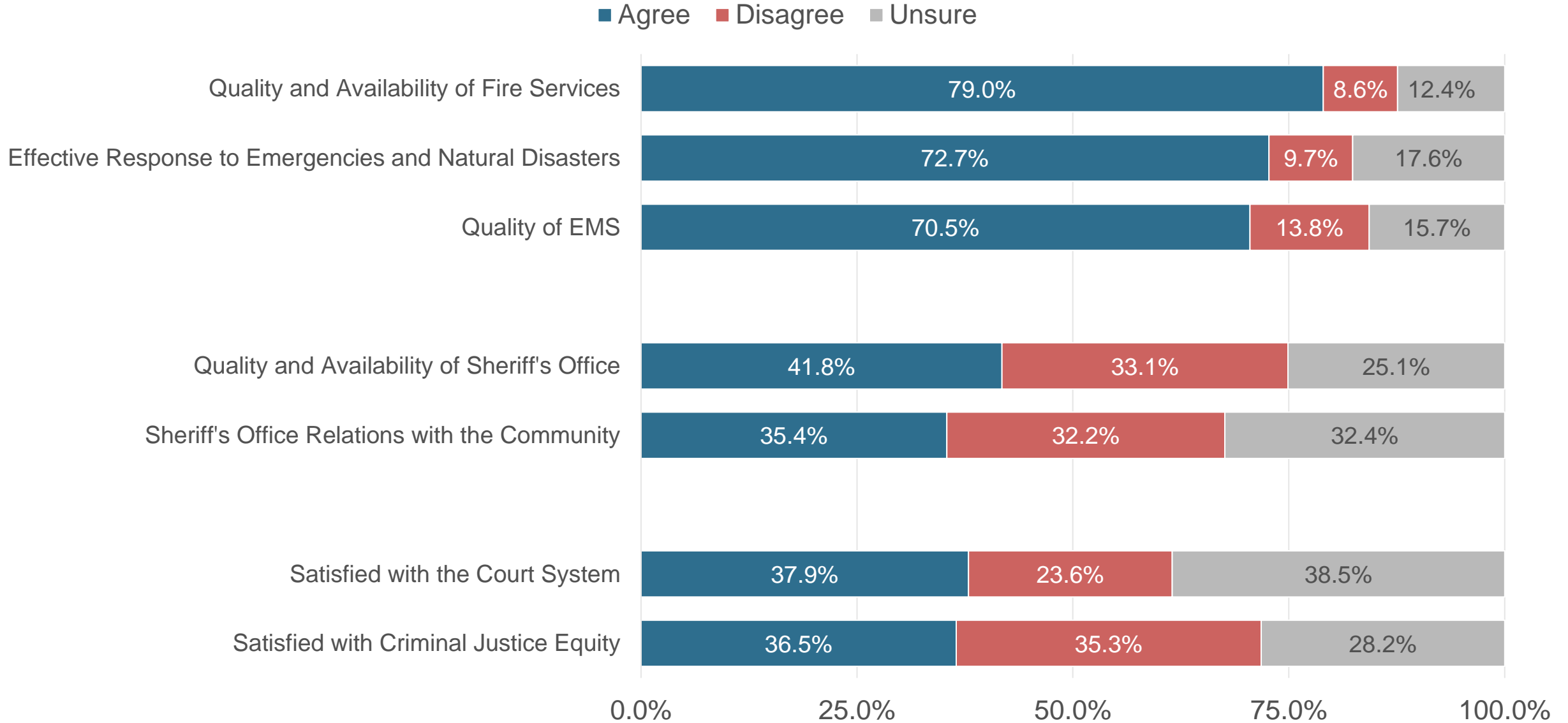
- Access to parks and public places (+78.1%)
- Quality and accessibility of greenways, bikeways, and sidewalks (+65.9%)
- Protecting drinking water and water supply (+30.8%)
- Stormwater management (+27.4%)

Fair

Opportunities

- Planning and managing commercial growth (-4.2%)
- Addressing climate change (-6.1%)
- Quality and accessibility of public transit (-10.9%)
- Preserving farmland (-21.7%)
- Planning and managing residential growth (-31.4%)

Public Safety



Public Safety

Strengths

- Quality and availability of fire services (+70.4%)
- Effective response to emergencies and natural disasters (+63.0%)
- Quality of EMS (+56.7%)

Fair

- Court system satisfaction (+14.3%)
- Quality and availability of Sheriff's Office (+8.7%)
- Sheriff's Office relations with the community (+3.2%)
- Criminal justice equity (+1.2%)

Opportunities

Key Findings

- Residents have a positive perception of Wake County
- Wake County exceeds comparable benchmarks for satisfaction of County services, value for taxes paid, and overall customer service.
- Top issues and opportunities include:
 - Managing development and growth
 - Affordable housing
- Want more information?
 - Great Government Committee meeting on May 1
 - Send me any questions or requests by April 21



Discussion