

# City of Raleigh Community Survey

*...helping organizations make better decisions since 1982*

Findings  
Report

**Submitted to the City of Raleigh, North Carolina:**

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

**February 2017**





# Contents

Executive Summary .....	i
Section 1: Charts and Graphs .....	1
Section 2: Benchmarking Analysis .....	22
Section 3: Importance-Satisfaction Analysis.....	32
Section 4: Tabular Data.....	41
Section 5: Survey Instrument .....	112

# 2016 City of Raleigh Community Survey

## Executive Summary

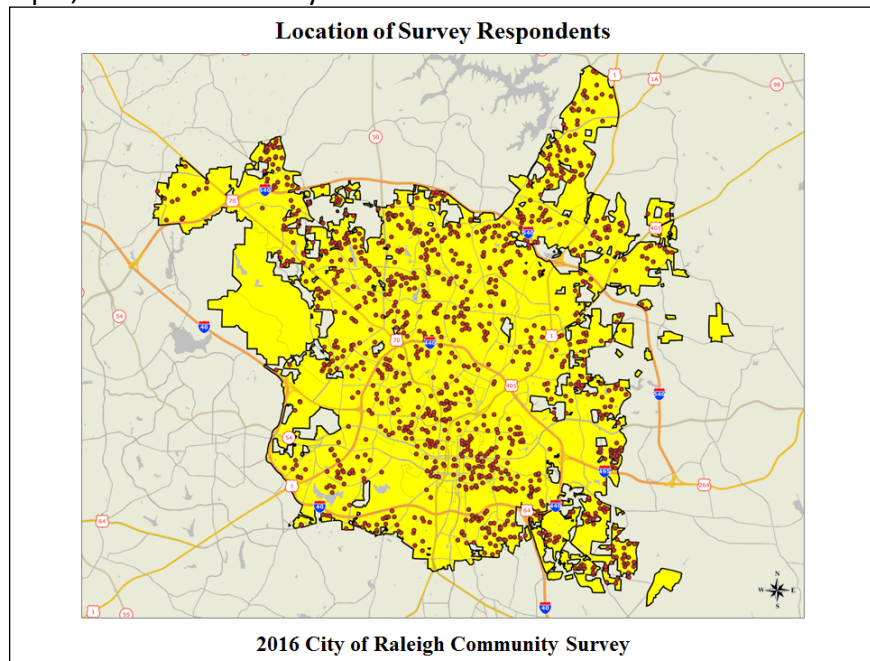
### Purpose and Methodology

ETC Institute administered a survey to residents of the City of Raleigh during the winter of 2016. The purpose of the survey was to help the City of Raleigh gather input from the community on a wide range of issues impacting the overall quality of life. As the City continues to grow, leaders understand it is important to strategically plan for the future.

The seven-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in the City of Raleigh. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Raleigh from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 1000 residents. The goal was exceeded with a total of 1202 residents completing the survey. The overall results for the sample of 1202 households have a precision of at least  $\pm 2.8\%$  at the 95% level of confidence. The map to the right shows the location of all survey respondents.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Raleigh with the results from other communities in ETC Institute’s *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion*.”

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey,
- benchmarking data that shows how the results for Raleigh compare to other communities,
- importance-satisfaction analysis; this analysis was done to determine priority actions for the City to address based upon the survey results ,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.
- A separate appendix was created with cross-tabular data, this appendix shows how different key demographic groups answered different survey questions.

## Overall Perceptions of the City

Sixty-eight percent (68%) of the residents surveyed, *who had an opinion*, indicated the overall quality of services provided by the City are “excellent” or “good”. Ninety-one percent (91%) of those surveyed, *who had an opinion*, indicated the City of Raleigh as a place to live is “excellent” or “good”. Respondents, *who had an opinion*, also gave positive ratings regarding the overall image of Raleigh (89%) and the overall quality of life in Raleigh (89%). Based on the sum of respondents’ top three choices, the three aspects of quality of life in the City that should receive the most emphasis from City leaders over the next two years include: how well the City is managing growth (52%), the value received for City tax dollars and fees (36%), and the City’s responsiveness to emerging needs (27%).

## Overall Satisfaction with City Services

The major categories of City services that received the highest ratings, based upon the combined percentage of “excellent” and “good” responses among residents *who had an opinion*, were: the overall quality of fire services (92%), overall quality of parks and recreation programs and services (85%), overall quality of police services (79%), and the overall quality of water utilities (71%). Respondents were least satisfied with the overall traffic flow in Raleigh (28%). Based on the sum of respondents’ top three choices, the three City services that should receive the most emphasis from City leaders over the next two years include: overall flow of traffic in Raleigh (71%), overall maintenance of City streets (55%), and the overall quality of police services (34%).

## Feelings of Safety

Eighty-five percent (85%) of respondents, *who had an opinion*, feel either “very safe” or “safe” when rating their overall feeling of safety in City. Ninety-two percent (92%) of residents, *who had an opinion*, indicated feel either “very safe” or “safe” when rating the overall feeling of safety in their neighborhood during the day. Respondents, *who had an opinion*, indicated they felt the least safe in downtown Raleigh at night (48%). Based on the sum of respondents’ top two choices, the two perceptions of safety that should receive the most emphasis from City leaders over the next two years include: the feeling of safety in downtown Raleigh at night (54%) and the feeling of safety in City parks and greenways (46%).

## Satisfaction with Specific City Services

- **City Maintenance.** The highest ratings of City maintenance services, based upon the combined percentage of “excellent” and “good” responses among residents *who had an opinion*, were: the cleanliness of your neighborhood (77%), overall cleanliness of Raleigh (70%), and the cleanliness of downtown Raleigh (67%). The aspect of City maintenance that respondents were least satisfied with is the enforcement of junk and debris cleanup on private property (36%).
  - Based on the sum of respondents’ top two choices, the two maintenance services that should receive the most emphasis from City leaders over the next two years include: the overall condition of major City streets (43%) and the enforcement of junk and debris cleanup on private property (29%).
- **Transportation and Parking.** The highest ratings of City transportation and parking services, based upon the combined percentage of “excellent” and “good” responses among residents *who had an opinion*, were: the availability of sidewalks in your neighborhood (62%), the availability of sidewalks in Raleigh (58%), and the availability of bicycle lanes (40%). The aspect of City transportation and parking services that respondents were least satisfied with is the availability of downtown parking (34%).
  - Based on the sum of respondents’ top two choices, the two transportation and parking items that should receive the most emphasis from City leaders over the next two years include: the availability of downtown parking (46%) and the quality of downtown parking (34%).
- **Mobility and the City Bus System.** The highest ratings of mobility within the City and the City bus system, based upon the combined percentage of “excellent” and “good” responses among residents *who had an opinion*, were: the cleanliness of GoRaleigh buses (53%), walking to places in Raleigh (45%), and the overall quality of GoRaleigh bus system (43%).
  - Seventy-six percent (76%) of respondents indicated they have not used the GoRaleigh bus system in the past 12 months. Eighteen percent (18%) have used the GoRaleigh bus system “rarely” in the past 12 months, and 4% indicated they use it “frequently” or “very frequently”.

- The primary reason respondents gave as to why they do not use the GoRaleigh bus system is that they “prefer to drive” (63%). Sixteen percent (16%) indicated the system “does not serve the areas they need it to visit”, 3% indicated “services are not provided during the days and hours I would use it”, and 4% indicated “buses do not come frequently enough”.
  - When asked about alternative transportation modes, respondents indicated in very high numbers they have “rarely” or “never” biked or walked instead of driving or used greenways as a mode of transportation. Based upon the combined percentage of “very frequently” and “frequently” responses, among residents *who had an opinion*, 20% of respondents have biked or walked instead of driving and 11% have used City greenways as a mode of transportation.
- **City Services.** The highest ratings of City services, based upon the combined percentage of “excellent” and “good” responses among residents *who had an opinion*, were: the response time for fire services (85%), residential garbage collection services (84%), and residential curbside recycling services (82%). The aspect of City services that respondents were least satisfied with is development review services (39%).
  - Based on the sum of respondents’ top three choices, the three City services that should receive the most emphasis from City leaders over the next two years include: overall efforts to protect natural resources (37%) the efforts in protection and improving water quality (32%), and the overall police relationship with the community (28%).
- **Housing and Community Performance.** The highest ratings of the City’s housing and community performance, based upon the combined percentage of “excellent” and “good” responses among residents *who had an opinion*, were: the openness and acceptance of diverse background (63%), the neighborliness of residents (62%), and the variety of housing options (55%).
- **Cultural, Recreation, and Park Amenities.** The highest ratings of the City’s cultural, recreation, and park amenities, based upon the combined percentage of “excellent” and “good” responses among residents *who had an opinion*, were: quality of city entertainment venues (84%), variety of arts and cultural programs (82%), and the availability of arts and cultural programs (80%). The aspect of City cultural, recreation, and park amenities that respondents were least satisfied with is the cost of arts and cultural programs (65%).
  - Based on the sum of respondents’ top two choices, the two cultural, recreation, and park amenities that should receive the most emphasis from City leaders over the next two years include: the ability to support a healthy and active lifestyle (26%) and the cleanliness of City parks (23%).
- **Specific Areas of Customer Service.** The highest ratings of the City’s customer service based upon the combined percentage of “excellent” and “good” responses among residents *who had an opinion*, were: the Parks, Recreation, and Cultural Resources Department (75%), the

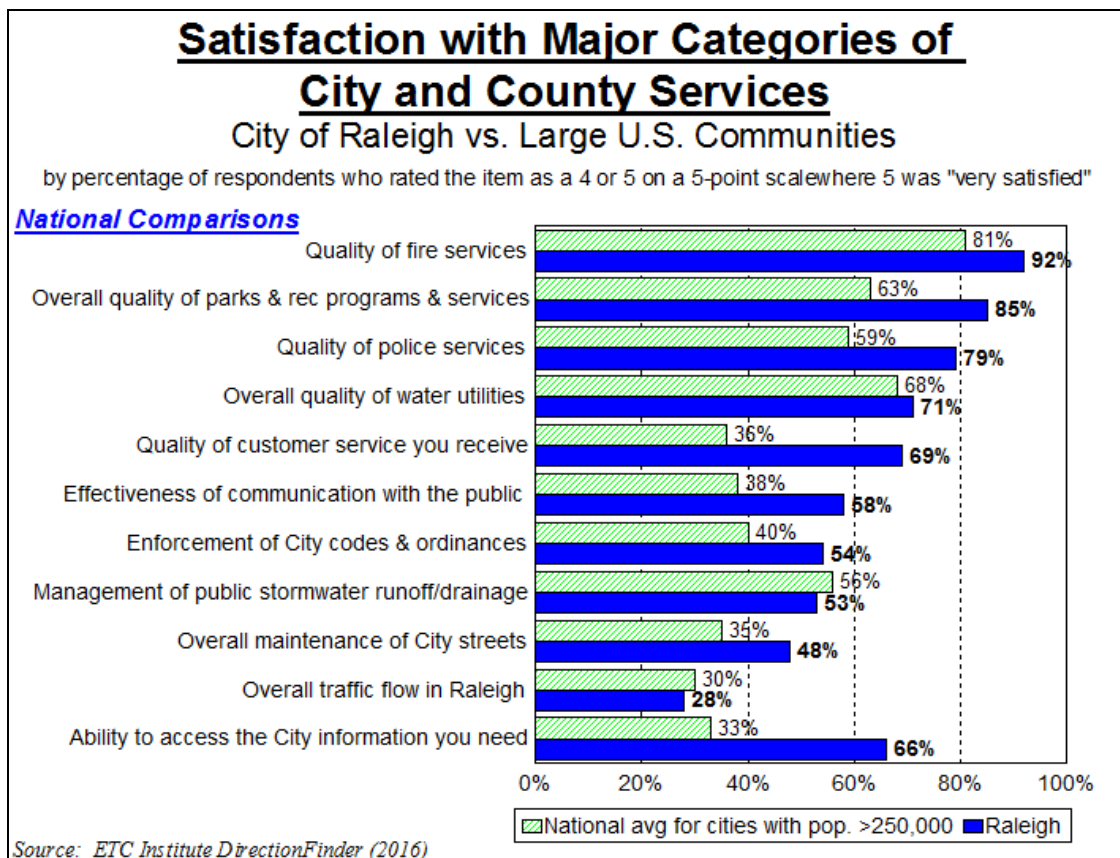
City Utility Billing and Payment Department (69%), and the solid waste department (68%). The aspect of customer service that respondents were least satisfied with is the Development Services department (52%).

- Overall, respondents were satisfied with the ability to access the information they need, and the overall knowledge of City employees.
- **Ease of Various City Processes.** The highest ratings of various City processes based upon the combined percentage of “very easy” or “easy” responses among residents *who had an opinion*, were: paying City utility bill (83%), paying fees for parks and recreation programs (69%), and paying for other City fees, fares and/or fines (64%). The City process that respondents were least satisfied with was contacting City of Raleigh employees (50%).
  - Based on the sum of respondents’ top two choices, the two City processes that should receive the most emphasis from City leaders over the next two years include: locating information on the City website (34%) and contacting City of Raleigh employees (33%).
- Respondents were asked to rate how often they have done the following from a list of 14 different actions. The items that were done most frequently based upon the combined percentage of “very frequently” and “frequently” responses among residents *who had an opinion*, were: visited a City park or greenway (66%), attended an event at a City entertainment venue (45%), and contacted a City of Raleigh employee or visited the website to seek services, find information, or file a complaint (31%). Out of respondents who had actually completed the task, the least frequently completed task was contacting the Raleigh Fire Department (5%). Attended a Citizens Advisory Council (CAC) meeting was the item that received the most “never” responses among residents *who had an opinion*.



## How the City of Raleigh Compares to Other Communities

ETC institute performed benchmarking analysis comparing the City of Raleigh's results to our national *DirectionFinder*® database. It should be noted that the national *DirectionFinder*® database results were taken from a random sample of nearly 4,000 respondents within the continental United States during the fall of 2016. Benchmarking community survey data gives City Leaders the ability to gauge current public perception, and use these results to improve upon existing performance. Knowing how well the City stacks up to the nation and to regional communities can be a valuable resource in pinpointing problem areas, or exploiting areas in which the City is excelling. Overall, the City of Raleigh performed very well compared to both the regional and U.S. averages. The following pages briefly summarize the benchmarking comparisons, a full breakdown of these benchmarks can be found in Section 2 of this report.





## How the City of Raleigh Compares to Other Communities Nationally

Satisfaction ratings for The City of Raleigh **rated the same as or above the U.S. average in 37 of the 40 areas** that were assessed. The City of Raleigh rated significantly higher than the U.S. average (difference of 5% or more) in 32 of these areas. Listed below are the comparisons between the City of Raleigh and the U.S. average:

Service	Raleigh	U.S	Difference	Category
Overall image of Raleigh	90%	55%	35%	Quality of Life
In Raleigh overall	85%	51%	33%	Feeling of Safety
Ability to access the City information you need	66%	33%	33%	Overall Services
Quality of customer service you receive	69%	36%	33%	Overall Services
Residential yard waste collection services	71%	41%	30%	City Services
Condition of streets in your neighborhood	65%	36%	29%	Maintenance
In your neighborhood at night	76%	49%	27%	Feeling of Safety
Overall quality of life in Raleigh	88%	63%	26%	Quality of Life
Quality of services provided by the City	68%	45%	23%	Quality of Life
Overall quality of parks & rec programs & services	85%	63%	22%	Overall Services
Raleigh as a place to raise children	87%	66%	21%	Quality of Life
Quality of police services	79%	59%	21%	Overall Services
Effectiveness of communication with the public	58%	38%	21%	Overall Services
Raleigh as a place to live	91%	71%	20%	Quality of Life
Value you receive for your City tax dollars & fees	50%	31%	19%	Quality of Life
Overall cleanliness of Raleigh	70%	54%	17%	Maintenance
Raleigh as a place to work	87%	71%	16%	Quality of Life
Response time for police services	69%	54%	15%	City Services
Residential curbside recycling services	82%	68%	14%	City Services
Condition of sidewalks in your neighborhood	60%	46%	14%	Maintenance
Enforcement of City codes & ordinances	54%	40%	14%	Overall Services
Overall maintenance of City streets	48%	35%	14%	Overall Services
Direction that the City of Raleigh is taking	69%	59%	11%	Quality of Life
Quality of fire services	92%	81%	11%	Overall Services
Cleanliness of City parks	78%	68%	10%	Maintenance
In City parks & greenways	67%	58%	10%	Feeling of Safety
Residential garbage collection services	83%	76%	8%	City Services
In downtown Raleigh during the day	88%	81%	8%	Feeling of Safety
How well the City is managing growth	40%	33%	8%	Quality of Life
Raleigh as a place to retire	68%	62%	6%	Quality of Life
Wastewater services provided	69%	64%	5%	City Services
Overall condition of City sidewalks	52%	48%	5%	Maintenance
Overall quality of water utilities	71%	68%	4%	Overall Services
Quality of drinking water provided	69%	65%	4%	City Services
Overall condition of major City streets	46%	43%	3%	Maintenance
Response time for fire services	86%	84%	1%	City Services
In your neighborhood during the day	91%	91%	1%	Feeling of Safety
Overall traffic flow in Raleigh	28%	30%	-3%	Overall Services
Management of public stormwater runoff/drainage	53%	56%	-3%	Overall Services
Enforcement of junk & debris cleanup	36%	42%	-6%	Maintenance

## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

**Overall Priorities for the City by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Overall traffic flow in Raleigh (IS Rating=0.5155)
- Overall maintenance of City streets (IS Rating=0.2833)

The table below shows the importance-satisfaction rating for all 10 major categories of City services that were rated.

2016 Importance Satisfaction Rating City of Raleigh Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Very High Priority (IS &gt; .20)</b>						
Overall traffic flow in Raleigh	71%	1	28%	10	0.5155	1
Overall maintenance of City streets	55%	2	48%	9	0.2833	2
<b>High Priority (IS .10-.20)</b>						
None						
<b>Medium Priority (IS &lt; .10)</b>						
Management of public stormwater runoff/drainage	19%	6	53%	8	0.0871	3
Effectiveness of communication with the public	21%	4	58%	6	0.0869	4
Quality of police services	34%	3	79%	3	0.0700	5
Enforcement of City codes & ordinances	13%	9	54%	7	0.0586	6
Overall quality of water utilities	18%	7	71%	4	0.0518	7
Quality of customer service you receive	14%	8	69%	5	0.0435	8
Overall quality of parks & rec programs & services	19%	5	85%	2	0.0283	9
Quality of fire services	7%	10	92%	1	0.0061	10

# Section 1

## *Charts and Graphs*

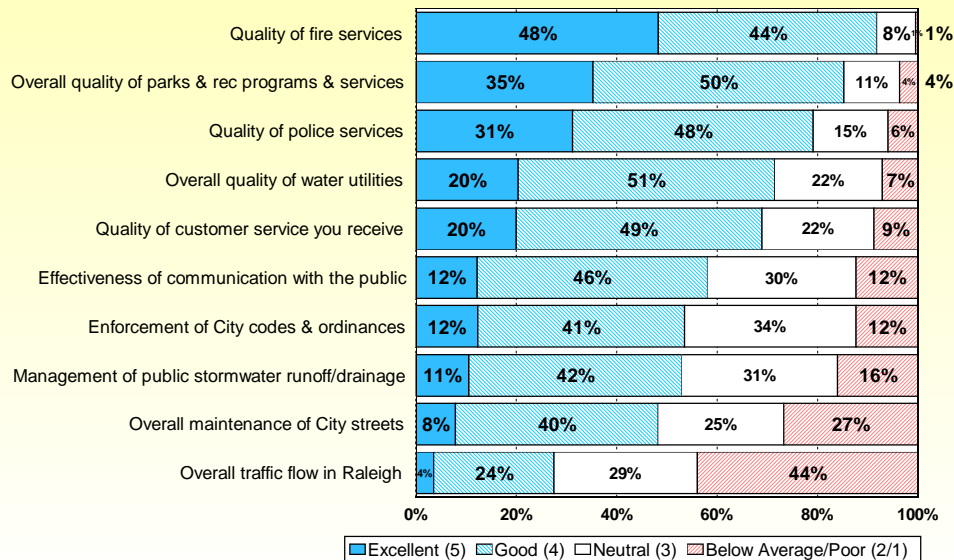
---

# City of Raleigh

## 2016 Community Survey Results

### Q1. Ratings of Performance with Major Categories of City Services

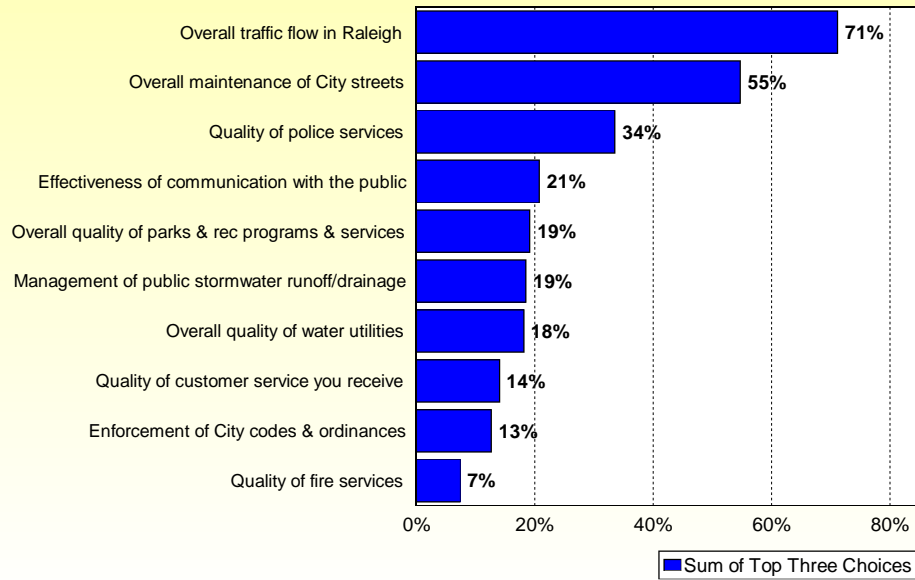
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

## Q2. City Services That Should Receive the Most Emphasis From City Leaders

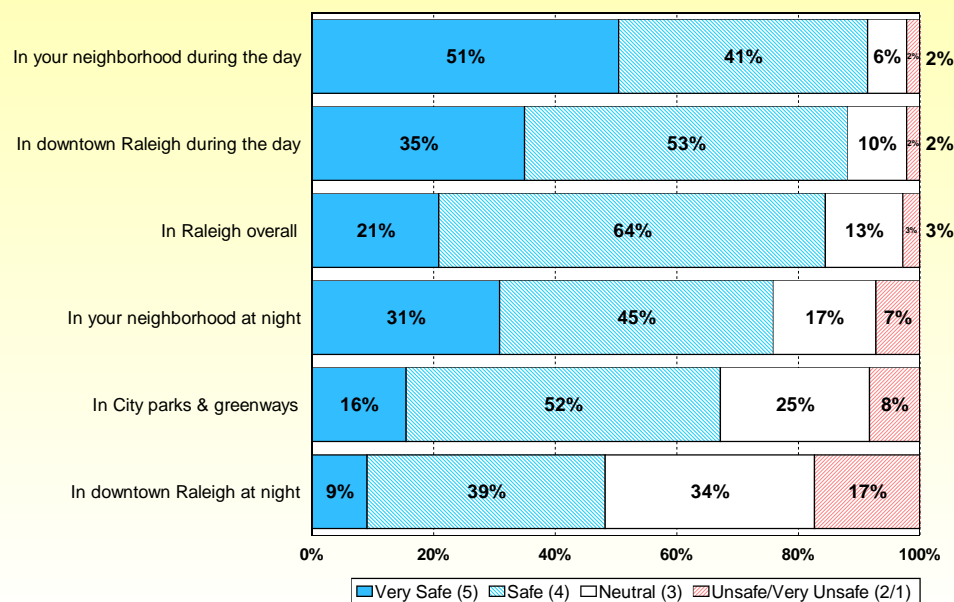
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

## Q3. Perceptions of Safety in Various Situations

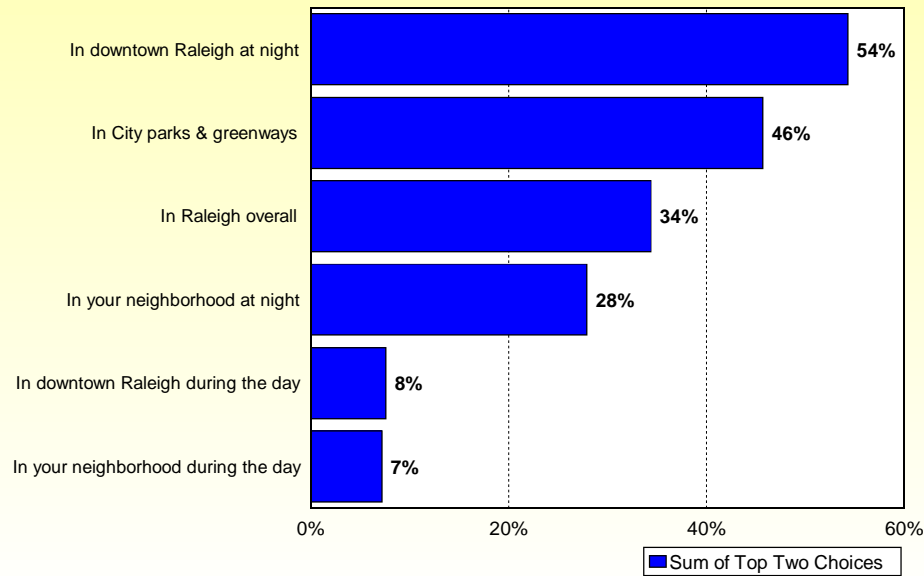
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

## Q4. Perceptions of Safety That Should Receive the Most Emphasis From City Leaders

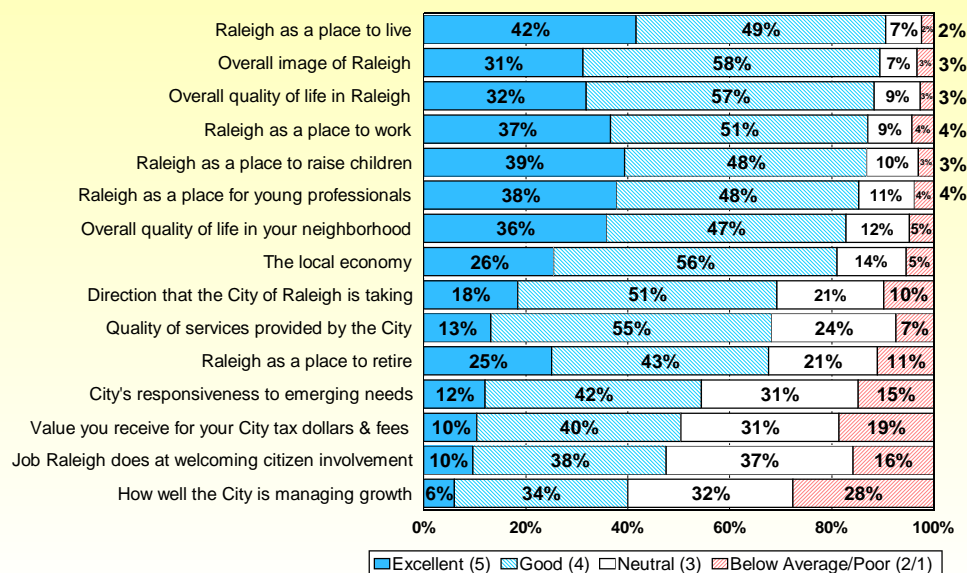
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2016)

## Q5. Ratings of Performance with Quality of Life in the City

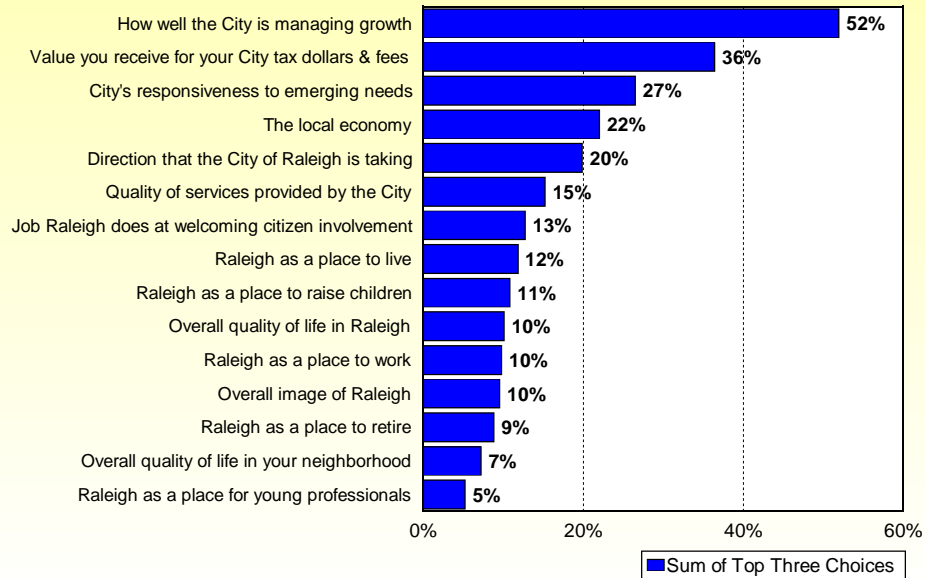
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2016)

## Q6. Quality of Life Items That Should Receive the Most Emphasis From City Leaders

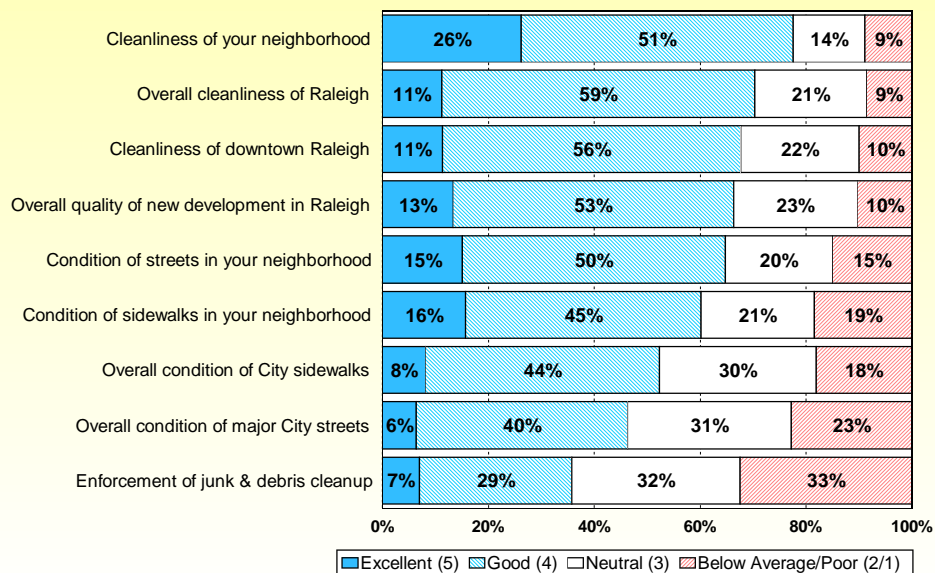
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

## Q7. Ratings of Performance with Maintenance

by percentage of respondents (excluding don't knows)

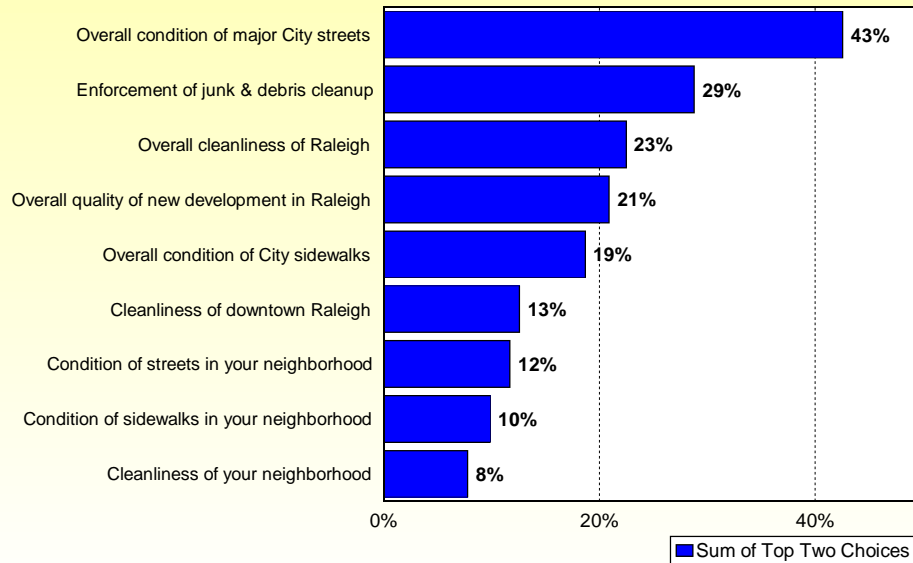


Source: ETC Institute (2016)



## Q8. Maintenance Items That Should Receive the Most Emphasis From City Leaders

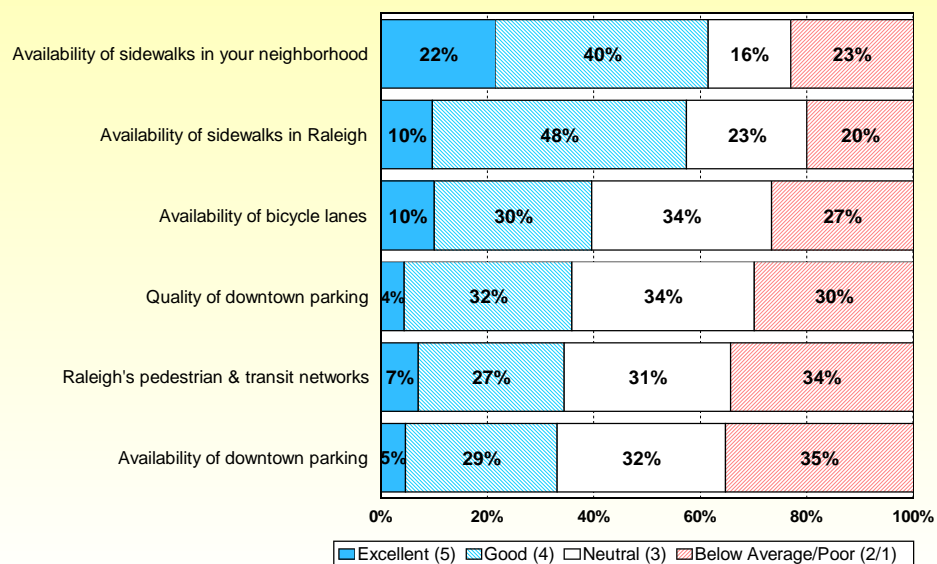
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2016)

## Q9. Ratings of Performance with Transportation & Parking

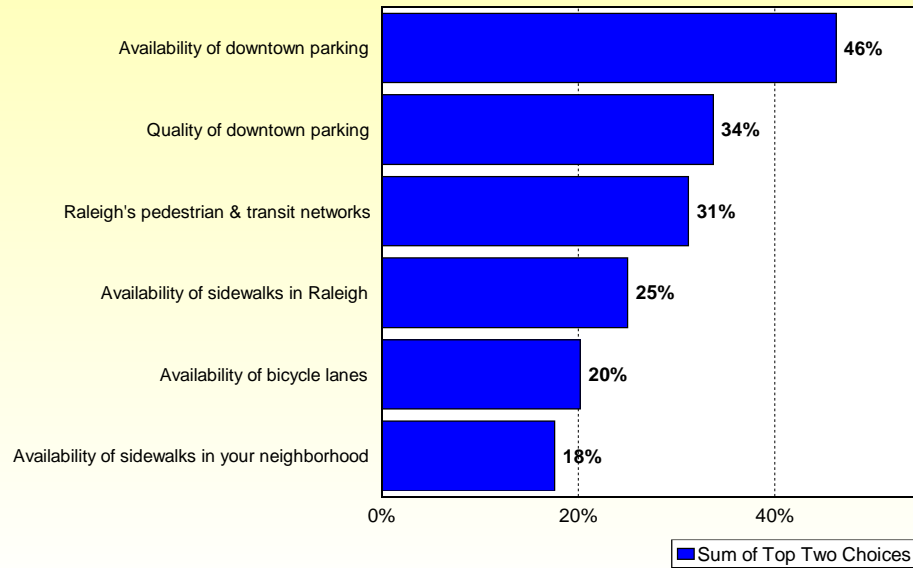
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2016)

## Q10. Transportation & Parking Items That Should Receive the Most Emphasis From City Leaders

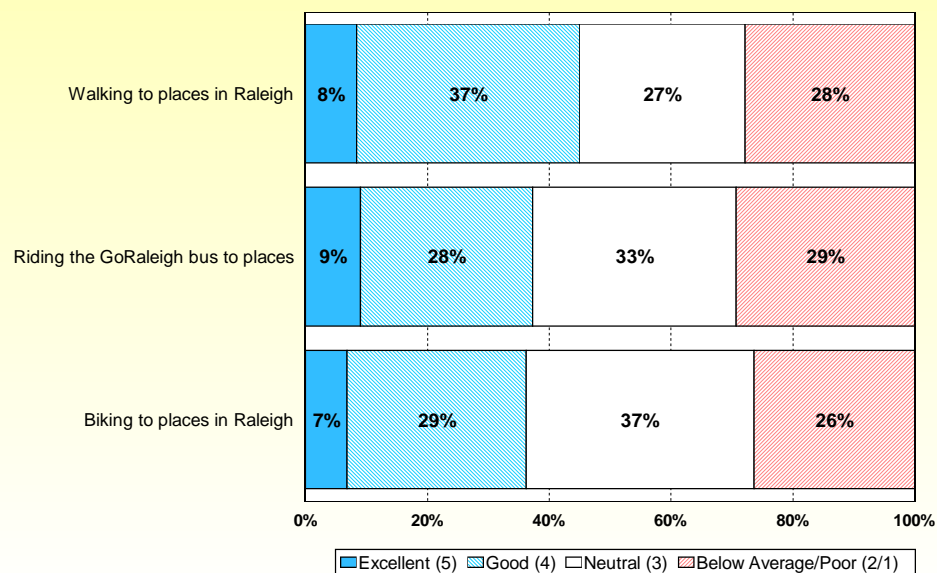
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2016)

## Q11. Ratings of Performance with Mobility

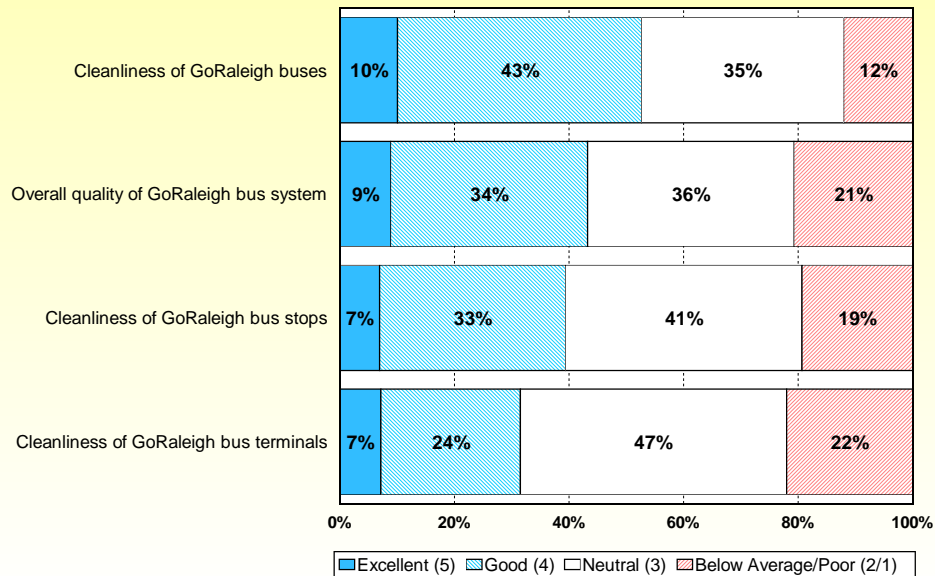
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2016)

## Q12. Ratings of Performance with the Bus System

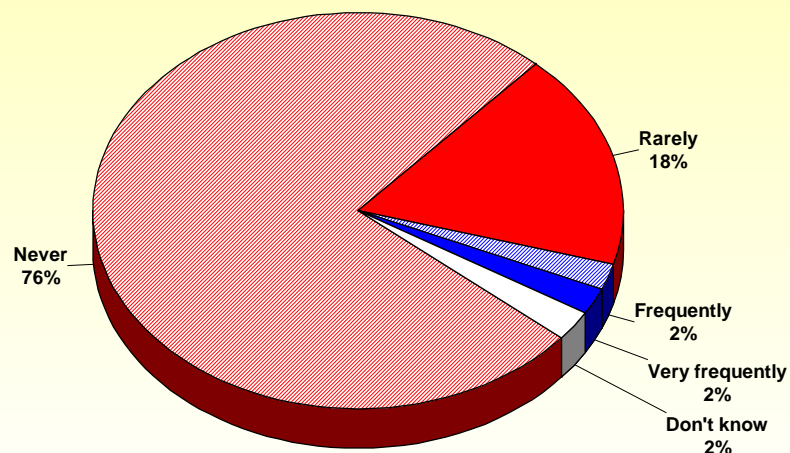
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2016)

## Q13. In the past 12 months, how often have you used the GoRaleigh bus system?

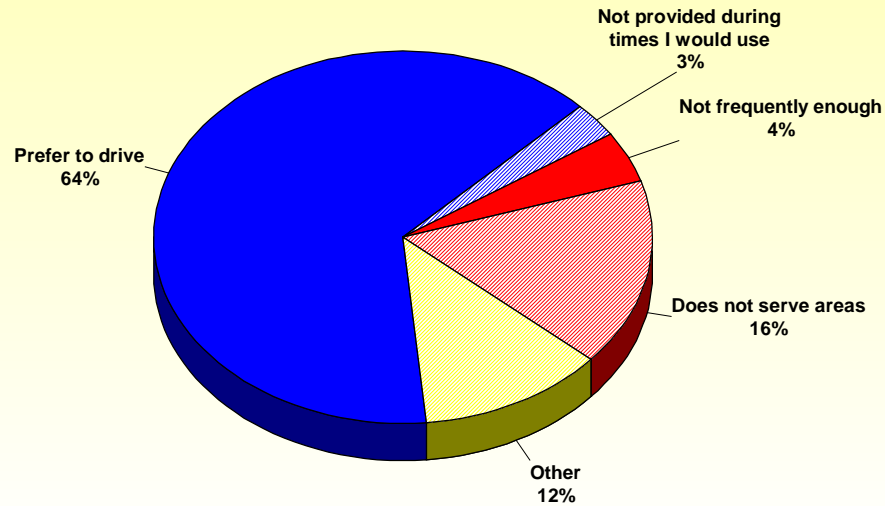
by percentage of respondents



Source: ETC Institute (2016)

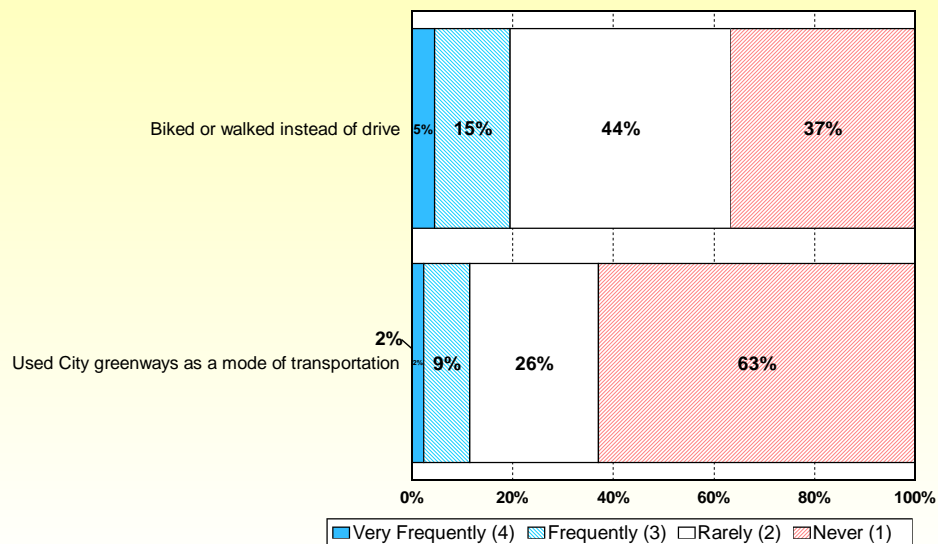
### Q13a. Which is your primary reason for not using the service?

by percentage of respondents who have never used the service



### Q14. Frequency of Use of Alternative Transportation Modes

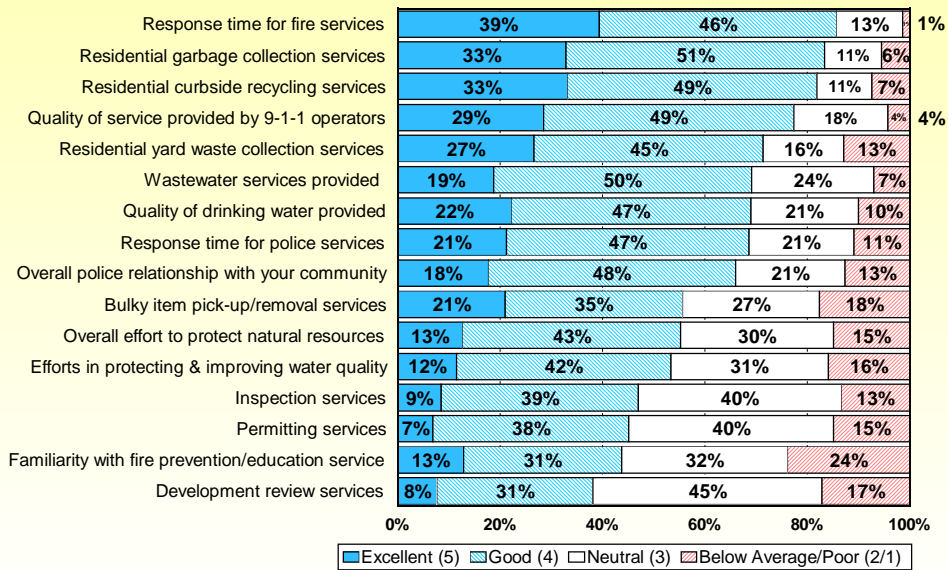
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute (2016)

## Q15. Ratings of Performance with City Services

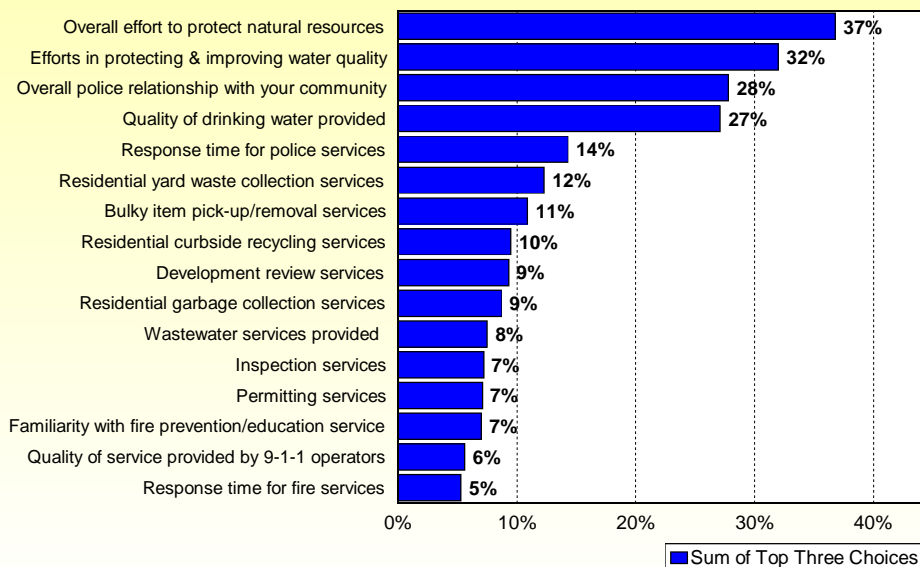
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2016)

## Q16. Services That Should Receive the Most Emphasis Over the Next Two Years

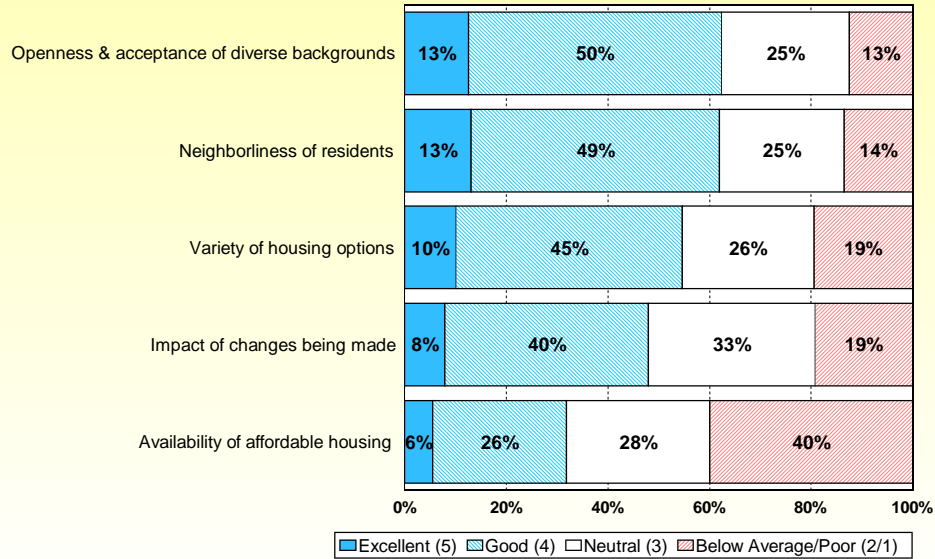
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

## Q17. Ratings of Performance with Housing and Community

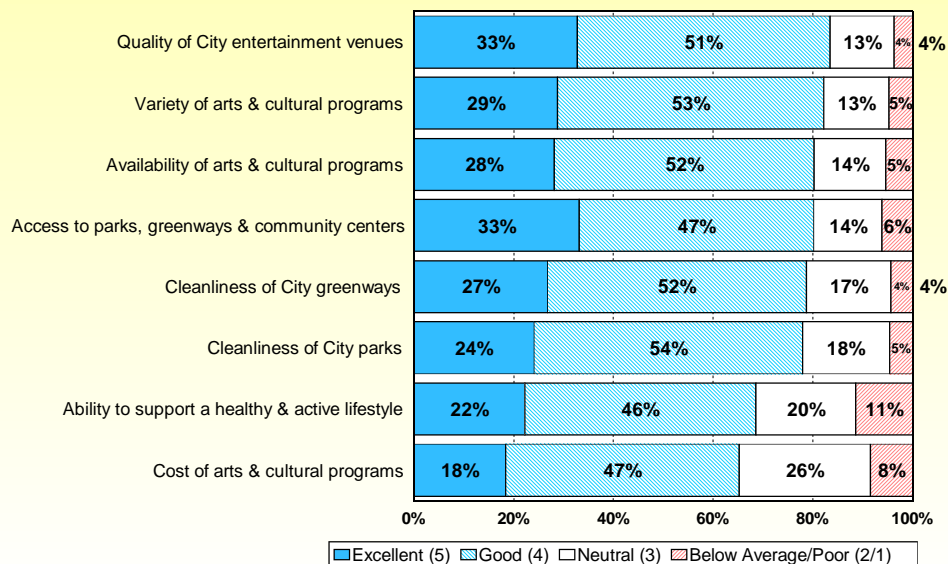
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2016)

## Q18. Ratings of Performance with Cultural, Recreation & Park Amenities

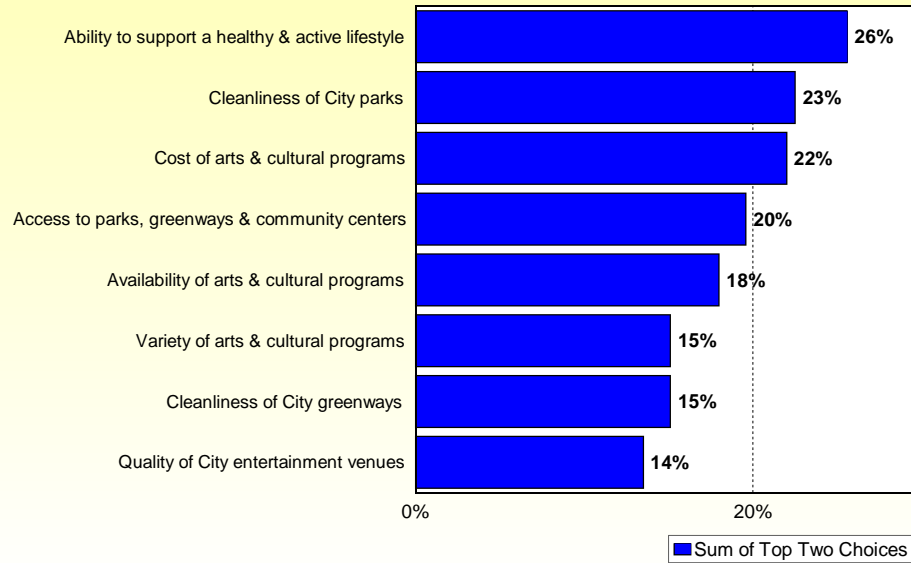
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2016)

## Q19. Cultural, Recreation, & Park Amenities That Should Receive the Most Emphasis Over the Next Two Years

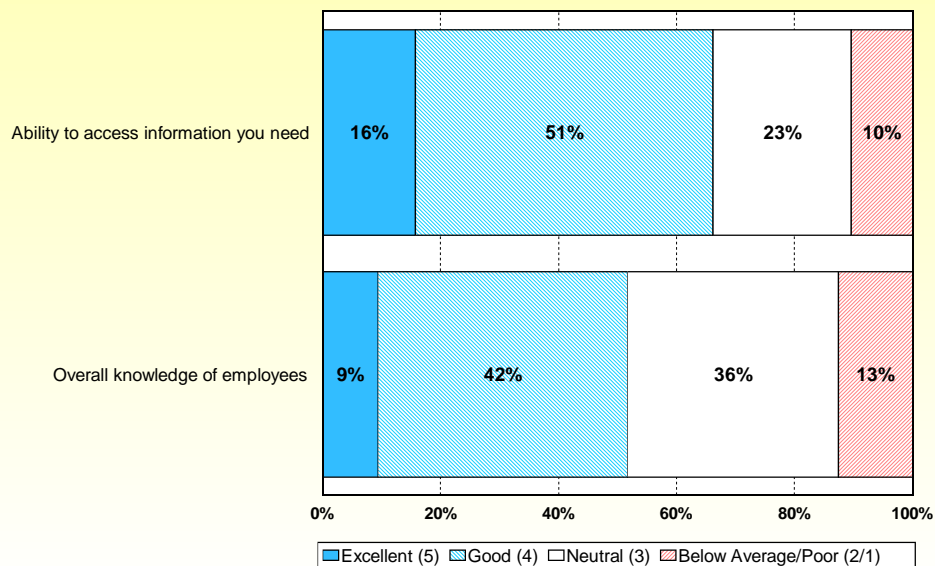
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2016)

## Q20. Ratings of Performance with Communication and Customer Service

by percentage of respondents (excluding don't knows)

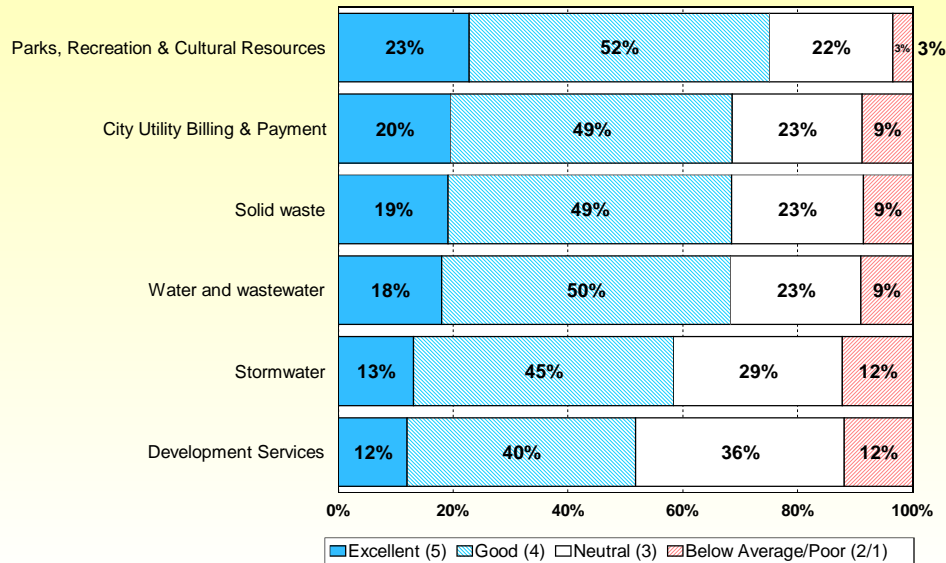


Source: ETC Institute (2016)



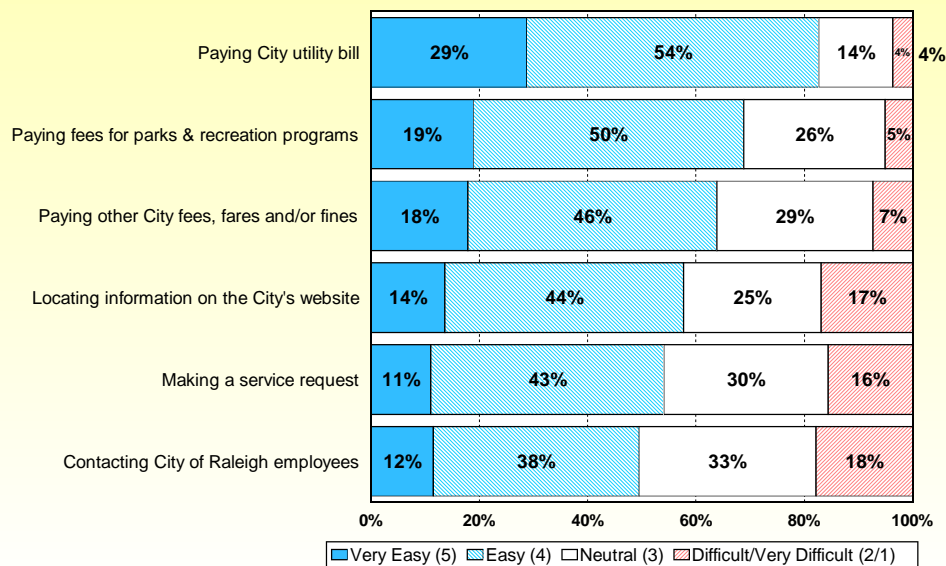
## Q21. Ratings of Performance with Specific Areas of Customer Service

by percentage of respondents (excluding don't knows)



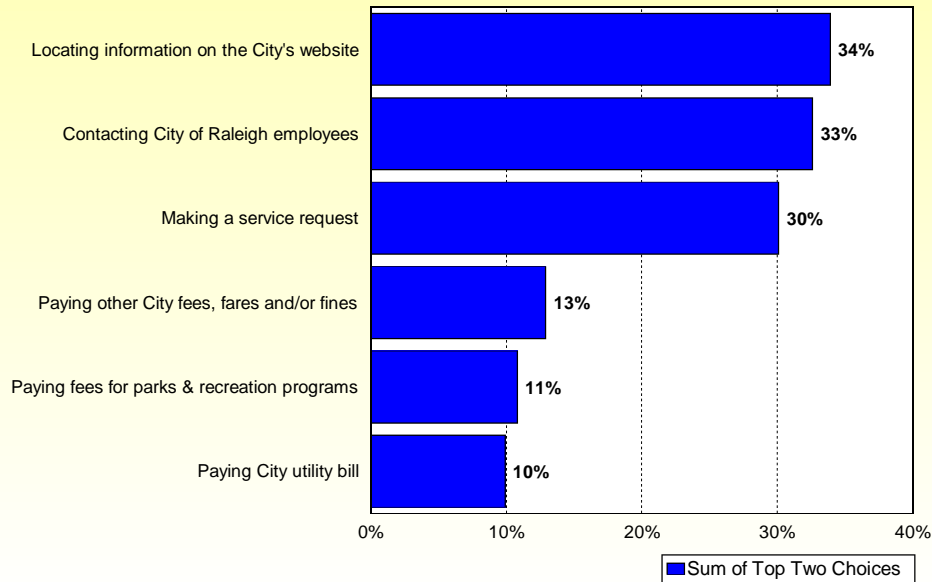
## Q22. Ratings of Performance with Ease of City Processes

by percentage of respondents (excluding don't knows)



## Q23. City Processes That Should Receive the Most Emphasis Over the Next Two Years

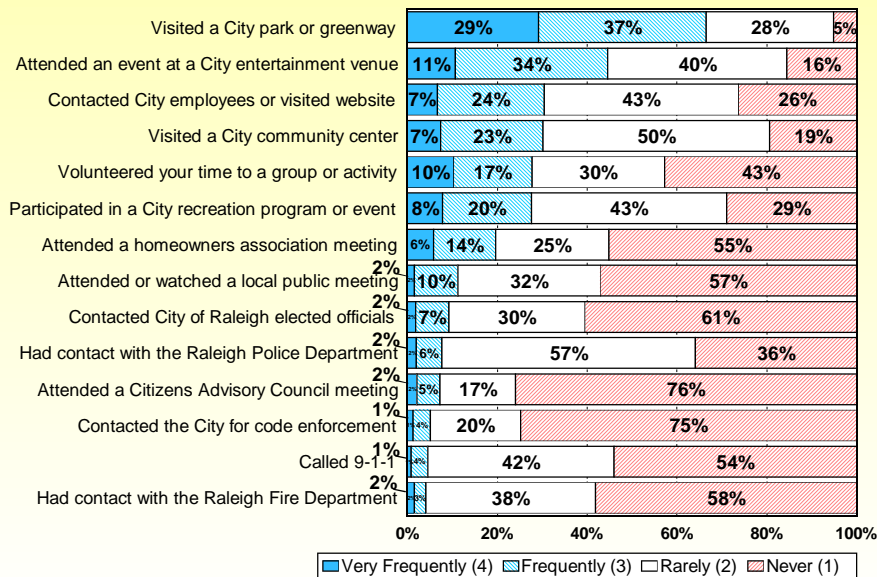
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2016)

## Q24. Frequency Respondent Households Have Done Various Things

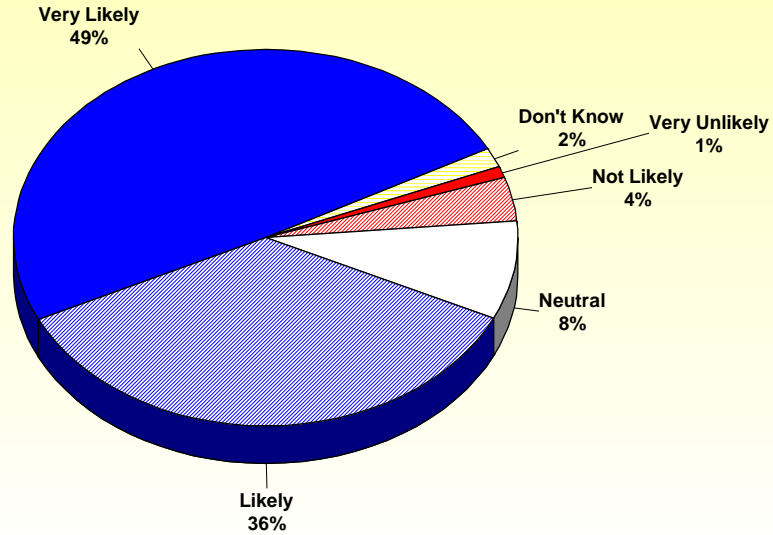
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2016)

### Q25. How Likely Are You to Recommend Living in Raleigh to Someone who Asks?

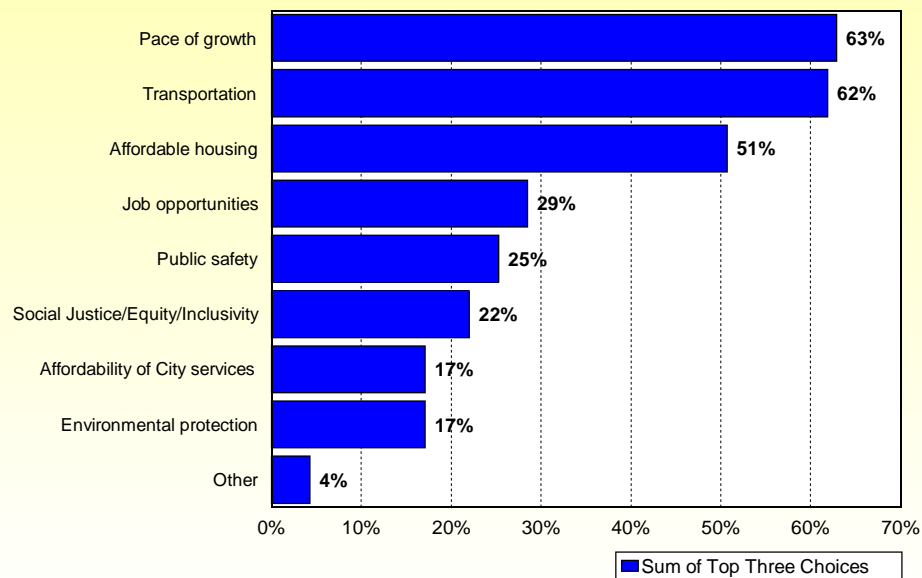
by percentage of respondents



Source: ETC Institute (2016)

### Q26. Most Significant Issues You Think Raleigh Will Face Over the Next Five Years

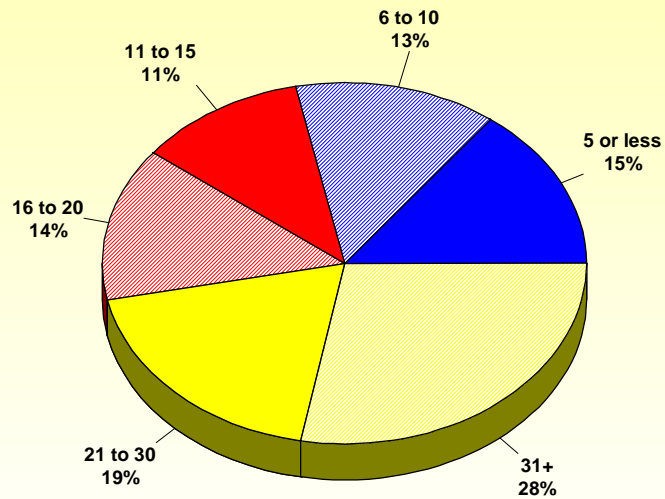
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

### Q28. Demographics: Number of Years Lived in Raleigh

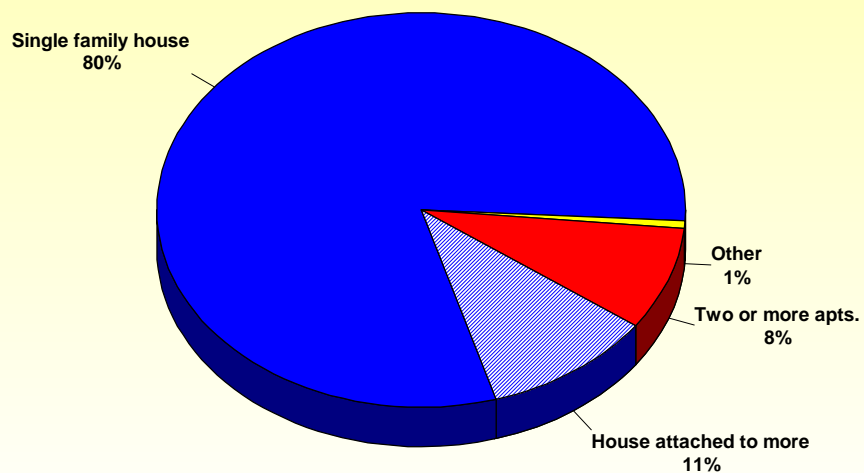
by percentage of respondents



Source: ETC Institute (2016)

### Q29. Demographics: Building You Live In

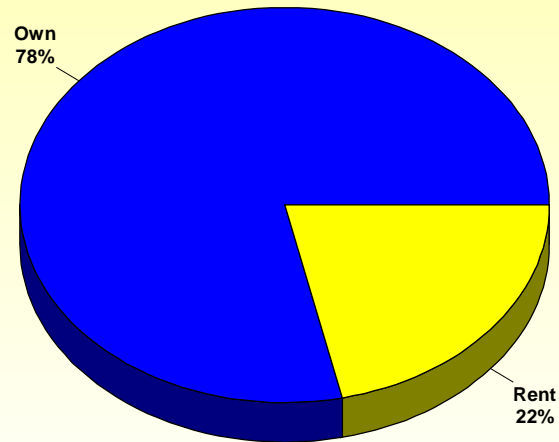
by percentage of household occupants



Source: ETC Institute (2016)

### Q30. Do you own or rent your home?

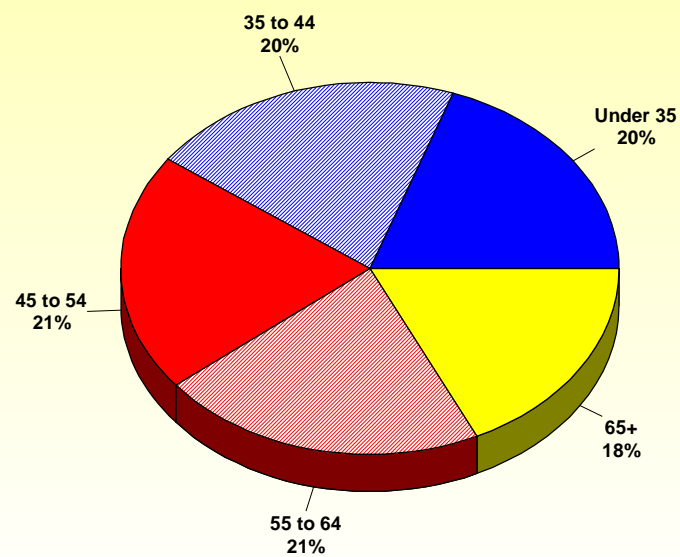
by percentage of respondents



Source: ETC Institute (2016)

### Q31. Demographics: Respondent's Age

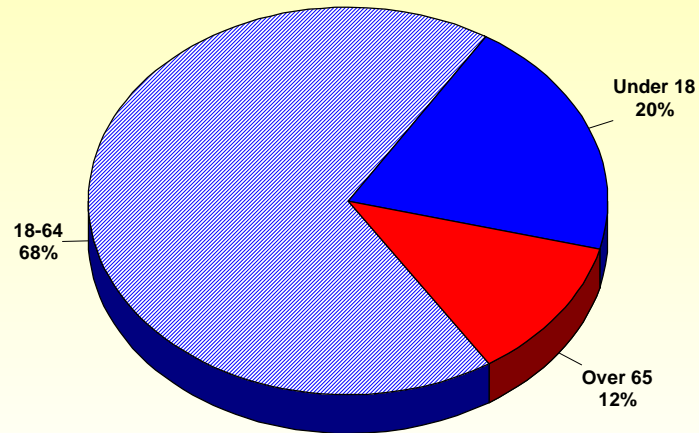
by percentage of respondents



Source: ETC Institute (2016)

### Q32. Demographics: Ages of People in Household

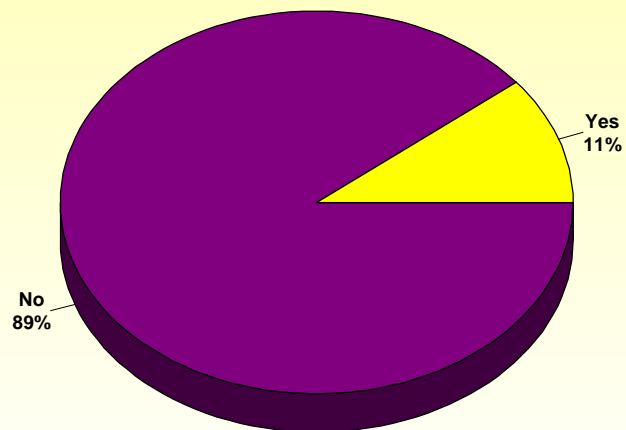
by percentage of household occupants



Source: ETC Institute (2016)

### Q33. Demographics: Members of Household With Disability

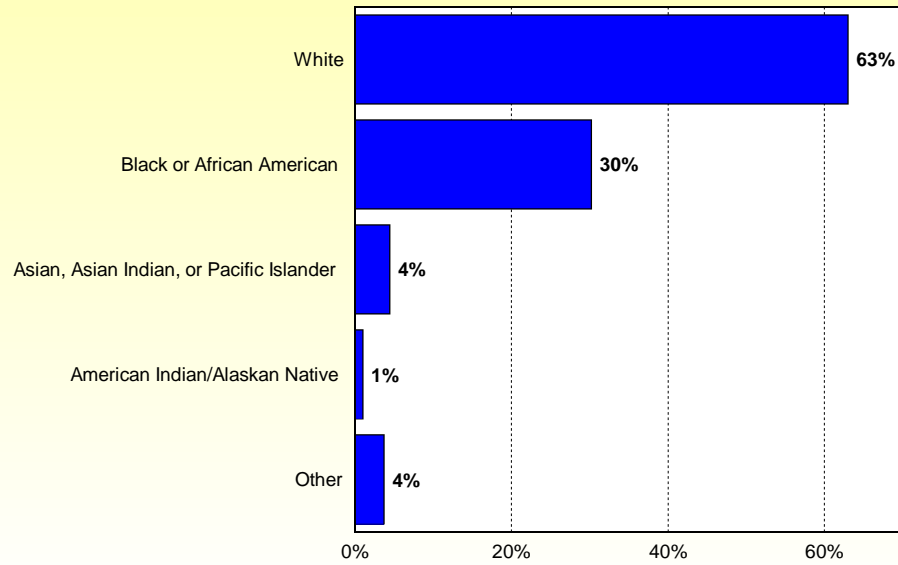
by percentage of respondents



Source: ETC Institute (2016)

### Q34. Demographics: Race/Ethnic Group

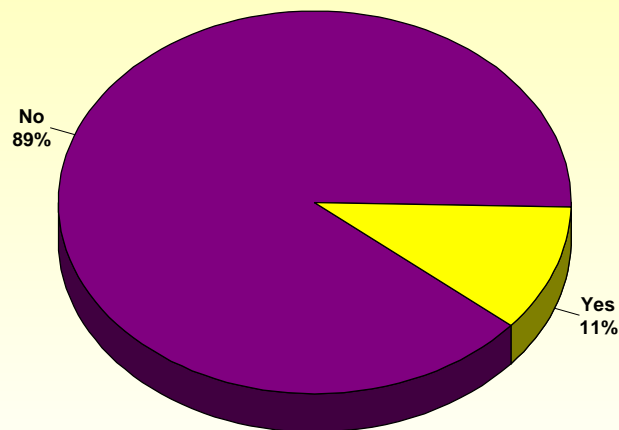
by percentage of respondents (multiple responses allowed)



Source: ETC Institute (2016)

### Q35. Demographics: Of Spanish, Hispanic, or Latino Ancestry

by percentage of respondents

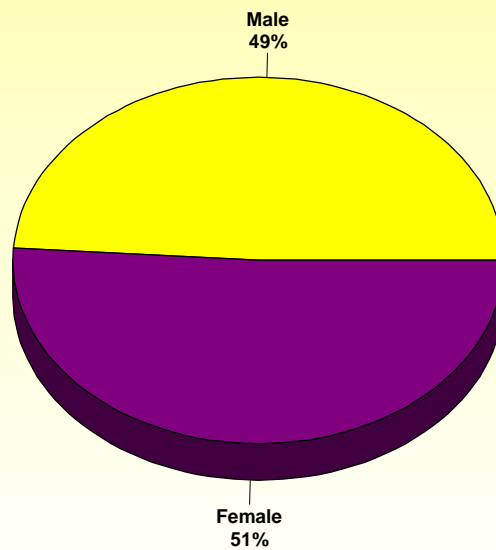


Source: ETC Institute (2016)



### Q36. Demographics: Gender of Respondents

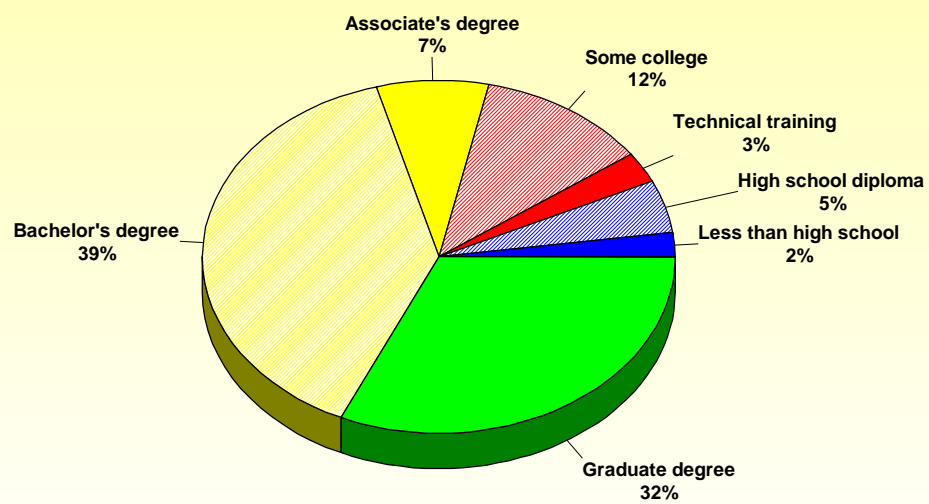
by percentage of respondents



Source: ETC Institute (2016)

### Q37. Demographics: Highest Level of Education

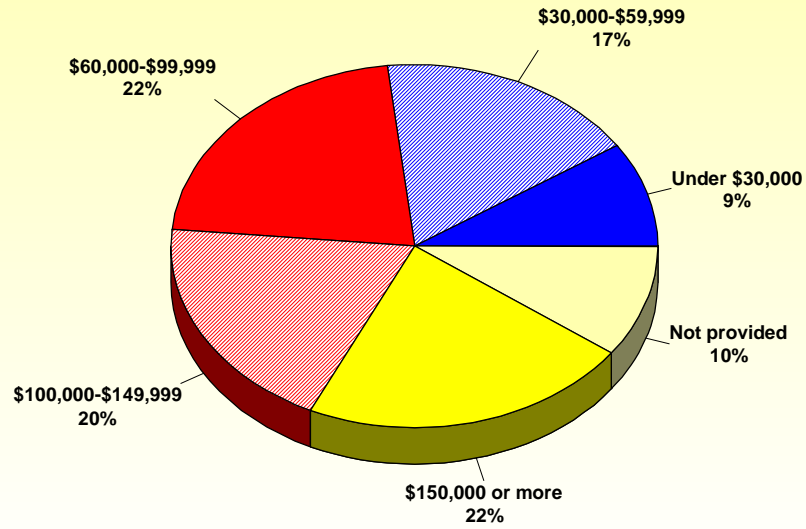
by percentage of respondents



Source: ETC Institute (2016)

### Q38. Demographics: Total Annual Household Income

by percentage of respondents



Source: ETC Institute (2016)

## **Section 2**

# ***Benchmarking Analysis***

---

---

## *DirectionFinder* Survey

### Year 2017 Benchmarking Summary Report

---

#### Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 250 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2016 to a random sample of more than 2,000 residents in the continental United States living in cities with a population of more than 250,000 residents and (2) survey results from 26 large communities (population of more than 200,000 residents) where ETC Institute administered the *DirectionFinder*® survey between January 2013 and December 2016. The results from individual communities were used as the basis for developing the range of performance. The communities included in the performance comparisons that are shown in this report are listed below:

- Arlington County, VA
- Austin, TX
- Dallas, TX
- Des Moines, IA
- Durham (City), NC
- Durham County, NC
- Fayetteville, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Henderson, NV
- Johnson County, KS
- Kansas City, MO
- King County, WA
- Las Vegas, NV
- Mecklenburg County, NC
- Oklahoma City, OK
- Plano, TX
- Raleigh, NC
- Reno, NV
- Richmond, VA
- San Antonio, TX
- San Diego, CA
- San Francisco, CA
- Tempe, AZ
- Tulsa, OK
- Yuma County, AZ

There are two sets of charts in this report:

- The **first set** shows how the results for the City of Raleigh compare to the national average for large U.S. cities. The blue bar shows the results for the City of Raleigh. The green bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 2,000 U.S. residents living in cities with a population of more than 250,000 residents during the fall of 2016.
- The **second set** shows how the results for the City of Raleigh compare to the range of performance for other large U.S. communities where ETC Institute has administered a *DirectionFinder*® survey since 2013. A total of 26 large U.S. communities were included in this analysis (these communities are listed on the previous page). The horizontal blue bar shows the range of performance for each of the areas that were surveyed. The percentage on the left shows the results for the worst performing community. The percentage on the right shows the results for the best performing community. The yellow dot shows the results for the City of Raleigh. The green vertical bar shows the average for the 26 large communities.

# National Benchmarks

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Raleigh is not authorized without written consent from ETC Institute.**

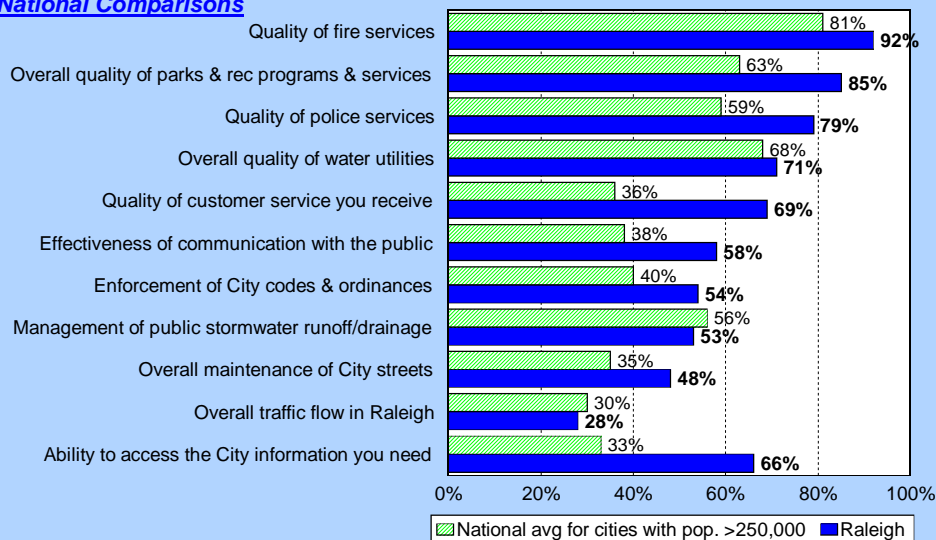
**The national averages shown in these charts are based on the results of a national survey that was administered by ETC Institute to a random sample U.S. residents living in communities with a population of more than 250,000 residents during the Fall of 2016.**

## Satisfaction with Major Categories of City Services

City of Raleigh vs. Large U.S. Communities

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

### National Comparisons



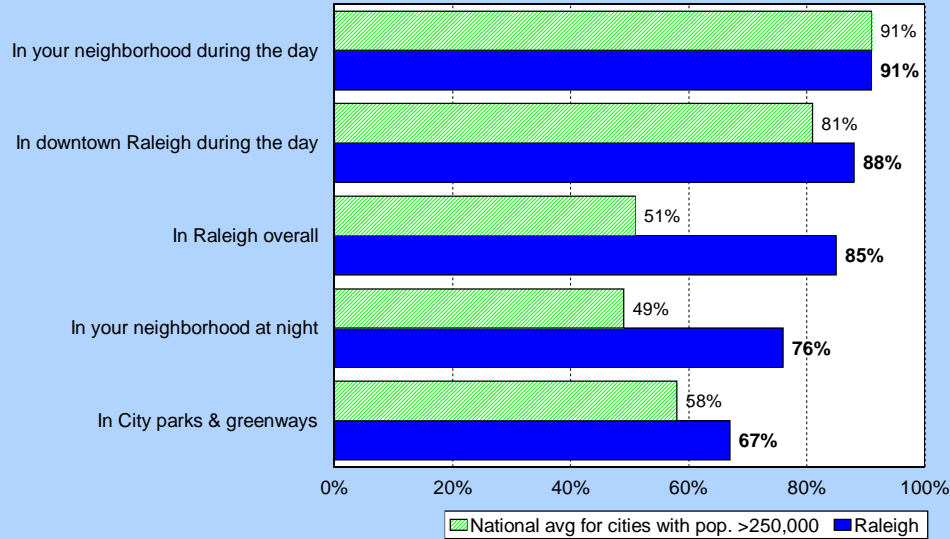
Source: ETC Institute DirectionFinder (2016)

## Feeling of Safety in the City

### City of Raleigh vs. Large U.S. Communities

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

#### National Comparisons



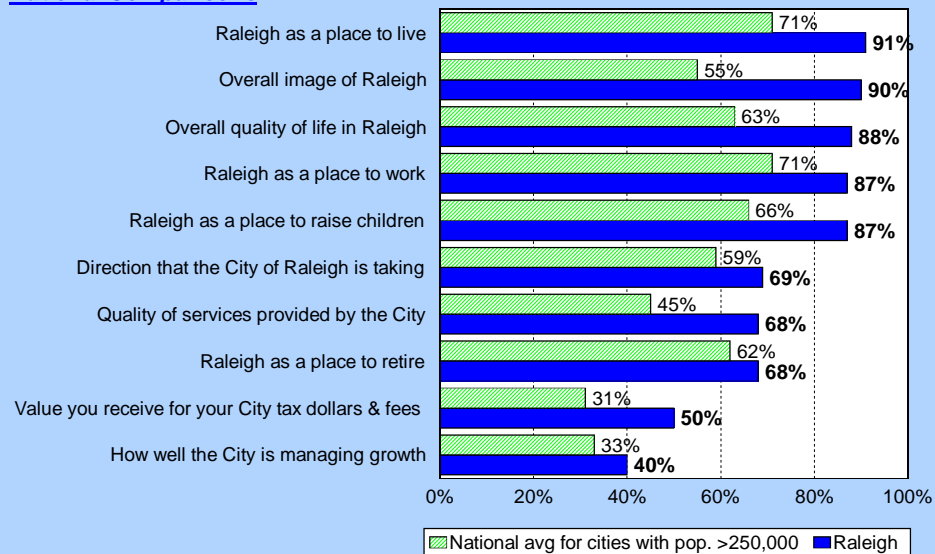
Source: ETC Institute DirectionFinder (2016)

## Satisfaction with Quality of Life in the City

### City of Raleigh vs. Large U.S. Communities

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

#### National Comparisons



Source: ETC Institute DirectionFinder (2016)

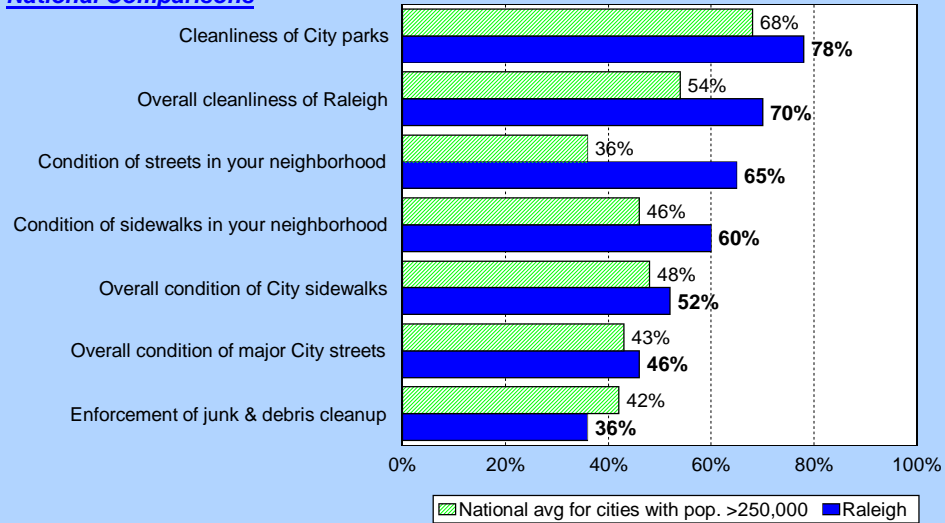


## Satisfaction with City Maintenance Services

### City of Raleigh vs. Large U.S. Communities

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

#### National Comparisons



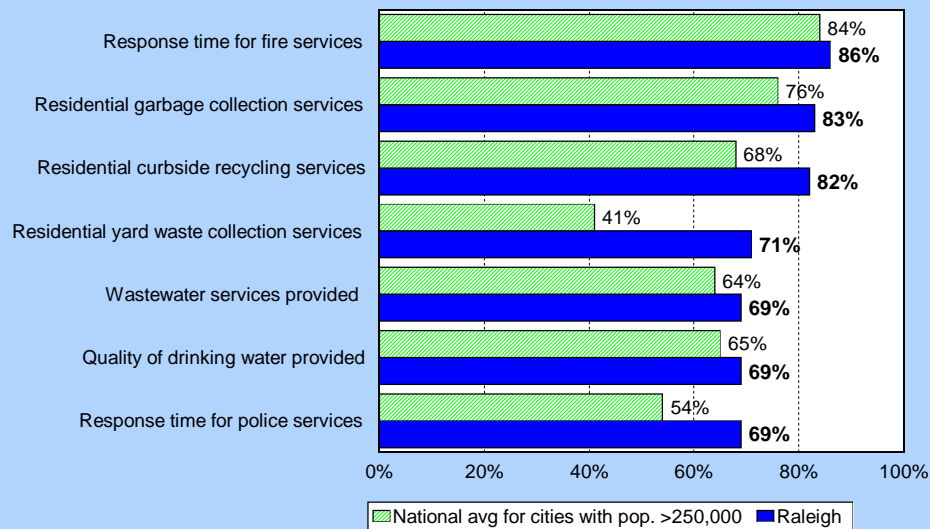
Source: ETC Institute DirectionFinder (2016)

## Satisfaction with Overall City Services

### City of Raleigh vs. Large U.S. Communities

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

#### National Comparisons



Source: ETC Institute DirectionFinder (2016)

## Comparison to a Range of Performance

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Raleigh is not authorized without written consent from ETC Institute.**

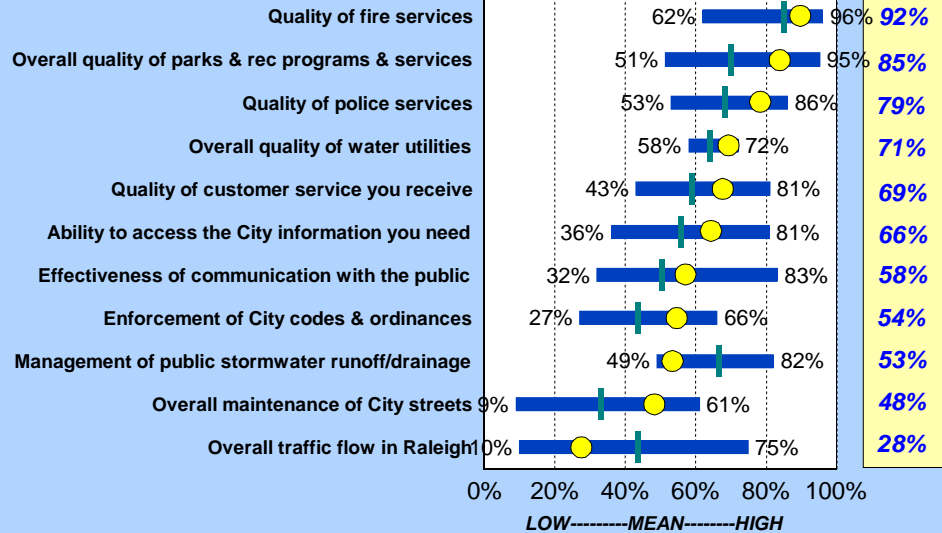
## Benchmarking Communities

- Arlington County, VA
- Austin, TX
- Dallas, TX
- Des Moines, IA
- Durham (City), NC
- Durham County, NC
- Fayetteville, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Henderson, NV
- Johnson County, KS
- Kansas City, MO
- King County, WA
- Las Vegas, NV
- Mecklenburg County, NC
- Oklahoma City, OK
- Plano, TX
- Raleigh, NC
- Reno, NV
- Richmond, VA
- San Antonio, TX
- San Diego, CA
- San Francisco, CA
- Tempe, AZ
- Tulsa, OK
- Yuma County, AZ

## Overall Satisfaction with Major Categories of City Services - 2016

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Direction Finder Benchmarks - Communities w/population > 250,000 only ● **Raleigh, NC**

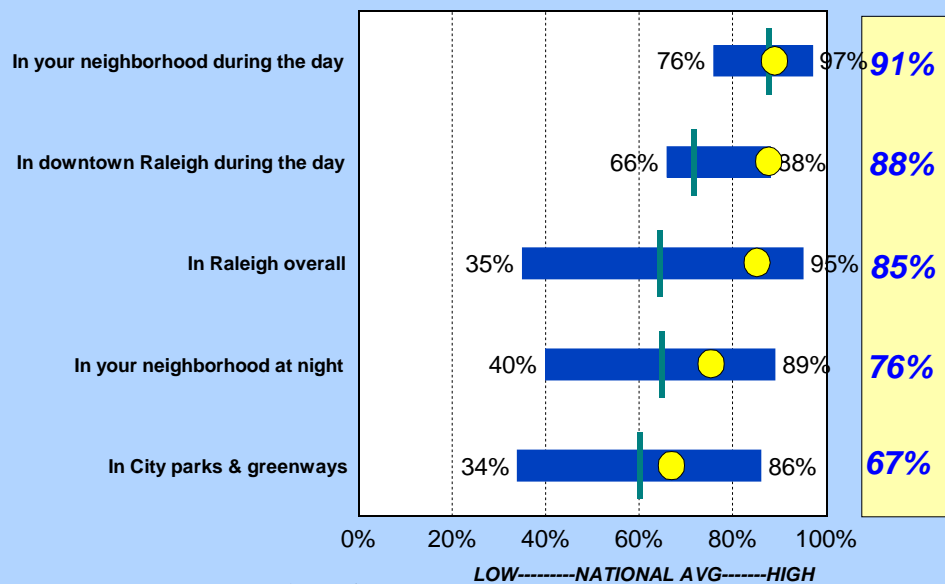


Source: ETC Institute DirectionFinder (2016)

## Overall Feeling of Safety in the City - 2016

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Direction Finder Benchmarks - Communities w/population > 250,000 only ● **Raleigh, NC**

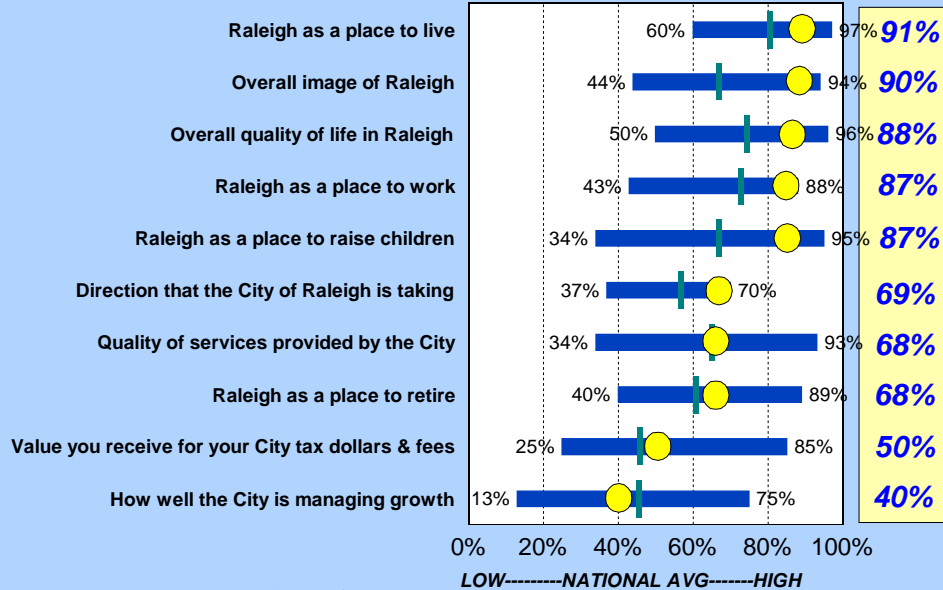


Source: ETC Institute DirectionFinder (2016)

## Overall Quality of Life in the City - 2016

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Direction Finder Benchmarks - Communities w/population > 250,000 only ● **Raleigh, NC**

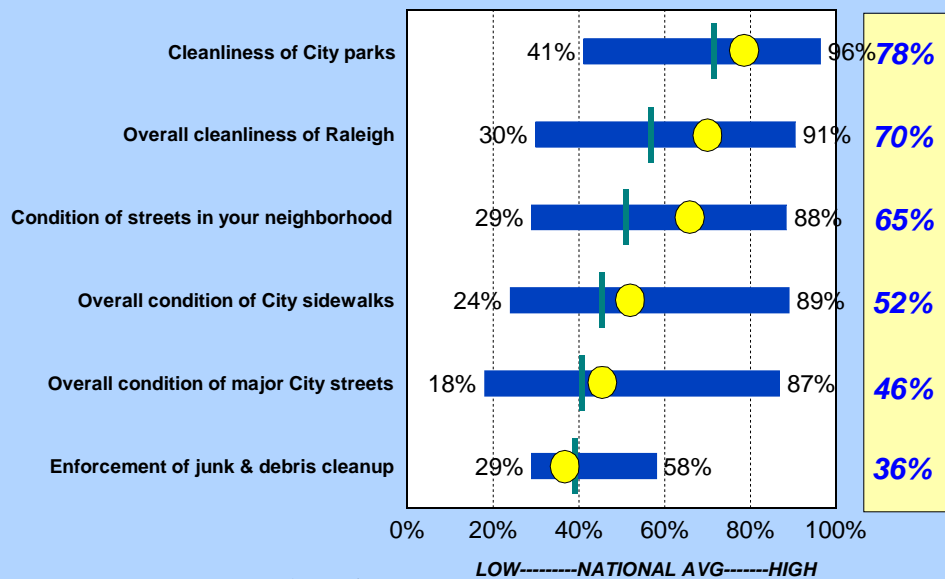


Source: ETC Institute DirectionFinder (2016)

## Satisfaction with Maintenance Services - 2016

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Direction Finder Benchmarks - Communities w/population > 250,000 only ● **Raleigh, NC**



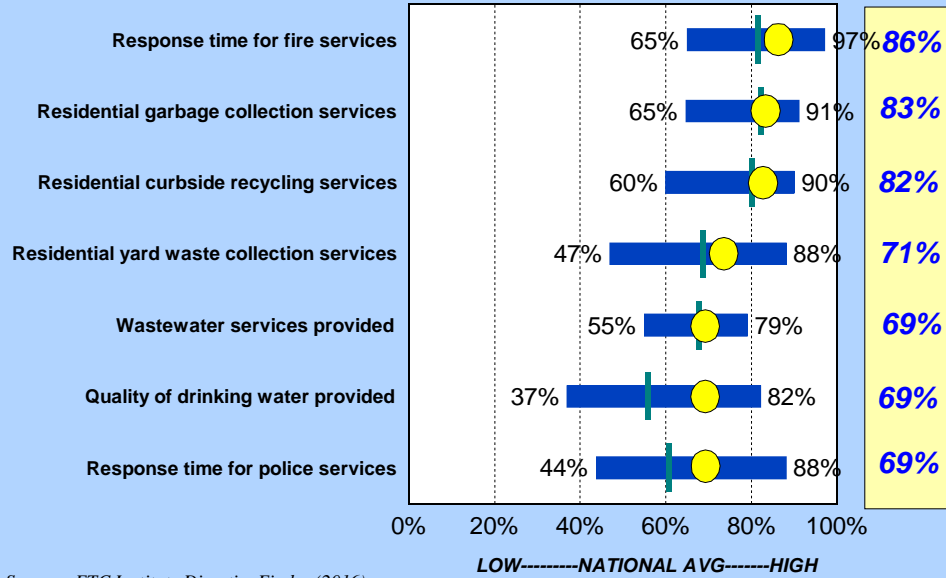
Source: ETC Institute DirectionFinder (2016)

## Satisfaction with Various City Services - 2016

by percentage of respondents who rated the item 4 or 5 on a 5-point scale  
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

**Direction Finder Benchmarks - Communities w/population > 250,000 only**

**Raleigh, NC**



Source: ETC Institute DirectionFinder (2016)

## **Section 3**

# ***Importance Satisfaction Analysis***

---

# Importance-Satisfaction Analysis

## City of Raleigh, North Carolina

### Overview

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

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

### Overview

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

**Example of the Calculation:** Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Seventy-one percent (71%) of respondents selected *overall traffic flow in Raleigh* as one of the most important services for the City to provide.

With regard to satisfaction, 28% of respondents surveyed rated the City's overall performance in the *overall traffic flow in Raleigh* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *overall traffic flow in Raleigh* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 71% was multiplied by 72% (1-0.28). This calculation yielded an I-S rating of 0.5155 which ranked first out of 10 major service categories.

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

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

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

## Interpreting the Ratings

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

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

The results for the City of Raleigh are provided on the following pages.



## 2016 Importance Satisfaction Rating

### City of Raleigh

### Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Overall traffic flow in Raleigh	71%	1	28%	10	0.5155	1
Overall maintenance of City streets	55%	2	48%	9	0.2833	2
<b><u>High Priority (IS .10-.20)</u></b>						
None						
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Management of public stormwater runoff/drainage	19%	6	53%	8	0.0871	3
Effectiveness of communication with the public	21%	4	58%	6	0.0869	4
Quality of police services	34%	3	79%	3	0.0700	5
Enforcement of City codes & ordinances	13%	9	54%	7	0.0586	6
Overall quality of water utilities	18%	7	71%	4	0.0518	7
Quality of customer service you receive	14%	8	69%	5	0.0435	8
Overall quality of parks & rec programs & services	19%	5	85%	2	0.0283	9
Quality of fire services	7%	10	92%	1	0.0061	10

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

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

## 2016 Importance Satisfaction Rating

### City of Raleigh

### Quality of Life in the City of Raleigh

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
How well the City is managing growth	52%	1	40%	15	0.3114	1
<b><u>High Priority (IS .10-.20)</u></b>						
Value you receive for your City tax dollars & fees	36%	2	50%	13	0.1805	2
City's responsiveness to emerging needs	27%	3	54%	12	0.1208	3
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Job Raleigh does at welcoming citizen involvement	13%	7	48%	14	0.0667	4
Direction that the City of Raleigh is taking	20%	5	69%	9	0.0608	5
Quality of services provided by the City	15%	6	68%	10	0.0483	6
The local economy	22%	4	81%	8	0.0416	7
Raleigh as a place to retire	9%	13	68%	11	0.0285	8
Raleigh as a place to raise children	11%	9	87%	5	0.0141	9
Raleigh as a place to work	10%	11	87%	4	0.0126	10
Overall quality of life in your neighborhood	7%	14	83%	7	0.0124	11
Overall quality of life in Raleigh	10%	10	88%	3	0.0117	12
Raleigh as a place to live	12%	8	91%	1	0.0111	13
Overall image of Raleigh	10%	12	90%	2	0.0100	14
Raleigh as a place for young professionals	5%	15	85%	6	0.0076	15

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

#### Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

#### Satisfaction %:

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

## 2016 Importance Satisfaction Rating

### City of Raleigh

### Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Overall condition of major City streets	43%	1	46%	8	0.2288	1
<b><u>High Priority (IS .10-.20)</u></b>						
Enforcement of junk & debris cleanup	29%	2	36%	9	0.1852	2
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Overall condition of City sidewalks	19%	5	52%	7	0.0892	3
Overall quality of new development in Raleigh	21%	4	66%	4	0.0704	4
Overall cleanliness of Raleigh	23%	3	70%	2	0.0668	5
Condition of streets in your neighborhood	12%	7	65%	5	0.0413	6
Cleanliness of downtown Raleigh	13%	6	68%	3	0.0407	7
Condition of sidewalks in your neighborhood	10%	8	60%	6	0.0394	8
Cleanliness of your neighborhood	8%	9	78%	1	0.0175	9

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

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

## 2016 Importance Satisfaction Rating

### City of Raleigh

### Transportation and Parking Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Availability of downtown parking	46%	1	33%	6	0.3091	1
Quality of downtown parking	34%	2	36%	4	0.2160	2
Raleigh's pedestrian & transit networks	31%	3	34%	5	0.2047	3
<b><u>High Priority (IS .10-.20)</u></b>						
Availability of bicycle lanes	20%	5	40%	3	0.1220	4
Availability of sidewalks in Raleigh	25%	4	57%	2	0.1065	5
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Availability of sidewalks in your neighborhood	18%	6	62%	1	0.0678	6

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

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

## 2016 Importance Satisfaction Rating

### City of Raleigh

### City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10-.20)</b>						
Overall effort to protect natural resources	37%	1	55%	11	0.1645	1
Efforts in protecting & improving water quality	32%	2	53%	12	0.1491	2
<b>Medium Priority (IS &lt;.10)</b>						
Overall police relationship with your community	28%	3	66%	9	0.0945	3
Quality of drinking water provided	27%	4	69%	7	0.0840	4
Development review services	9%	9	38%	16	0.0575	5
Bulky item pick-up/removal services	11%	7	56%	10	0.0483	6
Response time for police services	14%	5	69%	8	0.0449	7
Familiarity with fire prevention/education services	7%	14	44%	15	0.0393	8
Permitting services	7%	13	45%	14	0.0389	9
Inspection services	7%	12	47%	13	0.0382	10
Residential yard waste collection services	12%	6	71%	5	0.0352	11
Wastewater services provided	8%	11	69%	6	0.0232	12
Residential curbside recycling services	10%	8	82%	3	0.0172	13
Residential garbage collection services	9%	10	83%	2	0.0144	14
Quality of service provided by 9-1-1 operators	6%	15	77%	4	0.0127	15
Response time for fire services	5%	16	86%	1	0.0076	16

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

#### Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

#### Satisfaction %:

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

## 2016 Importance Satisfaction Rating

### City of Raleigh

### Cultural, Recreation, and Park Amenities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
Ability to support a healthy & active lifestyle	26%	1	69%	7	0.0804	1
Cost of arts & cultural programs	22%	3	65%	8	0.0766	2
Cleanliness of City parks	23%	2	78%	6	0.0497	3
Access to parks, greenways & community centers	20%	4	80%	4	0.0388	4
Availability of arts & cultural programs	18%	5	80%	3	0.0355	5
Cleanliness of City greenways	15%	7	79%	5	0.0322	6
Variety of arts & cultural programs	15%	6	82%	2	0.0269	7
Quality of City entertainment venues	14%	8	84%	1	0.0223	8

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

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

## **Section 4**

### ***Tabular Data***

---

**Q1. OVERALL CITY SERVICES. Please rate the following City Services for each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q1a. Quality of police services	27.0%	41.4%	12.9%	3.4%	1.7%	13.6%
Q1b. Quality of fire services	37.3%	33.6%	5.9%	0.4%	0.0%	22.8%
Q1c. Quality of customer service you receive from City employees	16.4%	40.4%	18.4%	5.1%	2.2%	17.6%
Q1d. Overall maintenance of City streets	7.7%	40.1%	24.8%	18.5%	8.1%	0.8%
Q1e. Enforcement of City codes & ordinances	9.2%	30.8%	25.5%	6.8%	2.4%	25.2%
Q1f. Overall quality of parks & recreation programs & services	32.9%	46.5%	10.3%	1.9%	1.6%	6.8%
Q1g. Effectiveness of City communication with the public	11.3%	42.4%	27.5%	7.2%	4.2%	7.4%
Q1h. Overall traffic flow in Raleigh	3.5%	23.8%	28.2%	25.3%	18.3%	0.9%
Q1i. Overall management of public stormwater runoff/drainage	9.2%	36.9%	27.0%	8.6%	5.3%	13.1%
Q1j. Overall quality of water utilities	19.4%	48.8%	20.5%	3.7%	3.2%	4.4%



**WITHOUT DON'T KNOW**

**Q1. OVERALL CITY SERVICES. Please rate the following City Services for each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor
Q1a. Quality of police services	31.2%	47.9%	14.9%	3.9%	2.0%
Q1b. Quality of fire services	48.3%	43.5%	7.7%	0.5%	0.0%
Q1c. Quality of customer service you receive from City employees	19.9%	49.0%	22.3%	6.2%	2.6%
Q1d. Overall maintenance of City streets	7.8%	40.4%	25.0%	18.6%	8.1%
Q1e. Enforcement of City codes & ordinances	12.3%	41.2%	34.1%	9.1%	3.2%
Q1f. Overall quality of parks & recreation programs & services	35.3%	49.9%	11.1%	2.1%	1.7%
Q1g. Effectiveness of City communication with the public	12.2%	45.8%	29.6%	7.7%	4.6%
Q1h. Overall traffic flow in Raleigh	3.5%	24.0%	28.5%	25.5%	18.5%
Q1i. Overall management of public stormwater runoff/ drainage	10.5%	42.4%	31.1%	9.9%	6.1%
Q1j. Overall quality of water utilities	20.3%	51.1%	21.5%	3.8%	3.3%

**Q2. Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q2. Top choice	Number	Percent
Quality of police services	230	19.1 %
Quality of fire services	9	0.7 %
Quality of customer service you receive from City employees	37	3.1 %
Overall maintenance of City streets	199	16.6 %
Enforcement of City codes & ordinances	28	2.3 %
Overall quality of parks & recreation programs & services	30	2.5 %
Effectiveness of City communication with the public	41	3.4 %
Overall traffic flow in Raleigh	480	39.9 %
Overall management of public stormwater runoff/drainage	28	2.3 %
Overall quality of water utilities	53	4.4 %
None chosen	67	5.6 %
Total	1202	100.0 %

**Q2. Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q2. 2nd choice	Number	Percent
Quality of police services	83	6.9 %
Quality of fire services	61	5.1 %
Quality of customer service you receive from City employees	44	3.7 %
Overall maintenance of City streets	287	23.9 %
Enforcement of City codes & ordinances	59	4.9 %
Overall quality of parks & recreation programs & services	84	7.0 %
Effectiveness of City communication with the public	75	6.2 %
Overall traffic flow in Raleigh	241	20.0 %
Overall management of public stormwater runoff/drainage	86	7.2 %
Overall quality of water utilities	67	5.6 %
None chosen	115	9.6 %
Total	1202	100.0 %

**Q2. Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police services	90	7.5 %
Quality of fire services	19	1.6 %
Quality of customer service you receive from City employees	87	7.2 %
Overall maintenance of City streets	172	14.3 %
Enforcement of City codes & ordinances	64	5.3 %
Overall quality of parks & recreation programs & services	116	9.7 %
Effectiveness of City communication with the public	133	11.1 %
Overall traffic flow in Raleigh	134	11.1 %
Overall management of public stormwater runoff/drainage	108	9.0 %
Overall quality of water utilities	97	8.1 %
None chosen	182	15.1 %
Total	1202	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 3)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of police services	403	33.5 %
Quality of fire services	89	7.4 %
Quality of customer service you receive from City employees	168	14.0 %
Overall maintenance of City streets	658	54.7 %
Enforcement of City codes & ordinances	151	12.6 %
Overall quality of parks & recreation programs & services	230	19.1 %
Effectiveness of City communication with the public	249	20.7 %
Overall traffic flow in Raleigh	855	71.1 %
Overall management of public stormwater runoff/drainage	222	18.5 %
Overall quality of water utilities	217	18.1 %
None chosen	67	5.6 %
Total	3309	

**Q3. PERCEPTIONS OF SAFETY. Please rate your feeling of safety in the following situations in the City using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."**

(N=1202)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q3a. In Raleigh overall	20.6%	62.7%	12.5%	2.2%	0.5%	1.4%
Q3b. In City parks & greenways	14.6%	48.8%	23.1%	6.6%	1.2%	5.6%
Q3c. In downtown Raleigh during the day	33.7%	51.2%	9.3%	1.8%	0.3%	3.7%
Q3d. In downtown Raleigh at night	8.2%	35.6%	31.3%	12.7%	3.1%	9.1%
Q3e. In your neighborhood during the day	50.2%	40.6%	6.3%	1.7%	0.5%	0.7%
Q3f. In your neighborhood at night	30.6%	44.6%	16.7%	5.2%	1.9%	1.0%

**WITHOUT DON'T KNOW**

**Q3. PERCEPTIONS OF SAFETY. Please rate your feeling of safety in the following situations in the City using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe." (without "don't know")**

(N=1202)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q3a. In Raleigh overall	20.9%	63.6%	12.7%	2.3%	0.5%
Q3b. In City parks & greenways	15.5%	51.7%	24.5%	7.0%	1.3%
Q3c. In downtown Raleigh during the day	35.0%	53.1%	9.7%	1.9%	0.3%
Q3d. In downtown Raleigh at night	9.1%	39.2%	34.4%	14.0%	3.4%
Q3e. In your neighborhood during the day	50.5%	40.9%	6.4%	1.7%	0.5%
Q3f. In your neighborhood at night	30.9%	45.0%	16.9%	5.2%	1.9%

**Q4. Which TWO items from the list in Question 3 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q4. Top choice	Number	Percent
In Raleigh overall	270	22.5 %
In City parks & greenways	242	20.1 %
In downtown Raleigh during the day	36	3.0 %
In downtown Raleigh at night	381	31.7 %
In your neighborhood during the day	36	3.0 %
In your neighborhood at night	140	11.6 %
None chosen	97	8.1 %
Total	1202	100.0 %

**Q4. Which TWO items from the list in Question 3 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q4. 2nd choice	Number	Percent
In Raleigh overall	143	11.9 %
In City parks & greenways	307	25.5 %
In downtown Raleigh during the day	55	4.6 %
In downtown Raleigh at night	272	22.6 %
In your neighborhood during the day	51	4.2 %
In your neighborhood at night	195	16.2 %
None chosen	179	14.9 %
Total	1202	100.0 %

**SUM OF TOP 2 CHOICES**

**Q4. Which TWO items from the list in Question 3 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 2)**

Q4. Sum of Top 2 Choices	Number	Percent
In Raleigh overall	413	34.4 %
In City parks & greenways	549	45.7 %
In downtown Raleigh during the day	91	7.6 %
In downtown Raleigh at night	653	54.3 %
In your neighborhood during the day	87	7.2 %
In your neighborhood at night	335	27.9 %
None chosen	97	8.1 %
Total	2225	

**Q5. QUALITY OF LIFE IN THE CITY. Please rate the following aspects of quality of life in the City for each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q5a. Overall image of Raleigh	30.8%	57.5%	7.2%	2.6%	0.6%	1.3%
Q5b. Raleigh as a place to live	41.2%	48.5%	6.9%	1.8%	0.5%	1.1%
Q5c. Raleigh as a place to raise children	37.3%	44.9%	9.6%	2.2%	0.7%	5.3%
Q5d. Raleigh as a place to retire	23.2%	39.3%	19.8%	7.3%	2.7%	7.7%
Q5e. Raleigh as a place for young professionals	35.6%	44.7%	10.2%	2.6%	1.0%	5.9%
Q5f. Raleigh as a place to work	35.7%	49.3%	8.5%	2.8%	1.2%	2.5%
Q5g. Local economy	25.0%	54.4%	13.2%	3.7%	1.7%	2.1%
Q5h. Overall quality of life in Raleigh	31.4%	55.9%	9.0%	1.8%	0.7%	1.2%
Q5i. Overall quality of life in your neighborhood	35.2%	46.2%	12.2%	4.1%	0.6%	1.7%
Q5j. Overall direction that City of Raleigh is taking	17.1%	47.3%	19.4%	6.0%	3.2%	7.1%
Q5k. City of Raleigh's responsiveness to emerging needs & opportunities	10.6%	37.5%	27.2%	9.2%	3.9%	11.6%
Q5l. The job Raleigh government does at welcoming citizen involvement	7.9%	31.1%	30.1%	8.1%	4.8%	18.0%
Q5m. How well City of Raleigh is managing growth	5.7%	31.9%	30.4%	18.1%	7.7%	6.2%
Q5n. Overall quality of services provided by City of Raleigh	12.6%	53.1%	23.5%	5.5%	1.6%	3.7%
Q5o. Overall value that you receive for your City tax & fees	9.9%	38.3%	29.7%	12.5%	5.2%	4.4%

**WITHOUT DON'T KNOW**

**Q5. QUALITY OF LIFE IN THE CITY. Please rate the following aspects of quality of life in the City for each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor
Q5a. Overall image of Raleigh	31.2%	58.3%	7.3%	2.6%	0.6%
Q5b. Raleigh as a place to live	41.6%	49.0%	7.0%	1.9%	0.5%
Q5c. Raleigh as a place to raise children	39.4%	47.5%	10.1%	2.4%	0.7%
Q5d. Raleigh as a place to retire	25.1%	42.5%	21.4%	7.9%	3.0%
Q5e. Raleigh as a place for young professionals	37.8%	47.5%	10.9%	2.7%	1.1%
Q5f. Raleigh as a place to work	36.6%	50.5%	8.7%	2.9%	1.3%
Q5g. Local economy	25.5%	55.6%	13.5%	3.7%	1.7%
Q5h. Overall quality of life in Raleigh	31.8%	56.6%	9.1%	1.9%	0.7%
Q5i. Overall quality of life in your neighborhood	35.8%	47.0%	12.4%	4.1%	0.6%
Q5j. Overall direction that City of Raleigh is taking	18.4%	50.9%	20.9%	6.4%	3.4%
Q5k. City of Raleigh's responsiveness to emerging needs & opportunities	12.0%	42.4%	30.8%	10.3%	4.4%
Q5l. The job Raleigh government does at welcoming citizen involvement	9.6%	37.9%	36.7%	9.8%	5.9%
Q5m. How well City of Raleigh is managing growth	6.0%	34.0%	32.4%	19.3%	8.3%
Q5n. Overall quality of services provided by City of Raleigh	13.1%	55.1%	24.4%	5.7%	1.6%
Q5o. Overall value that you receive for your City tax & fees	10.4%	40.0%	31.1%	13.1%	5.5%

**Q6. Which THREE items from the list in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q6. Top choice	Number	Percent
Overall image of Raleigh	61	5.1 %
Raleigh as a place to live	53	4.4 %
Raleigh as a place to raise children	43	3.6 %
Raleigh as a place to retire	34	2.8 %
Raleigh as a place for young professionals	17	1.4 %
Raleigh as a place to work	30	2.5 %
Local economy	89	7.4 %
Overall quality of life in Raleigh	25	2.1 %
Overall quality of life in your neighborhood	27	2.2 %
Overall direction that City of Raleigh is taking	62	5.2 %
City of Raleigh's responsiveness to emerging needs & opportunities	83	6.9 %
The job Raleigh government does at welcoming citizen involvement	39	3.2 %
How well City of Raleigh is managing growth	348	29.0 %
Overall quality of services provided by City of Raleigh	22	1.8 %
Overall value that you receive for your City tax & fees	157	13.1 %
None chosen	112	9.3 %
Total	1202	100.0 %

**Q6. Which THREE items from the list in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q6. 2nd choice	Number	Percent
Overall image of Raleigh	23	1.9 %
Raleigh as a place to live	42	3.5 %
Raleigh as a place to raise children	51	4.2 %
Raleigh as a place to retire	35	2.9 %
Raleigh as a place for young professionals	29	2.4 %
Raleigh as a place to work	56	4.7 %
Local economy	104	8.7 %
Overall quality of life in Raleigh	45	3.7 %
Overall quality of life in your neighborhood	26	2.2 %
Overall direction that City of Raleigh is taking	96	8.0 %
City of Raleigh's responsiveness to emerging needs & opportunities	126	10.5 %
The job Raleigh government does at welcoming citizen involvement	56	4.7 %
How well City of Raleigh is managing growth	150	12.5 %
Overall quality of services provided by City of Raleigh	76	6.3 %
Overall value that you receive for your City tax & fees	124	10.3 %
None chosen	163	13.6 %
Total	1202	100.0 %



**Q6. Which THREE items from the list in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q6. 3rd choice	Number	Percent
Overall image of Raleigh	30	2.5 %
Raleigh as a place to live	47	3.9 %
Raleigh as a place to raise children	36	3.0 %
Raleigh as a place to retire	37	3.1 %
Raleigh as a place for young professionals	17	1.4 %
Raleigh as a place to work	32	2.7 %
Local economy	71	5.9 %
Overall quality of life in Raleigh	52	4.3 %
Overall quality of life in your neighborhood	34	2.8 %
Overall direction that City of Raleigh is taking	80	6.7 %
City of Raleigh's responsiveness to emerging needs & opportunities	110	9.2 %
The job Raleigh government does at welcoming citizen involvement	58	4.8 %
How well City of Raleigh is managing growth	126	10.5 %
Overall quality of services provided by City of Raleigh	85	7.1 %
Overall value that you receive for your City tax & fees	157	13.1 %
None chosen	230	19.1 %
Total	1202	100.0 %

**SUM OF TOP 3 CHOICES**

**Q6. Which THREE items from the list in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 3)**

Q6. Sum of Top 3 Choices	Number	Percent
Overall image of Raleigh	114	9.5 %
Raleigh as a place to live	142	11.8 %
Raleigh as a place to raise children	130	10.8 %
Raleigh as a place to retire	106	8.8 %
Raleigh as a place for young professionals	63	5.2 %
Raleigh as a place to work	118	9.8 %
Local economy	264	22.0 %
Overall quality of life in Raleigh	122	10.1 %
Overall quality of life in your neighborhood	87	7.2 %
Overall direction that City of Raleigh is taking	238	19.8 %
City of Raleigh's responsiveness to emerging needs & opportunities	319	26.5 %
The job Raleigh government does at welcoming citizen involvement	153	12.7 %
How well City of Raleigh is managing growth	624	51.9 %
Overall quality of services provided by City of Raleigh	183	15.2 %
Overall value that you receive for your City tax & fees	438	36.4 %
None chosen	112	9.3 %
Total	3213	

**Q7. MAINTENANCE. Please rate each aspect of City maintenance services on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q7a. Overall quality of new development in Raleigh	12.1%	48.1%	21.2%	6.4%	3.0%	9.2%
Q7b. Overall cleanliness of Raleigh	11.0%	58.0%	20.7%	6.2%	2.2%	1.9%
Q7c. Cleanliness of downtown Raleigh	10.7%	53.3%	21.1%	7.5%	1.9%	5.4%
Q7d. Cleanliness of your neighborhood	25.9%	50.8%	13.3%	6.6%	2.2%	1.2%
Q7e. Overall condition of major City streets	6.2%	39.4%	30.4%	16.6%	6.0%	1.6%
Q7f. Condition of streets in your neighborhood	14.9%	48.9%	20.0%	10.6%	4.2%	1.4%
Q7g. Overall condition of City sidewalks	7.7%	41.9%	28.1%	11.9%	5.3%	5.1%
Q7h. Condition of sidewalks in your neighborhood	14.6%	41.4%	19.8%	10.6%	6.7%	6.8%
Q7i. Enforcement of junk & debris cleanup on private property	5.7%	23.5%	26.0%	17.1%	9.6%	18.1%

**WITHOUT DON'T KNOW**

**Q7. MAINTENANCE. Please rate each aspect of City maintenance services on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor
Q7a. Overall quality of new development in Raleigh	13.3%	53.0%	23.4%	7.1%	3.3%
Q7b. Overall cleanliness of Raleigh	11.2%	59.1%	21.1%	6.4%	2.2%
Q7c. Cleanliness of downtown Raleigh	11.3%	56.4%	22.3%	7.9%	2.0%
Q7d. Cleanliness of your neighborhood	26.2%	51.4%	13.5%	6.6%	2.3%
Q7e. Overall condition of major City streets	6.3%	40.0%	30.9%	16.8%	6.1%
Q7f. Condition of streets in your neighborhood	15.1%	49.6%	20.3%	10.8%	4.2%
Q7g. Overall condition of City sidewalks	8.1%	44.2%	29.6%	12.5%	5.6%
Q7h. Condition of sidewalks in your neighborhood	15.7%	44.5%	21.3%	11.3%	7.2%
Q7i. Enforcement of junk & debris cleanup on private property	7.0%	28.7%	31.8%	20.8%	11.7%

**Q8. Which TWO items listed in Question 7 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q8. Top choice	Number	Percent
Overall quality of new development in Raleigh	169	14.1 %
Overall cleanliness of Raleigh	129	10.7 %
Cleanliness of downtown Raleigh	72	6.0 %
Cleanliness of your neighborhood	52	4.3 %
Overall condition of major City streets	303	25.2 %
Condition of streets in your neighborhood	47	3.9 %
Overall condition of City sidewalks	84	7.0 %
Condition of sidewalks in your neighborhood	50	4.2 %
Enforcement of junk & debris cleanup on private property	184	15.3 %
None chosen	112	9.3 %
Total	1202	100.0 %

**Q8. Which TWO items listed in Question 7 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q8. 2nd choice	Number	Percent
Overall quality of new development in Raleigh	82	6.8 %
Overall cleanliness of Raleigh	141	11.7 %
Cleanliness of downtown Raleigh	80	6.7 %
Cleanliness of your neighborhood	42	3.5 %
Overall condition of major City streets	209	17.4 %
Condition of streets in your neighborhood	94	7.8 %
Overall condition of City sidewalks	141	11.7 %
Condition of sidewalks in your neighborhood	69	5.7 %
Enforcement of junk & debris cleanup on private property	162	13.5 %
None chosen	182	15.1 %
Total	1202	100.0 %

**SUM OF TOP 2 CHOICES****Q8. Which TWO items listed in Question 7 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 2)**

Q8. Sum of Top 2 Choices	Number	Percent
Overall quality of new development in Raleigh	251	20.9 %
Overall cleanliness of Raleigh	270	22.5 %
Cleanliness of downtown Raleigh	152	12.6 %
Cleanliness of your neighborhood	94	7.8 %
Overall condition of major City streets	512	42.6 %
Condition of streets in your neighborhood	141	11.7 %
Overall condition of City sidewalks	225	18.7 %
Condition of sidewalks in your neighborhood	119	9.9 %
Enforcement of junk & debris cleanup on private property	346	28.8 %
None chosen	112	9.3 %
Total	2222	

**Q9. TRANSPORTATION & PARKING. Please rate each aspect of transportation and parking within the City on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q9a. Availability of sidewalks in Raleigh	9.3%	46.0%	21.8%	14.1%	5.3%	3.5%
Q9b. Availability of sidewalks in your neighborhood	21.0%	39.0%	15.1%	12.3%	10.1%	2.5%
Q9c. Availability of bicycle lanes	9.1%	26.8%	30.6%	16.8%	7.2%	9.5%
Q9d. Availability of downtown parking	4.3%	27.0%	29.9%	19.9%	13.6%	5.4%
Q9e. Quality of downtown parking	4.2%	29.6%	32.2%	16.6%	11.6%	5.9%
Q9f. Raleigh's pedestrian & transit networks (e.g., sidewalks, buses, etc.) ability to serve individuals with disabilities	4.5%	17.5%	20.0%	13.1%	8.7%	36.3%

**WITHOUT DON'T KNOW**

**Q9. TRANSPORTATION & PARKING. Please rate each aspect of transportation and parking within the City on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor
Q9a. Availability of sidewalks in Raleigh	9.7%	47.7%	22.6%	14.6%	5.5%
Q9b. Availability of sidewalks in your neighborhood	21.5%	40.0%	15.5%	12.6%	10.3%
Q9c. Availability of bicycle lanes	10.0%	29.6%	33.8%	18.6%	8.0%
Q9d. Availability of downtown parking	4.6%	28.5%	31.6%	21.0%	14.3%
Q9e. Quality of downtown parking	4.4%	31.5%	34.2%	17.6%	12.3%
Q9f. Raleigh's pedestrian & transit networks (e.g., sidewalks, buses, etc.) ability to serve individuals with disabilities	7.0%	27.4%	31.3%	20.6%	13.6%

**Q10. Which TWO of the items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q10. Top choice	Number	Percent
Availability of sidewalks in Raleigh	172	14.3 %
Availability of sidewalks in your neighborhood	129	10.7 %
Availability of bicycle lanes	122	10.1 %
Availability of downtown parking	342	28.5 %
Quality of downtown parking	95	7.9 %
Raleigh's pedestrian & transit networks (e.g., sidewalks, buses, etc.) ability to serve individuals with disabilities	214	17.8 %
None chosen	128	10.6 %
Total	1202	100.0 %

**Q10. Which TWO of the items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q10. 2nd choice	Number	Percent
Availability of sidewalks in Raleigh	128	10.6 %
Availability of sidewalks in your neighborhood	83	6.9 %
Availability of bicycle lanes	121	10.1 %
Availability of downtown parking	213	17.7 %
Quality of downtown parking	310	25.8 %
Raleigh's pedestrian & transit networks (e.g., sidewalks, buses, etc.) ability to serve individuals with disabilities	161	13.4 %
None chosen	186	15.5 %
Total	1202	100.0 %

**SUM OF TOP 3 CHOICES**

**Q10. Which TWO of the items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 2)**

Q10. Sum of Top 2 Choices	Number	Percent
Availability of sidewalks in Raleigh	300	25.0 %
Availability of sidewalks in your neighborhood	212	17.6 %
Availability of bicycle lanes	243	20.2 %
Availability of downtown parking	555	46.2 %
Quality of downtown parking	405	33.7 %
Raleigh's pedestrian & transit networks (e.g., sidewalks, buses, etc.) ability to serve individuals with disabilities	375	31.2 %
None chosen	128	10.6 %
Total	2218	

**Q11. MOBILITY. Please rate each aspect of mobility on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q11a. Walking to places in Raleigh	7.7%	33.5%	24.9%	16.7%	8.7%	8.5%
Q11b. Biking to places in Raleigh	4.9%	21.2%	27.0%	13.0%	6.1%	27.8%
Q11c. Riding GoRaleigh bus to places	4.7%	14.9%	17.6%	8.5%	6.9%	47.4%

**WITHOUT DON'T KNOW****Q11. MOBILITY. Please rate each aspect of mobility on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (Without "don't know")**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor
Q11a. Walking to places in Raleigh	8.4%	36.6%	27.2%	18.3%	9.5%
Q11b. Biking to places in Raleigh	6.8%	29.4%	37.4%	18.0%	8.4%
Q11c. Riding GoRaleigh bus to places	9.0%	28.3%	33.4%	16.1%	13.1%



**Q12. BUS SYSTEM. Please rate each aspect of the bus system on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q12a. Overall quality of GoRaleigh bus system	3.6%	13.8%	14.5%	4.8%	3.5%	59.8%
Q12b. Cleanliness of GoRaleigh buses	3.7%	15.4%	12.7%	3.0%	1.3%	63.9%
Q12c. Cleanliness of GoRaleigh bus stops	2.7%	12.9%	16.4%	4.7%	3.0%	60.3%
Q12d. Cleanliness of GoRaleigh bus terminals	2.4%	8.2%	15.6%	4.5%	2.9%	66.4%

**WITHOUT DON'T KNOW**

**Q12. BUS SYSTEM. Please rate each aspect of the bus system on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor
Q12a. Overall quality of GoRaleigh bus system	8.9%	34.4%	36.0%	12.0%	8.7%
Q12b. Cleanliness of GoRaleigh buses	10.1%	42.6%	35.3%	8.3%	3.7%
Q12c. Cleanliness of GoRaleigh bus stops	6.9%	32.5%	41.3%	11.7%	7.5%
Q12d. Cleanliness of GoRaleigh bus terminals	7.2%	24.3%	46.5%	13.4%	8.7%

**Q13. In the past 12 months, how often have you used the GoRaleigh bus system?**

Q13. How often have you used GoRaleigh bus system in past 12 months	Number	Percent
Very frequently	26	2.2 %
Frequently	25	2.1 %
Rarely	211	17.6 %
Never	910	75.7 %
Don't know	30	2.5 %
Total	1202	100.0 %

**Q13a. If "NEVER" to Question 13, which of the following is your primary reason for not using the service?**

Q13a. Which is your primary reason for not using the service	Number	Percent
Does not serve the areas I need to visit	145	15.9 %
Buses do not come frequently enough	40	4.4 %
Services are not provided during the days & hours I would use it	28	3.1 %
I just prefer to drive	572	62.9 %
Other	109	12.0 %
Not provided	16	1.8 %
Total	910	100.0 %

**Q13a. Other**

Q13a. Other	Number	Percent
1/2 MILE WALK TO CATCH	1	0.9 %
BUSES DON'T COME CLOSE ENOUGH TO MY NEIGHBORHOOD	1	0.9 %
BIKE	1	0.9 %
BUSES AREN'T EFFICIENT, LIGHT RAIL IS	1	0.9 %
BUSES DO NOT TRAVEL NEAR OUR HOME	1	0.9 %
BUSES SHOULD USE CLEANER FUEL	1	0.9 %
CONVENIENCE OF CAR FOR GETTING TO MY DESTINATION	1	0.9 %
CAN'T SAFELY WALK TO BUS STOP	1	0.9 %
DON'T GO ANYMORE	1	0.9 %
DO NOT FEEL SAFE USING	1	0.9 %
DOES NOT SERVICE MY NEIGHBORHOOD	9	8.3 %
DON'T CONSIDER BUS SCHEDULE WHEN I WANT TO GO SOMEWHERE	1	0.9 %
DON'T KNOW THE OFFERINGS	1	0.9 %
DON'T KNOW WHERE THEY GO OR COST	1	0.9 %
DON'T NEED SERVICE	1	0.9 %
HAVE TO GO TO DOWNTOWN TO GO TO ANYWHERE ELSE	1	0.9 %
HANDICAPPED	1	0.9 %
HAVE TO WALK A MILE TO GET TO A BUS STOP	1	0.9 %
HAVE TO WALK LONG TO GET TO BUS STOPS	1	0.9 %
I AM AN HVAC TECHNICIAN	1	0.9 %
I PREFER TO RIDE IN CARS	1	0.9 %
I BIKE TO WORK, SO I DON'T DRIVE OR RIDE THE BUS	1	0.9 %
I CAN WALK OR RIDE TO WORK	1	0.9 %
I DON'T HAVE ENOUGH INFORMATION ABOUT SCHEDULES AND STOPS	1	0.9 %
I DON'T NEED IT	1	0.9 %
I DRIVE OR BIKE	1	0.9 %
I HAVE MY OWN CAR	1	0.9 %
I HAVE NEVER HEARD OF IT AND DON'T KNOW WHAT IT IS	1	0.9 %
I HAVE SMALL CHILDREN WHO REQUIRE CAR SEATS	1	0.9 %
I HAVE TO DRIVE AROUND DURING THE WORK DAYS	1	0.9 %
I JUST PREFER TO WALK/BIKE	1	0.9 %
I LIVE 3 MILES FROM WORK. BUS LINES CLOSEST GO NORTH/SOUTH	1	0.9 %
I MOSTLY WALK	1	0.9 %
I PREFER TO WALK OR BIKE	1	0.9 %
I RELY ON FAMILY MEMBERS	1	0.9 %
I SIMPLY DO NOT KNOW ENOUGH ABOUT GORALEIGH BUSES, ROUTES, ETC	1	0.9 %
I WORK FROM HOME	1	0.9 %
I WORK OUT OF TOWN MOST WEEKS	1	0.9 %
I'M NOT USED TO USING BUS SYSTEM AND DON'T KNOW ENOUGH ABOUT IT	1	0.9 %
I'VE NEVER HEARD OF THE GORALEIGH BUS SYSTEM	1	0.9 %
IT IS NOT CONVENIENT	1	0.9 %

**Q13a. Other**

Q13a. Other	Number	Percent
IMPOSSIBLE TO UNDERSTAND AND GET BUS SCHEDULE	1	0.9 %
INCONVENIENT, WOULD RATHER DRIVE	1	0.9 %
IT IS NOT CONVENIENT TO GET BUS PASSES/TICKETS	1	0.9 %
LOGISTICAL REASONS HAVING TO DO WITH LARGE FAMILY	1	0.9 %
LONGER TRAVEL TIMES BY BUS RATHER THAN BY CAR	1	0.9 %
LOCATION OF STOP	1	0.9 %
LONG TRIP LINES/MULTIPLE ROUTE CHANGES TO GET WHERE I NEED TO GO	1	0.9 %
MAINLY STAY IN MY NEIGHBORHOOD	1	0.9 %
MULTIPLE CALLS ON OFFICES	1	0.9 %
MY CAR WORKS FINE	1	0.9 %
MY JOB REQUIRES ME TO DRIVE	1	0.9 %
MAJORITY OF CURRENT CLIENTS ARE UNPLEASANT	1	0.9 %
NOT A GOVT FUNCTION	1	0.9 %
NOT CLEAN LOOKS SHABBY	1	0.9 %
NEVER USED BEFORE. TOO SCARED TO DO IT	1	0.9 %
NO DIRECT ROUTES, SCHEDULES ARE UNCLEAR	1	0.9 %
NO SERVICES IN MY NEIGHBORHOOD. CLOSEST STOP IS 1 MILE AWAY	1	0.9 %
NOT A GOOD EXPERIENCE	1	0.9 %
NOT AVAILABLE IN MY NEIGHBORHOOD EVEN THOUGH I LIVE IN CITY LIMITS	1	0.9 %
NOT ENOUGH INFORMATION ABOUT THEM	1	0.9 %
NOT FAMILIAR WITH THE SYSTEM	1	0.9 %
NOT INTERESTED AT THE MOMENT BUT OBVIOUSLY A VALUED OVERALL SERVICE	1	0.9 %
NOT NEEDED. BIKE OR DRIVE INTO DOWNTOWN	1	0.9 %
NOT SURE OF ROUTES OR TIMES	1	0.9 %
NOT WORKING RIGHT NOW	1	0.9 %
ONLY RECENTLY MOVED HERE	1	0.9 %
PREFER TO GET OTHER RIDE	1	0.9 %
SENIOR CITIZEN NOT ABLE TO WALK TO CATCH BUS	1	0.9 %
SERVICE IS NOT AVAILABLE IN OUR AREA	1	0.9 %
STOP TOO FAR FROM MY HOUSE, I'M DISABLED	1	0.9 %
TAKES TOO LONG TO GET TO WORK	1	0.9 %
TAKES TOO LONG	1	0.9 %
TOO COMPLICATED TO GET FROM HERE THERE	1	0.9 %
TOO OLD	1	0.9 %
TRY TO WALK MOST PLACES WHEN IN RALEIGH	1	0.9 %
UNAWARE OF GO RALEIGH	1	0.9 %
UNSAFE	1	0.9 %
UNSURE OF AVAILABILITY AND SCHEDULE	1	0.9 %
USE PERSONAL TRANSPORTATION	1	0.9 %
WE HAVE OUR OWN TRANSPORTATION	1	0.9 %
WITH KIDS WE DRIVE	1	0.9 %
WALK OR DRIVE TO WORK	1	0.9 %

**Q13a. Other**

<u>Q13a. Other</u>	<u>Number</u>	<u>Percent</u>
BUS STOPS NOT CLOSE TO MY HOME AND THEN FREQUENCY		
OF BUSES	1	0.9 %
DIFFICULTY WALKING, CLIMBING STAIRS	1	0.9 %
DO NOT NEED TO USE THE BUS SYSTEM	1	0.9 %
DON'T KNOW WHERE/HOW TO GET A BUS TICKET	1	0.9 %
HAVEN'T HAD THE NEED OR OPPORTUNITY	1	0.9 %
LEARNING SCHEDULES AND ROUTES SEEMS DAUNTING	1	0.9 %
MY WORK REQUIRES SPECIAL TRANSPORTATION	1	0.9 %
NO KNOWLEDGE	2	1.8 %
NOT FAMILIAR	1	0.9 %
PREFER TO DRIVE, WALK OR BIKE	1	0.9 %
SEEMS UNSAFE	1	0.9 %
STOP IS TOO FAR AWAY	1	0.9 %
TAKES TOO LONG FOR AREAS I WOULD VISIT	1	0.9 %
TAKES TOO LONG TO COMMUTE TO DESTINATION	1	0.9 %
TAKES TOO LONG TO USE THE BUS TO GET WHERE I NEED TO	1	0.9 %
THERE IS NO STOP NEAR MY APARTMENT	1	0.9 %
WALK	1	0.9 %
Total	109	100.0 %

**Q14. ALTERNATIVE TRANSPORTATION MODES. Please rate your frequency of use of each alternative transportation mode on a scale of 1 to 4, where 4 means "Very Frequently" and 1 means "Never."**

(N=1202)

	Very frequently	Frequently	Rarely	Never	Don't know
Q14a. Biked or walked instead of drive	4.2%	14.2%	41.5%	34.7%	5.3%
Q14b. Used City greenways as a mode of transportation	2.2%	8.6%	23.7%	58.3%	7.2%

**WITHOUT DON'T KNOW**

**Q14. ALTERNATIVE TRANSPORTATION MODES. Please rate your frequency of use of each alternative transportation mode on a scale of 1 to 4, where 4 means "Very Frequently" and 1 means "Never." (without "don't know")**

(N=1202)

	Very frequently	Frequently	Rarely	Never
Q14a. Biked or walked instead of drive	4.5%	15.0%	43.8%	36.6%
Q14b. Used City greenways as a mode of transportation	2.3%	9.2%	25.6%	62.9%

**Q15. SERVICES. Please rate each aspect of City services on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q15a. Development review services	2.8%	11.2%	16.5%	3.7%	2.6%	63.1%
Q15b. Permitting services	3.1%	17.0%	17.7%	4.3%	2.2%	55.7%
Q15c. Inspection services	4.2%	19.3%	19.9%	4.9%	1.7%	49.9%
Q15d. Overall police relationship with your community	15.1%	41.0%	18.2%	6.0%	4.7%	15.1%
Q15e. Response time for police services	14.8%	32.9%	14.2%	5.1%	2.5%	30.5%
Q15f. Response time for fire services	25.0%	29.4%	8.2%	0.4%	0.4%	36.6%
Q15g. Your familiarity with City of Raleigh's fire prevention/education services	7.7%	18.3%	19.2%	6.4%	7.7%	40.7%
Q15h. Overall quality of service provided by 9-1-1 operators	16.5%	28.3%	10.6%	1.6%	0.8%	42.2%
Q15i. Quality of drinking water provided by Raleigh Public Utilities	20.5%	43.3%	19.4%	5.5%	3.7%	7.6%
Q15j. Wastewater services provided by Raleigh Public Utilities	15.9%	42.4%	20.1%	3.7%	2.2%	15.6%
Q15k. Residential garbage collection services	31.8%	48.8%	10.7%	3.6%	1.7%	3.3%
Q15l. Residential curbside recycling services	31.7%	46.4%	10.3%	4.6%	2.3%	4.7%
Q15m. Residential yard waste collection services	23.2%	39.0%	13.7%	7.5%	3.7%	12.8%
Q15n. Bulky item pick-up/removal services	13.1%	21.5%	16.6%	6.3%	4.6%	37.9%
Q15o. City's efforts in protecting & improving water quality in local streams & lakes	7.3%	26.8%	19.6%	5.5%	4.7%	36.1%
Q15p. City's overall effort to protect natural resources & environment	8.9%	29.9%	20.9%	6.2%	4.2%	30.0%

**WITHOUT DON'T KNOW****Q15. SERVICES. Please rate each aspect of City services on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor
Q15a. Development review services	7.7%	30.5%	44.7%	10.2%	7.0%
Q15b. Permitting services	6.9%	38.3%	40.0%	9.8%	5.1%
Q15c. Inspection services	8.5%	38.5%	39.7%	9.8%	3.5%
Q15d. Overall police relationship with your community	17.7%	48.3%	21.4%	7.1%	5.5%
Q15e. Response time for police services	21.3%	47.3%	20.5%	7.3%	3.6%
Q15f. Response time for fire services	39.4%	46.3%	13.0%	0.7%	0.7%
Q15g. Your familiarity with City of Raleigh's fire prevention/education services	12.9%	30.9%	32.4%	10.8%	13.0%
Q15h. Overall quality of service provided by 9-1-1 operators	28.5%	48.9%	18.4%	2.7%	1.4%
Q15i. Quality of drinking water provided by Raleigh Public Utilities	22.2%	46.8%	21.0%	5.9%	4.1%
Q15j. Wastewater services provided by Raleigh Public Utilities	18.8%	50.3%	23.9%	4.3%	2.7%
Q15k. Residential garbage collection services	32.9%	50.5%	11.1%	3.7%	1.8%
Q15l. Residential curbside recycling services	33.2%	48.7%	10.8%	4.8%	2.4%
Q15m. Residential yard waste collection services	26.6%	44.8%	15.7%	8.6%	4.3%
Q15n. Bulky item pick-up/removal services	21.0%	34.7%	26.8%	10.2%	7.4%
Q15o. City's efforts in protecting & improving water quality in local streams & lakes	11.5%	41.9%	30.7%	8.6%	7.3%
Q15p. City's overall effort to protect natural resources & environment	12.7%	42.6%	29.8%	8.9%	5.9%



**Q16. Which THREE items listed in Question 15 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?**

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Development review services	56	4.7 %
Permitting services	32	2.7 %
Inspection services	30	2.5 %
Overall police relationship with your community	189	15.7 %
Response time for police services	76	6.3 %
Response time for fire services	7	0.6 %
Your familiarity with City of Raleigh's fire prevention/education services	22	1.8 %
Overall quality of service provided by 9-1-1 operators	11	0.9 %
Quality of drinking water provided by Raleigh Public Utilities	138	11.5 %
Wastewater services provided by Raleigh Public Utilities	23	1.9 %
Residential garbage collection services	39	3.2 %
Residential curbside recycling services	37	3.1 %
Residential yard waste collection services	50	4.2 %
Bulky item pick-up/removal services	38	3.2 %
City's efforts in protecting & improving water quality in local streams & lakes	118	9.8 %
City's overall effort to protect natural resources & environment	128	10.6 %
<u>None chosen</u>	<u>208</u>	<u>17.3 %</u>
Total	1202	100.0 %

**Q16. Which THREE items listed in Question 15 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?**

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Development review services	26	2.2 %
Permitting services	31	2.6 %
Inspection services	27	2.2 %
Overall police relationship with your community	59	4.9 %
Response time for police services	62	5.2 %
Response time for fire services	29	2.4 %
Your familiarity with City of Raleigh's fire prevention/education services	34	2.8 %
Overall quality of service provided by 9-1-1 operators	24	2.0 %
Quality of drinking water provided by Raleigh Public Utilities	98	8.2 %
Wastewater services provided by Raleigh Public Utilities	30	2.5 %
Residential garbage collection services	31	2.6 %
Residential curbside recycling services	43	3.6 %
Residential yard waste collection services	52	4.3 %
Bulky item pick-up/removal services	42	3.5 %
City's efforts in protecting & improving water quality in local streams & lakes	176	14.6 %
City's overall effort to protect natural resources & environment	157	13.1 %
<u>None chosen</u>	<u>281</u>	<u>23.4 %</u>
Total	1202	100.0 %

**Q16. Which THREE items listed in Question 15 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q16. 3rd choice	Number	Percent
Development review services	30	2.5 %
Permitting services	22	1.8 %
Inspection services	29	2.4 %
Overall police relationship with your community	86	7.2 %
Response time for police services	34	2.8 %
Response time for fire services	28	2.3 %
Your familiarity with City of Raleigh's fire prevention/education services	28	2.3 %
Overall quality of service provided by 9-1-1 operators	32	2.7 %
Quality of drinking water provided by Raleigh Public Utilities	90	7.5 %
Wastewater services provided by Raleigh Public Utilities	37	3.1 %
Residential garbage collection services	35	2.9 %
Residential curbside recycling services	34	2.8 %
Residential yard waste collection services	46	3.8 %
Bulky item pick-up/removal services	51	4.2 %
City's efforts in protecting & improving water quality in local streams & lakes	91	7.6 %
City's overall effort to protect natural resources & environment	157	13.1 %
None chosen	372	30.9 %
Total	1202	100.0 %

**SUM OF TOP 3 CHOICES**

**Q16. Which THREE items listed in Question 15 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 3)**

<u>Q16. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Development review services	112	9.3 %
Permitting services	85	7.1 %
Inspection services	86	7.2 %
Overall police relationship with your community	334	27.8 %
Response time for police services	172	14.3 %
Response time for fire services	64	5.3 %
Your familiarity with City of Raleigh's fire prevention/education services	84	7.0 %
Overall quality of service provided by 9-1-1 operators	67	5.6 %
Quality of drinking water provided by Raleigh Public Utilities	326	27.1 %
Wastewater services provided by Raleigh Public Utilities	90	7.5 %
Residential garbage collection services	105	8.7 %
Residential curbside recycling services	114	9.5 %
Residential yard waste collection services	148	12.3 %
Bulky item pick-up/removal services	131	10.9 %
City's efforts in protecting & improving water quality in local streams & lakes	385	32.0 %
City's overall effort to protect natural resources & environment	442	36.8 %
<u>None chosen</u>	<u>208</u>	<u>17.3 %</u>
Total	2953	

**Q17. HOUSING AND COMMUNITY. Please rate each aspect of Raleigh's housing and community on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q17a. Impact of changes being made in and around your neighborhood	6.7%	34.4%	28.1%	10.0%	6.6%	14.2%
Q17b. Variety of housing options	8.9%	39.4%	22.9%	10.7%	6.5%	11.6%
Q17c. Availability of affordable housing	4.4%	21.0%	22.6%	19.5%	12.4%	20.0%
Q17d. Neighborliness of residents	12.1%	44.9%	22.6%	7.8%	4.6%	8.0%
Q17e. Openness & acceptance of the community towards people of diverse backgrounds	11.2%	44.7%	22.5%	7.2%	4.0%	10.4%

**WITHOUT DON'T KNOW**

**Q17. HOUSING AND COMMUNITY. Please rate each aspect of Raleigh's housing and community on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor
Q17a. Impact of changes being made in and around your neighborhood	7.9%	40.1%	32.8%	11.6%	7.7%
Q17b. Variety of housing options	10.1%	44.5%	25.9%	12.1%	7.3%
Q17c. Availability of affordable housing	5.5%	26.3%	28.3%	24.3%	15.5%
Q17d. Neighborliness of residents	13.1%	48.8%	24.6%	8.5%	5.0%
Q17e. Openness & acceptance of the community towards people of diverse backgrounds	12.5%	49.9%	25.2%	8.0%	4.5%

**Q18. Please rate each aspect of cultural, recreation, and park amenities in Raleigh on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q18a. Variety of arts & cultural programs offered in Raleigh	25.7%	47.6%	11.6%	3.1%	1.2%	10.8%
Q18b. Availability of arts & cultural programs in Raleigh	25.0%	46.3%	12.7%	3.6%	1.2%	11.1%
Q18c. Cost of arts & cultural programs in Raleigh	14.6%	37.0%	21.0%	4.2%	2.6%	20.6%
Q18d. Quality of City entertainment venues (Convention Center, Duke Energy Center for Performing Arts, Red Hat Amphitheatre, Walnut Creek Amphitheatre)	30.3%	46.8%	11.8%	2.6%	0.8%	7.7%
Q18e. Your neighborhood's ability to support a healthy & active lifestyle	21.0%	43.8%	18.8%	7.2%	3.5%	5.7%
Q18f. Your access to City parks, greenways, & community centers	31.9%	45.3%	13.1%	3.7%	2.2%	3.7%
Q18g. Cleanliness of City parks	22.3%	49.9%	16.2%	3.2%	1.0%	7.3%
Q18h. Cleanliness of City greenways	22.9%	44.3%	14.6%	2.5%	1.2%	14.6%

**WITHOUT DON'T KNOW**

**Q18. Please rate each aspect of cultural, recreation, and park amenities in Raleigh on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor
Q18a. Variety of arts & cultural programs offered in Raleigh	28.8%	53.4%	13.1%	3.5%	1.3%
Q18b. Availability of arts & cultural programs in Raleigh	28.2%	52.1%	14.3%	4.0%	1.4%
Q18c. Cost of arts & cultural programs in Raleigh	18.4%	46.6%	26.4%	5.2%	3.2%
Q18d. Quality of City entertainment venues (Convention Center, Duke Energy Center for Performing Arts, Red Hat Amphitheatre, Walnut Creek Amphitheatre)	32.8%	50.7%	12.8%	2.8%	0.9%
Q18e. Your neighborhood's ability to support a healthy & active lifestyle	22.2%	46.4%	19.9%	7.7%	3.7%
Q18f. Your access to City parks, greenways, & community centers	33.2%	47.0%	13.7%	3.8%	2.3%
Q18g. Cleanliness of City parks	24.1%	53.9%	17.5%	3.5%	1.1%
Q18h. Cleanliness of City greenways	26.8%	51.9%	17.0%	2.9%	1.4%

**Q19. Which TWO items listed in Question 18 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q19. Top choice	Number	Percent
Variety of arts & cultural programs offered in Raleigh	99	8.2 %
Availability of arts & cultural programs in Raleigh	96	8.0 %
Cost of arts & cultural programs in Raleigh	156	13.0 %
Quality of City entertainment venues (Convention Center, Duke Energy Center for Performing Arts, Red Hat Amphitheatre, Walnut Creek Amphitheatre)	92	7.7 %
Your neighborhood's ability to support a healthy & active lifestyle	179	14.9 %
Your access to City parks, greenways, & community centers	137	11.4 %
Cleanliness of City parks	141	11.7 %
Cleanliness of City greenways	55	4.6 %
None chosen	247	20.5 %
Total	1202	100.0 %

**Q19. Which TWO items listed in Question 18 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q19. 2nd choice	Number	Percent
Variety of arts & cultural programs offered in Raleigh	83	6.9 %
Availability of arts & cultural programs in Raleigh	120	10.0 %
Cost of arts & cultural programs in Raleigh	108	9.0 %
Quality of City entertainment venues (Convention Center, Duke Energy Center for Performing Arts, Red Hat Amphitheatre, Walnut Creek Amphitheatre)	70	5.8 %
Your neighborhood's ability to support a healthy & active lifestyle	129	10.7 %
Your access to City parks, greenways, & community centers	99	8.2 %
Cleanliness of City parks	129	10.7 %
Cleanliness of City greenways	127	10.6 %
None chosen	337	28.0 %
Total	1202	100.0 %



**SUM OF TOP 2 CHOICES****Q19. Which TWO items listed in Question 18 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 2)**

<u>Q19. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Variety of arts & cultural programs offered in Raleigh	182	15.1 %
Availability of arts & cultural programs in Raleigh	216	18.0 %
Cost of arts & cultural programs in Raleigh	264	22.0 %
Quality of City entertainment venues (Convention Center, Duke Energy Center for Performing Arts, Red Hat Amphitheatre, Walnut Creek Amphitheatre)	162	13.5 %
Your neighborhood's ability to support a healthy & active lifestyle	308	25.6 %
Your access to City parks, greenways, & community centers	236	19.6 %
Cleanliness of City parks	270	22.5 %
Cleanliness of City greenways	182	15.1 %
<u>None chosen</u>	<u>247</u>	<u>20.5 %</u>
Total	2067	

**Q20. COMMUNICATION AND CUSTOMER SERVICE. Please rate each aspect of City communication and customer service on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q20a. Overall knowledge of City employees	6.1%	27.2%	23.0%	5.1%	3.0%	35.7%
Q20b. Your ability to access the information you need about City of Raleigh	14.2%	45.7%	21.2%	6.3%	3.1%	9.5%

**WITHOUT DON'T KNOW**

**Q20. COMMUNICATION AND CUSTOMER SERVICE. Please rate each aspect of City communication and customer service on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor
Q20a. Overall knowledge of City employees	9.4%	42.3%	35.7%	7.9%	4.7%
Q20b. Your ability to access the information you need about City of Raleigh	15.7%	50.5%	23.4%	7.0%	3.4%

**Q21. SPECIFIC AREAS OF CUSTOMER SERVICE. Please rate the quality of customer service for each service area on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q21a. Water & wastewater	11.8%	33.0%	14.9%	3.6%	2.3%	34.4%
Q21b. Stormwater	7.8%	27.0%	17.5%	4.2%	3.1%	40.5%
Q21c. Solid waste	13.1%	34.0%	15.8%	3.9%	2.0%	31.1%
Q21d. Development Services	5.7%	19.1%	17.4%	3.6%	2.2%	52.1%
Q21e. Parks, Recreation, & Cultural Resources	16.9%	38.7%	15.9%	1.5%	1.0%	26.0%
Q21f. City Utility Billing & Payment (Customer Care & Billing)	15.1%	37.9%	17.4%	4.2%	2.6%	23.0%

**WITHOUT DON'T KNOW**

**Q21. SPECIFIC AREAS OF CUSTOMER SERVICE. Please rate the quality of customer service for each service area on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." (without "don't know")**

(N=1202)

	Excellent	Good	Neutral	Below Average	Poor
Q21a. Water & wastewater	18.0%	50.3%	22.7%	5.4%	3.5%
Q21b. Stormwater	13.1%	45.3%	29.4%	7.0%	5.2%
Q21c. Solid waste	19.1%	49.4%	22.9%	5.7%	2.9%
Q21d. Development Services	12.0%	39.8%	36.3%	7.5%	4.5%
Q21e. Parks, Recreation, & Cultural Resources	22.8%	52.3%	21.5%	2.0%	1.3%
Q21f. City Utility Billing & Payment (Customer Care & Billing)	19.5%	49.1%	22.6%	5.4%	3.3%

**Q22. EASE OF CITY PROCESSES. Please rate each City process on a scale of 1 to 5, where 5 means "Very Easy" and 1 means "Very Difficult."**

(N=1202)

	Very Easy	Easy	Neutral	Difficult	Very Difficult	Don't Know
Q22a. Contacting City of Raleigh employees	8.0%	26.5%	22.8%	9.5%	2.9%	30.4%
Q22b. Making a service request	7.5%	29.2%	20.5%	8.2%	2.3%	32.2%
Q22c. Locating information on City's website	11.7%	38.0%	21.9%	11.6%	3.1%	13.7%
Q22d. Paying City utility bill	25.9%	48.7%	12.3%	2.1%	1.2%	9.8%
Q22e. Paying fees for parks & recreation programs	12.5%	32.9%	17.2%	2.1%	1.2%	34.0%
Q22f. Paying other City fees, fares, and/or fines	12.0%	30.7%	19.3%	3.3%	1.6%	33.1%

**WITHOUT DON'T KNOW**

**Q22. EASE OF CITY PROCESSES. Please rate each City process on a scale of 1 to 5, where 5 means "Very Easy" and 1 means "Very Difficult." (without "don't know")**

(N=1202)

	Very Easy	Easy	Neutral	Difficult	Very Difficult
Q22a. Contacting City of Raleigh employees	11.5%	38.0%	32.7%	13.6%	4.2%
Q22b. Making a service request	11.0%	43.1%	30.3%	12.1%	3.4%
Q22c. Locating information on City's website	13.6%	44.1%	25.4%	13.4%	3.6%
Q22d. Paying City utility bill	28.7%	54.0%	13.7%	2.3%	1.4%
Q22e. Paying fees for parks & recreation programs	18.9%	49.9%	26.1%	3.2%	1.9%
Q22f. Paying other City fees, fares, and/or fines	17.9%	45.9%	28.9%	5.0%	2.4%

**Q23. Which TWO of the items listed in Question 22 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q23. Top choice	Number	Percent
Contacting City of Raleigh employees	240	20.0 %
Making a service request	156	13.0 %
Locating information on City's website	250	20.8 %
Paying City utility bill	65	5.4 %
Paying fees for parks & recreation programs	66	5.5 %
Paying other City fees, fares, and/or fines	50	4.2 %
None chosen	375	31.2 %
Total	1202	100.0 %

**Q23. Which TWO of the items listed in Question 22 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?**

Q23. 2nd choice	Number	Percent
Contacting City of Raleigh employees	152	12.6 %
Making a service request	206	17.1 %
Locating information on City's website	157	13.1 %
Paying City utility bill	54	4.5 %
Paying fees for parks & recreation programs	64	5.3 %
Paying other City fees, fares, and/or fines	105	8.7 %
None chosen	464	38.6 %
Total	1202	100.0 %

**SUM OF TOP 2 CHOICES**

**Q23. Which TWO of the items listed in Question 22 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? (top 2)**

Q23. Sum of Top 2 Choices	Number	Percent
Contacting City of Raleigh employees	392	32.6 %
Making a service request	362	30.1 %
Locating information on City's website	407	33.9 %
Paying City utility bill	119	9.9 %
Paying fees for parks & recreation programs	130	10.8 %
Paying other City fees, fares, and/or fines	155	12.9 %
None chosen	375	31.2 %
Total	1940	

**Q24. Please rate how often you have done the following in the past 12 months on a scale of 1 to 4, where 4 means "Very Frequently" and 1 means "Never."**

(N=1202)

	Very frequently	Frequently	Rarely	Never	Don't know
Q24a. Visited a City park or greenway	28.5%	36.4%	27.7%	5.1%	2.4%
Q24b. Visited a City community center	7.2%	22.0%	48.5%	18.6%	3.7%
Q24c. Participated in a City recreation program or event	7.3%	18.7%	41.0%	27.4%	5.6%
Q24d. Called 9-1-1	0.7%	3.5%	39.3%	51.0%	5.5%
Q24e. Contacted City for code enforcement	1.2%	3.5%	18.5%	68.6%	8.2%
Q24f. Had contact with Raleigh Police Department	1.9%	5.4%	54.2%	34.5%	3.9%
Q24g. Had contact with Raleigh Fire Department	1.4%	2.5%	36.1%	55.7%	4.3%
Q24h. Attended or watched a local public meeting	1.4%	9.2%	30.0%	53.8%	5.7%
Q24i. Contacted City of Raleigh elected officials (in-person, phone, email, or social media/web)	1.7%	7.0%	28.8%	57.5%	5.0%
Q24j. Contacted City of Raleigh employees or visited website to seek services, find information, or file a complaint	6.4%	23.0%	41.8%	25.4%	3.4%
Q24k. Volunteered your time to a group or activity in Raleigh	9.9%	16.7%	28.3%	41.1%	4.0%
Q24l. Attended a homeowners association meeting	5.4%	13.0%	23.6%	51.8%	6.2%
Q24m. Attended a Citizens Advisory Council (CAC) meeting	2.0%	4.8%	15.9%	71.4%	5.9%
Q24n. Attended an event at a City entertainment venue (Convention Center, Duke Energy Center for Performing Arts, Red Hat Amphitheater, Coastal Credit Union Music Park at Walnut Creek)	10.3%	33.0%	38.8%	15.1%	2.7%

**WITHOUT DON'T KNOW**

**Q24. Please rate how often you have done the following in the past 12 months on a scale of 1 to 4, where 4 means "Very Frequently" and 1 means "Never." (without "don't know")**

(N=1202)

	Very frequently	Frequently	Rarely	Never
Q24a. Visited a City park or greenway	29.2%	37.3%	28.4%	5.2%
Q24b. Visited a City community center	7.4%	22.8%	50.4%	19.4%
Q24c. Participated in a City recreation program or event	7.8%	19.8%	43.4%	29.0%
Q24d. Called 9-1-1	0.8%	3.7%	41.5%	54.0%
Q24e. Contacted City for code enforcement	1.3%	3.8%	20.1%	74.8%
Q24f. Had contact with Raleigh Police Department	2.0%	5.6%	56.5%	35.9%
Q24g. Had contact with Raleigh Fire Department	1.5%	2.6%	37.7%	58.2%
Q24h. Attended or watched a local public meeting	1.5%	9.7%	31.7%	57.1%
Q24i. Contacted City of Raleigh elected officials (in-person, phone, email, or social media/web)	1.8%	7.4%	30.3%	60.5%
Q24j. Contacted City of Raleigh employees or visited website to seek services, find information, or file a complaint	6.6%	23.8%	43.3%	26.3%
Q24k. Volunteered your time to a group or activity in Raleigh	10.3%	17.4%	29.5%	42.8%
Q24l. Attended a homeowners association meeting	5.8%	13.8%	25.2%	55.2%
Q24m. Attended a Citizens Advisory Council (CAC) meeting	2.1%	5.1%	16.9%	75.9%
Q24n. Attended an event at a City entertainment venue (Convention Center, Duke Energy Center for Performing Arts, Red Hat Amphitheater, Coastal Credit Union Music Park at Walnut Creek)	10.6%	34.0%	39.9%	15.6%

**Q25. How likely are you to recommend living in Raleigh to someone who asks?**

Q25. How likely are you to recommend living in Raleigh to someone who asks	Number	Percent
Very likely	592	49.3 %
Likely	434	36.1 %
Neutral	100	8.3 %
Not likely	44	3.7 %
Very unlikely	12	1.0 %
Don't know	20	1.7 %
Total	1202	100.0 %

**Q26. What are the THREE most significant issues you think Raleigh will face over the next five years?**

Q26. What are the most significant issues will Raleigh face over next five years	Number	Percent
Affordable housing	609	50.7 %
Pace of growth	756	62.9 %
Transportation	744	61.9 %
Affordability of City services	205	17.1 %
Public safety	304	25.3 %
Job opportunities	342	28.5 %
Environmental protection	206	17.1 %
Social justice/equity/inclusivity	264	22.0 %
Other	52	4.3 %
Total	3482	



**Q26. Other**

Q26. Other	Number	Percent
ARROGANT CITY COUNCIL AND THEIR PAID CONSULTANTS	1	1.9 %
ABILITY TO GOVERN OURSELVES WITHOUT NCGA REPUBLICAN MANDATES	1	1.9 %
ATTRACTING PEOPLE OTHER THAN MILLENNIALS TO THE AREA	1	1.9 %
CITY PLANNING FOR FUTURE GROWTH	1	1.9 %
CLEANLINESS & CONDITION OF STREETS	1	1.9 %
CONGESTION	1	1.9 %
COST OF WATER TOO HIGH	1	1.9 %
CHILDREN FRIENDLY	1	1.9 %
DEVELOPMENT DOWNTOWN	1	1.9 %
EXPANSION OF ROADS	1	1.9 %
EDUCATION	2	3.8 %
EDUCATIONAL GROWTH	1	1.9 %
FISCAL MANAGEMENT	1	1.9 %
GOVERNMENT EFFICIENCY	1	1.9 %
HOA	1	1.9 %
HIGHER WAGES	1	1.9 %
HOUSING FOR MIDDLE CLASS	1	1.9 %
I'M FROM HERE. LOVE LIVING HERE. BUT TOO MANY PEOPLE.	1	1.9 %
ISSUES RELATED TO RETIREES	1	1.9 %
INCREASED USE OF CITY SERVICES WITHOUT EQUAL INCREASE IN TAX REVENUE	1	1.9 %
NO GROWTH IN EAST RALEIGH AND QUALITY OF LIFE IS REDUCED IN CERTAIN AREA	1	1.9 %
OVER DEVELOPMENT	1	1.9 %
OVERCROWDING OF PUBLIC SCHOOLS	1	1.9 %
PROPERTY TAXES	1	1.9 %
PROBLEM AREAS NEED CAMERAS FOR SECURITY	1	1.9 %
PUBLIC EDUCATION QUALITY	1	1.9 %
PUBLIC HOUSING & PACE OF GROWTH GO HAND IN HAND TO ME	1	1.9 %
QUALITY OF EDUCATION	1	1.9 %
QUALITY OF SCHOOLS	1	1.9 %
SCHOOLS DECLINING, SPECIFICALLY PUBLIC	1	1.9 %
SCHOOLS LACK EQUALITY	1	1.9 %
TAXES INCREASING	1	1.9 %
TRAFFIC COMMUTING TIME	1	1.9 %
TRAFFIC	9	17.3 %
TRAFFIC/RISING COST OF LIVING	1	1.9 %
WATER SUPPLY	1	1.9 %
CLEAN PUBLIC SPACES	1	1.9 %
INTERACTION WITH STATE GOVERNMENT	1	1.9 %
NEWCOMERS ATTITUDE	1	1.9 %
POLICE DEPT	1	1.9 %
ROADWAY LIGHTING	1	1.9 %
TAX HIKEs	1	1.9 %
WATER BILL TOO HIGH	1	1.9 %
Total	52	100.0 %

**Q27. What are THREE words you would use to describe Raleigh? (1st)**

Q27. 1st word	Number	Percent
2 LANE HIGHWAY	1	0.1 %
ARTS/ENTERTAINMENT	1	0.1 %
ACCESSIBLE	4	0.4 %
ACTIVE	4	0.4 %
AFFORDABLE	17	1.8 %
ALL AROUND	1	0.1 %
AMAZING	1	0.1 %
ARTS	1	0.1 %
ATTRACTIVE	3	0.3 %
AWESOME	5	0.5 %
AWFUL TRAFFIC	1	0.1 %
BEST	1	0.1 %
BICYCLE LANES AREA WASTE OF MONEY	1	0.1 %
BIPARTISAN	1	0.1 %
BOOMTOWN	1	0.1 %
BALANCED	2	0.2 %
BEAUTIFUL	37	3.9 %
BEHIND	1	0.1 %
BEST PLACE TO LIVE	1	0.1 %
BIG	4	0.4 %
BIG & GETTING BIGGER	1	0.1 %
BIG CIRCLE	1	0.1 %
BIGOTED MUST REPEAL CITIZENS UNITED	1	0.1 %
BOOMING	2	0.2 %
BUSY	12	1.3 %
COMMERCIAL	1	0.1 %
CALM	1	0.1 %
CAPITAL	3	0.3 %
CARING	1	0.1 %
CAUTIOUS	1	0.1 %
CHANGING	3	0.3 %
CHARLOTTE WANT-TO-BE	1	0.1 %
CHARMING	4	0.4 %
CHEAP	1	0.1 %
CITY	1	0.1 %
CLEAN	22	2.3 %
COMFORTABLE	11	1.1 %
COMMUNITY	1	0.1 %
COMPLETE	1	0.1 %
CONGESTED	11	1.1 %
CONSERVATIVE/CLOSED-MINDED	1	0.1 %
CONSERVATIVES	1	0.1 %
CONVENIENT	4	0.4 %
COOL	1	0.1 %
COOL/HIP	1	0.1 %
COSTLY	1	0.1 %

**Q27. What are THREE words you would use to describe Raleigh? (1st)**

Q27. 1st word	Number	Percent
CROWDED	7	0.7 %
CULTURE	5	0.5 %
DIRTY	1	0.1 %
DECLINING	1	0.1 %
DELAYED	1	0.1 %
DESIRABLE	1	0.1 %
DEVELOPED	1	0.1 %
DEVELOPING	2	0.2 %
DISADVANTAGE	1	0.1 %
DIVERSE	36	3.8 %
DIVERSITY OF PEOPLE	1	0.1 %
DIVIDED	3	0.3 %
DYNAMIC	5	0.5 %
EASY	5	0.5 %
ECLECTIC	1	0.1 %
ECONOMIC	1	0.1 %
EDUCATION	2	0.2 %
ELITIST	1	0.1 %
ENGAGING	2	0.2 %
ENJOYABLE	1	0.1 %
ENTERTAINMENT	1	0.1 %
EXCITING	8	0.8 %
EXPANDING	5	0.5 %
EXPENSIVE	15	1.6 %
FAIRLY FRIENDLY	1	0.1 %
FAITH BASE CITY	1	0.1 %
FAMILY AND FRIENDS	1	0.1 %
FORGOTTEN	1	0.1 %
FORWARD THINKING	1	0.1 %
FRESH	1	0.1 %
FAMILY	3	0.3 %
FAMILY FRIENDLY	11	1.1 %
FAMILY ORIENTED	5	0.5 %
FAMILY-FOCUSED	1	0.1 %
FOODIE	1	0.1 %
FRIENDLY	68	7.1 %
FRIENDLY CITIZENS	1	0.1 %
FUN	16	1.7 %
FUNCTIONAL	1	0.1 %
GOOD SERVICES	1	0.1 %
GOVERNMENT CITY	1	0.1 %
GREAT FOOD	1	0.1 %
GOOD	20	2.1 %
GOOD LIVING	1	0.1 %
GOOD LOCATION	1	0.1 %
GOOD PLACE TO LIVE	5	0.5 %

**Q27. What are THREE words you would use to describe Raleigh? (1st)**

Q27. 1st word	Number	Percent
GREAT	10	1.0 %
GREAT CITY	1	0.1 %
GREAT OPPORTUNITIES	1	0.1 %
GREEN	13	1.4 %
GREEN PLANTS	1	0.1 %
GREENWAYS	3	0.3 %
GROWTH	163	17.0 %
HAPPY	1	0.1 %
HISTORICAL	1	0.1 %
HOME	14	1.5 %
HOSPITABLE	3	0.3 %
HUGE	1	0.1 %
INVITING	1	0.1 %
IDEAL	1	0.1 %
INCLUSIVE	2	0.2 %
INNOVATIVE	7	0.7 %
INTERESTING	2	0.2 %
JEWEL	2	0.2 %
JOB OPPORTUNITIES ARE FEW	1	0.1 %
JUST RIGHT PLACE FOR YOU	1	0.1 %
LOW KEY	1	0.1 %
LARGE	4	0.4 %
LIVABLE	8	0.8 %
LIVELY	3	0.3 %
LOCATION	2	0.2 %
LOVE RALEIGH	1	0.1 %
LOVE IT	1	0.1 %
LOVELY	1	0.1 %
LOW PAY SCALE	1	0.1 %
MAYBERRY	2	0.2 %
MODERN	1	0.1 %
MY HOMETOWN	1	0.1 %
MYS CITY	1	0.1 %
METROPOLITAN	1	0.1 %
MODERN	1	0.1 %
MODEST	1	0.1 %
NEW	1	0.1 %
NO ROADS	1	0.1 %
NOT COSMOPOLITAN	1	0.1 %
NEIGHBORLY	1	0.1 %
NICE	13	1.4 %
NICE PLACE TO LIVE	1	0.1 %
NICE TREES	1	0.1 %
NO SERVICE FRIENDLY	1	0.1 %
OK	3	0.3 %
OVER DEVELOPED	1	0.1 %

**Q27. What are THREE words you would use to describe Raleigh? (1st)**

Q27. 1st word	Number	Percent
OPEN	1	0.1 %
OPPORTUNITIES	10	1.0 %
OUTSTANDING	1	0.1 %
OVER CROWDED	5	0.5 %
OVER POPULATED	2	0.2 %
OVER TAXED	3	0.3 %
OVER-PRICED	1	0.1 %
OVERTAXED	1	0.1 %
PARKS	1	0.1 %
PROFESSIONAL URBAN	1	0.1 %
PROGRESSIVE GROWING	1	0.1 %
PROSPEROUS	1	0.1 %
PEACEFUL	7	0.7 %
PLEASANT	11	1.1 %
POOR MASS TRANSIT	1	0.1 %
PREJUDICE	1	0.1 %
PRETENTIOUS	1	0.1 %
PRETTY	1	0.1 %
PROGRESSIVE	21	2.2 %
QUALITY	2	0.2 %
QUIET	3	0.3 %
RELIGIOUS	1	0.1 %
ROBUST	1	0.1 %
RACIST	2	0.2 %
RELATIVELY INEXPENSIVE	1	0.1 %
RIGHT SIZED	1	0.1 %
SOUTHERN	1	0.1 %
STIMULATING	1	0.1 %
STRONG ECONOMY	2	0.2 %
SAFE	24	2.5 %
SLOW	1	0.1 %
SMALL	2	0.2 %
SMALL BUSINESS FRIENDLY	1	0.1 %
SMALL TOWN FEEL	1	0.1 %
SOCIAL JUSTICE/EQUITY/INCLUSIVITY	1	0.1 %
SOLID	1	0.1 %
SPRAWLING GROWTH	6	0.6 %
STABLE	2	0.2 %
STATUS	1	0.1 %
STREET CONGESTION	1	0.1 %
SUBURBIA	1	0.1 %
TAX TOO HIGH	1	0.1 %
TECHNOLOGY	1	0.1 %
THRIVING	3	0.3 %
TOP NOTCH	1	0.1 %
TRAFFIC	4	0.4 %

**Q27. What are THREE words you would use to describe Raleigh? (1st)**

Q27. 1st word	Number	Percent
TRANSIENT	1	0.1 %
TRANSPORTATION	1	0.1 %
TREES	2	0.2 %
TYPICAL	1	0.1 %
UNRELIABLE	1	0.1 %
UPCOMING	5	0.5 %
URBAN	2	0.2 %
VERY SLOW GROWTH	1	0.1 %
VARIETY	3	0.3 %
VERY POPULATED	1	0.1 %
VIBRANT	33	3.4 %
WARM WELCOME	1	0.1 %
WE HAVE EVERYTHING	1	0.1 %
WELL-RUN	1	0.1 %
WONDERFUL	1	0.1 %
WARM	1	0.1 %
WASTEFUL	1	0.1 %
WEATHER	2	0.2 %
WEATHER, SAFE, GROWING	1	0.1 %
WELCOMING	8	0.8 %
WOODY	1	0.1 %
YES	1	0.1 %
YOUNG	4	0.4 %
YOUTHFUL	3	0.3 %
ACTIVITIES	1	0.1 %
ADAPTIVE	1	0.1 %
APPEALING	1	0.1 %
CENTRAL	1	0.1 %
CHILD FRIENDLY	1	0.1 %
EMERGING	1	0.1 %
FAMILY-CENTERED	1	0.1 %
FAST-PACED	1	0.1 %
GENTRIFYING	1	0.1 %
GOOD OVERALL	1	0.1 %
GREAT CLIMATE	1	0.1 %
GREAT PLACE TO LIVE	2	0.2 %
GRIDLOCK	1	0.1 %
HIGH TAXES	1	0.1 %
ILLEGAL ALIENS	1	0.1 %
JUDGING	1	0.1 %
LIFESTYLE	1	0.1 %
LOSING ITS IDENTITY	1	0.1 %
MEDIOCRE	1	0.1 %
NICE PEOPLE	1	0.1 %
NICE WEATHER	1	0.1 %
NOT DIVERSE	1	0.1 %

**Q27. What are THREE words you would use to describe Raleigh? (1st)**

Q27. 1st word	Number	Percent
ON THE MOVE	1	0.1 %
OTHER	1	0.1 %
POTHOLE	1	0.1 %
PROFESSIONAL	1	0.1 %
PUSHY (ABOUT ALTERING OLDER NEIGHBORHOODS LIKE MINE)	1	0.1 %
RAIN	1	0.1 %
SEGREGATION	1	0.1 %
SUBURBAN	1	0.1 %
TRENDY	1	0.1 %
UNDER CONSTANT CONSTRUCTION	1	0.1 %
VARIED	1	0.1 %
VISION	1	0.1 %
Total	960	100.0 %

**Q27. What are THREE words you would use to describe Raleigh? (2nd)**

Q27. 2nd word	Number	Percent
ACCEPTING	1	0.1 %
APPEALING	2	0.2 %
ARTISTIC	1	0.1 %
ABUNDANT	1	0.1 %
ACCESSIBLE	4	0.4 %
ACCESSIBLE SPORTS & CULTURAL ACTIVITIES FOR ALL	1	0.1 %
ACTIVE	4	0.4 %
AFFORDABLE	21	2.3 %
AFFORDABLE NOW	1	0.1 %
ALIVE	1	0.1 %
AMBITIOUS	1	0.1 %
ANTI-LGBT	1	0.1 %
ARTISTIC	1	0.1 %
ARTS	1	0.1 %
ATHLETIC	1	0.1 %
AWARE	1	0.1 %
BAD TRANSIT	1	0.1 %
BALANCED	1	0.1 %
BECOMING UNAFFORDABLE	1	0.1 %
BETTER	1	0.1 %
BLAND	1	0.1 %
BACKWARDS	1	0.1 %
BAD INFRASTRUCTURE	1	0.1 %
BEAUTIFUL	12	1.3 %
BEAUTIFUL GREENWAYS AND PARKS	1	0.1 %
BOOMING	1	0.1 %
BORING	3	0.3 %
BOTTLENECK TRAFFIC	1	0.1 %
BUSY	9	1.0 %
CITY NEEDS & LISTEN TO INPUT FROM RESIDENTS	1	0.1 %
CITY W/SMALL TOWN ATTITUDE	1	0.1 %
CLIMATE FRIENDLY	1	0.1 %
CLUSTERED	1	0.1 %
COMPLICATED	1	0.1 %
COUNTRY	1	0.1 %
CAPITAL	1	0.1 %
CAUTIOUS	1	0.1 %
CENTRAL	1	0.1 %
CHANGING	3	0.3 %
CHARMING	4	0.4 %
CHEAP LIVING	1	0.1 %
CLEAN	31	3.3 %
COMFORTABLE	11	1.2 %
CONGESTED	11	1.2 %
CONSERVATIVE	3	0.3 %
CONTENT	1	0.1 %



**Q27. What are THREE words you would use to describe Raleigh? (2nd)**

Q27. 2nd word	Number	Percent
CONVENIENCE	6	0.6 %
COSMOPOLITAN	1	0.1 %
COST	1	0.1 %
COZY	1	0.1 %
CROWDED	10	1.1 %
CULTURE	6	0.6 %
DENSITY	1	0.1 %
DEVELOPING	1	0.1 %
DOWNTOWN EVENTS	1	0.1 %
DIRTY	1	0.1 %
DISMISSIVE	1	0.1 %
DIVERSE	34	3.7 %
DYNAMIC	4	0.4 %
EASE OF LIFE	1	0.1 %
ELECTRIC	2	0.2 %
ENVIRONMENT FRIENDLY	1	0.1 %
EVERAGE	1	0.1 %
EASY	3	0.3 %
EASY (TO LIVE IN)	1	0.1 %
EASY ACCESS	2	0.2 %
EASY TO NAVIGATE	1	0.1 %
EASY TO TAKE	1	0.1 %
EDUCATED	6	0.6 %
EDUCATION	5	0.5 %
ENJOYABLE	4	0.4 %
ENTREPRENEURIAL	2	0.2 %
EVOLVING	3	0.3 %
EXCELLENT	1	0.1 %
EXCITING	6	0.6 %
EXPANSION	4	0.4 %
EXPENSIVE	21	2.3 %
EXPENSIVE HOUSING	1	0.1 %
FULL	1	0.1 %
FAIR	3	0.3 %
FAIR ENTERTAINMENT	1	0.1 %
FAMILY	6	0.6 %
FAMILY FRIENDLY	9	1.0 %
FAMILY ORIENTED	5	0.5 %
FANTASTIC	1	0.1 %
FAST	3	0.3 %
FESTIVALS	1	0.1 %
FINE	1	0.1 %
FOOD/BREWING	1	0.1 %
FRIENDLY	37	4.0 %
FUN	16	1.7 %
FUTURE	1	0.1 %

**Q27. What are THREE words you would use to describe Raleigh? (2nd)**

Q27. 2nd word	Number	Percent
GOOD EVENTS	1	0.1 %
GOOD FOR FAMILIES	1	0.1 %
GENERIC	2	0.2 %
GOOD	4	0.4 %
GOOD CLIMATE	1	0.1 %
GOOD LIVING	1	0.1 %
GOOD PLACE TO LIVE	1	0.1 %
GOOD SCHOOLS	2	0.2 %
GOOD WEATHER	1	0.1 %
GREAT	4	0.4 %
GREAT PARKS FOR KIDS	1	0.1 %
GREAT PLACE	1	0.1 %
GREEN	14	1.5 %
GREEN-ISH	1	0.1 %
GREENWAYS	1	0.1 %
GROWING	5	0.5 %
GROWTH	71	7.7 %
HECTIC	1	0.1 %
HOPPING	1	0.1 %
HAPPENING	1	0.1 %
HAPPY	2	0.2 %
HEALTHY	3	0.3 %
HEART OF THE TRIANGLE	1	0.1 %
HIGH INSURANCE, GAS TAX, SOCIAL INJUSTICE	1	0.1 %
HIP	1	0.1 %
HOME	10	1.1 %
HOMETOWN	1	0.1 %
HOSPITABLE	1	0.1 %
HOSPITABLE/FRIENDLY	1	0.1 %
HOUSING	2	0.2 %
HOUSING TOO EXPENSIVE	1	0.1 %
I LOVE RALEIGH	1	0.1 %
INVESTING	1	0.1 %
IN FLUX	1	0.1 %
INCLUSIVE	3	0.3 %
INNOVATIVE	2	0.2 %
INTELLIGENT	2	0.2 %
INTERESTING	1	0.1 %
INVITING	3	0.3 %
JOBS	2	0.2 %
JOB OPPORTUNITIES	2	0.2 %
KID-FRIENDLY	1	0.1 %
LIFESTYLE	1	0.1 %
LOTS OF TREES	1	0.1 %
LOW COST OF LIVING	1	0.1 %
LACKS HOMETOWN FEEL	1	0.1 %

**Q27. What are THREE words you would use to describe Raleigh? (2nd)**

Q27. 2nd word	Number	Percent
LAID BACK	1	0.1 %
LARGE CITY AMENITIES	1	0.1 %
LARGELY SEGREGATED	1	0.1 %
LEADER	1	0.1 %
LEARNING	1	0.1 %
LIBERAL	2	0.2 %
LIVABLE	5	0.5 %
LIVELY	4	0.4 %
LOCAL	2	0.2 %
LOTS OF THINGS TO DO	1	0.1 %
LOVE	1	0.1 %
LOW WAGES	1	0.1 %
LOW INCOME	1	0.1 %
MODERN	1	0.1 %
MEDICORE	1	0.1 %
METRO-CITY	1	0.1 %
MIDDLE CLASS	1	0.1 %
MISGUIDED PRIORTIES	1	0.1 %
MODEST	1	0.1 %
NIEVE	1	0.1 %
NON-RESPONSE GOVERNMENT	1	0.1 %
NOT-BIKER/WALKER FRIENDLY	1	0.1 %
NATURAL	1	0.1 %
NEAR COLLEGES	1	0.1 %
NICE	6	0.6 %
NICE PLACE TO RAISE A FAMILY	1	0.1 %
NICE WEATHER	1	0.1 %
NO PARKING	1	0.1 %
NONDESCRIPT	1	0.1 %
NOT ACCESSIBLE TRANSPORTATION	1	0.1 %
NOT ENOUGH JODS	1	0.1 %
NOT ENOUGH PARKING	1	0.1 %
NOT GETTING PAY	1	0.1 %
NOT MUCH PUBLIC TRANSPORTATION	1	0.1 %
NOT UP TO DATE	1	0.1 %
OFF TRACK	1	0.1 %
OVERGROWN	1	0.1 %
OAKS	1	0.1 %
OK	2	0.2 %
OLD	1	0.1 %
ONE WOW CITY	1	0.1 %
OPEN	2	0.2 %
OPPORTUNITIES	11	1.2 %
ORGANIZED	1	0.1 %
OUTDOOR	1	0.1 %
OVERCROWDED	1	0.1 %

**Q27. What are THREE words you would use to describe Raleigh? (2nd)**

Q27. 2nd word	Number	Percent
OVERDEVELOPED	1	0.1 %
OVERPOPULATION	1	0.1 %
OVERTAXED	2	0.2 %
PLACE OF GROWTH	1	0.1 %
POOR CITY PLANNING	1	0.1 %
POOR TRANSPORTATION	1	0.1 %
POSITIVE LIFESTYLE	1	0.1 %
PROUD	1	0.1 %
PEACEFUL	5	0.5 %
PEACEFUL/SAFE	1	0.1 %
PEOPLE	1	0.1 %
PERSONABLE	1	0.1 %
PICTURESQUE	1	0.1 %
PLACE	1	0.1 %
PLEASANT	6	0.6 %
POLITICAL	2	0.2 %
POOR INFRASTRUCTURE	1	0.1 %
PRETENTIOUS	1	0.1 %
PRETTY	4	0.4 %
PROACTIVE	1	0.1 %
PROFESSION	1	0.1 %
PROFESSIONAL	1	0.1 %
PROGRESSIVE	16	1.7 %
QUAINT	2	0.2 %
QUALITY	2	0.2 %
QUALITY OF LIFE	1	0.1 %
QUIET	5	0.5 %
QUO	1	0.1 %
RENEWED	1	0.1 %
RESORUCES	1	0.1 %
RACIALLY	1	0.1 %
RACIST	1	0.1 %
REFRESHED	1	0.1 %
REGRESSING	1	0.1 %
RELAXING	4	0.4 %
RELIGIOUS	1	0.1 %
SCENIC	1	0.1 %
SEMI BEAUTIFUL	1	0.1 %
SINGLES	1	0.1 %
SLOW	1	0.1 %
SMALL BIG CITY FEEL	1	0.1 %
SMART	2	0.2 %
SOCIALLY MINDED	1	0.1 %
SPREADOUT TOO FAR	1	0.1 %
STABLE	2	0.2 %
SUPPORTIVE	1	0.1 %

**Q27. What are THREE words you would use to describe Raleigh? (2nd)**

Q27. 2nd word	Number	Percent
SAFE	40	4.3 %
SAFETY	3	0.3 %
SCHOOLS	1	0.1 %
SECOND TIER	1	0.1 %
SECURE	1	0.1 %
SEGREGATED	2	0.2 %
SERVICES	1	0.1 %
SMALL	4	0.4 %
SMALL BUSINESS MINDED	1	0.1 %
SOME NICE NEIGHBORS	1	0.1 %
SOMEWHAT DIVERSE	1	0.1 %
SOUTHERN	3	0.3 %
SPRAWLING	3	0.3 %
SPREAD OUT	1	0.1 %
STATE	1	0.1 %
SUNNY	2	0.2 %
SUPERNAL	1	0.1 %
SUSTAINABLE	1	0.1 %
TECHNOLOGICAL	1	0.1 %
TERRIBLE POTHOLES	1	0.1 %
TOO BIG	1	0.1 %
TOO MUCH TRAFFIC	1	0.1 %
TRANSITIONAL	1	0.1 %
TALENT-RICH	1	0.1 %
TASTY	1	0.1 %
TECH	1	0.1 %
TECH/PHARMA	1	0.1 %
TECHNOLOGY FOCUSED	1	0.1 %
TOLERANT	2	0.2 %
TOO	1	0.1 %
TOO MUCH DEVELOPMENT	1	0.1 %
TRAFFIC	13	1.4 %
TRAFFIC CONGESTED	1	0.1 %
TRAFFIC CONGESTION	2	0.2 %
TRAFFIC-SNARL	1	0.1 %
TREES	5	0.5 %
TRENDY	1	0.1 %
TRYING	1	0.1 %
UNPREPARED	1	0.1 %
UNDER-CONNECTED	1	0.1 %
UNDERRATED	1	0.1 %
UNEXPECTED	1	0.1 %
UNIQUE	1	0.1 %
UNSAFE	1	0.1 %
UPCOMING	3	0.3 %
URBAN	4	0.4 %

**Q27. What are THREE words you would use to describe Raleigh? (2nd)**

Q27. 2nd word	Number	Percent
VALUE	1	0.1 %
VARIED	1	0.1 %
VARIETY	4	0.4 %
VERSATILE	1	0.1 %
VIBRANT	17	1.8 %
VISION	1	0.1 %
WEATHER	2	0.2 %
WONDERFUL	1	0.1 %
WALK-ABLE	1	0.1 %
WALKABLE	1	0.1 %
WARM	2	0.2 %
WELCOMING	10	1.1 %
WELL-RUN	1	0.1 %
YOUNG	5	0.5 %
YOUTHFUL	1	0.1 %
A PLACE OF PEACE	1	0.1 %
ADAPTIVE	1	0.1 %
AFFLUENT	1	0.1 %
AGGRESSIVE	1	0.1 %
ATTRACTIVE	2	0.2 %
BACKWARD (LAWS RESTRICTING HUMAN RIGHTS)	1	0.1 %
BECOMING LESS SAFE	1	0.1 %
BEST	1	0.1 %
BIG	2	0.2 %
BLIND	1	0.1 %
CALM	1	0.1 %
CAR TAXES	1	0.1 %
COMMUNITY	1	0.1 %
COSMOPOLITAN	1	0.1 %
COST OF LIVING IS HIGH	1	0.1 %
COSTLY	1	0.1 %
CRIME	2	0.2 %
CRUCIAL TRAFFIC	1	0.1 %
ECONOMY IS GROWING IN SOME AREAS	1	0.1 %
ENRICHING	1	0.1 %
ENTERTAINING	1	0.1 %
EXCELLENT BUSINESS ENVIRONMENT	1	0.1 %
GOOD PLACE TO WORK	1	0.1 %
GREAT CLIMATE	1	0.1 %
GREAT PLACE TO LIVE	1	0.1 %
HIGHLY EDUCATED	1	0.1 %
HISTORY	2	0.2 %
HOPEFUL	1	0.1 %
ILLEGAL ALIENS	1	0.1 %
INCLUSIVE	1	0.1 %
ISOLATED	1	0.1 %

**Q27. What are THREE words you would use to describe Raleigh? (2nd)**

Q27. 2nd word	Number	Percent
LACKING	1	0.1 %
LIMITED	1	0.1 %
LIMITED RESOURCES	1	0.1 %
LOOSING HOME TOWN FEEL	1	0.1 %
LOUD	1	0.1 %
LOW MINIMUM WAGE	1	0.1 %
METROPOLITAN	1	0.1 %
NO TRAIN TO DURHAM	1	0.1 %
OPEN-MINDED	1	0.1 %
OPTIMISTIC	1	0.1 %
OTHER	1	0.1 %
OVERPRICED	1	0.1 %
PLANNED	1	0.1 %
PREPARED	1	0.1 %
PRETTY	2	0.2 %
PUBLIC SCHOOL ARE GOOD BUT CAN BE BETTER	1	0.1 %
RELATIVELY SAFE	2	0.2 %
STATE FAIR	1	0.1 %
SUNSHINE	1	0.1 %
SUPERFICIAL	1	0.1 %
TECH SAVY	1	0.1 %
THRIVING	2	0.2 %
TOO LIBERAL	1	0.1 %
UNFRIENDLY POLICE	1	0.1 %
UNIVERSITIES	1	0.1 %
URBAN SPRAWL	1	0.1 %
WELL BALANCED	1	0.1 %
WELL KEPT	1	0.1 %
WHITE	1	0.1 %
WORK	1	0.1 %
Total	927	100.0 %

**Q27. What are THREE words you would use to describe Raleigh? (3rd)**

Q27. 3rd word	Number	Percent
ATTRACTIVE	1	0.1 %
ABUNDANCE OF SERVICES	1	0.1 %
ACCEPTING	3	0.3 %
ACCESS TO AIRPORT ETC	1	0.1 %
ACCESSIBLE	8	0.9 %
ACTIVE	9	1.0 %
ADAPTABLE	1	0.1 %
ADEQUATE	1	0.1 %
ADVANCING	1	0.1 %
ADVENTUROUS	1	0.1 %
AFFORDABLE	17	2.0 %
AFFORDABLE HOUSING	1	0.1 %
AGING	1	0.1 %
AGREEABLE	1	0.1 %
ANTI-WEIRD	1	0.1 %
APPROACHABLE	1	0.1 %
ART	1	0.1 %
ARTISTIC	2	0.2 %
ARTS AND CULTURE	1	0.1 %
ASPIRING	1	0.1 %
AWESOME	1	0.1 %
BAD TRAFFIC	1	0.1 %
BEST	1	0.1 %
BIOTECH	1	0.1 %
BLUE SKY	1	0.1 %
BALANCED	1	0.1 %
BEAUTIFUL	13	1.5 %
BEAUTY	1	0.1 %
BORING	2	0.2 %
BUREAUCRATIC	1	0.1 %
BUSTLING	3	0.3 %
BUSY	12	1.4 %
CAPITAL	1	0.1 %
CENTER OF NC	1	0.1 %
CHILL	1	0.1 %
CHILL ENVIRONMENT	1	0.1 %
COOL	1	0.1 %
COSTLY	2	0.2 %
CAPITAL CITY	1	0.1 %
CARING	3	0.3 %
CENTER	1	0.1 %
CHANGING	3	0.3 %
CHOICES	1	0.1 %
CLEAN	19	2.2 %
CLICKY	1	0.1 %
CLIMATE	1	0.1 %



**Q27. What are THREE words you would use to describe Raleigh? (3rd)**

Q27. 3rd word	Number	Percent
CO-EXISTENT	1	0.1 %
COMFORTABLE	5	0.6 %
COMFORTABLE - FRIENDLY	1	0.1 %
COMPETITIVE	1	0.1 %
COMPLEX	1	0.1 %
CONGESTION	10	1.2 %
CONSERVATIVE	3	0.3 %
CONSIDERATE	1	0.1 %
CONVENIENT	5	0.6 %
COSMOPOLITAN	1	0.1 %
CROSSROAD TIME	1	0.1 %
CROWDED	11	1.3 %
CRUMBLING	1	0.1 %
CULTURE	8	0.9 %
DYNAMIC	3	0.3 %
DEVELOPING	2	0.2 %
DIRTY	1	0.1 %
DIVERSE	28	3.3 %
DIVERSIFIED	1	0.1 %
DIVERSITY	1	0.1 %
DIVIDED	2	0.2 %
DULL	1	0.1 %
EASY ACCESS	1	0.1 %
ENERGETIC	1	0.1 %
ENVIRONMENTALLY CONCIOUS	1	0.1 %
EXCELLENT	2	0.2 %
EAGER	1	0.1 %
EASY	2	0.2 %
ECONOMIC	2	0.2 %
ECONOMICALLY DIVERSE	1	0.1 %
EDUCATED	5	0.6 %
EDUCATION	4	0.5 %
EFFECTIVE	1	0.1 %
ELECTRIC	1	0.1 %
ELITIST	2	0.2 %
EMPLOYMENT	1	0.1 %
ENGAGING	2	0.2 %
ENRICHING	1	0.1 %
ENTERTAINING	3	0.3 %
ENTERTAINMENT	7	0.8 %
ENVIRONMENT	1	0.1 %
ENVIRONMENTALLY FRIENDLY	1	0.1 %
EVOLVING	2	0.2 %
EXCESSIVE	1	0.1 %
EXCITING	5	0.6 %
EXCLUSIONARY	1	0.1 %

**Q27. What are THREE words you would use to describe Raleigh? (3rd)**

Q27. 3rd word	Number	Percent
EXPANDING	2	0.2 %
EXPENSIVE	11	1.3 %
FAIRLY SAFE	1	0.1 %
FAMILY FUN	1	0.1 %
FAMILY	4	0.5 %
FAMILY FRIENDLY	6	0.7 %
FAMILY ORIENTED	5	0.6 %
FAST	1	0.1 %
FOR THE FOODIE	1	0.1 %
FRIENDLY	27	3.1 %
FRIENDLY AND WELL EDUCATED PEOPLE	1	0.1 %
FRIENDLY RESIDENTS	1	0.1 %
FUN	19	2.2 %
GETTING EXPENSIVE	1	0.1 %
GOOD PLACE TO LIVE	1	0.1 %
GOOD RETIREMENT	1	0.1 %
GOOD SCHOOLS	1	0.1 %
GOOD WEATHER	1	0.1 %
GREAT PLACE TO LIVE	1	0.1 %
GREENWAYS	2	0.2 %
GROWING	1	0.1 %
GENTRIFIED	1	0.1 %
GETTING CROWDED	1	0.1 %
GOOD	2	0.2 %
GOOD ENOUGH FOR 40 YEARS	1	0.1 %
GOOD MEDICAL CARE	1	0.1 %
GOOD SERVICES	2	0.2 %
GOVERNMENTAL	1	0.1 %
GREAT	4	0.5 %
GREAT TEMPERATURE	1	0.1 %
GREAT LOCATION GEOGRAPHICALLY	1	0.1 %
GREATNESS	1	0.1 %
GREEN	5	0.6 %
GREENWAYS AND ARTS/VENUES	1	0.1 %
GROWTH	61	7.1 %
HEALTH RESOURCES	1	0.1 %
HIGH CRIME	1	0.1 %
HIP	1	0.1 %
HOMETOWN	1	0.1 %
HOPEFUL	1	0.1 %
HEALTHY	2	0.2 %
HIGH COST OF LIVING	2	0.2 %
HOME	18	2.1 %
HOSPITABLE	1	0.1 %
HOUSING AFFORDABLE	1	0.1 %
HUMBLE	1	0.1 %

**Q27. What are THREE words you would use to describe Raleigh? (3rd)**

Q27. 3rd word	Number	Percent
HUMDRUM	1	0.1 %
HUMID	1	0.1 %
INNOVATIVE FOR JOBS	1	0.1 %
INTERESTING	3	0.3 %
INVITING	3	0.3 %
IDEAL	1	0.1 %
IGNORANT	1	0.1 %
IMPROVING	1	0.1 %
IN NORTH CAROLINA (NOT A GOOD THING)	1	0.1 %
INCLUSIVE	3	0.3 %
INFLATED	1	0.1 %
INNOVATIVE	2	0.2 %
INVITING DOWNTOWN	1	0.1 %
ISLAND	1	0.1 %
JOB OPPORTUNITIES	3	0.3 %
JOBS	4	0.5 %
LACK OF TRANSPORTATION	1	0.1 %
LACKS VISION 2 WORLDS	1	0.1 %
LANDSCAPING	1	0.1 %
LEADING	1	0.1 %
LOVING	1	0.1 %
LAID BACK	1	0.1 %
LARGE	1	0.1 %
LEADER	1	0.1 %
LIBERAL	4	0.5 %
LIFE	1	0.1 %
LIMITED	1	0.1 %
LIVABLE	5	0.6 %
LIVELY	1	0.1 %
LOANS LIBERAL	1	0.1 %
LOCAL VIBE	1	0.1 %
LOCATION	1	0.1 %
LOTS OF TRAFFIC	1	0.1 %
LOTS OF RESTAURANTS/EATING ESTABLISHMENTS	1	0.1 %
LOTS TO DO	1	0.1 %
LOVE	2	0.2 %
MISSING	1	0.1 %
MEDICAL	1	0.1 %
MEDIUM-SIZED	1	0.1 %
MIDDLE POINT	1	0.1 %
MILD	1	0.1 %
MILLENNIAL	1	0.1 %
MODERN	1	0.1 %
NEW SLAVERY SYSTEM	1	0.1 %
NO CLEARWATER	1	0.1 %
NEED MORE MONEY	1	0.1 %

**Q27. What are THREE words you would use to describe Raleigh? (3rd)**

Q27. 3rd word	Number	Percent
NEEDS INFRASTRUCTURE	1	0.1 %
NEEDS PERIMETERS AROUND GROWTH	1	0.1 %
NEEDS TIGHTER ZONING	1	0.1 %
NEIGHBORLY	1	0.1 %
NICE	10	1.2 %
NICE PLACE TO LIVE	1	0.1 %
NOISY	1	0.1 %
NOT ACCESSIBLE PARKS & REC	1	0.1 %
NOT FAR SOUTH ENOUGH	1	0.1 %
NOT FOR THE POOR	1	0.1 %
NOT PLACE FOR CRIMINALS	1	0.1 %
OUT DATED	1	0.1 %
OVER FLOWING	1	0.1 %
OKAY	2	0.2 %
OLD	2	0.2 %
OPPORTUNITIES	17	2.0 %
OPPRESSIVE	1	0.1 %
OPTIONS	1	0.1 %
OUTDOORS	1	0.1 %
OVER-POPULATED	2	0.2 %
OVERRATED	1	0.1 %
PETTY	1	0.1 %
PLACE	1	0.1 %
POLICE NEED MORE EMPATHY	1	0.1 %
POLITE	1	0.1 %
POOR BUS SYSTEM	1	0.1 %
POOR SCHOOLS	2	0.2 %
PARKING	3	0.3 %
PARKS	2	0.2 %
PEACEFUL	3	0.3 %
PLAIN	1	0.1 %
PLANS	1	0.1 %
PLEASANT	4	0.5 %
POLITICAL	3	0.3 %
POOR	1	0.1 %
POOR DEVELOPMENT STANDARDS	1	0.1 %
POOR LEADERSHIP	1	0.1 %
POPULAR	3	0.3 %
POSITIVE	1	0.1 %
POTENTIAL	3	0.3 %
PRETTY	3	0.3 %
PRETTY AT CHRISTMAS	1	0.1 %
PRICEY	1	0.1 %
PRIVILEGED	1	0.1 %
PROFESSIONAL	1	0.1 %
PROGRESSIVE	9	1.0 %

**Q27. What are THREE words you would use to describe Raleigh? (3rd)**

Q27. 3rd word	Number	Percent
PROUD	1	0.1 %
QUAINT	1	0.1 %
QUALITY	1	0.1 %
RESPOSIBLE	1	0.1 %
RUN BY DEVELOPERS	1	0.1 %
RAPACIOUS	1	0.1 %
REDISTRICT	1	0.1 %
RELAXING	2	0.2 %
REPAIR ROADS	1	0.1 %
RESERVED	1	0.1 %
RESPECT	1	0.1 %
ROCKS	1	0.1 %
RUNDOWN	1	0.1 %
SCENIC	1	0.1 %
SCHOOL	1	0.1 %
SELF SUSTAINING	1	0.1 %
SLOW PACED	1	0.1 %
SAFE	24	2.8 %
SATISFIED	1	0.1 %
SECRET	1	0.1 %
SEGREGATED	2	0.2 %
SERVICE	1	0.1 %
SLOW TO CHANGE	1	0.1 %
SMALL TOWN FEEL	1	0.1 %
SMART	4	0.5 %
SOUL-LESS	1	0.1 %
SOUTHERN	4	0.5 %
SPRAWLING	8	0.9 %
STREETS	1	0.1 %
STRUGGLING	1	0.1 %
STUCK UP	1	0.1 %
TECH PROGRESSIVE	1	0.1 %
THRIVING	1	0.1 %
TRENDING	1	0.1 %
TAXES	1	0.1 %
TECHNOLOGY	1	0.1 %
THERE IS SO MUCH TO DO HERE	1	0.1 %
THRIVING	5	0.6 %
TO LEAVE	1	0.1 %
TOO CROWDED	1	0.1 %
TRAFFIC	11	1.3 %
TRAFFIC GRIDLOCK	1	0.1 %
TRAFFIC BOTTLENECKS	1	0.1 %
TRAFFIC JAM	1	0.1 %
TRANSPORTATION	2	0.2 %
TREE-LINED	1	0.1 %

**Q27. What are THREE words you would use to describe Raleigh? (3rd)**

Q27. 3rd word	Number	Percent
TREES	6	0.7 %
TRENDY	1	0.1 %
URGENT	1	0.1 %
UNAWARE	1	0.1 %
UNDER PRESERVED	1	0.1 %
UNDERPAID	1	0.1 %
UNEQUAL	1	0.1 %
URBANIZING	1	0.1 %
VERY INVITING	1	0.1 %
VANILLA	2	0.2 %
VARIETY	4	0.5 %
VERY POOR MINIMUM WAGE	1	0.1 %
VIBRANT	9	1.0 %
WELL ROUNDED	1	0.1 %
WITHOUT IDENTITY	1	0.1 %
WALKABLE	1	0.1 %
WARM	3	0.3 %
WEATHER	3	0.3 %
WELCOMING	8	0.9 %
WELL EDUCATED	1	0.1 %
WELL LOCATED	1	0.1 %
WOLFPACK	1	0.1 %
WONDERFUL	1	0.1 %
YOUNG	2	0.2 %
YOUTHFUL	1	0.1 %
A PLACE OF GROWTH	1	0.1 %
A TREASURE	1	0.1 %
ACTIVITIES	1	0.1 %
AFFORDABLE LIVING	1	0.1 %
AVERAGE	1	0.1 %
BAD DRIVING PRACTICES	1	0.1 %
BAD PLANNING	1	0.1 %
BAD TRAFFIC ON HIGHWAYS	1	0.1 %
BALANCED	1	0.1 %
BEHIND	1	0.1 %
BIG CITY OPPORTUNITIES WITHOUT BIG CITY FEEL	1	0.1 %
BIPOLAR	1	0.1 %
BUSINESS	1	0.1 %
BUSINESS FRIENDLY	1	0.1 %
CHALLENGING	1	0.1 %
COMMUNITY	1	0.1 %
COST LIVING HIGH	1	0.1 %
CREATIVE	1	0.1 %
DELICIOUS	1	0.1 %
DESIRED	1	0.1 %
DIFFICULT	1	0.1 %

**Q27. What are THREE words you would use to describe Raleigh? (3rd)**

Q27. 3rd word	Number	Percent
ENJOYABLE	1	0.1 %
EVENTFUL	1	0.1 %
FAIR	1	0.1 %
FAMILY-ORIENTED	1	0.1 %
GOOD JOBS	1	0.1 %
GOOD PLACE TO RETIRE	1	0.1 %
GOOD QUALITY OF LIFE	1	0.1 %
GREAT QUALITY OF LIFE	2	0.2 %
GREAT SCHOOLS	1	0.1 %
GREEDY	1	0.1 %
INTOLERANT POLITICIANS	1	0.1 %
LIVE	1	0.1 %
LOVING	1	0.1 %
LOW PAYING	1	0.1 %
MEDICINE	1	0.1 %
MORE ENGINEERS	1	0.1 %
MORE JOB OPPORTUNITIES	1	0.1 %
MORE SECTION 8 HOUSING	1	0.1 %
MULTI-CULTURAL	1	0.1 %
NATURAL	2	0.2 %
NEED MORE JOBS	1	0.1 %
NEW	1	0.1 %
NO PARKING	1	0.1 %
NOT MUCH RETURN FOR YOUR TAXES	1	0.1 %
OBLIVIOUS	1	0.1 %
OTHER	1	0.1 %
OVERDEVELOPED	1	0.1 %
PEDESTRIAN UNFRIENDLY	1	0.1 %
PLACES TO GO	1	0.1 %
PRESTIGIOUS	1	0.1 %
PROVINCIAL	1	0.1 %
QUIET	1	0.1 %
SCHOOL CHOICE, HEALTH ASSISTANCE, UNEMPLOYMENT	1	0.1 %
SLOW	2	0.2 %
SPORTS	1	0.1 %
STERILE	1	0.1 %
STIMULATING	2	0.2 %
STRAINED	1	0.1 %
TECH CENTER	1	0.1 %
TERRIFIC	1	0.1 %
TRAFFIC CIRCLES	1	0.1 %
TRANSITIONING	1	0.1 %
TRASHY	1	0.1 %
UNCARING	1	0.1 %
UNSUSTAINABLE	1	0.1 %
VERDANT	1	0.1 %

**Q27. What are THREE words you would use to describe Raleigh? (3rd)**

Q27. 3rd word	Number	Percent
WEALTHY	1	0.1 %
WEEKEND PARTYING	1	0.1 %
WORKING TO GET IT RIGHT	1	0.1 %
Total	861	100.0 %

**Q28. Approximately, how many years have you lived in the City of Raleigh?**

Q28. How many years have you lived in City of Raleigh	Number	Percent
5 or less	170	14.7 %
6 to 10	155	13.4 %
11 to 15	132	11.4 %
16 to 20	157	13.6 %
21 to 30	219	19.0 %
31+	321	27.8 %
Total	1154	100.0 %



**Q29. Which best describes the building you live in?**

<u>Q29. What building do you live in</u>	<u>Number</u>	<u>Percent</u>
Single/One family house detached from any other houses	950	79.0 %
House attached to one or more houses (e.g., a duplex or townhome)	125	10.4 %
Building with two or more apartments or condominiums	100	8.3 %
Mobile home	3	0.2 %
Other	7	0.6 %
Not provided	17	1.4 %
Total	1202	100.0 %

**Q29. Other**

<u>Q29. Other</u>	<u>Number</u>	<u>Percent</u>
DOWNTOWN WAREHOUSE/LOFT	1	16.7 %
HIGH RISE	1	16.7 %
TOWNHOUSE	1	16.7 %
HOTEL	1	16.7 %
MOTEL	1	16.7 %
RETIREMENT COMMUNITY	1	16.7 %
Total	6	100.0 %

**Q30. Do you own or rent your current residence?**

<u>Q30. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	937	78.0 %
Rent	258	21.5 %
Not provided	7	0.6 %
Total	1202	100.0 %

**Q31. What is your age?**

Q31. Your age	Number	Percent
18-34	237	19.7 %
35-44	245	20.4 %
45-54	249	20.7 %
55-64	255	21.2 %
65+	216	18.0 %
Total	1202	100.0 %

**Q32. Including yourself, how many people in your household are?**

	Mean	Sum
number	2.49	2983
Under 18	0.50	601
18-64	1.69	2025
Over 65	0.30	357

**Q33. Do any members of your household have a physical disability?**

Q33. Do any members of your household have a physical disability	Number	Percent
Yes	130	10.8 %
No	1072	89.2 %
Total	1202	100.0 %

**Q34. Which of the following best describes your race/ethnicity?**

Q34. Your race/ethnicity	Number	Percent
American Indian or Alaskan Native	12	1.0 %
Asian, Asian Indian, or Pacific Islander	52	4.4 %
Black or African American	358	30.2 %
White	746	63.0 %
Other	44	3.7 %
Total	1212	

**Q34. Other**

Q34. Other	Number	Percent
AFRICAN	1	2.3 %
AFRICAN AMERICAN, NATIVE AMERICAN, CAUCASIAN	1	2.3 %
BI-RACIAL	1	2.3 %
CARIBBEAN	1	2.3 %
DOMINICAN	1	2.3 %
EUROPEAN AMERICAN	2	4.5 %
EUROPEAN SPANISH, NATIVE CARIBBEAN INDIAN, AND AFRO-SLAVE	1	2.3 %
HISPANIC/LATINO	1	2.3 %
HISPANIC	14	31.8 %
HISPANIC/ASIAN	1	2.3 %
IRISH	2	4.5 %
LATINA	1	2.3 %
LATINO	4	9.1 %
MENA	1	2.3 %
MESTIZO	1	2.3 %
MIDDLE EAST	1	2.3 %
MIXED	4	9.1 %
MOOR	1	2.3 %
MULTI-RACIAL	2	4.5 %
NATIVE AMERICAN, WHITE, BLACK, EUROPEAN	1	2.3 %
SPANISH AMERICAN WHITE	1	2.3 %
SPANISH	1	2.3 %
Total	44	100.0 %

**Q35. Are you of Spanish, Hispanic, or Latino Ancestry?**

Q35. Are you of Spanish, Hispanic, or Latino ancestry	Number	Percent
Yes	129	10.7 %
No	1070	89.0 %
Not provided	3	0.2 %
Total	1202	100.0 %

**Q36. Your sex:**

Q36. Your sex	Number	Percent
Male	588	48.9 %
Female	613	51.0 %
Not provided	1	0.1 %
Total	1202	100.0 %

**Q37. Which of the following is the highest level of education you have completed?**

Q37. Highest level of education you have completed	Number	Percent
Less than high school graduate	25	2.1 %
High school diploma or equivalent (GED)	56	4.7 %
Special/technical training (not college)	34	2.8 %
Some college (no degree)	140	11.6 %
Associate's degree	88	7.3 %
Bachelor's degree	459	38.2 %
Graduate or professional degree (Master's, PhD, Juis Doctor, etc.)	372	30.9 %
Not provided	28	2.3 %
Total	1202	100.0 %

**Q38. Would you say your total annual household income is:**

Q38. Your total annual household income	Number	Percent
Under \$30K	112	9.3 %
\$30K to \$59,999	209	17.4 %
\$60K to \$99,999	263	21.9 %
\$100K to \$149,999	234	19.5 %
\$150K+	265	22.0 %
Not provided	119	9.9 %
Total	1202	100.0 %

## **Section 5**

### ***Survey Instrument***

---



La Ciudad de Raleigh, de Carolina del Norte  
Oficina del Alcalde  
Oficina del Gerente Municipal

Estimado Residente de la Ciudad de Raleigh:

Gracias a usted la Ciudad de Raleigh sigue siendo una de las comunidades más vibrantes y deseables en los Estados Unidos. A medida que continuamos creciendo y enfrentando nuevos desafíos es importante de continuar planificando estratégicamente para nuestro futuro.

Una parte importante de este proceso de planificación consiste en recaudar información de la comunidad sobre una amplia gama de asuntos que impactan nuestra calidad de vida. Queremos que usted participe en este proceso tomando unos minutos para completar la Encuesta de la Comunidad de Raleigh de 2016.

Favor de devolver su encuesta completada en el sobre con franqueo pagado en los próximos 10 días al ETC Institute. Si prefiere completar la encuesta en línea, puede hacerlo con la siguiente dirección de internet: [www.raleigh2016survey.org](http://www.raleigh2016survey.org). Cualquier información que pueda ser utilizada para identificar las respuestas individuales de la encuesta será confidencial.

Si tiene alguna pregunta sobre esta encuesta, llame al Departamento de Presupuesto y Servicios de Administración de la Ciudad de Raleigh al 919-996-4270. Si tiene preguntas acerca de la encuesta y habla Español, por favor llame al 1-844-811-0411.

¡Gracias por ayudar a crear una ciudad aún mejor!

Sinceramente,

Nancy McFarlane  
Alcalde

Ruffin L. Hall  
Administrador de la ciudad

Adjunto

*Please see the other side for message in English.*



City of Raleigh, North Carolina  
Office of the Mayor  
Office of the City Manager

Dear Raleigh City Resident:

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

An important part of this planning process involves gathering input from the community on a wide range of issues impacting our quality of life. We want you to be a part of this process by taking a few minutes to complete the enclosed 2016 Raleigh Community Survey.

Please return your completed survey in the enclosed postage-paid envelope within the next 10 days to ETC Institute. If you prefer to complete the survey online, you can do so at the following web address: [www.raleigh2016survey.org](http://www.raleigh2016survey.org). Any information that could be used to identify individual survey responses will remain confidential.

If you have any questions about this survey, please call the City of Raleigh's Budget and Management Services Department at 919-996-4270.

Thank you for helping create an even better city!

Sincerely,

A handwritten signature in black ink that reads "Nancy McFarlane".

Nancy McFarlane  
Mayor

A handwritten signature in black ink that reads "Rufin L. Hall".

Rufin L. Hall  
City Manager

Enclosure

*Por favor vea el otro lado para el mensaje en español.*





## 2016 City of Raleigh Community Survey

Your input is an important part of the City's on-going effort to identify and respond to the needs of the community. Please have an adult (age 18 or older) fill out the survey. Select the response by circling the option that most closely represents your opinion for each question. You may also complete this survey online at [www.raleigh2016survey.org](http://www.raleigh2016survey.org). If you have questions while completing this survey, please contact the City's Budget and Management Services Department at 919-996-4270. Thank you!

1. **OVERALL CITY SERVICES.** Please rate the following City Services for each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." Circle "9" if you don't know.

Rating of the following services:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
01.	Quality of police services	5	4	3	2	1	9
02.	Quality of fire services	5	4	3	2	1	9
03.	Quality of customer service you receive from City employees	5	4	3	2	1	9
04.	Overall maintenance of City streets	5	4	3	2	1	9
05.	Enforcement of City codes and ordinances	5	4	3	2	1	9
06.	Overall quality of parks and recreation programs and services	5	4	3	2	1	9
07.	Effectiveness of City communication with the public	5	4	3	2	1	9
08.	Overall traffic flow in Raleigh	5	4	3	2	1	9
09.	Overall management of public stormwater runoff/drainage	5	4	3	2	1	9
10.	Overall quality of water utilities	5	4	3	2	1	9

2. **Which THREE items from the list in Question 1 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?** *[Write-in your answers below using the numbers from the list in Question 1.]*

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

3. **PERCEPTIONS OF SAFETY.** Please rate your feeling of safety in the following situations in the City using a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe." Circle "9" if you don't know.

How safe do you feel:		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
1.	In Raleigh overall	5	4	3	2	1	9
2.	In City parks and greenways	5	4	3	2	1	9
3.	In downtown Raleigh during the day	5	4	3	2	1	9
4.	In downtown Raleigh at night	5	4	3	2	1	9
5.	In your neighborhood during the day	5	4	3	2	1	9
6.	In your neighborhood at night	5	4	3	2	1	9

4. **Which TWO items from the list in Question 3 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years?** *[Write-in your answers below using the numbers from the list in Question 3.]*

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

5. **QUALITY OF LIFE IN THE CITY.** Please rate the following aspects of quality of life in the City for each item on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." Circle "9" if you don't know.

Overall rating of:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
01.	Overall image of Raleigh	5	4	3	2	1	9
02.	Raleigh as a place to live	5	4	3	2	1	9
03.	Raleigh as a place to raise children	5	4	3	2	1	9
04.	Raleigh as a place to retire	5	4	3	2	1	9
05.	Raleigh as a place for young professionals	5	4	3	2	1	9
06.	Raleigh as a place to work	5	4	3	2	1	9
07.	The local economy	5	4	3	2	1	9
08.	Overall quality of life in Raleigh	5	4	3	2	1	9
09.	Overall quality of life in your neighborhood	5	4	3	2	1	9
10.	The overall direction that the City of Raleigh is taking	5	4	3	2	1	9
11.	City of Raleigh's responsiveness to emerging needs and opportunities	5	4	3	2	1	9
12.	The job Raleigh government does at welcoming citizen involvement	5	4	3	2	1	9
13.	How well the City of Raleigh is managing growth	5	4	3	2	1	9
14.	Overall quality of services provided by the City of Raleigh	5	4	3	2	1	9
15.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9

6. Which THREE items from the list in Question 5 do you think should receive the MOST EMPHASIS from City leaders over the next TWO Years? [Write-in your answers below using the numbers from the list in Question 5.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

7. **MAINTENANCE.** Please rate each aspect of City maintenance services on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." Circle "9" if you don't know.

Overall rating of:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	Overall quality of new development in Raleigh	5	4	3	2	1	9
2.	Overall cleanliness of Raleigh	5	4	3	2	1	9
3.	Cleanliness of downtown Raleigh	5	4	3	2	1	9
4.	Cleanliness of your neighborhood	5	4	3	2	1	9
5.	Overall condition of major City streets	5	4	3	2	1	9
6.	Condition of streets in your neighborhood	5	4	3	2	1	9
7.	Overall condition of City sidewalks	5	4	3	2	1	9
8.	Condition of sidewalks in your neighborhood	5	4	3	2	1	9
9.	Enforcement of junk and debris cleanup on private property	5	4	3	2	1	9

8. Which TWO items listed in Question 7 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? [Write-in your answers below using the numbers from the list in Question 7.]

1st: \_\_\_\_ 2nd: \_\_\_\_

- 9. TRANSPORTATION & PARKING. Please rate each aspect of transportation and parking within the City on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." Circle "9" if you don't know.**

Overall rating of:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	Availability of sidewalks in Raleigh	5	4	3	2	1	9
2.	Availability of sidewalks in your neighborhood	5	4	3	2	1	9
3.	Availability of bicycle lanes	5	4	3	2	1	9
4.	Availability of downtown parking	5	4	3	2	1	9
5.	Quality of downtown parking	5	4	3	2	1	9
6.	Raleigh's pedestrian and transit networks (e.g., sidewalks, buses, etc.) ability to serve individuals with disabilities	5	4	3	2	1	9

- 10. Which TWO of the items listed in Question 9 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? [Write-in your answers below using the numbers from the list in Question 9.]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

- 11. MOBILITY. Please rate each aspect of mobility on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." Circle "9" if you don't know.**

Rate your experience with:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	Walking to places in Raleigh	5	4	3	2	1	9
2.	Biking to places in Raleigh	5	4	3	2	1	9
3.	Riding the GoRaleigh bus to places	5	4	3	2	1	9

- 12. BUS SYSTEM. Please rate each aspect of the bus system on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." Circle "9" if you don't know.**

Overall rating of:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	Overall quality of GoRaleigh bus system	5	4	3	2	1	9
2.	Cleanliness of GoRaleigh buses	5	4	3	2	1	9
3.	Cleanliness of GoRaleigh bus stops	5	4	3	2	1	9
4.	Cleanliness of GoRaleigh bus terminals	5	4	3	2	1	9

- 13. In the past 12 months, how often have you used the GoRaleigh bus system?**

\_\_\_\_\_ (4) Very frequently  
 \_\_\_\_\_ (3) Frequently  
 \_\_\_\_\_ (2) Rarely  
 \_\_\_\_\_ (1) Never (Go to Q13-1)  
 \_\_\_\_\_ (9) Don't Know

- 13-1. If NEVER to question 13, which of the following is your primary reason for not using the service (Please select only ONE option)?**

\_\_\_\_\_ (1) Does not serve the areas I need to visit  
 \_\_\_\_\_ (2) Buses do not come frequently enough  
 \_\_\_\_\_ (3) Services are not provided during the days and hours I would use it  
 \_\_\_\_\_ (4) I just prefer to drive  
 \_\_\_\_\_ (5) Other (Please Explain): \_\_\_\_\_

- 14. ALTERNATIVE TRANSPORTATION MODES.** Please rate your frequency of use of each alternative transportation mode on a scale of 1 to 4, where 4 means "Very Frequently" and 1 means "Never." Circle "9" if you don't know.

How often have you:		Very Frequently	Frequently	Rarely	Never	Don't Know
1.	Biked or walked instead of drive	4	3	2	1	9
2.	Used City greenways as a mode of transportation	4	3	2	1	9

- 15. SERVICES.** Please rate each aspect of City services on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." Circle "9" if you don't know.

Overall Rating of:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
01.	Development review services	5	4	3	2	1	9
02.	Permitting services	5	4	3	2	1	9
03.	Inspection services	5	4	3	2	1	9
04.	Overall police relationship with your community	5	4	3	2	1	9
05.	Response time for police services	5	4	3	2	1	9
06.	Response time for fire services	5	4	3	2	1	9
07.	Your familiarity with City of Raleigh's fire prevention/education services	5	4	3	2	1	9
08.	Overall quality of service provided by 9-1-1 operators	5	4	3	2	1	9
09.	Quality of drinking water provided by Raleigh Public Utilities	5	4	3	2	1	9
10.	Wastewater services provided by Raleigh Public Utilities	5	4	3	2	1	9
11.	Residential garbage collection services	5	4	3	2	1	9
12.	Residential curbside recycling services	5	4	3	2	1	9
13.	Residential yard waste collection services	5	4	3	2	1	9
14.	Bulky item pick-up/removal services	5	4	3	2	1	9
15.	The City's efforts in protecting and improving water quality in local streams and lakes	5	4	3	2	1	9
16.	The City's overall effort to protect natural resources and the environment	5	4	3	2	1	9

- 16. Which THREE items listed in Question 15 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years?** *[Write-in your answers below using the numbers from the list in Question 15.]*

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

- 17. HOUSING AND COMMUNITY.** Please rate each aspect of Raleigh's housing and community on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." Circle "9" if you don't know.

Overall rating of:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	Impact of changes being made in and around your neighborhood	5	4	3	2	1	9
2.	Variety of housing options	5	4	3	2	1	9
3.	Availability of affordable housing	5	4	3	2	1	9
4.	Neighborliness of residents	5	4	3	2	1	9
5.	Openness and acceptance of the community towards people of diverse backgrounds	5	4	3	2	1	9

**18. Please rate each aspect of cultural, recreation, and park amenities in Raleigh on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." Circle "9" if you don't know.**

Overall rating of:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	Variety of arts and cultural programs offered in Raleigh	5	4	3	2	1	9
2.	Availability of arts and cultural programs in Raleigh	5	4	3	2	1	9
3.	Cost of arts and cultural programs in Raleigh	5	4	3	2	1	9
4.	Quality of City entertainment venues (Convention Center, Duke Energy Center for the Performing Arts, Red Hat Amphitheatre, Walnut Creek Amphitheatre)	5	4	3	2	1	9
5.	Your neighborhood's ability to support a healthy and active lifestyle	5	4	3	2	1	9
6.	Your access to City parks, greenways, and community centers	5	4	3	2	1	9
7.	Cleanliness of City parks	5	4	3	2	1	9
8.	Cleanliness of City greenways	5	4	3	2	1	9

**19. Which TWO items listed in Question 18 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? [Write-in your answers below using the numbers from the list in Question 18.]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_

**20. COMMUNICATION AND CUSTOMER SERVICE. Please rate each aspect of City communication and customer service on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." Circle "9" if you don't know.**

Overall rating of:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	Overall knowledge of City employees	5	4	3	2	1	9
2.	Your ability to access the information you need about the City of Raleigh	5	4	3	2	1	9

**21. SPECIFIC AREAS OF CUSTOMER SERVICE. Please rate the quality of customer service for each service area on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor." Circle "9" if you don't know.**

Overall rating of:		Excellent	Good	Neutral	Below Average	Poor	Don't Know
1.	Water and wastewater	5	4	3	2	1	9
2.	Stormwater	5	4	3	2	1	9
3.	Solid waste	5	4	3	2	1	9
4.	Development Services	5	4	3	2	1	9
5.	Parks, Recreation, and Cultural Resources	5	4	3	2	1	9
6.	City Utility Billing & Payment (Customer Care & Billing)	5	4	3	2	1	9

**22. EASE OF CITY PROCESSES. Please rate each City process on a scale of 1 to 5, where 5 means "Very Easy" and 1 means "Very Difficult." Circle "9" if you don't know.**

Overall rating of:		Very Easy	Easy	Neutral	Difficult	Very Difficult	Don't Know
1.	Contacting City of Raleigh employees	5	4	3	2	1	9
2.	Making a service request	5	4	3	2	1	9
3.	Locating information on the City's website	5	4	3	2	1	9
4.	Paying City utility bill	5	4	3	2	1	9
5.	Paying fees for parks and recreation programs	5	4	3	2	1	9
6.	Paying other City fees, fares, and/or fines	5	4	3	2	1	9

**23. Which TWO of the items listed in Question 22 would you recommend receive the MOST EMPHASIS from City leaders over the next TWO Years? [Write-in your answers below using the numbers from the list in Question 22.]**

1st: \_\_\_\_ 2nd: \_\_\_\_

**24. Please rate how often you have done the following in the past 12 months on a scale of 1 to 4, where 4 means "Very Frequently" and 1 means "Never." Circle "9" if you don't know.**

How often have you:		Very Frequently	Frequently	Rarely	Never	Don't Know
01.	Visited a City park or greenway	4	3	2	1	9
02.	Visited a City community center	4	3	2	1	9
03.	Participated in a City recreation program or event	4	3	2	1	9
04.	Called 9-1-1	4	3	2	1	9
05.	Contacted the City for code enforcement	4	3	2	1	9
06.	Had contact with the Raleigh Police Department	4	3	2	1	9
07.	Had contact with the Raleigh Fire Department	4	3	2	1	9
08.	Attended or watched a local public meeting	4	3	2	1	9
09.	Contacted City of Raleigh elected officials (in-person, phone, email, or social media/web)	4	3	2	1	9
10.	Contacted City of Raleigh employees or visited the website to seek services, find information, or file a complaint	4	3	2	1	9
11.	Volunteered your time to a group or activity in Raleigh	4	3	2	1	9
12.	Attended a homeowners association meeting	4	3	2	1	9
13.	Attended a Citizens Advisory Council (CAC) meeting	4	3	2	1	9
14.	Attended an event at a City entertainment venue (Convention Center, Duke Energy Center for the Performing Arts, Red Hat Amphitheatre, Coastal Credit Union Music Park at Walnut Creek)	4	3	2	1	9

**25. How likely are you to recommend living in Raleigh to someone who asks?**

\_\_\_\_(5) Very Likely

\_\_\_\_(2) Not Likely

\_\_\_\_(4) Likely

\_\_\_\_(1) Very Unlikely

\_\_\_\_(3) Neutral

\_\_\_\_(9) Don't Know

**26. What are the THREE most significant issues you think Raleigh will face over the next five years? Please select three.**

\_\_\_\_(01) Affordable housing

\_\_\_\_(06) Job opportunities

\_\_\_\_(02) Pace of growth

\_\_\_\_(07) Environmental protection

\_\_\_\_(03) Transportation

\_\_\_\_(08) Social Justice/Equity/Inclusivity

\_\_\_\_(04) Affordability of City services

\_\_\_\_(09) Other: \_\_\_\_\_

\_\_\_\_(05) Public safety

**27. What are THREE words you would use to describe Raleigh?**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

**DEMOGRAPHICS:****28. Approximately, how many years have you lived in the City of Raleigh?** \_\_\_\_\_ years**29. Which best describes the building you live in:**

- ☐ (1) Single/One family house detached from any other houses  
☐ (2) House attached to one or more houses (e.g., a duplex or townhome)  
☐ (3) Building with two or more apartments or condominiums  
☐ (4) Mobile home  
☐ (5) Other: \_\_\_\_\_

**30. Do you own or rent your current residence:** \_\_\_\_\_(1) Own \_\_\_\_\_(2) Rent**31. What is your age?** \_\_\_\_\_ years**32. Including yourself, how many people in your household are:**

Under 18: \_\_\_\_\_ 18-64 \_\_\_\_\_ Over 65: \_\_\_\_\_

**33. Do any members of your household have a physical disability:** \_\_\_\_\_(1) Yes \_\_\_\_\_(2) No**34. Which of the following best describes your race/ethnicity (Mark one or more to indicate what race/ethnicity you consider yourself to be):**

- ☐ (1) American Indian or Alaskan Native  
☐ (2) Asian, Asian Indian, or Pacific Islander  
☐ (3) Black or African American  
☐ (4) White  
☐ (5) Other: \_\_\_\_\_

**35. Are you of Spanish, Hispanic, or Latino Ancestry:** \_\_\_\_\_(1) Yes \_\_\_\_\_(2) No**36. Your sex:** \_\_\_\_\_(1) Male \_\_\_\_\_(2) Female**37. Which of the following is the highest level of education you have completed:**

- ☐ (1) Less than high school graduate  
☐ (2) High school diploma or equivalent (GED)  
☐ (3) Special/technical training (not college)  
☐ (4) Some college (no degree)  
☐ (5) Associate's degree  
☐ (6) Bachelor's degree  
☐ (6) Graduate or professional degree (Master's, PhD, Juris Doctor, etc.)

**38. Would you say your total annual household income is:**

- ☐ (1) Under \$30,000  
☐ (2) \$30,000 to \$59,999  
☐ (3) \$60,000 to \$99,999  
☐ (4) \$100,000 to \$149,999  
☐ (5) \$150,000 or more

**This concludes the survey. Thank you for your time!**

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

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