



2024 Raleigh Community Survey



Raleigh

raleighnc.gov

Welcome to the City of Raleigh's 2024 Community Survey Infographic Report.

The purpose of this document is to provide a visual representation of key results for each of the seven sections in the 2024 Community Survey, which was administered by ETC Institute, one of the nation's leading firms in the field of local government research.

Throughout this Report are ratings that represent the percent of survey respondents that rated different services provided by the City of Raleigh as "excellent" or "good". These ratings are accompanied by numbers that represent the change in "excellent" or "good" ratings in percentage points from 2022 to 2024. The same format is used to show responses to questions that ask about the frequency of use or familiarity with a specific area or service.

To help navigate this resource, below is information describing the different sections throughout this Report.

Top Areas and Areas for Improvement

The percent of respondents from the 2024 survey who had an opinion and indicated "excellent" or "good" in their responses determined the areas/services listed under "Top Areas" and "Areas for Improvement" throughout this document.

Top 3 Issues

In the Community Survey, respondents were asked to identify issues they believe will be most significant to Raleigh over the next five years. Areas/services listed under "Top 3 Issues" reflect the issues most often identified by respondents.

What should we prioritize?

To 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 various City services and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services can have the most impact on overall satisfaction with City services over the next two years. The I-S rating informed the areas/services listed under "What should we prioritize?" throughout this document. A detailed explanation of the I-S analysis can be found in the full Survey report that is available on the City's website.

Benchmark Comparison

Benchmarking data shows how the results for the City of Raleigh compare to the range of performance for other large communities where ETC Institute has administered a DirectionFinder® survey since 2020. A total of 20 large U.S. communities were included in this analysis. Benchmarking communities are referred to as "National Peers" throughout this document. More information, including a full list of benchmark cities, can be found in the full Survey report that is available on the City's website.

Who Took the Survey?

ETC Institute mailed the survey to a random sample of households within Raleigh city limits. Residents had the option to participate by mail or online. The goal was to obtain completed surveys from at least 1,000 households, and a total of 1,108 surveys were completed.

Survey responses closely match local census data for race, ethnicity, and gender. For age and other traits, we aimed for a good mix of voices. This helps show the results are reliable and reflect our community.

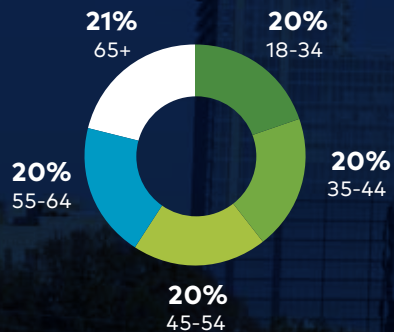
Time living in Raleigh



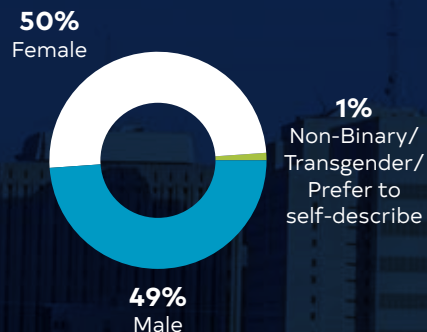
1,108

randomly selected households
completed the survey

Age



Gender/Gender Identity



Residence

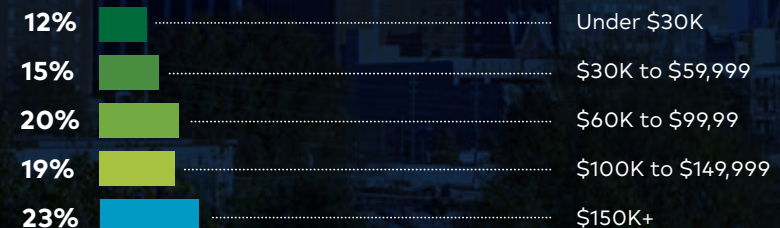


Race/Ethnicity

Respondents were able to indicate one or more options



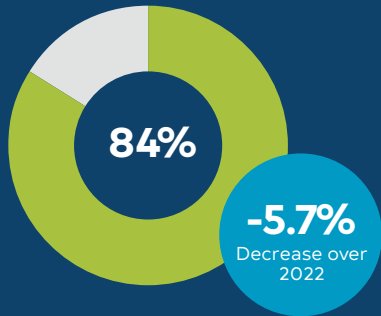
Annual Household Income



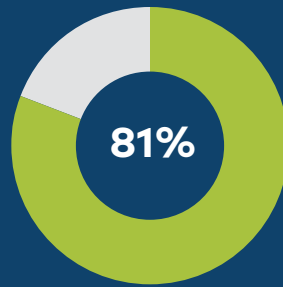
Overall Quality of Life in the City

Top Areas

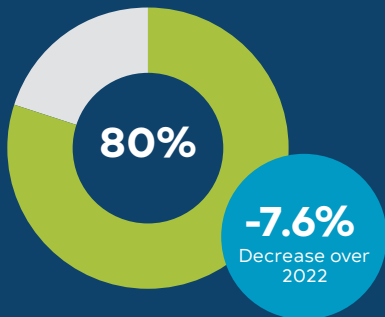
Overall quality of life in Raleigh



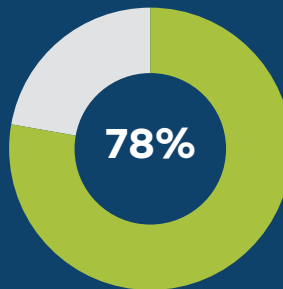
Overall quality of life in your neighborhood



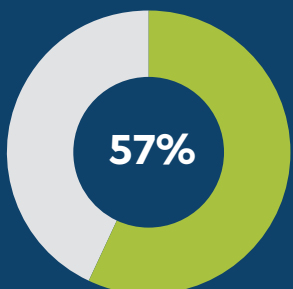
As a place to work



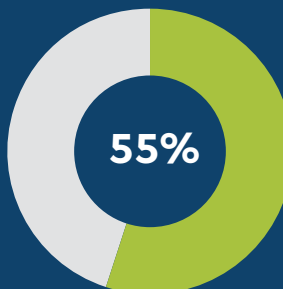
As a place for young adults



As a place to retire



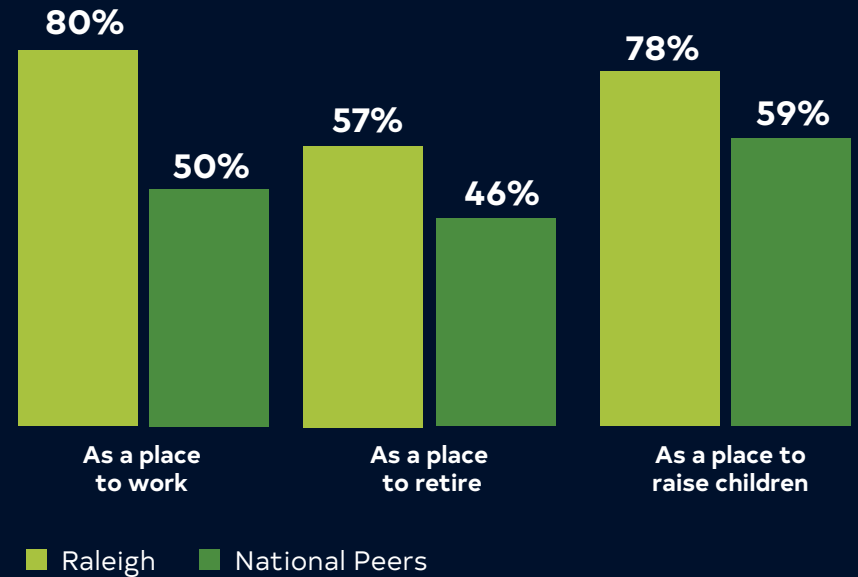
Overall direction that the City of Raleigh is going



76%

Would recommend Raleigh to someone who asks

Benchmark Comparison



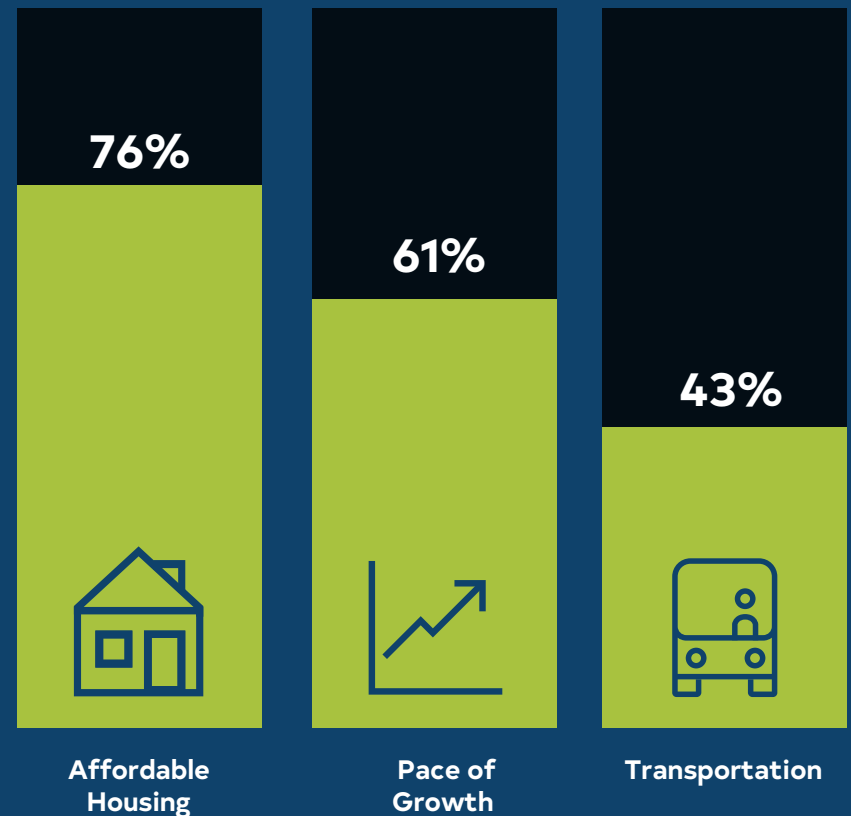
What should we prioritize?

Based on reported satisfaction and priority rankings

- 1 Availability of affordable housing
- 2 How well the City of Raleigh is managing growth
- 3 Overall quality of new development in Raleigh
- 4 Overall traffic flow
- 5 City's efforts to promote and assist public/private partnerships
- 6 City's efforts to promote and assist small, minority, and women-owned businesses
- 7 City's efforts to support innovation, entrepreneurs, or small business owners in Raleigh
- 8 Variety of housing options
- 9 Effectiveness of City communication

Top 3 Issues

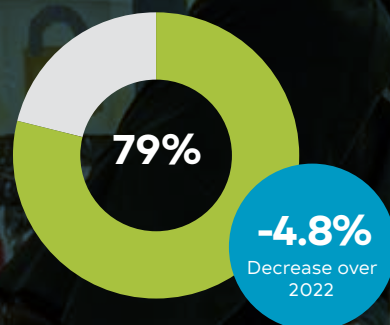
Raleigh will face over the next 5 years



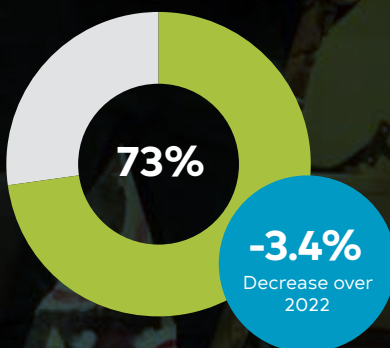
Arts and Cultural Resources

Top Areas

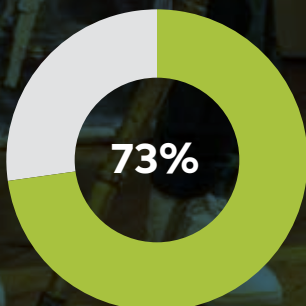
Availability of arts and cultural programs in Raleigh



Quality of City entertainment venues

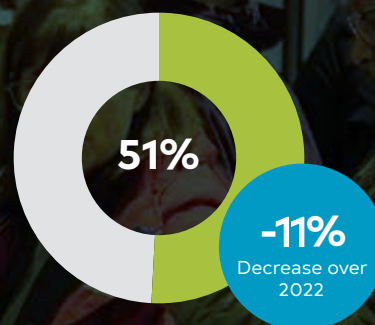


Quality of arts and cultural programs in Raleigh

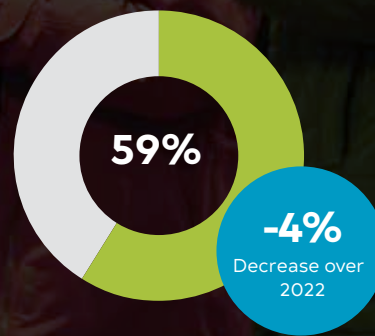


Areas for Improvement

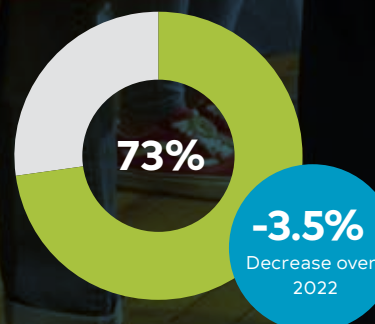
Availability of information about arts and cultural programs and events



Cost of arts and cultural programs in Raleigh

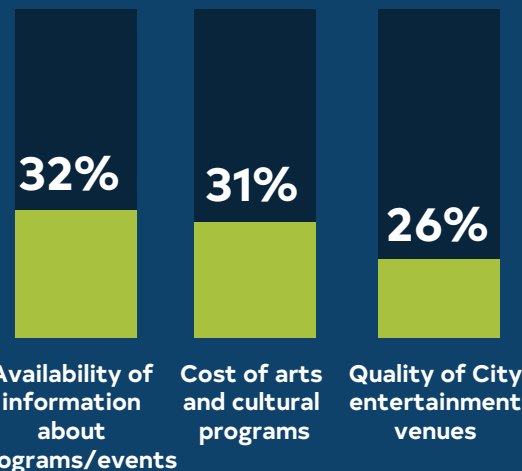


Availability of culturally diverse programs



Top 3 Issues

that should receive the most emphasis over the next 2 years



What should we prioritize?

Based on reported satisfaction and priority rankings

- 1 Cost of arts and cultural programs in Raleigh
- 2 Availability of information about arts and cultural programs and events
- 3 Availability of culturally diverse arts and cultural programs in Raleigh

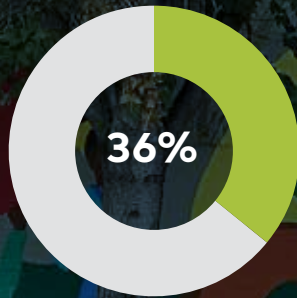
69%

Attended an event at a City of Raleigh entertainment venue at least a few times a year

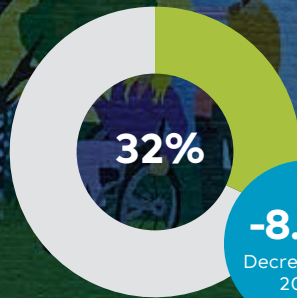
Economic Development and Innovation

Ratings

Efforts to promote/assist small, minority, & women-owned businesses



Inspection services



-8.2%
Decrease over 2022

City's efforts to promote and assist public/private partnerships



-10.4%
Decrease over 2022

Top 3 Issues

Raleigh will face over the next 5 years

40%

Efforts to promote/assist small, minority & women-owned businesses

40%

Efforts to support innovation, entrepreneurs or small business owners in Raleigh

39%

Efforts to promote and assist public/private partnerships

What should we prioritize?

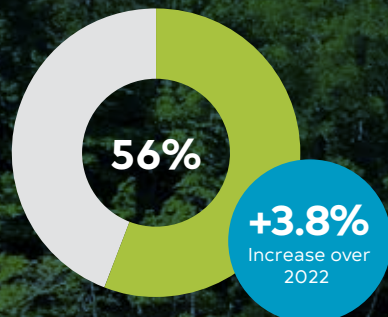
Based on reported satisfaction and priority rankings

- 1 City's efforts to promote/assist small, minority, & women-owned businesses
- 2 City's efforts to support innovation, entrepreneurs or small business owners in Raleigh
- 3 City's efforts to promote and assist public/private partnerships

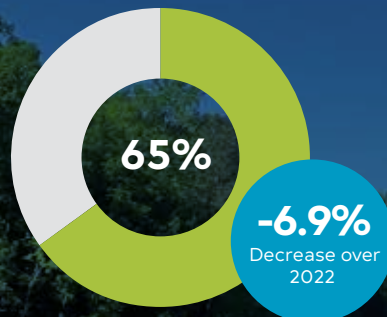
Growth and Natural Resources

Top Areas

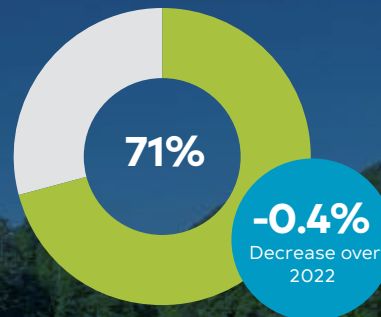
Overall management of
public stormwater
runoff/drainage/flood control



Quality of drinking
water

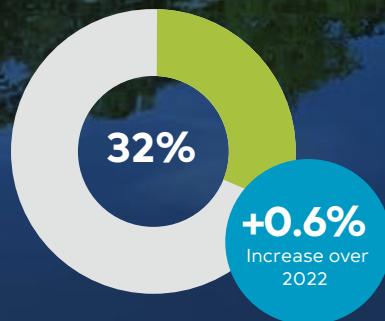


Wastewater
services

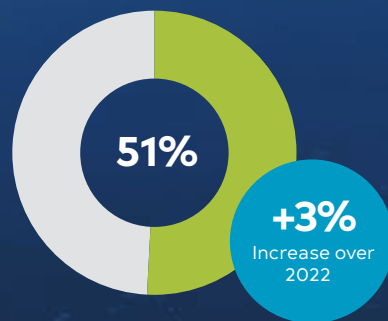


Areas for Improvement

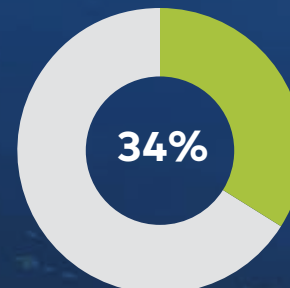
How well the City
is managing growth



The City's overall effort to
protect natural resources
and the environment

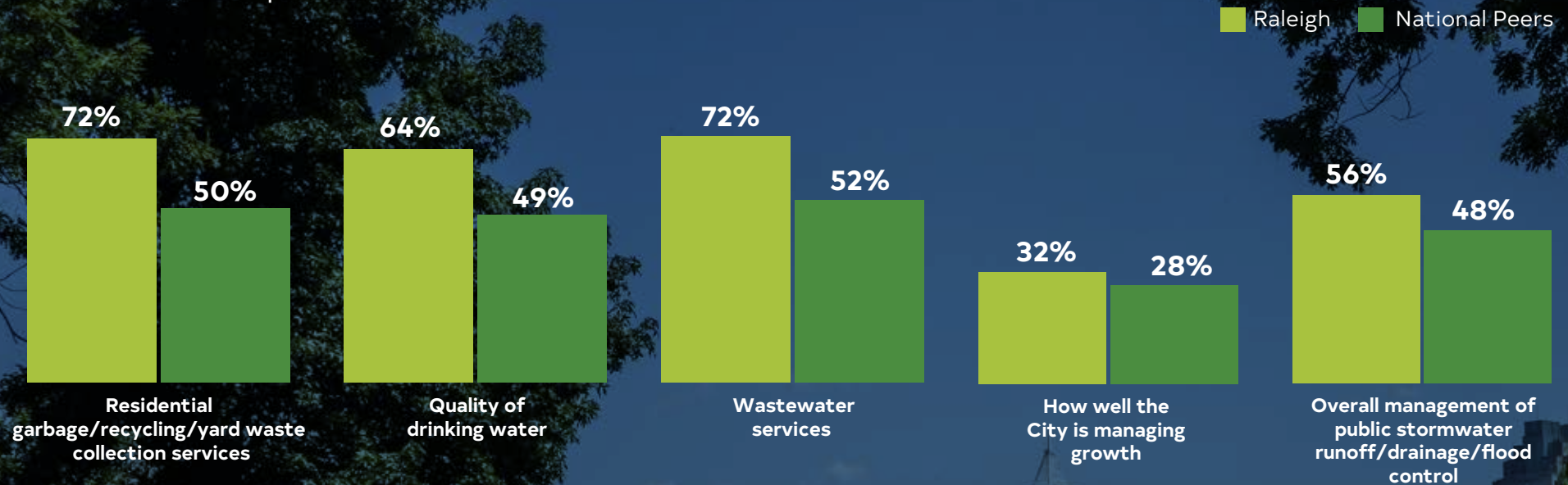


Overall quality of
new development
in Raleigh



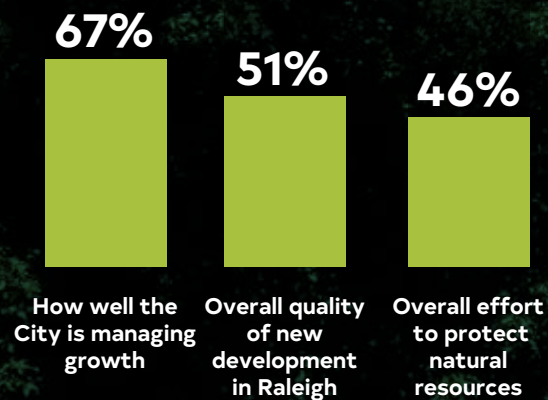
Growth and Natural Resources

Benchmark Comparison



Top 3 Issues

Raleigh will face over the next 2 years



What should we prioritize?

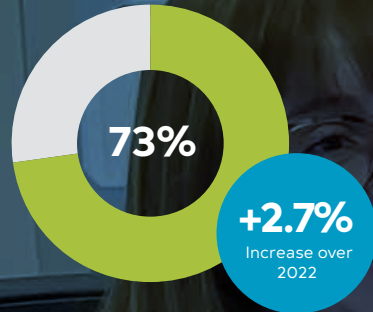
Based on reported satisfaction and priority rankings

- 1 How well the City of Raleigh is managing growth**
- 2 Overall quality of new development in Raleigh**
- 3 Overall effort to protect natural resources**

Organizational Excellence

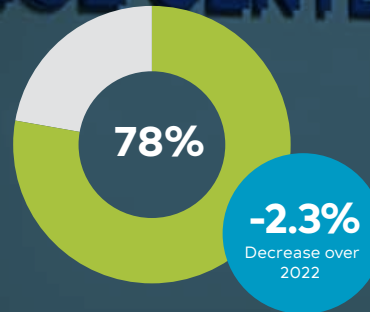
Overall

Overall quality of services provided by Raleigh

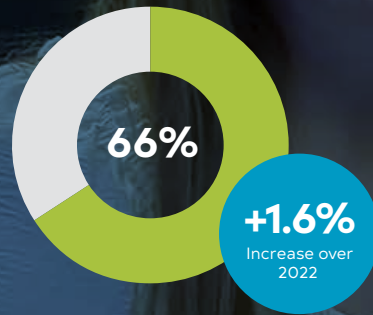


City Processes

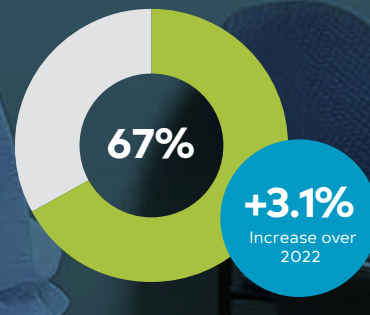
Paying City utility bill



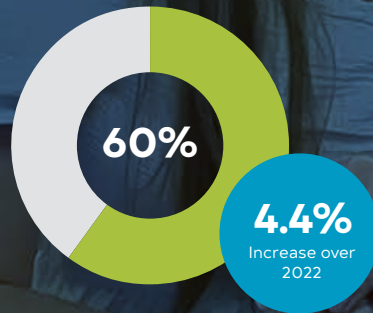
Quality of customer service you receive from City employees



Paying fees for parks & recreation programs



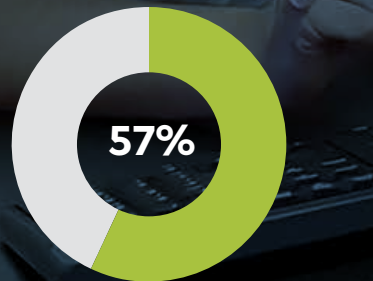
Your ability to access the information you need about Raleigh



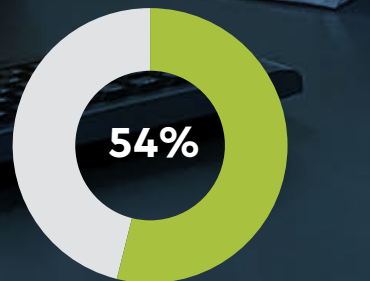
Making a service request



Job City does at creating a welcoming & inclusive environment

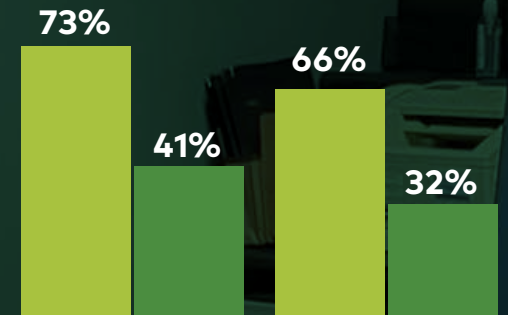


Locating information on City's website



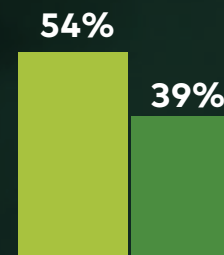
Benchmark Comparison Overall

Raleigh National Peers



Benchmark Comparison City Processes

Raleigh National Peers

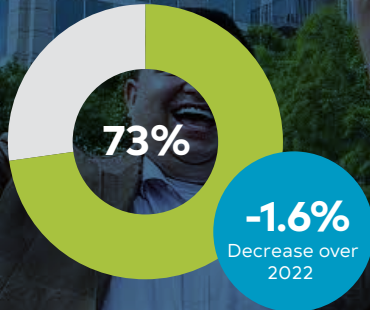


Locating information on City's website

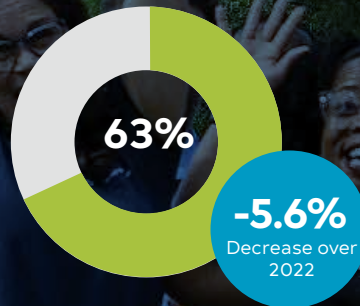
Organizational Excellence

Customer Services

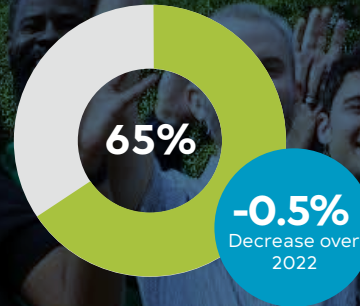
Parks, Recreation, & Cultural Resources customer service



City Utility Billing & Payment customer service



Solid waste customer service



Contacting City of Raleigh employees

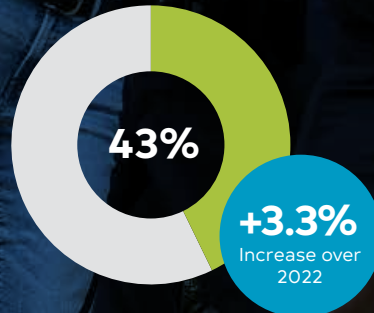


Areas for Improvement

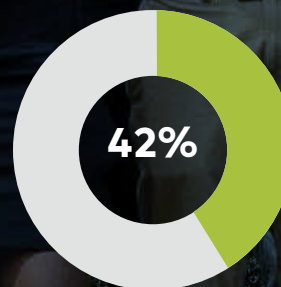
Making a service request



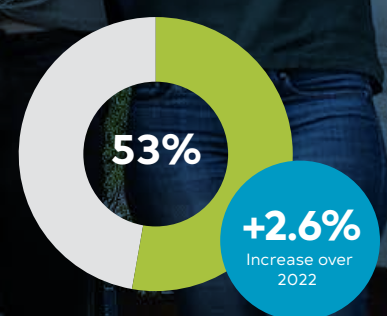
Effectiveness of City communication with the public



City of Raleigh as a smart city

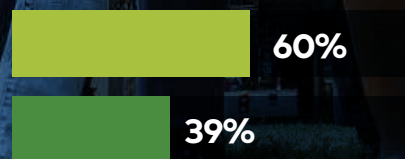


Stormwater customer service

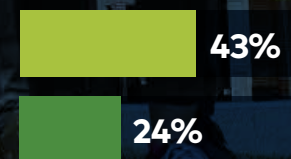


Benchmark Comparison

Ability to access information you need



Effectiveness of City communication with the public



Raleigh National Peers

Organizational Excellence

Frequency

Done the following in the last 12 months

- 56%** Contacted City of Raleigh employees or visited the website to seek services, find information, or file a complaint
- 28%** Attended or watched a City of Raleigh public meeting
- 27%** Contacted City of Raleigh elected officials

Top 3 Preferred Sources of Information

- 72%** City Website
- 42%** Local Television
- 38%** City Social Media Sites
(Twitter/X, Facebook, Instagram)

Top 3 Issues

Raleigh will face over the next 2 years



What should we prioritize?

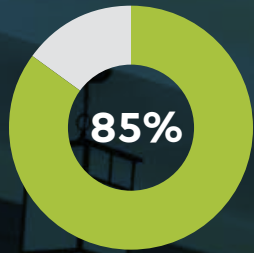
Based on reported satisfaction and priority rankings

- 1** Effectiveness of City communication
- 2** Job City does welcoming community member involvement
- 3** City of Raleigh as a smart city

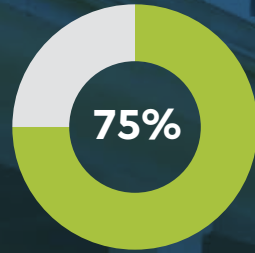
Safe, Vibrant, and Healthy Community

Top Areas

Quality of fire services



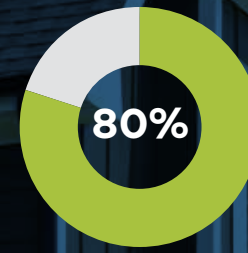
Cleanliness of your neighborhood



Your access to City parks, greenways, & community centers

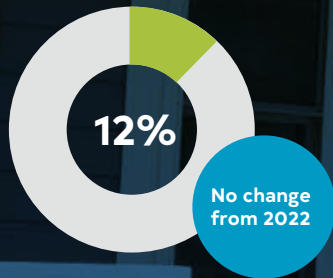


Overall quality of parks & recreation programs & services

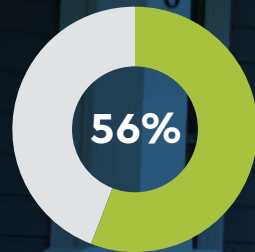


Areas for Improvement

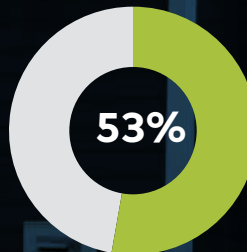
Availability of affordable housing



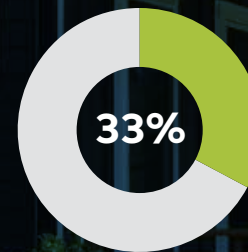
Overall cleanliness of Raleigh



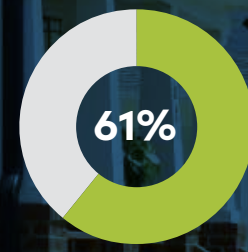
Cleanliness of downtown Raleigh



Variety of housing options



Overall police relationship with your community



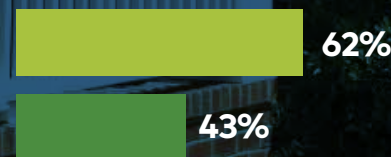
Benchmark Comparison

■ Raleigh ■ National Peers

Quality of fire services



Response time for fire services



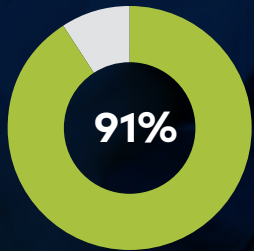
Overall quality of parks & recreation programs & services



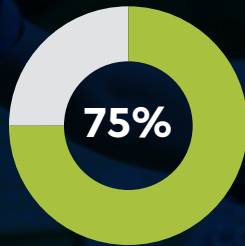
Safe, Vibrant, and Healthy Community

Feelings of Safety

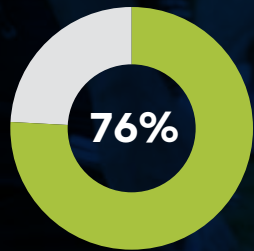
In your neighborhood during the day



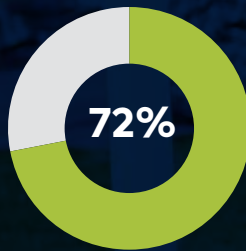
In downtown Raleigh during the day



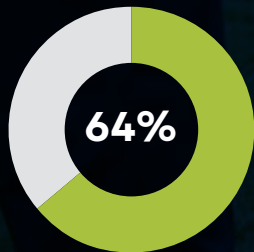
In Raleigh overall



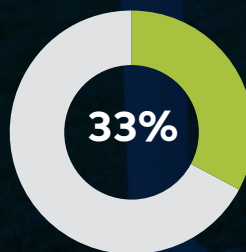
In your neighborhood at night



In city parks and greenways



In downtown Raleigh at night



Frequency

Done the following in the last 12 months

91% Visited a City park or greenway

65% Visited a City Community Center

43% Participated in a City recreation program or event

Top 3 Issues

Raleigh will face over the next 2 years

61%

Availability of affordable housing

35%

Variety of housing options

32%

Quality of police service

What should we prioritize?

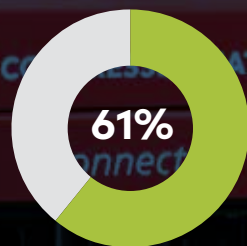
Based on reported satisfaction and priority rankings

- 1 Availability of affordable housing
- 2 Variety of housing options
- 3 Overall cleanliness of Raleigh

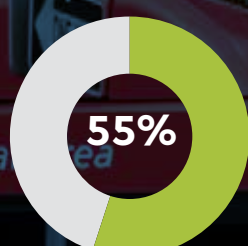
Transportation and Transit

Top Areas

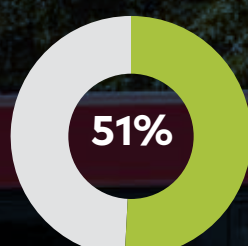
Condition of streets in your neighborhood



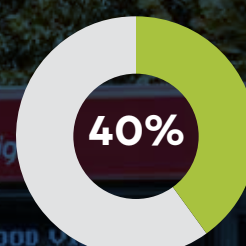
Condition of sidewalks in your neighborhood



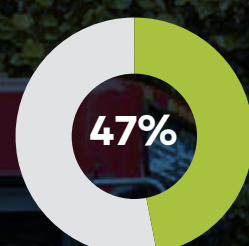
Availability of sidewalks in your neighborhood



Walking to places in Raleigh



The ability to predict travel time to places in Raleigh

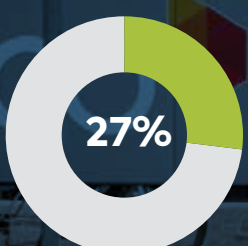


Areas for Improvement

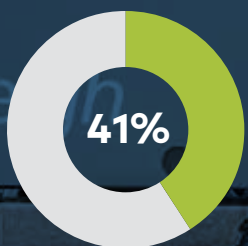
Riding GoRaleigh bus to places in Raleigh



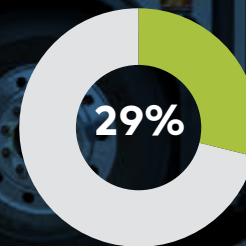
Biking to places in Raleigh



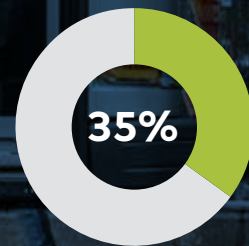
Availability of downtown parking



Overall traffic flow in Raleigh



Availability of sidewalks in Raleigh



Benchmark Comparison

Raleigh National Peers

Condition of streets in your neighborhood



Transportation and Transit

Frequency

Done the following in the past 12 months

51% Biked or walked instead of driving

33% Used City greenways as a mode of transportation

Ridden GoRaleigh in Past 18 months

73% Never

17% Rarely

5% Frequently/Very Frequently

5% Don't Know

Top 3 reasons for not riding Go Raleigh

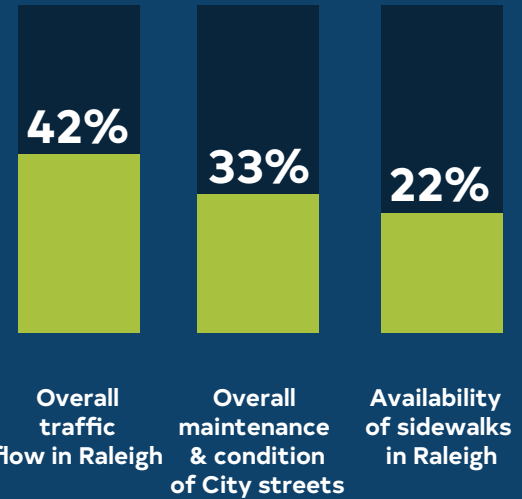
50% I just prefer to drive

18% Does not serve the areas I need to visit

8% Buses do not come frequently enough

Top 3 Issues

Raleigh will face over the next 2 years



What should we prioritize?

Based on reported satisfaction and priority rankings

- 1** Overall traffic flow in Raleigh
- 2** Overall maintenance & condition of City streets
- 3** Availability of diverse options for alternative forms of transportation