

# Wake Insights

## Community Survey

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wake.gov



# Wake County **INSIGHTS**



# What is Wake Insights?

- **A public opinion poll that:**
  - Identifies respondent's most important issues
  - Informs policies and decision-making, and
  - Tracks progress and measures our strategic plan.
- **Supplements other feedback engagements such as:**
  - Customer satisfaction surveys
  - Partner-led surveys (e.g., GoTriangle)
  - Community Health Needs Assessment

# What is Wake Insights?

## Satisfaction Surveys

- Opinions shaped by direct use and individual experiences.

## Perception Surveys

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

# Diversity & Accessibility

## Representative of Wake County:

- Gender
- Age
- Race
- Ethnicity
- Income
- Education level
- Geography
- Residency
- Own or rent home

## Languages:

- English
- Spanish
- Other prevalent languages upon request

# Preliminary Results

- **Wake County is continuing to collect responses.**
  - The second phase of engagement kicked off after Jan 1, 2025.
  - Reaching out to key stakeholder groups and distribution lists.
  - Additional steps taken to engage those in shelters.
- **Final results are expected in the coming weeks.**
  - Anticipate sharing at the March 2025 work session.

# 2024 Community Survey

## Wake County, North Carolina

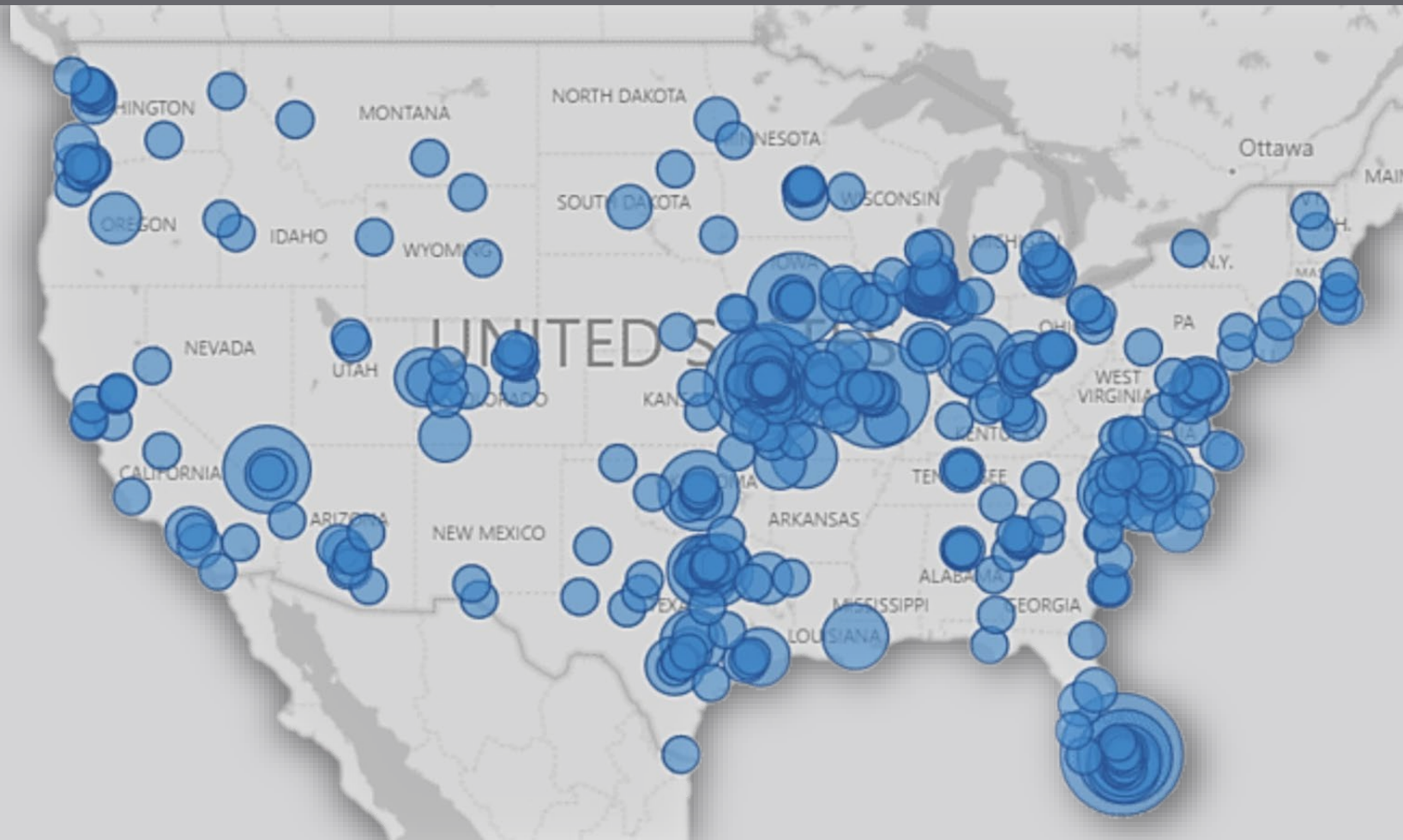


JANUARY 2025



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

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



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



# Purpose

- **To Gather Feedback from Wake County Residents to Better Understand Priorities, Everyday Experiences, and Perceptions of Services Provided by Wake County**
- **To Help Wake County Make Informed Decisions to Better Serve the Community and Improve the Quality of Life of All Wake County Residents**
- **Topics on the Survey Include:**
  - **Public Safety**
  - **Education**
  - **Housing**
  - **Growth**
  - **Environment**
  - **Infrastructure**
  - **Job Market**
  - **Medical Health Care**
  - **Behavior Health Care**
  - **Quality of Life**

# Methodology

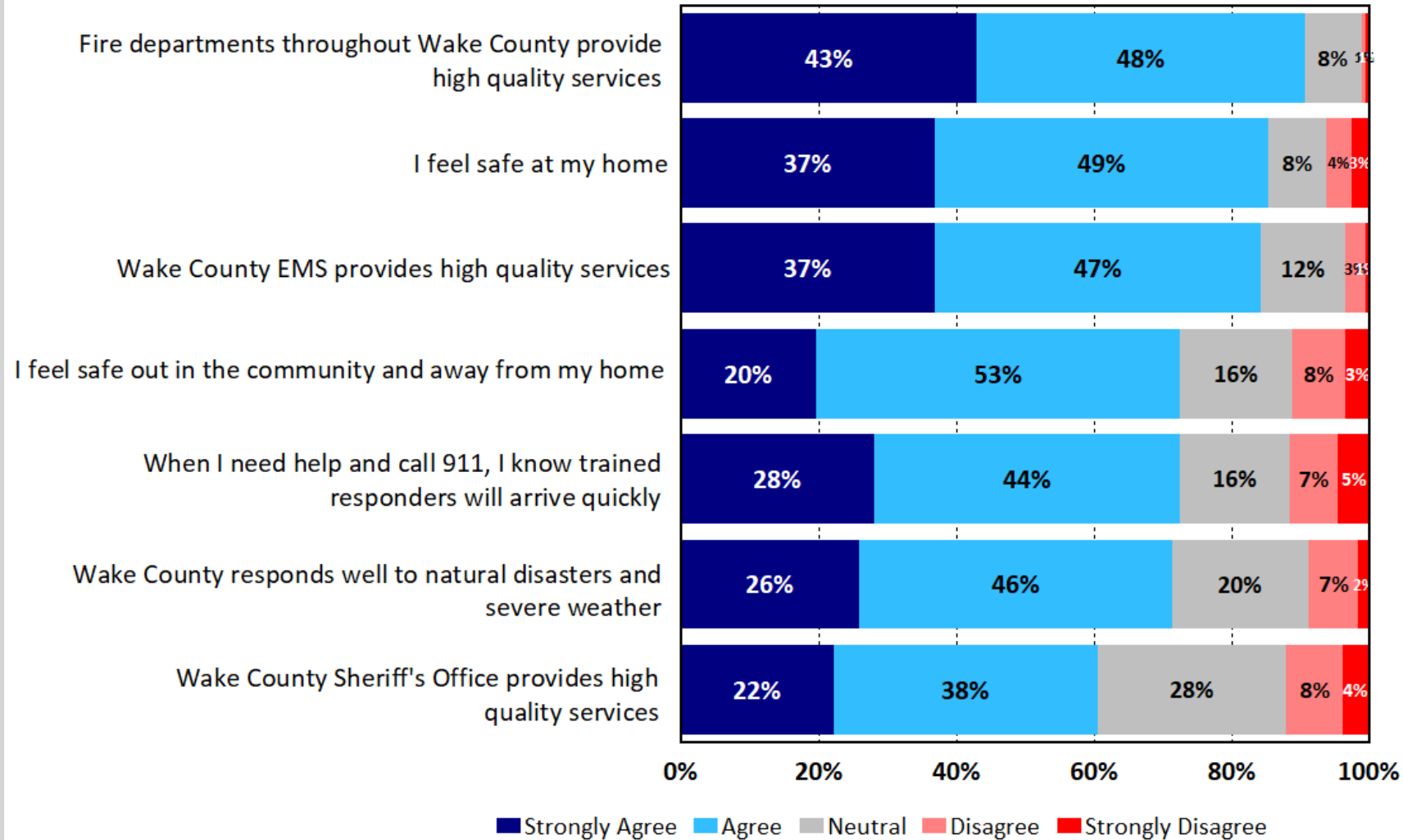
- **Survey Description**
  - **Six-page survey**
  - **Took approximately 15-20 minutes to complete**
- **Method of Administration**
  - **By mail, online and phone to randomly selected sample of households throughout Wake County**
- **Sample Size**
  - **607 completed surveys (at the time of this presentation's development)**

# Topic #1

**Public Safety, Education, Housing, Growth,  
Environment, and Infrastructure**

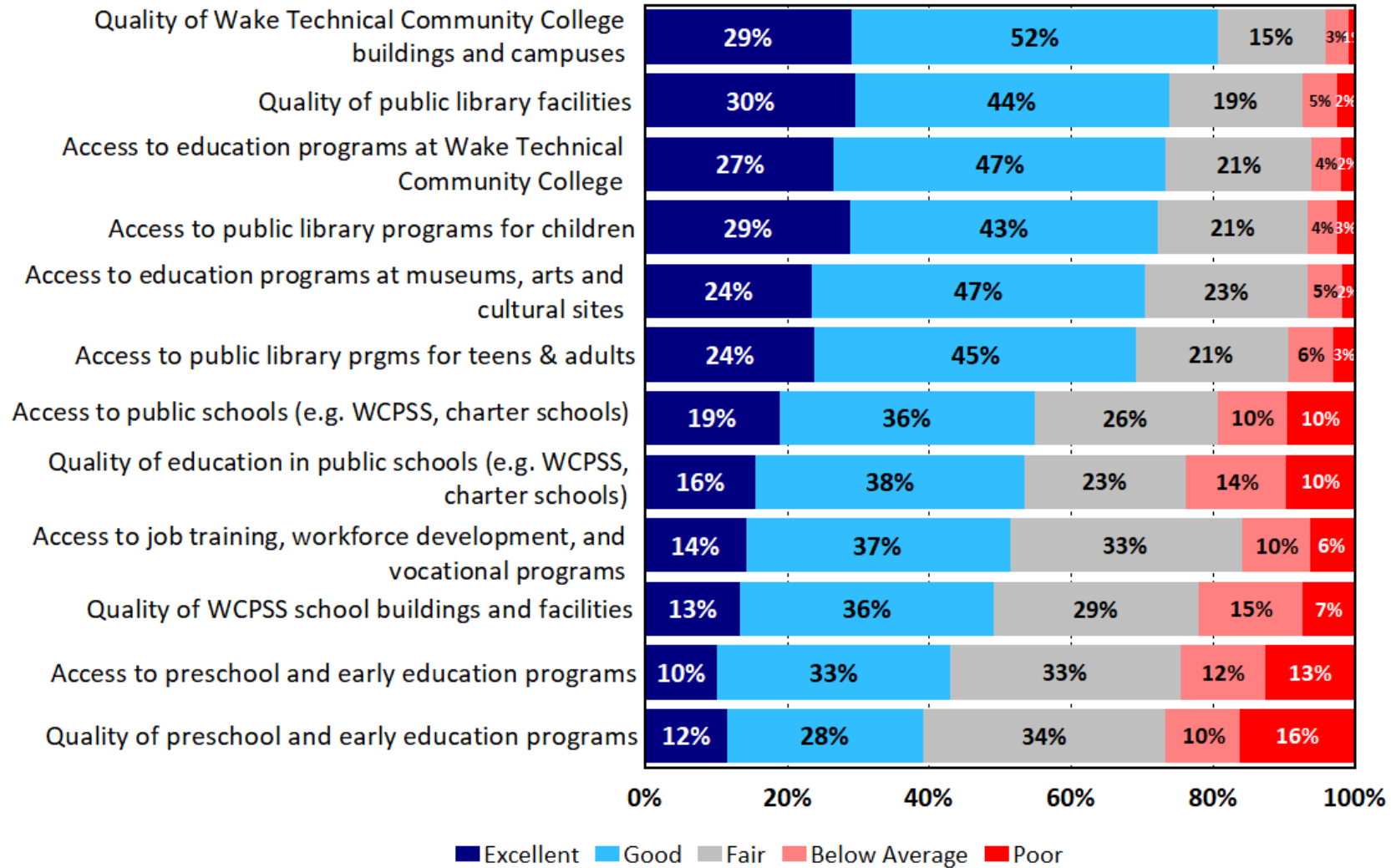
## Q7. Please rate your level of agreement with each statement regarding public safety.

by percentage of respondents (excluding don't knows)



# Q6. Please rate the following aspects of education resources in our community.

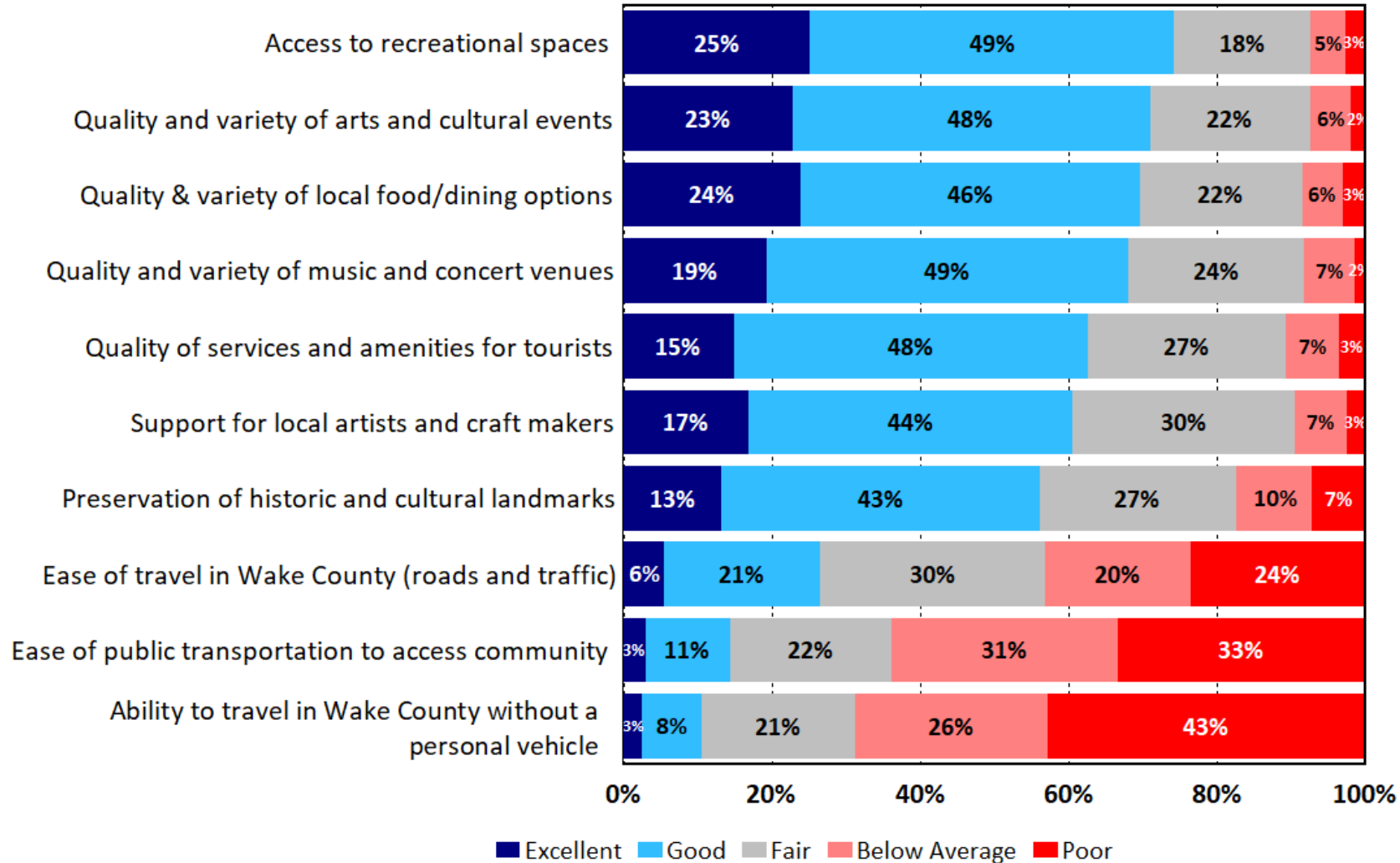
by percentage of respondents (excluding don't knows)



Respondents Gave Positive Ratings to Education in Wake County

# Q5. Thinking about your lived experiences in our community, please rate the following.

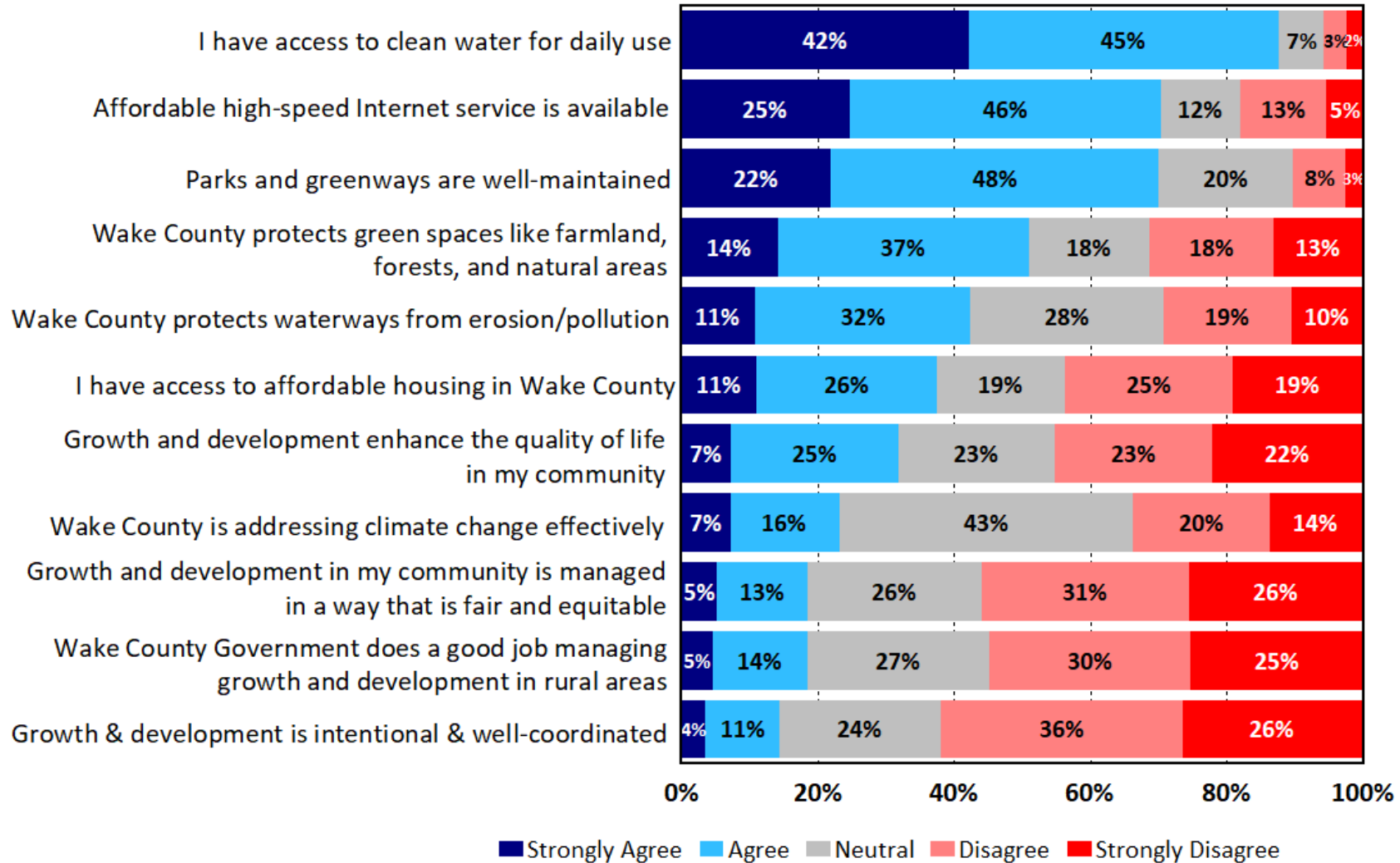
by percentage of respondents (excluding don't knows)



High Ratings for Recreation, Dining and Entertainment, But Some Concerns with Travel and Transportation

## Q4. Please rate your level of agreement with the following statements regarding the built community.

by percentage of respondents (excluding don't knows)



There Is Some Concern Among Respondents with Growth and Development

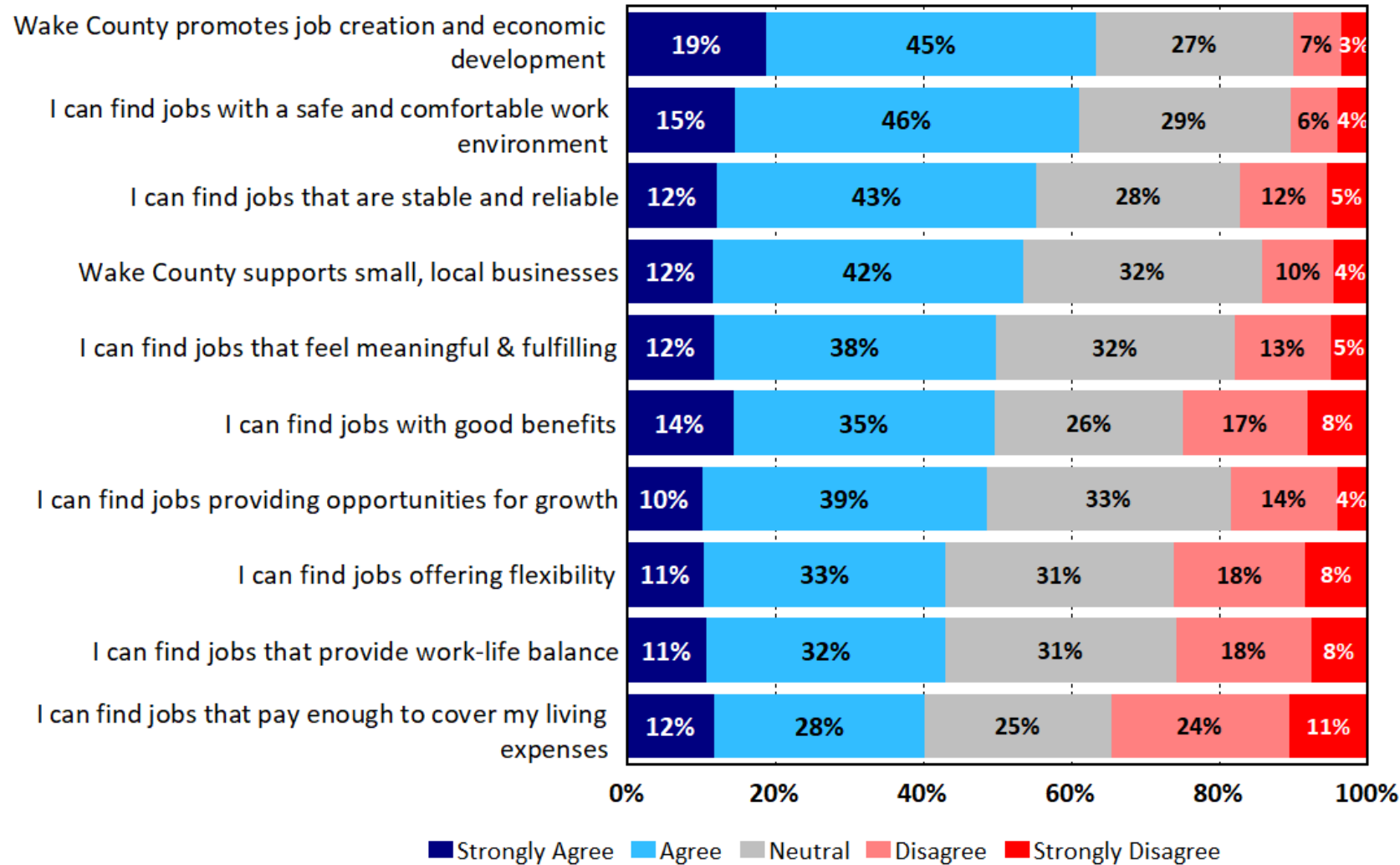


# Topic #2

## Wake County Job Market

## Q2. Please rate your level of agreement with the following statements regarding the current job landscape.

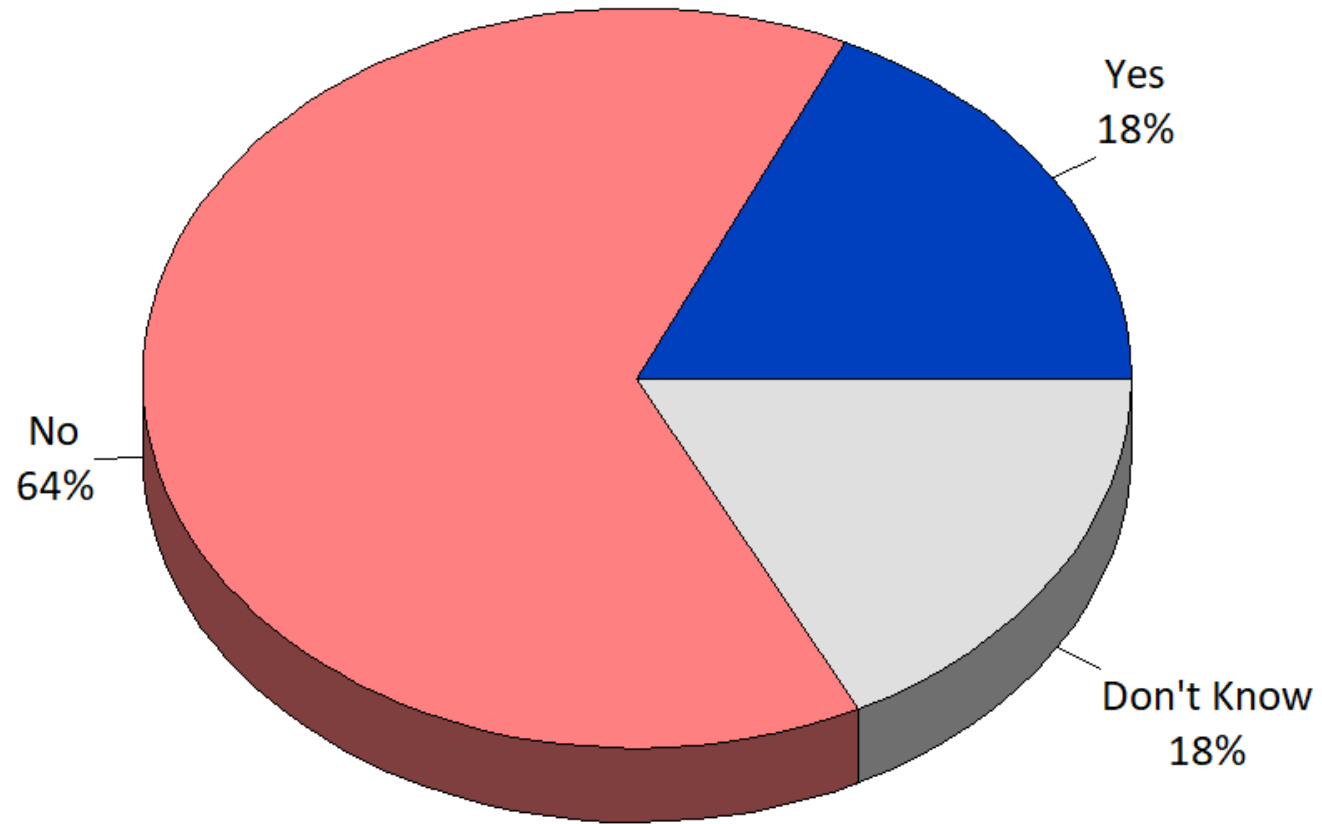
by percentage of respondents (excluding don't knows)



The Majority of Respondents Feel That Wake County Promotes Job Creation and Economic Development

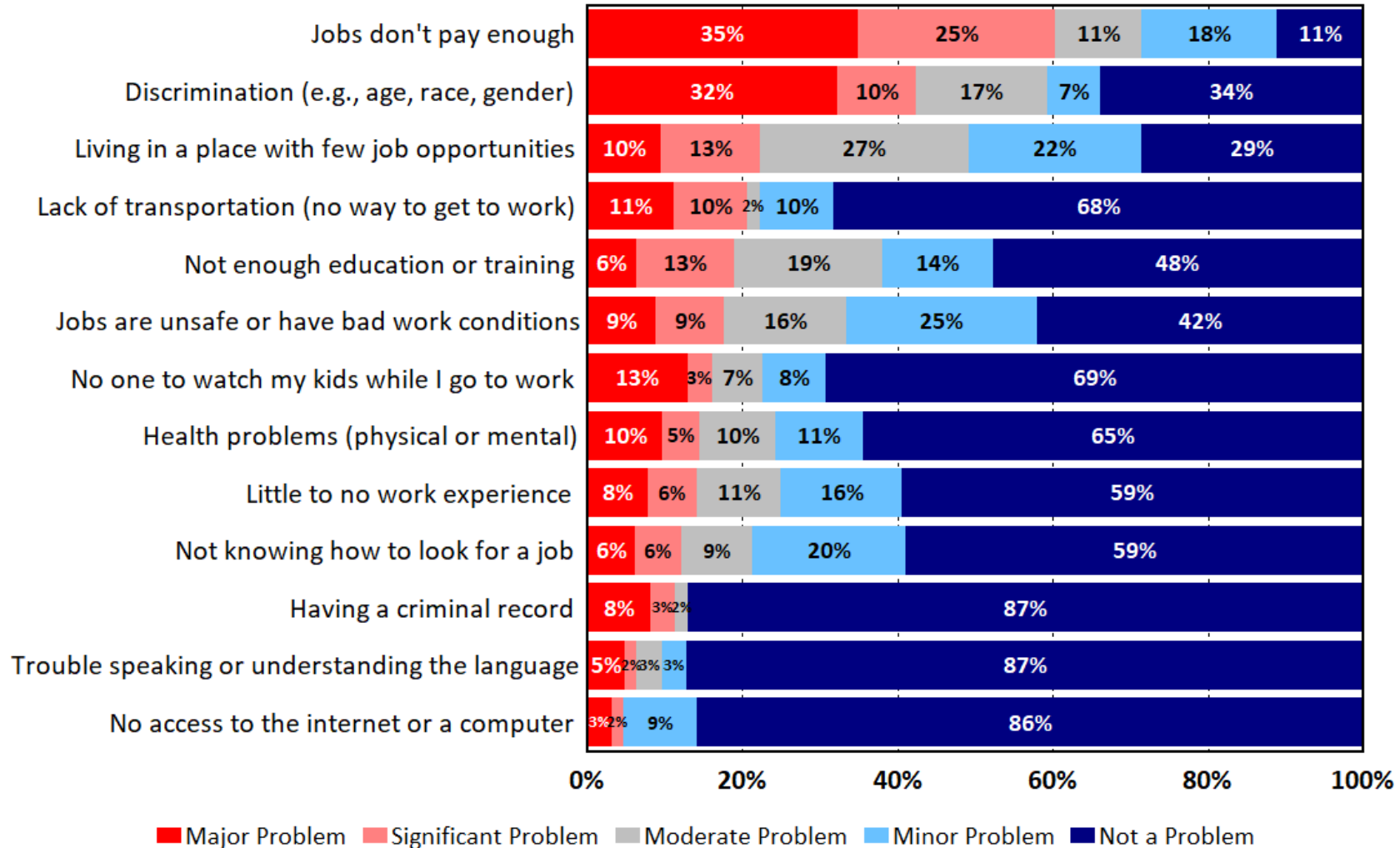
### Q3. Are you having trouble finding a job near where you live?

by percentage of respondents



## Q3a. Please rate the following possible barriers you face when trying to find a good job in Wake County.

by percentage of respondents who are having trouble finding a job near where they live (excluding not sure)



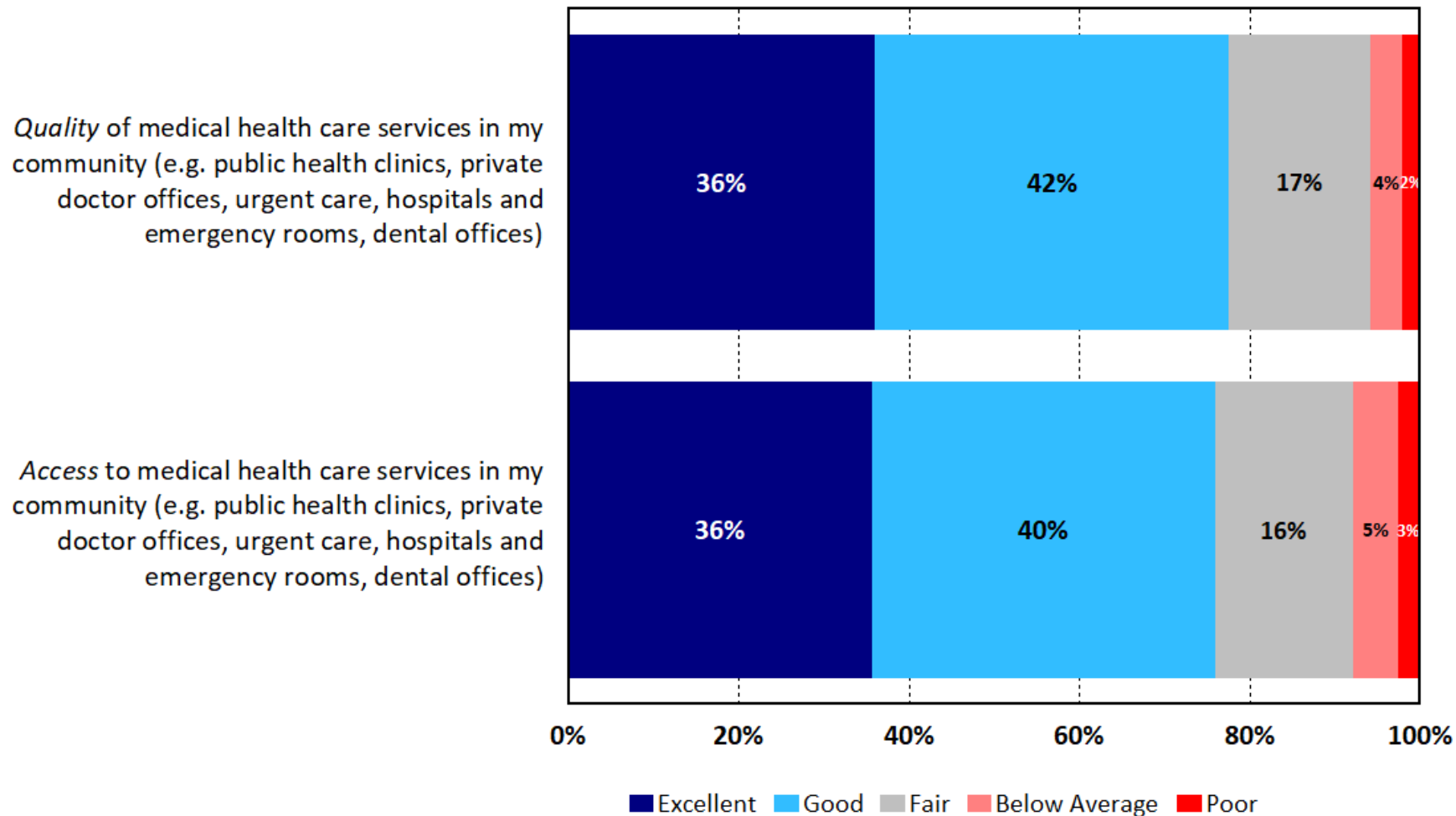
The Top Barrier to Respondents Finding a Good Job in Wake County Is That Jobs Don't Pay Enough

# Topic #3

## Medical Health Care

## Q8. Please rate each statement about medical health care resources in Wake County.

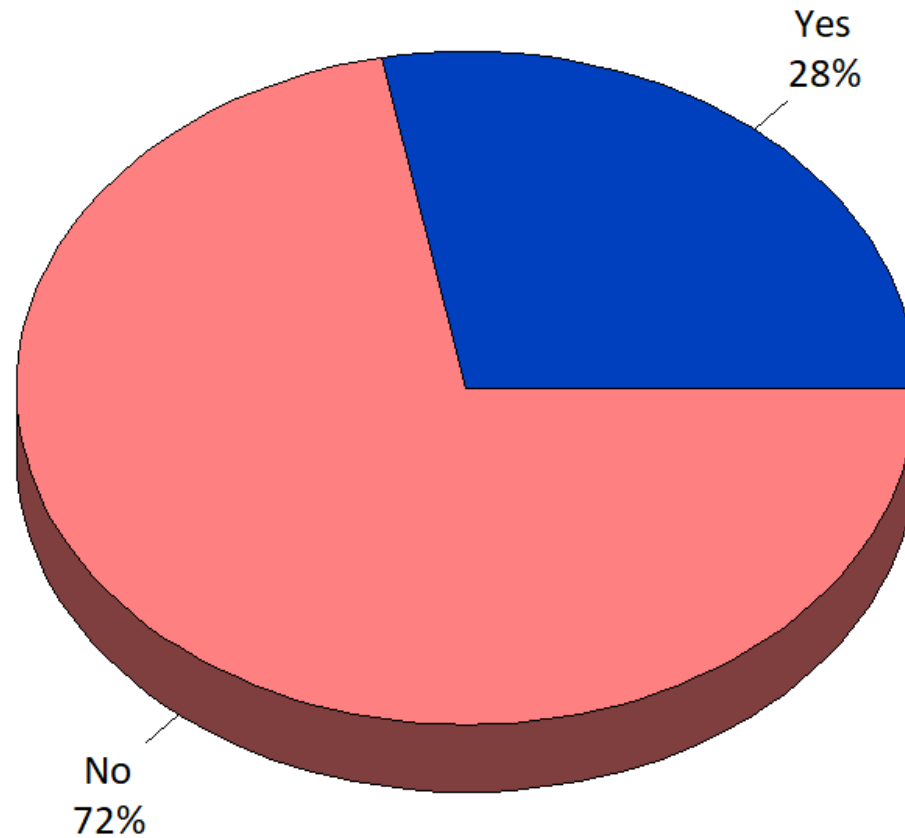
by percentage of respondents (excluding don't knows)



Respondents Gave High Ratings to the Quality and Access to Medical Health Care Services

**Q9. Have you or anyone in your household experienced problems or challenges seeking medical health care in the last two years?**

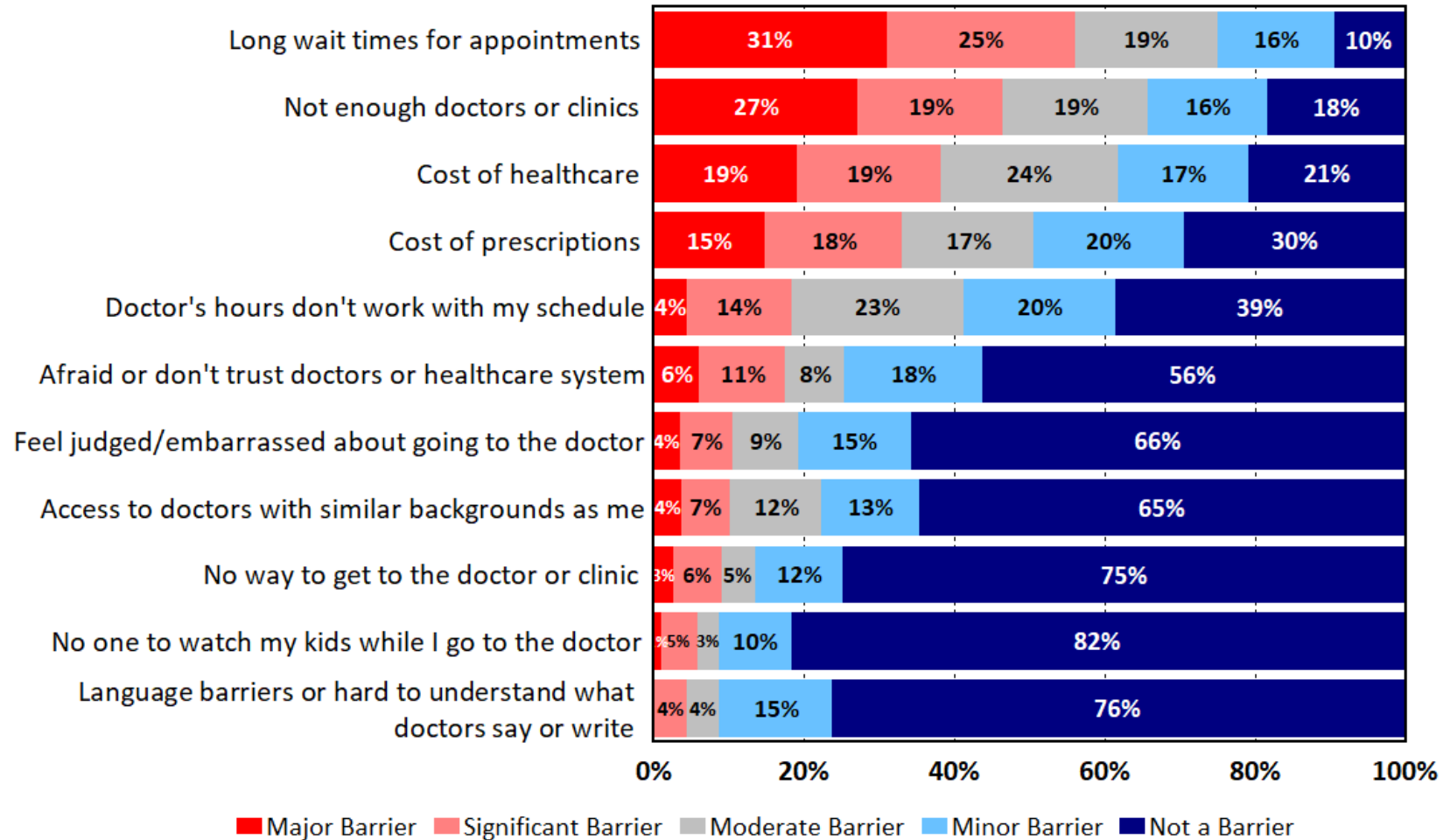
by percentage of respondents (excluding don't knows)





## Q9a. Thinking of yourself and others in your household, please indicate how much of a barrier each of the following are to accessing medical health care.

by percentage of respondents who have experienced problems/challenges seeking medical health care (excluding not sure)

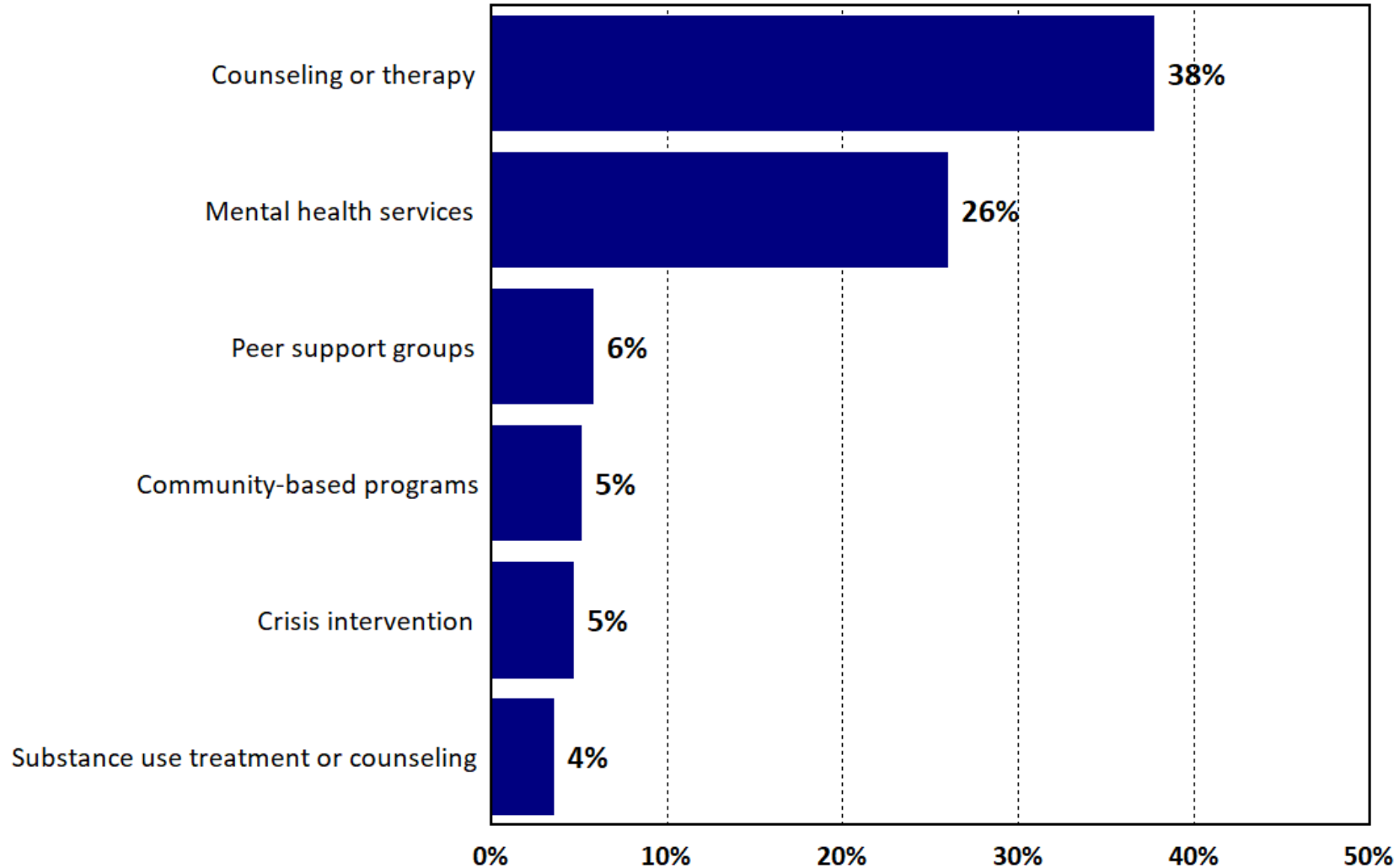


# Topic #4

## Behavior Health Care

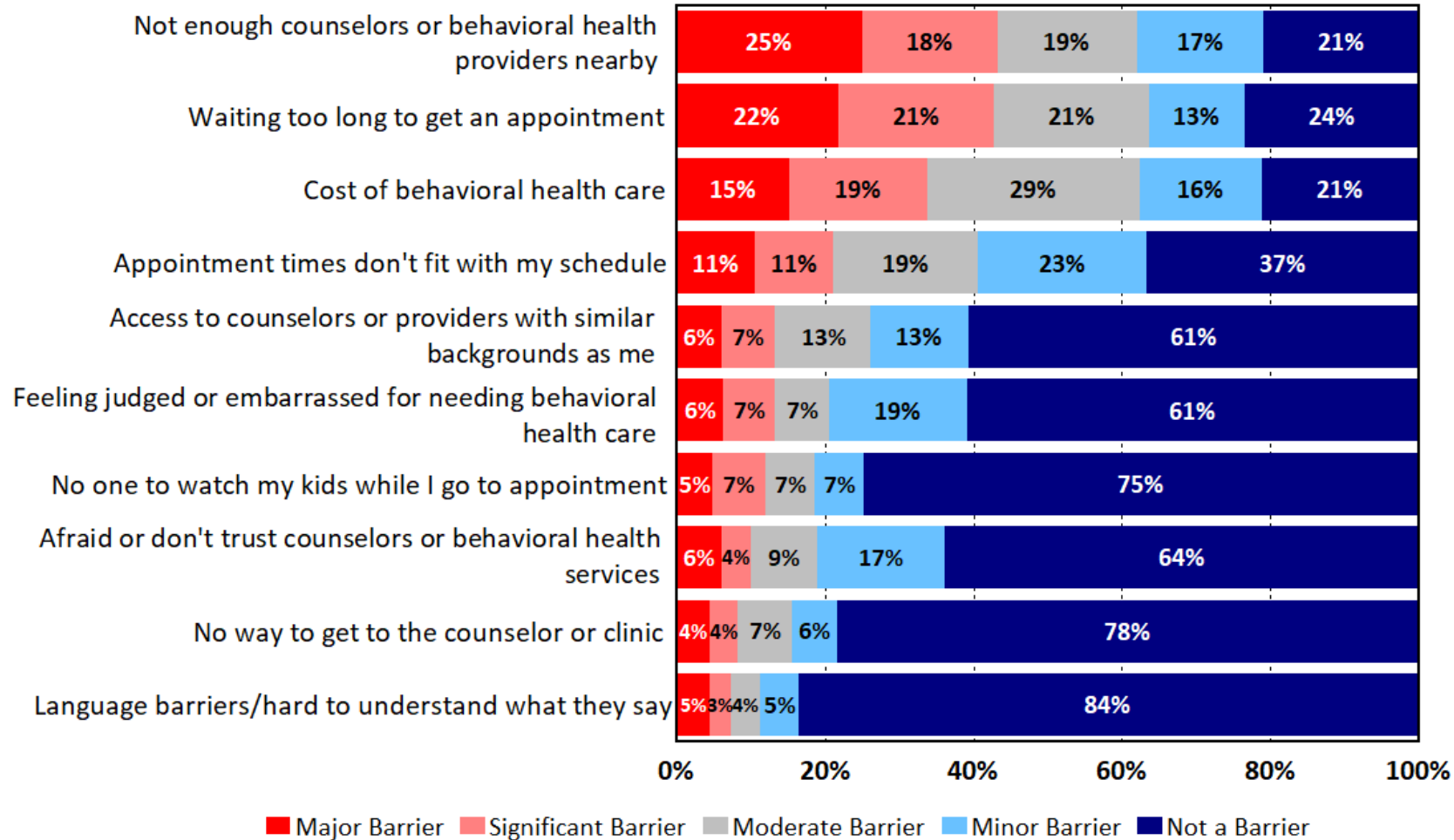
## Q10. Have you, or someone close to you, sought the following behavioral healthcare services anytime in the last two years?

by percentage of respondents (multiple selections could be made)



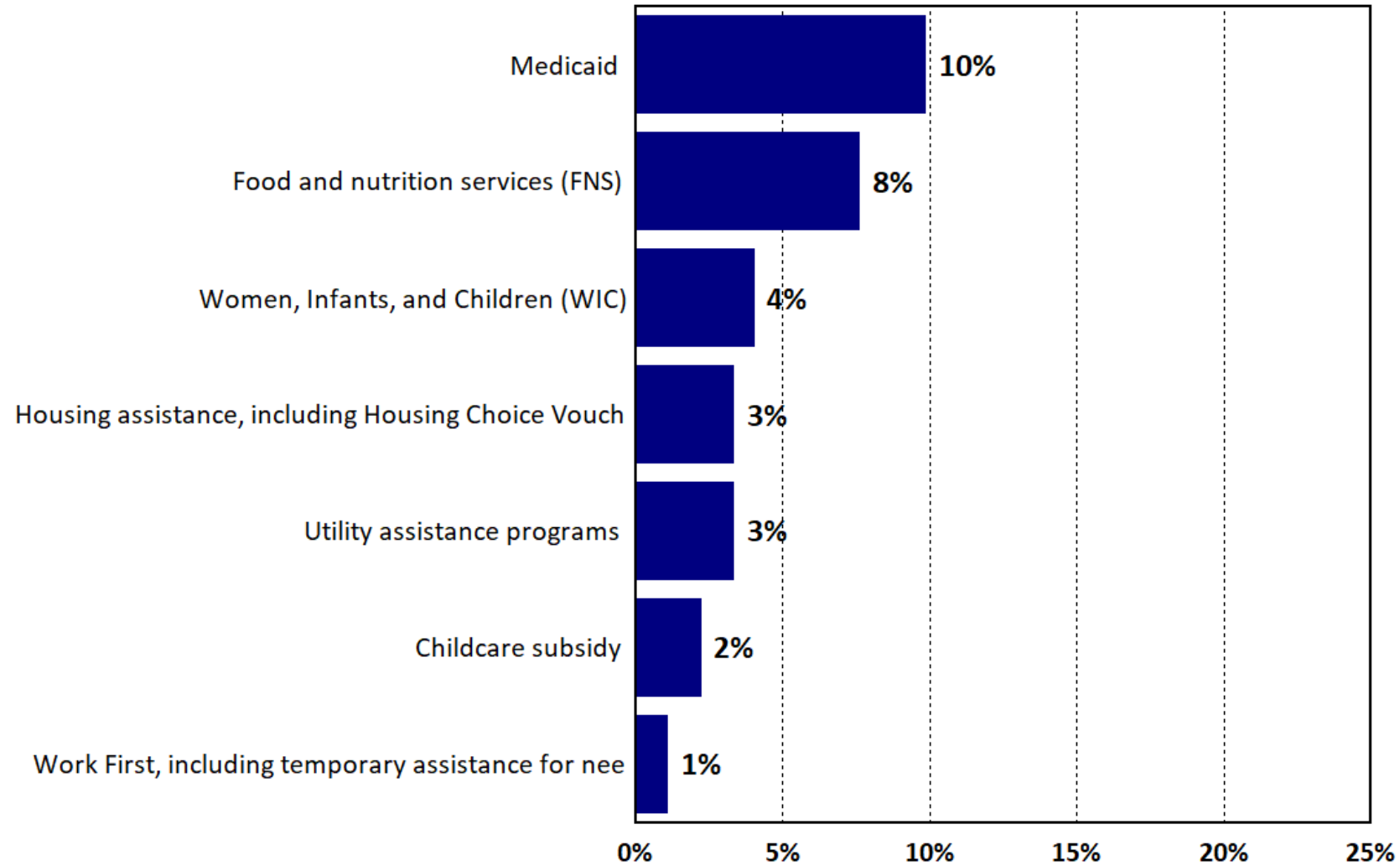
## Q10a. Thinking of yourself or someone close to you, please indicate how much of a barrier each of the following are to accessing behavioral health care.

by percentage of respondents who have sought behavioral healthcare services (excluding not sure)



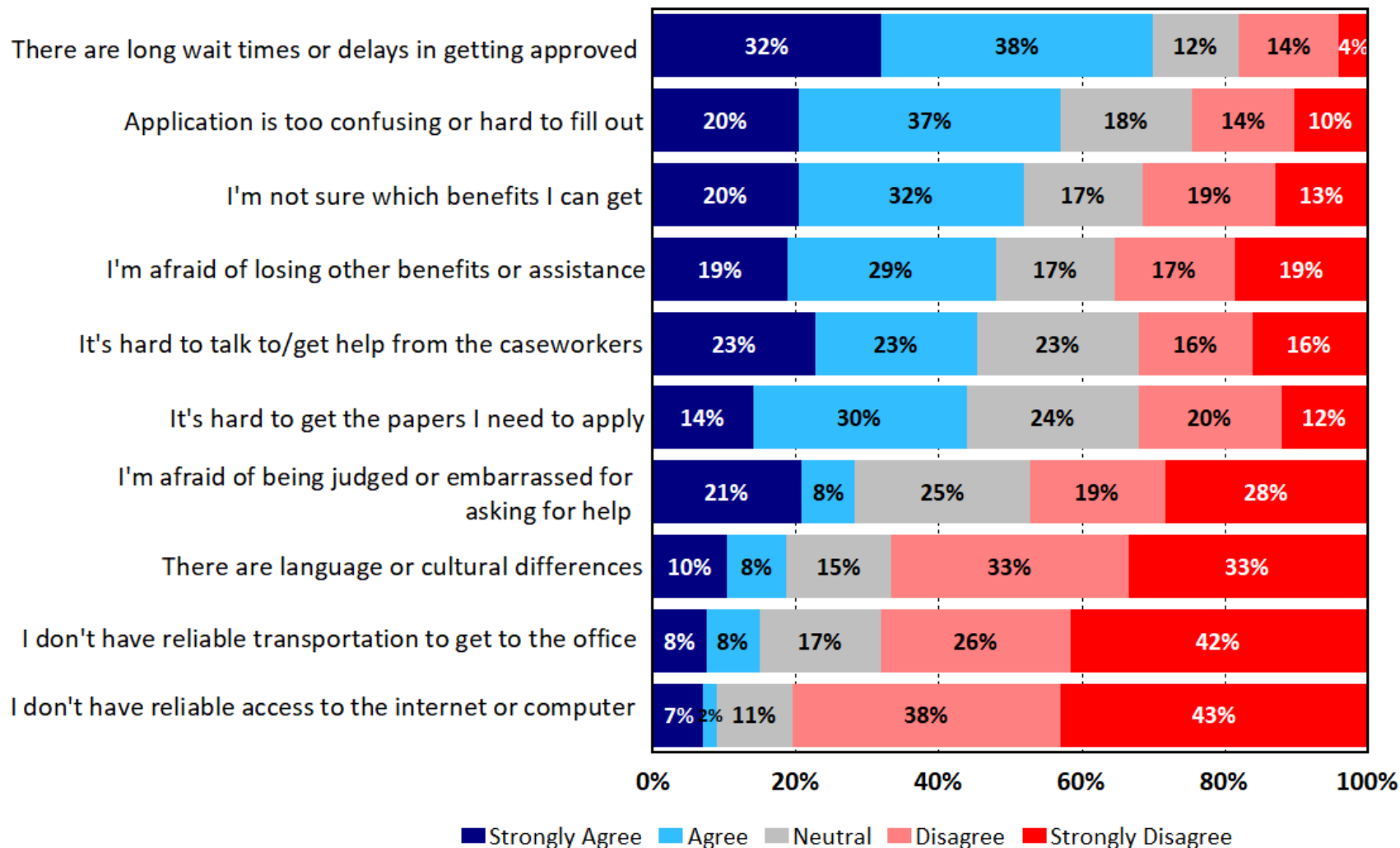
# Q11. Have you or someone close to you sought or received any of the following benefits in the past two years?

by percentage of respondents (multiple selections could be made)



## Q11a. Please rate your level of agreement with each statement related to benefits and assistance.

by percentage of respondents who have sought or received benefits (excluding not sure)



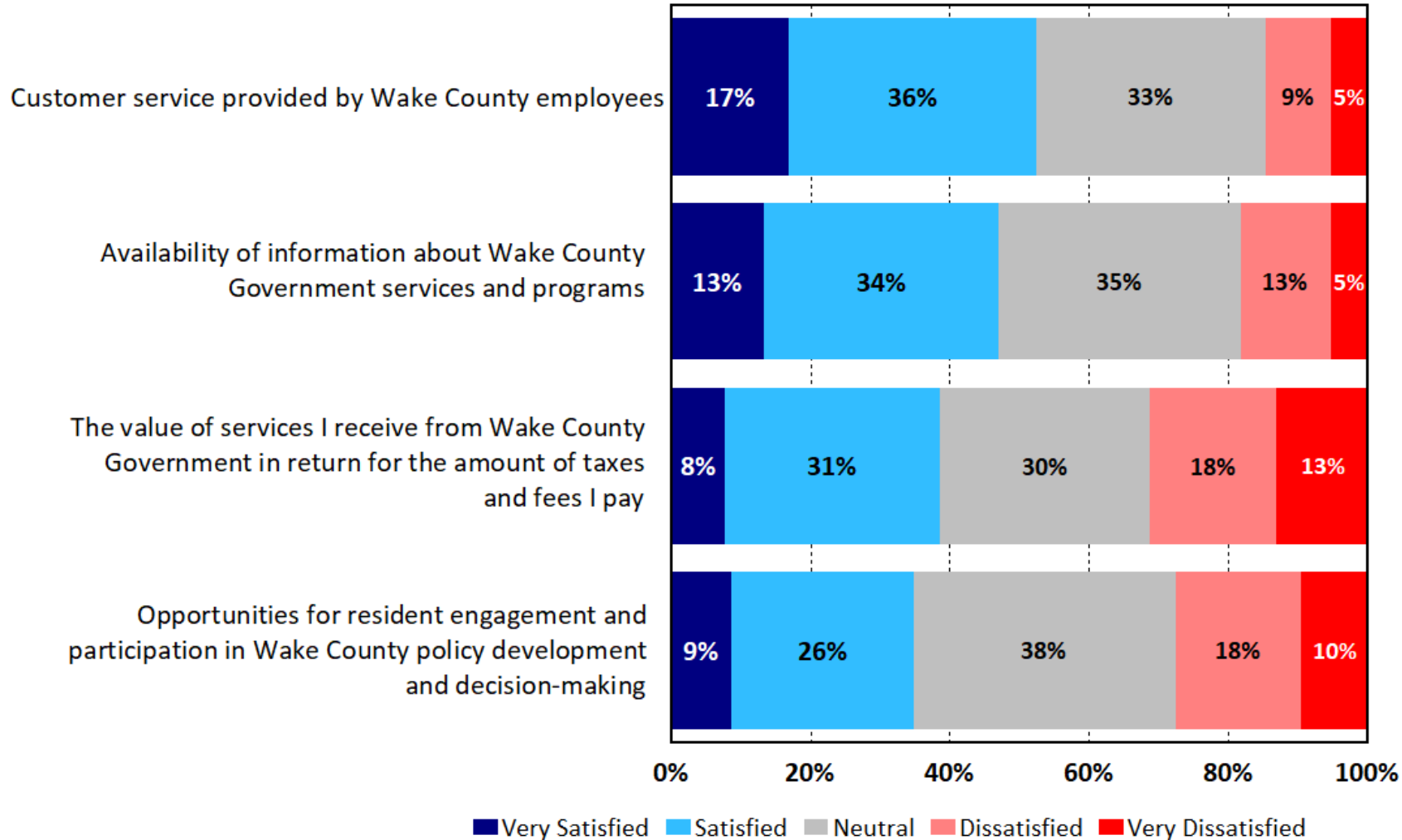
The Top Barriers to Getting Benefits/Assistance Is Long Wait Times and Applications Are Difficult to Fill Out

# ***Other Findings***



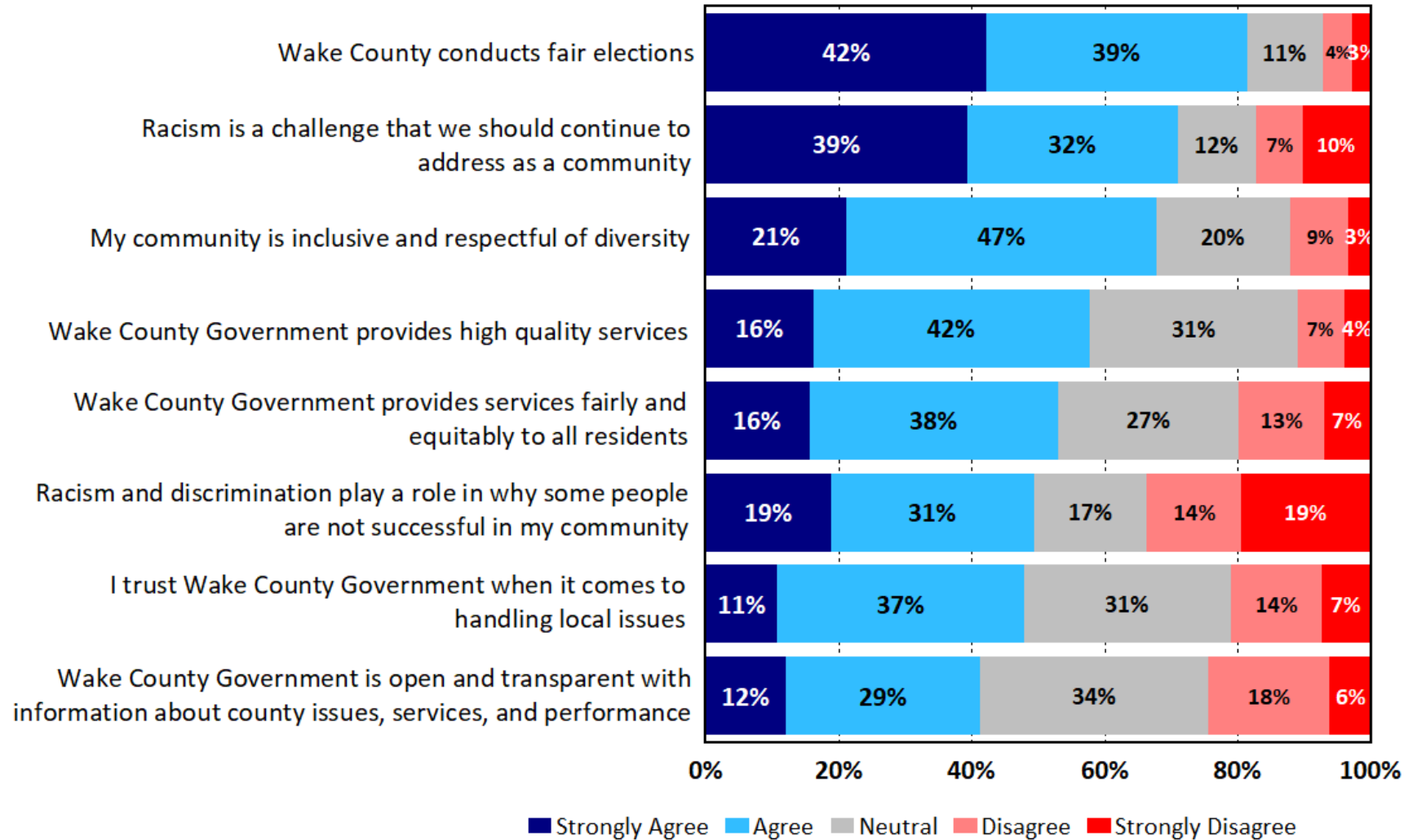
## Q12. Please rate your satisfaction with the Wake County Government in the areas below.

by percentage of respondents (excluding don't knows)



# Q13. Please rate your level of agreement with the following statements.

by percentage of respondents (excluding don't knows)



# Summary

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- Respondents Feel Safe in Wake County, and Gave High Ratings to Public Safety Services (Fire, EMS, Sheriff's Office)
- Respondents Gave High Ratings to Education in Wake County
- Respondents Gave Lower Ratings to Growth and Development
- Respondents Gave High Ratings to the Quality and Variety of Recreation, Entertainment and Dining Options
- Respondents Gave Lower Ratings to the Ease of Travel and Public Transportation Access

# Summary

- Respondents Feel That Wake County Promotes Job Creation and Economic Development
- Respondents Feel The Top Barrier to Finding a Good Job Is Jobs Don't Pay Enough
- Respondents Gave High Ratings to the Quality and Access to Medical Health Care Services
- Respondents Feel the Top Barriers to Accessing Medical Health Care Is Long Wait Time for Appointments and Not Enough Doctors/Clinics
- Respondents Feel the Top Barriers to Accessing Behavioral Health Care Is Not Enough Counselors/Providers and Long Wait Time for Appointments

# Questions?

# Thank You!!

# Applying the Results – Strategic Plan

- **Results will establish the baseline.**
- **Intend to conduct the survey every two years**
  - Will measure our impacts over time.
  - Monitor for emerging issues or trends.
- **Identify and prioritize initiatives.**



# Community Health and Wellbeing

- Goal 1: Create and preserve 2,500 **affordable housing** units by 2029.
- Goal 2: By 2029, make **homelessness** rare, brief, and non-recurring by reducing the number of people experiencing unsheltered homelessness by 10% from 2024 levels.
- Goal 3: By 2029, 5% more residents asked will indicate low barriers to **healthcare and behavioral health services**, such as access to providers, insurance coverage, affordability and appointment wait times.
- Goal 4: By 2029, three out of four residents asked will indicate low barriers to accessing **benefits and assistance programs and resources**, such as food and utilities, childcare, employment services, housing, etc.
- Goal 5: By 2029, increase by 4% the number of Wake County **veterans and veterans' families** who are accessing the benefits they earned through military service.





# Community Health and Wellbeing

- **Barriers to Healthcare & Behavioral Health:**
  - Cost of care
  - Cost of prescriptions\*
  - Not enough providers
  - Long wait times
  - Appointments/schedule
  - Language barriers
  - Afraid or lack of trust
  - Feeling judged/embarrassed
  - Lack of transportation
  - Access to those with a similar background as me
  - Lack of childcare



# Growth, Land Use and Environment

- Goal 1: Between 2024 and 2029, 97% of **growth and development** will be directed toward cities and towns that provide municipal services, transportation, and utilities.
- Goal 2: By 2029, increase **public transit** ridership by 10%.
- Goal 3: Protect 1,000 acres of **green space**, including open space, parks, greenways, farmland, and forests by 2029.
- Goal 4: By 2029, 95% of residents asked will have easy access to **clean water**.
- Goal 5: Wake County Government will progress toward achieving 80% **clean energy** by 2035.



# Inclusive Prosperity

- Goal 1: By 2029, 5% more residents asked will indicate **low barriers to employment**, such as access to broadband, childcare, and transportation.
- Goal 2: By 2029, four out of five residents asked will say they have **employment opportunities** that are available and right for their needs.
- Goal 3: By 2029, nine out of ten residents asked will share that they can find and enjoy enriching experiences that support our community's **high quality of life**.



# Inclusive Prosperity

- **Barriers to Finding a Job:**

- Not enough education or training
- Little to no work experience
- Not knowing how to look for a job
- No internet or computer access
- Few job opportunities
- Don't pay enough
- Unsafe / bad work conditions
- Discrimination
- Health problems
- Having a criminal record
- Language barriers
- Lack of transportation
- Lack of childcare



# Lifelong Learning

- Goal 1: By 2029, increase the number of income-eligible preschool slots by 33% to ensure all kindergartners enter school **ready to learn**.
- Goal 2: By 2029, increase by 5% the percentage of residents asked who share that they have **access to quality educational opportunities**.
- Goal 3: Develop baseline metrics for **education-based support services** in Wake County Public Schools by 2025.
- Goal 4: By 2029, three out of four residents asked will share that Wake County has **high-quality education-based facilities**, including schools, libraries, and other educational resources.



# Safer Community Together

- Goal 1: By 2029, 80% of all County public safety calls will receive an **appropriate and timely emergency response**.
- Goal 2: Develop baseline metrics for referrals **to recovery support networks and services** by 2025.
- Goal 3: By 2029, reduce the Wake County **violent crime** rate per 100,000 people by 5%.



# Foundations for Service

- Goal 1: Maintain the County's **AAA bond ratings** through 2029.
- Goal 2: Increase overall **employee satisfaction** to 90% by 2029.
- Goal 3: By 2029, 10% more residents will agree that Wake County provides **high-quality, fair, and equitable services.**
- Goal 4: By 2029, increase by 10% the percentage of residents who agree that Wake County does a good job **engaging residents and gathering public input.**



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