

# Community Survey Results

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wakegov.com

# What is the community survey?

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

# What is the community survey?

## Satisfaction Surveys

- Individual, direct use, and experience shape opinions.

## Perception Surveys

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

# Probolsky Research implemented the survey



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

# Survey Sample Details

**2,261**

Respondents

**+/- 2%**

Margin of Error

**95%**

Confidence  
Interval

**15-18 min**

Time required to take Survey

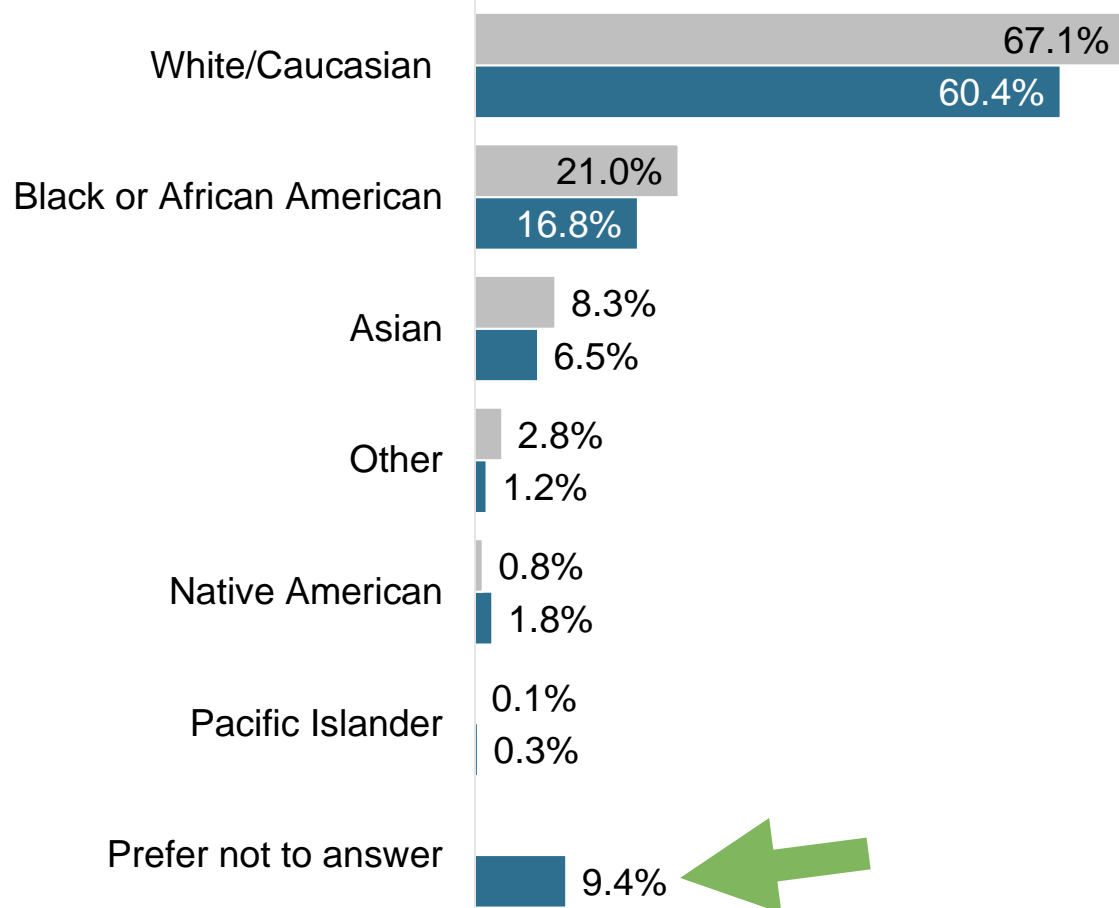
**Sept-Oct 2022**

Fielded Responses

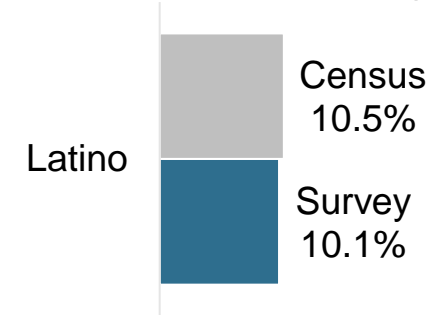
# Representative of Race, Ethnicity, & Gender

## Race

■ Census ■ Survey

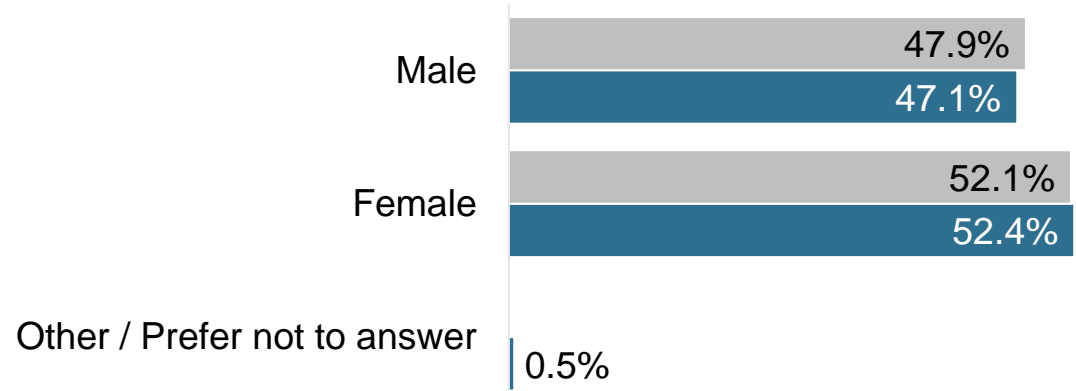


## Ethnicity



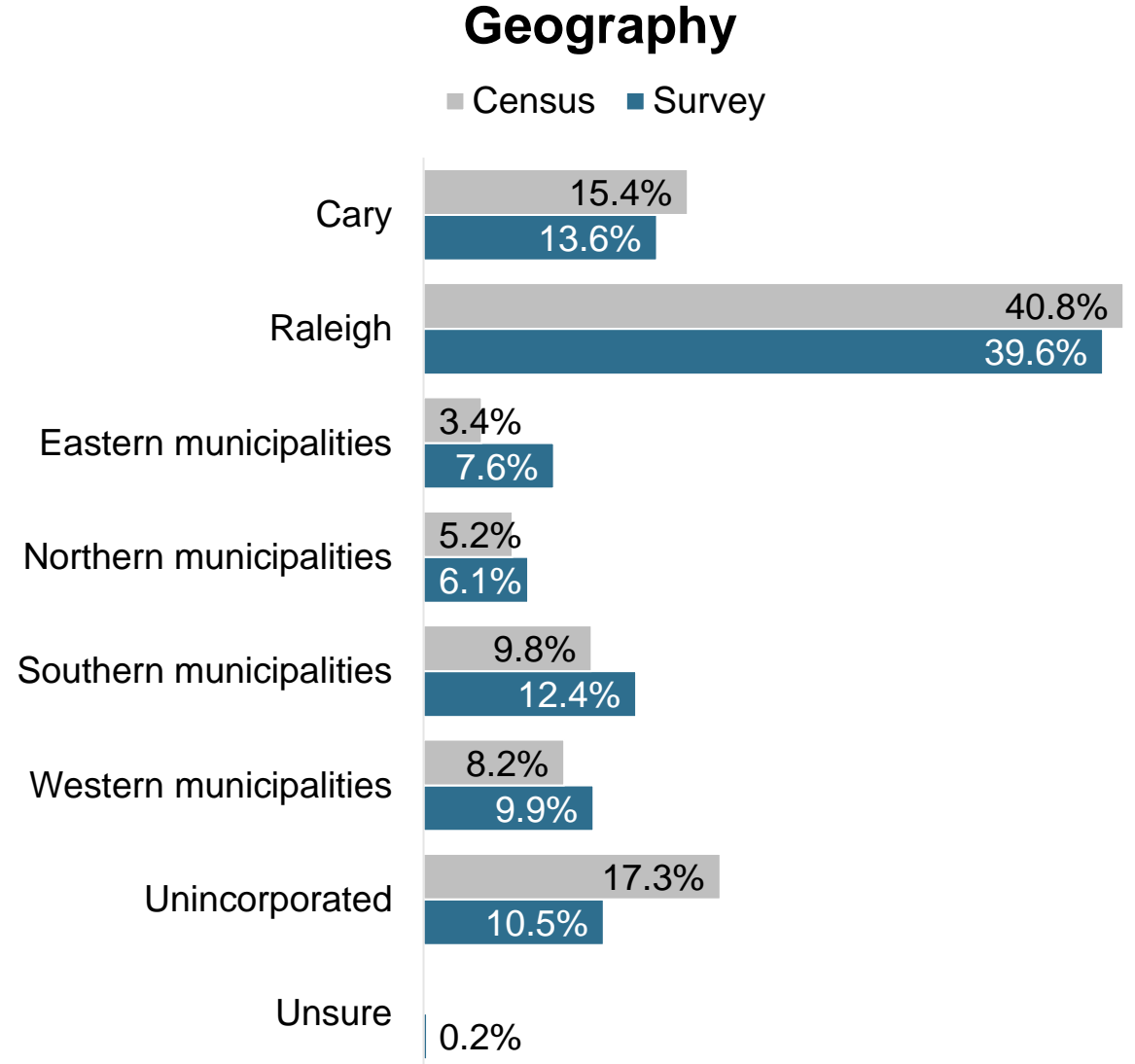
## Gender (18+ years old)

■ Census ■ Survey

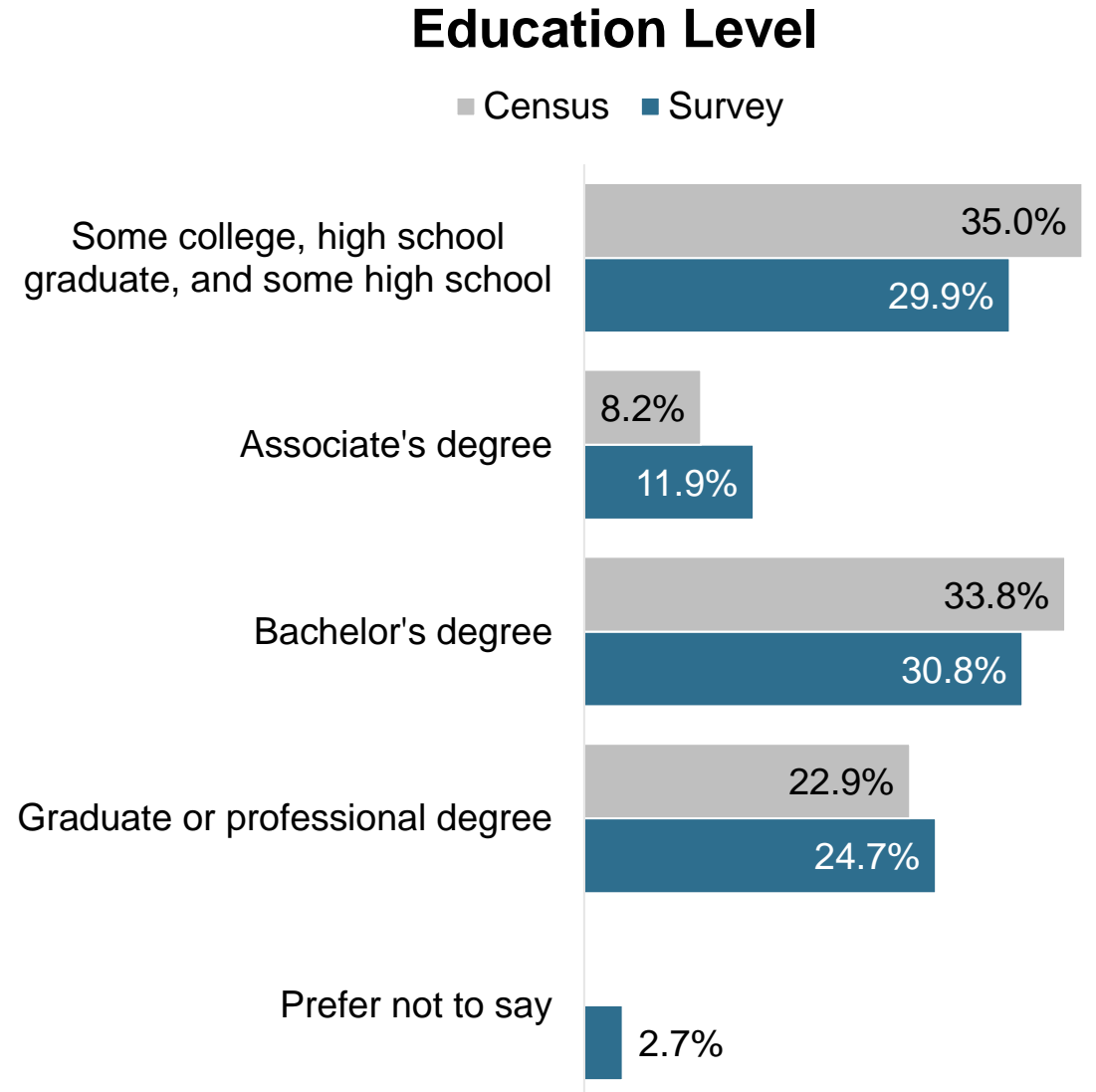
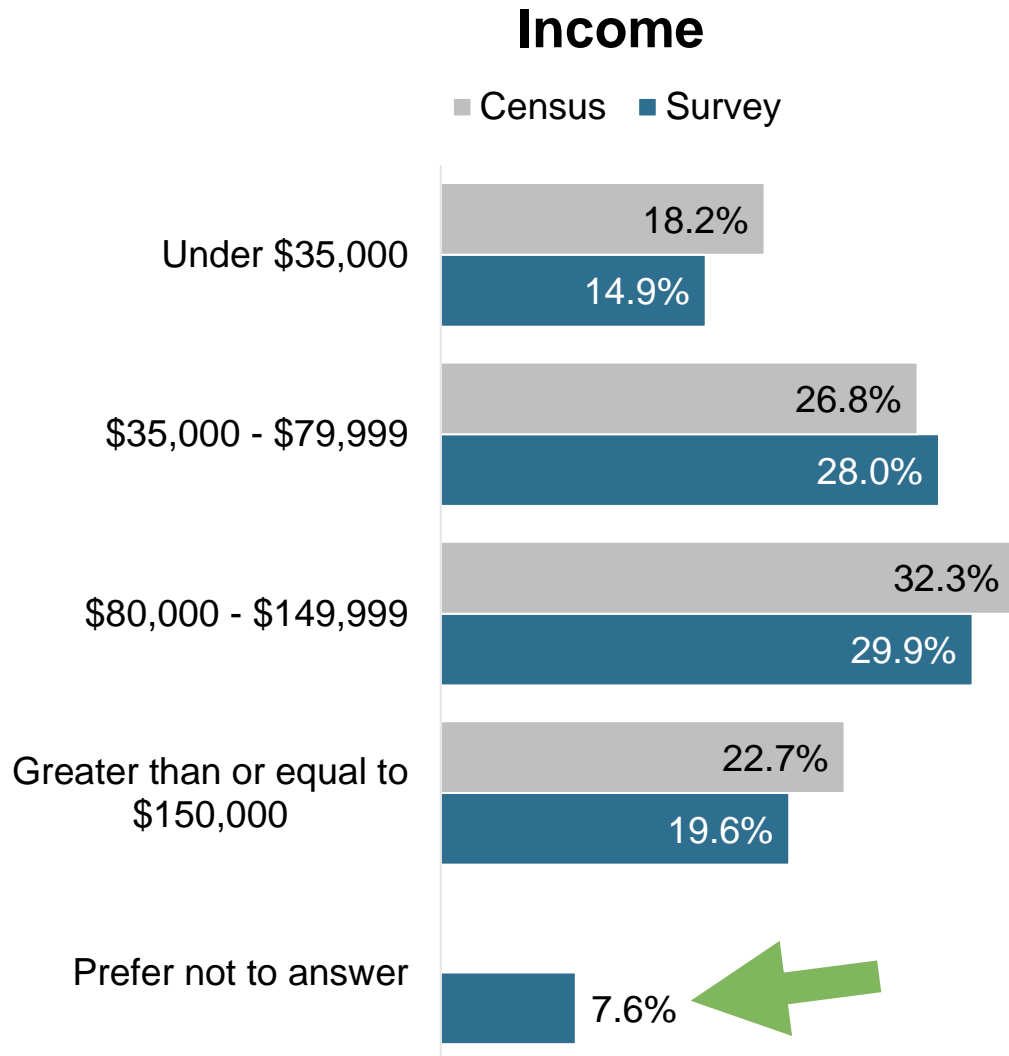


# Representative of Geography

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



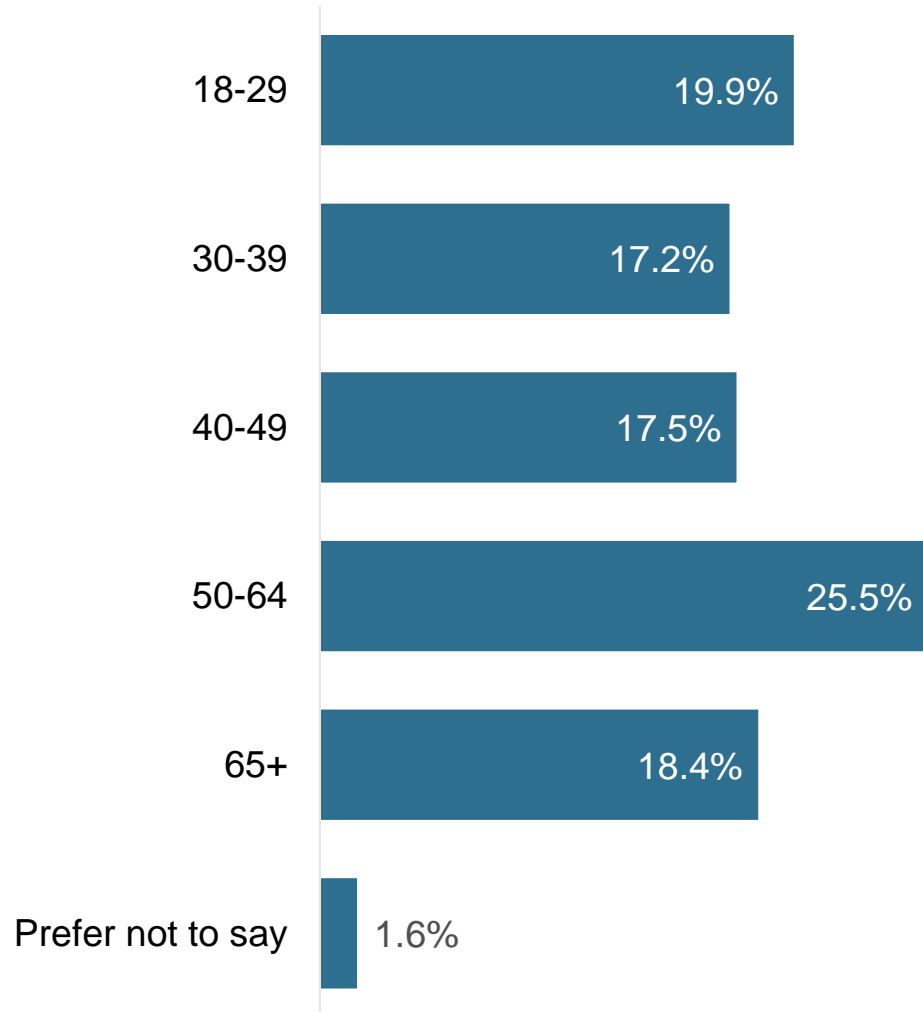
# Representative of Income & Education Level



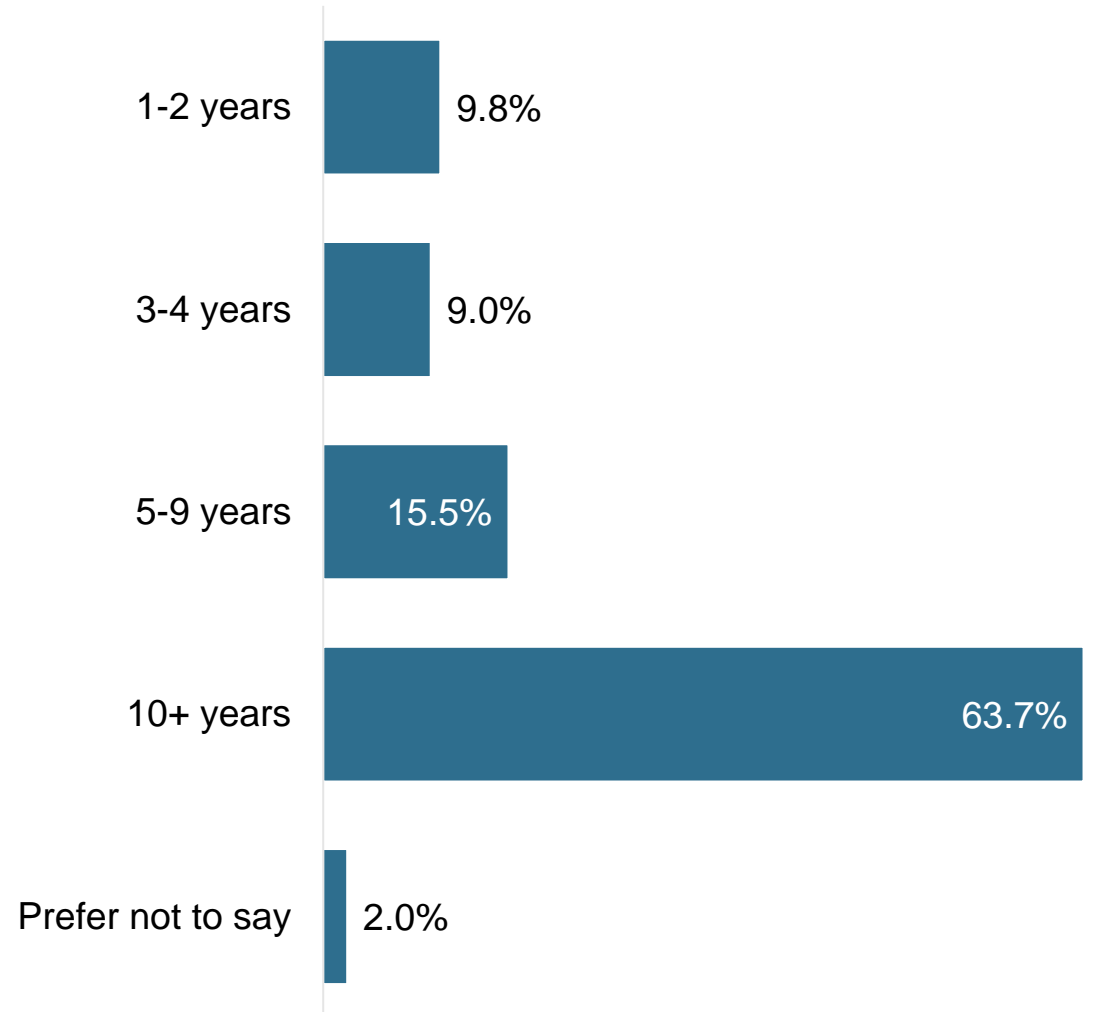


# Collected Age & Years of Residency

## Age of Respondent



## Years of Residency in Wake County

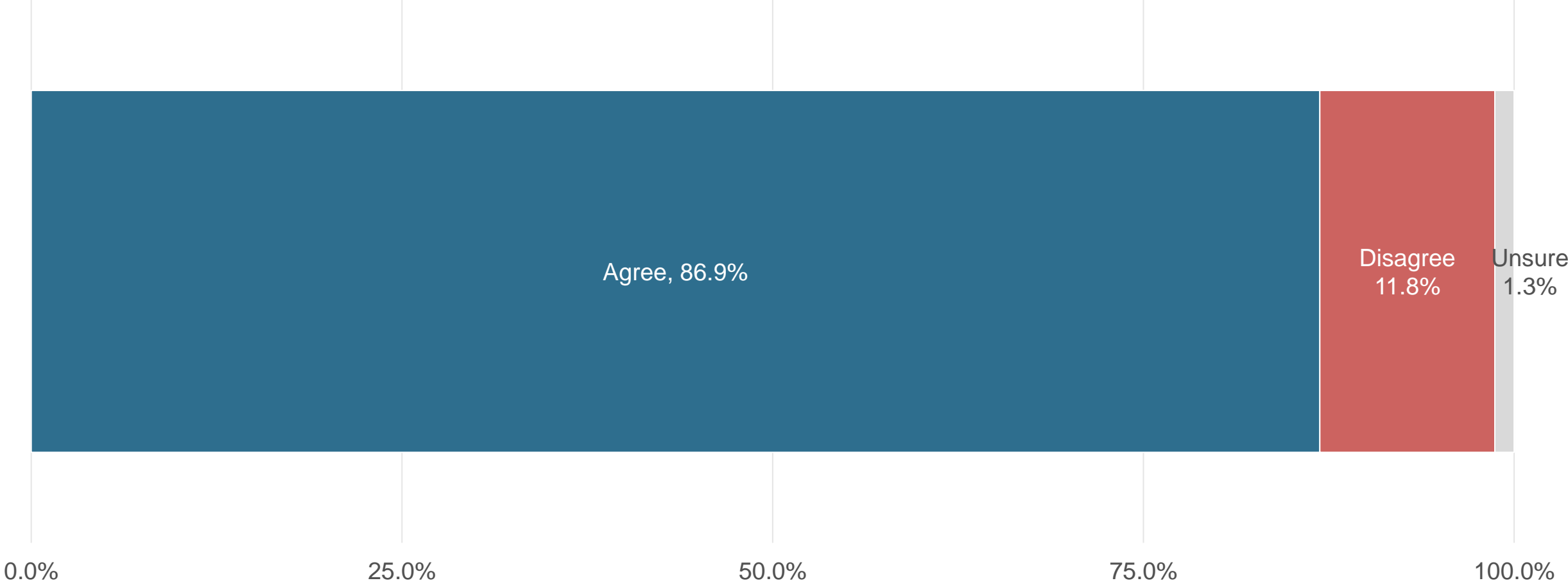


# When Interpreting the Results...

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

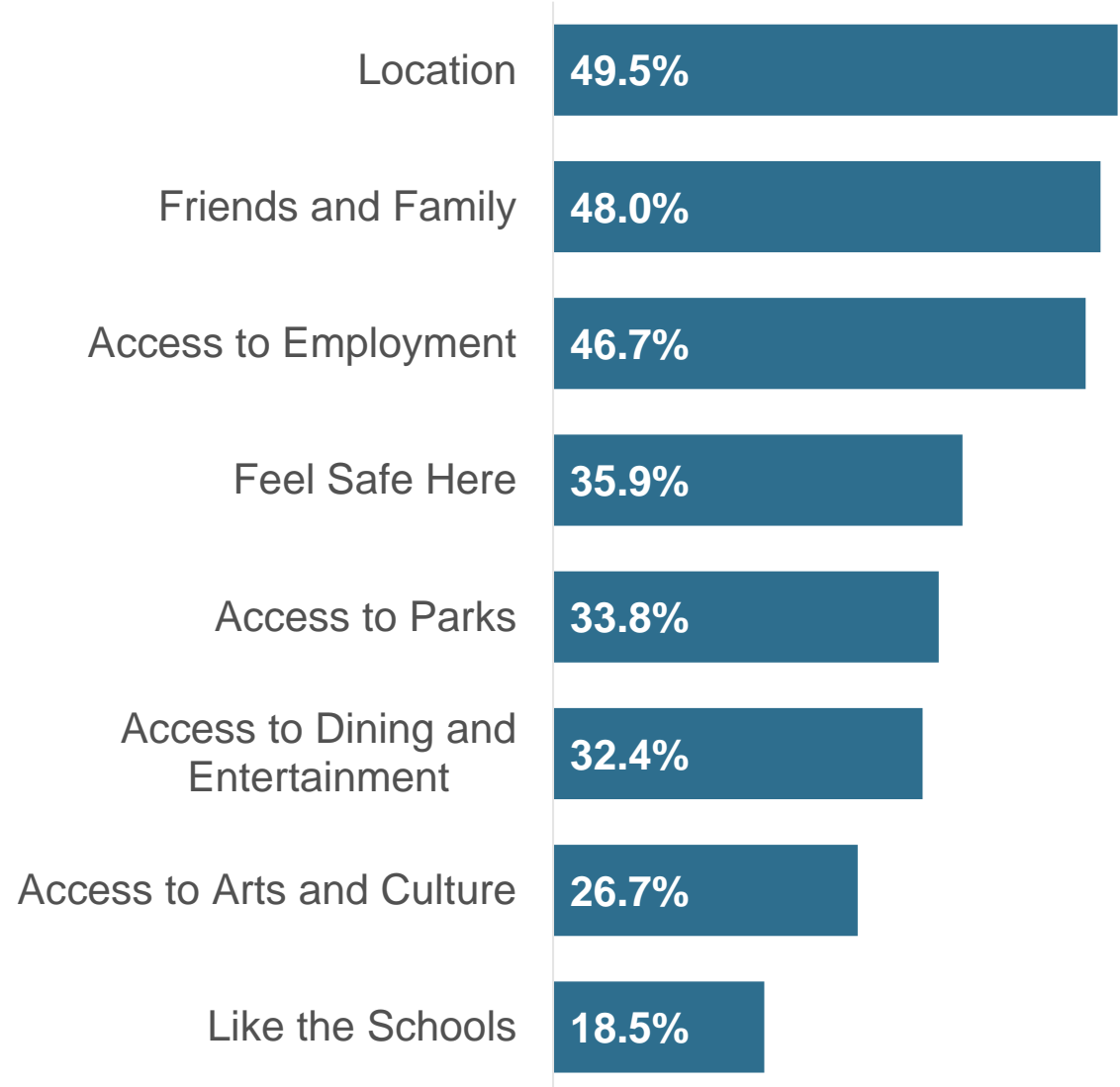
# 87% agree Wake County is a nice place to live

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



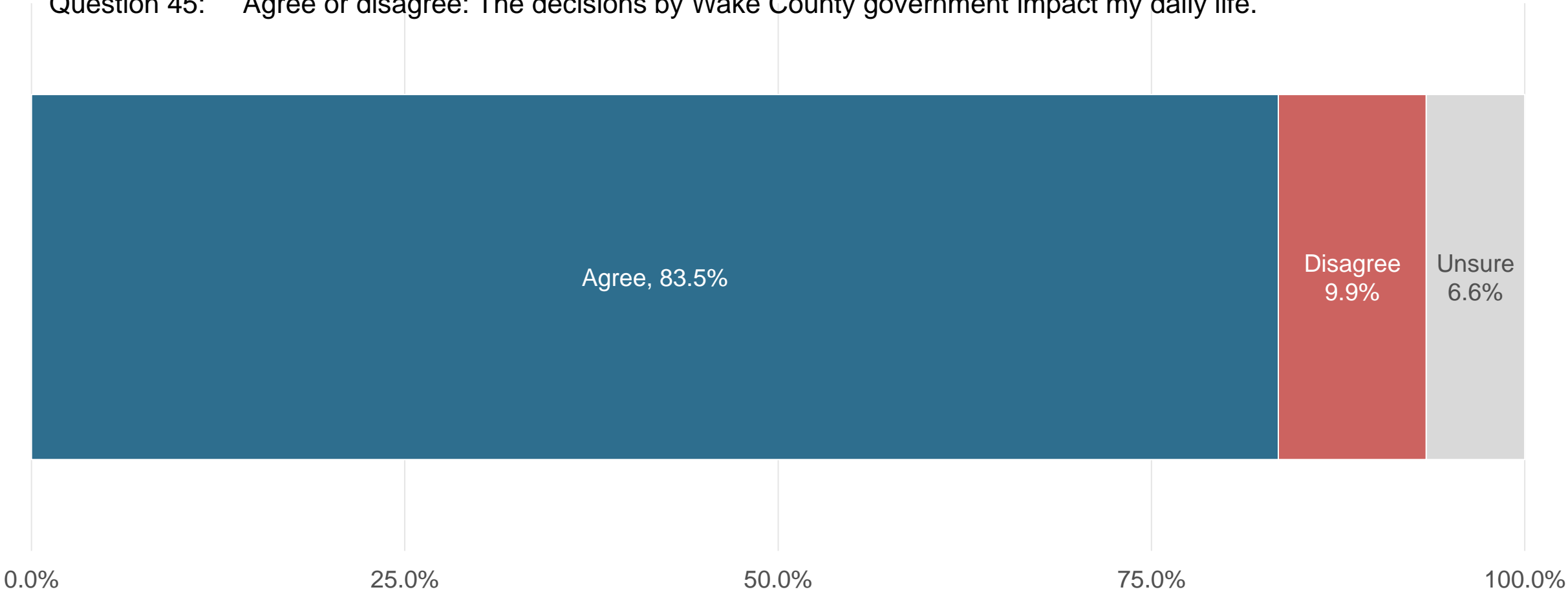
# Reasons for Living in Wake County

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

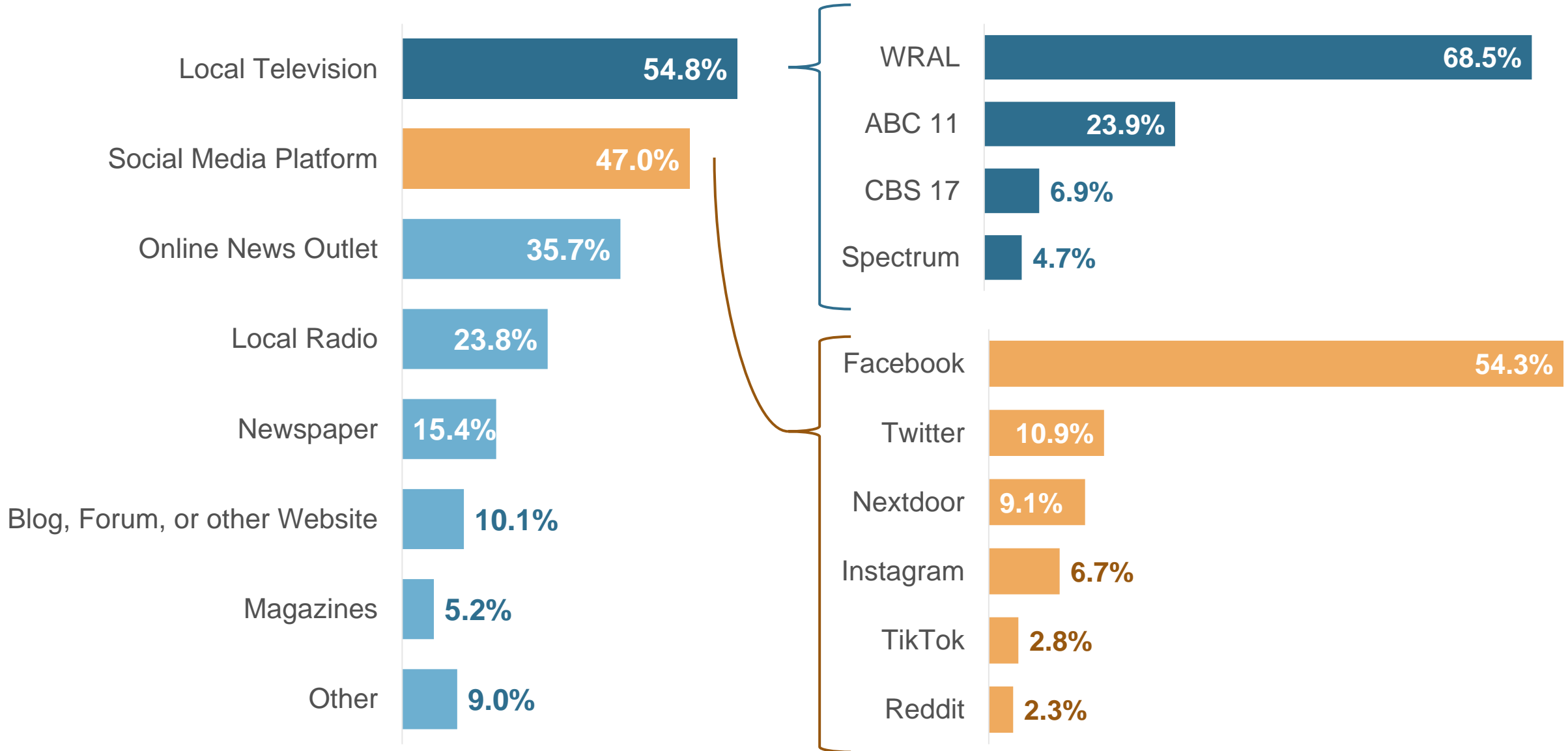


# 84% agree the decisions by Wake County government impact their daily life

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

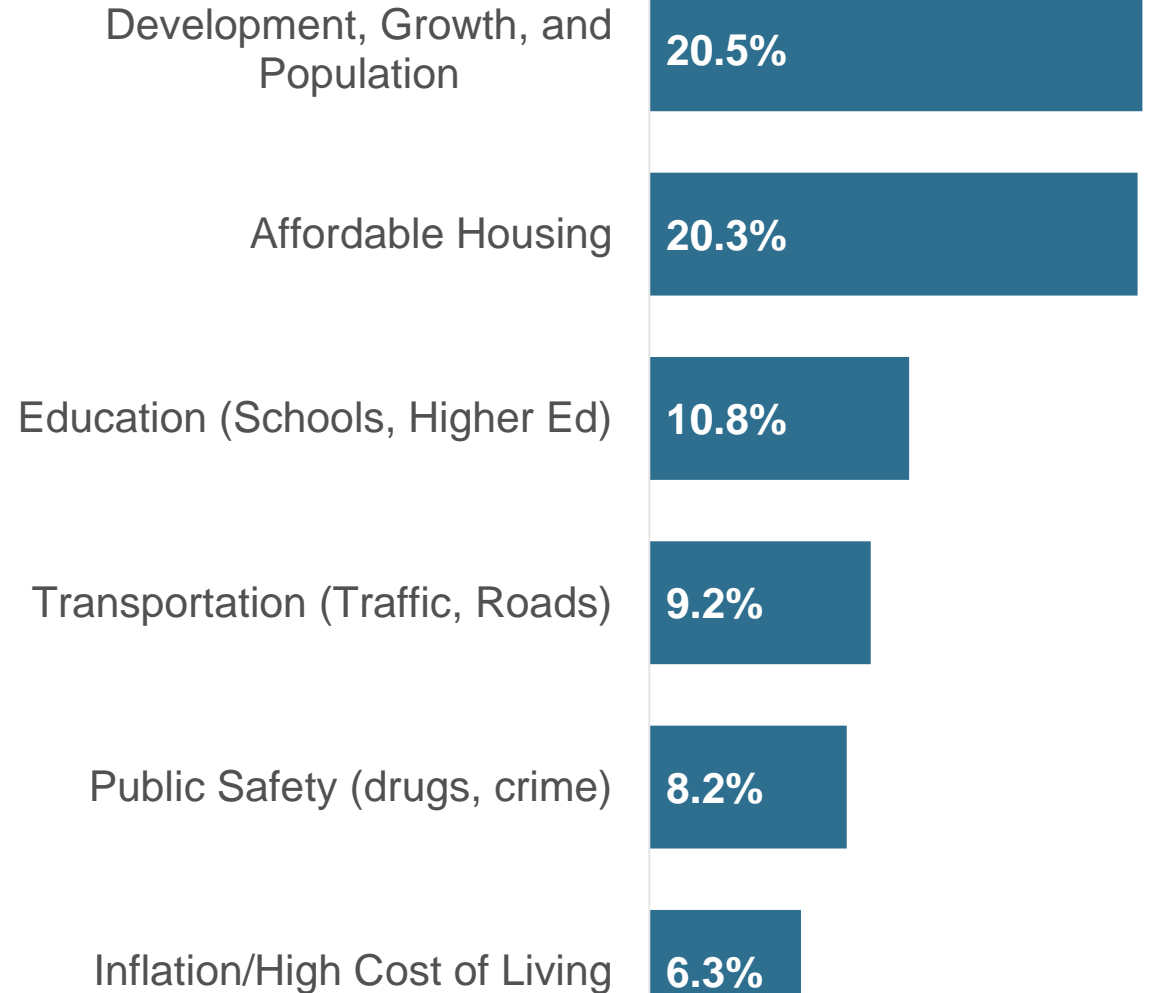


# Where do you get your news and info?



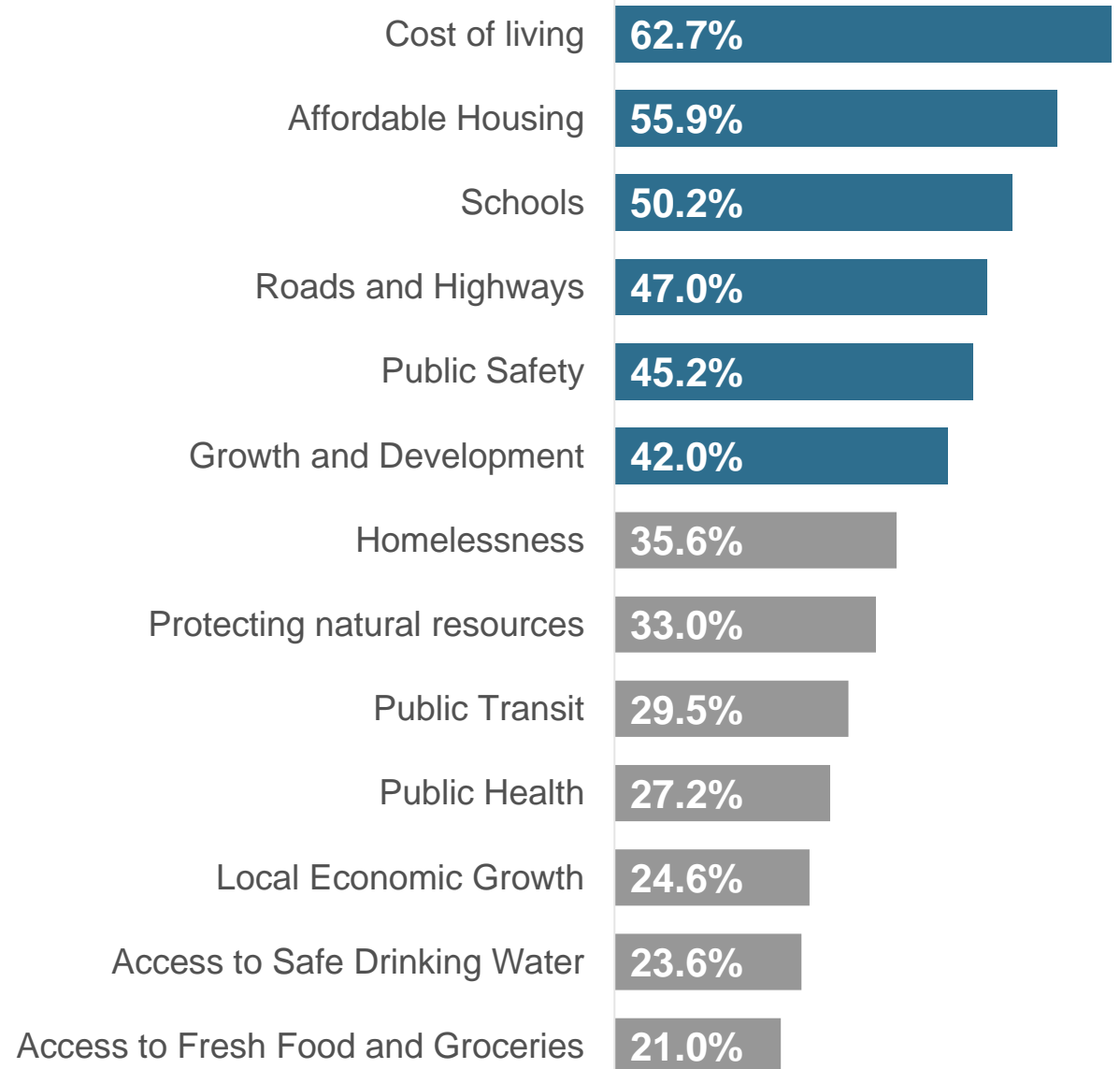
# Most important issues facing Wake County

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



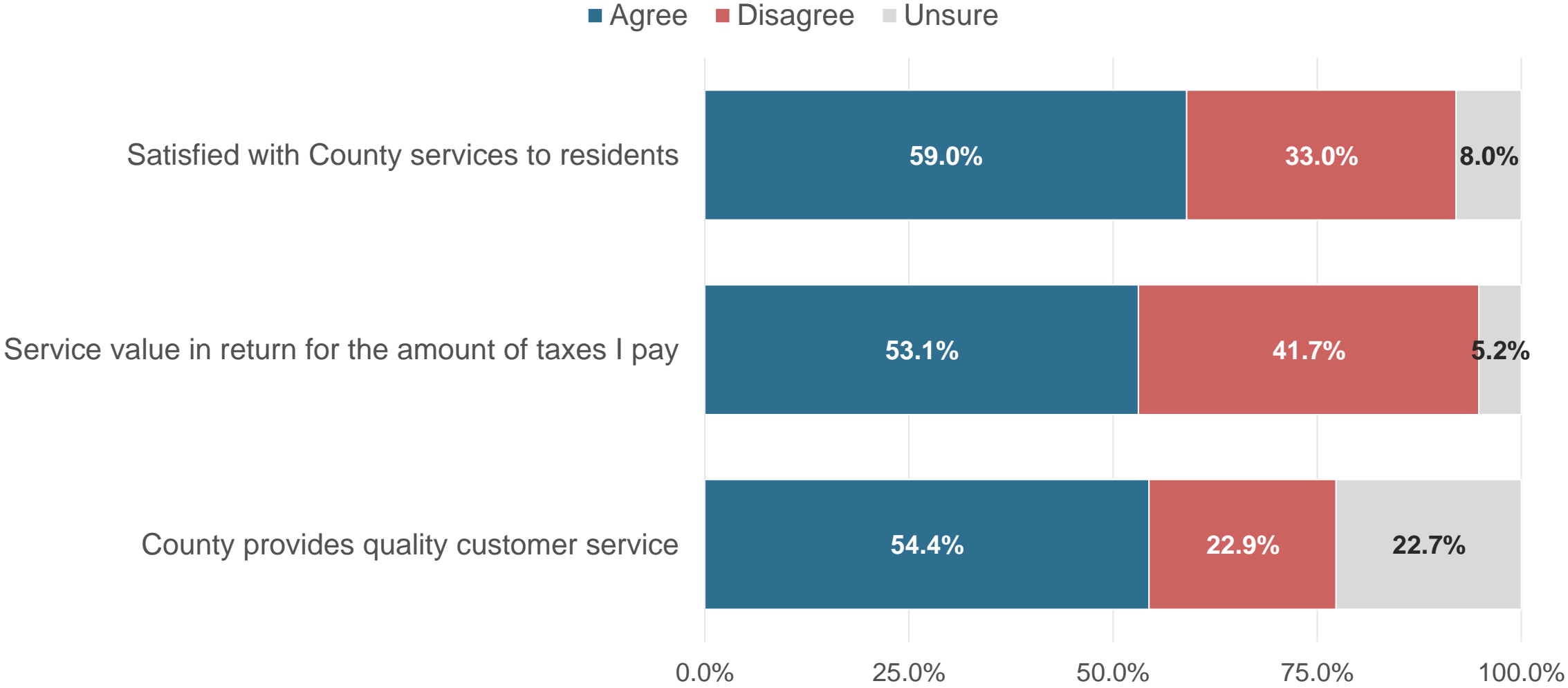
# What should be Wake County's top priorities?

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



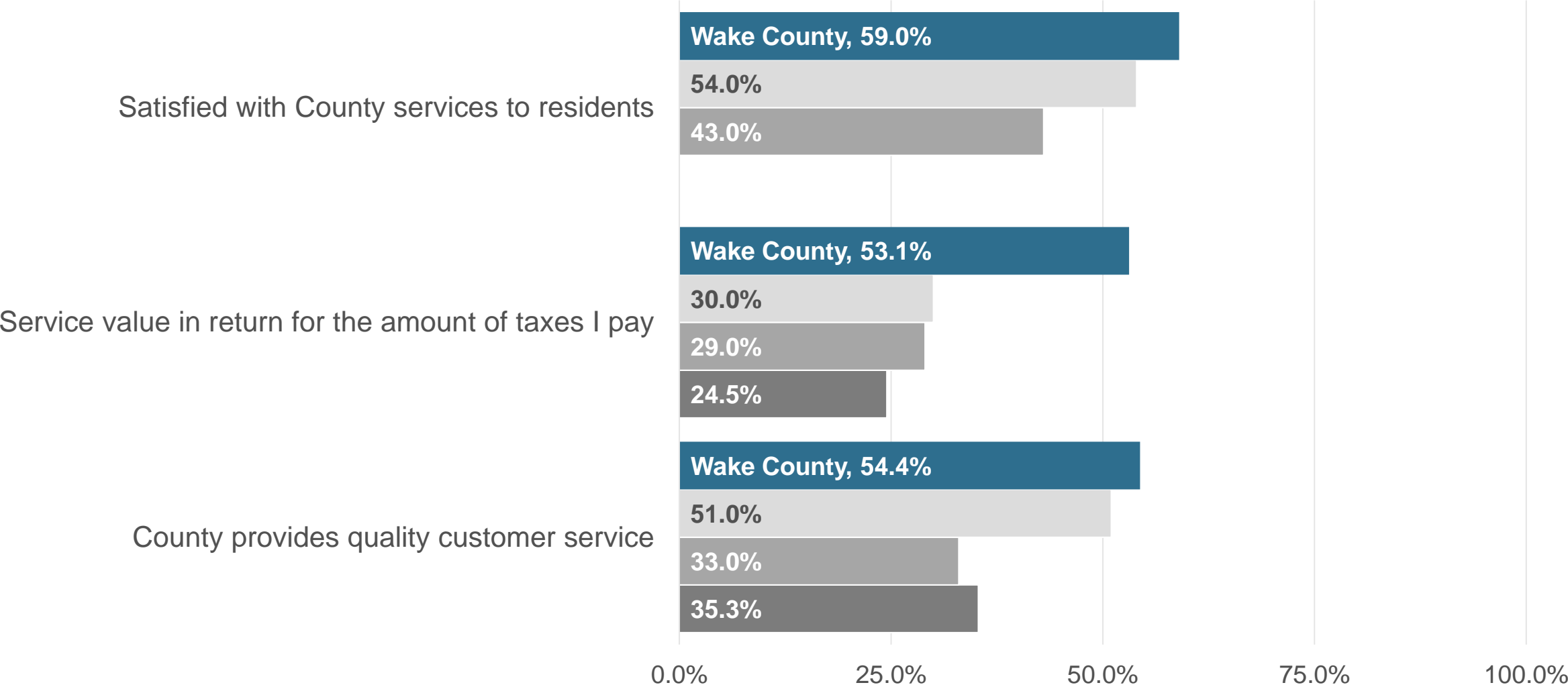


# Wake County Services and Value



# Wake County Services and Value

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





Community Health &  
Vitality



Economic Strength



Education



Great Government

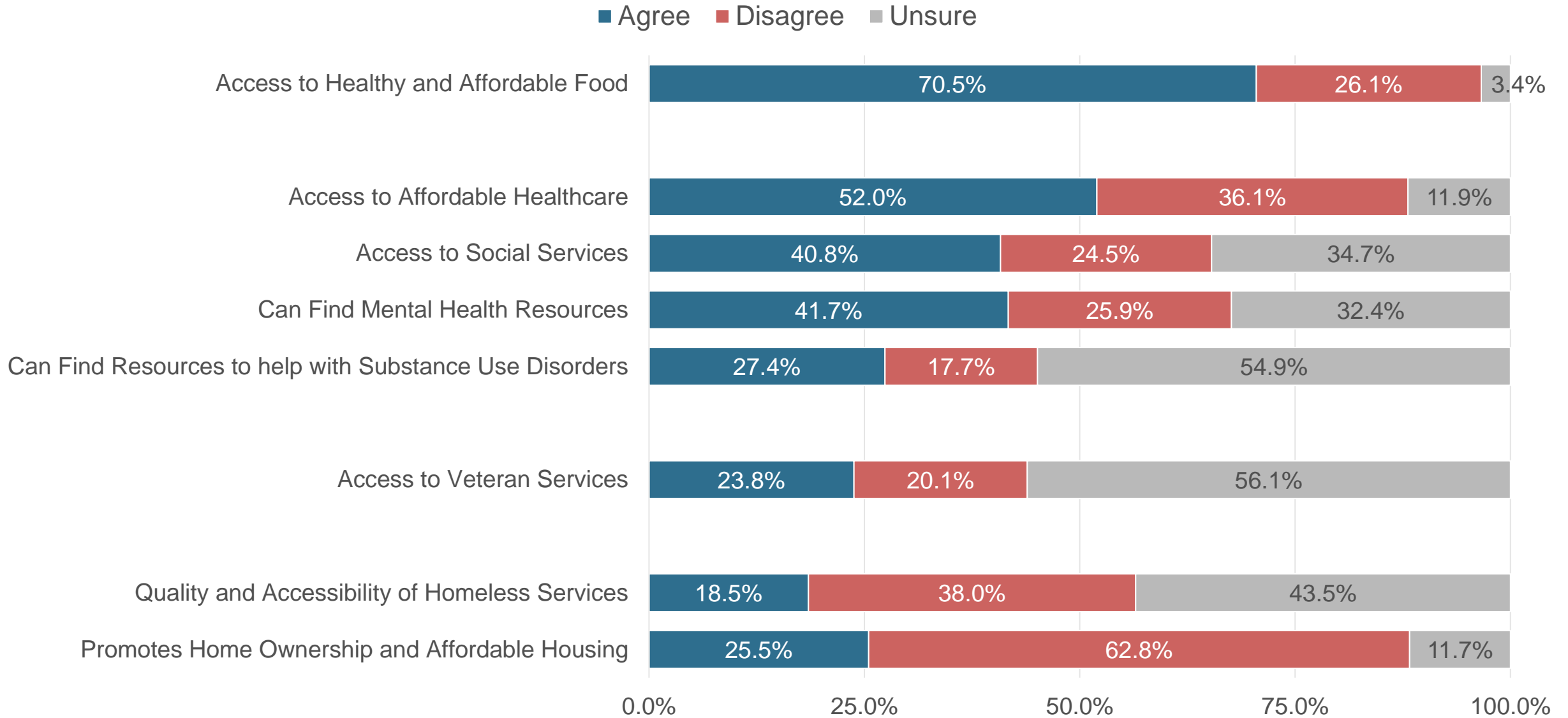


Growth & Sustainability



Public Safety

# Community Health and Vitality



# Community Health and Vitality

## Strengths

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

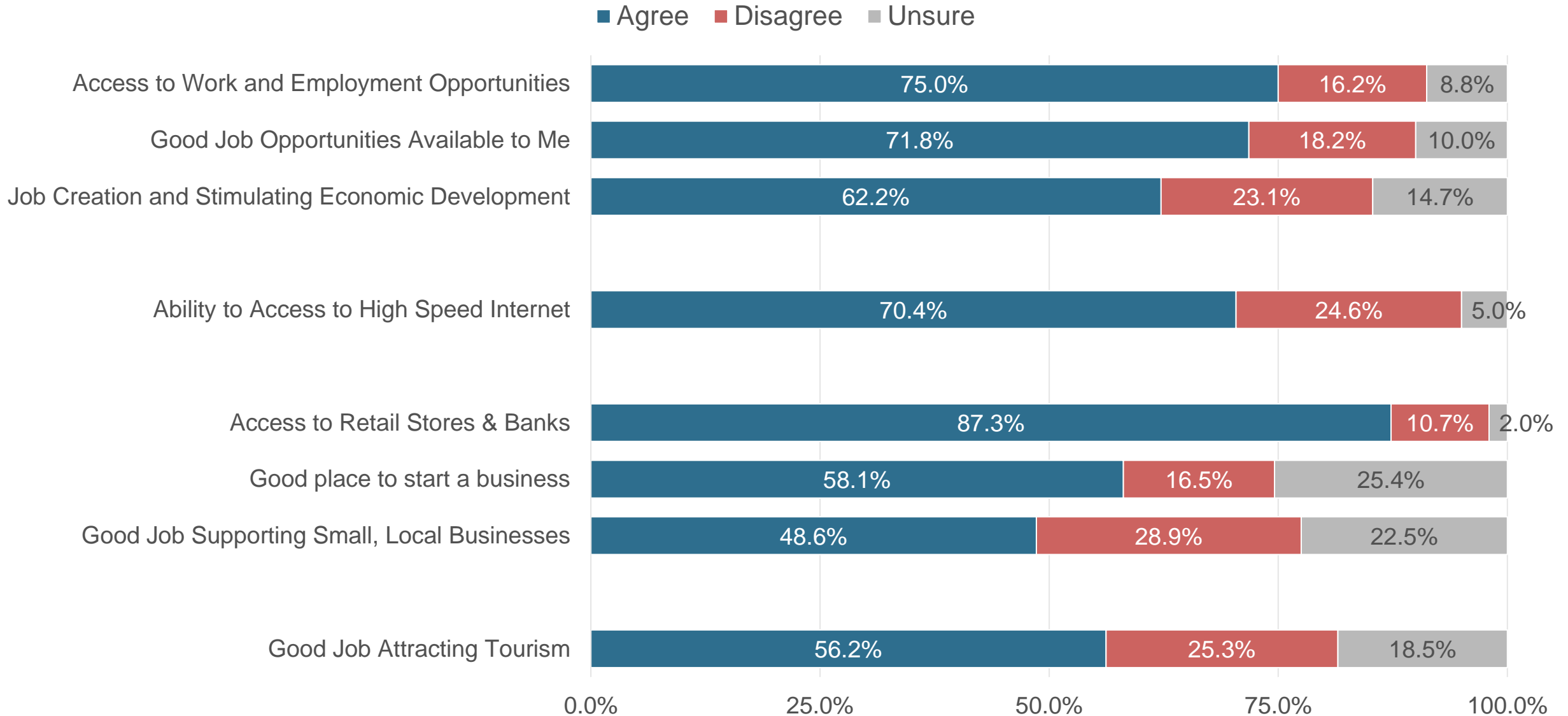
## Fair

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

## Opportunities

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

# Economic Strength



# Economic Strength

## Strengths

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

## Fair

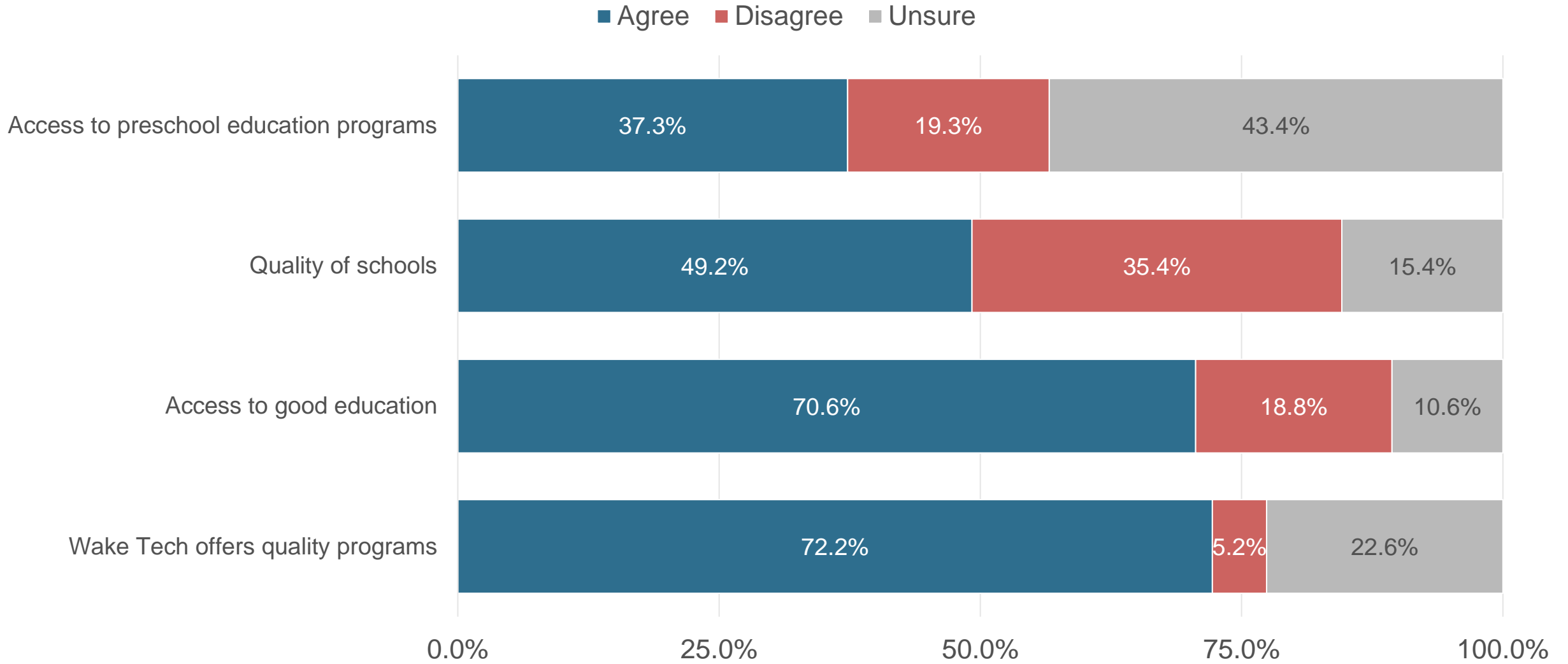
- Supporting small local businesses (+19.7%)

## Opportunities

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

# Education





# Education

## Strengths

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

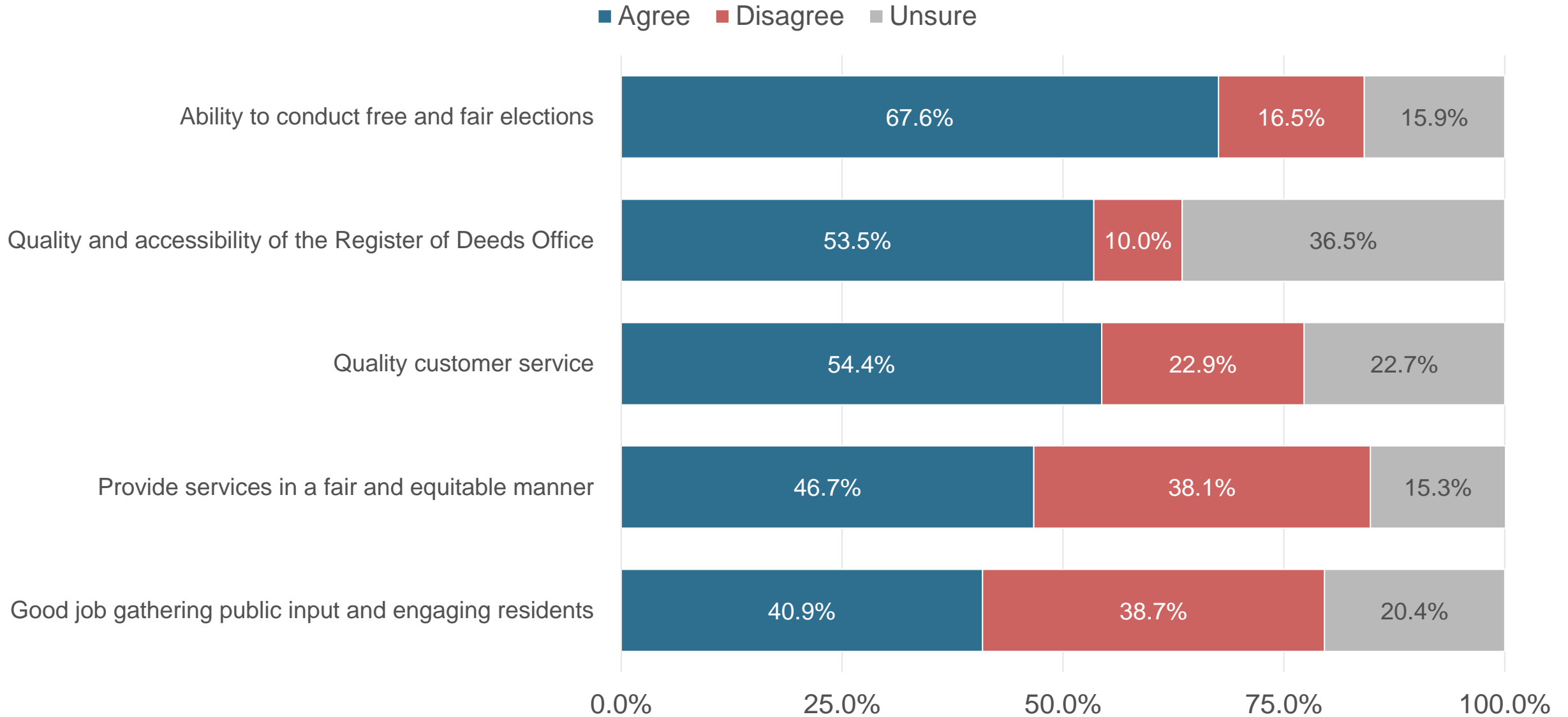
## Fair

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

## Opportunities

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# Great Government



# Great Government

## Strengths

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

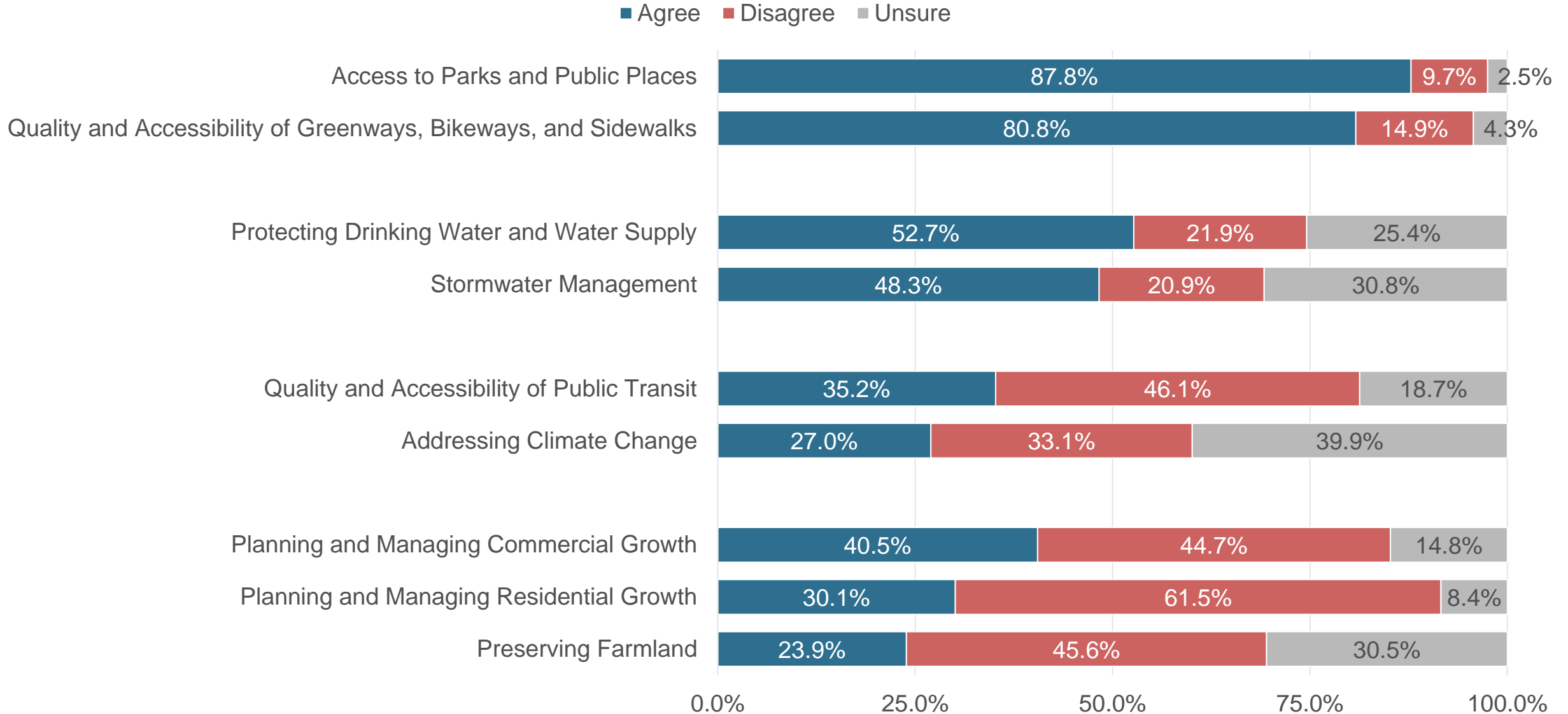
## Fair

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

## Opportunities

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# Growth and Sustainability



# Growth and Sustainability

## Strengths

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

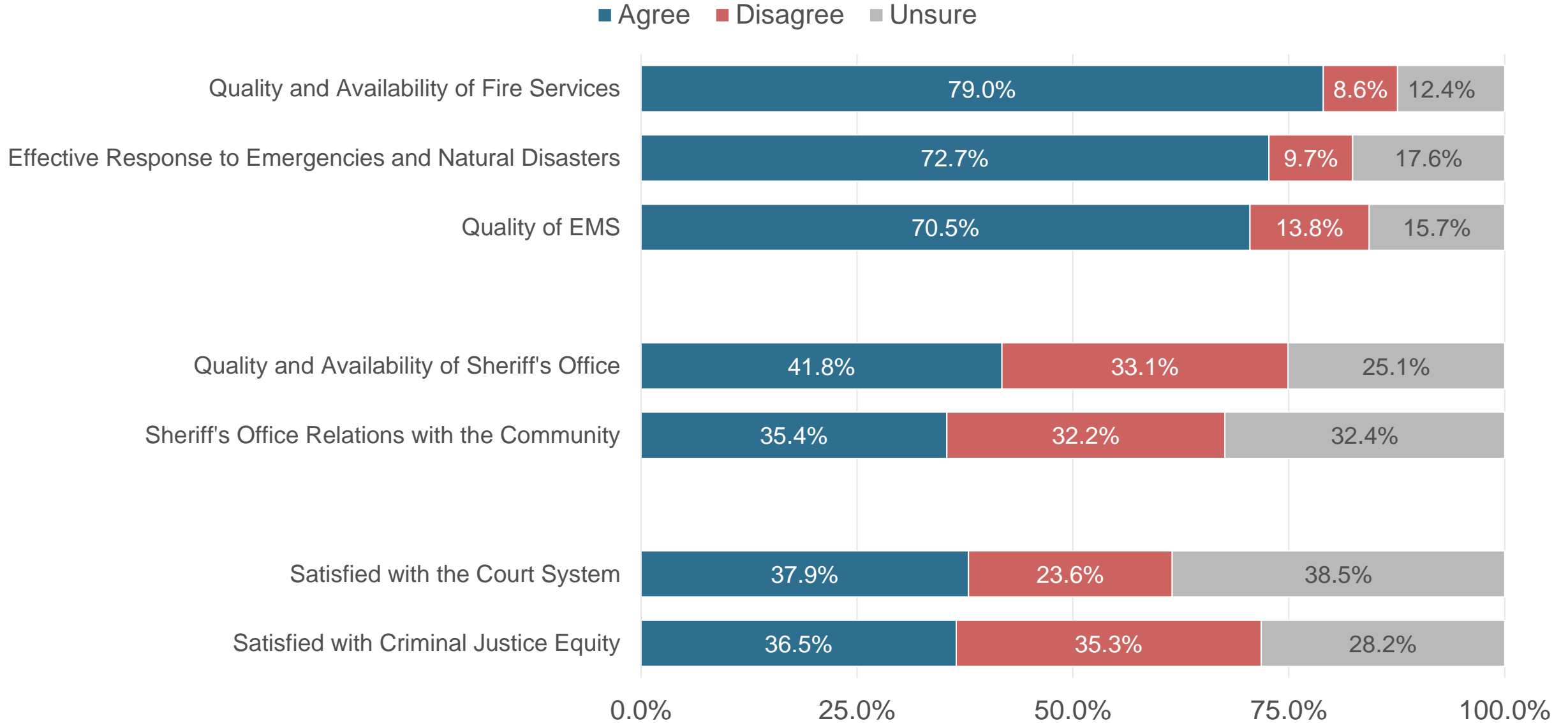
## Fair

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## Opportunities

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

# Public Safety



# Public Safety

## Strengths

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

## Fair

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

## Opportunities

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# Key Findings

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





# Discussion