



Wake County INSIGHTS

Dear Wake County Neighbor,

You have been randomly selected to participate in the **Wake County Insights** survey, and we hope you'll take a few moments to share your thoughts with us. In the wake of a busy election season, where you've likely received countless messages and requests, this survey offers a chance for you to share your experience living in Wake County.

This survey is designed to help us understand your priorities, everyday experiences and perceptions of the services Wake County provides. By hearing directly from residents like you, we can make informed decisions that better serve our community and improve the quality of life for everyone.

Wake County offers a wide range of services that impact daily life, including:

- Public Health
- EMS
- Emergency Management
- Health Clinics
- Social Services
- Economic Development
- Soil and Water Conservation
- Recycling & Waste Disposal
- Water Quality
- Parks & Recreation
- Libraries
- Housing Assistance
- Veterans Services
- Election Services

Your feedback is crucial in helping County leadership respond to the needs of the community, ensuring that services are aligned with your expectations. This is your chance to directly influence the future of your County services.

Please complete the survey and return it in the enclosed postage-paid envelope, or you can complete it online at wake.gov/insights. Your responses will remain anonymous.

If you have any questions, please contact **Jason Morado** at **913-254-4514** or jason.morado@etcinstitute.com.

We truly value your time and feedback, and we thank you for helping Wake County continue to grow and serve you better.

Sincerely,
David Ellis
County Manager

A handwritten signature in black ink that reads "David Ellis".



2024 Wake Insights Community Survey



Thank you for taking the Wake County Insights Survey and for sharing your thoughts with us. Your input is an important part of the County's ongoing effort to identify and respond to residents' needs. When finished, please return your completed survey in the postage-paid envelope provided. If you would like to complete the survey online, please visit wake.gov/insights.

1. In your opinion, what are the most important issues facing Wake County today?

2. Wake County Job Market. Please rate each statement about the current job landscape using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know
01.	Wake County promotes job creation and economic development in my community	5	4	3	2	1	9
02.	Wake County supports small, local businesses	5	4	3	2	1	9
03.	I can find jobs that pay enough to cover my living expenses	5	4	3	2	1	9
04.	I can find jobs with good benefits like health insurance, paid time off, and retirement	5	4	3	2	1	9
05.	I can find jobs offering flexibility (e.g., flexible hours, work-from-home options)	5	4	3	2	1	9
06.	I can find jobs that provide work-life balance (e.g., reasonable hours, family time)	5	4	3	2	1	9
07.	I can find jobs that provide opportunities for growth, such as learning new skills or earning a promotion	5	4	3	2	1	9
08.	I can find jobs that feel meaningful and fulfilling	5	4	3	2	1	9
09.	I can find jobs that are stable and reliable	5	4	3	2	1	9
10.	I can find jobs with a safe and comfortable work environment	5	4	3	2	1	9

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

___(1) Yes ___(2) No *[Skip to Q4.]* ___(9) Don't Know *[Skip to Q4.]*

3a. Barriers to Finding a Good Job. Please rate each statement about possible barriers you face when trying to find a good job in Wake County using a scale of 1 to 5, where 5 means "Not a Problem" and 1 means "Major Problem."

		Not a Problem	Minor Problem	Moderate Problem	Significant Problem	Major Problem	Not Sure
01.	Not enough education or training	5	4	3	2	1	9
02.	Little to no work experience	5	4	3	2	1	9
03.	Not knowing how to look for a job	5	4	3	2	1	9
04.	No access to the internet or a computer	5	4	3	2	1	9
05.	Living in a place with few job opportunities	5	4	3	2	1	9
06.	Jobs don't pay enough	5	4	3	2	1	9
07.	Jobs are unsafe or have bad work conditions	5	4	3	2	1	9
08.	Discrimination (e.g., because of age, race, gender, etc.)	5	4	3	2	1	9
09.	Health problems (physical or mental)	5	4	3	2	1	9
10.	Having a criminal record	5	4	3	2	1	9
11.	Trouble speaking or understanding the language	5	4	3	2	1	9
12.	Lack of transportation (no way to get to work)	5	4	3	2	1	9
13.	No one to watch my kids while I go to work (lack of childcare)	5	4	3	2	1	9

4. Housing, Growth, and Environment. Please rate each statement about the built community using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know
01.	I have access to affordable housing in Wake County	5	4	3	2	1	9
02.	Affordable high-speed Internet service is available for my household	5	4	3	2	1	9
03.	Wake County Government does a good job managing growth and development in rural (unincorporated) areas of the County	5	4	3	2	1	9
04.	Growth and development in my community is managed in a way that is fair and equitable	5	4	3	2	1	9
05.	Growth and development is intentional and well-coordinated	5	4	3	2	1	9
06.	Growth and development enhance the quality of life in my community	5	4	3	2	1	9
07.	I have access to clean water for daily use	5	4	3	2	1	9
08.	Wake County protects green spaces like farmland, forests, and natural areas	5	4	3	2	1	9
09.	Wake County protects waterways from erosion and pollution	5	4	3	2	1	9
10.	Parks and greenways in my community are well-maintained	5	4	3	2	1	9
11.	Wake County is addressing climate change effectively	5	4	3	2	1	9

5. Quality of Life and Infrastructure. Thinking about your lived experiences in our community, please rate each statement on a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

		Excellent	Good	Fair	Below Average	Poor	Don't know
01.	Ease of travel in Wake County, including roads and traffic	5	4	3	2	1	9
02.	Ability to travel in Wake County without a personal vehicle (e.g., walking, cycling, public transit, taxis, and ridesharing)	5	4	3	2	1	9
03.	Ease of public transportation to access community attractions (e.g., businesses, dining, parks, libraries, museums, and cultural sites)	5	4	3	2	1	9
04.	Quality and variety of local food and dining options	5	4	3	2	1	9
05.	Quality and variety of music and concert venues	5	4	3	2	1	9
06.	Quality and variety of arts and cultural events (e.g., visual arts, theater programs, dance, music, and literary arts)	5	4	3	2	1	9
07.	Support for local artists and craft makers	5	4	3	2	1	9
08.	Preservation of historic and cultural landmarks	5	4	3	2	1	9
09.	Access to recreational spaces (e.g., parks, greenways, playgrounds, athletic fields)	5	4	3	2	1	9
10.	Quality of services and amenities for tourists (e.g., accommodations, dining, visitor assistance)	5	4	3	2	1	9

6. Education. Please rate each statement about education resources in our community using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

		Excellent	Good	Fair	Below Average	Poor	Don't know
01.	Access to preschool and early education programs	5	4	3	2	1	9
02.	Quality of preschool and early education programs	5	4	3	2	1	9
03.	Access to public schools, including the Wake County Public School System (WCPSS) and charter schools	5	4	3	2	1	9
04.	Quality of education in public schools, including WCPSS and charter schools	5	4	3	2	1	9
05.	Quality of WCPSS public school buildings and facilities (not including charter schools)	5	4	3	2	1	9
06.	Access to public library programs for children	5	4	3	2	1	9
07.	Access to public library programs for teens and adults	5	4	3	2	1	9
08.	Quality of public library facilities	5	4	3	2	1	9
09.	Access to education programs at museums, arts and cultural sites	5	4	3	2	1	9
10.	Access to job training, workforce development, and vocational programs	5	4	3	2	1	9
11.	Access to education programs at Wake Technical Community College	5	4	3	2	1	9
12.	Quality of Wake Technical Community College buildings and campuses	5	4	3	2	1	9

7. Safety and Emergency Services. Please rate each statement about public safety using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know
1. I feel safe at my home	5	4	3	2	1	9
2. I feel safe out in the community and away from my home	5	4	3	2	1	9
3. When I need help and call 911, I know trained responders will arrive quickly	5	4	3	2	1	9
4. Wake County Sheriff's Office provides high quality services (e.g., law enforcement, judicial services, and detention/jail)	5	4	3	2	1	9
5. Wake County EMS provides high quality services	5	4	3	2	1	9
6. Fire departments throughout Wake County provide high quality services	5	4	3	2	1	9
7. Wake County responds well to natural disasters and severe weather	5	4	3	2	1	9

8. Medical Health Care. Please rate each statement about medical health care resources in Wake County using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor."

	Excellent	Good	Fair	Below Average	Poor	Don't know
1. Access to medical health care services in my community (e.g., public health clinics, private doctor offices, urgent care, hospitals and emergency rooms, dental offices)	5	4	3	2	1	9
2. Quality of medical health care services in my community	5	4	3	2	1	9

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

___(1) Yes ___(2) No [Skip to Q10.] ___(9) Don't Know [Skip to Q10.]

9a. Barriers to Medical Health Care. 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, using a scale of 1 to 5, where 5 means "Not a Barrier" and 1 means "Major Barrier."

	Not a Barrier	Minor Barrier	Moderate Barrier	Significant Barrier	Major Barrier
01. Cost of healthcare (e.g., doctor bills, no insurance coverage)	5	4	3	2	1
02. Cost of prescriptions (e.g., copays, no insurance coverage)	5	4	3	2	1
03. Not enough doctors or clinics	5	4	3	2	1
04. Long wait times for appointments	5	4	3	2	1
05. Doctor's hours don't work with my schedule	5	4	3	2	1
06. Language barriers or hard to understand what doctors say or write	5	4	3	2	1
07. Afraid or don't trust doctors or the healthcare system	5	4	3	2	1
08. Feeling judged or embarrassed about going to the doctor	5	4	3	2	1
09. No way to get to the doctor or clinic (lack of transportation)	5	4	3	2	1
10. Access to doctors with similar backgrounds as me	5	4	3	2	1
11. No one to watch my kids while I go to the doctor (lack of childcare)	5	4	3	2	1

10. Behavioral Health. Have you, or someone close to you, sought the following behavioral healthcare services anytime in the last two years? Know that your responses are confidential. [Check all that apply.]

- ___(1) Counseling or therapy (including individual, group, family, couples/marriage)
- ___(2) Peer support groups
- ___(3) Community-based programs (including day programs and residential treatment)
- ___(4) Mental health services (for diagnoses such as depression, anxiety, bipolar, etc.)
- ___(5) Crisis intervention (including mobile crisis or suicide prevention)
- ___(6) Substance use treatment or counseling
- ___(7) None of the above, or I prefer not to answer [Skip to Q11.]

10a. Barriers to Behavioral Health. 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, using a scale of 1 to 5, where 5 means "Not a Barrier" and 1 means "Major Barrier."

	Not a Barrier	Minor Barrier	Moderate Barrier	Significant Barrier	Major Barrier	Not Sure
01. Cost of behavioral health care (therapy or counseling fees, insurance coverage)	5	4	3	2	1	9
02. Not enough counselors or behavioral health providers nearby	5	4	3	2	1	9
03. Waiting too long to get an appointment	5	4	3	2	1	9
04. Appointment times don't fit with my schedule	5	4	3	2	1	9
05. Language barriers or hard to understand what they say	5	4	3	2	1	9
06. Afraid or don't trust counselors or behavioral health services	5	4	3	2	1	9
07. Feeling judged or embarrassed for needing behavioral health care	5	4	3	2	1	9
08. Access to counselors or providers with similar backgrounds as me	5	4	3	2	1	9
09. No way to get to the counselor or clinic (lack of transportation)	5	4	3	2	1	9
10. No one to watch my kids while I go to the appointment (lack of childcare)	5	4	3	2	1	9

11. Benefits and Assistance. Have you or someone close to you sought or received any of the following benefits in the past two years? [Check all that apply.]

- | | |
|--|---|
| <input type="checkbox"/> (1) Medicaid | <input type="checkbox"/> (5) Utility assistance programs |
| <input type="checkbox"/> (2) Food and nutrition services (FNS) | <input type="checkbox"/> (6) Work First, including temporary assistance for needy families (TANF) |
| <input type="checkbox"/> (3) Women, Infants, and Children (WIC) | <input type="checkbox"/> (7) Childcare subsidy |
| <input type="checkbox"/> (4) Housing assistance, including Housing Choice Vouchers (section 8) | <input type="checkbox"/> (8) None of the above, or I prefer not to answer [Skip to Q12.] |

11a. Barriers to Benefits and Assistance. Please rate each statement related to benefits and assistance using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree."

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure
01. I'm not sure which benefits I can get	5	4	3	2	1	9
02. The application is too confusing or hard to fill out	5	4	3	2	1	9
03. It's hard to get the papers I need to apply	5	4	3	2	1	9
04. There are long wait times or delays in getting approved	5	4	3	2	1	9
05. I'm afraid of being judged or embarrassed for asking for help	5	4	3	2	1	9
06. It's hard to talk to or get help from the caseworkers	5	4	3	2	1	9
07. I'm afraid of losing other benefits or assistance	5	4	3	2	1	9
08. There are language or cultural differences	5	4	3	2	1	9
09. I don't have reliable transportation to get to the office	5	4	3	2	1	9
10. I don't have reliable access to the internet or a computer	5	4	3	2	1	9

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't know
1. The value of services I receive from Wake County Government in return for the amount of taxes and fees I pay	5	4	3	2	1	9
2. Customer service provided by Wake County employees	5	4	3	2	1	9
3. Availability of information about Wake County Government services and programs	5	4	3	2	1	9
4. Opportunities for resident engagement and participation in Wake County policy development and decision-making	5	4	3	2	1	9

13. Please rate your level of agreement with the following statements.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know
1.	My community is inclusive and respectful of diversity	5	4	3	2	1	9
2.	Wake County conducts fair elections	5	4	3	2	1	9
3.	Wake County Government provides high quality services	5	4	3	2	1	9
4.	Wake County Government provides services fairly and equitably to all residents	5	4	3	2	1	9
5.	Wake County Government is open and transparent with information about county issues, services, and performance	5	4	3	2	1	9
6.	I trust Wake County Government when it comes to handling local issues	5	4	3	2	1	9
7.	Racism and discrimination play a role in why some people are not successful in my community.	5	4	3	2	1	9
8.	Racism is a challenge that we should continue to address as a community.	5	4	3	2	1	9

14. Do you have any suggestions for how Wake County can serve you better?

Demographics Please answer the following demographic questions about yourself. Your information will remain completely anonymous and only be used for classification purposes and to ensure that the results are representative of Wake County.

15. Approximately how many years have you lived in Wake County? _____ years

16. Do you currently own or rent your current residence?

____(1) Own ____ (2) Rent ____ (3) Other

17. Including yourself, how many persons in each age group currently live in your household?

Under age 10: ____ Ages 10-19: ____ Ages 20-44: ____ Ages 45-64: ____ Ages 65+: ____

18. What is your gender:

____ (1) Male ____ (4) Prefer to self-describe: _____
 ____ (2) Female ____ (5) Prefer not to disclose
 ____ (3) Non-binary

19. What is your age? _____ years

20. Which of the following best describes your race/ethnicity? [Check all that apply.]

____ (01) Asian or Asian Indian ____ (05) Native Hawaiian or other Pacific Islander
 ____ (02) Black or African American ____ (06) Hispanic, Spanish, Latino/a/x
 ____ (03) American Indian or Alaska Native ____ (99) Other: _____
 ____ (04) White or Caucasian

21. What is the highest level of education you have completed?

____ (01) Less than high school graduate ____ (04) Some college (did not graduate)
 ____ (02) High school diploma or equivalent ____ (05) College graduate (from 4-year college)
 ____ (03) Special/Technical training (not college) ____ (06) Postgraduate degree (Masters, MBA, PhD)

22. Which of the following best describes your total annual household income?

- (1) Under \$35,000 (3) \$60,000 to \$99,999 (5) More than \$130,000
 (2) \$35,000 to \$59,999 (4) \$100,000 to \$129,999

23. Are you or members of your household active-duty military, retired military, a military dependent, or a veteran?

- (1) Yes (2) No

24. Would you be willing to participate in future surveys sponsored by Wake County?

- (1) Yes [Answer Q24a.] (2) No

24a. Please provide your contact information below.

Mobile Phone: _____

Email Address: _____

This concludes the survey. Thank you for your time!
Please return your completed survey in the postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to identify needs and priorities for residents in different areas of the County. If your address is not correct, please provide the correct information. Thank you.