

# DURHAM

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Where great things happen.

## **STATE OF DURHAM'S IMAGE**

2013-2014

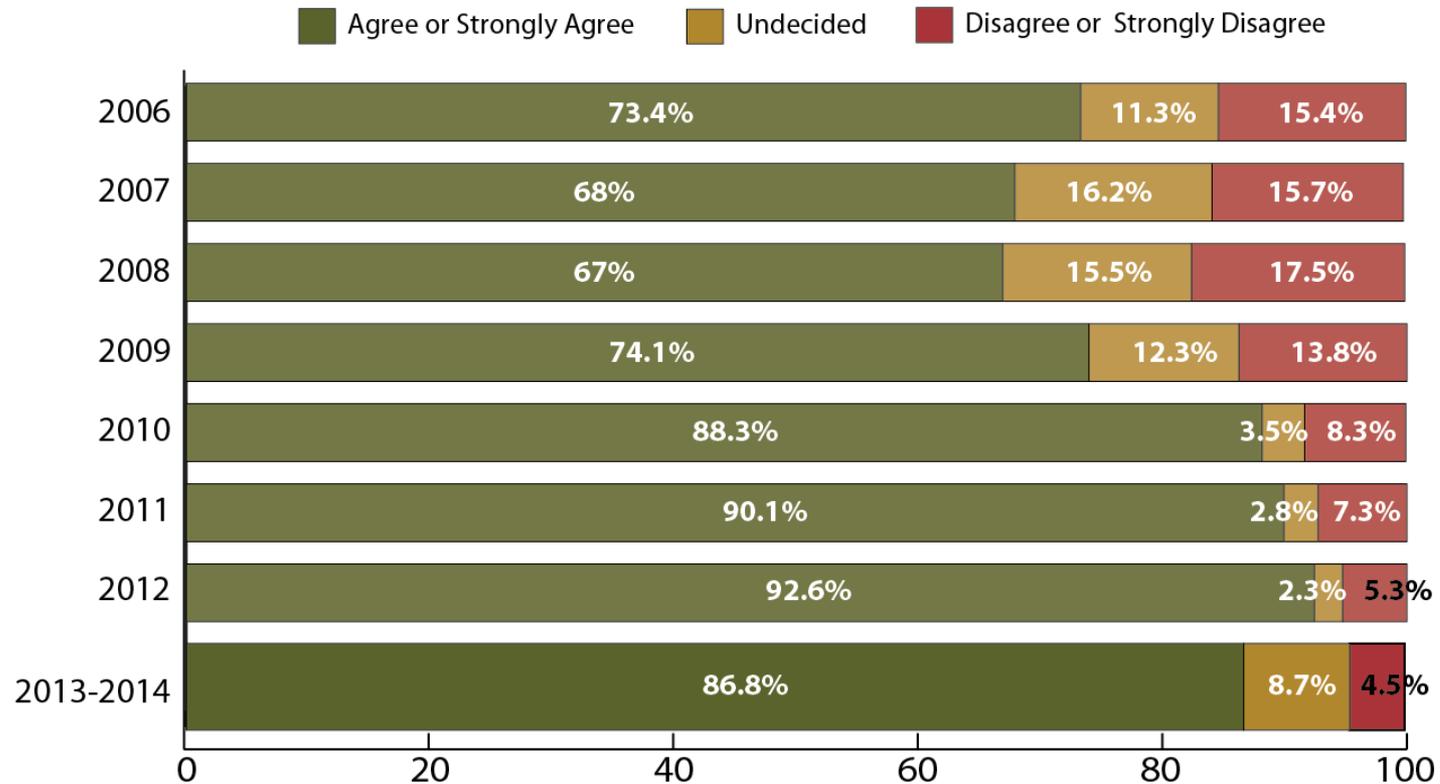
Survey performed by NanoPhrades for the Durham Convention & Visitors Bureau,  
Durham Police Department, and Durham Public Schools.

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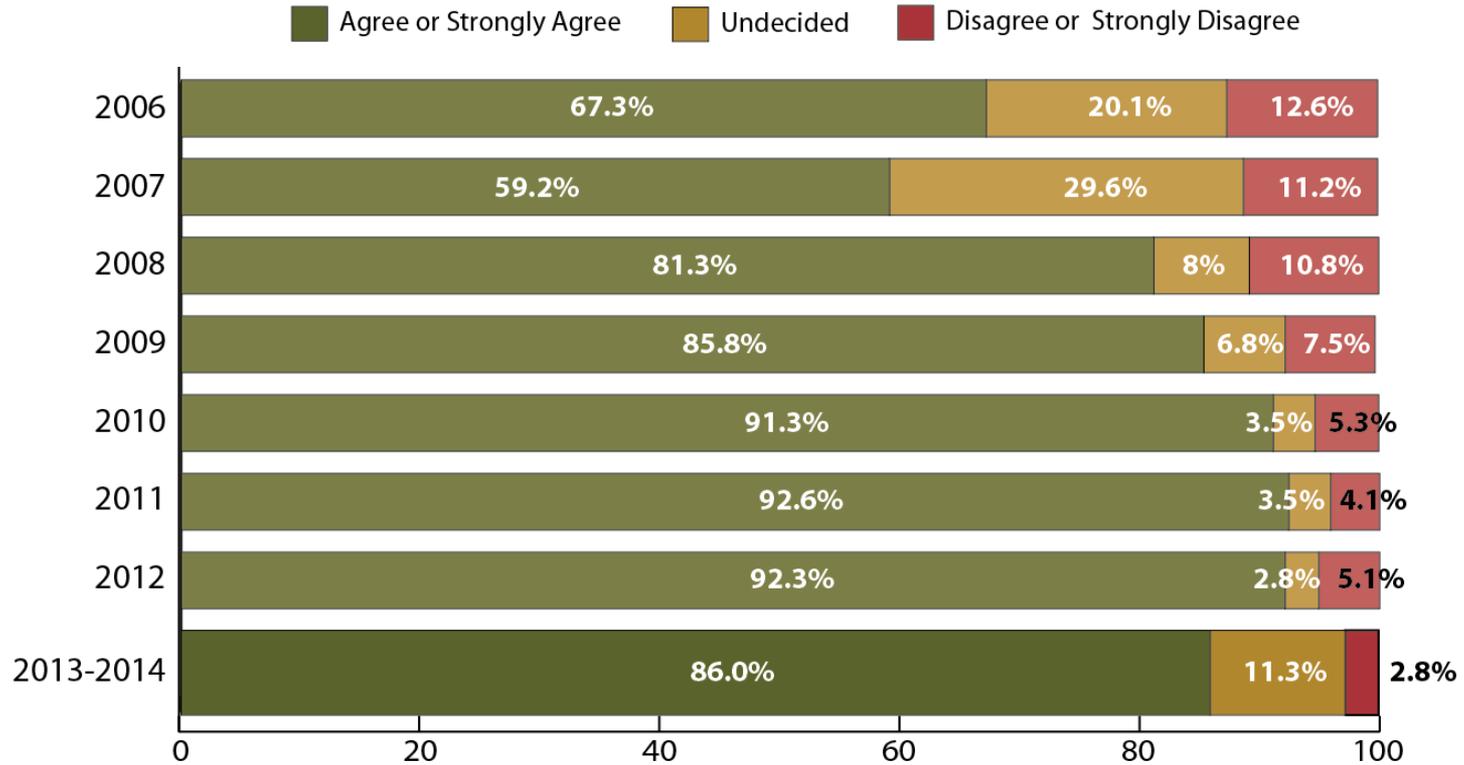
# DURHAM'S SELF IMAGE

# Overall, I am pleased with Durham as a place to live.

(Durham Residents)

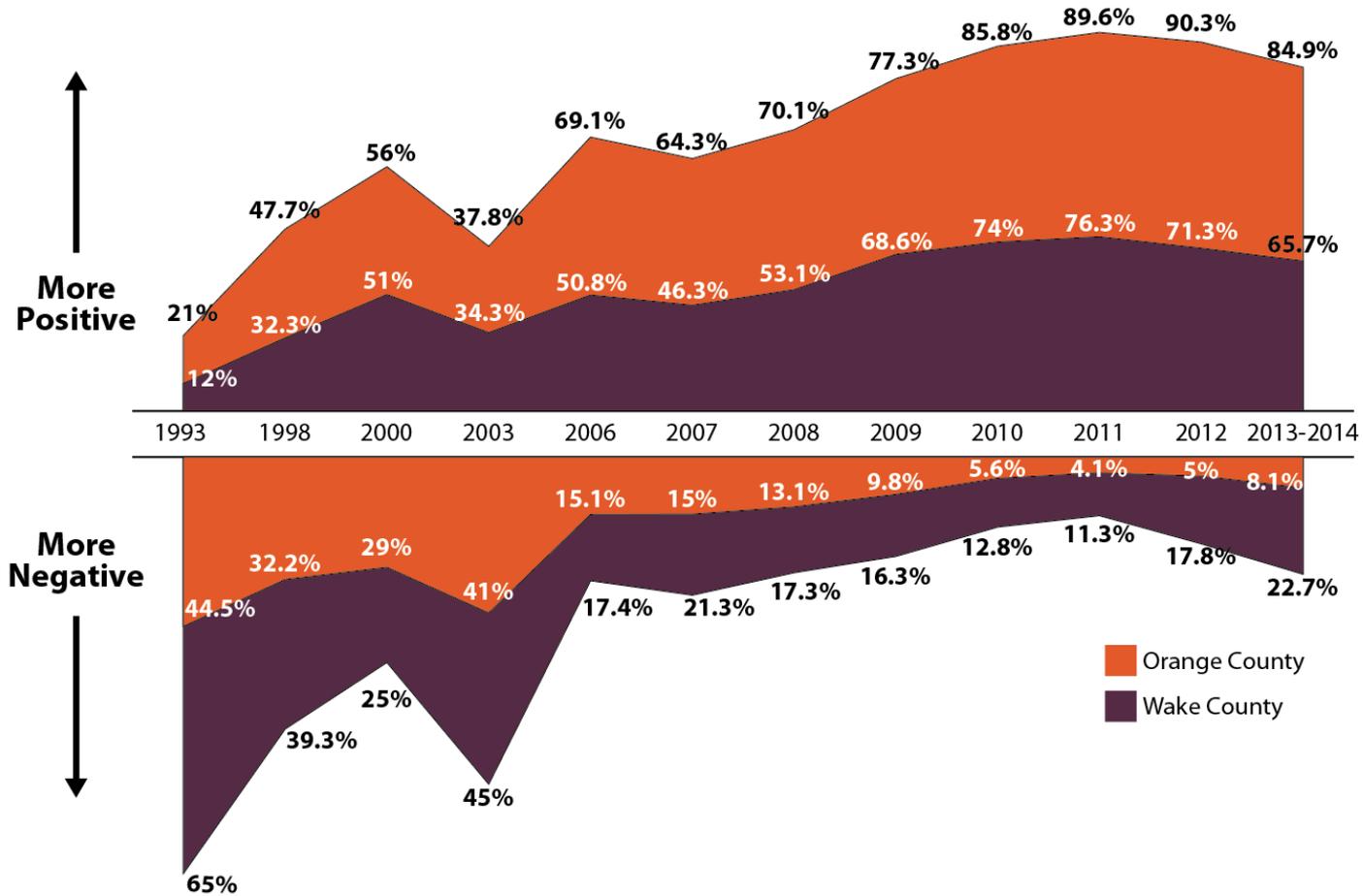


# Overall, I am proud of Durham: (Durham Residents)

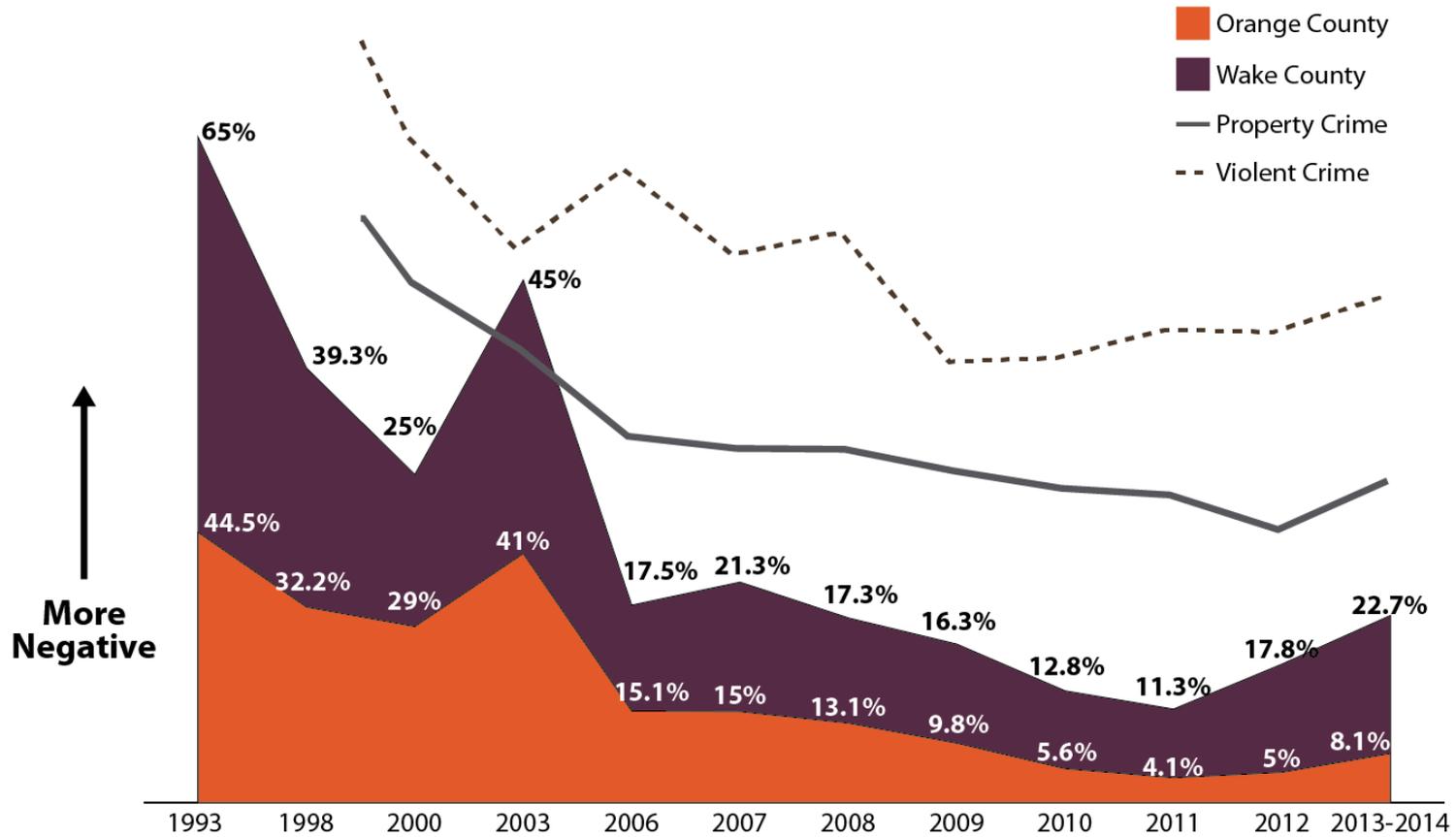


# IMAGE OF DURHAM IN WAKE AND ORANGE COUNTIES

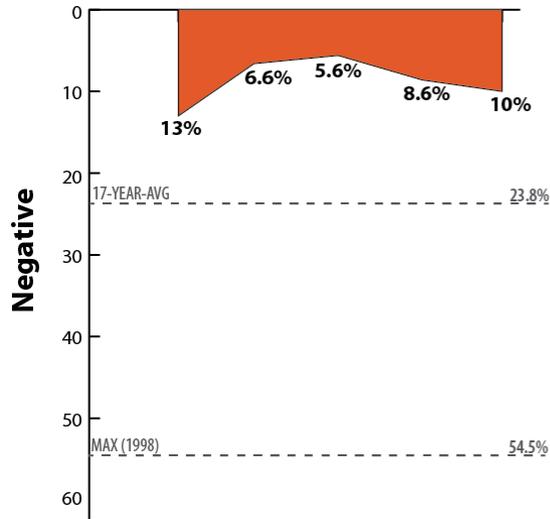
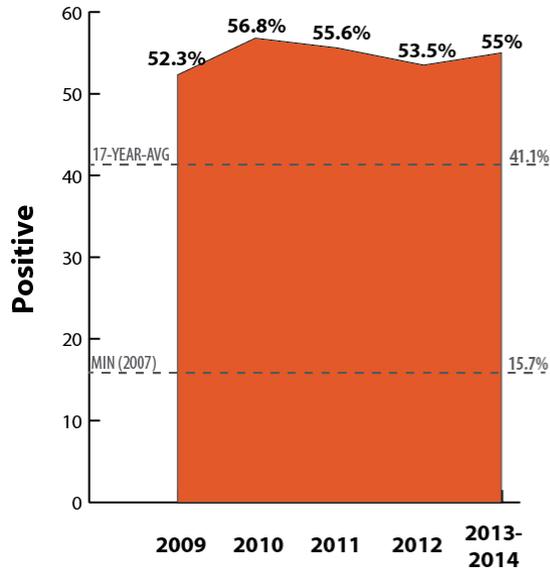
# Durham's Image in Orange and Wake Counties



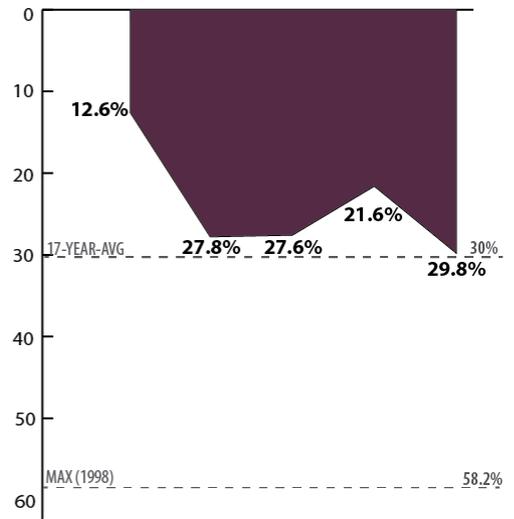
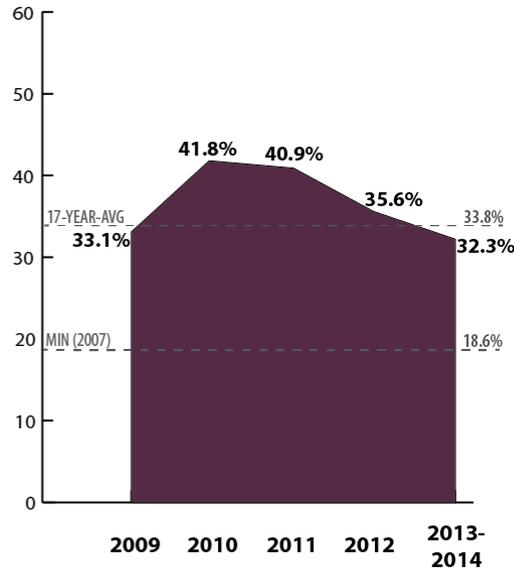
# Wake and Orange Negative Image of Durham vs. Crime Rate



### Orange County

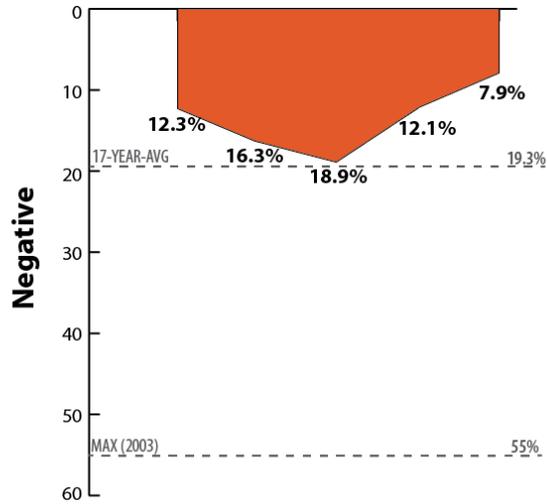
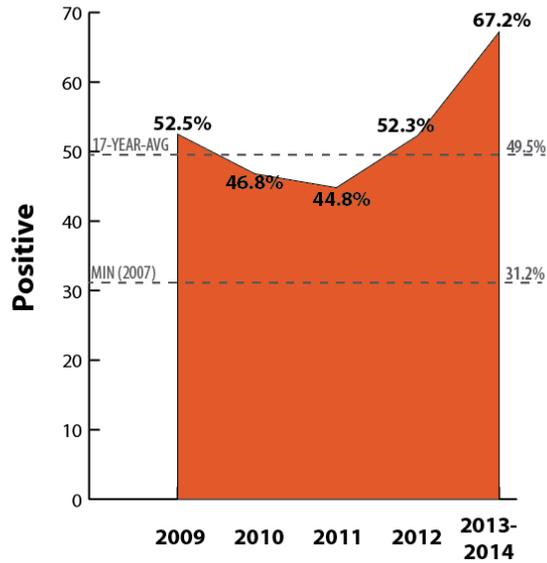


### Wake County

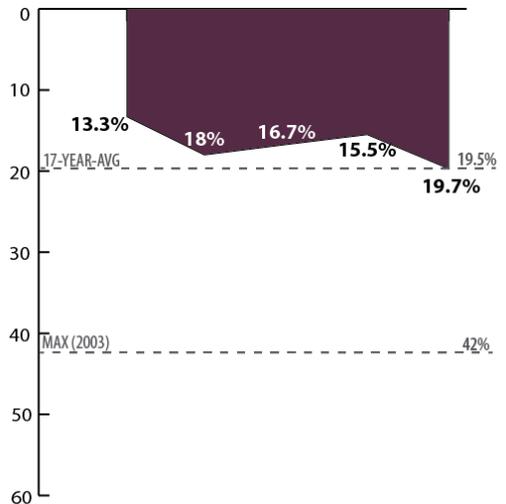
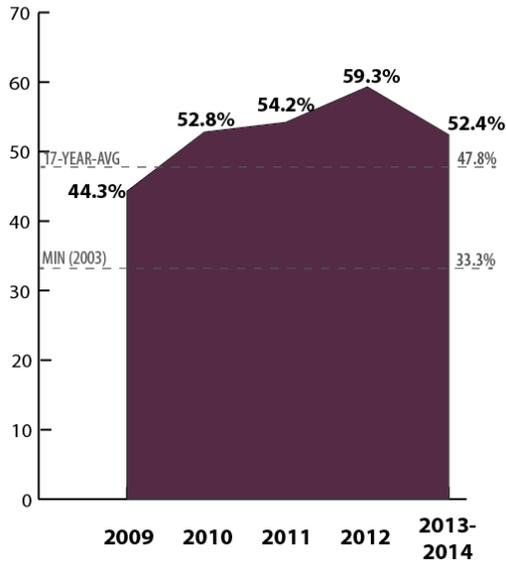


**Based on the Way People Talk, What Kind of Experiences Would You Expect to Have in Durham?**

### Orange County

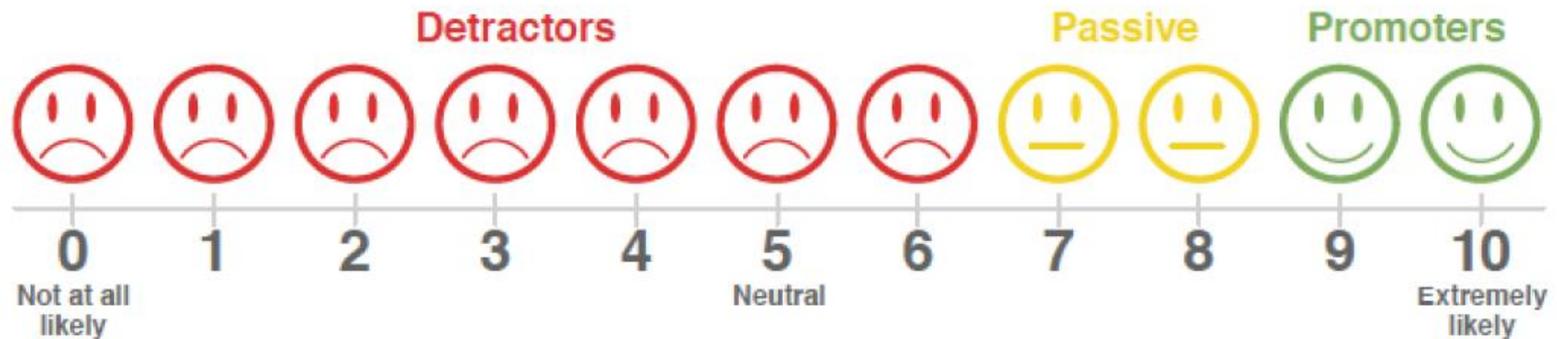


### Wake County



**My Personal Experiences  
in Durham Have Been  
Positive**

# NET PROMOTER SCORE MEANS OF MEASURING LOYALTY



$$\text{NPS} = \begin{matrix} \text{😊} \\ \text{\% of Promoters} \\ \text{(9s and 10s)} \end{matrix} - \begin{matrix} \text{😞} \\ \text{\% of Detractors} \\ \text{(0 through 6)} \end{matrix}$$

# NET PROMOTER SCORE

Critic (1-6)



Indifferent (7-8)



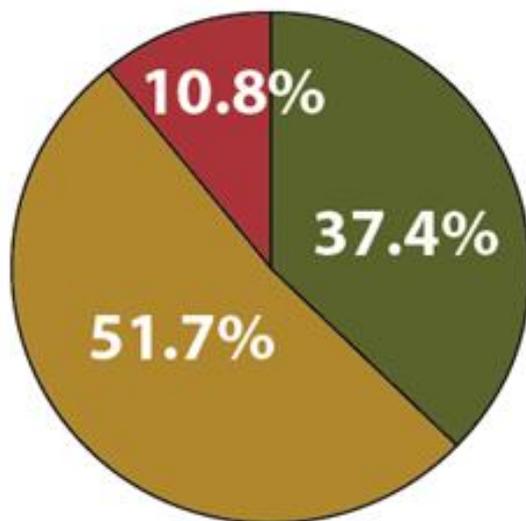
Promoter (9-10)



Benchmarks: Apple iPhone +67; Southwest Airlines +62  
American Express +29; Coca Cola +20; Google +19  
Sprint +5; Time Warner Cable -5; US Airways -8

# NET PROMOTER SCORE DURHAM AS A VISITOR DESTINATION

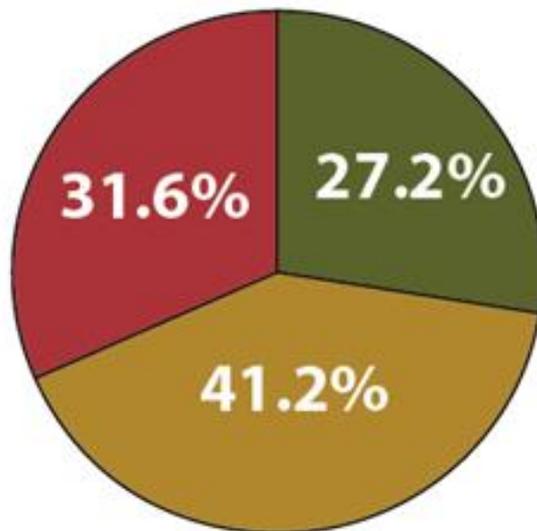
## Durham County



+26.6

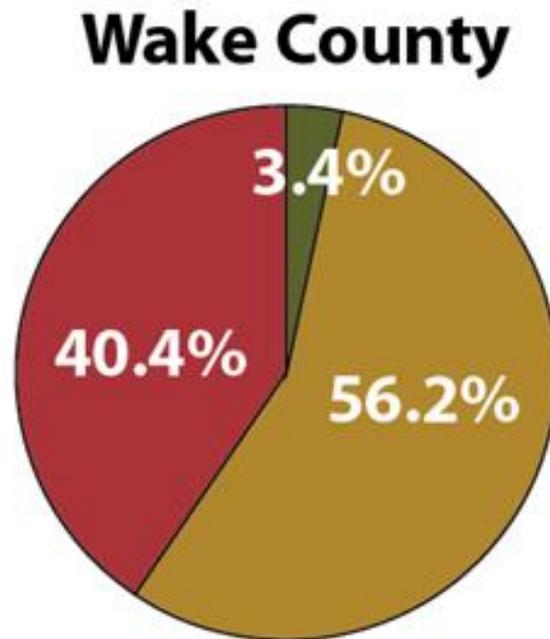
# NET PROMOTER SCORE DURHAM AS A VISITOR DESTINATION

**Orange County**



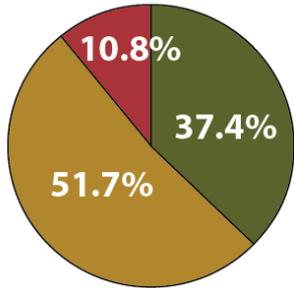
**-4.4**

# NET PROMOTER SCORE DURHAM AS A VISITOR DESTINATION

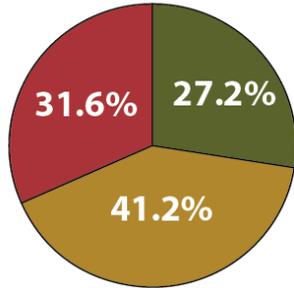


**-37**

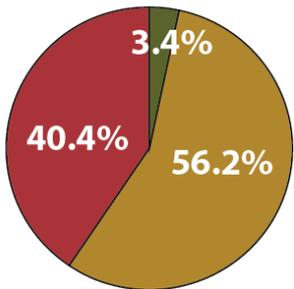
### Durham County



### Orange County



### Wake County



### Total Net Promoter Score

↑  
**+26.6%**

- Critics = 1-6
- Indifferent = 7-8
- Promoters = 9-10

↓  
**-4.4%**

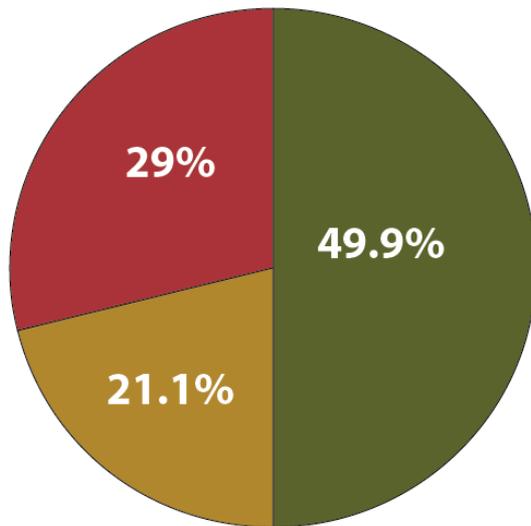
↓  
**-37%**

**Net Promoter Score for Durham**

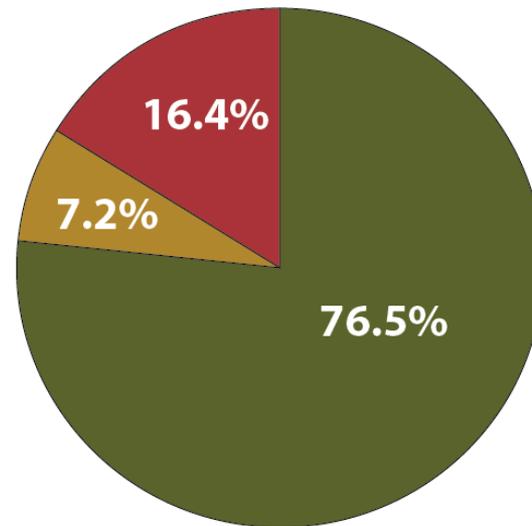
# Rating Durham as a Visitor Destination

(2013-2014)

## Wake County

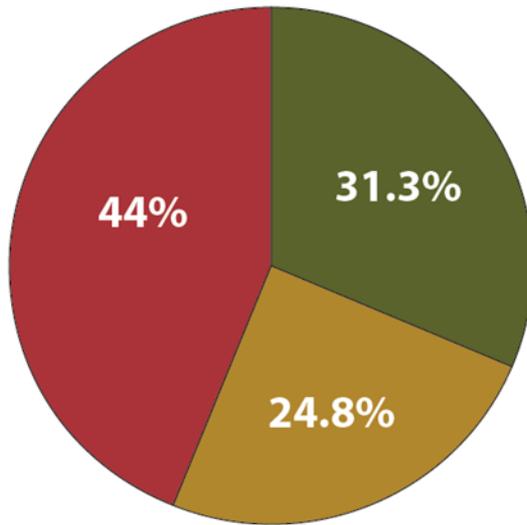


## Orange County



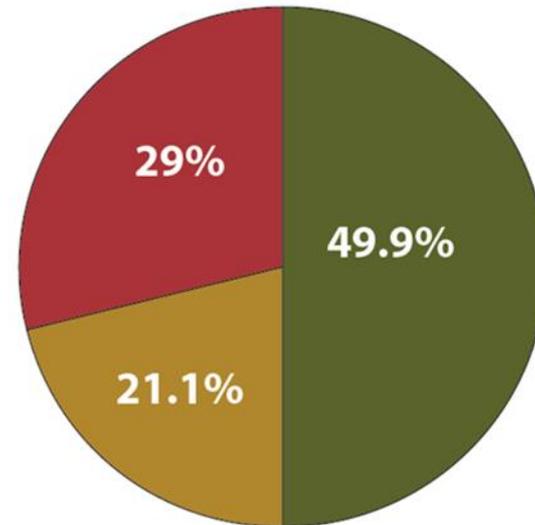
# Rating Durham as a Visitor Destination

Wake County



2003

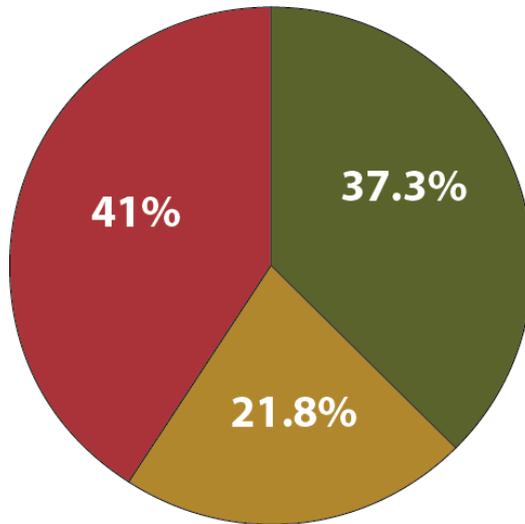
Wake County



2013-14

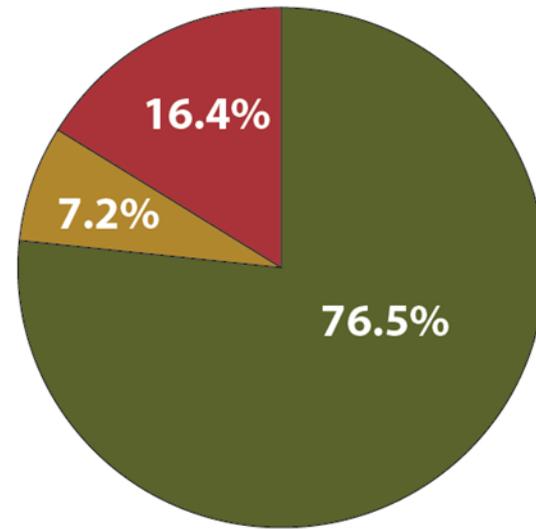
# Rating Durham as a Visitor Destination

Orange County



2003

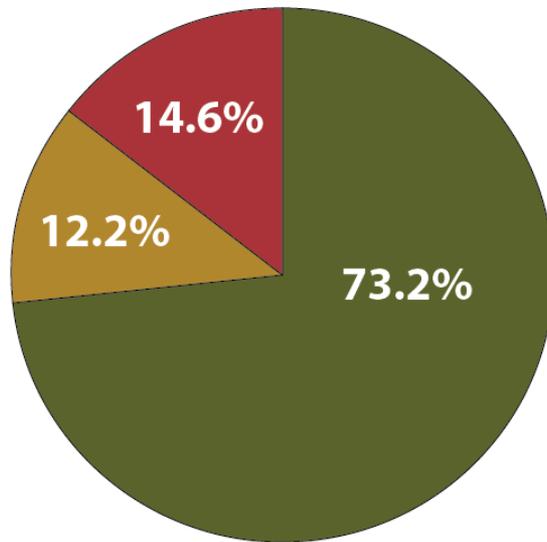
Orange County



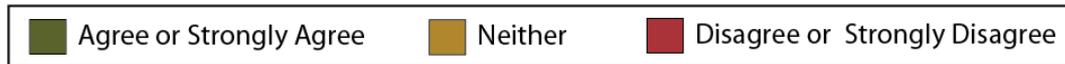
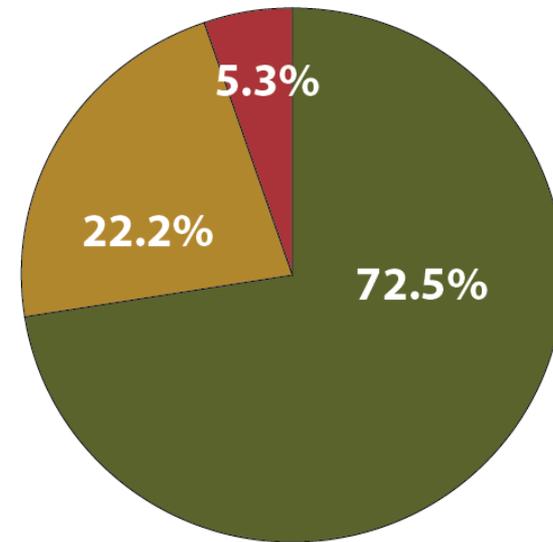
2013-14

# Durham's Image Has Improved Over the Past Five Years

## Wake County

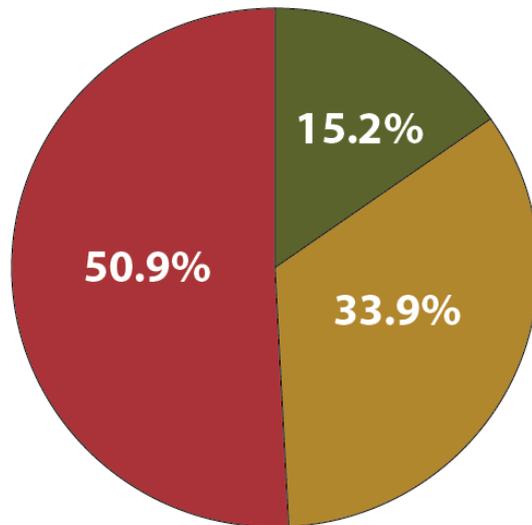


## Orange County

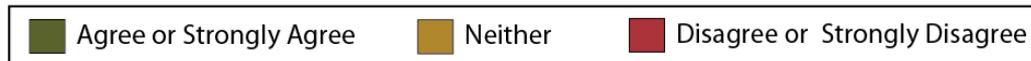
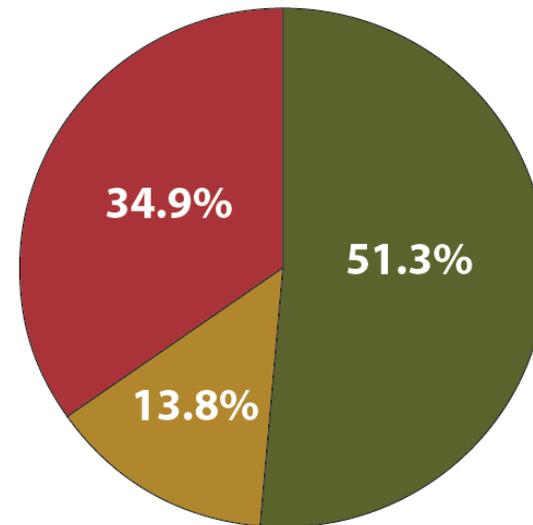


# Durham Has Good Street Signage and Wayfinding

Wake County



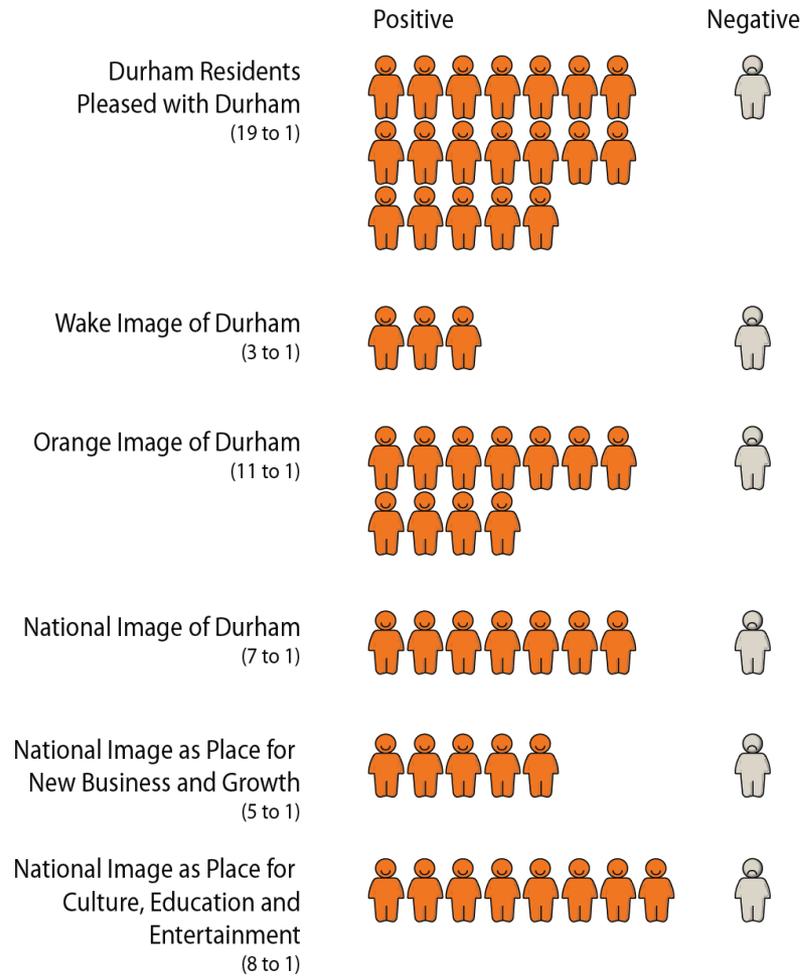
Orange County



# IMAGE OF DURHAM NATIONALLY

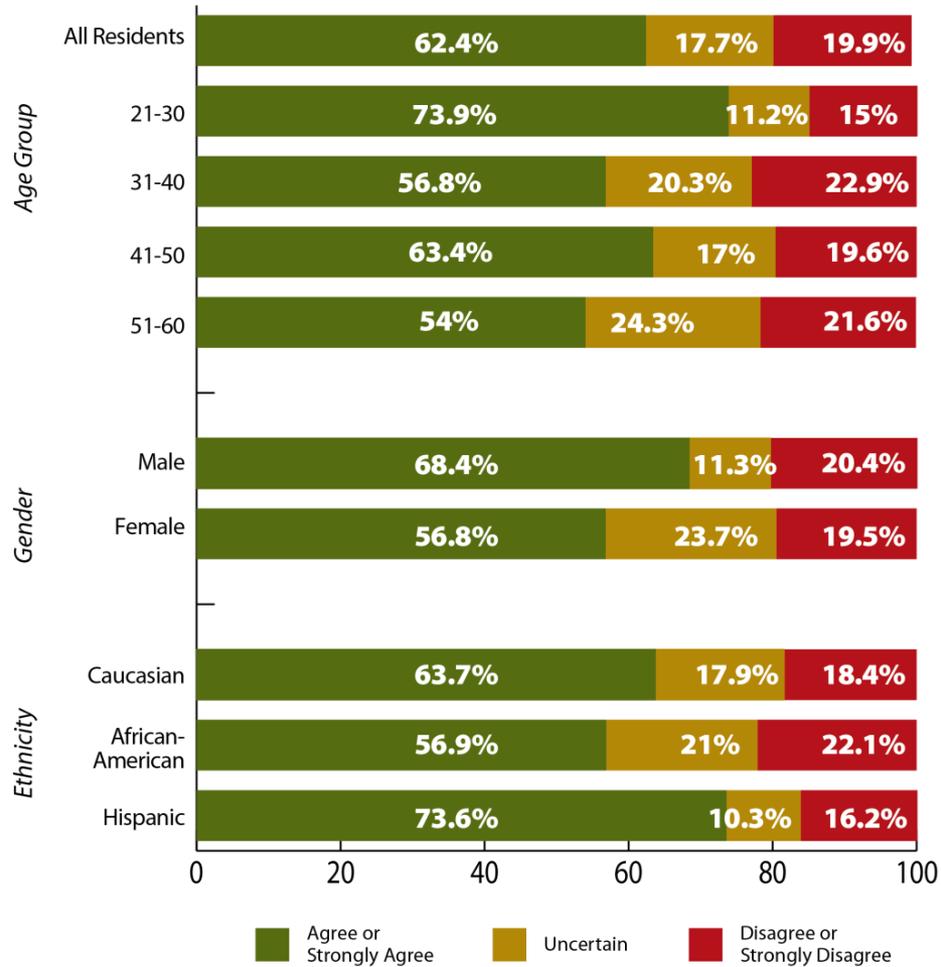
# Durham's Image Inside and Out

Ratio of Positive to Negative Responses (2013-2014)



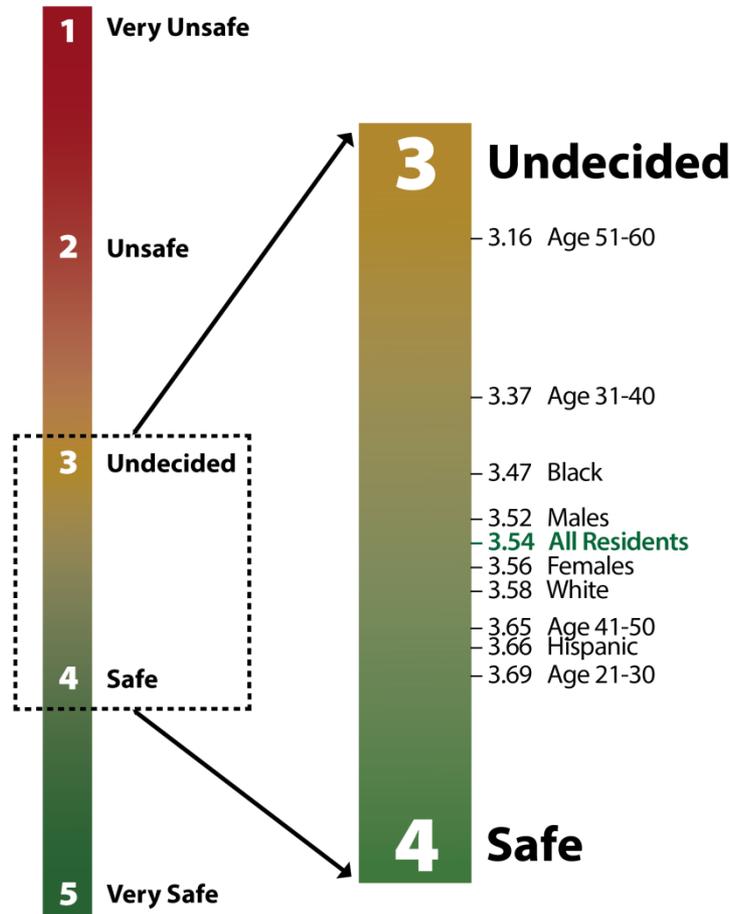
# SAFETY AND POLICE DEPARTMENT PERCEPTIONS

# I Feel Personally Safe in Durham

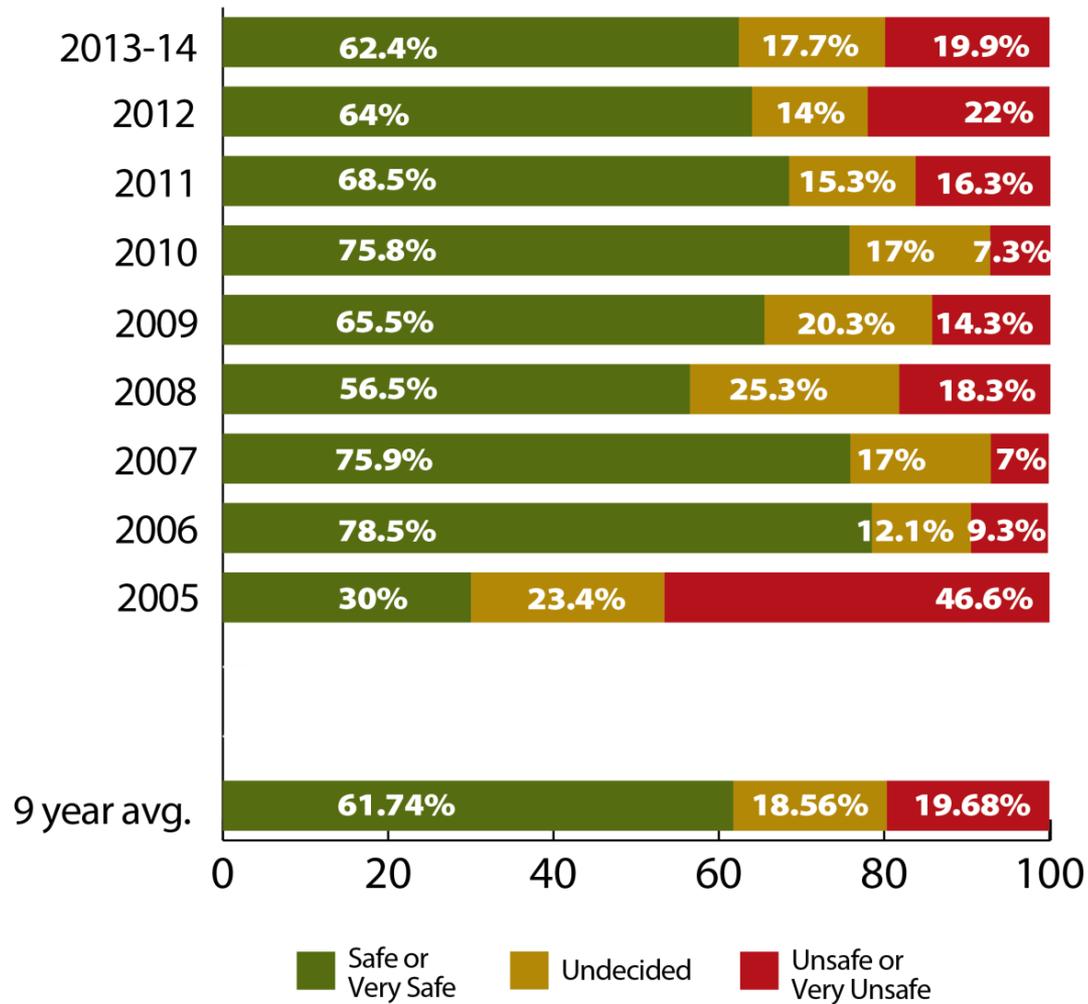


# Perceptions of Safety Using Mean Scores

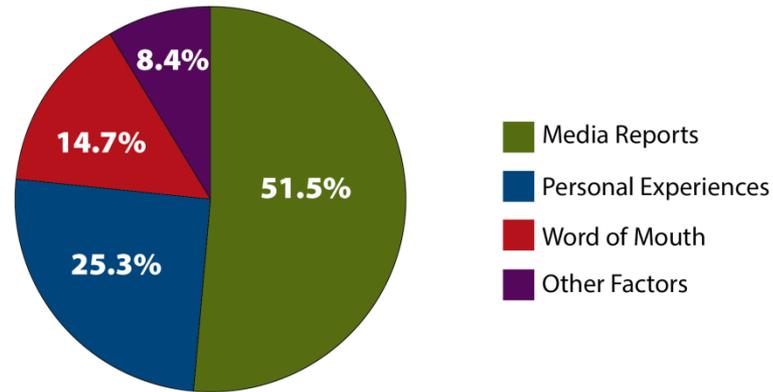
Breakdown by Demographic Groups



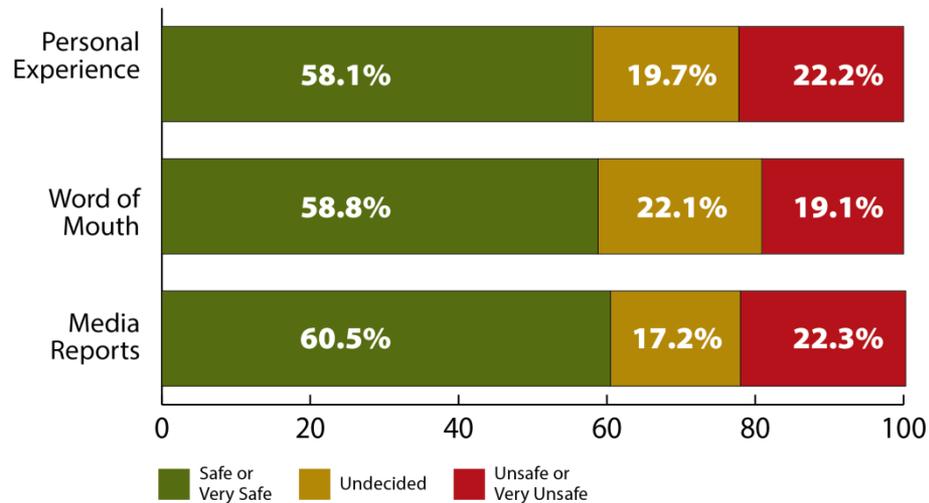
## Perceptions of Safety Over Time



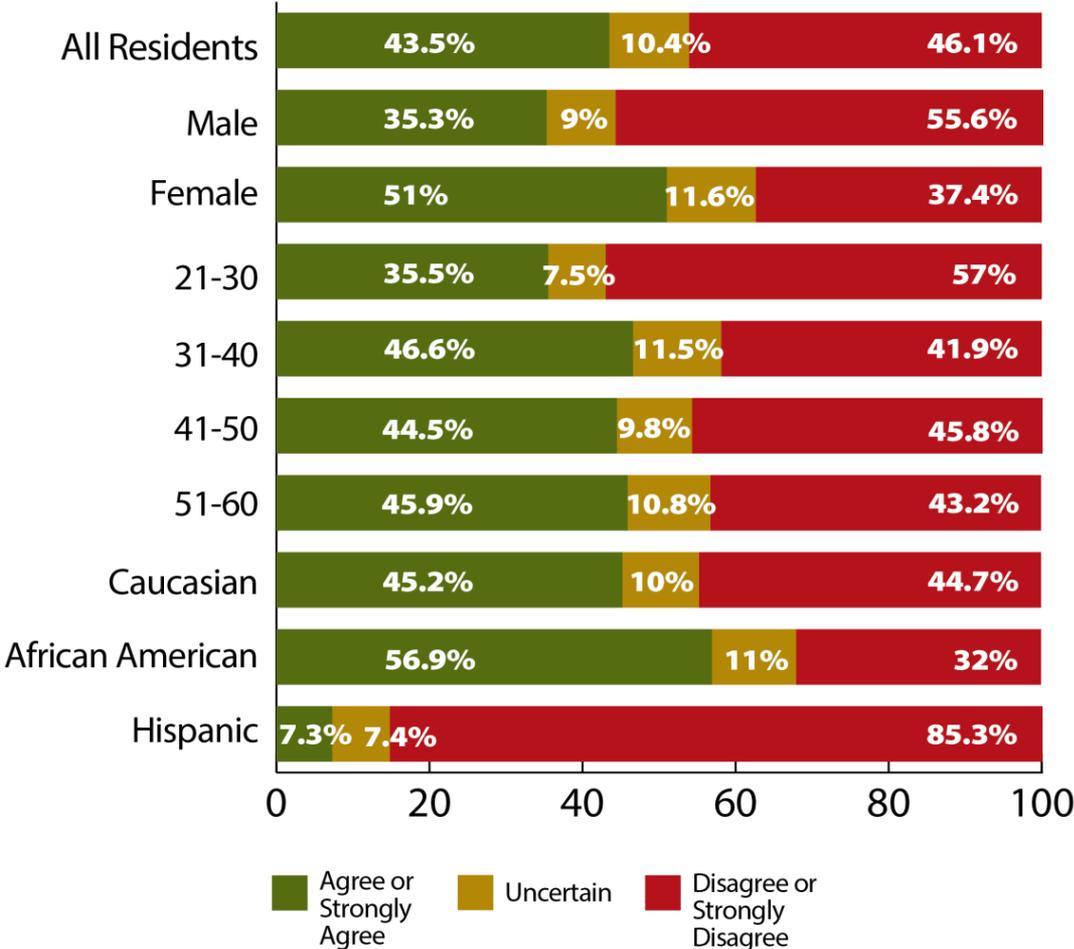
## My Perception of Safety is Based Primarily on:



### Crosstabulation: Source of Perception on Safety and Feelings about Personal Safety



# The Durham Police Department is Doing a Good Job Protecting and Serving Durham Residents



## The Durham Police Department is Working Closely with the Community

