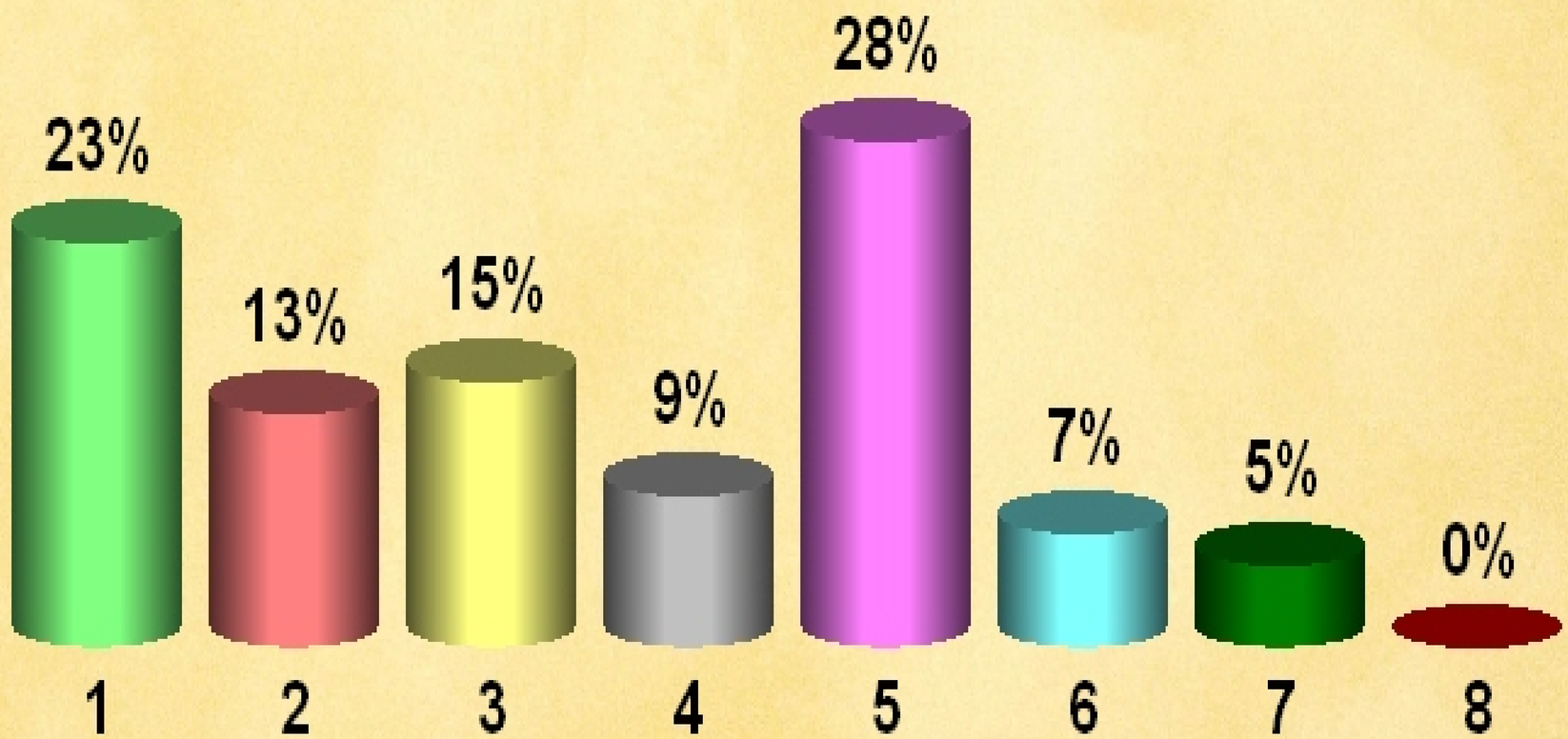
It is important to understand that the results shown on these slides are not scientifically accurate. They reflect only the opinion of the over 500 members of the audience at the State of the Durham Economy Breakfast only, a select group of area residents.

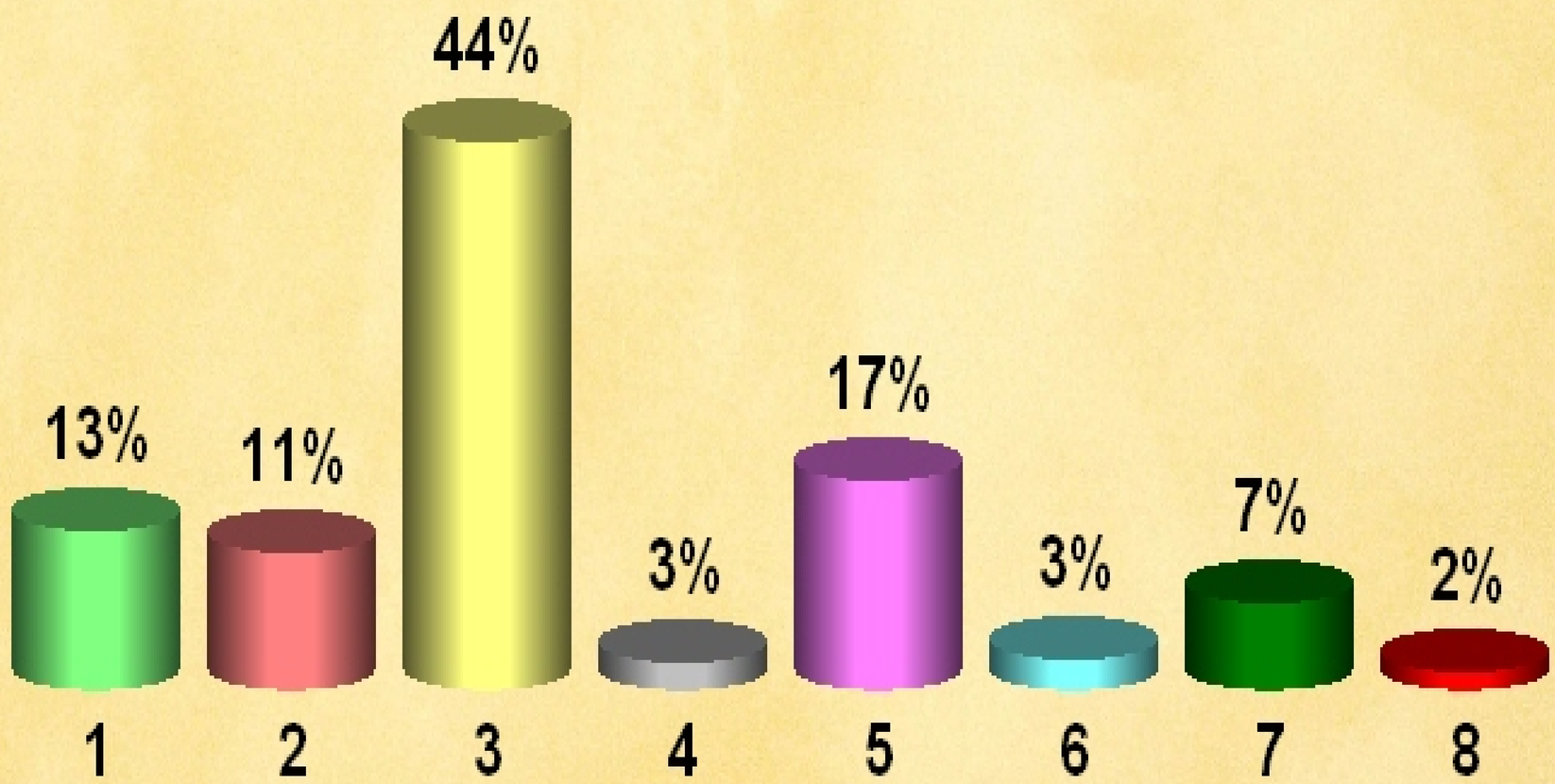
What do you think is the second most pressing local issue affecting Durham's economic future: (pick one)

1. Quality of schools
2. Community leadership
3. Crime or perception of crime
4. Physical infrastructure of the City
5. Community image among outsiders
6. Quality of the workforce
7. Improving race relations
8. Growing entrepreneurs



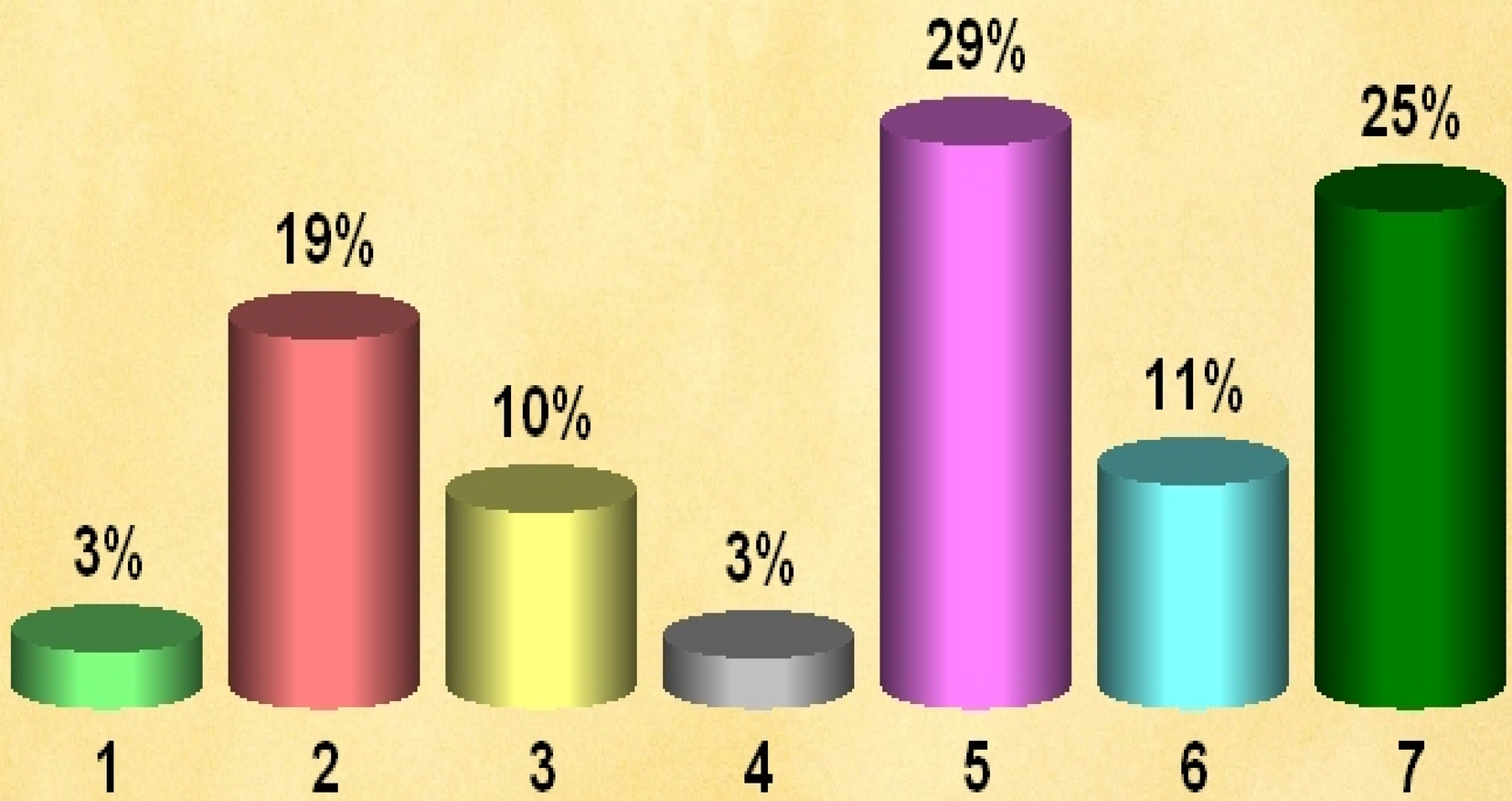
What do you think is the top local issue affecting Durham's economic future: (pick one)

1. Quality of schools
2. Community leadership
3. Crime or perception of crime
4. Physical infrastructure of the City
5. Community image among outsiders
6. Quality of the workforce
7. Improving race relations
8. Growing entrepreneurs



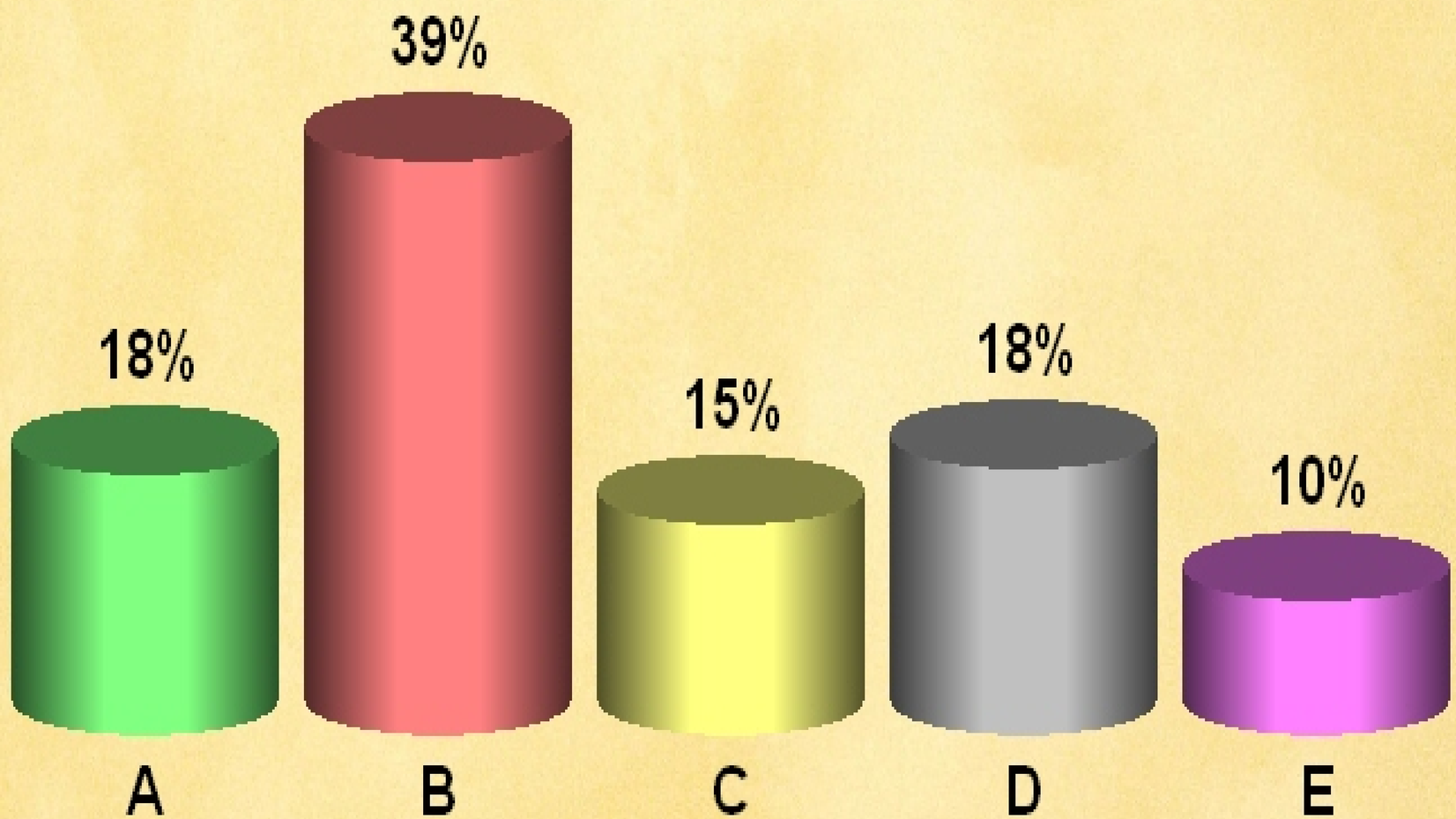
What specific area of economic growth is most important for Durham's future? (pick one):

1. Visitor-related economic development
2. Downtown development
3. Neighborhood development
4. Developing small and SDBE firms
5. Bringing new businesses to Durham
6. Growing existing businesses in Durham
7. Quality of Durham's workforce



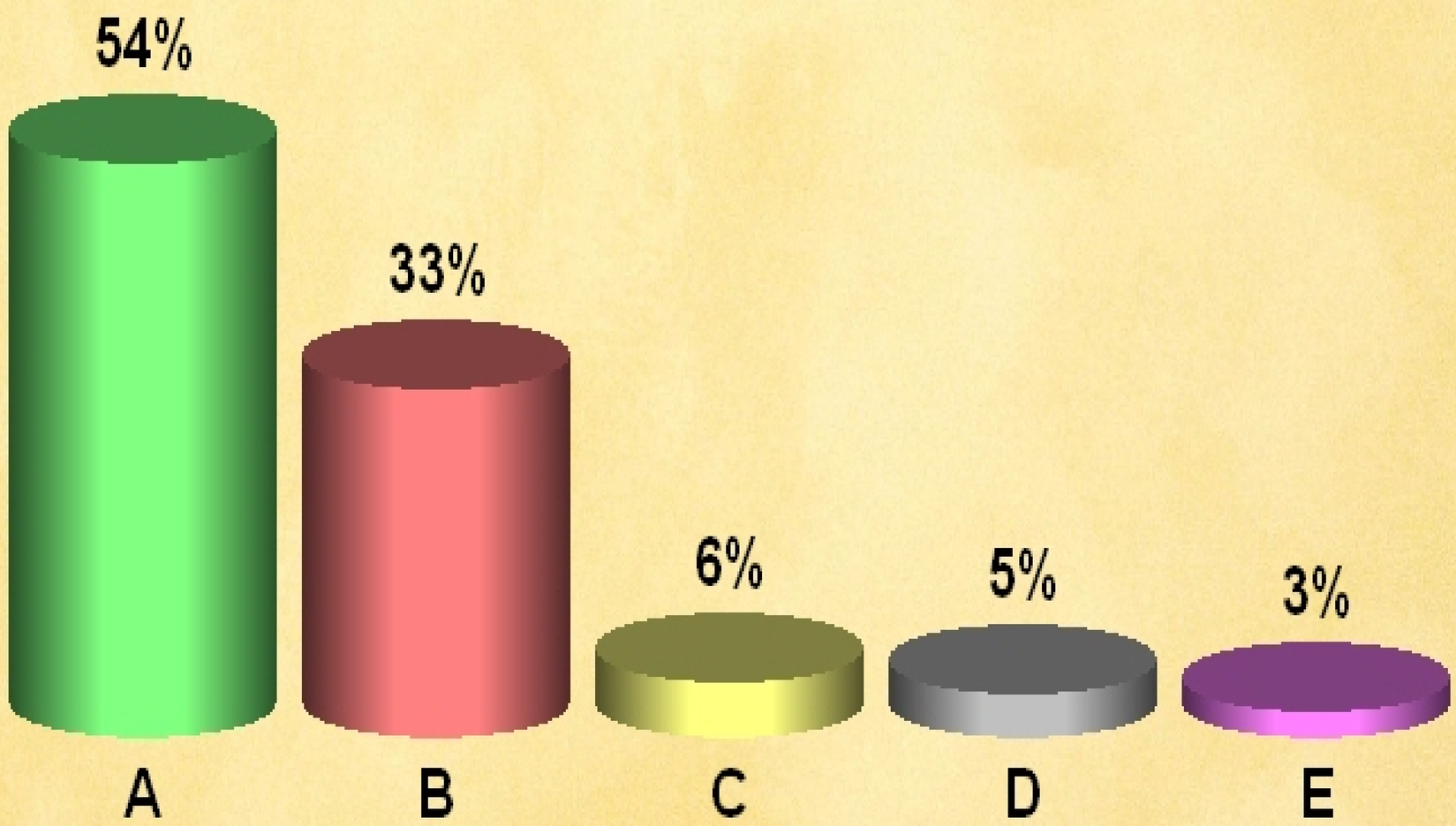
Public tax dollars should be used to provide financial incentives as a means to attract or sustain business and industry in Durham. (pick one)

a. Strongly agree
b. Agree
c. Uncertain
d. Disagree
e. Strongly disagree



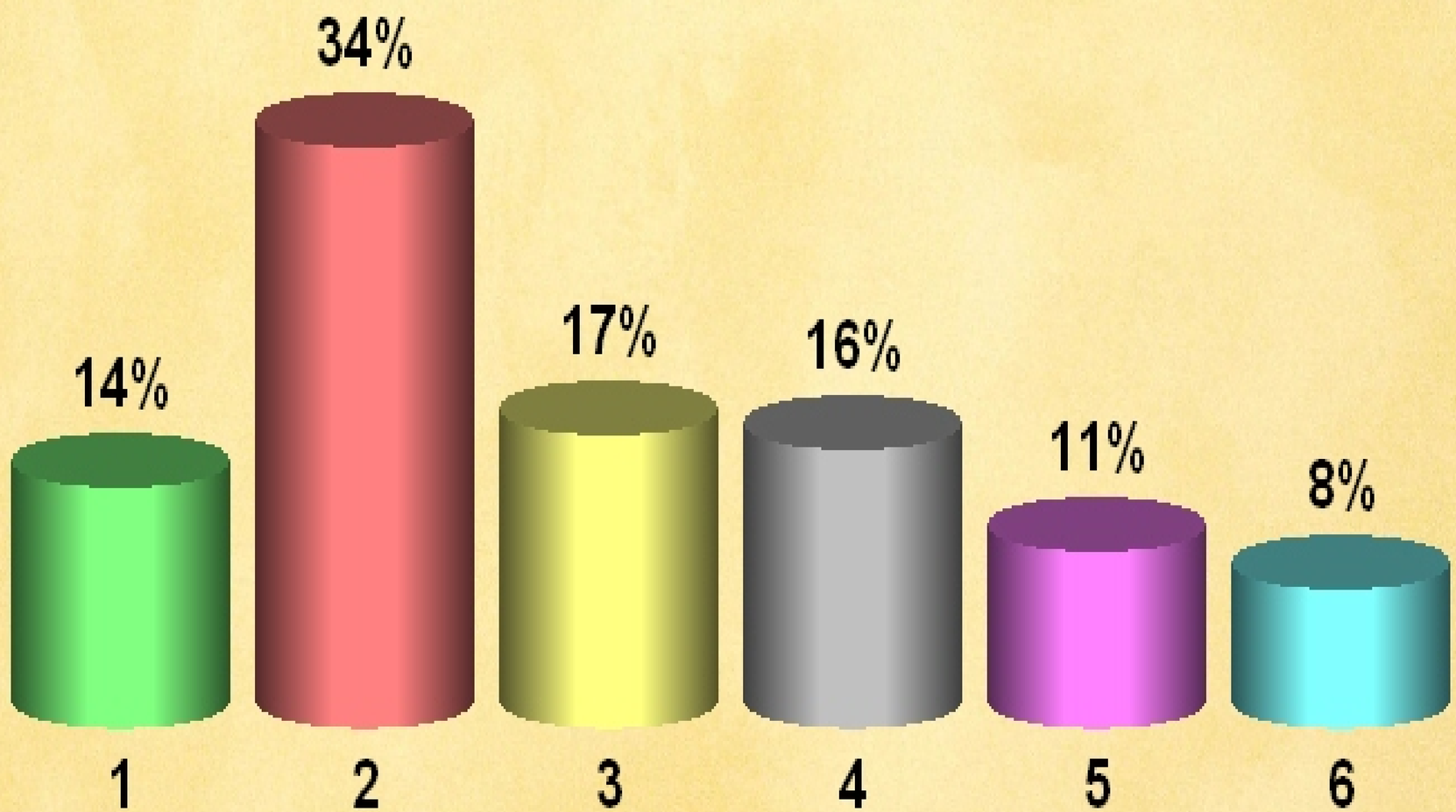
Durham should develop at a strong pace, but only by emphasizing smart growth development principles. (pick one)

a. Strongly agree
b. Agree
c. Uncertain
d. Disagree
e. Strongly disagree



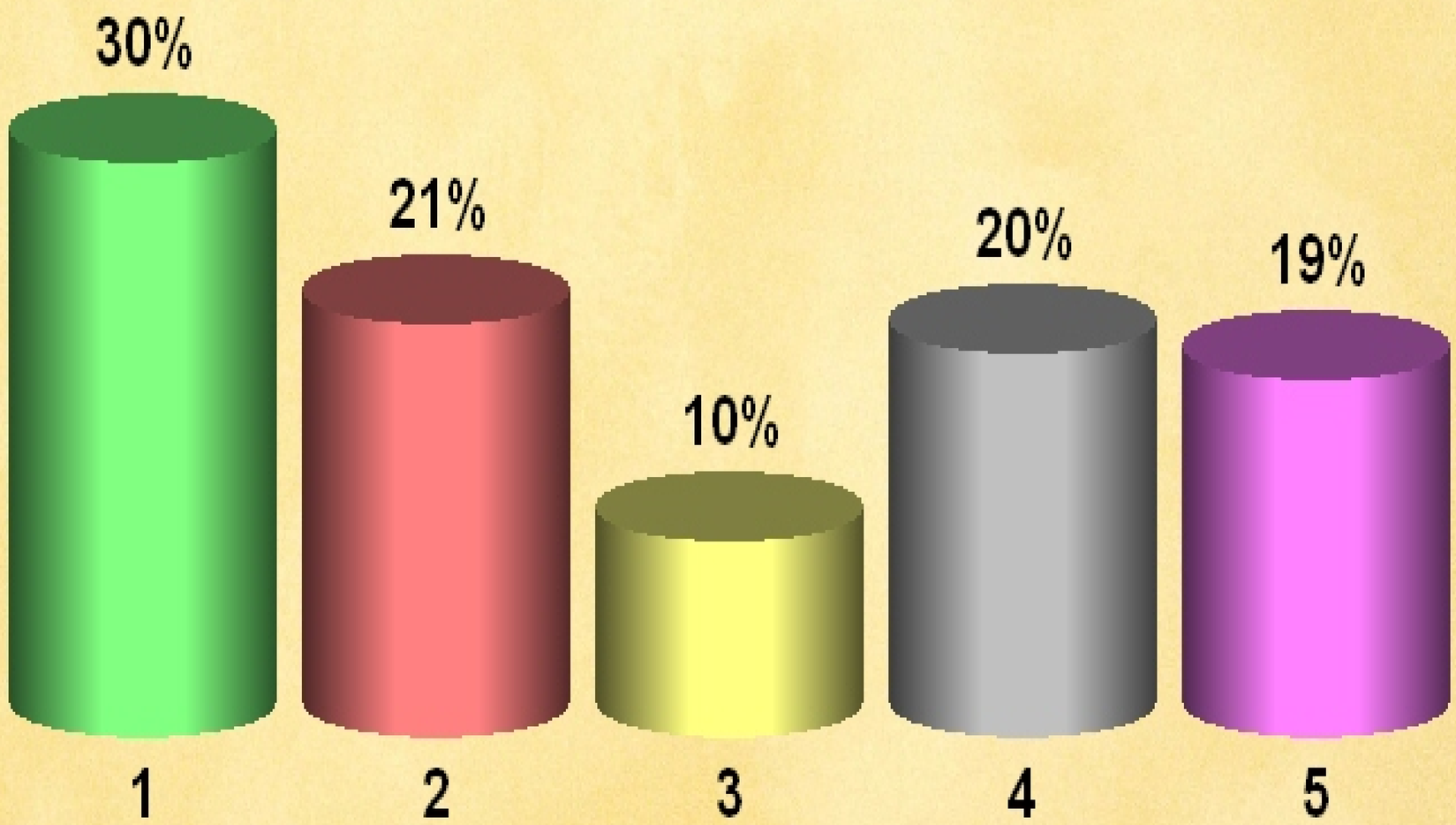
Which of the following best supports business growth and creation to make our community more competitive? (pick one)

1. Economic incentives
2. Education and workforce training
3. Physical infrastructure improvements (streets, sewer and water lines, etc.)
4. Public/Private partnership initiatives
5. More favorable regulatory and tax environment
6. Entrepreneurial programs



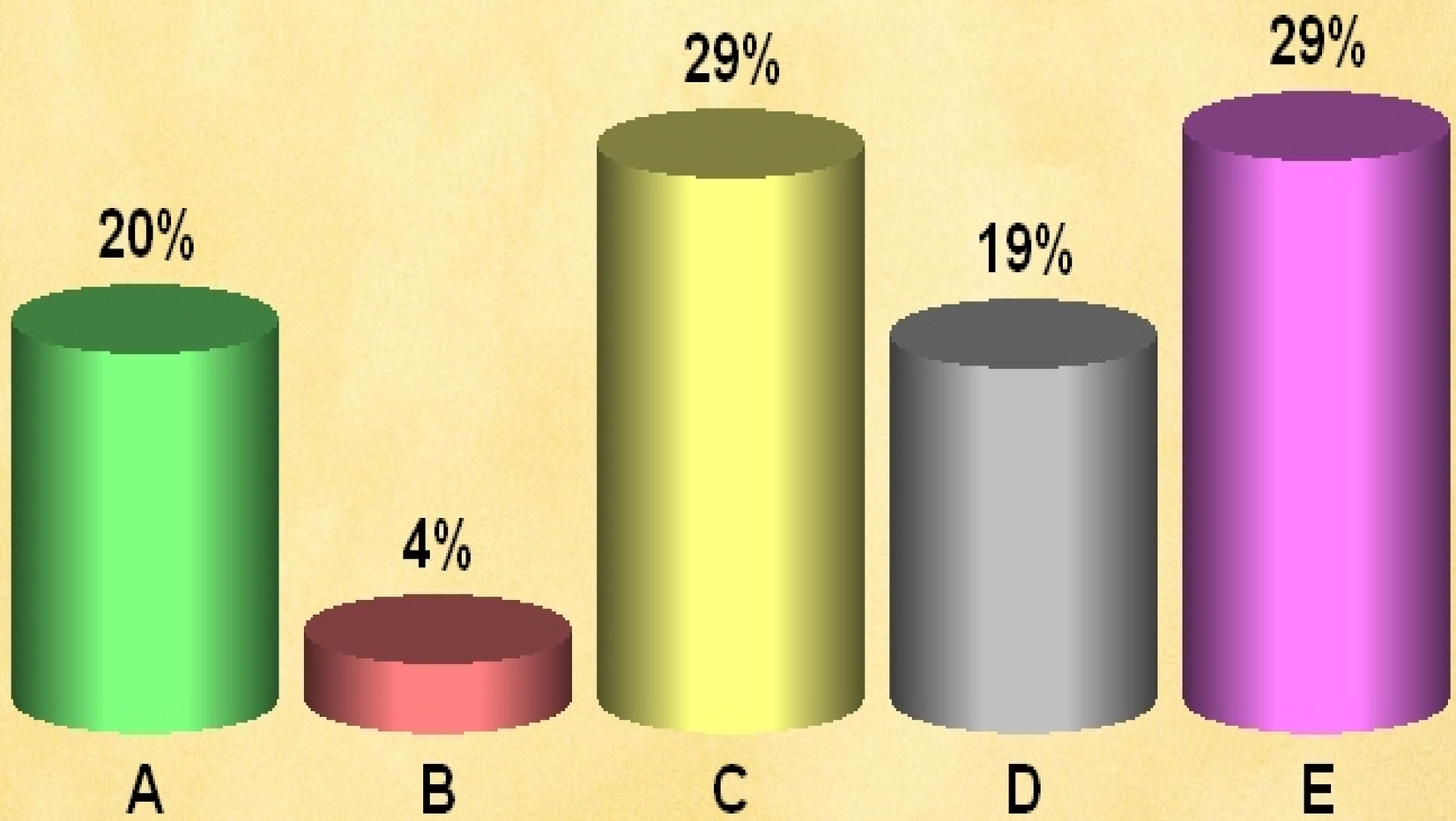
What should Durham enhance to create a more competitive economic development environment?

1. Appearance
2. Public infrastructure
3. Tax environment
4. More rapid public approval processes
5. Economic development incentives



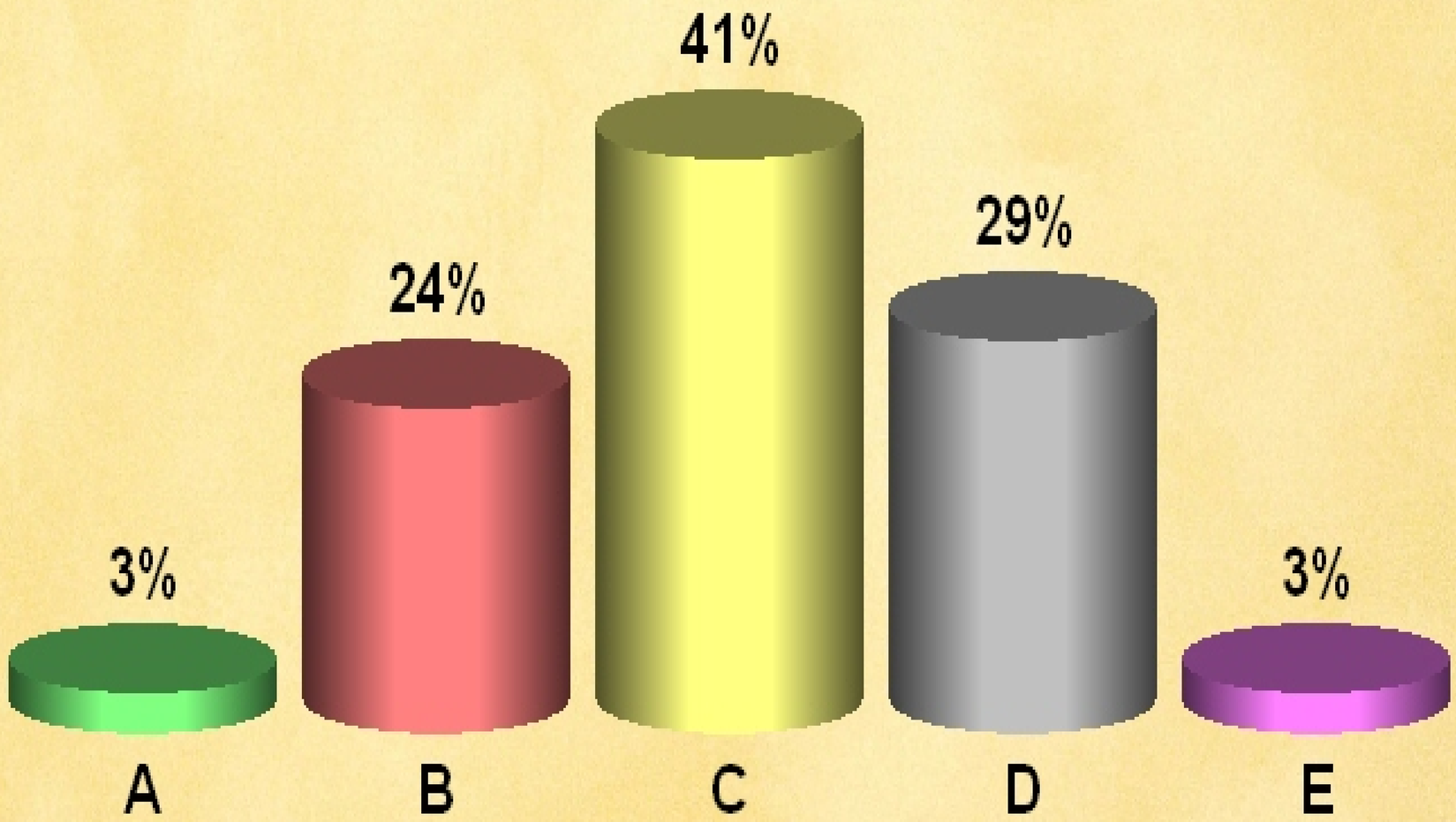
The primary barrier to employment for Durham residents living in poverty is: (pick one)

a. Finding a job at a livable/sustainable wage
b. Not enough jobs available
c. Lack of education and training programs for the jobs that exist
d. Special needs / circumstances preventing productivity, such as substance abuse or mental health
e. Poor work ethic



Overall, I rate the current workforce system (matching workers with employers) in Durham as: (pick one)

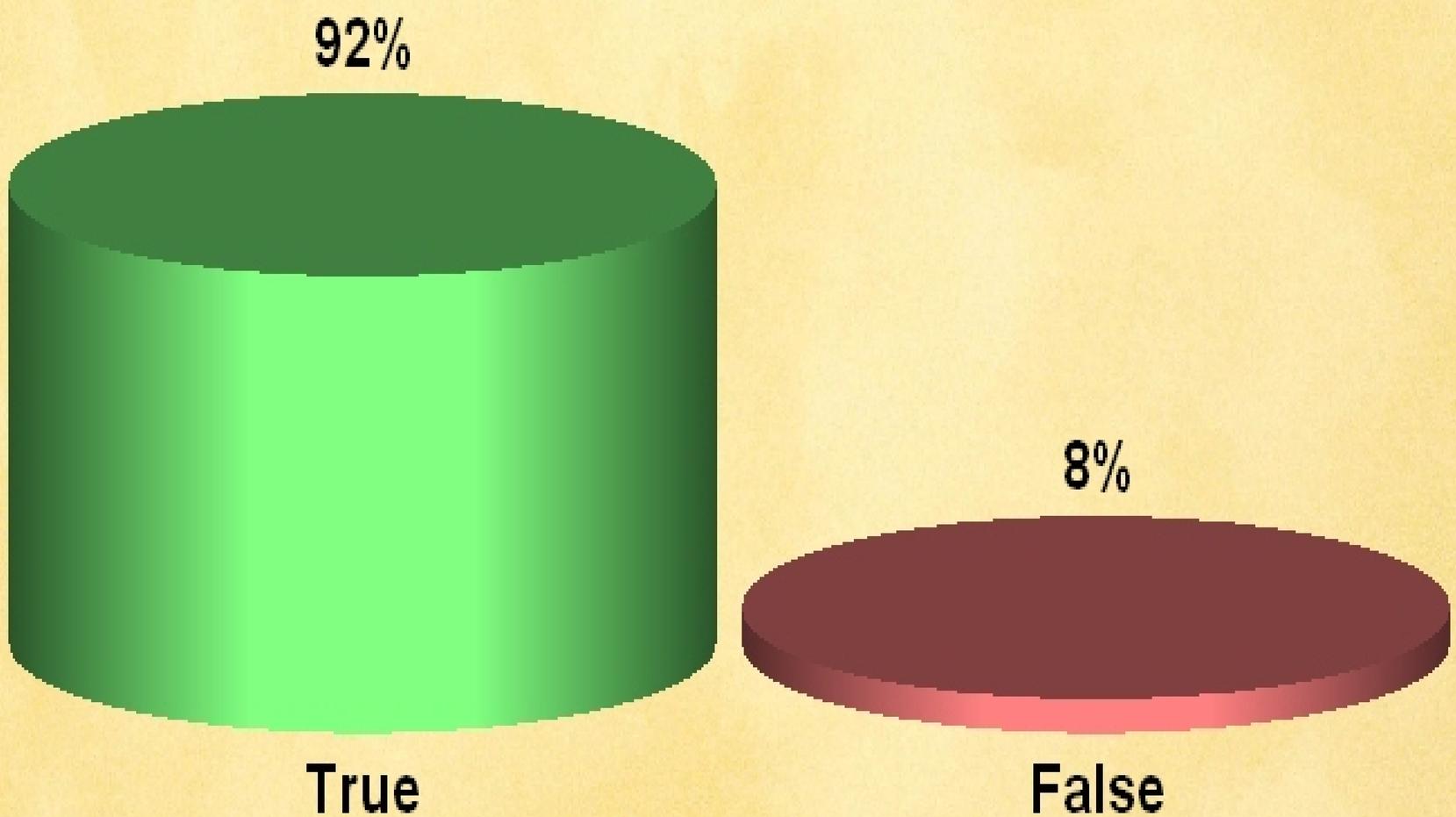
a. Excellent
b. Good
c. Satisfactory
d. Needs improvement
e. Poor



Durham's colleges and universities are integral in spurring economic development? (pick one):

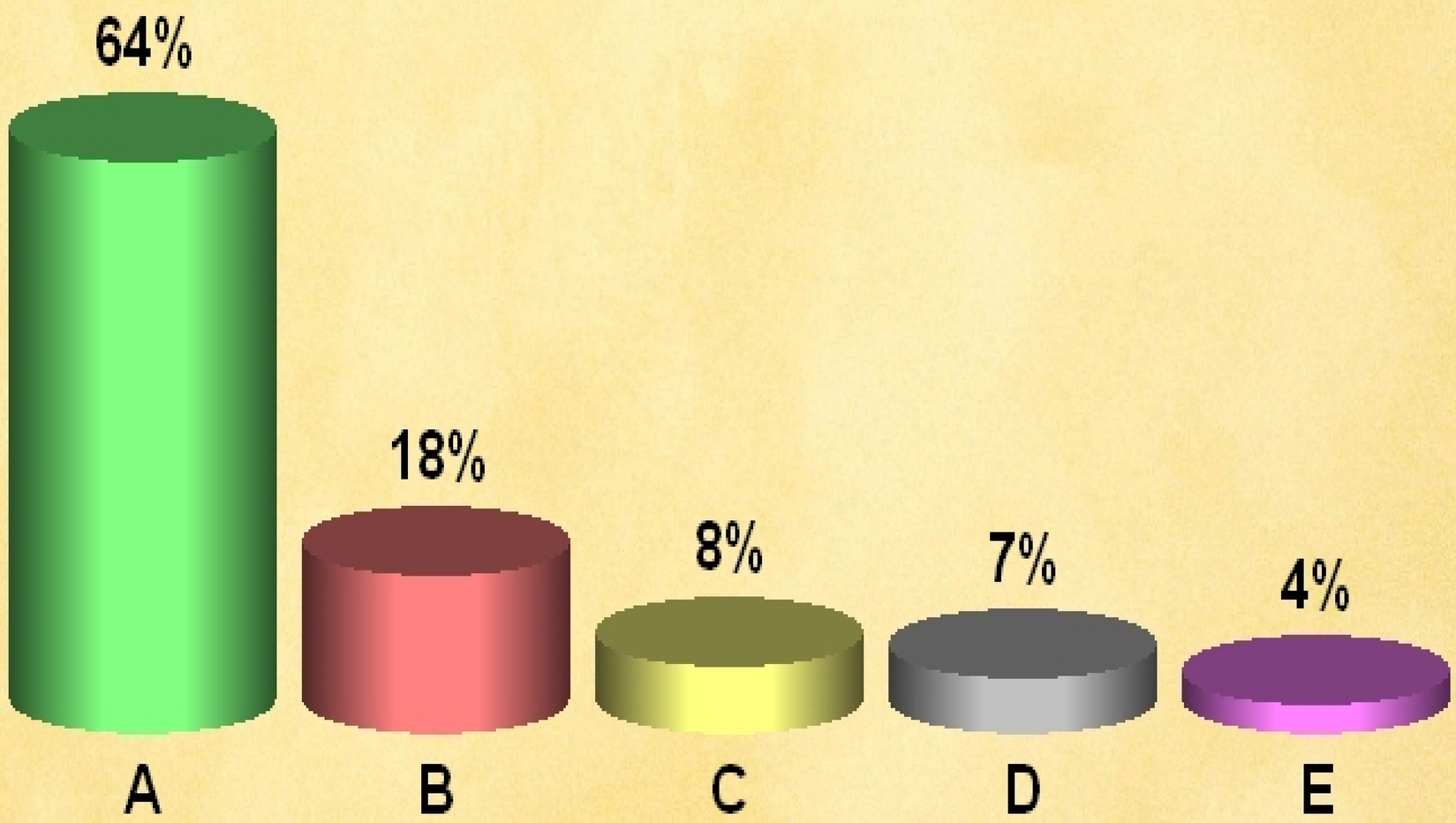
a. True

b. False



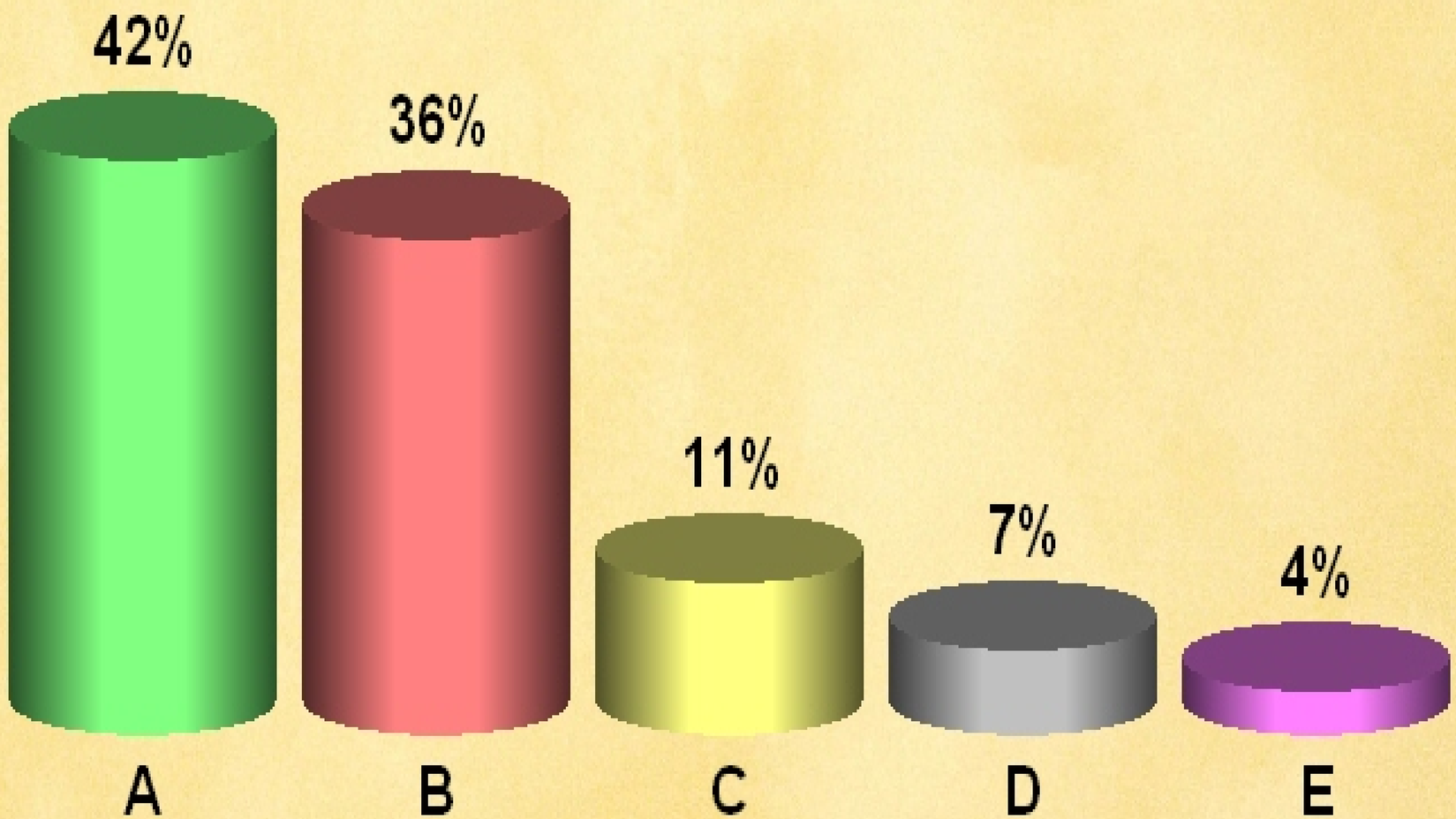
Durham should work with the State (legislature) to prohibit roadside begging, panhandling and solicitation. (pick one):

a. Strongly agree
b. Agree
c. Uncertain
d. Disagree
e. Strongly disagree



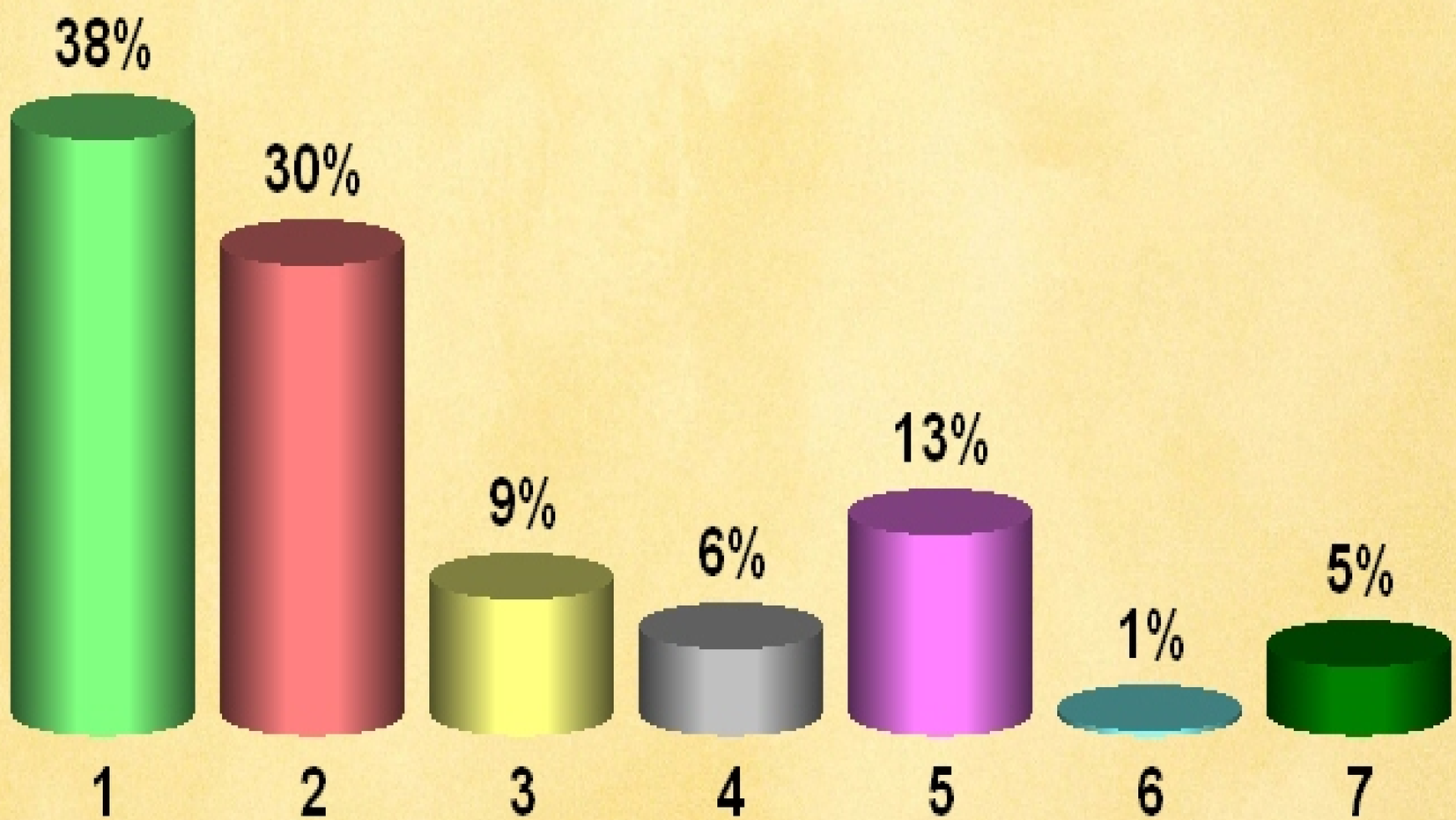
Durham should safeguard and promote development guidelines for a "unique sense of place" through complementary architecture, preservation of trees, scenic byways and open spaces. (pick one):

a. Strongly agree
b. Agree
c. Uncertain
d. Disagree
e. Strongly disagree



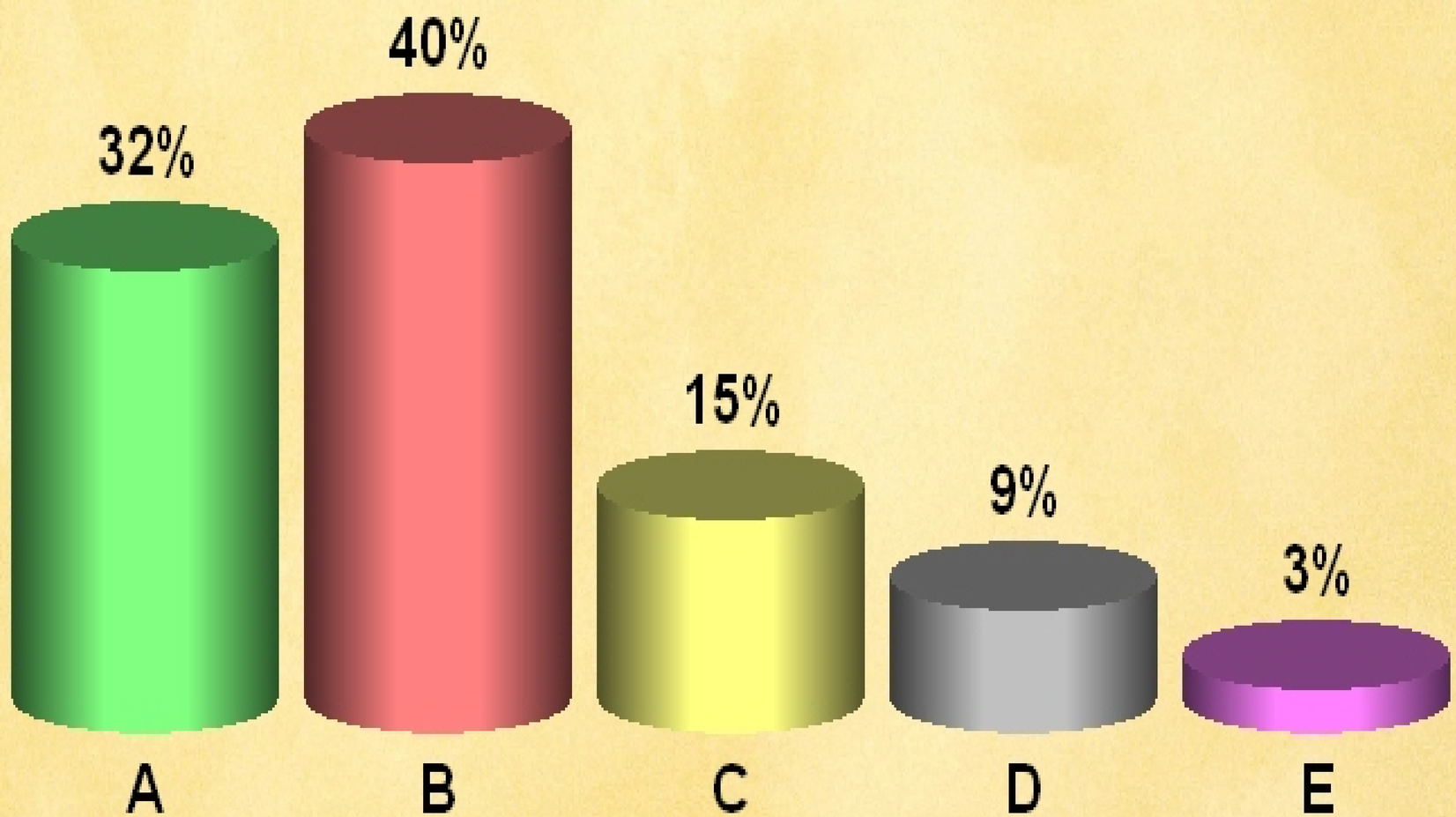
The number one economic development priority facing Durham today is: (pick one):

1. Developing quality jobs and reducing poverty
2. Reducing crime
3. Streamlining government and reducing taxes
4. Reaching a concensus on an inclusive economic develoment strategy
5. Creating stronger cooperation among businesses educational entities and the government
6. Getting universities and colleges more involved
7. Nurturing small Durham-based businesses



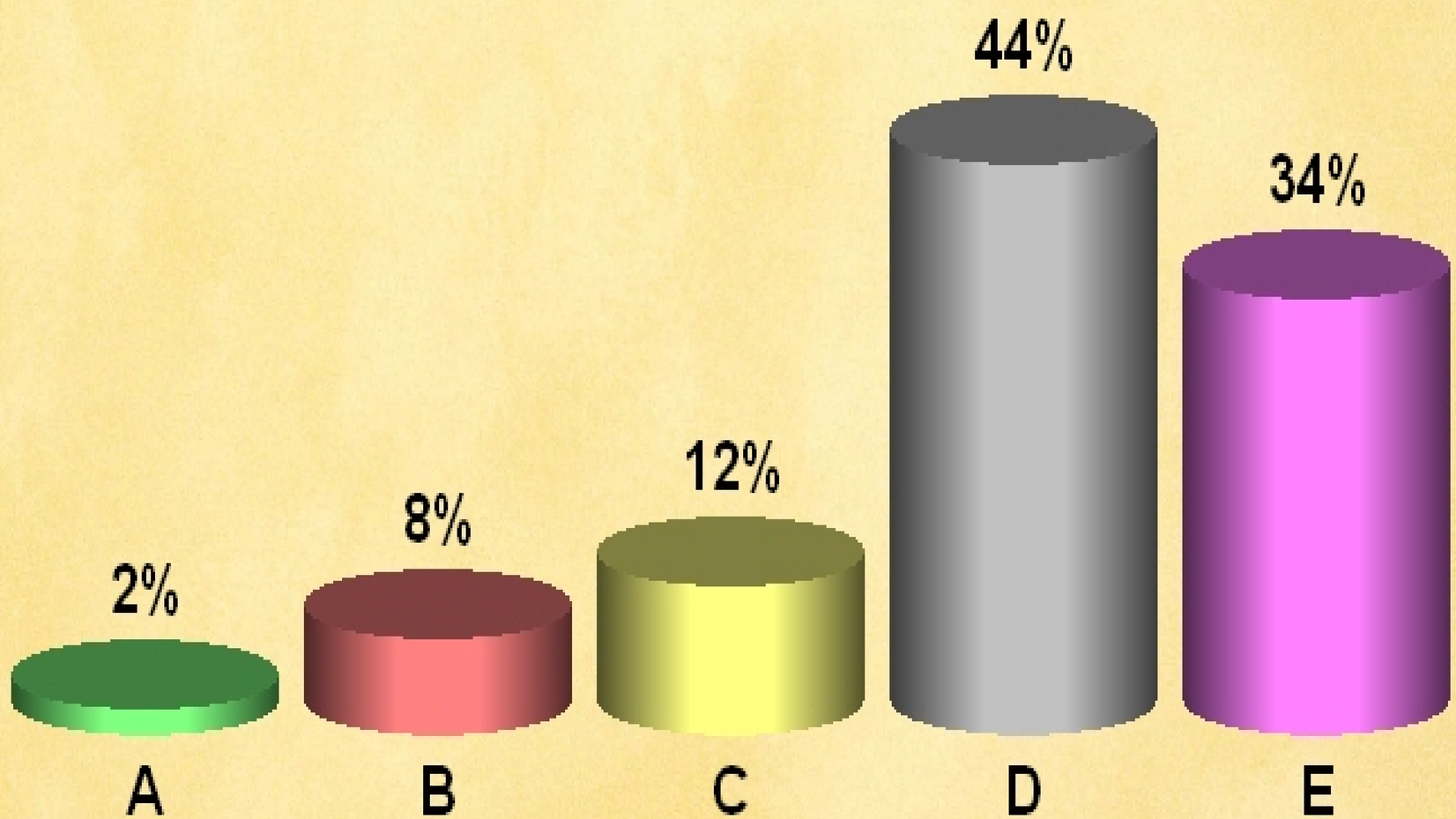
Overall, I rate the current teamwork among our economic development partners - the City, County, Chamber, Convention and Visitor's Bureau, and DDI as:

a. Very positive
b. Somewhat positive
c. Uncertain
d. Somewhat negative
e. Very negative



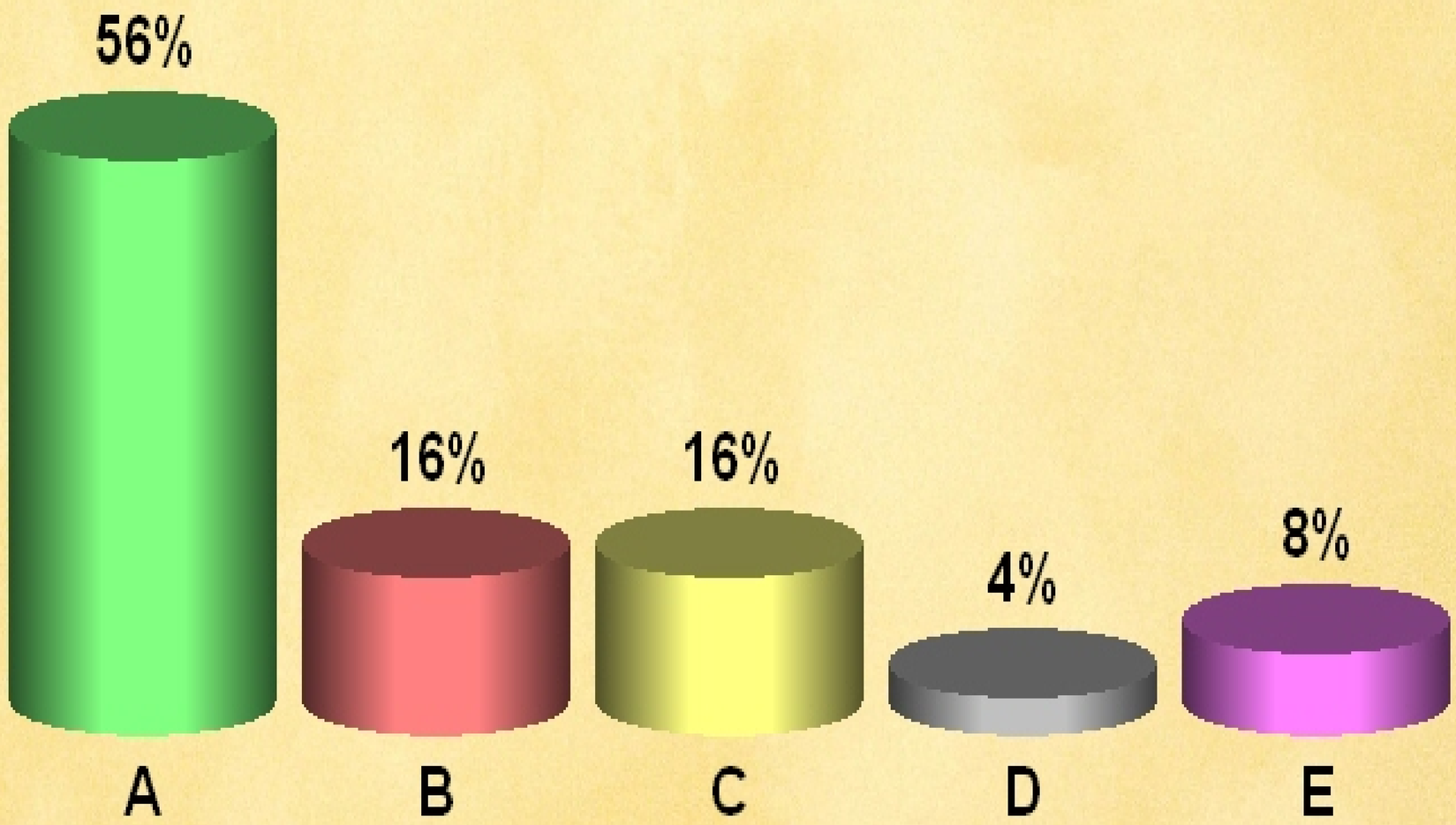
Durham has a positive image throughout our region and state. (pick one):

a. Strongly agree
b. Agree
c. Uncertain
d. Disagree
e. Strongly disagree



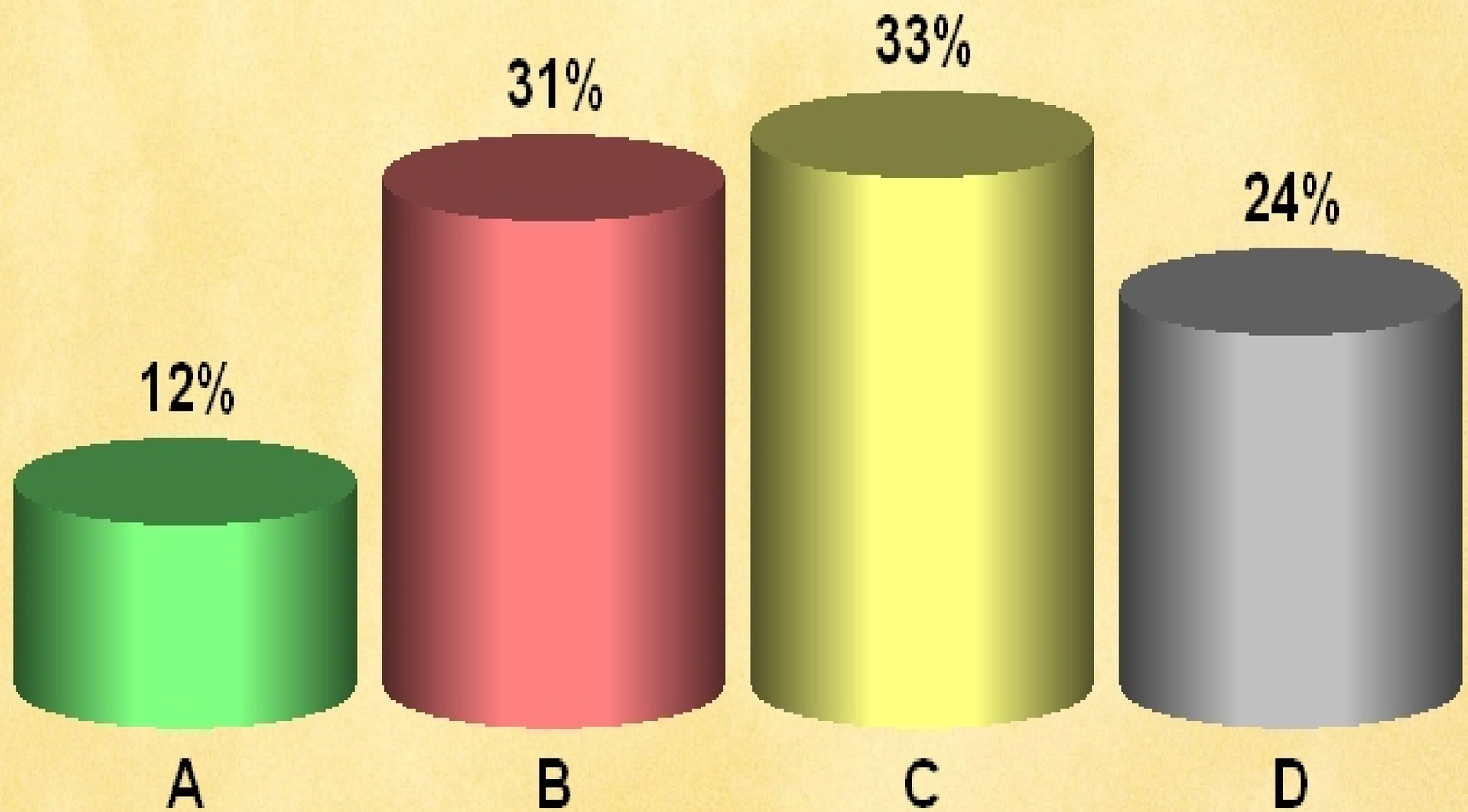
As downtown's population grows and private investment increases, Durham should place increased public funding for downtown on: (pick one)

a. Public safety
b. Maintaining a clean environment
c. Additional streetscape improvements
d. Creating more parking
e. More cultural events



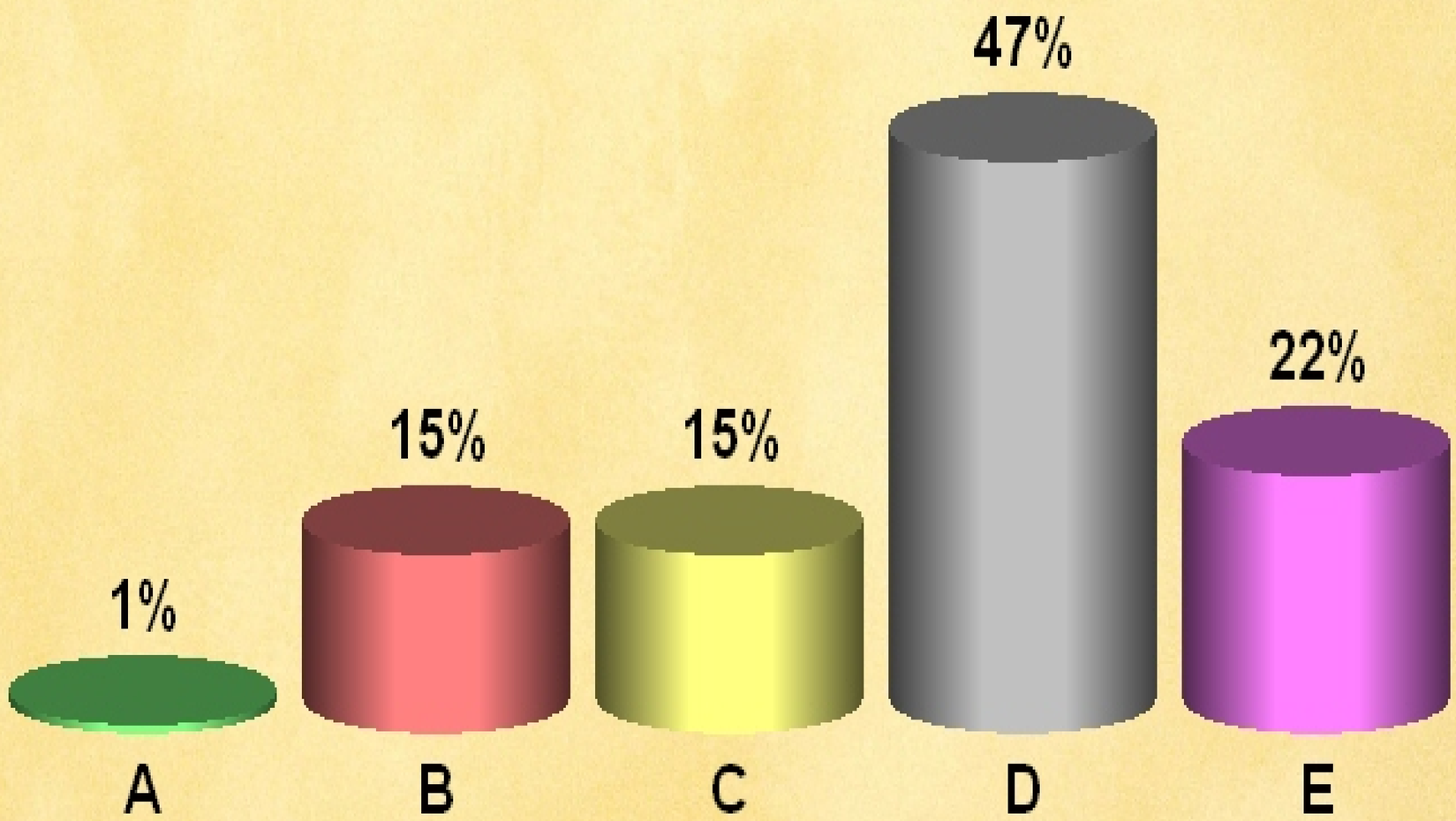
The primary goal for continuing revitalization of downtown over the next five years should be: (pick one)

a. Increased residential development
b. Public infrastructure improvements (street patterns, streetscapes, parking)
c. More focus on major redevelopment projects (e.g. West Village II, Multi-modal Transportation Center, Theater, etc.)
d. Increased development of street-level indigenous arts, crafts, and retail businesses in the downtown



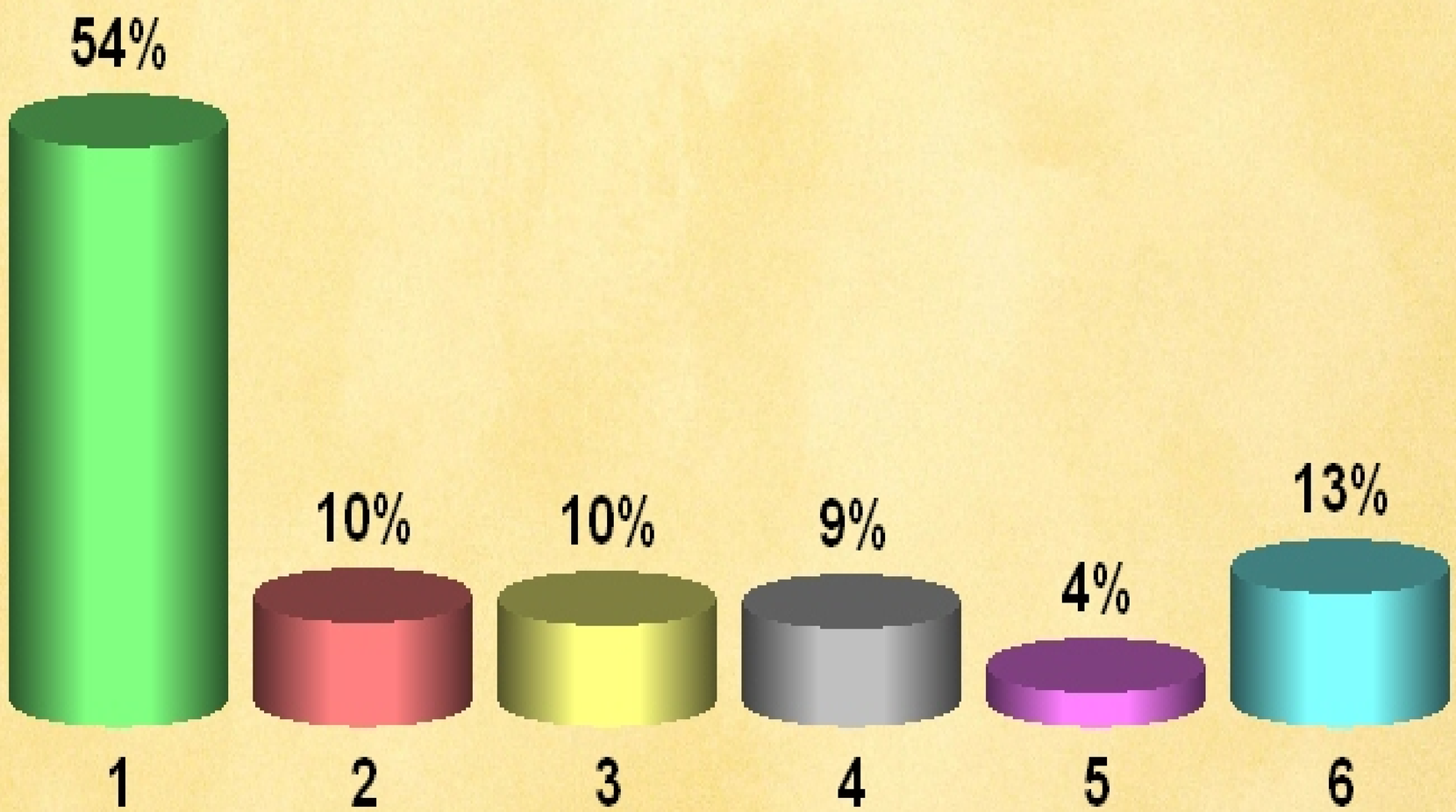
How do you rate downtown's current public infrastructure (streets, sidewalks, lighting, landscaping, parking, etc.) (pick one):

a. Very good
b. Acceptable
c. Neutral
d. Slightly poor
e. Very poor



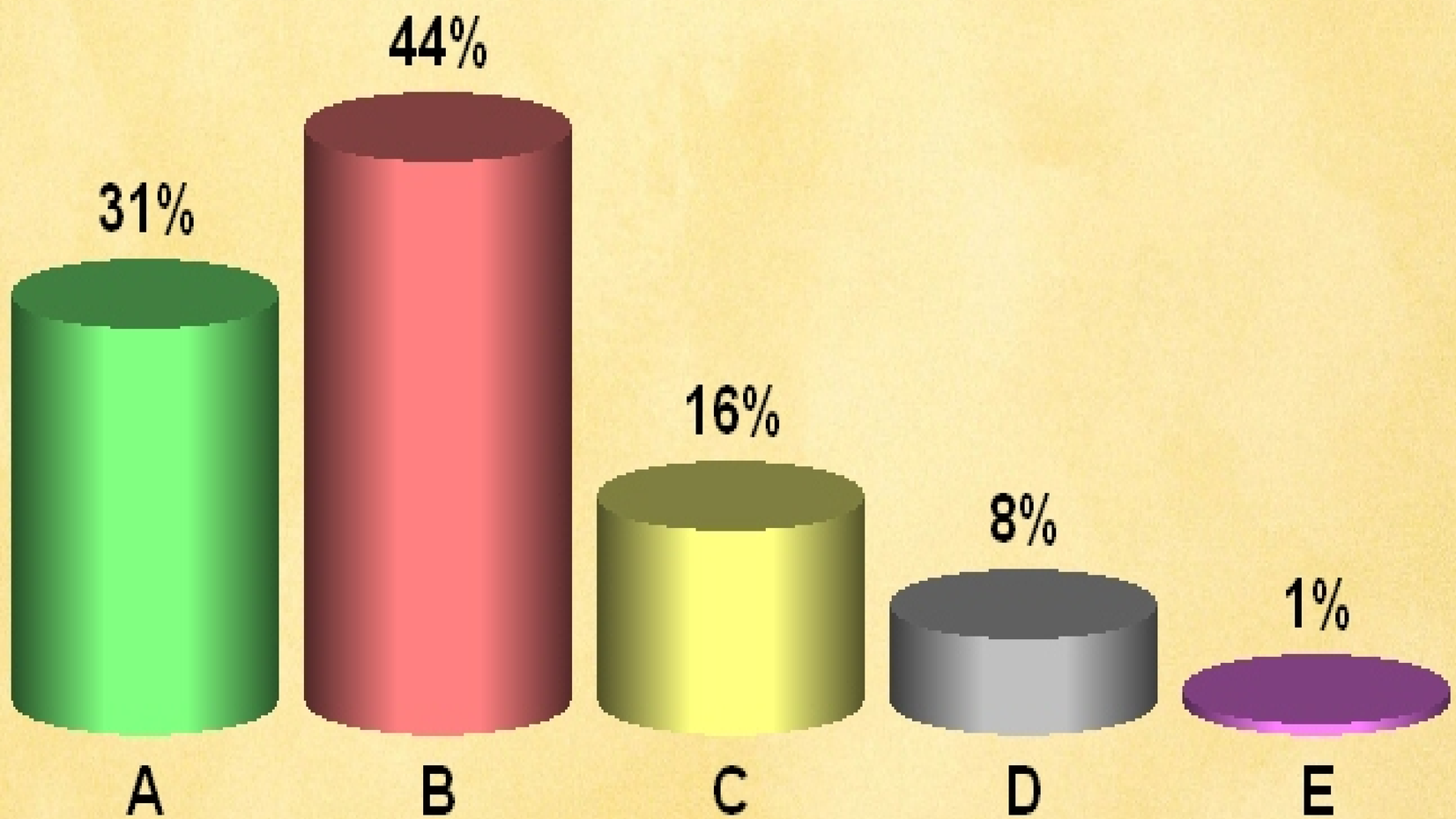
The primary barrier to revitalization of downtown Durham is (pick one):

1. Perception and reality of crime
2. Confusing downtown street patterns
3. Stagnant commercial office market
4. Lack of funding for Public infrastructure improvements and maintenance
5. Lack of parking to accommodate future growth
6. Appearance



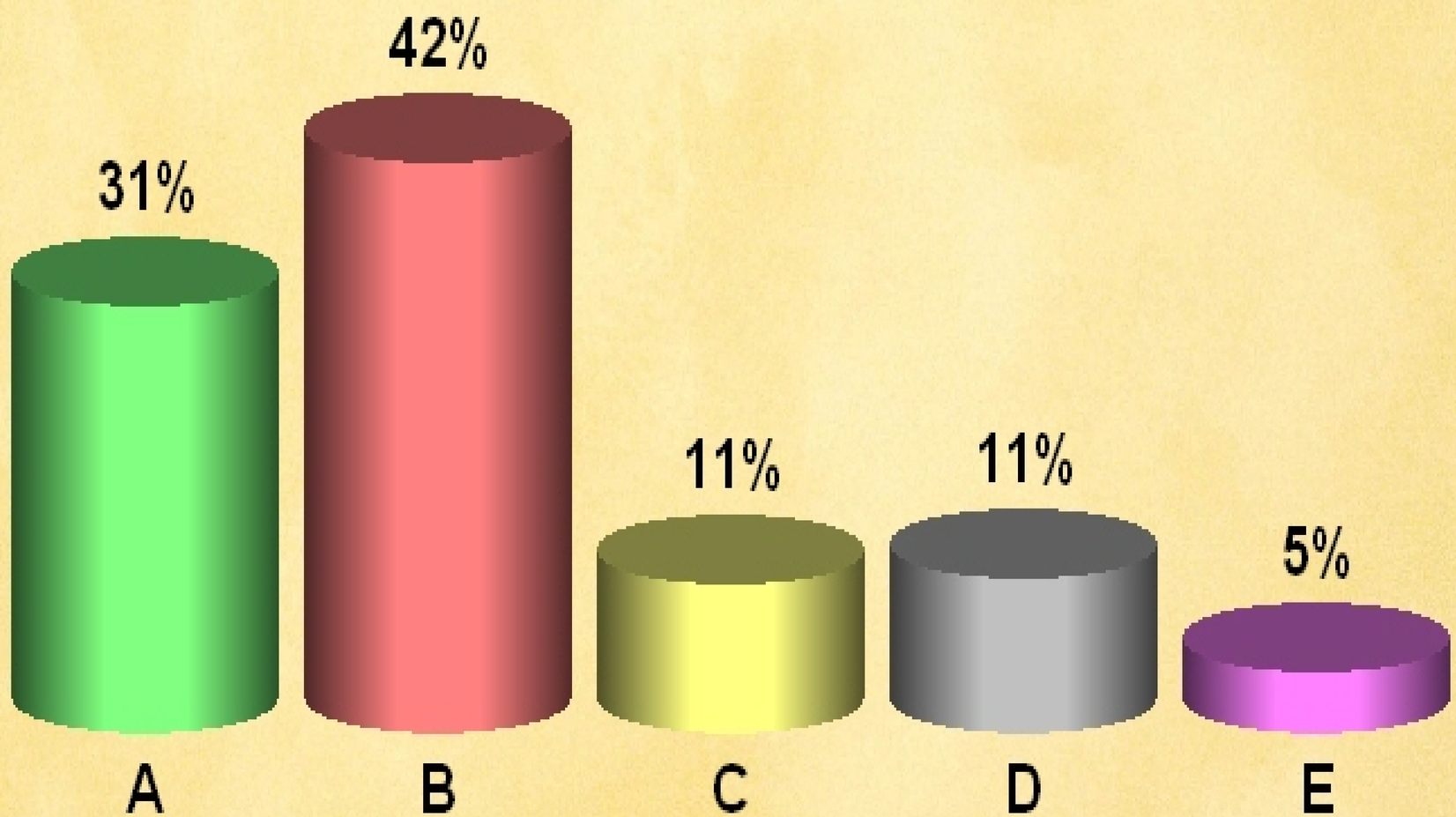
Durham is currently "on target" in its approach to downtown revitalization (pick one):

a. Strongly agree
b. Agree
c. Uncertain
d. Disagree
e. Strongly disagree



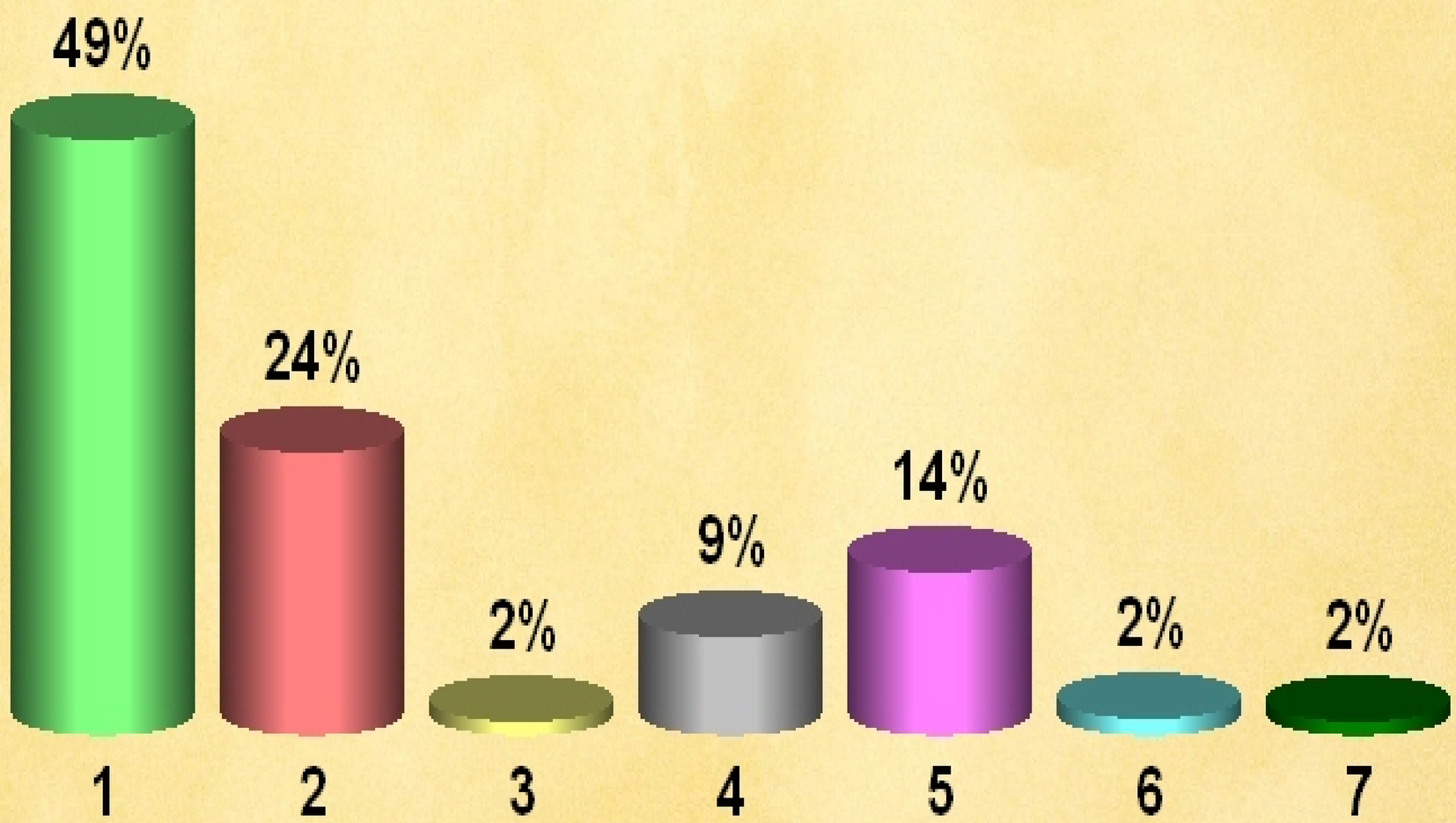
If Public facilities such as streets and parks were better maintained, and more law enforcement patrolling neighborhoods to acheive a significant reduction in crime provided, I would be more open to tax increases for improvements (pick one):

a. Strongly agree
b. Agree
c. Uncertain
d. Disagree
e. Strongly disagree



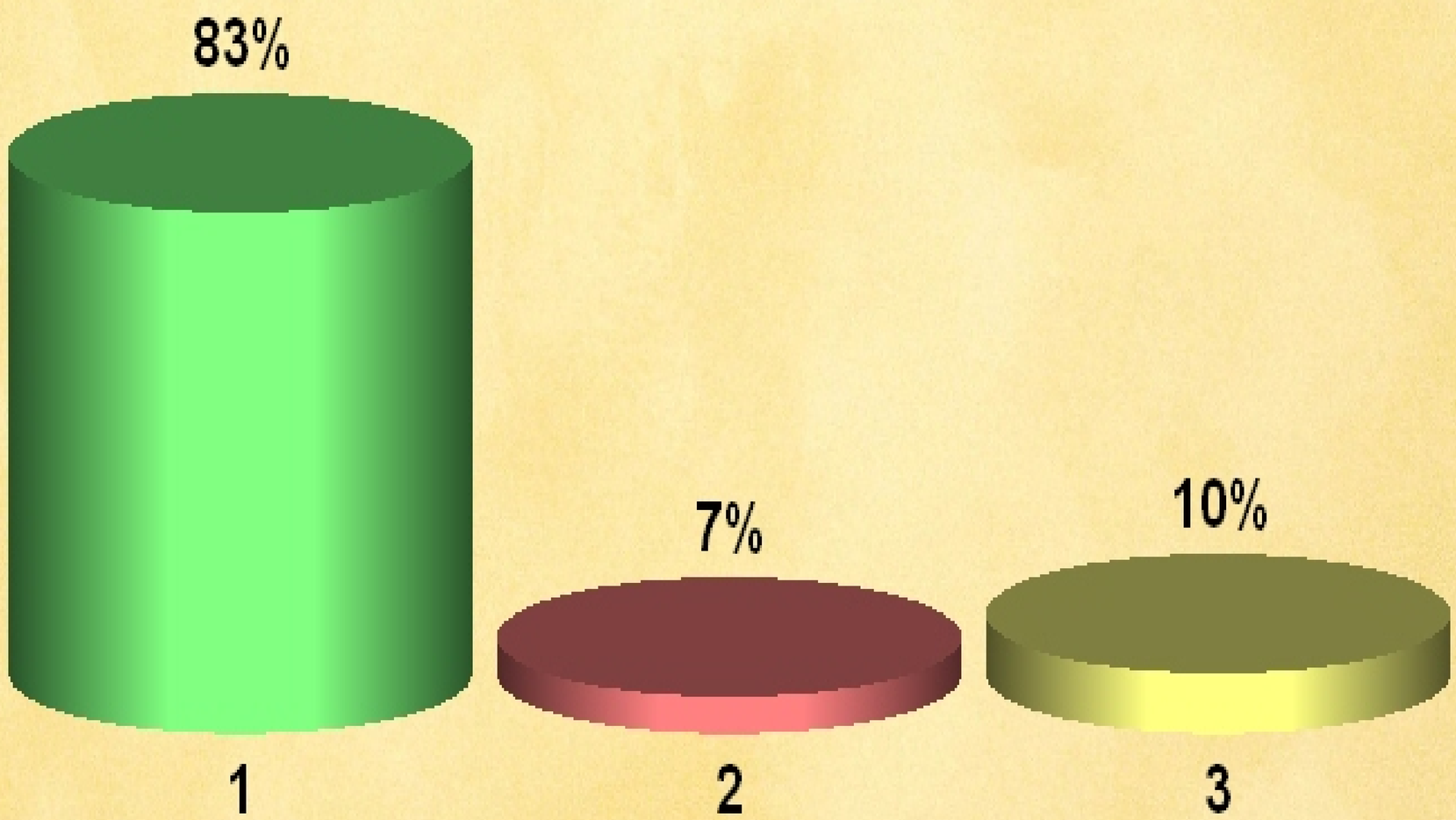
Your Job status

1. Business
2. Government
3. Elected official
4. Education
5. Not-for-profit
6. Community Activist/Volunteer
7. Retired



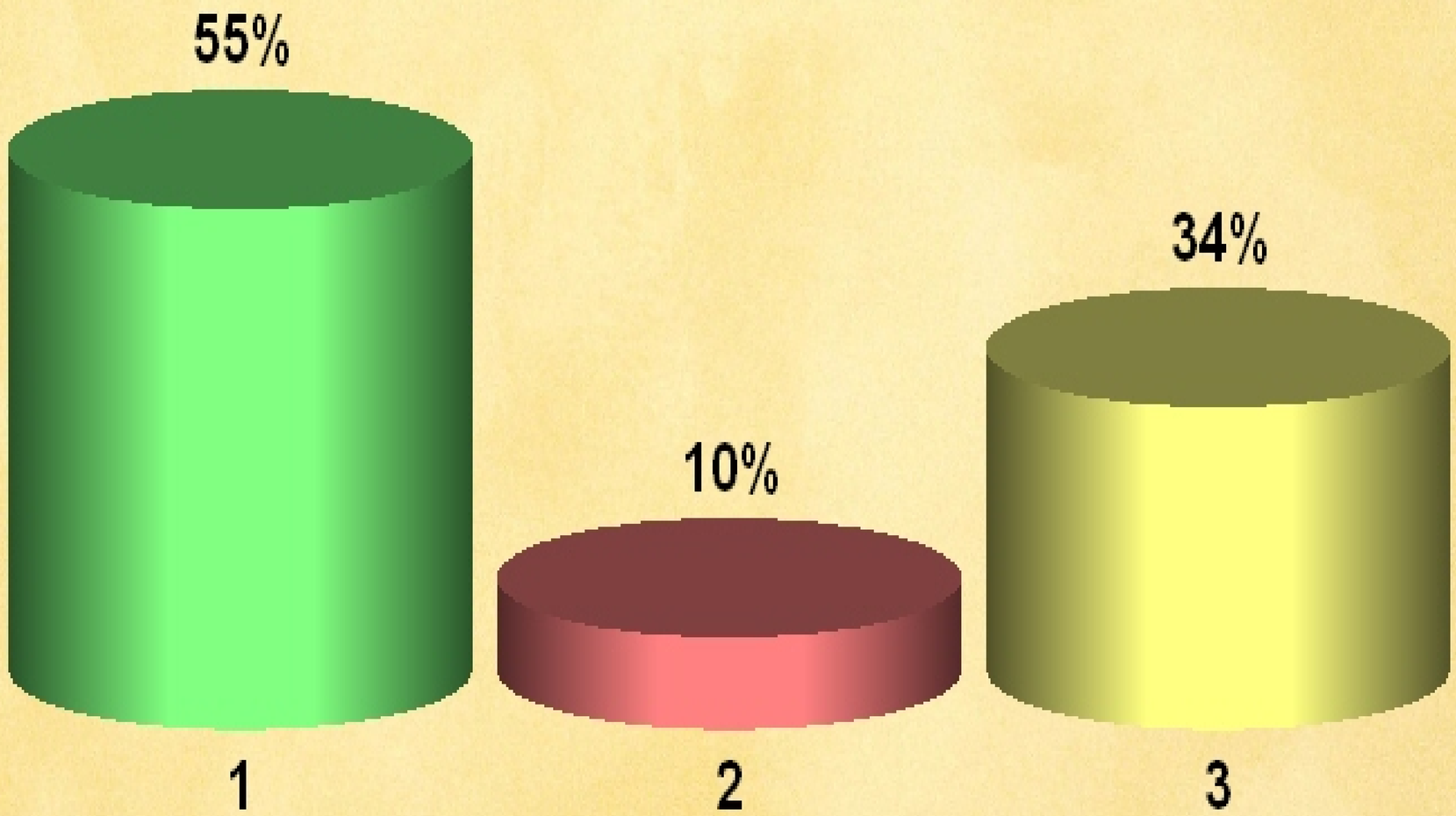
Place of Employment

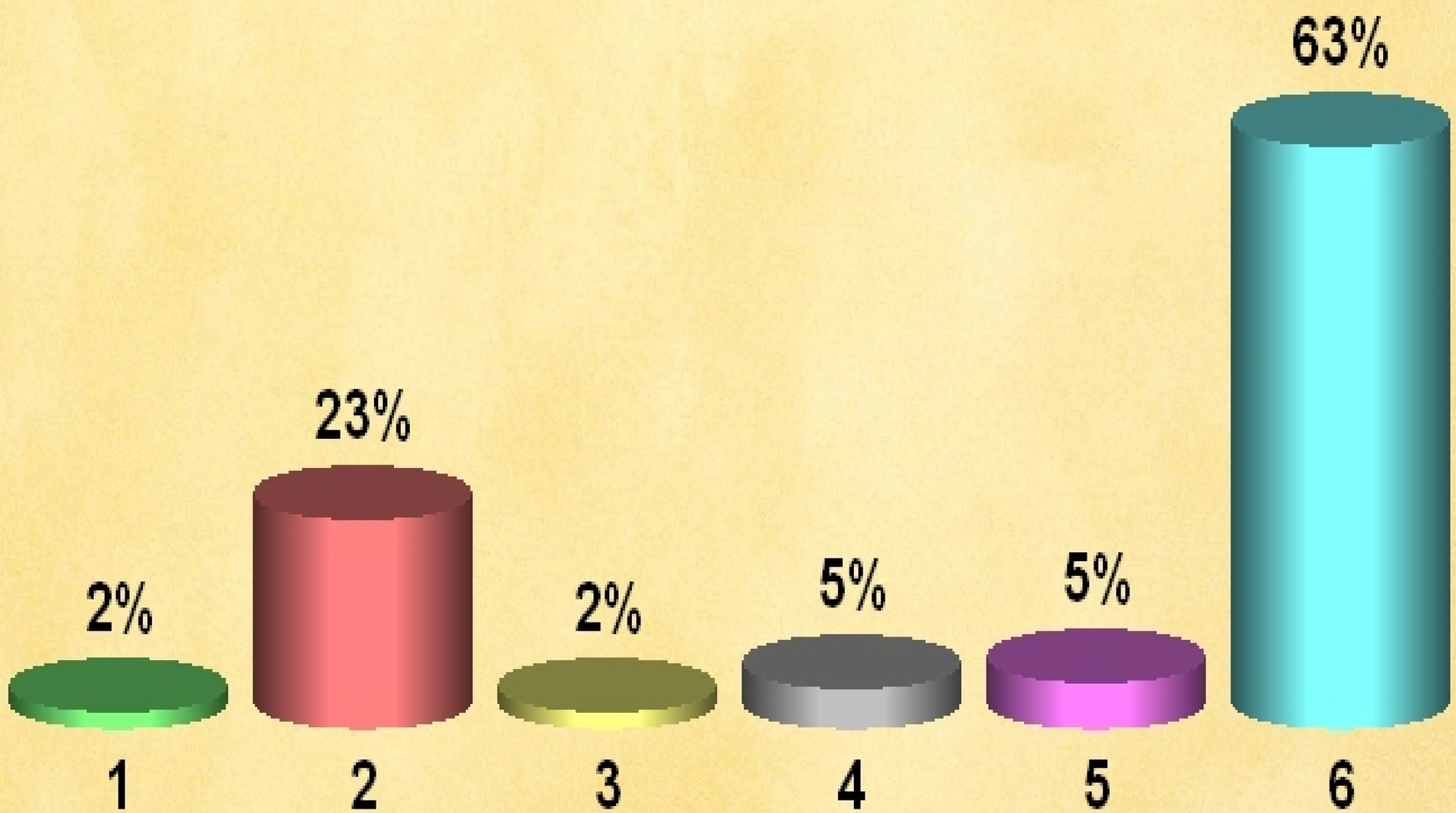
a. I work in Durham City
b. I work in Durham County, not City
c. I do not work in either Durham City or Durham County



Your Residency

a. I am a resident of Durham City
b. I am a resident of Durham County, not City
c. I do not live in either the City of Durham or County of Durham



What do you think should drive Durham's economy in the future? (pick one)

1. Tourism and the film industry
2. Innovation - entrepreneurship and emerging technologies
3. Service sector growth
4. Product research and discovery
5. Manufacturing growth
6. Diversified growth