

CITY OF DURHAM

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Budget & Management Services

December 1999

# Citizen Satisfaction Survey

CITY OF DURHAM

# Citizen Satisfaction Survey

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## Executive Summary

**T**he City of Durham conducted a citizen survey as part of an effort to help the city government better understand the needs and concerns of residents. The principal objective of the survey was to gather feedback from citizens of the City of Durham in three primary areas: (1) perception of public safety and quality of life issues; (2) satisfaction with current City of Durham services; and (3) prioritization of issues which the city government should address to improve municipal services and the overall quality of life in the city. This information will provide a baseline understanding of the current status of citizen satisfaction and guide efforts to improve upon these various areas in the future.

Some of the results of the survey include:

- Citizens were generally satisfied with city services especially public protection and solid waste collection
- Many park programs and facilities are used by 20% or less of the population.
- An overwhelming number of citizens felt that traffic and growth issues will be the most critical issues facing Durham in the next five years.
- A number of people cited quality of life issues such as convenience and short commute times as what they liked most about Durham.
- A majority of residents feel either safe or very safe in their neighborhoods during the night and day (69.3% and 92.3% respectively).
- Reducing crime continues to be a high priority for Durham residents.
- Racial harmony and providing services for the elderly were also high priorities.
- 65.7% of respondents rated the overall quality of life in Durham as very high or high.
- A majority of respondents have access to the internet and more than a fifth have visited the city's web site.

## Methodology

The City of Durham contracted with the Survey Research Unit (SRU) at the University of North Carolina-Chapel Hill for survey design, questionnaire design, data collection, and preparation of data for analysis.

A sample size of 400 people was obtained in order to get a margin of error of plus or minus 5% at the 95% confidence level. This figure means that we would be 95% confident that the sample estimates were within plus or minus 5% of the actual population's opinions. The overall response rate for the City of Durham Citizen Survey was 60%. The overall refusal rate was 18%.

### Sample Design and Selection

#### Overview

A probability sample of City of Durham households was chosen for the City of Durham Citizen Survey. The sample was purchased from Genesys, Inc., a reputable sampling firm that the SRU has used in several prior population surveys. The sample was a list-assisted random digit dialing (RDD) sample of 2466 telephone numbers. If the sampled number reached a household, the eligibility of the household was determined. If the household was eligible, a random respondent was chosen from all adult household members. A description of list-assisted sampling of phone numbers, household eligibility criteria, and within-household selection of an eligible respondent follows.

#### List-Assisted Sampling

List-assisted random digit dialing (RDD) was used to identify phone numbers for the City of Durham Citizen Survey. First, Durham City was defined by a set of census tracts; any census tract having more than 50% of its population within the Durham City limits was included. A list of Area Code-exchanges with at least one listed number in those census tracts was then compiled; any Area Code-exchange where at least half the listed numbers were within the chosen census tracts was included in the frame. Next, all 100-banks (Area Code-Exchange as well as the first two digits of the suffix) with at least one listed residential number were retained. Those with no residential numbers were dropped from the frame.

A systematic sample was then selected from this frame. This sample was cross-referenced with a list of known business numbers and any matches were removed prior to calling.

It should be noted that this sample includes both listed and unlisted numbers; the only unlisted numbers excluded are those that are in a 100-bank with no listed residential numbers. Brick *et al.* (1995) found that only 3 to 4 percent of residential household numbers were excluded using this approach and those included in the frame did not differ significantly from those excluded. List-assisted random digit dialing is widely accepted both because it is more efficient than other RDD methods and it has minimal bias.

#### Household Eligibility

Household eligibility was determined using the following steps which the interviewer went through with an adult:

- Verify the phone number that had been reached
- Determine that the number reached a household or a business
- Determine whether the household was in the city limits

Upon verification of the phone number and determination that a household within the Durham city limits had been reached, the interviewer proceeded with within-household selection.

#### Within-Household Selection

To select a random respondent within an eligible household, the interviewer asked for the number of adults 18 and older living in the household. One adult was selected at random to complete the interview. If he/she was available, the interview was conducted. Otherwise, the interviewer called back to reach the chosen adult.

The selected adult had to meet the following two additional criteria to be eligible for the survey:

- Be a full-time Durham resident (living in Durham 12 months out of each year)
- Be a Durham resident for at least 6 months

#### Instrumentation

The survey consisted of eight sections with eighty-seven questions. The first section screened interviewees for eligibility criteria (outlined "Sample Design and Selection" above). The second section asked respondents three open ended questions to assess citizen's perceptions about the best and worst features of Durham as well as the major issue that citizens believe the City will face in the next five years. The second section asks respondents about the importance and their satisfaction with specific city services. The third section asks residents about their frequency of use of facilities. The fourth section asks about perception of quality of life. The fifth section poses issues to respondents and asks them to rate the issues (selected by city staff) on a "very high" to "not a priority" scale. The sixth section focused on feelings of safety within the city. The seventh section asked citizens about their use of the Internet. The final section sought to obtain demographic information about respondents in order to analyze survey data.

Before final administration, the survey instrument was pretested to refine questionnaire wording.

A full copy of the survey instrument is included as Appendix B.

#### Data Collection

Data collection took place between September 28, 1999 and October 25, 1999 at the SRU calling center. The SRU has an advanced CATI operation consisting of 20 interviewer workstations and a monitoring station where SRU supervisory staff and clients can monitor live interviews. During data collection, interviewing took place Sunday through Thursday. Interviewing sessions were scheduled as follows:

Monday – Thursday: 9:00a.m. - 12:00p.m. 1:30p.m. - 4:30p.m., 6:00p.m. - 9:00p.m.  
Sunday: 3:00 - 6:00pm, 6:00p.m. - 9:00p.m.

### Analysis

In addition to basic descriptive statistics (primarily using percentage distributions and mean scores) for each item, significance of differences between groups were assessed using Analysis of Variance and Chi-square statistical tests.

Sample weights for the City of Durham Citizen Survey were computed in accordance with standard methods suggested for probability samples.

Statistical analyses were conducted by the Budget & Management Services Department of the City of Durham using SPSS version 7.0. Tables and charts were created in Microsoft Excel and Word.

## Results of the Survey: Frequency Distributions

**C**itizen's responses to survey questions are divided into 6 parts. In the first part, responses to open ended questions are discussed. These questions focus on what respondents like and dislike about Durham as well as citizen perception. All results presented here are weighted.<sup>1</sup>

### Responses to Open Ended Questions

When thinking about 5 years into the future, people raise the issue of traffic and growth far more than crime.

Three open-ended questions were posed to Durham residents to ascertain what they like most and least about the City of Durham and to find out what citizens believe will be the primary issue facing the City in the next five years.

People made positive references to Durham's proximity and convenience to amenities more frequently than other features. When asked what people disliked, crime was the response in 24% of cases. Growth and traffic issues were identified far more often than crime as the major issue the city will face in the next five years.



#### Questions Asked.

1. What ONE thing do you like most about living in the City of Durham?
2. What ONE thing do you like least about living in the City of Durham?
3. What do you think will be the ONE biggest issue that the City of Durham will face in the next five years?

Responses to these questions were grouped by issue and are outlined on the next few pages.

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<sup>1</sup> For a description of the demographic characteristics of the weighted sample and the methodology used to obtain weights, see Appendix 1 and 2.

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WHAT ONE THING DO YOU LIKE MOST ABOUT LIVING  
IN THE CITY OF DURHAM?

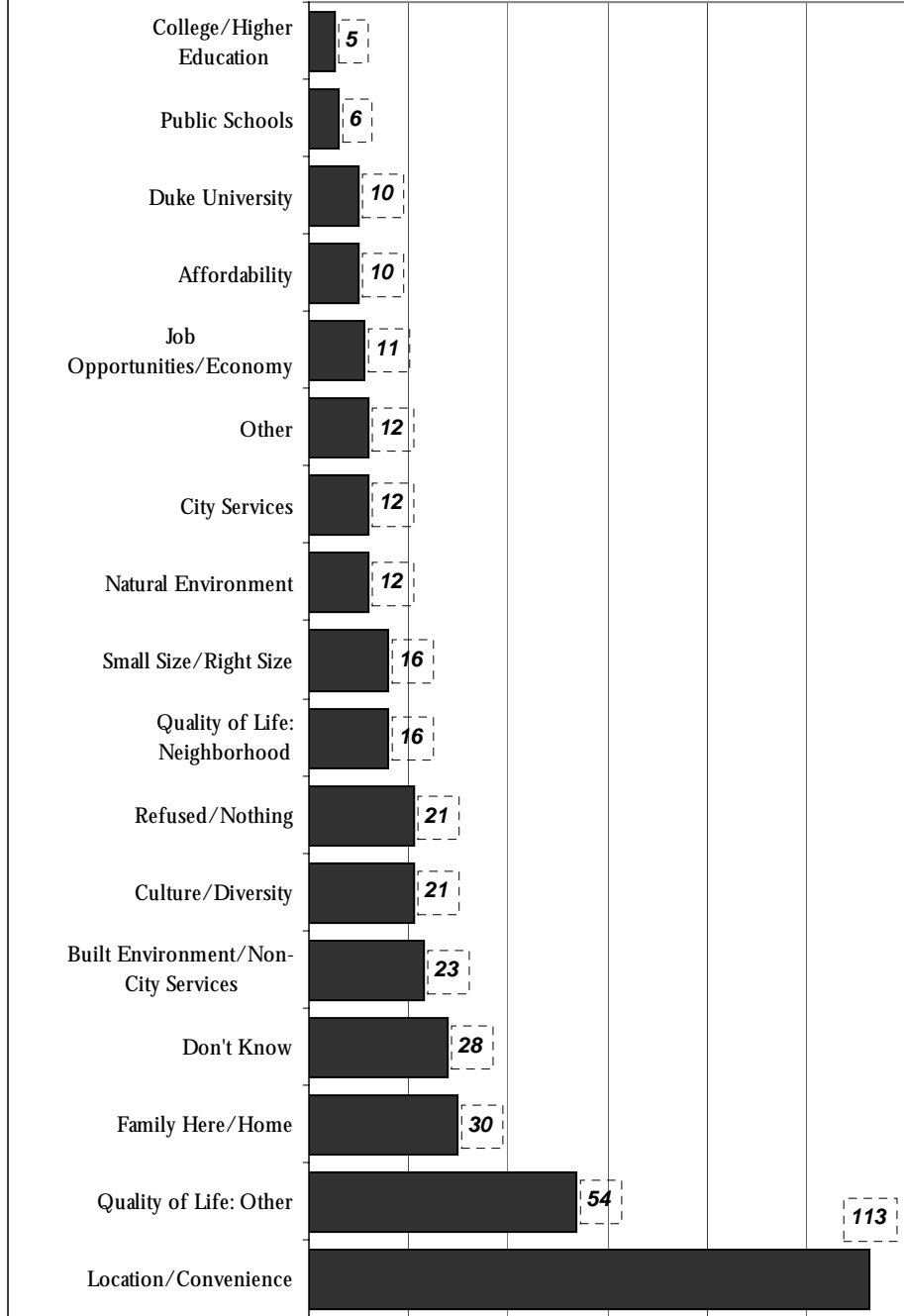
Respondents continually referred to the location of Durham and the easy access to amenities as the primary thing they like about Durham. Other quality of life issues such as the quiet, weather, and the sense of belonging were continually cited as important. Descriptions of each issue are outlined in Table 1.

Table 1: Descriptions of Issues raised by respondents when asked "What ONE thing do you like most about living in the City of Durham?"

<b>Issue</b>	<b>Description</b>
Location/Convenience	Includes proximity to work, shopping, schools, and other areas.
Quality of Life: Other	Includes responses such as quiet community, weather, and community feel.
Family Here/Home	A response such as family lives here and I've always lived here.
Don't Know	Don't Know
Built Environment/Non-City Services	Physical features of the city such as hospitals, shopping malls, and theatres.
Culture/Diversity	Includes performing arts, visual arts, and racial/ethnic diversity.
Refused/Nothing	Refused or did not identify an issue.
Quality of Life: Neighborhood	The neighborhood the respondent lives in.
Small Size/Right Size	Includes small town feel and not too crowded.
Natural Environment	Responses include trees and green space.
City Services	Including parks, bus service, water, etc.
Other	Issues such as "value" and "challenges."
Job Opportunities/Economy	Includes strong economy and good job.
Affordability	Includes low taxes and less expensive housing.
Duke University	Duke University
Public Schools	Includes elementary, secondary, and high school.
College/Higher Education	Includes UNC-Chapel Hill, NCCU, and Durham Tech.

The following chart summarizes the responses to "What ONE thing do you like most about living in the City of Durham?"

**Chart 1: What one thing do you like most about living in the City of Durham?**



CITIZEN SATISFACTION SURVEY

WHAT ONE THING DO YOU LIKE LEAST ABOUT LIVING  
IN THE CITY OF DURHAM?

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Crime was referenced in 24% of responses as the thing people liked least about the City of Durham. "Other" was a distant second reflecting a multitude of comments ranging from the "number of bums on the street" to "housing market bad, too high rents," "behind the times," and "people -- none of my friends are here." A summary of all issues is contained in the Table 2.

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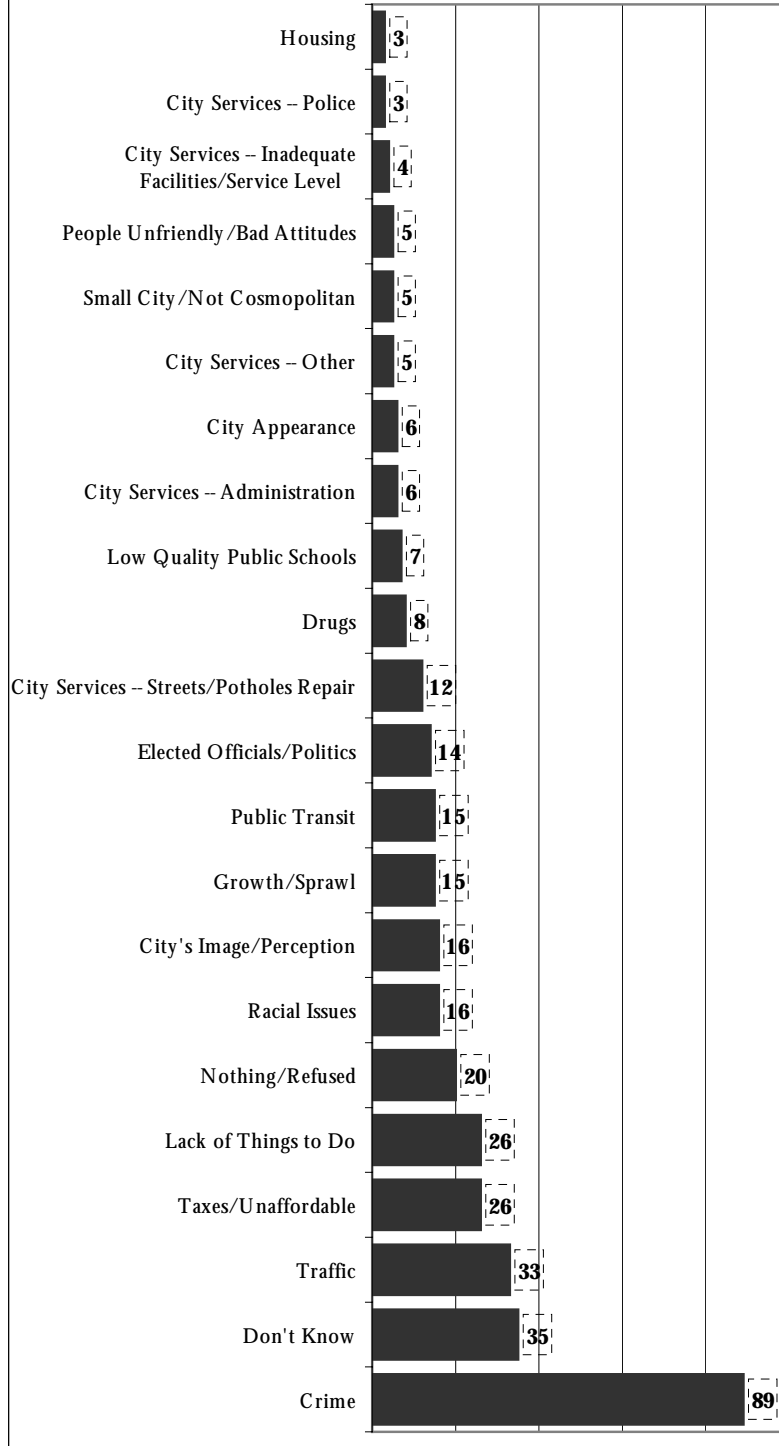
Table 2: Descriptions of Issues raised by respondents when asked "What ONE thing do you like least about living in the City of Durham?"

CITIZEN SATISFACTION SURVEY

<b>Issue</b>	<b>Description</b>
Crime	Includes references to violence and crime rate.
Don't Know	Don't know
Traffic	Concerns of too many cars, congested roadways, and commute times.
Other	Responses include "demographics of everything" or "number of bums on the street."
Taxes/Unaffordable	Responses include "taxes to high" or don't get what you pay for with city services.
Lack of Things to Do	Not enough entertainment choices, lack of shopping, and lack of restaurants.
Nothing/Refused	Either there is no problem or the respondent refused to answer.
Racial Issues	Responses include racism and too many Hispanics.
City's Image/Perception	A number of respondents pointed out that the city has an undeserved poor public image.
Growth/Sprawl	Issues include growth and too many people.
Elected Officials/Politics	Responses include "city council is not very good" and politics.
Public Transit	A lack of available/adequate public transit.
City Services -- Streets/Pothole Repair	"Rough streets" and "one-way streets."
Drugs	Responses such as drugs and drugs in the Cornwallis area.
Low Quality Public Schools	Responses such as reputation of the school system.
City Services -- Administration	Includes "little confidence in" and "ineptness of."
City Appearance	Response such as "filthy place" and "it's aesthetic appearance."
City Services -- Other	"Having to pay for parking on Morgan St. (Carolina Theatre)" and "trash removal by city."
Small City/Not Cosmopolitan People Unfriendly/Bad Attitudes	Responses such as "size -- small city" and "lack of culture."
City Services -- Inadequate Facilities/Service Levels	Includes "People's nasty attitude" and "wrong attitude."
City Services -- Police	Includes "not enough parks" and "lack of sidewalks"
Housing	Responses such as "Police disrespect" and "harassment."
	Includes "lack of variety" and "housing."

The following chart summarizes the responses to "What ONE thing do you like least about living in the City of Durham?"

**Chart 2: What ONE thing do you like least about living in the City of Durham? Frequency**



Note: Individual Responses that did not fit into these categories (Other) are listed in Appendix C.

WHAT DO YOU THINK WILL BE THE ONE BIGGEST ISSUE THAT THE CITY OF DURHAM WILL FACE IN THE NEXT FIVE YEARS?

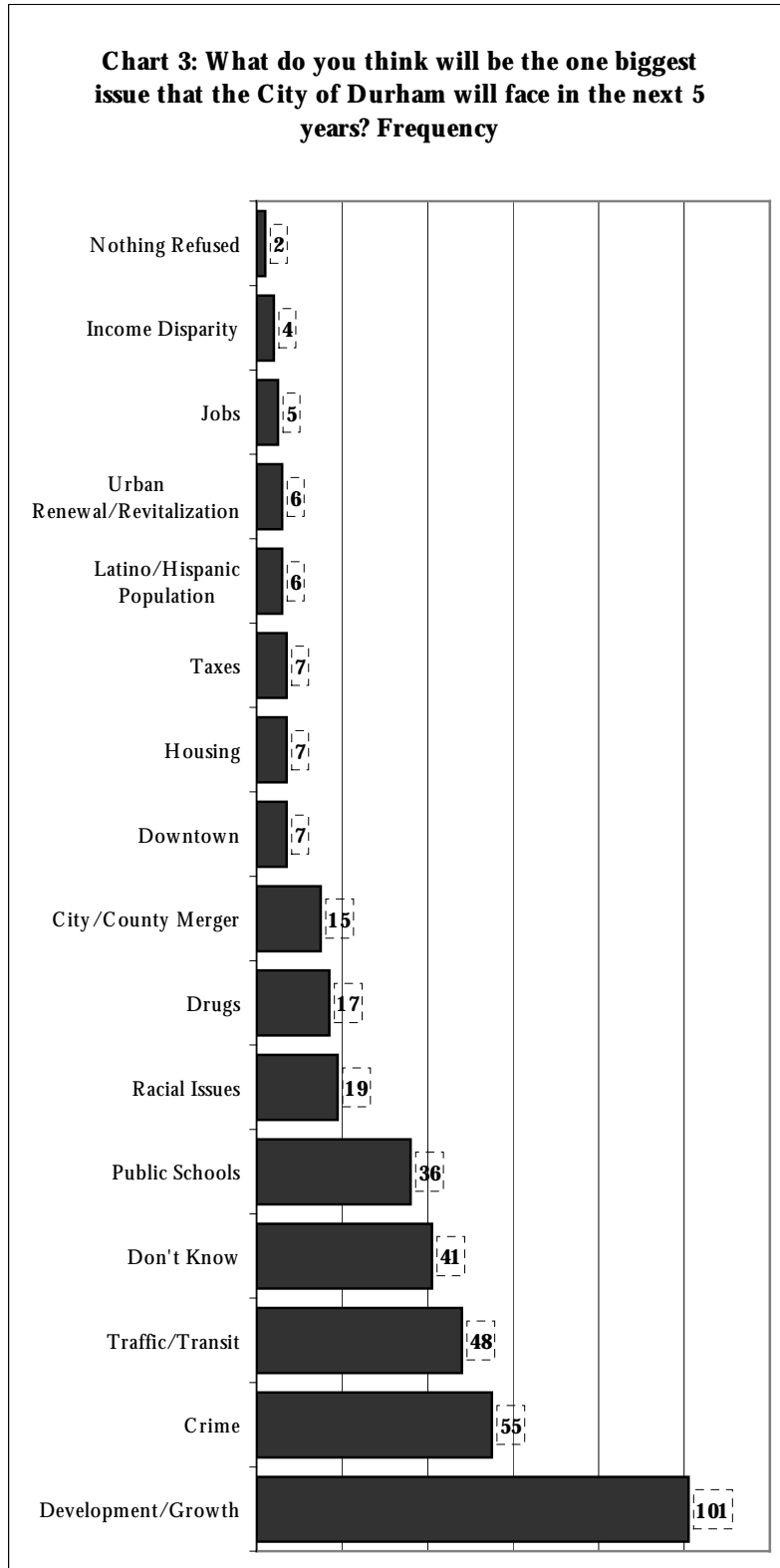
The responses to this question were not as varied as the other open ended questions. Growth and sprawl predominated, with crime and traffic following as a distant second and third. A summary of these issues is outlined in Table 3.

Table 3: Descriptions of Issues raised by respondents when asked "What do you think will be the ONE biggest issue that the City of Durham will face in the next five years?"

<b>Issue</b>	<b>Description</b>
Development/Growth	Development and Sprawl were cited.
Crime	Crime
Traffic/Transit	Too much traffic or a lack of public transportation was referenced.
Don't Know	The respondent wasn't sure.
Public Schools	The quality of public education and declining schools were listed.
Other	Responses such as "taking better care of neighborhoods" or "the haves and the have nots."
Racial Issues	Racism
Drugs	Drugs
City/County Merger	Resolving City/County merger
Downtown	Emphasized getting businesses to locate.
Housing	A lack of affordable housing.
Taxes	Taxes are seen as too high.
Latino/Hispanic Population	Includes responses such as increases in the Hispanic population.
Urban Renewal/Revitalization	Responses such as "South Square will close and that side of town will be run down" or "revitalize the entire city."
Jobs	A lack of jobs/opportunities.
Income Disparity	Responses such as "distribution of wealth" and "haves and the have nots."
Nothing/Refused	Either the person felt there was no issue or they refused.

The following chart summarizes the responses to "What do you think will be the ONE biggest issue that the City of Durham will face in the next five years?"

**Chart 3: What do you think will be the one biggest issue that the City of Durham will face in the next 5 years? Frequency**



Note: Individual Responses that did not fit into these categories (Other) are listed in Appendix C.

## Specific City Services

Citizens were asked about their satisfaction with fourteen City services. Services were selected based on whether a large proportion of the population used a service or could easily understand the service from a brief reference to the service (without description). Services such as inspections were not included due to their narrow customer base. Respondents were asked about each city service through a two part question. These questions are listed below.



### Questions Asked.

1. I am going to read you a series of City of Durham services. For each service, please tell me if it is very important, somewhat important, or not important to you.
2. For services that are either very important or somewhat important, how satisfied or dissatisfied are you with the particular service.

People are generally satisfied with City services.

Respondents generally felt that most services were either very important or somewhat important (see Chart 4 below). The second question was only asked if the respondent felt the service was either very important or somewhat important. Most respondents felt either very satisfied or somewhat satisfied with city services. The service that received the highest rating was Fire/Rescue Services, while Street Maintenance and Repair received the lowest overall rating (see Table 4 below). Services were rated on a five point scale with five being the best score while one is the lowest score.

People were generally happier with waste disposal and public protection services and less happy with city parks/recreation and roadway maintenance services. The distribution of satisfaction scores for each City service can be found in Appendix B.

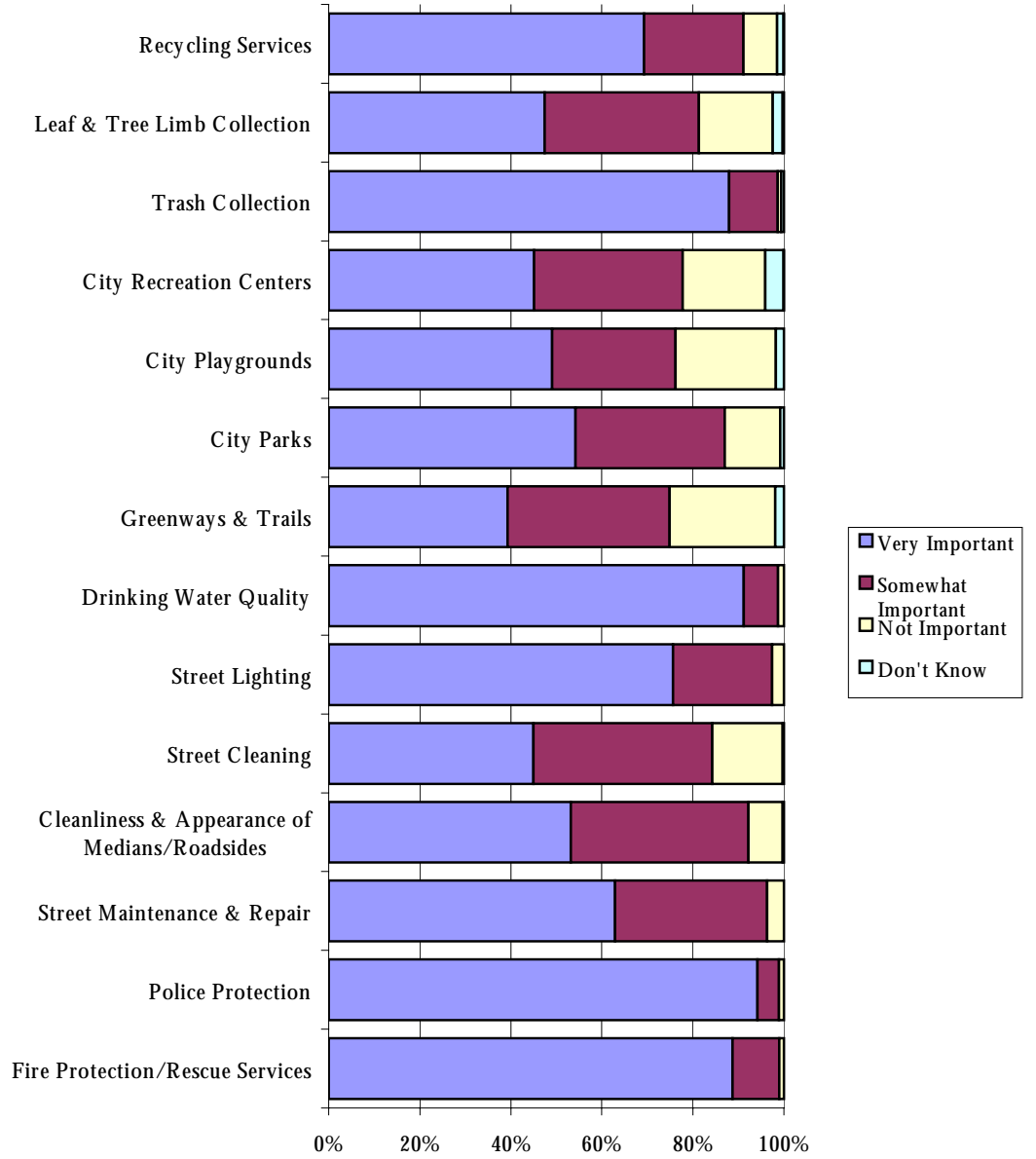
One additional question was asked related to storm water:

ABOUT HOW OFTEN, OVER THE PAST YEAR, HAVE YOU BEEN SERIOUSLY INCONVENIENCED BY STANDING WATER IN THE STREETS OF YOUR NEIGHBORHOOD AFTER A RAINSTORM?

Response	Percent
Never	61.3
Only After Some Heavy Rains	22.4
Only After Every Heavy Rain	13.3
After Almost Every Rain	3.1



**Chart 4: How Important is the Following Service?**



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Table 4: How satisfied are you with the following services?  
(on a five point scale -- five is best)

Service	Mean
Fire Protection/Rescue Services	4.4
Trash Collection	4.2
Recycling Services	4.1
Police Protection	3.9
Leaf & Tree Limb Collection	3.9
Street Cleaning	3.8
Drinking Water Quality	3.8
Street Lighting	3.7
City Parks	3.7
City Recreation Centers	3.6
Cleanliness & Appearance Medians/Roadside	3.6
Greenways & Trails	3.5
City Playgrounds	3.5
Street Maintenance & Repair	3.1

Note: Calculated mean excludes "Never Used, Don't Know, Refused"

## Contact with City Employees

Experiences with City employees are mixed. Most people who responded to the survey have not contacted a City of Durham employee over the past year. Of those who have contacted a City employee, most were generally satisfied with the courteousness of the employee's response but dissatisfied with the timeliness of the response.

On a five point scale Durham City employees received an average score of 3.5 for satisfaction with courteousness and a score of 2.9 for timeliness on a five point scale with five as the highest rating.



### Questions Asked.

1. During the past 12 months have you or any member of your family contacted a City of Durham employee to seek service or to file a complaint about something?
2. In your contacts with the city employees were you or your household generally very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied with their courtesy?
3. And how satisfied were you or your household with the time it took for your request to be answered?

Responses to each question are represented below.

Table 5: During the past 12 months have you or any member of your family contacted a City of Durham employee...?

Yes	37.4%
No	62.2%
Don't Know	0.4%

Table 6: In your contacts with city employees were you or your household generally very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied with their courtesy?

<b>Very Dissatisfied</b>	<b>17.2%</b>
Somewhat Dissatisfied	14.5%

Neither Satisfied Nor Dissatisfied	6.0%
Somewhat Satisfied	29.8%
Very Satisfied	32.6%

Table 7: And how satisfied were you or your household with the time it took for your request to be answered?

<b>Very Dissatisfied</b>	<b>33.2%</b>
Somewhat Dissatisfied	16.2%
Neither Satisfied Nor Dissatisfied	4.3%
Somewhat Satisfied	19.3%
Very Satisfied	27.1%

## Frequency of Facility/Service Use

Many Facilities are not used by a majority of the population.

Many services offered by the City are not used by a majority of the population. Respondents were asked about their use of seven city facilities/services during the year. A greater percentage of the population has ridden the bus as opposed to participated in a city athletic program or park program.

Conversely most people (80.3%) use a City Park more than twice a year.



### Questions Asked.

1. In the past 12 months, how many times, if any, have you or anyone in your household done each of the following things?
2. Responses to the question for each service are represented below as a percentage of respondents who fell into each frequency of use category.

Responses to each question are represented below

Table 8: In the past 12 months, how many times, if any, have you or anyone in your household done each of the following things

	0	1	2 to 12	13 to 26	27 to 52	53 to 104	105 to 365	366+	Don't Know	Total
<b>Use of Recreation Centers</b>	63.6%	5.4%	20.6%	3.5%	1.5%	1.6%	3.4%	0.0%	0.4%	100%
<b>Use of Public Pools</b>	85.1%	2.5%	9.9%	1.0%	0.7%	0.4%	0.2%	0.2%	0.0%	100%

<b>Use of City Athletic Programs</b>	81.0%	3.1%	9.8%	3.5%	2.0%	0.4%	0.0%	0.2%	0.0%	100%
<b>Use of Other City Recreation Programs</b>	81.8%	4.4%	11.1%	0.8%	0.0%	0.6%	0.0%	0.0%	1.3%	100%
<b>Use of Neighborhood or City Park</b>	27.7%	3.6%	50.1%	4.3%	6.3%	4.5%	3.5%	0.0%	0.0%	100%
<b>Attended a Public Meeting</b>	76.2%	7.1%	15.9%	0.6%	0.0%	0.0%	0.0%	0.0%	0.2%	100%
<b>Ridden the City Bus</b>	80.4%	2.8%	9.3%	1.1%	0.1%	2.0%	3.6%	0.6%	0.1%	100%

## Quality of Life

People feel better about the quality of life in their neighborhoods than they do about the City.

Respondents rating the overall quality of life as either very high or high totaled 65.7%. The quality of life in neighborhoods is perceived to be higher with a rating of 71.6%.

Only 43.1% of those surveyed rated the city as very high or high for raising children with 18% rating the city as low or very low.



### Questions Asked.

1. Taking all things into consideration, how would you rate your overall quality of life in the City of Durham?
2. How do you rate the overall quality of your neighborhood?
3. How do you rate the City of Durham as a place to raise children?

Responses to each question are represented below.

Table 8: Taking all things into consideration, how would you rate your overall quality of life in the City of Durham?

Very High	9.5%
High	56.2%
Neither High Nor Low	27.0%
Low	4.7%
Very Low	1.9%
Don't Know	0.7%

Table 9: How do you rate the overall quality of your neighborhood?

<b>Very High</b>	<b>27.8%</b>
High	43.8%
Neither High Nor Low	19.0%

Low	6.7%
Very Low	2.0%
Don't Know	0.8%

Table 10: How do you rate the City of Durham as a place to raise children?

<b>Very High</b>	<b>7.9%</b>
High	35.2%
Neither High Nor Low	33.5%
Low	12.4%
Very Low	5.6%
Don't Know	5.3%
Refused	0.3%

## City Priorities

Crime takes a high priority, but racial harmony and services for the elderly are also considered high priorities.

Sixteen issues were posed to those surveyed. Issues ranged from affordable housing to water and sewer services. Most of the issues posed received a high or very high rating for 60% or more of the sample. Reducing crime was the only issue where 90% of the sample rated it as a very high or a high priority.

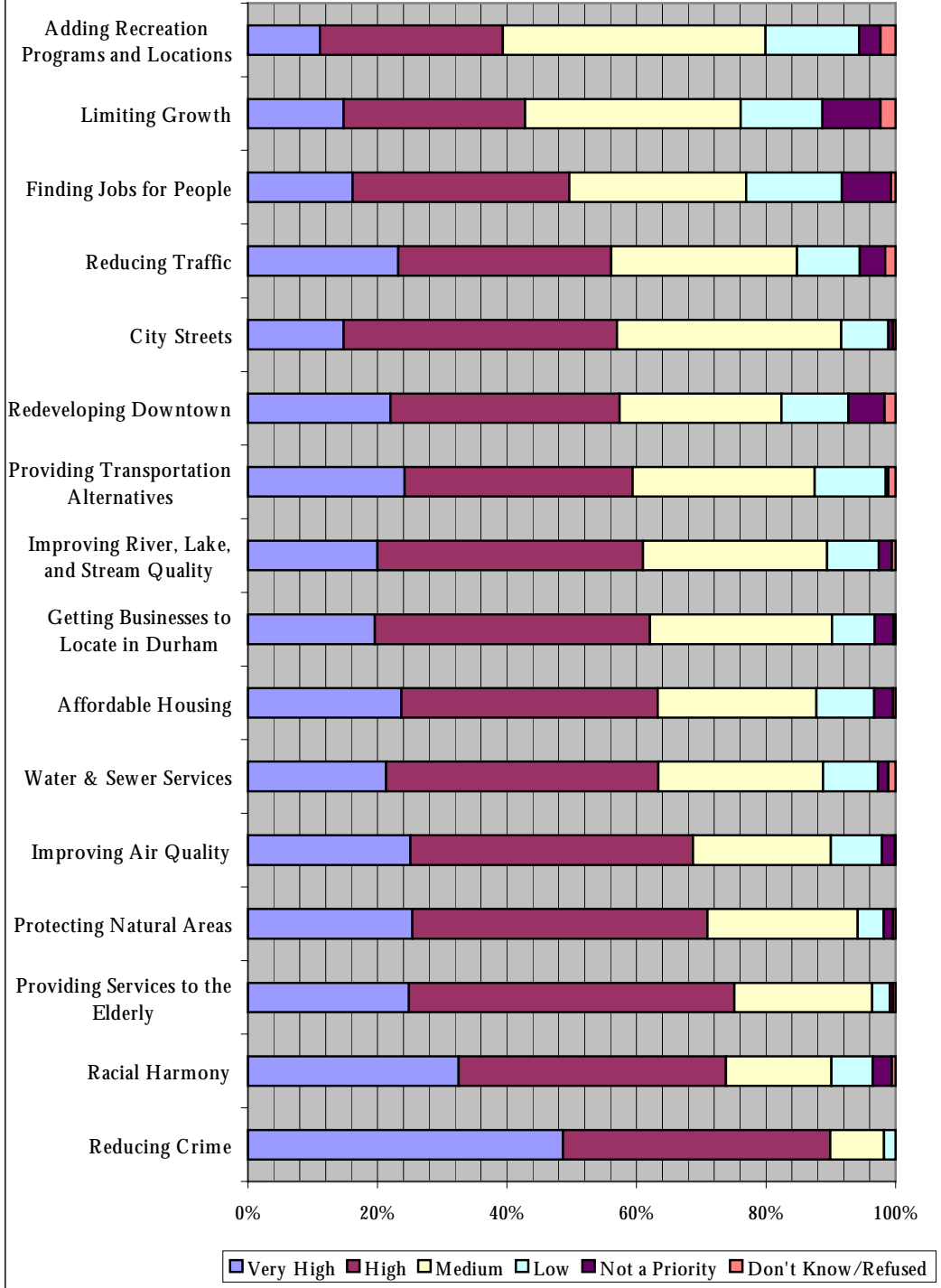


### Question Asked.

I am going to read you a series of issues. For each issue, please tell me whether you think the issue should be a very high priority for the city. Please think of a very high priority as an area where the City should put a large amount of your tax dollars. On the other hand, an item that is not a priority would be an area where the City should not spend any of your tax dollars.

The following chart summarizes responses.

**Chart 5: For each issue, please tell me whether you think the issue is a priority.**



## Perception of Safety

People feel better about the safety of their neighborhoods than they do about the City.

69.3% felt that their neighborhood was either very safe or somewhat safe at night while 92.3% felt that their neighborhood was either very safe or somewhat safe during the day. Only 45.7% felt that Durham was very safe or somewhat safe.

City staff posed two similar questions to a random sample of the population two years ago. While the sample size was smaller and the final sample was not weighted, 51% of the population felt that their neighborhood was either very safe or safe at night, while 86.1% of the population felt that their neighborhood was either safe or somewhat safe during the day. This trend suggests that people feel safer in their neighborhood at night and during the day than they did two years ago.



### Questions Asked.

1. How safe would you feel walking alone in your neighborhood at night?
2. How safe would you feel walking alone in your neighborhood during the day?
3. Overall would you say that the City of Durham is very safe, somewhat safe, neither safe nor unsafe, somewhat unsafe, or very unsafe?

Responses to each question are represented below.

Table 11: How safe would you feel walking alone in your neighborhood at night? (1997 and 1999 compared)

	<b>1997</b>	<b>1999</b>
Very Safe	18.0%	31.2%
Somewhat Safe	33.1%	38.1%
Neither Safe Nor Unsafe	13.2%	6.1%
Somewhat Unsafe	22.4%	14.8%
Very Unsafe	12.9%	9.5%
Don't Know	0.4%	0.3%



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Table 12: How safe would you feel walking alone in your neighborhood during the day? (1997 and 1999 compared)

	<b>1997</b>	<b>1999</b>
Very Safe	53.7%	73.5%
Somewhat Safe	32.4%	18.8%
Neither Safe Nor Unsafe	4.4%	1.5%
Somewhat Unsafe	7.4%	4.4%
Very Unsafe	2.2%	1.8%

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Table 13: Overall would you say that the City of Durham is very safe, somewhat safe, neither safe nor unsafe, somewhat unsafe, or very unsafe?

Very Safe	2.5
Somewhat Safe	43.2
Neither Safe Nor Unsafe	15.1
Somewhat Unsafe	27.6
Very Unsafe	10.4
Don't Know	0.8
Refused	0.4
<b>Total</b>	<b>100.0</b>

## Use of the Internet

Most people have access to the Internet and 21.3% have visited the City's web site.

Most people have access to the internet at either work or home. Approximately one fifth of survey respondents visited the city's internet site. Of the individuals who visited the city's web site, 84% visited the city's web site between 1 and 12 times. The remaining 16% visited the site more than 12 times.



### Questions Asked.

1. Please tell me if you have access to the internet at home?
2. At work?
3. Have you or anyone in your household ever visited the City of Durham's internet site as a source of information about the City Government?
4. How many times have you used the City's internet site?

Table 14: Availability of the Internet and access to the City's Internet site

	Yes	No	Don't Know	Refused
Internet Access at Home?	53.3%	46.1%	0.3%	0.3%
Internet Access at Work?	62.4%	28.4%	8.6%	0.6%
Visited the City's Website?	21.3%	74.6%	4.1%	0%

# Results of the Survey: Demographic Distributions, Unweighted and Weighted

NOTE: All survey results presented in this report reflect the weighted demographic distribution.

	<b>UNWEIGHTED</b>		<b>WEIGHTED</b>
	<b>Frequency</b>	<b>Percent</b>	<b>Percent</b>
<b>Gender</b>			
Male	134	33.5	45.1
Female	266	66.5	55.9
<b>Race</b>			
Caucasian/White	210	52.5	52.1
African American/Black	142	35.5	35.3
Asian or Pacific Islander	15	3.8	4.6
Other	21	5.2	5.3
Refused	12	3	2.7
<b>Hispanic Origin</b>			
Yes	9	0.23	1.3
No	391	97.7	98.7
<b>Income</b>			
\$0 to \$10,000	15	3.8	4
\$10,001 to \$15,000	8	2	2.3
\$15,001 to \$20,000	21	5.3	3.5
\$20,001 to \$25,000	35	8.8	8.3
\$25,001 to \$35,000	61	15.3	14.2
\$35,001 to \$50,000	64	16	16.1
\$50,001 to \$75,000	56	14	15.9
\$75,001 and above	87	21.8	23.2
Refusal	53	13	12.5

CITY OF DURHAM CITIZEN SURVEY -- DRAFT

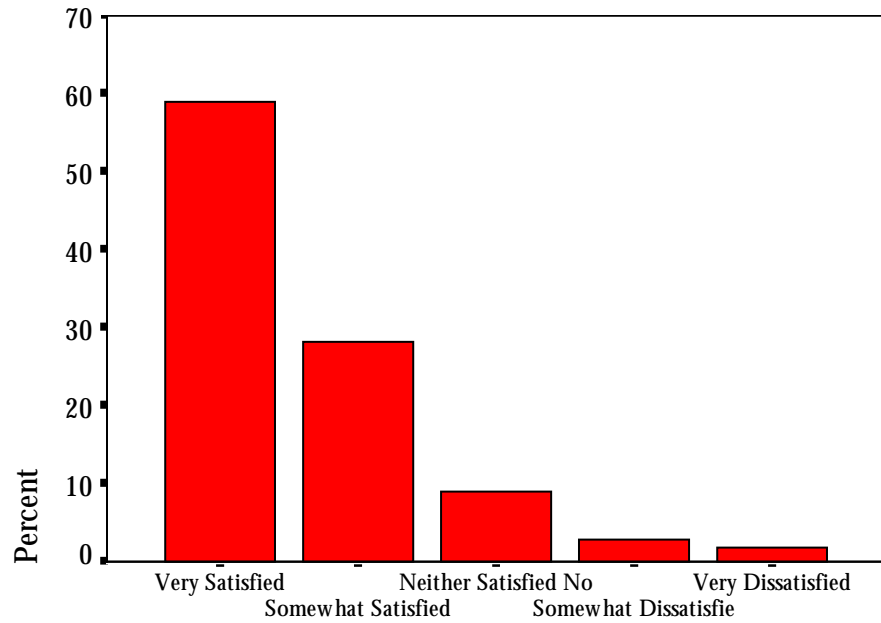
	UNWEIGHTED		WEIGHTED
	Frequency	Percent	Percent
<b>AGE</b>			
25 or younger	34	8.5	11
26 to 35	107	26.8	29.6
36 to 45	79	19.8	18
46 to 55	79	19.8	18.2
56 to 65	33	8.3	8.2
Over 65	57	14.3	12.8
Refused	11	2.8	2.2

<b>HOW LONG IN DURHAM?</b>			
6 months to 2 years	68	17	18.7
2.1 to 5 years	77	19.3	20
5.1 to 10 years	46	11.5	10.6
10.1 to 20 years	68	16.9	14.9
20.1 to 30 years	52	13	13.1
30.1 to 50 years	60	15	13.8
50.1+ years	29	7.3	7.5

<b>FAMILY MAKE-UP</b>			
I live by myself	107	26.8	16.5
I live with my spouse/partner	100	25	30.3
I live with my spouse/partner with 1 or more children	97	24.3	28.4
I live with adults, not related to me	17	4.3	5.5
I live with my children/child only 1 child	42	10.5	8.1
Other, specify	28	7	9.2
Refused	9	2.3	2

<b>EDUCATION</b>			
Refused	1	.3	.3
No School	4	1	.8
Junior High	28	7	7.6
High School/GED	65	16.3	16.9
Some College/Trade School	76	19	18.3
College Degree	95	23.8	22.4
Some Graduate Work	25	6.3	6.9
Graduate Degree	104	26	26.5
Other	2	.5	.3

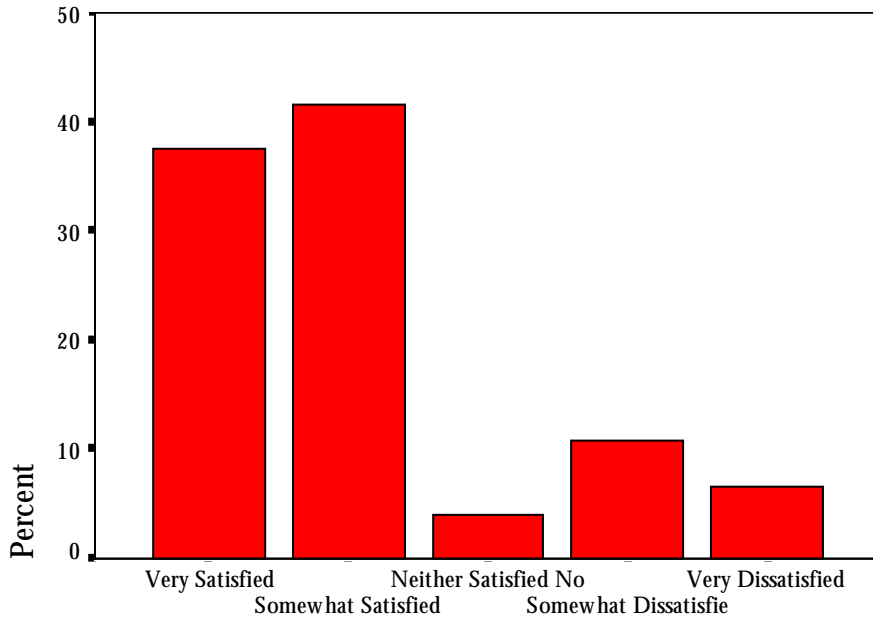
# Appendix A: Frequency Distributions for Citizens' Satisfaction with Specific City Services



Fire Protection/Rescue Services -- Satisfaction

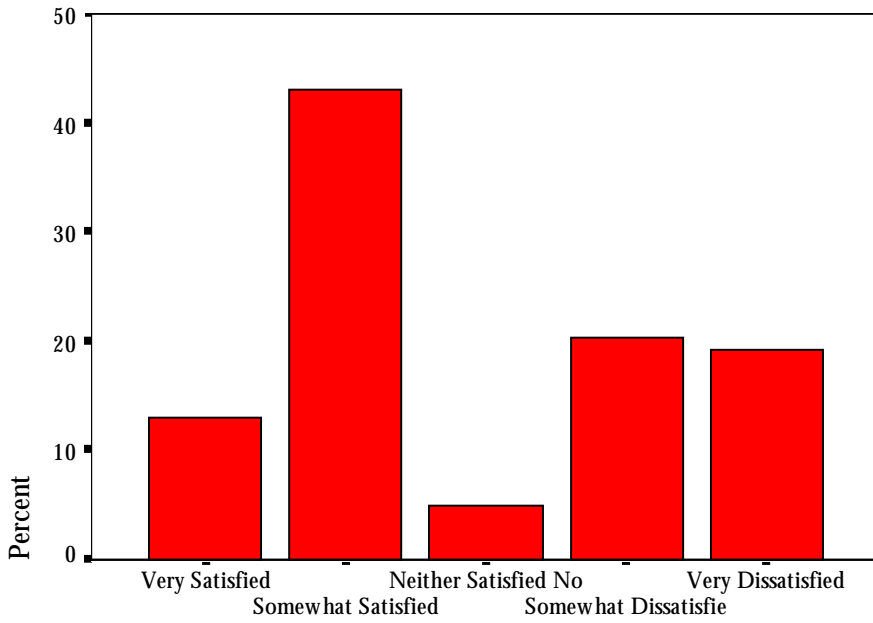
Weighted

CITY OF DURHAM CITIZEN SURVEY -- DRAFT



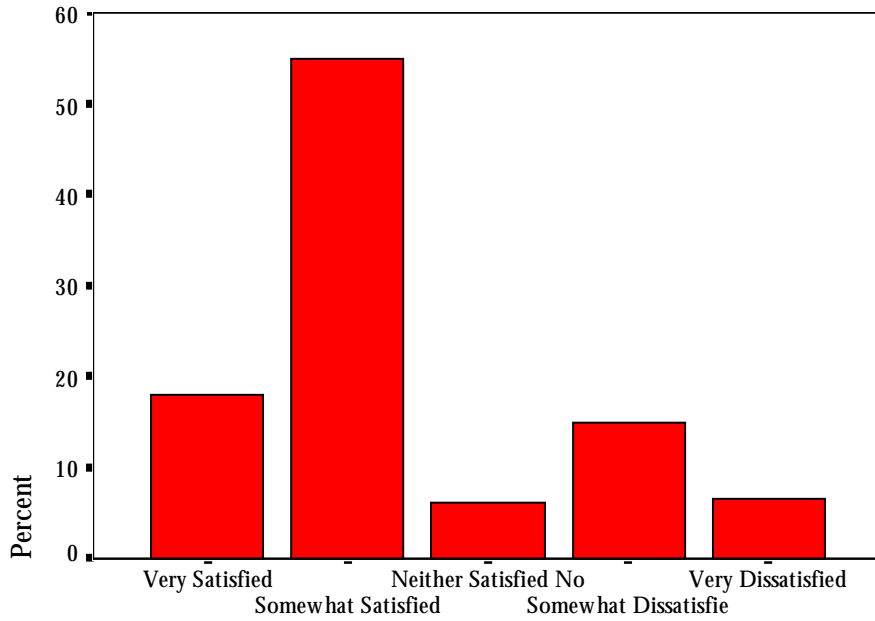
Police Protection -- Satisfaction

Weighted



Street Maintenance & Repair -- Satisfaction

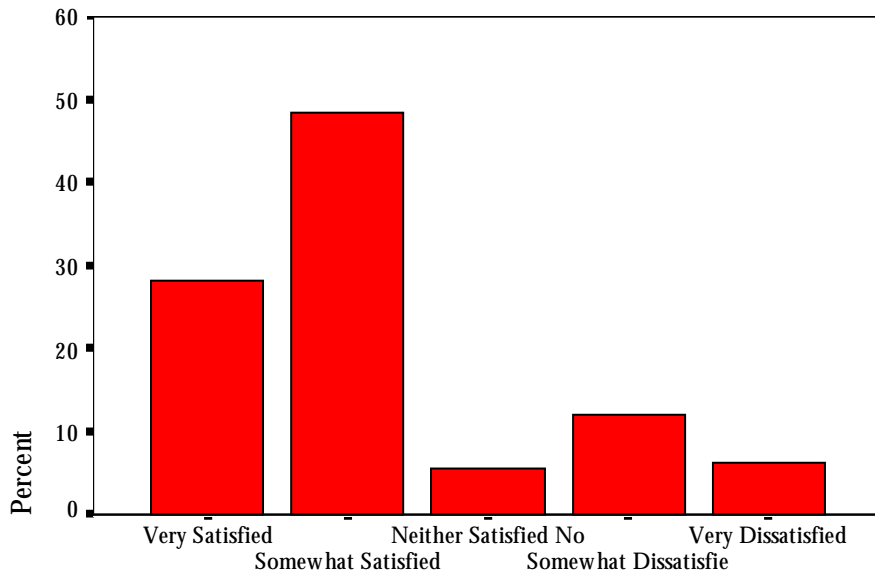
Weighted



Cleanliness & Appearance Medians/Roadside -- Satisfaction

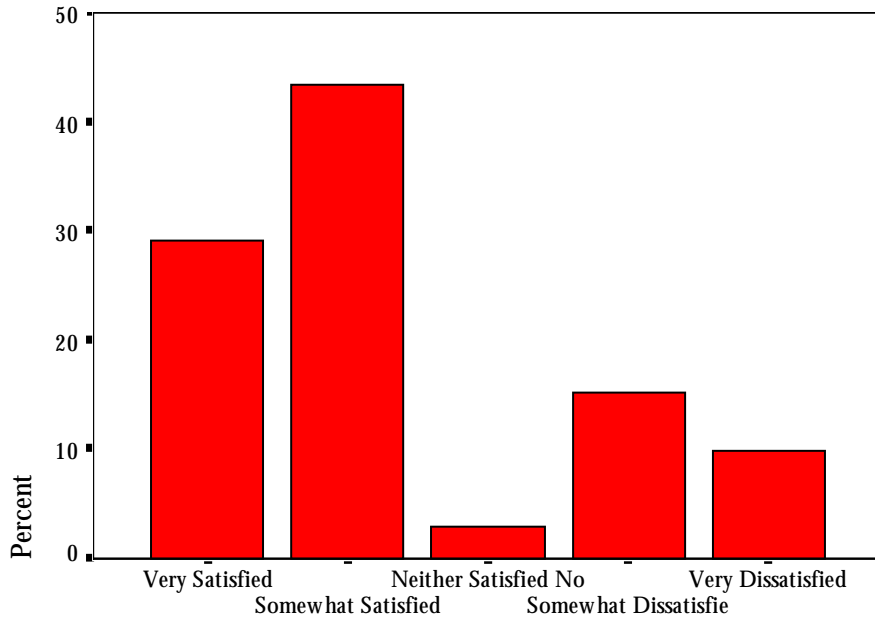
Weighted

Bar Chart



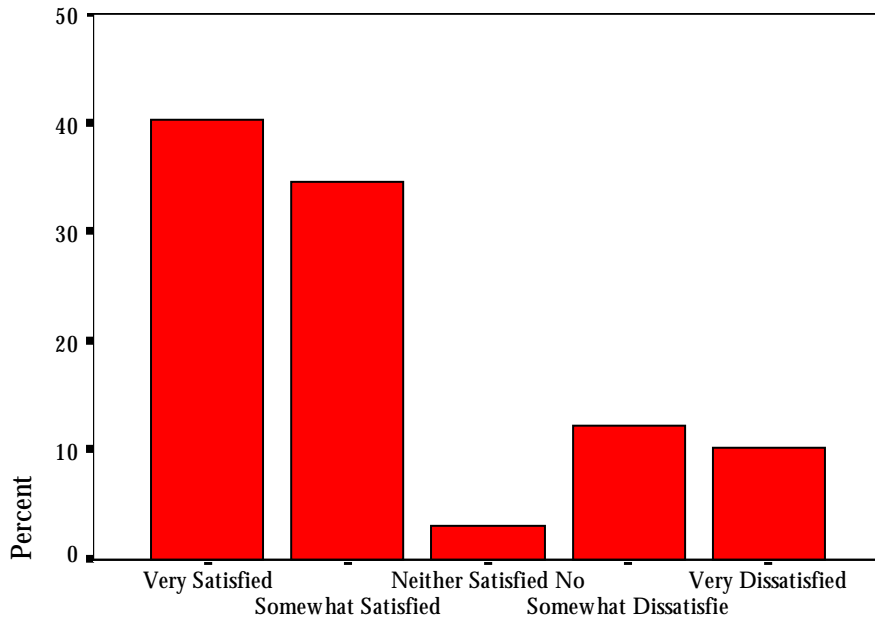
Street Cleaning -- Satisfaction

Weighted



Street Lighting -- Satisfaction

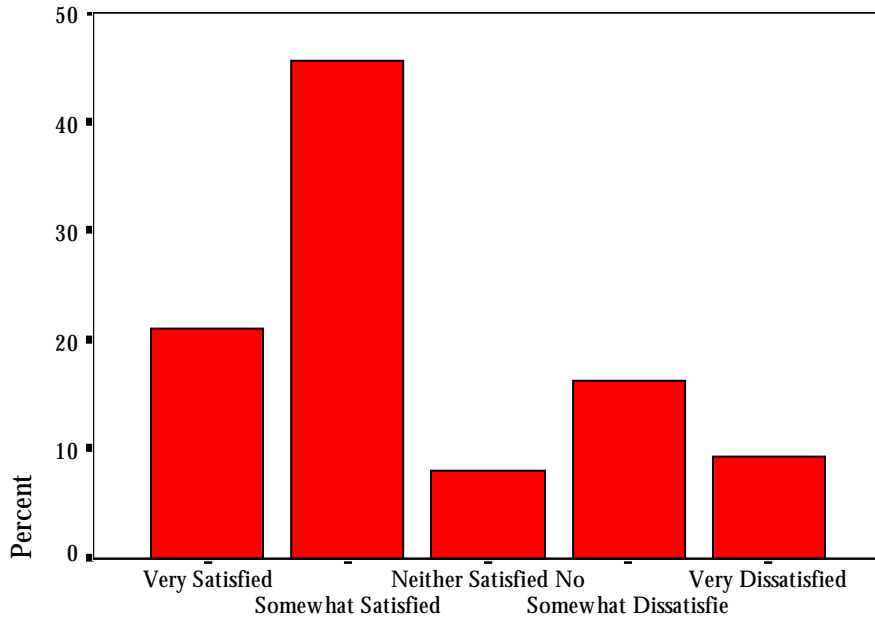
Weighted



Drinking Water Quality -- Satisfaction

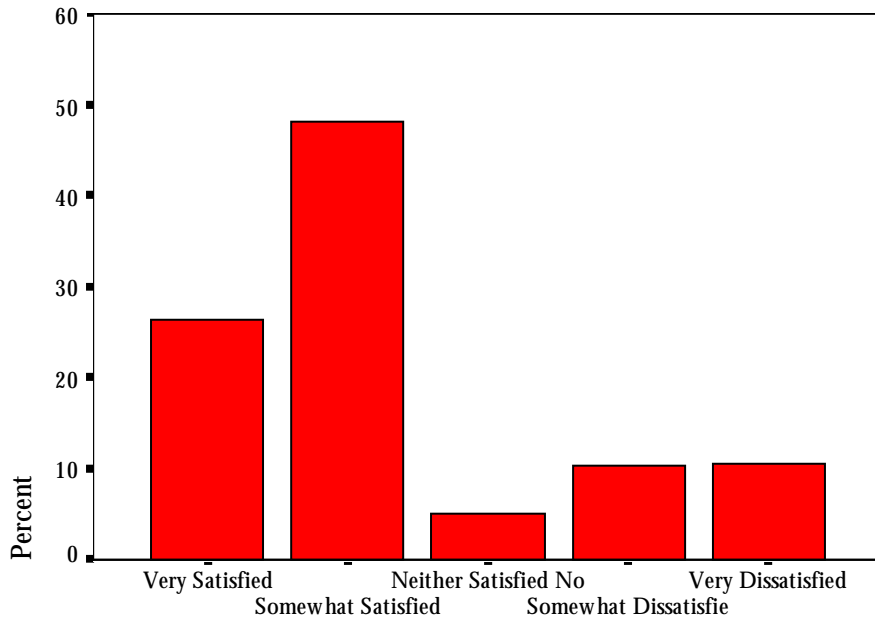
Weighted





Greenways & Trails -- Satisfaction

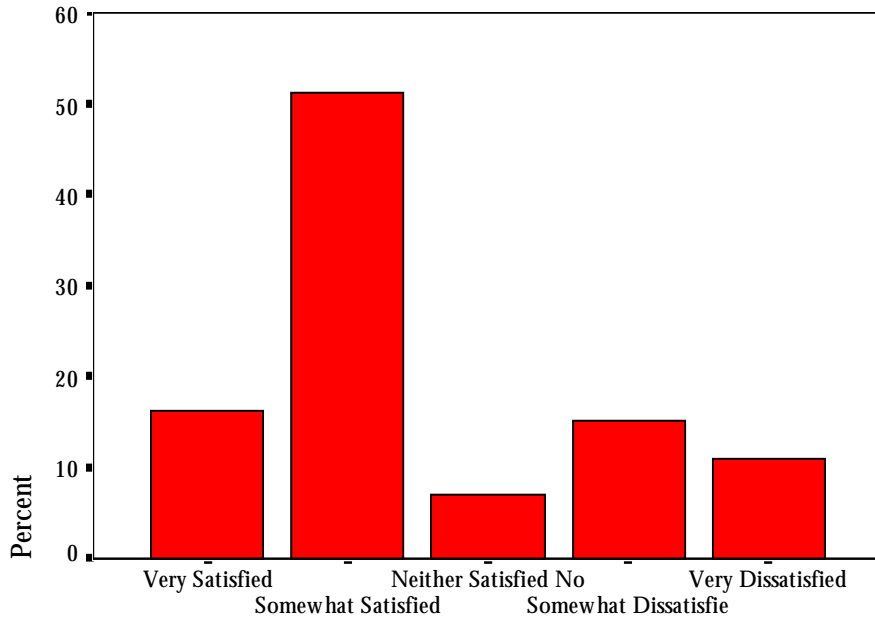
Weighted



City Parks -- Satisfaction

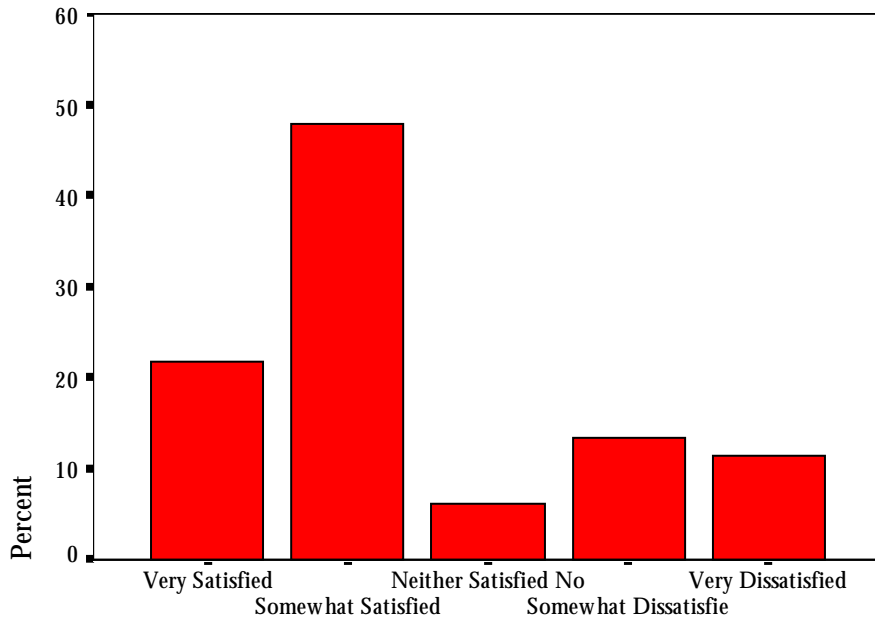
Weighted

CITY OF DURHAM CITIZEN SURVEY -- DRAFT



City Playgrounds -- Satisfaction

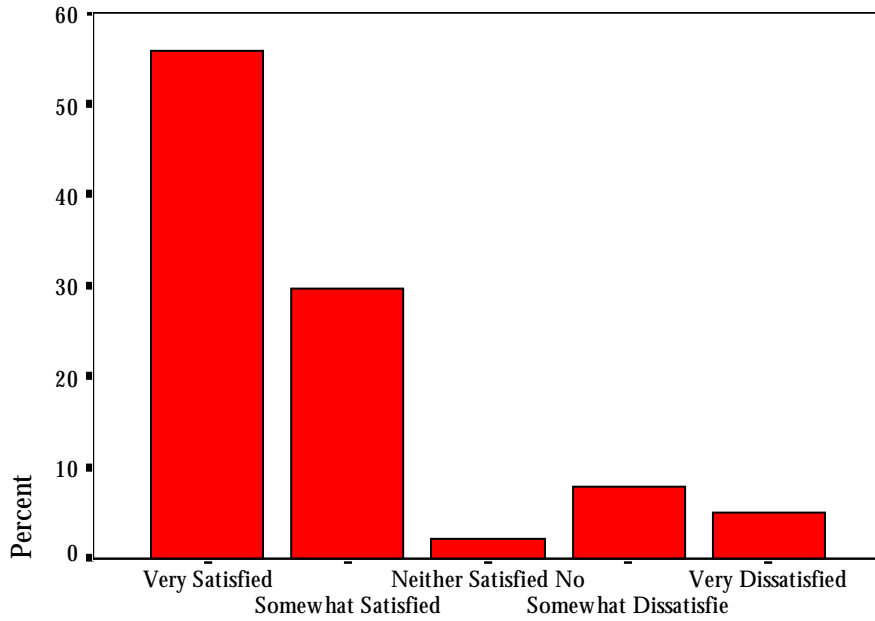
Weighted



City Recreation Centers --Satisfaction

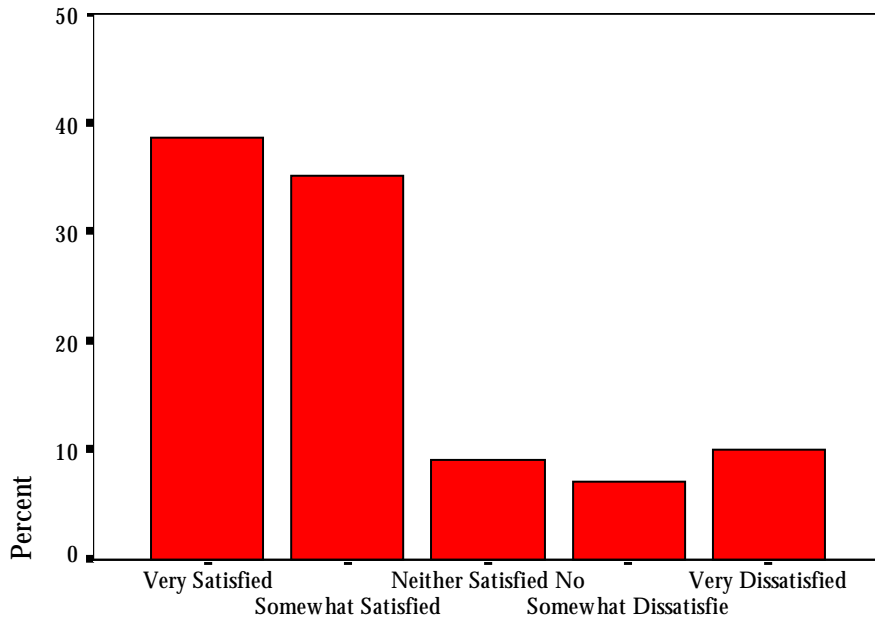
Weighted

CITY OF DURHAM CITIZEN SURVEY -- DRAFT



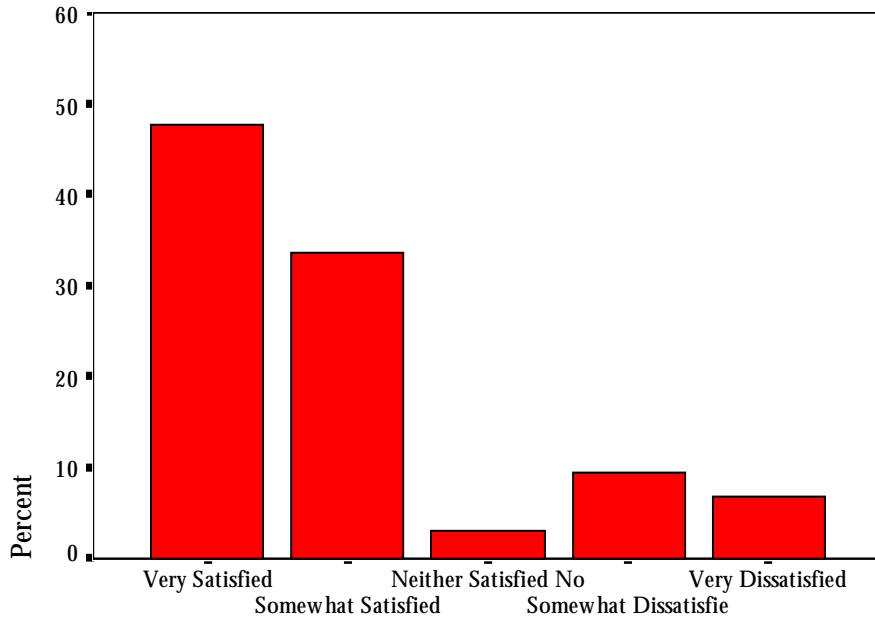
Trash Collection -- Satisfaction

Weighted



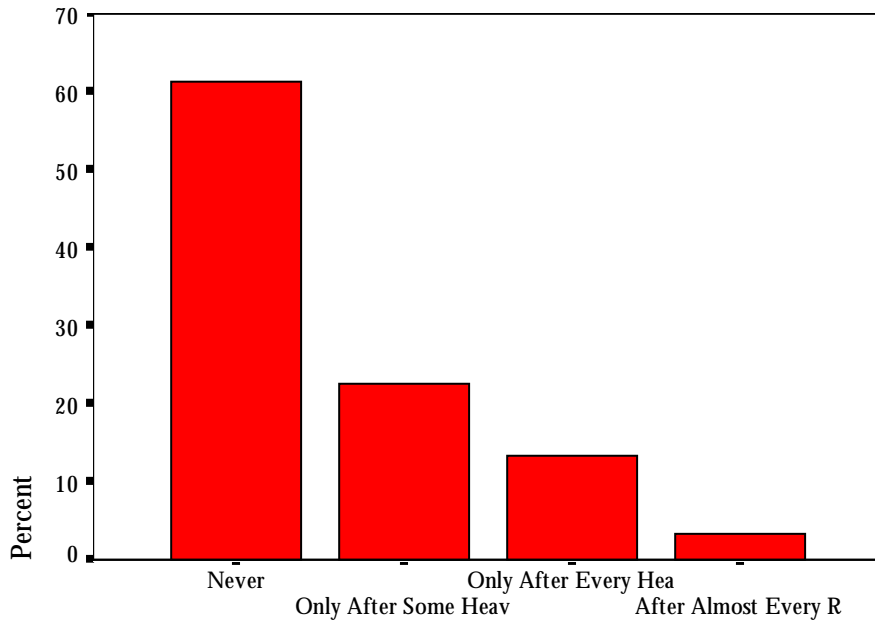
Leaf & Tree Limb Collection -- Satisfaction

Weighted



Recycling Services -- Satisfaction

Weighted



Inconvenienced by Standing Water

Weighted

## Appendix B: City of Durham Survey Instrument

DIAL THIS NUMBER: ([1.3]) [4.3]-[7.4]

CALLING FROM: **Hello, my name is \_\_\_\_\_, and I'm calling from the University of North Carolina on behalf of the City of Durham.**

PURPOSE: **We're conducting a study with Durham residents to learn about:**  
**satisfaction with city services**  
**the types of services which citizens think are important**  
**and about the safety and overall quality of life in the City.**

**The information from this study will help the City to better serve your needs as a Durham citizen.**

1 CONTINUE WITH INTRODUCTION2 GO TO DISPOSITION SCREEN (SKIP TO DISPSCRN)

**Your phone number was selected randomly, so I need to verify that I've reached you at**

01 YES  
02 NO  
77 DON'T KNOW GOTO DISP. SCREEN  
99 REFUSED GOTO DISP. SCREEN

IF: (I1\_C is DON'T KNOW GOTO D OR I1\_C is REFUSED GOTO D )

I1\_D  
INTERVIEWER, HANG UP AND REDIAL ([1.3]) [4.3]-[7.4];  
IF SAME HOUSEHOLD GOTO DISP. SCREEN AND CODE NIS

CITY OF DURHAM CITIZEN SURVEY -- DRAFT

NUMBER, OTHERWISE, RETURN TO TOP.

- 1 SWITCHED NUMBER
- 2 DIALED WRONG NUMBER; RETURN TO TOP

**I need to know if this is a household or a business?**

- 01 HOUSEHOLD
- 02 BUSINESS
- 77 DON'T KNOW GOTO DISP. SCREEN
- 99 REFUSED GOTO DISP. SCREEN

IF: (I1\_A is BUSINESS )

**I am sorry, we are only interviewing city households.**

**Thank you for your time.**

THIS IS A BUSINESS NUMBER.  
IT IS NOT ELIGIBLE FOR THIS SURVEY.  
THIS ENDS THIS CALL.  
CODE BNR ON THE DISPOSITION SCREEN.

**Is this household within Durham City limits?**

- 01 YES
- 02 NO
- 77 DON'T KNOW
- 99 REFUSED

IF: (I1\_B is NO OR I1\_B is DON'T KNOW )

**I am sorry, we are only interviewing city households.**

**Thank you for your time.**

THIS HOUSEHOLD IS NOT LOCATED WITHIN THE  
BOUNDARY OF DURHAM CITY. IT IS NOT ELIGIBLE  
FOR THIS SURVEY.  
THIS ENDS THIS CALL.  
CODE NIC ON THE DISPOSITION SCREEN.

**In order to determine who will complete the survey in your household, I'll first need to know the number of persons, 18 years and older, who live here. How many would that be?**

IF NO ANSWER, ENTER NA.  
IF REFUSED, ENTER NA

FROM THE COMPUTER WILL RANDOMLY CHOOSE THE RESPONDENT

THIS RESIDENCE BASED ON THE NUMBER OF PEOPLE WHO ARE  
18 YEARS OLD OR OLDER.

ARE YOU CERTAIN THAT THERE ARE \:PREINTRO: PEOPLE 18  
YEARS OLD OR OLDER LIVING AT THIS RESIDENCE?

IF YOU ARE CORRECT, PRESS <Enter> TO CONTINUE.

IF YOU ARE INCORRECT, BACK UP AND ENTER THE CORRECT

NUMBER.

CITY OF DURHAM CITIZEN SURVEY -- DRAFT

GRPHOME  
THIS IS A GROUP HOME.  
TRY TO SPEAK WITH THE DIRECTOR OF HOME TO DETERMINE  
NUMBER  
OF RESIDENTS, AND GET RESIDENT'S FIRST NAME OR INITIALS.  
ENTER THESE ON THE NEXT SCREEN BEFORE YOU PRINT.  
THEN SCHEDULE A CALLBACK AND WE'LL DECIDE WHO WILL BE  
THE RANDOM ADULT CHOSEN FROM THIS HOME.

**Since there are no people at this residence 18 years old or older, this house is not eligible for the interview.**

**Thank you for your assistance.**

CODE NAH ON DISPOSITION SCREEN

**Since there is only one person at this residence older than 18 years old, he/she is chosen to complete the interview.**

The computer has chosen the OLDEST ADULT to do the survey. The computer has chosen the YOUNGEST ADULT to do the survey.

The computer has chosen the SECOND OLDEST ADULT to do the survey.

The computer has chosen the SECOND YOUNGEST ADULT to do the survey.

The computer has chosen the THIRD OLDEST ADULT to do the survey.

The computer has chosen the THIRD YOUNGEST ADULT to do the survey.

The computer has chosen the FOURTH OLDEST ADULT to do the survey.

The computer has chosen the FOURTH YOUNGEST ADULT to do the survey.

**Is that you?**

- 1 CHOSEN ADULT IS THIS PERSON
- 2 CHOSEN ADULT IS A DIFFERENT PERSON

**Is that person here now?**

- 1 CONTINUE WITH EXPLANATION
- 2 GO TO DISPOSITION SCREEN

**Could I get their name or initials so I know who to ask for later?**

CALLING FROM: Hello, my name is \_\_\_\_\_, and I'm calling from the University of North Carolina on behalf of the City of Durham.

PURPOSE: We're conducting a study with Durham residents to learn about satisfaction with city services, the types of services which citizens think are important, and about the safety and overall quality of life in the city. The information from this study will help the City to better serve your needs as a citizen.

PURPOSE & LENGTH: The interview will take about 10-15 minutes  
V & C: We can skip over any questions that you don't want to answer and you are free to withdraw from the interview at any time. All responses you provide will be held strictly confidential; you will never be identified individually in any reports released

MONITOR CALL: This call may be monitored for training and evaluation purposes.

CITY OF DURHAM CITIZEN SURVEY -- DRAFT

**Do you live in the City of Durham 12 months out of each year?**

- 1 YES (SKIPTO HOWLONG1)
- 2 NO
- 3 DK GOTO DISPSCRN (SKIPTO DISPSCRN)
- 4 REF GOTO DISPSCRN (SKIPTO DISPSCRN)

NOTPRES

**Thank you for your time, but we are only interviewing permanent Durham residents for this study.** CODE NPR

**How long have you lived in the city of Durham?** Years or Months?1

- YEARS
- 2 MONTHS3 DK4 REF

TOOSHORT

**Thank you for your time but we are only interviewing residents who have lived in Durham for at least 6 months, as you may not have had a chance to use many of the services we will be asking about.** CODE NEW

DISPOSITIONS

ENTER THE APPROPRIATE DISPOSITION FOR THIS CALL

CALLBACK DISPOSITIONS:

- ANM ANSWERING MACHINE
- BZY BUSY
- NOA NO ANSWER
- TEM TEMPORARILY DISCONNECTED
- RUN RESPONDENT UNAVAILABLE
- GRP GROUP HOME
- FAX FAX/MODEM

NON-CALLBACK DISPOSITIONS:

- PHONE RELATED:
- BNR BUSINESS/NON-RESIDENTIAL
- CHG PHONE NUMBER CHANGED
- FX2 FAX/MODEM (AFTER 5 FAX DISPS)
- INS INSTITUTION/BARRACKS
- NIS NOT IN SERVICE
- KID CHILD'S PHONE
- NCB NO CB/MAX CALL ATTEMPT REACHED
- NEW RESIDENT

REFUSAL DISPOSITION:

- REFUSAL
- LAN LANGUAGE PROBLEM
- UNAVAILABLE LENGTH OF STUDY
- GKF GATEKEEPER FINAL REFUSAL

INELIGIBLE DISPOSITIONS:

- RR1 RESPONDENT FIRST REFUSAL
- LOS
- MED MEDICAL/COGNITIVE PROBLEM
- NPR NOT PRIMARY RESIDENCE
- NAH NO ADULT IN HOUSEHOLD
- NIC NOT IN DURHAM CITY

\* TYPE INT TO DO INTERVIEW \*

QA1

**What ONE thing do you like most about living in the city of Durham?** ENTER DK FOR DON'T KNOW AND REF FOR REFUSAL

QA2

**What ONE thing do you like least about living in the city of Durham?**

ENTER DK FOR DON'T KNOW AND REF FOR REFUSAL



QA3 **What do you think will be the ONE biggest issue that the City of Durham will face in the next five years?**

ENTER DK FOR DON'T KNOW AND REF FOR REFUSAL

QB1\_A1 **I am going to read to you a series of City of Durham services. For each service, please tell me if it is very important, somewhat important, or not important to you.**

**Fire Protection Rescue Services**

- 1 Very Important
- 2 Somewhat Important
- 3 Not Important
- 4 DK
- 5 REF

IF: (QB1\_A1 is Very Important OR QB1\_A1 is Somewhat Important )

QB1\_B1 **How satisfied or dissatisfied are you with Fire Protection Rescue Services**

- Would you say:** 1 very satisfied 2 somewhat satisfied 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
  - 5 very dissatisfied
  - 6 Never Used
  - 7 DK
  - 8 REF

QB1\_A2 **How important (to you) is: Police Protection**

- 1 Very Important
- 2 Somewhat Important
- 3 Not Important
- 4 DK
- 5 REF

IF: (QB1\_A2 is Very Important OR QB1\_A2 is Somewhat Important )QB1\_B2 **How satisfied or dissatisfied are you with Police Protection**

**Would you say:**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 Never Used
- 7 DK
- 8 REF

QB1\_A3 **How important (to you) is:Street maintenance and repair**1 Very Important2 Somewhat Important

- 3 Not Important
- 4 DK
- 5 REF

IF: (QB1\_A3 is Very Important OR QB1\_A3 is Somewhat Important )

QB1\_B3 **How satisfied or dissatisfied are you with Street maintenance and repair**

**Would you say:**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 DK
- 7 REF

QB1\_A4 **How important (to you) is:Cleanliness and appearance of Medians and Roadside** 1 Very Important 2 Somewhat Important

- 3 Not Important
- 4 DK
- 5 REF

IF: (QB1\_A4 is Very Important OR QB1\_A4 is Somewhat Important )

QB1\_B4 **How satisfied or dissatisfied are you with Cleanliness and appearance of Medians and Roadside**  
**Would you say:**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 DK
- 7 REF

QB1\_A5 **How important (to you) is Street Cleaning** 1 Very Important 2 Somewhat Important 3 Not Important 4 DK 5 REF

IF: (QB1\_A5 is Very Important OR QB1\_A5 is Somewhat Important )

QB1\_B 5 **How satisfied or dissatisfied are you with Street Cleaning**  
**Would you say:**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 DK
- 7 REF

QB1\_A6 **How important (to you) is: Street lighting** 1 Very Important 2 Somewhat Important 3 Not Important 4 DK 5 REF

IF: (QB1\_A6 is Very Important OR QB1\_A6 is Somewhat Important)

QB1\_B6 **How satisfied or dissatisfied are you with  
Street lighting**

**Would you say:**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 DK
- 7 REF

QB1\_A7 **How important (to you) is:  
Drinking water quality**

- 1 Very Important
- 2 Somewhat Important
- 3 Not Important
- 4 DK
- 5 REF

IF: (QB1\_A7 is Very Important OR QB1\_A7 is Somewhat Important )QB1\_B7 **How  
satisfied or dissatisfied are you with**

**Drinking water quality**

**Would you say:**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 DK
- 7 REF

QB1\_A8 **How important (to you) are:  
Greenways and Trails**

NOTE: A GREENWAY IS A NATURAL BIKING OR WALKING TRAIL OR A  
PEDESTRIAN LINK BETWEEN PARKS

- 1 Very Important
- 2 Somewhat Important
- 3 Not Important
- 4 DK
- 5 REF

IF: (QB1\_A8 is Very Important OR QB1\_A8 is Somewhat Important )

QB1\_B8 **How satisfied or dissatisfied are you with  
Greenways and Trails**

**Would you say:**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 Never Used
- 7 DK
- 8 REF

QB1\_A9 **How important (to you) are:  
City Parks**

(SUCH AS WEST POINT ON THE ENO, DUKE PARK)

- 1 Very Important
- 2 Somewhat Important
- 3 Not Important
- 4 DK
- 5 REF

IF: (QB1\_A9 is Very Important OR QB1\_A9 is Somewhat Important )

QB1\_B9 **How satisfied or dissatisfied are you with  
City Parks**

**Would you say:**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 Never Used
- 7 DK
- 8 REF

QB1\_A10

**How important (to you) are:  
City Playgrounds**

- 1 Very Important
- 2 Somewhat Important
- 3 Not Important
- 4 DK
- 5 REF

IF: (QB1\_A10 is Very Important OR QB1\_A10 is Somewhat Important )

QB1\_B10 **How satisfied or dissatisfied are you with  
City Playgrounds**

**Would you say:**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 Never Used
- 7 DK
- 8 REF

QB1\_A11 **How important (to you) are:  
City Recreation Centers**

(SUCH AS EDISON JOHNSON, EAST DURHAM RECREATION CENTER)

- 1 Very Important
- 2 Somewhat Important
- 3 Not Important
- 4 DK
- 5 REF

IF: (QB1\_A11 is Very Important OR QB1\_A11 is Somewhat Important )

QB1\_B11 **How satisfied or dissatisfied are you with  
City Recreation Centers**

**Would you say:**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 Never Used
- 7 DK
- 8 REF

QB1\_A12 **How important (to you) is:  
Trash Collection**

- 1 Very Important
- 2 Somewhat Important
- 3 Not Important
- 4 DK
- 5 REF

IF: (QB1\_A12 is Very Important OR QB1\_A12 is Somewhat Important )

QB1\_B12 **How satisfied or dissatisfied are you with  
Trash Collection**  
**Would you say:**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 DK
- 7 REF

QB1\_A13 **How important (to you) is:  
Leaf and Tree limb collection**

- 1 Very Important
- 2 Somewhat Important
- 3 Not Important
- 4 DK
- 5 REF

IF: (QB1\_A13 is Very Important OR QB1\_A13 is Somewhat Important )

QB1\_B13 **How satisfied or dissatisfied are you with  
Leaf and Tree limb collection**  
**Would you say:**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 DK
- 7 REF

QB1\_A14 **How important (to you) are:  
Recycling Services**

- 1 Very Important
- 2 Somewhat Important
- 3 Not Important
- 4 DK
- 5 REF

IF: (QB1\_A14 is Very Important OR QB1\_A14 is Somewhat Important )

QB1\_B14 **How satisfied or dissatisfied are you with Recycling Services**

**Would you say:**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 DK
- 7 REF

QB2 **About how often, over the past year, have you been seriously inconvenienced by standing water in the streets of your neighborhood after a rainstorm? Would you say:**

- 1 after almost every rain
- 2 only after every heavy rain
- 3 only after some heavy rains
- 4 never
- 5 DK
- 6 REF

QB3\_A **During the past 12 months have you or any members of your household contacted a City of Durham employee to seek service or to file a complaint about something?**

- 1 Yes
- 2 No (SKIPTO QB4\_1)
- 3 DK (SKIPTO QB4\_1)
- 4 REF (SKIPTO QB4\_1)

QB3\_B **In your contacts with city employees were you or your household generally very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied with their courtesy?**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 DK
- 7 REF



QB3\_B2 **And how satisfied were you or your household with the time it took for your request to be answered?**

- 1 very satisfied
- 2 somewhat satisfied
- 3 neither satisfied nor dissatisfied
- 4 somewhat dissatisfied
- 5 very dissatisfied
- 6 DK
- 7 REF

QB4\_1 **In the past 12 months, how many times, if any, have you or anyone in your household done each of the following things?  
Used a Recreation Center(such as Edison Johnson, East Durham Recreation Center)**

(ENTER 999 FOR REFUSAL AND DK FOR DON'T KNOW)

QB4\_2 **(In the past 12 months, how many times, if any, have you or anyone in your household done each of the following things?)  
Used a public pool (such as Campus Hills, Edison Johnson Aquatic Center)**

(ENTER 999 FOR REFUSAL AND DK FOR DON'T KNOW)

QB4\_3 **(In the past 12 months, how many times, if any, have you or anyone in your household done each of the following things?)  
Participated in a City of Durham athletic program (Such as Soccer, Softball)**

(ENTER 999 FOR REFUSAL AND DK FOR DON'T KNOW)

QB4\_4 **(In the past 12 months, how many times, if any, have you or anyone in your household done each of the following things?)  
Participated in other City of Durham recreation program (such as Arts & Crafts)**

(ENTER 999 FOR REFUSAL AND DK FOR DON'T KNOW)

QB4\_5 **(In the past 12 months, how many times, if any, have you or anyone in your household done each of the following things?)  
Visited a neighborhood or City park (Such as West Point on the Eno, Duke Park)**

(ENTER 999 FOR REFUSAL AND DK FOR DON'T KNOW)

QB4\_6 **(In the past 12 months, how many times, if any, have you or anyone in your household done each of the following things?)**

**Attended a City meeting or a public meeting about city matters**  
(ENTER 999 FOR REFUSAL AND DK FOR DON'T KNOW)

QB4\_7 **(In the past 12 months, how many times, if any, have you or anyone in your household done each of the following things?)**

**Ridden the city bus**  
(ENTER 999 FOR REFUSAL AND DK FOR DON'T KNOW)

**These next few questions have to do with your perception about living in the city of Durham.**

QC1 **Taking all things into consideration, how would you rate your overall quality of life in the City of Durham?**

- 1 Very High
- 2 High
- 3 neither High nor Low
- 4 Low
- 5 Very Low
- 6 DK
- 7 REF

QC2 **How do you rate the overall quality of your neighborhood?**

- 1 Very High
- 2 High
- 3 neither High nor Low
- 4 Low
- 5 Very Low
- 6 DK
- 7 REF

QC3 **How do you rate the City of Durham as a place to raise children?**

- 1 Very High
- 2 High
- 3 neither High nor Low
- 4 Low
- 5 Very Low
- 6 DK
- 7 REF

QD1\_intr      **I am going to read you a series of issues. For each issue, please tell me whether you think the issue should be a very high priority, a high priority a medium priority, a low priority or not a priority for the City. Please think of a very high priority as an area where the City should put a large amount of your tax dollars. On the other hand, an item that is not a priority would be an area where the City should not spend any of your tax dollars.**

QD1\_1      **Should finding jobs for people be a very high priority, a high priority, a medium priority, a low priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_2      **Should Getting businesses to locate in the City of Durham be a very high priority, a high priority, a medium priority, a low priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_3      **Should Providing services to the elderly be a very high priority, a high priority, a medium priority, a low priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_4      **Should Improving river, lake, stream quality be a very high priority, a high priority, a medium priority, a low priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_5      **Should improving air quality be a very high priority, a high priority, a medium priority, a low priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_6      **Should Providing transportation alternatives be a very high priority, a high priority, a medium priority, a low priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_7      **Should Adding recreational Programs, Locations be a very high priority, a high priority, a medium priority, a low priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_8      **Should Redeveloping downtown  
be a very high priority, a high priority, a medium priority, a low  
priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_9      **Should Creating affordable housing  
be a very high priority, a high priority, a medium priority, a low  
priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_10     **Should improving City Streets  
be a very high priority, a high priority, a medium priority, a low  
priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_11     **Should Improving water and sewer services  
be a very high priority, a high priority, a medium priority, a low  
priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_12      **Should Promoting Racial Harmony  
be a very high priority, a high priority, a medium priority, a low  
priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_13      **Should Protecting Natural Areas  
be a very high priority, a high priority, a medium priority, a low  
priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_14      **Should Limiting Growth  
be a very high priority, a high priority, a medium priority, a low  
priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_15      **Should Reducing Traffic  
be a very high priority, a high priority, a medium priority, a low  
priority or not a priority for the City of Durham?**

- 1    Very High
- 2    High
- 3    Medium
- 4    Low
- 5    Not a priority
- 6    DK
- 7    REF

QD1\_16      **Should Reducing Crime  
be a very high priority, a high priority, a medium priority, a low  
priority or not a priority for the City of Durham?**

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- 1 Very High
- 2 High
- 3 Medium
- 4 Low
- 5 Not a priority
- 6 DK
- 7 REF

QE\_INTRO **These next questions are in reference to your feelings of safety in the City.**

QE1 **How safe would you feel walking alone in your neighborhood at night?**

**Would you feel:**

- 1 Very Safe
- 2 Somewhat Safe
- 3 Neither Safe nor Unsafe
- 4 Somewhat Unsafe
- 5 Very Unsafe
- 6 DON'T KNOW
- 7 REFUSED

QE2 **How safe would you feel walking alone in your neighborhood during the day?**

**Would you feel:**

- 1 Very Safe
- 2 Somewhat Safe
- 3 Neither Safe nor Unsafe
- 4 Somewhat Unsafe
- 5 Very Unsafe
- 6 DON'T KNOW
- 7 REFUSED

QE3 **Overall would you say that the City of Durham is:**

- 1 Very Safe
- 2 Somewhat Safe
- 3 Neither Safe nor Unsafe
- 4 Somewhat Unsafe
- 5 Very Unsafe
- 6 DON'T KNOW
- 7 REFUSED

QF\_INTRO **The next couple of questions have to do with your use of the internet.**

QF1 **Please tell me if you have access to the internet at home?**

- 1 Yes
- 2 No
- 3 DON'T KNOW

4 REFUSED

QF2

**At work?**

- 1 Yes
- 2 No
- 3 Does not work
- 4 DON'T KNOW
- 5 REFUSED

QF3

**Have you or anyone in your household ever visited the City of Durham's internet site as a source of information about City Government?**

- 1 Yes
- 2 No
- 3 DON'T KNOW
- 4 REFUSED

IF: (QF3 is Yes )

QF4

**How many times have you used the city's internet site?**  
(ENTER 999 FOR REFUSAL, DK FOR DON'T KNOW)

QG\_INTRO

**Finally, I'd like to ask you a few background questions.**

QG1

**Which of the following statements best describes your household?**

- 1 I live by myself
- 2 I live with my spouse/partner only
- 3 I live with my spouse/partner and there is at least one child living with me
- 4 I live with adults who are not related to me
- 5 I live with my child/children only
- 6 Other, Specify....
- 7 DK
- 8 REF



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IF: (QG1 is Other, Specify.... )

QG1\_B

Other, Specify?

DK FOR DON'T KNOW, REF FOR REFUSAL

QG2

**What is the highest degree or level of school you have completed?**

- 1 No school
- 2 Elementary or less
- 3 Junior High (7-11)
- 4 High School/GED (12)
- 5 Some College/associate's/Trade school Degree
- 6 College Degree (16)
- 7 Some Graduate Work
- 8 Graduate degree
- 9 Other, please specify
- 0 DK
- X REF

IF: (QG2 is Other, please specify)

QG2\_AOther,

Please specify

QG3

**To assure an accurate sample in the community, please give me your zip code.**

Zip code:

(99999 FOR REFUSAL, 77777 FOR DK)

QG3\_A

**(To assure an accurate sample in the community), please give me the name of your street.**

DK FOR DON'T KNOW, REF FOR REFUSAL

QG3\_B

**.....and the closest intersection:**

DK FOR DON'T KNOW, REF FOR REFUSAL

QG4

**What is your age?**

(999 FOR REFUSAL, DK FOR DON'T KNOW)

D5A

**Just for statistical purposes, do you anticipate that your household's total income for all of 1999 will be Less than \$25,000?**

- 01 NO (SKIPTO D5E)
- 02 YES (SKIPTO D5B)
- 88 DK (SKIPTO D5RF)
- 99 REFUSED (SKIPTO D5RF)

CITY OF DURHAM CITIZEN SURVEY -- DRAFT

D5B JUST FOR STATISTICAL PURPOSES, DO YOU ANTICIPATE THAT YOUR HOUSEHOLD'S TOTAL INCOME FOR ALL OF 1999 WILL BE **Less than \$20,000?**

- 01 NO
- 02 YES (SKIPTO D5C)
- 88 DK (SKIPTO D5RF)
- 99 REFUSED (SKIPTO D5RF)

IF: (D5B is NO )

D5C JUST FOR STATISTICAL PURPOSES, DO YOU ANTICIPATE THAT YOUR HOUSEHOLD'S TOTAL INCOME FOR ALL OF 1999 WILL BE **Less than \$15,000?**

- 01 NO
- 02 YES (SKIPTO D5D)
- 88 DK (SKIPTO D5RF)
- 99 REFUSED (SKIPTO D5RF)

IF: (D5C is NO )

D5D JUST FOR STATISTICAL PURPOSES, DO YOU ANTICIPATE THAT YOUR HOUSEHOLD'S TOTAL INCOME FOR ALL OF 1999 WILL BE **Less than \$10,000?**

- 01 NO
- 02 YES
- 88 DK (SKIPTO D5RF)
- 99 REFUSED (SKIPTO D5RF)

D5E JUST FOR STATISTICAL PURPOSES, DO YOU ANTICIPATE THAT YOUR HOUSEHOLD'S TOTAL INCOME FOR ALL OF 1999 WILL BE **Less than \$35,000?**

- 01 NO (SKIPTO D5F)
- 02 YES
- 88 DK (SKIPTO D5RF)
- 99 REFUSED (SKIPTO D5RF)

D5F JUST FOR STATISTICAL PURPOSES, DO YOU ANTICIPATE THAT YOUR HOUSEHOLD'S TOTAL INCOME FOR ALL OF 1999 WILL BE **Less than \$50,000?**

- 01 NO (SKIPTO D5G)
- 02 YES
- 88 DK (SKIPTO D5RF)
- 99 REFUSED (SKIPTO D5RF)

CITY OF DURHAM CITIZEN SURVEY -- DRAFT

D5 G JUST FOR STATISTICAL PURPOSES, DO YOU ANTICIPATE THAT YOUR HOUSEHOLD'S TOTAL INCOME FOR ALL OF 1999 WILL BE **Less than \$75,000?**

- 01 NO
- 02 YES
- 88 DK (SKIPTO D5RF)
- 99 REFUSED (SKIPTO D5RF)

IF: (D5A is REFUSED OR D5B is REFUSED OR D5C is REFUSED OR D5D is REFUSED OR D5E is REFUSED OR D5F is REFUSED OR D5G is REFUSED )

QG6 **Are you of Spanish or Hispanic origin or descent?**

- 1 Yes
- 2 No
- 3 DK
- 4 REF

QG7 **What is your race? Please tell me all that apply to you.**

(USE UP, DOWN AND + TO SELECT; - TO DESELECT)

- 1 Caucasian/White
- 2 African American/Black
- 3 Asian or Pacific Islander
- 4 Native American/Indian
- 5 Other, Specify
- 6 DK
- 7 REF

IF: (QG7 is Other, Specify )

QG7 PLEASE SPECIFY

QG8 **How many different phone numbers (used mainly for voice communication) reach your household?**

ENTER 99 FOR REFUSAL, DK FOR DON'T KNOW

QG9 PLEASE ENTER THE GENDER OF THE RESPONDENT  
IF NOT SURE THEN ASK

- 1 MALE
- 2 FEMALE
- 3 DK
- 4 REF

QG10 **Thank you for your participation. The City of Durham may decide to conduct a similar interview next year. Is it ok for us to call you back then?**

- 1 Yes
- 2 No

Q 58.00: QEND

## Appendix C: Individual Responses to Open Ended Questions: "Other"

OTHER ANSWERS TO THE QUESTION: WHAT ONE THING DO YOU LIKE LEAST ABOUT LIVING IN THE CITY OF DURHAM?

ISSUE
1 ZONING
2 PEOPLE-HAVE WRONG ATTITUDE
3 PEOPLE-NONE OF MY FRIENDS LIVE IN DURHAM
4 DOWNTOWN-WE NEED TO REVITALIZE THE DOWNTOWN
5 APPEARANCE-ITS AESTHETIC APPEARENCE
6 DISORGANIZED
7 APPEARANCE-FILTHY PLACE
8 RESEARCH EFFORTS-THE WAY IT'S BEEN CARRIED OUT-MY WIFE'S FACILITY
9 PEOPLE OF DURHAM ARE ITS OWN WORST ENEMY-APOLOGETIC ABOUT DURHAM
10 SETTLED DOWN HARD TO LEAVE
11 PHONE SERVICE
12 LACK OF AVAILABLE ETHNIC FOOD CHOICES
13 APPEARANCE-DIRTY SECTIONS OF THE CITY AND CRIME
14 PEOPLE-NUMBER OF BUMS ON STREET
15 BEHIND THE TIMES-20 YEARS BEHIND THE TIMES
16 SLOWNESS OF SERVICE IN BUSINESSES
17 TOO MANY CHANGES
18 LACK OF CULTURE
19 PEOPLE-LARGE VARIETY OF PEOPLE COMING AND GOING
20 DIVISION-AMONG PEOPLE
21 DIVISION-BETWEEN RICH AND POOR
22 PEOPLE-ARE NOT FRIENDLY
23 TOO SLOW
24 SIZE-THE FACT THAT IT'S A SMALL CITY
25 ZONING
26 GOING TO FOOTBALL GAMES
27 SIZE-SMALL CITY
28 PEOPLE-PANHANDLERS AROUND 9TH STREET

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- 
- 29 INEQUITY IN WHICH CITY IS BEING DEVELOPED-NO REVITAL OF MANY AREAS  
PEOPLE-THE WAY SOME PEOPLE ACT IN CERTAIN PARTS OF TOWN-BAD
- 
- 30 ATTITUDES
- 
- 31 LACK OF HOUSING-VARIETY
- 
- 32 SIZE-SMALL CITY
- 
- 33 WE HAVE GOTTEN TERRIBLY LOST IN POLITICALLY CORRECT KIND OF THINKING
- 
- 34 PUBLIC SYSTEM
- 
- 35 APPEARANCE-DILAPIDATED HOUSING
- 
- 36 POWER OUTAGES-FREQUENCY OF OUTAGES
- 
- 37 NOT COSMOPOLITAN ENOUGH
- 
- 38 WEATHER-SUMMER HUMIDITY
- 
- 39 PEOPLE-WHO COME INTO DURHAM FROM OTHER PLACES WHO CAUSE PROBLEMS
- 
- 40 WEATHER
- 
- 41 HOUSING
- 
- 42 POLLUTION
- 
- 43 TOO MUCH POVERTY
- 
- 44 APPEARANCE-THE WAY CERTAIN COMMUNITIES HAVE DETERIORATED
- 
- 45 WEATHER-SUMMER HEAT
- 
- 46 PEOPLE-THEY HAVE NASTY ATTITUDES
- 
- 47 BEING ANNEXED
- 
- 48 HOUSING
- 
- 49 DEMOGRAPHICS OF EVERYTHING
- 

OTHER ANSWERS TO THE QUESTION: WHAT DO YOU THINK  
WILL BE THE ONE BIGGEST ISSUE THAT THE CITY OF  
DURHAM WILL FACE IN THE NEXT FIVE YEARS?

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**Issue**

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- 1 THIS MILLENIUM BUSINESS
- 
- 2 WEATHER
- 
- 3 AIDS
- 
- 4 GARBAGE COLLECTION AND DISPOSAL
- 
- 5 THEY ARE GOING TO HAVE TO DECIDE WHO THEY ARE GOING TO SERVICE
- 
- 6 A SOLUTION TO ALL THE VIOLENCE
- 
- 7 CHILDREN
- 
- 8 LIVING ARRANGEMENTS OR BETTER HOUSING
- 
- 9 I THINK THEY NEED TO PUT \$ INTO THE CITY, & IMPROVE THE CITY
- 
- 10 Y2K PROBLEM
- 
- 11 JOBS
- 
- 12 MEDICAL CARE-WHICH HOSPITALS WILL TREAT PEOPLE ON MEDICAID
- 
- 13 ECONOMIC PROBLEM/ HAVES AND HAVE NOTS
- 
- 14 JOBS
- 
- 15 CULTURAL DIVERSITY
- 
- 16 TO BETTER AND MORE EFFICIENTLY MANAGE ITS OWN AFFAIRS/COMPETENCY
-

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- 
- 17 IMPACT OF THE TOBACCO LAW SUITS
- 
- 18 I THINK IT WILL BE THE ECONOMIC ISSUE BETWEEN THE HAVES AND HAVE NOTS
- 
- 19 SLOW GROWTH COMPARED TO OTHER TRIANGLE TOWNS LIKE RAL
- 
- 20 FINDING SERVICES FOR CHILDREN UNDER 3 YRS-F.E.PRE-SCHOOL FOR THAT AGE
- 
- 21 INFLUX OF GANG ACTIVITY
- 
- 22 SOUTH SQ MALL WILL CLOSE AND THAT SIDE MAY BECOME RUN DOWN
- 
- 23 JOBS
- 
- 24 URBAN RENEWAL
- 
- 25 TEENAGERS IN PRISON
- 
- 26 JOBS
- 
- 27 FUNDING
- 
- 28 MAINTAIN AND HOLD DOWN TAX BASE
- 
- 29 TAKEN BETTER CARE OF NEIGHBORHOOD
- 
- 30 GERIATRIC PERCENTAGES P OUR COUNTRY IS GETTING OLDER
- 
- 31 URBAN RENEWAL
- 
- 32 ECONOMIC DISPARITY AMONG ITS CITIZENS
- 
- 33 DISTRIBUTION OF WEALTH
- 
- 34 REVITALIZATION OF THE ENTIRE CITY
- 
- 35 JOBS
- 
- 36 IMAGE OF THE CITY AS A WHOLE
- 
- 37 CITY'S REPUTATION
- 
- 38 SPECIAL OLYMPICIS
- 
- TEENAGERS AND YOUNG FOLKS HAVING THEIR OWN WAY PLACE, LET THEM HAVE
- 
- 39 THEIR WAY
- 
- 40 TEEN VIOLENCE
- 
- 41 CHANGING THE ENVIRONMENT
-