

Results of 2002 Citizen Satisfaction Survey

City of Durham

Final Results

March 2003

Overview

- ◆ Methodology
- ◆ Demographics
- ◆ Responses to Open Ended Questions
- ◆ Perception of Safety
- ◆ Quality of Life
- ◆ City Services

Methodology

- ◆ The Survey Research Unit at UNC-CH conducted the 2nd Citizen Satisfaction Survey in 2002. The Survey Research Unit administered the same survey as 1999, with the addition of other questions requested by the Administration.
- ◆ Responsibilities of the Survey Unit included design of the survey, data collection during the months of August – November and preparation of data for analysis.
- ◆ In order to reflect the changing demographics of the City of Durham, the Citizen Survey was translated into Spanish and administered to the Spanish speaking population by Spanish speaking interviewers.
- ◆ The survey was conducted by phone and limited to Durham City residents.
- ◆ A total of 456 (430 English speaking & 26 Spanish speaking) Durham residents participated in the study providing an adequate representation of the City's population.
- ◆ The sample is representative of Durham as a whole.
 - 95% confidence interval
 - plus or minus 5% accuracy.
- ◆ The survey included three open-ended questions.
- ◆ In the majority of the survey questions, respondents provided a fixed answer.
- ◆ Respondents self-identified their demographics.
- ◆ A variety of cross analyses was conducted.
- ◆ We isolated many responses by Zip Code Zones:

South (1)

27707

27713

27517

East/Central (2)

27701

27703

27704

North/West (3)

27705

27712



- ◆ Dark lines show zip code boundaries as noted on previous page.
- ◆ Dots indicate clusters of respondents spread throughout city.

Respondent Demographics

- ◆ The demographic distribution is weighted to more accurately reflect the Durham population.
- ◆ **Gender**
 - Male: 47%
 - Female: 53%
- ◆ **Race**
 - White: 48%
 - Black: 38%
 - Multi-racial: 5.5%
 - Asian / PI: 5%
 - Hispanic: 8% (separate question)
- ◆ **Age**
 - 18 to 24 11%
 - 25-34 33%
 - 35- 44 21%
 - 45-54 14%

- 55-64 10%
- 65 or older 10%
- ◆ **Household Income in 2001**
 - \$0 - 14,999 5%
 - \$15,000 – 24,999 7%
 - \$25,000 – 34,999 9%
 - \$35,000 – 49,999 22%
 - \$50,000 – 59,999 11%
 - \$60,000 – 74,999 8%
 - \$75,000 – 99,999 14%
 - \$100,000 and above 17%
- ◆ **Home Ownership**
 - Own home: 56%
 - Rent: 43%
- ◆ **Type of Residence**
 - Single Family Home 64%
 - Duplex/Townhouse 13%
 - Apartment 22%
 - Mobile Home 1%
- ◆ **Household Composition**
 - Live with spouse/partner & child(ren) 36%
 - Live with spouse/partner 26%
 - Live alone 17%
 - Live with other adults only 7%
 - Live with child(ren) only 7%
 - Other 7%
- ◆ **Length of Time Living Continuously In Durham**
 - 6 months – 2 years 20%
 - 2 – 5 years 23%
 - 5 – 10 years 14%
 - 10 – 20 years 16%
 - 20 – 30 years 11%
 - 30 – 50 years 10%
 - More than 50 years 5%
- ◆ **Education Level**
 - Have not completed High School 7%
 - High School Graduate/GED 12%
 - Some College 23%
 - 4 year college graduate 28%
 - Some post-college work 8%
 - Graduate Degree 23%
- ◆ **Zip Code**
 - 27517 1%
 - 27701 9%
 - 27703 13%

- 27704 11%
- 27705 17%
- 27707 19%
- 27712 6%
- 27713 23%

Open-Ended Questions

- ◆ One thing you like most about living in City
- ◆ One thing you like least about living in City
- ◆ One biggest issue that City will face in five years

Like Most About Living in Durham?

Issue	2002 Responses	1999 Responses
Location/Convenience	25%	28%
Quality of Life	17%	14%
Family Here/Home	10%	8%
Culture/Diversity	8%	5%
Built Environment	7%	6%
College	6%	1%

Location/Convenience	113	107
Quality of Life: Other	54	75
Family Here/ Home	30	42
Culture/Diversity	21	36
Built Environment/Non-City Services	23	32
College/ Higher Education	5	24
Job Opportunities/Economy	11	18
Small Size/Right Size	16	17
Natural Environment	12	14
Affordability	10	14
City Services	12	11
Quality of Life/Neighborhood	16	9
Duke University	10	7
Public Schools	6	5
Don't Know/Refused	61	19

Like Least about Living in Durham?

Issue	2002 Responses	1999 Responses
Crime	29%	22%
Taxes/Mismanagement of Taxes	10%	7%
Traffic	7%	8%
Lack of Things to Do	6%	7%
Elected Officials/Politics	4%	4%
Racial Issues	4%	4%
Growth/Sprawl	3%	4%

Crime	89	126
Taxes/Unaffordable	26	44
Traffic	33	29
Lack of Things to Do	26	27
Elected Officials/Politics	14	18
Racial Issues	16	16
Growth/Sprawl	15	15
City Services/Other	14	15
City Appearance	6	14
Inadequate City Facilities/Services	4	14
Street/Pothole Repair	12	13
Low Quality Public Schools	7	12
Drugs	8	11
City's Image/Perception	16	8
Income Disparity	0	8
Small City/Not Cosmopolitan	5	7
Public Transit	15	6
Weather	0	6
People Unfriendly/Bad Attitudes	5	0
Housing	3	0
Don't Know/Nothing/Refused	86	41

Biggest Issue in Next 5 Years

Issue	2002 Responses	1999 Responses
Crime	22%	14%
Development/Growth	22%	25%
Public Schools	10%	9%
Traffic/Transit	9%	12%
Jobs/Economic Growth	5%	1%
City Budget	4%	0%
Water Shortage	4%	0%

Crime	55	96
Development/Growth	101	95
Public Schools	36	42
Traffic/Transit	48	38
Jobs/Economic Growth	5	20
City Budget	0	19
Water Shortage	0	17
Taxes	7	13
Latino/Hispanic Population	6	12
Housing	7	9
Downtown	7	8
Drugs	17	7
Racial Issues	19	6
City Leadership	0	6
City/County Merger	15	0
Urban/Renewal Revitalization	6	0
Income Disparity	4	0
Other	24	22
Nothing/Refused/Don't know	43	20

People Feel Safe in Their Neighborhoods During the Day

Rating	2002 Response	1999 Response
Very Safe, Somewhat Safe	93%	92%
Neither Safe nor Unsafe	1%	2%
Somewhat unsafe, Very Unsafe	5%	6%

People Feel Safe Walking Alone in Their Neighborhoods at Night

Rating	2002 Response	1999 Response
Very Safe/ Somewhat Safe	65%	69%
Neither Safe nor Unsafe	9%	6%
Somewhat Unsafe/ Very Unsafe	26%	24%

Respondents Rated The City of Durham's Safety Overall

Rating	2002 Response	1999 Response
Very Safe/ Somewhat Safe	50%	46%
Neither Safe nor Unsafe	16%	15%
Very/ Somewhat Unsafe	34%	38%

Rating of Safety At City Recreation Facilities

Rating	2002 Response
Very Safe/ Somewhat Safe	61%
Neither Safe nor Unsafe	11%
Somewhat Unsafe/ Very Unsafe	9%

People Feel Safe Walking Alone in Nearest City Park During the Day

Rating	2002 Response
Very Safe/ Somewhat Safe	66%
Neither Safe Nor Unsafe	8%
Somewhat Unsafe/ Very Unsafe	24%

Satisfaction with Police Protection vs. Feeling Safe

	Feel Very Safe Walking Alone in Neighborhood at night	Feel Very or Somewhat Safe in the City of Durham
Very/Somewhat Satisfied with Police Protection	79%	83%

Feeling Safe by Income

	<\$35,000	\$35,000 - \$49,999	\$50,000 – \$74,999	>\$75,000
Feel Very Safe Walking Alone in neighborhood at night	17%	35%	29%	46%
Feel Very Safe Walking Alone in nearest park during day	37%	32%	27%	30%

Feeling Safe by Age

	18-34	35-54	55+
Feel Very Safe Walking Alone in neighborhood at night	31%	39%	25%
Feel Very Safe Walking Alone in nearest park during day	39%	29%	18%

Feeling Safe by Race

	White	Non-White
Feel Very Safe Walking Alone in neighborhood at night	38%	28%
Feel Very Safe Walking Alone in nearest park during day	32%	31%

Feeling Safe by Gender

	Male	Female
Feel Very Safe Walking Alone in	46%	21%
Feel Very Safe Walking Alone in nearest park	34%	29%

Perception of Safety – by City Region

	South	East/ Central	North/ West
Feel Safe Walking in Neighborhood at Night	73%	52%	64%
Feel Sage Walking in Nearest Park during Day	68%	67%	63%

Quality of Life In Durham Overall?

Rating	2002 Response	1999 Response
High, Very High	62%	66%
Neither High or Low	30%	27%
Low, Very Low	8%	7%

Quality of Life in Your Neighborhood?

Rating	2002 Response	1999 Response
High, Very High	73%	72%
Neither High or Low	17%	19%
Low, Very Low	10%	9%

Quality of Life in Neighborhood vs. City as a Whole

Rating	Quality of Life in Neighborhood	Quality of Life in Durham
High/Very High	73%	62%
Low/Very Low or Neither High nor Low	27%	39%

How Would You Rate Durham as a Place to Raise Children?

Rating	2002 Response	1999 Response
High, Very High	43%	43%
Neither High or Low	36%	34%
Low, Very Low	19%	18%

**Durham As Good Place
to Raise Children by City Region**

	South	East/ Central	North/ West
High	38%	49%	35%
Neither, Low	62%	51%	65%

**Rating of Durham as Place to Raise Children by Presence
of Children in Household**

	Kids in Household	No Kids in Household
High	53%	31%
Neither/ Low	47%	69%

**Quality of Life in Durham
by Region**

	South	East/ Central	North/ West
Rate Quality of Life in Durham as High	65%	51%	63%
Rate Durham as Good Place to Raise Children	38%	49%	35%

Neighborhood Problems

	Yes	No
Abandoned Cars	15.31%	84.69%
Dilapidated Houses/Buildings	11.25%	88.75%
Overgrown Weeds in Yard/Median	21.93%	78.07%
Graffiti	6.74%	93.26%

How often seriously inconvenienced by standing water?

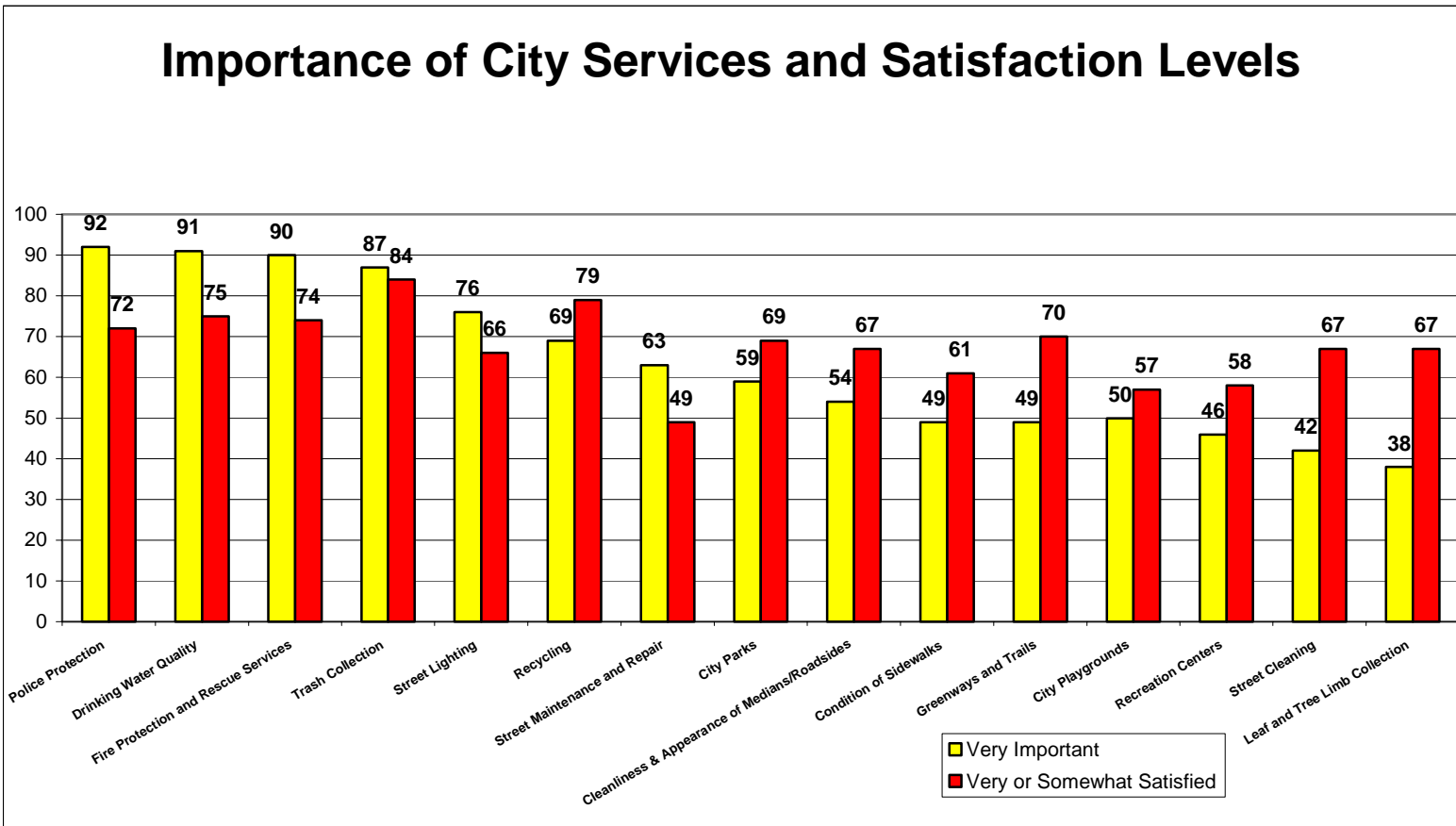
	1999	2002
After almost every rain	3%	2%
Only after every heavy rains	13%	8%
Only after some heavy rains	22%	22%
Never	61%	68%

Problems with Neighborhood Environment by Region

Inconvenienced by Standing Water	26%	42%	30%
Had Problems with Abandoned Cars in Neighborhood	16%	21%	10%
Had Problems with Overgrown Weeds in Neighborhood	18%	24%	23%

City Services Rated as Very Important by More Than 50% of Respondents

	Very Important	Somewhat Important	Not Important
Police Protection	92	8	0
Drinking Water Quality	91	8	1
Fire and Rescue	90	10	0
Trash Collection	87	9	3
Street Lighting	74	21	5
Recycling Services	69	23	8
Street Maintenance and Repair	61	37	2
City Parks	57	34	9
Cleanliness of Medians and Roadsides	54	42	2



**Use of Facilities/Service:
Use 2 or More Times In Past 12 Months**

<i>Visited Neighborhood Or City Park</i>	69.3%
<i>Attended An Event at The Durham Bulls Athletic Park</i>	46.8%
<i>City Recreation Center</i>	29.1%
<i>Attended An Event at The Carolina Theatre</i>	28.1%
<i>Ridden the City Bus</i>	15.8%
<i>Visited the Hayti Heritage Center</i>	15.6%
<i>Attended a City Meeting About City Matters</i>	14.7%
<i>Attended Class/Event of Durham Arts Council</i>	13.5%
<i>City of Durham Recreation Programs</i>	11.6%
<i>Public Pool</i>	11.4%
<i>City of Durham Athletic Program</i>	10.0%

City Events Attended

Event	Percent Attended
Bimbe Cultural Arts Festival	21%
Seniors Holiday Party	3%
Easter Egg Hunt	5%
4 th of July Celebration	18%
Other (i.e., Eno Festival, Blues Festival, Light Up Durham)	13%

Feeling of Safety vs. Park Usage

	Somewhat or Very Safe Walking Alone in Park During Day
Do not Visit Park	35%
Visit Park 1-5 Times	70%
Visit Park 6 or more Times	95%

Visits to City Facilities by Region

1+ Visits

	South	East/ Central	North/ West
Visits Neighborhoods/ City Parks	74%	80%	66%
Durham Bulls Events Attendance	69%	56%	55%

Satisfaction with Cleanliness and Appearance of Medians and Roadsides

	2002 Response	1999 Response
Satisfied	67%	74%
Neither Satisfied/ Dissatisfied	7%	5%
Dissatisfied	26%	22%

How Satisfied are You with Street Maintenance & Repair?

	2002 Response	1999 Response
Satisfied	49%	55%
Neither Satisfied/ Dissatisfied	9%	5%
Dissatisfied	42%	40%

Satisfaction with City Services By Region

	South	East/Central	North/West
Very Satisfied with Police Protection	28%	40%	18%
Satisfied with Street Maintenance and Repair	47%	53%	47%
Satisfied with Street Lighting	64%	69%	67%
Satisfied with City Playgrounds	61%	69%	51%

Experience with City Employees

- ◆ 32% of respondents had contact with City employees during the past 12 months compared to 37% in 1999.
- ◆ Of those who had contact with City employees, 72% were either Very Satisfied or Somewhat Satisfied with the employee's courtesy in comparison to 62% in 1999.
- ◆ 51% were either Very Satisfied or Satisfied with the employee's timeliness in comparison to 46% in 1999.

Administration of Taxpayer Dollars

“City of Durham government does not effectively administer taxpayer dollars”:

	Percent Response
Agree/Strongly Agree	42%
Neither Agree or Disagree	35%
Disagree/Strongly Disagree	18%
Don't Know/No Opinion	5%

Use of the Internet

Internet Access	2002 Response	1999 Response
Access at Home	70%	53%
Access at Work	66%	62%
Visited the City of Durham's Website	46%	21%

Reported Access To Internet at Home/Work and Visited Website as Source of Information on Government

By City Region

	South	East/ Central	North/ West
Access to Internet at Home/Work	89%	64%	85%
Website as source of Information/ Government	45%	46%	47%

Possible Conclusions

- ◆ Many positive messages in the survey.
- ◆ The survey supports the goals the City Council has laid out for FY 2003-04 for areas of improvement.

Possible Conclusions: Crime

- ◆ Despite focus on crime, overwhelming number of people feel safe in neighborhood during the day and 2/3 feel safe at night
- ◆ Possible Conclusions
 - People are comfortable in familiar surroundings
 - Perception of crime makes people feel less safe in city as a whole and rate crime as top concern

Possible Conclusions: Use of City Services

- ◆ Most City services are very important to residents.
- ◆ Respondents actively use City Facilities and some attend City-sponsored events.
- ◆ City staff customer service and timeliness has improved somewhat.

Possible Conclusions: Quality of Life

- ◆ The majority of residents rate quality of life in their neighborhood and in Durham high.
- ◆ Quality of Life is the second most common issue respondents like about Durham.
- ◆ 43% overall agree Durham is a good place to raise children, but 53% of those with children agree. Public Schools are a concern to residents.
- ◆ The majority of respondents do not report nuisances in their neighborhood, but the Central region did have these problems more frequently.

Council Goal: Reducing the Incidence of Crime

- ◆ At 29%, crime is the most common “least favorite” issue.
- ◆ At 22%, crime is cited to be the top issue in the next five years.
- ◆ The elderly, females, and lower income respondents have more concerns about crime.

Council Goal: Addressing the Root Causes of Crime

- ◆ 6% of respondents think there is a lack of things to do in Durham.
- ◆ 5% cite jobs/economic growth as an important issue in the next 5 years; only 1% did in 1999.
- ◆ 4% express concern about racial issues.
- ◆ 3% of respondents cite drugs as a major problem.
- ◆ 5% feel unsafe in parks during the day.

Council Goal: Adequate, Safe & Affordable Housing

- ◆ 2% of respondents cite housing as a big issue in the next five years
- ◆ 3% like living in Durham because it is affordable.

Council Goal:

Economic Development, Poverty Reduction

- ◆ 5% of respondents cite jobs or economic growth as a priority issue
- ◆ 2% of respondents note downtown as important in the next five years
- ◆ 2% noted they do not feel Durham is cosmopolitan
- ◆ 3% noted taxes as important

Council Goal: Managing Growth, Environment, Infrastructure

- ◆ 22% say development/growth is a top issue
- ◆ 42% are not satisfied with street repair, and 3% cite this as a top issue
- ◆ 3% indicate the city has inadequate facilities
- ◆ 3% indicate city appearance is a problem
- ◆ Core city services consistently rated as very important

Council Goal:

City's Image, Aesthetics, Assets, Cultural Heritage

- ◆ 8% live in Durham because of the culture and diversity
- ◆ 3% cite the City's appearance as a problem
- ◆ 3% live in Durham because of the environment
- ◆ A significant group attends city sponsored events

Council Goal:

Financial Accountability

- ◆ 42% do not think Durham government effectively administers taxpayer dollars
- ◆ 10% note the taxes or misuse of tax dollars as a least liked issue about Durham
- ◆ 4% think the City Budget will be a top issue
- ◆ 2% think taxes will be the top priority in the next five years

Citizen Survey

- ◆ The Citizen Survey was originally designed to be administered every two years.

- ◆ To date it has been administered in 1999 and 2002
- ◆ Ideally it would be administered again in Spring 2004, pending funding.