

**2013 Mecklenburg County Community Survey for CATI Programming
 Conducted by MarketWise, Inc. MW#4-13-01-1 (547)
 FINAL 6-14-13**

SAMPTYPE 1=LANDLINE, 2=CELL PHONE
 VERSION 1=ENGLISH, 2=SPANISH

INTRODUCTION

RDD LANDLINE SAMPLE:

Hi, I'm _____ with MarketWise, a local opinion research company. We're conducting a study about Mecklenburg County and the services it provides. Your participation is extremely important to provide feedback about ways to improve County services. Your household has been randomly selected to participate to give us a representative sample of adults in our area. For this study I need to speak to the (youngest male/youngest female) adult age 18 or older currently living in your household. Who should I speak with?

RDD CELL PHONE SAMPLE:

Hi, I'm _____ with MarketWise, a local opinion research company. We're conducting a study about Mecklenburg County and the services it provides. Have we reached you on your cell phone? (IF YES)

Are you currently in your car driving? (IF YES) We'll give you at another time. Thank you.

(IF NOT DRIVING) Your participation is extremely important to provide feedback about ways to improve County services. Your telephone number has been randomly selected to give us a representative sample of adults in our area. Are you age 18 or older?

(IF YOUNGER THAN 18, END)

- S1. Gender (RECODE WITHOUT ASKING) 1 MALE 2 FEMALE
- S2. Do you live inside Mecklenburg County? 1 Yes 2 No/DK (END) 3 Refused (END)
- S3. For this study we need to make sure that all racial and ethnic groups are represented. Are you . . . (READ LIST)
- 1 Of Hispanic or Latino origin or descent
 - 2 White
 - 3 African American
 - 4 Asian or Pacific Islander
 - 5 American Indian or Native Alaskan
 - 6 Multi-racial or
 - 7 Some other race (Specify)
 - 8 REFUSED (END)
- S4. Which of the following categories best represents your age? (READ LIST)
- 1 18 to 24
 - 2 25 to 34
 - 3 35 to 44
 - 4 45 to 54
 - 5 55 to 64
 - 6 65 to 74
 - 7 75 to 84
 - 8 85 or older
 - 9 REFUSED (END)

1. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements about Mecklenburg County Government. (ROTATE LIST.)

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK/REF
1a. There is value in the services provided by Mecklenburg County to residents	4	3	2	1	5
1b. Mecklenburg County spends my local tax dollars on services that help residents improve their lives	4	3	2	1	5

1c. Mecklenburg County spends my local tax dollars on services that help residents improve their community	4	3	2	1	5
1d. I am satisfied with opportunities for citizen participation in County policy development and decision-making	4	3	2	1	5

2. Mecklenburg County's Board of County Commissioners has a vision for Mecklenburg County to be a community of pride and choice for people to live, work and recreate. Do you rate Mecklenburg County excellent, good, fair, or poor as a place to live, work and recreate? (READ LIST.)

	Excellent	Good	Fair	Poor	DK/REF
2a. Live	4	3	2	1	5
2b. Work	4	3	2	1	5
2c. Recreate	4	3	2	1	5

3. Would you say Mecklenburg County does an excellent, good, fair, or poor job in terms of communicating information about county issues, services, and performance to the public?

Excellent	Good	Fair	Poor	DK/REF
4	3	2	1	5

4. Did you know that Mecklenburg County uses social media to promote awareness of County programs and services? (NOTE: AN ANSWER OF "DK" MEANS NOT AWARE)

- 1 Yes, aware
- 2 No, not aware, did not know (SKIP TO Q6)
- 3 REF (SKIP TO Q6)

5. Mecklenburg County also uses social media sites to communicate information to the public. Which of the following social media sites have you used for local government information? (Yes, No, DK):

	YES	NO	DK
5a. Facebook	1	2	3
5b. Flickr	1	2	3
5c. Twitter	1	2	3
5d. YouTube	1	2	3
5e. Meetup	1	2	3

6. Now I'm going to ask you about some programs, services and initiatives offered by Mecklenburg County. Please answer yes or no. (ROTATE LIST)

	Yes	No/Did not know about	REF
6a. Did you know the County is actively engaged in initiatives to protect the environment (i.e. air, water, land)?	1	2	3
6b. Did you know the County accepts and processes many types of recyclable material?	1	2	3
6c. Did you know the County assists <u>veterans and their</u> families who reside in Mecklenburg County with applying for federal, state and local VA benefits?	1	2	3
6d. Did you know the County has foster care and adoption services?	1	2	3

6e.	Did you know the County has a program to assess and provide therapy to children, from birth to age three, with developmental delays?	1	2	3
6f.	Did you know the County provides children with immunizations against vaccine-preventable diseases (i.e. polio, measles, etc.) at no charge?	1	2	3
6g.	Did you know the County has a program to test, diagnose and provide case management to persons with HIV, syphilis and other sexually transmitted diseases?	1	2	3
6h.	Did you know the County has a domestic violence/crisis program that offers individual and group counseling for victims, as well as educational programs for those supporting a victim?	1	2	3
6i.	Did you know the County provides detox and substance abuse services?	1	2	3
6j.	Did you know the County provides outreach, assessment and referrals to persons experiencing homelessness in Mecklenburg County?	1	2	3
6k.	Did you know that you should immediately call Adult Protective Services whenever you suspect that a disabled adult is experiencing abuse, neglect and or exploitations?	1	2	3
6l.	Did you know that Senior Citizen Nutrition Program offers meal services, Monday through Friday, to residents age 60 and over, at multiple locations throughout the County?	1	2	3
6m.	Did you know that adults with disabilities and older adults who reside in Mecklenburg County can contact Just 1 Call to discuss the availability of services?	1	2	3
6n.	Did you know Mecklenburg County residents can apply for Food & Nutrition Services (Food Stamps) on the County website?	1	2	3
6o.	Did you know the County administers medical insurance (i.e., Medicaid), cash assistance (i.e., Work First), employment services, and food & nutrition services for citizens who meet certain eligibility requirements?	1	2	3
6p.	Did you know that the County maintains a phone line that is available 24 hours a day, every day of the year, to report child abuse and neglect?	1	2	3

7. Now I would like to know if you have heard of the following. Please answer yes or no. (ROTATE LIST)

	Yes	No/Did not know about	REF
7a.	1	2	3
7a.	Have you heard of MeckLink, a free call center to help those struggling with substance abuse, mental illness or developmental disabilities?		
7b.	1	2	3
7b.	Have you heard of MeckCares, a partnership to help youth with severe emotional problems and their families?		
7c.	1	2	3
7c.	Have you heard of MeckConnect, an initiative to get residents more involved in County government and engage citizens in the governing process?		
7d.	1	2	3
7d.	Have you heard of the Charlotte-Mecklenburg 311 customer service phone number?		
7e.	1	2	3
7e.	Have you heard of Open Mecklenburg, a County web page that increases transparency in local government?		

8. Next, let me know how aware you are of the following facilities offered by the Mecklenburg County Parks and Recreation Department. For each one, please tell me if you have never heard of it, you have heard of it but don't know much about it, or you are familiar with it. (ROTATE LIST A-F.)

	Never Heard of	Heard of, but don't know much about	Familiar	REF
8a. The Mecklenburg County Aquatic Center	1	2	3	4
8b. Ray's Splash Planet, an indoor water park and fitness center	1	2	3	4
8c. Latta Plantation Nature Center, McDowell, or Ready Creek Nature Center	1	2	3	4

9a. The next sets of questions are about Mecklenburg Parks and Recreation facilities. Park and Recreation facilities include parks, recreation centers, aquatic facilities, greenways and nature preserves. Do you believe parks, greenways, nature preserves and recreational facilities improve the quality of life in Mecklenburg County? 1=Yes, 2=No, 3=DK

9b. Within the past 12 months, how many times have you visited a Mecklenburg County Park & Recreation facility?

_____ IF VISITED ONCE OR MORE CONTINUE WITH Q10
 0=NONE (SKIP TO Q11)
 999=DK/REF (SKIP TO Q11)

10. Now, I'd like you to think about the park, greenway or nature preserve you visit most often. Please rate it excellent, good, fair or poor on the following attributes (ROTATE LIST)

	Excellent	Good	Fair	Poor	DK	N/A
10a. Overall experience	4	3	2	1	5	6
10b. Overall cleanliness	4	3	2	1	5	6
10c. Overall safety	4	3	2	1	5	6
10d. The condition of the recreation facilities, including aquatic facilities	4	3	2	1	5	6
10e. Appearance of the grounds	4	3	2	1	5	6

10f. (IF ANY RESPONSE TO QUESTION 10A-E ARE FAIR OR POOR, ASK)

What park, greenway or nature preserve were you rating? _____

11. Have you or other members of your household participated in any recreation programs offered by the Mecklenburg County Park & Recreation Department during the past 12 months?

- 1 Yes (SKIP TO Q12)
- 2 No
- 3 DK (SKIP TO Q12)

(IF NO) Are any of the following, reasons you or members of your household have not participated in County Park and Recreation Programs?

	Reason	Not a reason	DK
11a. You are not aware of programs	1	2	3
11b. There is no convenient locations	1	2	3
11c. There is no convenient time	1	2	3
11d. You have no interest in the programs	1	2	3

12. Now, I'd like to ask you about the Mecklenburg County Public Library. In the past 12 months, have you visited or used a Mecklenburg County Library in any way, other than just to vote? (IF USED ONLY TO VOTE ANSWER IS "NO")

- 1 Yes
- 2 No **(SKIP TO Q16)**
- 3 DK/REF **(SKIP TO Q16)**

13. In the past 12 months, which Mecklenburg County Library have you visited most often? (1 ANSWER ALLOWED)

- | | |
|---|--|
| 1 Cornelius | 12 North County Reg. (Huntersville) |
| 2 Davidson | 13 Plaza Midwood |
| 3 Hickory Grove | 14 Scaleybark |
| 4 ImaginOn (East 7th St. Uptown) | 15 South County Reg. (Rea Road) |
| 5 Independence Reg.(Conference Dr & Monroe) | 16 Steele Creek |
| 6 Main Library (Uptown) | 17 Sugar Creek |
| 7 Matthews | 18 University City Reg. (E. WT Harris) |
| 8 Mint Hill | 19 West Boulevard |
| 9 Morrison Regional | 20 Beatties Ford Road Regional |
| 10 Mountain Island | 21 DK (SPECIFY AREA OR STREET) |
| 11 Meyers Park | |

Note: Belmont Center, Carmel and Checkit Outlet, permanently closed since 2010. Freedom Regional closed in May of 2011.

14. Think about the library you visited most often. Please rate that library excellent, good, fair or poor on the following attributes (ROTATE LIST)

	Excellent	Good	Fair	Poor	DK/REF
14a. The staff's responsiveness to your questions or concerns	4	3	2	1	5
14b. The convenience of library hours of service	4	3	2	1	5
14c. The availability of computers for public use	4	3	2	1	5
14d. The availability of books and other resources	4	3	2	1	5
14e. Upkeep of library's buildings and grounds	4	3	2	1	5

15. In a typical month, approximately how many times would you say you have visited or used the library?

- 1 Less than once a month
- 2 1 visit
- 3 2 visits
- 4 3-4 visits
- 5 5 or more visits
- 6 DON'T KNOW

16. Now, I'd like to ask you about the Mecklenburg County Board of Elections. Did you vote in the November 2012 General Election?

- 1 Yes
- 2 No **(SKIP TO Q20)**
- 3 DK/REF **(SKIP TO Q20)**

17. Mecklenburg County has an early voting process that allows residents to vote at designated sites weeks before the official election date. This past election, did you use an early voting site?

- 1 Yes **(ASK ONLY Q18, not Q19)**
- 2 No **(SKIP TO Q19)**
- 3 DK/REF **(SKIP TO Q19)**

18. Now, I'd like you to think about your overall experience at the early voting site. Please rate it excellent, good, fair or poor.

- 4 Excellent
- 3 Good
- 2 Fair
- 1 Poor
- 5 DK/REF

19. Now, I'd like you to think about your overall experience at your voting location. Please rate it excellent, good, fair or poor.

- 4 Excellent
- 3 Good
- 2 Fair
- 1 Poor
- 5 DK/REF

20. In the last 12 months, how often have you used the County's website (www.MecklenburgCountyNC.gov or www.CharMeck.org) to access County services or information?

- 1 Often
- 2 Sometimes
- 3 Rarely
- 4 Never **(SKIP TO Q23)** NOTICE THAT SCALE IS REVERSED, 1=HIGHEST TO 4=LOWEST
- 5 DK/REF **(SKIP TO Q23)**

21. Thinking about your most recent experience with the County's website, please tell us whether you strongly agree, agree, disagree, or strongly disagree with the following statements: (ROTATE LIST)

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK/REF
21a. The information was accurate and up-to-date	4	3	2	1	5
21b. It was easy to find the information I was looking for	4	3	2	1	5
21c. I would use the website again if I needed a similar service or information in the future.	4	3	2	1	5

22. Now I'm going to read a list of services available online at Mecklenburg County's website (www.MecklenburgCountyNC.gov or www.CharMeck.org). Please tell me whether you have ever used the online service, are aware of the service, but have never used it, or are not aware of the online service. (ROTATE LIST.) How about the online service that allows you to

	Use	Aware of, but don't use	Not Aware/ Don't know about
22a. Look up real estate information, such as tax values, building information, and maps	1	2	3
22b. Find a park, register for a recreation program, reserve a park facility such as a picnic shelter, deck, wedding site, indoor meeting facility or download the Get Going Guide	1	2	3
22c. Check to see if your Mecklenburg County home is located in a flood zone	1	2	3
22d. Search Mecklenburg County restaurant inspection ratings	1	2	3
22e. Look up Mecklenburg County voter information, such as district representatives, precinct locations or district boundaries	1	2	3
22f.. Check to see if someone has been arrested or has been jailed in Mecklenburg County	1	2	3
22g. Pay your taxes	1	2	3
22h. Look up birth, marriage and death certificates recorded in Mecklenburg County	1	2	3
22i. Look up local air quality forecasts and existing air quality conditions	1	2	3

22j.	Watch Board of County Commission meetings live or on demand	1	2	3
22k.	Locate a government facility	1	2	3
22l.	Look up what materials are recyclable and how and where I can recycle them	1	2	3
22m.	Apply for a job with Mecklenburg County	1	2	3
22n.	Make a public records request	1	2	3

23. Now I'm going to ask you about the diversity of Mecklenburg County. Think about your experiences while living in Mecklenburg County. Please answer yes, somewhat or no to the following statements. Do you believe...

	Yes	Somewhat	No	DK/REF
23a.	1	2	3	4
23b.	1	2	3	4
23c.	1	2	3	4

24. I'd like to know how you get information about Mecklenburg County's issues, services and results. Please tell me whether or not you have seen . . .

	Yes	No	REF/ DK
The County's Annual Performance Report	1	2	3

25. What ways would you prefer to receive information about Mecklenburg County's issues, services and results? (RECORD IN ORDER ANSWERED).

q25_1 1st response
q25_2 2nd response
q25_3 3rd response

(DO NOT READ LIST. ACCEPT TOP 3 RESPONSES. PROBE PHONE BOOK & WEBSITE/INTERNET.)

1. CITY/COUNTY WEB SITE
2. OTHER WEB SITES/INTERNET
3. COUNTY SOCIAL MEDIA SITES (TWITTER, FACEBOOK, YOUTUBE, FLICKER)
4. GOVERNMENT TV
5. SUBSCRIPTION TO EMAIL ALERTS
6. LOCAL TV NEWS
7. CHARLOTTE OBSERVER
8. CHARLOTTE OBSERVER ONLINE
9. ALL OTHER NEWSPAPERS
10. RADIO
11. PHONE BOOK
12. DIRECT MAIL
13. OTHER (SPECIFY 1 ANSWER) _____)
14. WORD OF MOUTH/ FRIENDS, NEIGHBORS, CO-WORKERS
15. NONE - DO NOT USE ANY
16. DON'T KNOW

26. Now I am going to ask you about some programs offered by Mecklenburg County. For each one, please tell me if you have never heard of it, you have heard of it but don't know much about it, or you are familiar with it. (ROTATE LIST) How aware are you of the

	Never Heard of	Heard of, but don't know much about	Familiar	REF
--	----------------	-------------------------------------	----------	-----

- | | | | | |
|--|---|---|---|---|
| a. Smoking and Choking program that allows citizens to report vehicles with smoking tailpipes? | 1 | 2 | 3 | 4 |
| b. Swat-A-Litterbug program that empowers citizens to report drivers discarding litter and cigarettes from vehicles? | 1 | 2 | 3 | 4 |

27. Now I would like to get a little information about you and your household for classification purposes only.

27A. Including yourself, how many adults age 18 or older live in your household? _____
99= REF

27B. How many children under the age of 18 live in your household? _____
99= REF

27C. What was the last grade of school you completed? (DO NOT READ LIST)

- 1 Less than high school GRA
- 2 High school diploma or equivalent
- 3 Special/technical training (not college)
- 4 Some college (not grad from 4-year college)
- 5 College graduate (from 4-year college)
- 6 Post-graduate study (no advanced degree)
- 7 Post graduate advanced degree (Masters, MBA, PHD)
- 8 REF

27D. How many years have you lived in Mecklenburg County? YEARS: _____
0=LESS THAN 1 YEAR
98=(All My Life, try to get number of yrs)
99 DK/REF

27E. What is your ZIP Code for your home address? _____
99999 DK/REF

27F. Is your total before-tax household income, from all sources including investments, less than \$50,000, or \$50,000 or more?

- 1 LESS THAN \$50,000
- 2 \$50,000 OR MORE
- 3 DK/REF (SKIP TO S3)

27F_1. And would that be . . . (READ LIST. ONLY SHOW RELEVANT CATEGORIES.)

- 1 Less than \$15,000
- 2 \$15,000 to less than \$25,000
- 3 \$25,000 to less than \$35,000
- 4 \$35,000 to less than \$50,000
- 5 \$50,000 to less than \$75,000
- 6 \$75,000 to less than \$100,000
- 7 \$100,000 to less than \$150,000
- 8 \$150,000 or more
- 0 DK/REF (IF DON'T KNOW OR REFUSED, SAY:)
We don't need to know exactly. Please choose the category you think is closest.

27G. Are you an employee of Mecklenburg County? 1 Yes 2 No 3 Refused

- 27H. Have you ever served in any branch of the military, including National Guard or Reserve, or are you an immediate relative of someone who has served ?
- 1 Yes (END)
 - 2 No (END)
 - 3 REFUSED (END)

Those are all the questions I have. Thank you very much for taking time to participate in this survey. To learn more about Mecklenburg County government, you can visit the county website at MecklenburgCountyNC.gov.