

2013 Mecklenburg County Community Survey



Mecklenburg County conducted its 11th annual Community Survey in the spring of 2013. The County contracted with an experienced local research firm, Marketwise, which surveyed 901 Mecklenburg County residents.

The survey sought residents' opinions on various aspects of Mecklenburg County's services such as:




- The value of County services provided for tax dollars paid
- Public information services
- Awareness of County services
- Satisfaction with citizen participation opportunities
- Awareness and satisfaction of services provided by the Charlotte Mecklenburg Public Library, County Park and Recreation Department, and other County departments





Community Survey results are used to determine how aware and satisfied Mecklenburg County residents are with County services and the value these services have on the community's quality of life.

Using best-practice survey methodology, Marketwise contacted resident households and cell phones using a random number generator and dial approach. As a result, a representative (95% confidence level +/- 3%) sample across Mecklenburg County was surveyed, and the results are reflective of Mecklenburg County's overall population.

Overall Performance is Successful to Exemplary

Results were positive for three major indicators of County performance:

	Public Awareness of County Services and Facilities
	Resident Perceptions of Service Value and Community Quality of Life
	Satisfaction with Citizen Participation Opportunities

Performance Levels	
	Exemplary
	Successful
	Mixed Results
	Needs Improvement

Key Facts:

- 86% strongly agree/agree County services provide value for tax dollars.
- 82% strongly agree/agree Mecklenburg County is a good place to live.
- 79% strongly agree/agree Mecklenburg County is a good place to recreate.
- 77% strongly agree/agree Mecklenburg County is a good place to work.
- 70% strongly agree/agree County tax dollars help residents improve their lives.
- 74% strongly agree/agree County tax dollars fund services that improve the community.
- 72% satisfaction rate with citizen participation opportunities, increasing from 64% satisfaction last year.
- Awareness of County e-Government services ranges from 63% to 88%.
- Awareness of County services ranges from 16% to 89%.
- Awareness of selected Park and Recreation facilities ranges from 32% to 42%.

Department Results Positive

- 95% strongly agree/agree that parks, recreation centers, greenways, nature preserves improve the quality of life in Mecklenburg County.
- 80% strongly agree/agree that library hours of services are good or excellent.
- A majority of respondents strongly agree/agree that Mecklenburg County does a good or excellent job of communicating information on County issues, services and performance.