

2015 City of Fayetteville Resident Survey *Appendix A – Benchmarking Analysis*

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Submitted to the City of Fayetteville, North Carolina

by:

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DirectionFinder® Survey

Year 2015 Benchmarking Summary Report

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 230 cities and counties in 48 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during the summer of 2014 to a random sample of more than 4,000 residents across the United States, (2) a regional survey that was administered to a random sample of nearly 400 residents living in the Southeastern portion of the United States during the summer of 2014 and (3) survey results from 42 medium sized cities (population of 20,000 to 275,000) where the DirectionFinder® survey was administered between January 2012 and August 2015. The Southeast region of the United States includes the states of Kentucky, North Carolina, Tennessee, South Carolina, Alabama, Arkansas, Mississippi, Louisiana and Georgia. The 42 communities included in the performance ranges that are shown in this report are listed below:

- Abilene, Texas
- Arlington County, Virginia
- Auburn, Alabama
- Casper, Wyoming
- Chapel Hill, North Carolina
- Columbia, Missouri
- Coral Springs, Florida
- Davenport, Iowa
- Des Moines, Iowa
- Durham, North Carolina
- Fayetteville, North Carolina
- Fort Lauderdale, Florida
- Hallandale Beach, Florida
- Henderson, Nevada
- High Point, North Carolina
- Independence, Missouri
- Indio, California
- Kansas City, Missouri
- Lawrence, Kansas
- Mesa County, Colorado
- Naperville, Illinois
- Newport Beach, California
- Norman, Oklahoma
- Olathe, Kansas
- Overland Park, Kansas
- Panama City, Florida
- Peoria, Arizona
- Plano, Texas
- Provo, Utah
- Pueblo, Colorado
- Round Rock, Texas
- San Marcos, Texas
- Shoreline, Washington
- St. Joseph, Missouri
- Tamarac, Florida
- Tempe Arizona
- Topeka, Kansas
- Vancouver, Washington
- West Des Moines, Iowa
- Wilmington, North Carolina
- Winchester, Virginia
- Yuma, Arizona

Interpreting the Charts

The charts on the following pages provide comparisons for several items that were rated on the survey. The percentages shown reflect the sum of the positive ratings given by respondents excluding “don’t knows.” The two sets of charts are briefly described below:

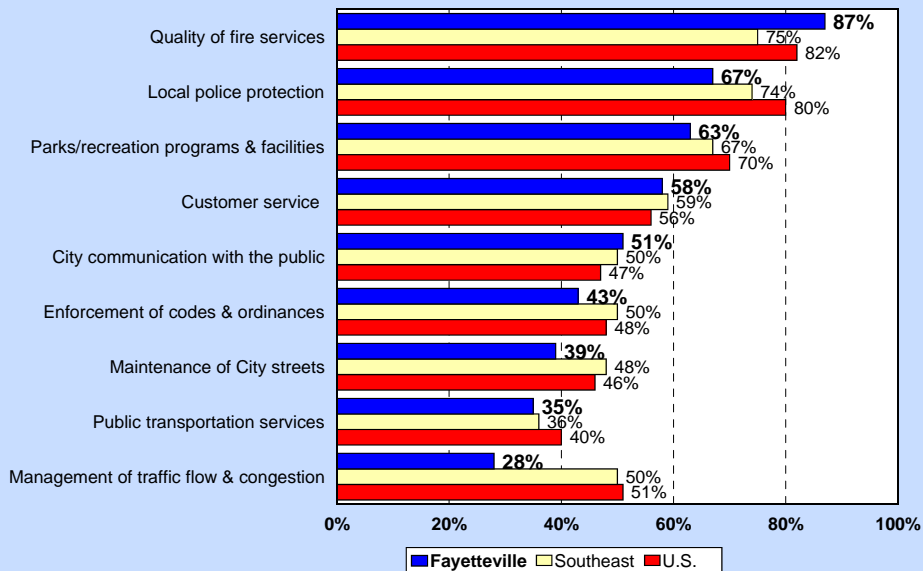
- On the first set of charts, the blue bars show the results for Fayetteville, the tan bars show the results for the Southeast regional data and the red bar shows the results of the national survey.
- On the second set of charts, the horizontal bar shows the range of performance among medium size communities in ETC Institute’s DirectionFinder® database with a population between 20,000 and 275,000. The yellow dot on each chart shows the rating for Fayetteville. The vertical green line shows the average rating for the medium size communities.

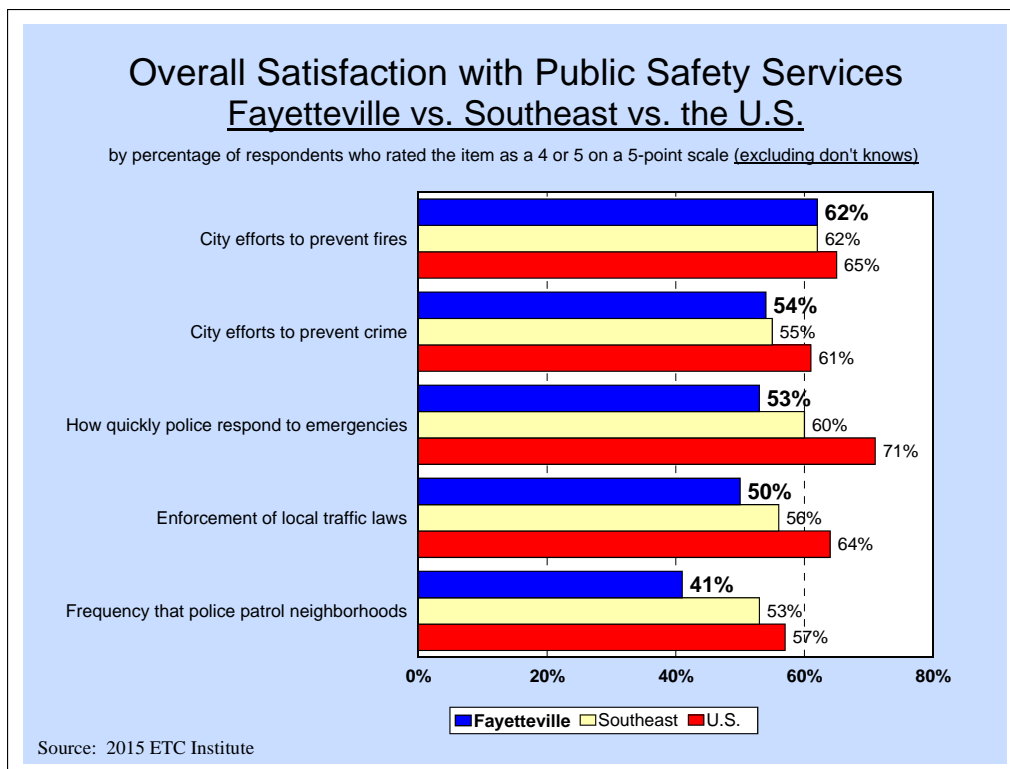
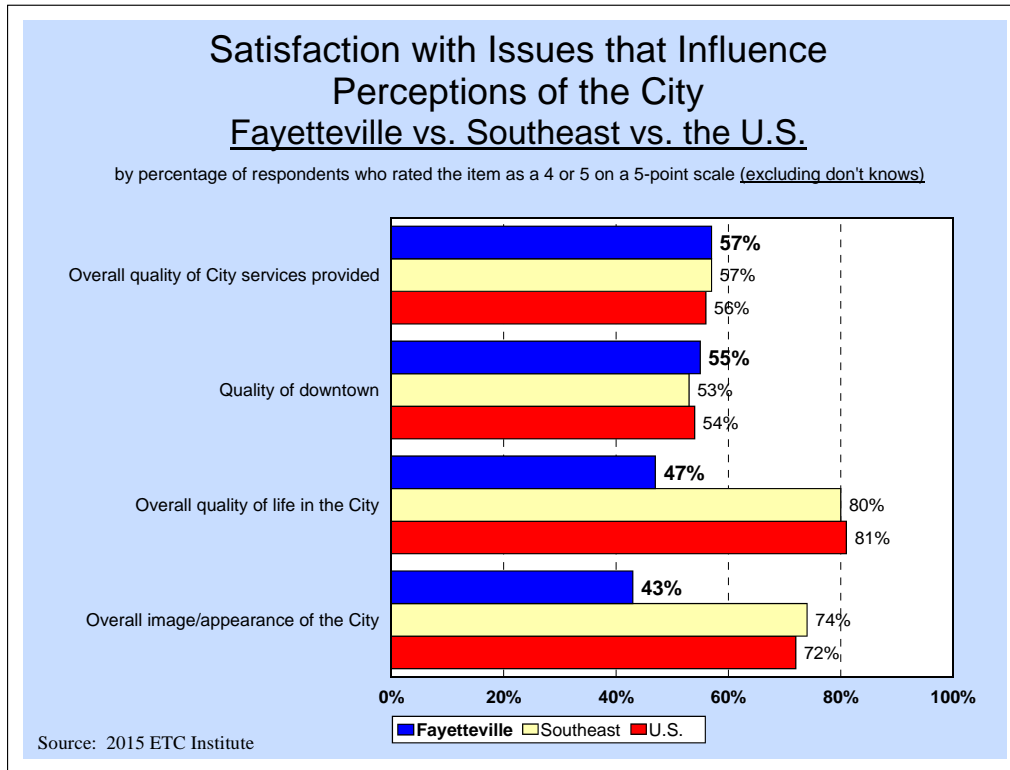
National Benchmarks

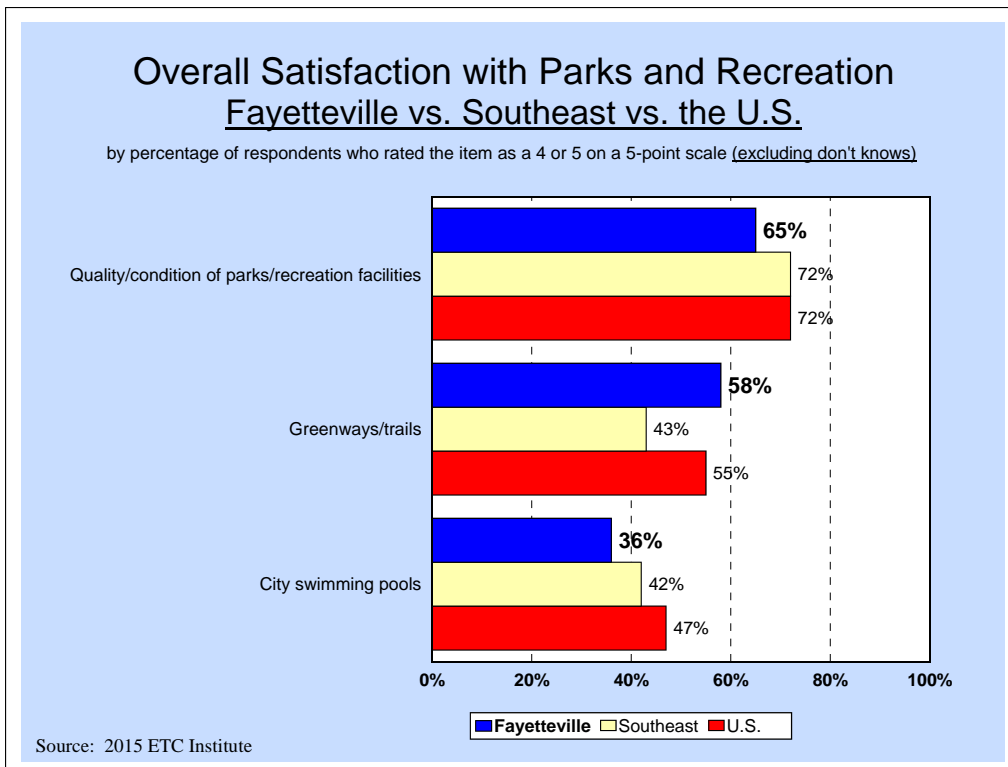
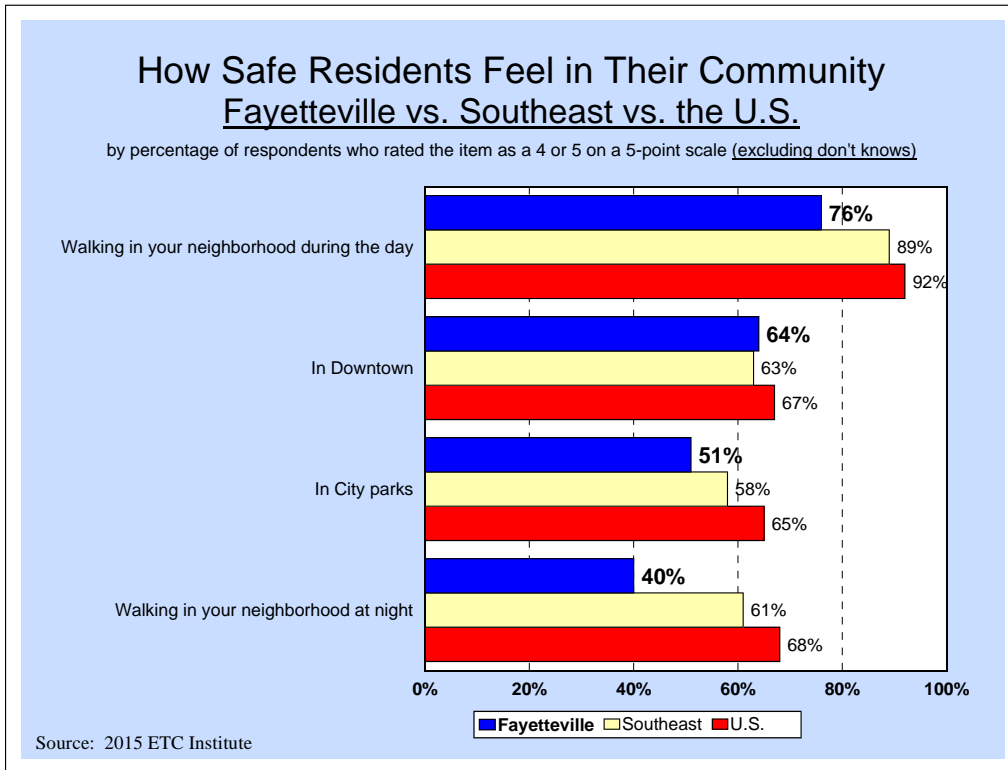
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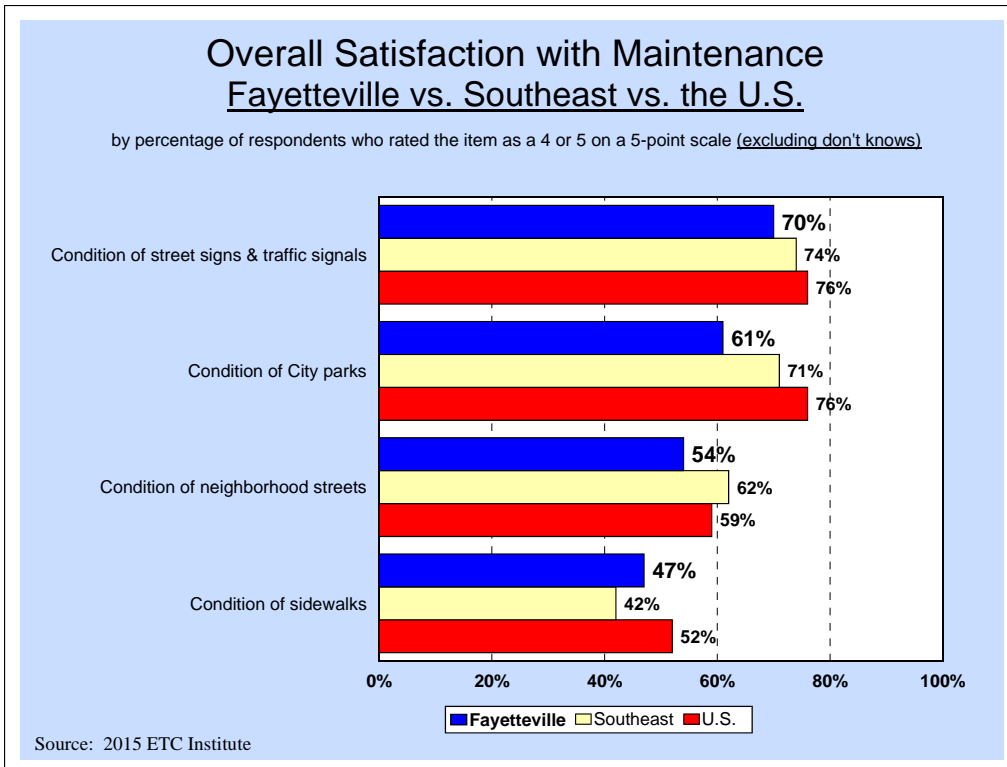
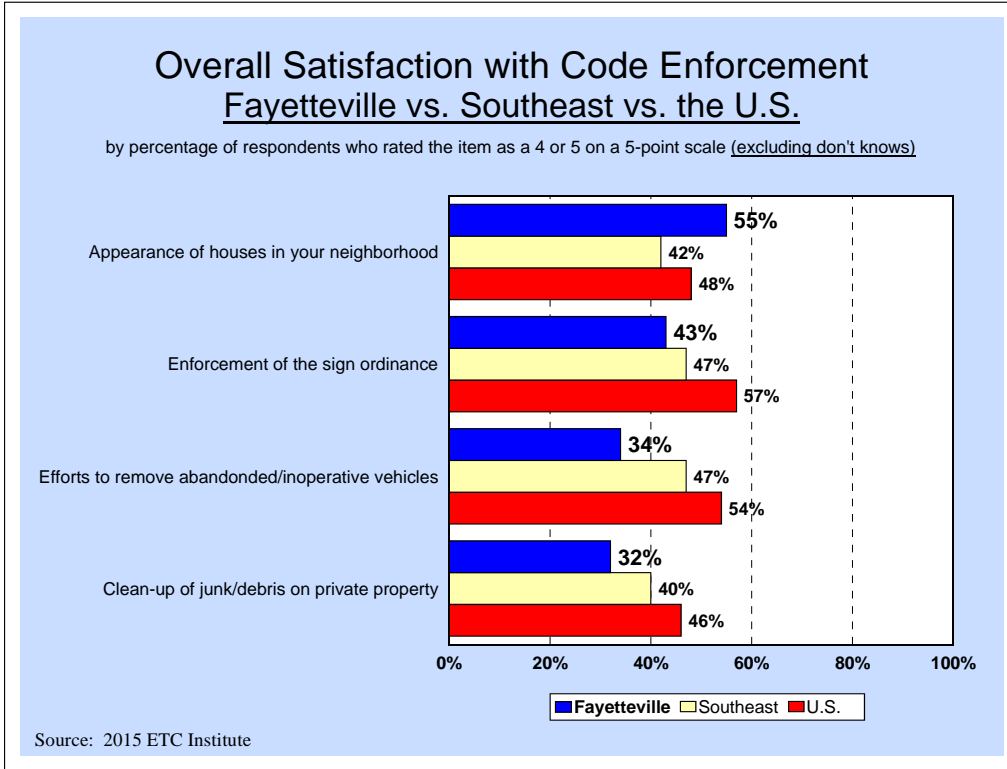
Overall Satisfaction with Major Categories of City Services Fayetteville vs. Southeast vs. the U.S.

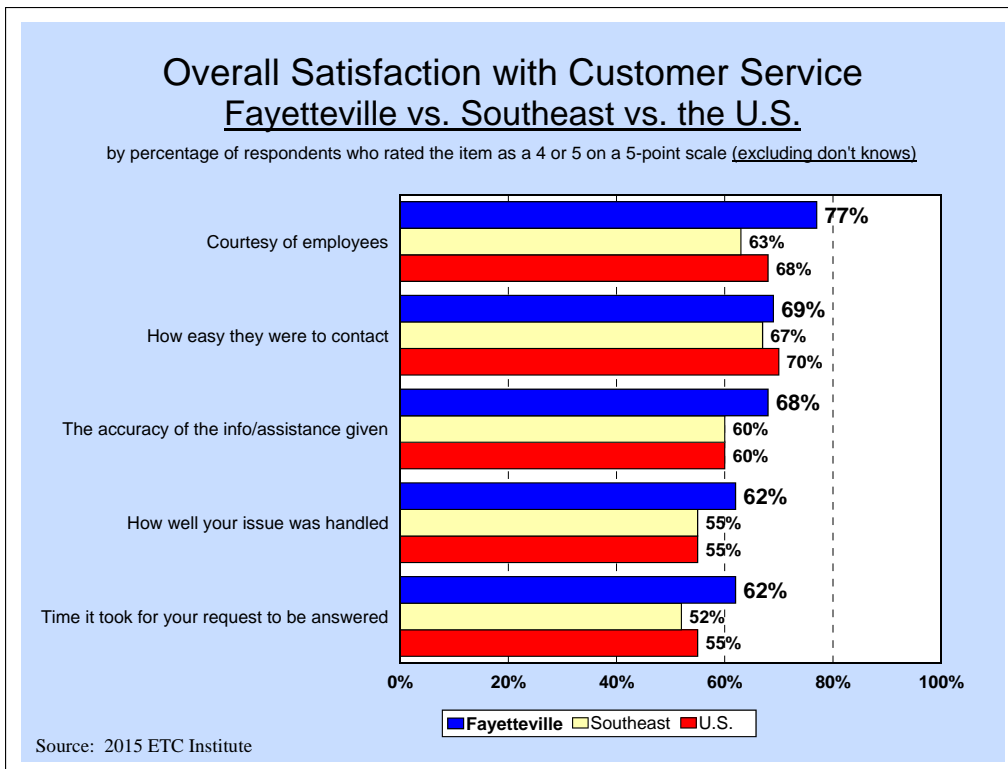
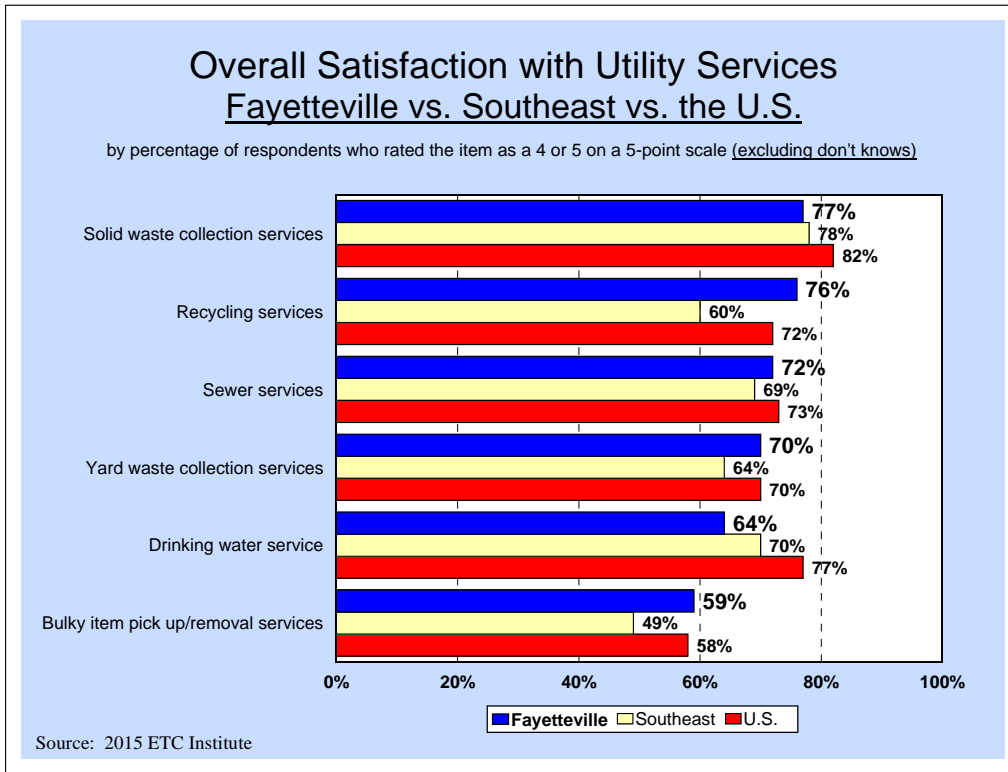
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

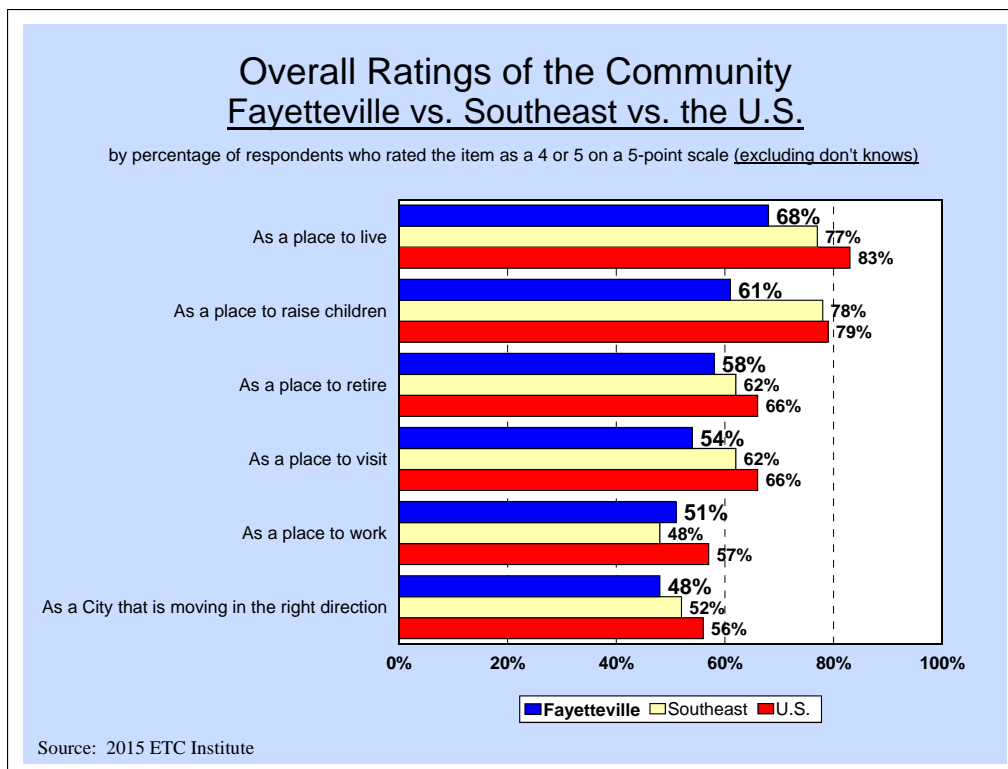
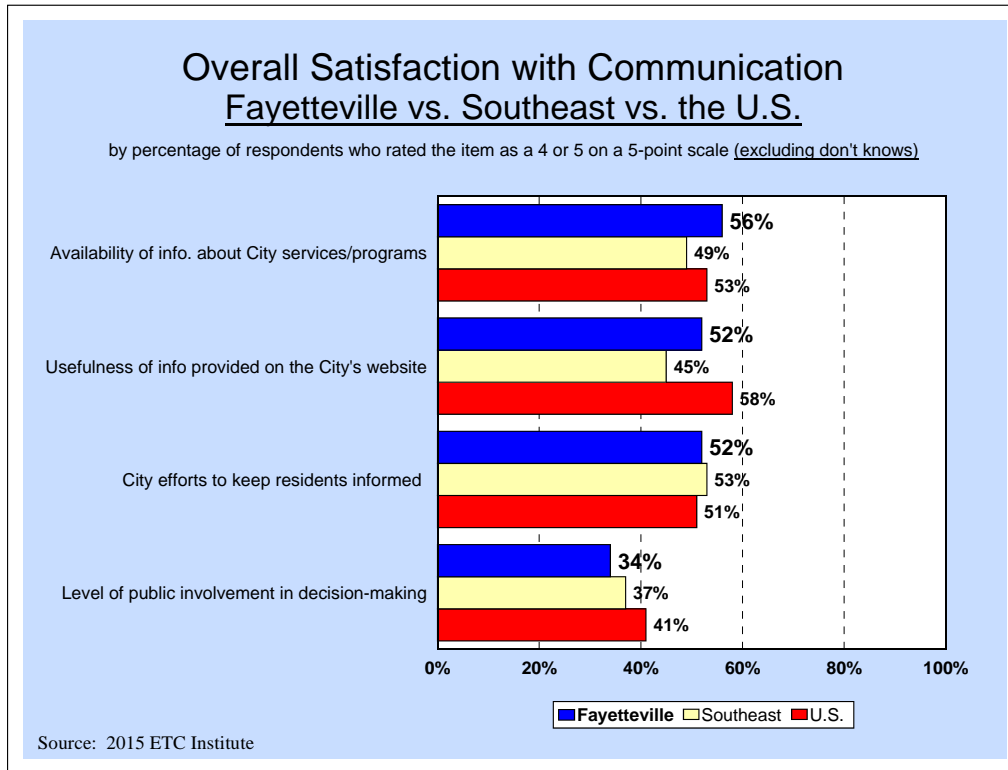












Comparison to a Range of Performance

