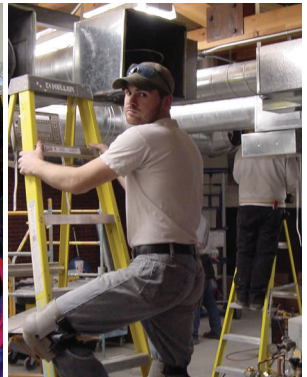


COMMUNITY SURVEY

FY 2006 Results



Mecklenburg County, NC

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FY 2006 COMMUNITY SURVEY
Executive Summary

Mecklenburg County conducted its fourth annual Community Survey in the Spring of 2006. The community survey consisted of four areas of focus:

- Customer Satisfaction
- Public Communication
- Public Awareness
- Service Utilization




The survey was administered to 900 residents, age 18 or older, living in Mecklenburg County. The respondents were based on a representative sample of the County’s population. Interviews were conducted in English and in Spanish when necessary.

The following is a summary of the findings and includes contextual information on performance trends as well as strategic recommendations. Performance details, statistically significant differences between demographic groups, and benchmarked data can be found within the body of this report.

CORPORATE PERFORMANCE

Mecklenburg County has identified several goals it would like to achieve by 2015. Two of the goals align with results from this report – *Increase Customer & Stakeholder Satisfaction* and *Increase Citizen Awareness of County Responsibilities, Services and Results*.

Results of the community survey demonstrate the County is successfully meeting its public awareness goal as well as has no disparities between races and ethnic groups with regards to customer satisfaction for service delivery. However, the performance result for customer and stakeholder satisfaction is mixed.

Customer & Stakeholder Satisfaction	
Customer Satisfaction Disparity	
Public Awareness	

CUSTOMER SATISFACTION

1. Service Value & Quality of Life

Mecklenburg County’s 2015 Vision is to be a “community of pride and choice for people to live, work and recreate.” However, citizens’ perceptions regarding these attributes are mixed. Respondents feel that Mecklenburg County is a fairly good place to live and work but feel less favorable that the County is a place of choice to recreate.

Respondents continue to agree that Mecklenburg County funds quality services that make a difference. Although there has been a slight decrease in satisfaction results from last year, results for this area have demonstrated a continuous green light since FY03. In contrast, an area that has continued to be a red light since FY03 is citizens’ perceptions of Mecklenburg County being a place that provides good value for tax dollars.

2. Customer Service

The County’s customer service philosophy is to “treat customers as we would like to be treated.” Based on survey responses, Mecklenburg County consistently achieves its high customer service standards. Since the County began surveying its citizens in FY03, respondents have continued to rate their interaction with County employees as positive. Moreover, there has been virtually no change in citizens’ overall customer service satisfaction from FY05 to FY06.

Measure	Result
Customer Service Index	89%
Service Quality Met/ Exceeded Expectations	84%
Clear Communication	90%
Treated with Respect	95%
Timely Service	85%

Individual County departments continue to get favorable responses on customer service as well. This trend is consistent from FY03 to FY06. However, two departments' results significantly changed from FY05 to FY06 – Social Services increased by 10 percentage points and the Office of Tax Collector decreased by -20 percentage points.

Citizens' primary resource for contacting county agencies continues to be the Blue Pages. However, the customer service center has demonstrated the most significant increase as a resource for citizens to get County contact information. This increase probably is attributed to the creation and branding of the 311 information line.

3. Air Water & Land Quality

Citizens are increasingly satisfied with the County's maintenance of creeks. Also favorably trending are satisfaction levels with the County's efforts to improve air quality and maintain open space.

4. Communicable Disease

Respondents continue to be satisfied with the County's efforts in reducing communicable and non-communicable diseases via restaurant inspections and controlling insects and disease transmitting animals.

5. Elections Process & Early Voting

Among the respondents who voted within the past 2 years, most are pleased with access to polling site information and feel the elections process was well managed. It is also notable, that many respondents (59%) have used some form of alternative voting methods such as early or absentee voting.

6. Parks Operations & Maintenance

A majority of the respondents (78%) reported using a park facility within the past 12 months. Satisfaction levels with maintenance of both park grounds and equipment are consistently favorable. However, there continues to be mixed results regarding satisfaction levels with the availability of athletic courts and fields. Additionally, there are mixed to unfavorable results with regards to respondents' satisfaction with restroom availability and restroom conditions.

7. Public Library Operation, Maintenance & Customer Service

A majority of the respondents (68%) reported using a public library within the past 12 months. These respondents continue to be pleased with customer service received and the operation and maintenance of the library.

PUBLIC COMMUNICATION

1. Communication with the Public

Based on data from prior years, citizens generally trust information from Mecklenburg County. However, within the last few years, survey respondents have continued to rate the County unfavorably with regards to doing a good job communicating information to the public. As a result, in an effort to delve further and potentially identify specific opportunities for improvement, respondents this year were asked to rate the County on various types of

communication. In general, satisfaction levels still were unfavorable. The challenge for the County is that in most instances it does not directly communicate the information to the public. Instead, most information is reported by either local television or radio stations, or the newspaper.

Measure	% Of Target
Good Job Communicating Overall Satisfaction	59%
Community Events	76%
Recreational Opportunities	70%
Public Health Issues	56%
Environmental Issues	53%
Social Issues	51%
Policy Issues	43%

To further assess how the County can improve its communication efforts, it is recommended that the County conduct a special survey, focus group or citizen interviews, focusing specifically on communication, to determine citizen expectations regarding communication.

Additionally, it should be noted that the County is reevaluating its public communication efforts. It is expected that the findings and actions of this self-assessment will result in increased citizen satisfaction.

2. Annual Performance Report

Although respondents generally were not satisfied with the County’s communication efforts, those who had viewed the County’s Annual Performance Report found the document to be informative and beneficial in communicating corporate performance.

PUBLIC AWARENESS

1. TV Broadcasts

The County significantly surpassed its targets for public awareness of TV broadcasts,

achieving 166%-483% of the identified target. The current target, 15%, was established based on benchmarked data and national standards. However based on performance, it is recommended that the County reassess these targets and establish targets more aligned with its own performance standards.

2. Environmental Campaigns & Programs

It can be concluded that respondents generally are not aware of the County’s various environmental programs and campaigns. Awareness of creek clean-up programs (32%) has been unfavorably trending since FY03. Additionally, less than one-fifth of the respondents were aware of other environmental campaigns such as Wipe Out Waste, Smoking & Choking, and other environmental conservation and educational programs.

3. Community Services

Although meeting the County’s performance target, respondents this year were reportedly less aware of the early voting process. This result can most likely be attributed to it being an off year for elections.

4. Literacy Services

Awareness of child reading programs and availability of public computers at the libraries remains high. Moreover, awareness of the Public Libraries’ children’s library, ImaginOn, increased 31 percentage points from last year. FY06 was the opening year for ImaginOn; the library’s promotion efforts of this center were significantly increased.

There are opportunities for increasing citizen awareness of library services such as homework and research assistance, Check IT Out Magazine and reading and literacy services available for the international population.

5. Recreation Facilities

Overall awareness of recreation facilities is mixed. Although respondents are aware of the Nature Museum, Latta Plantation Nature Center, Ray's Splash Planet and the Aquatic center, they are less aware of facilities such as McDowell Nature Center, St. Mary's Historic Chapel, and the Equestrian Center continues to have mixed to low awareness results. Additionally, awareness of Reedy Creek nature center and neighborhood recreation facilities also is unfavorably trending.

6. E-government Services

Approximately 44% of respondents reported accessing the County's website. Among those individuals, most were familiar with e-government services such as checking air quality conditions, viewing Board of County Commission meeting agendas, reserving a park facility, viewing restaurant inspections and ordering birth, marriage or death certificates.

7. County Laws & Regulations

There continues to be opportunities to increase citizens' awareness of the County's law that requires residents to have a carbon monoxide detector in their home. Given that all citizens should be aware of laws, the target for this measure is higher than the standard target for awareness. This year, only 58% of respondents indicated that they were aware of the law, a -14 percentage point decrease from last year, which possibly is the result of the increased number of households that have relocated to Mecklenburg County from other communities.

STRATEGIC RECOMMENDATIONS

1. Continue with the County's customer service philosophy.
2. Focus on identifying citizen expectations regarding communication from the County.
3. Reassess TV Broadcast targets; establish targets more in line with County performance.
4. Reassess investments into environmental campaigns; current strategies are not demonstrating a positive return on investment.
5. Further explore disparities with regards to citizens' perception of the County being a good place to work and recreate.

Statistically Significant Relationships

This chart illustrates where there were statistically significant relationships within the survey responses across demographic data.	Race	Education	Household Income	Gender	Age
Customer Satisfaction					
Provides Quality Services to Citizens			*		*
Funds Services that Makes Difference		*	*	*	
Provides Good Value for Tax Dollars	*				
Good Place to Live					
Good Place to Work	*		*		
Good Place to Recreate	*			*	
Ease of Finding County Contact Information					
Service Quality Met or Exceeded Expectations				*	
Communication was Clear					
Treated with Respect					
Service was Provided in a Timely Manner		*			
Customer Service					

LEGEND

* Indicates statistically significant relationship ($p > .05$)

Statistical significance was found using a chi-square, with the correlation coefficients Phi/Cramer's V and Kendall's tau-b.

BACKGROUND

For the fourth year, Mecklenburg County is reporting the results of its Community Survey. The survey is designed to gather citizens' perceptions, opinions and awareness on a variety of services provided by the County. The results are used to determine areas in which the County and its departments demonstrated positive results and areas that show opportunities for improvement.

The Mecklenburg County Office of Strategic Organizational Improvement (SOI) designed the survey instrument and then contracted with MarketWise, Inc. to conduct a telephone survey of adult residents of Mecklenburg County. The survey was administered in the Spring of 2006.¹ Data analysis was conducted by SOI.

The report presents the results of all survey questions and how those results compare to the County's target performance in each area. The targets are indicative of the County's goal to be the best local government service provider. The report also includes supplemental analysis by demographic variables and annual trend data, where available.

HOW TO READ THIS DOCUMENT

Targets

The table below provides a breakdown of the specific targets used in the survey analysis. Targets were set to reflect national benchmarks so variation does exist. For example, in the category of *Public Awareness*, targets were set to align with national data and research in the area of branding and service awareness. The only exception to this rule was with regard to public awareness of laws. Given that all citizens should be aware of the laws, the target in this subcategory was set at 80 percent to be consistent with those in the customer satisfaction and utilization area.

Measure Type	Target
Customer Satisfaction Measures	80% or greater
Service Utilization Measures	80% or greater
Public Awareness Measures	45% or greater
Media Broadcast Measures	15% or greater

Performance Calculations

All results shown in this report represent the percent of survey respondents who expressed a favorable opinion, among those respondents who had an opinion. Examples of favorable opinion include "strongly agree and agree," "excellent and good," or "familiar/aware of service." Some residents indicated that they did not know or did not have an opinion on various questions or may have refused to answer the question. These responses were coded by the vendor as "don't know/refused." The information was captured, but for analysis purposes it was excluded from the results.

¹ See Appendix B for additional information about methodology and Appendix C for a copy of the survey.

The performance indicator (e.g. traffic light color) for each question is based on the percentage of target achieved. The formula for this calculation is as follows:

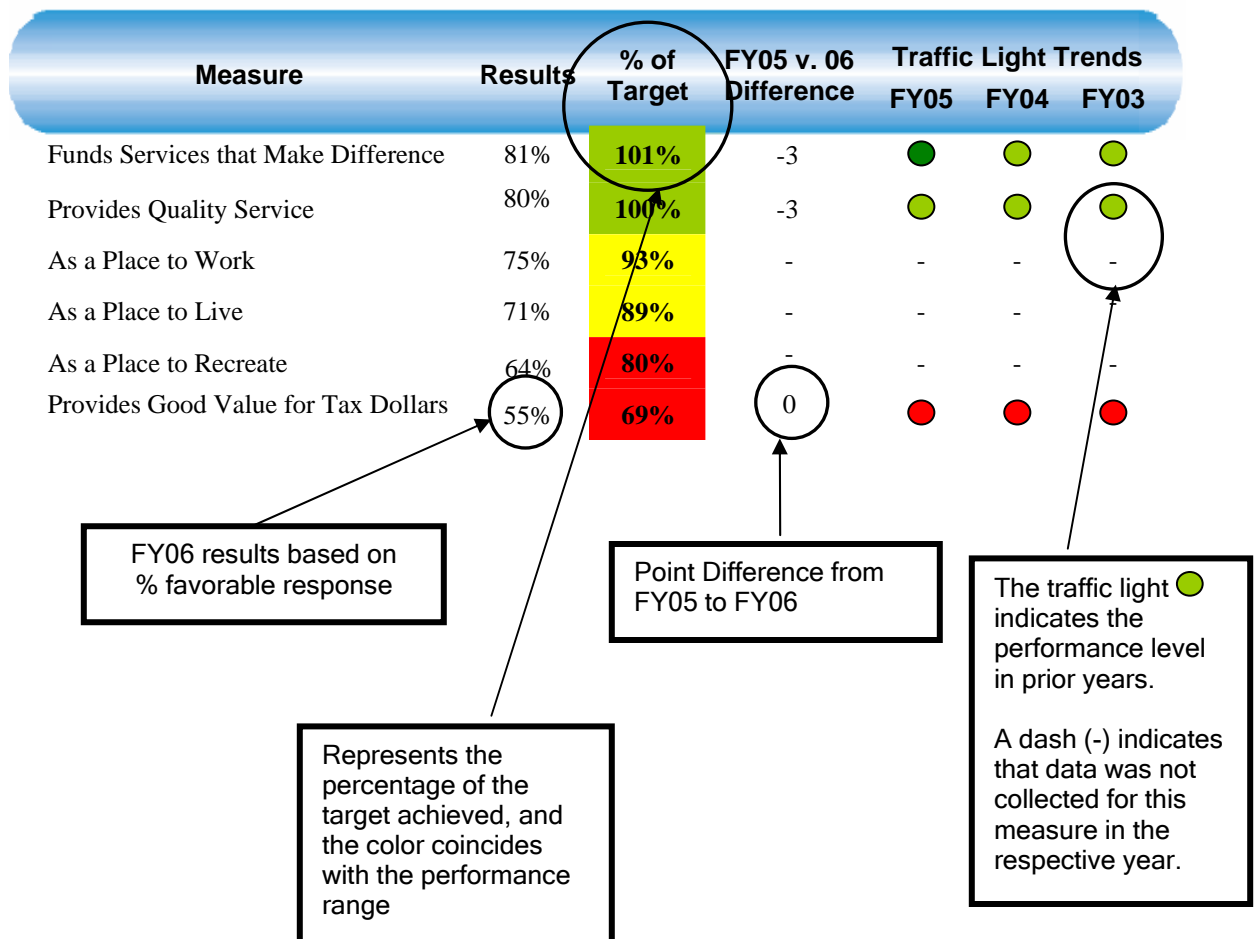
$$(\text{Actual Result} / \text{Target}) * 100 = \% \text{ of Target Achieved}$$

This methodology and the respective color coding are consistent with the County’s Balanced Scorecard rating system. The following table highlights the ranges for each performance level.

Performance	% of Target Range	Color Code
Exemplary	105% or greater	Dark Green
Successful	95% to 104%	Light Green
Mixed Results	85% to 94%	Yellow
Needs Improvement	84% or below	Red

Performance Tables

The diagram below is an example of the way this information is presented in the body of the report. The text boxes explain the major components and what they represent.

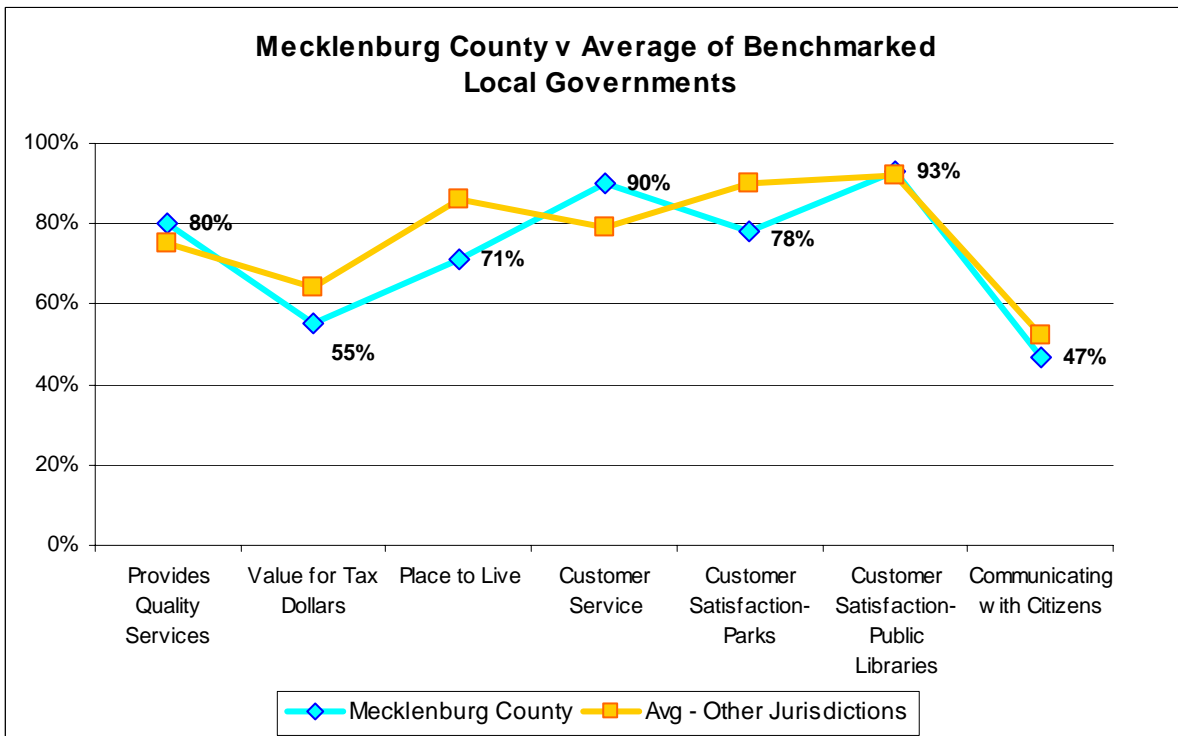


Benchmark Data

To further assess the performance of Mecklenburg County, we benchmarked our performance against other local jurisdictions. The data from the benchmark jurisdictions are based on survey administered in 2005 or 2006. Each survey was analyzed to identify questions similar to those asked on the Mecklenburg County survey. The table on the following page compares the percentages of favorable responses.

Benchmark Jurisdictions

Jurisdiction	Population	Largest City
Denver, CO	557,900	-
Maricopa County, AZ	3,072,200	Phoenix
<i>Mecklenburg County</i>	<i>746,400</i>	<i>Charlotte</i>
Pinellas County, FL	938,505	St. Petersburg
Portland, OR	538,544	-
Virginia Beach, VA	439,500	-
Volusia County, FL	492,984	Daytona Beach



Mecklenburg County vs. Benchmark

Measure	Jurisdiction	Percent Favorable Response
Provides Quality Services	Virginia Beach, VA	93%
	Volusia County, FL	91%
	Mecklenburg County	80%
	Denver, CO	63%
	Portland, OR	51%
Value for Tax Dollars	Virginia Beach, VA	76%
	Maricopa County, AZ	75%
	Denver, CO	58%
	Mecklenburg County	55%
	Pinellas County, FL	48%
Place to Live	Virginia Beach, VA	96%
	Volusia County, FL	89%
	Denver, CO	84%
	Portland, OR	76%
	Mecklenburg County	71%
Place to Work	Mecklenburg County	75%
	Denver, CO	61%
Place to Recreate	Denver, CO	79%
	Mecklenburg County	64%
Customer Satisfaction - County Employees	Virginia Beach, VA	91%
	Mecklenburg County	88%
	Maricopa County, AZ	86%
	Denver, CO	60%
Customer Satisfaction - Park Operation and Maintenance	Maricopa County, AZ	94%
	Volusia County, FL	94%
	Virginia Beach, VA	93%
	Denver, CO	79%
	Mecklenburg County	78%
Customer Satisfaction - Public Libraries	Volusia County, FL	98%
	Virginia Beach, VA	97%
	Maricopa County, AZ	97%
	Mecklenburg County	93%
	Denver, CO	76%
Communicating with Citizens	Denver, CO	56%
	Pinellas County, FL	53%
	Mecklenburg County	47%
	Maricopa County, AZ	46%
Maintaining Open Space	Mecklenburg County	71%
	Virginia Beach, VA	64%

Customer Satisfaction

Service Value & Quality of Life

Base: Total Adults (N=900)

Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends		
				FY05	FY04	FY03
Funds Services that Make a Difference	81%	101%	-3	●	●	●
Provides Quality Service	80%	100%	-3	●	●	●
As a Place to Work ²	75%	93%	-	-	-	-
As a Place to Live ²	71%	89%	-	-	-	-
As a Place to Recreate ²	64%	80%	-	-	-	-
Provides Good Value for Tax Dollars ³	55%	69%	0	●	●	●

Supplemental Analysis by Demographic Factors

	Funds Services That Make a Difference	Provides Quality Services	Place to Work	Place to Live	Place to Recreate	Good Value for Tax Dollars
Race						
African-American	79%	82%	66%	76%	71%	60%
White	83%	80%	79%	69%	62%	49%
Hispanic/Latino	80%	82%	82%	78%	68%	80%
Education						
< College Grad	78%	78%	72%	70%	64%	55%
College +	85%	83%	77%	72%	64%	54%
Income						
<\$50,000	78%	77%	67%	69%	63%	56%
\$50,000+	84%	83%	78%	73%	63%	53%
Gender						
Male	78%	81%	74%	69%	60%	53%
Female	84%	79%	75%	73%	68%	56%

¹ Results based on % agree and strongly agree or % excellent and good

² New measure in FY06 – no comparative data available

³ While four-year trend data is available, it should be noted that the wording of this question changed in FY05. In FY03 and FY04 the question was phrased as “use tax dollars efficiently.” In FY05, the phrasing changed to read “provides good value for tax dollars.”

Customer Satisfaction Customer Service – Agency Contact

Base: Respondents having contact with a County agency in past 12 months (N=204)

Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends		
				FY05	FY04	FY03
Easy to Find Contact Information	85%	106%	-2	●	●	●
Customer Service Index ²	89%	111%	0	●	●	●
Service Quality Met/ Exceeded Expectations	84%	105%	-4	-	-	-
Clear Communication	90%	113%	-1	-	-	-
Treated with Respect	95%	119%	0	-	-	-
Timely Service	85%	106%	0	-	-	-

Supplemental Analysis by Demographic Factors

	Customer Service Index	Met/ Exceeded Expectations	Clear Communication	Treated with Respect	Timely Service	Easy to Find Contact Info
Race						
African-American	92%	91%	96%	96%	85%	94%
White	88%	83%	88%	95%	87%	84%
Hispanic/Latino	83%	82%	75%	100%	75%	67%
Education						
< College Grad	85%	80%	88%	95%	78%	83%
College +	91%	86%	91%	95%	90%	87%
Income						
<\$50,000	87%	82%	91%	96%	77%	79%
\$50,000+	89%	84%	89%	95%	88%	87%
Gender						
Male	84%	76%	87%	93%	80%	81%
Female	92%	91%	92%	97%	89%	89%

¹ Results based on % agree and strongly agree

² Index of the subsequent four questions

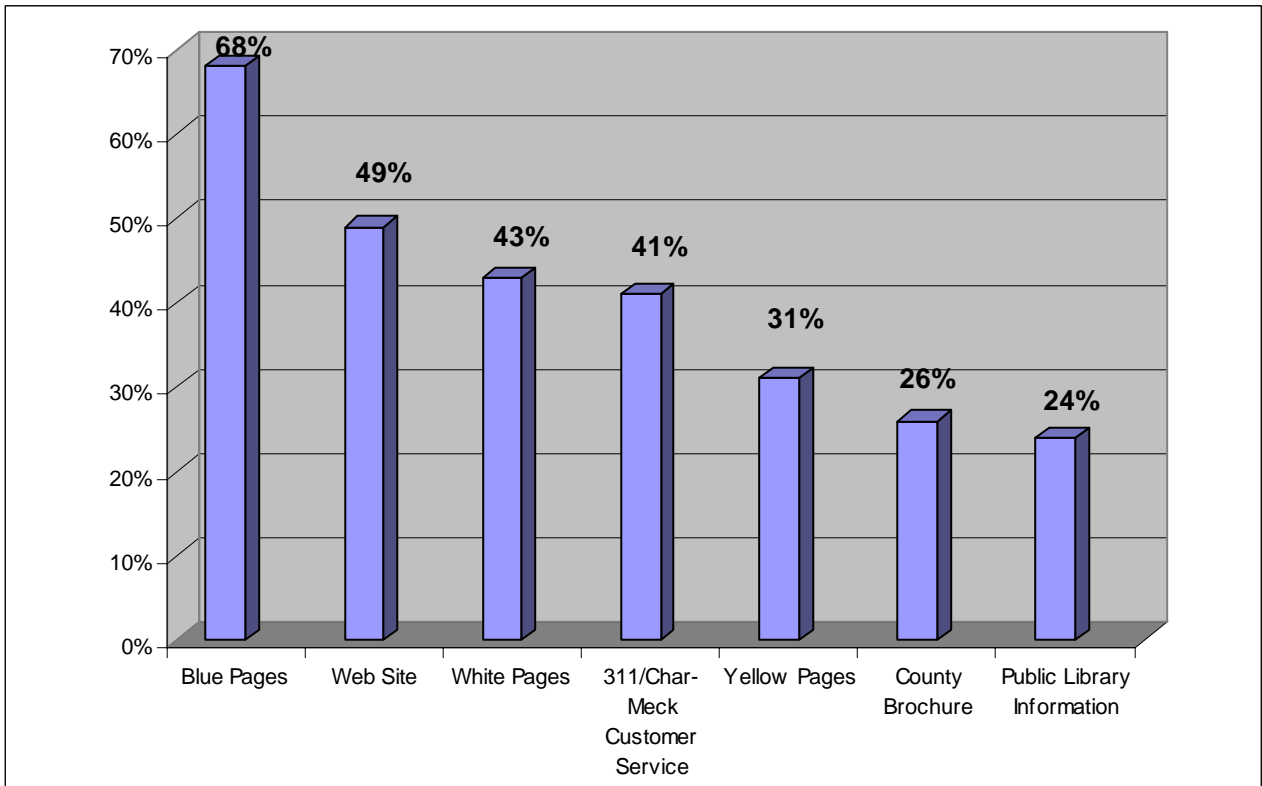
Customer Satisfaction

Customer Service – County Agency Results

Base: Respondents having contact with County agency in past 12 months (N=204)
 Individual department N's vary (see appendix)

Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends		
				FY05	FY04	FY03
Public Library	100%	125%	-1	●	●	-
Park & Recreation	96%	119%	0	●	●	●
Public Health	94%	118%	-3	●	●	-
Register of Deeds	89%	112%	-	-	-	-
Mecklenburg County	89%	111%	+1	●	●	●
Social Services	87%	109%	+10	●	●	●
Tax Collector	69%	86%	-20	●	●	●

Sources for County Contact Information



¹ Results based on % agree and strongly agree

Customer Satisfaction County Communication with Public

Base: Total Adults (N=900)

Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends		
				FY05	FY04	FY03
Average Overall Satisfaction ²	47%	59%	-17	●	●	●
Community Events	61%	76%	-	-	-	-
Recreational Opportunities	56%	70%	-	-	-	-
Public Health Issues	45%	56%	-	-	-	-
Environmental Issues	43%	53%	-	-	-	-
Social Issues	41%	51%	-	-	-	-
Policy Issues	34%	43%	-	-	-	-

Supplemental Analysis by Demographic Factors

	Community Events	Recreational Opportunities	Health	Environmental	Social Issues	Policy Issues
Race						
African-American	65%	58%	52%	48%	46%	45%
White	60%	55%	44%	38%	38%	29%
Hispanic/Latino	66%	58%	67%	65%	54%	44%
Education						
< College Grad	63%	58%	51%	49%	46%	37%
College +	59%	53%	44%	36%	35%	31%
Income						
<\$50,000	62%	55%	55%	50%	44%	39%
\$50,000+	60%	56%	44%	39%	40%	31%
Gender						
Male	57%	52%	45%	41%	38%	32%
Female	65%	59%	50%	45%	44%	37%

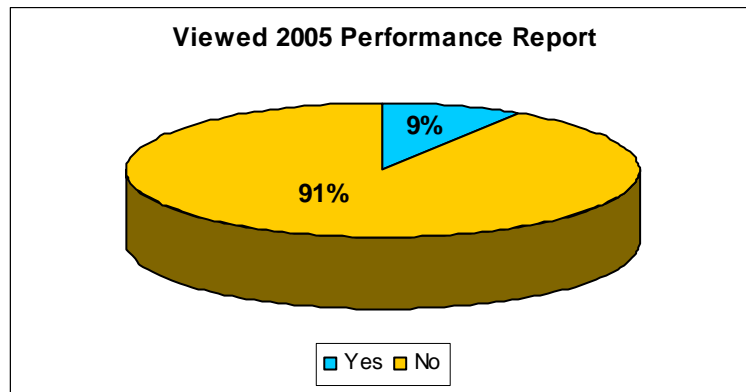
¹ Results based on % excellent and good

² Index of the subsequent 6 questions. While trend data is available, it should be noted that the 6-question index is new in FY06, and prior year trend indicators are based upon % agree/strongly agree that the County does a “good job communicating.”

Customer Satisfaction Annual Performance Report

Base: Respondents that had seen the 2005 County Performance Report (N=82)

Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends	
				FY05	FY04
Document was Informative	92%	115%	0	●	●
Document was Clear and Understandable	80%	100%	-6	●	●
Document Was User-friendly	78%	98%	0	●	●
Document Was Beneficial	78%	97%	-7	●	●



Supplemental Analysis by Demographic Factors

	Viewed Report	Informative	Clear & Understandable	Beneficial	User-friendly
Race					
African-American	9%	90%	85%	86%	80%
White	11%	94%	77%	75%	78%
Hispanic/Latino	5%	75%	100%	75%	67%
Education					
< College Grad	7%	93%	77%	80%	83%
College +	12%	91%	82%	77%	75%
Income					
<\$50,000	7%	90%	75%	67%	74%
\$50,000+	11%	93%	81%	83%	81%
Gender					
Male	9%	88%	76%	73%	69%
Female	9%	97%	85%	83%	88%

¹ Results based on % strongly agree and agree

Customer Satisfaction

Air, Water, and Land Quality

Base: Total Adults (N=900)

Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends		
				FY05	FY04	FY03
Maintaining Creeks	82%	103%	+2	●	●	●
Improving Air Quality	74%	93%	+3	●	●	●
Maintaining Open Space	71%	89%	+1	●	●	●

Supplemental Analysis by Demographic Factors

	Maintaining Creeks	Improving Air Quality	Maintaining Open Space
Race			
African-American	83%	81%	76%
White	82%	71%	67%
Hispanic/Latino	82%	79%	88%
Education			
< College Grad	81%	80%	72%
College +	84%	68%	70%
Income			
<\$50,000	83%	78%	72%
\$50,000+	83%	73%	71%
Gender			
Male	80%	76%	70%
Female	84%	72%	72%

¹ Results based on % medium and high ratings (Ratings: 1-4 low; 5-7 medium, 8-10 high)

Customer Satisfaction

Communicable and Non-Communicable Disease

Base: Total Adults (N=900)

Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends		
				FY05	FY04	FY03
Inspecting & Rating Restaurants	91%	114%	-3	●	●	●
Controlling Insects & Disease Transmitting Animals	81%	101%	-5	●	●	●

Supplemental Analysis by Demographic Factors

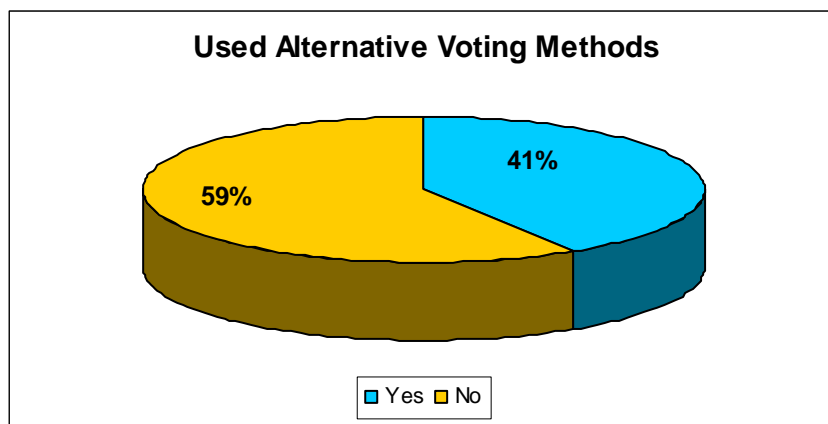
	Inspecting Restaurants	Controlling Disease Transmitting Animals
Race		
African-American	90%	77%
White	92%	82%
Hispanic/Latino	89%	93%
Education		
< College Grad	91%	81%
College +	92%	82%
Income		
<\$50,000	90%	81%
\$50,000+	92%	82%
Gender		
Male	90%	82%
Female	92%	80%

¹ Results based on % medium and high ratings (Ratings: 1-4 low; 5-7 medium, 8-10 high)

Customer Satisfaction Elections Process

Base: Respondents who voted in Mecklenburg County in past 2 years (N=673)

Measure	Results ¹	% of Target
Easy to access polling site information ²	93%	116%
Process was well managed ²	90%	113%



Note: Alternative voting includes absentee ballots and early voting

Supplemental Analysis by Demographic Factors

	Access to Polling Site Info	Well-managed Process	Used Alternative Voting
Race			
African-American	92%	88%	39%
White	94%	92%	42%
Hispanic/Latino	77%	77%	47%
Education			
< College Grad	94%	91%	35%
College +	92%	90%	46%
Income			
<\$50,000	96%	90%	33%
\$50,000+	92%	90%	43%
Gender			
Male	92%	88%	42%
Female	93%	93%	40%

¹ Results based on % strongly agree and agree

² New measure in FY06 – no comparative data available

Customer Satisfaction

Parks Operation and Maintenance

Base: Park users in past 12 months (N=700)

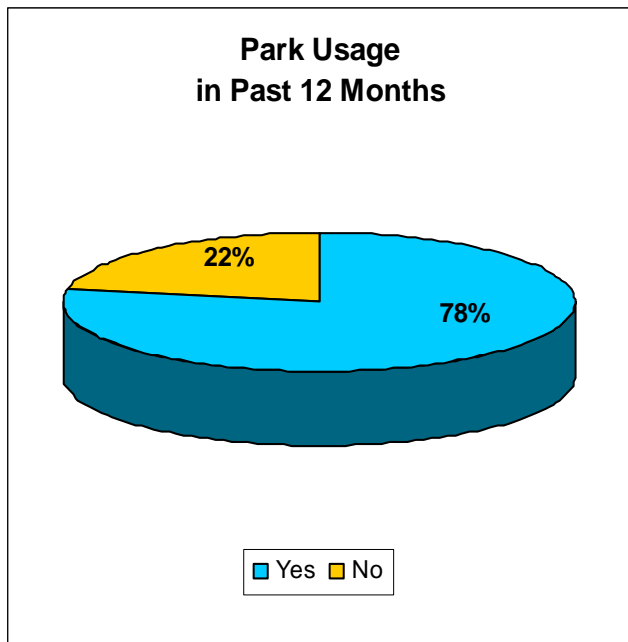
Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends		
				FY05	FY04	FY03
Grounds Upkeep	90%	112%	+3	●	●	●
Overall Cleanliness	89%	111%	-3	●	●	●
Proportion of Open Space	87%	109%	0	●	●	●
Recreational Equipment/Playground Safety	85%	107%	-2	●	●	●
Park Safety	81%	101%	+2	●	●	●
Athletic Field Availability	75%	93%	0	●	●	-
Athletic Courts Availability	72%	90%	+6	●	●	-
Restroom Availability	70%	88%	0	●	●	●
Restroom Conditions	58%	73%	-6	●	●	●

Supplemental Analysis by Demographic Factors

	Grounds Upkeep	Overall Cleanliness	Open Space	Equipment/Playground Safety	Park Safety
Race					
African-American	88%	86%	83%	82%	79%
White	93%	92%	90%	91%	85%
Hispanic/Latino	55%	67%	67%	60%	46%
Education					
< College Grad	87%	87%	84%	81%	79%
College +	93%	91%	89%	90%	83%
Income					
<\$50,000	86%	85%	85%	83%	77%
\$50,000+	92%	91%	89%	88%	85%
Gender					
Male	88%	89%	87%	84%	79%
Female	91%	89%	86%	87%	83%

¹ Results based on % excellent and good

	Athletic Field Availability	Courts Availability	Restroom Availability	Restroom Cleanliness
Race				
African-American	72%	70%	69%	50%
White	80%	72%	71%	65%
Hispanic/Latino	43%	73%	48%	35%
Education				
< College Grad	71%	72%	66%	55%
College +	79%	71%	73%	62%
Income				
<\$50,000	70%	69%	67%	53%
\$50,000+	81%	76%	73%	61%
Gender				
Male	71%	69%	70%	58%
Female	79%	75%	68%	58%



- What could be done to encourage non-users to visit parks and greenways?**
- Base: Non-users (N=194)**
- Top 5 Responses**
- ◆ Advertise about them, more information such as locations, hours, maps (38%)
 - ◆ More security, make safer, police patrol, enforce rules (25%)
 - ◆ Transportation issues; coordinate with transit system (8%)
 - ◆ Festivals, parties (5%)
 - ◆ More convenient locations; closer, more accessible (5%)

Customer Satisfaction

Public Library Operation, Maintenance, and Customer Service

Base: Public Library users in past 12 months (N=616)

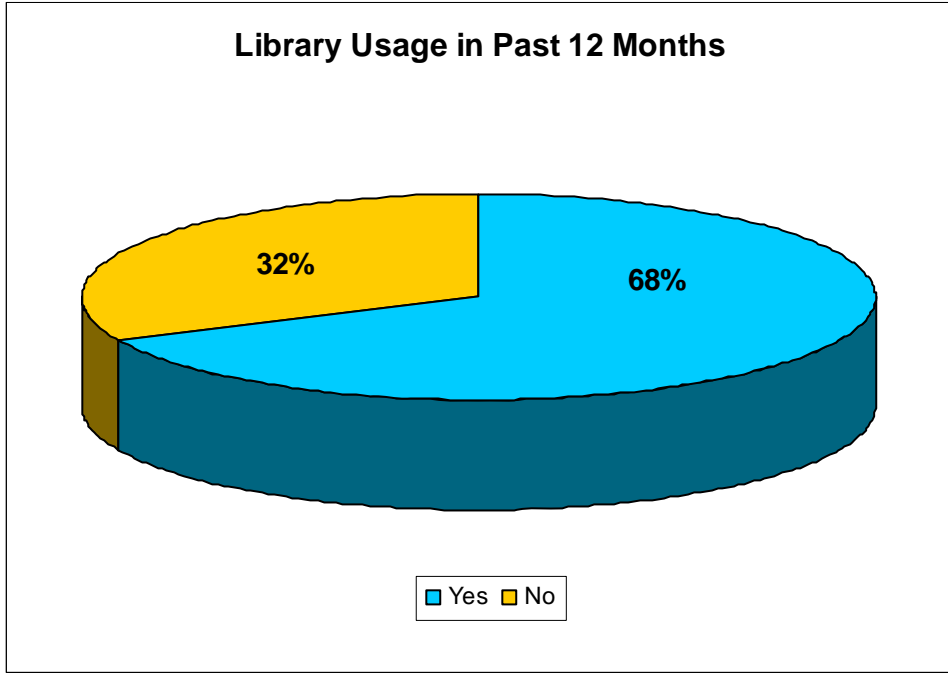
Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends FY05
Buildings/Grounds Upkeep	97%	121%	+2	●
Staff Courtesy	95%	119%	+1	●
Staff Responsiveness	94%	118%	+3	●
Staff Competence	94%	118%	0	●
Availability of On-line Research Tools	94%	117%	-	-
Usefulness/Reliability of Technical Resources	92%	115%	0	●
Reliability of computers and software	92%	115%	-	-
Library hours convenience	90%	112%	+3	●
Availability of Books/Resources	90%	112%	+6	●

Supplemental Analysis by Demographic Factors

	Building/ Grounds Upkeep	Courtesy	Responsive- ness	Competence	Online Tools
Race					
African-American	95%	93%	93%	93%	93%
White	98%	96%	95%	95%	95%
Hispanic/Latino	94%	92%	94%	86%	82%
Education					
< College Grad	95%	92%	92%	90%	90%
College +	99%	97%	97%	97%	96%
Income					
<\$50,000	96%	91%	92%	92%	98%
\$50,000+	98%	97%	96%	96%	95%
Gender					
Male	96%	95%	94%	93%	92%
Female	97%	95%	94%	95%	95%

¹ Results based on % excellent and good

	Technical Resources	Computers/ Software	Library Hours	Books/Other Resources
Race				
African-American	93%	91%	88%	90%
White	92%	93%	90%	89%
Hispanic/Latino	89%	91%	89%	94%
Education				
< College Grad	89%	91%	87%	90%
College +	95%	93%	92%	90%
Income				
<\$50,000	92%	92%	88%	93%
\$50,000+	94%	93%	90%	90%
Gender				
Male	91%	91%	86%	89%
Female	93%	93%	93%	91%



Public Awareness
Public Communications – TV Broadcasts
 Base: Total Adults (N=900)

Measure	Results ¹	% of Target
Mecklenburg Forum Live	73%	483%
Mecklenburgers	48%	321%
Mecklenburg Matters	46%	309%
County Commission Meetings	25%	166%

Primary Media Sources
Top 5 Responses
Local TV News (39%)
Newspapers (35%)
Internet (8%)
Radio News (6%)
Government Channel 16 (4%)

Supplemental Analysis by Demographic Factors

	Mecklenburg Forum Live	Mecklenburgers	Mecklenburg Matters	County Commission Meetings
Race				
African-American	61%	50%	31%	21%
White	75%	44%	50%	19%
Hispanic/Latino	83%	65%	69%	68%
Education				
< College Grad	73%	51%	44%	30%
College +	72%	45%	49%	19%
Income				
<\$50,000	73%	55%	45%	31%
\$50,000+	72%	44%	47%	21%
Gender				
Male	73%	47%	48%	25%
Female	72%	49%	45%	25%

¹ Results based on % aware

Public Awareness Environmental Campaigns

Base: Total Adults (N=900)

Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends		
				FY05	FY04	FY03
Creek Clean-up Programs	32%	70%	-9	●	●	●
Conservation and Environmental Education Programs	18%	39%	-8	●	●	-
Wipe Out Waste	10%	21%	-	-	-	-
Smoking & Choking	9%	21%	-3	●	●	-

Supplemental Analysis by Demographic Factors

	Creek Clean-up Programs	Conservation/ Education Programs	Wipe Out Waste	Smoking & Choking
Race				
African-American	34%	21%	13%	16%
White	33%	17%	9%	7%
Hispanic/Latino	16%	16%	5%	10%
Education				
< College Grad	31%	17%	9%	12%
College +	32%	18%	11%	6%
Income				
<\$50,000	28%	16%	8%	10%
\$50,000+	33%	18%	10%	9%
Gender				
Male	31%	16%	9%	11%
Female	32%	19%	10%	8%

¹ Results based on % familiar

Public Awareness Community Services

Base: Total Adults (N=900) or Target Population* (see appendix)

Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends		
				FY05	FY04	FY03
Early Voting	54%	121%	-22	●	●	●
Building Permit Call Center *	43%	95%	-2	●	●	●
Veteran's Benefits Services	10%	22%	-2	●	●	-
Therapeutic Recreation	10%	22%	-5	●	-	-

Supplemental Analysis by Demographic Factors

	Early Voting	Building Permit Call Center	Veteran Services	Therapeutic Recreations
Race				
African-American	52%	52%	15%	15%
White	62%	42%	9%	9%
Hispanic/Latino	18%	27%	5%	5%
Education				
< College Grad	45%	50%	12%	10%
College +	65%	37%	8%	10%
Income				
<\$50,000	43%	46%	11%	9%
\$50,000+	62%	42%	9%	11%
Gender				
Male	53%	45%	11%	9%
Female	55%	41%	9%	11%

¹ Results based on % familiar

Public Awareness Literacy Services

Base: Total Adults (N=900) or Target Population* (see appendix)

Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends		
				FY05	FY04	FY03
Child Reading Programs*	68%	151%	+1	●	●	●
Public Use Computers	66%	146%	-1	●	●	●
Library's Website ²	49%	109%	-	-	-	-
ImagineON*	43%	95%	+31	●	-	-
On-line catalog ²	40%	89%	-	-	-	-
Homework & Research Assistance	24%	54%	-7	●	-	-
Check it Out Magazine	22%	50%	0	●	-	-
International Reading and Literacy Services ²	14%	32%	-	-	-	-

Supplemental Analysis by Demographic Factors

	Child Reading Programs	Public Use Computers	Library Website	ImagineON
Race				
African-American	74%	69%	50%	37%
White	66%	68%	52%	51%
Hispanic/Latino	68%	47%	28%	5%
Education				
< College Grad	64%	59%	38%	24%
College +	72%	73%	61%	58%
Income				
<\$50,000	71%	61%	41%	24%
\$50,000+	67%	69%	54%	51%
Gender				
Male	66%	66%	45%	37%
Female	70%	66%	53%	47%

¹ Results based on % familiar

² New measure in FY06 – no comparative data available

Supplemental Analysis by Demographic Factors

	On-line Catalog	Homework & Research Assistance	Check It Out Magazine	Reading & Literacy Services
Race				
African-American	37%	36%	34%	23%
White	44%	21%	18%	10%
Hispanic/Latino	22%	16%	16%	18%
Education				
< College Grad	29%	23%	21%	15%
College +	51%	25%	24%	13%
Income				
<\$50,000	32%	24%	21%	14%
\$50,000+	44%	25%	23%	15%
Gender				
Male	36%	21%	18%	12%
Female	44%	28%	27%	16%

Public Awareness Recreation Facilities

Base: Total Adults (N=900) or Target Population* (see appendix)

Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends		
				FY05	FY04	FY03
Nature Museum	58%	128%	-2	●	●	●
Latta Plantation Nature Center	52%	115%	-5	●	-	-
Ray's Splash Planet*	51%	113%	+1	●	●	●
Aquatic Center	50%	111%	-8	●	●	●
Neighborhood Recreation Facility	38%	84%	-4	●	●	●
Reedy Creek Nature Center	37%	82%	-8	●	-	-
McDowell Nature Center	32%	71%	-5	●	-	-
St. Mary's Historic Chapel	24%	53%	-4	●	-	-
Equestrian Center	19%	42%	-4	●	-	-

Supplemental Analysis by Demographic Factors

	Nature Museum	Latta Plantation	Ray's Splash Planet	Aquatic Center	Neighborhood Recreation Facility
Race					
African-American	62%	47%	68%	60%	44%
White	62%	61%	52%	51%	39%
Hispanic/Latino	18%	13%	10%	18%	15%
Education					
< College Grad	55%	44%	44%	44%	34%
College +	61%	60%	58%	56%	42%
Income					
<\$50,000	52%	41%	44%	40%	32%
\$50,000+	62%	60%	55%	57%	43%
Gender					
Male	54%	48%	44%	51%	37%
Female	62%	56%	57%	50%	39%

¹ Results based on % familiar

	Reedy Creek	McDowell Nature Center	St. Mary's Chapel	Equestrian Center
Race				
African-American	44%	36%	23%	19%
White	38%	34%	28%	21%
Hispanic/Latino	13%	10%	3%	7%
Education				
< College Grad	33%	30%	21%	18%
College +	42%	35%	27%	20%
Income				
<\$50,000	31%	27%	18%	16%
\$50,000+	42%	36%	27%	22%
Gender				
Male	35%	30%	19%	21%
Female	39%	35%	28%	17%

Public Awareness e-Government Services

Base – County Website Users (N=399) or Target Population* (see appendix)

Measure	Results ¹	% of Target
Air Quality Conditions/Forecasts	65%	144%
View County Commission Agendas	60%	133%
Reserve Park Facility	57%	126%
Birth/Marriage/Death Certificates	54%	120%
View Restaurant Inspections	53%	117%
Building Permits *	43%	94%
Flood Zones *	41%	91%
E-mail County Commissioners	41%	90%
Arrest/Jail Records	31%	69%
Library Resources *	31%	66%
Voter Information	30%	66%
Pay Property Tax*	26%	58%
Look-up Tax Value of Property *	9%	19%

Supplemental Analysis by Demographic Factors

	Air Quality	BOCC Minutes/Agendas	Park Facility Reservation	Birth/Marriage/Death Certificates	Restaurant Inspections	Building Permits
Race						
African-American	59%	59%	48%	49%	42%	52%
White	67%	59%	59%	53%	57%	49%
Hispanic/Latino	73%	67%	67%	60%	47%	71%
Education						
< College Grad	66%	63%	52%	53%	49%	55%
College +	64%	58%	59%	54%	55%	46%
Income						
<\$50,000	74%	64%	58%	62%	58%	29%
\$50,000+	61%	59%	56%	51%	52%	52%
Gender						
Male	65%	60%	54%	55%	51%	52%
Female	65%	60%	60%	52%	55%	47%

¹ Results based on % aware

	Flood Zones*	Email County Commissioner	Arrest/Jail Records	Library Resources	Voter Info	Pay Property Taxes*	Look up property tax value*
Race							
African-American	40%	43%	14%	34%	32%	20%	13%
White	41%	37%	36%	30%	27%	27%	8%
Hispanic/Latino	38%	67%	27%	25%	47%	50%	0%
Education							
< College Grad	39%	48%	19%	37%	35%	29%	11%
College +	42%	37%	37%	28%	27%	25%	8%
Income							
<\$50,000	41%	51%	17%	39%	38%	29%	14%
\$50,000+	40%	39%	35%	30%	27%	25%	8%
Gender							
Male	37%	38%	32%	35%	26%	22%	6%
Female	45%	43%	31%	27%	34%	30%	12%

Public Awareness County Laws and Regulations

Base: Total Adults (N=900) or Target Population* (see appendix)

Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends		
				FY05	FY04	FY03
Building Permit Requirements*	60%	134%	+2	●	●	●
Carbon Monoxide Detector	58%	73%	-14	●	●	●

Supplemental Analysis by Demographic Factors

	Carbon Monoxide Detector	Building Permit Requirements*
Race		
African-American	59%	51%
White	64%	63%
Hispanic/Latino	20%	53%
Education		
< College Grad	55%	61%
College +	62%	60%
Income		
<\$50,000	56%	45%
\$50,000+	60%	64%
Gender		
Male	58%	61%
Female	59%	60%

¹ Results based on % familiar

Service Utilization Ozone Action Measures

Base: Total Adults (N=900)

Measure	Results ¹	% of Target	FY05 v. 06 Difference	Traffic Light Trends		
				FY05	FY04	FY03
Combine Errands	93%	116%	-1	●	●	●
Conserve Electricity	93%	116%	-2	●	●	●
Cut Grass Late in Day	87%	109%	0	●	●	●
Eat in Office/Walk to Lunch	85%	107%	-1	●	●	●
Postpone Nonessential Trips	80%	100%	+1	●	●	●
Refuel After 6 PM	80%	99%	-2	●	●	●
Carpool w/ Employer Paid Parking	71%	88%	+7	●	●	-
Car/Van Pool	57%	71%	+1	●	●	●
Ride Bus w/ Employer Paid Pass	56%	70%	+5	●	●	-
Bike/Walk	47%	59%	-1	●	●	●
Use Public Transportation	36%	44%	+1	●	●	●

Supplemental Analysis by Demographic Factors

	Combine Errands	Conserve Electricity	Cut Grass Late	Eat In/ Walk to Lunch	Postpone Nonessential Trips	Refuel After 6pm
Race						
African-American	91%	97%	86%	83%	83%	78%
White	94%	91%	89%	86%	80%	80%
Hispanic/Latino	93%	95%	91%	91%	79%	93%
Education						
< College Grad	91%	94%	88%	84%	80%	77%
College +	95%	91%	86%	87%	81%	82%
Income						
<\$50,000	94%	96%	89%	88%	81%	80%
\$50,000+	92%	91%	87%	85%	80%	80%
Gender						
Male	91%	90%	86%	80%	76%	75%
Female	95%	95%	89%	91%	84%	84%

¹ Results based on % very likely and somewhat likely

	Car Pool (Employer Paid)	Car/ Van Pool	Ride Bus (Employer Paid)	Bike/ Walk	Public Transportation
Race					
African-American	79%	65%	68%	53%	53%
White	63%	49%	47%	40%	24%
Hispanic/Latino	85%	81%	71%	69%	53%
Education					
< College Grad	77%	62%	64%	51%	43%
College +	64%	52%	47%	43%	28%
Income					
<\$50,000	83%	68%	72%	52%	46%
\$50,000+	62%	50%	46%	44%	29%
Gender					
Male	63%	51%	52%	46%	34%
Female	79%	63%	60%	49%	37%

Demographics

The demographic characteristics of survey respondents are displayed in the following tables.

Demographic Factors	FY06	FY05
Gender		
Male	49%	45%
Female	51%	55%
Age		
18-24	5%	6%
25-34	21%	20%
35-44	23%	24%
45-54	22%	22%
55-64	15%	16%
65 or older	14%	12%
Race/Ethnicity		
Asian	1%	1%
Black/African American	27%	20%
Hispanic/Latino*	9%	-
<i>Latino Origin</i>	-	9%
Multiracial	<1%	1%
Other race	2%	7%
White	61%	71%
Education		
Less than high school graduate	8%	4%
High school graduate	17%	17%
Technical training/Some college	27%	24%
Four-year college graduate	32%	34%
Post-graduate study	6%	6%
Advanced degree	9%	15%
Don't know/Refused	<1%	<1%

*In FY05 respondents were asked to choose race first and then indicate whether or not they were of Latino origin. In FY06 respondents were asked to choose a racial or ethnic group with Hispanic/Latino origin being mutually exclusive of other choices.

	FY 2006	FY 2005
Years Lived In Mecklenburg County		
Less than 5 years	18%	22%
5-10 years	21%	23%
11-20 years	18%	19%
21 or more years	43%	35%
Don't know/Refused	<1%	<1%
<i>Mean Score</i>	<i>22.8 years</i>	<i>16.2 years</i>
Number of Adults in Household		
1	16%	26%
2	34%	59%
3	21%	10%
4+	29%	4%
Don't know/Refused	<1%	<1%
Number of Children in Household		
None	42%	59%
1	18%	19%
2	15%	15%
3+	8%	7%
Don't know/Refused	17%	<1%
Household Income		
Less than \$15,000	7%	5%
\$15,000 - \$25,000	7%	6%
\$25,000 - \$35,000	8%	6%
\$35,000 - \$50,000	9%	14%
\$50,000 - \$75,000	20%	18%
\$75,000 - \$100,000	14%	15%
\$100,000 - \$150,000	11%	12%
\$150,000 or more	8%	9%
Below \$50,000 then refused	3%	2%
\$50,000 or more then refused	4%	3%
Don't know/Refused	9%	9%

Appendix A

Target Population Definitions

I. Customer Satisfaction

- **Sources of Contact Information**– Respondents who had contacted a County agency in the past 12 months (N = 204)
- **Easy to Find Contact Information**– Respondents who had contacted a County agency in the past 12 months (N = 204)
- **Customer Service –Agency Contact**– Respondents who had contacted a County agency in the past 12 months (N = 204)
 - ◆ Department of Social Services (N = 30)
 - ◆ Health Department (N = 9)
 - ◆ Park & Recreation (N = 28)
 - ◆ Public Library (N = 22)
 - ◆ Tax Collector (N = 10)
 - ◆ Register of Deeds (N=7)
- **County Performance Report** – Respondents indicating they had seen the 2005 Performance Report (N=82)
- **Parks Operation and Maintenance** – Respondents who had visited a County park in the past 12 months (N= 700)
- **Public Libraries Operation and Maintenance** -- Respondents who had visited a County public library in the past 12 months (N= 616)
- **Elections Process** -- Respondents who had voted in Mecklenburg County in the past 2 years (N=673)

II. Public Communication and Service Awareness

- **eGovernment Services** – County website users (N=399)
- **Building Permit Call Center** – Homeowners & respondents making home improvements (N = 351)
- **Child Reading Programs at Library** – Respondents with children in household and library users (N =278)
- **ImagineON** – Respondents with children in household and library users (N =278)
- **Ray’s Splash Planet** – Respondents with children in household (N = 364)
- **Building Permit Website** – County website users, homeowners, and respondents making home improvements (N = 194)
- **Flood Zones** – County website users and homeowners (N = 336)
- **On-line Library Resources** – County website users and library users (N =308)
- **Paying Property Taxes** – County website users and homeowners (N = 336)
- **Tax Value** – County website users and homeowners (N = 336)
- **Building Permit Requirements** – Homeowners and respondents making home improvements (N = 351)

Appendix B

Survey Methodology

Sample Design

The survey was conducted by MarketWise, Inc., by telephone, from June 5 through June 27, 2006. Only adults, age 18 or older, living in Mecklenburg County were eligible to participate. The final sample contained 900 respondents. 714 respondents were from a random sample of listed telephone households in Mecklenburg County. An additional 186 respondents were randomly selected from targeted samples in order to balance the final sample by race/ethnicity and age.

The original random sample of residential telephone households was purchased from Survey Sampling, Inc. Using the American Association of Public Opinion rules/definition for a minimum response rate (RR1 calculation), this survey resulted in a 10% response rate and a 48% refusal rate.

As with most survey samples, the sample under-represented African Americans, Hispanics/Latinos, and younger adults. Rather than weighting the final sample (as in previous surveys) to correct for under-representation, MarketWise purchased additional targeted samples from Survey Sampling and completed an additional 186 interviews to balance the final sample by age and race/ethnicity. This resulted in more actual interviews (as opposed to weighted interviews) being completed within the under-represented segments (i.e. young adults, African Americans, Hispanics/Latinos).

Sampling error for a total sample of 900 interviews is approximately ± 3.3 percentage points at the 95% confidence level.

Interviewing Process

All interviewing was conducted by MarketWise professional interviewers. The data were collected using a Computer Assisted Telephone Interviewing (CATI) system. All interviewers received a general training in interviewing techniques when hired and training specifically on how to conduct interviews for this project. All interviewing was supervised, and interviewers were systematically monitored and evaluated in order to ensure high quality and reliable data. Most interviewing was conducted between 5:30 pm and 9:30 pm weekdays, and between 10:00 am and 2:00 pm on Saturdays. Callback appointments were made at the convenience of the respondent, including daytime hours. Interviews were conducted in English, and in Spanish when necessary. A total of 54 (actual, not weighted) interviews were conducted in Spanish. Interviews lasted 21 minutes on average.

Appendix C

2006 Mecklenburg County Community Survey

Hi, I'm _____ with MarketWise, a local opinion research company. We're conducting a study for Mecklenburg County Government about the services they provide. Your household has been randomly selected to participate to give us a representative sample of adults in Mecklenburg. Your participation is extremely important to give the County feedback about ways to improve.

- S1. Gender (RECODE WITHOUT ASKING) 1 MALE 2 FEMALE
- S2. Do you live inside Mecklenburg County? 1 Yes 2 No/DK (END INTERVIEW)
- 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, or are you
 - 2 White
 - 3 African American
 - 4 Asian
 - 5 Or some other race
 - 6 MIXED RACES
 - 7 REFUSED (END)
- S4. Which of the following categories best describes 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 or older
 - 7 REFUSED (END)

Before we begin, I would like to read a brief description of the primary responsibilities of Mecklenburg County government. Mecklenburg County government is responsible for services such as communicable illness prevention and protection, providing economic and financial assistance to eligible residents, operating detention facilities, providing park and recreation opportunities, operating libraries, and implementing and enforcing land use policies.

1. The first series of questions are about Mecklenburg County Government and communication. 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	DIS- AGREE	STRONGLY DISAGREE	DK/ REF
a. Mecklenburg County provides quality services to citizens.....	4.....	3.....	2.....	15
b. Mecklenburg County funds services that make a difference in the community	4.....	3.....	2.....	15
c. Mecklenburg County provides good value for tax dollars	4.....	3.....	2.....	15

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 the Mecklenburg County excellent, good, fair, or poor as a place to ... **(READ LIST.)**

	EXCELLENT	GOOD	FAIR	POOR	DK/REF
a. Live	4.....	3.....	2.....	15	
b. Work	4.....	3.....	2.....	15	
c. Recreate	4.....	3.....	2.....	15	

3. Mecklenburg County Government provides information on many services and issues. Please rate Mecklenburg County Government excellent, good, fair or poor on communication in the following areas ... **(READ LIST. ROTATE ORDER.)**

	EXCELLENT	GOOD	FAIR	POOR	DK/REF
a. Environmental issues	4.....	3.....	2.....	15	
b. Public health issues	4.....	3.....	2.....	15	
c. Recreational opportunities.....	4.....	3.....	2.....	15	
d. Social issues	4.....	3.....	2.....	15	
e. Policy issues.....	4.....	3.....	2.....	15	
f. Community events.....	4.....	3.....	2.....	1405	

4a_1, 4a_2, 4a_3.

Mecklenburg County Government uses different forms of media to inform the community about policy decisions and community services. From what media sources do you get your information about Mecklenburg County government? **PROBE:** Any others?

(DO NOT READ LIST. ACCEPT FIRST 3 RESPONSES. RECORD IN ORDER MENTIONED.)

- BROCHURES/ NEWLETTERS 1
- COUNTY COMMISSION MEETINGS TV BROADCAST on Cable Ch. 16..... 2
- GOVERNMENT TV – on Cable Channel 16 3
- GOVERNMENT TV – on Time Warner Digital Channel – 232 4
- INTERNET/ WEB SITE 5
- LOCAL TV NEWS 6
- NEWSPAPERS 7
- RADIO-- NEWS 8
- RADIO-- TALK SHOWS 9
- OTHER (**SPECIFY MEDIA SOURCE:** _____) 10
- NONE -- DO NOT USE ANY MEDIA SOURCE (**SKIP TO Q5**) 11
- xx
- DON'T KNOW/ REFUSED (**SKIP TO Q5**)..... 13

(IF THE PERSON SAYS SUCH THINGS AS FAMILY, FRIENDS, ETC., SAY: “What are your formal media sources of information?”

IF NONE OR DON'T KNOW, SKIP TO Q5.

4b. Of the media sources you just mentioned, in the previous question, what is your one primary source of information for information about Mecklenburg County government? **DO NOT READ LIST. PROBE GOV. CHANNEL (RECORD IN ORDER OF MENTIONED. ONLY 1 ANSWER ALLOWED.)**

- BROCHURES/NEWLETTERS 1
- COUNTY COMMISSION MEETINGS TV BROADCAST on Cable Ch. 16..... 2
- GOVERNMENT TV – on Cable Channel 16 3
- GOVERNMENT TV –on TIME Warner Digital Channel – 232 4
- INTERNET 5
- LOCAL TV NEWS 6
- NEWSPAPER 7
- NEWSPAPERS 7
- RADIO-- NEWS 8
- OTHER (**SPECIFY MEDIA SOURCE:** _____) 10
- xx
- NONE – NO ONE PRIMARY MEDIA SOURCE 12
- DK/REFUSED 13

(IF THE PERSON SAYS FAMILY, FRIENDS, ETC., SAY: “What is your primary formal media source for information?”)

4c. Regardless of how you currently get information, is there another way you would prefer to get news and information about Mecklenburg County Government?

- 1 Yes
- 2 No (SKIP TO Q5)
- 3 DK/REF (SKIP TO Q5)

4d_1, 4d_2, 4d_3.

What other ways would you prefer to get news and information about County government?
(UP TO 3 ANSWERS ALLOWED)

5. Next, I'm going to read a list of television broadcasts. For each one, please let me know if you are aware or not aware of it. (**ROTATE LIST.**)

Are you aware of ...

	AWARE	NOT AWARE	DK/REF
a. County Commission Meetings	2	1	3
b. The Mecklenburgers , a half-hour program devoted to educating the public about Mecklenburg County government programs and services	2	1	3
c. Mecklenburg Matters , information segments on WTVI and the Government Channel	2	1	3
d. Mecklenburg Forum Live , the County's live call-in show	2	1	3

6a. Last year, Mecklenburg County published a performance report. The document is intended to increase awareness and knowledge of Mecklenburg County government services, long term goals and the performance results achieved during the proceeding fiscal year. Have you seen the County's 2005 Performance Report?

- 1 Yes
- 2 No (**SKIP TO Q8**)
- 3 Dk/Refused (**SKIP TO Q8**)

6b. Where did you get the Performance Report ? (**DO NOT READ LIST.**)

Atlanta Bread Company.....	1
Ballantyne Resort	2
Black Lion	3
Blackhawk Hardware.....	4
Borders Books	5
Brueggers' Bagels	6
California Juice Company.....	7
Caribou Coffee.....	8
Carolina Country Barbeque	9
Champps Americana	10
Charlotte Business Journal.....	11
County Manager's Office	12
Courtney's Restaurant.....	13
Dean & Deluca	14
Dilworth Coffee House.....	15
Eddies Place.....	16
Einstein Brothers Bagels	17
Fuel Pizza Café	18
Golden Corral	19
Good Ol Days	20
Hal Marshall.....	21
Harris Teeter	22
Jersey Mike's Subs	23
Just Fresh	24
La Paz.....	25
Laurel Market.....	26
Luisa's Brick Oven Pizza	27
Manhattan Bagel.....	28
Manzetti's Bar & Grill	29
Mellow Mushroom.....	30
Midtown Sundries	31
Moe's Southwest Grill	32
Movie Theatre	33
Park & Recreation Facility	34
Public Library	35
Tax Office.....	36
Other (Specify):	37
Don't Know/Refused	99

7. Please tell me whether you strongly agree, agree, disagree or strongly disagree with the following statements about the County's 2005 Performance Report.

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DK/ REF
The 2005 Performance report is ...					
a. Informative	4	3	2	1	5
b. Clear and understandable	4	3	2	1	5
c. Beneficial	4	3	2	1	5
d. User-friendly	4	3	2	1	5

8. I'd like to know how aware you are of the following campaigns, programs and services sponsored or offered by Mecklenburg County. For each one, please tell me if you have never heard of it, have heard of it but don't know much about it, or you are familiar with it. **(ROTATE LIST.)**

How aware are you of ...	NEVER HEARD OF	DON'T KNOW MUCH ABOUT	FAMILIAR	DK/ REF
a. The campaign called "Wipe Out Waste"	1	2	3	4
b. The "Smoking and Choking" program that allows citizens to report vehicles with smoking tailpipes.....	1	2	3	4
c. The early voting program that allows any Mecklenburg County registered voter to vote during a designated period of time prior to Election Day.....	1	2	3	4
d. Programs through which you can help clean up creeks in Mecklenburg County	1	2	3	4
e. The County service that assists <u>any</u> veteran of Mecklenburg County with accessing applicable VA benefits.	1	2	3	4
f. Programs related to conservation and other environmental education.....	1	2	3	4
g. Services related to therapeutic recreation.....	1	2	3	4

8. Now, I'd like to know how aware you are of the following programs and resources offered by the Mecklenburg County Public Library. **(ROTATE LIST.)**

How aware are you of ...	NEVER HEARD OF	DON'T KNOW MUCH ABOUT	FAMILIAR	DK/ REF
h. "Check it Out Magazine" – The Public Library's monthly newsletter.....	1	2	3	4
i. ImaginON: The Joe and Joan Martin Center	1	2	3	4
j. The reading programs for children at the public library	1	2	3	4
k. The Library's homework and research assistance	1	2	3	4
l. The Library's website	1	2	3	4
m. Library computers for public use, including Internet access.....	1	2	3	4
n. The Library's reading and literacy services offered for residents from other countries	1	2	3	4
o. The Library's on-line catalog.....	1	2	3	4

8. Next, let me know how aware you are of the following facilities offered by the Mecklenburg County Parks and Recreation Department or its business partners. (**ROTATE LIST.**)

How aware are you of ...

	NEVER HEARD OF	DON'T KNOW MUCH ABOUT	FAMILIAR	DK/ REF
p. The Aquatic Center	1.....	2.....	3.....	4.....
q. Ray's Splash Planet, an indoor water park and fitness center	1.....	2.....	3.....	4.....
r. The Nature Museum	1.....	2.....	3.....	4.....
s. The neighborhood recreation facility closest to your home and the programs it offers	1.....	2.....	3.....	4.....
t. Latta Plantation Nature Center	1.....	2.....	3.....	4.....
u. McDowell Nature Center	1.....	2.....	3.....	4.....
v. Reedy Creek Nature Center	1.....	2.....	3.....	4.....
w. Equestrian Center	1.....	2.....	3.....	4.....
x. St. Mary's Historic Chapel.....	1.....	2.....	3.....	4.....

9. In the past 12 months, did you personally contact or visit any Mecklenburg County agency for information or services?
- | | |
|------------------------------------|---|
| YES | 1 |
| NO (GO TO Q12a) | 2 |
| DK/REF (GO TO Q12a) | 3 |

10. People use different resources when they need to find county information or services. Which of the following resources did you use to find out how to contact the County agency? (**ROTATE ITEMS a-g.**)
Did you use the ...

	USED	DID NOT USE	DK/REF
a. Blue Pages of the phone book	1.....	2.....	3.....
b. White Pages of the phone book	1.....	2.....	3.....
c. Yellow Pages of the phone book	1.....	2.....	3.....
d. City/County web site	1.....	2.....	3.....
e. County brochures or newsletters	1.....	2.....	3.....
f. Charlotte Mecklenburg Customer Service and Information Center or the 311 number.....	1.....	2.....	3.....
g. Public Library Information Services	1.....	2.....	9.....

- h1. Did you use any other sources to find out how to contact the County agency?
- 1 Yes
 - 2 NO
 - 3 DK/Ref (SKIP TO Q18i)

- h2. What other source did you use to find out how to contact the County agency?

- i. How satisfied were you with the ease of finding this County contact information?
Were you . . . (**READ LIST**)
- 4 Very satisfied
 - 3 Satisfied
 - 2 Dissatisfied or
 - 1 Very dissatisfied
 - 5 DK/REF

11a. With which Mecklenburg County agency did you have your most recent contact or visit?
(USE PAPER LIST PROVIDED. DO NOT READ ENTIRE LIST. 1 ANSWER ALLOWED)

4-H	0	Homeland Security	35
Animal Control	1	Human Resources	36
Airport	2	LUESA—Land Use & Environmental Svc Agency	37
Air Quality	3	Medic – Meck. EMS Agency	38
Area Mental Health	4	Mental Health	39
Arena	5	Minority & Women’s Bus Enterprise Program	40
Attorney.....	6	Neighborhood Development	41
Board of County Commissioners.....	7	Park and Recreation	42
Board of Elections.....	8	Planning Commission	43
Budget.....	9	Planning & Evaluation.....	44
Business Support Services.....	10	Police	45
Cable 16.....	11	Procurement	46
Cable TV Regulation.....	12	Property Assessment & Land Records Mgt	47
CATS	13	Public Service and Information	48
CJIS – Criminal Justice.....	14	Public Health.....	49
Clerk to the Board.....	15	Public Library	50
Code Enforcement.....	16	Real Estate Services	51
Community Development	17	Register of Deeds	52
Community Relations.....	18	Sheriff.....	53
Cooperative Extension.....	19	Small Business Development.....	54
Court Services	20	Social Services	24
County Manager	21	Solid Waste.....	56
Customer Service	22	Stormwater.....	57
Developmental Disabilities	23	Substance Abuse.....	58
DSS – Dept. of Social Services	24	Tax Assessment	59
Economic Development.....	25	Tax Collections	60
Emergency Management.....	26	Transportation.....	61
Engineering & Property Management	27	Utilities	62
Environmental Health	28	Veterans Services.....	63
Finance	29	Water & Land Resources.....	64
Fire.....	30	Women’s Commission	65
General Services	31	Zoning	66
Geographic Information Systems – GIS.....	32	OTHER (SPECIFY:.....)	67
Government Channel.....	33	DK/REF	68
Health Department.....	34		

11b. Think about your most recent contact with or visit to a Mecklenburg County agency. Please tell us if you strongly agree, agree, disagree, or strongly disagree with the following statements about the customer service related to that contact or visit.

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DK/ REF
b_a. The service quality met or exceeded my expectations...4	3	2	1	5	
b_b. The communication was clear	4	3	2	1	5
b_c. I was treated with respect	4	3	2	1	5
b_d. The service was provided in a timely manner	4	3	2	1	5

(ASK EVERYONE)

12a. Do you use the Internet?

- 1 Yes
- 2 No **(GO TO Q14)**
- 3 DK/REF **(GO TO Q14)**

12b. How often do you use the Internet? Would you say ... **(READ LIST)**

- 3 Often
- 2 Sometimes
- 1 Rarely
- 4 DK/REF

12c. Have you ever visited the County's Website?

- 1 YES
- 2 NO (SKIP TO Q14)
- 3 DK/REF (SKIP TO Q14)

12d. How often do you visit the County's Website? Would you say . . .

- 3 Often
- 2 Sometimes
- 1 Rarely
- 4 DK/REF

13. I'm going to read a list of things you can do online at Mecklenburg County's website. Whether or not you use them, please let me know if you are aware or not aware that each of these online services is accessible. (ROTATE LIST.) Are you aware you can ...

	AWARE	NOT AWARE	DK/REF
a. Look up the tax value of any Mecklenburg County property	2	1	3
b. Make a reservation for a park facility such as a shelter, deck, wedding site, or indoor facility	2	1	3
c. Check to see if your Mecklenburg County home is located in a flood zone	2	1	3
d. Check Mecklenburg County restaurant inspection ratings.....	2	1	3
e. Search for and reserve a library book online	2	1	3
f. Look up Mecklenburg County voter information, such as district representatives, precinct locations or district boundaries.....	2	1	3
g. Check to see if someone has been arrested or has been jailed in Mecklenburg County.....	2	1	3
h. Pay Mecklenburg County property taxes.....	2	1	3
i. Look up birth, marriage and death certificates recorded in Mecklenburg County	2	1	3
j. Look up local air quality forecasts and existing air quality conditions.....	2	1	3
k. View Board of County Commission meeting minutes and agendas	2	1	3
l. Send an e-mail to a County Commissioner or staff	2	1	3

m_1, m_2, m_3.

What other e-services or information would you like to see the County offer online?

RECORD FIRST 3 RESPONSES.)

(ASK EVERYONE.)

14. How many times in the past year have you visited a Mecklenburg County park or greenway?

IF VISITED ONCE OR MORE CONTINUE WITH Q15

0=NONE **(SKIP TO Q16A)**

999=DK/REF **(SKIP TO Q16A)**

15a. **(HAVE VISITED)** Is there any single thing the County could do that would encourage you to visit parks or greenways more or go more often?

1 YES

2 NO **(SKIP TO Q17)**

3 DK/REF **(SKIP TO Q17)**

15b. **(HAVE VISITED)** What one thing would most encourage you to visit parks and greenways **more often?**
(ONE RESPONSE ONLY.)

SKIP TO Q17

16a. **(HAVE NOT VISITED)** Is there any single thing the County could do that would encourage you to visit parks or greenways?

1 Yes

2 No **(SKIP TO Q19)**

3 DK/REF **(SKIP TO Q19)**

16b. **(HAVE NOT VISITED)** What one thing would encourage you to visit parks or greenways? **(ONE RESPONSE ONLY)**

IF (Q14 = NONE), GO TO Q19.

17. Which one Mecklenburg County public park, greenway or nature preserve do you visit most often?
IF RESPONDENT CANNOT GIVE NAME, WRITE WHATEVER INFO. THEY GIVE IN "OTHER (SPECIFY)"

CAMP GREEN PARK	1
COLONEL FRANCIS BEATTY PARK	2
FREEDOM PARK	3
GRAYSON SKATE PARK	4
HORNET'S NEST PARK	5
JETTON PARK ON LAKE NORMAN.....	6
LATTA PLANTATION NATURE PRESERVE.....	7
MCALPINE CREEK	8
MCDOWELL NATURE PRESERVE.....	9
MALLARD CREEK PARK.....	10
NEVIN COMMUNITY PARK	11
PARK ROAD PARK	12
REEDY CREEK NATURE PRESERVE.....	13
RENAISSANCE	14
REVOLUTION.....	15
THOMAS MCALLISTER WINGET PARK.....	16
WILLIAM R. DAVIE PARK	17
OTHER IN MECKLENBURG (SPECIFY)	18
RARELY/NEVER VISIT ANY (GO TO Q19)	19
DK/REF (GO TO 19)	20

18. 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 ITEMS a-i)**

How do you rate ... **(SHOW PARK MENTIONED IN Q17)** on ...

	EXCELLENT	GOOD	FAIR	POOR	DK/REF	NA
a. Overall cleanliness	4	3	2	1	5	6
b. The availability of athletic fields when you want one	4	3	2	1	5	6
c. The availability tennis or basketball courts when you want one ...	4	3	2	1	5	6
d. The safety of the recreational equipment on playgrounds.....	4	3	2	1	5	6
e. The safety in general.....	4	3	2	1	5	6
f. The amount of open space or area for the number of people who are there at one time	4	3	2	1	5	6
g. The upkeep of the grounds	4	3	2	1	5	6
h. The availability of the restrooms	4	3	2	1	5	6
i. The cleanliness of the restrooms	4	3	2	1	5	6

j. How would you rate the importance of clean restrooms in parks? Would you say it is ... **(READ LIST.)**

- 3 Very important
- 2 Somewhat important
- 1 Not important
- 4 DK/REF

ASK EVERYONE.

19. Next, I'd like you to rate Mecklenburg County Government in several areas. Please use a scale of 1 to 10, where "1" means County Government is doing a **poor** job and "10" means it is doing a **great** job. You may use any number in between. How about do you rate County Government on ... **(ROTATE LIST.)**

	POOR JOB	GREAT JOB REF	DK/REF								
a. Maintaining the amount of open space in your community	1	2	3	4	5	6	7	8	9	10	11
b. Improving air quality	1	2	3	4	5	6	7	8	9	10	11
c. Maintaining creeks	1	2	3	4	5	6	7	8	9	10	11
d. Controlling insects and other animals that transmit diseases, such as rabies & West Nile virus, to humans	1	2	3	4	5	6	7	8	9	10	11
e. Inspecting and rating restaurants	1	2	3	4	5	6	7	8	9	10	11

20. Do you own or rent your home?

- 1 OWN
- 2 RENT (GO TO Q24)
- 3 NEITHER (GO TO Q24)
- 4 DK/REF (GO TO Q24)

21. Have you made, or ever considered making, any major additions to your home, such as a deck, room, or storage shed?

- 1 YES
- 2 NO
- 3 DK/REF

22. How familiar are you with the permit requirements and process for making major additions to your home? Would you say you've never heard of this, you've heard of it but don't know much about it, or you are familiar with it?

- 1 NEVER HEARD OF IT
- 2 HEARD OF, BUT DON'T KNOW MUCH ABOUT
- 3 FAMILIAR
- 4 DK/REF

- 23a. Are you aware the County's call center has a special phone number you can contact to have questions answered about permit requirements and the process for major home additions?
- 1 YES
 - 2 NO
 - 3 DK/REF
- 23b. Are you aware that you can visit the County's website to have questions questions answered about the permit requirements and process for major home additions?
- 1 YES
 - 2 NO
 - 3 DK/REF

ASK EVERYONE.

24. Ozone Action Days are days when unhealthy levels of ozone are forecast for Mecklenburg County. On Ozone Action Days, citizens can take measures to help reduce air pollution which helps reduce the ozone level. For each of the following actions, please tell me whether you would be very likely, somewhat likely, or not at all likely to take that action to help reduce air pollution on Ozone Action Days. Let me know if an item doesn't apply to you. **(ROTATE LIST.)**

To help reduce the ozone level, how likely would you be ...

	VERY LIKELY	SOMEWHAT LIKELY	NOT AT ALL LIKELY	DK/ REF	NOT APP
a. To carpool or vanpool to school, work or other activities	3	2	1	4	5
b. To bike or walk instead of driving	3	2	1	4	5
c. To combine errands to reduce trips.....	3	2	1	4	5
d. To refuel your automobile after 6:00 p.m.....	3	2	1	4	5
e. To conserve electricity	3	2	1	4	5
f. To postpone or not take nonessential trips in the car.....	3	2	1	4	5
g. To eat in the office or walk to lunch	3	2	1	4	5
h. To cut the lawn or mow the grass late in the day	3	2	1	4	5
i. To use public transportation..	3	2	1	4	5

ASK EVERYONE.

25. For each of the following actions, please tell me whether you would be very likely, somewhat likely, or not at all likely to take that action to help reduce air pollution. **(ROTATE LIST)**
How likely would you be ...

	VERY LIKELY	SOMEWHAT LIKELY	NOT AT ALL LIKELY	DK/ REF	NOT APP
a. To carpool, if employer provided free parking as an incentive ..	3	2	1	4	5
b. To ride the bus, if your employer contributed \$30 toward a monthly pass.....	3	2	1	4	5

ASK EVERYONE.

26. Have you visited a Mecklenburg County Library in the past 12 months?
 1 YES
 2 NO (**GO TO Q28**)
 3 DK/REF (**GO TO Q28**)

27. Think about the library you visit most often. Would you rate that library excellent, good, fair or poor on ...
(ROTATE LIST.)

	EXCELLENT	GOOD	FAIR	POOR	DK/ REF
a. Staff responsiveness to your problem/concern.....	4	3	2	1	5
b. Staff courtesy	4	3	2	1	5
c. Staff competence, that is answering questions and locating books or articles you need	4	3	2	1	5
d. The convenience of library hours of service	4	3	2	1	5
e. The usefulness of the library's technical resources	4	3	2	1	5
f. The reliability of the computers and software	4	3	2	1	5
g. The availability of books and other resources	4	3	2	1	5
h. The availability of on-line research tools.....	4	3	2	1	5
i. Upkeep of library's buildings and grounds.....	4	3	2	1	5

28. Have you voted in Mecklenburg County in the past two years?
 1 YES
 2 NO (**SKIP TO Q28C**)
 3 DK/REF (**SKIP TO Q28C**)

28. Please tell me whether you strongly agree, agree, disagree or strongly disagree with the following statements about voting in Mecklenburg County.

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DK/ REF
a. The process was well managed.....	4	3	2	1	5
b. The information to help you locate your polling site was easy to access	4	3	2	1	5

- c. Are you aware of the early voting program that allows any Mecklenburg County registered voter to vote during a designated period of time prior to Election Day?

- 1 YES, AWARE
 2 NO, NOT AWARE
 3 DK/REF

- d. Have you used alternative voting methods such as early voting or absentee voting?

- 1 YES
 2 NO
 3 DK/REF

ASK EVERYONE.

29. Please tell me how familiar you are with the Mecklenburg County law that requires all residences to have a working carbon monoxide detector. Would you say you have ... **(READ LIST)**
- 1 Never heard about it,
 - 2 Have heard of it, but don't know much about it.
 - 3 Or are you familiar with the law
 - 4 DK/REF

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

A. Including yourself, how many persons live in your household? _____
99 DK/REF

B. Including yourself, how many adults, 18 years of age or older, live in your household? _____
99 DK/REF

C. What is your age? _____

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

- 1 LESS THAN HIGH SCHOOL 8TH GRADE OR LESS
- 2 HIGH SCHOOL GRADUATE
- 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 ATTAINED)
- 7 POST GRADUATE ADVANCED DEGREE (MASTERS, MBA, PHD)
- 8 DK/REF

E. How many years have you lived in Mecklenburg County? YEARS: _____
99 DK/REF

F. What is your ZIP Code for your home address? _____
0 = Less than one year
99999 DK/REF

G. This is the last question. 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 END)

G_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, ASK:)** We don't need to know exactly. Please choose the category you think is closest.

G_2 (Variables G+G_1 combined)

That's all the questions I have. Thank you very much for taking time to participate in this study.