

Benchmarking Data



DirectionFinder® Survey

Benchmarking Summary Report

Overview

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 210 cities and counties in 45 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2018 to a random sample of over 4,000 residents in the continental United States, and (2) a regional survey that was administered to a random sample of 371 residents in the Atlantic region of the United States during the summer of 2018. The states included in the Atlantic region are: North Carolina, Virginia, Delaware, Maryland, the District of Columbia, and New Jersey.

The “U.S. Average” shown in the charts reflects the overall results of ETC Institute’s national survey of more than 4,000 residents; the “Southeast Average” shown in the charts reflects the results of the regional survey of 371 residents in the Atlantic Region.

Some of the cities included in the performance ranges that are shown in this report are listed below:

- Ames, IA (Iowa State)
- Auburn, AL (Auburn University)
- Austin, TX (University of Texas)
- Charlottesville, VA (University of VA)
- Columbia, MO (University of Missouri)
- Des Moines, IA (Drake University)
- Durham, NC (Duke)
- Iowa City, IA (University of Iowa)
- Lawrence, KS (University of Kansas)
- Lubbock, TX (Texas Tech)
- Manhattan, KS (Kansas State University)
- Norman, OK (University of Oklahoma)
- Princeton, NJ (Princeton)
- Providence, RI (Brown and Providence)
- Rolla, MO (University of Missouri at Rolla)
- Sioux Falls (South Dakota State)
- Springfield, MO (Missouri State)
- Tamarac, FL
- Tempe, AZ (Arizona State University)
- Tucson, AZ (University of Arizona)
- West Des Moines, IA
- Yuma, AZ

Interpreting the Performance Range Charts

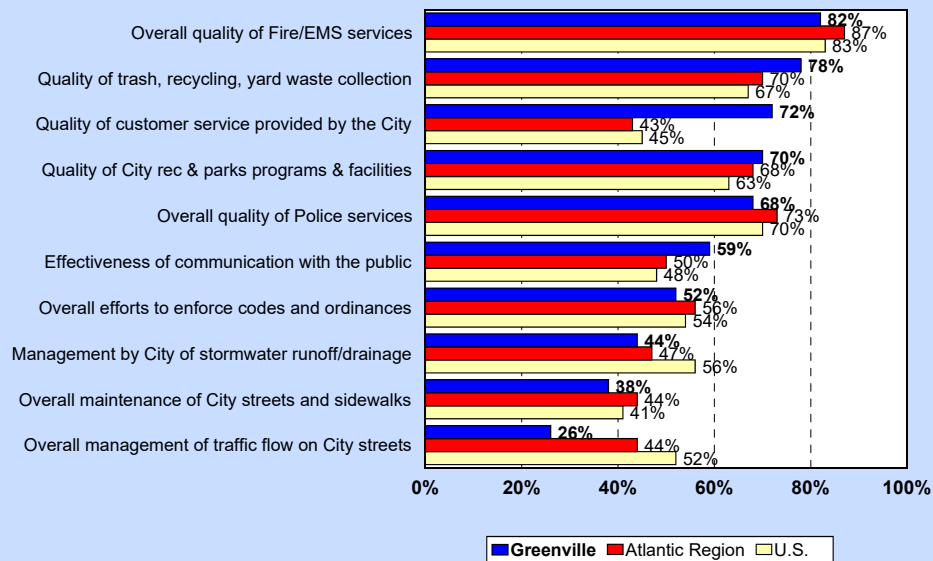
The charts on the following pages provide comparisons for several items that were rated on the survey. The horizontal bars show the range of satisfaction among residents in communities that have participated in the DirectionFinder® Survey during the past two years. The lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Greenville compare to the community average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Greenville rated above the community average. If the yellow dot is located to the left of the vertical dash, the City of Greenville rated below the community average.

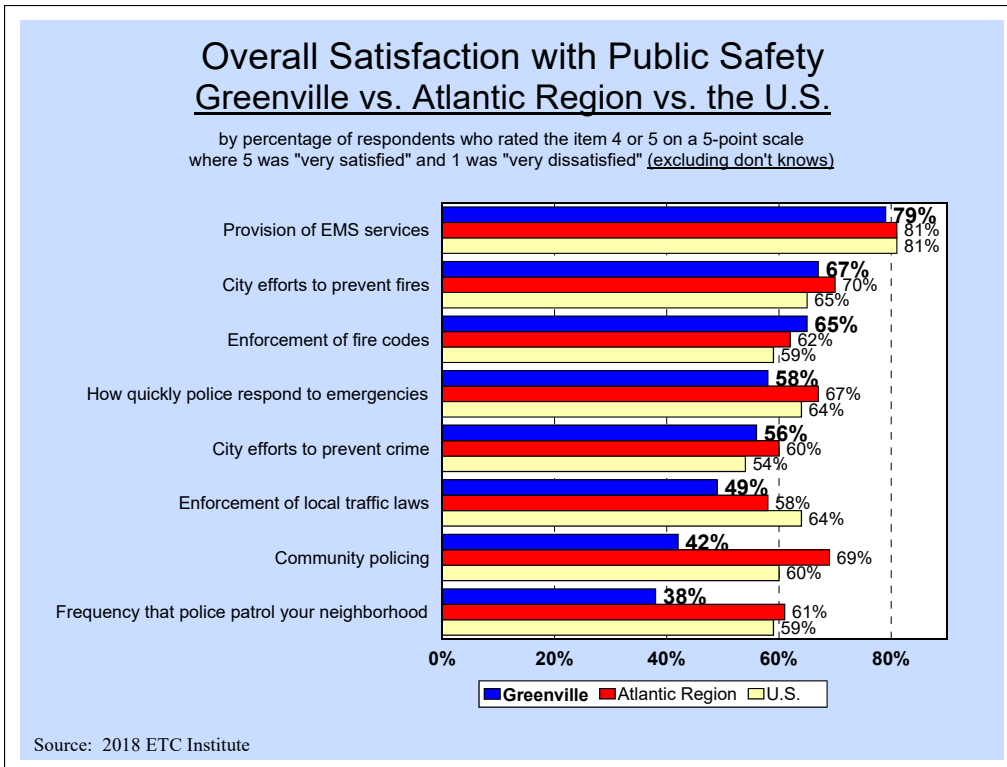
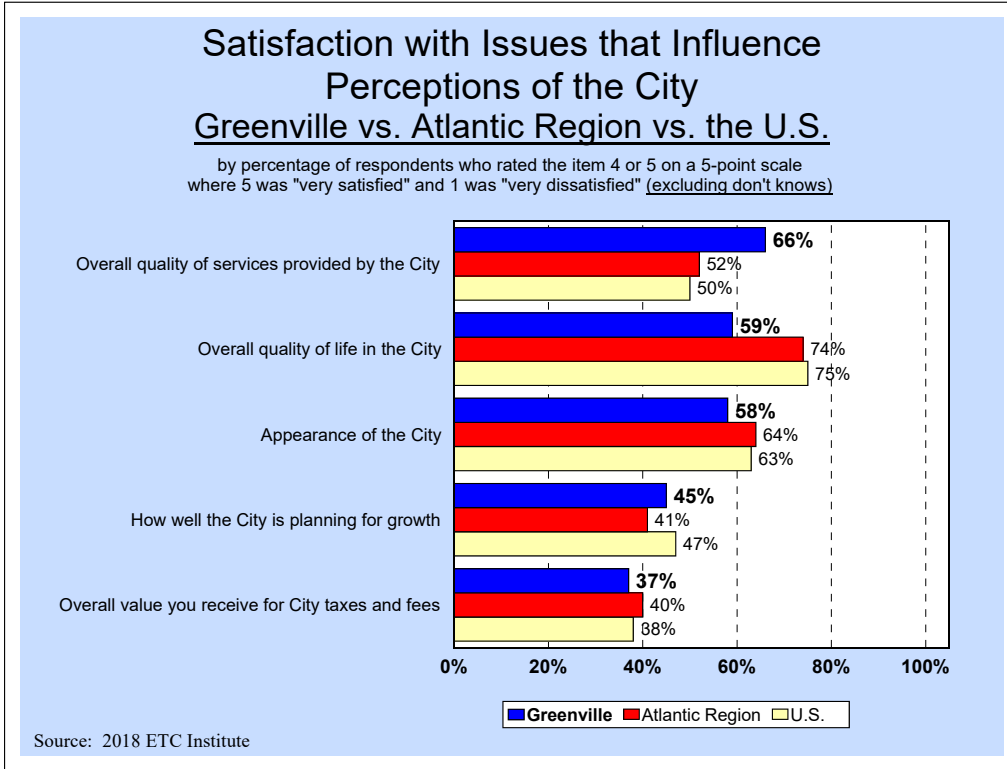
National Benchmarks

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Overall Satisfaction with Various City Services Greenville vs. Atlantic Region vs. the U.S.

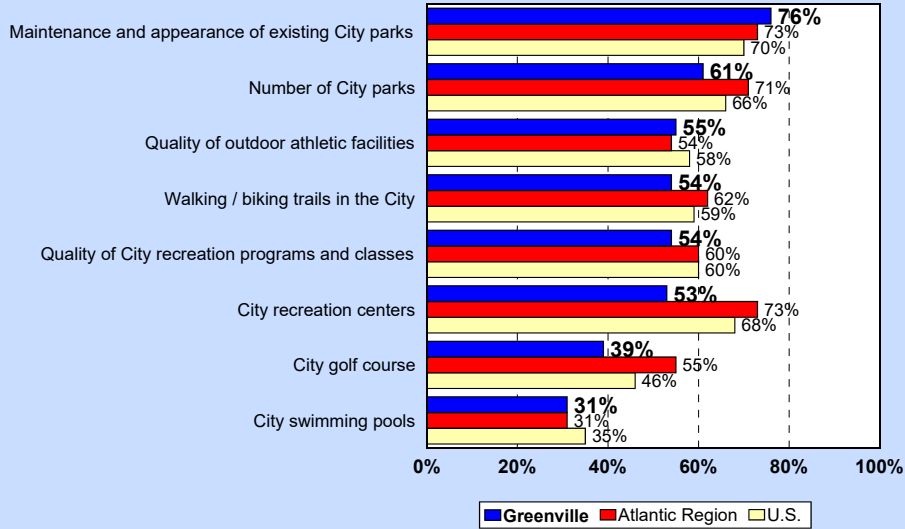
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





Overall Satisfaction with Recreation and Parks Greenville vs. Atlantic Region vs. the U.S.

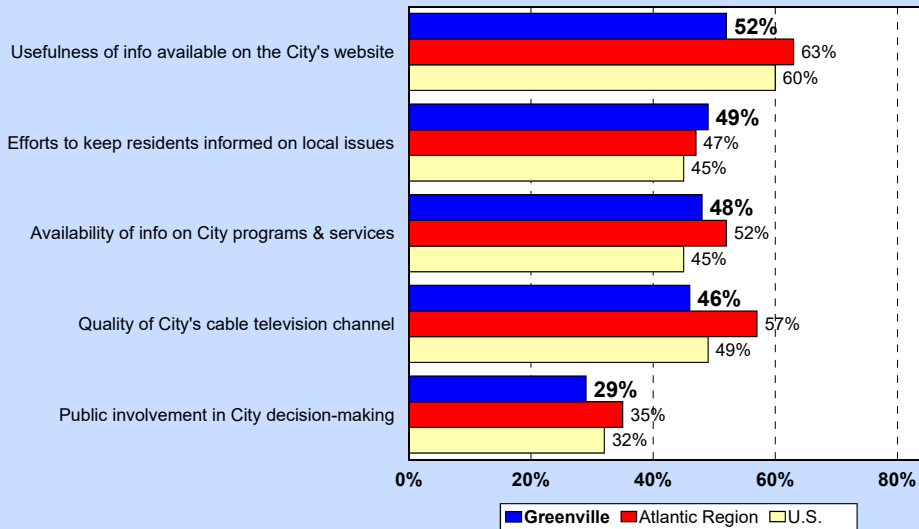
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

Overall Satisfaction with Communication Greenville vs. Atlantic Region vs. the U.S.

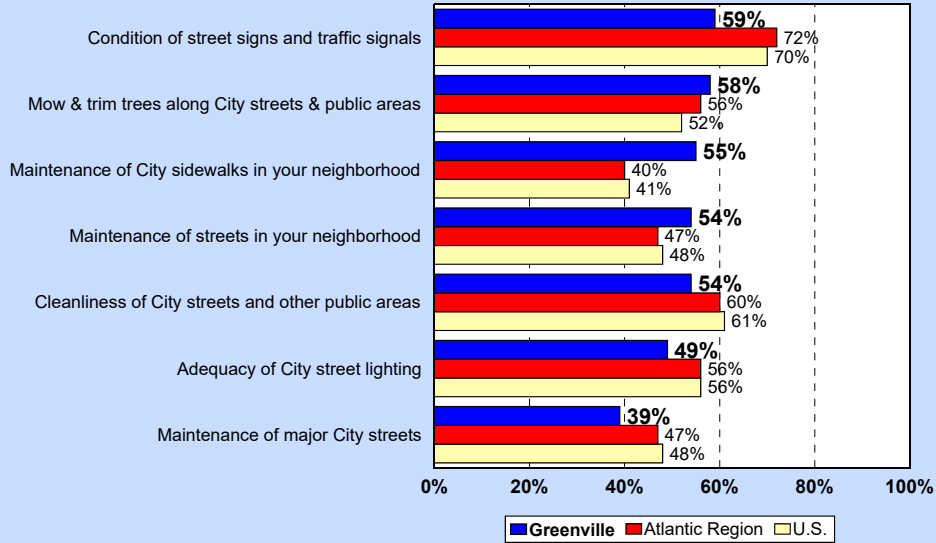
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

Overall Satisfaction with Street Maintenance Greenville vs. Atlantic Region vs. the U.S.

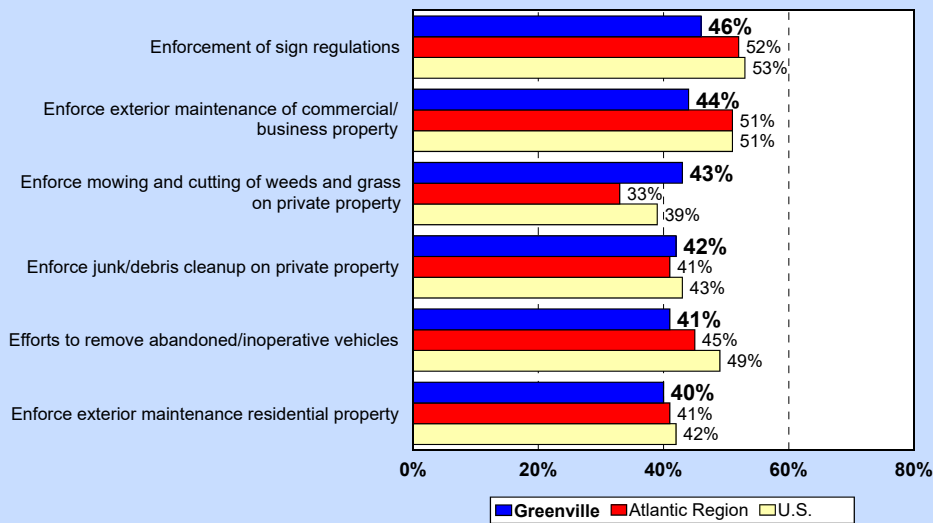
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

Overall Satisfaction with Code Enforcement Greenville vs. Atlantic Region vs. the U.S.

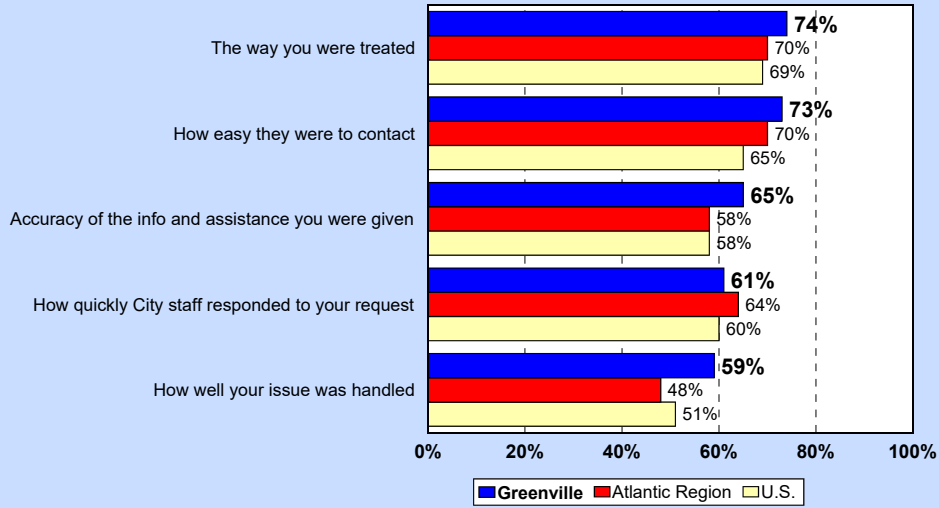
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

Overall Satisfaction with Customer Service Greenville vs. Atlantic Region vs. the U.S.

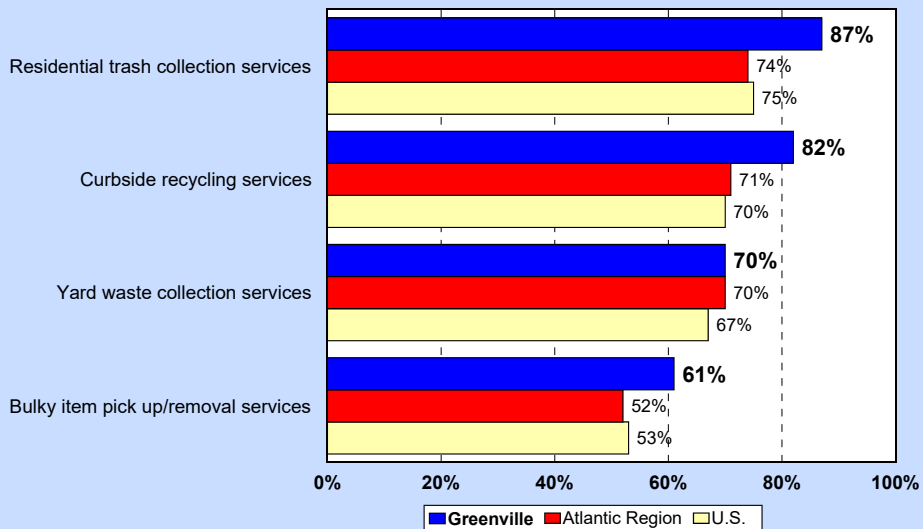
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2018 ETC Institute

Overall Satisfaction with Utility Services Greenville vs. Atlantic Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

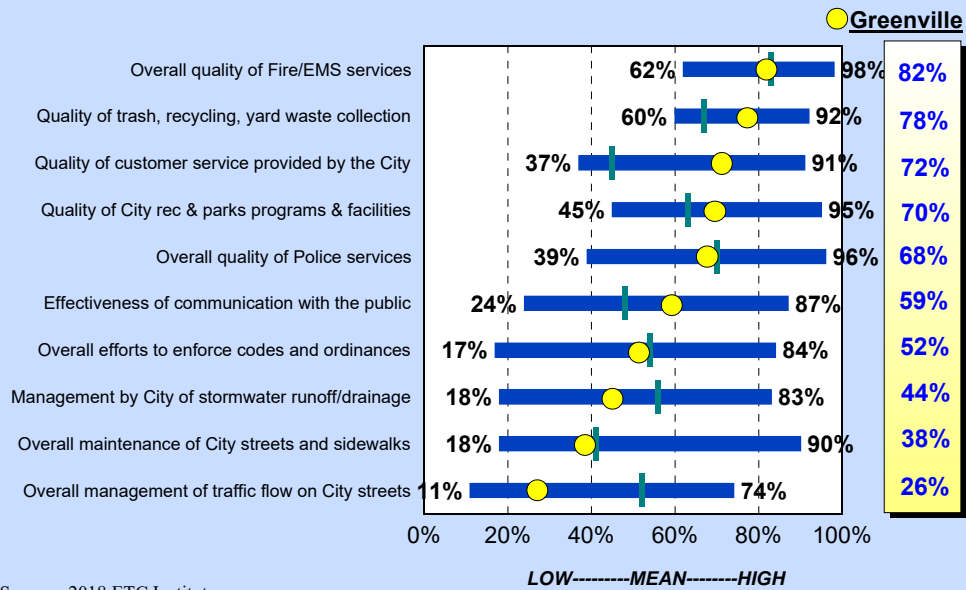


Source: 2018 ETC Institute

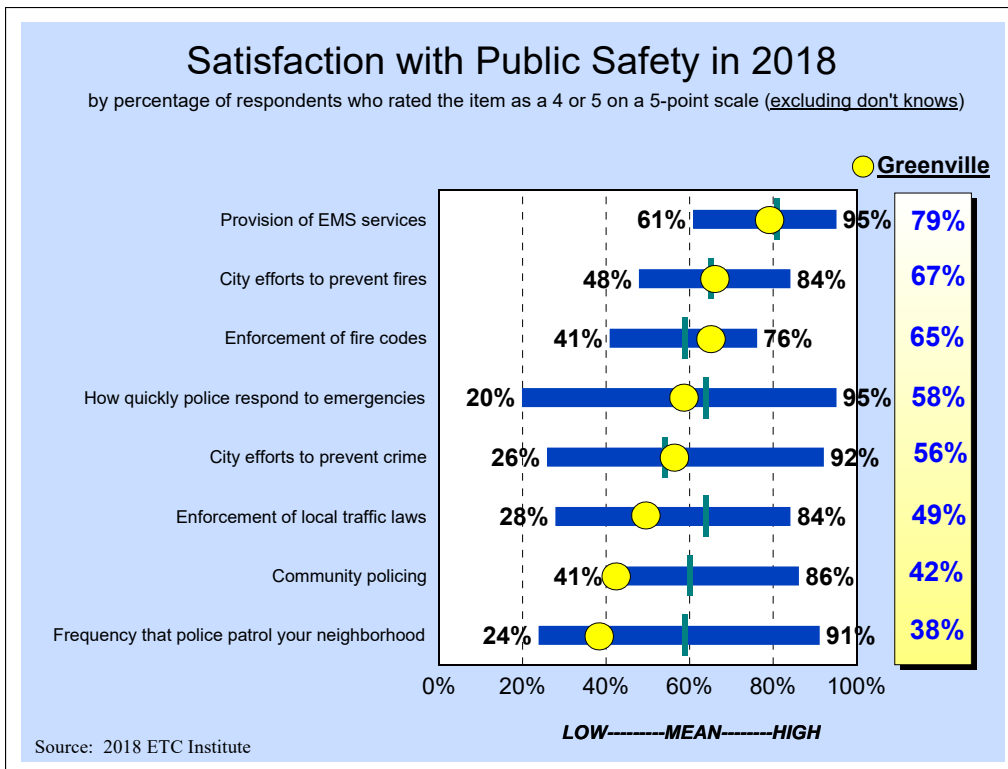
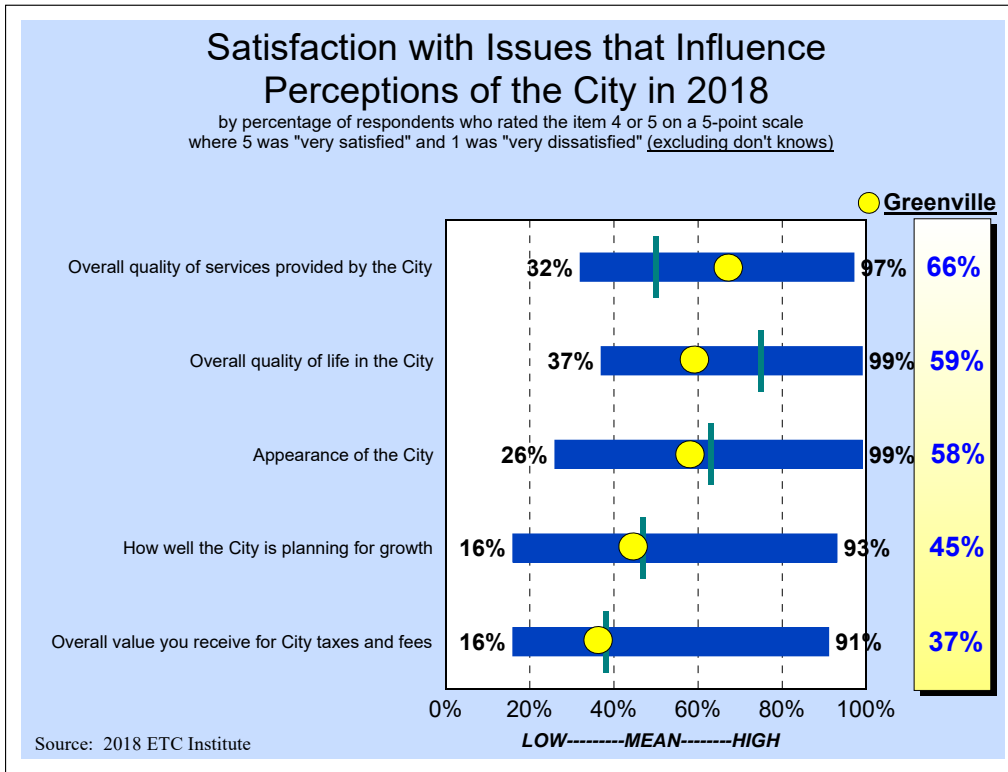
Performance Ranges

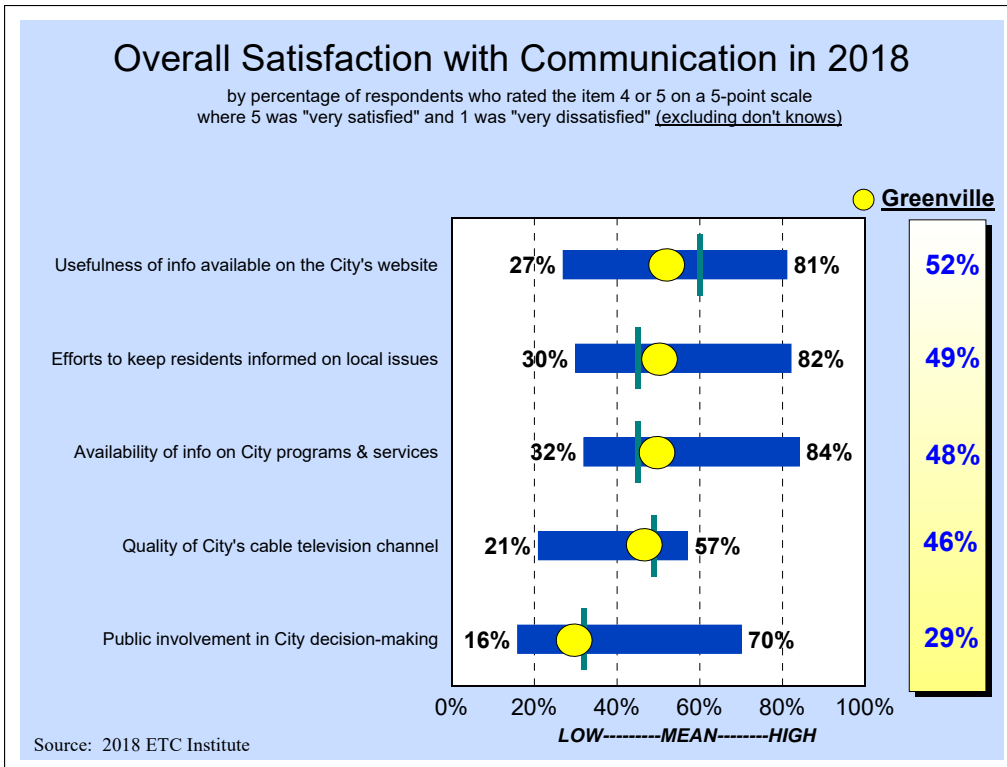
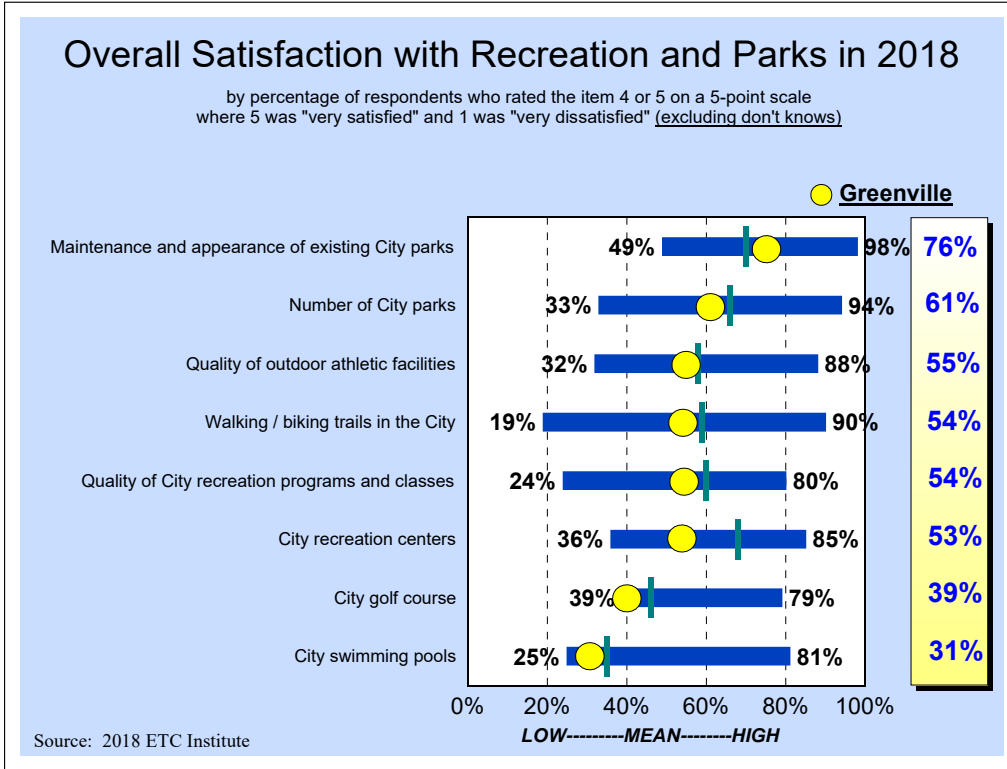
Overall Satisfaction with Various City Services in 2018

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



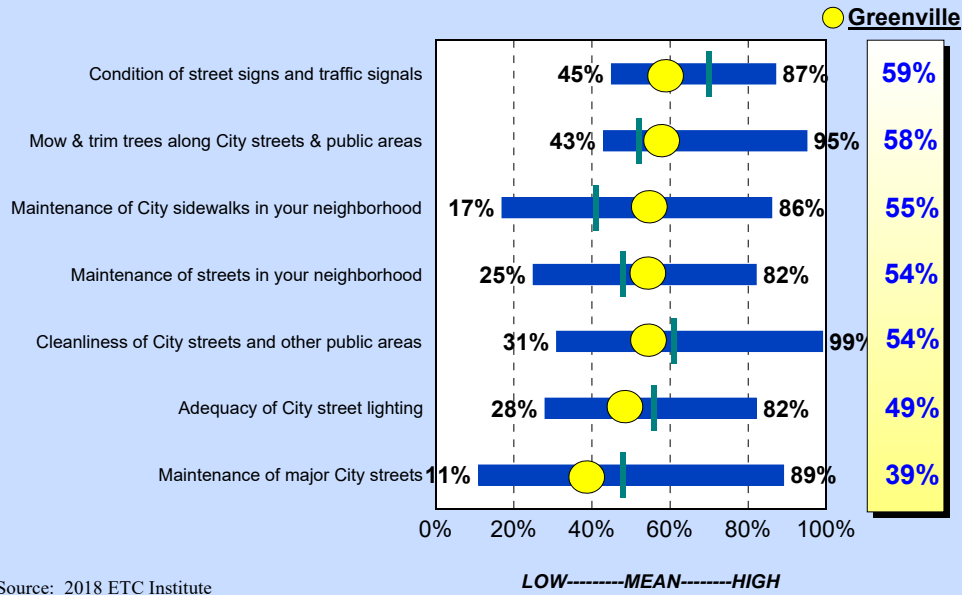
Source: 2018 ETC Institute





Overall Satisfaction with Street Maintenance in 2018

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Code Enforcement in 2018

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

