



2021 COMMUNITY SURVEY

Benchmark Analysis

Prepared By
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Presented To
BUNCOMBE COUNTY,
NORTH CAROLINA

JANUARY 2022



Benchmark Analysis

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 of 1999, the survey has been administered in more than 500 communities in 50 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 2021 to a random sample of more than 5,000 residents across the United States, and (2) a regional survey administered during the summer of 2021 to a random sample of over 400 residents in the Atlantic Region of the United States.

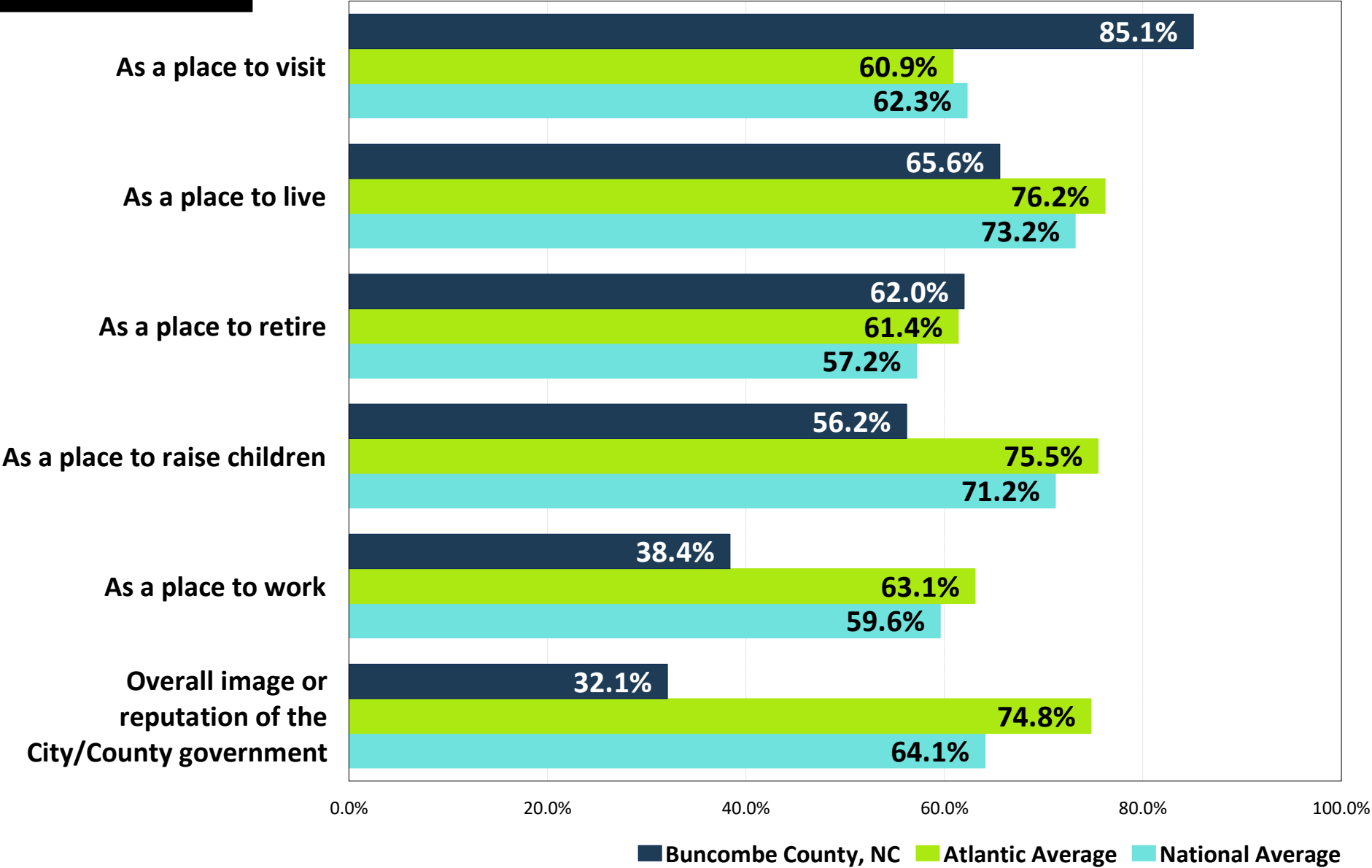
Interpreting the Tables

- The tables on the following pages show how the overall results for Buncombe County compare to the average responses from communities in the Atlantic Region and communities nationally in the United States.
- These averages are based on the results of the 2021 survey that was administered by ETC institute. Benchmark results for Buncombe County are on the following pages.

Benchmarks
Buncombe County, NC
v.
Atlantic Region &
National Averages

Perceptions of the City/County

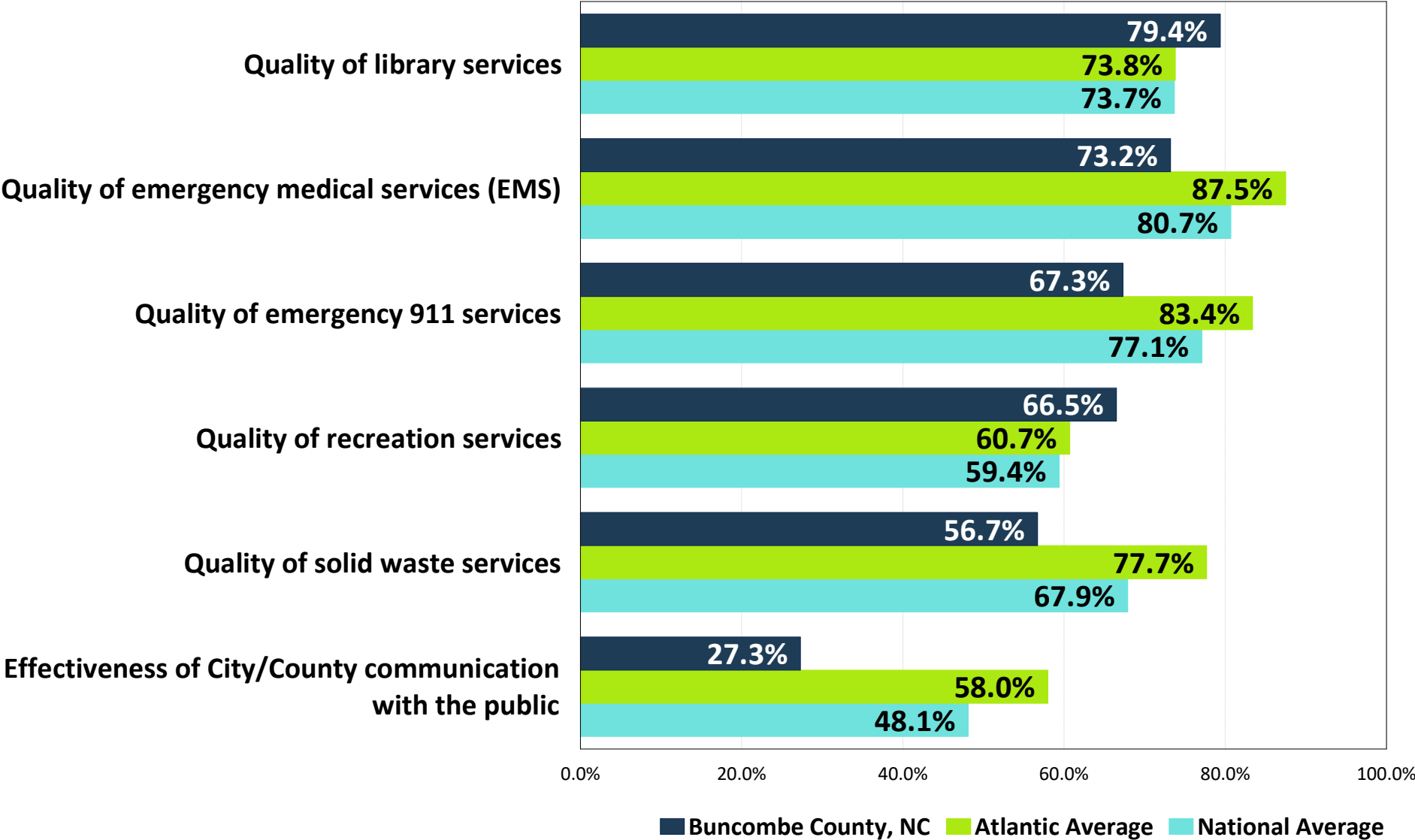
by the sum percentage of respondents that gave a rating of *excellent* or *good*
(excluding *don't know* responses)



Benchmarks
Buncombe County
v.
Atlantic Region &
National Averages

Level of Satisfaction with Core City/County Services

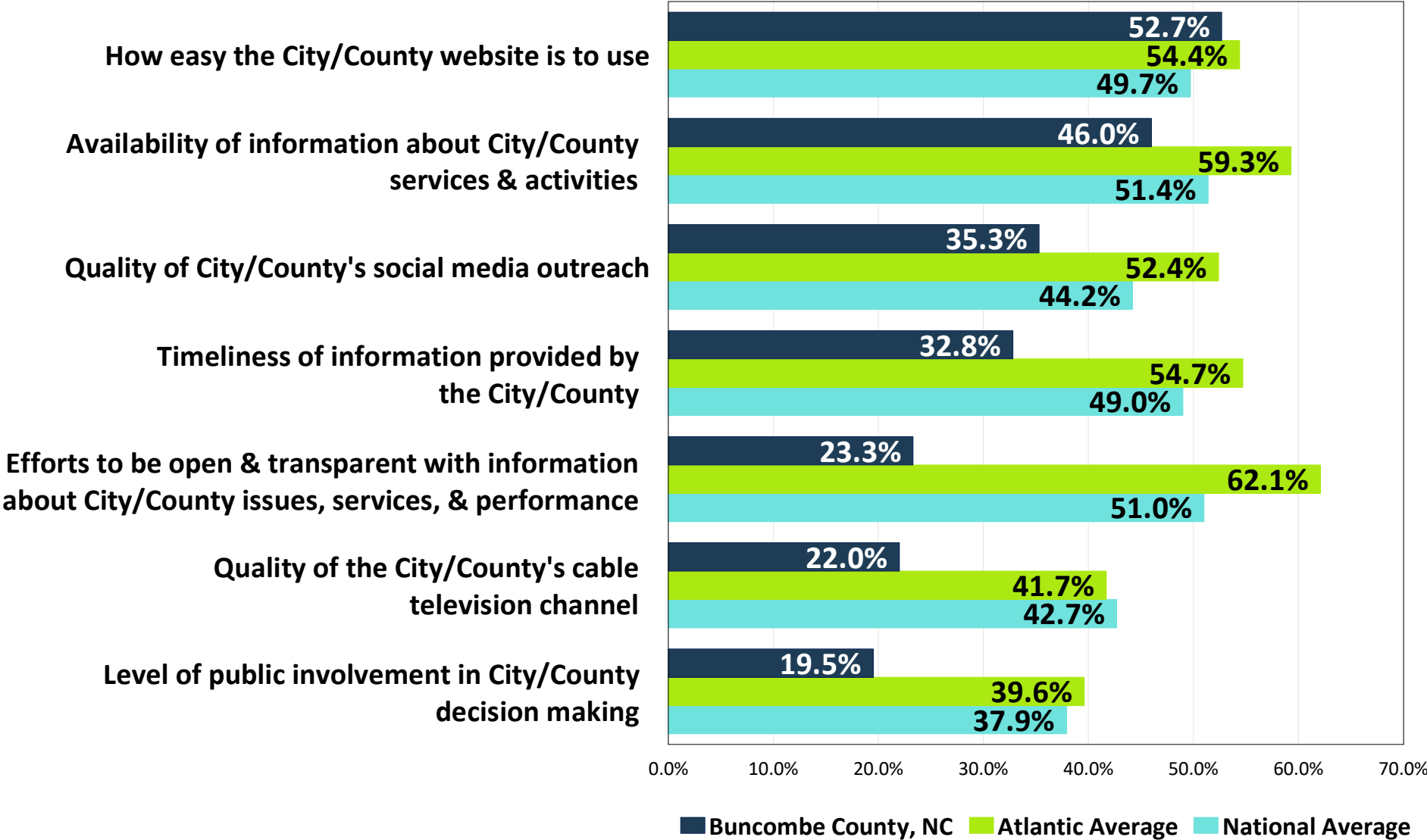
by the sum percentage of respondents that gave a rating of *very satisfied* or *satisfied* (excluding *don't know* responses)



Benchmarks
Buncombe County
v.
Atlantic Region &
National Averages

Level of Satisfaction with City/County Communication

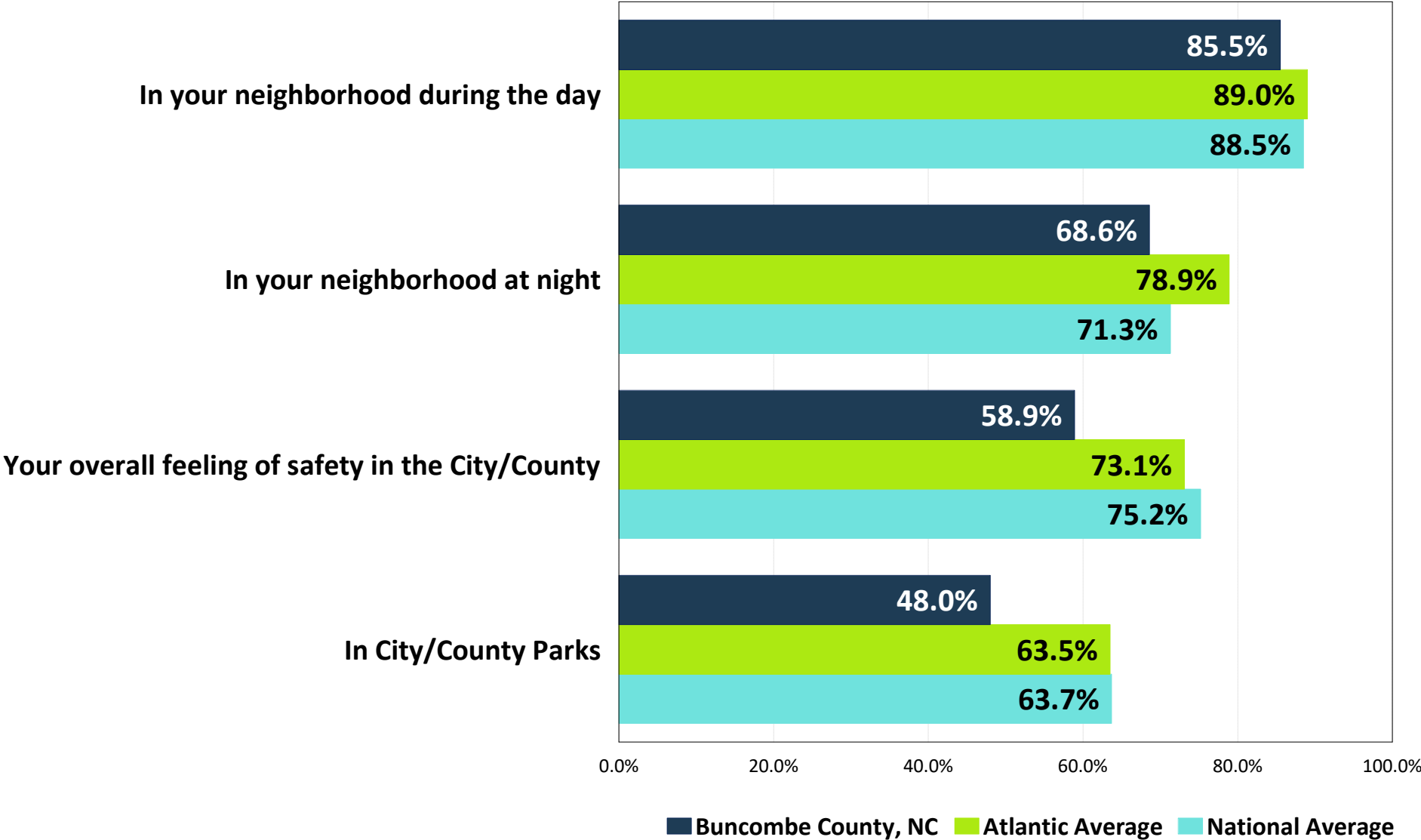
by the sum percentage of respondents that gave a rating of *very satisfied* or *satisfied* (excluding *don't know* responses)



Benchmarks
Buncombe County
v.
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Feeling of Safety...

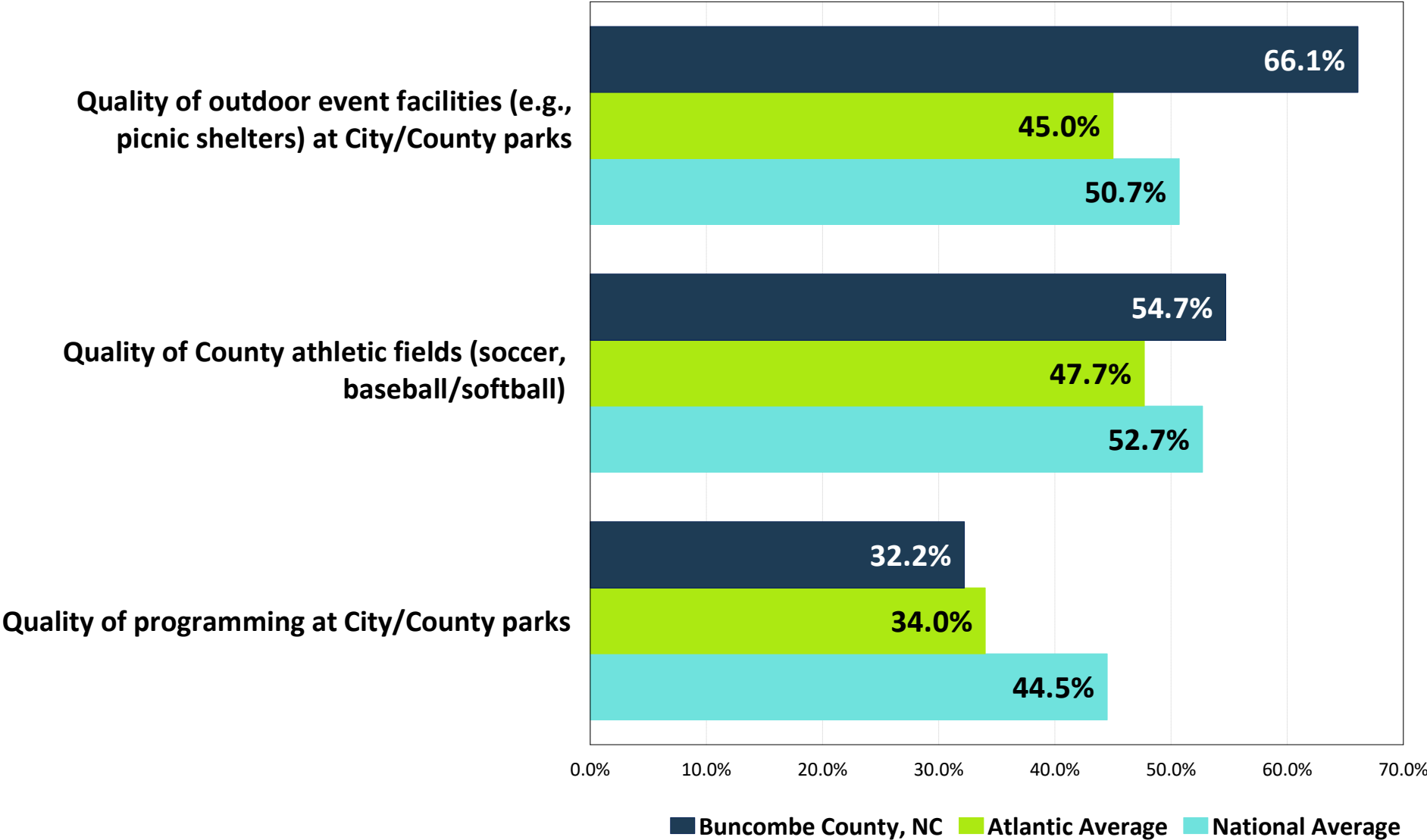
by the sum percentage of respondents that gave a rating of *very safe* or *safe*
(excluding *don't know* responses)



Benchmarks
Buncombe County
v.
Atlantic Region &
National Averages

Level of Satisfaction with City/County Parks and Recreation Services

by the sum percentage of respondents that gave a rating of *very satisfied* or *satisfied* (excluding *don't know* responses)



Benchmarks
Buncombe County
v.
Atlantic Region &
National Averages

Level of Satisfaction with City/County Trash and Recycling Services

by the sum percentage of respondents that gave a rating of *very satisfied* or *satisfied*
(excluding *don't know* responses)

