

# 2015 Community Survey



City of  
**Dunwoody**



- **Objective**

Measure perceptions of the quality of life in Dunwoody and citizen satisfaction with City services.

- **Intended Use of Results**

Assess and prioritize current and future projects and services in the community.



- **Survey Methodology:**

- Web-based survey of residents
- Mailed an invitation to a random sample of 5,000 households within the Dunwoody City limits
- 420 completes (8.4% response rate)
- Maximum margin of error is  $\pm 4.7\%$  (at 95% confidence level)
- Data weighted to reflect actual distribution of age among Dunwoody residents
- Follow-up phone calls with 47 residents
- **SCALE: 1 to 5**
  - **1** = Poor, Strongly Disagree or Very Dissatisfied
  - **5** = Excellent, Strongly Agree or Very Satisfied

# Respondent Profile



## Length of Residency

- Less than 1 year (newcomer)	10.5%
- 2 to 3 years	24.3%
- 4 to 5 years	8.0%
- 6 to 10 years	12.2%
- 11 to 15 years	15.0%
- 16 to 20 years	7.2%
- 21 years and over	22.9%



## Age

- 18 to 34	32.0%
- 35 to 44	17.3%
- 45 to 54	18.6%
- 55 to 64	17.5%
- 65 to 74	8.2%
- 75 or older	6.4%

## Gender

- Male	50.4%
- Female	44.2%
- Prefer not to answer	5.4%

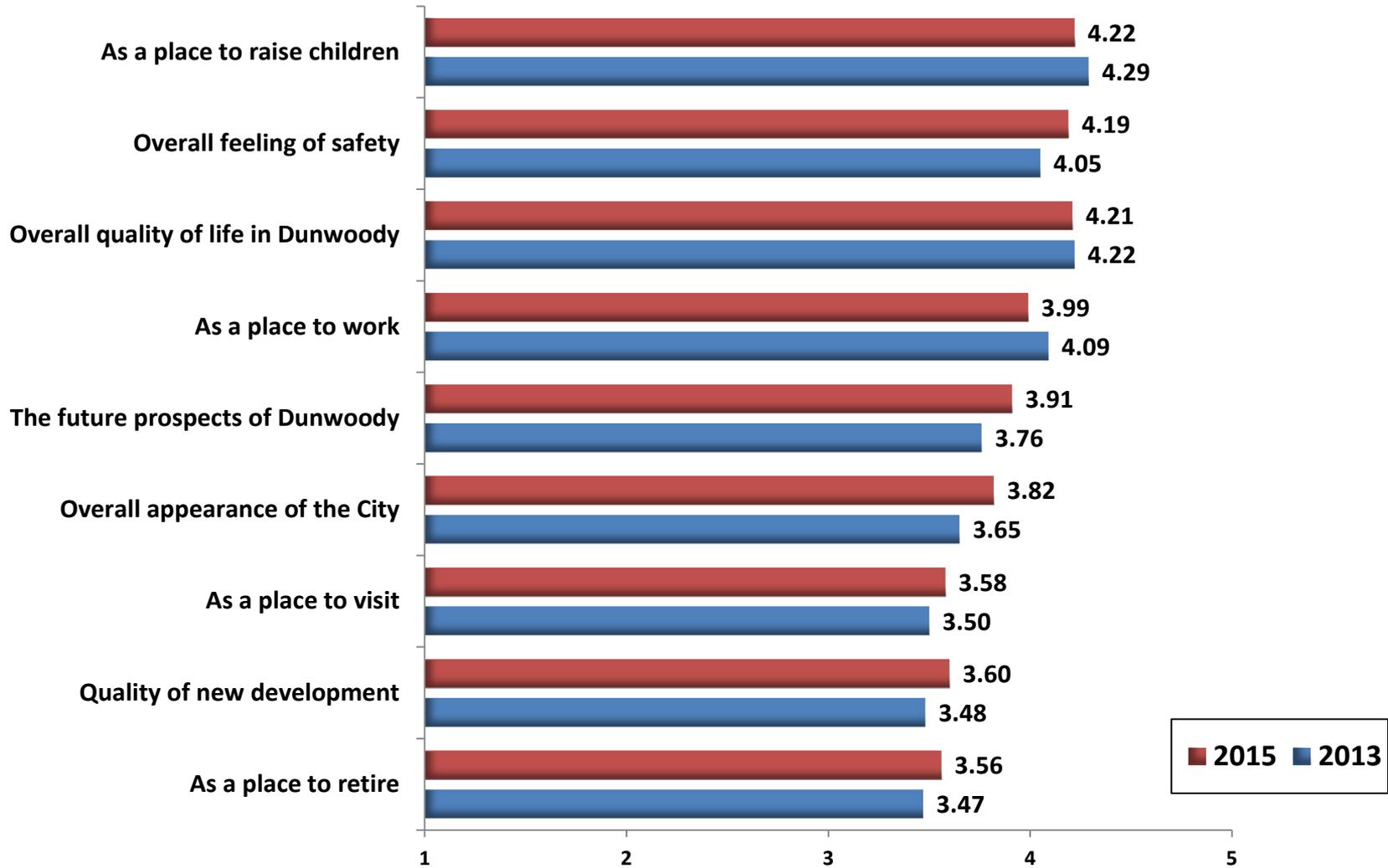
## Ethnicity

- White alone	69.7%
- Black alone	5.6%
- Hispanic/Latino background	6.5%
- Other	8.6%
- Prefer not to answer	9.6%



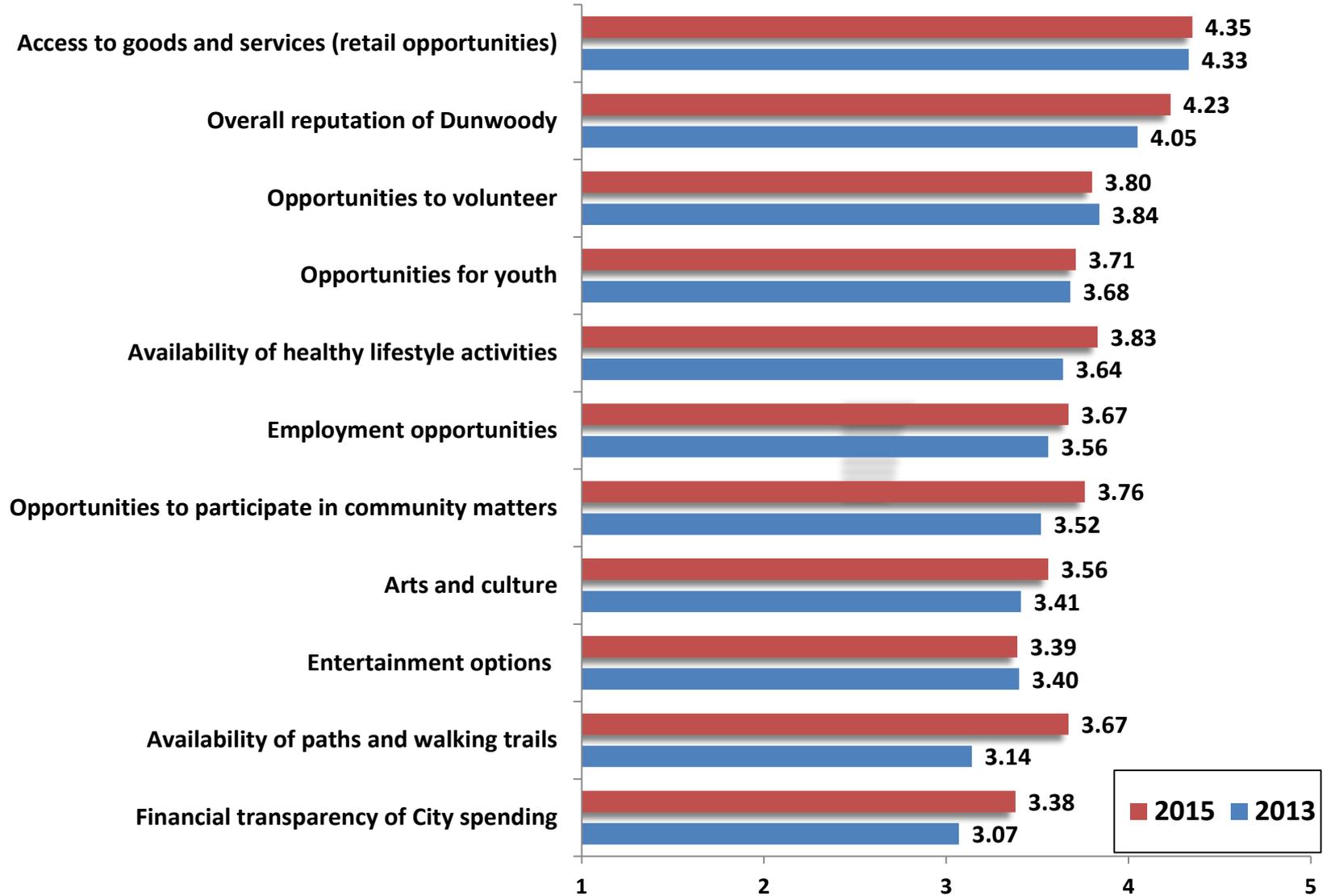
# How Satisfied are you with the following City of Dunwoody Characteristics?

(Average Ratings – Scale: 1 = Very dissatisfied to 5 = Very satisfied)



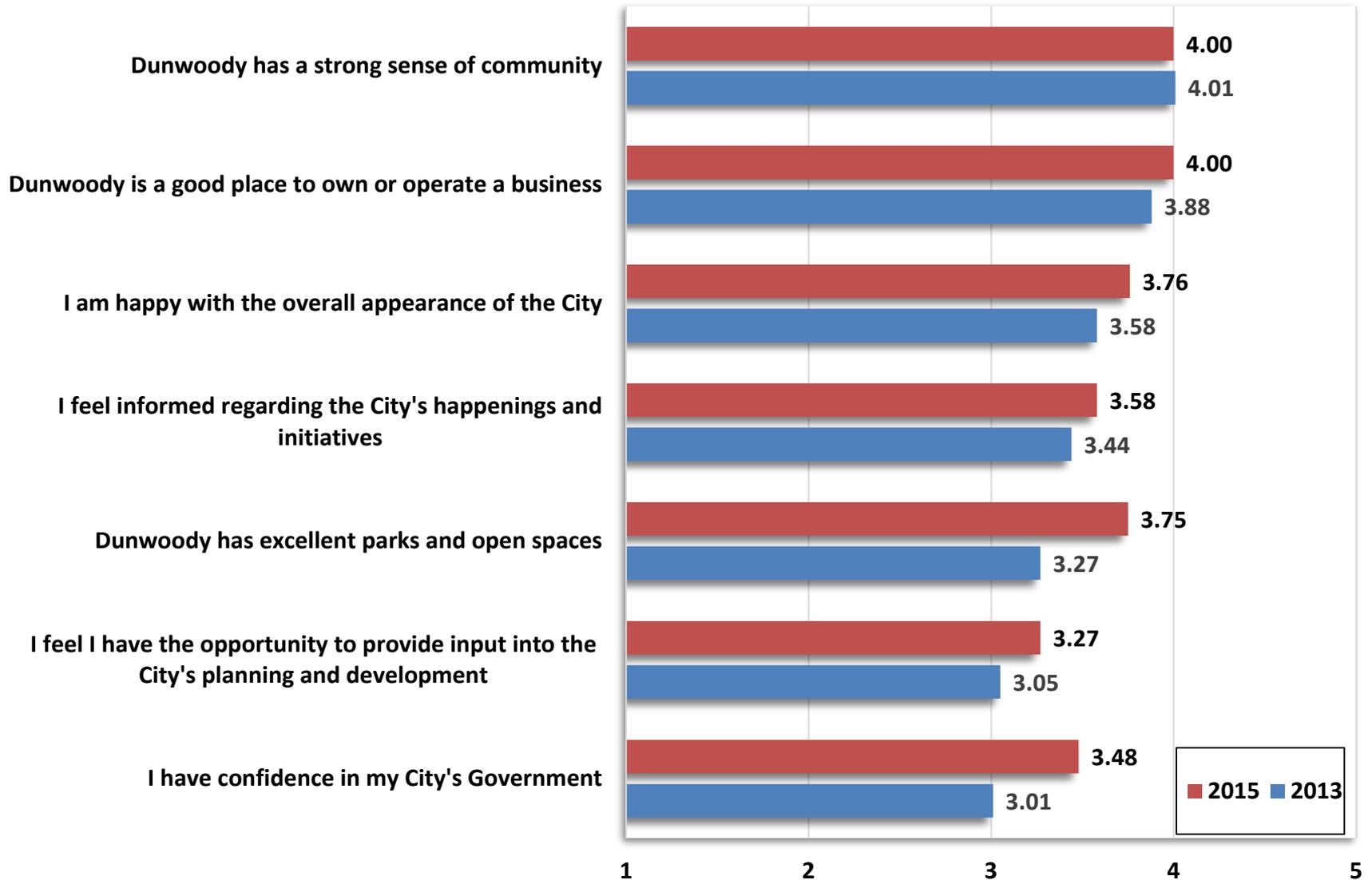
# What's Your Opinion on these aspects and amenities of living in Dunwoody?

(Average Ratings – Scale: 1 = Poor to 5 = Excellent)



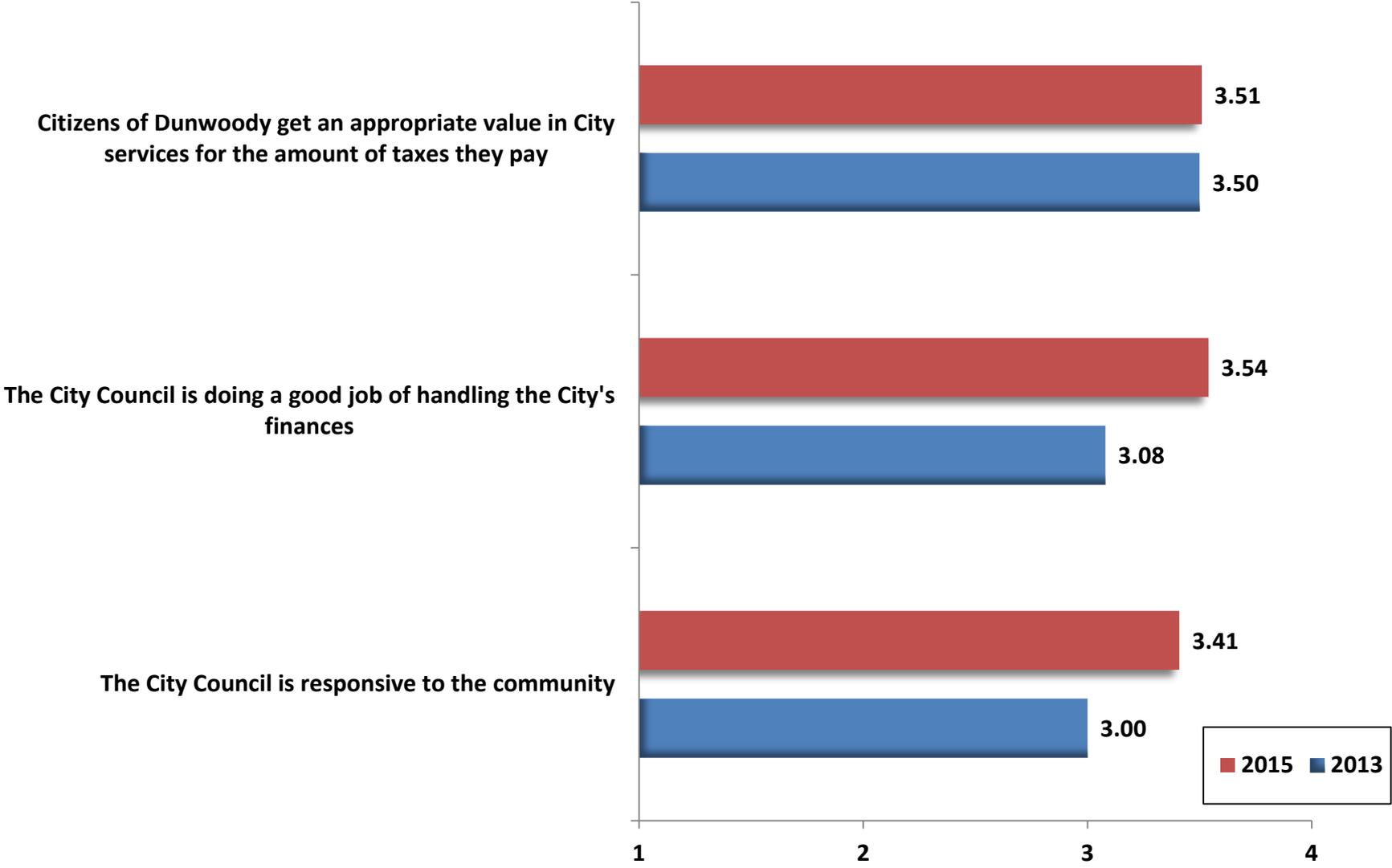
# To what extent do you agree with each of the following statements about living in Dunwoody?

(Average Ratings – Scale: 1 = Strongly disagree to 5 = Strongly agree)



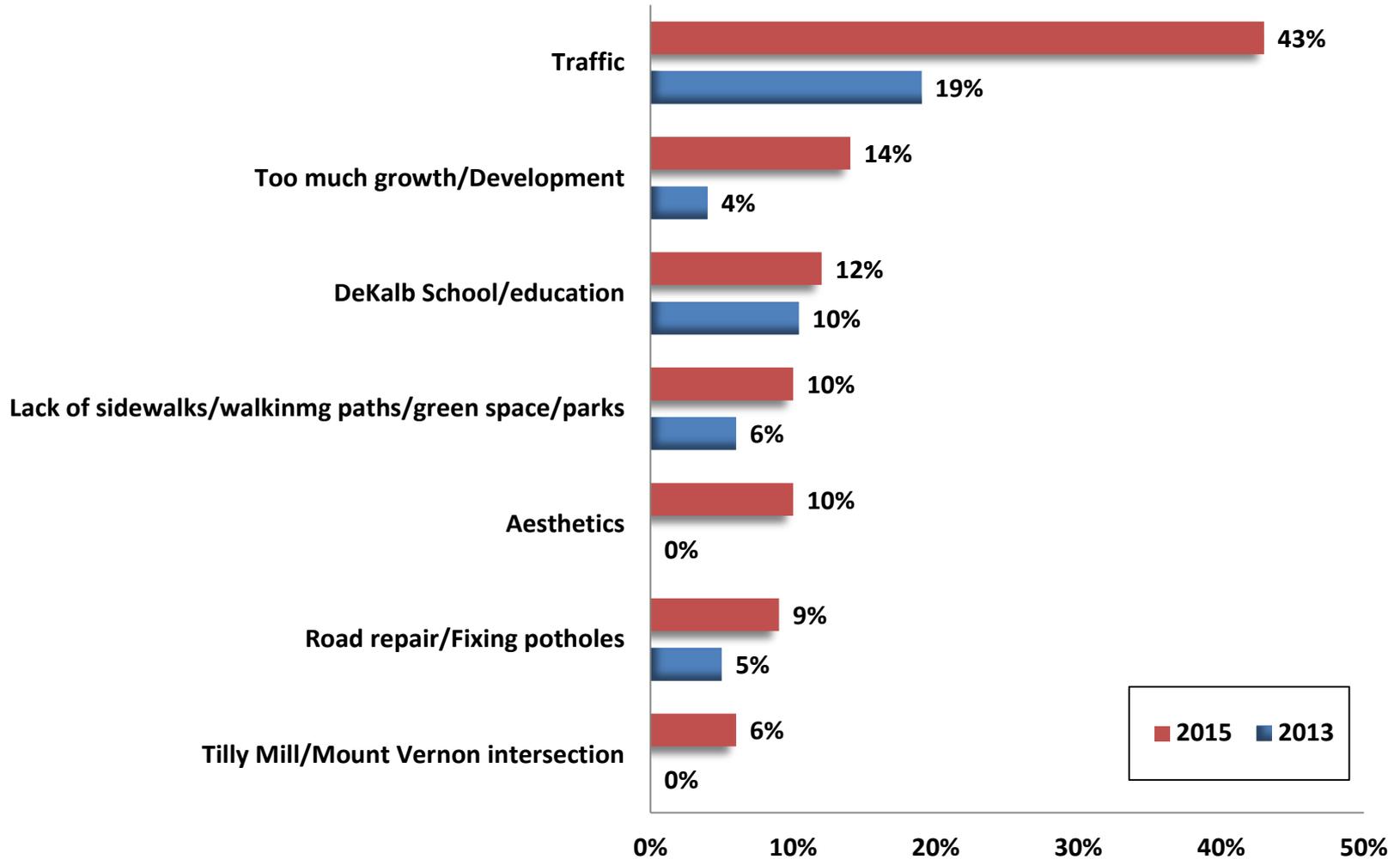
# What's your level of agreement with statements concerning the City of Dunwoody?

(Average Ratings – Scale: 1 = Strongly disagree to 5 = Strongly agree)



# What Do You Consider The Biggest Issue Facing The City of Dunwoody Today?

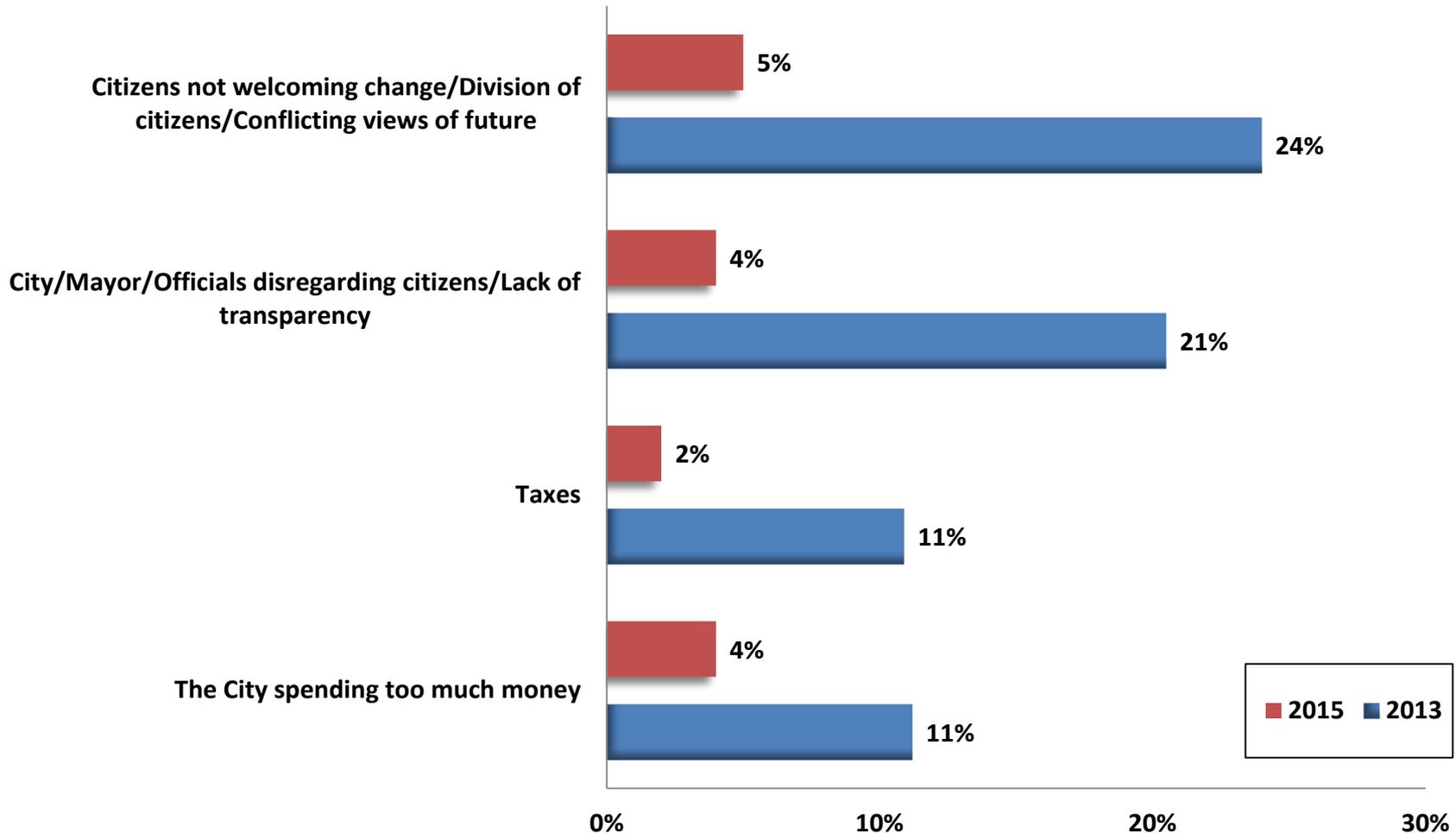
(Open Ended Question)



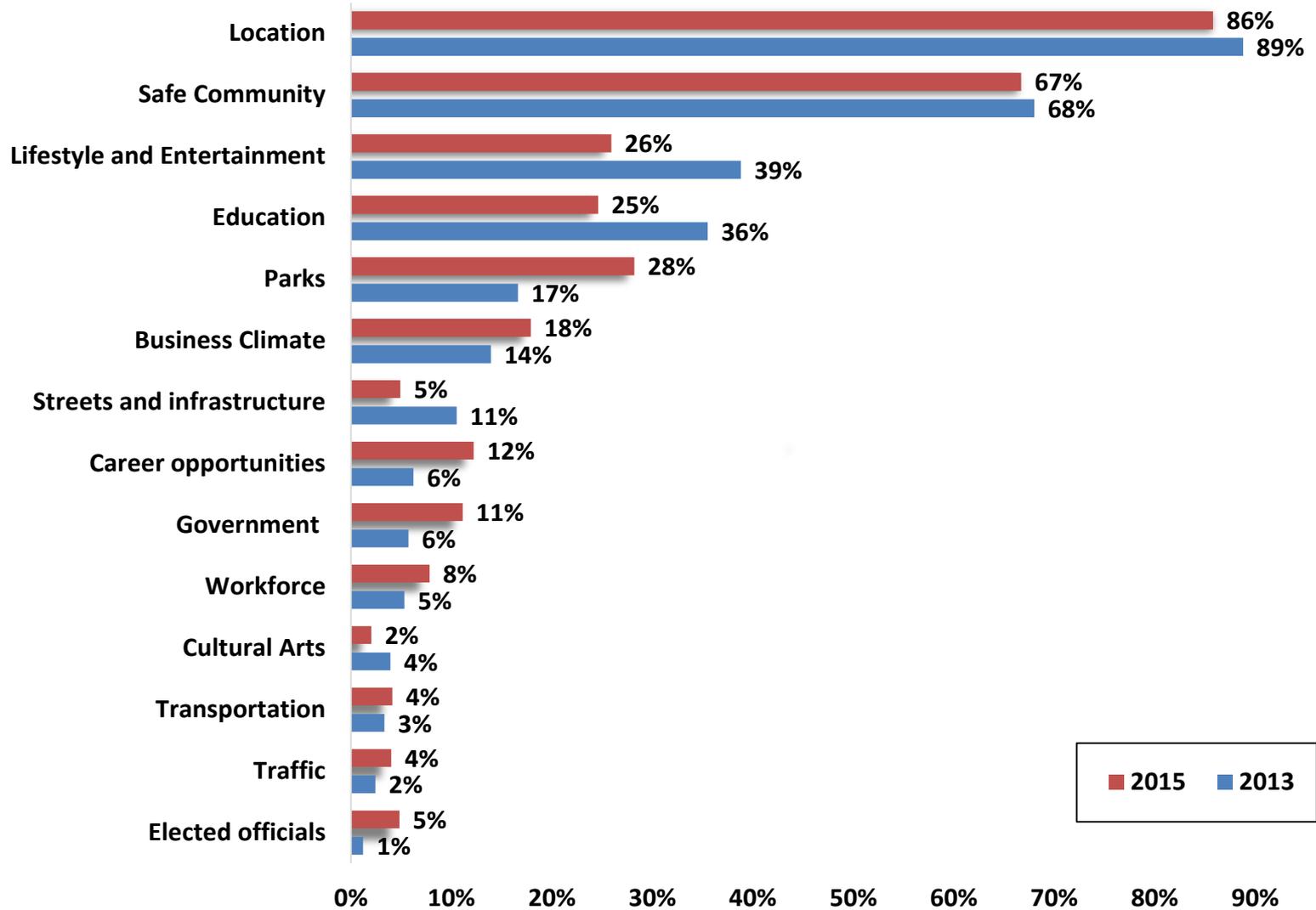
# What Do You Consider The Biggest Issue Facing The City of Dunwoody Today?

## Most Change Since 2013

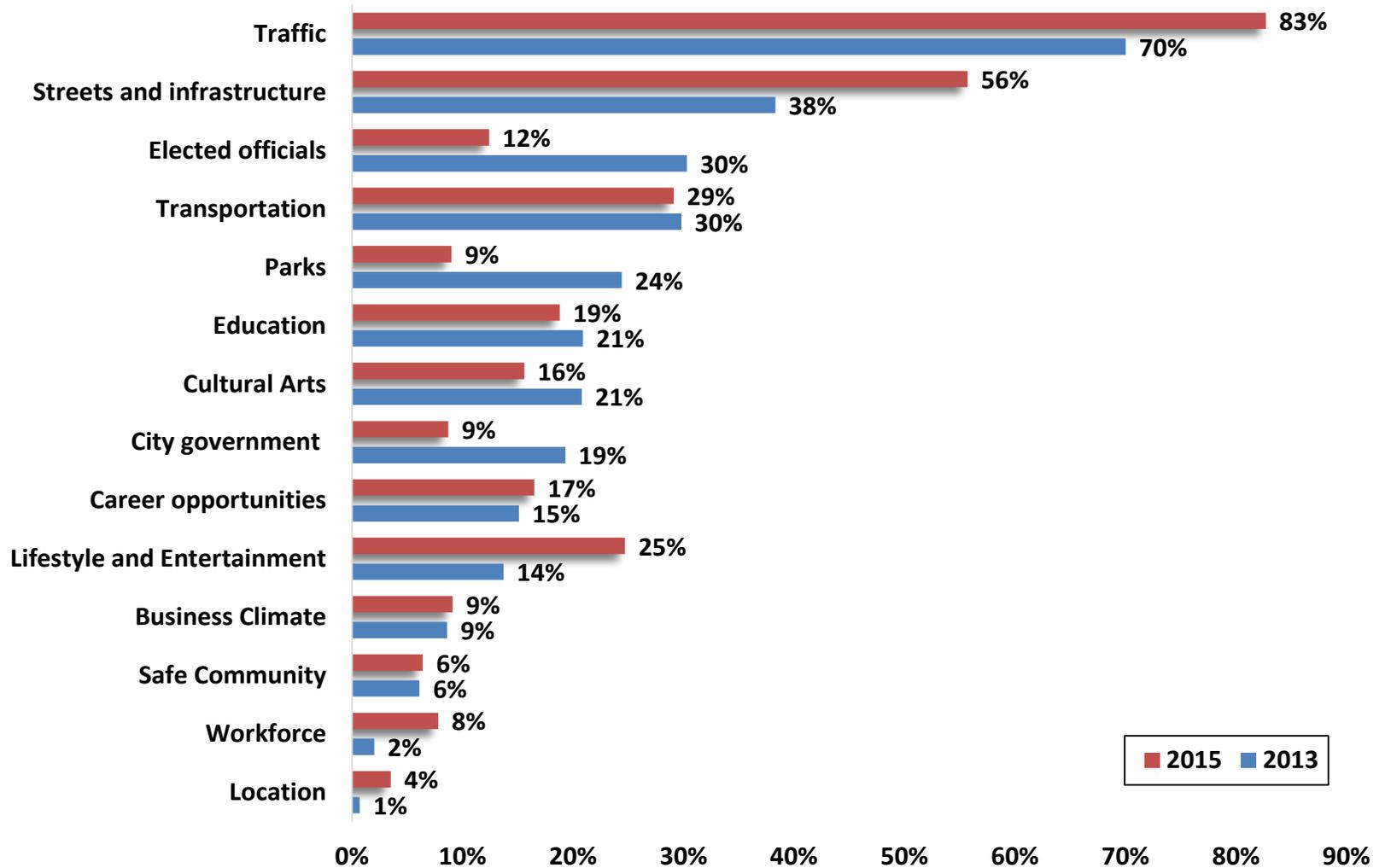
(Open Ended Question)



# What do you consider to be the top strengths of the City? (Top Three Answers From List)

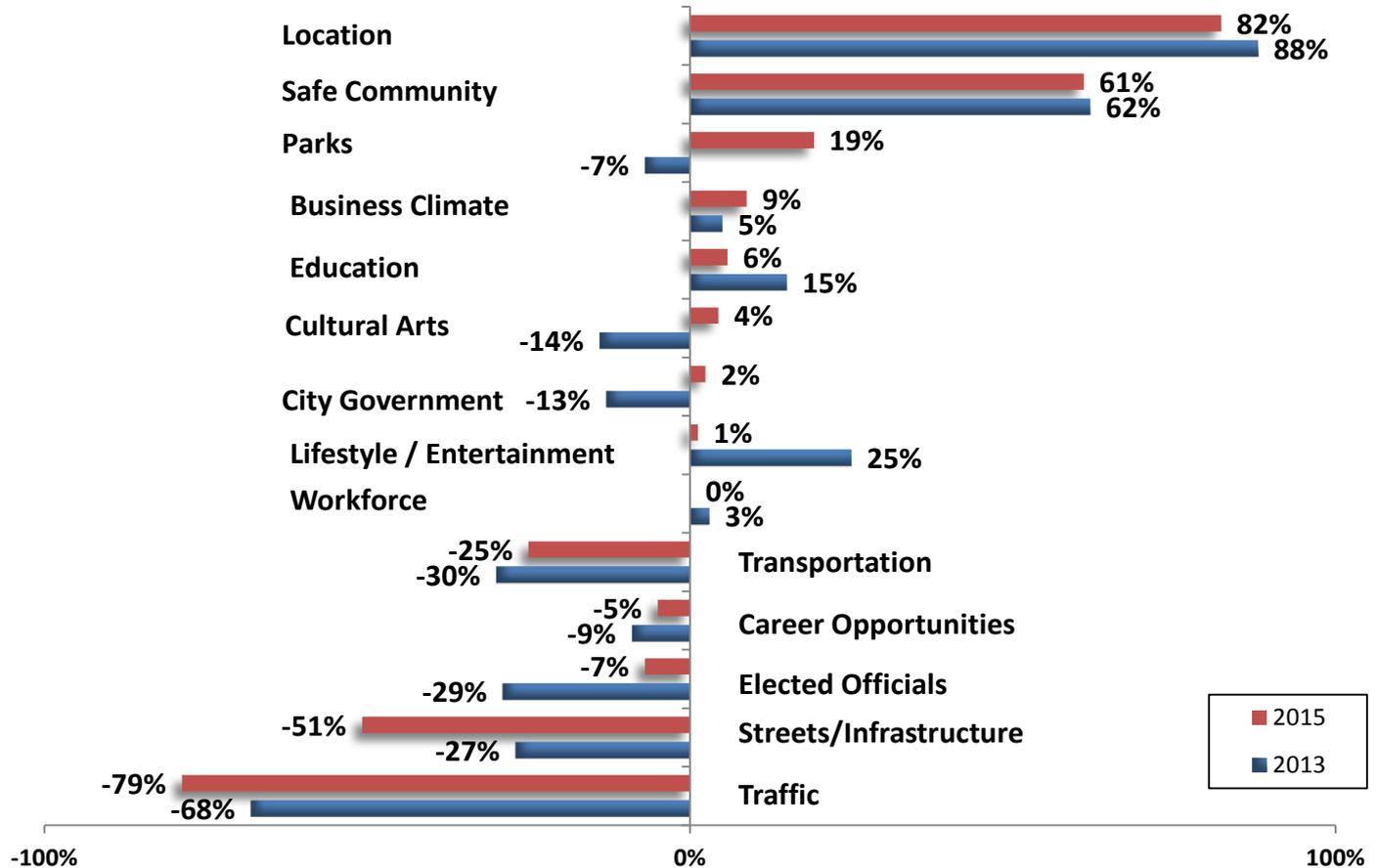


# What do you consider to be the top weaknesses of the City? (Top Three Answers From List)



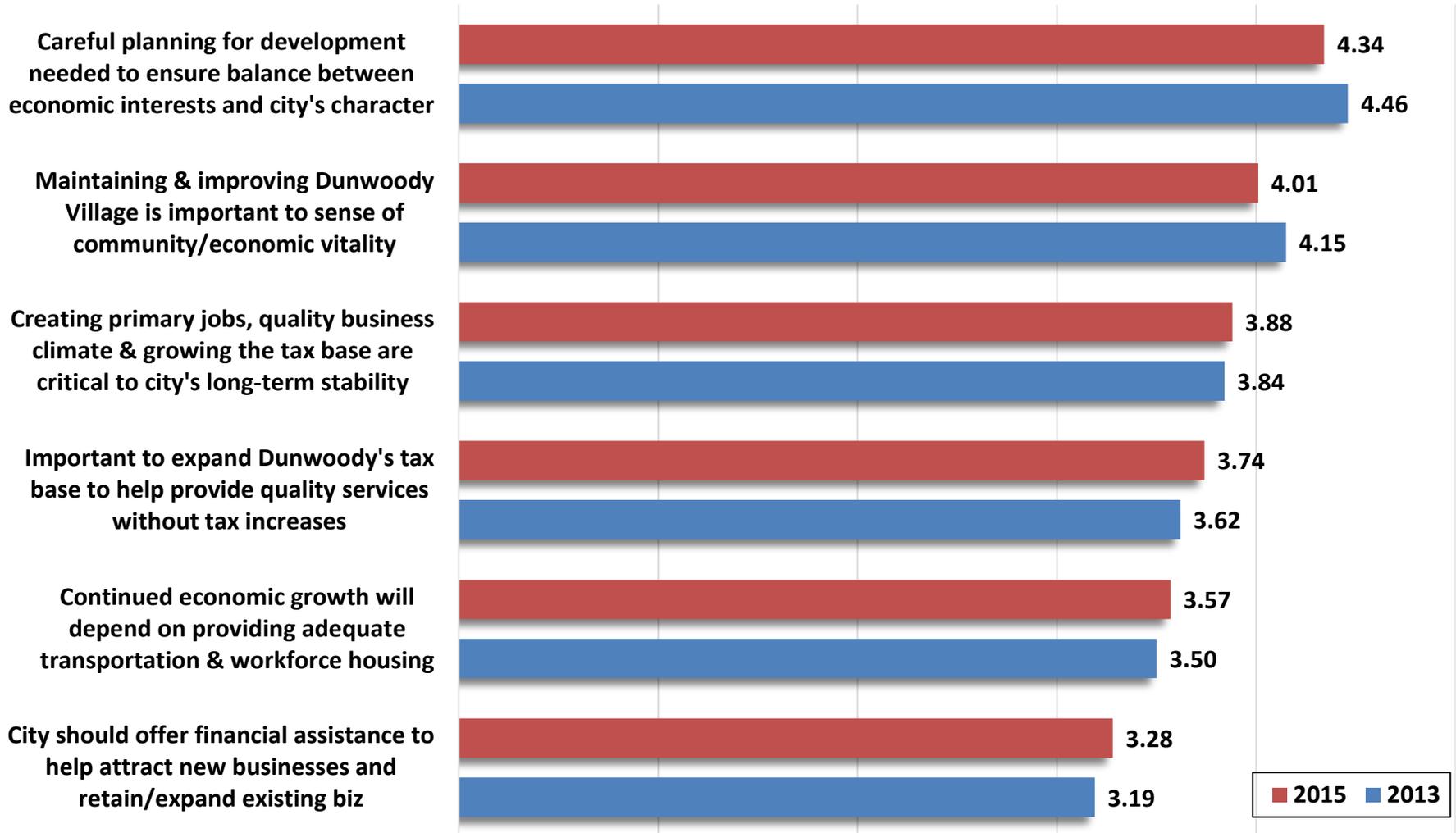
# Comparative Analysis of City Strengths/Weaknesses

(Strengths%) – (Weakness %)



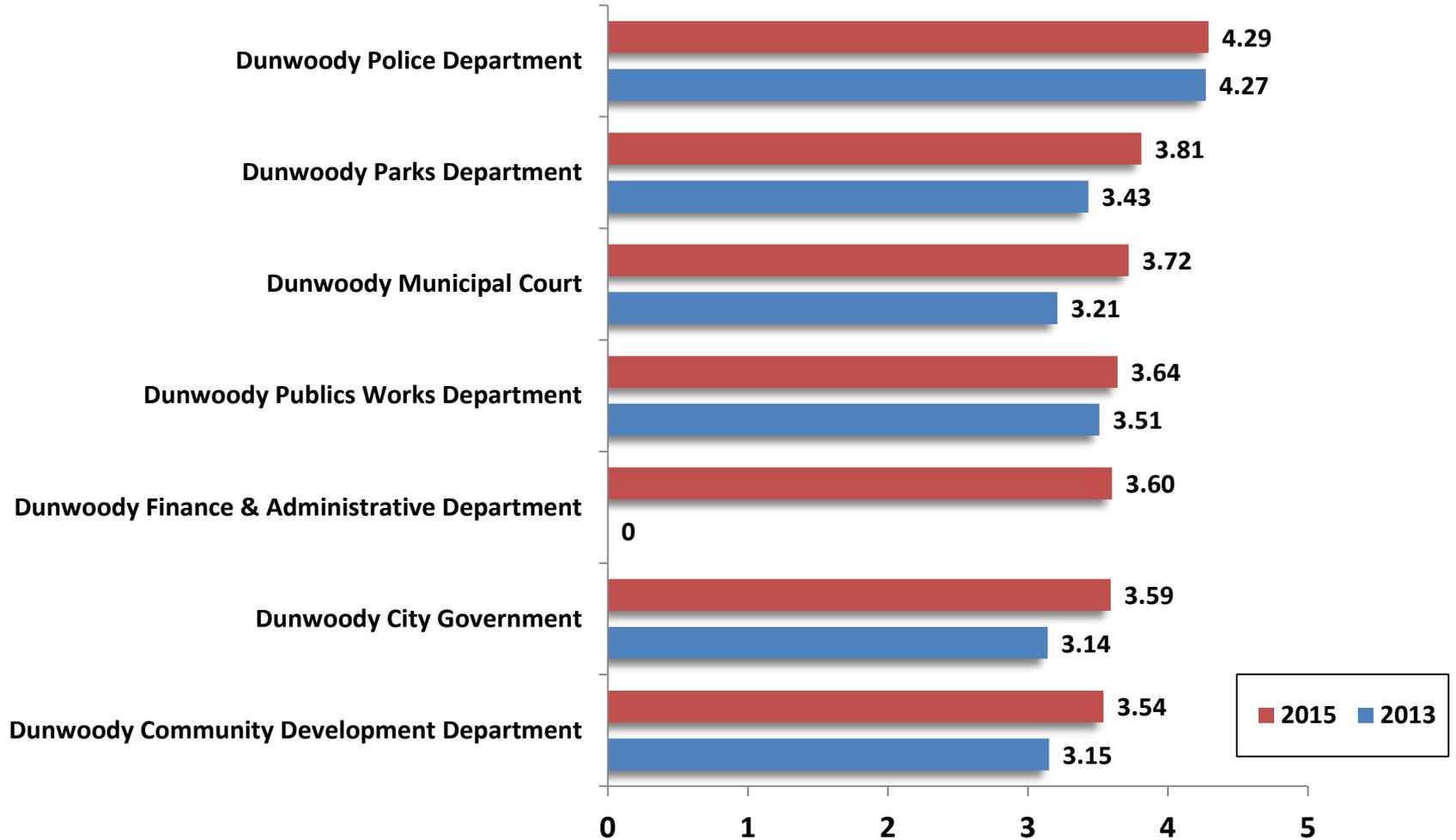
# How much do you agree with the following statements concerning Development in Dunwoody?

(Average Ratings – Scale: 1 = Strongly Disagree to 5 = Strongly Agree)

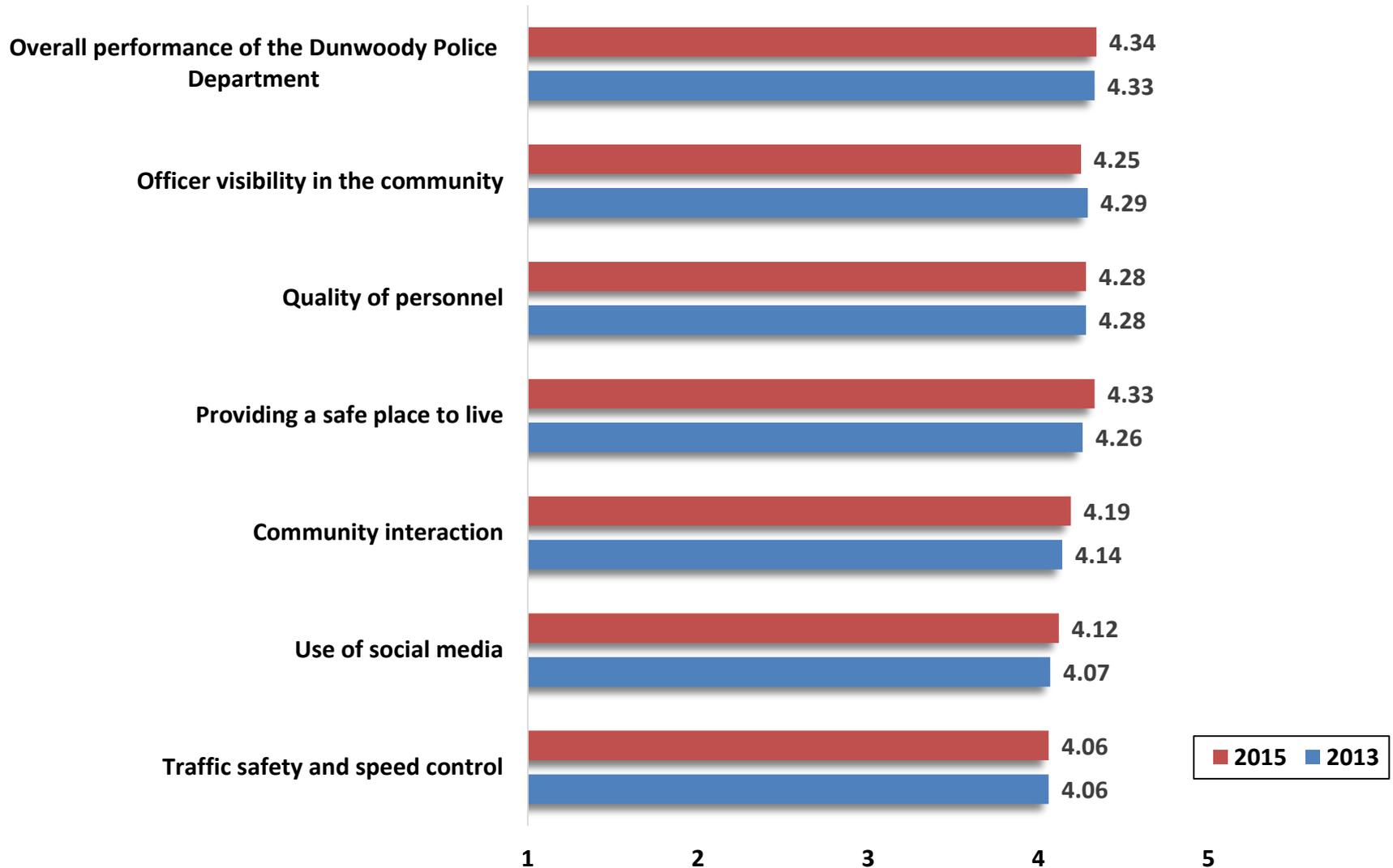


# How would you rate the quality of services provided by...?

(Average Ratings – Scale: 1 = Very dissatisfied to 5 = Very satisfied)

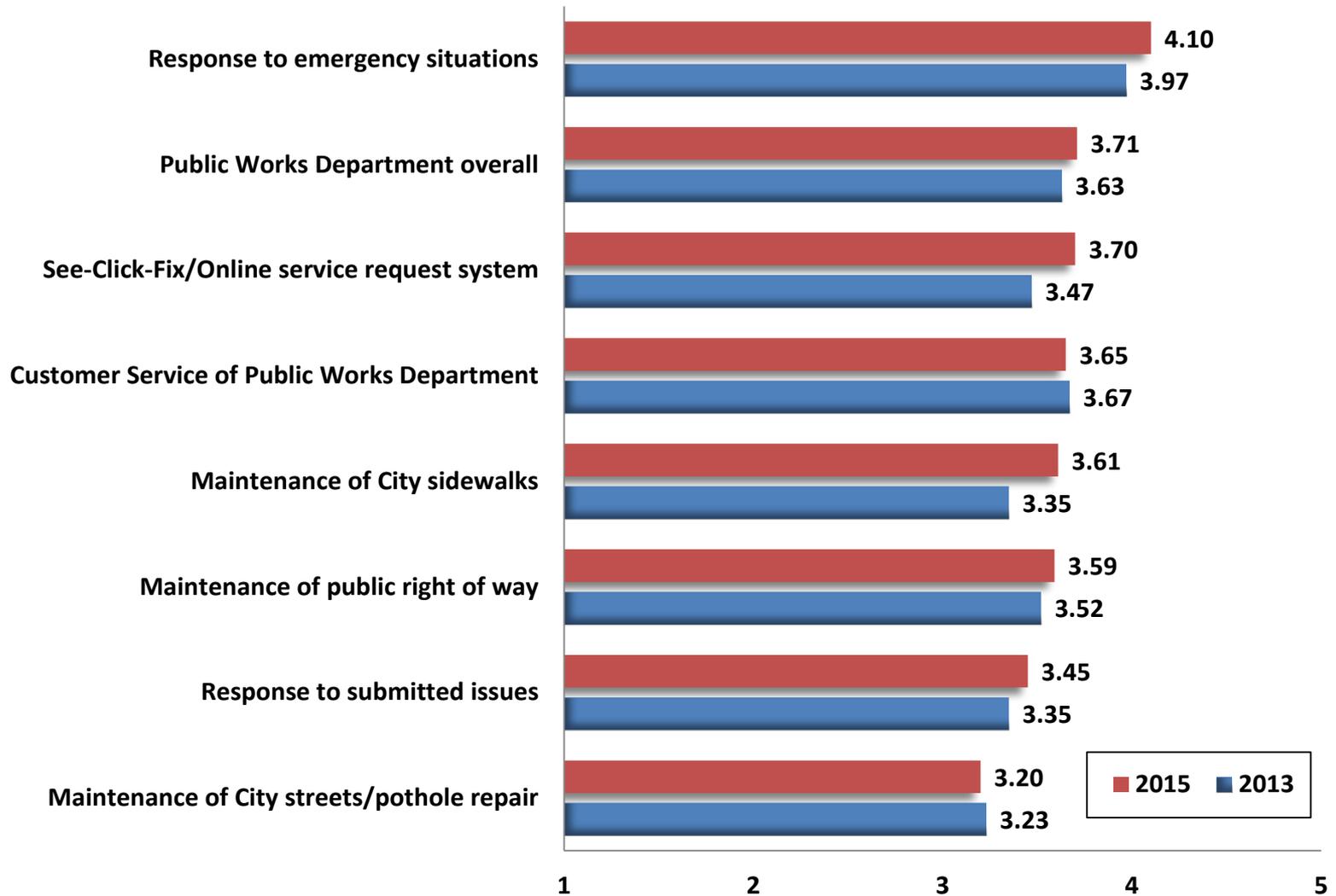


# How do you rate the Police Department on the following? (Average Ratings – Scale: 1 = Poor to 5 = Excellent)



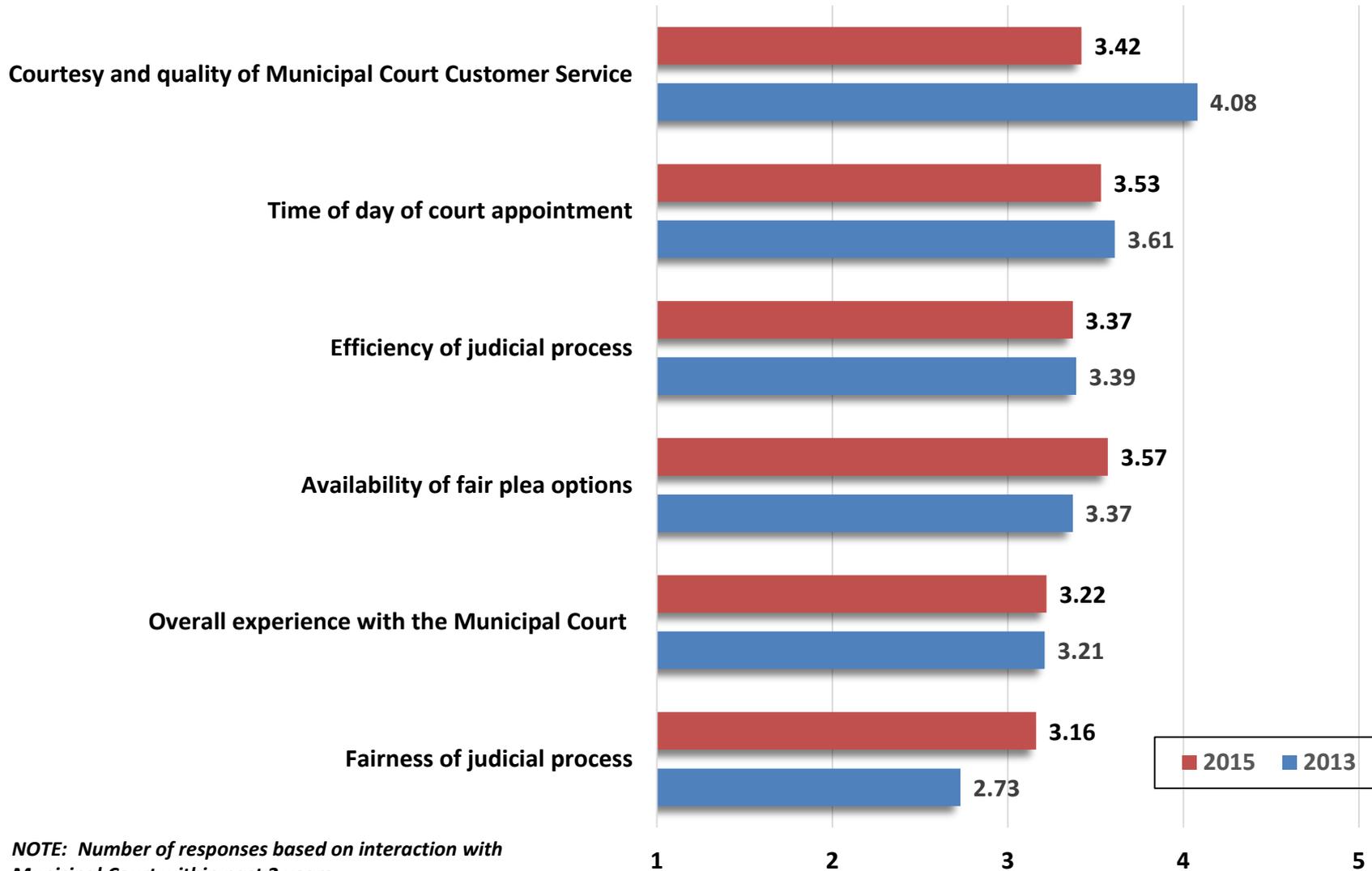
# How do you rate the Public Works Department on the following?

(Average Ratings – Scale: 1 = Poor to 5 = Excellent)



# How do you rate Municipal Court Services on the following?

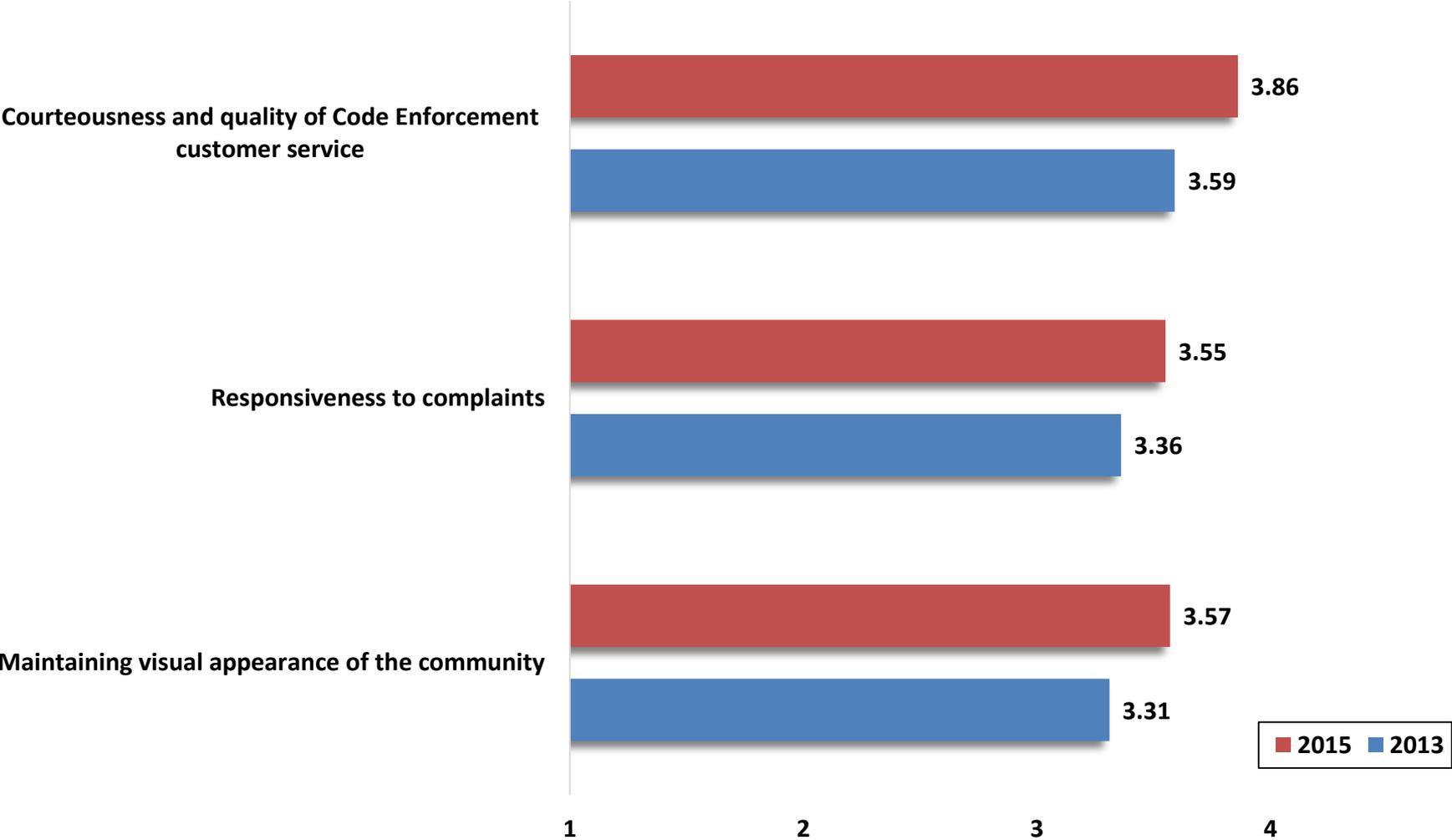
(Average Ratings – Scale: 1 = Poor to 5 = Excellent)



*NOTE: Number of responses based on interaction with Municipal Court within past 2 years.  
(2015 = 32 responses/2013 = 19 responses)*

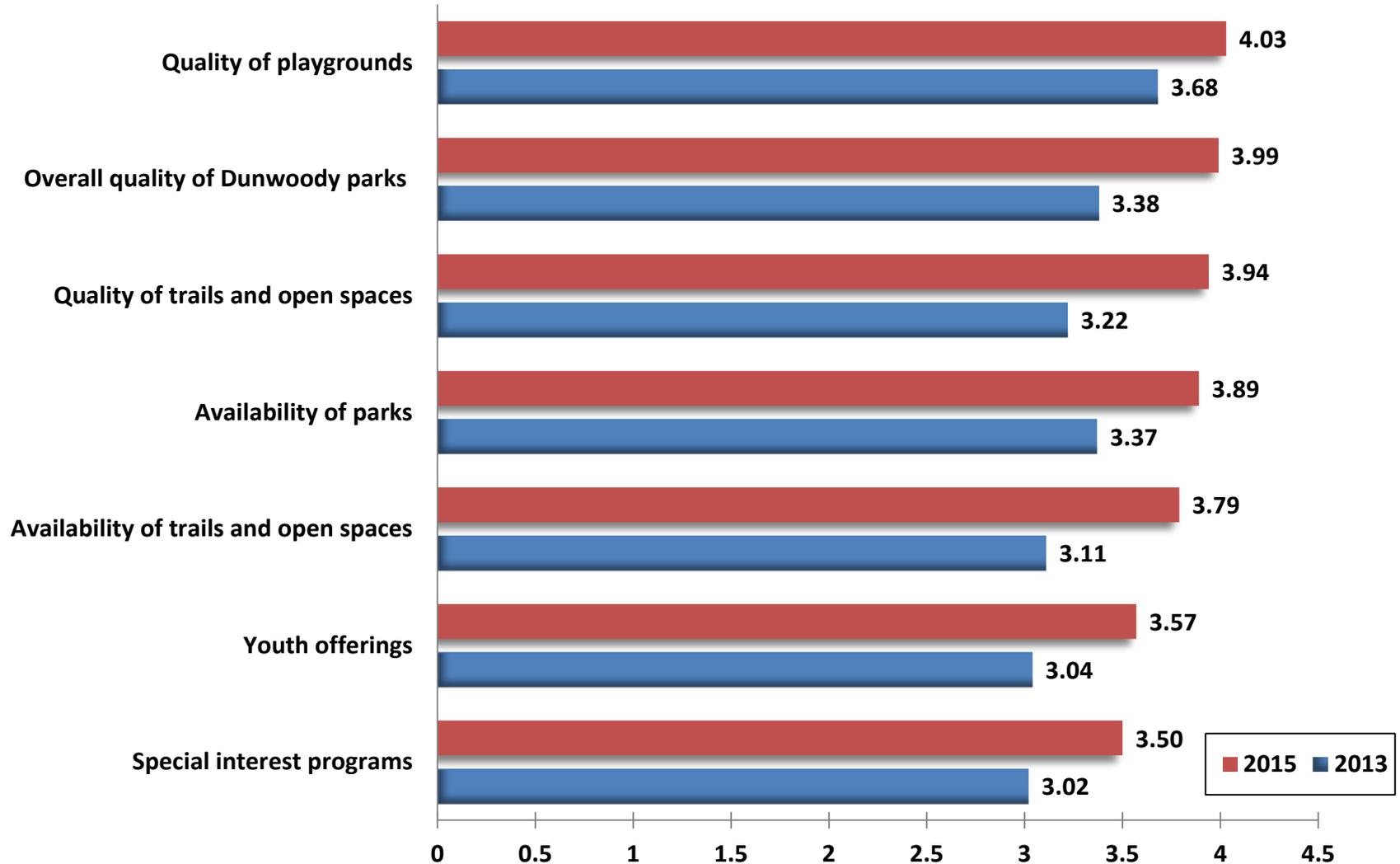
# How do you rate the job the Code Enforcement division is doing on the following?

(Average Ratings – Scale: 1 = Poor to 5 = Excellent)

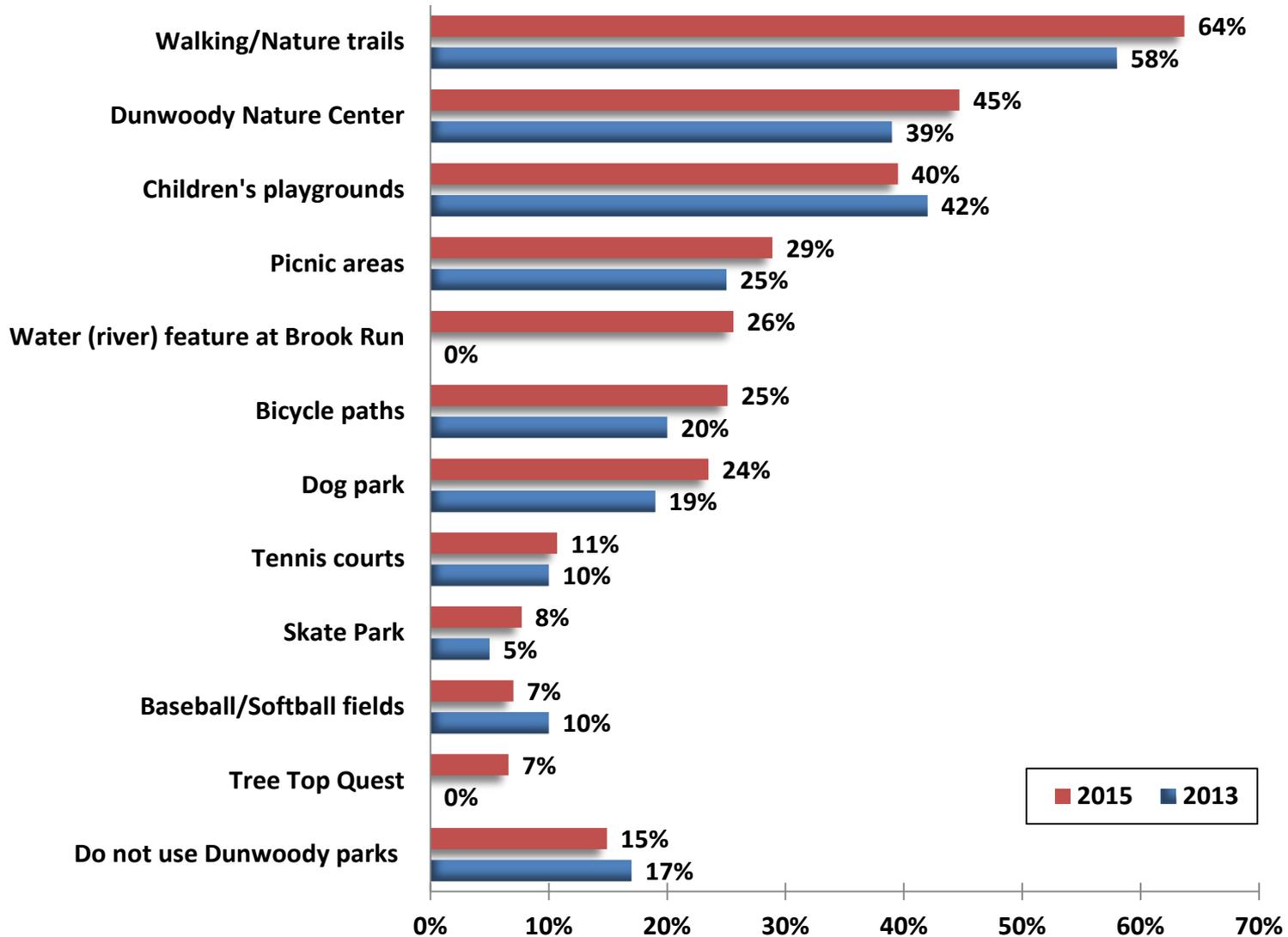


# How do you rate the Parks and Recreation Department on the following?

(Average Ratings – Scale: 1 = Poor to 5 = Excellent)

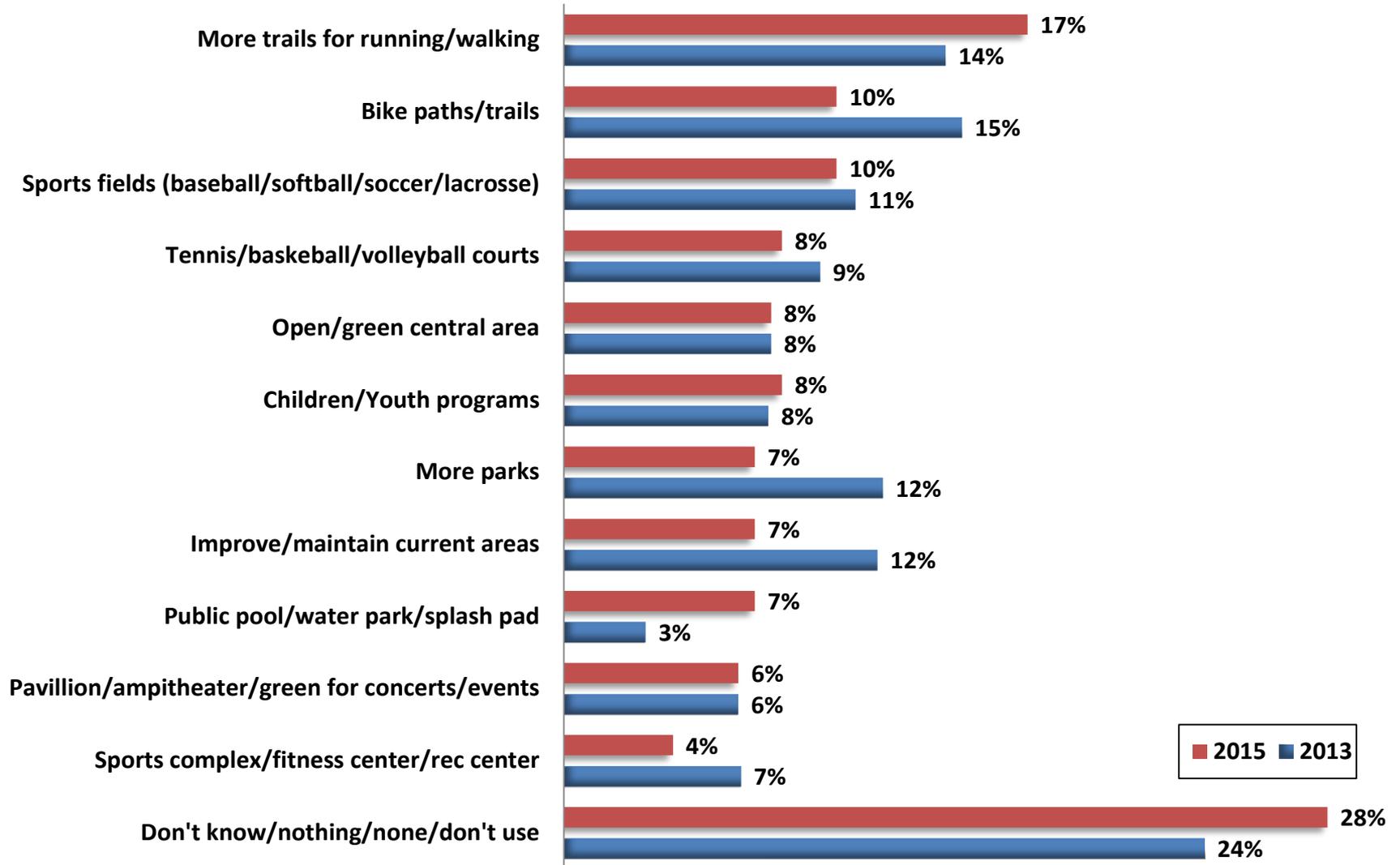


# Which of the following park amenities/programs do you or your family use? (Ranked Order From List)

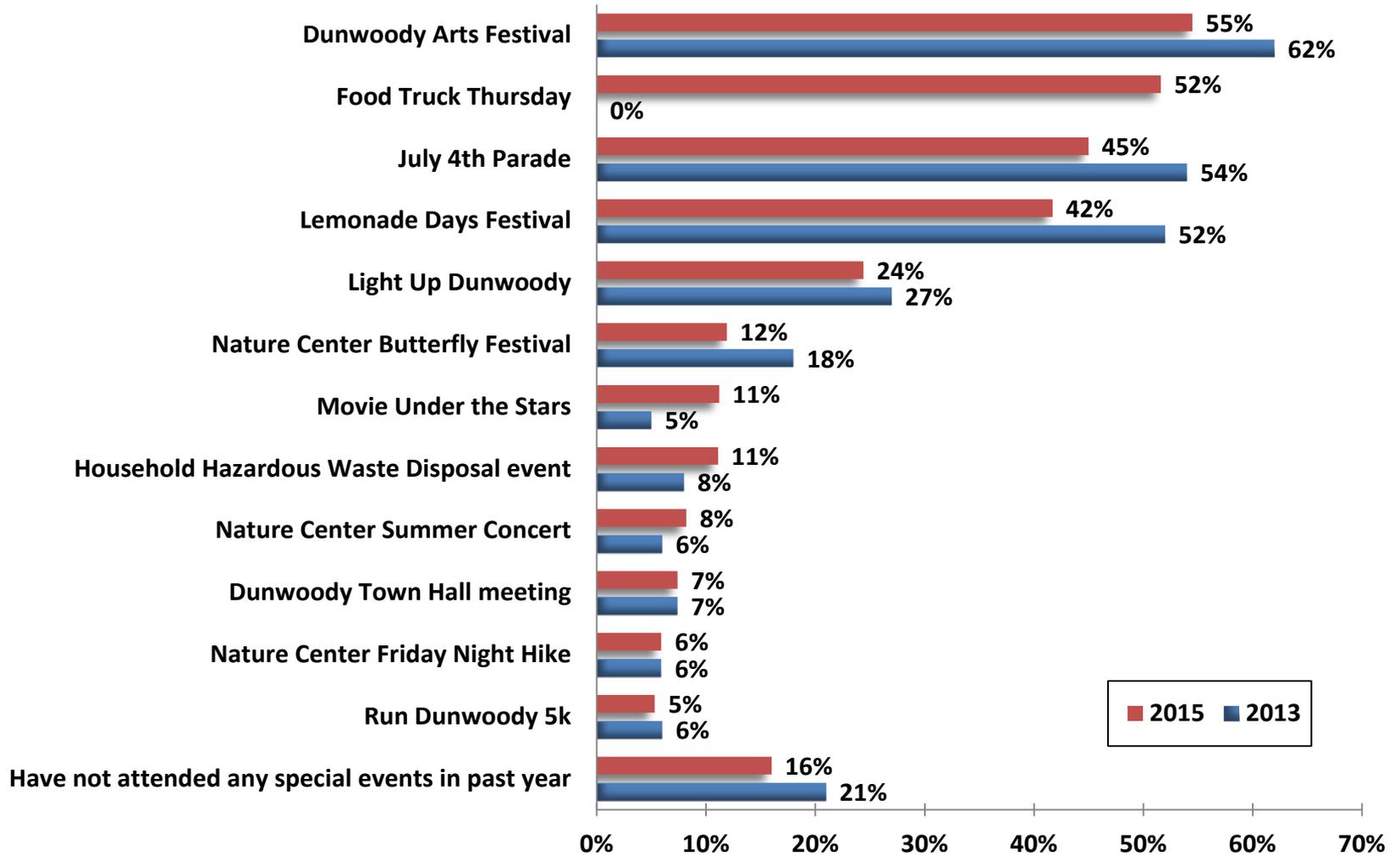


# What additional amenities/programs would you like to see added by Dunwoody Parks & Rec in the next 20 years?

(Open Ended Question)

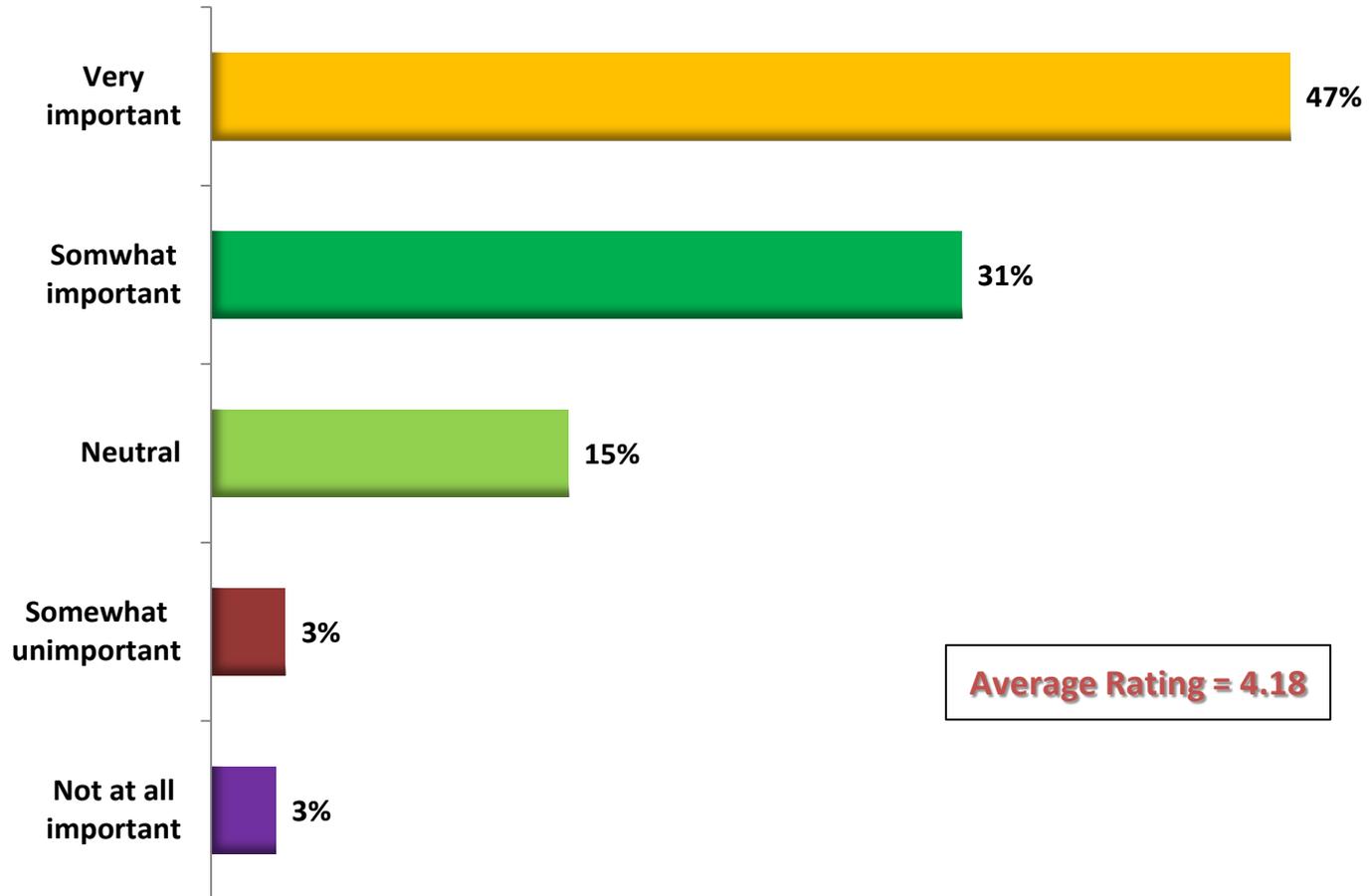


# Which of the following special events have you attended in the past year?



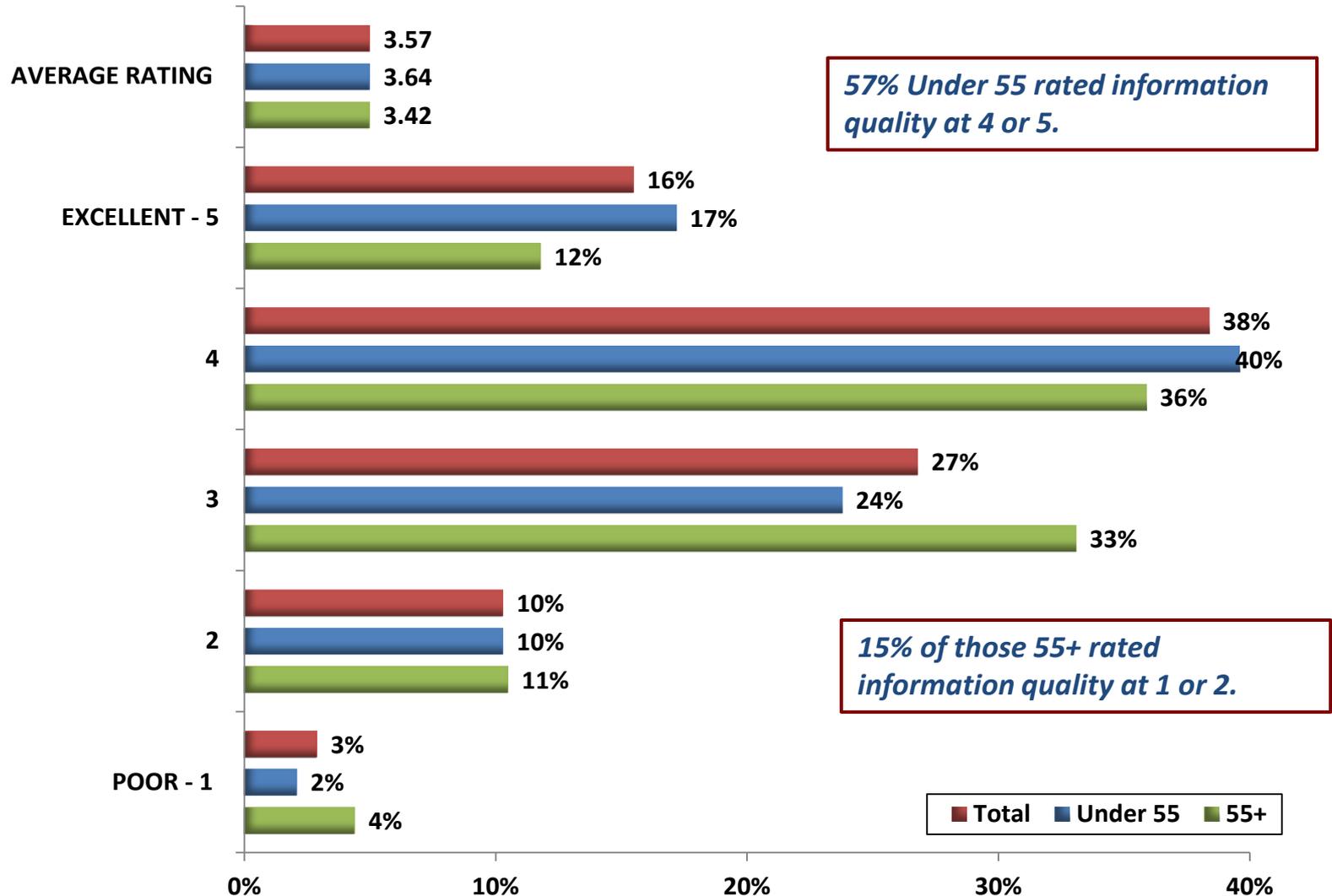
# How Important is it to Have Arts, Culture, and Creative Offerings in Dunwoody?

(Average Ratings – Scale: 1 = Not Important to 5 = Very Important)

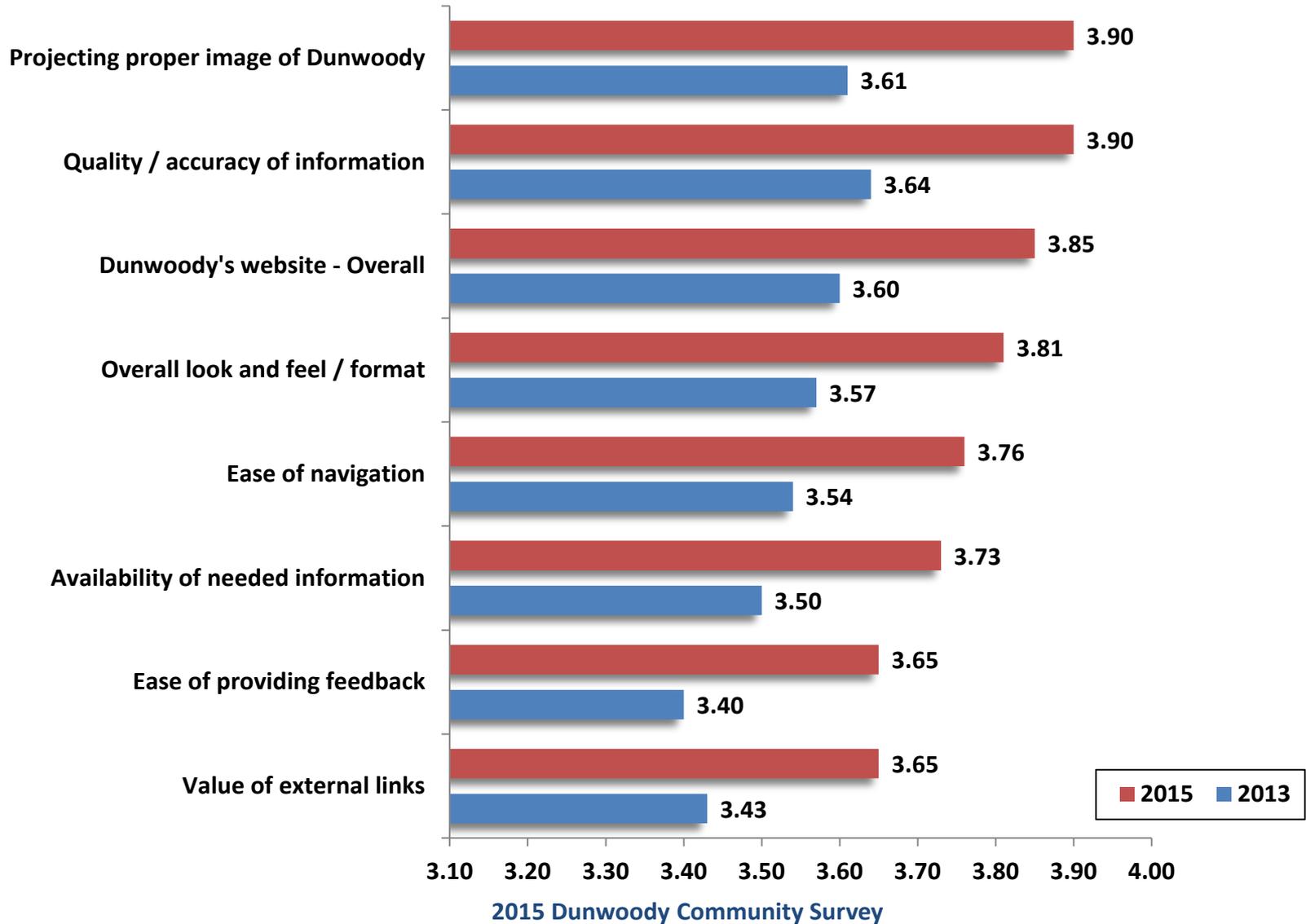


# How would you rate the quality of information the City of Dunwoody communicates to its residents?

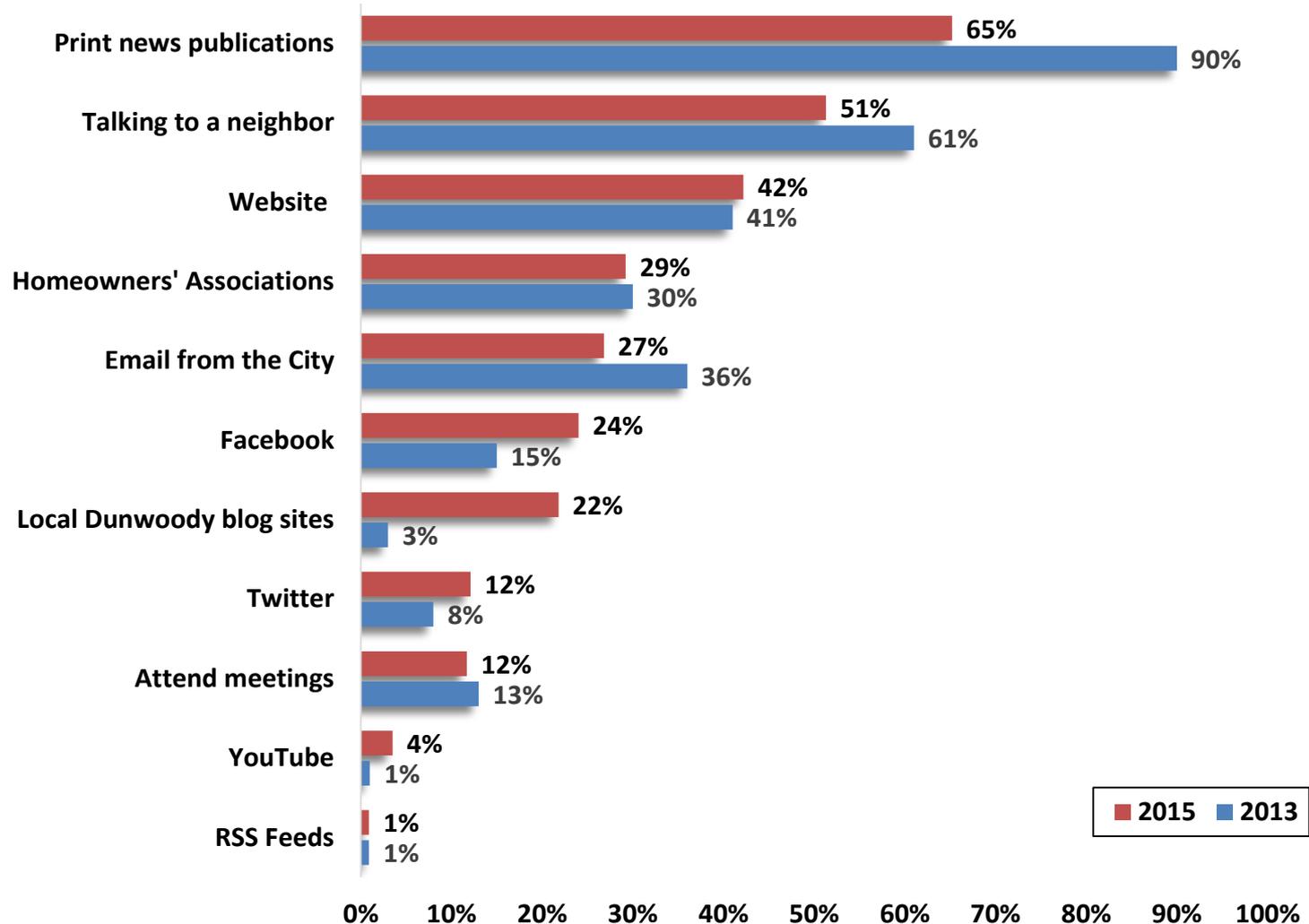
(Average Ratings – Scale: 1 = Poor to 5 = Excellent)



# Rating Aspects of City of Dunwoody's Website

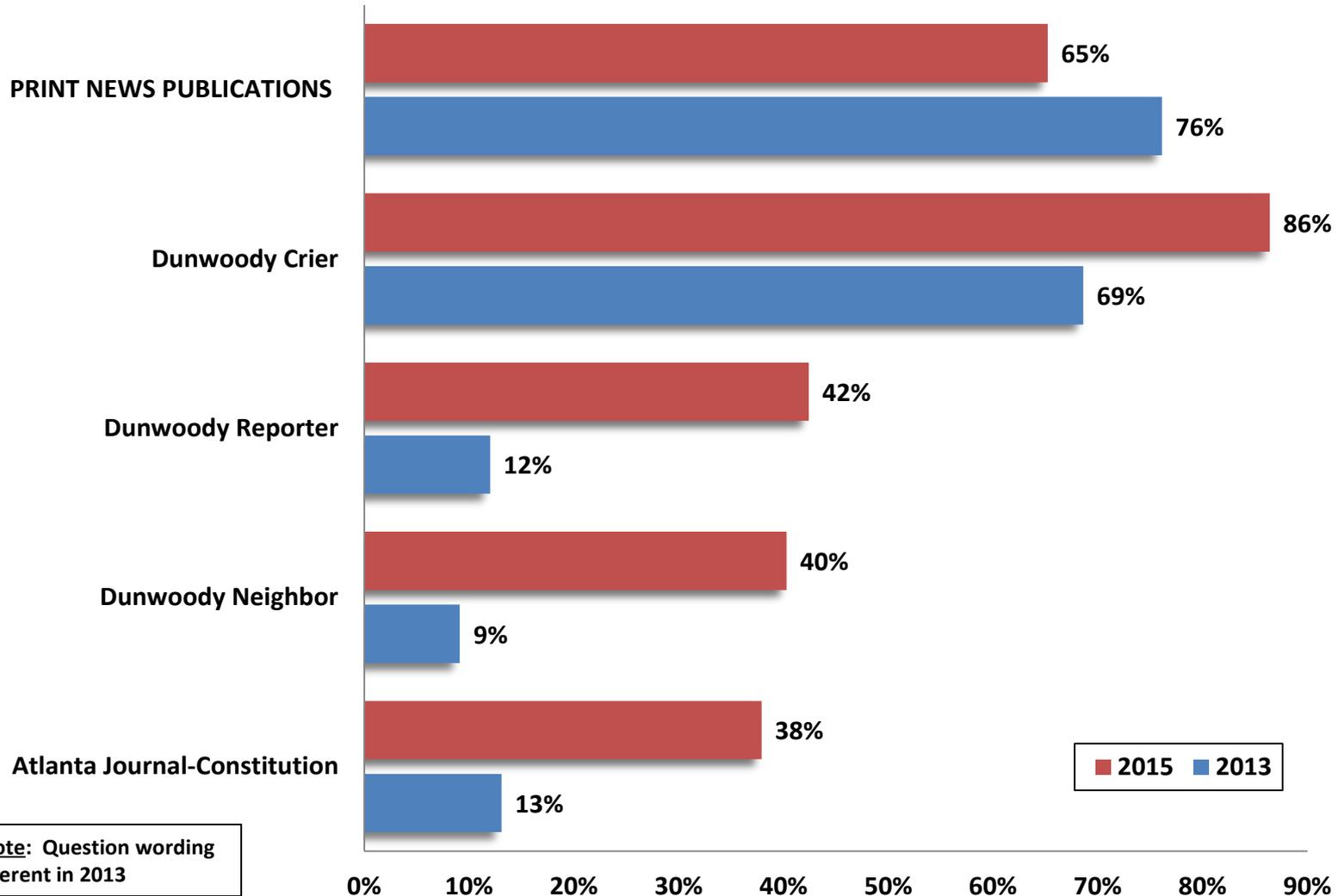


# Which method do you use to obtain information about Dunwoody? (Pre-List)



# Which of these print news publications are you most likely to use to obtain information about Dunwoody?\*

(Pre-List)



\*Note: Question wording different in 2013



## Major strengths & benefits:

- Location
- Safe community
- Business climate
- Quality of life
- Access to goods/services
- Good place to raise a family
- Overall reputation

## Concerns & areas for improvement:

- Traffic control
- Streets & infrastructure
- Schools/Need Dunwoody system
- Transportation
- Lack of entertainment/dining options
- Responsiveness to needs of residents



## ***Overall, Dunwoody citizens:***

- ***Are very pleased with City services, have high customer service ratings and appreciate City staff and employees***
- ***Feel the City is a safe place to live, raise a family, and work***
- ***Seek solutions to traffic & transportation issues***
- ***Concerned about the quality of schools***

# 2015 Community Survey



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