

2025 City Of Goldsboro Resident Survey Findings

Presented by ETC Institute

January 20th, 2026

Who We Are

ETC Institute is the Nation's leading provider of market research for local governments

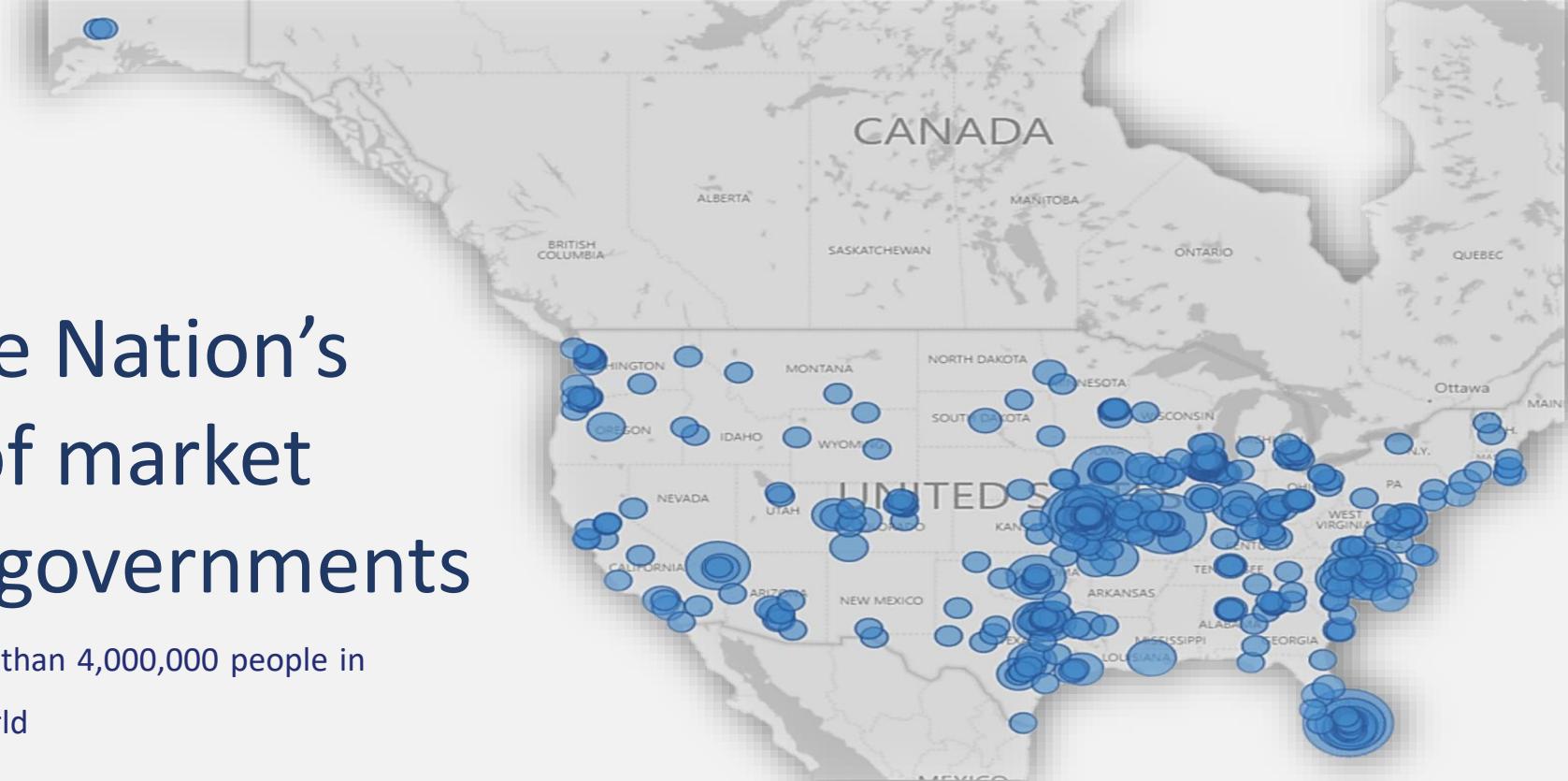
Since 2012, ETC Institute has surveyed more than 4,000,000 people in more than 1,200 communities around the world

Our Mission

For more than 40 years, our mission has been to help local governments gather and use survey data to make better decisions

Our Goal

To provide an objective assessment that community leaders can depend on to make data-driven decisions to improve the lives of residents





Agenda

- 01. Perceptions & Ratings**
- 02. Major Services**
- 03. Public Safety**
- 04. City Maintenance**
- 05. City Communication**
- 06. Questions**

2025 Goldsboro Resident Survey

Purpose

- To objectively assess City programs and services
- To gather input from residents to help City leaders set priorities
- To identify areas of improvement for the community

Methodology

- Administered by mail, phone, and online with follow-ups by text, email, and social media to the random sample of residential addresses.
- Sample designed to ensure results are statistically valid and representative
- 526 completed surveys were collected, MOE: $+\text{-}4.24\%$ at 95% level of confidence
 - Goal was 400.
 - At least 65 completed surveys from each council district.

64%

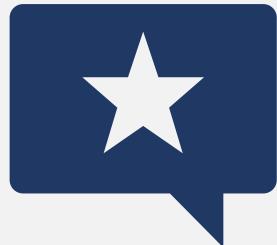
Percentage of respondents who rated the overall quality of Downtown Goldsboro as “excellent” or “good”

49%

Percentage of respondents who rated the overall quality of life in Goldsboro as “excellent” or “good”

47%

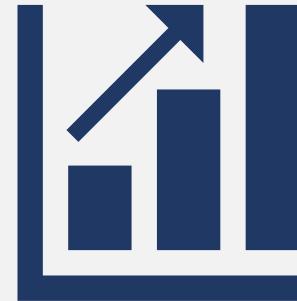
Percentage of respondents who rated Goldsboro as an “excellent” or “good” place to live



Perceptions of Downtown Goldsboro are High

Benchmarking

When compared to ETC Institute's regional and National Averages, Goldsboro's downtown rated significantly higher than both.



Overall Satisfaction with Major Services was Varied

Overall Services

Overall, Goldsboro performed well in key areas such as Fire Services and police services. Maintenance of City streets and sidewalks was seen as a weakness.



Opportunities for Improvement for Goldsboro

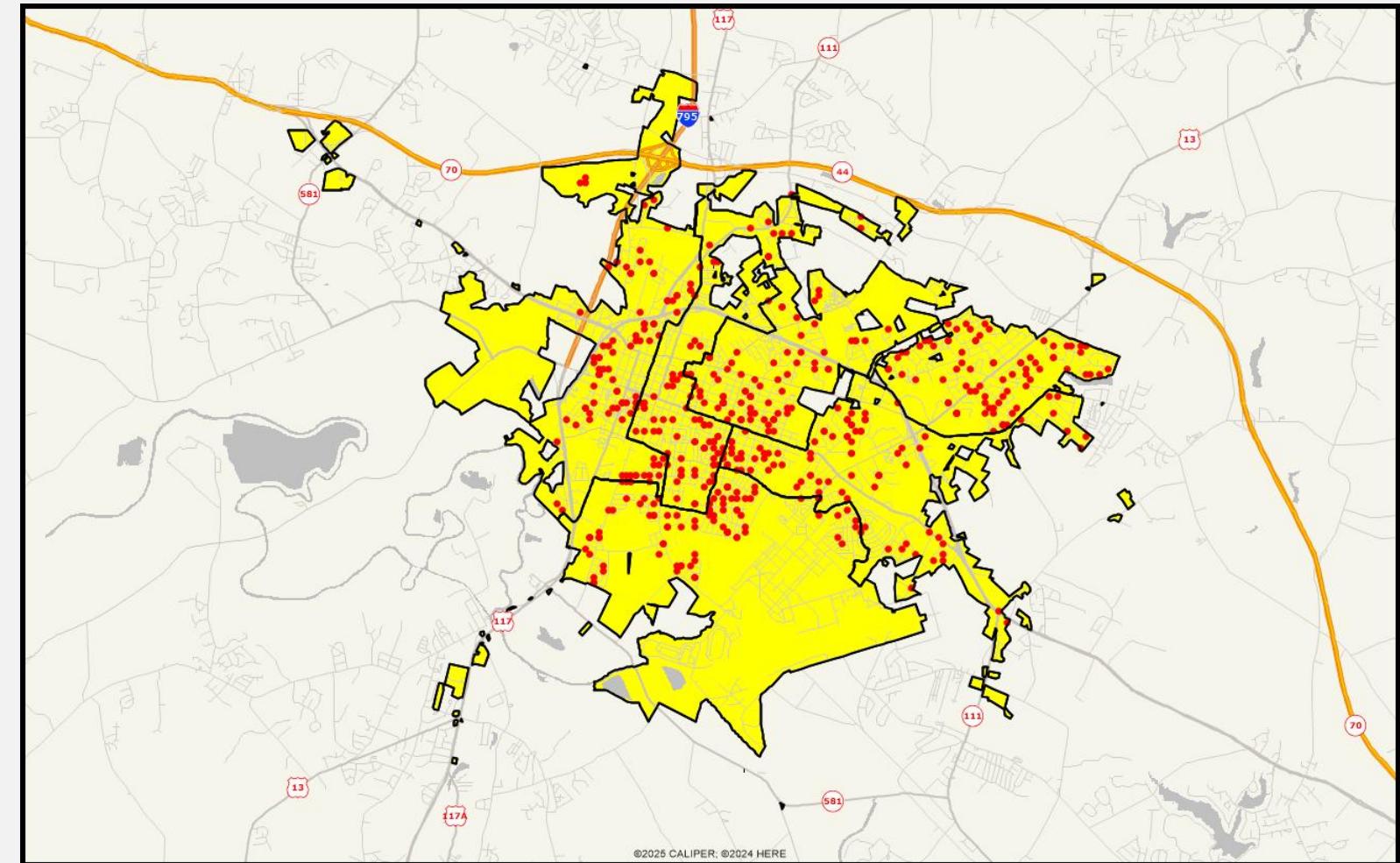
Priorities for Improvement

The instrument was designed so ETC Institute could develop priorities for improvement. Maintenance of City streets and Sidewalks and planning for growth were highlighted areas for improvement.

Distribution of Responses

ETC Institute designs the sample to ensure all areas of the City are equally represented. Throughout the survey administration process, ETC Institute monitors response distribution to maintain geographic balance.

Responses have been coded to the block level to maintain respondent anonymity.



Perceptions & Ratings



Overall Ratings

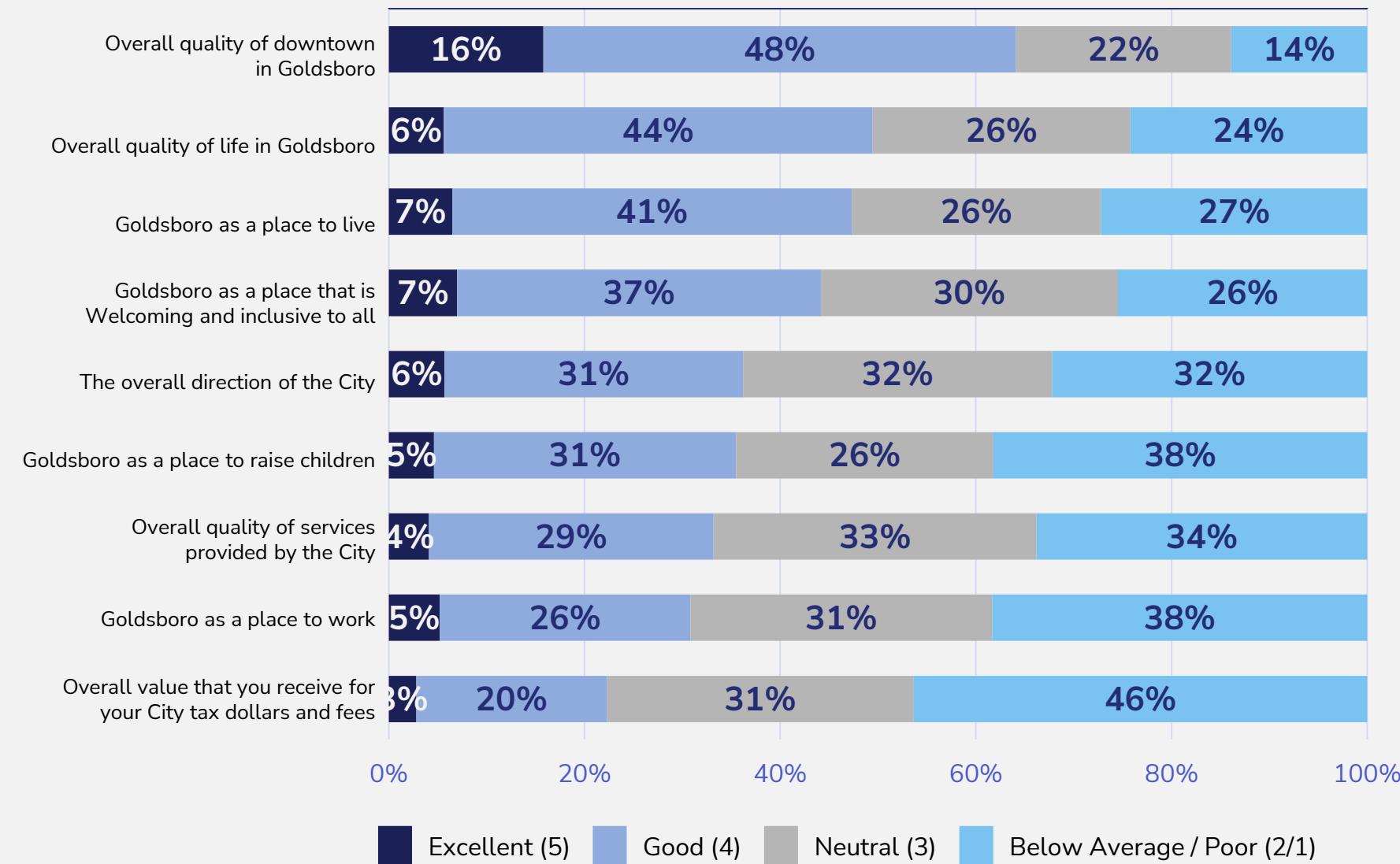
The overall quality of downtown Goldsboro was the highest rated item at 64%.

The Big Ones

- Quality of life – 49%
- As a place to live – 47%
- As a place to raise children – 36%

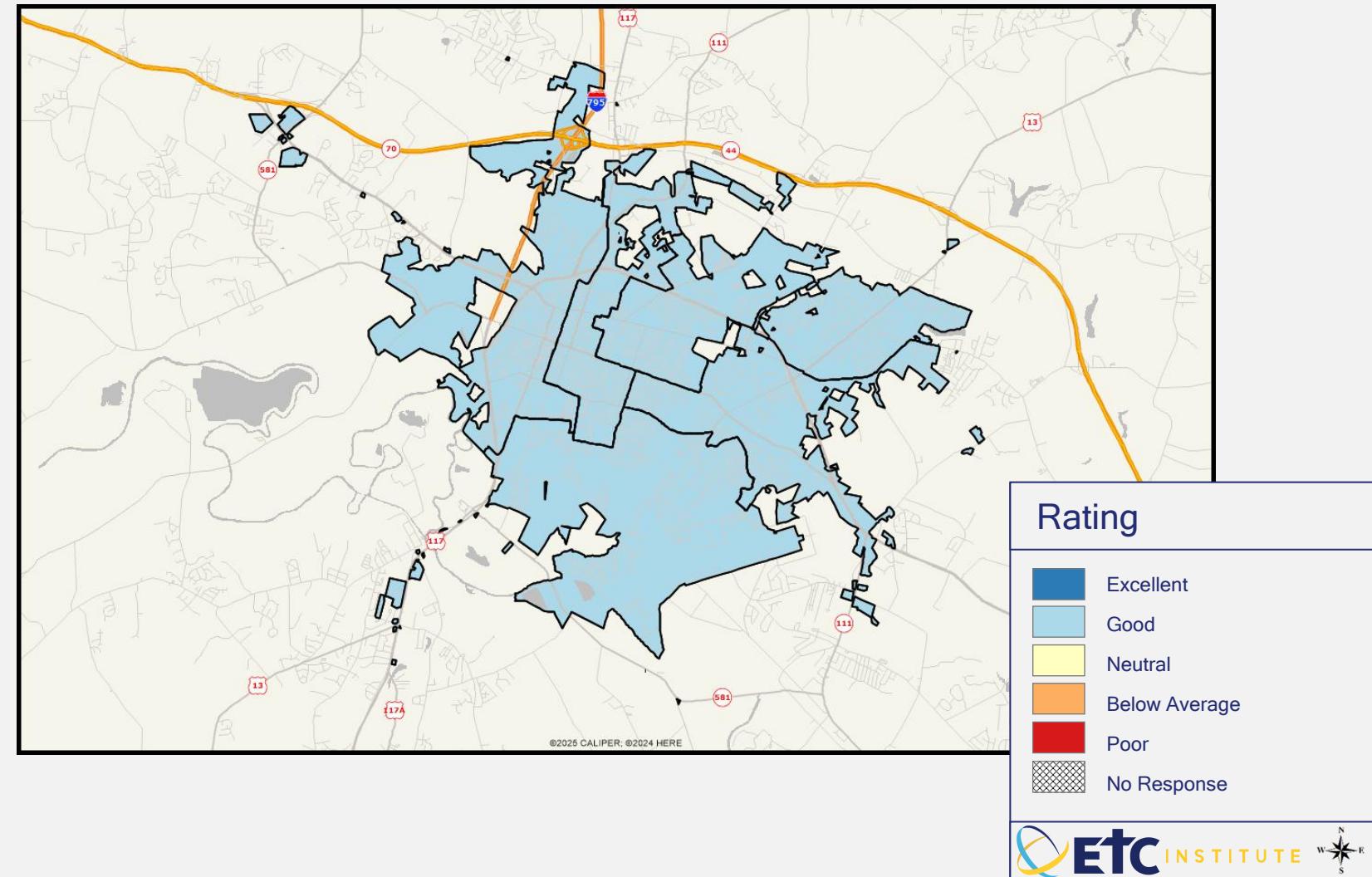
Q1. Quality Of Life

by percentage of respondents (excluding don't know)



Overall Quality of Downtown

The GIS Maps by Council district allow us to see that all districts in the City gave on average a “good” rating for the overall quality of downtown Goldsboro.



Overall Ratings: Benchmarking

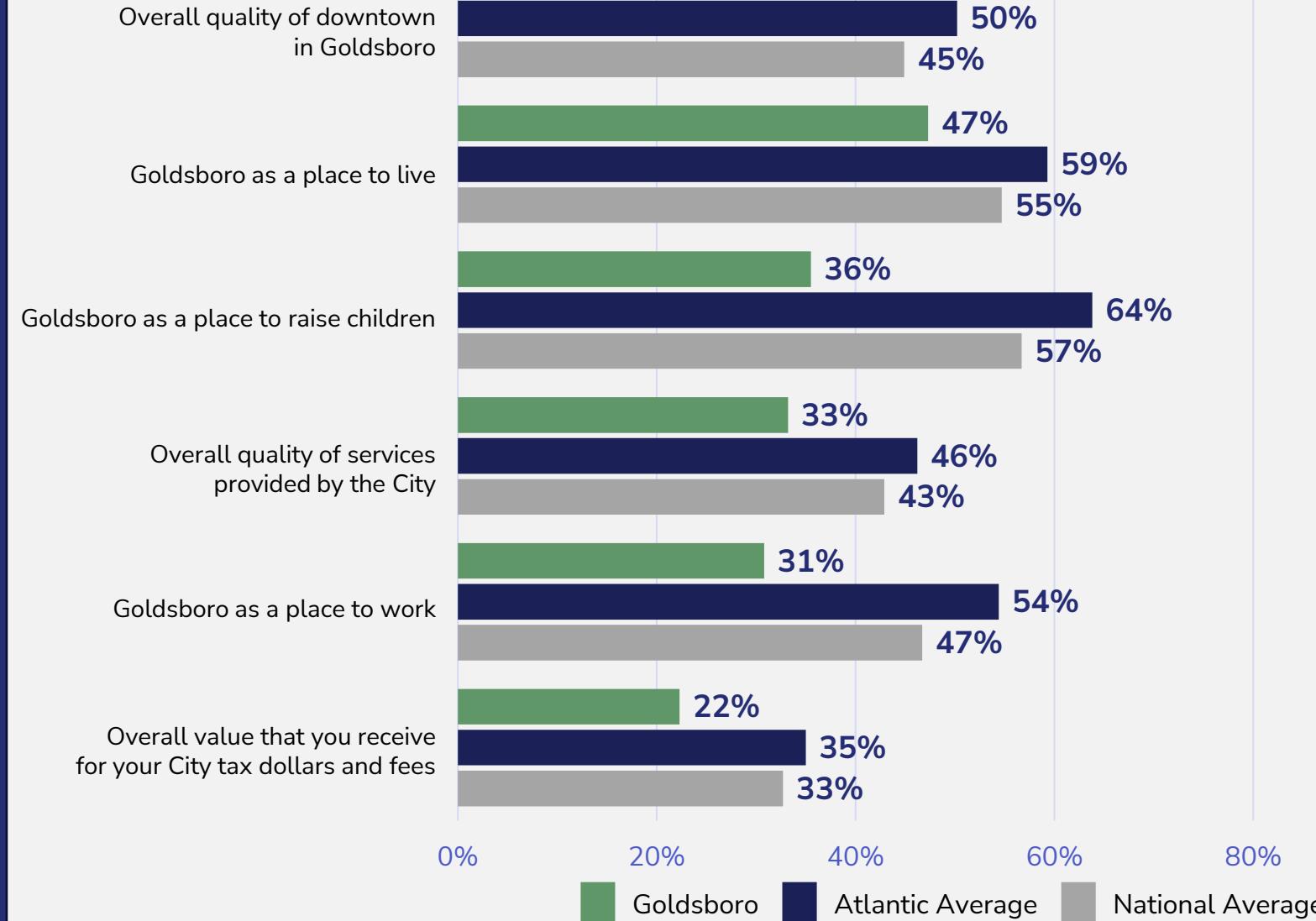
Though, some of the items may have rated lower than expected, benchmarking allows us to see that Goldsboro's downtown is leading the way.

+19 pts

The difference between Goldsboro's **overall quality of downtown** score and the national average.

Q1. Quality Of Life

Goldsboro vs. Atlantic Average vs. National Average



Major Services



Major Services

More than half of respondents were satisfied in 3/13 areas assessed.

Top Areas

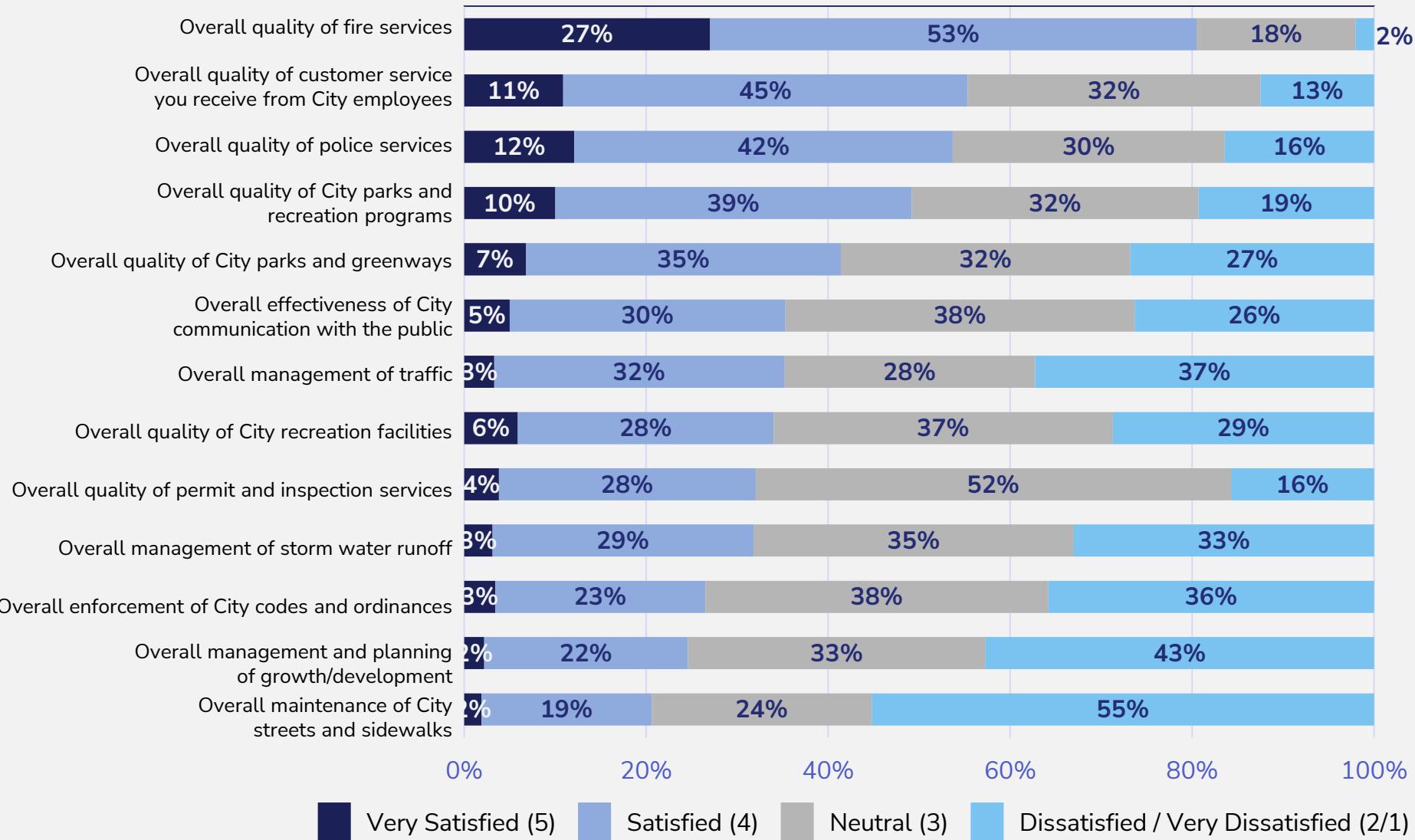
- Fire Services – 80%
- City Customer Service – 55%
- Police Services – 54%

Bottom Areas

- Growth/Development – 25%
- Streets and Sidewalks – 21%

Q2. Satisfaction With Major Services

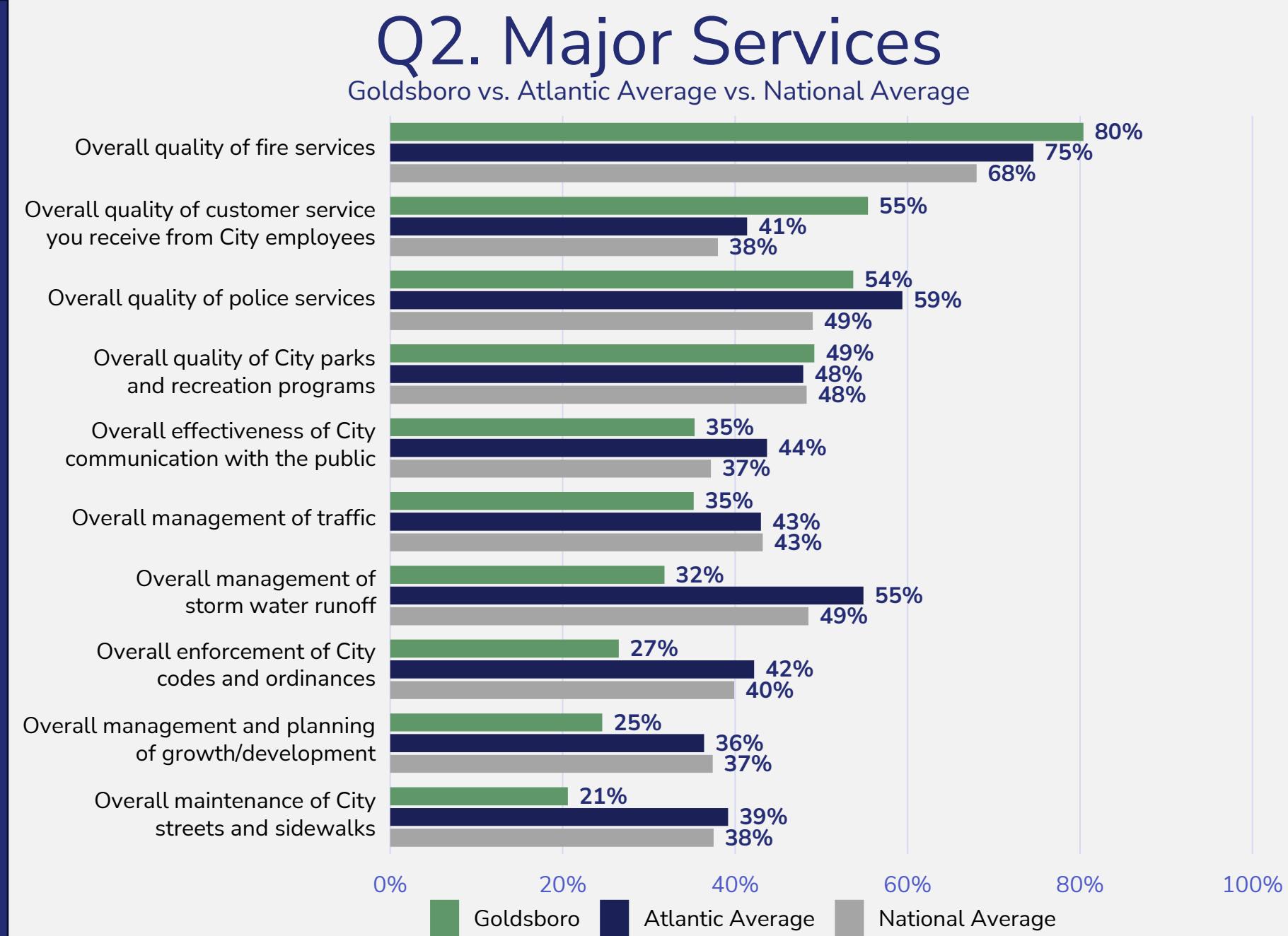
by percentage of respondents (excluding don't know)



Major Services: Benchmarking

Goldsboro is above the Regional and National averages in **Fire Services** and **City Customer Service**.

Police Services, City Parks and Recreation Programs and **City communication with the public** are on par with the national averages.



Major Services: Importance

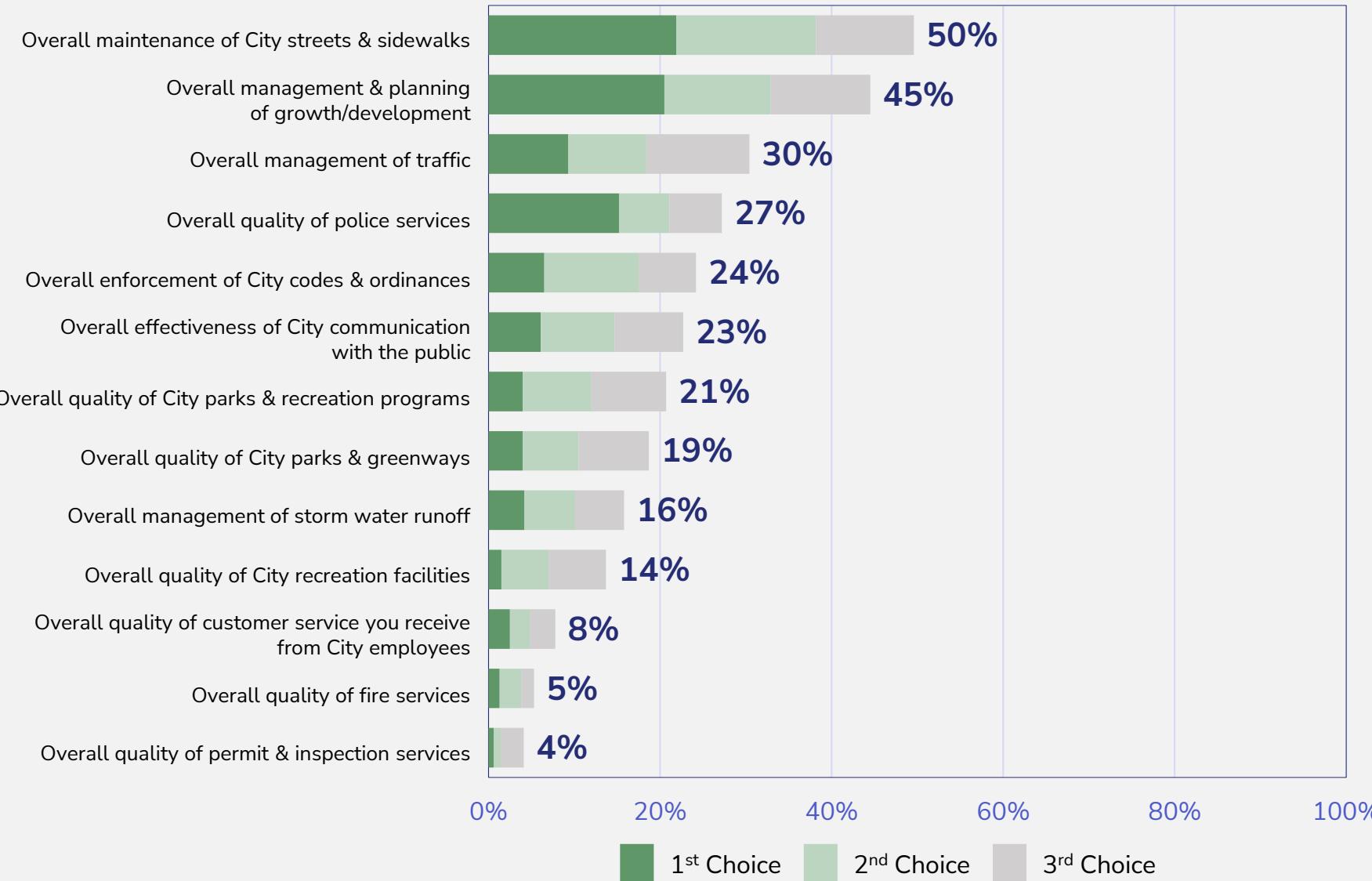
Clear top two most important items according to residents.

Top Two

- Maintenance of Streets – 50%
- Growth/Development – 45%

Q3. Major Services You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

by percentage of respondents who selected the item as one of their top three choices



Major Services: Priorities for Investment

Using ETC's Importance-Satisfaction Rating, two items received scores of "very high" priority for the City of Goldsboro:

1. Overall Maintenance of City Streets and Sidewalks
2. Overall Management and Planning of Growth/Development

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall maintenance of City streets & sidewalks	50%	1	21%	13	0.3938	1
Overall management and planning of growth/development	45%	2	25%	12	0.3355	2
High Priority (IS .10-.20)						
Overall management of traffic	30%	3	35%	7	0.1970	3
Overall enforcement of City codes & ordinances	24%	5	27%	11	0.1779	4
Overall effectiveness of City communication with the public	23%	6	35%	6	0.1469	5
Overall quality of police services	27%	4	54%	3	0.1259	6
Overall quality of City parks and greenways	19%	8	41%	5	0.1096	7
Overall management of storm water runoff	16%	9	32%	10	0.1078	8
Overall quality of City parks and recreation programs	21%	7	49%	4	0.1052	9
Medium Priority (IS <.10)						
Overall quality of City recreation facilities	14%	10	34%	8	0.0904	10
Overall quality of customer service you receive from City employees	8%	11	55%	2	0.0348	11
Overall quality of permit and inspection services	4%	13	32%	9	0.0279	12
Overall quality of fire services	5%	12	80%	1	0.0104	13

Public Safety

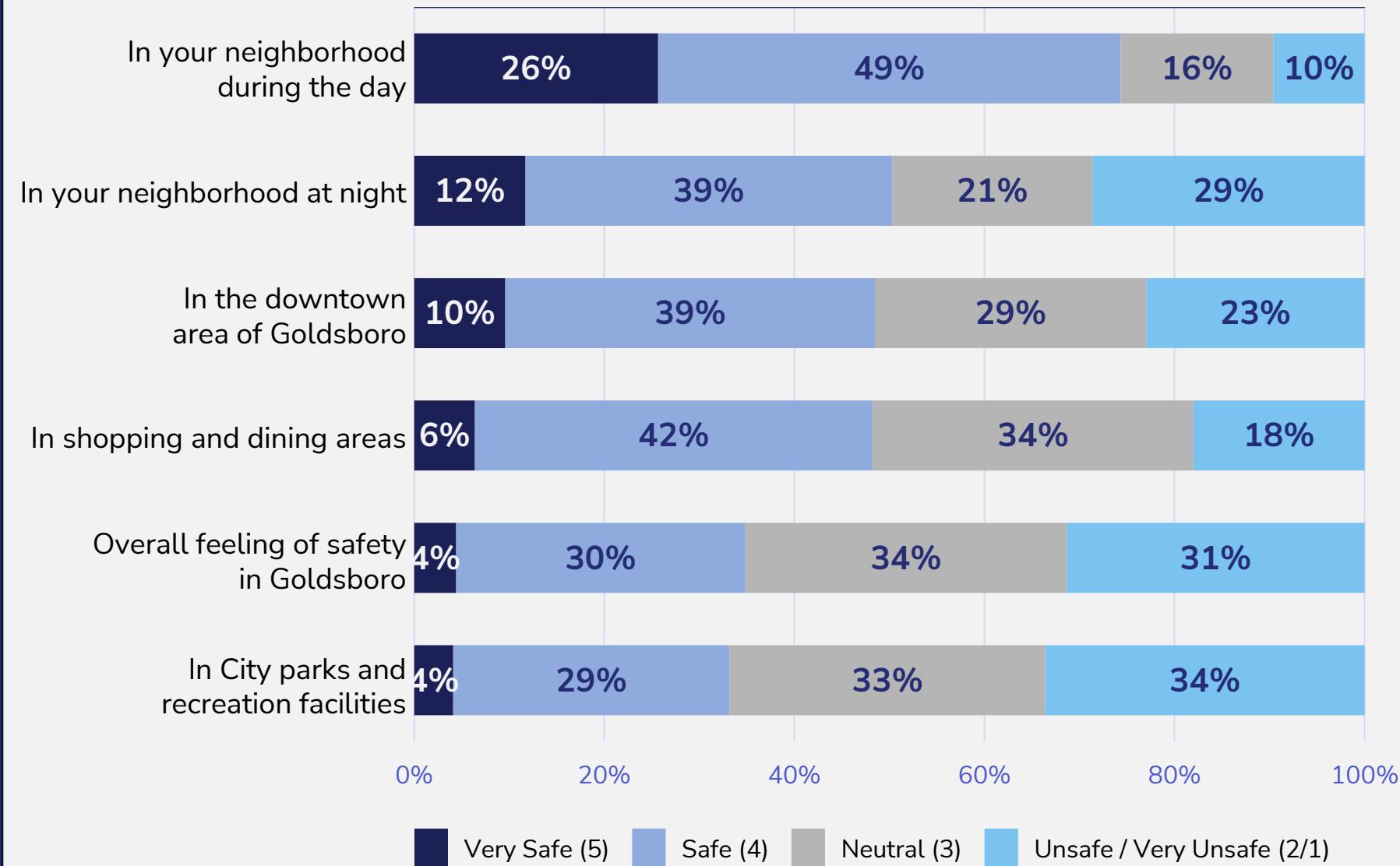


Perceptions of Safety

No surprises to see respondents feeling the safest in their neighborhood during the day. Also, not shocking to see the decrease at night.

Q7. Perceptions Of Safety

by percentage of respondents (excluding don't know)



Police Services

Top Areas

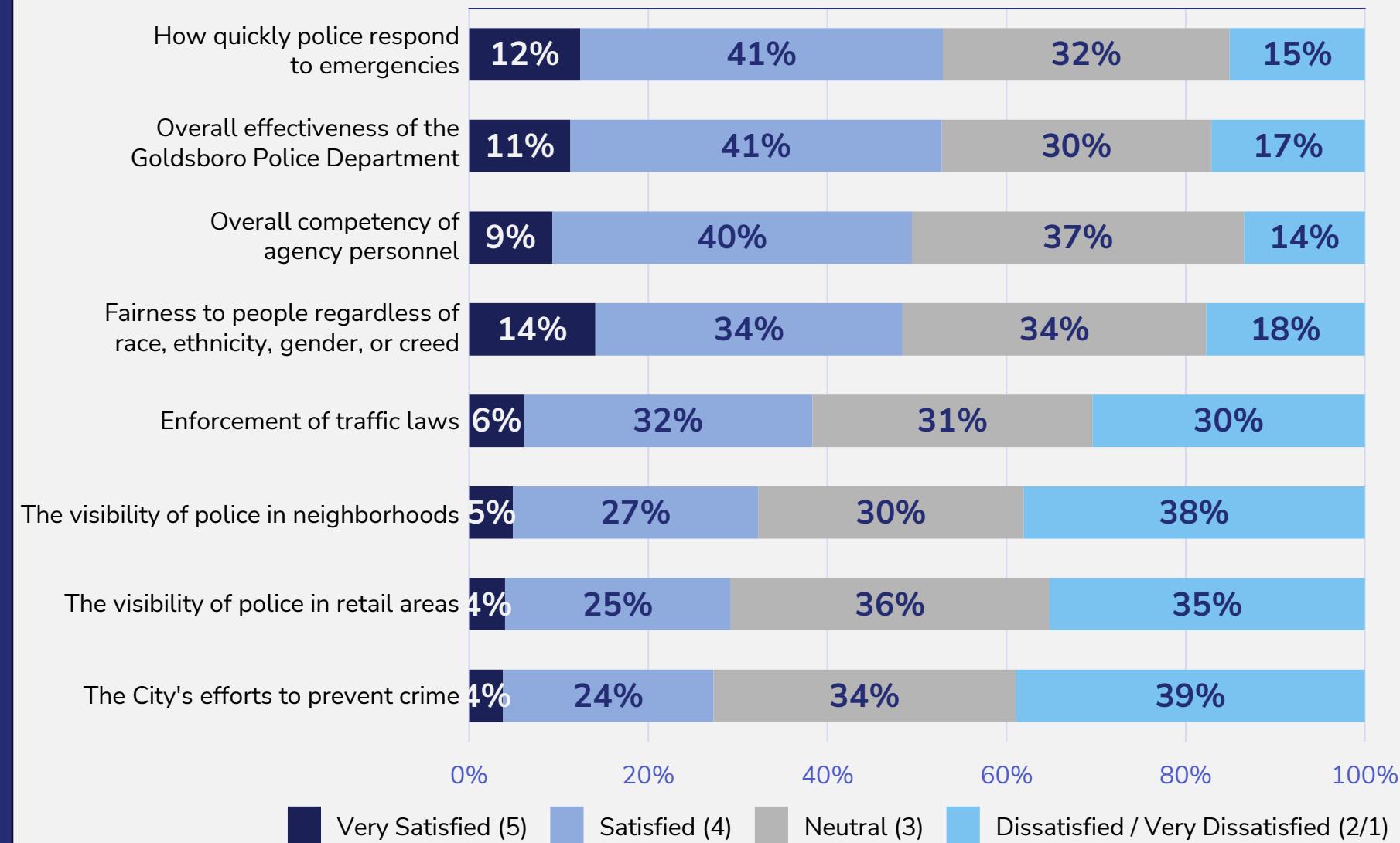
- Response times – 53%
- Overall Effectiveness – 53%
- Overall Competency – 50%

Bottom Areas

- Visibility of Police – 29%
- Efforts to prevent crime – 27%

Q8. Satisfaction With Police Services

by percentage of respondents (excluding don't know)

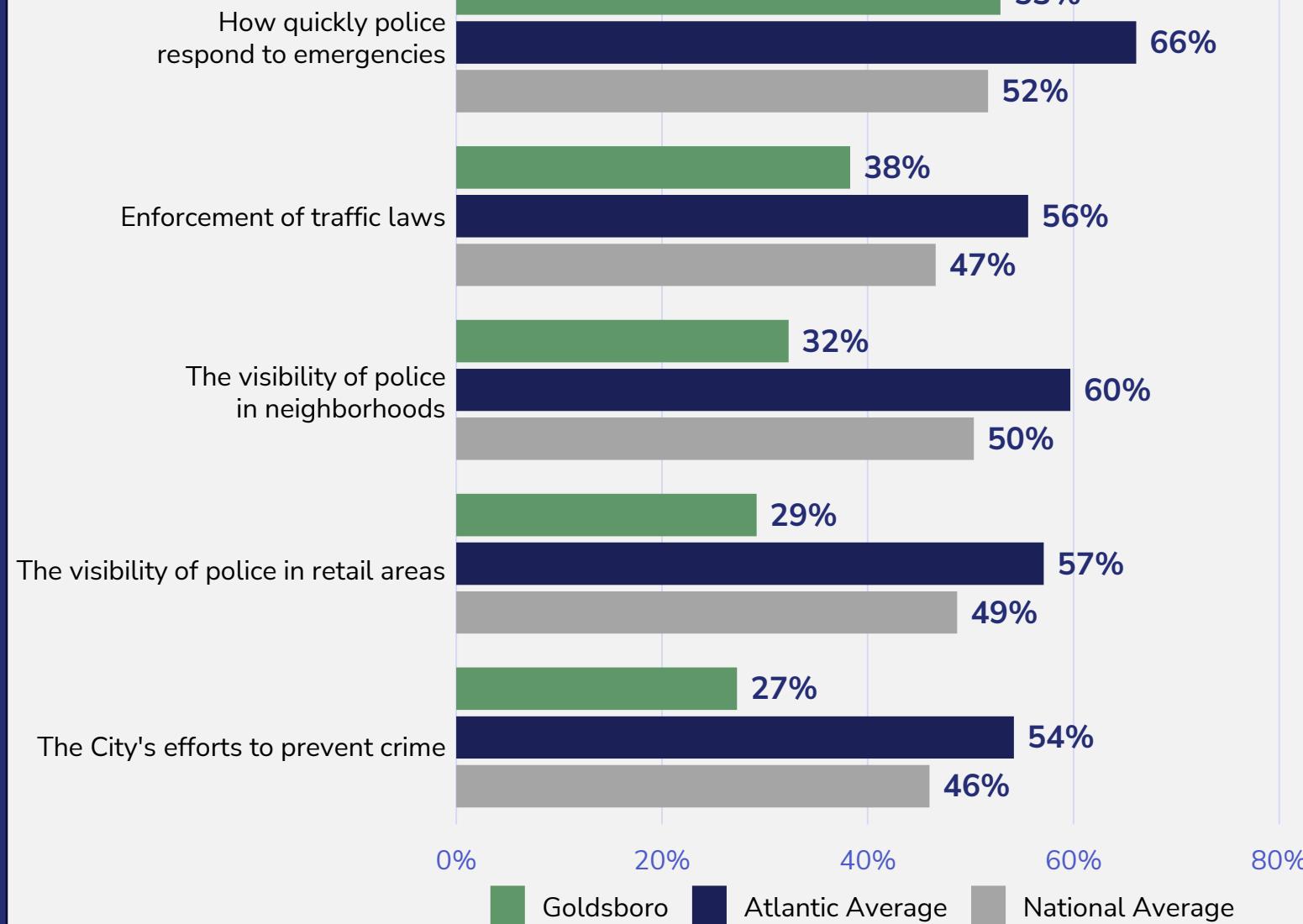


Police Services: Benchmarking

How quickly police respond to emergencies is on par with the national average.

Q8. Police Services

Goldsboro vs. Atlantic Average vs. National Average

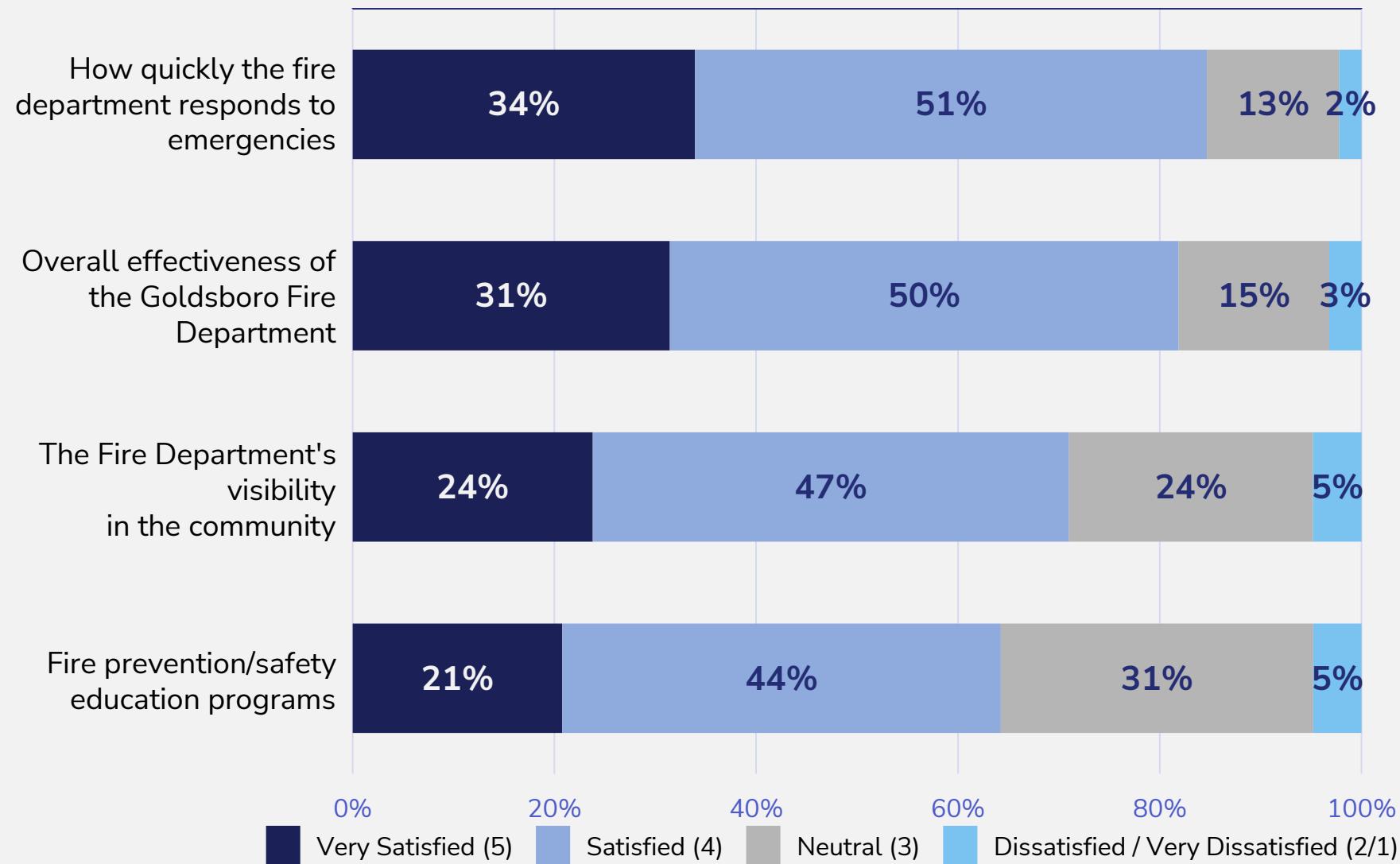


Fire Services

All the areas assessed received satisfaction scores above 50%. **Fire Services** received some of the highest scores on the survey.

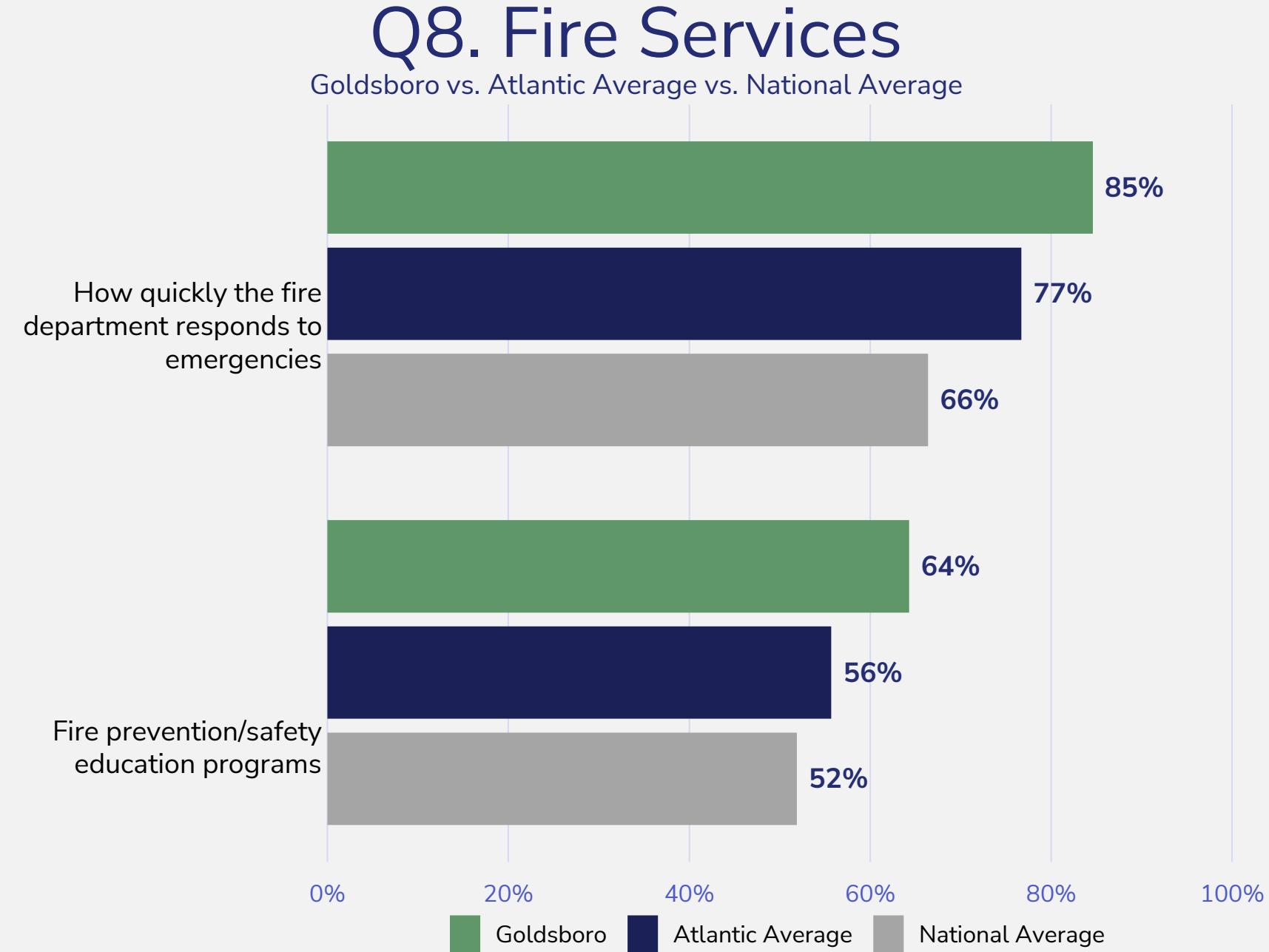
Q8. Satisfaction With Fire Services

by percentage of respondents (excluding don't know)



Fire Services: Benchmarking

In the areas that could be benchmarked, Fire Services in Goldsboro are leading the way when compared to the regional and national averages.



Public Safety: Priorities for Investment

Using ETC's Importance-Satisfaction Rating, the Public Safety items that Goldsboro should focus on to improve resident satisfaction are:

1. The City's efforts to prevent crime
2. The visibility of police in neighborhoods
3. The visibility of police in retail areas

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
The City's efforts to prevent crime	62%	1	27%	12	0.4486	1
The visibility of police in neighborhoods	49%	2	32%	10	0.3331	2
The visibility of police in retail areas	30%	4	29%	11	0.2089	3
<u>High Priority (IS .10-.20)</u>						
Overall effectiveness of the Goldsboro Police Department	34%	3	53%	6	0.1618	4
Fairness to people regardless of race, ethnicity, gender, or creed	27%	5	48%	8	0.1414	5
Enforcement of traffic laws	23%	7	38%	9	0.1407	6
Overall competency of agency personnel (e.g., officers, staff members, & leadership)	26%	6	50%	7	0.1303	7
<u>Medium Priority (IS <.10)</u>						
How quickly police respond to emergencies	15%	8	53%	5	0.0725	8
Fire prevention/safety education programs	6%	9	64%	4	0.0218	9
The Fire Department's visibility in the community	3%	10	71%	3	0.0084	10
Overall effectiveness of the Goldsboro Fire Department	2%	11	82%	2	0.0044	11
How quickly the fire department responds to emergencies	2%	12	85%	1	0.0035	12

City Maintenance



City Maintenance

Top Areas

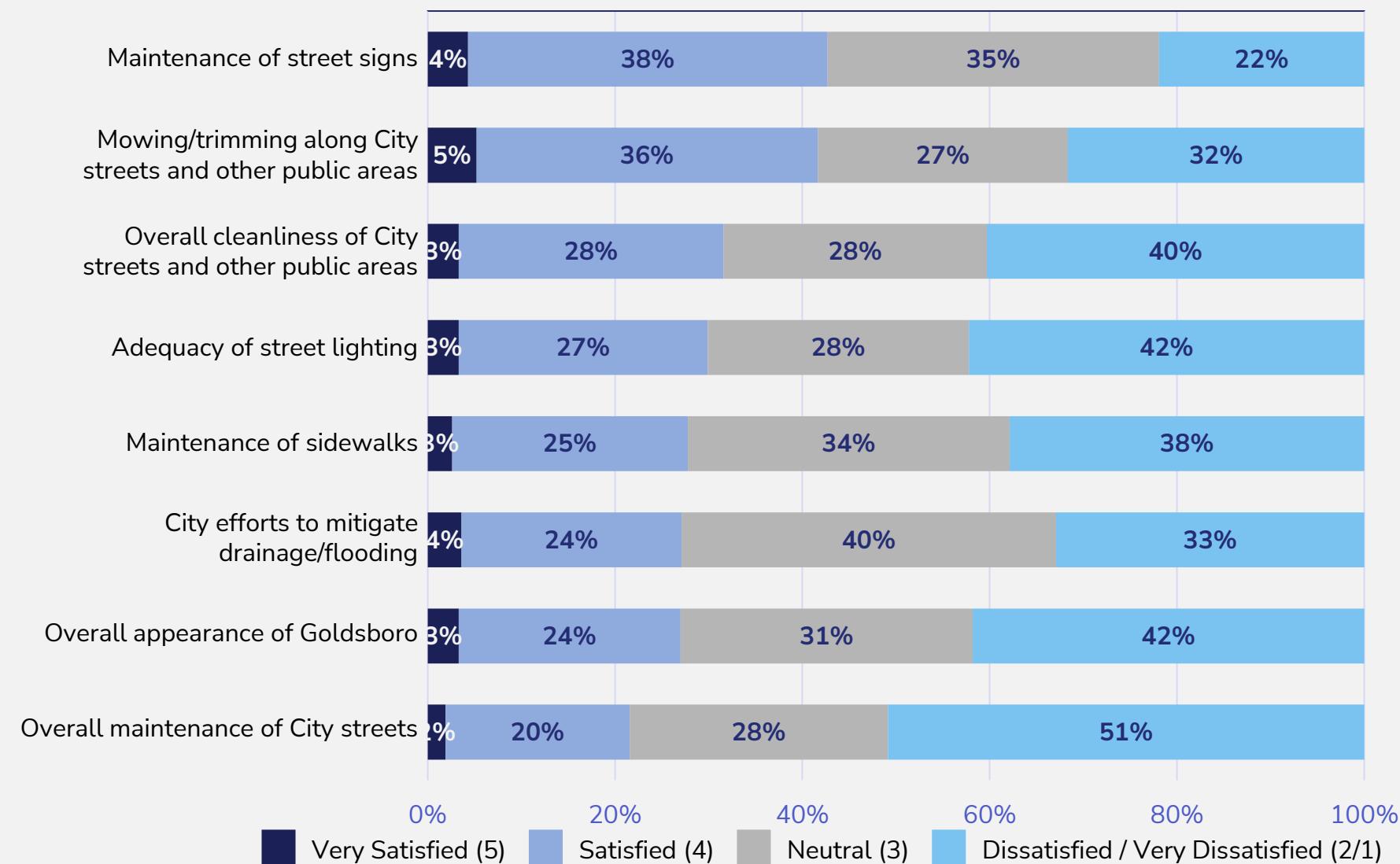
- Street Signs – 43%
- Mowing/Trimming – 42%
- Cleanliness of Streets – 32%

Bottom Areas

- Overall Appearance – 27%
- Maintenance of City Streets – 22%

Q11. Satisfaction With City Maintenance

by percentage of respondents (excluding don't know)

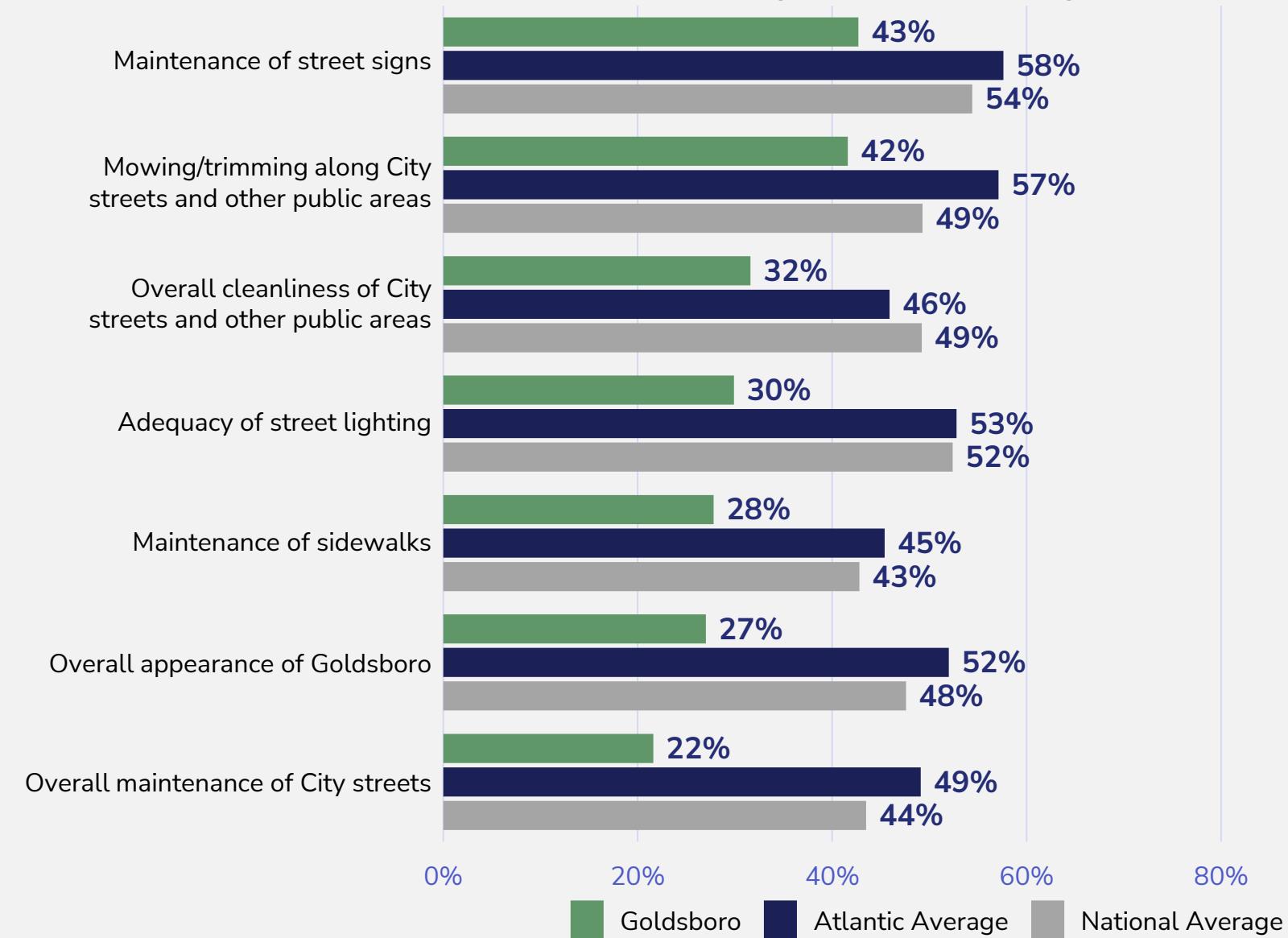


City Maintenance: Benchmarking

Goldsboro is lagging the national and regional benchmarking in City Maintenance, but this provides an opportunity for the City.

Q11. City Maintenance

Goldsboro vs. Atlantic Average vs. National Average



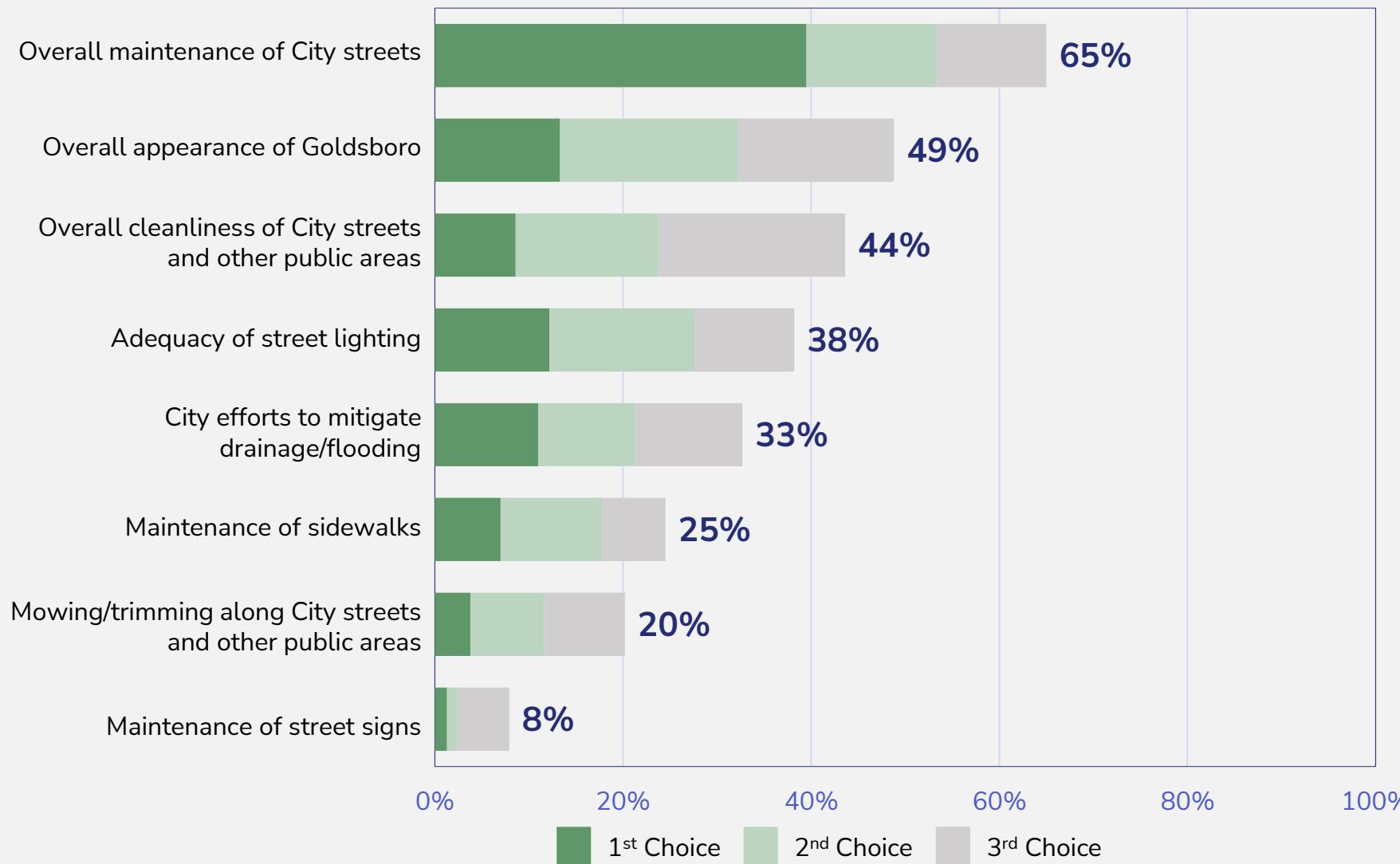
City Maintenance: Importance

There was a clear top choice among residents:

- Maintenance of City Streets

Q12. City Maintenance Services You Think Should Receive The Most Emphasis From City Leaders Over The Next Two Years?

by percentage of respondents who selected the item as one of their top three choices



City Maintenance: Priorities for Investment

With the low satisfaction scores, it was no surprise to see that five items on the survey received a “very high” priority ratings.

1. Maintenance of City Streets
2. Overall appearance of Goldsboro
3. Cleanliness of City streets and other public areas
4. Adequacy of street lighting
5. City efforts to mitigate drainage and flooding

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Overall maintenance of City streets	65%	1	22%	8	0.5096	1
Overall appearance of Goldsboro	49%	2	27%	7	0.3562	2
Overall cleanliness of City streets & other public areas	44%	3	32%	3	0.2982	3
Adequacy of street lighting	38%	4	30%	4	0.2678	4
City efforts to mitigate drainage/flooding	33%	5	27%	6	0.2384	5
<u>High Priority (IS .10-.20)</u>						
Maintenance of sidewalks	25%	6	28%	5	0.1769	6
Mowing/trimming along City streets & other public areas	20%	7	42%	2	0.1180	7
<u>Medium Priority (IS <.10)</u>						
Maintenance of street signs	8%	8	43%	1	0.0453	8

City Communication

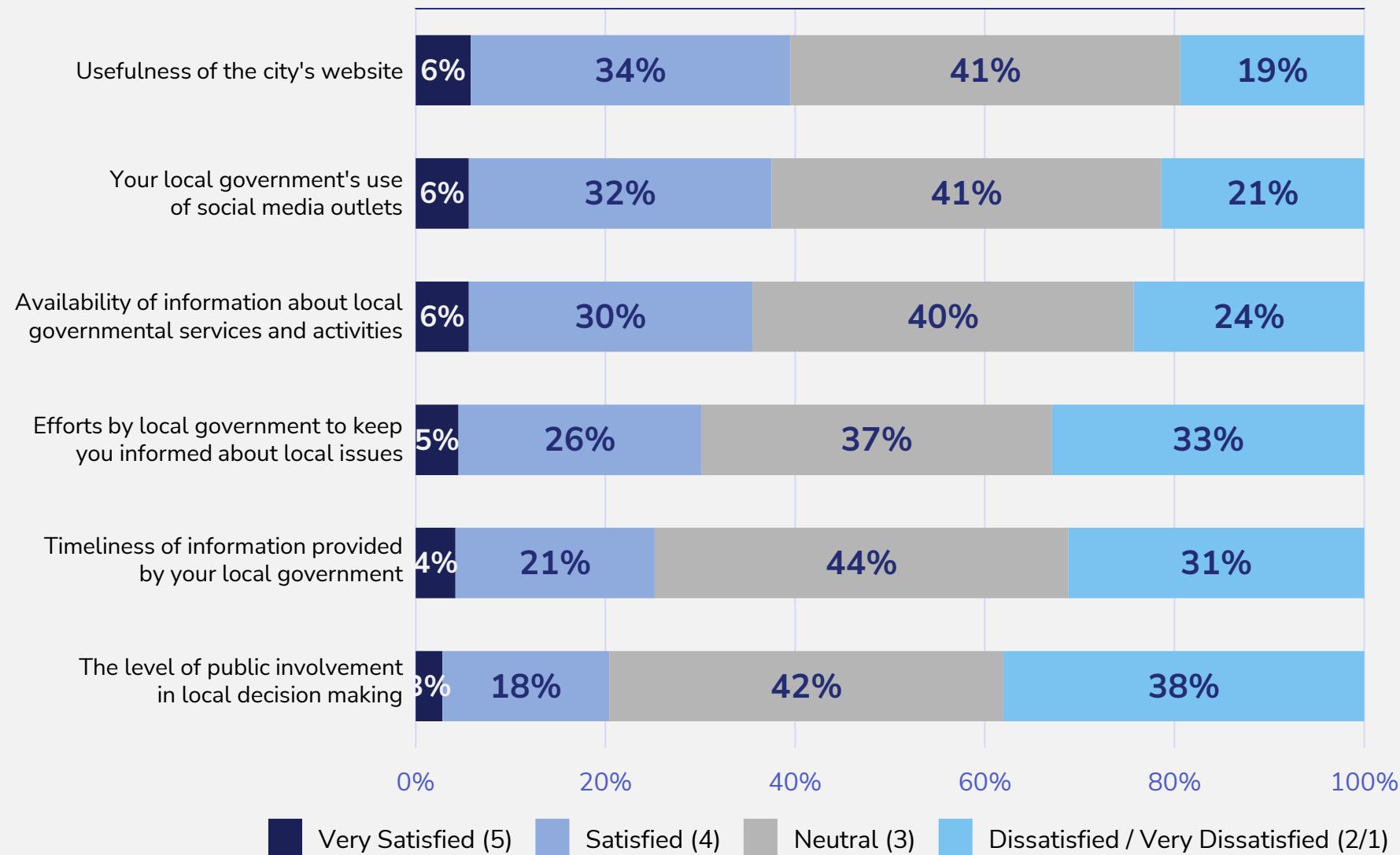


City Communication

The high neutral ratings with City communication indicate that there is an opportunity for the City to continue to raise awareness around these items to the public.

Q23. Satisfaction With Communication

by percentage of respondents (excluding don't know)

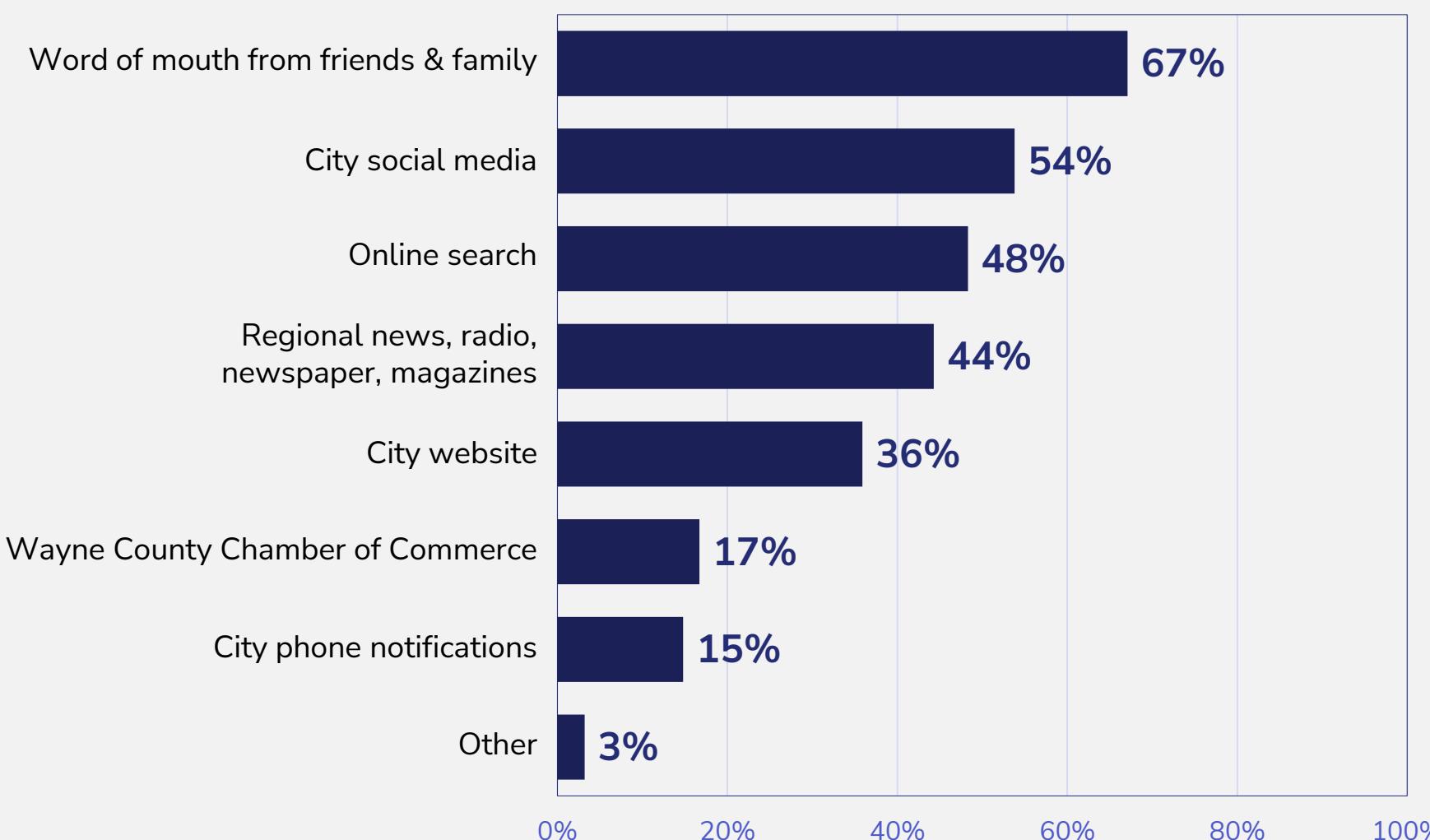


Where do you currently get information?

One of the reasons for the high neutral ratings is that currently, respondents are currently getting information from friends and family.

Q25. All The Ways You Learn About Goldsboro Programs, News, Activities, And Events.

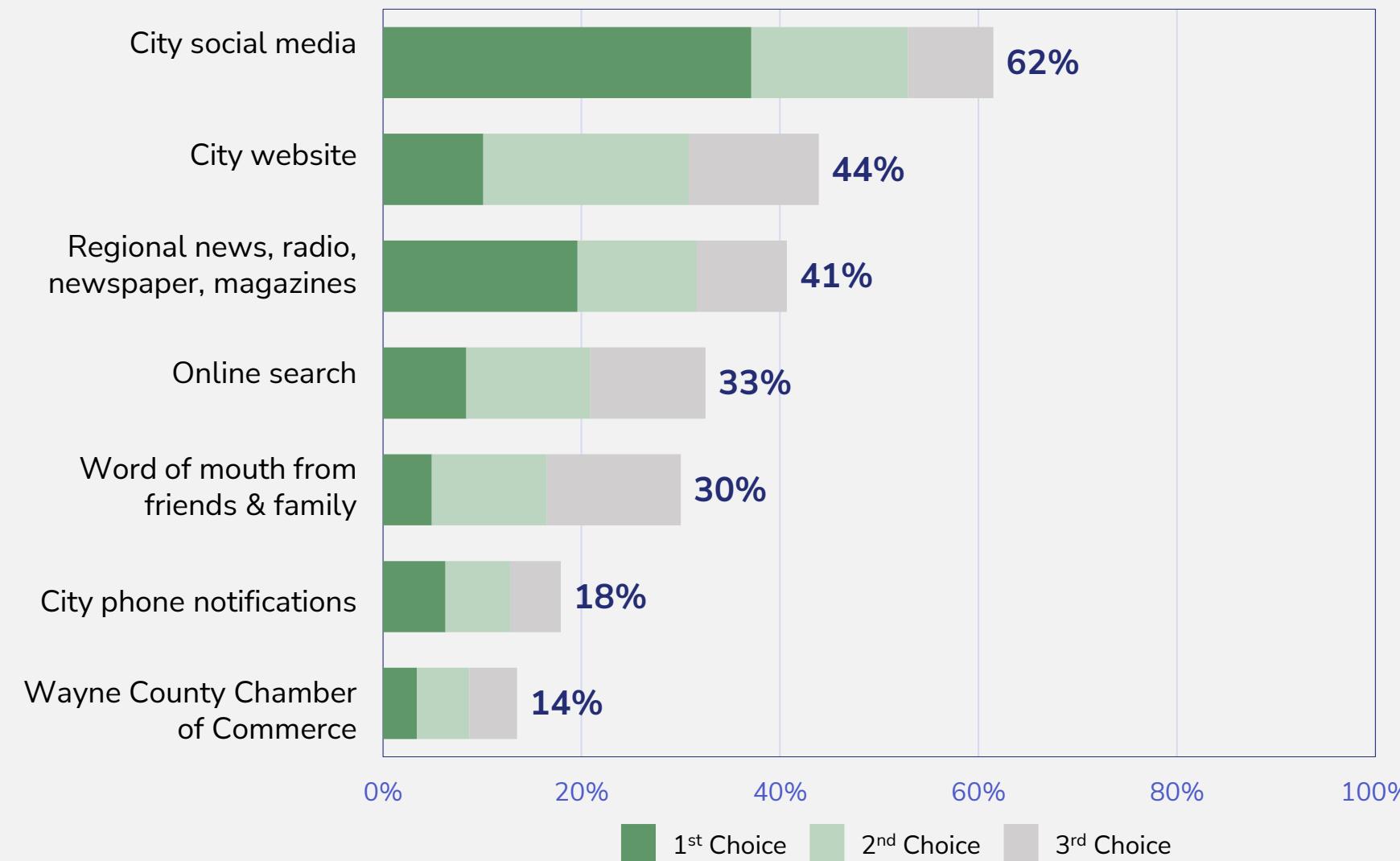
by percentage of respondents (multiple selections could be made)



Where do you prefer to get information?

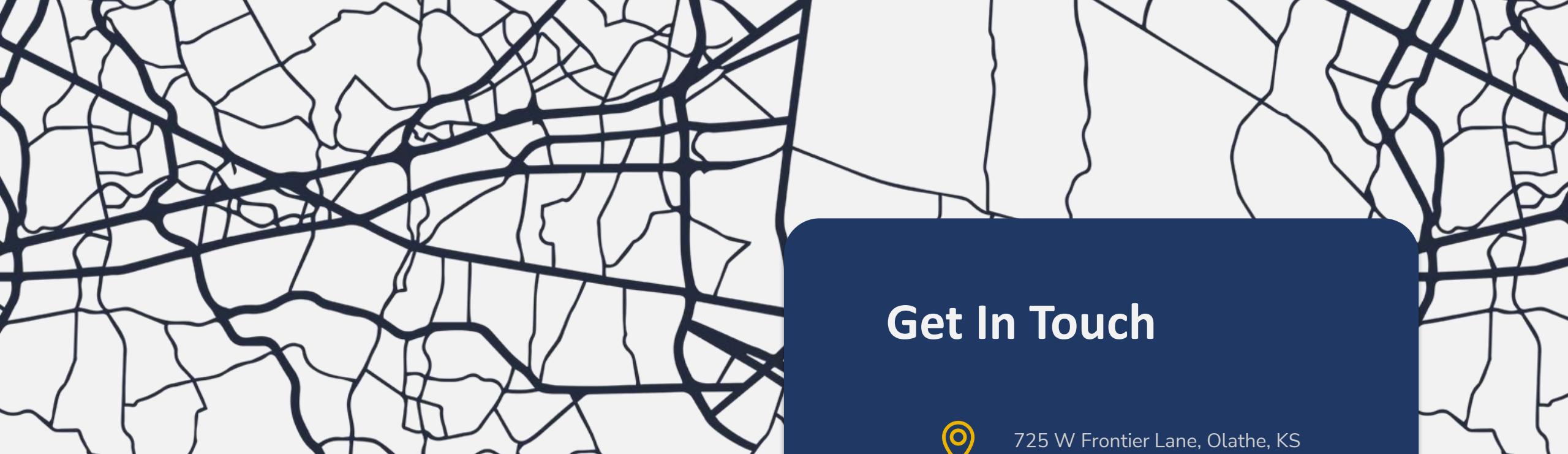
Residents want to receive information about the City from the City. This is an opportunity for the City to align with these preferences and improve resident satisfaction.

Q26. Which Three Of The Sources From The List In Question 25 Do You Most Prefer To Use To Learn About Town News, Events, Programs, Or Activities?
by percentage of respondents who selected the item as one of their top three choices



Summary and Next Steps

- Downtown Goldsboro is highly rated by Residents, but other areas received lower scores.
- Fire Services received high scores; but City maintenance was seen as an area for improvement.
- The City has an opportunity to align communication preferences to resident's preferences.
- For next steps, the City should be transparent with the results. Share them with department leaders and residents.
 - This survey should serve as a baseline for the City moving forward; Surveys should be conducted every 2-4 years to see if improvements are being made.



Questions?

Thank you!

Get In Touch



725 W Frontier Lane, Olathe, KS



816-582-0089



ETCinstitute.com



Derek.Harvey@etcinstitute.com