

**Improving the Bull City:
What Matters to Durham's Young Professionals**

A Report to the Community by Triangle Research Partners

November 2009



Know Your Community

www.TriangleResearchPartners.com

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Executive Summary

Durham is a city of passionate leaders who care deeply about community. Rooted in a rich past, the city has never been one to not speak up, take action, or be ignored. Recently, voters went to the polls, selecting their mayor and several city council seats. Durham opted to stay the course, re-electing the incumbents, and sending the message that the Bull City is content with its current leadership. Now that the election is over, Durham's elected officials are getting back to business, working hard to ensure the city's future, while attempting to address pressing needs that its diverse citizens have, and honoring their expectations.

Young professionals (ranging in age from 20-40) play a very active role in civic engagement – whether it is through their workplace, house of worship, or community organization. It is this group, made up largely of the latter Generation X and early Generation Y that are establishing not only their careers in the Bull City, but also looking to make it the best it can be. Indeed, they are the group that is beginning to take its place amongst Durham's leadership, influencing the direction that our city will take. Their voice is important and it will only continue to grow in strength.

Witnessing and participating in the growth of young professionals groups around Durham, the leadership of Triangle Research Partners decided to conduct a survey of this group – asking key questions about concerns in their neighborhoods, in the city, what elected officials should address, and what questions they had for city council. It also addressed political activity and participation. The purpose of the survey is to share with Durham's decision-makers and leaders what civic issues are not only important to young professionals, but what they wish to see addressed as a way to improve the city for all. Although this is a simple snapshot in time, it is hoped that this information will be considered alongside what other groups are engaged in, thereby strengthening the understanding of what Durham's priorities are and addressing those priorities collectively.

Neighborhood Concerns

Durham's many neighborhoods each have attributes that make them unique from one to the next. In all, 40 neighborhoods were represented in the survey and included issues such as neighborhood improvement, safety, equity in redevelopment resources, improving local schools, race relations, and affordable housing. Although responses did vary, many were focused upon a noticeable lack of community. "Who are my neighbors?" one respondent asked, while another remarked, "There is a lack of relationships between Hispanic, African-American and White professionals."

City Concerns

The top three city concerns that respondents identified were economic opportunity (job opportunities, smart growth, and sustainability), crime and safety (drugs, gangs, and improved prevention programs), and public schools (improvement, competitiveness, and disparities). One of the themes that arose throughout the city concerns was disparity. "There is a need for ongoing development, including the neglected areas of the city," noted a respondent, while another spoke of the Durham Public Schools' need for more community involvement. "We need to encourage programs to increase participation in the public school system by parents and citizens."

Top 3 concerns about the city

CITY CONCERN	INCLUDING	PERCENT RESPONDING	RANK
Economic Opportunity	Job opportunities, smart	19.5%	1

	growth, sustainability		
Crime & Safety	Drugs, gangs, improved prevention programs	18.9%	2
Public Schools	Improvement, competitiveness, disparities	12.8%	3

Issues for City Council to Address

The top three issues that respondents would like City Council to address are crime and safety (gangs, “broken window” behavior, drugs, and neighborhood safety), growth and sustainability (affordability, desire to benefit all citizens, responsible growth, gentrification, and investment in infrastructure), and public school improvement (disparities between schools, increase charter school options, and increase community involvement).

Top 3 issues for City Council to address

ISSUE	INCLUDING	PERCENT RESPONDING	RANK
Crime & Safety	Gangs, “broken window” behavior, drugs, neighborhood safety, library safety	16.5%	1
Growth & Sustainability	Affordability, desire to benefit all citizens, responsible growth, gentrification, investment in infrastructure	14.4%	2
Public School Improvement	Disparities between schools, increase charter school options, increase community involvement	10.8%	3

Questions for City Council

Completing their assessment of needs and issues in their neighborhoods and the city, respondents were asked to provide one question that they would most like to ask City Council. The 29 questions that were collected included the vision for Durham, “Where do you see Durham in the next 5-10 years” to the very specific, “What is preventing Durham from deciding that speeding in urban areas is not to be tolerated?” Like both the neighborhood and city issues respondents named, some of the primary themes of the questions included disparity, equity, and improvement.

Political Activity

Finally, young professionals were asked about political activity. The survey found that 93.1% of respondents are registered to vote in Durham County, while 61% planned to vote in the October 6 municipal primary, and 80% in the November 3 municipal election. The survey also revealed that only 5% of respondents were members of one of Durham’s three Political Action Committees (PACs) – People’s Alliance, Durham Committee on the Affairs of Black People, and Friends of Durham, and only 30% believe that those PACs’ endorsements matter when they make their decision to vote for a city council candidate.

Introduction

Durham is a city of passionate leaders who care deeply about community. Rooted in a rich past, the city has never been one to not speak up, take action, or be ignored. Recently, voters went to the polls, selecting their mayor and several city council seats. Durham opted to stay the course, re-electing the incumbents, and sending the message that the Bull City is content with its current leadership. Now that the election is over, Durham's elected officials are getting back to business, working hard to ensure the city's future, while attempting to address pressing needs that its diverse citizens have, and honoring their expectations.

Young professionals (ranging in age from 20-40) play a very active role in civic engagement – whether it is through their workplace, house of worship, or community organization. It is this group, made up largely of the latter Generation X and early Generation Y that are establishing not only their careers in the Bull City, but also looking to make it the best it can be. Indeed, they are the group that is beginning to take its place amongst Durham's leadership, influencing the direction that our city will take. Their voice is important and it will only continue to grow in strength.

Witnessing and participating in the growth of young professionals groups around Durham, the leadership of Triangle Research Partners, LLC decided to conduct a survey of this group – asking key questions about concerns in their neighborhoods, in the city, what elected officials should address, and what questions they had for city council. They were also asked about their political activity and engagement. The survey was administered electronically through the on-line tool, Survey Monkey, and was provided to young professionals throughout Durham by community listservs and social media, including Facebook, Twitter, and LinkedIn. The survey was active from late September through mid-October 2009 and, at its conclusion, 61 young professionals from 40 Durham neighborhoods responded.

This report provides the results of the survey. The purpose is to share with Durham's decision-makers and leaders what civic issues are not only important to young professionals, but what they wish to see addressed as a way to improve the city for all. Although this is a simple snapshot in time, it is hoped that this information will be considered alongside what other groups are engaged in, thereby strengthening the understanding of what Durham's priorities are and addressing those priorities collectively.

Respondents' Demographics

Respondents were asked to provide their age, ethnicity, and zip code and neighborhood of residence. The latter is included in the "Neighborhood Concerns" section of this report. Demographic questions were the only set that required an answer in the survey.

Age of Respondents

- **20-25:** 4.9%
- **26-30:** 31.1%
- **31-35:** 41%
- **36-40:** 23%

Ethnicity of Respondents

- **Asian:** 1.6%
- **Black/African American:** 16.4%
- **Hispanic/Latino:** 6.6%
- **Native American:** 0%
- **Other:** 0%
- **White/Caucasian:** 77%

Zip Code of Respondents

- **27713:** 31.1%
- **27712:** 1.6%
- **27708:** 1.6%
- **27707:** 11.5%
- **27705:** 6.6%
- **27704:** 14.8%
- **27703:** 4.9%
- **27701:** 26.2%
- **27517:** 1.6%

Neighborhood Concerns

The 40 city neighborhoods represented in the survey vary with respect to their concerns, thus they were not aggregated nor ranked. Respondents were asked to list their top three concerns for their neighborhood and those that were named twice were consolidated into the list found in Table 1. The neighborhoods are arranged by zip code and are in alpha order.

Table 1: Neighborhood concerns by zip code

ZIP CODE	NEIGHBORHOOD	NEIGHBORHOOD CONCERNS
27701	Burch/Gattis	Sidewalks and bike routes/access; Durham schools and day care funding; transportation
27701	Cleveland-Holloway	Neighborhood improvement while keeping rental homes and process affordable; abandoned homes; historic renovations
27701	Downtown	Balancing affordability with development; education; economic development that helps all economic income classes and not just the wealthy suburbs
27701	Duke Park	Safe neighborhood; financial attention being paid to parks; clear and easy walkways; community; enforcing traffic laws; schools; continuing downtown revitalization
27701	Duke Street	Safety; education for the youth; togetherness
27701	East Durham	Welfare enabling people to stay at home instead of finding ways to become entrepreneurial; drugs should be legalized so gangs lose their purpose; Latinos should be welcomed and invited to the process
27701	Golden Belt/Edgemont	Safety/police presence; maintenance of city services – roads, storm water, etc.; economic development to bring in businesses
27701	Old North Durham	Safety; development; poverty; traffic issues (particularly speeders); recreational areas and facilities (the neighborhood and adjoining neighborhoods in which I live has the least amount of recreational areas and facilities for families and children; more available amenities needs: grocery stores, restaurants, etc. in walking distance

27701	Trinity Park	Crime; poor quality of streets and sidewalks; affordable housing; traffic control; supporting local business; economic development; public safety; walking/bike friendly
27701	Walltown	“Broken-window” behavior – littering, barking dogs, etc.; drug-pushing loiterers; lack of speed-control measures
27703	Grove Park	Public schools (EOG low scores); roads (need a stop light on Hwy 98, separating Grove Park); variety in shopping centers (only have Food Lion close by)
27703	Oak Grove	#1 by far is safety for Durham residents. There are not enough Deputy Sheriffs on patrol in Durham County. It’s a complicated task to recruit for Deputy’s when the salary is so low they have to work two full time jobs just to make ends meet. Deputies & City Police salaries and benefits should match. Durham City Police officer salaries are higher and lower cost benefits; traffic is a concern in my neighborhood. Sherron Road is like a major highway. Motorists run 70 and 80 mph to reach RTP and having to cross the street to obtain my mail is a major hazard
27703	Taylor Estates	Appropriate growth around my neighborhood. It is so busy with cars; there are no good retail, restaurants or grocery stores that can be gotten to easily
27704	Broad Street	Better pedestrian considerations/ safety on the street; more bus shelters at bus stops; continued/ sustaining of current police efforts to patrol & keep things safe
27704	Carver Pond Apartments	Safety; environment; community involvement
27704	Colonial Village	Lack of relationships between Hispanic, African-American & White professionals; perception that crime is a major problem (some of that is racism); Poor commercial district at Club and Roxboro (not walkable, need variety of businesses that provide

		key services and goods
27704	North East Durham	Whether my HOA dues are worth it; who are my neighbors?
27704	North Pointe Commons Apartments	Safety, safety, safety!
27704	Northgate Park	Crime and safety; parks and recreation renovations; lack of sidewalks
27705	Hillandale/Croasdaile	Drug sales; property values; convenient services
27705	Northwest Durham	Poor street conditions; lack of sidewalks; unpaved streets
27705	Spring Valley	Poor street conditions; lack of sidewalks; needs of suburban areas are ignored while trendy in town neighborhoods get recreation centers and traffic calming
27705	Walltown	Boarded-up houses; young people dealing drugs; maintaining diversity
27707	Five Oaks	Resale value; don't get me started about the HOA; transportation; safety
27707	Forest Hills	Crime; taxes; property values
27707	Hope Valley	How much do my neighbors volunteers; how much do my neighbors engages across race lines; how much do my neighbors financially support great charities?
27707	Lakewood	Encouraging diversity and a welcoming atmosphere for everyone; economic opportunity for everyone in my neighborhood; reduction of crime
27707	South Durham	Upkeep of the structures (I live in a town home); crime
27707	Valley Run	Transportation (access, frequency, bike-readiness); economic development; safety
27708	Duke	Walkable streets
27712	Autumn Ridge	Crime; youth recreation
27713	Copper Creek	Lack of community – we need more ways for us to get together as neighbors, perhaps participate in the next National Night Out; lack of sidewalk access to the closest bus stop on Alston Ave.; speeding – we really need speed bumps; home values; safety;
27713	Grandale	Safety; lack of good schools; overdevelopment of nearby wooded areas
27713	Hope Valley Farm	Growth planning; safety; traffic;

		quality of schools; economic development; road maintenance; property values; crime
27713	Parkwood	More recreational space in the strip mall; needs to remain a fairly secure neighborhood through reimplementation of a Neighborhood Watch; needs to maintain it's diversity
27713	Penrith	Crime; civility; appearance
27713	Southpoint	Safety (crime prevention); effective city services; community building; availability of mass transit; equity (city and countywide) in redevelopment resources; green development and sustainability of resources
27713	South Alston Avenue	Safety; clean/energy efficiency; parks/sidewalks
27713	South Durham	Neighborhood improvement; crime rates (burglary); the cost of housing is high in this area
27713	Woodcroft	Crime (there have been several break-ins recently); poorly maintained roads (many need repaving); speeding on residential streets; responsible HOA (keep Woodcroft attractive)
27517	Finley Forest	Amenities; sustainability; proximity to fun spaces

City Concerns

Respondents were asked to list the top three concerns that they have about the city. The list was aggregated and ranked based upon the percent of respondents who answered the question. Overall, the top three concerns that respondents have about the city are: economic opportunity, crime & safety, and public schools. The specific elements of each are included in Table 2 below, as well as the remaining list in rank order. Respondents also provided comments detailing their concerns. Select quotes are listed below following Table 1.

Table 2: Top city concerns

CITY CONCERN	INCLUDING	PERCENT RESPONDING	RANK
Economic Opportunity	Job opportunities, smart growth, sustainability	19.5%	1
Crime & Safety	Drugs, gangs, improved prevention programs	18.9%	2
Public Schools	Improvement, competitiveness, disparities	12.8%	3
Transportation	Improved infrastructure, access, controlled traffic	7.9%	4
Downtown Development	Revitalization, small business growth, gentrification	6%	5
Diversity	Racism, classism, socio-economic divide	4.2%	6
City Image	Making Durham more attractive	4.2%	6
Affordable Housing	Opportunities, improvement, maintenance of rentals	3.6%	7
Environment	Water, recycling	3.6%	7
Poverty	Homelessness	3%	8
Size of Government	Too many programs, inefficiency, corruption	2.4%	9
Streets and Sidewalks	Condition, infrastructure, access	2.4%	9
At-Risk Youth	Mentoring, after-school programs	2.4%	9
Parks and Recreation	Infrastructure, improved programs	1.8%	10
Financial Matters	High tax rates	1.8%	10
Support of Small Businesses	Barriers to entrepreneurship	1.2%	11
Abandoned Houses	Neighborhood development around	1.2%	11
Better Government Leadership	Goals, key issues	1.2%	11
Volunteerism	Philanthropy, support of charities	1.2%	11

Selected quotes about city concerns:

- “Need for ongoing development, including the neglected areas of the city.”
- “Lack of serious leadership on key issues – dilution of leadership. I don’t see people standing up, making a visionary goal, and putting their weight behind it.”
- “How are Durham’s citizens volunteering and financially supporting great charities?”
- “Better efforts to increase corporation tax by helping business.”
- “Concern about the use of money going to contracts in which the government officials have ties to the particular business.”
- “We don’t have enough sidewalks and I am tired of seeing young school children walking along busy streets.”
- “We need to improve programs for at-risk youth!”
- “I am in favor of a landlord registry.”
- “Continuing the “greening” of Durham like our recent recycling improvement.”
- “Poverty in pockets of developments.”
- “The liberal white folks who have regressive policy ideas and justify them with supposedly liberal reasons, ex. Policies against panhandling for “safety” reasons.”
- “Durham needs to have more attractions for children and adults...things to do!”
- “Concern that the community will not support increased funding for transit.”
- “I am concerned that downtown development won’t continue in the successful manner that it has.”
- “Encourage programs to increase participation in public school system by parents and citizens.”
- “Economic development that helps all economic income classes and not just the wealthy suburbs.”
- “I want to get more Durham police officers trained and out on the streets.”

Issues for City Council to Address

Respondents were asked to list the top three issues that they would like to see City Council address. The list was aggregated and ranked based upon the percent of respondents who answered the question. Overall, the top three issues that respondents would like to see City Council address are: crime & safety, growth & sustainability, and public school improvement. The specific elements of each are included in Table 3 below, as well as the remaining list in rank order.

Table 3: Top issues for City Council to address

ISSUE	INCLUDING	PERCENT RESPONDING	RANK
Crime & Safety	Gangs, “broken window” behavior, drugs, neighborhood safety, library safety	16.5%	1
Growth & Sustainability	Affordability, desire to benefit all citizens, responsible growth, gentrification, investment in infrastructure	14.4%	2
Public School Improvement	Disparities between schools, increase charter school options, increase community involvement	10.8%	3
Transportation	Create alternative options, better access, improvement, planning	8.6%	4
Environment	Continue “greening” of Durham, water supply, environmental responsibility, stewardship	7.2%	5
Downtown Development	Empty buildings, vibrancy, responsible growth, attract more businesses, building preservation	6.5%	6
Streets & Sidewalks	Improve, better infrastructure (lights, signals, signs), access, cycle friendly	5%	7
Economic Opportunity	Job creation	3.6%	8
Affordable Housing	Improve, better maintenance, landlord registry	2.9%	9
Poverty	Marginalized families, improving and/or eliminating programs	2.9%	9
Parks & Recreation	Building new community centers in less affluent areas, more	2.9%	9

	parks, more programming options		
Image	Appearance, establishing plan with measurable goals	2.9%	9
At-Risk Youth	Increase and improve programs	2.2%	10
Taxes	Lower taxes, increase corporation tax by helping businesses, accountability from government	1.4%	11
Traffic	Reduce, improve infrastructure	1.4%	11
Good Government	Leaders who address our concerns, “real” people for Durham	1.4%	11
Volunteerism & Philanthropy	Increasing volunteering and philanthropy	1.4%	11
Hiring Police & Teachers	Hiring great police and teachers, improving salaries	1.4%	11
Social Programs	Creating support programs for ex-felons, supporting current social programs, ending programs that don’t work	1.4%	11
Supporting a Creative Class	Increasing opportunities	0.7%	12
Improving Police Response Times	Improving response times	0.7%	12

Questions for City Council

Respondents were asked to list the one question that they would most like to ask City Council. The 29 questions that were collected are listed immediately below in random order.

1. What are your plans to address all of the issues using the limited tax resources Durham has?
2. What is preventing Durham from deciding that speeding in urban areas is not to be tolerated?
3. You should be finding ways to get the government out of people's lives, yet you constantly work to give yourselves more responsibility and power. What would convince you to give this up?
4. I know the squeaky wheel gets the grease, but can we work towards a more even effort when monies are distributed on projects across the city in the various different neighborhoods?
5. Where do you see Durham in the next 5-10 years?
6. Why are you even considering giving money to the Moke jazz club?
7. If Durham is in a budget crisis, then why did they spend the money on the old Durham Bulls stadium and not increase the Durham law enforcement salaries or provide them with better equipment to clean up crime in Durham? I thought Durham City/County government wanted to improve the image of Durham. The only way to do that is to let law enforcement clean it up. Why did we spend the money on somewhere else to have gang shootings, fights, etc.?
8. What does the group collectively envision for Durham in the next five years? Economically, politically, geographically?
9. How will you hold yourselves and other city entities accountable?
10. Why does Durham have so many poorly maintained streets and parks, and so many unpaved streets?
11. Why is shaving a penny or two off the tax rate more important than fixing Durham's streets, sidewalks, and parks?
12. Why are so many slumlords and absentee landlords allowed to continue their practices in Durham?
13. Why aren't you doing more to encourage Durham residents to volunteer?
14. When are things going to improve with the economy so the city and county can hire again?
15. What are you doing to improve constituent and outside impressions about Durham?

16. When will we begin to invest more into education than the penal system (don't build a new jail when our schools don't have enough resources)?
17. What is your realistic view of where Durham's school system will be in 10 years?
18. Why are the schools so overcrowded?
19. Why should I vote for you?
20. How is the money spent bettering the city instead of a select group of middle and higher income residents?
21. Can the city be improved by incorporating stores that are open late, with proper police or citizen supervision? For example, downtown is getting better but there should be coffee houses and more places open until approximately 11pm. No downtown area is made better by just a few scattered restaurants like in the tobacco area. It needs to have an entire neighborhood where people feel safe beyond bank hours.
22. Is there an actual plan for the city?
23. Are you looking out for Durham or looking out for you?
24. In what way can we change policy to ensure sidewalks become a city responsibility and not left to individual neighborhoods?
25. How do you prioritize which areas or issues to focus on and the rationale behind it?
26. How can citizens assist you in getting your job done?
27. As a teacher at DTCC, I have noticed that too many recent Durham public school graduates are testing into remedial math, reading, and writing. What can I do about the public schools pumping out below average students like it's a factory farm?
28. How do increase oversight with police administration?
29. What is your plan to get the Durham public schools on track and what can I do to help?

Political Activity

Respondents were asked about voter registration, plans to vote in both the municipal primary and election, whether or not they were a member of one of Durham's Political Action Committees (PACs), and whether or not PAC endorsements mattered in their decision to vote for a particular city council candidate. Table 4 below is the complete list of answers respondents provided as to whether PAC endorsements influenced their vote for a city council candidate.

Are you registered to vote in Durham County?

- Yes: 93.1%
- No: 6.9%

Do you plan to vote in the October 6 Durham Municipal Primary Election?

- Yes: 61%
- No: 22%
- Undecided: 16.9%

Do you plan to vote in the November 3 Municipal Election?

- Yes: 80%
- No: 6.7%
- Undecided: 13.3%

Are you a member of one of Durham's three Political Action Committees? (People's Alliance, Durham Committee on the Affairs of Black People, Friends of Durham)

- Yes: 5%
- No: 95%

As a young professional (age 40 and under), do endorsements from Political Action Committees (People's Alliance, Durham Committee on the Affairs of Black People, and Friends of Durham) matter when making your decision to vote for a city council candidate?

- Yes: 30%
- No: 70%

Table 4: Do endorsements matter when making your decision to vote for a city council candidate?

Yes	No
<p>“Yes, but I think they have too much influence and the power lies in the hands of too few on those groups.”</p> <p>“To some extent, but I also consult friends, neighbors, The Independent.”</p> <p>“Yes, I look NEGATIVELY on the endorsements of the Durham Committee, as their positions tend to be divisive and not in consideration of what is best of the future of all of Durham.”</p> <p>“Yes, but mostly only if I know something about the group or know members of it.”</p> <p>“Yes, it shows the beliefs and values the committee endorses.”</p> <p>“Yes, people in those groups are more in-the-know about what’s really happening and their endorsements represent research and analysis that I don’t have as much time to do; that is why endorsement is valuable to me from groups I identify with and which have goals I believe in.”</p> <p>“Yes. I read various endorsements when making my decision. I’ve read the questionnaires posted on the People’s Alliance website and found them very helpful.”</p> <p>“Yes, because I feel they have thoroughly reviewed the candidates before endorsing.”</p> <p>“Yes. I don’t have the time to fully vet all the candidates, so I appreciate that the PACs do that. Since my views tend to align with a particular PAC, that helps inform my decision.”</p> <p>“Yes because I feel I don’t have the time (or don’t want to invest the time) investigating candidates and issues thoroughly. I don’t necessarily vote according to anyone’s endorsement, but I pay attention to endorsements.”</p>	<p>“No, I don’t trust PACs. I do read candidate answers to surveys, but if I’m looking at endorsements for guidance, I’ll look to people I know and/or the Independent Weekly.”</p> <p>“I pay attention to what they say and it is of interest, but plays little role in my decision-making.”</p> <p>“No, they don’t represent me. They’re more about tokenism than good governance.”</p> <p>“I’m following the person, not the endorser... for some I guess it matters.”</p> <p>“No, I view the PACs as offering a narrow-minded perspective on a set of issues that does not line up with my viewpoint so their endorsements are not helpful.”</p> <p>“No, I vote on issues, and those issues may not coincide with the different organization’s agendas.”</p> <p>“It is useless to vote. Other forms of political action have much greater return to effort. PACs are just special interest groups working to give themselves more privileges at the expense of others.”</p> <p>“No. I don’t vote based on endorsements. I vote on how the candidate represents themselves, and what they portray their beliefs and priorities to be.”</p> <p>“Not really. I would like to make my own decision.”</p> <p>“No, it wouldn’t sway my decision either way. I tend to look at the credentials, and the platform the council candidates are running on.”</p> <p>“No. I vote for individuals who believe in the same thing I believe in. These action committees are non-sense in my opinion. It’s just for publicity.”</p>

<p>“I don’t always have time to research candidates and thus rely on action committees and media to help me decide.”</p> <p>“I use them because I look for certain attributes in candidates. I want to know are you here for the people of Durham or are you here for you. I look at candidates - where they are from and background. I like to get to know these persons and these committees represent Durham well in one way or another.”</p> <p>“Minimally, because they have the experience in seeing what other candidates have been capable of.”</p> <p>“They do matter to me in determining my vote (as do the endorsements of local newspapers and educated friends). I care about the endorsements of these PACs because the PACs have clear agendas, and I expect their endorsements to be aligned with their political views. This provides additional information (aside from the candidates’ own public statements and their responses to the Board of Elections surveys) to help me determine my own vote.”</p> <p>“Yes, it tells me what similar people to myself are interested in.”</p>	<p>“No, not at all. I don’t have any loyalty towards them. I know no one that is a part of them, and would rather learn about the candidates for myself to make an educational decision on who to vote for.”</p> <p>“No, because the People’s Alliance often supports candidates for personal reasons, the Friends care about issues I am opposed to, and the Committee often supports people base on race (but not always.”</p> <p>“No, I do my own research and then decide.”</p> <p>“While these organizations served useful purposes in their day, their time has passed.”</p> <p>“I’m relatively new to Durham, so although I’m actively involved in certain aspects of the community, I’m not sure what these groups do and what their values are.”</p> <p>“I do my own research and form my own opinions based on neutral information. Why does the town have a Committee on the Affairs of Black people when white people are in the minority?”</p> <p>“I prefer to analyze the candidates on my own and make a judgment.”</p> <p>“They are just one opinion that is represented. I am educated enough to form my own opinion.”</p> <p>“I am an issues-based voter.”</p> <p>“While I respect what they were created to do originally, the city has changed so rapidly over the past decade, that they are increasingly irrelevant. This is reflective in their small numbers, especially voting members who make the final endorsement decisions.”</p> <p>“I don’t feel that any of the three represent my socio-economic status, e.g. me being a young professional. I feel like our age group are movers and shakers who want to preserve our unique cultural heritage, but also move into the 21st century. Thus, I do not feel like any of the three represent us.”</p>
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	<p>“I am informed and do not need an endorsement to make a voting choice.”</p> <p>“I have not looked for their endorsements.”</p> <p>“I was once affiliated with DCAP, but I feel now that they lack contemporary relevance and the leadership is out of touch with the needs of today and lacks a real vision for tomorrow.”</p> <p>“No, because I don’t know enough about them.”</p> <p>“No, because I don’t find my views or positions closely align with any one PAC.”</p>
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About Triangle Research Partners

Based in Durham, North Carolina, Triangle Research Partners, LLC empowers nonprofit organizations from around the country to become leaders and advocates for community change. By providing our clients customized, affordable research services, we help them gain a strategic knowledge of the communities they operate in, positively impacting their programs, funding, and visibility.

To learn more about Triangle Research Partners, please visit: www.triangleresearchpartners.com.



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